# California

1997

Issued August 1999

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## 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

ECONOMIC CENSUS 1997

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# Introduction to the Economic Census

## PURPOSES AND USES OF THE ECONOMIC CENSUS

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

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

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

## ALL-NEW INDUSTRY CLASSIFICATIONS

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

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

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

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

## RELATIONSHIP TO SIC

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

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

## GEOGRAPHIC AREA CODING

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



U.S. Census Bureau, 1997 Economic Census

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

## BASIS OF REPORTING

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

## DOLLAR VALUES

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

All dollar values are shown in thousands of dollars.

## AVAILABILITY OF ADDITIONAL DATA

### Reports in Print and Electronic Media

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

### Special Tabulations

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

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

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

## HISTORICAL INFORMATION

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

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

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

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

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

## SOURCES FOR MORE INFORMATION

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

## ABBREVIATIONS AND SYMBOLS

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

| | |
|---|---|
| A | Standard error of 100 percent or more. |
| D | Withheld to avoid disclosing data of individual companies; data are included in higher level totals. |
| F | Exceeds 100 percent because data include establishments with payroll exceeding revenue. |
| N | Not available or not comparable. |
| Q | Revenue not collected at this level of detail for multiestablishment firms. |
| S | Withheld because estimates did not meet publication standards. |
| V | Represents less than 50 vehicles or .05 percent. |
| X | Not applicable. |
| Y | Disclosure withheld because of insufficient coverage of merchandise lines. |
| Z | Less than half the unit shown. |
| a | 0 to 19 employees. |
| b | 20 to 99 employees. |
| c | 100 to 249 employees. |
| e | 250 to 499 employees. |
| f | 500 to 999 employees. |
| g | 1,000 to 2,499 employees. |
| h | 2,500 to 4,999 employees. |
| i | 5,000 to 9,999 employees. |
| j | 10,000 to 24,999 employees. |
| k | 25,000 to 49,999 employees. |
| l | 50,000 to 99,999 employees. |
| m | 100,000 employees or more. |
| p | 10 to 19 percent estimated. |
| q | 20 to 29 percent estimated. |
| r | Revised. |
| s | Sampling error exceeds 40 percent. |
| nec | Not elsewhere classified. |
| nsk | Not specified by kind. |
| – | Represents zero (page image/print only). |
| (CC) | Consolidated city. |
| (IC) | Independent city. |

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# Retail Trade

## SCOPE

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

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

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

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

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

## GENERAL

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

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

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

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

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

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

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

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

## GEOGRAPHIC AREAS COVERED

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

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



U.S. Census Bureau, 1997 Economic Census

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

4. Metropolitan statistical areas (MSAs) defined by the OMB as of June 30, 1997. An MSA is an integrated economic and social unit with a population nucleus of at least 50,000 inhabitants (according to the 1990 Census of Population or subsequent special census). Each MSA consists of one or more counties meeting standards of metropolitan character. In New England, cities and towns rather than counties are the component geographic units.
5. Areas within the state outside metropolitan areas (MAs).
6. Counties and county equivalents defined as of January 1, 1997. Counties are the primary divisions of states, except in Louisiana where they are called parishes and in Alaska where they are called boroughs and census areas. Maryland, Missouri, Nevada, and Virginia have one place or more that is independent of any county organization and constitutes primary divisions of their states. These places are treated as counties and as places.
7. Consolidated cities defined as of January 1, 1997. Consolidated cities are consolidated governments which consist of separately incorporated municipalities.
8. Municipalities of 2,500 inhabitants or more defined as of January 1, 1997. These are areas of significant population incorporated as cities, boroughs, villages, or towns according to the 1990 Census of Population or subsequent special census. For the economic census, boroughs and census areas in Alaska and boroughs in New York are not included in this category.
9. Special economic urban areas (SEUAs), which include townships in Michigan, New Jersey, and Pennsylvania, and towns in New York, Wisconsin, and the six New England states with 10,000 inhabitants or more (according to the 1990 Census of Population or subsequent special census).

## COMPARABILITY OF THE 1992 AND 1997 CENSUSES

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

## DISCLOSURE

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

## AVAILABILITY OF MORE FREQUENT ECONOMIC DATA

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

# Table 1. **Summary Statistics for the State: 1997**

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **CALIFORNIA** | | | | | | | |
| **44-45** | **Retail trade** | **106 357** | **263 118 346** | **26 362 691** | **6 182 457** | **1 354 797** | **8.5** | **6.0** |
| 441 | Motor vehicle & parts dealers | 10 980 | 65 582 756 | 5 706 081 | 1 317 352 | 174 669 | 7.9 | 5.9 |
| 4411 | Automobile dealers | 3 340 | 55 552 785 | 4 246 943 | 974 946 | 110 958 | 7.6 | 5.6 |
| 44111 | New car dealers | 2 085 | 53 256 178 | 4 102 794 | 942 075 | 105 076 | 6.8 | 5.5 |
| 441110 | New car dealers | 2 085 | 53 256 178 | 4 102 794 | 942 075 | 105 076 | 6.8 | 5.5 |
| 44112 | Used car dealers | 1 255 | 2 296 607 | 144 149 | 32 871 | 5 882 | 27.0 | 8.4 |
| 441120 | Used car dealers | 1 255 | 2 296 607 | 144 149 | 32 871 | 5 882 | 27.0 | 8.4 |
| 4412 | Other motor vehicle dealers | 1 226 | 2 813 700 | 281 776 | 62 447 | 11 011 | 12.1 | 5.5 |
| 44121 | Recreational vehicle dealers | 352 | 1 224 121 | 113 196 | 25 746 | 4 180 | 8.8 | 4.9 |
| 441210 | Recreational vehicle dealers | 352 | 1 224 121 | 113 196 | 25 746 | 4 180 | 8.8 | 4.9 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 874 | 1 589 579 | 168 580 | 36 701 | 6 831 | 14.6 | 6.0 |
| 441221 | Motorcycle dealers | 399 | 813 067 | 88 834 | 19 650 | 3 504 | 13.6 | 4.7 |
| 441222 | Boat dealers | 347 | 567 433 | 57 649 | 12 228 | 2 457 | 15.1 | 8.6 |
| 441229 | All other motor vehicle dealers | 128 | 209 079 | 22 097 | 4 823 | 870 | 17.1 | 4.0 |
| 4413 | Automotive parts, accessories, & tire stores | 6 414 | 7 216 271 | 1 177 362 | 279 959 | 52 700 | 9.0 | 8.2 |
| 44131 | Automotive parts & accessories stores | 4 465 | 4 986 842 | 776 820 | 186 838 | 37 734 | 8.4 | 9.1 |
| 441310 | Automotive parts & accessories stores | 4 465 | 4 986 842 | 776 820 | 186 838 | 37 734 | 8.4 | 9.1 |
| 44132 | Tire dealers | 1 949 | 2 229 429 | 400 542 | 93 121 | 14 966 | 10.2 | 6.2 |
| 441320 | Tire dealers | 1 949 | 2 229 429 | 400 542 | 93 121 | 14 966 | 10.2 | 6.2 |
| 442 | Furniture & home furnishings stores | 6 537 | 7 602 840 | 1 051 441 | 243 123 | 48 910 | 13.2 | 8.1 |
| 4421 | Furniture stores | 2 780 | 3 868 555 | 529 146 | 123 379 | 21 783 | 12.9 | 9.4 |
| 44211 | Furniture stores | 2 780 | 3 868 555 | 529 146 | 123 379 | 21 783 | 12.9 | 9.4 |
| 442110 | Furniture stores | 2 780 | 3 868 555 | 529 146 | 123 379 | 21 783 | 12.9 | 9.4 |
| 4422 | Home furnishings stores | 3 757 | 3 734 285 | 522 295 | 119 744 | 27 127 | 13.6 | 6.8 |
| 44221 | Floor covering stores | 1 565 | 1 655 026 | 263 604 | 58 698 | 9 728 | 18.6 | 6.6 |
| 442210 | Floor covering stores | 1 565 | 1 655 026 | 263 604 | 58 698 | 9 728 | 18.6 | 6.6 |
| 44229 | Other home furnishings stores | 2 192 | 2 079 259 | 258 691 | 61 046 | 17 399 | 9.6 | 6.9 |
| 442291 | Window treatment stores | 285 | 155 141 | 20 347 | 4 596 | 1 104 | 23.2 | 11.6 |
| 442299 | All other home furnishings stores | 1 907 | 1 924 118 | 238 344 | 56 450 | 16 295 | 8.5 | 6.5 |
| 443 | Electronics & appliance stores | 4 921 | 10 978 703 | 1 033 657 | 244 850 | 45 280 | 10.9 | 7.6 |
| 4431 | Electronics & appliance stores | 4 921 | 10 978 703 | 1 033 657 | 244 850 | 45 280 | 10.9 | 7.6 |
| 44311 | Appliance, television, & other electronics stores | 2 893 | 5 358 939 | 575 015 | 139 570 | 27 187 | 8.9 | 5.9 |
| 443111 | Household appliance stores | 807 | 941 013 | 106 364 | 25 169 | 4 857 | 17.6 | 4.8 |
| 443112 | Radio, television, & other electronics stores | 2 086 | 4 417 926 | 468 651 | 114 401 | 22 330 | 7.1 | 6.2 |
| 44312 | Computer & software stores | 1 606 | 5 251 719 | 411 883 | 94 078 | 15 606 | 12.7 | 8.9 |
| 443120 | Computer & software stores | 1 606 | 5 251 719 | 411 883 | 94 078 | 15 606 | 12.7 | 8.9 |
| 44313 | Camera & photographic supplies stores | 422 | 368 045 | 46 759 | 11 202 | 2 487 | 14.7 | 13.1 |
| 443130 | Camera & photographic supplies stores | 422 | 368 045 | 46 759 | 11 202 | 2 487 | 14.7 | 13.1 |
| 444 | Building material & garden equipment & supplies dealers | 7 103 | 21 469 463 | 2 505 520 | 590 751 | 99 235 | 4.8 | 2.4 |
| 4441 | Building material & supplies dealers | 5 649 | 18 808 082 | 2 180 458 | 519 828 | 85 942 | 4.6 | 2.2 |
| 44411 | Home centers | 296 | 5 711 874 | 586 671 | 147 843 | 28 112 | 1.1 | .2 |
| 444110 | Home centers | 296 | 5 711 874 | 586 671 | 147 843 | 28 112 | 1.1 | .2 |
| 44412 | Paint & wallpaper stores | 700 | 1 046 605 | 135 107 | 31 230 | 5 032 | 4.5 | 4.7 |
| 444120 | Paint & wallpaper stores | 700 | 1 046 605 | 135 107 | 31 230 | 5 032 | 4.5 | 4.7 |
| 44413 | Hardware stores | 1 165 | 1 845 056 | 285 934 | 65 791 | 15 325 | 9.9 | 5.1 |
| 444130 | Hardware stores | 1 165 | 1 845 056 | 285 934 | 65 791 | 15 325 | 9.9 | 5.1 |
| 44419 | Other building material dealers | 3 488 | 10 204 547 | 1 172 746 | 274 964 | 37 473 | 5.5 | 2.5 |
| 444190 | Other building material dealers | 3 488 | 10 204 547 | 1 172 746 | 274 964 | 37 473 | 5.5 | 2.5 |
| 4442 | Lawn & garden equipment & supplies stores | 1 454 | 2 661 381 | 325 062 | 70 923 | 13 293 | 6.8 | 3.9 |
| 44421 | Outdoor power equipment stores | 258 | 212 611 | 27 887 | 6 175 | 1 259 | 20.4 | 3.3 |
| 444210 | Outdoor power equipment stores | 258 | 212 611 | 27 887 | 6 175 | 1 259 | 20.4 | 3.3 |
| 44422 | Nursery & garden centers | 1 196 | 2 448 770 | 297 175 | 64 748 | 12 034 | 5.6 | 4.0 |
| 444220 | Nursery & garden centers | 1 196 | 2 448 770 | 297 175 | 64 748 | 12 034 | 5.6 | 4.0 |
| 445 | Food & beverage stores | 15 494 | 48 767 273 | 5 111 793 | 1 175 380 | 268 874 | 7.9 | 5.6 |
| 4451 | Grocery stores | 9 738 | 45 303 158 | 4 789 889 | 1 100 494 | 242 792 | 5.8 | 5.2 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 7 281 | 43 613 488 | 4 648 383 | 1 067 437 | 230 374 | 4.5 | 4.7 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 7 281 | 43 613 488 | 4 648 383 | 1 067 437 | 230 374 | 4.5 | 4.7 |
| 44512 | Convenience stores | 2 457 | 1 689 670 | 141 506 | 33 057 | 12 418 | 39.6 | 17.4 |
| 445120 | Convenience stores | 2 457 | 1 689 670 | 141 506 | 33 057 | 12 418 | 39.6 | 17.4 |
| 4452 | Specialty food stores | 2 626 | 1 580 470 | 191 283 | 44 210 | 15 636 | 25.7 | 8.2 |
| 4453 | Beer, wine, & liquor stores | 3 130 | 1 883 645 | 130 621 | 30 676 | 10 446 | 44.3 | 11.7 |
| 44531 | Beer, wine, & liquor stores | 3 130 | 1 883 645 | 130 621 | 30 676 | 10 446 | 44.3 | 11.7 |
| 445310 | Beer, wine, & liquor stores | 3 130 | 1 883 645 | 130 621 | 30 676 | 10 446 | 44.3 | 11.7 |
| 446 | Health & personal care stores | 8 199 | 13 519 580 | 1 918 971 | 463 413 | 96 823 | 10.7 | 7.1 |
| 4461 | Health & personal care stores | 8 199 | 13 519 580 | 1 918 971 | 463 413 | 96 823 | 10.7 | 7.1 |
| 44611 | Pharmacies & drug stores | 4 093 | 11 256 138 | 1 524 755 | 369 417 | 74 408 | 9.4 | 6.3 |
| 446110 | Pharmacies & drug stores | 4 093 | 11 256 138 | 1 524 755 | 369 417 | 74 408 | 9.4 | 6.3 |
| 4461101 | Pharmacies & drug stores | 3 905 | 11 144 119 | 1 506 497 | 365 084 | 73 305 | 9.4 | 6.2 |
| 4461102 | Proprietary stores | 188 | 112 019 | 18 258 | 4 333 | 1 103 | 12.2 | 14.1 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 1 117 | 547 757 | 78 873 | 18 846 | 5 719 | 14.2 | 8.2 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 1 117 | 547 757 | 78 873 | 18 846 | 5 719 | 14.2 | 8.2 |
| 44613 | Optical goods stores | 1 289 | 602 033 | 109 283 | 26 425 | 6 197 | 13.1 | 9.3 |
| 446130 | Optical goods stores | 1 289 | 602 033 | 109 283 | 26 425 | 6 197 | 13.1 | 9.3 |
| 44619 | Other health & personal care stores | 1 700 | 1 113 652 | 206 060 | 48 725 | 10 499 | 20.6 | 13.8 |
| 446191 | Food (health) supplement stores | 900 | 579 528 | 81 598 | 18 675 | 5 802 | 23.9 | 20.6 |
| 446199 | All other health & personal care stores | 800 | 534 124 | 124 462 | 30 050 | 4 697 | 16.9 | 6.4 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **CALIFORNIA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 447 | Gasoline stations | 8 721 | 18 818 119 | 880 145 | 197 343 | 63 636 | 19.6 | 11.4 |
| 4471 | Gasoline stations | 8 721 | 18 818 119 | 880 145 | 197 343 | 63 636 | 19.6 | 11.4 |
| 44711 | Gasoline stations with convenience stores | 4 216 | 9 043 257 | 397 927 | 87 018 | 29 754 | 13.6 | 9.0 |
| 447110 | Gasoline stations with convenience stores | 4 216 | 9 043 257 | 397 927 | 87 018 | 29 754 | 13.6 | 9.0 |
| 44719 | Other gasoline stations | 4 505 | 9 774 862 | 482 218 | 110 325 | 33 882 | 25.1 | 13.6 |
| 447190 | Other gasoline stations | 4 505 | 9 774 862 | 482 218 | 110 325 | 33 882 | 25.1 | 13.6 |
| 448 | Clothing & clothing accessories stores | 17 339 | 16 784 874 | 2 095 808 | 505 965 | 144 936 | 9.6 | 8.4 |
| 4481 | Clothing stores | 10 212 | 12 150 011 | 1 498 498 | 365 199 | 109 844 | 8.2 | 7.8 |
| 44811 | Men's clothing stores | 1 307 | 1 191 045 | 164 838 | 40 669 | 9 249 | 14.4 | 11.1 |
| 448110 | Men's clothing stores | 1 307 | 1 191 045 | 164 838 | 40 669 | 9 249 | 14.4 | 11.1 |
| 44812 | Women's clothing stores | 4 401 | 3 206 383 | 404 769 | 94 043 | 31 478 | 15.1 | 17.8 |
| 448120 | Women's clothing stores | 4 401 | 3 206 383 | 404 769 | 94 043 | 31 478 | 15.1 | 17.8 |
| 44813 | Children's & infants' clothing stores | 526 | 414 762 | 44 422 | 10 361 | 4 298 | 11.1 | 2.4 |
| 448130 | Children's & infants' clothing stores | 526 | 414 762 | 44 422 | 10 361 | 4 298 | 11.1 | 2.4 |
| 44814 | Family clothing stores | 2 120 | 6 307 752 | 744 138 | 186 909 | 53 698 | 2.6 | 2.2 |
| 448140 | Family clothing stores | 2 120 | 6 307 752 | 744 138 | 186 909 | 53 698 | 2.6 | 2.2 |
| 44815 | Clothing accessories stores | 596 | 213 514 | 34 707 | 8 149 | 2 764 | 13.8 | 16.0 |
| 448150 | Clothing accessories stores | 596 | 213 514 | 34 707 | 8 149 | 2 764 | 13.8 | 16.0 |
| 44819 | Other clothing stores | 1 262 | 816 555 | 105 624 | 25 068 | 8 357 | 11.6 | 8.2 |
| 448190 | Other clothing stores | 1 262 | 816 555 | 105 624 | 25 068 | 8 357 | 11.6 | 8.2 |
| 4482 | Shoe stores | 3 882 | 2 354 717 | 273 741 | 63 677 | 19 675 | 7.2 | 6.4 |
| 44821 | Shoe stores | 3 882 | 2 354 717 | 273 741 | 63 677 | 19 675 | 7.2 | 6.4 |
| 448210 | Shoe stores | 3 882 | 2 354 717 | 273 741 | 63 677 | 19 675 | 7.2 | 6.4 |
| 4482101 | Men's shoe stores | 259 | 129 090 | 18 880 | 4 331 | 981 | 5.2 | 7.5 |
| 4482102 | Women's shoe stores | 549 | 342 624 | 47 093 | 10 720 | 3 262 | 6.2 | 20.6 |
| 4482103 | Children's & juveniles' shoe stores | 109 | 51 705 | 7 331 | 1 792 | 578 | 7.3 | 2.7 |
| 4482104 | Family shoe stores | 2 399 | 1 185 852 | 132 149 | 31 044 | 10 132 | 9.6 | 4.6 |
| 4482105 | Athletic footwear stores | 566 | 645 446 | 68 288 | 15 790 | 4 722 | 3.8 | 2.1 |
| 4483 | Jewelry, luggage, & leather goods stores | 3 245 | 2 280 146 | 323 569 | 77 089 | 15 417 | 19.7 | 13.9 |
| 44831 | Jewelry stores | 2 919 | 2 009 107 | 287 396 | 68 747 | 13 529 | 21.0 | 14.5 |
| 448310 | Jewelry stores | 2 919 | 2 009 107 | 287 396 | 68 747 | 13 529 | 21.0 | 14.5 |
| 44832 | Luggage & leather goods stores | 326 | 271 039 | 36 173 | 8 342 | 1 888 | 9.7 | 9.4 |
| 448320 | Luggage & leather goods stores | 326 | 271 039 | 36 173 | 8 342 | 1 888 | 9.7 | 9.4 |
| 451 | Sporting goods, hobby, book, & music stores | 7 671 | 8 347 661 | 948 356 | 225 711 | 75 305 | 9.8 | 5.2 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 5 062 | 5 480 464 | 610 846 | 144 299 | 47 174 | 11.5 | 5.1 |
| 45111 | Sporting goods stores | 2 688 | 2 722 472 | 311 787 | 74 348 | 23 178 | 14.3 | 6.2 |
| 451110 | Sporting goods stores | 2 688 | 2 722 472 | 311 787 | 74 348 | 23 178 | 14.3 | 6.2 |
| 4511101 | General-line sporting goods stores | 903 | 1 272 856 | 137 598 | 33 601 | 11 488 | 10.1 | 4.8 |
| 4511102 | Specialty-line sporting goods stores | 1 785 | 1 449 616 | 174 189 | 40 747 | 11 690 | 18.0 | 7.4 |
| 45112 | Hobby, toy, & game stores | 1 207 | 1 819 633 | 168 501 | 37 844 | 13 640 | 6.2 | 3.3 |
| 451120 | Hobby, toy, & game stores | 1 207 | 1 819 633 | 168 501 | 37 844 | 13 640 | 6.2 | 3.3 |
| 45113 | Sewing, needlework, & piece goods stores | 701 | 450 269 | 70 297 | 17 871 | 6 602 | 10.5 | 6.8 |
| 451130 | Sewing, needlework, & piece goods stores | 701 | 450 269 | 70 297 | 17 871 | 6 602 | 10.5 | 6.8 |
| 45114 | Musical instrument & supplies stores | 466 | 488 090 | 60 261 | 14 236 | 3 754 | 16.5 | 4.7 |
| 451140 | Musical instrument & supplies stores | 466 | 488 090 | 60 261 | 14 236 | 3 754 | 16.5 | 4.7 |
| 4512 | Book, periodical, & music stores | 2 609 | 2 867 197 | 337 510 | 81 412 | 28 131 | 6.6 | 5.3 |
| 45121 | Book stores & news dealers | 1 594 | 1 710 118 | 217 026 | 51 702 | 17 440 | 7.6 | 4.6 |
| 451211 | Book stores | 1 434 | 1 640 838 | 205 468 | 49 045 | 16 405 | 7.1 | 4.5 |
| 4512111 | Book stores, general | 941 | 1 115 050 | 136 201 | 32 464 | 10 364 | 6.8 | 4.6 |
| 4512112 | Specialty book stores | 347 | 213 999 | 30 625 | 7 302 | 2 450 | 14.4 | 7.0 |
| 4512113 | College book stores | 146 | 311 789 | 38 642 | 9 279 | 3 591 | 3.4 | 2.4 |
| 451212 | News dealers & newsstands | 160 | 69 280 | 11 558 | 2 657 | 1 035 | 18.4 | 7.0 |
| 45122 | Prerecorded tape, compact disc, & record stores | 1 015 | 1 157 079 | 120 484 | 29 710 | 10 691 | 5.1 | 6.5 |
| 451220 | Prerecorded tape, compact disc, & record stores | 1 015 | 1 157 079 | 120 484 | 29 710 | 10 691 | 5.1 | 6.5 |
| 452 | General merchandise stores | 2 367 | 34 519 458 | 3 017 969 | 735 439 | 215 325 | .3 | 2.1 |
| 4521 | Department stores (incl leased depts) ## | 917 | 23 780 978 | N | N | N | – | .9 |
| 45211 | Department stores (incl leased depts) ## | 917 | 23 780 978 | N | N | N | – | .9 |
| 4521 | Department stores (excl leased depts) | 917 | 23 463 885 | 2 311 121 | 560 977 | 172 273 | – | .9 |
| 45211 | Department stores (excl leased depts) | 917 | 23 463 885 | 2 311 121 | 560 977 | 172 273 | – | .9 |
| 452110 | Department stores (excl leased depts) | 917 | 23 463 885 | 2 311 121 | 560 977 | 172 273 | – | .9 |
| 4521101 | Conventional department stores (excl leased depts) | 293 | 7 883 965 | 798 583 | 197 679 | 51 021 | – | 1.6 |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 426 | 10 788 786 | 964 259 | 230 267 | 84 466 | – | .2 |
| 4521103 | National chain department stores (excl leased depts) | 198 | 4 791 134 | 548 279 | 133 031 | 36 786 | – | 1.1 |
| 4529 | Other general merchandise stores | 1 450 | 11 055 573 | 706 848 | 174 462 | 43 052 | 1.1 | 4.9 |
| 45291 | Warehouse clubs & superstores | 120 | D | D | D | k | D | D |
| 452910 | Warehouse clubs & superstores | 120 | D | D | D | k | D | D |
| 45299 | All other general merchandise stores | 1 330 | D | D | D | j | D | D |
| 452990 | All other general merchandise stores | 1 330 | D | D | D | j | D | D |
| 4529901 | Variety stores | 454 | 485 154 | 57 150 | 12 386 | 4 229 | 8.2 | 4.6 |
| 4529902 | Catalog showrooms | 50 | D | D | D | h | D | D |
| 4529903 | Miscellaneous general merchandise stores | 826 | 1 403 965 | 137 964 | 32 544 | 10 907 | 5.7 | 36.8 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **CALIFORNIA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 13 199 | 8 535 001 | 1 138 513 | 265 804 | 84 204 | 14.9 | 10.3 |
| 4531 | Florists | 2 287 | 650 897 | 123 176 | 29 096 | 11 241 | 28.9 | 13.1 |
| 45311 | Florists | 2 287 | 650 897 | 123 176 | 29 096 | 11 241 | 28.9 | 13.1 |
| 453110 | Florists | 2 287 | 650 897 | 123 176 | 29 096 | 11 241 | 28.9 | 13.1 |
| 4532 | Office supplies, stationery, & gift stores | 4 780 | 4 152 548 | 474 186 | 111 882 | 36 836 | 10.7 | 9.3 |
| 45321 | Office supplies & stationery stores | 1 035 | 2 492 770 | 244 995 | 60 638 | 14 806 | 3.1 | 7.2 |
| 453210 | Office supplies & stationery stores | 1 035 | 2 492 770 | 244 995 | 60 638 | 14 806 | 3.1 | 7.2 |
| 4532101 | Stationery stores | 178 | 91 044 | 14 340 | 3 299 | 1 305 | 25.8 | 7.0 |
| 4532102 | Office supplies stores | 857 | 2 401 726 | 230 655 | 57 339 | 13 501 | 2.2 | 7.2 |
| 45322 | Gift, novelty, & souvenir stores | 3 745 | 1 659 778 | 229 191 | 51 244 | 22 030 | 22.1 | 12.4 |
| 453220 | Gift, novelty, & souvenir stores | 3 745 | 1 659 778 | 229 191 | 51 244 | 22 030 | 22.1 | 12.4 |
| 4533 | Used merchandise stores | 1 895 | 877 939 | 185 931 | 43 057 | 13 845 | 15.2 | 16.5 |
| 45331 | Used merchandise stores | 1 895 | 877 939 | 185 931 | 43 057 | 13 845 | 15.2 | 16.5 |
| 453310 | Used merchandise stores | 1 895 | 877 939 | 185 931 | 43 057 | 13 845 | 15.2 | 16.5 |
| 4539 | Other miscellaneous store retailers | 4 237 | 2 853 617 | 355 220 | 81 769 | 22 282 | 17.6 | 9.4 |
| 45391 | Pet & pet supplies stores | 1 098 | 880 936 | 104 937 | 25 096 | 8 676 | 15.6 | 5.7 |
| 453910 | Pet & pet supplies stores | 1 098 | 880 936 | 104 937 | 25 096 | 8 676 | 15.6 | 5.7 |
| 45392 | Art dealers | 706 | 401 441 | 54 770 | 12 341 | 2 573 | 22.1 | 15.3 |
| 453920 | Art dealers | 706 | 401 441 | 54 770 | 12 341 | 2 573 | 22.1 | 15.3 |
| 45393 | Manufactured (mobile) home dealers | 151 | 284 235 | 17 820 | 3 744 | 781 | 11.8 | 4.5 |
| 453930 | Manufactured (mobile) home dealers | 151 | 284 235 | 17 820 | 3 744 | 781 | 11.8 | 4.5 |
| 45399 | All other miscellaneous store retailers | 2 282 | 1 287 005 | 177 693 | 40 588 | 10 252 | 18.9 | 11.1 |
| 454 | Nonstore retailers | 3 826 | 8 192 618 | 954 437 | 217 326 | 37 600 | 12.5 | 6.7 |
| 4541 | Electronic shopping & mail-order houses | 1 411 | 5 546 146 | 514 706 | 115 776 | 18 114 | 11.9 | 5.2 |
| 45411 | Electronic shopping & mail-order houses | 1 411 | 5 546 146 | 514 706 | 115 776 | 18 114 | 11.9 | 5.2 |
| 454110 | Electronic shopping & mail-order houses | 1 411 | 5 546 146 | 514 706 | 115 776 | 18 114 | 11.9 | 5.2 |
| 4542 | Vending machine operators | 563 | 470 419 | 83 414 | 19 010 | 3 556 | 19.0 | 10.1 |
| 45421 | Vending machine operators | 563 | 470 419 | 83 414 | 19 010 | 3 556 | 19.0 | 10.1 |
| 454210 | Vending machine operators | 563 | 470 419 | 83 414 | 19 010 | 3 556 | 19.0 | 10.1 |
| 4543 | Direct selling establishments | 1 852 | 2 176 053 | 356 317 | 82 540 | 15 930 | 12.5 | 9.9 |
| 45431 | Fuel dealers | 409 | 736 882 | 82 958 | 19 775 | 3 094 | 5.2 | 11.8 |
| 454311 | Heating oil dealers | 38 | 176 960 | 7 917 | 1 855 | 252 | 2.2 | 8.4 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 331 | 549 673 | 73 121 | 17 558 | 2 702 | 5.3 | 13.1 |
| 454319 | Other fuel dealers | 40 | 10 249 | 1 920 | 362 | 140 | 51.5 | 1.1 |
| 45439 | Other direct selling establishments | 1 443 | 1 439 171 | 273 359 | 62 765 | 12 836 | 16.3 | 8.9 |
| 454390 | Other direct selling establishments | 1 443 | 1 439 171 | 273 359 | 62 765 | 12 836 | 16.3 | 8.9 |

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

[1]Includes sales information obtained from administrative records of other Federal agencies.
[2]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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BAKERSFIELD, CA MSA** | | | | | | | |
| **44-45** | **Retail trade** | **1 918** | **4 224 354** | **412 087** | **97 670** | **22 792** | **7.7** | **5.2** |
| 441 | Motor vehicle & parts dealers | 271 | 1 026 727 | 93 192 | 22 122 | 3 440 | 6.0 | 3.6 |
| 4411 | Automobile dealers | 71 | 825 708 | 62 760 | 15 309 | 2 012 | 3.1 | 2.6 |
| 44111 | New car dealers | 35 | 785 945 | 60 061 | 14 679 | 1 877 | 1.8 | 2.2 |
| 441110 | New car dealers | 35 | 785 945 | 60 061 | 14 679 | 1 877 | 1.8 | 2.2 |
| 44112 | Used car dealers | 36 | 39 763 | 2 699 | 630 | 135 | 28.7 | 10.8 |
| 441120 | Used car dealers | 36 | 39 763 | 2 699 | 630 | 135 | 28.7 | 10.8 |
| 4412 | Other motor vehicle dealers | 24 | 51 787 | 5 263 | 1 018 | 207 | 36.3 | 1.6 |
| 44121 | Recreational vehicle dealers | 6 | 28 380 | 2 826 | 565 | 99 | 49.9 | 1.1 |
| 441210 | Recreational vehicle dealers | 6 | 28 380 | 2 826 | 565 | 99 | 49.9 | 1.1 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 18 | 23 407 | 2 437 | 453 | 108 | 19.7 | 2.3 |
| 441221 | Motorcycle dealers | 11 | 12 804 | 1 468 | 227 | 63 | 33.9 | 2.3 |
| 441229 | All other motor vehicle dealers | 4 | 5 903 | 428 | 101 | 24 | 4.5 | 4.0 |
| 4413 | Automotive parts, accessories, & tire stores | 176 | 149 232 | 25 169 | 5 795 | 1 221 | 11.4 | 9.8 |
| 44131 | Automotive parts & accessories stores | 125 | 107 938 | 17 300 | 4 150 | 924 | 10.2 | 10.0 |
| 441310 | Automotive parts & accessories stores | 125 | 107 938 | 17 300 | 4 150 | 924 | 10.2 | 10.0 |
| 44132 | Tire dealers | 51 | 41 294 | 7 869 | 1 645 | 297 | 14.6 | 9.5 |
| 441320 | Tire dealers | 51 | 41 294 | 7 869 | 1 645 | 297 | 14.6 | 9.5 |
| 442 | Furniture & home furnishings stores | 90 | 83 347 | 13 148 | 2 805 | 606 | 14.7 | 2.8 |
| 4421 | Furniture stores | 46 | 55 510 | 8 772 | 1 690 | 381 | 13.8 | 1.5 |
| 44211 | Furniture stores | 46 | 55 510 | 8 772 | 1 690 | 381 | 13.8 | 1.5 |
| 442110 | Furniture stores | 46 | 55 510 | 8 772 | 1 690 | 381 | 13.8 | 1.5 |
| 4422 | Home furnishings stores | 44 | 27 837 | 4 376 | 1 115 | 225 | 16.5 | 5.4 |
| 44221 | Floor covering stores | 29 | 21 556 | 3 585 | 944 | 171 | 19.3 | 6.6 |
| 442210 | Floor covering stores | 29 | 21 556 | 3 585 | 944 | 171 | 19.3 | 6.6 |
| 44229 | Other home furnishings stores | 15 | 6 281 | 791 | 171 | 54 | 7.0 | 1.5 |
| 443 | Electronics & appliance stores | 65 | 87 079 | 11 590 | 2 745 | 547 | 9.8 | 7.9 |
| 4431 | Electronics & appliance stores | 65 | 87 079 | 11 590 | 2 745 | 547 | 9.8 | 7.9 |
| 44311 | Appliance, television, & other electronics stores | 39 | 63 800 | 8 398 | 2 105 | 390 | 7.5 | 1.8 |
| 443111 | Household appliance stores | 9 | 15 597 | 2 601 | 656 | 96 | 7.5 | – |
| 443112 | Radio, television, & other electronics stores | 30 | 48 203 | 5 797 | 1 449 | 294 | 7.4 | 2.4 |
| 44312 | Computer & software stores | 22 | 21 088 | 2 643 | 531 | 131 | 18.1 | 26.8 |
| 443120 | Computer & software stores | 22 | 21 088 | 2 643 | 531 | 131 | 18.1 | 26.8 |
| 444 | Building material & garden equipment & supplies dealers | 152 | 455 090 | 47 259 | 11 700 | 2 001 | 7.0 | 1.4 |
| 4441 | Building material & supplies dealers | 103 | 287 052 | 31 973 | 7 982 | 1 489 | 6.4 | 2.1 |
| 44411 | Home centers | 8 | 96 218 | 9 132 | 2 394 | 562 | – | – |
| 444110 | Home centers | 8 | 96 218 | 9 132 | 2 394 | 562 | – | – |
| 44412 | Paint & wallpaper stores | 15 | 13 028 | 1 758 | 421 | 82 | 9.4 | 2.6 |
| 444120 | Paint & wallpaper stores | 15 | 13 028 | 1 758 | 421 | 82 | 9.4 | 2.6 |
| 44413 | Hardware stores | 36 | 38 065 | 5 658 | 1 178 | 326 | 16.1 | 1.6 |
| 444130 | Hardware stores | 36 | 38 065 | 5 658 | 1 178 | 326 | 16.1 | 1.6 |
| 44419 | Other building material dealers | 44 | 139 741 | 15 425 | 3 989 | 519 | 8.0 | 3.5 |
| 444190 | Other building material dealers | 44 | 139 741 | 15 425 | 3 989 | 519 | 8.0 | 3.5 |
| 4442 | Lawn & garden equipment & supplies stores | 49 | 168 038 | 15 286 | 3 718 | 512 | 7.8 | .2 |
| 44421 | Outdoor power equipment stores | 10 | 11 025 | 1 704 | 386 | 66 | 11.7 | – |
| 444210 | Outdoor power equipment stores | 10 | 11 025 | 1 704 | 386 | 66 | 11.7 | – |
| 44422 | Nursery & garden centers | 39 | 157 013 | 13 582 | 3 332 | 446 | 7.5 | .2 |
| 444220 | Nursery & garden centers | 39 | 157 013 | 13 582 | 3 332 | 446 | 7.5 | .2 |
| 445 | Food & beverage stores | 346 | 815 102 | 83 438 | 19 674 | 4 619 | 10.8 | 4.4 |
| 4451 | Grocery stores | 258 | 778 211 | 80 633 | 19 018 | 4 332 | 9.1 | 4.4 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 191 | 741 485 | 77 895 | 18 355 | 4 028 | 7.8 | 3.6 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 191 | 741 485 | 77 895 | 18 355 | 4 028 | 7.8 | 3.6 |
| 44512 | Convenience stores | 67 | 36 726 | 2 738 | 663 | 304 | 34.1 | 20.2 |
| 445120 | Convenience stores | 67 | 36 726 | 2 738 | 663 | 304 | 34.1 | 20.2 |
| 4452 | Specialty food stores | 35 | 14 574 | 1 439 | 347 | 128 | 34.3 | .6 |
| 446 | Health & personal care stores | 134 | 234 399 | 34 586 | 8 061 | 1 726 | 11.3 | 4.5 |
| 4461 | Health & personal care stores | 134 | 234 399 | 34 586 | 8 061 | 1 726 | 11.3 | 4.5 |
| 44611 | Pharmacies & drug stores | 80 | 211 544 | 30 788 | 7 173 | 1 500 | 9.8 | 4.1 |
| 446110 | Pharmacies & drug stores | 80 | 211 544 | 30 788 | 7 173 | 1 500 | 9.8 | 4.1 |
| 4461101 | Pharmacies & drug stores | 78 | D | D | D | g | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 11 | 3 915 | 534 | 137 | 50 | 18.7 | 14.2 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 11 | 3 915 | 534 | 137 | 50 | 18.7 | 14.2 |
| 44613 | Optical goods stores | 20 | 7 146 | 1 230 | 279 | 83 | 8.8 | 4.1 |
| 446130 | Optical goods stores | 20 | 7 146 | 1 230 | 279 | 83 | 8.8 | 4.1 |
| 44619 | Other health & personal care stores | 23 | 11 794 | 2 034 | 472 | 93 | 36.9 | 8.5 |
| 446191 | Food (health) supplement stores | 12 | 6 947 | 1 018 | 227 | 54 | 49.7 | 13.0 |
| 447 | Gasoline stations | 228 | 462 870 | 26 266 | 5 992 | 2 038 | 13.0 | 13.8 |
| 4471 | Gasoline stations | 228 | 462 870 | 26 266 | 5 992 | 2 038 | 13.0 | 13.8 |
| 44711 | Gasoline stations with convenience stores | 147 | 241 261 | 11 895 | 2 757 | 1 099 | 13.6 | 11.2 |
| 447110 | Gasoline stations with convenience stores | 147 | 241 261 | 11 895 | 2 757 | 1 099 | 13.6 | 11.2 |
| 44719 | Other gasoline stations | 81 | 221 609 | 14 371 | 3 235 | 939 | 12.3 | 16.6 |
| 447190 | Other gasoline stations | 81 | 221 609 | 14 371 | 3 235 | 939 | 12.3 | 16.6 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BAKERSFIELD, CA MSA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores | 230 | 148 603 | 18 598 | 4 463 | 1 393 | 8.3 | 3.7 |
| 4481 | Clothing stores | 109 | 97 620 | 10 998 | 2 615 | 904 | 7.5 | 3.8 |
| 44814 | Family clothing stores | 25 | 51 379 | 5 473 | 1 301 | 434 | 1.6 | 1.1 |
| 448140 | Family clothing stores | 25 | 51 379 | 5 473 | 1 301 | 434 | 1.6 | 1.1 |
| 44819 | Other clothing stores | 12 | 8 235 | 1 030 | 239 | 68 | 7.8 | – |
| 448190 | Other clothing stores | 12 | 8 235 | 1 030 | 239 | 68 | 7.8 | – |
| 4482 | Shoe stores | 70 | 26 373 | 3 297 | 830 | 290 | 4.2 | 2.5 |
| 44821 | Shoe stores | 70 | 26 373 | 3 297 | 830 | 290 | 4.2 | 2.5 |
| 448210 | Shoe stores | 70 | 26 373 | 3 297 | 830 | 290 | 4.2 | 2.5 |
| 4482103 | Children's & juveniles' shoe stores | 2 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 55 | 18 211 | 2 211 | 506 | 208 | 6.1 | .9 |
| 4483 | Jewelry, luggage, & leather goods stores | 51 | 24 610 | 4 303 | 1 018 | 199 | 15.8 | 4.5 |
| 44831 | Jewelry stores | 50 | D | D | D | c | D | D |
| 448310 | Jewelry stores | 50 | D | D | D | c | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 100 | 80 896 | 8 389 | 2 006 | 782 | 4.6 | 4.2 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 76 | 60 369 | 6 307 | 1 517 | 547 | 5.8 | 5.6 |
| 45111 | Sporting goods stores | 45 | 28 154 | 3 009 | 636 | 262 | 9.6 | 11.9 |
| 451110 | Sporting goods stores | 45 | 28 154 | 3 009 | 636 | 262 | 9.6 | 11.9 |
| 4511101 | General-line sporting goods stores | 22 | 18 232 | 1 645 | 383 | 146 | 10.5 | 6.2 |
| 45112 | Hobby, toy, & game stores | 16 | 23 118 | 1 956 | 469 | 164 | 1.2 | – |
| 451120 | Hobby, toy, & game stores | 16 | 23 118 | 1 956 | 469 | 164 | 1.2 | – |
| 45113 | Sewing, needlework, & piece goods stores | 8 | 5 868 | 737 | 193 | 89 | – | .2 |
| 451130 | Sewing, needlework, & piece goods stores | 8 | 5 868 | 737 | 193 | 89 | – | .2 |
| 4512 | Book, periodical, & music stores | 24 | 20 527 | 2 082 | 489 | 235 | 1.3 | – |
| 45121 | Book stores & news dealers | 13 | 10 957 | 1 117 | 251 | 134 | 1.2 | – |
| 451211 | Book stores | 13 | 10 957 | 1 117 | 251 | 134 | 1.2 | – |
| 4512111 | Book stores, general | 9 | 8 114 | 886 | 200 | 95 | – | – |
| 45122 | Prerecorded tape, compact disc, & record stores | 11 | 9 570 | 965 | 238 | 101 | 1.5 | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 11 | 9 570 | 965 | 238 | 101 | 1.5 | – |
| 452 | General merchandise stores | 51 | 598 471 | 51 697 | 12 468 | 4 099 | .4 | 1.0 |
| 4521 | Department stores (incl leased depts) ## | 22 | 485 058 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 22 | 485 058 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 22 | 478 117 | 44 487 | 10 640 | 3 645 | – | – |
| 45211 | Department stores (excl leased depts) | 22 | 478 117 | 44 487 | 10 640 | 3 645 | – | – |
| 452110 | Department stores (excl leased depts) | 22 | 478 117 | 44 487 | 10 640 | 3 645 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 7 | 105 508 | 10 490 | 2 510 | 762 | – | – |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 12 | 279 440 | 24 194 | 5 758 | 2 224 | – | – |
| 4521103 | National chain department stores (excl leased depts) | 3 | 93 169 | 9 803 | 2 372 | 659 | – | – |
| 45299 | All other general merchandise stores | 28 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 28 | D | D | D | c | D | D |
| 4529903 | Miscellaneous general merchandise stores | 16 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 187 | 111 029 | 14 623 | 3 312 | 1 189 | 10.1 | 12.0 |
| 4531 | Florists | 43 | 9 501 | 2 430 | 557 | 214 | 28.4 | 16.5 |
| 45311 | Florists | 43 | 9 501 | 2 430 | 557 | 214 | 28.4 | 16.5 |
| 453110 | Florists | 43 | 9 501 | 2 430 | 557 | 214 | 28.4 | 16.5 |
| 4532 | Office supplies, stationery, & gift stores | 52 | 52 126 | 5 344 | 1 230 | 427 | 9.7 | 3.2 |
| 45321 | Office supplies & stationery stores | 16 | 37 499 | 3 158 | 776 | 211 | 1.5 | – |
| 453210 | Office supplies & stationery stores | 16 | 37 499 | 3 158 | 776 | 211 | 1.5 | – |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 15 | D | D | D | c | D | D |
| 45322 | Gift, novelty, & souvenir stores | 36 | 14 627 | 2 186 | 454 | 216 | 30.5 | 11.5 |
| 453220 | Gift, novelty, & souvenir stores | 36 | 14 627 | 2 186 | 454 | 216 | 30.5 | 11.5 |
| 4533 | Used merchandise stores | 33 | 8 359 | 2 376 | 547 | 235 | 6.9 | 23.0 |
| 45331 | Used merchandise stores | 33 | 8 359 | 2 376 | 547 | 235 | 6.9 | 23.0 |
| 453310 | Used merchandise stores | 33 | 8 359 | 2 376 | 547 | 235 | 6.9 | 23.0 |
| 4539 | Other miscellaneous store retailers | 59 | 41 043 | 4 473 | 978 | 313 | 7.2 | 19.8 |
| 45391 | Pet & pet supplies stores | 10 | 11 118 | 1 162 | 295 | 109 | 4.5 | 16.1 |
| 453910 | Pet & pet supplies stores | 10 | 11 118 | 1 162 | 295 | 109 | 4.5 | 16.1 |
| 45399 | All other miscellaneous store retailers | 45 | 25 483 | 2 912 | 575 | 172 | 7.5 | 24.8 |
| 454 | Nonstore retailers | 64 | 120 741 | 9 301 | 2 322 | 352 | 4.6 | 22.2 |
| 4541 | Electronic shopping & mail-order houses | 10 | 32 741 | 1 543 | 361 | 62 | 2.9 | 58.2 |
| 45411 | Electronic shopping & mail-order houses | 10 | 32 741 | 1 543 | 361 | 62 | 2.9 | 58.2 |
| 454110 | Electronic shopping & mail-order houses | 10 | 32 741 | 1 543 | 361 | 62 | 2.9 | 58.2 |
| 4543 | Direct selling establishments | 45 | 83 019 | 6 782 | 1 737 | 241 | 3.4 | 8.4 |
| 45431 | Fuel dealers | 19 | 67 767 | 3 854 | 1 066 | 137 | 2.7 | 8.8 |
| 454311 | Heating oil dealers | 4 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 14 | D | D | D | b | D | D |
| 454319 | Other fuel dealers | 1 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 26 | 15 252 | 2 928 | 671 | 104 | 6.5 | 7.1 |
| 454390 | Other direct selling establishments | 26 | 15 252 | 2 928 | 671 | 104 | 6.5 | 7.1 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **CHICO–PARADISE, CA MSA** | | | | | | | |
| **44-45** | **Retail trade** | **777** | **1 502 625** | **154 029** | **35 934** | **9 004** | **6.5** | **4.0** |
| 441 | Motor vehicle & parts dealers | 92 | 294 852 | 28 852 | 6 872 | 1 170 | 6.7 | 4.1 |
| 4412 | Other motor vehicle dealers | 19 | 23 329 | 2 473 | 524 | 133 | 15.0 | 2.4 |
| 44121 | Recreational vehicle dealers | 6 | 12 537 | 1 339 | 283 | 69 | 8.9 | – |
| 441210 | Recreational vehicle dealers | 6 | 12 537 | 1 339 | 283 | 69 | 8.9 | – |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 13 | 10 792 | 1 134 | 241 | 64 | 22.0 | 5.2 |
| 441221 | Motorcycle dealers | 7 | 8 684 | 880 | 193 | 49 | 25.3 | 6.4 |
| 4413 | Automotive parts, accessories, & tire stores | 50 | 40 560 | 7 064 | 1 745 | 343 | 8.3 | 11.9 |
| 442 | Furniture & home furnishings stores | 39 | 38 322 | 5 857 | 1 331 | 331 | 10.9 | 6.6 |
| 4421 | Furniture stores | 17 | 19 767 | 2 651 | 624 | 161 | 20.8 | 6.8 |
| 44211 | Furniture stores | 17 | 19 767 | 2 651 | 624 | 161 | 20.8 | 6.8 |
| 442110 | Furniture stores | 17 | 19 767 | 2 651 | 624 | 161 | 20.8 | 6.8 |
| 4422 | Home furnishings stores | 22 | 18 555 | 3 206 | 707 | 170 | .4 | 6.4 |
| 44221 | Floor covering stores | 12 | 14 127 | 2 548 | 545 | 99 | .5 | .3 |
| 442210 | Floor covering stores | 12 | 14 127 | 2 548 | 545 | 99 | .5 | .3 |
| 443 | Electronics & appliance stores | 34 | 40 085 | 4 511 | 1 055 | 272 | 17.9 | 3.4 |
| 4431 | Electronics & appliance stores | 34 | 40 085 | 4 511 | 1 055 | 272 | 17.9 | 3.4 |
| 44311 | Appliance, television, & other electronics stores | 24 | 31 268 | 3 775 | 877 | 225 | 7.9 | 4.3 |
| 443112 | Radio, television, & other electronics stores | 15 | 23 066 | 2 643 | 596 | 164 | 5.1 | 3.0 |
| 44312 | Computer & software stores | 8 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 8 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 74 | 163 434 | 18 904 | 4 221 | 775 | 5.6 | 2.4 |
| 4441 | Building material & supplies dealers | 56 | 109 294 | 13 391 | 3 002 | 598 | 6.2 | 2.0 |
| 44419 | Other building material dealers | 36 | 65 755 | 8 708 | 1 824 | 301 | 7.4 | 1.2 |
| 444190 | Other building material dealers | 36 | 65 755 | 8 708 | 1 824 | 301 | 7.4 | 1.2 |
| 4442 | Lawn & garden equipment & supplies stores | 18 | 54 140 | 5 513 | 1 219 | 177 | 4.2 | 3.1 |
| 44422 | Nursery & garden centers | 17 | D | D | D | c | D | D |
| 444220 | Nursery & garden centers | 17 | D | D | D | c | D | D |
| 445 | Food & beverage stores | 94 | 318 026 | 34 883 | 7 896 | 1 913 | 8.7 | 1.2 |
| 4451 | Grocery stores | 65 | 307 161 | 33 811 | 7 684 | 1 799 | 7.9 | 1.1 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 52 | 301 938 | 33 395 | 7 574 | 1 750 | 7.0 | 1.0 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 52 | 301 938 | 33 395 | 7 574 | 1 750 | 7.0 | 1.0 |
| 4452 | Specialty food stores | 12 | 3 124 | 503 | 79 | 39 | 15.4 | 3.1 |
| 446 | Health & personal care stores | 58 | 93 980 | 13 175 | 3 217 | 665 | 5.0 | 3.8 |
| 4461 | Health & personal care stores | 58 | 93 980 | 13 175 | 3 217 | 665 | 5.0 | 3.8 |
| 4461102 | Proprietary stores | 2 | D | D | D | b | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 9 | 2 928 | 515 | 127 | 46 | 5.6 | 11.9 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 9 | 2 928 | 515 | 127 | 46 | 5.6 | 11.9 |
| 447 | Gasoline stations | 75 | 123 900 | 5 273 | 1 181 | 485 | 8.1 | 16.1 |
| 4471 | Gasoline stations | 75 | 123 900 | 5 273 | 1 181 | 485 | 8.1 | 16.1 |
| 44711 | Gasoline stations with convenience stores | 58 | 110 596 | 4 554 | 1 000 | 411 | 6.5 | 12.3 |
| 447110 | Gasoline stations with convenience stores | 58 | 110 596 | 4 554 | 1 000 | 411 | 6.5 | 12.3 |
| 448 | Clothing & clothing accessories stores | 94 | 52 015 | 6 383 | 1 542 | 614 | 8.8 | 3.7 |
| 4481 | Clothing stores | 57 | 36 989 | 4 158 | 982 | 472 | 9.0 | 1.7 |
| 44819 | Other clothing stores | 9 | 3 211 | 316 | 71 | 41 | 9.7 | – |
| 448190 | Other clothing stores | 9 | 3 211 | 316 | 71 | 41 | 9.7 | – |
| 451 | Sporting goods, hobby, book, & music stores | 79 | 49 224 | 5 800 | 1 391 | 548 | 5.7 | 2.3 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 61 | 35 695 | 4 271 | 1 024 | 379 | 7.2 | 1.9 |
| 45113 | Sewing, needlework, & piece goods stores | 9 | 3 266 | 443 | 159 | 62 | 1.3 | 17.6 |
| 451130 | Sewing, needlework, & piece goods stores | 9 | 3 266 | 443 | 159 | 62 | 1.3 | 17.6 |
| 4512 | Book, periodical, & music stores | 18 | 13 529 | 1 529 | 367 | 169 | 1.6 | 3.3 |
| 45121 | Book stores & news dealers | 13 | 8 976 | 1 053 | 248 | 110 | 2.4 | 5.0 |
| 4512111 | Book stores, general | 8 | 6 741 | 886 | 216 | 90 | 3.2 | – |
| 452 | General merchandise stores | 21 | 254 361 | 21 652 | 5 141 | 1 601 | .4 | .9 |
| 453 | Miscellaneous store retailers | 91 | 50 323 | 5 488 | 1 358 | 486 | 6.9 | 6.2 |
| 4532 | Office supplies, stationery, & gift stores | 30 | 18 310 | 1 953 | 524 | 201 | 8.2 | 7.2 |
| 45321 | Office supplies & stationery stores | 7 | 12 873 | 1 176 | 340 | 87 | 3.1 | – |
| 453210 | Office supplies & stationery stores | 7 | 12 873 | 1 176 | 340 | 87 | 3.1 | – |
| 4532102 | Office supplies stores | 7 | 12 873 | 1 176 | 340 | 87 | 3.1 | – |
| 4539 | Other miscellaneous store retailers | 30 | 25 283 | 2 213 | 507 | 133 | 1.8 | 3.7 |
| 45393 | Manufactured (mobile) home dealers | 6 | 14 808 | 983 | 262 | 43 | – | – |
| 453930 | Manufactured (mobile) home dealers | 6 | 14 808 | 983 | 262 | 43 | – | – |
| 45399 | All other miscellaneous store retailers | 17 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 26 | 24 103 | 3 251 | 729 | 144 | 10.2 | 19.2 |
| 4543 | Direct selling establishments | 17 | 17 336 | 2 203 | 450 | 81 | 14.2 | 26.7 |
| 45431 | Fuel dealers | 8 | 12 413 | 1 194 | 201 | 39 | 16.0 | 37.2 |
| 454311 | Heating oil dealers | 4 | 6 420 | 240 | 41 | 10 | – | 51.7 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 4 | 5 993 | 954 | 160 | 29 | 33.2 | 21.5 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **FRESNO, CA MSA** | | | | | | | |
| **44-45** | **Retail trade** | **2 805** | **6 101 985** | **601 947** | **139 565** | **33 404** | **9.8** | **6.9** |
| 441 | Motor vehicle & parts dealers | 402 | 1 498 108 | 138 351 | 31 336 | 4 834 | 12.3 | 10.4 |
| 4411 | Automobile dealers | 146 | 1 148 566 | 90 028 | 19 860 | 2 676 | 12.9 | 11.6 |
| 44111 | New car dealers | 68 | 1 024 903 | 81 144 | 18 203 | 2 358 | 10.8 | 12.0 |
| 441110 | New car dealers | 68 | 1 024 903 | 81 144 | 18 203 | 2 358 | 10.8 | 12.0 |
| 44112 | Used car dealers | 78 | 123 663 | 8 884 | 1 657 | 318 | 30.2 | 7.7 |
| 441120 | Used car dealers | 78 | 123 663 | 8 884 | 1 657 | 318 | 30.2 | 7.7 |
| 4412 | Other motor vehicle dealers | 24 | 105 105 | 10 787 | 2 636 | 400 | 6.8 | 3.6 |
| 44121 | Recreational vehicle dealers | 10 | 84 307 | 8 866 | 2 207 | 313 | 2.9 | .4 |
| 441210 | Recreational vehicle dealers | 10 | 84 307 | 8 866 | 2 207 | 313 | 2.9 | .4 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 14 | 20 798 | 1 921 | 429 | 87 | 22.4 | 16.4 |
| 441221 | Motorcycle dealers | 9 | 11 771 | 1 296 | 299 | 60 | 2.2 | 4.9 |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 232 | 244 437 | 37 536 | 8 840 | 1 758 | 11.7 | 8.0 |
| 44131 | Automotive parts & accessories stores | 176 | 177 339 | 26 270 | 6 195 | 1 337 | 13.0 | 10.6 |
| 441310 | Automotive parts & accessories stores | 176 | 177 339 | 26 270 | 6 195 | 1 337 | 13.0 | 10.6 |
| 44132 | Tire dealers | 56 | 67 098 | 11 266 | 2 645 | 421 | 8.5 | 1.1 |
| 441320 | Tire dealers | 56 | 67 098 | 11 266 | 2 645 | 421 | 8.5 | 1.1 |
| 442 | Furniture & home furnishings stores | 134 | 152 942 | 20 575 | 5 318 | 1 112 | 14.0 | 7.2 |
| 4421 | Furniture stores | 73 | 78 826 | 11 812 | 2 892 | 582 | 17.5 | 1.1 |
| 44211 | Furniture stores | 73 | 78 826 | 11 812 | 2 892 | 582 | 17.5 | 1.1 |
| 442110 | Furniture stores | 73 | 78 826 | 11 812 | 2 892 | 582 | 17.5 | 1.1 |
| 4422 | Home furnishings stores | 61 | 74 116 | 8 763 | 2 426 | 530 | 10.2 | 13.6 |
| 44221 | Floor covering stores | 31 | 46 445 | 5 665 | 1 569 | 241 | 9.8 | 21.3 |
| 442210 | Floor covering stores | 31 | 46 445 | 5 665 | 1 569 | 241 | 9.8 | 21.3 |
| 44229 | Other home furnishings stores | 30 | 27 671 | 3 098 | 857 | 289 | 10.8 | .7 |
| 442299 | All other home furnishings stores | 25 | D | D | D | e | D | D |
| 443 | Electronics & appliance stores | 109 | 155 964 | 15 536 | 3 847 | 852 | 13.0 | 3.2 |
| 4431 | Electronics & appliance stores | 109 | 155 964 | 15 536 | 3 847 | 852 | 13.0 | 3.2 |
| 44311 | Appliance, television, & other electronics stores | 71 | 99 447 | 10 436 | 2 645 | 597 | 6.2 | 2.0 |
| 443111 | Household appliance stores | 19 | 13 231 | 1 589 | 383 | 89 | 13.6 | 1.7 |
| 443112 | Radio, television, & other electronics stores | 52 | 86 216 | 8 847 | 2 262 | 508 | 5.0 | 2.0 |
| 44312 | Computer & software stores | 34 | 50 915 | 4 201 | 988 | 213 | 27.6 | 6.0 |
| 443120 | Computer & software stores | 34 | 50 915 | 4 201 | 988 | 213 | 27.6 | 6.0 |
| 44313 | Camera & photographic supplies stores | 4 | 5 602 | 899 | 214 | 42 | – | .5 |
| 443130 | Camera & photographic supplies stores | 4 | 5 602 | 899 | 214 | 42 | – | .5 |
| 444 | Building material & garden equipment & supplies dealers | 238 | 651 275 | 74 551 | 17 191 | 2 945 | 4.3 | 1.3 |
| 4441 | Building material & supplies dealers | 168 | 434 294 | 53 442 | 12 821 | 2 278 | 5.5 | 1.9 |
| 44411 | Home centers | 9 | 112 995 | 11 594 | 2 985 | 602 | .8 | – |
| 444110 | Home centers | 9 | 112 995 | 11 594 | 2 985 | 602 | .8 | – |
| 44412 | Paint & wallpaper stores | 19 | 22 264 | 3 044 | 770 | 132 | 5.4 | 8.8 |
| 444120 | Paint & wallpaper stores | 19 | 22 264 | 3 044 | 770 | 132 | 5.4 | 8.8 |
| 44413 | Hardware stores | 47 | 62 103 | 9 221 | 2 200 | 549 | 10.6 | 3.7 |
| 444130 | Hardware stores | 47 | 62 103 | 9 221 | 2 200 | 549 | 10.6 | 3.7 |
| 44419 | Other building material dealers | 93 | 236 932 | 29 583 | 6 866 | 995 | 6.4 | 1.6 |
| 444190 | Other building material dealers | 93 | 236 932 | 29 583 | 6 866 | 995 | 6.4 | 1.6 |
| 4442 | Lawn & garden equipment & supplies stores | 70 | 216 981 | 21 109 | 4 370 | 667 | 2.0 | .3 |
| 44422 | Nursery & garden centers | 59 | 210 548 | 20 113 | 4 158 | 619 | 1.9 | .2 |
| 444220 | Nursery & garden centers | 59 | 210 548 | 20 113 | 4 158 | 619 | 1.9 | .2 |
| 445 | Food & beverage stores | 519 | 1 193 764 | 115 582 | 26 277 | 6 802 | 14.7 | 5.2 |
| 4451 | Grocery stores | 375 | 1 112 250 | 109 344 | 24 801 | 6 202 | 12.5 | 4.4 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 267 | 1 054 458 | 105 293 | 23 847 | 5 814 | 10.7 | 3.6 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 267 | 1 054 458 | 105 293 | 23 847 | 5 814 | 10.7 | 3.6 |
| 44512 | Convenience stores | 108 | 57 792 | 4 051 | 954 | 388 | 46.2 | 19.4 |
| 445120 | Convenience stores | 108 | 57 792 | 4 051 | 954 | 388 | 46.2 | 19.4 |
| 4452 | Specialty food stores | 47 | 25 969 | 3 086 | 721 | 281 | 23.5 | 19.7 |
| 4453 | Beer, wine, & liquor stores | 97 | 55 545 | 3 152 | 755 | 319 | 54.7 | 13.3 |
| 44531 | Beer, wine, & liquor stores | 97 | 55 545 | 3 152 | 755 | 319 | 54.7 | 13.3 |
| 445310 | Beer, wine, & liquor stores | 97 | 55 545 | 3 152 | 755 | 319 | 54.7 | 13.3 |
| 446 | Health & personal care stores | 185 | 336 366 | 50 891 | 12 321 | 2 606 | 9.0 | 12.3 |
| 4461 | Health & personal care stores | 185 | 336 366 | 50 891 | 12 321 | 2 606 | 9.0 | 12.3 |
| 44611 | Pharmacies & drug stores | 121 | 298 826 | 43 578 | 10 644 | 2 207 | 8.5 | 12.8 |
| 446110 | Pharmacies & drug stores | 121 | 298 826 | 43 578 | 10 644 | 2 207 | 8.5 | 12.8 |
| 4461101 | Pharmacies & drug stores | 113 | 296 436 | 43 282 | 10 578 | 2 189 | 8.0 | 12.9 |
| 4461102 | Proprietary stores | 8 | 2 390 | 296 | 66 | 18 | 70.7 | 4.9 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 19 | 7 025 | 1 169 | 267 | 96 | 5.1 | 8.6 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 19 | 7 025 | 1 169 | 267 | 96 | 5.1 | 8.6 |
| 44613 | Optical goods stores | 17 | 9 640 | 1 728 | 361 | 108 | 4.8 | 17.1 |
| 446130 | Optical goods stores | 17 | 9 640 | 1 728 | 361 | 108 | 4.8 | 17.1 |
| 44619 | Other health & personal care stores | 28 | 20 875 | 4 416 | 1 049 | 195 | 18.2 | 3.5 |
| 446191 | Food (health) supplement stores | 11 | 5 012 | 511 | 122 | 52 | 33.4 | 11.9 |
| 446199 | All other health & personal care stores | 17 | 15 863 | 3 905 | 927 | 143 | 13.4 | .8 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **FRESNO, CA MSA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 447 | Gasoline stations | 297 | 532 367 | 25 284 | 5 499 | 1 874 | 12.7 | 16.1 |
| 4471 | Gasoline stations | 297 | 532 367 | 25 284 | 5 499 | 1 874 | 12.7 | 16.1 |
| 44711 | Gasoline stations with convenience stores | 178 | 302 981 | 13 459 | 2 921 | 1 058 | 11.1 | 16.0 |
| 447110 | Gasoline stations with convenience stores | 178 | 302 981 | 13 459 | 2 921 | 1 058 | 11.1 | 16.0 |
| 44719 | Other gasoline stations | 119 | 229 386 | 11 825 | 2 578 | 816 | 14.7 | 16.2 |
| 447190 | Other gasoline stations | 119 | 229 386 | 11 825 | 2 578 | 816 | 14.7 | 16.2 |
| 448 | Clothing & clothing accessories stores | 345 | 228 133 | 27 064 | 6 367 | 2 338 | 10.8 | 4.7 |
| 4481 | Clothing stores | 189 | 152 807 | 16 977 | 3 973 | 1 555 | 11.4 | 3.3 |
| 44811 | Men's clothing stores | 25 | 17 515 | 2 442 | 660 | 164 | 26.3 | 17.0 |
| 448110 | Men's clothing stores | 25 | 17 515 | 2 442 | 660 | 164 | 26.3 | 17.0 |
| 44813 | Children's & infants' clothing stores | 10 | 6 442 | 726 | 183 | 83 | – | 1.8 |
| 448130 | Children's & infants' clothing stores | 10 | 6 442 | 726 | 183 | 83 | – | 1.8 |
| 44814 | Family clothing stores | 47 | 75 936 | 7 226 | 1 575 | 638 | 1.5 | .5 |
| 448140 | Family clothing stores | 47 | 75 936 | 7 226 | 1 575 | 638 | 1.5 | .5 |
| 44819 | Other clothing stores | 25 | 14 534 | 1 822 | 469 | 162 | 30.9 | 3.7 |
| 448190 | Other clothing stores | 25 | 14 534 | 1 822 | 469 | 162 | 30.9 | 3.7 |
| 4482 | Shoe stores | 91 | 41 155 | 4 635 | 1 083 | 399 | 2.3 | 2.6 |
| 44821 | Shoe stores | 91 | 41 155 | 4 635 | 1 083 | 399 | 2.3 | 2.6 |
| 448210 | Shoe stores | 91 | 41 155 | 4 635 | 1 083 | 399 | 2.3 | 2.6 |
| 4482101 | Men's shoe stores | 7 | 1 983 | 346 | 77 | 24 | – | – |
| 4482104 | Family shoe stores | 68 | 28 513 | 3 154 | 740 | 292 | 3.3 | 1.8 |
| 4482105 | Athletic footwear stores | 8 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 65 | 34 171 | 5 452 | 1 311 | 384 | 18.6 | 13.7 |
| 44831 | Jewelry stores | 60 | 32 684 | 5 192 | 1 243 | 358 | 18.9 | 14.3 |
| 448310 | Jewelry stores | 60 | 32 684 | 5 192 | 1 243 | 358 | 18.9 | 14.3 |
| 44832 | Luggage & leather goods stores | 5 | 1 487 | 260 | 68 | 26 | 11.3 | – |
| 448320 | Luggage & leather goods stores | 5 | 1 487 | 260 | 68 | 26 | 11.3 | – |
| 451 | Sporting goods, hobby, book, & music stores | 136 | 133 162 | 15 555 | 3 731 | 1 349 | 6.9 | 1.7 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 102 | 89 153 | 10 490 | 2 488 | 896 | 9.5 | 2.1 |
| 45111 | Sporting goods stores | 53 | 41 834 | 5 230 | 1 248 | 411 | 13.7 | 1.2 |
| 451110 | Sporting goods stores | 53 | 41 834 | 5 230 | 1 248 | 411 | 13.7 | 1.2 |
| 4511101 | General-line sporting goods stores | 22 | 30 556 | 3 839 | 951 | 286 | 11.3 | 1.4 |
| 45112 | Hobby, toy, & game stores | 23 | 33 130 | 3 078 | 694 | 279 | 5.8 | 1.4 |
| 451120 | Hobby, toy, & game stores | 23 | 33 130 | 3 078 | 694 | 279 | 5.8 | 1.4 |
| 45113 | Sewing, needlework, & piece goods stores | 13 | 7 663 | 1 351 | 358 | 134 | – | 7.5 |
| 451130 | Sewing, needlework, & piece goods stores | 13 | 7 663 | 1 351 | 358 | 134 | – | 7.5 |
| 45114 | Musical instrument & supplies stores | 13 | 6 526 | 831 | 188 | 72 | 11.7 | 4.6 |
| 451140 | Musical instrument & supplies stores | 13 | 6 526 | 831 | 188 | 72 | 11.7 | 4.6 |
| 4512 | Book, periodical, & music stores | 34 | 44 009 | 5 065 | 1 243 | 453 | 1.7 | 1.0 |
| 45121 | Book stores & news dealers | 20 | 27 997 | 3 337 | 768 | 255 | 2.6 | – |
| 451211 | Book stores | 20 | 27 997 | 3 337 | 768 | 255 | 2.6 | – |
| 4512111 | Book stores, general | 12 | 14 207 | 1 438 | 310 | 135 | 1.4 | – |
| 4512112 | Specialty book stores | 7 | D | D | D | b | D | D |
| 4512113 | College book stores | 1 | D | D | D | b | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 14 | 16 012 | 1 728 | 475 | 198 | – | 2.8 |
| 451220 | Prerecorded tape, compact disc, & record stores | 14 | 16 012 | 1 728 | 475 | 198 | – | 2.8 |
| 452 | General merchandise stores | 70 | 888 837 | 76 925 | 18 115 | 5 943 | .2 | 1.0 |
| 4521 | Department stores (incl leased depts) ## | 26 | 639 358 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 26 | 639 358 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 26 | 632 216 | 57 972 | 13 696 | 4 684 | – | – |
| 45211 | Department stores (excl leased depts) | 26 | 632 216 | 57 972 | 13 696 | 4 684 | – | – |
| 452110 | Department stores (excl leased depts) | 26 | 632 216 | 57 972 | 13 696 | 4 684 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 9 | 191 479 | 15 950 | 3 809 | 1 189 | – | – |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 14 | 337 646 | 30 437 | 7 105 | 2 798 | – | – |
| 4521103 | National chain department stores (excl leased depts) | 3 | 103 091 | 11 585 | 2 782 | 697 | – | – |
| 4529 | Other general merchandise stores | 44 | 256 621 | 18 953 | 4 419 | 1 259 | .7 | 3.4 |
| 45299 | All other general merchandise stores | 40 | D | D | D | e | D | D |
| 452990 | All other general merchandise stores | 40 | D | D | D | e | D | D |
| 4529901 | Variety stores | 23 | D | D | D | c | D | D |
| 4529903 | Miscellaneous general merchandise stores | 17 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 283 | 164 419 | 20 828 | 4 784 | 1 829 | 15.4 | 12.1 |
| 4531 | Florists | 61 | 13 850 | 3 210 | 727 | 286 | 28.1 | 9.8 |
| 45311 | Florists | 61 | 13 850 | 3 210 | 727 | 286 | 28.1 | 9.8 |
| 453110 | Florists | 61 | 13 850 | 3 210 | 727 | 286 | 28.1 | 9.8 |
| 4532 | Office supplies, stationery, & gift stores | 101 | 77 172 | 7 917 | 1 837 | 701 | 9.0 | 11.3 |
| 45321 | Office supplies & stationery stores | 25 | 53 391 | 4 465 | 1 017 | 286 | .6 | 13.0 |
| 453210 | Office supplies & stationery stores | 25 | 53 391 | 4 465 | 1 017 | 286 | .6 | 13.0 |
| 4532101 | Stationery stores | 3 | 1 514 | 93 | 24 | 14 | D | 11.0 |
| 4532102 | Office supplies stores | 22 | 51 877 | 4 372 | 993 | 272 | .1 | 13.1 |
| 45322 | Gift, novelty, & souvenir stores | 76 | 23 781 | 3 452 | 820 | 415 | 28.0 | 7.5 |
| 453220 | Gift, novelty, & souvenir stores | 76 | 23 781 | 3 452 | 820 | 415 | 28.0 | 7.5 |
| 4533 | Used merchandise stores | 34 | 11 773 | 3 033 | 691 | 332 | 29.5 | 26.3 |
| 45331 | Used merchandise stores | 34 | 11 773 | 3 033 | 691 | 332 | 29.5 | 26.3 |
| 453310 | Used merchandise stores | 34 | 11 773 | 3 033 | 691 | 332 | 29.5 | 26.3 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **FRESNO, CA MSA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers—Con. | | | | | | | |
| 4539 | Other miscellaneous store retailers | 87 | 61 624 | 6 668 | 1 529 | 510 | 17.9 | 10.8 |
| 45391 | Pet & pet supplies stores | 11 | 19 099 | 1 952 | 471 | 169 | 6.1 | 20.2 |
| 453910 | Pet & pet supplies stores | 11 | 19 099 | 1 952 | 471 | 169 | 6.1 | 20.2 |
| 45392 | Art dealers | 9 | 3 261 | 328 | 67 | 26 | 49.4 | 11.3 |
| 453920 | Art dealers | 9 | 3 261 | 328 | 67 | 26 | 49.4 | 11.3 |
| 45399 | All other miscellaneous store retailers | 63 | D | D | D | e | D | D |
| 454 | Nonstore retailers | 87 | 166 648 | 20 805 | 4 779 | 920 | 6.1 | 4.1 |
| 4541 | Electronic shopping & mail-order houses | 18 | 70 602 | 5 419 | 1 155 | 226 | 2.1 | 1.0 |
| 45411 | Electronic shopping & mail-order houses | 18 | 70 602 | 5 419 | 1 155 | 226 | 2.1 | 1.0 |
| 454110 | Electronic shopping & mail-order houses | 18 | 70 602 | 5 419 | 1 155 | 226 | 2.1 | 1.0 |
| 4542 | Vending machine operators | 9 | 14 278 | 2 893 | 613 | 132 | 16.6 | .1 |
| 45421 | Vending machine operators | 9 | 14 278 | 2 893 | 613 | 132 | 16.6 | .1 |
| 454210 | Vending machine operators | 9 | 14 278 | 2 893 | 613 | 132 | 16.6 | .1 |
| 4543 | Direct selling establishments | 60 | 81 768 | 12 493 | 3 011 | 562 | 7.7 | 7.5 |
| 45431 | Fuel dealers | 24 | 49 708 | 5 041 | 1 287 | 203 | 3.2 | 11.0 |
| 454311 | Heating oil dealers | 2 | D | D | D | a | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 22 | D | D | D | c | D | D |
| 45439 | Other direct selling establishments | 36 | 32 060 | 7 452 | 1 724 | 359 | 14.8 | 2.1 |
| 454390 | Other direct selling establishments | 36 | 32 060 | 7 452 | 1 724 | 359 | 14.8 | 2.1 |
| | **LOS ANGELES–RIVERSIDE–ORANGE COUNTY, CA CMSA** | | | | | | | |
| **44-45** | **Retail trade** | **47 411** | **124 135 442** | **12 079 054** | **2 858 795** | **616 435** | **9.2** | **6.0** |
| 441 | Motor vehicle & parts dealers | 4 941 | 32 927 315 | 2 705 754 | 629 613 | 82 415 | 8.2 | 5.8 |
| 4411 | Automobile dealers | 1 440 | 28 219 681 | 2 033 189 | 472 089 | 53 078 | 7.8 | 5.4 |
| 44111 | New car dealers | 928 | 27 135 037 | 1 967 163 | 457 182 | 50 325 | 6.8 | 5.2 |
| 441110 | New car dealers | 928 | 27 135 037 | 1 967 163 | 457 182 | 50 325 | 6.8 | 5.2 |
| 44112 | Used car dealers | 512 | 1 084 644 | 66 026 | 14 907 | 2 753 | 31.2 | 8.6 |
| 441120 | Used car dealers | 512 | 1 084 644 | 66 026 | 14 907 | 2 753 | 31.2 | 8.6 |
| 4412 | Other motor vehicle dealers | 492 | 1 270 694 | 129 102 | 28 718 | 4 928 | 13.2 | 6.6 |
| 44121 | Recreational vehicle dealers | 138 | 512 429 | 49 401 | 11 341 | 1 716 | 8.9 | 6.4 |
| 441210 | Recreational vehicle dealers | 138 | 512 429 | 49 401 | 11 341 | 1 716 | 8.9 | 6.4 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 354 | 758 265 | 79 701 | 17 377 | 3 212 | 16.1 | 6.8 |
| 441221 | Motorcycle dealers | 156 | 388 958 | 42 040 | 9 667 | 1 643 | 17.3 | 3.6 |
| 441222 | Boat dealers | 136 | 254 570 | 23 923 | 4 904 | 1 044 | 14.4 | 12.2 |
| 441229 | All other motor vehicle dealers | 62 | 114 737 | 13 738 | 2 806 | 525 | 15.5 | 5.3 |
| 4413 | Automotive parts, accessories, & tire stores | 3 009 | 3 436 940 | 543 463 | 128 806 | 24 409 | 9.5 | 8.9 |
| 44131 | Automotive parts & accessories stores | 2 110 | 2 338 389 | 358 542 | 86 089 | 17 536 | 8.6 | 9.9 |
| 441310 | Automotive parts & accessories stores | 2 110 | 2 338 389 | 358 542 | 86 089 | 17 536 | 8.6 | 9.9 |
| 44132 | Tire dealers | 899 | 1 098 551 | 184 921 | 42 717 | 6 873 | 11.2 | 6.7 |
| 441320 | Tire dealers | 899 | 1 098 551 | 184 921 | 42 717 | 6 873 | 11.2 | 6.7 |
| 442 | Furniture & home furnishings stores | 3 015 | 3 581 892 | 490 673 | 114 024 | 22 609 | 14.1 | 7.7 |
| 4421 | Furniture stores | 1 308 | 1 830 670 | 245 604 | 58 273 | 10 323 | 14.0 | 9.2 |
| 44211 | Furniture stores | 1 308 | 1 830 670 | 245 604 | 58 273 | 10 323 | 14.0 | 9.2 |
| 442110 | Furniture stores | 1 308 | 1 830 670 | 245 604 | 58 273 | 10 323 | 14.0 | 9.2 |
| 4422 | Home furnishings stores | 1 707 | 1 751 222 | 245 069 | 55 751 | 12 286 | 14.2 | 6.2 |
| 44221 | Floor covering stores | 712 | 780 308 | 123 055 | 26 998 | 4 594 | 19.3 | 7.7 |
| 442210 | Floor covering stores | 712 | 780 308 | 123 055 | 26 998 | 4 594 | 19.3 | 7.7 |
| 44229 | Other home furnishings stores | 995 | 970 914 | 122 014 | 28 753 | 7 692 | 10.0 | 5.0 |
| 442291 | Window treatment stores | 120 | D | D | D | e | D | D |
| 442299 | All other home furnishings stores | 875 | D | D | D | i | D | D |
| 443 | Electronics & appliance stores | 2 128 | 5 324 559 | 474 529 | 114 028 | 21 446 | 11.3 | 6.8 |
| 4431 | Electronics & appliance stores | 2 128 | 5 324 559 | 474 529 | 114 028 | 21 446 | 11.3 | 6.8 |
| 44311 | Appliance, television, & other electronics stores | 1 274 | 2 780 698 | 275 966 | 65 786 | 13 334 | 9.8 | 4.6 |
| 443111 | Household appliance stores | 325 | 424 036 | 43 826 | 10 486 | 2 034 | 22.1 | 5.2 |
| 443112 | Radio, television, & other electronics stores | 949 | 2 356 662 | 232 140 | 55 300 | 11 300 | 7.6 | 4.4 |
| 44312 | Computer & software stores | 663 | 2 378 657 | 178 918 | 43 477 | 7 036 | 12.5 | 8.7 |
| 443120 | Computer & software stores | 663 | 2 378 657 | 178 918 | 43 477 | 7 036 | 12.5 | 8.7 |
| 44313 | Camera & photographic supplies stores | 191 | 165 204 | 19 645 | 4 765 | 1 076 | 18.4 | 16.2 |
| 443130 | Camera & photographic supplies stores | 191 | 165 204 | 19 645 | 4 765 | 1 076 | 18.4 | 16.2 |

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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LOS ANGELES–RIVERSIDE–ORANGE COUNTY, CA CMSA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 444 | Building material & garden equipment & supplies dealers | 2 740 | 8 754 827 | 997 644 | 240 131 | 40 353 | 4.5 | 2.5 |
| 4441 | Building material & supplies dealers | 2 285 | 8 184 375 | 917 908 | 222 498 | 36 549 | 4.0 | 2.4 |
| 44411 | Home centers | 136 | D | D | D | j | D | D |
| 444110 | Home centers | 136 | D | D | D | j | D | D |
| 44412 | Paint & wallpaper stores | 271 | 495 673 | 59 685 | 13 901 | 2 207 | 3.0 | 4.6 |
| 444120 | Paint & wallpaper stores | 271 | 495 673 | 59 685 | 13 901 | 2 207 | 3.0 | 4.6 |
| 44413 | Hardware stores | 437 | D | D | D | h | D | D |
| 444130 | Hardware stores | 437 | D | D | D | h | D | D |
| 44419 | Other building material dealers | 1 441 | 4 314 696 | 486 206 | 115 179 | 15 617 | 5.7 | 2.7 |
| 444190 | Other building material dealers | 1 441 | 4 314 696 | 486 206 | 115 179 | 15 617 | 5.7 | 2.7 |
| 4442 | Lawn & garden equipment & supplies stores | 455 | 570 452 | 79 736 | 17 633 | 3 804 | 11.8 | 4.7 |
| 44421 | Outdoor power equipment stores | 87 | D | D | D | e | D | D |
| 444210 | Outdoor power equipment stores | 87 | D | D | D | e | D | D |
| 44422 | Nursery & garden centers | 368 | D | D | D | h | D | D |
| 444220 | Nursery & garden centers | 368 | D | D | D | h | D | D |
| 445 | Food & beverage stores | 6 818 | 22 266 735 | 2 312 764 | 543 328 | 118 775 | 7.5 | 5.5 |
| 4451 | Grocery stores | 4 050 | 20 694 747 | 2 174 281 | 510 754 | 107 367 | 5.1 | 5.2 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 3 022 | 19 936 186 | 2 111 117 | 495 721 | 102 051 | 3.7 | 4.6 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 3 022 | 19 936 186 | 2 111 117 | 495 721 | 102 051 | 3.7 | 4.6 |
| 44512 | Convenience stores | 1 028 | 758 561 | 63 164 | 15 033 | 5 316 | 40.4 | 19.6 |
| 445120 | Convenience stores | 1 028 | 758 561 | 63 164 | 15 033 | 5 316 | 40.4 | 19.6 |
| 4452 | Specialty food stores | 1 192 | 764 084 | 84 634 | 19 846 | 6 801 | 27.4 | 8.0 |
| 4453 | Beer, wine, & liquor stores | 1 576 | 807 904 | 53 849 | 12 728 | 4 607 | 50.3 | 13.0 |
| 44531 | Beer, wine, & liquor stores | 1 576 | 807 904 | 53 849 | 12 728 | 4 607 | 50.3 | 13.0 |
| 445310 | Beer, wine, & liquor stores | 1 576 | 807 904 | 53 849 | 12 728 | 4 607 | 50.3 | 13.0 |
| 446 | Health & personal care stores | 3 943 | 6 146 690 | 859 371 | 209 335 | 42 959 | 13.0 | 7.2 |
| 4461 | Health & personal care stores | 3 943 | 6 146 690 | 859 371 | 209 335 | 42 959 | 13.0 | 7.2 |
| 44611 | Pharmacies & drug stores | 2 074 | 5 091 750 | 678 180 | 165 870 | 33 067 | 11.8 | 6.3 |
| 446110 | Pharmacies & drug stores | 2 074 | 5 091 750 | 678 180 | 165 870 | 33 067 | 11.8 | 6.3 |
| 4461101 | Pharmacies & drug stores | 2 007 | D | D | D | k | D | D |
| 4461102 | Proprietary stores | 67 | D | D | D | e | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 554 | 294 957 | 42 062 | 9 911 | 2 852 | 15.5 | 9.6 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 554 | 294 957 | 42 062 | 9 911 | 2 852 | 15.5 | 9.6 |
| 44613 | Optical goods stores | 580 | 272 728 | 49 495 | 12 019 | 2 704 | 16.1 | 10.4 |
| 446130 | Optical goods stores | 580 | 272 728 | 49 495 | 12 019 | 2 704 | 16.1 | 10.4 |
| 44619 | Other health & personal care stores | 735 | 487 255 | 89 634 | 21 535 | 4 336 | 21.8 | 13.1 |
| 446191 | Food (health) supplement stores | 386 | 241 592 | 33 792 | 7 919 | 2 304 | 25.5 | 19.5 |
| 446199 | All other health & personal care stores | 349 | 245 663 | 55 842 | 13 616 | 2 032 | 18.1 | 6.9 |
| 447 | Gasoline stations | 3 811 | 8 474 437 | 363 691 | 79 863 | 26 706 | 24.2 | 11.1 |
| 4471 | Gasoline stations | 3 811 | 8 474 437 | 363 691 | 79 863 | 26 706 | 24.2 | 11.1 |
| 44711 | Gasoline stations with convenience stores | 1 630 | 3 623 993 | 148 958 | 31 848 | 10 970 | 15.6 | 8.9 |
| 447110 | Gasoline stations with convenience stores | 1 630 | 3 623 993 | 148 958 | 31 848 | 10 970 | 15.6 | 8.9 |
| 44719 | Other gasoline stations | 2 181 | 4 850 444 | 214 733 | 48 015 | 15 736 | 30.6 | 12.6 |
| 447190 | Other gasoline stations | 2 181 | 4 850 444 | 214 733 | 48 015 | 15 736 | 30.6 | 12.6 |
| 448 | Clothing & clothing accessories stores | 8 457 | 8 455 253 | 1 042 535 | 251 123 | 70 456 | 11.0 | 9.2 |
| 4481 | Clothing stores | 5 045 | 6 088 716 | 748 039 | 181 008 | 53 222 | 9.7 | 8.6 |
| 44811 | Men's clothing stores | 678 | 658 460 | 86 214 | 20 888 | 5 098 | 16.6 | 11.2 |
| 448110 | Men's clothing stores | 678 | 658 460 | 86 214 | 20 888 | 5 098 | 16.6 | 11.2 |
| 44812 | Women's clothing stores | 2 263 | 1 780 820 | 226 581 | 52 548 | 16 796 | 16.0 | 18.2 |
| 448120 | Women's clothing stores | 2 263 | 1 780 820 | 226 581 | 52 548 | 16 796 | 16.0 | 18.2 |
| 44813 | Children's & infants' clothing stores | 288 | 240 422 | 25 194 | 5 844 | 2 275 | 13.4 | 2.7 |
| 448130 | Children's & infants' clothing stores | 288 | 240 422 | 25 194 | 5 844 | 2 275 | 13.4 | 2.7 |
| 44814 | Family clothing stores | 949 | 2 888 879 | 337 484 | 84 568 | 23 584 | 3.2 | 2.5 |
| 448140 | Family clothing stores | 949 | 2 888 879 | 337 484 | 84 568 | 23 584 | 3.2 | 2.5 |
| 44815 | Clothing accessories stores | 270 | 113 461 | 18 564 | 4 282 | 1 369 | 18.0 | 13.6 |
| 448150 | Clothing accessories stores | 270 | 113 461 | 18 564 | 4 282 | 1 369 | 18.0 | 13.6 |
| 44819 | Other clothing stores | 597 | 406 674 | 54 002 | 12 878 | 4 100 | 11.8 | 8.2 |
| 448190 | Other clothing stores | 597 | 406 674 | 54 002 | 12 878 | 4 100 | 11.8 | 8.2 |
| 4482 | Shoe stores | 1 902 | 1 192 586 | 139 513 | 33 001 | 9 794 | 9.1 | 7.5 |
| 44821 | Shoe stores | 1 902 | 1 192 586 | 139 513 | 33 001 | 9 794 | 9.1 | 7.5 |
| 448210 | Shoe stores | 1 902 | 1 192 586 | 139 513 | 33 001 | 9 794 | 9.1 | 7.5 |
| 4482101 | Men's shoe stores | 128 | D | D | D | e | D | D |
| 4482102 | Women's shoe stores | 278 | 176 884 | 23 460 | 5 600 | 1 672 | 8.3 | 24.1 |
| 4482103 | Children's & juveniles' shoe stores | 50 | D | D | D | c | D | D |
| 4482104 | Family shoe stores | 1 165 | 589 971 | 68 446 | 16 369 | 4 964 | 11.0 | 5.6 |
| 4482105 | Athletic footwear stores | 281 | 336 321 | 35 114 | 8 135 | 2 463 | 6.6 | 1.9 |
| 4483 | Jewelry, luggage, & leather goods stores | 1 510 | 1 173 951 | 154 983 | 37 114 | 7 440 | 20.2 | 14.1 |
| 44831 | Jewelry stores | 1 369 | 1 024 057 | 134 887 | 32 313 | 6 474 | 21.6 | 14.7 |
| 448310 | Jewelry stores | 1 369 | 1 024 057 | 134 887 | 32 313 | 6 474 | 21.6 | 14.7 |
| 44832 | Luggage & leather goods stores | 141 | 149 894 | 20 096 | 4 801 | 966 | 10.7 | 9.8 |
| 448320 | Luggage & leather goods stores | 141 | 149 894 | 20 096 | 4 801 | 966 | 10.7 | 9.8 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LOS ANGELES–RIVERSIDE–ORANGE COUNTY, CA CMSA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 3 301 | 3 826 134 | 426 590 | 101 586 | 33 551 | 10.8 | 6.3 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 2 092 | 2 513 290 | 270 970 | 63 891 | 20 705 | 12.4 | 5.6 |
| 45111 | Sporting goods stores | 1 051 | 1 204 275 | 134 428 | 32 774 | 9 879 | 15.6 | 6.7 |
| 451110 | Sporting goods stores | 1 051 | 1 204 275 | 134 428 | 32 774 | 9 879 | 15.6 | 6.7 |
| 4511101 | General-line sporting goods stores | 365 | 579 371 | 62 127 | 15 371 | 5 411 | 8.8 | 5.4 |
| 4511102 | Specialty-line sporting goods stores | 686 | 624 904 | 72 301 | 17 403 | 4 468 | 21.8 | 8.0 |
| 45112 | Hobby, toy, & game stores | 533 | 872 745 | 78 714 | 17 171 | 6 307 | 6.4 | 3.6 |
| 451120 | Hobby, toy, & game stores | 533 | 872 745 | 78 714 | 17 171 | 6 307 | 6.4 | 3.6 |
| 45113 | Sewing, needlework, & piece goods stores | 315 | 201 422 | 31 766 | 8 015 | 2 796 | 14.5 | 8.8 |
| 451130 | Sewing, needlework, & piece goods stores | 315 | 201 422 | 31 766 | 8 015 | 2 796 | 14.5 | 8.8 |
| 45114 | Musical instrument & supplies stores | 193 | 234 848 | 26 062 | 5 931 | 1 723 | 17.0 | 5.0 |
| 451140 | Musical instrument & supplies stores | 193 | 234 848 | 26 062 | 5 931 | 1 723 | 17.0 | 5.0 |
| 4512 | Book, periodical, & music stores | 1 209 | 1 312 844 | 155 620 | 37 695 | 12 846 | 7.6 | 7.5 |
| 45121 | Book stores & news dealers | 678 | 745 786 | 95 155 | 22 690 | 7 547 | 8.2 | 5.5 |
| 451211 | Book stores | 595 | 708 921 | 89 290 | 21 257 | 6 930 | 7.6 | 5.5 |
| 4512111 | Book stores, general | 371 | 474 533 | 57 823 | 13 744 | 4 302 | 5.7 | 4.6 |
| 4512112 | Specialty book stores | 151 | D | D | D | g | D | D |
| 4512113 | College book stores | 73 | D | D | D | g | D | D |
| 451212 | News dealers & newsstands | 83 | 36 865 | 5 865 | 1 433 | 617 | 20.2 | 6.1 |
| 45122 | Prerecorded tape, compact disc, & record stores | 531 | 567 058 | 60 465 | 15 005 | 5 299 | 6.9 | 10.0 |
| 451220 | Prerecorded tape, compact disc, & record stores | 531 | 567 058 | 60 465 | 15 005 | 5 299 | 6.9 | 10.0 |
| 452 | General merchandise stores | 1 156 | 15 936 977 | 1 437 235 | 351 856 | 102 764 | .4 | 2.8 |
| 4521 | Department stores (incl leased depts) ## | 411 | 10 920 751 | N | N | N | – | 1.0 |
| 45211 | Department stores (incl leased depts) ## | 411 | 10 920 751 | N | N | N | – | 1.0 |
| 4521 | Department stores (excl leased depts) | 411 | 10 760 708 | 1 092 192 | 267 782 | 81 333 | – | 1.0 |
| 45211 | Department stores (excl leased depts) | 411 | 10 760 708 | 1 092 192 | 267 782 | 81 333 | – | 1.0 |
| 452110 | Department stores (excl leased depts) | 411 | 10 760 708 | 1 092 192 | 267 782 | 81 333 | – | 1.0 |
| 4521101 | Conventional department stores (excl leased depts) | 134 | 3 691 729 | 397 931 | 98 816 | 25 307 | – | 2.5 |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 188 | 4 896 511 | 444 821 | 108 259 | 38 673 | – | – |
| 4521103 | National chain department stores (excl leased depts) | 89 | 2 172 468 | 249 440 | 60 707 | 17 353 | – | .7 |
| 4529 | Other general merchandise stores | 745 | 5 176 269 | 345 043 | 84 074 | 21 431 | 1.3 | 6.4 |
| 45291 | Warehouse clubs & superstores | 56 | D | D | D | j | D | D |
| 452910 | Warehouse clubs & superstores | 56 | D | D | D | j | D | D |
| 45299 | All other general merchandise stores | 689 | D | D | D | i | D | D |
| 452990 | All other general merchandise stores | 689 | D | D | D | i | D | D |
| 4529901 | Variety stores | 230 | D | D | D | g | D | D |
| 4529902 | Catalog showrooms | 24 | D | D | D | g | D | D |
| 4529903 | Miscellaneous general merchandise stores | 435 | D | D | D | i | D | D |
| 453 | Miscellaneous store retailers | 5 491 | 3 824 790 | 513 184 | 120 627 | 36 530 | 15.9 | 9.9 |
| 4531 | Florists | 957 | 306 067 | 55 045 | 13 067 | 4 952 | 26.8 | 11.7 |
| 45311 | Florists | 957 | 306 067 | 55 045 | 13 067 | 4 952 | 26.8 | 11.7 |
| 453110 | Florists | 957 | 306 067 | 55 045 | 13 067 | 4 952 | 26.8 | 11.7 |
| 4532 | Office supplies, stationery, & gift stores | 1 985 | 1 895 749 | 220 335 | 52 590 | 16 378 | 10.9 | 7.9 |
| 45321 | Office supplies & stationery stores | 451 | 1 185 925 | 126 946 | 31 352 | 7 368 | 3.6 | 6.8 |
| 453210 | Office supplies & stationery stores | 451 | 1 185 925 | 126 946 | 31 352 | 7 368 | 3.6 | 6.8 |
| 4532101 | Stationery stores | 86 | 42 899 | 7 495 | 1 702 | 723 | 22.2 | 6.9 |
| 4532102 | Office supplies stores | 365 | 1 143 026 | 119 451 | 29 650 | 6 645 | 2.9 | 6.8 |
| 45322 | Gift, novelty, & souvenir stores | 1 534 | 709 824 | 93 389 | 21 238 | 9 010 | 22.9 | 9.8 |
| 453220 | Gift, novelty, & souvenir stores | 1 534 | 709 824 | 93 389 | 21 238 | 9 010 | 22.9 | 9.8 |
| 4533 | Used merchandise stores | 707 | 370 961 | 75 255 | 17 100 | 5 249 | 17.8 | 15.9 |
| 45331 | Used merchandise stores | 707 | 370 961 | 75 255 | 17 100 | 5 249 | 17.8 | 15.9 |
| 453310 | Used merchandise stores | 707 | 370 961 | 75 255 | 17 100 | 5 249 | 17.8 | 15.9 |
| 4539 | Other miscellaneous store retailers | 1 842 | 1 252 013 | 162 549 | 37 870 | 9 951 | 20.3 | 10.7 |
| 45391 | Pet & pet supplies stores | 505 | 402 427 | 48 518 | 11 446 | 3 948 | 15.5 | 6.2 |
| 453910 | Pet & pet supplies stores | 505 | 402 427 | 48 518 | 11 446 | 3 948 | 15.5 | 6.2 |
| 45392 | Art dealers | 284 | 159 410 | 22 495 | 5 191 | 986 | 27.4 | 10.6 |
| 453920 | Art dealers | 284 | 159 410 | 22 495 | 5 191 | 986 | 27.4 | 10.6 |
| 45393 | Manufactured (mobile) home dealers | 59 | D | D | D | e | D | D |
| 453930 | Manufactured (mobile) home dealers | 59 | D | D | D | e | D | D |
| 45399 | All other miscellaneous store retailers | 994 | D | D | D | h | D | D |
| 454 | Nonstore retailers | 1 610 | 4 615 833 | 455 084 | 103 281 | 17 871 | 14.8 | 4.6 |
| 4541 | Electronic shopping & mail-order houses | 685 | 3 544 747 | 272 494 | 61 460 | 9 931 | 14.0 | 3.0 |
| 45411 | Electronic shopping & mail-order houses | 685 | 3 544 747 | 272 494 | 61 460 | 9 931 | 14.0 | 3.0 |
| 454110 | Electronic shopping & mail-order houses | 685 | 3 544 747 | 272 494 | 61 460 | 9 931 | 14.0 | 3.0 |
| 4542 | Vending machine operators | 232 | 214 917 | 38 579 | 8 932 | 1 492 | 21.9 | 14.9 |
| 45421 | Vending machine operators | 232 | 214 917 | 38 579 | 8 932 | 1 492 | 21.9 | 14.9 |
| 454210 | Vending machine operators | 232 | 214 917 | 38 579 | 8 932 | 1 492 | 21.9 | 14.9 |
| 4543 | Direct selling establishments | 693 | 856 169 | 144 011 | 32 889 | 6 448 | 16.3 | 8.5 |
| 45431 | Fuel dealers | 88 | 145 503 | 15 734 | 3 651 | 584 | 8.1 | 10.6 |
| 454311 | Heating oil dealers | 7 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 69 | D | D | D | e | D | D |
| 454319 | Other fuel dealers | 12 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 605 | 710 666 | 128 277 | 29 238 | 5 864 | 18.0 | 8.0 |
| 454390 | Other direct selling establishments | 605 | 710 666 | 128 277 | 29 238 | 5 864 | 18.0 | 8.0 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LOS ANGELES–RIVERSIDE–ORANGE COUNTY, CA CMSA**—Con. | | | | | | | |
| | **Los Angeles–Long Beach, CA PMSA** | | | | | | | |
| **44-45** | **Retail trade** | **27 577** | **69 534 164** | **6 769 024** | **1 601 943** | **343 656** | **10.2** | **7.0** |
| 441 | Motor vehicle & parts dealers | 2 651 | 18 028 921 | 1 456 775 | 342 846 | 45 040 | 9.3 | 7.8 |
| 4411 | Automobile dealers | 799 | 15 766 749 | 1 108 572 | 260 565 | 29 592 | 9.2 | 7.5 |
| 44111 | New car dealers | 504 | 15 170 891 | 1 074 083 | 252 440 | 28 029 | 8.2 | 7.4 |
| 441110 | New car dealers | 504 | 15 170 891 | 1 074 083 | 252 440 | 28 029 | 8.2 | 7.4 |
| 44112 | Used car dealers | 295 | 595 858 | 34 489 | 8 125 | 1 563 | 34.7 | 9.5 |
| 441120 | Used car dealers | 295 | 595 858 | 34 489 | 8 125 | 1 563 | 34.7 | 9.5 |
| 4412 | Other motor vehicle dealers | 187 | 429 700 | 50 643 | 11 172 | 1 817 | 9.2 | 8.8 |
| 44121 | Recreational vehicle dealers | 48 | 141 728 | 17 760 | 3 878 | 574 | 5.8 | 8.6 |
| 441210 | Recreational vehicle dealers | 48 | 141 728 | 17 760 | 3 878 | 574 | 5.8 | 8.6 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 139 | 287 972 | 32 883 | 7 294 | 1 243 | 10.9 | 9.0 |
| 441221 | Motorcycle dealers | 64 | 170 481 | 19 410 | 4 569 | 706 | 8.0 | 2.9 |
| 441222 | Boat dealers | 51 | 80 842 | 7 945 | 1 676 | 360 | 8.6 | 19.1 |
| 441229 | All other motor vehicle dealers | 24 | 36 649 | 5 528 | 1 049 | 177 | 29.7 | 14.7 |
| 4413 | Automotive parts, accessories, & tire stores | 1 665 | 1 832 472 | 297 560 | 71 109 | 13 631 | 10.2 | 10.0 |
| 44131 | Automotive parts & accessories stores | 1 219 | 1 344 666 | 206 679 | 50 104 | 10 103 | 9.3 | 10.3 |
| 441310 | Automotive parts & accessories stores | 1 219 | 1 344 666 | 206 679 | 50 104 | 10 103 | 9.3 | 10.3 |
| 44132 | Tire dealers | 446 | 487 806 | 90 881 | 21 005 | 3 528 | 12.6 | 9.0 |
| 441320 | Tire dealers | 446 | 487 806 | 90 881 | 21 005 | 3 528 | 12.6 | 9.0 |
| 442 | Furniture & home furnishings stores | 1 719 | 2 084 229 | 292 190 | 68 036 | 13 249 | 14.8 | 8.6 |
| 4421 | Furniture stores | 771 | 1 133 688 | 156 236 | 37 329 | 6 374 | 15.1 | 9.7 |
| 44211 | Furniture stores | 771 | 1 133 688 | 156 236 | 37 329 | 6 374 | 15.1 | 9.7 |
| 442110 | Furniture stores | 771 | 1 133 688 | 156 236 | 37 329 | 6 374 | 15.1 | 9.7 |
| 4422 | Home furnishings stores | 948 | 950 541 | 135 954 | 30 707 | 6 875 | 14.3 | 7.2 |
| 44221 | Floor covering stores | 386 | 407 980 | 65 272 | 14 012 | 2 576 | 20.4 | 10.2 |
| 442210 | Floor covering stores | 386 | 407 980 | 65 272 | 14 012 | 2 576 | 20.4 | 10.2 |
| 44229 | Other home furnishings stores | 562 | 542 561 | 70 682 | 16 695 | 4 299 | 9.7 | 5.0 |
| 442291 | Window treatment stores | 66 | 39 796 | 6 789 | 1 611 | 288 | 18.3 | 9.8 |
| 442299 | All other home furnishings stores | 496 | 502 765 | 63 893 | 15 084 | 4 011 | 9.1 | 4.6 |
| 443 | Electronics & appliance stores | 1 258 | 2 988 334 | 277 636 | 67 351 | 12 432 | 12.1 | 8.4 |
| 4431 | Electronics & appliance stores | 1 258 | 2 988 334 | 277 636 | 67 351 | 12 432 | 12.1 | 8.4 |
| 44311 | Appliance, television, & other electronics stores | 758 | 1 531 225 | 158 665 | 38 690 | 7 704 | 11.5 | 5.3 |
| 443111 | Household appliance stores | 195 | 238 135 | 24 937 | 6 142 | 1 245 | 19.9 | 5.0 |
| 443112 | Radio, television, & other electronics stores | 563 | 1 293 090 | 133 728 | 32 548 | 6 459 | 10.0 | 5.3 |
| 44312 | Computer & software stores | 383 | 1 339 274 | 106 612 | 25 665 | 4 083 | 12.1 | 10.8 |
| 443120 | Computer & software stores | 383 | 1 339 274 | 106 612 | 25 665 | 4 083 | 12.1 | 10.8 |
| 44313 | Camera & photographic supplies stores | 117 | 117 835 | 12 359 | 2 996 | 645 | 20.2 | 21.1 |
| 443130 | Camera & photographic supplies stores | 117 | 117 835 | 12 359 | 2 996 | 645 | 20.2 | 21.1 |
| 444 | Building material & garden equipment & supplies dealers | 1 447 | 4 383 279 | 518 111 | 125 883 | 21 263 | 6.0 | 2.4 |
| 4441 | Building material & supplies dealers | 1 228 | 4 180 570 | 485 869 | 118 561 | 19 524 | 5.5 | 2.3 |
| 44411 | Home centers | 70 | 1 536 952 | 152 210 | 39 335 | 7 612 | .6 | – |
| 444110 | Home centers | 70 | 1 536 952 | 152 210 | 39 335 | 7 612 | .6 | – |
| 44412 | Paint & wallpaper stores | 144 | 256 305 | 33 054 | 7 627 | 1 246 | 3.3 | 6.7 |
| 444120 | Paint & wallpaper stores | 144 | 256 305 | 33 054 | 7 627 | 1 246 | 3.3 | 6.7 |
| 44413 | Hardware stores | 241 | 284 304 | 45 666 | 10 784 | 2 469 | 13.5 | 10.9 |
| 444130 | Hardware stores | 241 | 284 304 | 45 666 | 10 784 | 2 469 | 13.5 | 10.9 |
| 44419 | Other building material dealers | 773 | 2 103 009 | 254 939 | 60 815 | 8 197 | 8.2 | 2.3 |
| 444190 | Other building material dealers | 773 | 2 103 009 | 254 939 | 60 815 | 8 197 | 8.2 | 2.3 |
| 4442 | Lawn & garden equipment & supplies stores | 219 | 202 709 | 32 242 | 7 322 | 1 739 | 16.8 | 5.1 |
| 44421 | Outdoor power equipment stores | 44 | 29 902 | 3 597 | 828 | 205 | 40.9 | 6.0 |
| 444210 | Outdoor power equipment stores | 44 | 29 902 | 3 597 | 828 | 205 | 40.9 | 6.0 |
| 44422 | Nursery & garden centers | 175 | 172 807 | 28 645 | 6 494 | 1 534 | 12.6 | 4.9 |
| 444220 | Nursery & garden centers | 175 | 172 807 | 28 645 | 6 494 | 1 534 | 12.6 | 4.9 |
| 445 | Food & beverage stores | 4 350 | 12 671 512 | 1 307 024 | 304 971 | 68 707 | 8.6 | 6.1 |
| 4451 | Grocery stores | 2 497 | 11 629 947 | 1 216 017 | 283 848 | 61 362 | 5.8 | 5.6 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 1 935 | 11 219 138 | 1 182 386 | 275 943 | 58 578 | 4.6 | 5.0 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 1 935 | 11 219 138 | 1 182 386 | 275 943 | 58 578 | 4.6 | 5.0 |
| 44512 | Convenience stores | 562 | 410 809 | 33 631 | 7 905 | 2 784 | 39.9 | 19.8 |
| 445120 | Convenience stores | 562 | 410 809 | 33 631 | 7 905 | 2 784 | 39.9 | 19.8 |
| 4452 | Specialty food stores | 790 | 516 713 | 56 212 | 13 016 | 4 378 | 26.6 | 9.8 |
| 4453 | Beer, wine, & liquor stores | 1 063 | 524 852 | 34 795 | 8 107 | 2 967 | 52.7 | 14.6 |
| 44531 | Beer, wine, & liquor stores | 1 063 | 524 852 | 34 795 | 8 107 | 2 967 | 52.7 | 14.6 |
| 445310 | Beer, wine, & liquor stores | 1 063 | 524 852 | 34 795 | 8 107 | 2 967 | 52.7 | 14.6 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LOS ANGELES–RIVERSIDE–ORANGE COUNTY, CA CMSA**—Con. | | | | | | | |
| | **Los Angeles–Long Beach, CA PMSA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 446 | Health & personal care stores | 2 343 | 3 683 439 | 510 546 | 123 781 | 25 342 | 14.3 | 6.8 |
| 4461 | Health & personal care stores | 2 343 | 3 683 439 | 510 546 | 123 781 | 25 342 | 14.3 | 6.8 |
| 44611 | Pharmacies & drug stores | 1 276 | 3 044 659 | 398 224 | 96 803 | 19 593 | 13.2 | 5.8 |
| 446110 | Pharmacies & drug stores | 1 276 | 3 044 659 | 398 224 | 96 803 | 19 593 | 13.2 | 5.8 |
| 4461101 | Pharmacies & drug stores | 1 226 | 3 007 630 | 393 720 | 95 816 | 19 348 | 13.1 | 5.6 |
| 4461102 | Proprietary stores | 50 | 37 029 | 4 504 | 987 | 245 | 18.7 | 25.0 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 317 | 194 591 | 28 356 | 6 654 | 1 794 | 16.2 | 11.4 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 317 | 194 591 | 28 356 | 6 654 | 1 794 | 16.2 | 11.4 |
| 44613 | Optical goods stores | 343 | 154 369 | 28 874 | 7 096 | 1 479 | 20.9 | 11.5 |
| 446130 | Optical goods stores | 343 | 154 369 | 28 874 | 7 096 | 1 479 | 20.9 | 11.5 |
| 44619 | Other health & personal care stores | 407 | 289 820 | 55 092 | 13 228 | 2 476 | 21.4 | 12.0 |
| 446191 | Food (health) supplement stores | 209 | 130 755 | 19 075 | 4 559 | 1 210 | 24.4 | 19.4 |
| 446199 | All other health & personal care stores | 198 | 159 065 | 36 017 | 8 669 | 1 266 | 18.9 | 5.9 |
| 447 | Gasoline stations | 2 129 | 4 585 233 | 179 964 | 39 159 | 13 067 | 27.8 | 12.3 |
| 4471 | Gasoline stations | 2 129 | 4 585 233 | 179 964 | 39 159 | 13 067 | 27.8 | 12.3 |
| 44711 | Gasoline stations with convenience stores | 811 | 1 784 902 | 66 073 | 14 113 | 4 741 | 18.4 | 10.2 |
| 447110 | Gasoline stations with convenience stores | 811 | 1 784 902 | 66 073 | 14 113 | 4 741 | 18.4 | 10.2 |
| 44719 | Other gasoline stations | 1 318 | 2 800 331 | 113 891 | 25 046 | 8 326 | 33.8 | 13.6 |
| 447190 | Other gasoline stations | 1 318 | 2 800 331 | 113 891 | 25 046 | 8 326 | 33.8 | 13.6 |
| 448 | Clothing & clothing accessories stores | 5 211 | 5 116 625 | 638 259 | 151 612 | 41 608 | 13.2 | 10.3 |
| 4481 | Clothing stores | 3 115 | 3 619 350 | 456 467 | 108 670 | 31 197 | 12.0 | 9.4 |
| 44811 | Men's clothing stores | 431 | 430 536 | 57 501 | 14 050 | 3 097 | 20.9 | 11.4 |
| 448110 | Men's clothing stores | 431 | 430 536 | 57 501 | 14 050 | 3 097 | 20.9 | 11.4 |
| 44812 | Women's clothing stores | 1 442 | 1 164 661 | 150 953 | 34 318 | 10 708 | 18.0 | 18.5 |
| 448120 | Women's clothing stores | 1 442 | 1 164 661 | 150 953 | 34 318 | 10 708 | 18.0 | 18.5 |
| 44813 | Children's & infants' clothing stores | 184 | 141 883 | 15 512 | 3 644 | 1 356 | 16.8 | 3.7 |
| 448130 | Children's & infants' clothing stores | 184 | 141 883 | 15 512 | 3 644 | 1 356 | 16.8 | 3.7 |
| 44814 | Family clothing stores | 558 | 1 583 054 | 189 859 | 46 721 | 12 911 | 4.5 | 2.6 |
| 448140 | Family clothing stores | 558 | 1 583 054 | 189 859 | 46 721 | 12 911 | 4.5 | 2.6 |
| 44815 | Clothing accessories stores | 165 | 71 496 | 11 756 | 2 726 | 877 | 18.7 | 12.1 |
| 448150 | Clothing accessories stores | 165 | 71 496 | 11 756 | 2 726 | 877 | 18.7 | 12.1 |
| 44819 | Other clothing stores | 335 | 227 720 | 30 886 | 7 211 | 2 248 | 10.5 | 9.2 |
| 448190 | Other clothing stores | 335 | 227 720 | 30 886 | 7 211 | 2 248 | 10.5 | 9.2 |
| 4482 | Shoe stores | 1 136 | 731 791 | 86 974 | 20 492 | 5 866 | 11.3 | 9.1 |
| 44821 | Shoe stores | 1 136 | 731 791 | 86 974 | 20 492 | 5 866 | 11.3 | 9.1 |
| 448210 | Shoe stores | 1 136 | 731 791 | 86 974 | 20 492 | 5 866 | 11.3 | 9.1 |
| 4482101 | Men's shoe stores | 75 | 31 804 | 4 674 | 1 074 | 250 | 8.7 | 6.9 |
| 4482102 | Women's shoe stores | 166 | 106 363 | 14 357 | 3 362 | 996 | 9.5 | 28.8 |
| 4482103 | Children's & juveniles' shoe stores | 33 | 17 478 | 2 201 | 527 | 155 | 18.8 | 1.0 |
| 4482104 | Family shoe stores | 679 | 356 296 | 42 902 | 10 288 | 2 919 | 14.6 | 7.6 |
| 4482105 | Athletic footwear stores | 183 | 219 850 | 22 840 | 5 241 | 1 546 | 6.6 | 2.9 |
| 4483 | Jewelry, luggage, & leather goods stores | 960 | 765 484 | 94 818 | 22 450 | 4 545 | 20.6 | 15.6 |
| 44831 | Jewelry stores | 879 | 664 846 | 81 148 | 19 174 | 3 906 | 21.6 | 16.4 |
| 448310 | Jewelry stores | 879 | 664 846 | 81 148 | 19 174 | 3 906 | 21.6 | 16.4 |
| 44832 | Luggage & leather goods stores | 81 | 100 638 | 13 670 | 3 276 | 639 | 14.0 | 10.5 |
| 448320 | Luggage & leather goods stores | 81 | 100 638 | 13 670 | 3 276 | 639 | 14.0 | 10.5 |
| 451 | Sporting goods, hobby, book, & music stores | 1 853 | 2 289 327 | 253 076 | 60 256 | 19 308 | 10.9 | 6.7 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 1 116 | 1 431 247 | 152 355 | 35 794 | 11 207 | 12.9 | 6.4 |
| 45111 | Sporting goods stores | 539 | 640 993 | 68 603 | 16 800 | 4 982 | 15.8 | 7.4 |
| 451110 | Sporting goods stores | 539 | 640 993 | 68 603 | 16 800 | 4 982 | 15.8 | 7.4 |
| 4511101 | General-line sporting goods stores | 194 | 290 647 | 29 674 | 7 288 | 2 590 | 10.4 | 6.6 |
| 4511102 | Specialty-line sporting goods stores | 345 | 350 346 | 38 929 | 9 512 | 2 392 | 20.2 | 8.0 |
| 45112 | Hobby, toy, & game stores | 283 | 505 776 | 45 828 | 9 960 | 3 535 | 6.3 | 4.4 |
| 451120 | Hobby, toy, & game stores | 283 | 505 776 | 45 828 | 9 960 | 3 535 | 6.3 | 4.4 |
| 45113 | Sewing, needlework, & piece goods stores | 176 | 118 334 | 19 279 | 4 836 | 1 543 | 21.0 | 11.2 |
| 451130 | Sewing, needlework, & piece goods stores | 176 | 118 334 | 19 279 | 4 836 | 1 543 | 21.0 | 11.2 |
| 45114 | Musical instrument & supplies stores | 118 | 166 144 | 18 645 | 4 198 | 1 147 | 16.1 | 5.4 |
| 451140 | Musical instrument & supplies stores | 118 | 166 144 | 18 645 | 4 198 | 1 147 | 16.1 | 5.4 |
| 4512 | Book, periodical, & music stores | 737 | 858 080 | 100 721 | 24 462 | 8 101 | 7.6 | 7.2 |
| 45121 | Book stores & news dealers | 415 | 489 438 | 60 121 | 14 461 | 4 757 | 7.9 | 4.5 |
| 451211 | Book stores | 358 | 461 766 | 56 397 | 13 520 | 4 420 | 7.1 | 4.3 |
| 4512111 | Book stores, general | 216 | 293 898 | 33 968 | 8 216 | 2 514 | 5.6 | 4.1 |
| 4512112 | Specialty book stores | 88 | 62 815 | 9 010 | 2 075 | 660 | 17.9 | 7.6 |
| 4512113 | College book stores | 54 | 105 053 | 13 419 | 3 229 | 1 246 | 4.8 | 2.9 |
| 451212 | News dealers & newsstands | 57 | 27 672 | 3 724 | 941 | 337 | 20.4 | 7.7 |
| 45122 | Prerecorded tape, compact disc, & record stores | 322 | 368 642 | 40 600 | 10 001 | 3 344 | 7.3 | 10.9 |
| 451220 | Prerecorded tape, compact disc, & record stores | 322 | 368 642 | 40 600 | 10 001 | 3 344 | 7.3 | 10.9 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LOS ANGELES–RIVERSIDE–ORANGE COUNTY, CA CMSA**—Con. | | | | | | | |
| | **Los Angeles–Long Beach, CA PMSA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 695 | 8 465 798 | 769 879 | 188 280 | 53 752 | .6 | 3.2 |
| 4521 | Department stores (incl leased depts) ## | 192 | 5 691 837 | N | N | N | – | 1.4 |
| 45211 | Department stores (incl leased depts) ## | 192 | 5 691 837 | N | N | N | – | 1.4 |
| 4521 | Department stores (excl leased depts) | 192 | 5 612 118 | 577 032 | 142 040 | 41 785 | – | 1.4 |
| 45211 | Department stores (excl leased depts) | 192 | 5 612 118 | 577 032 | 142 040 | 41 785 | – | 1.4 |
| 452110 | Department stores (excl leased depts) | 192 | 5 612 118 | 577 032 | 142 040 | 41 785 | – | 1.4 |
| 4521101 | Conventional department stores (excl leased depts) | 66 | 2 060 965 | 230 847 | 57 414 | 14 200 | – | 3.1 |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 75 | 2 261 047 | 200 364 | 48 961 | 17 216 | – | – |
| 4521103 | National chain department stores (excl leased depts) | 51 | 1 290 106 | 145 821 | 35 665 | 10 369 | – | 1.2 |
| 4529 | Other general merchandise stores | 503 | 2 853 680 | 192 847 | 46 240 | 11 967 | 1.8 | 6.6 |
| 45291 | Warehouse clubs & superstores | 25 | D | D | D | i | D | D |
| 452910 | Warehouse clubs & superstores | 25 | D | D | D | i | D | D |
| 45299 | All other general merchandise stores | 478 | D | D | D | i | D | D |
| 452990 | All other general merchandise stores | 478 | D | D | D | i | D | D |
| 4529901 | Variety stores | 179 | D | D | D | g | D | D |
| 4529902 | Catalog showrooms | 8 | D | D | D | e | D | D |
| 4529903 | Miscellaneous general merchandise stores | 291 | 578 275 | 53 487 | 12 611 | 4 118 | 5.9 | 31.2 |
| 453 | Miscellaneous store retailers | 3 014 | 2 264 119 | 301 083 | 70 986 | 20 169 | 14.8 | 10.7 |
| 4531 | Florists | 530 | 194 434 | 34 810 | 8 203 | 2 889 | 22.5 | 11.4 |
| 45311 | Florists | 530 | 194 434 | 34 810 | 8 203 | 2 889 | 22.5 | 11.4 |
| 453110 | Florists | 530 | 194 434 | 34 810 | 8 203 | 2 889 | 22.5 | 11.4 |
| 4532 | Office supplies, stationery, & gift stores | 1 091 | 1 151 423 | 131 905 | 31 384 | 9 170 | 9.5 | 7.9 |
| 45321 | Office supplies & stationery stores | 259 | 727 509 | 76 506 | 18 855 | 4 139 | 2.8 | 7.3 |
| 453210 | Office supplies & stationery stores | 259 | 727 509 | 76 506 | 18 855 | 4 139 | 2.8 | 7.3 |
| 4532101 | Stationery stores | 55 | 26 871 | 4 818 | 1 158 | 450 | 23.5 | 9.2 |
| 4532102 | Office supplies stores | 204 | 700 638 | 71 688 | 17 697 | 3 689 | 2.0 | 7.2 |
| 45322 | Gift, novelty, & souvenir stores | 832 | 423 914 | 55 399 | 12 529 | 5 031 | 20.9 | 8.8 |
| 453220 | Gift, novelty, & souvenir stores | 832 | 423 914 | 55 399 | 12 529 | 5 031 | 20.9 | 8.8 |
| 4533 | Used merchandise stores | 418 | 221 691 | 42 150 | 9 765 | 2 801 | 20.7 | 16.0 |
| 45331 | Used merchandise stores | 418 | 221 691 | 42 150 | 9 765 | 2 801 | 20.7 | 16.0 |
| 453310 | Used merchandise stores | 418 | 221 691 | 42 150 | 9 765 | 2 801 | 20.7 | 16.0 |
| 4539 | Other miscellaneous store retailers | 975 | 696 571 | 92 218 | 21 634 | 5 309 | 19.4 | 13.5 |
| 45391 | Pet & pet supplies stores | 266 | 210 202 | 25 861 | 6 037 | 2 033 | 18.0 | 8.1 |
| 453910 | Pet & pet supplies stores | 266 | 210 202 | 25 861 | 6 037 | 2 033 | 18.0 | 8.1 |
| 45392 | Art dealers | 183 | 105 814 | 14 875 | 3 483 | 638 | 28.4 | 11.9 |
| 453920 | Art dealers | 183 | 105 814 | 14 875 | 3 483 | 638 | 28.4 | 11.9 |
| 45393 | Manufactured (mobile) home dealers | 14 | 25 853 | 1 661 | 399 | 74 | 34.8 | 11.3 |
| 453930 | Manufactured (mobile) home dealers | 14 | 25 853 | 1 661 | 399 | 74 | 34.8 | 11.3 |
| 45399 | All other miscellaneous store retailers | 512 | 354 702 | 49 821 | 11 715 | 2 564 | 16.5 | 17.2 |
| 454 | Nonstore retailers | 907 | 2 973 348 | 264 481 | 58 782 | 9 719 | 8.9 | 4.7 |
| 4541 | Electronic shopping & mail-order houses | 389 | 2 381 817 | 155 498 | 34 399 | 4 869 | 6.4 | 3.0 |
| 45411 | Electronic shopping & mail-order houses | 389 | 2 381 817 | 155 498 | 34 399 | 4 869 | 6.4 | 3.0 |
| 454110 | Electronic shopping & mail-order houses | 389 | 2 381 817 | 155 498 | 34 399 | 4 869 | 6.4 | 3.0 |
| 4542 | Vending machine operators | 125 | 127 936 | 24 552 | 5 652 | 925 | 27.2 | 16.3 |
| 45421 | Vending machine operators | 125 | 127 936 | 24 552 | 5 652 | 925 | 27.2 | 16.3 |
| 454210 | Vending machine operators | 125 | 127 936 | 24 552 | 5 652 | 925 | 27.2 | 16.3 |
| 4543 | Direct selling establishments | 393 | 463 595 | 84 431 | 18 731 | 3 925 | 16.9 | 9.9 |
| 45431 | Fuel dealers | 33 | 53 481 | 6 387 | 1 514 | 231 | 10.9 | 9.4 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 25 | 50 365 | 6 116 | 1 436 | 215 | 11.0 | 9.3 |
| 454319 | Other fuel dealers | 4 | 490 | 74 | 32 | 7 | 38.8 | 22.9 |
| 45439 | Other direct selling establishments | 360 | 410 114 | 78 044 | 17 217 | 3 694 | 17.6 | 10.0 |
| 454390 | Other direct selling establishments | 360 | 410 114 | 78 044 | 17 217 | 3 694 | 17.6 | 10.0 |
| | **Orange County, CA PMSA** | | | | | | | |
| **44-45** | **Retail trade** | **9 084** | **26 172 823** | **2 571 976** | **602 792** | **126 575** | **7.8** | **4.5** |
| 441 | Motor vehicle & parts dealers | 927 | 6 991 982 | 564 203 | 128 362 | 15 784 | 6.4 | 2.4 |
| 4411 | Automobile dealers | 264 | 5 912 623 | 426 908 | 96 334 | 10 118 | 5.6 | 1.6 |
| 44111 | New car dealers | 167 | 5 679 875 | 413 584 | 93 648 | 9 613 | 4.4 | 1.5 |
| 441110 | New car dealers | 167 | 5 679 875 | 413 584 | 93 648 | 9 613 | 4.4 | 1.5 |
| 44112 | Used car dealers | 97 | 232 748 | 13 324 | 2 686 | 505 | 34.4 | 4.8 |
| 441120 | Used car dealers | 97 | 232 748 | 13 324 | 2 686 | 505 | 34.4 | 4.8 |
| 4412 | Other motor vehicle dealers | 140 | 363 957 | 32 350 | 7 456 | 1 264 | 16.6 | 7.1 |
| 44121 | Recreational vehicle dealers | 31 | 140 558 | 9 871 | 2 732 | 389 | 4.6 | 9.3 |
| 441210 | Recreational vehicle dealers | 31 | 140 558 | 9 871 | 2 732 | 389 | 4.6 | 9.3 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 109 | 223 399 | 22 479 | 4 724 | 875 | 24.2 | 5.8 |
| 441221 | Motorcycle dealers | 47 | 99 147 | 11 215 | 2 414 | 436 | 38.1 | 7.5 |
| 441222 | Boat dealers | 50 | 109 138 | 9 174 | 1 888 | 374 | 11.3 | 5.0 |
| 441229 | All other motor vehicle dealers | 12 | 15 114 | 2 090 | 422 | 65 | 26.0 | – |
| 4413 | Automotive parts, accessories, & tire stores | 523 | 715 402 | 104 945 | 24 572 | 4 402 | 7.8 | 6.4 |
| 44131 | Automotive parts & accessories stores | 354 | 399 429 | 63 661 | 14 897 | 3 090 | 9.1 | 8.9 |
| 441310 | Automotive parts & accessories stores | 354 | 399 429 | 63 661 | 14 897 | 3 090 | 9.1 | 8.9 |
| 44132 | Tire dealers | 169 | 315 973 | 41 284 | 9 675 | 1 312 | 6.2 | 3.3 |
| 441320 | Tire dealers | 169 | 315 973 | 41 284 | 9 675 | 1 312 | 6.2 | 3.3 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LOS ANGELES–RIVERSIDE–ORANGE COUNTY, CA CMSA**—Con. | | | | | | | |
| | **Orange County, CA PMSA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 442 | Furniture & home furnishings stores | 651 | 861 256 | 113 249 | 25 723 | 5 091 | 11.7 | 6.3 |
| 4421 | Furniture stores | 250 | 379 461 | 47 787 | 10 745 | 1 970 | 9.9 | 8.6 |
| 44211 | Furniture stores | 250 | 379 461 | 47 787 | 10 745 | 1 970 | 9.9 | 8.6 |
| 442110 | Furniture stores | 250 | 379 461 | 47 787 | 10 745 | 1 970 | 9.9 | 8.6 |
| 4422 | Home furnishings stores | 401 | 481 795 | 65 462 | 14 978 | 3 121 | 13.0 | 4.5 |
| 44221 | Floor covering stores | 171 | 238 236 | 34 654 | 7 947 | 1 123 | 17.0 | 4.9 |
| 442210 | Floor covering stores | 171 | 238 236 | 34 654 | 7 947 | 1 123 | 17.0 | 4.9 |
| 44229 | Other home furnishings stores | 230 | 243 559 | 30 808 | 7 031 | 1 998 | 9.1 | 4.2 |
| 442291 | Window treatment stores | 26 | 11 002 | 1 389 | 297 | 85 | 15.9 | 12.5 |
| 442299 | All other home furnishings stores | 204 | 232 557 | 29 419 | 6 734 | 1 913 | 8.8 | 3.8 |
| 443 | Electronics & appliance stores | 457 | 1 530 320 | 125 071 | 29 609 | 5 305 | 11.0 | 5.2 |
| 4431 | Electronics & appliance stores | 457 | 1 530 320 | 125 071 | 29 609 | 5 305 | 11.0 | 5.2 |
| 44311 | Appliance, television, & other electronics stores | 245 | 656 964 | 65 586 | 14 914 | 2 850 | 8.7 | 4.9 |
| 443111 | Household appliance stores | 57 | 117 293 | 10 985 | 2 583 | 408 | 21.9 | 7.7 |
| 443112 | Radio, television, & other electronics stores | 188 | 539 671 | 54 601 | 12 331 | 2 442 | 5.9 | 4.3 |
| 44312 | Computer & software stores | 171 | 841 541 | 54 726 | 13 530 | 2 174 | 12.8 | 5.5 |
| 443120 | Computer & software stores | 171 | 841 541 | 54 726 | 13 530 | 2 174 | 12.8 | 5.5 |
| 44313 | Camera & photographic supplies stores | 41 | 31 815 | 4 759 | 1 165 | 281 | 10.5 | 5.6 |
| 443130 | Camera & photographic supplies stores | 41 | 31 815 | 4 759 | 1 165 | 281 | 10.5 | 5.6 |
| 444 | Building material & garden equipment & supplies dealers | 530 | 2 073 671 | 236 669 | 55 361 | 8 922 | 2.9 | 3.3 |
| 4441 | Building material & supplies dealers | 440 | 1 945 110 | 216 604 | 51 402 | 7 998 | 2.0 | 2.9 |
| 44411 | Home centers | 22 | D | D | D | h | D | D |
| 444110 | Home centers | 22 | D | D | D | h | D | D |
| 44412 | Paint & wallpaper stores | 59 | 134 264 | 14 971 | 3 562 | 515 | 2.2 | 2.4 |
| 444120 | Paint & wallpaper stores | 59 | 134 264 | 14 971 | 3 562 | 515 | 2.2 | 2.4 |
| 44413 | Hardware stores | 70 | D | D | D | f | D | D |
| 444130 | Hardware stores | 70 | D | D | D | f | D | D |
| 44419 | Other building material dealers | 289 | 1 165 455 | 126 851 | 28 997 | 3 807 | 2.9 | 4.0 |
| 444190 | Other building material dealers | 289 | 1 165 455 | 126 851 | 28 997 | 3 807 | 2.9 | 4.0 |
| 4442 | Lawn & garden equipment & supplies stores | 90 | 128 561 | 20 065 | 3 959 | 924 | 16.4 | 9.2 |
| 44421 | Outdoor power equipment stores | 18 | 18 384 | 2 391 | 546 | 83 | 21.0 | 2.1 |
| 444210 | Outdoor power equipment stores | 18 | 18 384 | 2 391 | 546 | 83 | 21.0 | 2.1 |
| 44422 | Nursery & garden centers | 72 | 110 177 | 17 674 | 3 413 | 841 | 15.7 | 10.4 |
| 444220 | Nursery & garden centers | 72 | 110 177 | 17 674 | 3 413 | 841 | 15.7 | 10.4 |
| 445 | Food & beverage stores | 1 061 | 4 273 921 | 454 695 | 106 207 | 22 484 | 5.8 | 4.7 |
| 4451 | Grocery stores | 653 | 3 990 990 | 429 248 | 100 150 | 20 510 | 4.0 | 4.5 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 451 | 3 818 815 | 413 825 | 96 414 | 19 274 | 2.7 | 3.7 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 451 | 3 818 815 | 413 825 | 96 414 | 19 274 | 2.7 | 3.7 |
| 44512 | Convenience stores | 202 | 172 175 | 15 423 | 3 736 | 1 236 | 31.7 | 23.6 |
| 445120 | Convenience stores | 202 | 172 175 | 15 423 | 3 736 | 1 236 | 31.7 | 23.6 |
| 4452 | Specialty food stores | 189 | 133 038 | 15 299 | 3 702 | 1 178 | 27.1 | 5.2 |
| 4453 | Beer, wine, & liquor stores | 219 | 149 893 | 10 148 | 2 355 | 796 | 36.4 | 7.6 |
| 44531 | Beer, wine, & liquor stores | 219 | 149 893 | 10 148 | 2 355 | 796 | 36.4 | 7.6 |
| 445310 | Beer, wine, & liquor stores | 219 | 149 893 | 10 148 | 2 355 | 796 | 36.4 | 7.6 |
| 446 | Health & personal care stores | 784 | 1 228 929 | 170 065 | 41 419 | 8 484 | 11.2 | 6.6 |
| 4461 | Health & personal care stores | 784 | 1 228 929 | 170 065 | 41 419 | 8 484 | 11.2 | 6.6 |
| 44611 | Pharmacies & drug stores | 396 | 1 010 667 | 132 319 | 32 482 | 6 293 | 9.8 | 5.2 |
| 446110 | Pharmacies & drug stores | 396 | 1 010 667 | 132 319 | 32 482 | 6 293 | 9.8 | 5.2 |
| 4461101 | Pharmacies & drug stores | 387 | 1 008 063 | 131 933 | 32 379 | 6 266 | 9.7 | 5.2 |
| 4461102 | Proprietary stores | 9 | 2 604 | 386 | 103 | 27 | 29.6 | – |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 119 | 52 143 | 7 207 | 1 673 | 527 | 18.4 | 6.5 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 119 | 52 143 | 7 207 | 1 673 | 527 | 18.4 | 6.5 |
| 44613 | Optical goods stores | 108 | 54 283 | 10 474 | 2 449 | 596 | 11.2 | 15.0 |
| 446130 | Optical goods stores | 108 | 54 283 | 10 474 | 2 449 | 596 | 11.2 | 15.0 |
| 44619 | Other health & personal care stores | 161 | 111 836 | 20 065 | 4 815 | 1 068 | 20.5 | 15.6 |
| 446191 | Food (health) supplement stores | 92 | 63 467 | 8 660 | 1 964 | 668 | 26.1 | 18.8 |
| 446199 | All other health & personal care stores | 69 | 48 369 | 11 405 | 2 851 | 400 | 13.1 | 11.3 |
| 447 | Gasoline stations | 642 | 1 572 748 | 72 509 | 15 432 | 5 101 | 24.9 | 8.6 |
| 4471 | Gasoline stations | 642 | 1 572 748 | 72 509 | 15 432 | 5 101 | 24.9 | 8.6 |
| 44711 | Gasoline stations with convenience stores | 269 | 631 905 | 27 730 | 5 639 | 1 846 | 18.0 | 8.2 |
| 447110 | Gasoline stations with convenience stores | 269 | 631 905 | 27 730 | 5 639 | 1 846 | 18.0 | 8.2 |
| 44719 | Other gasoline stations | 373 | 940 843 | 44 779 | 9 793 | 3 255 | 29.5 | 9.0 |
| 447190 | Other gasoline stations | 373 | 940 843 | 44 779 | 9 793 | 3 255 | 29.5 | 9.0 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LOS ANGELES–RIVERSIDE–ORANGE COUNTY, CA CMSA**—Con. | | | | | | | |
| | **Orange County, CA PMSA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores | 1 493 | 1 851 904 | 229 870 | 56 256 | 14 824 | 8.3 | 7.2 |
| 4481 | Clothing stores | 908 | 1 408 274 | 171 051 | 42 260 | 11 610 | 6.5 | 7.0 |
| 44811 | Men's clothing stores | 113 | 108 074 | 16 110 | 3 773 | 886 | 11.3 | 10.8 |
| 448110 | Men's clothing stores | 113 | 108 074 | 16 110 | 3 773 | 886 | 11.3 | 10.8 |
| 44812 | Women's clothing stores | 383 | 322 173 | 39 465 | 9 514 | 2 971 | 13.0 | 15.2 |
| 448120 | Women's clothing stores | 383 | 322 173 | 39 465 | 9 514 | 2 971 | 13.0 | 15.2 |
| 44813 | Children's & infants' clothing stores | 58 | 65 827 | 6 185 | 1 412 | 568 | 8.4 | .9 |
| 448130 | Children's & infants' clothing stores | 58 | 65 827 | 6 185 | 1 412 | 568 | 8.4 | .9 |
| 44814 | Family clothing stores | 178 | 799 490 | 93 768 | 23 965 | 6 028 | 1.3 | 3.3 |
| 448140 | Family clothing stores | 178 | 799 490 | 93 768 | 23 965 | 6 028 | 1.3 | 3.3 |
| 44815 | Clothing accessories stores | 42 | 15 292 | 2 604 | 541 | 163 | 19.8 | 20.4 |
| 448150 | Clothing accessories stores | 42 | 15 292 | 2 604 | 541 | 163 | 19.8 | 20.4 |
| 44819 | Other clothing stores | 134 | 97 418 | 12 919 | 3 055 | 994 | 18.6 | 7.7 |
| 448190 | Other clothing stores | 134 | 97 418 | 12 919 | 3 055 | 994 | 18.6 | 7.7 |
| 4482 | Shoe stores | 303 | 194 986 | 23 780 | 5 655 | 1 684 | 7.6 | 7.1 |
| 44821 | Shoe stores | 303 | 194 986 | 23 780 | 5 655 | 1 684 | 7.6 | 7.1 |
| 448210 | Shoe stores | 303 | 194 986 | 23 780 | 5 655 | 1 684 | 7.6 | 7.1 |
| 4482101 | Men's shoe stores | 23 | 16 869 | 2 645 | 610 | 94 | .6 | 16.6 |
| 4482102 | Women's shoe stores | 57 | 38 406 | 5 167 | 1 266 | 354 | 7.5 | 13.0 |
| 4482103 | Children's & juveniles' shoe stores | 10 | 5 052 | 635 | 164 | 53 | – | 24.0 |
| 4482104 | Family shoe stores | 174 | 90 274 | 10 516 | 2 461 | 826 | 8.5 | 5.2 |
| 4482105 | Athletic footwear stores | 39 | 44 385 | 4 817 | 1 154 | 357 | 9.4 | .3 |
| 4483 | Jewelry, luggage, & leather goods stores | 282 | 248 644 | 35 039 | 8 341 | 1 530 | 19.0 | 8.5 |
| 44831 | Jewelry stores | 259 | 217 173 | 31 068 | 7 417 | 1 393 | 21.2 | 9.2 |
| 448310 | Jewelry stores | 259 | 217 173 | 31 068 | 7 417 | 1 393 | 21.2 | 9.2 |
| 44832 | Luggage & leather goods stores | 23 | 31 471 | 3 971 | 924 | 137 | 3.4 | 3.7 |
| 448320 | Luggage & leather goods stores | 23 | 31 471 | 3 971 | 924 | 137 | 3.4 | 3.7 |
| 451 | Sporting goods, hobby, book, & music stores | 738 | 869 506 | 99 621 | 23 635 | 7 739 | 10.2 | 6.8 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 515 | 608 465 | 67 181 | 15 862 | 5 173 | 11.7 | 6.3 |
| 45111 | Sporting goods stores | 268 | 333 381 | 38 748 | 9 552 | 2 776 | 13.7 | 8.0 |
| 451110 | Sporting goods stores | 268 | 333 381 | 38 748 | 9 552 | 2 776 | 13.7 | 8.0 |
| 4511101 | General-line sporting goods stores | 90 | 161 157 | 17 420 | 4 360 | 1 495 | 7.8 | 5.4 |
| 4511102 | Specialty-line sporting goods stores | 178 | 172 224 | 21 328 | 5 192 | 1 281 | 19.2 | 10.4 |
| 45112 | Hobby, toy, & game stores | 130 | 188 155 | 16 986 | 3 690 | 1 456 | 9.5 | 3.3 |
| 451120 | Hobby, toy, & game stores | 130 | 188 155 | 16 986 | 3 690 | 1 456 | 9.5 | 3.3 |
| 45113 | Sewing, needlework, & piece goods stores | 77 | 45 544 | 7 108 | 1 597 | 622 | 5.6 | 7.9 |
| 451130 | Sewing, needlework, & piece goods stores | 77 | 45 544 | 7 108 | 1 597 | 622 | 5.6 | 7.9 |
| 45114 | Musical instrument & supplies stores | 40 | 41 385 | 4 339 | 1 023 | 319 | 13.0 | 4.1 |
| 451140 | Musical instrument & supplies stores | 40 | 41 385 | 4 339 | 1 023 | 319 | 13.0 | 4.1 |
| 4512 | Book, periodical, & music stores | 223 | 261 041 | 32 440 | 7 773 | 2 566 | 6.5 | 8.0 |
| 45121 | Book stores & news dealers | 118 | 153 883 | 22 412 | 5 239 | 1 550 | 8.4 | 8.2 |
| 451211 | Book stores | 108 | 150 253 | 21 450 | 5 020 | 1 446 | 7.8 | 8.3 |
| 4512111 | Book stores, general | 70 | 113 945 | 16 594 | 3 782 | 1 064 | 5.1 | 6.5 |
| 4512112 | Specialty book stores | 26 | 23 059 | 3 558 | 902 | 236 | 20.6 | 11.5 |
| 4512113 | College book stores | 12 | 13 249 | 1 298 | 336 | 146 | 8.9 | 18.6 |
| 451212 | News dealers & newsstands | 10 | 3 630 | 962 | 219 | 104 | 32.8 | 3.3 |
| 45122 | Prerecorded tape, compact disc, & record stores | 105 | 107 158 | 10 028 | 2 534 | 1 016 | 3.8 | 7.8 |
| 451220 | Prerecorded tape, compact disc, & record stores | 105 | 107 158 | 10 028 | 2 534 | 1 016 | 3.8 | 7.8 |
| 452 | General merchandise stores | 190 | 3 363 636 | 294 983 | 72 574 | 20 582 | .2 | 2.4 |
| 4521 | Department stores (incl leased depts) ## | 79 | 2 211 198 | N | N | N | – | 1.2 |
| 45211 | Department stores (incl leased depts) ## | 79 | 2 211 198 | N | N | N | – | 1.2 |
| 4521 | Department stores (excl leased depts) | 79 | 2 180 198 | 215 879 | 53 092 | 15 629 | – | 1.2 |
| 45211 | Department stores (excl leased depts) | 79 | 2 180 198 | 215 879 | 53 092 | 15 629 | – | 1.2 |
| 452110 | Department stores (excl leased depts) | 79 | 2 180 198 | 215 879 | 53 092 | 15 629 | – | 1.2 |
| 4521101 | Conventional department stores (excl leased depts) | 29 | 914 803 | 96 768 | 23 777 | 6 026 | – | 2.9 |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 36 | 880 668 | 74 870 | 18 590 | 6 514 | – | – |
| 4521103 | National chain department stores (excl leased depts) | 14 | 384 727 | 44 241 | 10 725 | 3 089 | – | – |
| 4529 | Other general merchandise stores | 111 | 1 183 438 | 79 104 | 19 482 | 4 953 | .6 | 4.5 |
| 45291 | Warehouse clubs & superstores | 15 | 1 022 011 | 61 434 | 14 663 | 3 411 | – | – |
| 452910 | Warehouse clubs & superstores | 15 | 1 022 011 | 61 434 | 14 663 | 3 411 | – | – |
| 45299 | All other general merchandise stores | 96 | 161 427 | 17 670 | 4 819 | 1 542 | 4.1 | 33.3 |
| 452990 | All other general merchandise stores | 96 | 161 427 | 17 670 | 4 819 | 1 542 | 4.1 | 33.3 |
| 4529901 | Variety stores | 26 | D | D | D | e | D | D |
| 4529902 | Catalog showrooms | 7 | D | D | D | e | D | D |
| 4529903 | Miscellaneous general merchandise stores | 63 | 115 883 | 11 802 | 2 893 | 980 | 4.3 | 45.0 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LOS ANGELES–RIVERSIDE–ORANGE COUNTY, CA CMSA**—Con. | | | | | | | |
| | **Orange County, CA PMSA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 1 210 | 833 521 | 116 335 | 27 335 | 8 557 | 19.1 | 8.0 |
| 4531 | Florists | 203 | 60 301 | 10 991 | 2 696 | 1 018 | 32.8 | 10.1 |
| 45311 | Florists | 203 | 60 301 | 10 991 | 2 696 | 1 018 | 32.8 | 10.1 |
| 453110 | Florists | 203 | 60 301 | 10 991 | 2 696 | 1 018 | 32.8 | 10.1 |
| 4532 | Office supplies, stationery, & gift stores | 473 | 431 016 | 53 789 | 12 805 | 4 218 | 13.1 | 8.8 |
| 45321 | Office supplies & stationery stores | 95 | 258 186 | 31 512 | 7 674 | 1 904 | 5.0 | 6.3 |
| 453210 | Office supplies & stationery stores | 95 | 258 186 | 31 512 | 7 674 | 1 904 | 5.0 | 6.3 |
| 4532101 | Stationery stores | 20 | 11 853 | 2 081 | 404 | 212 | 25.3 | 1.4 |
| 4532102 | Office supplies stores | 75 | 246 333 | 29 431 | 7 270 | 1 692 | 4.0 | 6.5 |
| 45322 | Gift, novelty, & souvenir stores | 378 | 172 830 | 22 277 | 5 131 | 2 314 | 25.2 | 12.5 |
| 453220 | Gift, novelty, & souvenir stores | 378 | 172 830 | 22 277 | 5 131 | 2 314 | 25.2 | 12.5 |
| 4533 | Used merchandise stores | 127 | 69 895 | 14 450 | 3 298 | 1 029 | 13.9 | 12.7 |
| 45331 | Used merchandise stores | 127 | 69 895 | 14 450 | 3 298 | 1 029 | 13.9 | 12.7 |
| 453310 | Used merchandise stores | 127 | 69 895 | 14 450 | 3 298 | 1 029 | 13.9 | 12.7 |
| 4539 | Other miscellaneous store retailers | 407 | 272 309 | 37 105 | 8 536 | 2 292 | 27.0 | 5.1 |
| 45391 | Pet & pet supplies stores | 120 | 87 653 | 11 379 | 2 600 | 944 | 13.4 | 2.8 |
| 453910 | Pet & pet supplies stores | 120 | 87 653 | 11 379 | 2 600 | 944 | 13.4 | 2.8 |
| 45392 | Art dealers | 62 | 30 521 | 4 132 | 886 | 213 | 23.1 | 6.9 |
| 453920 | Art dealers | 62 | 30 521 | 4 132 | 886 | 213 | 23.1 | 6.9 |
| 45393 | Manufactured (mobile) home dealers | 17 | 32 003 | 2 599 | 561 | 113 | 33.4 | 4.6 |
| 453930 | Manufactured (mobile) home dealers | 17 | 32 003 | 2 599 | 561 | 113 | 33.4 | 4.6 |
| 45399 | All other miscellaneous store retailers | 208 | 122 132 | 18 995 | 4 489 | 1 022 | 36.0 | 6.5 |
| 454 | Nonstore retailers | 401 | 721 429 | 94 706 | 20 879 | 3 702 | 12.8 | 5.7 |
| 4541 | Electronic shopping & mail-order houses | 188 | 459 745 | 53 654 | 11 074 | 1 976 | 11.9 | 5.0 |
| 45411 | Electronic shopping & mail-order houses | 188 | 459 745 | 53 654 | 11 074 | 1 976 | 11.9 | 5.0 |
| 454110 | Electronic shopping & mail-order houses | 188 | 459 745 | 53 654 | 11 074 | 1 976 | 11.9 | 5.0 |
| 4542 | Vending machine operators | 67 | 54 484 | 8 622 | 2 003 | 350 | 15.3 | 13.8 |
| 45421 | Vending machine operators | 67 | 54 484 | 8 622 | 2 003 | 350 | 15.3 | 13.8 |
| 454210 | Vending machine operators | 67 | 54 484 | 8 622 | 2 003 | 350 | 15.3 | 13.8 |
| 4543 | Direct selling establishments | 146 | 207 200 | 32 430 | 7 802 | 1 376 | 13.9 | 5.2 |
| 454319 | Other fuel dealers | 4 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 139 | 203 589 | 32 029 | 7 701 | 1 349 | 12.9 | 5.3 |
| 454390 | Other direct selling establishments | 139 | 203 589 | 32 029 | 7 701 | 1 349 | 12.9 | 5.3 |
| | **Riverside–San Bernardino, CA PMSA** | | | | | | | |
| **44-45** | **Retail trade** | **8 402** | **21 951 845** | **2 129 369** | **510 396** | **115 373** | **8.2** | **5.3** |
| 441 | Motor vehicle & parts dealers | 1 086 | 5 834 767 | 523 285 | 121 114 | 16 796 | 7.3 | 4.6 |
| 4411 | Automobile dealers | 297 | 4 724 579 | 372 400 | 86 208 | 10 146 | 6.7 | 4.2 |
| 44111 | New car dealers | 194 | 4 501 201 | 357 185 | 82 821 | 9 582 | 6.1 | 3.9 |
| 441110 | New car dealers | 194 | 4 501 201 | 357 185 | 82 821 | 9 582 | 6.1 | 3.9 |
| 44112 | Used car dealers | 103 | 223 378 | 15 215 | 3 387 | 564 | 18.9 | 8.8 |
| 441120 | Used car dealers | 103 | 223 378 | 15 215 | 3 387 | 564 | 18.9 | 8.8 |
| 4412 | Other motor vehicle dealers | 122 | 405 156 | 39 031 | 8 485 | 1 527 | 11.2 | 3.6 |
| 44121 | Recreational vehicle dealers | 50 | 199 033 | 18 628 | 4 009 | 642 | 5.2 | 3.7 |
| 441210 | Recreational vehicle dealers | 50 | 199 033 | 18 628 | 4 009 | 642 | 5.2 | 3.7 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 72 | 206 123 | 20 403 | 4 476 | 885 | 17.1 | 3.4 |
| 441221 | Motorcycle dealers | 34 | 100 160 | 9 718 | 2 282 | 423 | 15.9 | .6 |
| 441222 | Boat dealers | 18 | 48 624 | 5 015 | 978 | 205 | 34.2 | 11.8 |
| 441229 | All other motor vehicle dealers | 20 | 57 339 | 5 670 | 1 216 | 257 | 4.6 | 1.2 |
| 4413 | Automotive parts, accessories, & tire stores | 667 | 705 032 | 111 854 | 26 421 | 5 123 | 9.7 | 8.3 |
| 44131 | Automotive parts & accessories stores | 441 | 485 287 | 70 976 | 17 185 | 3 541 | 6.9 | 9.1 |
| 441310 | Automotive parts & accessories stores | 441 | 485 287 | 70 976 | 17 185 | 3 541 | 6.9 | 9.1 |
| 44132 | Tire dealers | 226 | 219 745 | 40 878 | 9 236 | 1 582 | 15.9 | 6.5 |
| 441320 | Tire dealers | 226 | 219 745 | 40 878 | 9 236 | 1 582 | 15.9 | 6.5 |
| 442 | Furniture & home furnishings stores | 494 | 479 107 | 63 364 | 15 371 | 3 238 | 17.3 | 6.8 |
| 4421 | Furniture stores | 229 | 245 915 | 31 691 | 7 926 | 1 575 | 17.1 | 8.0 |
| 44211 | Furniture stores | 229 | 245 915 | 31 691 | 7 926 | 1 575 | 17.1 | 8.0 |
| 442110 | Furniture stores | 229 | 245 915 | 31 691 | 7 926 | 1 575 | 17.1 | 8.0 |
| 4422 | Home furnishings stores | 265 | 233 192 | 31 673 | 7 445 | 1 663 | 17.5 | 5.4 |
| 44221 | Floor covering stores | 117 | 97 697 | 17 137 | 3 761 | 660 | 22.3 | 3.6 |
| 442210 | Floor covering stores | 117 | 97 697 | 17 137 | 3 761 | 660 | 22.3 | 3.6 |
| 44229 | Other home furnishings stores | 148 | 135 495 | 14 536 | 3 684 | 1 003 | 13.9 | 6.7 |
| 442291 | Window treatment stores | 20 | 19 833 | 1 772 | 396 | 99 | 54.4 | 1.1 |
| 442299 | All other home furnishings stores | 128 | 115 662 | 12 764 | 3 288 | 904 | 7.0 | 7.7 |
| 443 | Electronics & appliance stores | 307 | 593 543 | 52 746 | 12 613 | 2 743 | 7.6 | 3.8 |
| 4431 | Electronics & appliance stores | 307 | 593 543 | 52 746 | 12 613 | 2 743 | 7.6 | 3.8 |
| 44311 | Appliance, television, & other electronics stores | 208 | 445 235 | 38 640 | 9 029 | 2 112 | 5.2 | 2.5 |
| 443111 | Household appliance stores | 58 | 51 876 | 6 139 | 1 414 | 319 | 18.4 | 1.9 |
| 443112 | Radio, television, & other electronics stores | 150 | 393 359 | 32 501 | 7 615 | 1 793 | 3.5 | 2.6 |
| 44312 | Computer & software stores | 76 | 137 761 | 12 309 | 3 124 | 519 | 14.2 | 8.4 |
| 443120 | Computer & software stores | 76 | 137 761 | 12 309 | 3 124 | 519 | 14.2 | 8.4 |
| 44313 | Camera & photographic supplies stores | 23 | 10 547 | 1 797 | 460 | 112 | 24.4 | – |
| 443130 | Camera & photographic supplies stores | 23 | 10 547 | 1 797 | 460 | 112 | 24.4 | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LOS ANGELES–RIVERSIDE–ORANGE COUNTY, CA CMSA**—Con. | | | | | | | |
| | **Riverside–San Bernardino, CA PMSA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 444 | Building material & garden equipment & supplies dealers | 605 | 1 792 486 | 187 862 | 45 549 | 7 945 | 3.1 | 2.2 |
| 4441 | Building material & supplies dealers | 487 | 1 631 593 | 171 639 | 41 733 | 7 191 | 2.8 | 2.2 |
| 44411 | Home centers | 39 | 632 487 | 65 852 | 16 334 | 3 211 | .3 | .1 |
| 444110 | Home centers | 39 | 632 487 | 65 852 | 16 334 | 3 211 | .3 | .1 |
| 44412 | Paint & wallpaper stores | 54 | 81 134 | 8 509 | 1 963 | 324 | 4.3 | – |
| 444120 | Paint & wallpaper stores | 54 | 81 134 | 8 509 | 1 963 | 324 | 4.3 | – |
| 44413 | Hardware stores | 98 | 76 460 | 13 392 | 3 140 | 730 | 11.0 | 18.6 |
| 444130 | Hardware stores | 98 | 76 460 | 13 392 | 3 140 | 730 | 11.0 | 18.6 |
| 44419 | Other building material dealers | 296 | 841 512 | 83 886 | 20 296 | 2 926 | 3.7 | 2.4 |
| 444190 | Other building material dealers | 296 | 841 512 | 83 886 | 20 296 | 2 926 | 3.7 | 2.4 |
| 4442 | Lawn & garden equipment & supplies stores | 118 | 160 893 | 16 223 | 3 816 | 754 | 6.4 | 2.1 |
| 44421 | Outdoor power equipment stores | 24 | 18 463 | 2 495 | 575 | 105 | 16.0 | 4.4 |
| 444210 | Outdoor power equipment stores | 24 | 18 463 | 2 495 | 575 | 105 | 16.0 | 4.4 |
| 44422 | Nursery & garden centers | 94 | 142 430 | 13 728 | 3 241 | 649 | 5.2 | 1.9 |
| 444220 | Nursery & garden centers | 94 | 142 430 | 13 728 | 3 241 | 649 | 5.2 | 1.9 |
| 445 | Food & beverage stores | 1 101 | 4 233 969 | 435 949 | 105 223 | 21 801 | 6.1 | 5.6 |
| 4451 | Grocery stores | 717 | 4 060 779 | 422 068 | 101 921 | 20 391 | 4.3 | 5.4 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 497 | 3 913 858 | 410 369 | 99 096 | 19 283 | 2.5 | 5.0 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 497 | 3 913 858 | 410 369 | 99 096 | 19 283 | 2.5 | 5.0 |
| 44512 | Convenience stores | 220 | 146 921 | 11 699 | 2 825 | 1 108 | 51.4 | 16.2 |
| 445120 | Convenience stores | 220 | 146 921 | 11 699 | 2 825 | 1 108 | 51.4 | 16.2 |
| 4452 | Specialty food stores | 160 | 77 724 | 8 040 | 1 917 | 803 | 35.5 | 4.4 |
| 4453 | Beer, wine, & liquor stores | 224 | 95 466 | 5 841 | 1 385 | 607 | 60.7 | 12.0 |
| 44531 | Beer, wine, & liquor stores | 224 | 95 466 | 5 841 | 1 385 | 607 | 60.7 | 12.0 |
| 445310 | Beer, wine, & liquor stores | 224 | 95 466 | 5 841 | 1 385 | 607 | 60.7 | 12.0 |
| 446 | Health & personal care stores | 631 | 917 213 | 138 078 | 34 364 | 6 783 | 10.2 | 9.3 |
| 4461 | Health & personal care stores | 631 | 917 213 | 138 078 | 34 364 | 6 783 | 10.2 | 9.3 |
| 44611 | Pharmacies & drug stores | 305 | 762 182 | 113 168 | 28 270 | 5 291 | 9.1 | 9.3 |
| 446110 | Pharmacies & drug stores | 305 | 762 182 | 113 168 | 28 270 | 5 291 | 9.1 | 9.3 |
| 4461101 | Pharmacies & drug stores | 303 | D | D | D | i | D | D |
| 4461102 | Proprietary stores | 2 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 88 | 37 680 | 4 899 | 1 235 | 408 | 11.3 | 5.3 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 88 | 37 680 | 4 899 | 1 235 | 408 | 11.3 | 5.3 |
| 44613 | Optical goods stores | 103 | 49 040 | 7 861 | 1 883 | 478 | 4.7 | 4.6 |
| 446130 | Optical goods stores | 103 | 49 040 | 7 861 | 1 883 | 478 | 4.7 | 4.6 |
| 44619 | Other health & personal care stores | 135 | 68 311 | 12 150 | 2 976 | 606 | 25.3 | 13.8 |
| 446191 | Food (health) supplement stores | 69 | 35 055 | 4 677 | 1 070 | 314 | 29.9 | 23.1 |
| 446199 | All other health & personal care stores | 66 | 33 256 | 7 473 | 1 906 | 292 | 20.5 | 4.1 |
| 447 | Gasoline stations | 872 | 1 911 427 | 95 964 | 21 959 | 7 372 | 13.8 | 11.0 |
| 4471 | Gasoline stations | 872 | 1 911 427 | 95 964 | 21 959 | 7 372 | 13.8 | 11.0 |
| 44711 | Gasoline stations with convenience stores | 488 | 1 067 252 | 48 887 | 10 800 | 3 923 | 10.3 | 7.6 |
| 447110 | Gasoline stations with convenience stores | 488 | 1 067 252 | 48 887 | 10 800 | 3 923 | 10.3 | 7.6 |
| 44719 | Other gasoline stations | 384 | 844 175 | 47 077 | 11 159 | 3 449 | 18.3 | 15.3 |
| 447190 | Other gasoline stations | 384 | 844 175 | 47 077 | 11 159 | 3 449 | 18.3 | 15.3 |
| 448 | Clothing & clothing accessories stores | 1 365 | 1 196 890 | 140 361 | 35 145 | 11 461 | 7.1 | 8.2 |
| 4481 | Clothing stores | 787 | 854 880 | 98 206 | 24 831 | 8 589 | 5.8 | 8.1 |
| 44811 | Men's clothing stores | 98 | 98 239 | 9 920 | 2 445 | 920 | 2.6 | 10.8 |
| 448110 | Men's clothing stores | 98 | 98 239 | 9 920 | 2 445 | 920 | 2.6 | 10.8 |
| 44812 | Women's clothing stores | 347 | 235 057 | 28 864 | 7 037 | 2 493 | 11.9 | 21.4 |
| 448120 | Women's clothing stores | 347 | 235 057 | 28 864 | 7 037 | 2 493 | 11.9 | 21.4 |
| 44813 | Children's & infants' clothing stores | 30 | 22 440 | 2 426 | 569 | 249 | 10.6 | 2.7 |
| 448130 | Children's & infants' clothing stores | 30 | 22 440 | 2 426 | 569 | 249 | 10.6 | 2.7 |
| 44814 | Family clothing stores | 165 | 420 061 | 46 514 | 12 125 | 4 032 | 2.4 | .5 |
| 448140 | Family clothing stores | 165 | 420 061 | 46 514 | 12 125 | 4 032 | 2.4 | .5 |
| 44815 | Clothing accessories stores | 50 | 22 531 | 3 475 | 857 | 267 | 12.0 | 12.3 |
| 448150 | Clothing accessories stores | 50 | 22 531 | 3 475 | 857 | 267 | 12.0 | 12.3 |
| 44819 | Other clothing stores | 97 | 56 552 | 7 007 | 1 798 | 628 | 7.0 | 4.6 |
| 448190 | Other clothing stores | 97 | 56 552 | 7 007 | 1 798 | 628 | 7.0 | 4.6 |
| 4482 | Shoe stores | 364 | 214 671 | 22 690 | 5 437 | 1 792 | 4.4 | 3.6 |
| 44821 | Shoe stores | 364 | 214 671 | 22 690 | 5 437 | 1 792 | 4.4 | 3.6 |
| 448210 | Shoe stores | 364 | 214 671 | 22 690 | 5 437 | 1 792 | 4.4 | 3.6 |
| 4482101 | Men's shoe stores | 25 | 11 279 | 1 325 | 289 | 87 | 5.0 | 4.0 |
| 4482102 | Women's shoe stores | 40 | 24 939 | 3 027 | 749 | 240 | 6.8 | 24.4 |
| 4482103 | Children's & juveniles' shoe stores | 5 | 2 103 | 295 | 73 | 16 | – | – |
| 4482104 | Family shoe stores | 248 | 116 197 | 11 906 | 2 877 | 975 | 3.0 | 1.0 |
| 4482105 | Athletic footwear stores | 46 | 60 153 | 6 137 | 1 449 | 474 | 5.9 | – |
| 4483 | Jewelry, luggage, & leather goods stores | 214 | 127 339 | 19 465 | 4 877 | 1 080 | 20.3 | 16.7 |
| 44831 | Jewelry stores | 185 | 112 533 | 17 482 | 4 405 | 922 | 22.3 | 17.0 |
| 448310 | Jewelry stores | 185 | 112 533 | 17 482 | 4 405 | 922 | 22.3 | 17.0 |
| 44832 | Luggage & leather goods stores | 29 | 14 806 | 1 983 | 472 | 158 | 5.7 | 15.1 |
| 448320 | Luggage & leather goods stores | 29 | 14 806 | 1 983 | 472 | 158 | 5.7 | 15.1 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LOS ANGELES–RIVERSIDE–ORANGE COUNTY, CA CMSA**—Con. | | | | | | | |
| | **Riverside–San Bernardino, CA PMSA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 520 | 488 257 | 54 865 | 13 107 | 4 799 | 12.2 | 3.7 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 341 | 354 959 | 39 034 | 9 336 | 3 262 | 13.4 | 2.7 |
| 45111 | Sporting goods stores | 183 | 176 059 | 20 919 | 5 045 | 1 634 | 21.5 | 3.3 |
| 451110 | Sporting goods stores | 183 | 176 059 | 20 919 | 5 045 | 1 634 | 21.5 | 3.3 |
| 4511101 | General-line sporting goods stores | 64 | 98 076 | 12 070 | 2 996 | 1 044 | 7.5 | 2.8 |
| 4511102 | Specialty-line sporting goods stores | 119 | 77 983 | 8 849 | 2 049 | 590 | 39.1 | 4.0 |
| 45112 | Hobby, toy, & game stores | 86 | 129 272 | 11 561 | 2 512 | 927 | 3.0 | 1.9 |
| 451120 | Hobby, toy, & game stores | 86 | 129 272 | 11 561 | 2 512 | 927 | 3.0 | 1.9 |
| 45113 | Sewing, needlework, & piece goods stores | 46 | 28 307 | 4 122 | 1 225 | 487 | 5.8 | .6 |
| 451130 | Sewing, needlework, & piece goods stores | 46 | 28 307 | 4 122 | 1 225 | 487 | 5.8 | .6 |
| 45114 | Musical instrument & supplies stores | 26 | 21 321 | 2 432 | 554 | 214 | 20.1 | 4.4 |
| 451140 | Musical instrument & supplies stores | 26 | 21 321 | 2 432 | 554 | 214 | 20.1 | 4.4 |
| 4512 | Book, periodical, & music stores | 179 | 133 298 | 15 831 | 3 771 | 1 537 | 9.0 | 6.4 |
| 45121 | Book stores & news dealers | 103 | 71 735 | 9 063 | 2 089 | 867 | 11.3 | 8.0 |
| 451211 | Book stores | 93 | 67 640 | 8 089 | 1 875 | 729 | 11.7 | 8.5 |
| 4512111 | Book stores, general | 60 | 42 460 | 4 676 | 1 150 | 464 | 9.3 | 4.4 |
| 4512112 | Specialty book stores | 27 | 15 570 | 2 433 | 529 | 175 | 18.0 | 25.1 |
| 4512113 | College book stores | 6 | 9 610 | 980 | 196 | 90 | 12.1 | – |
| 451212 | News dealers & newsstands | 10 | 4 095 | 974 | 214 | 138 | 4.3 | – |
| 45122 | Prerecorded tape, compact disc, & record stores | 76 | 61 563 | 6 768 | 1 682 | 670 | 6.4 | 4.4 |
| 451220 | Prerecorded tape, compact disc, & record stores | 76 | 61 563 | 6 768 | 1 682 | 670 | 6.4 | 4.4 |
| 452 | General merchandise stores | 221 | 3 291 672 | 301 400 | 73 586 | 23 377 | .2 | 2.4 |
| 4521 | Department stores (incl leased depts) ## | 115 | 2 448 793 | N | N | N | – | .1 |
| 45211 | Department stores (incl leased depts) ## | 115 | 2 448 793 | N | N | N | – | .1 |
| 4521 | Department stores (excl leased depts) | 115 | 2 407 852 | 243 825 | 59 201 | 19 782 | – | .1 |
| 45211 | Department stores (excl leased depts) | 115 | 2 407 852 | 243 825 | 59 201 | 19 782 | – | .1 |
| 452110 | Department stores (excl leased depts) | 115 | 2 407 852 | 243 825 | 59 201 | 19 782 | – | .1 |
| 4521101 | Conventional department stores (excl leased depts) | 31 | 528 040 | 54 014 | 13 595 | 3 958 | – | .6 |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 65 | 1 496 430 | 144 129 | 34 660 | 12 808 | – | – |
| 4521103 | National chain department stores (excl leased depts) | 19 | 383 382 | 45 682 | 10 946 | 3 016 | – | – |
| 4529 | Other general merchandise stores | 106 | 883 820 | 57 575 | 14 385 | 3 595 | .9 | 8.6 |
| 45291 | Warehouse clubs & superstores | 13 | D | D | D | g | D | D |
| 452910 | Warehouse clubs & superstores | 13 | D | D | D | g | D | D |
| 45299 | All other general merchandise stores | 93 | D | D | D | g | D | D |
| 452990 | All other general merchandise stores | 93 | D | D | D | g | D | D |
| 4529901 | Variety stores | 21 | D | D | D | c | D | D |
| 4529902 | Catalog showrooms | 7 | D | D | D | e | D | D |
| 4529903 | Miscellaneous general merchandise stores | 65 | 94 578 | 9 849 | 2 325 | 950 | 6.4 | 80.5 |
| 453 | Miscellaneous store retailers | 984 | 556 222 | 73 494 | 17 192 | 5 940 | 17.2 | 9.1 |
| 4531 | Florists | 171 | 39 497 | 7 313 | 1 719 | 801 | 37.3 | 12.2 |
| 45311 | Florists | 171 | 39 497 | 7 313 | 1 719 | 801 | 37.3 | 12.2 |
| 453110 | Florists | 171 | 39 497 | 7 313 | 1 719 | 801 | 37.3 | 12.2 |
| 4532 | Office supplies, stationery, & gift stores | 319 | 229 054 | 25 776 | 6 158 | 2 222 | 14.2 | 8.2 |
| 45321 | Office supplies & stationery stores | 71 | 144 403 | 13 950 | 3 474 | 957 | 6.9 | 7.3 |
| 453210 | Office supplies & stationery stores | 71 | 144 403 | 13 950 | 3 474 | 957 | 6.9 | 7.3 |
| 4532101 | Stationery stores | 8 | 3 228 | 421 | 102 | 47 | 6.7 | 6.8 |
| 4532102 | Office supplies stores | 63 | 141 175 | 13 529 | 3 372 | 910 | 6.9 | 7.3 |
| 45322 | Gift, novelty, & souvenir stores | 248 | 84 651 | 11 826 | 2 684 | 1 265 | 26.7 | 9.8 |
| 453220 | Gift, novelty, & souvenir stores | 248 | 84 651 | 11 826 | 2 684 | 1 265 | 26.7 | 9.8 |
| 4533 | Used merchandise stores | 121 | 57 643 | 13 410 | 3 097 | 1 086 | 16.6 | 9.8 |
| 45331 | Used merchandise stores | 121 | 57 643 | 13 410 | 3 097 | 1 086 | 16.6 | 9.8 |
| 453310 | Used merchandise stores | 121 | 57 643 | 13 410 | 3 097 | 1 086 | 16.6 | 9.8 |
| 4539 | Other miscellaneous store retailers | 373 | 230 028 | 26 995 | 6 218 | 1 831 | 17.0 | 9.2 |
| 45391 | Pet & pet supplies stores | 85 | 74 677 | 7 858 | 1 952 | 666 | 10.9 | 5.4 |
| 453910 | Pet & pet supplies stores | 85 | 74 677 | 7 858 | 1 952 | 666 | 10.9 | 5.4 |
| 45392 | Art dealers | 29 | 19 969 | 3 055 | 745 | 111 | 27.8 | 11.1 |
| 453920 | Art dealers | 29 | 19 969 | 3 055 | 745 | 111 | 27.8 | 11.1 |
| 45393 | Manufactured (mobile) home dealers | 27 | 34 337 | 2 306 | 493 | 91 | 14.2 | 13.2 |
| 453930 | Manufactured (mobile) home dealers | 27 | 34 337 | 2 306 | 493 | 91 | 14.2 | 13.2 |
| 45399 | All other miscellaneous store retailers | 232 | 101 045 | 13 776 | 3 028 | 963 | 20.2 | 10.2 |
| 454 | Nonstore retailers | 216 | 656 292 | 62 001 | 15 173 | 3 118 | 48.7 | 4.2 |
| 4541 | Electronic shopping & mail-order houses | 70 | 475 424 | 35 861 | 9 111 | 2 109 | 60.2 | 1.9 |
| 45411 | Electronic shopping & mail-order houses | 70 | 475 424 | 35 861 | 9 111 | 2 109 | 60.2 | 1.9 |
| 454110 | Electronic shopping & mail-order houses | 70 | 475 424 | 35 861 | 9 111 | 2 109 | 60.2 | 1.9 |
| 4542 | Vending machine operators | 28 | 28 438 | 4 788 | 1 128 | 183 | 13.4 | 12.4 |
| 45421 | Vending machine operators | 28 | 28 438 | 4 788 | 1 128 | 183 | 13.4 | 12.4 |
| 454210 | Vending machine operators | 28 | 28 438 | 4 788 | 1 128 | 183 | 13.4 | 12.4 |
| 4543 | Direct selling establishments | 118 | 152 430 | 21 352 | 4 934 | 826 | 19.5 | 9.6 |
| 45431 | Fuel dealers | 43 | 80 315 | 7 951 | 1 794 | 286 | 3.9 | 12.9 |
| 454311 | Heating oil dealers | 2 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 37 | D | D | D | c | D | D |
| 454319 | Other fuel dealers | 4 | 1 322 | 287 | 41 | 25 | 86.2 | – |
| 45439 | Other direct selling establishments | 75 | 72 115 | 13 401 | 3 140 | 540 | 36.8 | 6.0 |
| 454390 | Other direct selling establishments | 75 | 72 115 | 13 401 | 3 140 | 540 | 36.8 | 6.0 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LOS ANGELES–RIVERSIDE–ORANGE COUNTY, CA CMSA**—Con. | | | | | | | |
| | **Ventura, CA PMSA** | | | | | | | |
| **44-45** | **Retail trade** | **2 348** | **6 476 610** | **608 685** | **143 664** | **30 831** | **7.3** | **3.6** |
| 441 | Motor vehicle & parts dealers | 277 | 2 071 645 | 161 491 | 37 291 | 4 795 | 6.6 | 3.4 |
| 4411 | Automobile dealers | 80 | 1 815 730 | 125 309 | 28 982 | 3 222 | 5.6 | 2.5 |
| 44111 | New car dealers | 63 | 1 783 070 | 122 311 | 28 273 | 3 101 | 5.2 | 2.3 |
| 441110 | New car dealers | 63 | 1 783 070 | 122 311 | 28 273 | 3 101 | 5.2 | 2.3 |
| 44112 | Used car dealers | 17 | 32 660 | 2 998 | 709 | 121 | 28.2 | 17.8 |
| 441120 | Used car dealers | 17 | 32 660 | 2 998 | 709 | 121 | 28.2 | 17.8 |
| 4412 | Other motor vehicle dealers | 43 | 71 881 | 7 078 | 1 605 | 320 | 30.5 | 7.6 |
| 44121 | Recreational vehicle dealers | 9 | 31 110 | 3 142 | 722 | 111 | 66.3 | – |
| 441210 | Recreational vehicle dealers | 9 | 31 110 | 3 142 | 722 | 111 | 66.3 | – |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 34 | 40 771 | 3 936 | 883 | 209 | 3.1 | 13.4 |
| 441221 | Motorcycle dealers | 11 | 19 170 | 1 697 | 402 | 78 | – | 5.6 |
| 441222 | Boat dealers | 17 | 15 966 | 1 789 | 362 | 105 | 5.9 | 27.6 |
| 441229 | All other motor vehicle dealers | 6 | 5 635 | 450 | 119 | 26 | 5.8 | – |
| 4413 | Automotive parts, accessories, & tire stores | 154 | 184 034 | 29 104 | 6 704 | 1 253 | 7.7 | 9.9 |
| 44131 | Automotive parts & accessories stores | 96 | 109 007 | 17 226 | 3 903 | 802 | 6.2 | 12.2 |
| 441310 | Automotive parts & accessories stores | 96 | 109 007 | 17 226 | 3 903 | 802 | 6.2 | 12.2 |
| 44132 | Tire dealers | 58 | 75 027 | 11 878 | 2 801 | 451 | 10.0 | 6.7 |
| 441320 | Tire dealers | 58 | 75 027 | 11 878 | 2 801 | 451 | 10.0 | 6.7 |
| 442 | Furniture & home furnishings stores | 151 | 157 300 | 21 870 | 4 894 | 1 031 | 8.8 | 7.2 |
| 4421 | Furniture stores | 58 | 71 606 | 9 890 | 2 273 | 404 | 7.5 | 8.9 |
| 44211 | Furniture stores | 58 | 71 606 | 9 890 | 2 273 | 404 | 7.5 | 8.9 |
| 442110 | Furniture stores | 58 | 71 606 | 9 890 | 2 273 | 404 | 7.5 | 8.9 |
| 4422 | Home furnishings stores | 93 | 85 694 | 11 980 | 2 621 | 627 | 10.0 | 5.7 |
| 44221 | Floor covering stores | 38 | 36 395 | 5 992 | 1 278 | 235 | 14.7 | 8.3 |
| 442210 | Floor covering stores | 38 | 36 395 | 5 992 | 1 278 | 235 | 14.7 | 8.3 |
| 44229 | Other home furnishings stores | 55 | 49 299 | 5 988 | 1 343 | 392 | 6.5 | 3.8 |
| 442299 | All other home furnishings stores | 47 | D | D | D | e | D | D |
| 443 | Electronics & appliance stores | 106 | 212 362 | 19 076 | 4 455 | 966 | 11.6 | 3.1 |
| 4431 | Electronics & appliance stores | 106 | 212 362 | 19 076 | 4 455 | 966 | 11.6 | 3.1 |
| 44311 | Appliance, television, & other electronics stores | 63 | 147 274 | 13 075 | 3 153 | 668 | 11.1 | 2.0 |
| 443111 | Household appliance stores | 15 | 16 732 | 1 765 | 347 | 62 | 66.4 | 2.2 |
| 443112 | Radio, television, & other electronics stores | 48 | 130 542 | 11 310 | 2 806 | 606 | 4.1 | 2.0 |
| 44312 | Computer & software stores | 33 | 60 081 | 5 271 | 1 158 | 260 | 12.5 | 6.1 |
| 443120 | Computer & software stores | 33 | 60 081 | 5 271 | 1 158 | 260 | 12.5 | 6.1 |
| 44313 | Camera & photographic supplies stores | 10 | 5 007 | 730 | 144 | 38 | 14.7 | – |
| 443130 | Camera & photographic supplies stores | 10 | 5 007 | 730 | 144 | 38 | 14.7 | – |
| 444 | Building material & garden equipment & supplies dealers | 158 | 505 391 | 55 002 | 13 338 | 2 223 | 2.6 | 1.1 |
| 4441 | Building material & supplies dealers | 130 | 427 102 | 43 796 | 10 802 | 1 836 | 2.7 | 1.0 |
| 44411 | Home centers | 5 | 171 366 | 15 622 | 3 861 | 762 | – | – |
| 444110 | Home centers | 5 | 171 366 | 15 622 | 3 861 | 762 | – | – |
| 44412 | Paint & wallpaper stores | 14 | 23 970 | 3 151 | 749 | 122 | – | 10.0 |
| 444120 | Paint & wallpaper stores | 14 | 23 970 | 3 151 | 749 | 122 | – | 10.0 |
| 44413 | Hardware stores | 28 | 27 046 | 4 493 | 1 121 | 265 | 12.3 | 4.2 |
| 444130 | Hardware stores | 28 | 27 046 | 4 493 | 1 121 | 265 | 12.3 | 4.2 |
| 44419 | Other building material dealers | 83 | 204 720 | 20 530 | 5 071 | 687 | 4.0 | .3 |
| 444190 | Other building material dealers | 83 | 204 720 | 20 530 | 5 071 | 687 | 4.0 | .3 |
| 4442 | Lawn & garden equipment & supplies stores | 28 | 78 289 | 11 206 | 2 536 | 387 | 2.1 | 1.8 |
| 44422 | Nursery & garden centers | 27 | D | D | D | e | D | D |
| 444220 | Nursery & garden centers | 27 | D | D | D | e | D | D |
| 445 | Food & beverage stores | 306 | 1 087 333 | 115 096 | 26 927 | 5 783 | 5.7 | 2.3 |
| 4451 | Grocery stores | 183 | 1 013 031 | 106 948 | 24 835 | 5 104 | 3.7 | 1.8 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 139 | 984 375 | 104 537 | 24 268 | 4 916 | 2.5 | 1.6 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 139 | 984 375 | 104 537 | 24 268 | 4 916 | 2.5 | 1.6 |
| 44512 | Convenience stores | 44 | 28 656 | 2 411 | 567 | 188 | 42.8 | 11.2 |
| 445120 | Convenience stores | 44 | 28 656 | 2 411 | 567 | 188 | 42.8 | 11.2 |
| 4452 | Specialty food stores | 53 | 36 609 | 5 083 | 1 211 | 442 | 22.8 | 1.0 |
| 4453 | Beer, wine, & liquor stores | 70 | 37 693 | 3 065 | 881 | 237 | 44.3 | 14.8 |
| 44531 | Beer, wine, & liquor stores | 70 | 37 693 | 3 065 | 881 | 237 | 44.3 | 14.8 |
| 445310 | Beer, wine, & liquor stores | 70 | 37 693 | 3 065 | 881 | 237 | 44.3 | 14.8 |
| 446 | Health & personal care stores | 185 | 317 109 | 40 682 | 9 771 | 2 350 | 12.4 | 6.8 |
| 4461 | Health & personal care stores | 185 | 317 109 | 40 682 | 9 771 | 2 350 | 12.4 | 6.8 |
| 44611 | Pharmacies & drug stores | 97 | 274 242 | 34 469 | 8 315 | 1 890 | 11.7 | 6.7 |
| 446110 | Pharmacies & drug stores | 97 | 274 242 | 34 469 | 8 315 | 1 890 | 11.7 | 6.7 |
| 4461101 | Pharmacies & drug stores | 91 | 270 789 | 34 095 | 8 227 | 1 863 | 11.7 | 6.5 |
| 4461102 | Proprietary stores | 6 | 3 453 | 374 | 88 | 27 | 6.6 | 26.5 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 30 | 10 543 | 1 600 | 349 | 123 | 3.7 | 5.1 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 30 | 10 543 | 1 600 | 349 | 123 | 3.7 | 5.1 |
| 44613 | Optical goods stores | 26 | 15 036 | 2 286 | 591 | 151 | 20.8 | 1.8 |
| 446130 | Optical goods stores | 26 | 15 036 | 2 286 | 591 | 151 | 20.8 | 1.8 |
| 44619 | Other health & personal care stores | 32 | 17 288 | 2 327 | 516 | 186 | 22.0 | 14.0 |
| 446191 | Food (health) supplement stores | 16 | 12 315 | 1 380 | 326 | 112 | 21.6 | 14.0 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LOS ANGELES–RIVERSIDE–ORANGE COUNTY, CA CMSA**—Con. | | | | | | | |
| | **Ventura, CA PMSA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 447 | Gasoline stations | 168 | 405 029 | 15 254 | 3 313 | 1 166 | 29.3 | 7.0 |
| 4471 | Gasoline stations | 168 | 405 029 | 15 254 | 3 313 | 1 166 | 29.3 | 7.0 |
| 44711 | Gasoline stations with convenience stores | 62 | 139 934 | 6 268 | 1 296 | 460 | 11.0 | 6.0 |
| 447110 | Gasoline stations with convenience stores | 62 | 139 934 | 6 268 | 1 296 | 460 | 11.0 | 6.0 |
| 44719 | Other gasoline stations | 106 | 265 095 | 8 986 | 2 017 | 706 | 39.0 | 7.5 |
| 447190 | Other gasoline stations | 106 | 265 095 | 8 986 | 2 017 | 706 | 39.0 | 7.5 |
| 448 | Clothing & clothing accessories stores | 388 | 289 834 | 34 045 | 8 110 | 2 563 | 7.8 | 7.4 |
| 4481 | Clothing stores | 235 | 206 212 | 22 315 | 5 247 | 1 826 | 7.2 | 8.4 |
| 44811 | Men's clothing stores | 36 | 21 611 | 2 683 | 620 | 195 | 21.9 | 9.7 |
| 448110 | Men's clothing stores | 36 | 21 611 | 2 683 | 620 | 195 | 21.9 | 9.7 |
| 44812 | Women's clothing stores | 91 | 58 929 | 7 299 | 1 679 | 624 | 8.6 | 17.4 |
| 448120 | Women's clothing stores | 91 | 58 929 | 7 299 | 1 679 | 624 | 8.6 | 17.4 |
| 44813 | Children's & infants' clothing stores | 16 | 10 272 | 1 071 | 219 | 102 | 4.9 | .8 |
| 448130 | Children's & infants' clothing stores | 16 | 10 272 | 1 071 | 219 | 102 | 4.9 | .8 |
| 44814 | Family clothing stores | 48 | 86 274 | 7 343 | 1 757 | 613 | 1.5 | 2.0 |
| 448140 | Family clothing stores | 48 | 86 274 | 7 343 | 1 757 | 613 | 1.5 | 2.0 |
| 44815 | Clothing accessories stores | 13 | 4 142 | 729 | 158 | 62 | 32.3 | 22.3 |
| 448150 | Clothing accessories stores | 13 | 4 142 | 729 | 158 | 62 | 32.3 | 22.3 |
| 44819 | Other clothing stores | 31 | 24 984 | 3 190 | 814 | 230 | 7.9 | 8.8 |
| 448190 | Other clothing stores | 31 | 24 984 | 3 190 | 814 | 230 | 7.9 | 8.8 |
| 4482 | Shoe stores | 99 | 51 138 | 6 069 | 1 417 | 452 | 3.2 | 1.8 |
| 44821 | Shoe stores | 99 | 51 138 | 6 069 | 1 417 | 452 | 3.2 | 1.8 |
| 448210 | Shoe stores | 99 | 51 138 | 6 069 | 1 417 | 452 | 3.2 | 1.8 |
| 4482101 | Men's shoe stores | 5 | D | D | D | b | D | D |
| 4482102 | Women's shoe stores | 15 | 7 176 | 909 | 223 | 82 | – | 12.2 |
| 4482103 | Children's & juveniles' shoe stores | 2 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 64 | 27 204 | 3 122 | 743 | 244 | 6.0 | .1 |
| 4482105 | Athletic footwear stores | 13 | 11 933 | 1 320 | 291 | 86 | – | – |
| 4483 | Jewelry, luggage, & leather goods stores | 54 | 32 484 | 5 661 | 1 446 | 285 | 19.0 | 10.3 |
| 44831 | Jewelry stores | 46 | 29 505 | 5 189 | 1 317 | 253 | 20.9 | 8.7 |
| 448310 | Jewelry stores | 46 | 29 505 | 5 189 | 1 317 | 253 | 20.9 | 8.7 |
| 44832 | Luggage & leather goods stores | 8 | 2 979 | 472 | 129 | 32 | – | 25.5 |
| 448320 | Luggage & leather goods stores | 8 | 2 979 | 472 | 129 | 32 | – | 25.5 |
| 451 | Sporting goods, hobby, book, & music stores | 190 | 179 044 | 19 028 | 4 588 | 1 705 | 8.3 | 4.8 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 120 | 118 619 | 12 400 | 2 899 | 1 063 | 7.4 | 1.8 |
| 45111 | Sporting goods stores | 61 | 53 842 | 6 158 | 1 377 | 487 | 5.8 | 2.0 |
| 451110 | Sporting goods stores | 61 | 53 842 | 6 158 | 1 377 | 487 | 5.8 | 2.0 |
| 4511101 | General-line sporting goods stores | 17 | 29 491 | 2 963 | 727 | 282 | 3.5 | 1.1 |
| 4511102 | Specialty-line sporting goods stores | 44 | 24 351 | 3 195 | 650 | 205 | 8.5 | 3.0 |
| 45112 | Hobby, toy, & game stores | 34 | 49 542 | 4 339 | 1 009 | 389 | 4.1 | .6 |
| 451120 | Hobby, toy, & game stores | 34 | 49 542 | 4 339 | 1 009 | 389 | 4.1 | .6 |
| 45113 | Sewing, needlework, & piece goods stores | 16 | 9 237 | 1 257 | 357 | 144 | 2.1 | 8.1 |
| 451130 | Sewing, needlework, & piece goods stores | 16 | 9 237 | 1 257 | 357 | 144 | 2.1 | 8.1 |
| 45114 | Musical instrument & supplies stores | 9 | 5 998 | 646 | 156 | 43 | 58.5 | – |
| 451140 | Musical instrument & supplies stores | 9 | 5 998 | 646 | 156 | 43 | 58.5 | – |
| 4512 | Book, periodical, & music stores | 70 | 60 425 | 6 628 | 1 689 | 642 | 9.9 | 10.6 |
| 45121 | Book stores & news dealers | 42 | 30 730 | 3 559 | 901 | 373 | 5.1 | 2.3 |
| 451211 | Book stores | 36 | 29 262 | 3 354 | 842 | 335 | 4.0 | 2.4 |
| 4512111 | Book stores, general | 25 | 24 230 | 2 585 | 596 | 260 | 4.0 | 2.9 |
| 4512112 | Specialty book stores | 10 | D | D | D | b | D | D |
| 451212 | News dealers & newsstands | 6 | 1 468 | 205 | 59 | 38 | 27.6 | – |
| 45122 | Prerecorded tape, compact disc, & record stores | 28 | 29 695 | 3 069 | 788 | 269 | 14.9 | 19.3 |
| 451220 | Prerecorded tape, compact disc, & record stores | 28 | 29 695 | 3 069 | 788 | 269 | 14.9 | 19.3 |
| 452 | General merchandise stores | 50 | 815 871 | 70 973 | 17 416 | 5 053 | .1 | 1.7 |
| 4521 | Department stores (incl leased depts) ## | 25 | 568 923 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 25 | 568 923 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 25 | 560 540 | 55 456 | 13 449 | 4 137 | – | – |
| 45211 | Department stores (excl leased depts) | 25 | 560 540 | 55 456 | 13 449 | 4 137 | – | – |
| 452110 | Department stores (excl leased depts) | 25 | 560 540 | 55 456 | 13 449 | 4 137 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 8 | 187 921 | 16 302 | 4 030 | 1 123 | – | – |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 12 | 258 366 | 25 458 | 6 048 | 2 135 | – | – |
| 4521103 | National chain department stores (excl leased depts) | 5 | 114 253 | 13 696 | 3 371 | 879 | – | – |
| 4529 | Other general merchandise stores | 25 | 255 331 | 15 517 | 3 967 | 916 | .5 | 5.3 |
| 45299 | All other general merchandise stores | 22 | D | D | D | e | D | D |
| 452990 | All other general merchandise stores | 22 | D | D | D | e | D | D |
| 4529903 | Miscellaneous general merchandise stores | 16 | D | D | D | c | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LOS ANGELES–RIVERSIDE–ORANGE COUNTY, CA CMSA**—Con. | | | | | | | |
| | **Ventura, CA PMSA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 283 | 170 928 | 22 272 | 5 114 | 1 864 | 10.7 | 11.4 |
| 4531 | Florists | 53 | 11 835 | 1 931 | 449 | 244 | 31.0 | 22.9 |
| 45311 | Florists | 53 | 11 835 | 1 931 | 449 | 244 | 31.0 | 22.9 |
| 453110 | Florists | 53 | 11 835 | 1 931 | 449 | 244 | 31.0 | 22.9 |
| 4532 | Office supplies, stationery, & gift stores | 102 | 84 256 | 8 865 | 2 243 | 768 | 9.1 | 3.6 |
| 45321 | Office supplies & stationery stores | 26 | 55 827 | 4 978 | 1 349 | 368 | – | 1.6 |
| 453210 | Office supplies & stationery stores | 26 | 55 827 | 4 978 | 1 349 | 368 | – | 1.6 |
| 4532101 | Stationery stores | 3 | 947 | 175 | 38 | 14 | – | 12.1 |
| 4532102 | Office supplies stores | 23 | 54 880 | 4 803 | 1 311 | 354 | – | 1.4 |
| 45322 | Gift, novelty, & souvenir stores | 76 | 28 429 | 3 887 | 894 | 400 | 26.9 | 7.6 |
| 453220 | Gift, novelty, & souvenir stores | 76 | 28 429 | 3 887 | 894 | 400 | 26.9 | 7.6 |
| 4533 | Used merchandise stores | 41 | 21 732 | 5 245 | 940 | 333 | 2.8 | 41.7 |
| 45331 | Used merchandise stores | 41 | 21 732 | 5 245 | 940 | 333 | 2.8 | 41.7 |
| 453310 | Used merchandise stores | 41 | 21 732 | 5 245 | 940 | 333 | 2.8 | 41.7 |
| 4539 | Other miscellaneous store retailers | 87 | 53 105 | 6 231 | 1 482 | 519 | 12.1 | 8.9 |
| 45391 | Pet & pet supplies stores | 34 | 29 895 | 3 420 | 857 | 305 | 15.5 | 5.1 |
| 453910 | Pet & pet supplies stores | 34 | 29 895 | 3 420 | 857 | 305 | 15.5 | 5.1 |
| 45392 | Art dealers | 10 | 3 106 | 433 | 77 | 24 | 30.7 | 1.6 |
| 453920 | Art dealers | 10 | 3 106 | 433 | 77 | 24 | 30.7 | 1.6 |
| 45399 | All other miscellaneous store retailers | 42 | D | D | D | c | D | D |
| 454 | Nonstore retailers | 86 | 264 764 | 33 896 | 8 447 | 1 332 | 1.8 | 1.3 |
| 4541 | Electronic shopping & mail-order houses | 38 | 227 761 | 27 481 | 6 876 | 977 | .8 | 1.0 |
| 45411 | Electronic shopping & mail-order houses | 38 | 227 761 | 27 481 | 6 876 | 977 | .8 | 1.0 |
| 454110 | Electronic shopping & mail-order houses | 38 | 227 761 | 27 481 | 6 876 | 977 | .8 | 1.0 |
| 4543 | Direct selling establishments | 36 | 32 944 | 5 798 | 1 422 | 321 | 8.8 | 3.2 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 4 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 31 | 24 848 | 4 803 | 1 180 | 281 | 11.7 | 4.2 |
| 454390 | Other direct selling establishments | 31 | 24 848 | 4 803 | 1 180 | 281 | 11.7 | 4.2 |
| | **MERCED, CA MSA** | | | | | | | |
| **44-45** | **Retail trade** | **551** | **1 102 108** | **107 953** | **24 859** | **6 122** | **6.9** | **3.9** |
| 441 | Motor vehicle & parts dealers | 79 | 238 280 | 23 048 | 5 172 | 919 | 11.9 | .9 |
| 4412 | Other motor vehicle dealers | 5 | 11 814 | 767 | 188 | 36 | – | 5.9 |
| 441229 | All other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 21 | 15 643 | 2 555 | 608 | 144 | 13.8 | 4.6 |
| 443 | Electronics & appliance stores | 14 | 21 158 | 2 985 | 727 | 172 | 2.3 | 1.0 |
| 4431 | Electronics & appliance stores | 14 | 21 158 | 2 985 | 727 | 172 | 2.3 | 1.0 |
| 44311 | Appliance, television, & other electronics stores | 11 | 17 570 | 2 342 | 564 | 142 | 2.8 | 1.2 |
| 443112 | Radio, television, & other electronics stores | 9 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 52 | 122 891 | 12 688 | 3 003 | 486 | 4.0 | 1.7 |
| 4441 | Building material & supplies dealers | 28 | 57 010 | 7 177 | 1 638 | 294 | 8.0 | 1.0 |
| 44419 | Other building material dealers | 14 | 37 258 | 4 254 | 963 | 128 | .7 | 1.6 |
| 444190 | Other building material dealers | 14 | 37 258 | 4 254 | 963 | 128 | .7 | 1.6 |
| 4442 | Lawn & garden equipment & supplies stores | 24 | 65 881 | 5 511 | 1 365 | 192 | .6 | 2.3 |
| 44422 | Nursery & garden centers | 20 | 64 147 | 5 275 | 1 313 | 174 | .6 | 2.4 |
| 444220 | Nursery & garden centers | 20 | 64 147 | 5 275 | 1 313 | 174 | .6 | 2.4 |
| 445 | Food & beverage stores | 110 | 224 773 | 23 383 | 5 130 | 1 161 | 10.7 | 5.3 |
| 4451 | Grocery stores | 88 | 214 421 | 22 722 | 4 979 | 1 086 | 9.7 | 4.4 |
| 4452 | Specialty food stores | 10 | 2 602 | 316 | 71 | 30 | 40.6 | – |
| 446 | Health & personal care stores | 41 | 52 428 | 7 876 | 1 945 | 424 | .7 | 1.9 |
| 4461 | Health & personal care stores | 41 | 52 428 | 7 876 | 1 945 | 424 | .7 | 1.9 |
| 447 | Gasoline stations | 60 | 128 559 | 6 953 | 1 492 | 474 | 9.5 | 12.2 |
| 4471 | Gasoline stations | 60 | 128 559 | 6 953 | 1 492 | 474 | 9.5 | 12.2 |
| 44711 | Gasoline stations with convenience stores | 39 | 74 188 | 3 033 | 628 | 236 | 6.7 | 3.2 |
| 447110 | Gasoline stations with convenience stores | 39 | 74 188 | 3 033 | 628 | 236 | 6.7 | 3.2 |
| 448 | Clothing & clothing accessories stores | 61 | 28 534 | 3 614 | 864 | 324 | 5.6 | 8.5 |
| 4481 | Clothing stores | 33 | 17 259 | 2 085 | 474 | 224 | 6.0 | 5.8 |
| 451 | Sporting goods, hobby, book, & music stores | 26 | 16 407 | 1 908 | 446 | 191 | 5.0 | – |
| 4511 | Sporting goods, hobby, & musical instrument stores | 19 | 12 721 | 1 580 | 368 | 154 | 1.1 | – |
| 452 | General merchandise stores | 16 | D | D | D | g | D | D |
| 453 | Miscellaneous store retailers | 47 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 12 | 10 727 | 1 659 | 382 | 103 | 1.2 | .9 |
| 45321 | Office supplies & stationery stores | 5 | 9 288 | 1 251 | 319 | 74 | – | – |
| 453210 | Office supplies & stationery stores | 5 | 9 288 | 1 251 | 319 | 74 | – | – |
| 4532102 | Office supplies stores | 5 | 9 288 | 1 251 | 319 | 74 | – | – |
| 4539 | Other miscellaneous store retailers | 18 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 13 | 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **MERCED, CA MSA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 454 | Nonstore retailers | 24 | 23 207 | 1 585 | 395 | 120 | 2.2 | 10.5 |
| 4543 | Direct selling establishments | 16 | 19 382 | 1 345 | 339 | 99 | .9 | 11.0 |
| 45431 | Fuel dealers | 7 | 15 012 | 839 | 229 | 52 | .7 | 14.1 |
| 454311 | Heating oil dealers | 1 | D | D | D | a | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 4 | D | D | D | b | D | D |
| 454319 | Other fuel dealers | 2 | D | D | D | a | D | D |
| | **MODESTO, CA MSA** | | | | | | | |
| **44-45** | **Retail trade** | **1 368** | **3 282 239** | **319 185** | **74 882** | **17 706** | **7.9** | **5.1** |
| 441 | Motor vehicle & parts dealers | 185 | 745 410 | 70 732 | 16 288 | 2 462 | 9.1 | 2.9 |
| 4411 | Automobile dealers | 66 | 591 168 | 48 632 | 11 159 | 1 422 | 8.3 | 2.2 |
| 44111 | New car dealers | 34 | 537 960 | 45 858 | 10 610 | 1 303 | 6.2 | 1.1 |
| 441110 | New car dealers | 34 | 537 960 | 45 858 | 10 610 | 1 303 | 6.2 | 1.1 |
| 44112 | Used car dealers | 32 | 53 208 | 2 774 | 549 | 119 | 29.5 | 13.3 |
| 441120 | Used car dealers | 32 | 53 208 | 2 774 | 549 | 119 | 29.5 | 13.3 |
| 4412 | Other motor vehicle dealers | 15 | 40 886 | 3 853 | 745 | 173 | 8.7 | – |
| 44121 | Recreational vehicle dealers | 5 | 26 050 | 2 368 | 530 | 97 | 1.3 | – |
| 441210 | Recreational vehicle dealers | 5 | 26 050 | 2 368 | 530 | 97 | 1.3 | – |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 10 | 14 836 | 1 485 | 215 | 76 | 21.8 | – |
| 441221 | Motorcycle dealers | 7 | 9 149 | 1 003 | 138 | 57 | 32.0 | – |
| 4413 | Automotive parts, accessories, & tire stores | 104 | 113 356 | 18 247 | 4 384 | 867 | 13.0 | 7.4 |
| 44131 | Automotive parts & accessories stores | 68 | 69 615 | 11 103 | 2 800 | 566 | 10.3 | 11.8 |
| 441310 | Automotive parts & accessories stores | 68 | 69 615 | 11 103 | 2 800 | 566 | 10.3 | 11.8 |
| 44132 | Tire dealers | 36 | 43 741 | 7 144 | 1 584 | 301 | 17.4 | .4 |
| 441320 | Tire dealers | 36 | 43 741 | 7 144 | 1 584 | 301 | 17.4 | .4 |
| 442 | Furniture & home furnishings stores | 82 | 79 999 | 13 516 | 3 130 | 596 | 7.5 | 5.8 |
| 4421 | Furniture stores | 38 | 51 753 | 8 169 | 1 878 | 346 | 4.1 | 4.0 |
| 44211 | Furniture stores | 38 | 51 753 | 8 169 | 1 878 | 346 | 4.1 | 4.0 |
| 442110 | Furniture stores | 38 | 51 753 | 8 169 | 1 878 | 346 | 4.1 | 4.0 |
| 4422 | Home furnishings stores | 44 | 28 246 | 5 347 | 1 252 | 250 | 13.8 | 9.2 |
| 44221 | Floor covering stores | 22 | 16 796 | 3 494 | 861 | 124 | 17.8 | 6.9 |
| 442210 | Floor covering stores | 22 | 16 796 | 3 494 | 861 | 124 | 17.8 | 6.9 |
| 44229 | Other home furnishings stores | 22 | 11 450 | 1 853 | 391 | 126 | 7.9 | 12.5 |
| 443 | Electronics & appliance stores | 58 | 84 056 | 8 827 | 2 117 | 444 | 22.4 | 4.3 |
| 4431 | Electronics & appliance stores | 58 | 84 056 | 8 827 | 2 117 | 444 | 22.4 | 4.3 |
| 44311 | Appliance, television, & other electronics stores | 41 | 66 533 | 7 448 | 1 854 | 368 | 18.3 | .5 |
| 443111 | Household appliance stores | 10 | 13 313 | 1 534 | 390 | 81 | 41.8 | – |
| 443112 | Radio, television, & other electronics stores | 31 | 53 220 | 5 914 | 1 464 | 287 | 12.4 | .6 |
| 44312 | Computer & software stores | 13 | 14 755 | 908 | 137 | 48 | 40.1 | 22.5 |
| 443120 | Computer & software stores | 13 | 14 755 | 908 | 137 | 48 | 40.1 | 22.5 |
| 44313 | Camera & photographic supplies stores | 4 | 2 768 | 471 | 126 | 28 | 28.9 | – |
| 443130 | Camera & photographic supplies stores | 4 | 2 768 | 471 | 126 | 28 | 28.9 | – |
| 444 | Building material & garden equipment & supplies dealers | 118 | 385 351 | 37 768 | 8 805 | 1 598 | 1.9 | 1.9 |
| 4441 | Building material & supplies dealers | 79 | 243 447 | 27 364 | 6 414 | 1 189 | 2.0 | 2.8 |
| 44411 | Home centers | 4 | 80 447 | 7 185 | 1 830 | 383 | – | .5 |
| 444110 | Home centers | 4 | 80 447 | 7 185 | 1 830 | 383 | – | .5 |
| 44412 | Paint & wallpaper stores | 9 | 12 123 | 1 430 | 324 | 58 | 2.9 | – |
| 444120 | Paint & wallpaper stores | 9 | 12 123 | 1 430 | 324 | 58 | 2.9 | – |
| 44413 | Hardware stores | 18 | 33 004 | 4 860 | 1 089 | 264 | 8.4 | – |
| 444130 | Hardware stores | 18 | 33 004 | 4 860 | 1 089 | 264 | 8.4 | – |
| 44419 | Other building material dealers | 48 | 117 873 | 13 889 | 3 171 | 484 | 1.6 | 5.4 |
| 444190 | Other building material dealers | 48 | 117 873 | 13 889 | 3 171 | 484 | 1.6 | 5.4 |
| 4442 | Lawn & garden equipment & supplies stores | 39 | 141 904 | 10 404 | 2 391 | 409 | 1.7 | .3 |
| 44422 | Nursery & garden centers | 34 | 139 584 | 10 051 | 2 313 | 388 | 1.3 | .1 |
| 444220 | Nursery & garden centers | 34 | 139 584 | 10 051 | 2 313 | 388 | 1.3 | .1 |
| 445 | Food & beverage stores | 208 | 633 557 | 62 392 | 14 191 | 3 244 | 11.2 | 9.7 |
| 4451 | Grocery stores | 155 | 605 373 | 60 177 | 13 694 | 3 013 | 10.2 | 10.0 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 132 | 596 724 | 59 444 | 13 512 | 2 926 | 10.0 | 9.8 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 132 | 596 724 | 59 444 | 13 512 | 2 926 | 10.0 | 9.8 |
| 4452 | Specialty food stores | 24 | 11 535 | 1 252 | 287 | 122 | 28.1 | 2.9 |
| 446 | Health & personal care stores | 114 | 207 409 | 28 983 | 6 817 | 1 517 | 8.3 | 14.7 |
| 4461 | Health & personal care stores | 114 | 207 409 | 28 983 | 6 817 | 1 517 | 8.3 | 14.7 |
| 44611 | Pharmacies & drug stores | 60 | 182 157 | 24 265 | 5 689 | 1 255 | 8.2 | 15.0 |
| 446110 | Pharmacies & drug stores | 60 | 182 157 | 24 265 | 5 689 | 1 255 | 8.2 | 15.0 |
| 4461101 | Pharmacies & drug stores | 57 | 179 638 | 23 951 | 5 587 | 1 233 | 8.3 | 15.2 |
| 4461102 | Proprietary stores | 3 | 2 519 | 314 | 102 | 22 | – | – |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 13 | 4 347 | 580 | 152 | 55 | 5.2 | 14.5 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 13 | 4 347 | 580 | 152 | 55 | 5.2 | 14.5 |
| 44613 | Optical goods stores | 17 | 7 402 | 1 190 | 281 | 75 | 11.2 | 3.7 |
| 446130 | Optical goods stores | 17 | 7 402 | 1 190 | 281 | 75 | 11.2 | 3.7 |
| 44619 | Other health & personal care stores | 24 | 13 503 | 2 948 | 695 | 132 | 9.3 | 16.2 |
| 446191 | Food (health) supplement stores | 9 | 3 209 | 335 | 83 | 35 | 8.4 | 26.5 |
| 446199 | All other health & personal care stores | 15 | 10 294 | 2 613 | 612 | 97 | 9.7 | 13.0 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **MODESTO, CA MSA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 447 | Gasoline stations | 127 | 253 185 | 11 304 | 2 707 | 1 056 | 15.8 | 5.7 |
| 4471 | Gasoline stations | 127 | 253 185 | 11 304 | 2 707 | 1 056 | 15.8 | 5.7 |
| 44711 | Gasoline stations with convenience stores | 80 | 141 442 | 6 254 | 1 498 | 604 | 9.4 | 6.6 |
| 447110 | Gasoline stations with convenience stores | 80 | 141 442 | 6 254 | 1 498 | 604 | 9.4 | 6.6 |
| 44719 | Other gasoline stations | 47 | 111 743 | 5 050 | 1 209 | 452 | 23.9 | 4.6 |
| 447190 | Other gasoline stations | 47 | 111 743 | 5 050 | 1 209 | 452 | 23.9 | 4.6 |
| 448 | Clothing & clothing accessories stores | 174 | 118 654 | 14 385 | 3 419 | 1 128 | 8.3 | 5.4 |
| 4481 | Clothing stores | 92 | 78 860 | 8 609 | 1 987 | 772 | 7.9 | 3.7 |
| 44813 | Children's & infants' clothing stores | 6 | 4 562 | 380 | 92 | 49 | 2.5 | – |
| 448130 | Children's & infants' clothing stores | 6 | 4 562 | 380 | 92 | 49 | 2.5 | – |
| 44819 | Other clothing stores | 6 | 6 417 | 928 | 221 | 73 | 1.8 | – |
| 448190 | Other clothing stores | 6 | 6 417 | 928 | 221 | 73 | 1.8 | – |
| 4482101 | Men's shoe stores | 4 | 2 446 | 329 | 75 | 19 | – | – |
| 4482103 | Children's & juveniles' shoe stores | 2 | D | D | D | a | D | D |
| 4482105 | Athletic footwear stores | 8 | 5 144 | 548 | 124 | 43 | – | – |
| 4483 | Jewelry, luggage, & leather goods stores | 32 | 18 439 | 3 448 | 883 | 148 | 19.3 | 15.0 |
| 451 | Sporting goods, hobby, book, & music stores | 87 | 82 324 | 9 139 | 2 190 | 810 | 6.9 | 3.9 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 59 | 59 134 | 6 699 | 1 602 | 570 | 6.6 | 5.3 |
| 45111 | Sporting goods stores | 31 | 28 778 | 3 441 | 777 | 276 | 12.5 | 9.9 |
| 451110 | Sporting goods stores | 31 | 28 778 | 3 441 | 777 | 276 | 12.5 | 9.9 |
| 4511101 | General-line sporting goods stores | 13 | 18 852 | 2 238 | 557 | 174 | 14.7 | – |
| 45112 | Hobby, toy, & game stores | 14 | 21 760 | 2 170 | 495 | 186 | – | 1.4 |
| 451120 | Hobby, toy, & game stores | 14 | 21 760 | 2 170 | 495 | 186 | – | 1.4 |
| 45113 | Sewing, needlework, & piece goods stores | 9 | 4 274 | 560 | 213 | 76 | 6.7 | – |
| 451130 | Sewing, needlework, & piece goods stores | 9 | 4 274 | 560 | 213 | 76 | 6.7 | – |
| 45114 | Musical instrument & supplies stores | 5 | 4 322 | 528 | 117 | 32 | – | – |
| 451140 | Musical instrument & supplies stores | 5 | 4 322 | 528 | 117 | 32 | – | – |
| 4512 | Book, periodical, & music stores | 28 | 23 190 | 2 440 | 588 | 240 | 7.8 | .2 |
| 45121 | Book stores & news dealers | 19 | 14 388 | 1 594 | 393 | 154 | 12.5 | .4 |
| 451211 | Book stores | 17 | D | D | D | c | D | D |
| 4512111 | Book stores, general | 7 | 7 460 | 807 | 205 | 80 | 1.5 | .7 |
| 4512112 | Specialty book stores | 8 | D | D | D | b | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 9 | 8 802 | 846 | 195 | 86 | – | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 9 | 8 802 | 846 | 195 | 86 | – | – |
| 452 | General merchandise stores | 32 | 549 416 | 43 493 | 10 431 | 3 474 | 1.1 | 1.3 |
| 4521 | Department stores (incl leased depts) ## | 15 | 425 423 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 15 | 425 423 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 15 | 420 241 | 36 586 | 8 763 | 3 069 | – | – |
| 45211 | Department stores (excl leased depts) | 15 | 420 241 | 36 586 | 8 763 | 3 069 | – | – |
| 452110 | Department stores (excl leased depts) | 15 | 420 241 | 36 586 | 8 763 | 3 069 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 5 | D | D | D | f | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 7 | D | D | D | g | D | D |
| 4521103 | National chain department stores (excl leased depts) | 3 | D | D | D | f | D | D |
| 45299 | All other general merchandise stores | 16 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 16 | D | D | D | c | D | D |
| 4529901 | Variety stores | 7 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 8 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 142 | 99 059 | 12 542 | 3 425 | 1 042 | 8.5 | 4.9 |
| 4532 | Office supplies, stationery, & gift stores | 39 | 51 799 | 5 016 | 1 223 | 372 | 4.4 | 3.3 |
| 45321 | Office supplies & stationery stores | 11 | 41 221 | 3 421 | 861 | 216 | 1.7 | – |
| 453210 | Office supplies & stationery stores | 11 | 41 221 | 3 421 | 861 | 216 | 1.7 | – |
| 4532101 | Stationery stores | 2 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 9 | D | D | D | c | D | D |
| 4533 | Used merchandise stores | 23 | 6 115 | 1 506 | 373 | 133 | 7.2 | 28.5 |
| 45331 | Used merchandise stores | 23 | 6 115 | 1 506 | 373 | 133 | 7.2 | 28.5 |
| 453310 | Used merchandise stores | 23 | 6 115 | 1 506 | 373 | 133 | 7.2 | 28.5 |
| 4539 | Other miscellaneous store retailers | 49 | 32 990 | 4 469 | 1 451 | 335 | 7.5 | 2.3 |
| 45391 | Pet & pet supplies stores | 10 | 9 719 | 857 | 210 | 98 | .2 | 6.2 |
| 453910 | Pet & pet supplies stores | 10 | 9 719 | 857 | 210 | 98 | .2 | 6.2 |
| 45399 | All other miscellaneous store retailers | 36 | 18 034 | 3 295 | 1 199 | 223 | 13.7 | 1.0 |
| 454 | Nonstore retailers | 41 | 43 819 | 6 104 | 1 362 | 335 | 1.0 | 5.0 |
| 4542 | Vending machine operators | 5 | 18 185 | 2 483 | 538 | 114 | .7 | – |
| 45421 | Vending machine operators | 5 | 18 185 | 2 483 | 538 | 114 | .7 | – |
| 454210 | Vending machine operators | 5 | 18 185 | 2 483 | 538 | 114 | .7 | – |
| 4543 | Direct selling establishments | 30 | 22 865 | 3 314 | 782 | 200 | 1.4 | 9.6 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 7 | 9 648 | 1 154 | 287 | 52 | – | 16.4 |
| 454319 | Other fuel dealers | 1 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 20 | 11 620 | 2 089 | 480 | 143 | .7 | 5.2 |
| 454390 | Other direct selling establishments | 20 | 11 620 | 2 089 | 480 | 143 | .7 | 5.2 |

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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **REDDING, CA MSA** | | | | | | | |
| **44-45** | **Retail trade** | **713** | **1 354 489** | **140 299** | **32 315** | **8 113** | **4.8** | **4.2** |
| 441 | Motor vehicle & parts dealers | 94 | 259 822 | 26 218 | 6 148 | 1 104 | 3.6 | 3.2 |
| 4412 | Other motor vehicle dealers | 22 | 34 870 | 3 615 | 779 | 160 | 4.3 | 3.0 |
| 44121 | Recreational vehicle dealers | 8 | 13 923 | 1 336 | 287 | 54 | 5.3 | 7.1 |
| 441210 | Recreational vehicle dealers | 8 | 13 923 | 1 336 | 287 | 54 | 5.3 | 7.1 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 14 | 20 947 | 2 279 | 492 | 106 | 3.7 | .2 |
| 441221 | Motorcycle dealers | 5 | D | D | D | b | D | D |
| 441222 | Boat dealers | 7 | 11 490 | 1 282 | 272 | 60 | – | .3 |
| 441229 | All other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 49 | 50 846 | 9 102 | 2 044 | 393 | 2.1 | 12.0 |
| 44131 | Automotive parts & accessories stores | 35 | 32 232 | 5 833 | 1 189 | 270 | 2.2 | 18.7 |
| 441310 | Automotive parts & accessories stores | 35 | 32 232 | 5 833 | 1 189 | 270 | 2.2 | 18.7 |
| 44132 | Tire dealers | 14 | 18 614 | 3 269 | 855 | 123 | 1.9 | .5 |
| 441320 | Tire dealers | 14 | 18 614 | 3 269 | 855 | 123 | 1.9 | .5 |
| 442 | Furniture & home furnishings stores | 50 | 28 768 | 4 002 | 809 | 235 | 12.8 | 7.7 |
| 4421 | Furniture stores | 21 | 14 392 | 2 226 | 393 | 120 | 9.4 | 3.6 |
| 44211 | Furniture stores | 21 | 14 392 | 2 226 | 393 | 120 | 9.4 | 3.6 |
| 442110 | Furniture stores | 21 | 14 392 | 2 226 | 393 | 120 | 9.4 | 3.6 |
| 4422 | Home furnishings stores | 29 | 14 376 | 1 776 | 416 | 115 | 16.1 | 11.8 |
| 44229 | Other home furnishings stores | 16 | 6 917 | 792 | 189 | 70 | 18.6 | 3.6 |
| 443 | Electronics & appliance stores | 31 | 33 477 | 4 121 | 997 | 237 | 3.0 | 10.8 |
| 4431 | Electronics & appliance stores | 31 | 33 477 | 4 121 | 997 | 237 | 3.0 | 10.8 |
| 44311 | Appliance, television, & other electronics stores | 18 | 25 914 | 2 852 | 674 | 174 | 3.5 | 8.2 |
| 443112 | Radio, television, & other electronics stores | 14 | 19 984 | 2 050 | 477 | 130 | 4.5 | 10.6 |
| 44312 | Computer & software stores | 11 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 11 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 71 | 156 062 | 18 859 | 4 228 | 823 | 2.0 | .3 |
| 4441 | Building material & supplies dealers | 59 | 148 549 | 17 831 | 3 991 | 751 | 1.5 | .2 |
| 44419 | Other building material dealers | 37 | 91 614 | 11 103 | 2 327 | 368 | 1.3 | .3 |
| 444190 | Other building material dealers | 37 | 91 614 | 11 103 | 2 327 | 368 | 1.3 | .3 |
| 445 | Food & beverage stores | 70 | 275 131 | 28 159 | 6 384 | 1 646 | 3.2 | 2.9 |
| 4451 | Grocery stores | 54 | 264 493 | 27 329 | 6 169 | 1 558 | 2.5 | 3.0 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 47 | 261 267 | 27 035 | 6 106 | 1 529 | 2.4 | 2.7 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 47 | 261 267 | 27 035 | 6 106 | 1 529 | 2.4 | 2.7 |
| 4452 | Specialty food stores | 8 | 3 161 | 504 | 136 | 56 | 33.3 | – |
| 446 | Health & personal care stores | 49 | 69 876 | 10 568 | 2 457 | 516 | 14.5 | 3.0 |
| 4461 | Health & personal care stores | 49 | 69 876 | 10 568 | 2 457 | 516 | 14.5 | 3.0 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 6 | 2 126 | 451 | 110 | 45 | – | 13.0 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 6 | 2 126 | 451 | 110 | 45 | – | 13.0 |
| 44619 | Other health & personal care stores | 12 | 8 489 | 1 790 | 452 | 66 | 8.0 | 7.3 |
| 447 | Gasoline stations | 100 | 147 977 | 10 547 | 2 396 | 727 | 12.9 | 15.0 |
| 4471 | Gasoline stations | 100 | 147 977 | 10 547 | 2 396 | 727 | 12.9 | 15.0 |
| 44711 | Gasoline stations with convenience stores | 74 | 114 394 | 6 756 | 1 494 | 486 | 11.9 | 13.9 |
| 447110 | Gasoline stations with convenience stores | 74 | 114 394 | 6 756 | 1 494 | 486 | 11.9 | 13.9 |
| 448 | Clothing & clothing accessories stores | 77 | 37 586 | 4 453 | 1 143 | 378 | 6.0 | 2.6 |
| 4481 | Clothing stores | 46 | 26 204 | 2 916 | 785 | 263 | 7.8 | 3.2 |
| 451 | Sporting goods, hobby, book, & music stores | 47 | 37 224 | 4 812 | 1 092 | 363 | 2.0 | 5.8 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 34 | 27 115 | 3 318 | 781 | 266 | 2.8 | – |
| 4512 | Book, periodical, & music stores | 13 | 10 109 | 1 494 | 311 | 97 | – | 21.4 |
| 45121 | Book stores & news dealers | 9 | 7 186 | 1 202 | 233 | 71 | – | 15.6 |
| 4512112 | Specialty book stores | 2 | D | D | D | b | D | D |
| 452 | General merchandise stores | 23 | 243 102 | 20 826 | 4 888 | 1 556 | – | 1.2 |
| 45299 | All other general merchandise stores | 14 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 14 | D | D | D | c | D | D |
| 4529903 | Miscellaneous general merchandise stores | 9 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 72 | 38 034 | 4 301 | 963 | 366 | 7.7 | 10.9 |
| 4532 | Office supplies, stationery, & gift stores | 23 | 21 543 | 1 902 | 436 | 176 | 4.3 | 13.3 |
| 45321 | Office supplies & stationery stores | 7 | 14 983 | 1 087 | 243 | 61 | 1.9 | 18.6 |
| 453210 | Office supplies & stationery stores | 7 | 14 983 | 1 087 | 243 | 61 | 1.9 | 18.6 |
| 4532102 | Office supplies stores | 7 | 14 983 | 1 087 | 243 | 61 | 1.9 | 18.6 |
| 4539 | Other miscellaneous store retailers | 25 | 12 068 | 1 074 | 220 | 82 | 10.0 | .2 |
| 45399 | All other miscellaneous store retailers | 15 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 29 | 27 430 | 3 433 | 810 | 162 | 12.4 | .3 |
| 4543 | Direct selling establishments | 16 | 22 221 | 2 521 | 603 | 106 | 1.9 | – |
| 45431 | Fuel dealers | 5 | 15 008 | 1 161 | 274 | 46 | – | – |
| 454311 | Heating oil dealers | 1 | D | D | D | a | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SACRAMENTO–YOLO, CA CMSA** | | | | | | | |
| **44-45** | **Retail trade** | **5 466** | **14 122 396** | **1 446 517** | **340 667** | **74 401** | **6.0** | **5.7** |
| 441 | Motor vehicle & parts dealers | 646 | 3 713 317 | 349 385 | 81 161 | 10 991 | 4.1 | 4.1 |
| 4411 | Automobile dealers | 177 | 3 019 851 | 254 281 | 59 062 | 6 770 | 3.3 | 3.8 |
| 44111 | New car dealers | 117 | 2 918 524 | 245 309 | 56 951 | 6 463 | 2.4 | 3.3 |
| 441110 | New car dealers | 117 | 2 918 524 | 245 309 | 56 951 | 6 463 | 2.4 | 3.3 |
| 44112 | Used car dealers | 60 | 101 327 | 8 972 | 2 111 | 307 | 27.5 | 19.7 |
| 441120 | Used car dealers | 60 | 101 327 | 8 972 | 2 111 | 307 | 27.5 | 19.7 |
| 4412 | Other motor vehicle dealers | 101 | 220 188 | 20 194 | 4 181 | 857 | 10.0 | 2.4 |
| 44121 | Recreational vehicle dealers | 32 | D | D | D | e | D | D |
| 441210 | Recreational vehicle dealers | 32 | D | D | D | e | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 69 | D | D | D | f | D | D |
| 441221 | Motorcycle dealers | 24 | 48 368 | 4 696 | 1 068 | 208 | 8.3 | – |
| 441222 | Boat dealers | 35 | D | D | D | e | D | D |
| 441229 | All other motor vehicle dealers | 10 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 368 | 473 278 | 74 910 | 17 918 | 3 364 | 6.4 | 6.9 |
| 44131 | Automotive parts & accessories stores | 235 | 321 053 | 46 061 | 11 053 | 2 290 | 5.3 | 5.9 |
| 441310 | Automotive parts & accessories stores | 235 | 321 053 | 46 061 | 11 053 | 2 290 | 5.3 | 5.9 |
| 44132 | Tire dealers | 133 | 152 225 | 28 849 | 6 865 | 1 074 | 8.8 | 9.0 |
| 441320 | Tire dealers | 133 | 152 225 | 28 849 | 6 865 | 1 074 | 8.8 | 9.0 |
| 442 | Furniture & home furnishings stores | 312 | 388 654 | 50 369 | 11 389 | 2 577 | 12.6 | 8.4 |
| 4421 | Furniture stores | 133 | 214 754 | 28 772 | 6 375 | 1 243 | 11.4 | 11.9 |
| 44211 | Furniture stores | 133 | 214 754 | 28 772 | 6 375 | 1 243 | 11.4 | 11.9 |
| 442110 | Furniture stores | 133 | 214 754 | 28 772 | 6 375 | 1 243 | 11.4 | 11.9 |
| 4422 | Home furnishings stores | 179 | 173 900 | 21 597 | 5 014 | 1 334 | 14.2 | 4.0 |
| 44221 | Floor covering stores | 81 | D | D | D | e | D | D |
| 442210 | Floor covering stores | 81 | D | D | D | e | D | D |
| 44229 | Other home furnishings stores | 98 | D | D | D | f | D | D |
| 442291 | Window treatment stores | 16 | 7 297 | 917 | 211 | 64 | 11.9 | 35.4 |
| 442299 | All other home furnishings stores | 82 | D | D | D | f | D | D |
| 443 | Electronics & appliance stores | 243 | 495 756 | 46 614 | 11 777 | 2 368 | 6.4 | 11.9 |
| 4431 | Electronics & appliance stores | 243 | 495 756 | 46 614 | 11 777 | 2 368 | 6.4 | 11.9 |
| 44311 | Appliance, television, & other electronics stores | 147 | 266 284 | 28 306 | 7 001 | 1 425 | 7.3 | 18.2 |
| 443111 | Household appliance stores | 52 | D | D | D | e | D | D |
| 443112 | Radio, television, & other electronics stores | 95 | D | D | D | g | D | D |
| 44312 | Computer & software stores | 83 | 222 256 | 17 294 | 4 505 | 889 | 5.5 | 4.8 |
| 443120 | Computer & software stores | 83 | 222 256 | 17 294 | 4 505 | 889 | 5.5 | 4.8 |
| 44313 | Camera & photographic supplies stores | 13 | 7 216 | 1 014 | 271 | 54 | – | 2.6 |
| 443130 | Camera & photographic supplies stores | 13 | 7 216 | 1 014 | 271 | 54 | – | 2.6 |
| 444 | Building material & garden equipment & supplies dealers | 447 | 1 314 546 | 148 868 | 34 968 | 6 209 | 4.9 | 1.1 |
| 4441 | Building material & supplies dealers | 374 | 1 207 674 | 133 256 | 31 792 | 5 416 | 4.7 | 1.1 |
| 44411 | Home centers | 21 | 372 285 | 37 247 | 9 945 | 1 878 | .4 | – |
| 444110 | Home centers | 21 | 372 285 | 37 247 | 9 945 | 1 878 | .4 | – |
| 44412 | Paint & wallpaper stores | 53 | 62 329 | 8 800 | 1 919 | 326 | 4.9 | 4.3 |
| 444120 | Paint & wallpaper stores | 53 | 62 329 | 8 800 | 1 919 | 326 | 4.9 | 4.3 |
| 44413 | Hardware stores | 71 | 86 849 | 14 472 | 3 301 | 845 | 30.8 | .4 |
| 444130 | Hardware stores | 71 | 86 849 | 14 472 | 3 301 | 845 | 30.8 | .4 |
| 44419 | Other building material dealers | 229 | 686 211 | 72 737 | 16 627 | 2 367 | 3.8 | 1.4 |
| 444190 | Other building material dealers | 229 | 686 211 | 72 737 | 16 627 | 2 367 | 3.8 | 1.4 |
| 4442 | Lawn & garden equipment & supplies stores | 73 | 106 872 | 15 612 | 3 176 | 793 | 7.1 | 1.9 |
| 44421 | Outdoor power equipment stores | 17 | D | D | D | c | D | D |
| 444210 | Outdoor power equipment stores | 17 | D | D | D | c | D | D |
| 44422 | Nursery & garden centers | 56 | D | D | D | f | D | D |
| 444220 | Nursery & garden centers | 56 | D | D | D | f | D | D |
| 445 | Food & beverage stores | 686 | 2 726 988 | 320 215 | 74 023 | 15 716 | 5.8 | 5.5 |
| 4451 | Grocery stores | 460 | 2 607 845 | 309 074 | 71 450 | 14 632 | 4.4 | 5.2 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 334 | 2 534 658 | 303 010 | 70 117 | 14 054 | 3.2 | 4.9 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 334 | 2 534 658 | 303 010 | 70 117 | 14 054 | 3.2 | 4.9 |
| 44512 | Convenience stores | 126 | 73 187 | 6 064 | 1 333 | 578 | 45.0 | 16.2 |
| 445120 | Convenience stores | 126 | 73 187 | 6 064 | 1 333 | 578 | 45.0 | 16.2 |
| 4452 | Specialty food stores | 110 | 45 898 | 6 768 | 1 558 | 696 | 22.0 | 8.2 |
| 4453 | Beer, wine, & liquor stores | 116 | 73 245 | 4 373 | 1 015 | 388 | 44.8 | 15.1 |
| 44531 | Beer, wine, & liquor stores | 116 | 73 245 | 4 373 | 1 015 | 388 | 44.8 | 15.1 |
| 445310 | Beer, wine, & liquor stores | 116 | 73 245 | 4 373 | 1 015 | 388 | 44.8 | 15.1 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SACRAMENTO–YOLO, CA CMSA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 446 | Health & personal care stores | 363 | 602 180 | 94 170 | 21 879 | 4 451 | 7.8 | 13.3 |
| 4461 | Health & personal care stores | 363 | 602 180 | 94 170 | 21 879 | 4 451 | 7.8 | 13.3 |
| 44611 | Pharmacies & drug stores | 155 | 488 642 | 73 390 | 17 109 | 3 267 | 6.2 | 13.7 |
| 446110 | Pharmacies & drug stores | 155 | 488 642 | 73 390 | 17 109 | 3 267 | 6.2 | 13.7 |
| 4461101 | Pharmacies & drug stores | 141 | 485 749 | 72 616 | 16 923 | 3 233 | 6.2 | 13.7 |
| 4461102 | Proprietary stores | 14 | 2 893 | 774 | 186 | 34 | 12.3 | 7.2 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 50 | D | D | D | c | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 50 | D | D | D | c | D | D |
| 44613 | Optical goods stores | 69 | D | D | D | e | D | D |
| 446130 | Optical goods stores | 69 | D | D | D | e | D | D |
| 44619 | Other health & personal care stores | 89 | 64 716 | 13 142 | 2 957 | 679 | 17.9 | 15.0 |
| 446191 | Food (health) supplement stores | 39 | D | D | D | c | D | D |
| 446199 | All other health & personal care stores | 50 | D | D | D | e | D | D |
| 447 | Gasoline stations | 505 | 1 200 906 | 57 520 | 13 179 | 4 189 | 11.4 | 11.9 |
| 4471 | Gasoline stations | 505 | 1 200 906 | 57 520 | 13 179 | 4 189 | 11.4 | 11.9 |
| 44711 | Gasoline stations with convenience stores | 319 | 792 765 | 35 448 | 8 097 | 2 658 | 8.6 | 10.3 |
| 447110 | Gasoline stations with convenience stores | 319 | 792 765 | 35 448 | 8 097 | 2 658 | 8.6 | 10.3 |
| 44719 | Other gasoline stations | 186 | 408 141 | 22 072 | 5 082 | 1 531 | 16.9 | 15.1 |
| 447190 | Other gasoline stations | 186 | 408 141 | 22 072 | 5 082 | 1 531 | 16.9 | 15.1 |
| 448 | Clothing & clothing accessories stores | 750 | 699 481 | 83 267 | 20 117 | 6 307 | 10.2 | 6.6 |
| 4481 | Clothing stores | 425 | 490 358 | 56 977 | 13 932 | 4 640 | 5.8 | 5.6 |
| 44811 | Men's clothing stores | 41 | 36 758 | 4 995 | 1 250 | 241 | 6.9 | 8.9 |
| 448110 | Men's clothing stores | 41 | 36 758 | 4 995 | 1 250 | 241 | 6.9 | 8.9 |
| 44812 | Women's clothing stores | 173 | 105 712 | 11 989 | 2 767 | 1 168 | 15.2 | 10.5 |
| 448120 | Women's clothing stores | 173 | 105 712 | 11 989 | 2 767 | 1 168 | 15.2 | 10.5 |
| 44813 | Children's & infants' clothing stores | 19 | D | D | D | c | D | D |
| 448130 | Children's & infants' clothing stores | 19 | D | D | D | c | D | D |
| 44814 | Family clothing stores | 104 | 280 668 | 30 895 | 7 825 | 2 477 | 1.5 | 2.0 |
| 448140 | Family clothing stores | 104 | 280 668 | 30 895 | 7 825 | 2 477 | 1.5 | 2.0 |
| 44815 | Clothing accessories stores | 20 | D | D | D | b | D | D |
| 448150 | Clothing accessories stores | 20 | D | D | D | b | D | D |
| 44819 | Other clothing stores | 68 | D | D | D | e | D | D |
| 448190 | Other clothing stores | 68 | D | D | D | e | D | D |
| 4482 | Shoe stores | 189 | 123 618 | 11 204 | 2 526 | 904 | 24.6 | 4.1 |
| 44821 | Shoe stores | 189 | 123 618 | 11 204 | 2 526 | 904 | 24.6 | 4.1 |
| 448210 | Shoe stores | 189 | 123 618 | 11 204 | 2 526 | 904 | 24.6 | 4.1 |
| 4482101 | Men's shoe stores | 9 | D | D | D | b | D | D |
| 4482102 | Women's shoe stores | 21 | 10 361 | 1 525 | 335 | 116 | 16.0 | 20.4 |
| 4482103 | Children's & juveniles' shoe stores | 8 | 3 970 | 597 | 144 | 50 | – | – |
| 4482104 | Family shoe stores | 128 | D | D | D | f | D | D |
| 4482105 | Athletic footwear stores | 23 | D | D | D | c | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 136 | 85 505 | 15 086 | 3 659 | 763 | 14.4 | 16.0 |
| 44831 | Jewelry stores | 119 | 77 107 | 13 724 | 3 388 | 675 | 13.9 | 15.7 |
| 448310 | Jewelry stores | 119 | 77 107 | 13 724 | 3 388 | 675 | 13.9 | 15.7 |
| 44832 | Luggage & leather goods stores | 17 | 8 398 | 1 362 | 271 | 88 | 18.6 | 19.0 |
| 448320 | Luggage & leather goods stores | 17 | 8 398 | 1 362 | 271 | 88 | 18.6 | 19.0 |
| 451 | Sporting goods, hobby, book, & music stores | 438 | 427 684 | 48 240 | 11 773 | 4 081 | 10.5 | 3.5 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 316 | 307 206 | 34 771 | 8 626 | 2 925 | 12.7 | 3.6 |
| 45111 | Sporting goods stores | 181 | 169 408 | 19 851 | 4 894 | 1 576 | 13.7 | 5.4 |
| 451110 | Sporting goods stores | 181 | 169 408 | 19 851 | 4 894 | 1 576 | 13.7 | 5.4 |
| 4511101 | General-line sporting goods stores | 59 | 72 212 | 7 852 | 2 014 | 665 | 12.7 | 3.4 |
| 4511102 | Specialty-line sporting goods stores | 122 | 97 196 | 11 999 | 2 880 | 911 | 14.4 | 6.8 |
| 45112 | Hobby, toy, & game stores | 69 | D | D | D | f | D | D |
| 451120 | Hobby, toy, & game stores | 69 | D | D | D | f | D | D |
| 45113 | Sewing, needlework, & piece goods stores | 45 | D | D | D | f | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 45 | D | D | D | f | D | D |
| 45114 | Musical instrument & supplies stores | 21 | D | D | D | c | D | D |
| 451140 | Musical instrument & supplies stores | 21 | D | D | D | c | D | D |
| 4512 | Book, periodical, & music stores | 122 | 120 478 | 13 469 | 3 147 | 1 156 | 4.9 | 3.1 |
| 45121 | Book stores & news dealers | 81 | 68 922 | 8 011 | 1 855 | 668 | 7.6 | 2.0 |
| 451211 | Book stores | 72 | D | D | D | f | D | D |
| 4512111 | Book stores, general | 54 | 56 919 | 6 289 | 1 482 | 529 | 7.3 | 2.4 |
| 4512112 | Specialty book stores | 13 | D | D | D | b | D | D |
| 451212 | News dealers & newsstands | 9 | D | D | D | b | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 41 | 51 556 | 5 458 | 1 292 | 488 | 1.2 | 4.6 |
| 451220 | Prerecorded tape, compact disc, & record stores | 41 | 51 556 | 5 458 | 1 292 | 488 | 1.2 | 4.6 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SACRAMENTO–YOLO, CA CMSA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 115 | 1 865 444 | 152 491 | 38 096 | 11 480 | .1 | 2.1 |
| 4521 | Department stores (incl leased depts) ## | 52 | 1 289 677 | N | N | N | – | 1.5 |
| 45211 | Department stores (incl leased depts) ## | 52 | 1 289 677 | N | N | N | – | 1.5 |
| 4521 | Department stores (excl leased depts) | 52 | 1 273 723 | 115 448 | 27 496 | 8 904 | – | 1.6 |
| 45211 | Department stores (excl leased depts) | 52 | 1 273 723 | 115 448 | 27 496 | 8 904 | – | 1.6 |
| 452110 | Department stores (excl leased depts) | 52 | 1 273 723 | 115 448 | 27 496 | 8 904 | – | 1.6 |
| 4521101 | Conventional department stores (excl leased depts) | 14 | D | D | D | g | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 28 | 608 317 | 51 875 | 12 081 | 4 570 | – | – |
| 4521103 | National chain department stores (excl leased depts) | 10 | D | D | D | g | D | D |
| 4529 | Other general merchandise stores | 63 | 591 721 | 37 043 | 10 600 | 2 576 | .3 | 3.3 |
| 45291 | Warehouse clubs & superstores | 9 | D | D | D | g | D | D |
| 452910 | Warehouse clubs & superstores | 9 | D | D | D | g | D | D |
| 45299 | All other general merchandise stores | 54 | D | D | D | f | D | D |
| 452990 | All other general merchandise stores | 54 | D | D | D | f | D | D |
| 4529901 | Variety stores | 20 | D | D | D | e | D | D |
| 4529903 | Miscellaneous general merchandise stores | 31 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 731 | 446 597 | 57 039 | 13 335 | 4 556 | 13.3 | 9.0 |
| 4531 | Florists | 134 | 30 455 | 6 511 | 1 536 | 622 | 31.5 | 14.4 |
| 45311 | Florists | 134 | 30 455 | 6 511 | 1 536 | 622 | 31.5 | 14.4 |
| 453110 | Florists | 134 | 30 455 | 6 511 | 1 536 | 622 | 31.5 | 14.4 |
| 4532 | Office supplies, stationery, & gift stores | 250 | 201 713 | 21 337 | 5 060 | 1 845 | 9.8 | 10.1 |
| 45321 | Office supplies & stationery stores | 53 | 120 766 | 10 810 | 2 708 | 695 | 2.6 | 9.8 |
| 453210 | Office supplies & stationery stores | 53 | 120 766 | 10 810 | 2 708 | 695 | 2.6 | 9.8 |
| 4532101 | Stationery stores | 6 | 1 604 | 147 | 27 | 22 | 16.3 | 4.2 |
| 4532102 | Office supplies stores | 47 | 119 162 | 10 663 | 2 681 | 673 | 2.4 | 9.9 |
| 45322 | Gift, novelty, & souvenir stores | 197 | 80 947 | 10 527 | 2 352 | 1 150 | 20.5 | 10.5 |
| 453220 | Gift, novelty, & souvenir stores | 197 | 80 947 | 10 527 | 2 352 | 1 150 | 20.5 | 10.5 |
| 4533 | Used merchandise stores | 103 | 42 845 | 10 393 | 2 463 | 824 | 14.4 | 11.4 |
| 45331 | Used merchandise stores | 103 | 42 845 | 10 393 | 2 463 | 824 | 14.4 | 11.4 |
| 453310 | Used merchandise stores | 103 | 42 845 | 10 393 | 2 463 | 824 | 14.4 | 11.4 |
| 4539 | Other miscellaneous store retailers | 244 | 171 584 | 18 798 | 4 276 | 1 265 | 14.1 | 6.1 |
| 45391 | Pet & pet supplies stores | 66 | 59 567 | 6 169 | 1 474 | 500 | 11.2 | 6.7 |
| 453910 | Pet & pet supplies stores | 66 | 59 567 | 6 169 | 1 474 | 500 | 11.2 | 6.7 |
| 45392 | Art dealers | 29 | 9 927 | 1 301 | 277 | 82 | 36.3 | 4.9 |
| 453920 | Art dealers | 29 | 9 927 | 1 301 | 277 | 82 | 36.3 | 4.9 |
| 45393 | Manufactured (mobile) home dealers | 17 | 21 925 | 1 417 | 259 | 70 | 7.8 | 1.5 |
| 453930 | Manufactured (mobile) home dealers | 17 | 21 925 | 1 417 | 259 | 70 | 7.8 | 1.5 |
| 45399 | All other miscellaneous store retailers | 132 | 80 165 | 9 911 | 2 266 | 613 | 15.2 | 7.1 |
| 454 | Nonstore retailers | 230 | 240 843 | 38 339 | 8 970 | 1 476 | 14.4 | 10.1 |
| 4541 | Electronic shopping & mail-order houses | 57 | D | D | D | e | D | D |
| 45411 | Electronic shopping & mail-order houses | 57 | D | D | D | e | D | D |
| 454110 | Electronic shopping & mail-order houses | 57 | D | D | D | e | D | D |
| 4542 | Vending machine operators | 36 | D | D | D | c | D | D |
| 45421 | Vending machine operators | 36 | D | D | D | c | D | D |
| 454210 | Vending machine operators | 36 | D | D | D | c | D | D |
| 4543 | Direct selling establishments | 137 | 127 648 | 24 160 | 5 332 | 951 | 15.5 | 14.1 |
| 45431 | Fuel dealers | 44 | 53 171 | 7 090 | 1 673 | 284 | 10.4 | 21.6 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 35 | D | D | D | c | D | D |
| 454319 | Other fuel dealers | 7 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 93 | 74 477 | 17 070 | 3 659 | 667 | 19.2 | 8.7 |
| 454390 | Other direct selling establishments | 93 | 74 477 | 17 070 | 3 659 | 667 | 19.2 | 8.7 |
| | **Sacramento, CA PMSA** | | | | | | | |
| **44-45** | **Retail trade** | **5 008** | **13 095 659** | **1 335 892** | **316 469** | **68 625** | **6.2** | **5.8** |
| 441 | Motor vehicle & parts dealers | 583 | 3 447 489 | 322 576 | 75 311 | 10 126 | 4.1 | 4.3 |
| 4411 | Automobile dealers | 161 | 2 834 706 | 238 002 | 55 878 | 6 357 | 3.1 | 4.0 |
| 44111 | New car dealers | 104 | 2 734 983 | 229 137 | 53 770 | 6 051 | 2.2 | 3.5 |
| 441110 | New car dealers | 104 | 2 734 983 | 229 137 | 53 770 | 6 051 | 2.2 | 3.5 |
| 44112 | Used car dealers | 57 | 99 723 | 8 865 | 2 108 | 306 | 27.7 | 18.8 |
| 441120 | Used car dealers | 57 | 99 723 | 8 865 | 2 108 | 306 | 27.7 | 18.8 |
| 4412 | Other motor vehicle dealers | 90 | 201 824 | 18 729 | 3 802 | 792 | 10.6 | 2.1 |
| 44121 | Recreational vehicle dealers | 30 | 91 311 | 8 452 | 1 489 | 333 | 9.1 | 2.6 |
| 441210 | Recreational vehicle dealers | 30 | 91 311 | 8 452 | 1 489 | 333 | 9.1 | 2.6 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 60 | 110 513 | 10 277 | 2 313 | 459 | 11.9 | 1.8 |
| 441221 | Motorcycle dealers | 21 | 40 719 | 4 315 | 977 | 193 | 8.5 | – |
| 441222 | Boat dealers | 31 | 50 080 | 5 234 | 1 178 | 239 | 16.3 | 2.4 |
| 441229 | All other motor vehicle dealers | 8 | 19 714 | 728 | 158 | 27 | 8.0 | 3.8 |
| 4413 | Automotive parts, accessories, & tire stores | 332 | 410 959 | 65 845 | 15 631 | 2 977 | 7.2 | 7.7 |
| 44131 | Automotive parts & accessories stores | 212 | 290 497 | 41 138 | 9 883 | 2 057 | 5.6 | 6.5 |
| 441310 | Automotive parts & accessories stores | 212 | 290 497 | 41 138 | 9 883 | 2 057 | 5.6 | 6.5 |
| 44132 | Tire dealers | 120 | 120 462 | 24 707 | 5 748 | 920 | 11.2 | 10.6 |
| 441320 | Tire dealers | 120 | 120 462 | 24 707 | 5 748 | 920 | 11.2 | 10.6 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SACRAMENTO–YOLO, CA CMSA**—Con. | | | | | | | |
| | **Sacramento, CA PMSA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 442 | Furniture & home furnishings stores | 304 | 381 046 | 49 277 | 11 189 | 2 519 | 12.7 | 8.6 |
| 4421 | Furniture stores | 130 | 211 082 | 28 275 | 6 258 | 1 217 | 11.2 | 12.2 |
| 44211 | Furniture stores | 130 | 211 082 | 28 275 | 6 258 | 1 217 | 11.2 | 12.2 |
| 442110 | Furniture stores | 130 | 211 082 | 28 275 | 6 258 | 1 217 | 11.2 | 12.2 |
| 4422 | Home furnishings stores | 174 | 169 964 | 21 002 | 4 931 | 1 302 | 14.4 | 4.1 |
| 44221 | Floor covering stores | 79 | 77 914 | 9 760 | 2 061 | 385 | 19.1 | 3.9 |
| 442210 | Floor covering stores | 79 | 77 914 | 9 760 | 2 061 | 385 | 19.1 | 3.9 |
| 44229 | Other home furnishings stores | 95 | 92 050 | 11 242 | 2 870 | 917 | 10.5 | 4.2 |
| 442291 | Window treatment stores | 16 | 7 297 | 917 | 211 | 64 | 11.9 | 35.4 |
| 442299 | All other home furnishings stores | 79 | 84 753 | 10 325 | 2 659 | 853 | 10.3 | 1.5 |
| 443 | Electronics & appliance stores | 225 | 483 925 | 45 005 | 11 370 | 2 269 | 6.4 | 11.7 |
| 4431 | Electronics & appliance stores | 225 | 483 925 | 45 005 | 11 370 | 2 269 | 6.4 | 11.7 |
| 44311 | Appliance, television, & other electronics stores | 135 | 257 553 | 27 085 | 6 709 | 1 350 | 7.5 | 18.0 |
| 443111 | Household appliance stores | 49 | 66 819 | 6 179 | 1 432 | 377 | 15.1 | 4.3 |
| 443112 | Radio, television, & other electronics stores | 86 | 190 734 | 20 906 | 5 277 | 973 | 4.9 | 22.8 |
| 44312 | Computer & software stores | 77 | 219 156 | 16 906 | 4 390 | 865 | 5.3 | 4.7 |
| 443120 | Computer & software stores | 77 | 219 156 | 16 906 | 4 390 | 865 | 5.3 | 4.7 |
| 44313 | Camera & photographic supplies stores | 13 | 7 216 | 1 014 | 271 | 54 | – | 2.6 |
| 443130 | Camera & photographic supplies stores | 13 | 7 216 | 1 014 | 271 | 54 | – | 2.6 |
| 444 | Building material & garden equipment & supplies dealers | 406 | 1 200 023 | 132 958 | 31 296 | 5 472 | 5.2 | 1.2 |
| 4441 | Building material & supplies dealers | 345 | 1 120 290 | 120 951 | 28 772 | 4 883 | 5.0 | 1.2 |
| 44411 | Home centers | 21 | 372 285 | 37 247 | 9 945 | 1 878 | .4 | – |
| 444110 | Home centers | 21 | 372 285 | 37 247 | 9 945 | 1 878 | .4 | – |
| 44412 | Paint & wallpaper stores | 50 | 60 535 | 8 535 | 1 855 | 314 | 5.1 | 4.4 |
| 444120 | Paint & wallpaper stores | 50 | 60 535 | 8 535 | 1 855 | 314 | 5.1 | 4.4 |
| 44413 | Hardware stores | 61 | 59 934 | 9 420 | 2 118 | 550 | 44.7 | .5 |
| 444130 | Hardware stores | 61 | 59 934 | 9 420 | 2 118 | 550 | 44.7 | .5 |
| 44419 | Other building material dealers | 213 | 627 536 | 65 749 | 14 854 | 2 141 | 4.0 | 1.6 |
| 444190 | Other building material dealers | 213 | 627 536 | 65 749 | 14 854 | 2 141 | 4.0 | 1.6 |
| 4442 | Lawn & garden equipment & supplies stores | 61 | 79 733 | 12 007 | 2 524 | 589 | 8.4 | 2.5 |
| 44421 | Outdoor power equipment stores | 16 | 28 052 | 2 211 | 574 | 94 | 14.5 | 1.4 |
| 444210 | Outdoor power equipment stores | 16 | 28 052 | 2 211 | 574 | 94 | 14.5 | 1.4 |
| 44422 | Nursery & garden centers | 45 | 51 681 | 9 796 | 1 950 | 495 | 5.1 | 3.1 |
| 444220 | Nursery & garden centers | 45 | 51 681 | 9 796 | 1 950 | 495 | 5.1 | 3.1 |
| 445 | Food & beverage stores | 619 | 2 473 883 | 289 704 | 67 426 | 14 129 | 5.8 | 5.4 |
| 4451 | Grocery stores | 410 | 2 361 495 | 279 529 | 65 100 | 13 141 | 4.3 | 5.0 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 296 | 2 296 347 | 274 061 | 63 891 | 12 626 | 3.1 | 4.7 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 296 | 2 296 347 | 274 061 | 63 891 | 12 626 | 3.1 | 4.7 |
| 44512 | Convenience stores | 114 | 65 148 | 5 468 | 1 209 | 515 | 45.8 | 17.1 |
| 445120 | Convenience stores | 114 | 65 148 | 5 468 | 1 209 | 515 | 45.8 | 17.1 |
| 4452 | Specialty food stores | 100 | 42 477 | 6 090 | 1 374 | 620 | 22.9 | 7.8 |
| 4453 | Beer, wine, & liquor stores | 109 | 69 911 | 4 085 | 952 | 368 | 46.8 | 15.4 |
| 44531 | Beer, wine, & liquor stores | 109 | 69 911 | 4 085 | 952 | 368 | 46.8 | 15.4 |
| 445310 | Beer, wine, & liquor stores | 109 | 69 911 | 4 085 | 952 | 368 | 46.8 | 15.4 |
| 446 | Health & personal care stores | 340 | 546 732 | 87 106 | 20 251 | 4 116 | 8.6 | 14.5 |
| 4461 | Health & personal care stores | 340 | 546 732 | 87 106 | 20 251 | 4 116 | 8.6 | 14.5 |
| 44611 | Pharmacies & drug stores | 146 | 437 368 | 67 184 | 15 669 | 2 986 | 7.0 | 15.3 |
| 446110 | Pharmacies & drug stores | 146 | 437 368 | 67 184 | 15 669 | 2 986 | 7.0 | 15.3 |
| 4461101 | Pharmacies & drug stores | 132 | 434 475 | 66 410 | 15 483 | 2 952 | 6.9 | 15.4 |
| 4461102 | Proprietary stores | 14 | 2 893 | 774 | 186 | 34 | 12.3 | 7.2 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 48 | 19 826 | 2 834 | 692 | 219 | 9.6 | 6.4 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 48 | 19 826 | 2 834 | 692 | 219 | 9.6 | 6.4 |
| 44613 | Optical goods stores | 63 | 26 701 | 4 365 | 1 030 | 253 | 11.7 | 7.2 |
| 446130 | Optical goods stores | 63 | 26 701 | 4 365 | 1 030 | 253 | 11.7 | 7.2 |
| 44619 | Other health & personal care stores | 83 | 62 837 | 12 723 | 2 860 | 658 | 18.4 | 14.6 |
| 446191 | Food (health) supplement stores | 37 | 20 034 | 2 830 | 558 | 234 | 50.9 | 23.6 |
| 446199 | All other health & personal care stores | 46 | 42 803 | 9 893 | 2 302 | 424 | 3.2 | 10.4 |
| 447 | Gasoline stations | 439 | 1 057 181 | 50 610 | 11 592 | 3 708 | 12.4 | 12.8 |
| 4471 | Gasoline stations | 439 | 1 057 181 | 50 610 | 11 592 | 3 708 | 12.4 | 12.8 |
| 44711 | Gasoline stations with convenience stores | 280 | 718 965 | 32 237 | 7 363 | 2 383 | 8.8 | 10.5 |
| 447110 | Gasoline stations with convenience stores | 280 | 718 965 | 32 237 | 7 363 | 2 383 | 8.8 | 10.5 |
| 44719 | Other gasoline stations | 159 | 338 216 | 18 373 | 4 229 | 1 325 | 19.9 | 17.6 |
| 447190 | Other gasoline stations | 159 | 338 216 | 18 373 | 4 229 | 1 325 | 19.9 | 17.6 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SACRAMENTO–YOLO, CA CMSA**—Con. | | | | | | | |
| | **Sacramento, CA PMSA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores | 697 | 677 516 | 80 382 | 19 512 | 6 031 | 10.0 | 6.6 |
| 4481 | Clothing stores | 396 | 475 133 | 55 186 | 13 591 | 4 469 | 5.3 | 5.6 |
| 44811 | Men's clothing stores | 41 | 36 758 | 4 995 | 1 250 | 241 | 6.9 | 8.9 |
| 448110 | Men's clothing stores | 41 | 36 758 | 4 995 | 1 250 | 241 | 6.9 | 8.9 |
| 44812 | Women's clothing stores | 159 | 100 761 | 11 309 | 2 594 | 1 078 | 15.8 | 10.0 |
| 448120 | Women's clothing stores | 159 | 100 761 | 11 309 | 2 594 | 1 078 | 15.8 | 10.0 |
| 44813 | Children's & infants' clothing stores | 18 | 12 853 | 1 766 | 436 | 171 | 6.0 | 2.9 |
| 448130 | Children's & infants' clothing stores | 18 | 12 853 | 1 766 | 436 | 171 | 6.0 | 2.9 |
| 44814 | Family clothing stores | 96 | 275 164 | 30 303 | 7 690 | 2 422 | 1.4 | 2.0 |
| 448140 | Family clothing stores | 96 | 275 164 | 30 303 | 7 690 | 2 422 | 1.4 | 2.0 |
| 44815 | Clothing accessories stores | 18 | 4 622 | 789 | 179 | 75 | 3.2 | 2.8 |
| 448150 | Clothing accessories stores | 18 | 4 622 | 789 | 179 | 75 | 3.2 | 2.8 |
| 44819 | Other clothing stores | 64 | 44 975 | 6 024 | 1 442 | 482 | 4.6 | 15.8 |
| 448190 | Other clothing stores | 64 | 44 975 | 6 024 | 1 442 | 482 | 4.6 | 15.8 |
| 4482 | Shoe stores | 176 | 119 645 | 10 676 | 2 403 | 854 | 25.4 | 4.2 |
| 44821 | Shoe stores | 176 | 119 645 | 10 676 | 2 403 | 854 | 25.4 | 4.2 |
| 448210 | Shoe stores | 176 | 119 645 | 10 676 | 2 403 | 854 | 25.4 | 4.2 |
| 4482101 | Men's shoe stores | 8 | 3 119 | 447 | 106 | 27 | – | 18.9 |
| 4482102 | Women's shoe stores | 21 | 10 361 | 1 525 | 335 | 116 | 16.0 | 20.4 |
| 4482103 | Children's & juveniles' shoe stores | 8 | 3 970 | 597 | 144 | 50 | – | – |
| 4482104 | Family shoe stores | 118 | 76 791 | 5 509 | 1 227 | 488 | 37.5 | 2.1 |
| 4482105 | Athletic footwear stores | 21 | 25 404 | 2 598 | 591 | 173 | – | 3.1 |
| 4483 | Jewelry, luggage, & leather goods stores | 125 | 82 738 | 14 520 | 3 518 | 708 | 14.6 | 15.6 |
| 44831 | Jewelry stores | 108 | 74 340 | 13 158 | 3 247 | 620 | 14.2 | 15.2 |
| 448310 | Jewelry stores | 108 | 74 340 | 13 158 | 3 247 | 620 | 14.2 | 15.2 |
| 44832 | Luggage & leather goods stores | 17 | 8 398 | 1 362 | 271 | 88 | 18.6 | 19.0 |
| 448320 | Luggage & leather goods stores | 17 | 8 398 | 1 362 | 271 | 88 | 18.6 | 19.0 |
| 451 | Sporting goods, hobby, book, & music stores | 401 | 403 113 | 45 260 | 11 109 | 3 765 | 11.1 | 3.5 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 295 | 295 405 | 33 402 | 8 316 | 2 757 | 13.2 | 3.6 |
| 45111 | Sporting goods stores | 168 | 161 381 | 18 989 | 4 702 | 1 488 | 14.3 | 5.2 |
| 451110 | Sporting goods stores | 168 | 161 381 | 18 989 | 4 702 | 1 488 | 14.3 | 5.2 |
| 4511101 | General-line sporting goods stores | 54 | 67 282 | 7 324 | 1 884 | 615 | 13.6 | 2.7 |
| 4511102 | Specialty-line sporting goods stores | 114 | 94 099 | 11 665 | 2 818 | 873 | 14.8 | 7.0 |
| 45112 | Hobby, toy, & game stores | 66 | 89 220 | 7 394 | 1 704 | 674 | 14.8 | .5 |
| 451120 | Hobby, toy, & game stores | 66 | 89 220 | 7 394 | 1 704 | 674 | 14.8 | .5 |
| 45113 | Sewing, needlework, & piece goods stores | 42 | 27 610 | 3 913 | 1 117 | 449 | 5.4 | 5.3 |
| 451130 | Sewing, needlework, & piece goods stores | 42 | 27 610 | 3 913 | 1 117 | 449 | 5.4 | 5.3 |
| 45114 | Musical instrument & supplies stores | 19 | 17 194 | 3 106 | 793 | 146 | 6.9 | .9 |
| 451140 | Musical instrument & supplies stores | 19 | 17 194 | 3 106 | 793 | 146 | 6.9 | .9 |
| 4512 | Book, periodical, & music stores | 106 | 107 708 | 11 858 | 2 793 | 1 008 | 5.2 | 3.2 |
| 45121 | Book stores & news dealers | 69 | 60 167 | 6 848 | 1 608 | 574 | 8.3 | 2.2 |
| 451211 | Book stores | 62 | 57 287 | 6 351 | 1 486 | 543 | 8.4 | 2.3 |
| 4512111 | Book stores, general | 47 | 50 485 | 5 389 | 1 294 | 463 | 8.3 | 2.6 |
| 4512112 | Specialty book stores | 11 | D | D | D | b | D | D |
| 451212 | News dealers & newsstands | 7 | 2 880 | 497 | 122 | 31 | 5.9 | – |
| 45122 | Prerecorded tape, compact disc, & record stores | 37 | 47 541 | 5 010 | 1 185 | 434 | 1.3 | 4.5 |
| 451220 | Prerecorded tape, compact disc, & record stores | 37 | 47 541 | 5 010 | 1 185 | 434 | 1.3 | 4.5 |
| 452 | General merchandise stores | 104 | 1 784 206 | 144 070 | 36 545 | 10 904 | .1 | 2.1 |
| 4521 | Department stores (incl leased depts) ## | 46 | 1 214 086 | N | N | N | – | 1.6 |
| 45211 | Department stores (incl leased depts) ## | 46 | 1 214 086 | N | N | N | – | 1.6 |
| 4521 | Department stores (excl leased depts) | 46 | 1 198 729 | 107 753 | 26 101 | 8 395 | – | 1.7 |
| 45211 | Department stores (excl leased depts) | 46 | 1 198 729 | 107 753 | 26 101 | 8 395 | – | 1.7 |
| 452110 | Department stores (excl leased depts) | 46 | 1 198 729 | 107 753 | 26 101 | 8 395 | – | 1.7 |
| 4521101 | Conventional department stores (excl leased depts) | 12 | 357 339 | 29 498 | 7 340 | 2 136 | – | – |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 25 | 561 231 | 46 978 | 11 375 | 4 303 | – | – |
| 4521103 | National chain department stores (excl leased depts) | 9 | 280 159 | 31 277 | 7 386 | 1 956 | – | 7.1 |
| 4529 | Other general merchandise stores | 58 | 585 477 | 36 317 | 10 444 | 2 509 | .3 | 2.9 |
| 45291 | Warehouse clubs & superstores | 9 | D | D | D | g | D | D |
| 452910 | Warehouse clubs & superstores | 9 | D | D | D | g | D | D |
| 45299 | All other general merchandise stores | 49 | D | D | D | f | D | D |
| 452990 | All other general merchandise stores | 49 | D | D | D | f | D | D |
| 4529901 | Variety stores | 17 | 21 961 | 2 338 | 438 | 226 | – | .4 |
| 4529903 | Miscellaneous general merchandise stores | 29 | D | D | D | e | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SACRAMENTO–YOLO, CA CMSA**—Con. | | | | | | | |
| | **Sacramento, CA PMSA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 680 | 412 110 | 53 044 | 12 411 | 4 243 | 13.5 | 9.5 |
| 4531 | Florists | 125 | 27 734 | 5 897 | 1 370 | 551 | 34.2 | 15.8 |
| 45311 | Florists | 125 | 27 734 | 5 897 | 1 370 | 551 | 34.2 | 15.8 |
| 453110 | Florists | 125 | 27 734 | 5 897 | 1 370 | 551 | 34.2 | 15.8 |
| 4532 | Office supplies, stationery, & gift stores | 238 | 193 985 | 20 396 | 4 827 | 1 757 | 9.8 | 10.4 |
| 45321 | Office supplies & stationery stores | 48 | 116 210 | 10 336 | 2 612 | 673 | 2.4 | 10.2 |
| 453210 | Office supplies & stationery stores | 48 | 116 210 | 10 336 | 2 612 | 673 | 2.4 | 10.2 |
| 4532101 | Stationery stores | 6 | 1 604 | 147 | 27 | 22 | 16.3 | 4.2 |
| 4532102 | Office supplies stores | 42 | 114 606 | 10 189 | 2 585 | 651 | 2.2 | 10.3 |
| 45322 | Gift, novelty, & souvenir stores | 190 | 77 775 | 10 060 | 2 215 | 1 084 | 20.9 | 10.6 |
| 453220 | Gift, novelty, & souvenir stores | 190 | 77 775 | 10 060 | 2 215 | 1 084 | 20.9 | 10.6 |
| 4533 | Used merchandise stores | 93 | 38 237 | 9 739 | 2 332 | 770 | 11.7 | 10.5 |
| 45331 | Used merchandise stores | 93 | 38 237 | 9 739 | 2 332 | 770 | 11.7 | 10.5 |
| 453310 | Used merchandise stores | 93 | 38 237 | 9 739 | 2 332 | 770 | 11.7 | 10.5 |
| 4539 | Other miscellaneous store retailers | 224 | 152 154 | 17 012 | 3 882 | 1 165 | 14.8 | 6.9 |
| 45391 | Pet & pet supplies stores | 61 | 56 185 | 5 811 | 1 391 | 468 | 11.8 | 7.2 |
| 453910 | Pet & pet supplies stores | 61 | 56 185 | 5 811 | 1 391 | 468 | 11.8 | 7.2 |
| 45392 | Art dealers | 26 | 8 847 | 1 217 | 260 | 71 | 31.5 | 5.5 |
| 453920 | Art dealers | 26 | 8 847 | 1 217 | 260 | 71 | 31.5 | 5.5 |
| 45393 | Manufactured (mobile) home dealers | 14 | 13 438 | 858 | 166 | 49 | 12.7 | 2.5 |
| 453930 | Manufactured (mobile) home dealers | 14 | 13 438 | 858 | 166 | 49 | 12.7 | 2.5 |
| 45399 | All other miscellaneous store retailers | 123 | 73 684 | 9 126 | 2 065 | 577 | 15.4 | 7.7 |
| 454 | Nonstore retailers | 210 | 228 435 | 35 900 | 8 457 | 1 343 | 14.4 | 10.2 |
| 4541 | Electronic shopping & mail-order houses | 55 | 89 281 | 10 395 | 2 825 | 347 | 9.4 | 4.9 |
| 45411 | Electronic shopping & mail-order houses | 55 | 89 281 | 10 395 | 2 825 | 347 | 9.4 | 4.9 |
| 454110 | Electronic shopping & mail-order houses | 55 | 89 281 | 10 395 | 2 825 | 347 | 9.4 | 4.9 |
| 4542 | Vending machine operators | 35 | 23 754 | 3 750 | 805 | 176 | 26.9 | 8.4 |
| 45421 | Vending machine operators | 35 | 23 754 | 3 750 | 805 | 176 | 26.9 | 8.4 |
| 454210 | Vending machine operators | 35 | 23 754 | 3 750 | 805 | 176 | 26.9 | 8.4 |
| 4543 | Direct selling establishments | 120 | 115 400 | 21 755 | 4 827 | 820 | 15.7 | 14.7 |
| 45431 | Fuel dealers | 40 | 48 998 | 6 294 | 1 525 | 247 | 8.5 | 23.5 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 33 | 46 206 | 6 005 | 1 461 | 230 | 6.8 | 22.2 |
| 454319 | Other fuel dealers | 6 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 80 | 66 402 | 15 461 | 3 302 | 573 | 21.0 | 8.2 |
| 454390 | Other direct selling establishments | 80 | 66 402 | 15 461 | 3 302 | 573 | 21.0 | 8.2 |
| | **Yolo, CA PMSA** | | | | | | | |
| **44-45** | **Retail trade** | **458** | **1 026 737** | **110 625** | **24 198** | **5 776** | **4.3** | **3.9** |
| 441 | Motor vehicle & parts dealers | 63 | 265 828 | 26 809 | 5 850 | 865 | 4.2 | 1.2 |
| 4412 | Other motor vehicle dealers | 11 | 18 364 | 1 465 | 379 | 65 | 3.1 | 5.6 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 9 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 3 | 7 649 | 381 | 91 | 15 | D | – |
| 441229 | All other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 36 | 62 319 | 9 065 | 2 287 | 387 | 1.1 | 1.5 |
| 44131 | Automotive parts & accessories stores | 23 | 30 556 | 4 923 | 1 170 | 233 | 2.2 | – |
| 441310 | Automotive parts & accessories stores | 23 | 30 556 | 4 923 | 1 170 | 233 | 2.2 | – |
| 44132 | Tire dealers | 13 | 31 763 | 4 142 | 1 117 | 154 | – | 2.9 |
| 441320 | Tire dealers | 13 | 31 763 | 4 142 | 1 117 | 154 | – | 2.9 |
| 442 | Furniture & home furnishings stores | 8 | 7 608 | 1 092 | 200 | 58 | 11.2 | – |
| 443 | Electronics & appliance stores | 18 | 11 831 | 1 609 | 407 | 99 | 3.8 | 20.3 |
| 4431 | Electronics & appliance stores | 18 | 11 831 | 1 609 | 407 | 99 | 3.8 | 20.3 |
| 444 | Building material & garden equipment & supplies dealers | 41 | 114 523 | 15 910 | 3 672 | 737 | 1.9 | – |
| 4441 | Building material & supplies dealers | 29 | 87 384 | 12 305 | 3 020 | 533 | 1.3 | – |
| 44413 | Hardware stores | 10 | 26 915 | 5 052 | 1 183 | 295 | – | – |
| 444130 | Hardware stores | 10 | 26 915 | 5 052 | 1 183 | 295 | – | – |
| 44419 | Other building material dealers | 16 | 58 675 | 6 988 | 1 773 | 226 | 2.0 | – |
| 444190 | Other building material dealers | 16 | 58 675 | 6 988 | 1 773 | 226 | 2.0 | – |
| 4442 | Lawn & garden equipment & supplies stores | 12 | 27 139 | 3 605 | 652 | 204 | 3.5 | – |
| 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 | 67 | 253 105 | 30 511 | 6 597 | 1 587 | 5.6 | 7.1 |
| 4451 | Grocery stores | 50 | 246 350 | 29 545 | 6 350 | 1 491 | 5.5 | 7.0 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 38 | 238 311 | 28 949 | 6 226 | 1 428 | 4.4 | 6.9 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 38 | 238 311 | 28 949 | 6 226 | 1 428 | 4.4 | 6.9 |
| 4452 | Specialty food stores | 10 | 3 421 | 678 | 184 | 76 | 11.1 | 13.8 |
| 446 | Health & personal care stores | 23 | 55 448 | 7 064 | 1 628 | 335 | – | 1.0 |
| 4461 | Health & personal care stores | 23 | 55 448 | 7 064 | 1 628 | 335 | – | 1.0 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SACRAMENTO–YOLO, CA CMSA**—Con. | | | | | | | |
| | **Yolo, CA PMSA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 447 | Gasoline stations | 66 | 143 725 | 6 910 | 1 587 | 481 | 4.3 | 5.9 |
| 4471 | Gasoline stations | 66 | 143 725 | 6 910 | 1 587 | 481 | 4.3 | 5.9 |
| 44711 | Gasoline stations with convenience stores | 39 | 73 800 | 3 211 | 734 | 275 | 6.1 | 8.7 |
| 447110 | Gasoline stations with convenience stores | 39 | 73 800 | 3 211 | 734 | 275 | 6.1 | 8.7 |
| 44719 | Other gasoline stations | 27 | 69 925 | 3 699 | 853 | 206 | 2.3 | 2.8 |
| 447190 | Other gasoline stations | 27 | 69 925 | 3 699 | 853 | 206 | 2.3 | 2.8 |
| 448 | Clothing & clothing accessories stores | 53 | 21 965 | 2 885 | 605 | 276 | 14.8 | 9.2 |
| 4481 | Clothing stores | 29 | 15 225 | 1 791 | 341 | 171 | 20.2 | 8.2 |
| 44819 | Other clothing stores | 4 | D | D | D | a | D | D |
| 448190 | Other clothing stores | 4 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 37 | 24 571 | 2 980 | 664 | 316 | 1.5 | 3.8 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 21 | 11 801 | 1 369 | 310 | 168 | 1.0 | 5.3 |
| 4512 | Book, periodical, & music stores | 16 | 12 770 | 1 611 | 354 | 148 | 2.0 | 2.5 |
| 45121 | Book stores & news dealers | 12 | 8 755 | 1 163 | 247 | 94 | 2.9 | .8 |
| 451212 | News dealers & newsstands | 2 | D | D | D | a | D | D |
| 452 | General merchandise stores | 11 | 81 238 | 8 421 | 1 551 | 576 | – | 3.0 |
| 453 | Miscellaneous store retailers | 51 | 34 487 | 3 995 | 924 | 313 | 11.9 | 3.2 |
| 45321 | Office supplies & stationery stores | 5 | 4 556 | 474 | 96 | 22 | 7.4 | – |
| 453210 | Office supplies & stationery stores | 5 | 4 556 | 474 | 96 | 22 | 7.4 | – |
| 4532102 | Office supplies stores | 5 | 4 556 | 474 | 96 | 22 | 7.4 | – |
| 4533 | Used merchandise stores | 10 | 4 608 | 654 | 131 | 54 | 36.9 | 19.1 |
| 45331 | Used merchandise stores | 10 | 4 608 | 654 | 131 | 54 | 36.9 | 19.1 |
| 453310 | Used merchandise stores | 10 | 4 608 | 654 | 131 | 54 | 36.9 | 19.1 |
| 4539 | Other miscellaneous store retailers | 20 | 19 430 | 1 786 | 394 | 100 | 8.6 | – |
| 45392 | Art dealers | 3 | 1 080 | 84 | 17 | 11 | D | – |
| 453920 | Art dealers | 3 | 1 080 | 84 | 17 | 11 | D | – |
| 45393 | Manufactured (mobile) home dealers | 3 | 8 487 | 559 | 93 | 21 | – | – |
| 453930 | Manufactured (mobile) home dealers | 3 | 8 487 | 559 | 93 | 21 | – | – |
| 45399 | All other miscellaneous store retailers | 9 | 6 481 | 785 | 201 | 36 | 13.1 | – |
| 454 | Nonstore retailers | 20 | 12 408 | 2 439 | 513 | 133 | 14.0 | 8.7 |
| 4543 | Direct selling establishments | 17 | 12 248 | 2 405 | 505 | 131 | 14.1 | 8.6 |
| 454319 | Other fuel dealers | 1 | D | D | D | a | D | D |
| | **SALINAS, CA MSA** | | | | | | | |
| **44-45** | **Retail trade** | **1 558** | **3 035 858** | **327 884** | **73 862** | **16 413** | **7.0** | **5.7** |
| 441 | Motor vehicle & parts dealers | 129 | 598 997 | 57 019 | 12 450 | 1 844 | 5.4 | .8 |
| 4411 | Automobile dealers | 42 | 518 401 | 43 179 | 9 364 | 1 206 | 5.1 | .1 |
| 44111 | New car dealers | 28 | 501 100 | 41 831 | 9 071 | 1 148 | 4.3 | .1 |
| 441110 | New car dealers | 28 | 501 100 | 41 831 | 9 071 | 1 148 | 4.3 | .1 |
| 4412 | Other motor vehicle dealers | 12 | 14 787 | 1 917 | 342 | 82 | 1.8 | 2.6 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 9 | 12 697 | 1 507 | 255 | 66 | 2.1 | 3.0 |
| 441221 | Motorcycle dealers | 6 | 11 103 | 1 233 | 192 | 51 | – | – |
| 441229 | All other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 75 | 65 809 | 11 923 | 2 744 | 556 | 8.3 | 5.6 |
| 44131 | Automotive parts & accessories stores | 59 | 48 116 | 8 383 | 1 979 | 447 | 11.3 | 6.5 |
| 441310 | Automotive parts & accessories stores | 59 | 48 116 | 8 383 | 1 979 | 447 | 11.3 | 6.5 |
| 44132 | Tire dealers | 16 | 17 693 | 3 540 | 765 | 109 | – | 3.2 |
| 441320 | Tire dealers | 16 | 17 693 | 3 540 | 765 | 109 | – | 3.2 |
| 442 | Furniture & home furnishings stores | 90 | 75 473 | 12 337 | 2 932 | 559 | 25.6 | 8.2 |
| 4421 | Furniture stores | 33 | 35 081 | 5 229 | 1 153 | 251 | 40.0 | 11.5 |
| 44211 | Furniture stores | 33 | 35 081 | 5 229 | 1 153 | 251 | 40.0 | 11.5 |
| 442110 | Furniture stores | 33 | 35 081 | 5 229 | 1 153 | 251 | 40.0 | 11.5 |
| 4422 | Home furnishings stores | 57 | 40 392 | 7 108 | 1 779 | 308 | 13.1 | 5.4 |
| 44221 | Floor covering stores | 24 | 22 961 | 4 599 | 1 214 | 149 | 7.4 | 2.6 |
| 442210 | Floor covering stores | 24 | 22 961 | 4 599 | 1 214 | 149 | 7.4 | 2.6 |
| 44229 | Other home furnishings stores | 33 | 17 431 | 2 509 | 565 | 159 | 20.5 | 9.1 |
| 442299 | All other home furnishings stores | 29 | D | D | D | c | D | D |
| 443 | Electronics & appliance stores | 51 | 77 998 | 8 734 | 2 166 | 413 | 3.6 | 10.7 |
| 4431 | Electronics & appliance stores | 51 | 77 998 | 8 734 | 2 166 | 413 | 3.6 | 10.7 |
| 44311 | Appliance, television, & other electronics stores | 29 | 55 513 | 6 072 | 1 538 | 293 | 3.9 | 6.7 |
| 443112 | Radio, television, & other electronics stores | 23 | 46 389 | 4 877 | 1 204 | 247 | 2.8 | 8.0 |
| 44312 | Computer & software stores | 15 | 16 649 | 1 695 | 388 | 72 | 3.9 | 28.1 |
| 443120 | Computer & software stores | 15 | 16 649 | 1 695 | 388 | 72 | 3.9 | 28.1 |
| 44313 | Camera & photographic supplies stores | 7 | 5 836 | 967 | 240 | 48 | – | – |
| 443130 | Camera & photographic supplies stores | 7 | 5 836 | 967 | 240 | 48 | – | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SALINAS, CA MSA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 444 | Building material & garden equipment & supplies dealers | 107 | 456 022 | 54 834 | 12 046 | 1 717 | 2.0 | .2 |
| 4441 | Building material & supplies dealers | 67 | 223 790 | 24 972 | 6 036 | 1 010 | 2.8 | .4 |
| 44412 | Paint & wallpaper stores | 8 | D | D | D | b | D | D |
| 444120 | Paint & wallpaper stores | 8 | D | D | D | b | D | D |
| 44413 | Hardware stores | 14 | 34 495 | 4 344 | 950 | 249 | 9.3 | .2 |
| 444130 | Hardware stores | 14 | 34 495 | 4 344 | 950 | 249 | 9.3 | .2 |
| 44419 | Other building material dealers | 42 | 135 795 | 13 567 | 3 422 | 450 | 2.3 | – |
| 444190 | Other building material dealers | 42 | 135 795 | 13 567 | 3 422 | 450 | 2.3 | – |
| 4442 | Lawn & garden equipment & supplies stores | 40 | 232 232 | 29 862 | 6 010 | 707 | 1.3 | – |
| 44422 | Nursery & garden centers | 35 | 228 088 | 29 420 | 5 917 | 687 | .7 | – |
| 444220 | Nursery & garden centers | 35 | 228 088 | 29 420 | 5 917 | 687 | .7 | – |
| 445 | Food & beverage stores | 235 | 574 514 | 61 232 | 13 341 | 3 303 | 8.0 | 8.6 |
| 4451 | Grocery stores | 142 | 528 125 | 56 097 | 12 227 | 2 866 | 5.6 | 8.1 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 106 | 497 833 | 52 749 | 11 575 | 2 649 | 5.0 | 8.1 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 106 | 497 833 | 52 749 | 11 575 | 2 649 | 5.0 | 8.1 |
| 44512 | Convenience stores | 36 | 30 292 | 3 348 | 652 | 217 | 15.2 | 8.5 |
| 445120 | Convenience stores | 36 | 30 292 | 3 348 | 652 | 217 | 15.2 | 8.5 |
| 4452 | Specialty food stores | 47 | 22 712 | 3 141 | 673 | 271 | 21.0 | 9.6 |
| 446 | Health & personal care stores | 93 | 171 387 | 22 811 | 5 449 | 1 194 | 6.6 | 8.5 |
| 4461 | Health & personal care stores | 93 | 171 387 | 22 811 | 5 449 | 1 194 | 6.6 | 8.5 |
| 44611 | Pharmacies & drug stores | 47 | 149 606 | 19 200 | 4 508 | 940 | 4.3 | 8.9 |
| 446110 | Pharmacies & drug stores | 47 | 149 606 | 19 200 | 4 508 | 940 | 4.3 | 8.9 |
| 4461101 | Pharmacies & drug stores | 46 | D | D | D | f | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 17 | 6 352 | 906 | 238 | 74 | 26.0 | 4.2 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 17 | 6 352 | 906 | 238 | 74 | 26.0 | 4.2 |
| 44619 | Other health & personal care stores | 15 | 9 033 | 1 598 | 416 | 99 | 34.7 | 10.1 |
| 446191 | Food (health) supplement stores | 10 | 5 807 | 977 | 254 | 76 | 24.2 | 15.7 |
| 447 | Gasoline stations | 116 | 227 447 | 12 354 | 2 717 | 740 | 13.6 | 12.5 |
| 4471 | Gasoline stations | 116 | 227 447 | 12 354 | 2 717 | 740 | 13.6 | 12.5 |
| 44711 | Gasoline stations with convenience stores | 49 | 86 655 | 5 011 | 1 090 | 316 | 13.5 | 15.6 |
| 447110 | Gasoline stations with convenience stores | 49 | 86 655 | 5 011 | 1 090 | 316 | 13.5 | 15.6 |
| 44719 | Other gasoline stations | 67 | 140 792 | 7 343 | 1 627 | 424 | 13.6 | 10.6 |
| 447190 | Other gasoline stations | 67 | 140 792 | 7 343 | 1 627 | 424 | 13.6 | 10.6 |
| 448 | Clothing & clothing accessories stores | 308 | 192 388 | 25 723 | 6 044 | 1 730 | 12.2 | 15.5 |
| 4481 | Clothing stores | 178 | 131 466 | 16 531 | 3 854 | 1 194 | 10.5 | 16.2 |
| 44811 | Men's clothing stores | 27 | 18 923 | 2 854 | 674 | 163 | 15.3 | 27.1 |
| 448110 | Men's clothing stores | 27 | 18 923 | 2 854 | 674 | 163 | 15.3 | 27.1 |
| 44812 | Women's clothing stores | 70 | 45 613 | 6 367 | 1 443 | 449 | 16.1 | 29.7 |
| 448120 | Women's clothing stores | 70 | 45 613 | 6 367 | 1 443 | 449 | 16.1 | 29.7 |
| 44814 | Family clothing stores | 41 | 48 449 | 4 769 | 1 131 | 364 | 4.6 | 2.4 |
| 448140 | Family clothing stores | 41 | 48 449 | 4 769 | 1 131 | 364 | 4.6 | 2.4 |
| 44819 | Other clothing stores | 23 | 13 801 | 1 824 | 443 | 153 | 7.6 | 7.7 |
| 448190 | Other clothing stores | 23 | 13 801 | 1 824 | 443 | 153 | 7.6 | 7.7 |
| 4482 | Shoe stores | 56 | 26 428 | 2 946 | 697 | 236 | 1.5 | 6.3 |
| 44821 | Shoe stores | 56 | 26 428 | 2 946 | 697 | 236 | 1.5 | 6.3 |
| 448210 | Shoe stores | 56 | 26 428 | 2 946 | 697 | 236 | 1.5 | 6.3 |
| 4482105 | Athletic footwear stores | 8 | 8 021 | 734 | 183 | 56 | – | – |
| 4483 | Jewelry, luggage, & leather goods stores | 74 | 34 494 | 6 246 | 1 493 | 300 | 26.9 | 19.8 |
| 44831 | Jewelry stores | 67 | 31 269 | 5 771 | 1 398 | 271 | 29.7 | 16.5 |
| 448310 | Jewelry stores | 67 | 31 269 | 5 771 | 1 398 | 271 | 29.7 | 16.5 |
| 44832 | Luggage & leather goods stores | 7 | 3 225 | 475 | 95 | 29 | – | 52.3 |
| 448320 | Luggage & leather goods stores | 7 | 3 225 | 475 | 95 | 29 | – | 52.3 |
| 451 | Sporting goods, hobby, book, & music stores | 106 | 72 785 | 9 142 | 2 203 | 797 | 8.0 | 2.9 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 66 | 46 441 | 5 698 | 1 366 | 470 | 6.2 | 4.6 |
| 45112 | Hobby, toy, & game stores | 19 | 19 738 | 2 051 | 506 | 169 | 1.5 | 3.8 |
| 451120 | Hobby, toy, & game stores | 19 | 19 738 | 2 051 | 506 | 169 | 1.5 | 3.8 |
| 45113 | Sewing, needlework, & piece goods stores | 9 | 4 652 | 621 | 145 | 86 | 4.5 | – |
| 451130 | Sewing, needlework, & piece goods stores | 9 | 4 652 | 621 | 145 | 86 | 4.5 | – |
| 4512 | Book, periodical, & music stores | 40 | 26 344 | 3 444 | 837 | 327 | 11.3 | – |
| 45121 | Book stores & news dealers | 23 | 16 822 | 2 326 | 602 | 210 | 16.8 | – |
| 451211 | Book stores | 22 | D | D | D | c | D | D |
| 4512111 | Book stores, general | 17 | 14 172 | 2 062 | 529 | 181 | 19.8 | – |
| 45122 | Prerecorded tape, compact disc, & record stores | 17 | 9 522 | 1 118 | 235 | 117 | 1.5 | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 17 | 9 522 | 1 118 | 235 | 117 | 1.5 | – |
| 452 | General merchandise stores | 31 | 390 355 | 34 719 | 7 977 | 2 567 | .4 | .7 |
| 4521101 | Conventional department stores (excl leased depts) | 4 | D | D | D | f | D | D |
| 45299 | All other general merchandise stores | 16 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 16 | D | D | D | c | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SALINAS, CA MSA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 256 | 160 972 | 22 509 | 5 026 | 1 312 | 13.4 | 9.7 |
| 4532 | Office supplies, stationery, & gift stores | 103 | 78 544 | 10 457 | 2 293 | 639 | 12.4 | 11.6 |
| 45321 | Office supplies & stationery stores | 15 | 49 311 | 5 979 | 1 361 | 282 | 2.0 | 16.2 |
| 453210 | Office supplies & stationery stores | 15 | 49 311 | 5 979 | 1 361 | 282 | 2.0 | 16.2 |
| 4532102 | Office supplies stores | 12 | 48 729 | 5 872 | 1 349 | 275 | .9 | 16.4 |
| 45322 | Gift, novelty, & souvenir stores | 88 | 29 233 | 4 478 | 932 | 357 | 30.0 | 3.7 |
| 453220 | Gift, novelty, & souvenir stores | 88 | 29 233 | 4 478 | 932 | 357 | 30.0 | 3.7 |
| 4533 | Used merchandise stores | 41 | 16 671 | 2 887 | 661 | 193 | 6.6 | 13.7 |
| 45331 | Used merchandise stores | 41 | 16 671 | 2 887 | 661 | 193 | 6.6 | 13.7 |
| 453310 | Used merchandise stores | 41 | 16 671 | 2 887 | 661 | 193 | 6.6 | 13.7 |
| 4539 | Other miscellaneous store retailers | 86 | 58 486 | 7 895 | 1 800 | 361 | 15.2 | 6.2 |
| 45391 | Pet & pet supplies stores | 13 | 9 435 | 1 004 | 241 | 78 | 10.9 | 4.0 |
| 453910 | Pet & pet supplies stores | 13 | 9 435 | 1 004 | 241 | 78 | 10.9 | 4.0 |
| 45392 | Art dealers | 44 | 26 066 | 3 884 | 924 | 155 | 14.9 | 12.5 |
| 453920 | Art dealers | 44 | 26 066 | 3 884 | 924 | 155 | 14.9 | 12.5 |
| 45399 | All other miscellaneous store retailers | 29 | 22 985 | 3 007 | 635 | 128 | 17.1 | – |
| 454 | Nonstore retailers | 36 | 37 520 | 6 470 | 1 511 | 237 | 22.0 | 22.5 |
| 4543 | Direct selling establishments | 23 | 31 461 | 5 414 | 1 268 | 173 | 23.4 | 18.5 |
| 45431 | Fuel dealers | 7 | 12 739 | 1 602 | 423 | 65 | – | 34.6 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 7 | 12 739 | 1 602 | 423 | 65 | – | 34.6 |
| 45439 | Other direct selling establishments | 16 | 18 722 | 3 812 | 845 | 108 | 39.3 | 7.5 |
| 454390 | Other direct selling establishments | 16 | 18 722 | 3 812 | 845 | 108 | 39.3 | 7.5 |
| | **SAN DIEGO, CA MSA** | | | | | | | |
| **44-45** | **Retail trade** | **9 109** | **22 215 341** | **2 241 097** | **528 760** | **119 022** | **7.3** | **5.8** |
| 441 | Motor vehicle & parts dealers | 926 | 5 739 896 | 508 567 | 117 205 | 16 341 | 5.7 | 5.4 |
| 4411 | Automobile dealers | 316 | 4 829 257 | 381 211 | 87 242 | 10 703 | 5.4 | 5.2 |
| 44111 | New car dealers | 176 | 4 534 121 | 368 744 | 84 445 | 10 159 | 4.5 | 5.3 |
| 441110 | New car dealers | 176 | 4 534 121 | 368 744 | 84 445 | 10 159 | 4.5 | 5.3 |
| 44112 | Used car dealers | 140 | 295 136 | 12 467 | 2 797 | 544 | 18.9 | 3.6 |
| 441120 | Used car dealers | 140 | 295 136 | 12 467 | 2 797 | 544 | 18.9 | 3.6 |
| 4412 | Other motor vehicle dealers | 134 | 364 113 | 33 282 | 7 488 | 1 253 | 9.0 | 5.5 |
| 44121 | Recreational vehicle dealers | 43 | 187 518 | 14 593 | 3 607 | 566 | 5.0 | 7.3 |
| 441210 | Recreational vehicle dealers | 43 | 187 518 | 14 593 | 3 607 | 566 | 5.0 | 7.3 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 91 | 176 595 | 18 689 | 3 881 | 687 | 13.3 | 3.6 |
| 441221 | Motorcycle dealers | 45 | 85 976 | 9 020 | 1 784 | 358 | 10.2 | 5.6 |
| 441222 | Boat dealers | 41 | 81 801 | 8 964 | 1 978 | 309 | 17.7 | 1.9 |
| 441229 | All other motor vehicle dealers | 5 | 8 818 | 705 | 119 | 20 | 2.3 | – |
| 4413 | Automotive parts, accessories, & tire stores | 476 | 546 526 | 94 074 | 22 475 | 4 385 | 6.7 | 7.0 |
| 44131 | Automotive parts & accessories stores | 320 | 386 719 | 61 976 | 14 818 | 3 107 | 6.1 | 7.2 |
| 441310 | Automotive parts & accessories stores | 320 | 386 719 | 61 976 | 14 818 | 3 107 | 6.1 | 7.2 |
| 44132 | Tire dealers | 156 | 159 807 | 32 098 | 7 657 | 1 278 | 8.1 | 6.3 |
| 441320 | Tire dealers | 156 | 159 807 | 32 098 | 7 657 | 1 278 | 8.1 | 6.3 |
| 442 | Furniture & home furnishings stores | 552 | 669 801 | 92 419 | 21 554 | 4 183 | 12.2 | 11.1 |
| 4421 | Furniture stores | 257 | 329 293 | 45 664 | 10 885 | 1 898 | 10.3 | 17.4 |
| 44211 | Furniture stores | 257 | 329 293 | 45 664 | 10 885 | 1 898 | 10.3 | 17.4 |
| 442110 | Furniture stores | 257 | 329 293 | 45 664 | 10 885 | 1 898 | 10.3 | 17.4 |
| 4422 | Home furnishings stores | 295 | 340 508 | 46 755 | 10 669 | 2 285 | 14.0 | 5.0 |
| 44221 | Floor covering stores | 135 | 176 541 | 27 044 | 5 947 | 882 | 18.9 | 4.7 |
| 442210 | Floor covering stores | 135 | 176 541 | 27 044 | 5 947 | 882 | 18.9 | 4.7 |
| 44229 | Other home furnishings stores | 160 | 163 967 | 19 711 | 4 722 | 1 403 | 8.7 | 5.3 |
| 442291 | Window treatment stores | 21 | 11 942 | 1 636 | 350 | 90 | 14.7 | 15.2 |
| 442299 | All other home furnishings stores | 139 | 152 025 | 18 075 | 4 372 | 1 313 | 8.2 | 4.5 |
| 443 | Electronics & appliance stores | 477 | 1 032 535 | 101 798 | 24 090 | 4 474 | 8.7 | 6.8 |
| 4431 | Electronics & appliance stores | 477 | 1 032 535 | 101 798 | 24 090 | 4 474 | 8.7 | 6.8 |
| 44311 | Appliance, television, & other electronics stores | 296 | 433 781 | 53 245 | 13 513 | 2 495 | 8.5 | 8.6 |
| 443111 | Household appliance stores | 85 | 79 863 | 12 365 | 3 267 | 561 | 14.2 | 7.7 |
| 443112 | Radio, television, & other electronics stores | 211 | 353 918 | 40 880 | 10 246 | 1 934 | 7.2 | 8.9 |
| 44312 | Computer & software stores | 152 | 568 071 | 44 985 | 9 560 | 1 805 | 8.7 | 4.9 |
| 443120 | Computer & software stores | 152 | 568 071 | 44 985 | 9 560 | 1 805 | 8.7 | 4.9 |
| 44313 | Camera & photographic supplies stores | 29 | 30 683 | 3 568 | 1 017 | 174 | 10.7 | 15.4 |
| 443130 | Camera & photographic supplies stores | 29 | 30 683 | 3 568 | 1 017 | 174 | 10.7 | 15.4 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN DIEGO, CA MSA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 444 | Building material & garden equipment & supplies dealers | 503 | 1 790 991 | 202 587 | 47 163 | 7 867 | 3.4 | 1.2 |
| 4441 | Building material & supplies dealers | 405 | 1 680 561 | 185 809 | 43 805 | 6 993 | 2.9 | .7 |
| 44411 | Home centers | 26 | D | D | D | h | D | D |
| 444110 | Home centers | 26 | D | D | D | h | D | D |
| 44412 | Paint & wallpaper stores | 67 | 102 773 | 11 887 | 2 750 | 443 | .6 | 1.9 |
| 444120 | Paint & wallpaper stores | 67 | 102 773 | 11 887 | 2 750 | 443 | .6 | 1.9 |
| 44413 | Hardware stores | 61 | D | D | D | f | D | D |
| 444130 | Hardware stores | 61 | D | D | D | f | D | D |
| 44419 | Other building material dealers | 251 | 858 107 | 95 417 | 22 164 | 3 119 | 3.9 | .8 |
| 444190 | Other building material dealers | 251 | 858 107 | 95 417 | 22 164 | 3 119 | 3.9 | .8 |
| 4442 | Lawn & garden equipment & supplies stores | 98 | 110 430 | 16 778 | 3 358 | 874 | 10.6 | 8.8 |
| 44421 | Outdoor power equipment stores | 20 | 13 122 | 2 064 | 446 | 110 | 23.9 | 6.5 |
| 444210 | Outdoor power equipment stores | 20 | 13 122 | 2 064 | 446 | 110 | 23.9 | 6.5 |
| 44422 | Nursery & garden centers | 78 | 97 308 | 14 714 | 2 912 | 764 | 8.8 | 9.1 |
| 444220 | Nursery & garden centers | 78 | 97 308 | 14 714 | 2 912 | 764 | 8.8 | 9.1 |
| 445 | Food & beverage stores | 1 213 | 3 758 006 | 380 877 | 89 561 | 21 038 | 7.6 | 6.5 |
| 4451 | Grocery stores | 733 | 3 499 090 | 360 667 | 84 796 | 19 134 | 5.0 | 6.3 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 482 | 3 329 154 | 345 776 | 81 381 | 17 569 | 3.4 | 5.8 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 482 | 3 329 154 | 345 776 | 81 381 | 17 569 | 3.4 | 5.8 |
| 44512 | Convenience stores | 251 | 169 936 | 14 891 | 3 415 | 1 565 | 36.6 | 15.9 |
| 445120 | Convenience stores | 251 | 169 936 | 14 891 | 3 415 | 1 565 | 36.6 | 15.9 |
| 4452 | Specialty food stores | 198 | 100 613 | 10 827 | 2 484 | 1 034 | 23.0 | 10.0 |
| 4453 | Beer, wine, & liquor stores | 282 | 158 303 | 9 383 | 2 281 | 870 | 55.5 | 9.6 |
| 44531 | Beer, wine, & liquor stores | 282 | 158 303 | 9 383 | 2 281 | 870 | 55.5 | 9.6 |
| 445310 | Beer, wine, & liquor stores | 282 | 158 303 | 9 383 | 2 281 | 870 | 55.5 | 9.6 |
| 446 | Health & personal care stores | 685 | 1 086 915 | 160 408 | 39 558 | 7 906 | 9.2 | 4.9 |
| 4461 | Health & personal care stores | 685 | 1 086 915 | 160 408 | 39 558 | 7 906 | 9.2 | 4.9 |
| 44611 | Pharmacies & drug stores | 308 | 852 074 | 118 496 | 29 236 | 5 697 | 7.1 | 2.9 |
| 446110 | Pharmacies & drug stores | 308 | 852 074 | 118 496 | 29 236 | 5 697 | 7.1 | 2.9 |
| 4461101 | Pharmacies & drug stores | 290 | 843 640 | 116 754 | 28 814 | 5 587 | 7.0 | 3.0 |
| 4461102 | Proprietary stores | 18 | 8 434 | 1 742 | 422 | 110 | 11.3 | 2.2 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 93 | 44 092 | 6 277 | 1 556 | 448 | 15.7 | 3.1 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 93 | 44 092 | 6 277 | 1 556 | 448 | 15.7 | 3.1 |
| 44613 | Optical goods stores | 138 | 61 007 | 12 656 | 3 224 | 651 | 12.1 | 13.6 |
| 446130 | Optical goods stores | 138 | 61 007 | 12 656 | 3 224 | 651 | 12.1 | 13.6 |
| 44619 | Other health & personal care stores | 146 | 129 742 | 22 979 | 5 542 | 1 110 | 19.2 | 14.3 |
| 446191 | Food (health) supplement stores | 82 | 79 453 | 11 301 | 2 624 | 642 | 11.9 | 22.5 |
| 446199 | All other health & personal care stores | 64 | 50 289 | 11 678 | 2 918 | 468 | 30.8 | 1.5 |
| 447 | Gasoline stations | 684 | 1 557 931 | 77 669 | 17 766 | 5 790 | 16.7 | 11.3 |
| 4471 | Gasoline stations | 684 | 1 557 931 | 77 669 | 17 766 | 5 790 | 16.7 | 11.3 |
| 44711 | Gasoline stations with convenience stores | 354 | 851 379 | 38 161 | 8 677 | 2 955 | 15.6 | 6.2 |
| 447110 | Gasoline stations with convenience stores | 354 | 851 379 | 38 161 | 8 677 | 2 955 | 15.6 | 6.2 |
| 44719 | Other gasoline stations | 330 | 706 552 | 39 508 | 9 089 | 2 835 | 18.0 | 17.5 |
| 447190 | Other gasoline stations | 330 | 706 552 | 39 508 | 9 089 | 2 835 | 18.0 | 17.5 |
| 448 | Clothing & clothing accessories stores | 1 521 | 1 510 315 | 189 073 | 46 417 | 13 618 | 7.9 | 7.9 |
| 4481 | Clothing stores | 876 | 1 122 870 | 139 536 | 34 628 | 10 570 | 6.3 | 7.2 |
| 44811 | Men's clothing stores | 93 | 88 512 | 12 187 | 3 214 | 682 | 10.1 | 17.5 |
| 448110 | Men's clothing stores | 93 | 88 512 | 12 187 | 3 214 | 682 | 10.1 | 17.5 |
| 44812 | Women's clothing stores | 373 | 255 229 | 32 581 | 7 498 | 2 611 | 11.6 | 20.3 |
| 448120 | Women's clothing stores | 373 | 255 229 | 32 581 | 7 498 | 2 611 | 11.6 | 20.3 |
| 44813 | Children's & infants' clothing stores | 42 | 30 317 | 3 071 | 700 | 306 | 12.1 | .7 |
| 448130 | Children's & infants' clothing stores | 42 | 30 317 | 3 071 | 700 | 306 | 12.1 | .7 |
| 44814 | Family clothing stores | 184 | 659 433 | 80 584 | 20 472 | 6 027 | 2.3 | .6 |
| 448140 | Family clothing stores | 184 | 659 433 | 80 584 | 20 472 | 6 027 | 2.3 | .6 |
| 44815 | Clothing accessories stores | 60 | 13 598 | 2 318 | 573 | 203 | 18.9 | 24.9 |
| 448150 | Clothing accessories stores | 60 | 13 598 | 2 318 | 573 | 203 | 18.9 | 24.9 |
| 44819 | Other clothing stores | 124 | 75 781 | 8 795 | 2 171 | 741 | 13.8 | 7.5 |
| 448190 | Other clothing stores | 124 | 75 781 | 8 795 | 2 171 | 741 | 13.8 | 7.5 |
| 4482 | Shoe stores | 349 | 186 973 | 20 324 | 4 874 | 1 673 | 3.0 | 7.1 |
| 44821 | Shoe stores | 349 | 186 973 | 20 324 | 4 874 | 1 673 | 3.0 | 7.1 |
| 448210 | Shoe stores | 349 | 186 973 | 20 324 | 4 874 | 1 673 | 3.0 | 7.1 |
| 4482101 | Men's shoe stores | 23 | 10 397 | 1 459 | 329 | 96 | 12.6 | 2.8 |
| 4482102 | Women's shoe stores | 59 | 26 751 | 3 653 | 882 | 324 | 5.2 | 28.3 |
| 4482103 | Children's & juveniles' shoe stores | 7 | 2 765 | 261 | 65 | 30 | 12.0 | – |
| 4482104 | Family shoe stores | 205 | 90 824 | 9 362 | 2 318 | 818 | 2.5 | 3.9 |
| 4482105 | Athletic footwear stores | 55 | 56 236 | 5 589 | 1 280 | 405 | .6 | 3.2 |
| 4483 | Jewelry, luggage, & leather goods stores | 296 | 200 472 | 29 213 | 6 915 | 1 375 | 21.7 | 12.6 |
| 44831 | Jewelry stores | 262 | 183 101 | 26 992 | 6 380 | 1 207 | 22.8 | 13.2 |
| 448310 | Jewelry stores | 262 | 183 101 | 26 992 | 6 380 | 1 207 | 22.8 | 13.2 |
| 44832 | Luggage & leather goods stores | 34 | 17 371 | 2 221 | 535 | 168 | 9.7 | 5.4 |
| 448320 | Luggage & leather goods stores | 34 | 17 371 | 2 221 | 535 | 168 | 9.7 | 5.4 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN DIEGO, CA MSA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 733 | 750 340 | 83 278 | 19 589 | 6 833 | 11.6 | 5.2 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 499 | 522 942 | 59 189 | 13 804 | 4 574 | 13.4 | 5.2 |
| 45111 | Sporting goods stores | 263 | 276 746 | 31 490 | 7 431 | 2 240 | 18.9 | 3.7 |
| 451110 | Sporting goods stores | 263 | 276 746 | 31 490 | 7 431 | 2 240 | 18.9 | 3.7 |
| 4511101 | General-line sporting goods stores | 75 | 116 636 | 13 375 | 3 343 | 1 051 | 7.5 | 3.4 |
| 4511102 | Specialty-line sporting goods stores | 188 | 160 110 | 18 115 | 4 088 | 1 189 | 27.3 | 4.0 |
| 45112 | Hobby, toy, & game stores | 120 | 158 262 | 14 732 | 3 271 | 1 262 | 3.7 | 6.8 |
| 451120 | Hobby, toy, & game stores | 120 | 158 262 | 14 732 | 3 271 | 1 262 | 3.7 | 6.8 |
| 45113 | Sewing, needlework, & piece goods stores | 71 | 43 253 | 7 914 | 1 909 | 654 | 7.1 | 3.5 |
| 451130 | Sewing, needlework, & piece goods stores | 71 | 43 253 | 7 914 | 1 909 | 654 | 7.1 | 3.5 |
| 45114 | Musical instrument & supplies stores | 45 | 44 681 | 5 053 | 1 193 | 418 | 20.3 | 10.2 |
| 451140 | Musical instrument & supplies stores | 45 | 44 681 | 5 053 | 1 193 | 418 | 20.3 | 10.2 |
| 4512 | Book, periodical, & music stores | 234 | 227 398 | 24 089 | 5 785 | 2 259 | 7.3 | 5.1 |
| 45121 | Book stores & news dealers | 149 | 137 863 | 14 913 | 3 539 | 1 355 | 9.4 | 5.8 |
| 451211 | Book stores | 142 | 134 663 | 14 722 | 3 490 | 1 328 | 8.3 | 5.9 |
| 4512111 | Book stores, general | 81 | 83 135 | 8 769 | 2 087 | 793 | 7.1 | 8.9 |
| 4512112 | Specialty book stores | 44 | 19 497 | 2 696 | 642 | 233 | 18.2 | 2.9 |
| 4512113 | College book stores | 17 | 32 031 | 3 257 | 761 | 302 | 5.4 | .2 |
| 451212 | News dealers & newsstands | 7 | 3 200 | 191 | 49 | 27 | 53.0 | – |
| 45122 | Prerecorded tape, compact disc, & record stores | 85 | 89 535 | 9 176 | 2 246 | 904 | 4.2 | 4.0 |
| 451220 | Prerecorded tape, compact disc, & record stores | 85 | 89 535 | 9 176 | 2 246 | 904 | 4.2 | 4.0 |
| 452 | General merchandise stores | 194 | 3 092 918 | 266 063 | 63 801 | 18 813 | .4 | 2.7 |
| 4521 | Department stores (incl leased depts) ## | 80 | 2 161 859 | N | N | N | – | 1.2 |
| 45211 | Department stores (incl leased depts) ## | 80 | 2 161 859 | N | N | N | – | 1.2 |
| 4521 | Department stores (excl leased depts) | 80 | 2 128 096 | 205 879 | 48 674 | 15 467 | – | 1.2 |
| 45211 | Department stores (excl leased depts) | 80 | 2 128 096 | 205 879 | 48 674 | 15 467 | – | 1.2 |
| 452110 | Department stores (excl leased depts) | 80 | 2 128 096 | 205 879 | 48 674 | 15 467 | – | 1.2 |
| 4521101 | Conventional department stores (excl leased depts) | 27 | 629 638 | 60 017 | 14 743 | 3 967 | – | – |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 38 | 1 067 407 | 96 234 | 22 060 | 8 258 | – | 2.3 |
| 4521103 | National chain department stores (excl leased depts) | 15 | 431 051 | 49 628 | 11 871 | 3 242 | – | – |
| 4529 | Other general merchandise stores | 114 | 964 822 | 60 184 | 15 127 | 3 346 | 1.2 | 6.2 |
| 45291 | Warehouse clubs & superstores | 11 | D | D | D | g | D | D |
| 452910 | Warehouse clubs & superstores | 11 | D | D | D | g | D | D |
| 45299 | All other general merchandise stores | 103 | D | D | D | g | D | D |
| 452990 | All other general merchandise stores | 103 | D | D | D | g | D | D |
| 4529901 | Variety stores | 32 | D | D | D | c | D | D |
| 4529903 | Miscellaneous general merchandise stores | 69 | D | D | D | f | D | D |
| 453 | Miscellaneous store retailers | 1 254 | 722 985 | 98 887 | 23 475 | 8 339 | 15.5 | 7.2 |
| 4531 | Florists | 221 | 59 969 | 12 576 | 2 951 | 1 147 | 42.4 | 12.8 |
| 45311 | Florists | 221 | 59 969 | 12 576 | 2 951 | 1 147 | 42.4 | 12.8 |
| 453110 | Florists | 221 | 59 969 | 12 576 | 2 951 | 1 147 | 42.4 | 12.8 |
| 4532 | Office supplies, stationery, & gift stores | 442 | 351 415 | 38 852 | 9 442 | 3 331 | 8.8 | 4.1 |
| 45321 | Office supplies & stationery stores | 83 | 205 603 | 18 118 | 4 803 | 1 174 | 2.3 | 1.4 |
| 453210 | Office supplies & stationery stores | 83 | 205 603 | 18 118 | 4 803 | 1 174 | 2.3 | 1.4 |
| 4532101 | Stationery stores | 14 | 8 358 | 1 613 | 391 | 140 | 9.5 | 2.2 |
| 4532102 | Office supplies stores | 69 | 197 245 | 16 505 | 4 412 | 1 034 | 2.0 | 1.3 |
| 45322 | Gift, novelty, & souvenir stores | 359 | 145 812 | 20 734 | 4 639 | 2 157 | 17.9 | 8.0 |
| 453220 | Gift, novelty, & souvenir stores | 359 | 145 812 | 20 734 | 4 639 | 2 157 | 17.9 | 8.0 |
| 4533 | Used merchandise stores | 187 | 75 518 | 19 007 | 4 432 | 1 622 | 15.5 | 14.3 |
| 45331 | Used merchandise stores | 187 | 75 518 | 19 007 | 4 432 | 1 622 | 15.5 | 14.3 |
| 453310 | Used merchandise stores | 187 | 75 518 | 19 007 | 4 432 | 1 622 | 15.5 | 14.3 |
| 4539 | Other miscellaneous store retailers | 404 | 236 083 | 28 452 | 6 650 | 2 239 | 18.6 | 8.1 |
| 45391 | Pet & pet supplies stores | 121 | 100 418 | 12 380 | 2 955 | 1 204 | 13.6 | 3.7 |
| 453910 | Pet & pet supplies stores | 121 | 100 418 | 12 380 | 2 955 | 1 204 | 13.6 | 3.7 |
| 45392 | Art dealers | 78 | 33 371 | 4 632 | 1 190 | 311 | 25.5 | 12.3 |
| 453920 | Art dealers | 78 | 33 371 | 4 632 | 1 190 | 311 | 25.5 | 12.3 |
| 45393 | Manufactured (mobile) home dealers | 9 | 18 997 | 718 | 147 | 22 | – | 2.7 |
| 453930 | Manufactured (mobile) home dealers | 9 | 18 997 | 718 | 147 | 22 | – | 2.7 |
| 45399 | All other miscellaneous store retailers | 196 | 83 297 | 10 722 | 2 358 | 702 | 26.1 | 12.8 |
| 454 | Nonstore retailers | 367 | 502 708 | 79 471 | 18 581 | 3 820 | 15.5 | 7.1 |
| 4541 | Electronic shopping & mail-order houses | 151 | 288 705 | 38 530 | 8 774 | 1 403 | 17.4 | 5.3 |
| 45411 | Electronic shopping & mail-order houses | 151 | 288 705 | 38 530 | 8 774 | 1 403 | 17.4 | 5.3 |
| 454110 | Electronic shopping & mail-order houses | 151 | 288 705 | 38 530 | 8 774 | 1 403 | 17.4 | 5.3 |
| 4542 | Vending machine operators | 31 | 35 332 | 6 254 | 1 491 | 312 | 16.0 | 4.9 |
| 45421 | Vending machine operators | 31 | 35 332 | 6 254 | 1 491 | 312 | 16.0 | 4.9 |
| 454210 | Vending machine operators | 31 | 35 332 | 6 254 | 1 491 | 312 | 16.0 | 4.9 |
| 4543 | Direct selling establishments | 185 | 178 671 | 34 687 | 8 316 | 2 105 | 12.2 | 10.4 |
| 45431 | Fuel dealers | 19 | 29 956 | 4 386 | 1 141 | 165 | 3.4 | 17.3 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 15 | 29 062 | 4 301 | 1 110 | 155 | .4 | 17.8 |
| 454319 | Other fuel dealers | 3 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 166 | 148 715 | 30 301 | 7 175 | 1 940 | 14.0 | 9.1 |
| 454390 | Other direct selling establishments | 166 | 148 715 | 30 301 | 7 175 | 1 940 | 14.0 | 9.1 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN FRANCISCO–OAKLAND–SAN JOSE, CA CMSA** | | | | | | | |
| **44-45** | **Retail trade** | **24 198** | **63 219 804** | **6 608 382** | **1 527 074** | **319 325** | **7.7** | **6.4** |
| 441 | Motor vehicle & parts dealers | 2 023 | 14 597 323 | 1 349 616 | 305 606 | 35 560 | 8.2 | 7.2 |
| 4411 | Automobile dealers | 652 | 12 669 422 | 1 054 562 | 235 319 | 23 722 | 8.2 | 7.2 |
| 44111 | New car dealers | 449 | 12 287 398 | 1 029 203 | 229 217 | 22 815 | 7.8 | 7.1 |
| 441110 | New car dealers | 449 | 12 287 398 | 1 029 203 | 229 217 | 22 815 | 7.8 | 7.1 |
| 44112 | Used car dealers | 203 | 382 024 | 25 359 | 6 102 | 907 | 21.2 | 9.4 |
| 441120 | Used car dealers | 203 | 382 024 | 25 359 | 6 102 | 907 | 21.2 | 9.4 |
| 4412 | Other motor vehicle dealers | 244 | 483 310 | 52 656 | 11 861 | 1 905 | 10.9 | 6.2 |
| 44121 | Recreational vehicle dealers | 58 | 173 504 | 15 953 | 3 645 | 548 | 12.2 | 3.5 |
| 441210 | Recreational vehicle dealers | 58 | 173 504 | 15 953 | 3 645 | 548 | 12.2 | 3.5 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 186 | 309 806 | 36 703 | 8 216 | 1 357 | 10.2 | 7.7 |
| 441221 | Motorcycle dealers | 92 | 176 982 | 21 437 | 4 777 | 733 | 8.7 | 7.4 |
| 441222 | Boat dealers | 79 | D | D | D | f | D | D |
| 441229 | All other motor vehicle dealers | 15 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 1 127 | 1 444 591 | 242 398 | 58 426 | 9 933 | 7.4 | 7.3 |
| 44131 | Automotive parts & accessories stores | 801 | 1 036 948 | 164 964 | 40 262 | 7 220 | 7.0 | 7.8 |
| 441310 | Automotive parts & accessories stores | 801 | 1 036 948 | 164 964 | 40 262 | 7 220 | 7.0 | 7.8 |
| 44132 | Tire dealers | 326 | 407 643 | 77 434 | 18 164 | 2 713 | 8.6 | 6.0 |
| 441320 | Tire dealers | 326 | 407 643 | 77 434 | 18 164 | 2 713 | 8.6 | 6.0 |
| 442 | Furniture & home furnishings stores | 1 584 | 2 063 071 | 283 114 | 64 903 | 12 597 | 11.2 | 7.9 |
| 4421 | Furniture stores | 630 | 1 029 338 | 142 118 | 32 657 | 5 034 | 10.5 | 7.2 |
| 44211 | Furniture stores | 630 | 1 029 338 | 142 118 | 32 657 | 5 034 | 10.5 | 7.2 |
| 442110 | Furniture stores | 630 | 1 029 338 | 142 118 | 32 657 | 5 034 | 10.5 | 7.2 |
| 4422 | Home furnishings stores | 954 | 1 033 733 | 140 996 | 32 246 | 7 563 | 11.9 | 8.6 |
| 44221 | Floor covering stores | 331 | 349 851 | 57 188 | 12 541 | 1 874 | 19.5 | 5.1 |
| 442210 | Floor covering stores | 331 | 349 851 | 57 188 | 12 541 | 1 874 | 19.5 | 5.1 |
| 44229 | Other home furnishings stores | 623 | 683 882 | 83 808 | 19 705 | 5 689 | 8.0 | 10.3 |
| 442291 | Window treatment stores | 77 | D | D | D | e | D | D |
| 442299 | All other home furnishings stores | 546 | D | D | D | i | D | D |
| 443 | Electronics & appliance stores | 1 337 | 3 309 855 | 316 963 | 72 782 | 12 092 | 11.1 | 9.1 |
| 4431 | Electronics & appliance stores | 1 337 | 3 309 855 | 316 963 | 72 782 | 12 092 | 11.1 | 9.1 |
| 44311 | Appliance, television, & other electronics stores | 687 | 1 291 443 | 150 402 | 36 832 | 6 312 | 6.8 | 6.5 |
| 443111 | Household appliance stores | 193 | 232 021 | 26 988 | 5 925 | 1 028 | 11.8 | 4.5 |
| 443112 | Radio, television, & other electronics stores | 494 | 1 059 422 | 123 414 | 30 907 | 5 284 | 5.7 | 6.9 |
| 44312 | Computer & software stores | 510 | 1 895 494 | 150 366 | 32 308 | 4 952 | 13.8 | 10.6 |
| 443120 | Computer & software stores | 510 | 1 895 494 | 150 366 | 32 308 | 4 952 | 13.8 | 10.6 |
| 44313 | Camera & photographic supplies stores | 140 | 122 918 | 16 195 | 3 642 | 828 | 15.5 | 13.4 |
| 443130 | Camera & photographic supplies stores | 140 | 122 918 | 16 195 | 3 642 | 828 | 15.5 | 13.4 |
| 444 | Building material & garden equipment & supplies dealers | 1 604 | 5 155 028 | 644 949 | 149 066 | 23 806 | 5.2 | 3.3 |
| 4441 | Building material & supplies dealers | 1 290 | 4 797 803 | 585 655 | 136 824 | 21 124 | 5.0 | 3.0 |
| 44411 | Home centers | 48 | D | D | D | i | D | D |
| 444110 | Home centers | 48 | D | D | D | i | D | D |
| 44412 | Paint & wallpaper stores | 164 | D | D | D | g | D | D |
| 444120 | Paint & wallpaper stores | 164 | D | D | D | g | D | D |
| 44413 | Hardware stores | 268 | 752 006 | 111 480 | 24 986 | 5 544 | 5.7 | 4.1 |
| 444130 | Hardware stores | 268 | 752 006 | 111 480 | 24 986 | 5 544 | 5.7 | 4.1 |
| 44419 | Other building material dealers | 810 | 2 658 772 | 319 728 | 74 365 | 9 167 | 5.3 | 3.5 |
| 444190 | Other building material dealers | 810 | 2 658 772 | 319 728 | 74 365 | 9 167 | 5.3 | 3.5 |
| 4442 | Lawn & garden equipment & supplies stores | 314 | 357 225 | 59 294 | 12 242 | 2 682 | 8.1 | 7.2 |
| 44421 | Outdoor power equipment stores | 56 | D | D | D | e | D | D |
| 444210 | Outdoor power equipment stores | 56 | D | D | D | e | D | D |
| 44422 | Nursery & garden centers | 258 | D | D | D | g | D | D |
| 444220 | Nursery & garden centers | 258 | D | D | D | g | D | D |
| 445 | Food & beverage stores | 3 588 | 11 787 988 | 1 253 674 | 276 212 | 65 177 | 7.4 | 5.5 |
| 4451 | Grocery stores | 2 191 | 10 696 683 | 1 139 737 | 249 867 | 57 318 | 5.3 | 5.1 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 1 698 | 10 319 324 | 1 107 151 | 242 263 | 54 749 | 4.1 | 4.7 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 1 698 | 10 319 324 | 1 107 151 | 242 263 | 54 749 | 4.1 | 4.7 |
| 44512 | Convenience stores | 493 | 377 359 | 32 586 | 7 604 | 2 569 | 37.5 | 16.5 |
| 445120 | Convenience stores | 493 | 377 359 | 32 586 | 7 604 | 2 569 | 37.5 | 16.5 |
| 4452 | Specialty food stores | 736 | 511 223 | 68 025 | 15 584 | 5 098 | 23.1 | 8.0 |
| 4453 | Beer, wine, & liquor stores | 661 | 580 082 | 45 912 | 10 761 | 2 761 | 31.8 | 10.3 |
| 44531 | Beer, wine, & liquor stores | 661 | 580 082 | 45 912 | 10 761 | 2 761 | 31.8 | 10.3 |
| 445310 | Beer, wine, & liquor stores | 661 | 580 082 | 45 912 | 10 761 | 2 761 | 31.8 | 10.3 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN FRANCISCO–OAKLAND–SAN JOSE, CA CMSA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 446 | Health & personal care stores | 1 832 | 3 355 588 | 483 918 | 115 712 | 24 534 | 6.6 | 6.3 |
| 4461 | Health & personal care stores | 1 832 | 3 355 588 | 483 918 | 115 712 | 24 534 | 6.6 | 6.3 |
| 44611 | Pharmacies & drug stores | 787 | 2 773 313 | 383 744 | 92 170 | 18 570 | 4.8 | 5.3 |
| 446110 | Pharmacies & drug stores | 787 | 2 773 313 | 383 744 | 92 170 | 18 570 | 4.8 | 5.3 |
| 4461101 | Pharmacies & drug stores | 727 | D | D | D | j | D | D |
| 4461102 | Proprietary stores | 60 | D | D | D | f | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 275 | 134 619 | 19 214 | 4 670 | 1 484 | 11.7 | 7.9 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 275 | 134 619 | 19 214 | 4 670 | 1 484 | 11.7 | 7.9 |
| 44613 | Optical goods stores | 317 | 167 491 | 29 007 | 6 913 | 1 669 | 11.9 | 6.7 |
| 446130 | Optical goods stores | 317 | 167 491 | 29 007 | 6 913 | 1 669 | 11.9 | 6.7 |
| 44619 | Other health & personal care stores | 453 | 280 165 | 51 953 | 11 959 | 2 811 | 19.4 | 15.3 |
| 446191 | Food (health) supplement stores | 257 | 168 033 | 23 890 | 5 371 | 1 744 | 21.4 | 20.8 |
| 446199 | All other health & personal care stores | 196 | 112 132 | 28 063 | 6 588 | 1 067 | 16.4 | 7.1 |
| 447 | Gasoline stations | 1 625 | 3 876 652 | 185 436 | 42 271 | 11 954 | 17.7 | 11.4 |
| 4471 | Gasoline stations | 1 625 | 3 876 652 | 185 436 | 42 271 | 11 954 | 17.7 | 11.4 |
| 44711 | Gasoline stations with convenience stores | 618 | 1 546 882 | 66 247 | 13 893 | 4 193 | 11.6 | 8.2 |
| 447110 | Gasoline stations with convenience stores | 618 | 1 546 882 | 66 247 | 13 893 | 4 193 | 11.6 | 8.2 |
| 44719 | Other gasoline stations | 1 007 | 2 329 770 | 119 189 | 28 378 | 7 761 | 21.9 | 13.5 |
| 447190 | Other gasoline stations | 1 007 | 2 329 770 | 119 189 | 28 378 | 7 761 | 21.9 | 13.5 |
| 448 | Clothing & clothing accessories stores | 3 980 | 4 530 599 | 581 277 | 140 573 | 38 551 | 7.1 | 8.2 |
| 4481 | Clothing stores | 2 378 | 3 370 230 | 425 602 | 104 986 | 30 223 | 5.8 | 7.7 |
| 44811 | Men's clothing stores | 319 | 297 168 | 46 475 | 11 517 | 2 190 | 10.1 | 8.4 |
| 448110 | Men's clothing stores | 319 | 297 168 | 46 475 | 11 517 | 2 190 | 10.1 | 8.4 |
| 44812 | Women's clothing stores | 1 001 | 787 663 | 98 844 | 23 186 | 7 516 | 12.8 | 19.3 |
| 448120 | Women's clothing stores | 1 001 | 787 663 | 98 844 | 23 186 | 7 516 | 12.8 | 19.3 |
| 44813 | Children's & infants' clothing stores | 116 | 103 369 | 11 480 | 2 702 | 1 204 | 6.9 | 2.1 |
| 448130 | Children's & infants' clothing stores | 116 | 103 369 | 11 480 | 2 702 | 1 204 | 6.9 | 2.1 |
| 44814 | Family clothing stores | 511 | 1 928 719 | 234 612 | 59 645 | 16 620 | 1.7 | 2.5 |
| 448140 | Family clothing stores | 511 | 1 928 719 | 234 612 | 59 645 | 16 620 | 1.7 | 2.5 |
| 44815 | Clothing accessories stores | 155 | 62 756 | 9 811 | 2 324 | 756 | 6.6 | 22.0 |
| 448150 | Clothing accessories stores | 155 | 62 756 | 9 811 | 2 324 | 756 | 6.6 | 22.0 |
| 44819 | Other clothing stores | 276 | 190 555 | 24 380 | 5 612 | 1 937 | 11.1 | 9.3 |
| 448190 | Other clothing stores | 276 | 190 555 | 24 380 | 5 612 | 1 937 | 11.1 | 9.3 |
| 4482 | Shoe stores | 798 | 572 397 | 70 971 | 15 890 | 4 618 | 2.5 | 5.2 |
| 44821 | Shoe stores | 798 | 572 397 | 70 971 | 15 890 | 4 618 | 2.5 | 5.2 |
| 448210 | Shoe stores | 798 | 572 397 | 70 971 | 15 890 | 4 618 | 2.5 | 5.2 |
| 4482101 | Men's shoe stores | 70 | 39 014 | 5 593 | 1 238 | 283 | 4.4 | 8.0 |
| 4482102 | Women's shoe stores | 148 | D | D | D | f | D | D |
| 4482103 | Children's & juveniles' shoe stores | 33 | D | D | D | c | D | D |
| 4482104 | Family shoe stores | 420 | 239 949 | 28 029 | 6 389 | 1 970 | 3.1 | 3.4 |
| 4482105 | Athletic footwear stores | 127 | 166 607 | 18 565 | 4 266 | 1 203 | .9 | 2.4 |
| 4483 | Jewelry, luggage, & leather goods stores | 804 | 587 972 | 84 704 | 19 697 | 3 710 | 18.8 | 13.9 |
| 44831 | Jewelry stores | 703 | D | D | D | h | D | D |
| 448310 | Jewelry stores | 703 | D | D | D | h | D | D |
| 44832 | Luggage & leather goods stores | 101 | D | D | D | f | D | D |
| 448320 | Luggage & leather goods stores | 101 | D | D | D | f | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 1 943 | 2 446 303 | 281 812 | 67 423 | 21 149 | 8.1 | 4.4 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 1 266 | 1 508 665 | 171 261 | 40 798 | 12 482 | 10.0 | 5.0 |
| 45111 | Sporting goods stores | 676 | 746 789 | 86 207 | 20 241 | 6 158 | 11.3 | 6.6 |
| 451110 | Sporting goods stores | 676 | 746 789 | 86 207 | 20 241 | 6 158 | 11.3 | 6.6 |
| 4511101 | General-line sporting goods stores | 216 | 323 841 | 34 265 | 8 144 | 2 737 | 11.1 | 4.1 |
| 4511102 | Specialty-line sporting goods stores | 460 | 422 948 | 51 942 | 12 097 | 3 421 | 11.4 | 8.4 |
| 45112 | Hobby, toy, & game stores | 307 | 489 329 | 46 188 | 10 921 | 3 592 | 6.5 | 2.6 |
| 451120 | Hobby, toy, & game stores | 307 | 489 329 | 46 188 | 10 921 | 3 592 | 6.5 | 2.6 |
| 45113 | Sewing, needlework, & piece goods stores | 157 | D | D | D | g | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 157 | D | D | D | g | D | D |
| 45114 | Musical instrument & supplies stores | 126 | D | D | D | g | D | D |
| 451140 | Musical instrument & supplies stores | 126 | D | D | D | g | D | D |
| 4512 | Book, periodical, & music stores | 677 | 937 638 | 110 551 | 26 625 | 8 667 | 5.0 | 3.4 |
| 45121 | Book stores & news dealers | 445 | 591 794 | 75 699 | 18 087 | 5 776 | 6.0 | 4.3 |
| 451211 | Book stores | 408 | 573 902 | 72 664 | 17 492 | 5 581 | 6.0 | 4.1 |
| 4512111 | Book stores, general | 284 | 392 228 | 49 535 | 11 880 | 3 461 | 7.5 | 4.8 |
| 4512112 | Specialty book stores | 90 | D | D | D | f | D | D |
| 4512113 | College book stores | 34 | D | D | D | g | D | D |
| 451212 | News dealers & newsstands | 37 | 17 892 | 3 035 | 595 | 195 | 7.0 | 12.5 |
| 45122 | Prerecorded tape, compact disc, & record stores | 232 | 345 844 | 34 852 | 8 538 | 2 891 | 3.3 | 1.8 |
| 451220 | Prerecorded tape, compact disc, & record stores | 232 | 345 844 | 34 852 | 8 538 | 2 891 | 3.3 | 1.8 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN FRANCISCO–OAKLAND–SAN JOSE, CA CMSA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 416 | D | D | D | k | D | D |
| 4521 | Department stores (incl leased depts) ## | 165 | 5 047 379 | N | N | N | – | 1.0 |
| 45211 | Department stores (incl leased depts) ## | 165 | 5 047 379 | N | N | N | – | 1.0 |
| 4521 | Department stores (excl leased depts) | 165 | 5 002 765 | 493 366 | 120 540 | 32 973 | – | 1.0 |
| 45211 | Department stores (excl leased depts) | 165 | 5 002 765 | 493 366 | 120 540 | 32 973 | – | 1.0 |
| 452110 | Department stores (excl leased depts) | 165 | 5 002 765 | 493 366 | 120 540 | 32 973 | – | 1.0 |
| 4521101 | Conventional department stores (excl leased depts) | 59 | 2 191 429 | 218 645 | 54 848 | 12 457 | – | 1.5 |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 62 | D | D | D | j | D | D |
| 4521103 | National chain department stores (excl leased depts) | 44 | D | D | D | i | D | D |
| 4529 | Other general merchandise stores | 251 | D | D | D | j | D | D |
| 45291 | Warehouse clubs & superstores | 27 | D | D | D | i | D | D |
| 452910 | Warehouse clubs & superstores | 27 | D | D | D | i | D | D |
| 45299 | All other general merchandise stores | 224 | D | D | D | h | D | D |
| 452990 | All other general merchandise stores | 224 | D | D | D | h | D | D |
| 4529901 | Variety stores | 79 | D | D | D | f | D | D |
| 4529902 | Catalog showrooms | 17 | D | D | D | g | D | D |
| 4529903 | Miscellaneous general merchandise stores | 128 | 308 552 | 29 933 | 7 100 | 2 008 | 2.6 | 21.5 |
| 453 | Miscellaneous store retailers | 3 357 | D | D | D | j | D | D |
| 4531 | Florists | 555 | 160 791 | 30 829 | 7 214 | 2 561 | 27.4 | 15.7 |
| 45311 | Florists | 555 | 160 791 | 30 829 | 7 214 | 2 561 | 27.4 | 15.7 |
| 453110 | Florists | 555 | 160 791 | 30 829 | 7 214 | 2 561 | 27.4 | 15.7 |
| 4532 | Office supplies, stationery, & gift stores | 1 258 | 1 107 920 | 127 855 | 29 807 | 9 937 | 9.7 | 13.1 |
| 45321 | Office supplies & stationery stores | 285 | 616 320 | 57 159 | 14 067 | 3 547 | 2.9 | 8.3 |
| 453210 | Office supplies & stationery stores | 285 | 616 320 | 57 159 | 14 067 | 3 547 | 2.9 | 8.3 |
| 4532101 | Stationery stores | 55 | 29 860 | 4 157 | 951 | 327 | 31.6 | 10.0 |
| 4532102 | Office supplies stores | 230 | 586 460 | 53 002 | 13 116 | 3 220 | 1.5 | 8.2 |
| 45322 | Gift, novelty, & souvenir stores | 973 | 491 600 | 70 696 | 15 740 | 6 390 | 18.3 | 19.1 |
| 453220 | Gift, novelty, & souvenir stores | 973 | 491 600 | 70 696 | 15 740 | 6 390 | 18.3 | 19.1 |
| 4533 | Used merchandise stores | 537 | 276 354 | 55 632 | 12 896 | 3 862 | 13.3 | 17.5 |
| 45331 | Used merchandise stores | 537 | 276 354 | 55 632 | 12 896 | 3 862 | 13.3 | 17.5 |
| 453310 | Used merchandise stores | 537 | 276 354 | 55 632 | 12 896 | 3 862 | 13.3 | 17.5 |
| 4539 | Other miscellaneous store retailers | 1 007 | D | D | D | i | D | D |
| 45391 | Pet & pet supplies stores | 255 | 214 210 | 26 232 | 6 485 | 1 954 | 20.1 | 4.2 |
| 453910 | Pet & pet supplies stores | 255 | 214 210 | 26 232 | 6 485 | 1 954 | 20.1 | 4.2 |
| 45392 | Art dealers | 200 | 149 454 | 19 696 | 4 185 | 848 | 15.9 | 19.7 |
| 453920 | Art dealers | 200 | 149 454 | 19 696 | 4 185 | 848 | 15.9 | 19.7 |
| 45393 | Manufactured (mobile) home dealers | 19 | D | D | D | b | D | D |
| 453930 | Manufactured (mobile) home dealers | 19 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 533 | 321 305 | 48 042 | 10 585 | 2 642 | 14.8 | 9.8 |
| 454 | Nonstore retailers | 909 | 1 826 200 | 245 206 | 56 046 | 8 807 | 8.6 | 10.0 |
| 4541 | Electronic shopping & mail-order houses | 351 | 1 304 318 | 154 117 | 35 152 | 4 885 | 6.9 | 9.9 |
| 45411 | Electronic shopping & mail-order houses | 351 | 1 304 318 | 154 117 | 35 152 | 4 885 | 6.9 | 9.9 |
| 454110 | Electronic shopping & mail-order houses | 351 | 1 304 318 | 154 117 | 35 152 | 4 885 | 6.9 | 9.9 |
| 4542 | Vending machine operators | 185 | 124 766 | 23 052 | 5 321 | 997 | 16.3 | 6.4 |
| 45421 | Vending machine operators | 185 | 124 766 | 23 052 | 5 321 | 997 | 16.3 | 6.4 |
| 454210 | Vending machine operators | 185 | 124 766 | 23 052 | 5 321 | 997 | 16.3 | 6.4 |
| 4543 | Direct selling establishments | 373 | 397 116 | 68 037 | 15 573 | 2 925 | 11.6 | 11.4 |
| 45431 | Fuel dealers | 42 | 88 330 | 9 949 | 2 261 | 344 | 1.7 | 5.6 |
| 454311 | Heating oil dealers | 3 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 32 | 65 470 | 8 742 | 2 012 | 293 | 1.3 | 7.6 |
| 454319 | Other fuel dealers | 7 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 331 | 308 786 | 58 088 | 13 312 | 2 581 | 14.5 | 13.0 |
| 454390 | Other direct selling establishments | 331 | 308 786 | 58 088 | 13 312 | 2 581 | 14.5 | 13.0 |
| | **Oakland, CA PMSA** | | | | | | | |
| **44-45** | **Retail trade** | **7 068** | **19 781 753** | **1 980 657** | **458 462** | **96 839** | **7.6** | **5.5** |
| 441 | Motor vehicle & parts dealers | 678 | 4 973 472 | 448 971 | 102 769 | 11 683 | 8.6 | 6.5 |
| 4411 | Automobile dealers | 219 | 4 308 403 | 344 857 | 77 776 | 7 569 | 8.7 | 6.5 |
| 44111 | New car dealers | 147 | 4 129 137 | 332 921 | 74 951 | 7 216 | 8.4 | 6.5 |
| 441110 | New car dealers | 147 | 4 129 137 | 332 921 | 74 951 | 7 216 | 8.4 | 6.5 |
| 44112 | Used car dealers | 72 | 179 266 | 11 936 | 2 825 | 353 | 15.8 | 5.0 |
| 441120 | Used car dealers | 72 | 179 266 | 11 936 | 2 825 | 353 | 15.8 | 5.0 |
| 4412 | Other motor vehicle dealers | 75 | 138 646 | 16 068 | 3 488 | 553 | 18.7 | 3.9 |
| 44121 | Recreational vehicle dealers | 19 | 33 859 | 3 547 | 778 | 121 | 54.4 | 8.0 |
| 441210 | Recreational vehicle dealers | 19 | 33 859 | 3 547 | 778 | 121 | 54.4 | 8.0 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 56 | 104 787 | 12 521 | 2 710 | 432 | 7.1 | 2.6 |
| 441221 | Motorcycle dealers | 26 | 46 580 | 5 824 | 1 258 | 178 | 6.7 | 3.4 |
| 441222 | Boat dealers | 27 | 53 816 | 6 150 | 1 315 | 232 | 8.0 | 2.1 |
| 441229 | All other motor vehicle dealers | 3 | 4 391 | 547 | 137 | 22 | – | – |
| 4413 | Automotive parts, accessories, & tire stores | 384 | 526 423 | 88 046 | 21 505 | 3 561 | 5.6 | 7.2 |
| 44131 | Automotive parts & accessories stores | 269 | 360 369 | 59 583 | 14 684 | 2 489 | 4.9 | 8.4 |
| 441310 | Automotive parts & accessories stores | 269 | 360 369 | 59 583 | 14 684 | 2 489 | 4.9 | 8.4 |
| 44132 | Tire dealers | 115 | 166 054 | 28 463 | 6 821 | 1 072 | 7.1 | 4.6 |
| 441320 | Tire dealers | 115 | 166 054 | 28 463 | 6 821 | 1 072 | 7.1 | 4.6 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN FRANCISCO–OAKLAND–SAN JOSE, CA CMSA**—Con. | | | | | | | |
| | **Oakland, CA PMSA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 442 | Furniture & home furnishings stores | 468 | 532 045 | 73 594 | 17 281 | 3 612 | 13.9 | 10.2 |
| 4421 | Furniture stores | 188 | 269 068 | 36 881 | 8 759 | 1 475 | 14.1 | 14.2 |
| 44211 | Furniture stores | 188 | 269 068 | 36 881 | 8 759 | 1 475 | 14.1 | 14.2 |
| 442110 | Furniture stores | 188 | 269 068 | 36 881 | 8 759 | 1 475 | 14.1 | 14.2 |
| 4422 | Home furnishings stores | 280 | 262 977 | 36 713 | 8 522 | 2 137 | 13.7 | 6.2 |
| 44221 | Floor covering stores | 110 | 98 843 | 16 626 | 3 393 | 580 | 19.7 | 4.8 |
| 442210 | Floor covering stores | 110 | 98 843 | 16 626 | 3 393 | 580 | 19.7 | 4.8 |
| 44229 | Other home furnishings stores | 170 | 164 134 | 20 087 | 5 129 | 1 557 | 10.1 | 7.0 |
| 442291 | Window treatment stores | 26 | 11 892 | 1 406 | 294 | 91 | 17.6 | 32.3 |
| 442299 | All other home furnishings stores | 144 | 152 242 | 18 681 | 4 835 | 1 466 | 9.5 | 5.1 |
| 443 | Electronics & appliance stores | 379 | 873 141 | 83 148 | 19 151 | 3 517 | 8.8 | 6.8 |
| 4431 | Electronics & appliance stores | 379 | 873 141 | 83 148 | 19 151 | 3 517 | 8.8 | 6.8 |
| 44311 | Appliance, television, & other electronics stores | 201 | 358 166 | 42 936 | 10 521 | 1 850 | 5.9 | 3.3 |
| 443111 | Household appliance stores | 56 | 58 570 | 6 399 | 1 434 | 252 | 23.9 | 7.4 |
| 443112 | Radio, television, & other electronics stores | 145 | 299 596 | 36 537 | 9 087 | 1 598 | 2.4 | 2.5 |
| 44312 | Computer & software stores | 147 | 494 663 | 36 764 | 7 990 | 1 477 | 10.9 | 9.6 |
| 443120 | Computer & software stores | 147 | 494 663 | 36 764 | 7 990 | 1 477 | 10.9 | 9.6 |
| 44313 | Camera & photographic supplies stores | 31 | 20 312 | 3 448 | 640 | 190 | 8.0 | 1.1 |
| 443130 | Camera & photographic supplies stores | 31 | 20 312 | 3 448 | 640 | 190 | 8.0 | 1.1 |
| 444 | Building material & garden equipment & supplies dealers | 484 | 1 707 533 | 215 276 | 48 988 | 7 750 | 3.8 | 2.4 |
| 4441 | Building material & supplies dealers | 399 | 1 600 246 | 195 558 | 45 047 | 6 897 | 3.4 | 2.3 |
| 44411 | Home centers | 17 | D | D | D | g | D | D |
| 444110 | Home centers | 17 | D | D | D | g | D | D |
| 44412 | Paint & wallpaper stores | 53 | D | D | D | e | D | D |
| 444120 | Paint & wallpaper stores | 53 | D | D | D | e | D | D |
| 44413 | Hardware stores | 84 | 215 846 | 35 207 | 7 960 | 1 765 | 6.3 | 2.1 |
| 444130 | Hardware stores | 84 | 215 846 | 35 207 | 7 960 | 1 765 | 6.3 | 2.1 |
| 44419 | Other building material dealers | 245 | 868 972 | 102 034 | 23 634 | 2 742 | 3.5 | 2.8 |
| 444190 | Other building material dealers | 245 | 868 972 | 102 034 | 23 634 | 2 742 | 3.5 | 2.8 |
| 4442 | Lawn & garden equipment & supplies stores | 85 | 107 287 | 19 718 | 3 941 | 853 | 9.8 | 2.7 |
| 44421 | Outdoor power equipment stores | 18 | 28 476 | 3 815 | 804 | 135 | 13.5 | 1.1 |
| 444210 | Outdoor power equipment stores | 18 | 28 476 | 3 815 | 804 | 135 | 13.5 | 1.1 |
| 44422 | Nursery & garden centers | 67 | 78 811 | 15 903 | 3 137 | 718 | 8.5 | 3.2 |
| 444220 | Nursery & garden centers | 67 | 78 811 | 15 903 | 3 137 | 718 | 8.5 | 3.2 |
| 445 | Food & beverage stores | 1 119 | 3 962 826 | 391 273 | 86 617 | 20 579 | 7.2 | 3.8 |
| 4451 | Grocery stores | 671 | 3 639 305 | 359 095 | 79 053 | 18 216 | 4.9 | 3.2 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 504 | 3 528 793 | 350 410 | 77 014 | 17 505 | 3.5 | 2.8 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 504 | 3 528 793 | 350 410 | 77 014 | 17 505 | 3.5 | 2.8 |
| 44512 | Convenience stores | 167 | 110 512 | 8 685 | 2 039 | 711 | 47.8 | 17.4 |
| 445120 | Convenience stores | 167 | 110 512 | 8 685 | 2 039 | 711 | 47.8 | 17.4 |
| 4452 | Specialty food stores | 207 | 142 994 | 19 868 | 4 587 | 1 504 | 28.1 | 6.1 |
| 4453 | Beer, wine, & liquor stores | 241 | 180 527 | 12 310 | 2 977 | 859 | 38.0 | 13.7 |
| 44531 | Beer, wine, & liquor stores | 241 | 180 527 | 12 310 | 2 977 | 859 | 38.0 | 13.7 |
| 445310 | Beer, wine, & liquor stores | 241 | 180 527 | 12 310 | 2 977 | 859 | 38.0 | 13.7 |
| 446 | Health & personal care stores | 568 | 1 014 973 | 153 686 | 36 795 | 7 657 | 5.5 | 5.3 |
| 4461 | Health & personal care stores | 568 | 1 014 973 | 153 686 | 36 795 | 7 657 | 5.5 | 5.3 |
| 44611 | Pharmacies & drug stores | 259 | 861 451 | 126 653 | 30 446 | 6 128 | 4.0 | 3.9 |
| 446110 | Pharmacies & drug stores | 259 | 861 451 | 126 653 | 30 446 | 6 128 | 4.0 | 3.9 |
| 4461101 | Pharmacies & drug stores | 235 | 846 305 | 123 558 | 29 711 | 5 871 | 3.9 | 3.6 |
| 4461102 | Proprietary stores | 24 | 15 146 | 3 095 | 735 | 257 | 7.1 | 19.8 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 84 | 38 570 | 5 183 | 1 221 | 400 | 15.6 | 9.0 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 84 | 38 570 | 5 183 | 1 221 | 400 | 15.6 | 9.0 |
| 44613 | Optical goods stores | 96 | 41 427 | 7 430 | 1 854 | 459 | 13.1 | 7.0 |
| 446130 | Optical goods stores | 96 | 41 427 | 7 430 | 1 854 | 459 | 13.1 | 7.0 |
| 44619 | Other health & personal care stores | 129 | 73 525 | 14 420 | 3 274 | 670 | 14.2 | 18.4 |
| 446191 | Food (health) supplement stores | 61 | 41 928 | 6 124 | 1 342 | 350 | 11.2 | 24.5 |
| 446199 | All other health & personal care stores | 68 | 31 597 | 8 296 | 1 932 | 320 | 18.2 | 10.2 |
| 447 | Gasoline stations | 563 | 1 305 659 | 60 666 | 13 374 | 3 906 | 20.7 | 12.9 |
| 4471 | Gasoline stations | 563 | 1 305 659 | 60 666 | 13 374 | 3 906 | 20.7 | 12.9 |
| 44711 | Gasoline stations with convenience stores | 249 | 608 668 | 25 472 | 5 149 | 1 622 | 17.1 | 10.0 |
| 447110 | Gasoline stations with convenience stores | 249 | 608 668 | 25 472 | 5 149 | 1 622 | 17.1 | 10.0 |
| 44719 | Other gasoline stations | 314 | 696 991 | 35 194 | 8 225 | 2 284 | 23.9 | 15.3 |
| 447190 | Other gasoline stations | 314 | 696 991 | 35 194 | 8 225 | 2 284 | 23.9 | 15.3 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN FRANCISCO–OAKLAND–SAN JOSE, CA CMSA**—Con. | | | | | | | |
| | **Oakland, CA PMSA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores | 997 | 997 929 | 125 540 | 30 741 | 9 432 | 7.2 | 6.0 |
| 4481 | Clothing stores | 571 | 755 971 | 91 166 | 22 814 | 7 349 | 5.6 | 3.8 |
| 44811 | Men's clothing stores | 69 | 60 568 | 8 130 | 2 192 | 449 | 13.9 | 9.7 |
| 448110 | Men's clothing stores | 69 | 60 568 | 8 130 | 2 192 | 449 | 13.9 | 9.7 |
| 44812 | Women's clothing stores | 241 | 153 531 | 18 225 | 4 262 | 1 689 | 14.8 | 6.3 |
| 448120 | Women's clothing stores | 241 | 153 531 | 18 225 | 4 262 | 1 689 | 14.8 | 6.3 |
| 44813 | Children's & infants' clothing stores | 30 | 24 306 | 2 562 | 603 | 316 | 8.4 | 3.4 |
| 448130 | Children's & infants' clothing stores | 30 | 24 306 | 2 562 | 603 | 316 | 8.4 | 3.4 |
| 44814 | Family clothing stores | 121 | 464 711 | 55 321 | 14 140 | 4 246 | .6 | 1.4 |
| 448140 | Family clothing stores | 121 | 464 711 | 55 321 | 14 140 | 4 246 | .6 | 1.4 |
| 44815 | Clothing accessories stores | 37 | 10 160 | 1 774 | 397 | 154 | 8.7 | 19.5 |
| 448150 | Clothing accessories stores | 37 | 10 160 | 1 774 | 397 | 154 | 8.7 | 19.5 |
| 44819 | Other clothing stores | 73 | 42 695 | 5 154 | 1 220 | 495 | 13.2 | 8.8 |
| 448190 | Other clothing stores | 73 | 42 695 | 5 154 | 1 220 | 495 | 13.2 | 8.8 |
| 4482 | Shoe stores | 231 | 130 802 | 16 790 | 3 844 | 1 153 | 3.0 | 6.0 |
| 44821 | Shoe stores | 231 | 130 802 | 16 790 | 3 844 | 1 153 | 3.0 | 6.0 |
| 448210 | Shoe stores | 231 | 130 802 | 16 790 | 3 844 | 1 153 | 3.0 | 6.0 |
| 4482101 | Men's shoe stores | 21 | 9 473 | 1 533 | 281 | 68 | 8.1 | 10.3 |
| 4482102 | Women's shoe stores | 32 | 18 884 | 3 072 | 692 | 191 | 3.9 | 17.4 |
| 4482103 | Children's & juveniles' shoe stores | 11 | 6 266 | 840 | 209 | 69 | – | – |
| 4482104 | Family shoe stores | 131 | 59 775 | 7 172 | 1 687 | 559 | 2.6 | 5.5 |
| 4482105 | Athletic footwear stores | 36 | 36 404 | 4 173 | 975 | 266 | 2.2 | .7 |
| 4483 | Jewelry, luggage, & leather goods stores | 195 | 111 156 | 17 584 | 4 083 | 930 | 22.8 | 21.1 |
| 44831 | Jewelry stores | 179 | 103 140 | 16 755 | 3 866 | 876 | 24.3 | 22.5 |
| 448310 | Jewelry stores | 179 | 103 140 | 16 755 | 3 866 | 876 | 24.3 | 22.5 |
| 44832 | Luggage & leather goods stores | 16 | 8 016 | 829 | 217 | 54 | 3.6 | 3.9 |
| 448320 | Luggage & leather goods stores | 16 | 8 016 | 829 | 217 | 54 | 3.6 | 3.9 |
| 451 | Sporting goods, hobby, book, & music stores | 554 | 718 572 | 80 517 | 19 147 | 6 493 | 8.3 | 4.8 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 373 | 473 897 | 51 052 | 12 090 | 3 866 | 10.2 | 6.0 |
| 45111 | Sporting goods stores | 203 | 244 225 | 26 914 | 6 168 | 1 986 | 11.4 | 7.9 |
| 451110 | Sporting goods stores | 203 | 244 225 | 26 914 | 6 168 | 1 986 | 11.4 | 7.9 |
| 4511101 | General-line sporting goods stores | 70 | 107 194 | 11 588 | 2 523 | 885 | 12.2 | 5.3 |
| 4511102 | Specialty-line sporting goods stores | 133 | 137 031 | 15 326 | 3 645 | 1 101 | 10.7 | 10.0 |
| 45112 | Hobby, toy, & game stores | 88 | 154 425 | 13 369 | 3 364 | 1 067 | 6.6 | 2.0 |
| 451120 | Hobby, toy, & game stores | 88 | 154 425 | 13 369 | 3 364 | 1 067 | 6.6 | 2.0 |
| 45113 | Sewing, needlework, & piece goods stores | 46 | 37 626 | 5 629 | 1 392 | 471 | 8.5 | 9.7 |
| 451130 | Sewing, needlework, & piece goods stores | 46 | 37 626 | 5 629 | 1 392 | 471 | 8.5 | 9.7 |
| 45114 | Musical instrument & supplies stores | 36 | 37 621 | 5 140 | 1 166 | 342 | 18.4 | 6.1 |
| 451140 | Musical instrument & supplies stores | 36 | 37 621 | 5 140 | 1 166 | 342 | 18.4 | 6.1 |
| 4512 | Book, periodical, & music stores | 181 | 244 675 | 29 465 | 7 057 | 2 627 | 4.8 | 2.5 |
| 45121 | Book stores & news dealers | 123 | 150 719 | 19 807 | 4 823 | 1 840 | 4.9 | 3.4 |
| 451211 | Book stores | 116 | 147 162 | 19 342 | 4 697 | 1 800 | 4.9 | 3.3 |
| 4512111 | Book stores, general | 73 | 102 542 | 12 393 | 3 051 | 891 | 5.5 | 3.1 |
| 4512112 | Specialty book stores | 29 | 14 514 | 2 396 | 565 | 252 | 10.7 | 10.5 |
| 4512113 | College book stores | 14 | 30 106 | 4 553 | 1 081 | 657 | – | .2 |
| 451212 | News dealers & newsstands | 7 | 3 557 | 465 | 126 | 40 | 7.1 | 9.4 |
| 45122 | Prerecorded tape, compact disc, & record stores | 58 | 93 956 | 9 658 | 2 234 | 787 | 4.5 | 1.0 |
| 451220 | Prerecorded tape, compact disc, & record stores | 58 | 93 956 | 9 658 | 2 234 | 787 | 4.5 | 1.0 |
| 452 | General merchandise stores | 136 | 2 500 478 | 198 689 | 48 720 | 13 734 | .1 | 1.7 |
| 4521 | Department stores (incl leased depts) ## | 56 | 1 573 162 | N | N | N | – | 1.1 |
| 45211 | Department stores (incl leased depts) ## | 56 | 1 573 162 | N | N | N | – | 1.1 |
| 4521 | Department stores (excl leased depts) | 56 | 1 558 337 | 140 265 | 34 104 | 10 117 | – | 1.1 |
| 45211 | Department stores (excl leased depts) | 56 | 1 558 337 | 140 265 | 34 104 | 10 117 | – | 1.1 |
| 452110 | Department stores (excl leased depts) | 56 | 1 558 337 | 140 265 | 34 104 | 10 117 | – | 1.1 |
| 4521101 | Conventional department stores (excl leased depts) | 16 | D | D | D | h | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 23 | 585 130 | 51 413 | 12 148 | 4 351 | – | – |
| 4521103 | National chain department stores (excl leased depts) | 17 | D | D | D | h | D | D |
| 4529 | Other general merchandise stores | 80 | 942 141 | 58 424 | 14 616 | 3 617 | .3 | 2.8 |
| 45291 | Warehouse clubs & superstores | 10 | D | D | D | g | D | D |
| 452910 | Warehouse clubs & superstores | 10 | D | D | D | g | D | D |
| 45299 | All other general merchandise stores | 70 | D | D | D | g | D | D |
| 452990 | All other general merchandise stores | 70 | D | D | D | g | D | D |
| 4529901 | Variety stores | 24 | D | D | D | e | D | D |
| 4529902 | Catalog showrooms | 8 | D | D | D | e | D | D |
| 4529903 | Miscellaneous general merchandise stores | 38 | 73 543 | 7 149 | 1 712 | 587 | .7 | 32.7 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN FRANCISCO–OAKLAND–SAN JOSE, CA CMSA**—Con. | | | | | | | |
| | **Oakland, CA PMSA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 889 | 587 054 | 79 737 | 18 701 | 5 904 | 12.4 | 11.5 |
| 4531 | Florists | 152 | 40 358 | 7 970 | 1 809 | 671 | 33.9 | 14.2 |
| 45311 | Florists | 152 | 40 358 | 7 970 | 1 809 | 671 | 33.9 | 14.2 |
| 453110 | Florists | 152 | 40 358 | 7 970 | 1 809 | 671 | 33.9 | 14.2 |
| 4532 | Office supplies, stationery, & gift stores | 297 | 284 668 | 31 350 | 7 486 | 2 546 | 8.8 | 11.3 |
| 45321 | Office supplies & stationery stores | 88 | 194 369 | 18 666 | 4 557 | 1 129 | 3.2 | 11.8 |
| 453210 | Office supplies & stationery stores | 88 | 194 369 | 18 666 | 4 557 | 1 129 | 3.2 | 11.8 |
| 4532101 | Stationery stores | 14 | 7 193 | 1 046 | 172 | 66 | 50.5 | 21.5 |
| 4532102 | Office supplies stores | 74 | 187 176 | 17 620 | 4 385 | 1 063 | 1.4 | 11.4 |
| 45322 | Gift, novelty, & souvenir stores | 209 | 90 299 | 12 684 | 2 929 | 1 417 | 20.7 | 10.2 |
| 453220 | Gift, novelty, & souvenir stores | 209 | 90 299 | 12 684 | 2 929 | 1 417 | 20.7 | 10.2 |
| 4533 | Used merchandise stores | 162 | 76 943 | 14 805 | 3 607 | 1 071 | 12.1 | 12.9 |
| 45331 | Used merchandise stores | 162 | 76 943 | 14 805 | 3 607 | 1 071 | 12.1 | 12.9 |
| 453310 | Used merchandise stores | 162 | 76 943 | 14 805 | 3 607 | 1 071 | 12.1 | 12.9 |
| 4539 | Other miscellaneous store retailers | 278 | 185 085 | 25 612 | 5 799 | 1 616 | 13.5 | 10.8 |
| 45391 | Pet & pet supplies stores | 84 | 65 730 | 7 674 | 1 954 | 611 | 12.9 | 3.1 |
| 453910 | Pet & pet supplies stores | 84 | 65 730 | 7 674 | 1 954 | 611 | 12.9 | 3.1 |
| 45392 | Art dealers | 29 | 14 696 | 1 892 | 409 | 125 | 23.8 | 40.8 |
| 453920 | Art dealers | 29 | 14 696 | 1 892 | 409 | 125 | 23.8 | 40.8 |
| 45399 | All other miscellaneous store retailers | 163 | D | D | D | f | D | D |
| 454 | Nonstore retailers | 233 | 608 071 | 69 560 | 16 178 | 2 572 | 6.1 | 5.3 |
| 4541 | Electronic shopping & mail-order houses | 83 | 452 890 | 39 331 | 9 071 | 1 374 | 4.0 | 2.6 |
| 45411 | Electronic shopping & mail-order houses | 83 | 452 890 | 39 331 | 9 071 | 1 374 | 4.0 | 2.6 |
| 454110 | Electronic shopping & mail-order houses | 83 | 452 890 | 39 331 | 9 071 | 1 374 | 4.0 | 2.6 |
| 4542 | Vending machine operators | 44 | 59 325 | 12 290 | 2 917 | 463 | 12.2 | 3.5 |
| 45421 | Vending machine operators | 44 | 59 325 | 12 290 | 2 917 | 463 | 12.2 | 3.5 |
| 454210 | Vending machine operators | 44 | 59 325 | 12 290 | 2 917 | 463 | 12.2 | 3.5 |
| 4543 | Direct selling establishments | 106 | 95 856 | 17 939 | 4 190 | 735 | 12.3 | 18.8 |
| 45431 | Fuel dealers | 10 | 16 750 | 1 955 | 432 | 70 | 3.6 | 27.8 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 8 | D | D | D | b | D | D |
| 454319 | Other fuel dealers | 2 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 96 | 79 106 | 15 984 | 3 758 | 665 | 14.1 | 16.9 |
| 454390 | Other direct selling establishments | 96 | 79 106 | 15 984 | 3 758 | 665 | 14.1 | 16.9 |
| | **San Francisco, CA PMSA** | | | | | | | |
| **44-45** | **Retail trade** | **7 417** | **16 906 144** | **1 888 008** | **435 400** | **88 243** | **9.5** | **8.0** |
| 441 | Motor vehicle & parts dealers | 410 | 3 185 410 | 301 745 | 67 815 | 7 768 | 11.0 | 9.0 |
| 4411 | Automobile dealers | 142 | 2 860 836 | 249 934 | 55 514 | 5 664 | 11.1 | 9.0 |
| 44111 | New car dealers | 109 | 2 804 610 | 246 043 | 54 590 | 5 527 | 10.7 | 9.1 |
| 441110 | New car dealers | 109 | 2 804 610 | 246 043 | 54 590 | 5 527 | 10.7 | 9.1 |
| 44112 | Used car dealers | 33 | 56 226 | 3 891 | 924 | 137 | 27.5 | 4.1 |
| 441120 | Used car dealers | 33 | 56 226 | 3 891 | 924 | 137 | 27.5 | 4.1 |
| 4412 | Other motor vehicle dealers | 57 | 76 982 | 9 046 | 2 027 | 335 | 13.4 | 14.2 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 54 | D | D | D | e | D | D |
| 441221 | Motorcycle dealers | 23 | 43 372 | 5 231 | 1 167 | 173 | 10.5 | 12.4 |
| 441222 | Boat dealers | 27 | 29 688 | 3 295 | 748 | 144 | 14.8 | 15.9 |
| 441229 | All other motor vehicle dealers | 4 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 211 | 247 592 | 42 765 | 10 274 | 1 769 | 9.2 | 7.4 |
| 44131 | Automotive parts & accessories stores | 162 | 189 966 | 29 951 | 7 248 | 1 352 | 9.4 | 7.0 |
| 441310 | Automotive parts & accessories stores | 162 | 189 966 | 29 951 | 7 248 | 1 352 | 9.4 | 7.0 |
| 44132 | Tire dealers | 49 | 57 626 | 12 814 | 3 026 | 417 | 8.3 | 9.0 |
| 441320 | Tire dealers | 49 | 57 626 | 12 814 | 3 026 | 417 | 8.3 | 9.0 |
| 442 | Furniture & home furnishings stores | 508 | 651 191 | 91 785 | 20 584 | 3 972 | 12.7 | 10.1 |
| 4421 | Furniture stores | 204 | 291 214 | 43 818 | 10 008 | 1 601 | 12.9 | 5.5 |
| 44211 | Furniture stores | 204 | 291 214 | 43 818 | 10 008 | 1 601 | 12.9 | 5.5 |
| 442110 | Furniture stores | 204 | 291 214 | 43 818 | 10 008 | 1 601 | 12.9 | 5.5 |
| 4422 | Home furnishings stores | 304 | 359 977 | 47 967 | 10 576 | 2 371 | 12.5 | 13.8 |
| 44221 | Floor covering stores | 100 | 96 142 | 14 174 | 3 151 | 470 | 25.9 | 6.8 |
| 442210 | Floor covering stores | 100 | 96 142 | 14 174 | 3 151 | 470 | 25.9 | 6.8 |
| 44229 | Other home furnishings stores | 204 | 263 835 | 33 793 | 7 425 | 1 901 | 7.6 | 16.3 |
| 442291 | Window treatment stores | 25 | 13 242 | 1 918 | 450 | 91 | 17.2 | 11.8 |
| 442299 | All other home furnishings stores | 179 | 250 593 | 31 875 | 6 975 | 1 810 | 7.1 | 16.5 |
| 443 | Electronics & appliance stores | 378 | 690 313 | 73 667 | 16 249 | 2 778 | 13.2 | 10.6 |
| 4431 | Electronics & appliance stores | 378 | 690 313 | 73 667 | 16 249 | 2 778 | 13.2 | 10.6 |
| 44311 | Appliance, television, & other electronics stores | 196 | 369 169 | 40 927 | 10 118 | 1 758 | 8.9 | 6.3 |
| 443111 | Household appliance stores | 48 | 67 760 | 7 031 | 1 501 | 284 | 6.8 | 4.2 |
| 443112 | Radio, television, & other electronics stores | 148 | 301 409 | 33 896 | 8 617 | 1 474 | 9.4 | 6.8 |
| 44312 | Computer & software stores | 121 | 268 956 | 26 728 | 4 690 | 713 | 16.5 | 16.6 |
| 443120 | Computer & software stores | 121 | 268 956 | 26 728 | 4 690 | 713 | 16.5 | 16.6 |
| 44313 | Camera & photographic supplies stores | 61 | 52 188 | 6 012 | 1 441 | 307 | 26.6 | 10.1 |
| 443130 | Camera & photographic supplies stores | 61 | 52 188 | 6 012 | 1 441 | 307 | 26.6 | 10.1 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN FRANCISCO–OAKLAND–SAN JOSE, CA CMSA**—Con. | | | | | | | |
| | **San Francisco, CA PMSA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 444 | Building material & garden equipment & supplies dealers | 435 | 1 246 159 | 166 158 | 38 616 | 5 655 | 10.4 | 4.7 |
| 4441 | Building material & supplies dealers | 354 | 1 161 103 | 150 724 | 35 275 | 4 947 | 10.5 | 4.4 |
| 44411 | Home centers | 13 | 236 480 | 24 812 | 6 027 | 1 008 | 14.7 | .9 |
| 444110 | Home centers | 13 | 236 480 | 24 812 | 6 027 | 1 008 | 14.7 | .9 |
| 44412 | Paint & wallpaper stores | 47 | 72 027 | 10 809 | 2 439 | 356 | 5.8 | 2.7 |
| 444120 | Paint & wallpaper stores | 47 | 72 027 | 10 809 | 2 439 | 356 | 5.8 | 2.7 |
| 44413 | Hardware stores | 81 | 187 432 | 29 090 | 6 583 | 1 314 | 10.7 | 10.2 |
| 444130 | Hardware stores | 81 | 187 432 | 29 090 | 6 583 | 1 314 | 10.7 | 10.2 |
| 44419 | Other building material dealers | 213 | 665 164 | 86 013 | 20 226 | 2 269 | 9.5 | 4.1 |
| 444190 | Other building material dealers | 213 | 665 164 | 86 013 | 20 226 | 2 269 | 9.5 | 4.1 |
| 4442 | Lawn & garden equipment & supplies stores | 81 | 85 056 | 15 434 | 3 341 | 708 | 9.4 | 9.0 |
| 44422 | Nursery & garden centers | 72 | 78 895 | 14 275 | 3 118 | 656 | 7.3 | 9.6 |
| 444220 | Nursery & garden centers | 72 | 78 895 | 14 275 | 3 118 | 656 | 7.3 | 9.6 |
| 445 | Food & beverage stores | 1 157 | 3 076 391 | 334 473 | 72 555 | 16 813 | 8.7 | 7.4 |
| 4451 | Grocery stores | 694 | 2 681 251 | 293 684 | 63 212 | 14 202 | 6.7 | 7.2 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 583 | 2 586 860 | 284 923 | 61 101 | 13 617 | 6.0 | 6.8 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 583 | 2 586 860 | 284 923 | 61 101 | 13 617 | 6.0 | 6.8 |
| 44512 | Convenience stores | 111 | 94 391 | 8 761 | 2 111 | 585 | 27.5 | 18.0 |
| 445120 | Convenience stores | 111 | 94 391 | 8 761 | 2 111 | 585 | 27.5 | 18.0 |
| 4452 | Specialty food stores | 299 | 229 103 | 28 486 | 6 564 | 1 919 | 22.2 | 8.9 |
| 4453 | Beer, wine, & liquor stores | 164 | 166 037 | 12 303 | 2 779 | 692 | 21.6 | 9.2 |
| 44531 | Beer, wine, & liquor stores | 164 | 166 037 | 12 303 | 2 779 | 692 | 21.6 | 9.2 |
| 445310 | Beer, wine, & liquor stores | 164 | 166 037 | 12 303 | 2 779 | 692 | 21.6 | 9.2 |
| 446 | Health & personal care stores | 563 | 1 012 560 | 137 335 | 32 481 | 6 762 | 8.5 | 5.3 |
| 4461 | Health & personal care stores | 563 | 1 012 560 | 137 335 | 32 481 | 6 762 | 8.5 | 5.3 |
| 44611 | Pharmacies & drug stores | 229 | 813 912 | 104 598 | 24 779 | 4 740 | 6.3 | 4.1 |
| 446110 | Pharmacies & drug stores | 229 | 813 912 | 104 598 | 24 779 | 4 740 | 6.3 | 4.1 |
| 4461101 | Pharmacies & drug stores | 210 | 798 248 | 102 044 | 24 143 | 4 602 | 6.4 | 3.9 |
| 4461102 | Proprietary stores | 19 | 15 664 | 2 554 | 636 | 138 | 2.5 | 13.6 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 84 | 46 814 | 7 549 | 1 882 | 530 | 14.3 | 5.3 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 84 | 46 814 | 7 549 | 1 882 | 530 | 14.3 | 5.3 |
| 44613 | Optical goods stores | 94 | 65 365 | 10 914 | 2 527 | 591 | 12.5 | 4.3 |
| 446130 | Optical goods stores | 94 | 65 365 | 10 914 | 2 527 | 591 | 12.5 | 4.3 |
| 44619 | Other health & personal care stores | 156 | 86 469 | 14 274 | 3 293 | 901 | 22.5 | 17.2 |
| 446191 | Food (health) supplement stores | 109 | 65 318 | 9 118 | 2 056 | 700 | 21.6 | 20.7 |
| 446199 | All other health & personal care stores | 47 | 21 151 | 5 156 | 1 237 | 201 | 25.3 | 6.3 |
| 447 | Gasoline stations | 358 | 879 281 | 47 746 | 11 164 | 2 880 | 19.8 | 11.0 |
| 4471 | Gasoline stations | 358 | 879 281 | 47 746 | 11 164 | 2 880 | 19.8 | 11.0 |
| 44711 | Gasoline stations with convenience stores | 99 | 272 067 | 12 463 | 2 637 | 717 | 3.2 | 3.8 |
| 447110 | Gasoline stations with convenience stores | 99 | 272 067 | 12 463 | 2 637 | 717 | 3.2 | 3.8 |
| 44719 | Other gasoline stations | 259 | 607 214 | 35 283 | 8 527 | 2 163 | 27.3 | 14.3 |
| 447190 | Other gasoline stations | 259 | 607 214 | 35 283 | 8 527 | 2 163 | 27.3 | 14.3 |
| 448 | Clothing & clothing accessories stores | 1 382 | 1 896 331 | 260 689 | 63 123 | 15 028 | 6.8 | 10.7 |
| 4481 | Clothing stores | 883 | 1 437 022 | 198 766 | 48 911 | 12 250 | 5.6 | 11.2 |
| 44811 | Men's clothing stores | 123 | 128 893 | 22 782 | 5 388 | 931 | 8.9 | 7.2 |
| 448110 | Men's clothing stores | 123 | 128 893 | 22 782 | 5 388 | 931 | 8.9 | 7.2 |
| 44812 | Women's clothing stores | 369 | 353 103 | 48 314 | 11 349 | 2 860 | 12.7 | 29.0 |
| 448120 | Women's clothing stores | 369 | 353 103 | 48 314 | 11 349 | 2 860 | 12.7 | 29.0 |
| 44813 | Children's & infants' clothing stores | 42 | 41 791 | 5 080 | 1 140 | 477 | 7.5 | 2.1 |
| 448130 | Children's & infants' clothing stores | 42 | 41 791 | 5 080 | 1 140 | 477 | 7.5 | 2.1 |
| 44814 | Family clothing stores | 198 | 814 624 | 108 431 | 27 621 | 7 063 | 1.7 | 4.3 |
| 448140 | Family clothing stores | 198 | 814 624 | 108 431 | 27 621 | 7 063 | 1.7 | 4.3 |
| 44815 | Clothing accessories stores | 64 | 32 377 | 4 793 | 1 186 | 315 | 3.3 | 18.1 |
| 448150 | Clothing accessories stores | 64 | 32 377 | 4 793 | 1 186 | 315 | 3.3 | 18.1 |
| 44819 | Other clothing stores | 87 | 66 234 | 9 366 | 2 227 | 604 | 10.3 | 11.8 |
| 448190 | Other clothing stores | 87 | 66 234 | 9 366 | 2 227 | 604 | 10.3 | 11.8 |
| 4482 | Shoe stores | 204 | 196 861 | 26 162 | 5 753 | 1 446 | 3.6 | 4.7 |
| 44821 | Shoe stores | 204 | 196 861 | 26 162 | 5 753 | 1 446 | 3.6 | 4.7 |
| 448210 | Shoe stores | 204 | 196 861 | 26 162 | 5 753 | 1 446 | 3.6 | 4.7 |
| 4482101 | Men's shoe stores | 20 | 14 753 | 2 100 | 511 | 102 | 6.5 | .5 |
| 4482102 | Women's shoe stores | 51 | 53 953 | 8 002 | 1 561 | 392 | 3.5 | 12.2 |
| 4482103 | Children's & juveniles' shoe stores | 6 | 2 118 | 392 | 93 | 20 | – | – |
| 4482104 | Family shoe stores | 88 | 61 486 | 7 669 | 1 762 | 449 | 6.0 | 2.2 |
| 4482105 | Athletic footwear stores | 39 | 64 551 | 7 999 | 1 826 | 483 | .8 | 2.0 |
| 4483 | Jewelry, luggage, & leather goods stores | 295 | 262 448 | 35 761 | 8 459 | 1 332 | 15.6 | 12.6 |
| 44831 | Jewelry stores | 254 | 219 676 | 30 013 | 7 220 | 1 103 | 16.7 | 13.9 |
| 448310 | Jewelry stores | 254 | 219 676 | 30 013 | 7 220 | 1 103 | 16.7 | 13.9 |
| 44832 | Luggage & leather goods stores | 41 | 42 772 | 5 748 | 1 239 | 229 | 9.8 | 5.9 |
| 448320 | Luggage & leather goods stores | 41 | 42 772 | 5 748 | 1 239 | 229 | 9.8 | 5.9 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN FRANCISCO–OAKLAND–SAN JOSE, CA CMSA**—Con. | | | | | | | |
| | **San Francisco, CA PMSA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 577 | 759 838 | 91 773 | 22 245 | 6 155 | 8.6 | 4.2 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 338 | 417 161 | 50 291 | 12 021 | 3 166 | 10.4 | 4.6 |
| 45111 | Sporting goods stores | 175 | 195 032 | 23 039 | 5 493 | 1 388 | 12.3 | 7.5 |
| 451110 | Sporting goods stores | 175 | 195 032 | 23 039 | 5 493 | 1 388 | 12.3 | 7.5 |
| 4511101 | General-line sporting goods stores | 52 | 73 521 | 7 670 | 1 867 | 567 | 13.5 | 3.3 |
| 4511102 | Specialty-line sporting goods stores | 123 | 121 511 | 15 369 | 3 626 | 821 | 11.5 | 10.1 |
| 45112 | Hobby, toy, & game stores | 80 | 129 693 | 13 749 | 3 095 | 971 | 5.3 | .3 |
| 451120 | Hobby, toy, & game stores | 80 | 129 693 | 13 749 | 3 095 | 971 | 5.3 | .3 |
| 45113 | Sewing, needlework, & piece goods stores | 44 | 38 640 | 6 343 | 1 581 | 457 | 8.0 | 9.4 |
| 451130 | Sewing, needlework, & piece goods stores | 44 | 38 640 | 6 343 | 1 581 | 457 | 8.0 | 9.4 |
| 45114 | Musical instrument & supplies stores | 39 | 53 796 | 7 160 | 1 852 | 350 | 17.2 | 1.1 |
| 451140 | Musical instrument & supplies stores | 39 | 53 796 | 7 160 | 1 852 | 350 | 17.2 | 1.1 |
| 4512 | Book, periodical, & music stores | 239 | 342 677 | 41 482 | 10 224 | 2 989 | 6.6 | 3.8 |
| 45121 | Book stores & news dealers | 155 | 210 509 | 27 465 | 6 722 | 1 914 | 8.5 | 4.0 |
| 451211 | Book stores | 138 | 202 648 | 26 562 | 6 487 | 1 831 | 8.4 | 3.7 |
| 4512111 | Book stores, general | 102 | 153 600 | 20 476 | 4 975 | 1 314 | 9.5 | 3.7 |
| 4512112 | Specialty book stores | 27 | 20 816 | 2 776 | 645 | 178 | 10.7 | 2.5 |
| 4512113 | College book stores | 9 | 28 232 | 3 310 | 867 | 339 | .3 | 4.3 |
| 451212 | News dealers & newsstands | 17 | 7 861 | 903 | 235 | 83 | 10.4 | 12.5 |
| 45122 | Prerecorded tape, compact disc, & record stores | 84 | 132 168 | 14 017 | 3 502 | 1 075 | 3.6 | 3.4 |
| 451220 | Prerecorded tape, compact disc, & record stores | 84 | 132 168 | 14 017 | 3 502 | 1 075 | 3.6 | 3.4 |
| 452 | General merchandise stores | 104 | 1 998 735 | 174 255 | 42 815 | 9 674 | .3 | .7 |
| 4521 | Department stores (incl leased depts) ## | 27 | 1 174 994 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 27 | 1 174 994 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 27 | 1 167 995 | 126 397 | 31 377 | 7 311 | – | – |
| 45211 | Department stores (excl leased depts) | 27 | 1 167 995 | 126 397 | 31 377 | 7 311 | – | – |
| 452110 | Department stores (excl leased depts) | 27 | 1 167 995 | 126 397 | 31 377 | 7 311 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 12 | D | D | D | h | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 7 | D | D | D | g | D | D |
| 4521103 | National chain department stores (excl leased depts) | 8 | D | D | D | g | D | D |
| 4529 | Other general merchandise stores | 77 | 830 740 | 47 858 | 11 438 | 2 363 | .7 | 1.8 |
| 45291 | Warehouse clubs & superstores | 6 | D | D | D | g | D | D |
| 452910 | Warehouse clubs & superstores | 6 | D | D | D | g | D | D |
| 45299 | All other general merchandise stores | 71 | D | D | D | g | D | D |
| 452990 | All other general merchandise stores | 71 | D | D | D | g | D | D |
| 4529901 | Variety stores | 27 | D | D | D | c | D | D |
| 4529903 | Miscellaneous general merchandise stores | 43 | D | D | D | f | D | D |
| 453 | Miscellaneous store retailers | 1 262 | 875 762 | 123 037 | 28 046 | 7 715 | 17.2 | 16.5 |
| 4531 | Florists | 191 | 52 877 | 10 078 | 2 354 | 775 | 29.6 | 18.4 |
| 45311 | Florists | 191 | 52 877 | 10 078 | 2 354 | 775 | 29.6 | 18.4 |
| 453110 | Florists | 191 | 52 877 | 10 078 | 2 354 | 775 | 29.6 | 18.4 |
| 4532 | Office supplies, stationery, & gift stores | 502 | 424 077 | 53 332 | 12 571 | 3 691 | 12.1 | 19.5 |
| 45321 | Office supplies & stationery stores | 86 | 169 212 | 16 610 | 4 254 | 926 | 5.0 | 7.5 |
| 453210 | Office supplies & stationery stores | 86 | 169 212 | 16 610 | 4 254 | 926 | 5.0 | 7.5 |
| 4532101 | Stationery stores | 26 | 15 754 | 2 324 | 548 | 160 | 26.1 | 3.2 |
| 4532102 | Office supplies stores | 60 | 153 458 | 14 286 | 3 706 | 766 | 2.9 | 8.0 |
| 45322 | Gift, novelty, & souvenir stores | 416 | 254 865 | 36 722 | 8 317 | 2 765 | 16.9 | 27.4 |
| 453220 | Gift, novelty, & souvenir stores | 416 | 254 865 | 36 722 | 8 317 | 2 765 | 16.9 | 27.4 |
| 4533 | Used merchandise stores | 215 | 117 283 | 21 418 | 4 818 | 1 412 | 16.0 | 17.6 |
| 45331 | Used merchandise stores | 215 | 117 283 | 21 418 | 4 818 | 1 412 | 16.0 | 17.6 |
| 453310 | Used merchandise stores | 215 | 117 283 | 21 418 | 4 818 | 1 412 | 16.0 | 17.6 |
| 4539 | Other miscellaneous store retailers | 354 | 281 525 | 38 209 | 8 303 | 1 837 | 23.1 | 11.2 |
| 45391 | Pet & pet supplies stores | 74 | 66 527 | 8 555 | 1 962 | 555 | 41.6 | 3.9 |
| 453910 | Pet & pet supplies stores | 74 | 66 527 | 8 555 | 1 962 | 555 | 41.6 | 3.9 |
| 45392 | Art dealers | 122 | 112 541 | 14 508 | 3 012 | 521 | 13.0 | 16.6 |
| 453920 | Art dealers | 122 | 112 541 | 14 508 | 3 012 | 521 | 13.0 | 16.6 |
| 45399 | All other miscellaneous store retailers | 157 | D | D | D | f | D | D |
| 454 | Nonstore retailers | 283 | 634 173 | 85 345 | 19 707 | 3 043 | 10.4 | 15.3 |
| 4541 | Electronic shopping & mail-order houses | 143 | 524 530 | 65 670 | 15 275 | 2 065 | 9.0 | 15.4 |
| 45411 | Electronic shopping & mail-order houses | 143 | 524 530 | 65 670 | 15 275 | 2 065 | 9.0 | 15.4 |
| 454110 | Electronic shopping & mail-order houses | 143 | 524 530 | 65 670 | 15 275 | 2 065 | 9.0 | 15.4 |
| 4542 | Vending machine operators | 34 | 10 161 | 1 879 | 399 | 113 | 16.8 | .3 |
| 45421 | Vending machine operators | 34 | 10 161 | 1 879 | 399 | 113 | 16.8 | .3 |
| 454210 | Vending machine operators | 34 | 10 161 | 1 879 | 399 | 113 | 16.8 | .3 |
| 4543 | Direct selling establishments | 106 | 99 482 | 17 796 | 4 033 | 865 | 16.9 | 16.1 |
| 454319 | Other fuel dealers | 2 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 98 | 95 229 | 16 881 | 3 814 | 825 | 17.7 | 16.5 |
| 454390 | Other direct selling establishments | 98 | 95 229 | 16 881 | 3 814 | 825 | 17.7 | 16.5 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN FRANCISCO–OAKLAND–SAN JOSE, CA CMSA**—Con. | | | | | | | |
| | **San Jose, CA PMSA** | | | | | | | |
| **44-45** | **Retail trade** | **5 278** | **16 673 573** | **1 696 731** | **394 667** | **79 921** | **6.4** | **6.1** |
| 441 | Motor vehicle & parts dealers | 495 | 4 235 215 | 379 139 | 84 979 | 9 403 | 5.2 | 7.3 |
| 4411 | Automobile dealers | 162 | 3 736 639 | 303 669 | 66 908 | 6 484 | 5.0 | 7.4 |
| 44111 | New car dealers | 105 | 3 638 432 | 298 580 | 65 674 | 6 259 | 4.3 | 7.2 |
| 441110 | New car dealers | 105 | 3 638 432 | 298 580 | 65 674 | 6 259 | 4.3 | 7.2 |
| 44112 | Used car dealers | 57 | 98 207 | 5 089 | 1 234 | 225 | 31.0 | 15.7 |
| 441120 | Used car dealers | 57 | 98 207 | 5 089 | 1 234 | 225 | 31.0 | 15.7 |
| 4412 | Other motor vehicle dealers | 51 | 128 141 | 13 909 | 3 235 | 481 | 4.7 | 4.8 |
| 44121 | Recreational vehicle dealers | 16 | 62 216 | 6 550 | 1 504 | 229 | 3.7 | 1.6 |
| 441210 | Recreational vehicle dealers | 16 | 62 216 | 6 550 | 1 504 | 229 | 3.7 | 1.6 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 35 | 65 925 | 7 359 | 1 731 | 252 | 5.7 | 7.8 |
| 441221 | Motorcycle dealers | 21 | 42 020 | 4 882 | 1 088 | 156 | 4.3 | 3.1 |
| 441222 | Boat dealers | 8 | 8 197 | 797 | 180 | 49 | – | 46.9 |
| 441229 | All other motor vehicle dealers | 6 | 15 708 | 1 680 | 463 | 47 | 12.5 | – |
| 4413 | Automotive parts, accessories, & tire stores | 282 | 370 435 | 61 561 | 14 836 | 2 438 | 7.5 | 6.9 |
| 44131 | Automotive parts & accessories stores | 199 | 290 580 | 44 576 | 10 785 | 1 840 | 6.7 | 6.1 |
| 441310 | Automotive parts & accessories stores | 199 | 290 580 | 44 576 | 10 785 | 1 840 | 6.7 | 6.1 |
| 44132 | Tire dealers | 83 | 79 855 | 16 985 | 4 051 | 598 | 10.6 | 9.9 |
| 441320 | Tire dealers | 83 | 79 855 | 16 985 | 4 051 | 598 | 10.6 | 9.9 |
| 442 | Furniture & home furnishings stores | 313 | 633 109 | 81 798 | 18 859 | 3 217 | 6.5 | 4.1 |
| 4421 | Furniture stores | 122 | 345 844 | 45 086 | 9 985 | 1 235 | 6.0 | 3.7 |
| 44211 | Furniture stores | 122 | 345 844 | 45 086 | 9 985 | 1 235 | 6.0 | 3.7 |
| 442110 | Furniture stores | 122 | 345 844 | 45 086 | 9 985 | 1 235 | 6.0 | 3.7 |
| 4422 | Home furnishings stores | 191 | 287 265 | 36 712 | 8 874 | 1 982 | 7.1 | 4.5 |
| 44221 | Floor covering stores | 61 | 103 429 | 17 004 | 4 160 | 473 | 11.5 | 2.6 |
| 442210 | Floor covering stores | 61 | 103 429 | 17 004 | 4 160 | 473 | 11.5 | 2.6 |
| 44229 | Other home furnishings stores | 130 | 183 836 | 19 708 | 4 714 | 1 509 | 4.7 | 5.5 |
| 442291 | Window treatment stores | 13 | 8 557 | 799 | 143 | 44 | 20.6 | 11.7 |
| 442299 | All other home furnishings stores | 117 | 175 279 | 18 909 | 4 571 | 1 465 | 3.9 | 5.2 |
| 443 | Electronics & appliance stores | 394 | 1 479 418 | 129 509 | 30 532 | 4 425 | 12.1 | 9.5 |
| 4431 | Electronics & appliance stores | 394 | 1 479 418 | 129 509 | 30 532 | 4 425 | 12.1 | 9.5 |
| 44311 | Appliance, television, & other electronics stores | 175 | 362 816 | 43 791 | 11 074 | 1 675 | 5.6 | 7.3 |
| 443111 | Household appliance stores | 49 | 66 725 | 6 890 | 1 832 | 267 | 7.4 | 2.7 |
| 443112 | Radio, television, & other electronics stores | 126 | 296 091 | 36 901 | 9 242 | 1 408 | 5.2 | 8.3 |
| 44312 | Computer & software stores | 184 | 1 073 408 | 80 184 | 18 195 | 2 481 | 14.5 | 9.6 |
| 443120 | Computer & software stores | 184 | 1 073 408 | 80 184 | 18 195 | 2 481 | 14.5 | 9.6 |
| 44313 | Camera & photographic supplies stores | 35 | 43 194 | 5 534 | 1 263 | 269 | 7.5 | 25.2 |
| 443130 | Camera & photographic supplies stores | 35 | 43 194 | 5 534 | 1 263 | 269 | 7.5 | 25.2 |
| 444 | Building material & garden equipment & supplies dealers | 315 | 1 176 299 | 141 128 | 33 677 | 5 182 | 3.2 | 3.7 |
| 4441 | Building material & supplies dealers | 254 | 1 106 710 | 131 017 | 31 425 | 4 728 | 3.1 | 3.3 |
| 44411 | Home centers | 9 | D | D | D | g | D | D |
| 444110 | Home centers | 9 | D | D | D | g | D | D |
| 44412 | Paint & wallpaper stores | 28 | D | D | D | e | D | D |
| 444120 | Paint & wallpaper stores | 28 | D | D | D | e | D | D |
| 44413 | Hardware stores | 46 | 190 355 | 25 297 | 5 598 | 1 396 | 1.7 | 2.5 |
| 444130 | Hardware stores | 46 | 190 355 | 25 297 | 5 598 | 1 396 | 1.7 | 2.5 |
| 44419 | Other building material dealers | 171 | 604 395 | 73 011 | 17 125 | 1 897 | 4.9 | 4.4 |
| 444190 | Other building material dealers | 171 | 604 395 | 73 011 | 17 125 | 1 897 | 4.9 | 4.4 |
| 4442 | Lawn & garden equipment & supplies stores | 61 | 69 589 | 10 111 | 2 252 | 454 | 4.2 | 11.2 |
| 44421 | Outdoor power equipment stores | 17 | 16 243 | 1 993 | 425 | 67 | 10.8 | 7.9 |
| 444210 | Outdoor power equipment stores | 17 | 16 243 | 1 993 | 425 | 67 | 10.8 | 7.9 |
| 44422 | Nursery & garden centers | 44 | 53 346 | 8 118 | 1 827 | 387 | 2.2 | 12.2 |
| 444220 | Nursery & garden centers | 44 | 53 346 | 8 118 | 1 827 | 387 | 2.2 | 12.2 |
| 445 | Food & beverage stores | 717 | 2 617 092 | 286 557 | 63 613 | 15 024 | 7.5 | 4.8 |
| 4451 | Grocery stores | 448 | 2 430 988 | 269 134 | 59 507 | 13 658 | 5.5 | 4.6 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 330 | 2 328 367 | 259 748 | 57 358 | 12 911 | 4.1 | 4.2 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 330 | 2 328 367 | 259 748 | 57 358 | 12 911 | 4.1 | 4.2 |
| 44512 | Convenience stores | 118 | 102 621 | 9 386 | 2 149 | 747 | 37.7 | 14.1 |
| 445120 | Convenience stores | 118 | 102 621 | 9 386 | 2 149 | 747 | 37.7 | 14.1 |
| 4452 | Specialty food stores | 132 | 86 598 | 12 068 | 2 800 | 982 | 19.3 | 8.6 |
| 4453 | Beer, wine, & liquor stores | 137 | 99 506 | 5 355 | 1 306 | 384 | 45.4 | 7.7 |
| 44531 | Beer, wine, & liquor stores | 137 | 99 506 | 5 355 | 1 306 | 384 | 45.4 | 7.7 |
| 445310 | Beer, wine, & liquor stores | 137 | 99 506 | 5 355 | 1 306 | 384 | 45.4 | 7.7 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN FRANCISCO–OAKLAND–SAN JOSE, CA CMSA**—Con. | | | | | | | |
| | **San Jose, CA PMSA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 446 | Health & personal care stores | 400 | 784 254 | 109 320 | 26 658 | 5 963 | 5.3 | 7.4 |
| 4461 | Health & personal care stores | 400 | 784 254 | 109 320 | 26 658 | 5 963 | 5.3 | 7.4 |
| 44611 | Pharmacies & drug stores | 171 | 667 346 | 89 748 | 22 028 | 4 760 | 4.0 | 6.5 |
| 446110 | Pharmacies & drug stores | 171 | 667 346 | 89 748 | 22 028 | 4 760 | 4.0 | 6.5 |
| 4461101 | Pharmacies & drug stores | 161 | 662 656 | 89 009 | 21 854 | 4 696 | 3.9 | 6.6 |
| 4461102 | Proprietary stores | 10 | 4 690 | 739 | 174 | 64 | 17.4 | – |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 59 | 30 677 | 3 829 | 930 | 345 | 3.1 | 7.8 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 59 | 30 677 | 3 829 | 930 | 345 | 3.1 | 7.8 |
| 44613 | Optical goods stores | 83 | 41 855 | 7 251 | 1 725 | 412 | 9.1 | 9.4 |
| 446130 | Optical goods stores | 83 | 41 855 | 7 251 | 1 725 | 412 | 9.1 | 9.4 |
| 44619 | Other health & personal care stores | 87 | 44 376 | 8 492 | 1 975 | 446 | 23.7 | 18.8 |
| 446191 | Food (health) supplement stores | 49 | 22 292 | 2 879 | 687 | 216 | 34.8 | 26.2 |
| 446199 | All other health & personal care stores | 38 | 22 084 | 5 613 | 1 288 | 230 | 12.5 | 11.2 |
| 447 | Gasoline stations | 355 | 922 708 | 41 875 | 9 572 | 2 791 | 16.7 | 9.0 |
| 4471 | Gasoline stations | 355 | 922 708 | 41 875 | 9 572 | 2 791 | 16.7 | 9.0 |
| 44711 | Gasoline stations with convenience stores | 99 | 251 814 | 11 697 | 2 446 | 728 | 10.4 | 11.0 |
| 447110 | Gasoline stations with convenience stores | 99 | 251 814 | 11 697 | 2 446 | 728 | 10.4 | 11.0 |
| 44719 | Other gasoline stations | 256 | 670 894 | 30 178 | 7 126 | 2 063 | 19.1 | 8.3 |
| 447190 | Other gasoline stations | 256 | 670 894 | 30 178 | 7 126 | 2 063 | 19.1 | 8.3 |
| 448 | Clothing & clothing accessories stores | 901 | 1 172 489 | 140 115 | 34 064 | 9 634 | 6.3 | 5.7 |
| 4481 | Clothing stores | 507 | 856 766 | 100 401 | 25 127 | 7 531 | 4.7 | 5.2 |
| 44811 | Men's clothing stores | 76 | 73 178 | 11 383 | 2 880 | 548 | 7.9 | 5.6 |
| 448110 | Men's clothing stores | 76 | 73 178 | 11 383 | 2 880 | 548 | 7.9 | 5.6 |
| 44812 | Women's clothing stores | 212 | 184 521 | 20 314 | 4 822 | 1 838 | 9.0 | 14.0 |
| 448120 | Women's clothing stores | 212 | 184 521 | 20 314 | 4 822 | 1 838 | 9.0 | 14.0 |
| 44813 | Children's & infants' clothing stores | 23 | 28 355 | 2 983 | 764 | 303 | 1.4 | .4 |
| 448130 | Children's & infants' clothing stores | 23 | 28 355 | 2 983 | 764 | 303 | 1.4 | .4 |
| 44814 | Family clothing stores | 111 | 508 671 | 58 098 | 14 918 | 4 247 | 2.2 | 1.1 |
| 448140 | Family clothing stores | 111 | 508 671 | 58 098 | 14 918 | 4 247 | 2.2 | 1.1 |
| 44815 | Clothing accessories stores | 27 | 11 865 | 1 845 | 443 | 154 | 14.3 | 32.0 |
| 448150 | Clothing accessories stores | 27 | 11 865 | 1 845 | 443 | 154 | 14.3 | 32.0 |
| 44819 | Other clothing stores | 58 | 50 176 | 5 778 | 1 300 | 441 | 9.1 | 9.5 |
| 448190 | Other clothing stores | 58 | 50 176 | 5 778 | 1 300 | 441 | 9.1 | 9.5 |
| 4482 | Shoe stores | 211 | 160 500 | 18 091 | 3 992 | 1 223 | .7 | 6.1 |
| 44821 | Shoe stores | 211 | 160 500 | 18 091 | 3 992 | 1 223 | .7 | 6.1 |
| 448210 | Shoe stores | 211 | 160 500 | 18 091 | 3 992 | 1 223 | .7 | 6.1 |
| 4482101 | Men's shoe stores | 18 | 9 048 | 1 289 | 301 | 71 | – | 21.8 |
| 4482102 | Women's shoe stores | 37 | 26 711 | 3 574 | 740 | 235 | 2.4 | 11.3 |
| 4482103 | Children's & juveniles' shoe stores | 12 | 5 135 | 970 | 216 | 72 | 3.0 | .1 |
| 4482104 | Family shoe stores | 110 | 70 985 | 7 883 | 1 740 | 528 | .4 | 4.0 |
| 4482105 | Athletic footwear stores | 34 | 48 621 | 4 375 | 995 | 317 | – | 4.0 |
| 4483 | Jewelry, luggage, & leather goods stores | 183 | 155 223 | 21 623 | 4 945 | 880 | 20.9 | 8.6 |
| 44831 | Jewelry stores | 154 | 129 789 | 18 377 | 4 250 | 689 | 23.7 | 8.7 |
| 448310 | Jewelry stores | 154 | 129 789 | 18 377 | 4 250 | 689 | 23.7 | 8.7 |
| 44832 | Luggage & leather goods stores | 29 | 25 434 | 3 246 | 695 | 191 | 7.1 | 7.9 |
| 448320 | Luggage & leather goods stores | 29 | 25 434 | 3 246 | 695 | 191 | 7.1 | 7.9 |
| 451 | Sporting goods, hobby, book, & music stores | 450 | 671 270 | 75 589 | 17 598 | 5 477 | 6.3 | 4.0 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 305 | 414 287 | 46 452 | 10 854 | 3 393 | 9.1 | 4.2 |
| 45111 | Sporting goods stores | 163 | 201 942 | 23 980 | 5 469 | 1 754 | 9.1 | 4.3 |
| 451110 | Sporting goods stores | 163 | 201 942 | 23 980 | 5 469 | 1 754 | 9.1 | 4.3 |
| 4511101 | General-line sporting goods stores | 49 | 86 469 | 9 422 | 2 238 | 753 | 10.6 | 1.6 |
| 4511102 | Specialty-line sporting goods stores | 114 | 115 473 | 14 558 | 3 231 | 1 001 | 7.9 | 6.3 |
| 45112 | Hobby, toy, & game stores | 71 | 138 210 | 12 788 | 2 937 | 953 | 8.1 | 4.3 |
| 451120 | Hobby, toy, & game stores | 71 | 138 210 | 12 788 | 2 937 | 953 | 8.1 | 4.3 |
| 45113 | Sewing, needlework, & piece goods stores | 39 | 28 230 | 3 984 | 1 021 | 384 | 17.6 | .6 |
| 451130 | Sewing, needlework, & piece goods stores | 39 | 28 230 | 3 984 | 1 021 | 384 | 17.6 | .6 |
| 45114 | Musical instrument & supplies stores | 32 | 45 905 | 5 700 | 1 427 | 302 | 6.9 | 5.8 |
| 451140 | Musical instrument & supplies stores | 32 | 45 905 | 5 700 | 1 427 | 302 | 6.9 | 5.8 |
| 4512 | Book, periodical, & music stores | 145 | 256 983 | 29 137 | 6 744 | 2 084 | 1.9 | 3.6 |
| 45121 | Book stores & news dealers | 95 | 175 328 | 21 582 | 4 829 | 1 413 | 2.6 | 4.8 |
| 451211 | Book stores | 87 | 171 296 | 20 321 | 4 694 | 1 367 | 2.5 | 4.8 |
| 4512111 | Book stores, general | 60 | 92 733 | 11 108 | 2 462 | 772 | 4.6 | 8.6 |
| 4512112 | Specialty book stores | 20 | 23 045 | 2 778 | 614 | 186 | .5 | .9 |
| 4512113 | College book stores | 7 | 55 518 | 6 435 | 1 618 | 409 | – | – |
| 451212 | News dealers & newsstands | 8 | 4 032 | 1 261 | 135 | 46 | 4.3 | 8.2 |
| 45122 | Prerecorded tape, compact disc, & record stores | 50 | 81 655 | 7 555 | 1 915 | 671 | .5 | 1.1 |
| 451220 | Prerecorded tape, compact disc, & record stores | 50 | 81 655 | 7 555 | 1 915 | 671 | .5 | 1.1 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN FRANCISCO–OAKLAND–SAN JOSE, CA CMSA**—Con. | | | | | | | |
| | **San Jose, CA PMSA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 95 | 2 148 678 | 192 888 | 47 665 | 12 299 | .1 | 2.3 |
| 4521 | Department stores (incl leased depts) ## | 43 | 1 443 345 | N | N | N | – | 2.2 |
| 45211 | Department stores (incl leased depts) ## | 43 | 1 443 345 | N | N | N | – | 2.2 |
| 4521 | Department stores (excl leased depts) | 43 | 1 430 451 | 147 993 | 35 888 | 9 496 | – | 2.2 |
| 45211 | Department stores (excl leased depts) | 43 | 1 430 451 | 147 993 | 35 888 | 9 496 | – | 2.2 |
| 452110 | Department stores (excl leased depts) | 43 | 1 430 451 | 147 993 | 35 888 | 9 496 | – | 2.2 |
| 4521101 | Conventional department stores (excl leased depts) | 17 | 705 207 | 76 980 | 19 192 | 4 431 | – | 4.5 |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 15 | 435 936 | 38 567 | 8 802 | 3 070 | – | – |
| 4521103 | National chain department stores (excl leased depts) | 11 | 289 308 | 32 446 | 7 894 | 1 995 | – | – |
| 4529 | Other general merchandise stores | 52 | 718 227 | 44 895 | 11 777 | 2 803 | .3 | 2.6 |
| 45291 | Warehouse clubs & superstores | 6 | D | D | D | g | D | D |
| 452910 | Warehouse clubs & superstores | 6 | D | D | D | g | D | D |
| 45299 | All other general merchandise stores | 46 | D | D | D | g | D | D |
| 452990 | All other general merchandise stores | 46 | D | D | D | g | D | D |
| 4529901 | Variety stores | 17 | 31 202 | 2 479 | 555 | 203 | 1.5 | 3.3 |
| 4529902 | Catalog showrooms | 7 | D | D | D | e | D | D |
| 4529903 | Miscellaneous general merchandise stores | 22 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 626 | 517 712 | 65 370 | 15 510 | 4 810 | 8.4 | 10.7 |
| 4531 | Florists | 120 | 41 625 | 8 005 | 1 904 | 616 | 20.5 | 18.3 |
| 45311 | Florists | 120 | 41 625 | 8 005 | 1 904 | 616 | 20.5 | 18.3 |
| 453110 | Florists | 120 | 41 625 | 8 005 | 1 904 | 616 | 20.5 | 18.3 |
| 4532 | Office supplies, stationery, & gift stores | 246 | 248 122 | 25 357 | 5 901 | 2 208 | 6.4 | 8.2 |
| 45321 | Office supplies & stationery stores | 69 | 170 642 | 14 626 | 3 502 | 982 | 1.4 | 6.6 |
| 453210 | Office supplies & stationery stores | 69 | 170 642 | 14 626 | 3 502 | 982 | 1.4 | 6.6 |
| 4532101 | Stationery stores | 9 | 5 221 | 568 | 179 | 73 | 32.3 | 12.4 |
| 4532102 | Office supplies stores | 60 | 165 421 | 14 058 | 3 323 | 909 | .4 | 6.4 |
| 45322 | Gift, novelty, & souvenir stores | 177 | 77 480 | 10 731 | 2 399 | 1 226 | 17.4 | 11.8 |
| 453220 | Gift, novelty, & souvenir stores | 177 | 77 480 | 10 731 | 2 399 | 1 226 | 17.4 | 11.8 |
| 4533 | Used merchandise stores | 70 | 46 469 | 11 509 | 2 795 | 722 | 15.7 | 28.0 |
| 45331 | Used merchandise stores | 70 | 46 469 | 11 509 | 2 795 | 722 | 15.7 | 28.0 |
| 453310 | Used merchandise stores | 70 | 46 469 | 11 509 | 2 795 | 722 | 15.7 | 28.0 |
| 4539 | Other miscellaneous store retailers | 190 | 181 496 | 20 499 | 4 910 | 1 264 | 6.6 | 7.8 |
| 45391 | Pet & pet supplies stores | 51 | 47 848 | 6 482 | 1 719 | 500 | 6.0 | 5.5 |
| 453910 | Pet & pet supplies stores | 51 | 47 848 | 6 482 | 1 719 | 500 | 6.0 | 5.5 |
| 45392 | Art dealers | 28 | 16 673 | 2 638 | 639 | 139 | 23.5 | 27.7 |
| 453920 | Art dealers | 28 | 16 673 | 2 638 | 639 | 139 | 23.5 | 27.7 |
| 45393 | Manufactured (mobile) home dealers | 7 | 51 503 | 1 350 | 196 | 25 | – | .2 |
| 453930 | Manufactured (mobile) home dealers | 7 | 51 503 | 1 350 | 196 | 25 | – | .2 |
| 45399 | All other miscellaneous store retailers | 104 | 65 472 | 10 029 | 2 356 | 600 | 7.8 | 10.5 |
| 454 | Nonstore retailers | 217 | 315 329 | 53 443 | 11 940 | 1 696 | 10.1 | 10.2 |
| 4541 | Electronic shopping & mail-order houses | 68 | 206 918 | 33 373 | 7 109 | 837 | 7.6 | 10.6 |
| 45411 | Electronic shopping & mail-order houses | 68 | 206 918 | 33 373 | 7 109 | 837 | 7.6 | 10.6 |
| 454110 | Electronic shopping & mail-order houses | 68 | 206 918 | 33 373 | 7 109 | 837 | 7.6 | 10.6 |
| 4542 | Vending machine operators | 80 | 33 154 | 5 111 | 1 175 | 258 | 24.6 | 16.5 |
| 45421 | Vending machine operators | 80 | 33 154 | 5 111 | 1 175 | 258 | 24.6 | 16.5 |
| 454210 | Vending machine operators | 80 | 33 154 | 5 111 | 1 175 | 258 | 24.6 | 16.5 |
| 4543 | Direct selling establishments | 69 | 75 257 | 14 959 | 3 656 | 601 | 10.6 | 6.3 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 4 | 9 876 | 1 171 | 283 | 36 | – | – |
| 45439 | Other direct selling establishments | 65 | 65 381 | 13 788 | 3 373 | 565 | 12.2 | 7.3 |
| 454390 | Other direct selling establishments | 65 | 65 381 | 13 788 | 3 373 | 565 | 12.2 | 7.3 |
| | **Santa Cruz–Watsonville, CA PMSA** | | | | | | | |
| **44-45** | **Retail trade** | **986** | **1 970 172** | **215 526** | **48 359** | **11 794** | **5.4** | **7.3** |
| 441 | Motor vehicle & parts dealers | 84 | 394 594 | 36 380 | 8 115 | 1 116 | 3.9 | 6.8 |
| 4411 | Automobile dealers | 22 | 287 705 | 24 477 | 5 380 | 569 | 3.5 | 7.8 |
| 4412 | Other motor vehicle dealers | 15 | 58 025 | 3 996 | 839 | 149 | .8 | – |
| 44121 | Recreational vehicle dealers | 4 | D | D | D | b | D | D |
| 441210 | Recreational vehicle dealers | 4 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 11 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 7 | 12 764 | 1 247 | 253 | 51 | – | – |
| 4413 | Automotive parts, accessories, & tire stores | 47 | 48 864 | 7 907 | 1 896 | 398 | 9.5 | 8.9 |
| 44131 | Automotive parts & accessories stores | 35 | 38 106 | 6 152 | 1 519 | 341 | 11.1 | 4.2 |
| 441310 | Automotive parts & accessories stores | 35 | 38 106 | 6 152 | 1 519 | 341 | 11.1 | 4.2 |
| 442 | Furniture & home furnishings stores | 59 | 43 899 | 7 423 | 1 478 | 375 | 10.6 | 5.4 |
| 4421 | Furniture stores | 18 | 17 694 | 2 421 | 551 | 117 | 12.8 | 3.3 |
| 44211 | Furniture stores | 18 | 17 694 | 2 421 | 551 | 117 | 12.8 | 3.3 |
| 442110 | Furniture stores | 18 | 17 694 | 2 421 | 551 | 117 | 12.8 | 3.3 |
| 4422 | Home furnishings stores | 41 | 26 205 | 5 002 | 927 | 258 | 9.2 | 6.9 |
| 44229 | Other home furnishings stores | 24 | 12 499 | 2 371 | 478 | 156 | 11.3 | 6.0 |
| 442299 | All other home furnishings stores | 21 | 11 067 | 2 269 | 454 | 149 | 12.8 | 6.7 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN FRANCISCO–OAKLAND–SAN JOSE, CA CMSA**—Con. | | | | | | | |
| | **Santa Cruz–Watsonville, CA PMSA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 443 | Electronics & appliance stores | 34 | 57 105 | 7 319 | 1 221 | 245 | 4.1 | 12.0 |
| 4431 | Electronics & appliance stores | 34 | 57 105 | 7 319 | 1 221 | 245 | 4.1 | 12.0 |
| 44311 | Appliance, television, & other electronics stores | 21 | 44 170 | 6 109 | 960 | 180 | 3.7 | 15.3 |
| 443112 | Radio, television, & other electronics stores | 14 | 34 558 | 3 806 | 842 | 155 | 4.2 | 19.3 |
| 44312 | Computer & software stores | 10 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 10 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 76 | 208 435 | 27 280 | 6 048 | 1 408 | 2.3 | 2.0 |
| 4441 | Building material & supplies dealers | 57 | 181 760 | 22 097 | 5 162 | 1 193 | 1.3 | 2.0 |
| 44413 | Hardware stores | 9 | 34 212 | 4 272 | 931 | 243 | .9 | .1 |
| 444130 | Hardware stores | 9 | 34 212 | 4 272 | 931 | 243 | .9 | .1 |
| 44419 | Other building material dealers | 41 | 140 589 | 16 703 | 3 975 | 905 | 1.3 | 1.5 |
| 444190 | Other building material dealers | 41 | 140 589 | 16 703 | 3 975 | 905 | 1.3 | 1.5 |
| 4442 | Lawn & garden equipment & supplies stores | 19 | 26 675 | 5 183 | 886 | 215 | 8.6 | 2.3 |
| 44422 | Nursery & garden centers | 18 | D | D | D | c | D | D |
| 444220 | Nursery & garden centers | 18 | D | D | D | c | D | D |
| 445 | Food & beverage stores | 137 | 424 114 | 47 670 | 10 841 | 2 565 | 4.5 | 9.7 |
| 4451 | Grocery stores | 81 | 385 778 | 43 282 | 9 770 | 2 207 | 2.7 | 9.4 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 60 | 370 147 | 41 989 | 9 463 | 2 095 | 1.8 | 8.6 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 60 | 370 147 | 41 989 | 9 463 | 2 095 | 1.8 | 8.6 |
| 4452 | Specialty food stores | 23 | 12 988 | 1 846 | 371 | 137 | 24.2 | 11.8 |
| 446 | Health & personal care stores | 73 | 163 532 | 23 701 | 5 397 | 1 263 | 3.1 | 6.3 |
| 4461 | Health & personal care stores | 73 | 163 532 | 23 701 | 5 397 | 1 263 | 3.1 | 6.3 |
| 44611 | Pharmacies & drug stores | 36 | 123 665 | 15 491 | 3 554 | 765 | 2.2 | 4.7 |
| 446110 | Pharmacies & drug stores | 36 | 123 665 | 15 491 | 3 554 | 765 | 2.2 | 4.7 |
| 4461101 | Pharmacies & drug stores | 36 | 123 665 | 15 491 | 3 554 | 765 | 2.2 | 4.7 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 6 | 3 761 | 389 | 92 | 43 | 13.0 | 53.9 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 6 | 3 761 | 389 | 92 | 43 | 13.0 | 53.9 |
| 44619 | Other health & personal care stores | 19 | 31 666 | 7 012 | 1 556 | 393 | 1.7 | 6.9 |
| 446191 | Food (health) supplement stores | 8 | 22 013 | 3 731 | 822 | 296 | – | 9.9 |
| 447 | Gasoline stations | 72 | 146 069 | 7 230 | 1 807 | 511 | 16.4 | 16.3 |
| 4471 | Gasoline stations | 72 | 146 069 | 7 230 | 1 807 | 511 | 16.4 | 16.3 |
| 44711 | Gasoline stations with convenience stores | 33 | 70 980 | 3 304 | 805 | 226 | 5.4 | 4.8 |
| 447110 | Gasoline stations with convenience stores | 33 | 70 980 | 3 304 | 805 | 226 | 5.4 | 4.8 |
| 44719 | Other gasoline stations | 39 | 75 089 | 3 926 | 1 002 | 285 | 26.9 | 27.0 |
| 447190 | Other gasoline stations | 39 | 75 089 | 3 926 | 1 002 | 285 | 26.9 | 27.0 |
| 448 | Clothing & clothing accessories stores | 168 | 97 919 | 13 328 | 2 978 | 1 103 | 12.3 | 9.7 |
| 4481 | Clothing stores | 93 | 64 769 | 8 266 | 1 765 | 737 | 12.3 | 10.4 |
| 44819 | Other clothing stores | 16 | 8 156 | 1 595 | 265 | 137 | 33.9 | – |
| 448190 | Other clothing stores | 16 | 8 156 | 1 595 | 265 | 137 | 33.9 | – |
| 4482104 | Family shoe stores | 30 | 14 761 | 1 961 | 441 | 165 | 3.4 | 4.5 |
| 4483 | Jewelry, luggage, & leather goods stores | 31 | 13 145 | 2 234 | 545 | 121 | 23.7 | 11.9 |
| 451 | Sporting goods, hobby, book, & music stores | 90 | 78 520 | 8 736 | 2 247 | 781 | 11.5 | 3.1 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 60 | 51 762 | 5 684 | 1 497 | 503 | 9.3 | 3.3 |
| 45111 | Sporting goods stores | 37 | 30 545 | 3 576 | 934 | 271 | 14.1 | 5.4 |
| 451110 | Sporting goods stores | 37 | 30 545 | 3 576 | 934 | 271 | 14.1 | 5.4 |
| 4511101 | General-line sporting goods stores | 10 | 15 013 | 1 449 | 393 | 121 | 10.3 | 7.2 |
| 45113 | Sewing, needlework, & piece goods stores | 6 | D | D | D | b | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 6 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 30 | 26 758 | 3 052 | 750 | 278 | 15.7 | 2.8 |
| 45121 | Book stores & news dealers | 18 | 16 023 | 2 119 | 499 | 185 | 22.8 | 4.7 |
| 451211 | Book stores | 17 | D | D | D | c | D | D |
| 4512111 | Book stores, general | 14 | 14 750 | 2 004 | 479 | 168 | 21.8 | 2.0 |
| 45122 | Prerecorded tape, compact disc, & record stores | 12 | 10 735 | 933 | 251 | 93 | 5.0 | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 12 | 10 735 | 933 | 251 | 93 | 5.0 | – |
| 452 | General merchandise stores | 17 | D | D | D | g | D | D |
| 453 | Miscellaneous store retailers | 135 | D | D | D | f | D | D |
| 4532 | Office supplies, stationery, & gift stores | 47 | 34 140 | 4 319 | 932 | 328 | 10.7 | 12.9 |
| 45321 | Office supplies & stationery stores | 11 | 21 732 | 2 181 | 521 | 139 | 1.3 | 18.5 |
| 453210 | Office supplies & stationery stores | 11 | 21 732 | 2 181 | 521 | 139 | 1.3 | 18.5 |
| 4532102 | Office supplies stores | 10 | D | D | D | c | D | D |
| 4533 | Used merchandise stores | 22 | 12 204 | 2 747 | 460 | 167 | 2.6 | 6.9 |
| 45331 | Used merchandise stores | 22 | 12 204 | 2 747 | 460 | 167 | 2.6 | 6.9 |
| 453310 | Used merchandise stores | 22 | 12 204 | 2 747 | 460 | 167 | 2.6 | 6.9 |
| 4539 | Other miscellaneous store retailers | 42 | D | D | D | c | D | D |
| 45391 | Pet & pet supplies stores | 9 | 8 083 | 746 | 173 | 49 | 1.5 | 9.0 |
| 453910 | Pet & pet supplies stores | 9 | 8 083 | 746 | 173 | 49 | 1.5 | 9.0 |
| 45399 | All other miscellaneous store retailers | 27 | D | D | D | c | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN FRANCISCO–OAKLAND–SAN JOSE, CA CMSA**—Con. | | | | | | | |
| | **Santa Cruz–Watsonville, CA PMSA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 454 | Nonstore retailers | 41 | 41 509 | 6 517 | 1 410 | 270 | 4.3 | 12.3 |
| 4541 | Electronic shopping & mail-order houses | 12 | 24 043 | 4 077 | 837 | 109 | – | – |
| 45411 | Electronic shopping & mail-order houses | 12 | 24 043 | 4 077 | 837 | 109 | – | – |
| 454110 | Electronic shopping & mail-order houses | 12 | 24 043 | 4 077 | 837 | 109 | – | – |
| 4543 | Direct selling establishments | 23 | 16 053 | 2 209 | 523 | 142 | 10.2 | 31.9 |
| 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 | 18 | 10 032 | 1 416 | 332 | 111 | 9.6 | 51.0 |
| 454390 | Other direct selling establishments | 18 | 10 032 | 1 416 | 332 | 111 | 9.6 | 51.0 |
| | **Santa Rosa, CA PMSA** | | | | | | | |
| **44-45** | **Retail trade** | **1 808** | **4 146 166** | **443 681** | **102 087** | **22 190** | **7.8** | **6.3** |
| 441 | Motor vehicle & parts dealers | 183 | 912 407 | 94 845 | 21 385 | 2 894 | 12.8 | 6.2 |
| 4411 | Automobile dealers | 54 | 760 861 | 70 414 | 15 642 | 1 875 | 13.4 | 5.4 |
| 44111 | New car dealers | 32 | 730 316 | 67 661 | 14 945 | 1 762 | 13.6 | 4.6 |
| 441110 | New car dealers | 32 | 730 316 | 67 661 | 14 945 | 1 762 | 13.6 | 4.6 |
| 44112 | Used car dealers | 22 | 30 545 | 2 753 | 697 | 113 | 9.3 | 23.5 |
| 441120 | Used car dealers | 22 | 30 545 | 2 753 | 697 | 113 | 9.3 | 23.5 |
| 4412 | Other motor vehicle dealers | 25 | 39 660 | 4 010 | 961 | 176 | 9.7 | 15.0 |
| 44121 | Recreational vehicle dealers | 9 | 16 050 | 1 429 | 326 | 58 | – | 14.4 |
| 441210 | Recreational vehicle dealers | 9 | 16 050 | 1 429 | 326 | 58 | – | 14.4 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 16 | 23 610 | 2 581 | 635 | 118 | 16.3 | 15.4 |
| 441221 | Motorcycle dealers | 7 | 11 256 | 1 243 | 308 | 52 | 16.6 | 29.9 |
| 441222 | Boat dealers | 9 | 12 354 | 1 338 | 327 | 66 | 16.1 | 2.2 |
| 4413 | Automotive parts, accessories, & tire stores | 104 | 111 886 | 20 421 | 4 782 | 843 | 9.7 | 8.4 |
| 44131 | Automotive parts & accessories stores | 73 | 76 724 | 12 527 | 3 025 | 585 | 10.1 | 12.3 |
| 441310 | Automotive parts & accessories stores | 73 | 76 724 | 12 527 | 3 025 | 585 | 10.1 | 12.3 |
| 44132 | Tire dealers | 31 | 35 162 | 7 894 | 1 757 | 258 | 8.7 | .1 |
| 441320 | Tire dealers | 31 | 35 162 | 7 894 | 1 757 | 258 | 8.7 | .1 |
| 442 | Furniture & home furnishings stores | 119 | 117 808 | 16 339 | 3 960 | 771 | 15.7 | 6.4 |
| 4421 | Furniture stores | 47 | 63 205 | 8 024 | 1 970 | 320 | 5.8 | 5.9 |
| 44211 | Furniture stores | 47 | 63 205 | 8 024 | 1 970 | 320 | 5.8 | 5.9 |
| 442110 | Furniture stores | 47 | 63 205 | 8 024 | 1 970 | 320 | 5.8 | 5.9 |
| 4422 | Home furnishings stores | 72 | 54 603 | 8 315 | 1 990 | 451 | 27.1 | 6.9 |
| 44221 | Floor covering stores | 18 | 23 190 | 4 146 | 924 | 152 | 35.0 | 6.3 |
| 442210 | Floor covering stores | 18 | 23 190 | 4 146 | 924 | 152 | 35.0 | 6.3 |
| 44229 | Other home furnishings stores | 54 | 31 413 | 4 169 | 1 066 | 299 | 21.3 | 7.3 |
| 442299 | All other home furnishings stores | 47 | 28 108 | 3 872 | 999 | 282 | 20.5 | 6.5 |
| 443 | Electronics & appliance stores | 78 | 139 278 | 14 547 | 3 373 | 662 | 9.9 | 13.1 |
| 4431 | Electronics & appliance stores | 78 | 139 278 | 14 547 | 3 373 | 662 | 9.9 | 13.1 |
| 44311 | Appliance, television, & other electronics stores | 44 | 97 399 | 9 501 | 2 295 | 463 | 9.3 | 14.2 |
| 443111 | Household appliance stores | 14 | 13 274 | 2 066 | 500 | 91 | 14.6 | 6.6 |
| 443112 | Radio, television, & other electronics stores | 30 | 84 125 | 7 435 | 1 795 | 372 | 8.4 | 15.4 |
| 44312 | Computer & software stores | 28 | 38 090 | 4 440 | 927 | 173 | 11.6 | 11.6 |
| 443120 | Computer & software stores | 28 | 38 090 | 4 440 | 927 | 173 | 11.6 | 11.6 |
| 44313 | Camera & photographic supplies stores | 6 | 3 789 | 606 | 151 | 26 | 7.4 | .7 |
| 443130 | Camera & photographic supplies stores | 6 | 3 789 | 606 | 151 | 26 | 7.4 | .7 |
| 444 | Building material & garden equipment & supplies dealers | 184 | 466 253 | 54 524 | 12 516 | 2 236 | 3.9 | 4.2 |
| 4441 | Building material & supplies dealers | 133 | 415 326 | 47 743 | 11 086 | 1 900 | 3.7 | 3.1 |
| 44411 | Home centers | 4 | 109 767 | 11 551 | 2 751 | 522 | – | – |
| 444110 | Home centers | 4 | 109 767 | 11 551 | 2 751 | 522 | – | – |
| 44412 | Paint & wallpaper stores | 17 | 21 411 | 2 990 | 707 | 112 | 18.7 | – |
| 444120 | Paint & wallpaper stores | 17 | 21 411 | 2 990 | 707 | 112 | 18.7 | – |
| 44413 | Hardware stores | 30 | 67 834 | 9 486 | 2 080 | 447 | 5.9 | 3.5 |
| 444130 | Hardware stores | 30 | 67 834 | 9 486 | 2 080 | 447 | 5.9 | 3.5 |
| 44419 | Other building material dealers | 82 | 216 314 | 23 716 | 5 548 | 819 | 3.3 | 4.8 |
| 444190 | Other building material dealers | 82 | 216 314 | 23 716 | 5 548 | 819 | 3.3 | 4.8 |
| 4442 | Lawn & garden equipment & supplies stores | 51 | 50 927 | 6 781 | 1 430 | 336 | 5.7 | 13.0 |
| 44422 | Nursery & garden centers | 44 | 49 175 | 6 484 | 1 365 | 318 | 4.8 | 13.4 |
| 444220 | Nursery & garden centers | 44 | 49 175 | 6 484 | 1 365 | 318 | 4.8 | 13.4 |
| 445 | Food & beverage stores | 240 | 898 609 | 101 894 | 22 296 | 5 341 | 5.7 | 5.1 |
| 4451 | Grocery stores | 160 | 826 789 | 91 205 | 19 875 | 4 707 | 4.9 | 4.8 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 125 | 800 931 | 89 233 | 19 433 | 4 528 | 3.9 | 4.7 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 125 | 800 931 | 89 233 | 19 433 | 4 528 | 3.9 | 4.7 |
| 44512 | Convenience stores | 35 | 25 858 | 1 972 | 442 | 179 | 35.4 | 10.6 |
| 445120 | Convenience stores | 35 | 25 858 | 1 972 | 442 | 179 | 35.4 | 10.6 |
| 4452 | Specialty food stores | 40 | 21 403 | 3 169 | 671 | 283 | 6.1 | 10.9 |
| 4453 | Beer, wine, & liquor stores | 40 | 50 417 | 7 520 | 1 750 | 351 | 19.0 | 7.3 |
| 44531 | Beer, wine, & liquor stores | 40 | 50 417 | 7 520 | 1 750 | 351 | 19.0 | 7.3 |
| 445310 | Beer, wine, & liquor stores | 40 | 50 417 | 7 520 | 1 750 | 351 | 19.0 | 7.3 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN FRANCISCO–OAKLAND–SAN JOSE, CA CMSA**—Con. | | | | | | | |
| | **Santa Rosa, CA PMSA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 446 | Health & personal care stores | 121 | 228 612 | 33 856 | 8 191 | 1 669 | 6.4 | 11.2 |
| 4461 | Health & personal care stores | 121 | 228 612 | 33 856 | 8 191 | 1 669 | 6.4 | 11.2 |
| 44611 | Pharmacies & drug stores | 53 | 191 878 | 26 889 | 6 480 | 1 284 | 4.4 | 12.1 |
| 446110 | Pharmacies & drug stores | 53 | 191 878 | 26 889 | 6 480 | 1 284 | 4.4 | 12.1 |
| 4461101 | Pharmacies & drug stores | 49 | 187 254 | 25 080 | 6 087 | 1 224 | 4.5 | 12.4 |
| 4461102 | Proprietary stores | 4 | 4 624 | 1 809 | 393 | 60 | – | – |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 24 | 8 708 | 1 334 | 332 | 105 | 9.4 | 3.8 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 24 | 8 708 | 1 334 | 332 | 105 | 9.4 | 3.8 |
| 44613 | Optical goods stores | 15 | 7 507 | 1 189 | 268 | 66 | – | 12.4 |
| 446130 | Optical goods stores | 15 | 7 507 | 1 189 | 268 | 66 | – | 12.4 |
| 44619 | Other health & personal care stores | 29 | 20 519 | 4 444 | 1 111 | 214 | 25.9 | 5.2 |
| 446191 | Food (health) supplement stores | 11 | 5 612 | 858 | 199 | 74 | 55.3 | 15.8 |
| 446199 | All other health & personal care stores | 18 | 14 907 | 3 586 | 912 | 140 | 14.9 | 1.2 |
| 447 | Gasoline stations | 127 | 277 045 | 13 478 | 3 231 | 867 | 9.5 | 14.7 |
| 4471 | Gasoline stations | 127 | 277 045 | 13 478 | 3 231 | 867 | 9.5 | 14.7 |
| 44711 | Gasoline stations with convenience stores | 55 | 131 401 | 5 091 | 1 146 | 352 | 15.3 | 7.9 |
| 447110 | Gasoline stations with convenience stores | 55 | 131 401 | 5 091 | 1 146 | 352 | 15.3 | 7.9 |
| 44719 | Other gasoline stations | 72 | 145 644 | 8 387 | 2 085 | 515 | 4.3 | 20.8 |
| 447190 | Other gasoline stations | 72 | 145 644 | 8 387 | 2 085 | 515 | 4.3 | 20.8 |
| 448 | Clothing & clothing accessories stores | 260 | 167 710 | 19 331 | 4 589 | 1 599 | 11.2 | 9.7 |
| 4481 | Clothing stores | 152 | 118 112 | 12 124 | 2 962 | 1 119 | 10.2 | 8.0 |
| 44813 | Children's & infants' clothing stores | 8 | 3 794 | 385 | 86 | 53 | 12.9 | 3.2 |
| 448130 | Children's & infants' clothing stores | 8 | 3 794 | 385 | 86 | 53 | 12.9 | 3.2 |
| 44814 | Family clothing stores | 30 | 56 735 | 4 862 | 1 167 | 421 | 4.2 | .4 |
| 448140 | Family clothing stores | 30 | 56 735 | 4 862 | 1 167 | 421 | 4.2 | .4 |
| 44819 | Other clothing stores | 24 | 12 771 | 1 412 | 360 | 160 | 7.9 | 4.0 |
| 448190 | Other clothing stores | 24 | 12 771 | 1 412 | 360 | 160 | 7.9 | 4.0 |
| 4482 | Shoe stores | 53 | 27 228 | 3 288 | 762 | 252 | 3.1 | 4.5 |
| 44821 | Shoe stores | 53 | 27 228 | 3 288 | 762 | 252 | 3.1 | 4.5 |
| 448210 | Shoe stores | 53 | 27 228 | 3 288 | 762 | 252 | 3.1 | 4.5 |
| 4482102 | Women's shoe stores | 11 | 4 351 | 644 | 151 | 46 | – | 15.5 |
| 4482103 | Children's & juveniles' shoe stores | 2 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 31 | 15 119 | 1 531 | 347 | 131 | 5.5 | .3 |
| 4482105 | Athletic footwear stores | 7 | 6 740 | 918 | 222 | 53 | – | 5.8 |
| 4483 | Jewelry, luggage, & leather goods stores | 55 | 22 370 | 3 919 | 865 | 228 | 26.2 | 25.3 |
| 44831 | Jewelry stores | 50 | 20 193 | 3 548 | 778 | 202 | 29.0 | 26.1 |
| 448310 | Jewelry stores | 50 | 20 193 | 3 548 | 778 | 202 | 29.0 | 26.1 |
| 44832 | Luggage & leather goods stores | 5 | 2 177 | 371 | 87 | 26 | – | 17.6 |
| 448320 | Luggage & leather goods stores | 5 | 2 177 | 371 | 87 | 26 | – | 17.6 |
| 451 | Sporting goods, hobby, book, & music stores | 152 | 124 261 | 14 618 | 3 602 | 1 232 | 11.1 | 5.0 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 105 | 82 513 | 9 989 | 2 437 | 817 | 12.7 | 4.3 |
| 45111 | Sporting goods stores | 54 | 44 095 | 5 183 | 1 298 | 424 | 12.9 | 6.5 |
| 451110 | Sporting goods stores | 54 | 44 095 | 5 183 | 1 298 | 424 | 12.9 | 6.5 |
| 4511101 | General-line sporting goods stores | 18 | 21 708 | 2 212 | 626 | 219 | 5.8 | 11.7 |
| 4511102 | Specialty-line sporting goods stores | 36 | 22 387 | 2 971 | 672 | 205 | 19.8 | 1.4 |
| 45112 | Hobby, toy, & game stores | 25 | 21 040 | 1 920 | 441 | 179 | 6.9 | 2.3 |
| 451120 | Hobby, toy, & game stores | 25 | 21 040 | 1 920 | 441 | 179 | 6.9 | 2.3 |
| 45113 | Sewing, needlework, & piece goods stores | 14 | 7 399 | 1 004 | 291 | 128 | 5.9 | .1 |
| 451130 | Sewing, needlework, & piece goods stores | 14 | 7 399 | 1 004 | 291 | 128 | 5.9 | .1 |
| 45114 | Musical instrument & supplies stores | 12 | 9 979 | 1 882 | 407 | 86 | 29.1 | 1.9 |
| 451140 | Musical instrument & supplies stores | 12 | 9 979 | 1 882 | 407 | 86 | 29.1 | 1.9 |
| 4512 | Book, periodical, & music stores | 47 | 41 748 | 4 629 | 1 165 | 415 | 7.9 | 6.6 |
| 45121 | Book stores & news dealers | 29 | 26 212 | 3 177 | 804 | 268 | 6.5 | 10.4 |
| 451211 | Book stores | 27 | D | D | D | e | D | D |
| 4512111 | Book stores, general | 22 | 18 388 | 2 305 | 576 | 213 | 8.7 | 9.3 |
| 4512113 | College book stores | 2 | D | D | D | b | D | D |
| 451212 | News dealers & newsstands | 2 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 18 | 15 536 | 1 452 | 361 | 147 | 10.1 | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 18 | 15 536 | 1 452 | 361 | 147 | 10.1 | – |
| 452 | General merchandise stores | 32 | 509 999 | 40 423 | 9 760 | 2 683 | .2 | .9 |
| 4521 | Department stores (incl leased depts) ## | 13 | 338 303 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 13 | 338 303 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 13 | 334 488 | 31 322 | 7 569 | 2 190 | – | – |
| 45211 | Department stores (excl leased depts) | 13 | 334 488 | 31 322 | 7 569 | 2 190 | – | – |
| 452110 | Department stores (excl leased depts) | 13 | 334 488 | 31 322 | 7 569 | 2 190 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 5 | D | D | D | f | D | D |
| 4521103 | National chain department stores (excl leased depts) | 3 | D | D | D | f | D | D |
| 4529 | Other general merchandise stores | 19 | 175 511 | 9 101 | 2 191 | 493 | .6 | 2.6 |
| 45299 | All other general merchandise stores | 18 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 18 | D | D | D | c | D | D |
| 4529903 | Miscellaneous general merchandise stores | 14 | D | D | D | c | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN FRANCISCO–OAKLAND–SAN JOSE, CA CMSA**—Con. | | | | | | | |
| | **Santa Rosa, CA PMSA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 232 | 136 368 | 18 095 | 4 092 | 1 396 | 12.0 | 4.6 |
| 4532 | Office supplies, stationery, & gift stores | 91 | 66 753 | 7 646 | 1 648 | 592 | 11.4 | 4.0 |
| 45321 | Office supplies & stationery stores | 15 | 33 861 | 2 662 | 708 | 190 | 1.8 | – |
| 453210 | Office supplies & stationery stores | 15 | 33 861 | 2 662 | 708 | 190 | 1.8 | – |
| 4532101 | Stationery stores | 3 | 1 217 | 161 | 41 | 19 | – | – |
| 4532102 | Office supplies stores | 12 | 32 644 | 2 501 | 667 | 171 | 1.9 | – |
| 45322 | Gift, novelty, & souvenir stores | 76 | 32 892 | 4 984 | 940 | 402 | 21.2 | 8.1 |
| 453220 | Gift, novelty, & souvenir stores | 76 | 32 892 | 4 984 | 940 | 402 | 21.2 | 8.1 |
| 4533 | Used merchandise stores | 33 | 11 114 | 2 607 | 596 | 254 | 6.0 | 11.6 |
| 45331 | Used merchandise stores | 33 | 11 114 | 2 607 | 596 | 254 | 6.0 | 11.6 |
| 453310 | Used merchandise stores | 33 | 11 114 | 2 607 | 596 | 254 | 6.0 | 11.6 |
| 4539 | Other miscellaneous store retailers | 74 | 50 452 | 6 435 | 1 501 | 387 | 11.6 | 3.5 |
| 45391 | Pet & pet supplies stores | 16 | 13 054 | 1 688 | 413 | 129 | 12.8 | 6.7 |
| 453910 | Pet & pet supplies stores | 16 | 13 054 | 1 688 | 413 | 129 | 12.8 | 6.7 |
| 45392 | Art dealers | 11 | 2 366 | 276 | 58 | 31 | 41.5 | 5.7 |
| 453920 | Art dealers | 11 | 2 366 | 276 | 58 | 31 | 41.5 | 5.7 |
| 45399 | All other miscellaneous store retailers | 42 | 27 345 | 3 646 | 807 | 186 | 11.7 | 2.8 |
| 454 | Nonstore retailers | 80 | 167 816 | 21 731 | 5 092 | 840 | 8.2 | 9.2 |
| 4541 | Electronic shopping & mail-order houses | 29 | 77 289 | 10 161 | 2 581 | 418 | 9.4 | 18.9 |
| 45411 | Electronic shopping & mail-order houses | 29 | 77 289 | 10 161 | 2 581 | 418 | 9.4 | 18.9 |
| 454110 | Electronic shopping & mail-order houses | 29 | 77 289 | 10 161 | 2 581 | 418 | 9.4 | 18.9 |
| 4543 | Direct selling establishments | 42 | 84 001 | 10 183 | 2 243 | 370 | 6.3 | .7 |
| 45431 | Fuel dealers | 11 | 41 596 | 3 986 | 939 | 125 | – | – |
| 454311 | Heating oil dealers | 1 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 9 | D | D | D | c | D | D |
| 454319 | Other fuel dealers | 1 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 31 | 42 405 | 6 197 | 1 304 | 245 | 12.5 | 1.4 |
| 454390 | Other direct selling establishments | 31 | 42 405 | 6 197 | 1 304 | 245 | 12.5 | 1.4 |
| | **Vallejo–Fairfield–Napa, CA PMSA** | | | | | | | |
| **44-45** | **Retail trade** | **1 641** | **3 741 996** | **383 779** | **88 099** | **20 338** | **6.6** | **5.1** |
| 441 | Motor vehicle & parts dealers | 173 | 896 225 | 88 536 | 20 543 | 2 696 | 7.8 | 5.3 |
| 4411 | Automobile dealers | 53 | 714 978 | 61 211 | 14 099 | 1 561 | 7.2 | 5.1 |
| 44111 | New car dealers | 42 | 706 739 | 60 250 | 13 860 | 1 520 | 7.0 | 5.1 |
| 441110 | New car dealers | 42 | 706 739 | 60 250 | 13 860 | 1 520 | 7.0 | 5.1 |
| 4412 | Other motor vehicle dealers | 21 | 41 856 | 5 627 | 1 311 | 211 | 14.8 | 3.4 |
| 44121 | Recreational vehicle dealers | 7 | 17 407 | 1 931 | 476 | 69 | – | – |
| 441210 | Recreational vehicle dealers | 7 | 17 407 | 1 931 | 476 | 69 | – | – |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 14 | 24 449 | 3 696 | 835 | 142 | 25.3 | 5.9 |
| 441221 | Motorcycle dealers | 8 | 20 990 | 3 010 | 703 | 123 | 19.5 | 6.8 |
| 4413 | Automotive parts, accessories, & tire stores | 99 | 139 391 | 21 698 | 5 133 | 924 | 8.4 | 7.1 |
| 44131 | Automotive parts & accessories stores | 63 | 81 203 | 12 175 | 3 001 | 613 | 6.5 | 11.1 |
| 441310 | Automotive parts & accessories stores | 63 | 81 203 | 12 175 | 3 001 | 613 | 6.5 | 11.1 |
| 44132 | Tire dealers | 36 | 58 188 | 9 523 | 2 132 | 311 | 11.1 | 1.6 |
| 441320 | Tire dealers | 36 | 58 188 | 9 523 | 2 132 | 311 | 11.1 | 1.6 |
| 442 | Furniture & home furnishings stores | 117 | 85 019 | 12 175 | 2 741 | 650 | 12.2 | 8.9 |
| 4421 | Furniture stores | 51 | 42 313 | 5 888 | 1 384 | 286 | 14.6 | 7.6 |
| 44211 | Furniture stores | 51 | 42 313 | 5 888 | 1 384 | 286 | 14.6 | 7.6 |
| 442110 | Furniture stores | 51 | 42 313 | 5 888 | 1 384 | 286 | 14.6 | 7.6 |
| 4422 | Home furnishings stores | 66 | 42 706 | 6 287 | 1 357 | 364 | 9.9 | 10.2 |
| 44221 | Floor covering stores | 25 | 14 541 | 2 607 | 464 | 97 | 19.6 | 10.1 |
| 442210 | Floor covering stores | 25 | 14 541 | 2 607 | 464 | 97 | 19.6 | 10.1 |
| 44229 | Other home furnishings stores | 41 | 28 165 | 3 680 | 893 | 267 | 4.9 | 10.2 |
| 442299 | All other home furnishings stores | 38 | D | D | D | c | D | D |
| 443 | Electronics & appliance stores | 74 | 70 600 | 8 773 | 2 256 | 465 | 6.8 | 3.5 |
| 4431 | Electronics & appliance stores | 74 | 70 600 | 8 773 | 2 256 | 465 | 6.8 | 3.5 |
| 44311 | Appliance, television, & other electronics stores | 50 | 59 723 | 7 138 | 1 864 | 386 | 4.0 | 1.9 |
| 443111 | Household appliance stores | 19 | 16 080 | 2 299 | 540 | 109 | 11.4 | 3.2 |
| 443112 | Radio, television, & other electronics stores | 31 | 43 643 | 4 839 | 1 324 | 277 | 1.3 | 1.5 |
| 44312 | Computer & software stores | 20 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 20 | 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN FRANCISCO–OAKLAND–SAN JOSE, CA CMSA**—Con. | | | | | | | |
| | **Vallejo–Fairfield–Napa, CA PMSA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 444 | Building material & garden equipment & supplies dealers | 110 | 350 349 | 40 583 | 9 221 | 1 575 | 3.8 | .4 |
| 4441 | Building material & supplies dealers | 93 | 332 658 | 38 516 | 8 829 | 1 459 | 3.4 | .4 |
| 44411 | Home centers | 4 | 100 723 | 10 290 | 2 701 | 478 | – | – |
| 444110 | Home centers | 4 | 100 723 | 10 290 | 2 701 | 478 | – | – |
| 44412 | Paint & wallpaper stores | 13 | 12 270 | 1 847 | 437 | 67 | 6.9 | 3.1 |
| 444120 | Paint & wallpaper stores | 13 | 12 270 | 1 847 | 437 | 67 | 6.9 | 3.1 |
| 44413 | Hardware stores | 18 | 56 327 | 8 128 | 1 834 | 379 | 2.7 | – |
| 444130 | Hardware stores | 18 | 56 327 | 8 128 | 1 834 | 379 | 2.7 | – |
| 44419 | Other building material dealers | 58 | 163 338 | 18 251 | 3 857 | 535 | 5.4 | .6 |
| 444190 | Other building material dealers | 58 | 163 338 | 18 251 | 3 857 | 535 | 5.4 | .6 |
| 4442 | Lawn & garden equipment & supplies stores | 17 | 17 691 | 2 067 | 392 | 116 | 12.2 | .7 |
| 44422 | Nursery & garden centers | 13 | 15 576 | 1 876 | 351 | 104 | 5.0 | .8 |
| 444220 | Nursery & garden centers | 13 | 15 576 | 1 876 | 351 | 104 | 5.0 | .8 |
| 445 | Food & beverage stores | 218 | 808 956 | 91 807 | 20 290 | 4 855 | 6.2 | 7.2 |
| 4451 | Grocery stores | 137 | 732 572 | 83 337 | 18 450 | 4 328 | 3.2 | 7.2 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 96 | 704 226 | 80 848 | 17 894 | 4 093 | 1.8 | 6.8 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 96 | 704 226 | 80 848 | 17 894 | 4 093 | 1.8 | 6.8 |
| 44512 | Convenience stores | 41 | 28 346 | 2 489 | 556 | 235 | 39.0 | 16.6 |
| 445120 | Convenience stores | 41 | 28 346 | 2 489 | 556 | 235 | 39.0 | 16.6 |
| 4452 | Specialty food stores | 35 | 18 137 | 2 588 | 591 | 273 | 33.9 | 3.0 |
| 4453 | Beer, wine, & liquor stores | 46 | 58 247 | 5 882 | 1 249 | 254 | 34.9 | 8.7 |
| 44531 | Beer, wine, & liquor stores | 46 | 58 247 | 5 882 | 1 249 | 254 | 34.9 | 8.7 |
| 445310 | Beer, wine, & liquor stores | 46 | 58 247 | 5 882 | 1 249 | 254 | 34.9 | 8.7 |
| 446 | Health & personal care stores | 107 | 151 657 | 26 020 | 6 190 | 1 220 | 12.5 | 7.5 |
| 4461 | Health & personal care stores | 107 | 151 657 | 26 020 | 6 190 | 1 220 | 12.5 | 7.5 |
| 44611 | Pharmacies & drug stores | 39 | 115 061 | 20 365 | 4 883 | 893 | 7.7 | 7.2 |
| 446110 | Pharmacies & drug stores | 39 | 115 061 | 20 365 | 4 883 | 893 | 7.7 | 7.2 |
| 4461101 | Pharmacies & drug stores | 36 | D | D | D | f | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 18 | 6 089 | 930 | 213 | 61 | 13.1 | .1 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 18 | 6 089 | 930 | 213 | 61 | 13.1 | .1 |
| 44619 | Other health & personal care stores | 33 | 23 610 | 3 311 | 750 | 187 | 33.9 | 12.3 |
| 446191 | Food (health) supplement stores | 19 | 10 870 | 1 180 | 265 | 108 | 57.5 | 20.2 |
| 446199 | All other health & personal care stores | 14 | 12 740 | 2 131 | 485 | 79 | 13.8 | 5.6 |
| 447 | Gasoline stations | 150 | 345 890 | 14 441 | 3 123 | 999 | 11.1 | 8.1 |
| 4471 | Gasoline stations | 150 | 345 890 | 14 441 | 3 123 | 999 | 11.1 | 8.1 |
| 44711 | Gasoline stations with convenience stores | 83 | 211 952 | 8 220 | 1 710 | 548 | 7.5 | 6.5 |
| 447110 | Gasoline stations with convenience stores | 83 | 211 952 | 8 220 | 1 710 | 548 | 7.5 | 6.5 |
| 44719 | Other gasoline stations | 67 | 133 938 | 6 221 | 1 413 | 451 | 16.8 | 10.6 |
| 447190 | Other gasoline stations | 67 | 133 938 | 6 221 | 1 413 | 451 | 16.8 | 10.6 |
| 448 | Clothing & clothing accessories stores | 272 | 198 221 | 22 274 | 5 078 | 1 755 | 7.6 | 7.4 |
| 4481 | Clothing stores | 172 | 137 590 | 14 879 | 3 407 | 1 237 | 8.6 | 7.2 |
| 44811 | Men's clothing stores | 24 | 17 675 | 2 130 | 504 | 132 | 14.0 | 10.4 |
| 448110 | Men's clothing stores | 24 | 17 675 | 2 130 | 504 | 132 | 14.0 | 10.4 |
| 44812 | Women's clothing stores | 73 | 41 187 | 4 982 | 1 148 | 460 | 16.9 | 10.4 |
| 448120 | Women's clothing stores | 73 | 41 187 | 4 982 | 1 148 | 460 | 16.9 | 10.4 |
| 44813 | Children's & infants' clothing stores | 10 | 3 672 | 273 | 66 | 38 | 24.0 | 7.5 |
| 448130 | Children's & infants' clothing stores | 10 | 3 672 | 273 | 66 | 38 | 24.0 | 7.5 |
| 44814 | Family clothing stores | 34 | 59 471 | 5 607 | 1 265 | 432 | 1.8 | 1.4 |
| 448140 | Family clothing stores | 34 | 59 471 | 5 607 | 1 265 | 432 | 1.8 | 1.4 |
| 44815 | Clothing accessories stores | 13 | 5 062 | 812 | 184 | 75 | – | 35.1 |
| 448150 | Clothing accessories stores | 13 | 5 062 | 812 | 184 | 75 | – | 35.1 |
| 44819 | Other clothing stores | 18 | 10 523 | 1 075 | 240 | 100 | 4.4 | 8.6 |
| 448190 | Other clothing stores | 18 | 10 523 | 1 075 | 240 | 100 | 4.4 | 8.6 |
| 4482 | Shoe stores | 55 | 37 001 | 3 812 | 871 | 299 | 1.3 | 1.0 |
| 44821 | Shoe stores | 55 | 37 001 | 3 812 | 871 | 299 | 1.3 | 1.0 |
| 448210 | Shoe stores | 55 | 37 001 | 3 812 | 871 | 299 | 1.3 | 1.0 |
| 4482101 | Men's shoe stores | 8 | D | D | D | b | D | D |
| 4482102 | Women's shoe stores | 10 | 6 014 | 618 | 149 | 59 | – | 6.3 |
| 4482104 | Family shoe stores | 30 | 17 823 | 1 813 | 412 | 138 | 2.8 | – |
| 4482105 | Athletic footwear stores | 6 | 7 747 | 755 | 170 | 60 | – | – |
| 4483 | Jewelry, luggage, & leather goods stores | 45 | 23 630 | 3 583 | 800 | 219 | 11.6 | 18.9 |
| 44831 | Jewelry stores | 36 | 19 234 | 3 072 | 685 | 185 | 14.1 | 21.1 |
| 448310 | Jewelry stores | 36 | 19 234 | 3 072 | 685 | 185 | 14.1 | 21.1 |
| 44832 | Luggage & leather goods stores | 9 | 4 396 | 511 | 115 | 34 | .7 | 9.1 |
| 448320 | Luggage & leather goods stores | 9 | 4 396 | 511 | 115 | 34 | .7 | 9.1 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN FRANCISCO–OAKLAND–SAN JOSE, CA CMSA**—Con. | | | | | | | |
| | **Vallejo–Fairfield–Napa, CA PMSA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 120 | 93 842 | 10 579 | 2 584 | 1 011 | 6.5 | 5.1 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 85 | 69 045 | 7 793 | 1 899 | 737 | 8.4 | 6.9 |
| 45111 | Sporting goods stores | 44 | 30 950 | 3 515 | 879 | 335 | 13.2 | 5.4 |
| 451110 | Sporting goods stores | 44 | 30 950 | 3 515 | 879 | 335 | 13.2 | 5.4 |
| 4511101 | General-line sporting goods stores | 17 | 19 936 | 1 924 | 497 | 192 | 5.3 | .5 |
| 45112 | Hobby, toy, & game stores | 29 | 31 802 | 3 307 | 770 | 297 | 5.3 | 9.1 |
| 451120 | Hobby, toy, & game stores | 29 | 31 802 | 3 307 | 770 | 297 | 5.3 | 9.1 |
| 45113 | Sewing, needlework, & piece goods stores | 8 | 4 901 | 739 | 195 | 92 | – | 3.1 |
| 451130 | Sewing, needlework, & piece goods stores | 8 | 4 901 | 739 | 195 | 92 | – | 3.1 |
| 4512 | Book, periodical, & music stores | 35 | 24 797 | 2 786 | 685 | 274 | 1.3 | – |
| 45121 | Book stores & news dealers | 25 | 13 003 | 1 549 | 410 | 156 | 2.5 | – |
| 451211 | Book stores | 23 | D | D | D | c | D | D |
| 4512111 | Book stores, general | 13 | 10 215 | 1 249 | 337 | 103 | 2.1 | – |
| 4512112 | Specialty book stores | 9 | D | D | D | b | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 10 | 11 794 | 1 237 | 275 | 118 | – | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 10 | 11 794 | 1 237 | 275 | 118 | – | – |
| 452 | General merchandise stores | 32 | 577 133 | 46 371 | 11 309 | 3 450 | .1 | .8 |
| 4521 | Department stores (incl leased depts) ## | 18 | 389 152 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 18 | 389 152 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 18 | 384 702 | 34 565 | 8 527 | 2 789 | – | – |
| 45211 | Department stores (excl leased depts) | 18 | 384 702 | 34 565 | 8 527 | 2 789 | – | – |
| 452110 | Department stores (excl leased depts) | 18 | 384 702 | 34 565 | 8 527 | 2 789 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 6 | 95 543 | 7 533 | 1 995 | 561 | – | – |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 9 | 218 985 | 18 985 | 4 611 | 1 689 | – | – |
| 4521103 | National chain department stores (excl leased depts) | 3 | 70 174 | 8 047 | 1 921 | 539 | – | – |
| 4529 | Other general merchandise stores | 14 | 192 431 | 11 806 | 2 782 | 661 | .4 | 2.4 |
| 45299 | All other general merchandise stores | 11 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 11 | D | D | D | c | D | D |
| 4529903 | Miscellaneous general merchandise stores | 6 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 213 | 104 802 | 13 610 | 3 045 | 1 276 | 12.1 | 7.0 |
| 4531 | Florists | 34 | 9 896 | 1 964 | 475 | 210 | 17.9 | 5.4 |
| 45311 | Florists | 34 | 9 896 | 1 964 | 475 | 210 | 17.9 | 5.4 |
| 453110 | Florists | 34 | 9 896 | 1 964 | 475 | 210 | 17.9 | 5.4 |
| 4532 | Office supplies, stationery, & gift stores | 75 | 50 160 | 5 851 | 1 269 | 572 | 8.9 | 6.1 |
| 45321 | Office supplies & stationery stores | 16 | 26 504 | 2 414 | 525 | 181 | .4 | .8 |
| 453210 | Office supplies & stationery stores | 16 | 26 504 | 2 414 | 525 | 181 | .4 | .8 |
| 4532102 | Office supplies stores | 14 | D | D | D | c | D | D |
| 45322 | Gift, novelty, & souvenir stores | 59 | 23 656 | 3 437 | 744 | 391 | 18.4 | 12.1 |
| 453220 | Gift, novelty, & souvenir stores | 59 | 23 656 | 3 437 | 744 | 391 | 18.4 | 12.1 |
| 4533 | Used merchandise stores | 35 | 12 341 | 2 546 | 620 | 236 | 4.3 | 21.9 |
| 45331 | Used merchandise stores | 35 | 12 341 | 2 546 | 620 | 236 | 4.3 | 21.9 |
| 453310 | Used merchandise stores | 35 | 12 341 | 2 546 | 620 | 236 | 4.3 | 21.9 |
| 4539 | Other miscellaneous store retailers | 69 | 32 405 | 3 249 | 681 | 258 | 18.1 | 3.4 |
| 45391 | Pet & pet supplies stores | 21 | 12 968 | 1 087 | 264 | 110 | 17.1 | .6 |
| 453910 | Pet & pet supplies stores | 21 | 12 968 | 1 087 | 264 | 110 | 17.1 | .6 |
| 45392 | Art dealers | 7 | 2 569 | 304 | 48 | 25 | 19.9 | 3.2 |
| 453920 | Art dealers | 7 | 2 569 | 304 | 48 | 25 | 19.9 | 3.2 |
| 45399 | All other miscellaneous store retailers | 40 | D | D | D | c | D | D |
| 454 | Nonstore retailers | 55 | 59 302 | 8 610 | 1 719 | 386 | 11.0 | 1.4 |
| 4541 | Electronic shopping & mail-order houses | 16 | 18 648 | 1 505 | 279 | 82 | 10.6 | – |
| 45411 | Electronic shopping & mail-order houses | 16 | 18 648 | 1 505 | 279 | 82 | 10.6 | – |
| 454110 | Electronic shopping & mail-order houses | 16 | 18 648 | 1 505 | 279 | 82 | 10.6 | – |
| 4542 | Vending machine operators | 12 | 14 187 | 2 154 | 512 | 92 | 13.6 | 1.1 |
| 45421 | Vending machine operators | 12 | 14 187 | 2 154 | 512 | 92 | 13.6 | 1.1 |
| 454210 | Vending machine operators | 12 | 14 187 | 2 154 | 512 | 92 | 13.6 | 1.1 |
| 4543 | Direct selling establishments | 27 | 26 467 | 4 951 | 928 | 212 | 9.9 | 2.6 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 3 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 23 | 16 633 | 3 822 | 731 | 170 | 14.5 | 4.1 |
| 454390 | Other direct selling establishments | 23 | 16 633 | 3 822 | 731 | 170 | 14.5 | 4.1 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN LUIS OBISPO–ATASCADERO–PASO ROBLES, CA MSA** | | | | | | | |
| **44-45** | **Retail trade** | **1 132** | **1 780 702** | **182 405** | **42 470** | **10 917** | **7.3** | **4.3** |
| 441 | Motor vehicle & parts dealers | 96 | 365 739 | 33 141 | 7 177 | 1 231 | 9.3 | 2.6 |
| 4411 | Automobile dealers | 27 | 302 568 | 23 685 | 4 899 | 727 | 9.2 | 2.4 |
| 4412 | Other motor vehicle dealers | 18 | 20 442 | 2 371 | 549 | 115 | 9.9 | 7.5 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 14 | 11 196 | 1 330 | 308 | 64 | 18.1 | 13.8 |
| 441229 | All other motor vehicle dealers | 4 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 51 | 42 729 | 7 085 | 1 729 | 389 | 9.9 | 1.3 |
| 44131 | Automotive parts & accessories stores | 35 | 27 182 | 4 105 | 1 034 | 264 | 13.7 | 2.0 |
| 441310 | Automotive parts & accessories stores | 35 | 27 182 | 4 105 | 1 034 | 264 | 13.7 | 2.0 |
| 442 | Furniture & home furnishings stores | 81 | 54 468 | 6 894 | 1 602 | 417 | 8.1 | 6.6 |
| 4421 | Furniture stores | 32 | 27 806 | 3 688 | 909 | 185 | 5.7 | 9.1 |
| 44211 | Furniture stores | 32 | 27 806 | 3 688 | 909 | 185 | 5.7 | 9.1 |
| 442110 | Furniture stores | 32 | 27 806 | 3 688 | 909 | 185 | 5.7 | 9.1 |
| 4422 | Home furnishings stores | 49 | 26 662 | 3 206 | 693 | 232 | 10.5 | 3.9 |
| 44221 | Floor covering stores | 22 | 15 246 | 1 693 | 355 | 87 | 9.3 | 5.2 |
| 442210 | Floor covering stores | 22 | 15 246 | 1 693 | 355 | 87 | 9.3 | 5.2 |
| 44229 | Other home furnishings stores | 27 | 11 416 | 1 513 | 338 | 145 | 12.2 | 2.2 |
| 443 | Electronics & appliance stores | 40 | 25 188 | 3 583 | 833 | 204 | 13.5 | 3.4 |
| 4431 | Electronics & appliance stores | 40 | 25 188 | 3 583 | 833 | 204 | 13.5 | 3.4 |
| 44311 | Appliance, television, & other electronics stores | 27 | 18 514 | 2 566 | 602 | 144 | 15.6 | 4.3 |
| 44312 | Computer & software stores | 11 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 11 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 105 | 166 402 | 21 071 | 5 101 | 975 | 6.0 | 2.6 |
| 4441 | Building material & supplies dealers | 82 | 141 397 | 17 411 | 4 261 | 791 | 6.9 | .7 |
| 44412 | Paint & wallpaper stores | 11 | 9 291 | 1 449 | 347 | 63 | – | – |
| 444120 | Paint & wallpaper stores | 11 | 9 291 | 1 449 | 347 | 63 | – | – |
| 44413 | Hardware stores | 20 | 29 657 | 5 053 | 1 259 | 265 | 6.7 | .9 |
| 444130 | Hardware stores | 20 | 29 657 | 5 053 | 1 259 | 265 | 6.7 | .9 |
| 44419 | Other building material dealers | 48 | 91 908 | 9 310 | 2 279 | 374 | 8.4 | .8 |
| 444190 | Other building material dealers | 48 | 91 908 | 9 310 | 2 279 | 374 | 8.4 | .8 |
| 4442 | Lawn & garden equipment & supplies stores | 23 | 25 005 | 3 660 | 840 | 184 | 1.0 | 13.3 |
| 44422 | Nursery & garden centers | 17 | 23 790 | 3 474 | 804 | 164 | .4 | 13.2 |
| 444220 | Nursery & garden centers | 17 | 23 790 | 3 474 | 804 | 164 | .4 | 13.2 |
| 445 | Food & beverage stores | 149 | 404 032 | 43 212 | 10 496 | 2 464 | 6.2 | 5.1 |
| 4451 | Grocery stores | 92 | 377 568 | 40 946 | 10 017 | 2 217 | 3.5 | 5.2 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 62 | 359 272 | 39 460 | 9 646 | 2 036 | 2.2 | 4.5 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 62 | 359 272 | 39 460 | 9 646 | 2 036 | 2.2 | 4.5 |
| 4452 | Specialty food stores | 20 | 5 738 | 813 | 168 | 96 | 9.6 | 4.2 |
| 446 | Health & personal care stores | 84 | 126 832 | 17 206 | 4 101 | 1 047 | 9.0 | 9.5 |
| 4461 | Health & personal care stores | 84 | 126 832 | 17 206 | 4 101 | 1 047 | 9.0 | 9.5 |
| 44611 | Pharmacies & drug stores | 40 | 112 035 | 14 794 | 3 495 | 830 | 7.3 | 8.8 |
| 446110 | Pharmacies & drug stores | 40 | 112 035 | 14 794 | 3 495 | 830 | 7.3 | 8.8 |
| 4461101 | Pharmacies & drug stores | 38 | D | D | D | f | D | D |
| 4461102 | Proprietary stores | 2 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 12 | 3 143 | 359 | 92 | 41 | 8.3 | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 12 | 3 143 | 359 | 92 | 41 | 8.3 | – |
| 44619 | Other health & personal care stores | 17 | 7 605 | 1 337 | 338 | 106 | 37.5 | 17.1 |
| 446191 | Food (health) supplement stores | 9 | 5 223 | 714 | 168 | 68 | 40.6 | 22.0 |
| 447 | Gasoline stations | 89 | 169 715 | 8 188 | 1 758 | 632 | 8.6 | 9.2 |
| 4471 | Gasoline stations | 89 | 169 715 | 8 188 | 1 758 | 632 | 8.6 | 9.2 |
| 44711 | Gasoline stations with convenience stores | 42 | 85 385 | 4 035 | 850 | 329 | 4.4 | 4.7 |
| 447110 | Gasoline stations with convenience stores | 42 | 85 385 | 4 035 | 850 | 329 | 4.4 | 4.7 |
| 44719 | Other gasoline stations | 47 | 84 330 | 4 153 | 908 | 303 | 12.9 | 13.8 |
| 447190 | Other gasoline stations | 47 | 84 330 | 4 153 | 908 | 303 | 12.9 | 13.8 |
| 448 | Clothing & clothing accessories stores | 169 | 90 125 | 10 156 | 2 525 | 979 | 8.4 | 2.6 |
| 4481 | Clothing stores | 94 | 58 079 | 6 158 | 1 582 | 658 | 10.7 | 1.7 |
| 44819 | Other clothing stores | 15 | 6 427 | 924 | 292 | 105 | 15.0 | 4.5 |
| 448190 | Other clothing stores | 15 | 6 427 | 924 | 292 | 105 | 15.0 | 4.5 |
| 4482103 | Children's & juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 30 | 14 531 | 1 469 | 325 | 117 | – | .4 |
| 4483 | Jewelry, luggage, & leather goods stores | 34 | 10 718 | 1 682 | 409 | 134 | 12.5 | 12.0 |
| 44832 | Luggage & leather goods stores | 5 | 2 286 | 289 | 64 | 23 | – | 13.7 |
| 448320 | Luggage & leather goods stores | 5 | 2 286 | 289 | 64 | 23 | – | 13.7 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN LUIS OBISPO–ATASCADERO–PASO ROBLES, CA MSA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 82 | 56 106 | 5 947 | 1 261 | 572 | 11.5 | .9 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 57 | 35 983 | 3 979 | 778 | 358 | 10.3 | 1.4 |
| 45111 | Sporting goods stores | 37 | 26 259 | 2 427 | 467 | 221 | 12.9 | 1.9 |
| 451110 | Sporting goods stores | 37 | 26 259 | 2 427 | 467 | 221 | 12.9 | 1.9 |
| 4511101 | General-line sporting goods stores | 16 | 15 594 | 1 115 | 231 | 116 | 14.0 | 2.4 |
| 45113 | Sewing, needlework, & piece goods stores | 6 | 3 911 | 649 | 123 | 66 | – | – |
| 451130 | Sewing, needlework, & piece goods stores | 6 | 3 911 | 649 | 123 | 66 | – | – |
| 4512 | Book, periodical, & music stores | 25 | 20 123 | 1 968 | 483 | 214 | 13.6 | – |
| 45121 | Book stores & news dealers | 19 | 13 192 | 1 254 | 327 | 142 | 20.7 | – |
| 451211 | Book stores | 15 | 11 785 | 1 090 | 283 | 117 | 17.5 | – |
| 4512111 | Book stores, general | 12 | 9 355 | 939 | 244 | 98 | 6.3 | – |
| 451212 | News dealers & newsstands | 4 | 1 407 | 164 | 44 | 25 | 47.3 | – |
| 452 | General merchandise stores | 10 | 175 307 | 15 358 | 3 789 | 1 172 | .1 | – |
| 453 | Miscellaneous store retailers | 180 | 72 951 | 8 159 | 1 780 | 794 | 16.3 | 6.7 |
| 4532 | Office supplies, stationery, & gift stores | 75 | 40 277 | 4 177 | 877 | 381 | 19.4 | 5.4 |
| 45321 | Office supplies & stationery stores | 9 | 17 951 | 1 244 | 311 | 91 | – | 1.4 |
| 453210 | Office supplies & stationery stores | 9 | 17 951 | 1 244 | 311 | 91 | – | 1.4 |
| 4532102 | Office supplies stores | 8 | D | D | D | b | D | D |
| 45322 | Gift, novelty, & souvenir stores | 66 | 22 326 | 2 933 | 566 | 290 | 35.0 | 8.6 |
| 453220 | Gift, novelty, & souvenir stores | 66 | 22 326 | 2 933 | 566 | 290 | 35.0 | 8.6 |
| 4533 | Used merchandise stores | 25 | 5 218 | 1 111 | 249 | 130 | 6.7 | 7.5 |
| 45331 | Used merchandise stores | 25 | 5 218 | 1 111 | 249 | 130 | 6.7 | 7.5 |
| 453310 | Used merchandise stores | 25 | 5 218 | 1 111 | 249 | 130 | 6.7 | 7.5 |
| 4539 | Other miscellaneous store retailers | 52 | 22 251 | 2 155 | 478 | 196 | 10.5 | 5.1 |
| 45392 | Art dealers | 18 | 5 540 | 790 | 187 | 63 | 12.0 | 20.3 |
| 453920 | Art dealers | 18 | 5 540 | 790 | 187 | 63 | 12.0 | 20.3 |
| 45399 | All other miscellaneous store retailers | 23 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 47 | 73 837 | 9 490 | 2 047 | 430 | 2.0 | 2.7 |
| 4541 | Electronic shopping & mail-order houses | 17 | 42 820 | 4 055 | 831 | 183 | 1.7 | 3.2 |
| 45411 | Electronic shopping & mail-order houses | 17 | 42 820 | 4 055 | 831 | 183 | 1.7 | 3.2 |
| 454110 | Electronic shopping & mail-order houses | 17 | 42 820 | 4 055 | 831 | 183 | 1.7 | 3.2 |
| 4543 | Direct selling establishments | 25 | 27 514 | 4 776 | 1 064 | 198 | 1.0 | 2.1 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 6 | 7 283 | 1 755 | 398 | 58 | .9 | – |
| 45439 | Other direct selling establishments | 19 | 20 231 | 3 021 | 666 | 140 | 1.0 | 2.9 |
| 454390 | Other direct selling establishments | 19 | 20 231 | 3 021 | 666 | 140 | 1.0 | 2.9 |
| | **SANTA BARBARA–SANTA MARIA–LOMPOC, CA MSA** | | | | | | | |
| **44-45** | **Retail trade** | **1 653** | **3 183 542** | **354 020** | **82 792** | **19 187** | **8.0** | **4.0** |
| 441 | Motor vehicle & parts dealers | 138 | 653 574 | 63 125 | 15 200 | 2 103 | 11.3 | 2.0 |
| 4411 | Automobile dealers | 42 | 549 443 | 44 828 | 11 000 | 1 324 | 11.5 | .4 |
| 44111 | New car dealers | 30 | 535 720 | 43 978 | 10 795 | 1 291 | 11.5 | .4 |
| 441110 | New car dealers | 30 | 535 720 | 43 978 | 10 795 | 1 291 | 11.5 | .4 |
| 4412 | Other motor vehicle dealers | 16 | 21 588 | 2 230 | 454 | 123 | 21.1 | 14.5 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 13 | 20 203 | 2 113 | 430 | 115 | 19.5 | 15.5 |
| 441221 | Motorcycle dealers | 5 | 8 473 | 725 | 150 | 39 | 21.0 | 24.3 |
| 441229 | All other motor vehicle dealers | 2 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 80 | 82 543 | 16 067 | 3 746 | 656 | 7.7 | 8.8 |
| 44131 | Automotive parts & accessories stores | 50 | 59 050 | 10 614 | 2 567 | 459 | 9.9 | 10.8 |
| 441310 | Automotive parts & accessories stores | 50 | 59 050 | 10 614 | 2 567 | 459 | 9.9 | 10.8 |
| 44132 | Tire dealers | 30 | 23 493 | 5 453 | 1 179 | 197 | 2.4 | 3.7 |
| 441320 | Tire dealers | 30 | 23 493 | 5 453 | 1 179 | 197 | 2.4 | 3.7 |
| 442 | Furniture & home furnishings stores | 116 | 94 888 | 13 771 | 3 098 | 690 | 11.4 | 7.7 |
| 4421 | Furniture stores | 38 | 33 003 | 4 972 | 1 145 | 209 | 6.6 | 5.4 |
| 44211 | Furniture stores | 38 | 33 003 | 4 972 | 1 145 | 209 | 6.6 | 5.4 |
| 442110 | Furniture stores | 38 | 33 003 | 4 972 | 1 145 | 209 | 6.6 | 5.4 |
| 4422 | Home furnishings stores | 78 | 61 885 | 8 799 | 1 953 | 481 | 13.9 | 9.0 |
| 44221 | Floor covering stores | 24 | 24 608 | 4 438 | 988 | 163 | 18.9 | .6 |
| 442210 | Floor covering stores | 24 | 24 608 | 4 438 | 988 | 163 | 18.9 | .6 |
| 44229 | Other home furnishings stores | 54 | 37 277 | 4 361 | 965 | 318 | 10.6 | 14.5 |
| 442299 | All other home furnishings stores | 48 | 34 108 | 3 975 | 876 | 297 | 9.5 | 15.8 |
| 443 | Electronics & appliance stores | 72 | 92 495 | 10 552 | 2 253 | 466 | 15.0 | 1.3 |
| 4431 | Electronics & appliance stores | 72 | 92 495 | 10 552 | 2 253 | 466 | 15.0 | 1.3 |
| 44311 | Appliance, television, & other electronics stores | 40 | 60 558 | 6 317 | 1 575 | 337 | 9.2 | 1.1 |
| 443112 | Radio, television, & other electronics stores | 26 | 52 479 | 5 391 | 1 363 | 292 | 7.9 | .7 |
| 44312 | Computer & software stores | 23 | 22 613 | 3 455 | 494 | 82 | 36.0 | 2.2 |
| 443120 | Computer & software stores | 23 | 22 613 | 3 455 | 494 | 82 | 36.0 | 2.2 |
| 44313 | Camera & photographic supplies stores | 9 | 9 324 | 780 | 184 | 47 | 1.7 | – |
| 443130 | Camera & photographic supplies stores | 9 | 9 324 | 780 | 184 | 47 | 1.7 | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SANTA BARBARA–SANTA MARIA–LOMPOC, CA MSA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 444 | Building material & garden equipment & supplies dealers | 130 | 302 064 | 39 782 | 9 444 | 1 474 | 4.6 | 1.3 |
| 4441 | Building material & supplies dealers | 99 | 234 141 | 29 557 | 7 212 | 1 163 | 5.8 | 1.7 |
| 44412 | Paint & wallpaper stores | 14 | 14 555 | 1 504 | 359 | 60 | 10.4 | – |
| 444120 | Paint & wallpaper stores | 14 | 14 555 | 1 504 | 359 | 60 | 10.4 | – |
| 44413 | Hardware stores | 18 | 39 752 | 5 443 | 1 267 | 305 | 6.2 | 4.9 |
| 444130 | Hardware stores | 18 | 39 752 | 5 443 | 1 267 | 305 | 6.2 | 4.9 |
| 44419 | Other building material dealers | 63 | 142 035 | 17 984 | 4 530 | 559 | 6.7 | 1.4 |
| 444190 | Other building material dealers | 63 | 142 035 | 17 984 | 4 530 | 559 | 6.7 | 1.4 |
| 4442 | Lawn & garden equipment & supplies stores | 31 | 67 923 | 10 225 | 2 232 | 311 | .7 | – |
| 44422 | Nursery & garden centers | 28 | 67 061 | 10 099 | 2 201 | 304 | .4 | – |
| 444220 | Nursery & garden centers | 28 | 67 061 | 10 099 | 2 201 | 304 | .4 | – |
| 445 | Food & beverage stores | 224 | 660 836 | 68 902 | 16 202 | 3 779 | 7.4 | 4.8 |
| 4451 | Grocery stores | 125 | 610 862 | 63 699 | 15 016 | 3 261 | 5.3 | 4.3 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 84 | 584 110 | 61 505 | 14 464 | 3 066 | 3.2 | 4.1 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 84 | 584 110 | 61 505 | 14 464 | 3 066 | 3.2 | 4.1 |
| 44512 | Convenience stores | 41 | 26 752 | 2 194 | 552 | 195 | 52.4 | 9.4 |
| 445120 | Convenience stores | 41 | 26 752 | 2 194 | 552 | 195 | 52.4 | 9.4 |
| 4452 | Specialty food stores | 49 | 18 724 | 2 796 | 680 | 272 | 22.9 | 6.6 |
| 4453 | Beer, wine, & liquor stores | 50 | 31 250 | 2 407 | 506 | 246 | 39.4 | 13.1 |
| 44531 | Beer, wine, & liquor stores | 50 | 31 250 | 2 407 | 506 | 246 | 39.4 | 13.1 |
| 445310 | Beer, wine, & liquor stores | 50 | 31 250 | 2 407 | 506 | 246 | 39.4 | 13.1 |
| 446 | Health & personal care stores | 119 | 217 147 | 28 636 | 6 687 | 1 591 | 7.1 | 3.4 |
| 4461 | Health & personal care stores | 119 | 217 147 | 28 636 | 6 687 | 1 591 | 7.1 | 3.4 |
| 44611 | Pharmacies & drug stores | 57 | 186 222 | 22 769 | 5 343 | 1 151 | 3.7 | 1.9 |
| 446110 | Pharmacies & drug stores | 57 | 186 222 | 22 769 | 5 343 | 1 151 | 3.7 | 1.9 |
| 4461101 | Pharmacies & drug stores | 55 | D | D | D | g | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 12 | 7 081 | 1 429 | 301 | 114 | 31.6 | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 12 | 7 081 | 1 429 | 301 | 114 | 31.6 | – |
| 44613 | Optical goods stores | 24 | 9 045 | 2 104 | 526 | 125 | 16.7 | 2.2 |
| 446130 | Optical goods stores | 24 | 9 045 | 2 104 | 526 | 125 | 16.7 | 2.2 |
| 44619 | Other health & personal care stores | 26 | 14 799 | 2 334 | 517 | 201 | 32.0 | 24.7 |
| 446191 | Food (health) supplement stores | 15 | 10 301 | 1 757 | 372 | 174 | 23.9 | 31.5 |
| 447 | Gasoline stations | 109 | 192 656 | 10 921 | 2 476 | 854 | 11.8 | 10.5 |
| 4471 | Gasoline stations | 109 | 192 656 | 10 921 | 2 476 | 854 | 11.8 | 10.5 |
| 44711 | Gasoline stations with convenience stores | 48 | 104 720 | 4 567 | 969 | 351 | .5 | 1.2 |
| 447110 | Gasoline stations with convenience stores | 48 | 104 720 | 4 567 | 969 | 351 | .5 | 1.2 |
| 44719 | Other gasoline stations | 61 | 87 936 | 6 354 | 1 507 | 503 | 25.3 | 21.5 |
| 447190 | Other gasoline stations | 61 | 87 936 | 6 354 | 1 507 | 503 | 25.3 | 21.5 |
| 448 | Clothing & clothing accessories stores | 273 | 224 278 | 30 483 | 7 505 | 2 219 | 9.1 | 5.5 |
| 4481 | Clothing stores | 166 | 167 216 | 22 600 | 5 633 | 1 773 | 8.4 | 4.5 |
| 44813 | Children's & infants' clothing stores | 9 | 6 901 | 663 | 150 | 72 | 11.2 | 1.7 |
| 448130 | Children's & infants' clothing stores | 9 | 6 901 | 663 | 150 | 72 | 11.2 | 1.7 |
| 44814 | Family clothing stores | 37 | 98 707 | 13 430 | 3 459 | 1 008 | 4.0 | 1.0 |
| 448140 | Family clothing stores | 37 | 98 707 | 13 430 | 3 459 | 1 008 | 4.0 | 1.0 |
| 44815 | Clothing accessories stores | 14 | 3 415 | 494 | 119 | 46 | 18.7 | – |
| 448150 | Clothing accessories stores | 14 | 3 415 | 494 | 119 | 46 | 18.7 | – |
| 44819 | Other clothing stores | 26 | 11 125 | 1 584 | 373 | 134 | 5.9 | – |
| 448190 | Other clothing stores | 26 | 11 125 | 1 584 | 373 | 134 | 5.9 | – |
| 4482 | Shoe stores | 56 | 25 939 | 3 349 | 781 | 239 | 4.2 | 7.2 |
| 44821 | Shoe stores | 56 | 25 939 | 3 349 | 781 | 239 | 4.2 | 7.2 |
| 448210 | Shoe stores | 56 | 25 939 | 3 349 | 781 | 239 | 4.2 | 7.2 |
| 4482101 | Men's shoe stores | 4 | 2 483 | 334 | 76 | 15 | – | – |
| 4482104 | Family shoe stores | 38 | 15 109 | 1 981 | 452 | 151 | 7.3 | 9.3 |
| 4482105 | Athletic footwear stores | 8 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 51 | 31 123 | 4 534 | 1 091 | 207 | 17.1 | 9.6 |
| 44831 | Jewelry stores | 47 | 29 050 | 4 274 | 1 031 | 190 | 18.3 | 8.4 |
| 448310 | Jewelry stores | 47 | 29 050 | 4 274 | 1 031 | 190 | 18.3 | 8.4 |
| 44832 | Luggage & leather goods stores | 4 | 2 073 | 260 | 60 | 17 | – | 26.3 |
| 448320 | Luggage & leather goods stores | 4 | 2 073 | 260 | 60 | 17 | – | 26.3 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SANTA BARBARA–SANTA MARIA–LOMPOC, CA MSA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 141 | 104 433 | 14 164 | 3 216 | 1 206 | 9.7 | 5.4 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 93 | 66 909 | 7 807 | 1 578 | 676 | 13.9 | 5.5 |
| 45111 | Sporting goods stores | 54 | 34 603 | 3 866 | 745 | 339 | 13.5 | 7.6 |
| 451110 | Sporting goods stores | 54 | 34 603 | 3 866 | 745 | 339 | 13.5 | 7.6 |
| 4511101 | General-line sporting goods stores | 14 | 14 201 | 1 295 | 272 | 129 | 4.9 | 16.0 |
| 4511102 | Specialty-line sporting goods stores | 40 | 20 402 | 2 571 | 473 | 210 | 19.5 | 1.8 |
| 45112 | Hobby, toy, & game stores | 18 | 21 046 | 2 188 | 468 | 192 | 2.6 | 5.0 |
| 451120 | Hobby, toy, & game stores | 18 | 21 046 | 2 188 | 468 | 192 | 2.6 | 5.0 |
| 45113 | Sewing, needlework, & piece goods stores | 13 | 5 260 | 939 | 185 | 110 | 7.1 | – |
| 451130 | Sewing, needlework, & piece goods stores | 13 | 5 260 | 939 | 185 | 110 | 7.1 | – |
| 45114 | Musical instrument & supplies stores | 8 | 6 000 | 814 | 180 | 35 | 61.6 | – |
| 451140 | Musical instrument & supplies stores | 8 | 6 000 | 814 | 180 | 35 | 61.6 | – |
| 4512 | Book, periodical, & music stores | 48 | 37 524 | 6 357 | 1 638 | 530 | 2.4 | 5.3 |
| 45121 | Book stores & news dealers | 30 | 22 140 | 4 767 | 1 227 | 363 | 2.3 | .2 |
| 451211 | Book stores | 24 | 20 395 | 4 523 | 1 167 | 337 | .6 | – |
| 4512111 | Book stores, general | 16 | 14 302 | 2 236 | 590 | 183 | .8 | – |
| 4512112 | Specialty book stores | 6 | D | D | D | b | D | D |
| 4512113 | College book stores | 2 | D | D | D | b | D | D |
| 451212 | News dealers & newsstands | 6 | 1 745 | 244 | 60 | 26 | 22.1 | 2.1 |
| 45122 | Prerecorded tape, compact disc, & record stores | 18 | 15 384 | 1 590 | 411 | 167 | 2.5 | 12.6 |
| 451220 | Prerecorded tape, compact disc, & record stores | 18 | 15 384 | 1 590 | 411 | 167 | 2.5 | 12.6 |
| 452 | General merchandise stores | 31 | 375 815 | 33 001 | 8 098 | 2 575 | .2 | .9 |
| 4521101 | Conventional department stores (excl leased depts) | 6 | 99 669 | 10 145 | 2 474 | 770 | – | – |
| 4521103 | National chain department stores (excl leased depts) | 4 | 65 993 | 7 499 | 1 887 | 575 | – | – |
| 4529903 | Miscellaneous general merchandise stores | 12 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 246 | 118 087 | 15 753 | 3 824 | 1 373 | 17.6 | 10.4 |
| 4531 | Florists | 36 | 9 515 | 2 046 | 477 | 218 | 28.6 | 6.6 |
| 45311 | Florists | 36 | 9 515 | 2 046 | 477 | 218 | 28.6 | 6.6 |
| 453110 | Florists | 36 | 9 515 | 2 046 | 477 | 218 | 28.6 | 6.6 |
| 4532 | Office supplies, stationery, & gift stores | 96 | 58 633 | 6 298 | 1 549 | 578 | 19.2 | 8.1 |
| 45321 | Office supplies & stationery stores | 11 | 29 466 | 1 994 | 524 | 151 | 5.9 | 2.0 |
| 453210 | Office supplies & stationery stores | 11 | 29 466 | 1 994 | 524 | 151 | 5.9 | 2.0 |
| 4532101 | Stationery stores | 2 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 9 | D | D | D | c | D | D |
| 45322 | Gift, novelty, & souvenir stores | 85 | 29 167 | 4 304 | 1 025 | 427 | 32.6 | 14.2 |
| 453220 | Gift, novelty, & souvenir stores | 85 | 29 167 | 4 304 | 1 025 | 427 | 32.6 | 14.2 |
| 4533 | Used merchandise stores | 47 | 16 197 | 3 917 | 1 057 | 335 | 11.0 | 6.2 |
| 45331 | Used merchandise stores | 47 | 16 197 | 3 917 | 1 057 | 335 | 11.0 | 6.2 |
| 453310 | Used merchandise stores | 47 | 16 197 | 3 917 | 1 057 | 335 | 11.0 | 6.2 |
| 4539 | Other miscellaneous store retailers | 67 | 33 742 | 3 492 | 741 | 242 | 14.9 | 17.6 |
| 45391 | Pet & pet supplies stores | 24 | 10 006 | 920 | 193 | 108 | 22.5 | 5.3 |
| 453910 | Pet & pet supplies stores | 24 | 10 006 | 920 | 193 | 108 | 22.5 | 5.3 |
| 45392 | Art dealers | 10 | 7 736 | 803 | 162 | 30 | 2.6 | 59.4 |
| 453920 | Art dealers | 10 | 7 736 | 803 | 162 | 30 | 2.6 | 59.4 |
| 45399 | All other miscellaneous store retailers | 33 | 16 000 | 1 769 | 386 | 104 | 16.0 | 5.1 |
| 454 | Nonstore retailers | 54 | 147 269 | 24 930 | 4 789 | 857 | 2.4 | 5.7 |
| 4541 | Electronic shopping & mail-order houses | 27 | 90 970 | 14 992 | 2 333 | 462 | 1.1 | 9.1 |
| 45411 | Electronic shopping & mail-order houses | 27 | 90 970 | 14 992 | 2 333 | 462 | 1.1 | 9.1 |
| 454110 | Electronic shopping & mail-order houses | 27 | 90 970 | 14 992 | 2 333 | 462 | 1.1 | 9.1 |
| 4543 | Direct selling establishments | 21 | 53 523 | 9 598 | 2 375 | 373 | 3.5 | .3 |
| 454311 | Heating oil dealers | 2 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 16 | 43 191 | 8 698 | 2 141 | 340 | 4.3 | – |
| 454390 | Other direct selling establishments | 16 | 43 191 | 8 698 | 2 141 | 340 | 4.3 | – |
| | **STOCKTON–LODI, CA MSA** | | | | | | | |
| **44-45** | **Retail trade** | **1 594** | **3 679 557** | **364 665** | **85 106** | **19 957** | **7.8** | **6.9** |
| 441 | Motor vehicle & parts dealers | 204 | 876 566 | 80 979 | 18 921 | 2 721 | 6.5 | 10.5 |
| 4411 | Automobile dealers | 62 | 696 123 | 55 528 | 13 039 | 1 618 | 4.8 | 11.4 |
| 44111 | New car dealers | 35 | 661 791 | 52 827 | 12 374 | 1 503 | 4.1 | 11.5 |
| 441110 | New car dealers | 35 | 661 791 | 52 827 | 12 374 | 1 503 | 4.1 | 11.5 |
| 44112 | Used car dealers | 27 | 34 332 | 2 701 | 665 | 115 | 18.0 | 10.3 |
| 441120 | Used car dealers | 27 | 34 332 | 2 701 | 665 | 115 | 18.0 | 10.3 |
| 4412 | Other motor vehicle dealers | 27 | 69 080 | 5 935 | 1 315 | 224 | 21.3 | 4.1 |
| 44121 | Recreational vehicle dealers | 10 | 37 268 | 3 184 | 685 | 122 | – | 7.0 |
| 441210 | Recreational vehicle dealers | 10 | 37 268 | 3 184 | 685 | 122 | – | 7.0 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 17 | 31 812 | 2 751 | 630 | 102 | 46.3 | .7 |
| 441221 | Motorcycle dealers | 6 | 10 479 | 930 | 212 | 43 | 1.2 | 2.1 |
| 441222 | Boat dealers | 7 | 15 872 | 1 076 | 207 | 37 | 66.3 | – |
| 441229 | All other motor vehicle dealers | 4 | 5 461 | 745 | 211 | 22 | 74.6 | – |
| 4413 | Automotive parts, accessories, & tire stores | 115 | 111 363 | 19 516 | 4 567 | 879 | 7.5 | 8.9 |
| 44131 | Automotive parts & accessories stores | 75 | 68 431 | 10 377 | 2 546 | 548 | 10.4 | 7.6 |
| 441310 | Automotive parts & accessories stores | 75 | 68 431 | 10 377 | 2 546 | 548 | 10.4 | 7.6 |
| 44132 | Tire dealers | 40 | 42 932 | 9 139 | 2 021 | 331 | 2.9 | 11.0 |
| 441320 | Tire dealers | 40 | 42 932 | 9 139 | 2 021 | 331 | 2.9 | 11.0 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **STOCKTON–LODI, CA MSA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 442 | Furniture & home furnishings stores | 73 | 73 028 | 12 015 | 2 724 | 543 | 12.5 | 12.5 |
| 4421 | Furniture stores | 30 | 33 580 | 3 427 | 700 | 163 | 16.3 | 22.1 |
| 44211 | Furniture stores | 30 | 33 580 | 3 427 | 700 | 163 | 16.3 | 22.1 |
| 442110 | Furniture stores | 30 | 33 580 | 3 427 | 700 | 163 | 16.3 | 22.1 |
| 4422 | Home furnishings stores | 43 | 39 448 | 8 588 | 2 024 | 380 | 9.2 | 4.3 |
| 44221 | Floor covering stores | 19 | 28 161 | 7 098 | 1 663 | 253 | 5.5 | 3.3 |
| 442210 | Floor covering stores | 19 | 28 161 | 7 098 | 1 663 | 253 | 5.5 | 3.3 |
| 44229 | Other home furnishings stores | 24 | 11 287 | 1 490 | 361 | 127 | 18.4 | 6.6 |
| 443 | Electronics & appliance stores | 61 | 78 730 | 9 015 | 2 154 | 443 | 8.5 | 2.8 |
| 4431 | Electronics & appliance stores | 61 | 78 730 | 9 015 | 2 154 | 443 | 8.5 | 2.8 |
| 44311 | Appliance, television, & other electronics stores | 43 | 56 649 | 6 009 | 1 453 | 286 | 8.0 | 1.2 |
| 443111 | Household appliance stores | 19 | 11 755 | 1 288 | 260 | 60 | 9.7 | 4.7 |
| 443112 | Radio, television, & other electronics stores | 24 | 44 894 | 4 721 | 1 193 | 226 | 7.6 | .3 |
| 44312 | Computer & software stores | 15 | 14 842 | 1 900 | 434 | 90 | 14.5 | 10.6 |
| 443120 | Computer & software stores | 15 | 14 842 | 1 900 | 434 | 90 | 14.5 | 10.6 |
| 44313 | Camera & photographic supplies stores | 3 | 7 239 | 1 106 | 267 | 67 | – | – |
| 443130 | Camera & photographic supplies stores | 3 | 7 239 | 1 106 | 267 | 67 | – | – |
| 444 | Building material & garden equipment & supplies dealers | 133 | 428 082 | 46 008 | 10 688 | 1 813 | 3.2 | 4.3 |
| 4441 | Building material & supplies dealers | 99 | 286 160 | 31 683 | 7 527 | 1 321 | 1.3 | 1.9 |
| 44411 | Home centers | 4 | 65 488 | 6 777 | 1 719 | 346 | – | – |
| 444110 | Home centers | 4 | 65 488 | 6 777 | 1 719 | 346 | – | – |
| 44412 | Paint & wallpaper stores | 14 | 14 960 | 2 079 | 464 | 73 | 3.3 | 19.3 |
| 444120 | Paint & wallpaper stores | 14 | 14 960 | 2 079 | 464 | 73 | 3.3 | 19.3 |
| 44413 | Hardware stores | 18 | 43 500 | 6 851 | 1 574 | 361 | 1.4 | – |
| 444130 | Hardware stores | 18 | 43 500 | 6 851 | 1 574 | 361 | 1.4 | – |
| 44419 | Other building material dealers | 63 | 162 212 | 15 976 | 3 770 | 541 | 1.7 | 1.5 |
| 444190 | Other building material dealers | 63 | 162 212 | 15 976 | 3 770 | 541 | 1.7 | 1.5 |
| 4442 | Lawn & garden equipment & supplies stores | 34 | 141 922 | 14 325 | 3 161 | 492 | 7.0 | 9.2 |
| 44422 | Nursery & garden centers | 28 | 137 016 | 13 558 | 2 985 | 463 | 7.3 | 9.5 |
| 444220 | Nursery & garden centers | 28 | 137 016 | 13 558 | 2 985 | 463 | 7.3 | 9.5 |
| 445 | Food & beverage stores | 264 | 709 442 | 67 550 | 14 943 | 3 834 | 9.0 | 4.6 |
| 4451 | Grocery stores | 189 | 668 890 | 64 871 | 14 320 | 3 576 | 6.5 | 4.5 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 155 | 649 582 | 63 515 | 14 025 | 3 439 | 5.7 | 3.7 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 155 | 649 582 | 63 515 | 14 025 | 3 439 | 5.7 | 3.7 |
| 4452 | Specialty food stores | 30 | 18 018 | 1 504 | 327 | 108 | 52.6 | 3.9 |
| 446 | Health & personal care stores | 144 | 233 663 | 34 272 | 8 816 | 1 772 | 12.5 | 9.9 |
| 4461 | Health & personal care stores | 144 | 233 663 | 34 272 | 8 816 | 1 772 | 12.5 | 9.9 |
| 44611 | Pharmacies & drug stores | 74 | 194 383 | 27 682 | 7 227 | 1 413 | 14.1 | 9.2 |
| 446110 | Pharmacies & drug stores | 74 | 194 383 | 27 682 | 7 227 | 1 413 | 14.1 | 9.2 |
| 4461101 | Pharmacies & drug stores | 72 | D | D | D | g | D | D |
| 4461102 | Proprietary stores | 2 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 13 | 4 867 | 852 | 204 | 70 | – | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 13 | 4 867 | 852 | 204 | 70 | – | – |
| 44613 | Optical goods stores | 24 | 10 211 | 1 990 | 480 | 125 | 2.5 | 21.4 |
| 446130 | Optical goods stores | 24 | 10 211 | 1 990 | 480 | 125 | 2.5 | 21.4 |
| 44619 | Other health & personal care stores | 33 | 24 202 | 3 748 | 905 | 164 | 6.2 | 12.2 |
| 446191 | Food (health) supplement stores | 11 | 5 545 | 603 | 128 | 56 | 20.3 | 40.9 |
| 446199 | All other health & personal care stores | 22 | 18 657 | 3 145 | 777 | 108 | 2.0 | 3.7 |
| 447 | Gasoline stations | 158 | 351 594 | 15 751 | 3 531 | 1 166 | 23.6 | 9.6 |
| 4471 | Gasoline stations | 158 | 351 594 | 15 751 | 3 531 | 1 166 | 23.6 | 9.6 |
| 44711 | Gasoline stations with convenience stores | 96 | 210 461 | 8 820 | 1 886 | 692 | 17.0 | 10.3 |
| 447110 | Gasoline stations with convenience stores | 96 | 210 461 | 8 820 | 1 886 | 692 | 17.0 | 10.3 |
| 44719 | Other gasoline stations | 62 | 141 133 | 6 931 | 1 645 | 474 | 33.3 | 8.6 |
| 447190 | Other gasoline stations | 62 | 141 133 | 6 931 | 1 645 | 474 | 33.3 | 8.6 |
| 448 | Clothing & clothing accessories stores | 211 | 142 736 | 18 529 | 4 497 | 1 511 | 5.9 | 4.7 |
| 4481 | Clothing stores | 118 | 96 252 | 11 681 | 2 865 | 1 066 | 5.7 | 3.6 |
| 44814 | Family clothing stores | 26 | 45 661 | 4 946 | 1 179 | 417 | .1 | .2 |
| 448140 | Family clothing stores | 26 | 45 661 | 4 946 | 1 179 | 417 | .1 | .2 |
| 44819 | Other clothing stores | 18 | 9 378 | 1 070 | 274 | 107 | 2.7 | – |
| 448190 | Other clothing stores | 18 | 9 378 | 1 070 | 274 | 107 | 2.7 | – |
| 4482 | Shoe stores | 50 | 26 108 | 2 851 | 656 | 225 | 1.9 | 1.2 |
| 44821 | Shoe stores | 50 | 26 108 | 2 851 | 656 | 225 | 1.9 | 1.2 |
| 448210 | Shoe stores | 50 | 26 108 | 2 851 | 656 | 225 | 1.9 | 1.2 |
| 4482104 | Family shoe stores | 36 | 16 241 | 1 742 | 399 | 147 | 3.0 | .1 |
| 4482105 | Athletic footwear stores | 9 | 8 017 | 836 | 194 | 55 | – | – |
| 4483 | Jewelry, luggage, & leather goods stores | 43 | 20 376 | 3 997 | 976 | 220 | 12.1 | 14.2 |
| 44831 | Jewelry stores | 40 | 19 384 | 3 868 | 947 | 210 | 12.8 | 15.0 |
| 448310 | Jewelry stores | 40 | 19 384 | 3 868 | 947 | 210 | 12.8 | 15.0 |
| 44832 | Luggage & leather goods stores | 3 | 992 | 129 | 29 | 10 | – | – |
| 448320 | Luggage & leather goods stores | 3 | 992 | 129 | 29 | 10 | – | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **STOCKTON–LODI, CA MSA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 90 | 76 784 | 10 121 | 2 302 | 870 | 4.0 | 3.4 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 61 | 53 828 | 6 543 | 1 450 | 547 | 2.0 | 2.1 |
| 45111 | Sporting goods stores | 34 | 26 131 | 3 163 | 668 | 231 | 1.7 | 3.6 |
| 451110 | Sporting goods stores | 34 | 26 131 | 3 163 | 668 | 231 | 1.7 | 3.6 |
| 4511101 | General-line sporting goods stores | 11 | 13 900 | 1 485 | 330 | 118 | .8 | 1.6 |
| 45112 | Hobby, toy, & game stores | 14 | 19 849 | 2 000 | 454 | 184 | 1.5 | 1.0 |
| 451120 | Hobby, toy, & game stores | 14 | 19 849 | 2 000 | 454 | 184 | 1.5 | 1.0 |
| 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 | 8 | D | D | D | b | D | D |
| 451140 | Musical instrument & supplies stores | 8 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 29 | 22 956 | 3 578 | 852 | 323 | 8.8 | 6.3 |
| 45121 | Book stores & news dealers | 20 | 12 974 | 2 526 | 589 | 219 | 14.1 | – |
| 4512111 | Book stores, general | 11 | 9 105 | 1 147 | 274 | 122 | 16.8 | – |
| 451212 | News dealers & newsstands | 5 | 2 760 | 1 227 | 277 | 74 | – | – |
| 45122 | Prerecorded tape, compact disc, & record stores | 9 | 9 982 | 1 052 | 263 | 104 | 2.0 | 14.6 |
| 451220 | Prerecorded tape, compact disc, & record stores | 9 | 9 982 | 1 052 | 263 | 104 | 2.0 | 14.6 |
| 452 | General merchandise stores | 36 | 547 984 | 48 833 | 11 598 | 3 945 | .3 | .9 |
| 4521 | Department stores (incl leased depts) ## | 22 | 447 163 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 22 | 447 163 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 22 | 440 488 | 42 372 | 9 931 | 3 503 | – | – |
| 45211 | Department stores (excl leased depts) | 22 | 440 488 | 42 372 | 9 931 | 3 503 | – | – |
| 452110 | Department stores (excl leased depts) | 22 | 440 488 | 42 372 | 9 931 | 3 503 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 7 | 104 955 | 10 426 | 2 264 | 731 | – | – |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 12 | 272 473 | 25 068 | 5 988 | 2 269 | – | – |
| 45299 | All other general merchandise stores | 13 | D | D | D | e | D | D |
| 452990 | All other general merchandise stores | 13 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 175 | 112 087 | 13 553 | 3 204 | 1 031 | 8.5 | 18.6 |
| 4531 | Florists | 39 | 8 832 | 1 510 | 388 | 176 | 29.5 | 26.1 |
| 45311 | Florists | 39 | 8 832 | 1 510 | 388 | 176 | 29.5 | 26.1 |
| 453110 | Florists | 39 | 8 832 | 1 510 | 388 | 176 | 29.5 | 26.1 |
| 4532 | Office supplies, stationery, & gift stores | 54 | 50 568 | 4 716 | 1 127 | 379 | 3.1 | 28.8 |
| 45321 | Office supplies & stationery stores | 9 | 37 232 | 2 708 | 694 | 174 | – | 33.7 |
| 453210 | Office supplies & stationery stores | 9 | 37 232 | 2 708 | 694 | 174 | – | 33.7 |
| 4532102 | Office supplies stores | 8 | D | D | D | c | D | D |
| 4533 | Used merchandise stores | 18 | 8 293 | 3 071 | 721 | 191 | 1.7 | 12.8 |
| 45331 | Used merchandise stores | 18 | 8 293 | 3 071 | 721 | 191 | 1.7 | 12.8 |
| 453310 | Used merchandise stores | 18 | 8 293 | 3 071 | 721 | 191 | 1.7 | 12.8 |
| 4539 | Other miscellaneous store retailers | 64 | 44 394 | 4 256 | 968 | 285 | 11.7 | 6.6 |
| 45391 | Pet & pet supplies stores | 15 | 16 334 | 2 030 | 478 | 158 | – | 5.4 |
| 453910 | Pet & pet supplies stores | 15 | 16 334 | 2 030 | 478 | 158 | – | 5.4 |
| 45399 | All other miscellaneous store retailers | 41 | D | D | D | c | D | D |
| 454 | Nonstore retailers | 45 | 48 861 | 8 039 | 1 728 | 308 | 8.7 | 13.6 |
| 4542 | Vending machine operators | 7 | 11 208 | 2 051 | 301 | 49 | 15.9 | 1.4 |
| 45421 | Vending machine operators | 7 | 11 208 | 2 051 | 301 | 49 | 15.9 | 1.4 |
| 454210 | Vending machine operators | 7 | 11 208 | 2 051 | 301 | 49 | 15.9 | 1.4 |
| 4543 | Direct selling establishments | 30 | 28 730 | 4 480 | 1 114 | 210 | 8.5 | 20.4 |
| 45431 | Fuel dealers | 8 | 13 725 | 1 859 | 434 | 76 | – | 37.6 |
| 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 | 22 | 15 005 | 2 621 | 680 | 134 | 16.3 | 4.6 |
| 454390 | Other direct selling establishments | 22 | 15 005 | 2 621 | 680 | 134 | 16.3 | 4.6 |
| | **VISALIA–TULARE–PORTERVILLE, CA MSA** | | | | | | | |
| **44-45** | **Retail trade** | **1 107** | **2 135 741** | **211 831** | **50 107** | **12 742** | **10.7** | **4.0** |
| 441 | Motor vehicle & parts dealers | 175 | 468 878 | 41 891 | 9 706 | 1 850 | 10.9 | 3.0 |
| 4411 | Automobile dealers | 58 | 372 959 | 27 342 | 6 439 | 1 081 | 10.0 | 1.3 |
| 44112 | Used car dealers | 29 | 30 829 | 2 213 | 682 | 109 | 25.3 | .5 |
| 441120 | Used car dealers | 29 | 30 829 | 2 213 | 682 | 109 | 25.3 | .5 |
| 4412 | Other motor vehicle dealers | 16 | 16 756 | 1 934 | 379 | 103 | 3.5 | 2.7 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 11 | 10 936 | 1 136 | 200 | 56 | 5.4 | 2.1 |
| 4413 | Automotive parts, accessories, & tire stores | 101 | 79 163 | 12 615 | 2 888 | 666 | 17.0 | 11.1 |
| 44131 | Automotive parts & accessories stores | 69 | 55 418 | 8 683 | 1 942 | 476 | 20.7 | 12.9 |
| 441310 | Automotive parts & accessories stores | 69 | 55 418 | 8 683 | 1 942 | 476 | 20.7 | 12.9 |
| 44132 | Tire dealers | 32 | 23 745 | 3 932 | 946 | 190 | 8.6 | 6.8 |
| 441320 | Tire dealers | 32 | 23 745 | 3 932 | 946 | 190 | 8.6 | 6.8 |
| 442 | Furniture & home furnishings stores | 63 | 50 907 | 8 421 | 1 887 | 504 | 17.8 | 6.7 |
| 4421 | Furniture stores | 28 | 26 386 | 3 732 | 918 | 235 | 19.3 | 9.4 |
| 44211 | Furniture stores | 28 | 26 386 | 3 732 | 918 | 235 | 19.3 | 9.4 |
| 442110 | Furniture stores | 28 | 26 386 | 3 732 | 918 | 235 | 19.3 | 9.4 |
| 4422 | Home furnishings stores | 35 | 24 521 | 4 689 | 969 | 269 | 16.2 | 3.9 |
| 44221 | Floor covering stores | 18 | 14 970 | 3 529 | 698 | 184 | 17.5 | 6.4 |
| 442210 | Floor covering stores | 18 | 14 970 | 3 529 | 698 | 184 | 17.5 | 6.4 |
| 44229 | Other home furnishings stores | 17 | 9 551 | 1 160 | 271 | 85 | 14.1 | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **VISALIA–TULARE–PORTERVILLE, CA MSA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 443 | Electronics & appliance stores | 37 | 33 331 | 3 605 | 862 | 210 | 14.2 | 7.4 |
| 4431 | Electronics & appliance stores | 37 | 33 331 | 3 605 | 862 | 210 | 14.2 | 7.4 |
| 44311 | Appliance, television, & other electronics stores | 28 | 29 526 | 3 240 | 783 | 185 | 11.9 | 8.3 |
| 443112 | Radio, television, & other electronics stores | 19 | 24 729 | 2 750 | 682 | 164 | 6.9 | 6.8 |
| 444 | Building material & garden equipment & supplies dealers | 93 | 246 195 | 30 082 | 7 358 | 1 272 | 2.7 | 1.2 |
| 4441 | Building material & supplies dealers | 63 | 180 497 | 22 894 | 5 755 | 1 040 | 2.9 | 1.2 |
| 44411 | Home centers | 4 | 52 597 | 5 104 | 1 405 | 287 | – | – |
| 444110 | Home centers | 4 | 52 597 | 5 104 | 1 405 | 287 | – | – |
| 44413 | Hardware stores | 15 | 30 748 | 6 651 | 1 740 | 329 | 2.4 | .1 |
| 444130 | Hardware stores | 15 | 30 748 | 6 651 | 1 740 | 329 | 2.4 | .1 |
| 44419 | Other building material dealers | 39 | 91 305 | 10 338 | 2 434 | 394 | 3.9 | 2.4 |
| 444190 | Other building material dealers | 39 | 91 305 | 10 338 | 2 434 | 394 | 3.9 | 2.4 |
| 4442 | Lawn & garden equipment & supplies stores | 30 | 65 698 | 7 188 | 1 603 | 232 | 2.1 | 1.0 |
| 44422 | Nursery & garden centers | 27 | 62 625 | 6 778 | 1 511 | 211 | 2.2 | 1.0 |
| 444220 | Nursery & garden centers | 27 | 62 625 | 6 778 | 1 511 | 211 | 2.2 | 1.0 |
| 445 | Food & beverage stores | 179 | 458 762 | 43 494 | 10 132 | 2 652 | 16.1 | 3.3 |
| 4451 | Grocery stores | 141 | 446 411 | 41 725 | 9 739 | 2 473 | 15.5 | 3.1 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 106 | 427 173 | 40 573 | 9 515 | 2 352 | 13.9 | 2.8 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 106 | 427 173 | 40 573 | 9 515 | 2 352 | 13.9 | 2.8 |
| 4452 | Specialty food stores | 24 | 6 534 | 1 429 | 310 | 133 | 42.1 | 13.4 |
| 446 | Health & personal care stores | 73 | 109 838 | 14 551 | 3 493 | 800 | 15.5 | 9.0 |
| 4461 | Health & personal care stores | 73 | 109 838 | 14 551 | 3 493 | 800 | 15.5 | 9.0 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 8 | 3 168 | 436 | 98 | 31 | – | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 8 | 3 168 | 436 | 98 | 31 | – | – |
| 447 | Gasoline stations | 125 | 176 738 | 8 892 | 2 089 | 736 | 22.8 | 13.3 |
| 4471 | Gasoline stations | 125 | 176 738 | 8 892 | 2 089 | 736 | 22.8 | 13.3 |
| 44711 | Gasoline stations with convenience stores | 94 | 133 630 | 6 948 | 1 666 | 581 | 27.9 | 11.7 |
| 447110 | Gasoline stations with convenience stores | 94 | 133 630 | 6 948 | 1 666 | 581 | 27.9 | 11.7 |
| 448 | Clothing & clothing accessories stores | 139 | 73 691 | 9 087 | 2 230 | 756 | 6.4 | 3.2 |
| 4481 | Clothing stores | 79 | 48 367 | 5 773 | 1 342 | 508 | 5.8 | 2.9 |
| 44819 | Other clothing stores | 11 | 6 901 | 856 | 226 | 73 | 11.1 | – |
| 448190 | Other clothing stores | 11 | 6 901 | 856 | 226 | 73 | 11.1 | – |
| 451 | Sporting goods, hobby, book, & music stores | 57 | 42 690 | 4 746 | 1 115 | 420 | 4.9 | 4.3 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 42 | 33 157 | 3 919 | 929 | 341 | 5.1 | 4.2 |
| 4511101 | General-line sporting goods stores | 10 | 9 854 | 1 225 | 305 | 100 | 10.6 | – |
| 4512 | Book, periodical, & music stores | 15 | 9 533 | 827 | 186 | 79 | 4.4 | 5.0 |
| 452 | General merchandise stores | 32 | 385 844 | 35 191 | 8 568 | 2 770 | .2 | .8 |
| 4521 | Department stores (incl leased depts) ## | 15 | 305 644 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 15 | 305 644 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 15 | 300 828 | 29 667 | 7 266 | 2 474 | – | – |
| 45211 | Department stores (excl leased depts) | 15 | 300 828 | 29 667 | 7 266 | 2 474 | – | – |
| 452110 | Department stores (excl leased depts) | 15 | 300 828 | 29 667 | 7 266 | 2 474 | – | – |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 8 | 197 935 | 18 577 | 4 597 | 1 638 | – | – |
| 45299 | All other general merchandise stores | 16 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 16 | D | D | D | c | D | D |
| 4529903 | Miscellaneous general merchandise stores | 13 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 101 | 59 518 | 7 745 | 1 545 | 579 | 22.6 | 5.4 |
| 4532 | Office supplies, stationery, & gift stores | 29 | 21 924 | 2 310 | 521 | 180 | 19.4 | .9 |
| 45321 | Office supplies & stationery stores | 10 | 16 707 | 1 484 | 396 | 109 | 14.8 | – |
| 453210 | Office supplies & stationery stores | 10 | 16 707 | 1 484 | 396 | 109 | 14.8 | – |
| 4532102 | Office supplies stores | 9 | D | D | D | c | D | D |
| 4539 | Other miscellaneous store retailers | 40 | 29 080 | 3 511 | 556 | 185 | 27.7 | 1.5 |
| 45393 | Manufactured (mobile) home dealers | 1 | D | D | D | b | D | D |
| 453930 | Manufactured (mobile) home dealers | 1 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 29 | D | D | D | c | D | D |
| 454 | Nonstore retailers | 33 | 29 349 | 4 126 | 1 122 | 193 | 14.9 | 11.0 |
| 4543 | Direct selling establishments | 23 | 23 081 | 3 024 | 875 | 122 | 12.7 | 6.1 |
| 45431 | Fuel dealers | 7 | 15 933 | 1 344 | 322 | 53 | 11.0 | 3.5 |
| 454311 | Heating oil dealers | 2 | 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **YUBA CITY, CA MSA** | | | | | | | |
| **44-45** | **Retail trade** | **446** | **851 296** | **86 723** | **20 630** | **5 129** | **6.2** | **4.6** |
| 441 | Motor vehicle & parts dealers | 67 | 130 362 | 13 199 | 3 380 | 633 | 5.0 | – |
| 4412 | Other motor vehicle dealers | 9 | 12 999 | 1 088 | 241 | 60 | – | – |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 5 | 5 708 | 520 | 122 | 20 | – | – |
| 441229 | All other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 36 | 35 098 | 5 967 | 1 580 | 303 | 5.2 | – |
| 44131 | Automotive parts & accessories stores | 28 | 29 578 | 5 003 | 1 363 | 262 | 3.2 | – |
| 441310 | Automotive parts & accessories stores | 28 | 29 578 | 5 003 | 1 363 | 262 | 3.2 | – |
| 442 | Furniture & home furnishings stores | 34 | 23 193 | 3 531 | 828 | 181 | 13.7 | 4.2 |
| 4421 | Furniture stores | 13 | 10 903 | 1 530 | 358 | 80 | 12.5 | 6.1 |
| 44211 | Furniture stores | 13 | 10 903 | 1 530 | 358 | 80 | 12.5 | 6.1 |
| 442110 | Furniture stores | 13 | 10 903 | 1 530 | 358 | 80 | 12.5 | 6.1 |
| 4422 | Home furnishings stores | 21 | 12 290 | 2 001 | 470 | 101 | 14.8 | 2.4 |
| 443 | Electronics & appliance stores | 20 | 11 682 | 1 570 | 356 | 100 | 5.5 | – |
| 4431 | Electronics & appliance stores | 20 | 11 682 | 1 570 | 356 | 100 | 5.5 | – |
| 444 | Building material & garden equipment & supplies dealers | 36 | 101 616 | 12 133 | 3 017 | 532 | 4.6 | 5.2 |
| 4441 | Building material & supplies dealers | 28 | 70 762 | 9 950 | 2 301 | 457 | 3.1 | – |
| 44419 | Other building material dealers | 16 | 46 916 | 6 500 | 1 534 | 265 | 4.6 | – |
| 444190 | Other building material dealers | 16 | 46 916 | 6 500 | 1 534 | 265 | 4.6 | – |
| 4442 | Lawn & garden equipment & supplies stores | 8 | 30 854 | 2 183 | 716 | 75 | 8.0 | 17.1 |
| 44422 | Nursery & garden centers | 7 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 7 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 74 | 206 579 | 20 442 | 4 623 | 1 055 | 10.8 | 5.0 |
| 4451 | Grocery stores | 60 | 202 903 | 20 142 | 4 571 | 1 023 | 10.6 | 5.1 |
| 4452 | Specialty food stores | 8 | 2 140 | 233 | 38 | 24 | 28.8 | – |
| 446 | Health & personal care stores | 27 | 55 592 | 7 351 | 1 809 | 371 | 7.3 | 3.9 |
| 4461 | Health & personal care stores | 27 | 55 592 | 7 351 | 1 809 | 371 | 7.3 | 3.9 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 5 | 1 968 | 218 | 56 | 19 | 36.3 | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 5 | 1 968 | 218 | 56 | 19 | 36.3 | – |
| 447 | Gasoline stations | 43 | 61 274 | 3 428 | 750 | 278 | 12.2 | 12.9 |
| 44711 | Gasoline stations with convenience stores | 35 | 50 862 | 2 724 | 595 | 234 | 11.7 | 14.4 |
| 447110 | Gasoline stations with convenience stores | 35 | 50 862 | 2 724 | 595 | 234 | 11.7 | 14.4 |
| 448 | Clothing & clothing accessories stores | 41 | 26 008 | 3 165 | 686 | 266 | 2.4 | 22.3 |
| 451 | Sporting goods, hobby, book, & music stores | 29 | 17 718 | 1 837 | 412 | 168 | 4.7 | 1.2 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 21 | 11 919 | 1 236 | 257 | 111 | 5.4 | 1.8 |
| 452 | General merchandise stores | 14 | D | D | D | g | D | D |
| 453 | Miscellaneous store retailers | 50 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 13 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 24 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 15 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 11 | D | D | D | b | D | D |
| 454311 | Heating oil dealers | 1 | D | D | D | a | D | D |
| | **AREA OUTSIDE CALIFORNIA METROPOLITAN AREAS** | | | | | | | |
| **44-45** | **Retail trade** | **4 551** | **7 190 867** | **724 613** | **166 969** | **44 128** | **13.7** | **5.4** |
| 441 | Motor vehicle & parts dealers | 512 | 1 447 590 | 123 012 | 28 995 | 5 051 | 14.8 | 4.7 |
| 4411 | Automobile dealers | 143 | 1 126 679 | 71 431 | 16 846 | 2 501 | 14.8 | 3.5 |
| 44111 | New car dealers | 88 | 1 057 682 | 66 049 | 15 614 | 2 262 | 14.4 | 3.0 |
| 441110 | New car dealers | 88 | 1 057 682 | 66 049 | 15 614 | 2 262 | 14.4 | 3.0 |
| 44112 | Used car dealers | 55 | 68 997 | 5 382 | 1 232 | 239 | 21.9 | 11.1 |
| 441120 | Used car dealers | 55 | 68 997 | 5 382 | 1 232 | 239 | 21.9 | 11.1 |
| 4412 | Other motor vehicle dealers | 48 | 51 952 | 4 309 | 1 029 | 252 | 14.0 | 1.4 |
| 44121 | Recreational vehicle dealers | 15 | D | D | D | b | D | D |
| 441210 | Recreational vehicle dealers | 15 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 33 | D | D | D | c | D | D |
| 441221 | Motorcycle dealers | 13 | D | D | D | b | D | D |
| 441229 | All other motor vehicle dealers | 12 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 321 | 268 959 | 47 272 | 11 120 | 2 298 | 14.8 | 10.1 |
| 44131 | Automotive parts & accessories stores | 218 | 184 207 | 30 505 | 7 136 | 1 625 | 14.2 | 12.5 |
| 441310 | Automotive parts & accessories stores | 218 | 184 207 | 30 505 | 7 136 | 1 625 | 14.2 | 12.5 |
| 44132 | Tire dealers | 103 | 84 752 | 16 767 | 3 984 | 673 | 16.2 | 5.0 |
| 441320 | Tire dealers | 103 | 84 752 | 16 767 | 3 984 | 673 | 16.2 | 5.0 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **AREA OUTSIDE CALIFORNIA METROPOLITAN AREAS**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 442 | Furniture & home furnishings stores | 201 | 128 444 | 18 244 | 4 181 | 1 026 | 25.4 | 11.5 |
| 4421 | Furniture stores | 72 | 67 779 | 9 085 | 2 115 | 470 | 19.8 | 15.7 |
| 44211 | Furniture stores | 72 | 67 779 | 9 085 | 2 115 | 470 | 19.8 | 15.7 |
| 442110 | Furniture stores | 72 | 67 779 | 9 085 | 2 115 | 470 | 19.8 | 15.7 |
| 4422 | Home furnishings stores | 129 | 60 665 | 9 159 | 2 066 | 556 | 31.7 | 7.0 |
| 44221 | Floor covering stores | 72 | D | D | D | e | D | D |
| 442210 | Floor covering stores | 72 | D | D | D | e | D | D |
| 44229 | Other home furnishings stores | 57 | D | D | D | c | D | D |
| 442299 | All other home furnishings stores | 51 | D | D | D | c | D | D |
| 443 | Electronics & appliance stores | 144 | 74 755 | 9 124 | 2 061 | 540 | 29.7 | 10.2 |
| 4431 | Electronics & appliance stores | 144 | 74 755 | 9 124 | 2 061 | 540 | 29.7 | 10.2 |
| 44311 | Appliance, television, & other electronics stores | 106 | 53 654 | 6 570 | 1 526 | 422 | 28.2 | 10.7 |
| 443111 | Household appliance stores | 36 | D | D | D | c | D | D |
| 443112 | Radio, television, & other electronics stores | 70 | D | D | D | e | D | D |
| 44312 | Computer & software stores | 33 | D | D | D | c | D | D |
| 443120 | Computer & software stores | 33 | D | D | D | c | D | D |
| 444 | Building material & garden equipment & supplies dealers | 500 | 819 587 | 97 533 | 22 621 | 4 589 | 13.5 | 2.5 |
| 4441 | Building material & supplies dealers | 364 | 521 276 | 70 185 | 15 969 | 3 479 | 16.5 | 1.5 |
| 44411 | Home centers | 21 | D | D | D | f | D | D |
| 444110 | Home centers | 21 | D | D | D | f | D | D |
| 44412 | Paint & wallpaper stores | 29 | D | D | D | c | D | D |
| 444120 | Paint & wallpaper stores | 29 | D | D | D | c | D | D |
| 44413 | Hardware stores | 100 | D | D | D | f | D | D |
| 444130 | Hardware stores | 100 | D | D | D | f | D | D |
| 44419 | Other building material dealers | 214 | 327 417 | 42 021 | 9 520 | 1 825 | 17.1 | 1.2 |
| 444190 | Other building material dealers | 214 | 327 417 | 42 021 | 9 520 | 1 825 | 17.1 | 1.2 |
| 4442 | Lawn & garden equipment & supplies stores | 136 | 298 311 | 27 348 | 6 652 | 1 110 | 8.1 | 4.2 |
| 44421 | Outdoor power equipment stores | 20 | D | D | D | c | D | D |
| 444210 | Outdoor power equipment stores | 20 | D | D | D | c | D | D |
| 44422 | Nursery & garden centers | 116 | D | D | D | g | D | D |
| 444220 | Nursery & garden centers | 116 | D | D | D | g | D | D |
| 445 | Food & beverage stores | 717 | 1 753 038 | 191 594 | 42 967 | 11 696 | 12.0 | 5.1 |
| 4451 | Grocery stores | 560 | 1 688 125 | 184 634 | 41 392 | 10 935 | 10.8 | 4.8 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 439 | 1 633 371 | 179 497 | 40 197 | 10 435 | 9.7 | 4.6 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 439 | 1 633 371 | 179 497 | 40 197 | 10 435 | 9.7 | 4.6 |
| 44512 | Convenience stores | 121 | 54 754 | 5 137 | 1 195 | 500 | 44.6 | 9.3 |
| 445120 | Convenience stores | 121 | 54 754 | 5 137 | 1 195 | 500 | 44.6 | 9.3 |
| 4452 | Specialty food stores | 76 | 23 821 | 4 013 | 901 | 447 | 25.8 | 13.5 |
| 4453 | Beer, wine, & liquor stores | 81 | 41 092 | 2 947 | 674 | 314 | 51.2 | 14.8 |
| 44531 | Beer, wine, & liquor stores | 81 | 41 092 | 2 947 | 674 | 314 | 51.2 | 14.8 |
| 445310 | Beer, wine, & liquor stores | 81 | 41 092 | 2 947 | 674 | 314 | 51.2 | 14.8 |
| 446 | Health & personal care stores | 255 | 419 290 | 50 198 | 11 756 | 2 744 | 23.6 | 4.3 |
| 4461 | Health & personal care stores | 255 | 419 290 | 50 198 | 11 756 | 2 744 | 23.6 | 4.3 |
| 44611 | Pharmacies & drug stores | 160 | 378 532 | 43 176 | 10 181 | 2 270 | 23.4 | 3.6 |
| 446110 | Pharmacies & drug stores | 160 | 378 532 | 43 176 | 10 181 | 2 270 | 23.4 | 3.6 |
| 4461101 | Pharmacies & drug stores | 155 | D | D | D | g | D | D |
| 4461102 | Proprietary stores | 5 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 15 | D | D | D | b | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 15 | D | D | D | b | D | D |
| 44619 | Other health & personal care stores | 59 | 28 553 | 5 037 | 1 136 | 338 | 31.2 | 12.0 |
| 446191 | Food (health) supplement stores | 39 | D | D | D | e | D | D |
| 447 | Gasoline stations | 569 | 879 911 | 50 668 | 11 676 | 3 937 | 15.9 | 10.7 |
| 4471 | Gasoline stations | 569 | 879 911 | 50 668 | 11 676 | 3 937 | 15.9 | 10.7 |
| 44711 | Gasoline stations with convenience stores | 355 | 571 663 | 31 057 | 7 149 | 2 581 | 14.8 | 8.6 |
| 447110 | Gasoline stations with convenience stores | 355 | 571 663 | 31 057 | 7 149 | 2 581 | 14.8 | 8.6 |
| 44719 | Other gasoline stations | 214 | 308 248 | 19 611 | 4 527 | 1 356 | 17.9 | 14.6 |
| 447190 | Other gasoline stations | 214 | 308 248 | 19 611 | 4 527 | 1 356 | 17.9 | 14.6 |
| 448 | Clothing & clothing accessories stores | 509 | 226 475 | 28 016 | 6 450 | 2 368 | 20.6 | 6.4 |
| 4481 | Clothing stores | 308 | 157 385 | 18 893 | 4 337 | 1 686 | 20.2 | 5.7 |
| 44814 | Family clothing stores | 93 | 96 444 | 11 840 | 2 695 | 886 | 9.7 | 3.3 |
| 448140 | Family clothing stores | 93 | 96 444 | 11 840 | 2 695 | 886 | 9.7 | 3.3 |
| 44819 | Other clothing stores | 38 | D | D | D | c | D | D |
| 448190 | Other clothing stores | 38 | D | D | D | c | D | D |
| 4482 | Shoe stores | 120 | 39 517 | 4 357 | 1 012 | 408 | 14.9 | 5.0 |
| 44821 | Shoe stores | 120 | 39 517 | 4 357 | 1 012 | 408 | 14.9 | 5.0 |
| 448210 | Shoe stores | 120 | 39 517 | 4 357 | 1 012 | 408 | 14.9 | 5.0 |
| 4482104 | Family shoe stores | 98 | D | D | D | e | D | D |
| 4482105 | Athletic footwear stores | 13 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 81 | 29 573 | 4 766 | 1 101 | 274 | 30.9 | 11.6 |
| 44831 | Jewelry stores | 79 | D | D | D | e | D | D |
| 448310 | Jewelry stores | 79 | D | D | D | e | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **AREA OUTSIDE CALIFORNIA METROPOLITAN AREAS**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 276 | 127 447 | 16 876 | 3 975 | 1 615 | 19.7 | 7.0 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 198 | 95 937 | 12 808 | 3 042 | 1 173 | 20.1 | 8.4 |
| 45111 | Sporting goods stores | 133 | D | D | D | f | D | D |
| 451110 | Sporting goods stores | 133 | D | D | D | f | D | D |
| 4511101 | General-line sporting goods stores | 53 | D | D | D | e | D | D |
| 4511102 | Specialty-line sporting goods stores | 80 | D | D | D | f | D | D |
| 45113 | Sewing, needlework, & piece goods stores | 27 | D | D | D | c | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 27 | D | D | D | c | D | D |
| 4512 | Book, periodical, & music stores | 78 | 31 510 | 4 068 | 933 | 442 | 18.5 | 3.0 |
| 45121 | Book stores & news dealers | 57 | D | D | D | e | D | D |
| 451211 | Book stores | 55 | D | D | D | e | D | D |
| 4512111 | Book stores, general | 44 | D | D | D | c | D | D |
| 4512112 | Specialty book stores | 9 | D | D | D | b | D | D |
| 4512113 | College book stores | 2 | D | D | D | b | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 21 | D | D | D | b | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 21 | D | D | D | b | D | D |
| 452 | General merchandise stores | 119 | D | D | D | i | D | D |
| 4521 | Department stores (incl leased depts) ## | 39 | 703 691 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 39 | 703 691 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 39 | 693 383 | 63 588 | 15 055 | 5 915 | – | – |
| 45211 | Department stores (excl leased depts) | 39 | 693 383 | 63 588 | 15 055 | 5 915 | – | – |
| 452110 | Department stores (excl leased depts) | 39 | 693 383 | 63 588 | 15 055 | 5 915 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 8 | D | D | D | f | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 25 | D | D | D | h | D | D |
| 4521103 | National chain department stores (excl leased depts) | 6 | D | D | D | f | D | D |
| 4529 | Other general merchandise stores | 80 | D | D | D | f | D | D |
| 45299 | All other general merchandise stores | 78 | D | D | D | e | D | D |
| 452990 | All other general merchandise stores | 78 | D | D | D | e | D | D |
| 4529903 | Miscellaneous general merchandise stores | 59 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 536 | D | D | D | g | D | D |
| 4531 | Florists | 93 | D | D | D | e | D | D |
| 45311 | Florists | 93 | D | D | D | e | D | D |
| 453110 | Florists | 93 | D | D | D | e | D | D |
| 4532 | Office supplies, stationery, & gift stores | 218 | D | D | D | g | D | D |
| 45321 | Office supplies & stationery stores | 37 | D | D | D | e | D | D |
| 453210 | Office supplies & stationery stores | 37 | D | D | D | e | D | D |
| 4532101 | Stationery stores | 3 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 34 | D | D | D | c | D | D |
| 45322 | Gift, novelty, & souvenir stores | 181 | 67 931 | 9 637 | 2 026 | 872 | 39.6 | 7.8 |
| 453220 | Gift, novelty, & souvenir stores | 181 | 67 931 | 9 637 | 2 026 | 872 | 39.6 | 7.8 |
| 4533 | Used merchandise stores | 86 | D | D | D | e | D | D |
| 45331 | Used merchandise stores | 86 | D | D | D | e | D | D |
| 453310 | Used merchandise stores | 86 | D | D | D | e | D | D |
| 4539 | Other miscellaneous store retailers | 139 | D | D | D | f | D | D |
| 45391 | Pet & pet supplies stores | 32 | D | D | D | c | D | D |
| 453910 | Pet & pet supplies stores | 32 | D | D | D | c | D | D |
| 45392 | Art dealers | 22 | D | D | D | b | D | D |
| 453920 | Art dealers | 22 | D | D | D | b | D | D |
| 45393 | Manufactured (mobile) home dealers | 17 | D | D | D | c | D | D |
| 453930 | Manufactured (mobile) home dealers | 17 | D | D | D | c | D | D |
| 45399 | All other miscellaneous store retailers | 68 | D | D | D | c | D | D |
| 454 | Nonstore retailers | 213 | D | D | D | g | D | D |
| 4541 | Electronic shopping & mail-order houses | 50 | 51 388 | 8 144 | 1 761 | 365 | 10.1 | 2.3 |
| 45411 | Electronic shopping & mail-order houses | 50 | 51 388 | 8 144 | 1 761 | 365 | 10.1 | 2.3 |
| 454110 | Electronic shopping & mail-order houses | 50 | 51 388 | 8 144 | 1 761 | 365 | 10.1 | 2.3 |
| 4543 | Direct selling establishments | 149 | 197 122 | 28 273 | 6 510 | 1 074 | 8.1 | 10.7 |
| 45431 | Fuel dealers | 105 | D | D | D | f | D | D |
| 454311 | Heating oil dealers | 6 | D | D | D | a | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 93 | 172 221 | 23 350 | 5 464 | 819 | 5.6 | 5.1 |
| 454319 | Other fuel dealers | 6 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 44 | D | D | D | c | D | D |
| 454390 | Other direct selling establishments | 44 | D | D | D | c | D | D |

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

[1]Includes sales information obtained from administrative records of other Federal agencies.
[2]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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **ALAMEDA COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **4 363** | **12 404 947** | **1 227 835** | **285 188** | **59 289** | **8.2** | **5.5** |
| 441 | Motor vehicle & parts dealers | 418 | 3 256 868 | 284 535 | 66 089 | 7 679 | 9.3 | 5.5 |
| 4411 | Automobile dealers | 132 | 2 787 318 | 213 718 | 49 061 | 4 917 | 9.4 | 5.5 |
| 44111 | New car dealers | 85 | 2 667 124 | 205 035 | 47 189 | 4 656 | 9.1 | 5.6 |
| 441110 | New car dealers | 85 | 2 667 124 | 205 035 | 47 189 | 4 656 | 9.1 | 5.6 |
| 44112 | Used car dealers | 47 | 120 194 | 8 683 | 1 872 | 261 | 15.8 | 4.3 |
| 441120 | Used car dealers | 47 | 120 194 | 8 683 | 1 872 | 261 | 15.8 | 4.3 |
| 4412 | Other motor vehicle dealers | 41 | 96 412 | 11 426 | 2 547 | 364 | 19.7 | 2.7 |
| 44121 | Recreational vehicle dealers | 8 | 25 774 | 2 473 | 508 | 69 | 64.5 | .7 |
| 441210 | Recreational vehicle dealers | 8 | 25 774 | 2 473 | 508 | 69 | 64.5 | .7 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 33 | 70 638 | 8 953 | 2 039 | 295 | 3.3 | 3.4 |
| 441221 | Motorcycle dealers | 18 | D | D | D | c | D | D |
| 441222 | Boat dealers | 13 | 34 160 | 4 190 | 939 | 150 | 1.6 | 3.4 |
| 441229 | All other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 245 | 373 138 | 59 391 | 14 481 | 2 398 | 5.7 | 5.9 |
| 44131 | Automotive parts & accessories stores | 173 | 254 417 | 41 053 | 10 015 | 1 696 | 4.7 | 6.7 |
| 441310 | Automotive parts & accessories stores | 173 | 254 417 | 41 053 | 10 015 | 1 696 | 4.7 | 6.7 |
| 44132 | Tire dealers | 72 | 118 721 | 18 338 | 4 466 | 702 | 7.9 | 4.3 |
| 441320 | Tire dealers | 72 | 118 721 | 18 338 | 4 466 | 702 | 7.9 | 4.3 |
| 442 | Furniture & home furnishings stores | 279 | 307 154 | 44 516 | 10 507 | 2 164 | 16.2 | 13.8 |
| 4421 | Furniture stores | 122 | 164 709 | 24 209 | 5 773 | 997 | 17.8 | 19.3 |
| 44211 | Furniture stores | 122 | 164 709 | 24 209 | 5 773 | 997 | 17.8 | 19.3 |
| 442110 | Furniture stores | 122 | 164 709 | 24 209 | 5 773 | 997 | 17.8 | 19.3 |
| 4422 | Home furnishings stores | 157 | 142 445 | 20 307 | 4 734 | 1 167 | 14.4 | 7.5 |
| 44221 | Floor covering stores | 58 | 50 663 | 9 476 | 1 905 | 315 | 17.8 | 5.3 |
| 442210 | Floor covering stores | 58 | 50 663 | 9 476 | 1 905 | 315 | 17.8 | 5.3 |
| 44229 | Other home furnishings stores | 99 | 91 782 | 10 831 | 2 829 | 852 | 12.5 | 8.7 |
| 442291 | Window treatment stores | 17 | 6 955 | 926 | 188 | 62 | 17.5 | 34.6 |
| 442299 | All other home furnishings stores | 82 | 84 827 | 9 905 | 2 641 | 790 | 12.0 | 6.5 |
| 443 | Electronics & appliance stores | 247 | 642 431 | 60 634 | 13 779 | 2 467 | 7.5 | 7.8 |
| 4431 | Electronics & appliance stores | 247 | 642 431 | 60 634 | 13 779 | 2 467 | 7.5 | 7.8 |
| 44311 | Appliance, television, & other electronics stores | 129 | 234 461 | 29 018 | 7 037 | 1 235 | 2.4 | 3.7 |
| 443111 | Household appliance stores | 36 | 42 434 | 4 540 | 1 039 | 189 | 5.6 | 9.5 |
| 443112 | Radio, television, & other electronics stores | 93 | 192 027 | 24 478 | 5 998 | 1 046 | 1.8 | 2.5 |
| 44312 | Computer & software stores | 99 | 395 834 | 29 558 | 6 314 | 1 120 | 10.4 | 10.5 |
| 443120 | Computer & software stores | 99 | 395 834 | 29 558 | 6 314 | 1 120 | 10.4 | 10.5 |
| 44313 | Camera & photographic supplies stores | 19 | 12 136 | 2 058 | 428 | 112 | 10.9 | – |
| 443130 | Camera & photographic supplies stores | 19 | 12 136 | 2 058 | 428 | 112 | 10.9 | – |
| 444 | Building material & garden equipment & supplies dealers | 299 | 1 067 092 | 137 622 | 31 540 | 4 819 | 4.2 | 2.1 |
| 4441 | Building material & supplies dealers | 251 | 1 000 039 | 125 616 | 29 114 | 4 309 | 3.9 | 2.0 |
| 44411 | Home centers | 8 | D | D | D | g | D | D |
| 444110 | Home centers | 8 | D | D | D | g | D | D |
| 44412 | Paint & wallpaper stores | 32 | D | D | D | c | D | D |
| 444120 | Paint & wallpaper stores | 32 | D | D | D | c | D | D |
| 44413 | Hardware stores | 51 | 127 902 | 21 203 | 4 784 | 1 057 | 5.7 | 2.3 |
| 444130 | Hardware stores | 51 | 127 902 | 21 203 | 4 784 | 1 057 | 5.7 | 2.3 |
| 44419 | Other building material dealers | 160 | 580 935 | 73 506 | 16 837 | 1 933 | 4.1 | 2.4 |
| 444190 | Other building material dealers | 160 | 580 935 | 73 506 | 16 837 | 1 933 | 4.1 | 2.4 |
| 4442 | Lawn & garden equipment & supplies stores | 48 | 67 053 | 12 006 | 2 426 | 510 | 8.2 | 3.4 |
| 44421 | Outdoor power equipment stores | 11 | 21 403 | 2 509 | 552 | 85 | 9.5 | – |
| 444210 | Outdoor power equipment stores | 11 | 21 403 | 2 509 | 552 | 85 | 9.5 | – |
| 44422 | Nursery & garden centers | 37 | 45 650 | 9 497 | 1 874 | 425 | 7.6 | 5.0 |
| 444220 | Nursery & garden centers | 37 | 45 650 | 9 497 | 1 874 | 425 | 7.6 | 5.0 |
| 445 | Food & beverage stores | 754 | 2 476 451 | 231 316 | 51 992 | 12 127 | 8.2 | 4.3 |
| 4451 | Grocery stores | 422 | 2 233 984 | 206 078 | 45 984 | 10 323 | 5.4 | 3.7 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 321 | 2 163 548 | 200 779 | 44 751 | 9 905 | 4.0 | 3.3 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 321 | 2 163 548 | 200 779 | 44 751 | 9 905 | 4.0 | 3.3 |
| 44512 | Convenience stores | 101 | 70 436 | 5 299 | 1 233 | 418 | 50.9 | 15.9 |
| 445120 | Convenience stores | 101 | 70 436 | 5 299 | 1 233 | 418 | 50.9 | 15.9 |
| 4452 | Specialty food stores | 153 | 115 854 | 16 133 | 3 821 | 1 194 | 28.2 | 6.1 |
| 4453 | Beer, wine, & liquor stores | 179 | 126 613 | 9 105 | 2 187 | 610 | 38.8 | 13.5 |
| 44531 | Beer, wine, & liquor stores | 179 | 126 613 | 9 105 | 2 187 | 610 | 38.8 | 13.5 |
| 445310 | Beer, wine, & liquor stores | 179 | 126 613 | 9 105 | 2 187 | 610 | 38.8 | 13.5 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **ALAMEDA COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 446 | Health & personal care stores | 332 | 630 562 | 96 883 | 22 842 | 4 713 | 5.6 | 5.6 |
| 4461 | Health & personal care stores | 332 | 630 562 | 96 883 | 22 842 | 4 713 | 5.6 | 5.6 |
| 44611 | Pharmacies & drug stores | 161 | 542 326 | 81 181 | 19 292 | 3 880 | 3.8 | 4.5 |
| 446110 | Pharmacies & drug stores | 161 | 542 326 | 81 181 | 19 292 | 3 880 | 3.8 | 4.5 |
| 4461101 | Pharmacies & drug stores | 143 | 530 188 | 78 571 | 18 670 | 3 690 | 3.8 | 4.3 |
| 4461102 | Proprietary stores | 18 | 12 138 | 2 610 | 622 | 190 | 6.6 | 15.1 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 42 | 21 026 | 2 807 | 608 | 202 | 15.9 | 7.6 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 42 | 21 026 | 2 807 | 608 | 202 | 15.9 | 7.6 |
| 44613 | Optical goods stores | 54 | 25 200 | 4 797 | 1 137 | 262 | 11.6 | 7.3 |
| 446130 | Optical goods stores | 54 | 25 200 | 4 797 | 1 137 | 262 | 11.6 | 7.3 |
| 44619 | Other health & personal care stores | 75 | 42 010 | 8 098 | 1 805 | 369 | 19.1 | 17.6 |
| 446191 | Food (health) supplement stores | 36 | 21 088 | 2 640 | 557 | 177 | 15.8 | 30.5 |
| 446199 | All other health & personal care stores | 39 | 20 922 | 5 458 | 1 248 | 192 | 22.5 | 4.5 |
| 447 | Gasoline stations | 322 | 782 272 | 35 000 | 7 467 | 2 325 | 23.3 | 11.8 |
| 4471 | Gasoline stations | 322 | 782 272 | 35 000 | 7 467 | 2 325 | 23.3 | 11.8 |
| 44711 | Gasoline stations with convenience stores | 136 | 346 106 | 14 692 | 2 795 | 951 | 17.9 | 8.8 |
| 447110 | Gasoline stations with convenience stores | 136 | 346 106 | 14 692 | 2 795 | 951 | 17.9 | 8.8 |
| 44719 | Other gasoline stations | 186 | 436 166 | 20 308 | 4 672 | 1 374 | 27.6 | 14.2 |
| 447190 | Other gasoline stations | 186 | 436 166 | 20 308 | 4 672 | 1 374 | 27.6 | 14.2 |
| 448 | Clothing & clothing accessories stores | 598 | 559 078 | 69 038 | 16 827 | 5 312 | 9.1 | 7.1 |
| 4481 | Clothing stores | 343 | 406 359 | 46 903 | 11 734 | 4 011 | 7.5 | 3.6 |
| 44811 | Men's clothing stores | 38 | 31 131 | 3 976 | 1 088 | 225 | 10.6 | 9.3 |
| 448110 | Men's clothing stores | 38 | 31 131 | 3 976 | 1 088 | 225 | 10.6 | 9.3 |
| 44812 | Women's clothing stores | 151 | 94 170 | 10 673 | 2 531 | 1 037 | 21.3 | 4.8 |
| 448120 | Women's clothing stores | 151 | 94 170 | 10 673 | 2 531 | 1 037 | 21.3 | 4.8 |
| 44813 | Children's & infants' clothing stores | 20 | 10 941 | 1 164 | 265 | 146 | 12.6 | 7.6 |
| 448130 | Children's & infants' clothing stores | 20 | 10 941 | 1 164 | 265 | 146 | 12.6 | 7.6 |
| 44814 | Family clothing stores | 72 | 239 151 | 27 093 | 6 929 | 2 225 | .6 | 1.4 |
| 448140 | Family clothing stores | 72 | 239 151 | 27 093 | 6 929 | 2 225 | .6 | 1.4 |
| 44815 | Clothing accessories stores | 22 | 6 093 | 1 085 | 239 | 86 | 6.5 | 15.1 |
| 448150 | Clothing accessories stores | 22 | 6 093 | 1 085 | 239 | 86 | 6.5 | 15.1 |
| 44819 | Other clothing stores | 40 | 24 873 | 2 912 | 682 | 292 | 15.3 | 8.5 |
| 448190 | Other clothing stores | 40 | 24 873 | 2 912 | 682 | 292 | 15.3 | 8.5 |
| 4482 | Shoe stores | 137 | 87 753 | 11 636 | 2 620 | 751 | 4.1 | 6.6 |
| 44821 | Shoe stores | 137 | 87 753 | 11 636 | 2 620 | 751 | 4.1 | 6.6 |
| 448210 | Shoe stores | 137 | 87 753 | 11 636 | 2 620 | 751 | 4.1 | 6.6 |
| 4482101 | Men's shoe stores | 14 | 6 907 | 1 157 | 215 | 50 | 11.2 | 14.1 |
| 4482102 | Women's shoe stores | 19 | 13 583 | 2 347 | 525 | 133 | 5.4 | 16.6 |
| 4482103 | Children's & juveniles' shoe stores | 4 | D | D | D | b | D | D |
| 4482104 | Family shoe stores | 74 | 37 696 | 4 637 | 1 075 | 335 | 3.4 | 6.2 |
| 4482105 | Athletic footwear stores | 26 | D | D | D | c | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 118 | 64 966 | 10 499 | 2 473 | 550 | 26.0 | 29.7 |
| 44831 | Jewelry stores | 108 | 60 284 | 10 002 | 2 341 | 518 | 27.5 | 31.4 |
| 448310 | Jewelry stores | 108 | 60 284 | 10 002 | 2 341 | 518 | 27.5 | 31.4 |
| 44832 | Luggage & leather goods stores | 10 | 4 682 | 497 | 132 | 32 | 6.2 | 6.7 |
| 448320 | Luggage & leather goods stores | 10 | 4 682 | 497 | 132 | 32 | 6.2 | 6.7 |
| 451 | Sporting goods, hobby, book, & music stores | 348 | 456 939 | 54 087 | 12 788 | 4 292 | 7.6 | 5.0 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 225 | 288 319 | 32 414 | 7 493 | 2 351 | 9.7 | 6.2 |
| 45111 | Sporting goods stores | 121 | 153 047 | 17 881 | 3 964 | 1 263 | 9.0 | 7.8 |
| 451110 | Sporting goods stores | 121 | 153 047 | 17 881 | 3 964 | 1 263 | 9.0 | 7.8 |
| 4511101 | General-line sporting goods stores | 41 | 62 871 | 7 697 | 1 569 | 528 | 9.2 | 3.5 |
| 4511102 | Specialty-line sporting goods stores | 80 | 90 176 | 10 184 | 2 395 | 735 | 8.9 | 10.9 |
| 45112 | Hobby, toy, & game stores | 53 | 96 665 | 8 362 | 2 139 | 687 | 6.4 | 2.4 |
| 451120 | Hobby, toy, & game stores | 53 | 96 665 | 8 362 | 2 139 | 687 | 6.4 | 2.4 |
| 45113 | Sewing, needlework, & piece goods stores | 31 | 21 351 | 3 422 | 762 | 283 | 9.7 | 15.0 |
| 451130 | Sewing, needlework, & piece goods stores | 31 | 21 351 | 3 422 | 762 | 283 | 9.7 | 15.0 |
| 45114 | Musical instrument & supplies stores | 20 | 17 256 | 2 749 | 628 | 118 | 34.6 | 1.6 |
| 451140 | Musical instrument & supplies stores | 20 | 17 256 | 2 749 | 628 | 118 | 34.6 | 1.6 |
| 4512 | Book, periodical, & music stores | 123 | 168 620 | 21 673 | 5 295 | 1 941 | 3.9 | 2.9 |
| 45121 | Book stores & news dealers | 86 | 107 846 | 15 088 | 3 737 | 1 416 | 5.6 | 3.7 |
| 451211 | Book stores | 79 | 104 289 | 14 623 | 3 611 | 1 376 | 5.6 | 3.6 |
| 4512111 | Book stores, general | 48 | 66 441 | 8 553 | 2 200 | 586 | 6.6 | 3.3 |
| 4512112 | Specialty book stores | 20 | D | D | D | c | D | D |
| 4512113 | College book stores | 11 | D | D | D | f | D | D |
| 451212 | News dealers & newsstands | 7 | 3 557 | 465 | 126 | 40 | 7.1 | 9.4 |
| 45122 | Prerecorded tape, compact disc, & record stores | 37 | 60 774 | 6 585 | 1 558 | 525 | .7 | 1.3 |
| 451220 | Prerecorded tape, compact disc, & record stores | 37 | 60 774 | 6 585 | 1 558 | 525 | .7 | 1.3 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **ALAMEDA COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 80 | 1 340 737 | 108 718 | 26 730 | 7 801 | .1 | 2.6 |
| 4521 | Department stores (incl leased depts) ## | 31 | 872 386 | N | N | N | – | 1.9 |
| 45211 | Department stores (incl leased depts) ## | 31 | 872 386 | N | N | N | – | 1.9 |
| 4521 | Department stores (excl leased depts) | 31 | 864 223 | 76 575 | 18 580 | 5 626 | – | 2.0 |
| 45211 | Department stores (excl leased depts) | 31 | 864 223 | 76 575 | 18 580 | 5 626 | – | 2.0 |
| 452110 | Department stores (excl leased depts) | 31 | 864 223 | 76 575 | 18 580 | 5 626 | – | 2.0 |
| 4521101 | Conventional department stores (excl leased depts) | 9 | D | D | D | g | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 12 | 309 849 | 28 306 | 6 632 | 2 388 | – | – |
| 4521103 | National chain department stores (excl leased depts) | 10 | D | D | D | g | D | D |
| 4529 | Other general merchandise stores | 49 | 476 514 | 32 143 | 8 150 | 2 175 | .2 | 3.8 |
| 45291 | Warehouse clubs & superstores | 5 | D | D | D | g | D | D |
| 452910 | Warehouse clubs & superstores | 5 | D | D | D | g | D | D |
| 45299 | All other general merchandise stores | 44 | D | D | D | f | D | D |
| 452990 | All other general merchandise stores | 44 | D | D | D | f | D | D |
| 4529901 | Variety stores | 16 | D | D | D | c | D | D |
| 4529902 | Catalog showrooms | 5 | D | D | D | e | D | D |
| 4529903 | Miscellaneous general merchandise stores | 23 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 541 | 364 056 | 50 600 | 11 872 | 3 627 | 10.9 | 13.0 |
| 4531 | Florists | 99 | 24 377 | 4 886 | 1 101 | 428 | 34.9 | 15.9 |
| 45311 | Florists | 99 | 24 377 | 4 886 | 1 101 | 428 | 34.9 | 15.9 |
| 453110 | Florists | 99 | 24 377 | 4 886 | 1 101 | 428 | 34.9 | 15.9 |
| 4532 | Office supplies, stationery, & gift stores | 186 | 179 847 | 20 150 | 4 794 | 1 610 | 8.1 | 14.1 |
| 45321 | Office supplies & stationery stores | 53 | 121 586 | 11 552 | 2 796 | 710 | 4.0 | 15.7 |
| 453210 | Office supplies & stationery stores | 53 | 121 586 | 11 552 | 2 796 | 710 | 4.0 | 15.7 |
| 4532101 | Stationery stores | 8 | 4 513 | 746 | 117 | 38 | 69.2 | 24.8 |
| 4532102 | Office supplies stores | 45 | 117 073 | 10 806 | 2 679 | 672 | 1.5 | 15.4 |
| 45322 | Gift, novelty, & souvenir stores | 133 | 58 261 | 8 598 | 1 998 | 900 | 16.8 | 10.8 |
| 453220 | Gift, novelty, & souvenir stores | 133 | 58 261 | 8 598 | 1 998 | 900 | 16.8 | 10.8 |
| 4533 | Used merchandise stores | 103 | 52 127 | 10 227 | 2 511 | 692 | 8.2 | 13.2 |
| 45331 | Used merchandise stores | 103 | 52 127 | 10 227 | 2 511 | 692 | 8.2 | 13.2 |
| 453310 | Used merchandise stores | 103 | 52 127 | 10 227 | 2 511 | 692 | 8.2 | 13.2 |
| 4539 | Other miscellaneous store retailers | 153 | 107 705 | 15 337 | 3 466 | 897 | 11.5 | 10.3 |
| 45391 | Pet & pet supplies stores | 45 | 34 070 | 4 092 | 1 016 | 316 | 12.8 | 2.6 |
| 453910 | Pet & pet supplies stores | 45 | 34 070 | 4 092 | 1 016 | 316 | 12.8 | 2.6 |
| 45392 | Art dealers | 17 | 7 170 | 916 | 211 | 75 | 29.7 | 20.7 |
| 453920 | Art dealers | 17 | 7 170 | 916 | 211 | 75 | 29.7 | 20.7 |
| 45399 | All other miscellaneous store retailers | 89 | D | D | D | f | D | D |
| 454 | Nonstore retailers | 145 | 521 307 | 54 886 | 12 755 | 1 963 | 4.7 | 2.8 |
| 4541 | Electronic shopping & mail-order houses | 57 | 428 266 | 35 403 | 8 231 | 1 227 | 3.0 | 2.0 |
| 45411 | Electronic shopping & mail-order houses | 57 | 428 266 | 35 403 | 8 231 | 1 227 | 3.0 | 2.0 |
| 454110 | Electronic shopping & mail-order houses | 57 | 428 266 | 35 403 | 8 231 | 1 227 | 3.0 | 2.0 |
| 4542 | Vending machine operators | 31 | 55 883 | 11 672 | 2 778 | 388 | 10.5 | 2.3 |
| 45421 | Vending machine operators | 31 | 55 883 | 11 672 | 2 778 | 388 | 10.5 | 2.3 |
| 454210 | Vending machine operators | 31 | 55 883 | 11 672 | 2 778 | 388 | 10.5 | 2.3 |
| 4543 | Direct selling establishments | 57 | 37 158 | 7 811 | 1 746 | 348 | 14.8 | 13.0 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 2 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 55 | D | D | D | e | D | D |
| 454390 | Other direct selling establishments | 55 | D | D | D | e | D | D |
| | **ALPINE COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **7** | **2 303** | **228** | **66** | **28** | **54.0** | **.4** |
| 441 | Motor vehicle & parts dealers | 1 | D | D | D | a | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **AMADOR COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **158** | **475 025** | **25 682** | **5 912** | **1 570** | **5.4** | **3.2** |
| 441 | Motor vehicle & parts dealers | 16 | 288 777 | 4 710 | 1 109 | 171 | .4 | .1 |
| 4411 | Automobile dealers | 4 | D | D | D | c | D | D |
| 44111 | New car dealers | 2 | D | D | D | b | D | D |
| 441110 | New car dealers | 2 | D | D | D | b | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 11 | 5 774 | 1 177 | 268 | 49 | – | 6.5 |
| 4422 | Home furnishings stores | 9 | D | D | D | b | D | D |
| 44229 | Other home furnishings stores | 3 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 2 | D | D | D | a | D | D |
| 4431 | Electronics & appliance stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 21 | 19 610 | 2 481 | 612 | 156 | 37.9 | 3.8 |
| 4441 | Building material & supplies dealers | 15 | 14 529 | 2 017 | 516 | 121 | 48.5 | 1.0 |
| 4442 | Lawn & garden equipment & supplies stores | 6 | 5 081 | 464 | 96 | 35 | 7.5 | 11.6 |
| 44422 | Nursery & garden centers | 4 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 4 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 18 | 60 309 | 7 113 | 1 539 | 365 | 1.9 | .6 |
| 4451 | Grocery stores | 12 | 57 735 | 6 909 | 1 497 | 352 | 1.2 | .3 |
| 4452 | Specialty food stores | 3 | 1 125 | 123 | 23 | 7 | D | 19.8 |
| 446 | Health & personal care stores | 8 | 12 514 | 1 717 | 428 | 96 | 11.3 | 3.9 |
| 4461 | Health & personal care stores | 8 | 12 514 | 1 717 | 428 | 96 | 11.3 | 3.9 |
| 447 | Gasoline stations | 21 | 24 918 | 1 959 | 446 | 135 | 30.4 | 27.2 |
| 448 | Clothing & clothing accessories stores | 16 | 4 244 | 455 | 108 | 46 | 73.2 | 5.6 |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 5 | 813 | 44 | 13 | 9 | 67.5 | 8.2 |
| 452 | General merchandise stores | 5 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 25 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 9 | 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 | 9 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 6 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 10 | 10 215 | 1 107 | 286 | 52 | 11.4 | 25.6 |
| 4543 | Direct selling establishments | 8 | D | D | D | b | D | D |
| 45431 | Fuel dealers | 6 | 9 052 | 1 049 | 273 | 45 | – | 28.8 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 5 | D | D | D | b | D | D |
| | **BUTTE COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **777** | **1 502 625** | **154 029** | **35 934** | **9 004** | **6.5** | **4.0** |
| 441 | Motor vehicle & parts dealers | 92 | 294 852 | 28 852 | 6 872 | 1 170 | 6.7 | 4.1 |
| 4412 | Other motor vehicle dealers | 19 | 23 329 | 2 473 | 524 | 133 | 15.0 | 2.4 |
| 44121 | Recreational vehicle dealers | 6 | 12 537 | 1 339 | 283 | 69 | 8.9 | – |
| 441210 | Recreational vehicle dealers | 6 | 12 537 | 1 339 | 283 | 69 | 8.9 | – |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 13 | 10 792 | 1 134 | 241 | 64 | 22.0 | 5.2 |
| 441221 | Motorcycle dealers | 7 | 8 684 | 880 | 193 | 49 | 25.3 | 6.4 |
| 4413 | Automotive parts, accessories, & tire stores | 50 | 40 560 | 7 064 | 1 745 | 343 | 8.3 | 11.9 |
| 442 | Furniture & home furnishings stores | 39 | 38 322 | 5 857 | 1 331 | 331 | 10.9 | 6.6 |
| 4421 | Furniture stores | 17 | 19 767 | 2 651 | 624 | 161 | 20.8 | 6.8 |
| 44211 | Furniture stores | 17 | 19 767 | 2 651 | 624 | 161 | 20.8 | 6.8 |
| 442110 | Furniture stores | 17 | 19 767 | 2 651 | 624 | 161 | 20.8 | 6.8 |
| 4422 | Home furnishings stores | 22 | 18 555 | 3 206 | 707 | 170 | .4 | 6.4 |
| 44221 | Floor covering stores | 12 | 14 127 | 2 548 | 545 | 99 | .5 | .3 |
| 442210 | Floor covering stores | 12 | 14 127 | 2 548 | 545 | 99 | .5 | .3 |
| 443 | Electronics & appliance stores | 34 | 40 085 | 4 511 | 1 055 | 272 | 17.9 | 3.4 |
| 4431 | Electronics & appliance stores | 34 | 40 085 | 4 511 | 1 055 | 272 | 17.9 | 3.4 |
| 44311 | Appliance, television, & other electronics stores | 24 | 31 268 | 3 775 | 877 | 225 | 7.9 | 4.3 |
| 443112 | Radio, television, & other electronics stores | 15 | 23 066 | 2 643 | 596 | 164 | 5.1 | 3.0 |
| 44312 | Computer & software stores | 8 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 8 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BUTTE COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 444 | Building material & garden equipment & supplies dealers | 74 | 163 434 | 18 904 | 4 221 | 775 | 5.6 | 2.4 |
| 4441 | Building material & supplies dealers | 56 | 109 294 | 13 391 | 3 002 | 598 | 6.2 | 2.0 |
| 44419 | Other building material dealers | 36 | 65 755 | 8 708 | 1 824 | 301 | 7.4 | 1.2 |
| 444190 | Other building material dealers | 36 | 65 755 | 8 708 | 1 824 | 301 | 7.4 | 1.2 |
| 4442 | Lawn & garden equipment & supplies stores | 18 | 54 140 | 5 513 | 1 219 | 177 | 4.2 | 3.1 |
| 44422 | Nursery & garden centers | 17 | D | D | D | c | D | D |
| 444220 | Nursery & garden centers | 17 | D | D | D | c | D | D |
| 445 | Food & beverage stores | 94 | 318 026 | 34 883 | 7 896 | 1 913 | 8.7 | 1.2 |
| 4451 | Grocery stores | 65 | 307 161 | 33 811 | 7 684 | 1 799 | 7.9 | 1.1 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 52 | 301 938 | 33 395 | 7 574 | 1 750 | 7.0 | 1.0 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 52 | 301 938 | 33 395 | 7 574 | 1 750 | 7.0 | 1.0 |
| 4452 | Specialty food stores | 12 | 3 124 | 503 | 79 | 39 | 15.4 | 3.1 |
| 446 | Health & personal care stores | 58 | 93 980 | 13 175 | 3 217 | 665 | 5.0 | 3.8 |
| 4461 | Health & personal care stores | 58 | 93 980 | 13 175 | 3 217 | 665 | 5.0 | 3.8 |
| 4461102 | Proprietary stores | 2 | D | D | D | b | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 9 | 2 928 | 515 | 127 | 46 | 5.6 | 11.9 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 9 | 2 928 | 515 | 127 | 46 | 5.6 | 11.9 |
| 447 | Gasoline stations | 75 | 123 900 | 5 273 | 1 181 | 485 | 8.1 | 16.1 |
| 4471 | Gasoline stations | 75 | 123 900 | 5 273 | 1 181 | 485 | 8.1 | 16.1 |
| 44711 | Gasoline stations with convenience stores | 58 | 110 596 | 4 554 | 1 000 | 411 | 6.5 | 12.3 |
| 447110 | Gasoline stations with convenience stores | 58 | 110 596 | 4 554 | 1 000 | 411 | 6.5 | 12.3 |
| 448 | Clothing & clothing accessories stores | 94 | 52 015 | 6 383 | 1 542 | 614 | 8.8 | 3.7 |
| 4481 | Clothing stores | 57 | 36 989 | 4 158 | 982 | 472 | 9.0 | 1.7 |
| 44819 | Other clothing stores | 9 | 3 211 | 316 | 71 | 41 | 9.7 | – |
| 448190 | Other clothing stores | 9 | 3 211 | 316 | 71 | 41 | 9.7 | – |
| 451 | Sporting goods, hobby, book, & music stores | 79 | 49 224 | 5 800 | 1 391 | 548 | 5.7 | 2.3 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 61 | 35 695 | 4 271 | 1 024 | 379 | 7.2 | 1.9 |
| 45113 | Sewing, needlework, & piece goods stores | 9 | 3 266 | 443 | 159 | 62 | 1.3 | 17.6 |
| 451130 | Sewing, needlework, & piece goods stores | 9 | 3 266 | 443 | 159 | 62 | 1.3 | 17.6 |
| 4512 | Book, periodical, & music stores | 18 | 13 529 | 1 529 | 367 | 169 | 1.6 | 3.3 |
| 45121 | Book stores & news dealers | 13 | 8 976 | 1 053 | 248 | 110 | 2.4 | 5.0 |
| 4512111 | Book stores, general | 8 | 6 741 | 886 | 216 | 90 | 3.2 | – |
| 452 | General merchandise stores | 21 | 254 361 | 21 652 | 5 141 | 1 601 | .4 | .9 |
| 453 | Miscellaneous store retailers | 91 | 50 323 | 5 488 | 1 358 | 486 | 6.9 | 6.2 |
| 4532 | Office supplies, stationery, & gift stores | 30 | 18 310 | 1 953 | 524 | 201 | 8.2 | 7.2 |
| 45321 | Office supplies & stationery stores | 7 | 12 873 | 1 176 | 340 | 87 | 3.1 | – |
| 453210 | Office supplies & stationery stores | 7 | 12 873 | 1 176 | 340 | 87 | 3.1 | – |
| 4532102 | Office supplies stores | 7 | 12 873 | 1 176 | 340 | 87 | 3.1 | – |
| 4539 | Other miscellaneous store retailers | 30 | 25 283 | 2 213 | 507 | 133 | 1.8 | 3.7 |
| 45393 | Manufactured (mobile) home dealers | 6 | 14 808 | 983 | 262 | 43 | – | – |
| 453930 | Manufactured (mobile) home dealers | 6 | 14 808 | 983 | 262 | 43 | – | – |
| 45399 | All other miscellaneous store retailers | 17 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 26 | 24 103 | 3 251 | 729 | 144 | 10.2 | 19.2 |
| 4543 | Direct selling establishments | 17 | 17 336 | 2 203 | 450 | 81 | 14.2 | 26.7 |
| 45431 | Fuel dealers | 8 | 12 413 | 1 194 | 201 | 39 | 16.0 | 37.2 |
| 454311 | Heating oil dealers | 4 | 6 420 | 240 | 41 | 10 | – | 51.7 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 4 | 5 993 | 954 | 160 | 29 | 33.2 | 21.5 |
| | **CALAVERAS COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **136** | **135 465** | **13 987** | **3 130** | **862** | **22.3** | **8.7** |
| 441 | Motor vehicle & parts dealers | 10 | 10 017 | 881 | 203 | 37 | 9.4 | – |
| 442 | Furniture & home furnishings stores | 7 | 2 269 | 370 | 79 | 19 | 76.2 | 23.8 |
| 443 | Electronics & appliance stores | 4 | 2 562 | 268 | 63 | 17 | 9.4 | – |
| 4431 | Electronics & appliance stores | 4 | 2 562 | 268 | 63 | 17 | 9.4 | – |
| 44311 | Appliance, television, & other electronics stores | 3 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 23 | 27 077 | 3 281 | 689 | 191 | 27.8 | – |
| 4441 | Building material & supplies dealers | 17 | 26 202 | 3 163 | 663 | 179 | 26.2 | – |
| 44413 | Hardware stores | 6 | 10 460 | 1 254 | 258 | 80 | 10.3 | – |
| 444130 | Hardware stores | 6 | 10 460 | 1 254 | 258 | 80 | 10.3 | – |
| 44419 | Other building material dealers | 11 | 15 742 | 1 909 | 405 | 99 | 36.8 | – |
| 444190 | Other building material dealers | 11 | 15 742 | 1 909 | 405 | 99 | 36.8 | – |
| 445 | Food & beverage stores | 17 | D | D | D | e | D | D |
| 446 | Health & personal care stores | 10 | 15 217 | 1 732 | 387 | 102 | 24.2 | 4.9 |
| 4461 | Health & personal care stores | 10 | 15 217 | 1 732 | 387 | 102 | 24.2 | 4.9 |
| 447 | Gasoline stations | 17 | 22 120 | 1 253 | 313 | 97 | 14.8 | 27.3 |
| 44711 | Gasoline stations with convenience stores | 14 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 14 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **CALAVERAS COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores | 9 | 1 301 | 101 | 24 | 19 | 48.7 | 28.7 |
| 451 | Sporting goods, hobby, book, & music stores | 6 | 1 528 | 134 | 30 | 17 | 26.3 | 16.0 |
| 452 | General merchandise stores | 5 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 19 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 9 | 8 838 | 1 236 | 310 | 52 | 4.1 | 21.2 |
| 4543 | Direct selling establishments | 5 | D | D | D | b | D | D |
| 45431 | Fuel dealers | 4 | 7 423 | 897 | 229 | 33 | – | 25.3 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 4 | 7 423 | 897 | 229 | 33 | – | 25.3 |
| | **COLUSA COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **67** | **121 714** | **10 842** | **2 566** | **545** | **21.3** | **2.8** |
| 441 | Motor vehicle & parts dealers | 12 | 47 209 | 4 501 | 1 065 | 133 | 26.2 | 1.9 |
| 44131 | Automotive parts & accessories stores | 7 | D | D | D | b | D | D |
| 441310 | Automotive parts & accessories stores | 7 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 9 | 26 814 | 2 146 | 496 | 69 | 5.4 | 3.7 |
| 4441 | Building material & supplies dealers | 5 | 3 307 | 390 | 80 | 23 | 20.8 | 30.4 |
| 4442 | Lawn & garden equipment & supplies stores | 4 | 23 507 | 1 756 | 416 | 46 | 3.3 | – |
| 44422 | Nursery & garden centers | 4 | 23 507 | 1 756 | 416 | 46 | 3.3 | – |
| 444220 | Nursery & garden centers | 4 | 23 507 | 1 756 | 416 | 46 | 3.3 | – |
| 445 | Food & beverage stores | 16 | D | D | D | c | D | D |
| 446 | Health & personal care stores | 5 | 7 593 | 1 011 | 237 | 58 | 59.3 | – |
| 4461 | Health & personal care stores | 5 | 7 593 | 1 011 | 237 | 58 | 59.3 | – |
| 447 | Gasoline stations | 11 | 14 278 | 760 | 210 | 84 | 28.2 | 2.6 |
| 448 | Clothing & clothing accessories stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 5 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **CONTRA COSTA COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **2 705** | **7 376 806** | **752 822** | **173 274** | **37 550** | **6.6** | **5.4** |
| 441 | Motor vehicle & parts dealers | 260 | 1 716 604 | 164 436 | 36 680 | 4 004 | 7.4 | 8.3 |
| 4411 | Automobile dealers | 87 | 1 521 085 | 131 139 | 28 715 | 2 652 | 7.3 | 8.2 |
| 44111 | New car dealers | 62 | 1 462 013 | 127 886 | 27 762 | 2 560 | 7.0 | 8.2 |
| 441110 | New car dealers | 62 | 1 462 013 | 127 886 | 27 762 | 2 560 | 7.0 | 8.2 |
| 44112 | Used car dealers | 25 | 59 072 | 3 253 | 953 | 92 | 15.7 | 6.6 |
| 441120 | Used car dealers | 25 | 59 072 | 3 253 | 953 | 92 | 15.7 | 6.6 |
| 4412 | Other motor vehicle dealers | 34 | 42 234 | 4 642 | 941 | 189 | 16.4 | 6.7 |
| 44121 | Recreational vehicle dealers | 11 | 8 085 | 1 074 | 270 | 52 | 22.5 | 31.0 |
| 441210 | Recreational vehicle dealers | 11 | 8 085 | 1 074 | 270 | 52 | 22.5 | 31.0 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 23 | 34 149 | 3 568 | 671 | 137 | 15.0 | 1.0 |
| 441221 | Motorcycle dealers | 8 | D | D | D | b | D | D |
| 441222 | Boat dealers | 14 | 19 656 | 1 960 | 376 | 82 | 19.3 | – |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 139 | 153 285 | 28 655 | 7 024 | 1 163 | 5.2 | 10.3 |
| 44131 | Automotive parts & accessories stores | 96 | 105 952 | 18 530 | 4 669 | 793 | 5.3 | 12.5 |
| 441310 | Automotive parts & accessories stores | 96 | 105 952 | 18 530 | 4 669 | 793 | 5.3 | 12.5 |
| 44132 | Tire dealers | 43 | 47 333 | 10 125 | 2 355 | 370 | 4.9 | 5.4 |
| 441320 | Tire dealers | 43 | 47 333 | 10 125 | 2 355 | 370 | 4.9 | 5.4 |
| 442 | Furniture & home furnishings stores | 189 | 224 891 | 29 078 | 6 774 | 1 448 | 10.7 | 5.3 |
| 4421 | Furniture stores | 66 | 104 359 | 12 672 | 2 986 | 478 | 8.2 | 6.1 |
| 44211 | Furniture stores | 66 | 104 359 | 12 672 | 2 986 | 478 | 8.2 | 6.1 |
| 442110 | Furniture stores | 66 | 104 359 | 12 672 | 2 986 | 478 | 8.2 | 6.1 |
| 4422 | Home furnishings stores | 123 | 120 532 | 16 406 | 3 788 | 970 | 12.9 | 4.7 |
| 44221 | Floor covering stores | 52 | 48 180 | 7 150 | 1 488 | 265 | 21.8 | 4.2 |
| 442210 | Floor covering stores | 52 | 48 180 | 7 150 | 1 488 | 265 | 21.8 | 4.2 |
| 44229 | Other home furnishings stores | 71 | 72 352 | 9 256 | 2 300 | 705 | 7.0 | 5.0 |
| 442291 | Window treatment stores | 9 | 4 937 | 480 | 106 | 29 | 17.9 | 28.9 |
| 442299 | All other home furnishings stores | 62 | 67 415 | 8 776 | 2 194 | 676 | 6.2 | 3.2 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **CONTRA COSTA COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 443 | Electronics & appliance stores | 132 | 230 710 | 22 514 | 5 372 | 1 050 | 12.4 | 4.0 |
| 4431 | Electronics & appliance stores | 132 | 230 710 | 22 514 | 5 372 | 1 050 | 12.4 | 4.0 |
| 44311 | Appliance, television, & other electronics stores | 72 | 123 705 | 13 918 | 3 484 | 615 | 12.4 | 2.6 |
| 443111 | Household appliance stores | 20 | 16 136 | 1 859 | 395 | 63 | 72.0 | 2.1 |
| 443112 | Radio, television, & other electronics stores | 52 | 107 569 | 12 059 | 3 089 | 552 | 3.4 | 2.6 |
| 44312 | Computer & software stores | 48 | 98 829 | 7 206 | 1 676 | 357 | 13.1 | 5.9 |
| 443120 | Computer & software stores | 48 | 98 829 | 7 206 | 1 676 | 357 | 13.1 | 5.9 |
| 44313 | Camera & photographic supplies stores | 12 | 8 176 | 1 390 | 212 | 78 | 3.7 | 2.7 |
| 443130 | Camera & photographic supplies stores | 12 | 8 176 | 1 390 | 212 | 78 | 3.7 | 2.7 |
| 444 | Building material & garden equipment & supplies dealers | 185 | 640 441 | 77 654 | 17 448 | 2 931 | 3.2 | 2.8 |
| 4441 | Building material & supplies dealers | 148 | 600 207 | 69 942 | 15 933 | 2 588 | 2.5 | 2.8 |
| 44411 | Home centers | 9 | 197 929 | 23 600 | 5 067 | 932 | .5 | .1 |
| 444110 | Home centers | 9 | 197 929 | 23 600 | 5 067 | 932 | .5 | .1 |
| 44412 | Paint & wallpaper stores | 21 | 26 297 | 3 810 | 893 | 139 | 5.4 | 18.8 |
| 444120 | Paint & wallpaper stores | 21 | 26 297 | 3 810 | 893 | 139 | 5.4 | 18.8 |
| 44413 | Hardware stores | 33 | 87 944 | 14 004 | 3 176 | 708 | 7.2 | 1.8 |
| 444130 | Hardware stores | 33 | 87 944 | 14 004 | 3 176 | 708 | 7.2 | 1.8 |
| 44419 | Other building material dealers | 85 | 288 037 | 28 528 | 6 797 | 809 | 2.3 | 3.6 |
| 444190 | Other building material dealers | 85 | 288 037 | 28 528 | 6 797 | 809 | 2.3 | 3.6 |
| 4442 | Lawn & garden equipment & supplies stores | 37 | 40 234 | 7 712 | 1 515 | 343 | 12.5 | 1.5 |
| 44421 | Outdoor power equipment stores | 7 | 7 073 | 1 306 | 252 | 50 | 25.6 | 4.6 |
| 444210 | Outdoor power equipment stores | 7 | 7 073 | 1 306 | 252 | 50 | 25.6 | 4.6 |
| 44422 | Nursery & garden centers | 30 | 33 161 | 6 406 | 1 263 | 293 | 9.7 | .8 |
| 444220 | Nursery & garden centers | 30 | 33 161 | 6 406 | 1 263 | 293 | 9.7 | .8 |
| 445 | Food & beverage stores | 365 | 1 486 375 | 159 957 | 34 625 | 8 452 | 5.6 | 2.9 |
| 4451 | Grocery stores | 249 | 1 405 321 | 153 017 | 33 069 | 7 893 | 4.0 | 2.5 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 183 | 1 365 245 | 149 631 | 32 263 | 7 600 | 2.8 | 1.9 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 183 | 1 365 245 | 149 631 | 32 263 | 7 600 | 2.8 | 1.9 |
| 44512 | Convenience stores | 66 | 40 076 | 3 386 | 806 | 293 | 42.5 | 19.9 |
| 445120 | Convenience stores | 66 | 40 076 | 3 386 | 806 | 293 | 42.5 | 19.9 |
| 4452 | Specialty food stores | 54 | 27 140 | 3 735 | 766 | 310 | 27.7 | 6.0 |
| 4453 | Beer, wine, & liquor stores | 62 | 53 914 | 3 205 | 790 | 249 | 36.2 | 14.1 |
| 44531 | Beer, wine, & liquor stores | 62 | 53 914 | 3 205 | 790 | 249 | 36.2 | 14.1 |
| 445310 | Beer, wine, & liquor stores | 62 | 53 914 | 3 205 | 790 | 249 | 36.2 | 14.1 |
| 446 | Health & personal care stores | 236 | 384 411 | 56 803 | 13 953 | 2 944 | 5.5 | 4.7 |
| 4461 | Health & personal care stores | 236 | 384 411 | 56 803 | 13 953 | 2 944 | 5.5 | 4.7 |
| 44611 | Pharmacies & drug stores | 98 | 319 125 | 45 472 | 11 154 | 2 248 | 4.2 | 2.8 |
| 446110 | Pharmacies & drug stores | 98 | 319 125 | 45 472 | 11 154 | 2 248 | 4.2 | 2.8 |
| 4461101 | Pharmacies & drug stores | 92 | 316 117 | 44 987 | 11 041 | 2 181 | 4.2 | 2.5 |
| 4461102 | Proprietary stores | 6 | 3 008 | 485 | 113 | 67 | 8.9 | 38.7 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 42 | 17 544 | 2 376 | 613 | 198 | 15.2 | 10.6 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 42 | 17 544 | 2 376 | 613 | 198 | 15.2 | 10.6 |
| 44613 | Optical goods stores | 42 | 16 227 | 2 633 | 717 | 197 | 15.4 | 6.5 |
| 446130 | Optical goods stores | 42 | 16 227 | 2 633 | 717 | 197 | 15.4 | 6.5 |
| 44619 | Other health & personal care stores | 54 | 31 515 | 6 322 | 1 469 | 301 | 7.6 | 19.5 |
| 446191 | Food (health) supplement stores | 25 | 20 840 | 3 484 | 785 | 173 | 6.5 | 18.5 |
| 446199 | All other health & personal care stores | 29 | 10 675 | 2 838 | 684 | 128 | 9.8 | 21.4 |
| 447 | Gasoline stations | 241 | 523 387 | 25 666 | 5 907 | 1 581 | 16.8 | 14.5 |
| 4471 | Gasoline stations | 241 | 523 387 | 25 666 | 5 907 | 1 581 | 16.8 | 14.5 |
| 44711 | Gasoline stations with convenience stores | 113 | 262 562 | 10 780 | 2 354 | 671 | 15.9 | 11.7 |
| 447110 | Gasoline stations with convenience stores | 113 | 262 562 | 10 780 | 2 354 | 671 | 15.9 | 11.7 |
| 44719 | Other gasoline stations | 128 | 260 825 | 14 886 | 3 553 | 910 | 17.6 | 17.3 |
| 447190 | Other gasoline stations | 128 | 260 825 | 14 886 | 3 553 | 910 | 17.6 | 17.3 |
| 448 | Clothing & clothing accessories stores | 399 | 438 851 | 56 502 | 13 914 | 4 120 | 4.8 | 4.6 |
| 4481 | Clothing stores | 228 | 349 612 | 44 263 | 11 080 | 3 338 | 3.5 | 4.0 |
| 44811 | Men's clothing stores | 31 | 29 437 | 4 154 | 1 104 | 224 | 17.3 | 10.2 |
| 448110 | Men's clothing stores | 31 | 29 437 | 4 154 | 1 104 | 224 | 17.3 | 10.2 |
| 44812 | Women's clothing stores | 90 | 59 361 | 7 552 | 1 731 | 652 | 4.6 | 8.5 |
| 448120 | Women's clothing stores | 90 | 59 361 | 7 552 | 1 731 | 652 | 4.6 | 8.5 |
| 44813 | Children's & infants' clothing stores | 10 | 13 365 | 1 398 | 338 | 170 | 5.0 | – |
| 448130 | Children's & infants' clothing stores | 10 | 13 365 | 1 398 | 338 | 170 | 5.0 | – |
| 44814 | Family clothing stores | 49 | 225 560 | 28 228 | 7 211 | 2 021 | .6 | 1.5 |
| 448140 | Family clothing stores | 49 | 225 560 | 28 228 | 7 211 | 2 021 | .6 | 1.5 |
| 44815 | Clothing accessories stores | 15 | 4 067 | 689 | 158 | 68 | 12.0 | 26.2 |
| 448150 | Clothing accessories stores | 15 | 4 067 | 689 | 158 | 68 | 12.0 | 26.2 |
| 44819 | Other clothing stores | 33 | 17 822 | 2 242 | 538 | 203 | 10.1 | 9.3 |
| 448190 | Other clothing stores | 33 | 17 822 | 2 242 | 538 | 203 | 10.1 | 9.3 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **CONTRA COSTA COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores—Con. | | | | | | | |
| 4482 | Shoe stores | 94 | 43 049 | 5 154 | 1 224 | 402 | .7 | 4.7 |
| 44821 | Shoe stores | 94 | 43 049 | 5 154 | 1 224 | 402 | .7 | 4.7 |
| 448210 | Shoe stores | 94 | 43 049 | 5 154 | 1 224 | 402 | .7 | 4.7 |
| 4482101 | Men's shoe stores | 7 | 2 566 | 376 | 66 | 18 | – | – |
| 4482102 | Women's shoe stores | 13 | 5 301 | 725 | 167 | 58 | – | 19.7 |
| 4482103 | Children's & juveniles' shoe stores | 7 | D | D | D | b | D | D |
| 4482104 | Family shoe stores | 57 | 22 079 | 2 535 | 612 | 224 | 1.3 | 4.4 |
| 4482105 | Athletic footwear stores | 10 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 77 | 46 190 | 7 085 | 1 610 | 380 | 18.2 | 9.2 |
| 44831 | Jewelry stores | 71 | 42 856 | 6 753 | 1 525 | 358 | 19.6 | 9.9 |
| 448310 | Jewelry stores | 71 | 42 856 | 6 753 | 1 525 | 358 | 19.6 | 9.9 |
| 44832 | Luggage & leather goods stores | 6 | 3 334 | 332 | 85 | 22 | – | – |
| 448320 | Luggage & leather goods stores | 6 | 3 334 | 332 | 85 | 22 | – | – |
| 451 | Sporting goods, hobby, book, & music stores | 206 | 261 633 | 26 430 | 6 359 | 2 201 | 9.7 | 4.5 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 148 | 185 578 | 18 638 | 4 597 | 1 515 | 10.8 | 5.7 |
| 45111 | Sporting goods stores | 82 | 91 178 | 9 033 | 2 204 | 723 | 15.4 | 8.1 |
| 451110 | Sporting goods stores | 82 | 91 178 | 9 033 | 2 204 | 723 | 15.4 | 8.1 |
| 4511101 | General-line sporting goods stores | 29 | 44 323 | 3 891 | 954 | 357 | 16.5 | 8.0 |
| 4511102 | Specialty-line sporting goods stores | 53 | 46 855 | 5 142 | 1 250 | 366 | 14.3 | 8.2 |
| 45112 | Hobby, toy, & game stores | 35 | 57 760 | 5 007 | 1 225 | 380 | 6.9 | 1.2 |
| 451120 | Hobby, toy, & game stores | 35 | 57 760 | 5 007 | 1 225 | 380 | 6.9 | 1.2 |
| 45113 | Sewing, needlework, & piece goods stores | 15 | 16 275 | 2 207 | 630 | 188 | 7.0 | 2.8 |
| 451130 | Sewing, needlework, & piece goods stores | 15 | 16 275 | 2 207 | 630 | 188 | 7.0 | 2.8 |
| 45114 | Musical instrument & supplies stores | 16 | 20 365 | 2 391 | 538 | 224 | 4.7 | 10.0 |
| 451140 | Musical instrument & supplies stores | 16 | 20 365 | 2 391 | 538 | 224 | 4.7 | 10.0 |
| 4512 | Book, periodical, & music stores | 58 | 76 055 | 7 792 | 1 762 | 686 | 6.8 | 1.7 |
| 45121 | Book stores & news dealers | 37 | 42 873 | 4 719 | 1 086 | 424 | 3.2 | 2.5 |
| 451211 | Book stores | 37 | 42 873 | 4 719 | 1 086 | 424 | 3.2 | 2.5 |
| 4512111 | Book stores, general | 25 | 36 101 | 3 840 | 851 | 305 | 3.5 | 2.8 |
| 4512112 | Specialty book stores | 9 | D | D | D | b | D | D |
| 4512113 | College book stores | 3 | D | D | D | b | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 21 | 33 182 | 3 073 | 676 | 262 | 11.5 | .5 |
| 451220 | Prerecorded tape, compact disc, & record stores | 21 | 33 182 | 3 073 | 676 | 262 | 11.5 | .5 |
| 452 | General merchandise stores | 56 | 1 159 741 | 89 971 | 21 990 | 5 933 | .1 | .7 |
| 4521 | Department stores (incl leased depts) ## | 25 | 700 776 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 25 | 700 776 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 25 | 694 114 | 63 690 | 15 524 | 4 491 | – | – |
| 45211 | Department stores (excl leased depts) | 25 | 694 114 | 63 690 | 15 524 | 4 491 | – | – |
| 452110 | Department stores (excl leased depts) | 25 | 694 114 | 63 690 | 15 524 | 4 491 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 7 | 240 058 | 19 914 | 5 020 | 1 261 | – | – |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 11 | 275 281 | 23 107 | 5 516 | 1 963 | – | – |
| 4521103 | National chain department stores (excl leased depts) | 7 | 178 775 | 20 669 | 4 988 | 1 267 | – | – |
| 4529 | Other general merchandise stores | 31 | 465 627 | 26 281 | 6 466 | 1 442 | .3 | 1.8 |
| 45291 | Warehouse clubs & superstores | 5 | D | D | D | f | D | D |
| 452910 | Warehouse clubs & superstores | 5 | D | D | D | f | D | D |
| 45299 | All other general merchandise stores | 26 | D | D | D | e | D | D |
| 452990 | All other general merchandise stores | 26 | D | D | D | e | D | D |
| 4529901 | Variety stores | 8 | D | D | D | b | D | D |
| 4529902 | Catalog showrooms | 3 | D | D | D | c | D | D |
| 4529903 | Miscellaneous general merchandise stores | 15 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 348 | 222 998 | 29 137 | 6 829 | 2 277 | 14.9 | 9.2 |
| 4531 | Florists | 53 | 15 981 | 3 084 | 708 | 243 | 32.5 | 11.6 |
| 45311 | Florists | 53 | 15 981 | 3 084 | 708 | 243 | 32.5 | 11.6 |
| 453110 | Florists | 53 | 15 981 | 3 084 | 708 | 243 | 32.5 | 11.6 |
| 4532 | Office supplies, stationery, & gift stores | 111 | 104 821 | 11 200 | 2 692 | 936 | 9.8 | 6.4 |
| 45321 | Office supplies & stationery stores | 35 | 72 783 | 7 114 | 1 761 | 419 | 2.0 | 5.2 |
| 453210 | Office supplies & stationery stores | 35 | 72 783 | 7 114 | 1 761 | 419 | 2.0 | 5.2 |
| 4532101 | Stationery stores | 6 | 2 680 | 300 | 55 | 28 | 18.8 | 15.9 |
| 4532102 | Office supplies stores | 29 | 70 103 | 6 814 | 1 706 | 391 | 1.3 | 4.7 |
| 45322 | Gift, novelty, & souvenir stores | 76 | 32 038 | 4 086 | 931 | 517 | 27.7 | 9.1 |
| 453220 | Gift, novelty, & souvenir stores | 76 | 32 038 | 4 086 | 931 | 517 | 27.7 | 9.1 |
| 4533 | Used merchandise stores | 59 | 24 816 | 4 578 | 1 096 | 379 | 20.2 | 12.2 |
| 45331 | Used merchandise stores | 59 | 24 816 | 4 578 | 1 096 | 379 | 20.2 | 12.2 |
| 453310 | Used merchandise stores | 59 | 24 816 | 4 578 | 1 096 | 379 | 20.2 | 12.2 |
| 4539 | Other miscellaneous store retailers | 125 | 77 380 | 10 275 | 2 333 | 719 | 16.3 | 11.5 |
| 45391 | Pet & pet supplies stores | 39 | 31 660 | 3 582 | 938 | 295 | 13.0 | 3.6 |
| 453910 | Pet & pet supplies stores | 39 | 31 660 | 3 582 | 938 | 295 | 13.0 | 3.6 |
| 45392 | Art dealers | 12 | 7 526 | 976 | 198 | 50 | 18.2 | 60.0 |
| 453920 | Art dealers | 12 | 7 526 | 976 | 198 | 50 | 18.2 | 60.0 |
| 45399 | All other miscellaneous store retailers | 74 | 38 194 | 5 717 | 1 197 | 374 | 18.6 | 8.5 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **CONTRA COSTA COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 454 | Nonstore retailers | 88 | 86 764 | 14 674 | 3 423 | 609 | 14.8 | 19.9 |
| 4541 | Electronic shopping & mail-order houses | 26 | 24 624 | 3 928 | 840 | 147 | 21.2 | 13.5 |
| 45411 | Electronic shopping & mail-order houses | 26 | 24 624 | 3 928 | 840 | 147 | 21.2 | 13.5 |
| 454110 | Electronic shopping & mail-order houses | 26 | 24 624 | 3 928 | 840 | 147 | 21.2 | 13.5 |
| 4542 | Vending machine operators | 13 | 3 442 | 618 | 139 | 75 | 38.6 | 23.4 |
| 45421 | Vending machine operators | 13 | 3 442 | 618 | 139 | 75 | 38.6 | 23.4 |
| 454210 | Vending machine operators | 13 | 3 442 | 618 | 139 | 75 | 38.6 | 23.4 |
| 4543 | Direct selling establishments | 49 | 58 698 | 10 128 | 2 444 | 387 | 10.7 | 22.4 |
| 45431 | Fuel dealers | 8 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 6 | D | D | D | b | D | D |
| 454319 | Other fuel dealers | 2 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 41 | D | D | D | e | D | D |
| 454390 | Other direct selling establishments | 41 | D | D | D | e | D | D |
| | **DEL NORTE COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **88** | **123 078** | **12 512** | **2 845** | **982** | **14.6** | **1.8** |
| 441 | Motor vehicle & parts dealers | 10 | 9 736 | 1 263 | 275 | 56 | 15.3 | 2.7 |
| 442 | Furniture & home furnishings stores | 3 | 1 736 | 244 | 61 | 17 | D | – |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 8 | 3 541 | 467 | 115 | 28 | 6.1 | 1.7 |
| 4441 | Building material & supplies dealers | 6 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 18 | 41 191 | 3 867 | 842 | 337 | 13.2 | 3.6 |
| 4452 | Specialty food stores | 2 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 5 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 5 | D | D | D | b | D | D |
| 447 | Gasoline stations | 11 | 19 989 | 1 153 | 286 | 105 | 23.0 | – |
| 448 | Clothing & clothing accessories stores | 10 | 1 519 | 231 | 47 | 23 | 46.1 | 2.9 |
| 451 | Sporting goods, hobby, book, & music stores | 4 | D | D | D | a | D | D |
| 452 | General merchandise stores | 3 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 13 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 6 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |
| | **EL DORADO COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **546** | **926 764** | **91 146** | **20 310** | **4 894** | **16.5** | **7.0** |
| 441 | Motor vehicle & parts dealers | 53 | 171 383 | 15 916 | 3 497 | 565 | 25.8 | 1.8 |
| 4411 | Automobile dealers | 17 | D | D | D | e | D | D |
| 4412 | Other motor vehicle dealers | 5 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 4 | 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 | 31 | 26 726 | 4 670 | 1 021 | 216 | 21.5 | 5.2 |
| 44131 | Automotive parts & accessories stores | 22 | 18 826 | 3 113 | 700 | 156 | 8.7 | 2.5 |
| 441310 | Automotive parts & accessories stores | 22 | 18 826 | 3 113 | 700 | 156 | 8.7 | 2.5 |
| 44132 | Tire dealers | 9 | 7 900 | 1 557 | 321 | 60 | 52.0 | 11.5 |
| 441320 | Tire dealers | 9 | 7 900 | 1 557 | 321 | 60 | 52.0 | 11.5 |
| 442 | Furniture & home furnishings stores | 24 | 16 902 | 2 100 | 439 | 108 | 31.2 | 15.5 |
| 4422 | Home furnishings stores | 20 | 14 193 | 1 875 | 393 | 93 | 27.3 | 9.3 |
| 44221 | Floor covering stores | 10 | 7 489 | 1 195 | 230 | 45 | 33.6 | 4.4 |
| 442210 | Floor covering stores | 10 | 7 489 | 1 195 | 230 | 45 | 33.6 | 4.4 |
| 44229 | Other home furnishings stores | 10 | 6 704 | 680 | 163 | 48 | 20.2 | 14.8 |
| 442299 | All other home furnishings stores | 9 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 24 | 16 579 | 2 237 | 535 | 110 | 35.1 | 17.4 |
| 4431 | Electronics & appliance stores | 24 | 16 579 | 2 237 | 535 | 110 | 35.1 | 17.4 |
| 44311 | Appliance, television, & other electronics stores | 16 | D | D | D | b | D | D |
| 443111 | Household appliance stores | 7 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 9 | 7 028 | 921 | 250 | 44 | 51.8 | 32.9 |
| 44312 | Computer & software stores | 7 | 2 575 | 532 | 139 | 25 | 60.6 | 19.1 |
| 443120 | Computer & software stores | 7 | 2 575 | 532 | 139 | 25 | 60.6 | 19.1 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **EL DORADO COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 444 | Building material & garden equipment & supplies dealers | 64 | 88 122 | 9 762 | 2 073 | 440 | 13.5 | 1.5 |
| 4441 | Building material & supplies dealers | 50 | 77 024 | 8 585 | 1 836 | 363 | 13.4 | .9 |
| 44412 | Paint & wallpaper stores | 7 | D | D | D | b | D | D |
| 444120 | Paint & wallpaper stores | 7 | D | D | D | b | D | D |
| 44413 | Hardware stores | 12 | 10 484 | 1 673 | 351 | 105 | 32.3 | – |
| 444130 | Hardware stores | 12 | 10 484 | 1 673 | 351 | 105 | 32.3 | – |
| 44419 | Other building material dealers | 29 | 56 639 | 5 547 | 1 171 | 206 | 10.3 | 1.2 |
| 444190 | Other building material dealers | 29 | 56 639 | 5 547 | 1 171 | 206 | 10.3 | 1.2 |
| 4442 | Lawn & garden equipment & supplies stores | 14 | 11 098 | 1 177 | 237 | 77 | 14.0 | 5.5 |
| 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 | 61 | 277 231 | 32 502 | 7 315 | 1 575 | 5.6 | 2.0 |
| 4451 | Grocery stores | 40 | 267 043 | 31 736 | 7 153 | 1 497 | 3.8 | 2.1 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 26 | 259 847 | 31 212 | 7 039 | 1 449 | 2.9 | 1.5 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 26 | 259 847 | 31 212 | 7 039 | 1 449 | 2.9 | 1.5 |
| 44512 | Convenience stores | 14 | 7 196 | 524 | 114 | 48 | 34.7 | 20.3 |
| 445120 | Convenience stores | 14 | 7 196 | 524 | 114 | 48 | 34.7 | 20.3 |
| 4452 | Specialty food stores | 10 | 2 713 | 312 | 65 | 37 | 48.3 | 2.0 |
| 446 | Health & personal care stores | 28 | 54 824 | 6 236 | 1 469 | 355 | 6.8 | 21.9 |
| 4461 | Health & personal care stores | 28 | 54 824 | 6 236 | 1 469 | 355 | 6.8 | 21.9 |
| 44611 | Pharmacies & drug stores | 17 | 50 222 | 5 636 | 1 318 | 303 | 3.1 | 23.4 |
| 446110 | Pharmacies & drug stores | 17 | 50 222 | 5 636 | 1 318 | 303 | 3.1 | 23.4 |
| 4461101 | Pharmacies & drug stores | 14 | D | D | D | e | D | D |
| 4461102 | Proprietary stores | 3 | D | D | D | a | D | D |
| 44619 | Other health & personal care stores | 6 | 3 789 | 487 | 124 | 38 | 50.1 | 6.7 |
| 446191 | Food (health) supplement stores | 4 | D | D | D | b | D | D |
| 447 | Gasoline stations | 61 | 130 160 | 6 381 | 1 377 | 410 | 12.1 | 18.1 |
| 4471 | Gasoline stations | 61 | 130 160 | 6 381 | 1 377 | 410 | 12.1 | 18.1 |
| 44711 | Gasoline stations with convenience stores | 37 | 70 631 | 3 915 | 825 | 264 | 12.1 | 9.3 |
| 447110 | Gasoline stations with convenience stores | 37 | 70 631 | 3 915 | 825 | 264 | 12.1 | 9.3 |
| 44719 | Other gasoline stations | 24 | 59 529 | 2 466 | 552 | 146 | 12.2 | 28.6 |
| 447190 | Other gasoline stations | 24 | 59 529 | 2 466 | 552 | 146 | 12.2 | 28.6 |
| 448 | Clothing & clothing accessories stores | 77 | 60 765 | 4 134 | 915 | 327 | 52.4 | 4.0 |
| 4481 | Clothing stores | 48 | 22 224 | 2 360 | 580 | 216 | 18.2 | 5.0 |
| 44819 | Other clothing stores | 14 | 5 981 | 716 | 199 | 66 | 20.1 | – |
| 448190 | Other clothing stores | 14 | 5 981 | 716 | 199 | 66 | 20.1 | – |
| 4482 | Shoe stores | 16 | 34 549 | 983 | 169 | 62 | 77.5 | 1.7 |
| 44821 | Shoe stores | 16 | 34 549 | 983 | 169 | 62 | 77.5 | 1.7 |
| 448210 | Shoe stores | 16 | 34 549 | 983 | 169 | 62 | 77.5 | 1.7 |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 12 | D | D | D | b | D | D |
| 4482105 | Athletic footwear stores | 3 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 13 | 3 992 | 791 | 166 | 49 | 25.2 | 18.6 |
| 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 | 41 | 14 720 | 1 984 | 531 | 212 | 18.1 | 3.0 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 28 | 11 347 | 1 581 | 436 | 166 | 18.7 | 2.7 |
| 45111 | Sporting goods stores | 19 | 9 981 | 1 376 | 382 | 132 | 17.8 | 3.1 |
| 451110 | Sporting goods stores | 19 | 9 981 | 1 376 | 382 | 132 | 17.8 | 3.1 |
| 4511101 | General-line sporting goods stores | 10 | 7 287 | 1 084 | 342 | 104 | 14.6 | – |
| 4512 | Book, periodical, & music stores | 13 | 3 373 | 403 | 95 | 46 | 16.0 | 3.9 |
| 45121 | Book stores & news dealers | 9 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 9 | D | D | D | b | D | D |
| 452 | General merchandise stores | 6 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 76 | D | D | D | e | D | D |
| 4531 | Florists | 18 | 3 147 | 634 | 125 | 61 | 65.7 | 12.3 |
| 45311 | Florists | 18 | 3 147 | 634 | 125 | 61 | 65.7 | 12.3 |
| 453110 | Florists | 18 | 3 147 | 634 | 125 | 61 | 65.7 | 12.3 |
| 4532 | Office supplies, stationery, & gift stores | 25 | 8 269 | 981 | 188 | 111 | 51.4 | 14.6 |
| 45321 | Office supplies & stationery stores | 6 | 2 011 | 247 | 58 | 19 | – | 39.9 |
| 453210 | Office supplies & stationery stores | 6 | 2 011 | 247 | 58 | 19 | – | 39.9 |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 5 | D | D | D | a | D | D |
| 45322 | Gift, novelty, & souvenir stores | 19 | 6 258 | 734 | 130 | 92 | 67.9 | 6.5 |
| 453220 | Gift, novelty, & souvenir stores | 19 | 6 258 | 734 | 130 | 92 | 67.9 | 6.5 |
| 4533 | Used merchandise stores | 9 | 2 992 | 548 | 119 | 36 | – | 11.3 |
| 45331 | Used merchandise stores | 9 | 2 992 | 548 | 119 | 36 | – | 11.3 |
| 453310 | Used merchandise stores | 9 | 2 992 | 548 | 119 | 36 | – | 11.3 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **EL DORADO COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers—Con. | | | | | | | |
| 4539 | Other miscellaneous store retailers | 24 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 4 | 1 505 | 257 | 59 | 21 | 50.2 | – |
| 453910 | Pet & pet supplies stores | 4 | 1 505 | 257 | 59 | 21 | 50.2 | – |
| 45392 | Art dealers | 2 | D | D | D | a | D | D |
| 453920 | Art dealers | 2 | D | D | D | a | D | D |
| 45393 | Manufactured (mobile) home dealers | 3 | 4 799 | 231 | 45 | 12 | D | – |
| 453930 | Manufactured (mobile) home dealers | 3 | 4 799 | 231 | 45 | 12 | D | – |
| 45399 | All other miscellaneous store retailers | 15 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 31 | 30 655 | 3 450 | 768 | 147 | 18.7 | 19.6 |
| 4541 | Electronic shopping & mail-order houses | 8 | 8 235 | 826 | 130 | 30 | 3.4 | 8.3 |
| 45411 | Electronic shopping & mail-order houses | 8 | 8 235 | 826 | 130 | 30 | 3.4 | 8.3 |
| 454110 | Electronic shopping & mail-order houses | 8 | 8 235 | 826 | 130 | 30 | 3.4 | 8.3 |
| 4543 | Direct selling establishments | 20 | 21 263 | 2 528 | 618 | 112 | 25.4 | 20.3 |
| 45431 | Fuel dealers | 15 | 17 804 | 2 367 | 589 | 98 | 12.2 | 24.3 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 13 | D | D | D | b | D | D |
| 454319 | Other fuel dealers | 2 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 5 | 3 459 | 161 | 29 | 14 | 93.6 | – |
| 454390 | Other direct selling establishments | 5 | 3 459 | 161 | 29 | 14 | 93.6 | – |
| | **FRESNO COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **2 492** | **5 574 643** | **548 934** | **127 620** | **30 231** | **9.5** | **6.8** |
| 441 | Motor vehicle & parts dealers | 358 | 1 388 953 | 127 721 | 28 903 | 4 393 | 12.4 | 10.3 |
| 4411 | Automobile dealers | 133 | 1 062 535 | 83 209 | 18 310 | 2 441 | 13.2 | 11.2 |
| 44111 | New car dealers | 58 | 940 575 | 74 439 | 16 681 | 2 130 | 11.0 | 11.7 |
| 441110 | New car dealers | 58 | 940 575 | 74 439 | 16 681 | 2 130 | 11.0 | 11.7 |
| 44112 | Used car dealers | 75 | 121 960 | 8 770 | 1 629 | 311 | 30.2 | 7.4 |
| 441120 | Used car dealers | 75 | 121 960 | 8 770 | 1 629 | 311 | 30.2 | 7.4 |
| 4412 | Other motor vehicle dealers | 21 | 103 223 | 10 542 | 2 582 | 389 | 6.8 | 3.6 |
| 44121 | Recreational vehicle dealers | 10 | 84 307 | 8 866 | 2 207 | 313 | 2.9 | .4 |
| 441210 | Recreational vehicle dealers | 10 | 84 307 | 8 866 | 2 207 | 313 | 2.9 | .4 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 11 | 18 916 | 1 676 | 375 | 76 | 24.1 | 18.0 |
| 441221 | Motorcycle dealers | 8 | D | D | D | b | D | D |
| 441222 | Boat 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 | 204 | 223 195 | 33 970 | 8 011 | 1 563 | 11.2 | 8.7 |
| 44131 | Automotive parts & accessories stores | 159 | 165 915 | 24 735 | 5 775 | 1 230 | 11.6 | 11.4 |
| 441310 | Automotive parts & accessories stores | 159 | 165 915 | 24 735 | 5 775 | 1 230 | 11.6 | 11.4 |
| 44132 | Tire dealers | 45 | 57 280 | 9 235 | 2 236 | 333 | 9.9 | .9 |
| 441320 | Tire dealers | 45 | 57 280 | 9 235 | 2 236 | 333 | 9.9 | .9 |
| 442 | Furniture & home furnishings stores | 122 | 144 769 | 18 930 | 4 923 | 1 046 | 13.8 | 7.4 |
| 4421 | Furniture stores | 66 | 75 747 | 11 348 | 2 778 | 554 | 16.5 | 1.1 |
| 44211 | Furniture stores | 66 | 75 747 | 11 348 | 2 778 | 554 | 16.5 | 1.1 |
| 442110 | Furniture stores | 66 | 75 747 | 11 348 | 2 778 | 554 | 16.5 | 1.1 |
| 4422 | Home furnishings stores | 56 | 69 022 | 7 582 | 2 145 | 492 | 10.9 | 14.3 |
| 44221 | Floor covering stores | 30 | D | D | D | c | D | D |
| 442210 | Floor covering stores | 30 | D | D | D | c | D | D |
| 44229 | Other home furnishings stores | 26 | D | D | D | e | D | D |
| 442291 | Window treatment stores | 5 | D | D | D | b | D | D |
| 442299 | All other home furnishings stores | 21 | D | D | D | c | D | D |
| 443 | Electronics & appliance stores | 94 | 150 259 | 14 332 | 3 539 | 792 | 12.5 | 3.2 |
| 4431 | Electronics & appliance stores | 94 | 150 259 | 14 332 | 3 539 | 792 | 12.5 | 3.2 |
| 44311 | Appliance, television, & other electronics stores | 61 | 95 016 | 9 337 | 2 362 | 543 | 5.0 | 1.9 |
| 443111 | Household appliance stores | 13 | 11 087 | 1 306 | 311 | 67 | 9.6 | 2.0 |
| 443112 | Radio, television, & other electronics stores | 48 | 83 929 | 8 031 | 2 051 | 476 | 4.4 | 1.9 |
| 44312 | Computer & software stores | 30 | D | D | D | c | D | D |
| 443120 | Computer & software stores | 30 | D | D | D | c | D | D |
| 44313 | Camera & photographic supplies stores | 3 | D | D | D | b | D | D |
| 443130 | Camera & photographic supplies stores | 3 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 208 | 616 718 | 69 569 | 16 158 | 2 743 | 3.4 | 1.3 |
| 4441 | Building material & supplies dealers | 145 | 410 678 | 49 489 | 12 008 | 2 123 | 4.2 | 1.9 |
| 44411 | Home centers | 8 | D | D | D | f | D | D |
| 444110 | Home centers | 8 | D | D | D | f | D | D |
| 44412 | Paint & wallpaper stores | 18 | D | D | D | c | D | D |
| 444120 | Paint & wallpaper stores | 18 | D | D | D | c | D | D |
| 44413 | Hardware stores | 39 | D | D | D | f | D | D |
| 444130 | Hardware stores | 39 | D | D | D | f | D | D |
| 44419 | Other building material dealers | 80 | 218 839 | 26 297 | 6 201 | 889 | 5.0 | 1.7 |
| 444190 | Other building material dealers | 80 | 218 839 | 26 297 | 6 201 | 889 | 5.0 | 1.7 |
| 4442 | Lawn & garden equipment & supplies stores | 63 | 206 040 | 20 080 | 4 150 | 620 | 1.8 | .2 |
| 44421 | Outdoor power equipment stores | 11 | 6 433 | 996 | 212 | 48 | 7.3 | 1.8 |
| 444210 | Outdoor power equipment stores | 11 | 6 433 | 996 | 212 | 48 | 7.3 | 1.8 |
| 44422 | Nursery & garden centers | 52 | 199 607 | 19 084 | 3 938 | 572 | 1.6 | .2 |
| 444220 | Nursery & garden centers | 52 | 199 607 | 19 084 | 3 938 | 572 | 1.6 | .2 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **FRESNO COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 445 | Food & beverage stores | 458 | 1 031 767 | 98 927 | 22 700 | 5 799 | 14.7 | 5.5 |
| 4451 | Grocery stores | 327 | 956 008 | 93 143 | 21 352 | 5 260 | 12.3 | 4.6 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 234 | 904 666 | 89 627 | 20 512 | 4 926 | 10.4 | 3.7 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 234 | 904 666 | 89 627 | 20 512 | 4 926 | 10.4 | 3.7 |
| 44512 | Convenience stores | 93 | 51 342 | 3 516 | 840 | 334 | 45.3 | 19.9 |
| 445120 | Convenience stores | 93 | 51 342 | 3 516 | 840 | 334 | 45.3 | 19.9 |
| 4452 | Specialty food stores | 40 | 23 538 | 2 884 | 674 | 251 | 21.1 | 21.7 |
| 4453 | Beer, wine, & liquor stores | 91 | 52 221 | 2 900 | 674 | 288 | 54.7 | 14.2 |
| 44531 | Beer, wine, & liquor stores | 91 | 52 221 | 2 900 | 674 | 288 | 54.7 | 14.2 |
| 445310 | Beer, wine, & liquor stores | 91 | 52 221 | 2 900 | 674 | 288 | 54.7 | 14.2 |
| 446 | Health & personal care stores | 167 | 306 154 | 46 962 | 11 414 | 2 391 | 9.2 | 13.4 |
| 4461 | Health & personal care stores | 167 | 306 154 | 46 962 | 11 414 | 2 391 | 9.2 | 13.4 |
| 44611 | Pharmacies & drug stores | 111 | 271 506 | 40 025 | 9 817 | 2 014 | 9.1 | 14.0 |
| 446110 | Pharmacies & drug stores | 111 | 271 506 | 40 025 | 9 817 | 2 014 | 9.1 | 14.0 |
| 4461101 | Pharmacies & drug stores | 103 | 269 116 | 39 729 | 9 751 | 1 996 | 8.6 | 14.1 |
| 4461102 | Proprietary stores | 8 | 2 390 | 296 | 66 | 18 | 70.7 | 4.9 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 17 | D | D | D | b | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 17 | D | D | D | b | D | D |
| 44613 | Optical goods stores | 14 | D | D | D | c | D | D |
| 446130 | Optical goods stores | 14 | D | D | D | c | D | D |
| 44619 | Other health & personal care stores | 25 | 19 243 | 4 246 | 1 014 | 186 | 14.8 | 3.8 |
| 446191 | Food (health) supplement stores | 10 | D | D | D | b | D | D |
| 446199 | All other health & personal care stores | 15 | D | D | D | c | D | D |
| 447 | Gasoline stations | 250 | 453 203 | 21 510 | 4 710 | 1 592 | 12.4 | 16.5 |
| 4471 | Gasoline stations | 250 | 453 203 | 21 510 | 4 710 | 1 592 | 12.4 | 16.5 |
| 44711 | Gasoline stations with convenience stores | 149 | 249 153 | 11 185 | 2 472 | 879 | 10.9 | 16.9 |
| 447110 | Gasoline stations with convenience stores | 149 | 249 153 | 11 185 | 2 472 | 879 | 10.9 | 16.9 |
| 44719 | Other gasoline stations | 101 | 204 050 | 10 325 | 2 238 | 713 | 14.2 | 16.0 |
| 447190 | Other gasoline stations | 101 | 204 050 | 10 325 | 2 238 | 713 | 14.2 | 16.0 |
| 448 | Clothing & clothing accessories stores | 320 | 214 519 | 25 320 | 5 938 | 2 186 | 9.4 | 5.0 |
| 4481 | Clothing stores | 176 | 142 234 | 15 736 | 3 674 | 1 443 | 9.3 | 3.5 |
| 44811 | Men's clothing stores | 23 | D | D | D | c | D | D |
| 448110 | Men's clothing stores | 23 | D | D | D | c | D | D |
| 44812 | Women's clothing stores | 67 | D | D | D | e | D | D |
| 448120 | Women's clothing stores | 67 | D | D | D | e | D | D |
| 44813 | Children's & infants' clothing stores | 10 | 6 442 | 726 | 183 | 83 | – | 1.8 |
| 448130 | Children's & infants' clothing stores | 10 | 6 442 | 726 | 183 | 83 | – | 1.8 |
| 44814 | Family clothing stores | 43 | 70 339 | 6 423 | 1 379 | 565 | 1.4 | .5 |
| 448140 | Family clothing stores | 43 | 70 339 | 6 423 | 1 379 | 565 | 1.4 | .5 |
| 44815 | Clothing accessories stores | 9 | 1 828 | 359 | 85 | 38 | 8.4 | – |
| 448150 | Clothing accessories stores | 9 | 1 828 | 359 | 85 | 38 | 8.4 | – |
| 44819 | Other clothing stores | 24 | D | D | D | c | D | D |
| 448190 | Other clothing stores | 24 | D | D | D | c | D | D |
| 4482 | Shoe stores | 84 | D | D | D | e | D | D |
| 44821 | Shoe stores | 84 | D | D | D | e | D | D |
| 448210 | Shoe stores | 84 | D | D | D | e | D | D |
| 4482101 | Men's shoe stores | 7 | 1 983 | 346 | 77 | 24 | – | – |
| 4482102 | Women's shoe stores | 6 | 2 208 | 281 | 69 | 25 | – | 22.8 |
| 4482103 | Children's & juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 62 | D | D | D | e | D | D |
| 4482105 | Athletic footwear stores | 8 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 60 | D | D | D | e | D | D |
| 44831 | Jewelry stores | 55 | D | D | D | e | D | D |
| 448310 | Jewelry stores | 55 | D | D | D | e | D | D |
| 44832 | Luggage & leather goods stores | 5 | 1 487 | 260 | 68 | 26 | 11.3 | – |
| 448320 | Luggage & leather goods stores | 5 | 1 487 | 260 | 68 | 26 | 11.3 | – |
| 451 | Sporting goods, hobby, book, & music stores | 127 | 131 208 | 15 298 | 3 662 | 1 313 | 6.3 | 1.6 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 95 | D | D | D | f | D | D |
| 45111 | Sporting goods stores | 48 | D | D | D | e | D | D |
| 451110 | Sporting goods stores | 48 | D | D | D | e | D | D |
| 4511101 | General-line sporting goods stores | 21 | D | D | D | e | D | D |
| 4511102 | Specialty-line sporting goods stores | 27 | D | D | D | c | D | D |
| 45112 | Hobby, toy, & game stores | 23 | 33 130 | 3 078 | 694 | 279 | 5.8 | 1.4 |
| 451120 | Hobby, toy, & game stores | 23 | 33 130 | 3 078 | 694 | 279 | 5.8 | 1.4 |
| 45113 | Sewing, needlework, & piece goods stores | 12 | D | D | D | c | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 12 | D | D | D | c | D | D |
| 45114 | Musical instrument & supplies stores | 12 | D | D | D | b | D | D |
| 451140 | Musical instrument & supplies stores | 12 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 32 | D | D | D | e | D | D |
| 45121 | Book stores & news dealers | 18 | D | D | D | c | D | D |
| 451211 | Book stores | 18 | D | D | D | c | D | D |
| 4512111 | Book stores, general | 10 | D | D | D | c | D | D |
| 4512112 | Specialty book stores | 7 | D | D | D | b | D | D |
| 4512113 | College book stores | 1 | D | D | D | b | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 14 | 16 012 | 1 728 | 475 | 198 | – | 2.8 |
| 451220 | Prerecorded tape, compact disc, & record stores | 14 | 16 012 | 1 728 | 475 | 198 | – | 2.8 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **FRESNO COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 59 | D | D | D | i | D | D |
| 4521 | Department stores (incl leased depts) ## | 24 | D | N | N | N | D | D |
| 45211 | Department stores (incl leased depts) ## | 24 | D | N | N | N | D | D |
| 4521 | Department stores (excl leased depts) | 24 | D | D | D | h | D | D |
| 45211 | Department stores (excl leased depts) | 24 | D | D | D | h | D | D |
| 452110 | Department stores (excl leased depts) | 24 | 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) | 13 | D | D | D | g | D | D |
| 4521103 | National chain department stores (excl leased depts) | 3 | 103 091 | 11 585 | 2 782 | 697 | – | – |
| 4529 | Other general merchandise stores | 35 | 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 | 31 | D | D | D | e | D | D |
| 452990 | All other general merchandise stores | 31 | D | D | D | e | D | D |
| 4529901 | Variety stores | 18 | D | D | D | c | D | D |
| 4529903 | Miscellaneous general merchandise stores | 13 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 253 | D | D | D | g | D | D |
| 4531 | Florists | 54 | 12 739 | 2 973 | 665 | 250 | 28.7 | 10.7 |
| 45311 | Florists | 54 | 12 739 | 2 973 | 665 | 250 | 28.7 | 10.7 |
| 453110 | Florists | 54 | 12 739 | 2 973 | 665 | 250 | 28.7 | 10.7 |
| 4532 | Office supplies, stationery, & gift stores | 92 | 74 475 | 7 672 | 1 788 | 672 | 7.6 | 11.7 |
| 45321 | Office supplies & stationery stores | 24 | D | D | D | e | D | D |
| 453210 | Office supplies & stationery stores | 24 | D | D | D | e | D | D |
| 4532101 | Stationery stores | 3 | 1 514 | 93 | 24 | 14 | D | 11.0 |
| 4532102 | Office supplies stores | 21 | D | D | D | e | D | D |
| 45322 | Gift, novelty, & souvenir stores | 68 | D | D | D | e | D | D |
| 453220 | Gift, novelty, & souvenir stores | 68 | D | D | D | e | D | D |
| 4533 | Used merchandise stores | 31 | 11 270 | 2 891 | 657 | 316 | 30.9 | 24.6 |
| 45331 | Used merchandise stores | 31 | 11 270 | 2 891 | 657 | 316 | 30.9 | 24.6 |
| 453310 | Used merchandise stores | 31 | 11 270 | 2 891 | 657 | 316 | 30.9 | 24.6 |
| 4539 | Other miscellaneous store retailers | 76 | D | D | D | e | D | D |
| 45391 | Pet & pet supplies stores | 11 | 19 099 | 1 952 | 471 | 169 | 6.1 | 20.2 |
| 453910 | Pet & pet supplies stores | 11 | 19 099 | 1 952 | 471 | 169 | 6.1 | 20.2 |
| 45392 | Art dealers | 8 | D | D | D | b | D | D |
| 453920 | Art dealers | 8 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 54 | D | D | D | c | D | D |
| 454 | Nonstore retailers | 76 | 151 484 | 18 977 | 4 286 | 840 | 6.6 | 2.0 |
| 4541 | Electronic shopping & mail-order houses | 17 | D | D | D | c | D | D |
| 45411 | Electronic shopping & mail-order houses | 17 | D | D | D | c | D | D |
| 454110 | Electronic shopping & mail-order houses | 17 | D | D | D | c | D | D |
| 4542 | Vending machine operators | 9 | 14 278 | 2 893 | 613 | 132 | 16.6 | .1 |
| 45421 | Vending machine operators | 9 | 14 278 | 2 893 | 613 | 132 | 16.6 | .1 |
| 454210 | Vending machine operators | 9 | 14 278 | 2 893 | 613 | 132 | 16.6 | .1 |
| 4543 | Direct selling establishments | 50 | D | D | D | e | D | D |
| 45431 | Fuel dealers | 15 | D | D | D | c | D | D |
| 454311 | Heating oil dealers | 2 | D | D | D | a | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 13 | D | D | D | c | D | D |
| 45439 | Other direct selling establishments | 35 | D | D | D | e | D | D |
| 454390 | Other direct selling establishments | 35 | D | D | D | e | D | D |
| | **GLENN COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **79** | **98 917** | **10 456** | **2 467** | **720** | **16.4** | **5.7** |
| 441 | Motor vehicle & parts dealers | 14 | 11 805 | 1 880 | 486 | 106 | 11.5 | 8.6 |
| 442 | Furniture & home furnishings stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 13 | 10 378 | 1 843 | 428 | 91 | 36.7 | 2.2 |
| 4441 | Building material & supplies dealers | 9 | 9 396 | 1 783 | 418 | 82 | 40.2 | – |
| 445 | Food & beverage stores | 18 | 27 870 | 2 663 | 649 | 219 | 9.7 | 1.9 |
| 4452 | Specialty food stores | 3 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 2 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 2 | D | D | D | b | D | D |
| 447 | Gasoline stations | 12 | 19 701 | 1 039 | 192 | 68 | 24.9 | 19.3 |
| 44711 | Gasoline stations with convenience stores | 11 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 11 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 6 | 708 | 111 | 27 | 10 | 14.3 | 4.8 |
| 451 | Sporting goods, hobby, book, & music stores | 3 | 628 | 25 | 6 | 4 | D | – |
| 452 | General merchandise stores | 1 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 5 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **GLENN COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 454 | Nonstore retailers | 3 | 1 062 | 93 | 23 | 7 | 100.0 | – |
| | **HUMBOLDT COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **668** | **1 024 032** | **108 662** | **25 406** | **6 816** | **11.7** | **4.7** |
| 441 | Motor vehicle & parts dealers | 71 | 189 609 | 20 357 | 4 851 | 801 | 10.1 | 2.4 |
| 4411 | Automobile dealers | 25 | 143 640 | 13 379 | 3 197 | 495 | 8.8 | 2.1 |
| 44112 | Used car dealers | 11 | 27 036 | 2 056 | 496 | 74 | 6.9 | 7.5 |
| 441120 | Used car dealers | 11 | 27 036 | 2 056 | 496 | 74 | 6.9 | 7.5 |
| 4412 | Other motor vehicle dealers | 10 | 10 829 | 1 011 | 241 | 51 | 33.5 | – |
| 44121 | Recreational vehicle dealers | 3 | 2 913 | 146 | 35 | 14 | D | – |
| 441210 | Recreational vehicle dealers | 3 | 2 913 | 146 | 35 | 14 | D | – |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 7 | 7 916 | 865 | 206 | 37 | 13.9 | – |
| 441221 | Motorcycle dealers | 3 | D | D | D | b | D | D |
| 441222 | Boat dealers | 4 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 36 | 35 140 | 5 967 | 1 413 | 255 | 8.4 | 4.1 |
| 44131 | Automotive parts & accessories stores | 24 | 19 851 | 2 558 | 623 | 140 | 10.1 | 7.3 |
| 441310 | Automotive parts & accessories stores | 24 | 19 851 | 2 558 | 623 | 140 | 10.1 | 7.3 |
| 44132 | Tire dealers | 12 | 15 289 | 3 409 | 790 | 115 | 6.1 | – |
| 441320 | Tire dealers | 12 | 15 289 | 3 409 | 790 | 115 | 6.1 | – |
| 442 | Furniture & home furnishings stores | 33 | 24 983 | 3 594 | 797 | 193 | 10.8 | 39.7 |
| 4421 | Furniture stores | 14 | 15 541 | 1 697 | 370 | 88 | 5.7 | 59.4 |
| 44211 | Furniture stores | 14 | 15 541 | 1 697 | 370 | 88 | 5.7 | 59.4 |
| 442110 | Furniture stores | 14 | 15 541 | 1 697 | 370 | 88 | 5.7 | 59.4 |
| 4422 | Home furnishings stores | 19 | 9 442 | 1 897 | 427 | 105 | 19.3 | 7.4 |
| 44221 | Floor covering stores | 9 | 6 026 | 1 269 | 282 | 55 | 15.3 | 11.6 |
| 442210 | Floor covering stores | 9 | 6 026 | 1 269 | 282 | 55 | 15.3 | 11.6 |
| 44229 | Other home furnishings stores | 10 | 3 416 | 628 | 145 | 50 | 26.3 | – |
| 442299 | All other home furnishings stores | 10 | 3 416 | 628 | 145 | 50 | 26.3 | – |
| 443 | Electronics & appliance stores | 28 | 14 757 | 2 035 | 513 | 112 | 36.3 | 1.1 |
| 4431 | Electronics & appliance stores | 28 | 14 757 | 2 035 | 513 | 112 | 36.3 | 1.1 |
| 44311 | Appliance, television, & other electronics stores | 20 | 10 861 | 1 654 | 418 | 89 | 31.9 | 1.5 |
| 443112 | Radio, television, & other electronics stores | 16 | 8 738 | 1 519 | 383 | 82 | 29.0 | 1.8 |
| 44312 | Computer & software stores | 7 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 7 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 76 | 105 369 | 14 194 | 3 232 | 728 | 12.9 | 2.1 |
| 4441 | Building material & supplies dealers | 56 | 81 803 | 10 753 | 2 497 | 530 | 13.5 | 2.7 |
| 44411 | Home centers | 2 | D | D | D | c | D | D |
| 444110 | Home centers | 2 | D | D | D | c | D | D |
| 44412 | Paint & wallpaper stores | 7 | D | D | D | b | D | D |
| 444120 | Paint & wallpaper stores | 7 | D | D | D | b | D | D |
| 44413 | Hardware stores | 15 | 14 049 | 1 700 | 377 | 107 | 20.3 | 8.9 |
| 444130 | Hardware stores | 15 | 14 049 | 1 700 | 377 | 107 | 20.3 | 8.9 |
| 44419 | Other building material dealers | 32 | 50 294 | 6 033 | 1 445 | 285 | 13.1 | 1.9 |
| 444190 | Other building material dealers | 32 | 50 294 | 6 033 | 1 445 | 285 | 13.1 | 1.9 |
| 4442 | Lawn & garden equipment & supplies stores | 20 | 23 566 | 3 441 | 735 | 198 | 11.0 | – |
| 44421 | Outdoor power equipment stores | 8 | 8 189 | 1 610 | 316 | 74 | 23.3 | – |
| 444210 | Outdoor power equipment stores | 8 | 8 189 | 1 610 | 316 | 74 | 23.3 | – |
| 44422 | Nursery & garden centers | 12 | 15 377 | 1 831 | 419 | 124 | 4.4 | – |
| 444220 | Nursery & garden centers | 12 | 15 377 | 1 831 | 419 | 124 | 4.4 | – |
| 445 | Food & beverage stores | 105 | 244 097 | 26 677 | 6 149 | 1 784 | 13.5 | 10.4 |
| 4451 | Grocery stores | 77 | 234 034 | 25 457 | 5 864 | 1 628 | 12.5 | 10.5 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 65 | 230 125 | 25 097 | 5 795 | 1 584 | 11.2 | 10.6 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 65 | 230 125 | 25 097 | 5 795 | 1 584 | 11.2 | 10.6 |
| 4452 | Specialty food stores | 16 | 4 673 | 723 | 167 | 98 | 29.1 | 5.3 |
| 446 | Health & personal care stores | 37 | 72 782 | 8 365 | 1 969 | 437 | 17.0 | .8 |
| 4461 | Health & personal care stores | 37 | 72 782 | 8 365 | 1 969 | 437 | 17.0 | .8 |
| 44611 | Pharmacies & drug stores | 25 | 66 781 | 7 318 | 1 737 | 363 | 17.2 | .4 |
| 446110 | Pharmacies & drug stores | 25 | 66 781 | 7 318 | 1 737 | 363 | 17.2 | .4 |
| 4461101 | Pharmacies & drug stores | 25 | 66 781 | 7 318 | 1 737 | 363 | 17.2 | .4 |
| 44619 | Other health & personal care stores | 6 | 4 370 | 718 | 154 | 51 | 10.2 | 6.5 |
| 446191 | Food (health) supplement stores | 5 | D | D | D | b | D | D |
| 447 | Gasoline stations | 72 | 90 306 | 5 067 | 1 204 | 455 | 15.7 | 1.6 |
| 4471 | Gasoline stations | 72 | 90 306 | 5 067 | 1 204 | 455 | 15.7 | 1.6 |
| 44711 | Gasoline stations with convenience stores | 43 | 61 589 | 3 109 | 747 | 303 | 17.9 | 1.4 |
| 447110 | Gasoline stations with convenience stores | 43 | 61 589 | 3 109 | 747 | 303 | 17.9 | 1.4 |
| 44719 | Other gasoline stations | 29 | 28 717 | 1 958 | 457 | 152 | 11.0 | 2.1 |
| 447190 | Other gasoline stations | 29 | 28 717 | 1 958 | 457 | 152 | 11.0 | 2.1 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **HUMBOLDT COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores | 72 | 38 561 | 5 222 | 1 224 | 421 | 12.9 | 2.9 |
| 4481 | Clothing stores | 40 | 26 895 | 3 480 | 792 | 299 | 12.6 | 2.5 |
| 44814 | Family clothing stores | 13 | 17 625 | 2 078 | 452 | 141 | 7.4 | 1.3 |
| 448140 | Family clothing stores | 13 | 17 625 | 2 078 | 452 | 141 | 7.4 | 1.3 |
| 4483 | Jewelry, luggage, & leather goods stores | 13 | 5 418 | 990 | 259 | 52 | 20.1 | 7.8 |
| 44831 | Jewelry stores | 13 | 5 418 | 990 | 259 | 52 | 20.1 | 7.8 |
| 448310 | Jewelry stores | 13 | 5 418 | 990 | 259 | 52 | 20.1 | 7.8 |
| 451 | Sporting goods, hobby, book, & music stores | 49 | 33 685 | 4 408 | 1 074 | 415 | 8.5 | .6 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 31 | 21 480 | 2 887 | 694 | 234 | 12.3 | .3 |
| 45111 | Sporting goods stores | 18 | 14 750 | 2 144 | 497 | 159 | 10.4 | .4 |
| 451110 | Sporting goods stores | 18 | 14 750 | 2 144 | 497 | 159 | 10.4 | .4 |
| 4511101 | General-line sporting goods stores | 7 | 8 892 | 1 245 | 297 | 85 | 9.9 | – |
| 4511102 | Specialty-line sporting goods stores | 11 | 5 858 | 899 | 200 | 74 | 11.2 | 1.0 |
| 45112 | Hobby, toy, & game stores | 5 | 2 676 | 255 | 47 | 26 | 10.3 | .3 |
| 451120 | Hobby, toy, & game stores | 5 | 2 676 | 255 | 47 | 26 | 10.3 | .3 |
| 45113 | Sewing, needlework, & piece goods stores | 3 | 2 456 | 258 | 98 | 26 | D | – |
| 451130 | Sewing, needlework, & piece goods stores | 3 | 2 456 | 258 | 98 | 26 | D | – |
| 45114 | Musical instrument & supplies stores | 5 | 1 598 | 230 | 52 | 23 | 41.7 | – |
| 451140 | Musical instrument & supplies stores | 5 | 1 598 | 230 | 52 | 23 | 41.7 | – |
| 4512 | Book, periodical, & music stores | 18 | 12 205 | 1 521 | 380 | 181 | 1.8 | 1.2 |
| 45121 | Book stores & news dealers | 11 | 8 361 | 1 129 | 285 | 140 | 2.6 | – |
| 451211 | Book stores | 11 | 8 361 | 1 129 | 285 | 140 | 2.6 | – |
| 4512111 | Book stores, general | 8 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 2 | D | D | D | a | D | D |
| 4512113 | College book stores | 1 | D | D | D | b | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 7 | 3 844 | 392 | 95 | 41 | – | 3.7 |
| 451220 | Prerecorded tape, compact disc, & record stores | 7 | 3 844 | 392 | 95 | 41 | – | 3.7 |
| 452 | General merchandise stores | 14 | D | D | D | f | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | c | D | D |
| 4521103 | National chain department stores (excl leased depts) | 2 | D | D | D | c | D | D |
| 4529 | Other general merchandise stores | 8 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 7 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 7 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 7 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 84 | D | D | D | e | D | D |
| 4532 | Office supplies, stationery, & gift stores | 34 | D | D | D | c | D | D |
| 45321 | Office supplies & stationery stores | 7 | 9 366 | 789 | 208 | 62 | 2.7 | – |
| 453210 | Office supplies & stationery stores | 7 | 9 366 | 789 | 208 | 62 | 2.7 | – |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 6 | D | D | D | b | D | D |
| 45322 | Gift, novelty, & souvenir stores | 27 | D | D | D | b | D | D |
| 453220 | Gift, novelty, & souvenir stores | 27 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 26 | D | D | D | c | D | D |
| 45331 | Used merchandise stores | 26 | D | D | D | c | D | D |
| 453310 | Used merchandise stores | 26 | D | D | D | c | D | D |
| 4539 | Other miscellaneous store retailers | 13 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 4 | D | D | D | b | D | D |
| 453910 | Pet & pet supplies stores | 4 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 5 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 27 | 48 290 | 4 026 | 887 | 190 | 8.0 | 1.8 |
| 4541 | Electronic shopping & mail-order houses | 9 | D | D | D | b | D | D |
| 45411 | Electronic shopping & mail-order houses | 9 | D | D | D | b | D | D |
| 454110 | Electronic shopping & mail-order houses | 9 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 16 | 40 259 | 2 782 | 591 | 106 | 4.1 | 1.3 |
| 45431 | Fuel dealers | 10 | 37 201 | 2 204 | 449 | 63 | – | 1.4 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 10 | 37 201 | 2 204 | 449 | 63 | – | 1.4 |
| 45439 | Other direct selling establishments | 6 | 3 058 | 578 | 142 | 43 | 54.6 | – |
| 454390 | Other direct selling establishments | 6 | 3 058 | 578 | 142 | 43 | 54.6 | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **IMPERIAL COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **521** | **989 394** | **98 782** | **22 876** | **5 991** | **9.7** | **5.5** |
| 441 | Motor vehicle & parts dealers | 74 | 171 444 | 18 834 | 4 437 | 857 | 12.2 | 6.6 |
| 4411 | Automobile dealers | 22 | 109 841 | 8 027 | 1 900 | 332 | 15.9 | 1.0 |
| 44112 | Used car dealers | 14 | 11 642 | 832 | 163 | 44 | 25.1 | 3.5 |
| 441120 | Used car dealers | 14 | 11 642 | 832 | 163 | 44 | 25.1 | 3.5 |
| 4412 | Other motor vehicle dealers | 2 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 1 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 50 | D | D | D | f | D | D |
| 44131 | Automotive parts & accessories stores | 37 | 46 891 | 8 432 | 1 923 | 418 | 5.0 | 18.8 |
| 441310 | Automotive parts & accessories stores | 37 | 46 891 | 8 432 | 1 923 | 418 | 5.0 | 18.8 |
| 44132 | Tire dealers | 13 | D | D | D | b | D | D |
| 441320 | Tire dealers | 13 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 19 | 12 945 | 2 450 | 593 | 149 | 19.9 | – |
| 4421 | Furniture stores | 9 | 7 857 | 1 424 | 346 | 77 | 10.0 | – |
| 44211 | Furniture stores | 9 | 7 857 | 1 424 | 346 | 77 | 10.0 | – |
| 442110 | Furniture stores | 9 | 7 857 | 1 424 | 346 | 77 | 10.0 | – |
| 4422 | Home furnishings stores | 10 | 5 088 | 1 026 | 247 | 72 | 35.2 | – |
| 443 | Electronics & appliance stores | 15 | 4 884 | 626 | 140 | 45 | 40.6 | 1.0 |
| 4431 | Electronics & appliance stores | 15 | 4 884 | 626 | 140 | 45 | 40.6 | 1.0 |
| 44311 | Appliance, television, & other electronics stores | 13 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 11 | 3 652 | 449 | 114 | 36 | 32.4 | 1.3 |
| 444 | Building material & garden equipment & supplies dealers | 44 | 174 139 | 15 993 | 3 778 | 656 | 4.8 | 5.4 |
| 4441 | Building material & supplies dealers | 26 | 46 120 | 6 648 | 1 516 | 313 | 4.9 | .5 |
| 44412 | Paint & wallpaper stores | 3 | D | D | D | a | D | D |
| 444120 | Paint & wallpaper stores | 3 | D | D | D | a | D | D |
| 44413 | Hardware stores | 10 | 11 390 | 1 594 | 341 | 106 | 12.6 | .9 |
| 444130 | Hardware stores | 10 | 11 390 | 1 594 | 341 | 106 | 12.6 | .9 |
| 44419 | Other building material dealers | 12 | 30 202 | 4 309 | 1 007 | 168 | 2.7 | .4 |
| 444190 | Other building material dealers | 12 | 30 202 | 4 309 | 1 007 | 168 | 2.7 | .4 |
| 4442 | Lawn & garden equipment & supplies stores | 18 | 128 019 | 9 345 | 2 262 | 343 | 4.7 | 7.2 |
| 44422 | Nursery & garden centers | 18 | 128 019 | 9 345 | 2 262 | 343 | 4.7 | 7.2 |
| 444220 | Nursery & garden centers | 18 | 128 019 | 9 345 | 2 262 | 343 | 4.7 | 7.2 |
| 445 | Food & beverage stores | 79 | 190 048 | 19 649 | 4 450 | 1 282 | 11.9 | 7.3 |
| 4451 | Grocery stores | 64 | 184 103 | 19 208 | 4 346 | 1 244 | 10.9 | 6.9 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 55 | 177 888 | 18 623 | 4 161 | 1 191 | 10.8 | 6.9 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 55 | 177 888 | 18 623 | 4 161 | 1 191 | 10.8 | 6.9 |
| 4452 | Specialty food stores | 2 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 25 | 39 436 | 4 594 | 1 097 | 228 | 29.7 | .8 |
| 4461 | Health & personal care stores | 25 | 39 436 | 4 594 | 1 097 | 228 | 29.7 | .8 |
| 44611 | Pharmacies & drug stores | 13 | 33 906 | 3 720 | 901 | 170 | 31.9 | – |
| 446110 | Pharmacies & drug stores | 13 | 33 906 | 3 720 | 901 | 170 | 31.9 | – |
| 4461101 | Pharmacies & drug stores | 12 | D | D | D | c | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 4 | 2 875 | 381 | 95 | 24 | 16.4 | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 4 | 2 875 | 381 | 95 | 24 | 16.4 | – |
| 446191 | Food (health) supplement stores | 3 | 825 | 60 | 16 | 11 | D | 38.1 |
| 447 | Gasoline stations | 60 | 98 739 | 6 401 | 1 515 | 508 | 10.2 | 4.2 |
| 4471 | Gasoline stations | 60 | 98 739 | 6 401 | 1 515 | 508 | 10.2 | 4.2 |
| 44711 | Gasoline stations with convenience stores | 35 | 65 555 | 3 481 | 840 | 293 | 8.4 | 4.5 |
| 447110 | Gasoline stations with convenience stores | 35 | 65 555 | 3 481 | 840 | 293 | 8.4 | 4.5 |
| 44719 | Other gasoline stations | 25 | 33 184 | 2 920 | 675 | 215 | 13.7 | 3.8 |
| 447190 | Other gasoline stations | 25 | 33 184 | 2 920 | 675 | 215 | 13.7 | 3.8 |
| 448 | Clothing & clothing accessories stores | 112 | 55 562 | 6 763 | 1 545 | 589 | 14.6 | 10.3 |
| 4481 | Clothing stores | 70 | 37 956 | 4 505 | 1 033 | 408 | 12.0 | 9.7 |
| 44814 | Family clothing stores | 19 | 24 256 | 3 367 | 730 | 234 | 4.9 | 7.0 |
| 448140 | Family clothing stores | 19 | 24 256 | 3 367 | 730 | 234 | 4.9 | 7.0 |
| 44815 | Clothing accessories stores | 7 | 816 | 93 | 24 | 15 | 42.2 | 7.5 |
| 448150 | Clothing accessories stores | 7 | 816 | 93 | 24 | 15 | 42.2 | 7.5 |
| 44819 | Other clothing stores | 7 | 2 440 | 102 | 26 | 21 | 5.5 | 15.0 |
| 448190 | Other clothing stores | 7 | 2 440 | 102 | 26 | 21 | 5.5 | 15.0 |
| 4482 | Shoe stores | 27 | 12 152 | 1 400 | 332 | 119 | 19.3 | 8.5 |
| 44821 | Shoe stores | 27 | 12 152 | 1 400 | 332 | 119 | 19.3 | 8.5 |
| 448210 | Shoe stores | 27 | 12 152 | 1 400 | 332 | 119 | 19.3 | 8.5 |
| 4482101 | Men's shoe stores | 3 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 3 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 14 | 6 407 | 683 | 153 | 58 | 31.3 | – |
| 4482105 | Athletic footwear stores | 7 | 3 808 | 330 | 76 | 30 | 8.8 | 10.4 |
| 4483 | Jewelry, luggage, & leather goods stores | 15 | 5 454 | 858 | 180 | 62 | 22.6 | 18.8 |
| 44831 | Jewelry stores | 15 | 5 454 | 858 | 180 | 62 | 22.6 | 18.8 |
| 448310 | Jewelry stores | 15 | 5 454 | 858 | 180 | 62 | 22.6 | 18.8 |

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

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|---|---|---|---|---|---|---|---|---|
| | **IMPERIAL COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 19 | 13 807 | 1 573 | 325 | 113 | 23.1 | 8.9 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 13 | 12 046 | 1 305 | 264 | 87 | 21.2 | 10.1 |
| 4511101 | General-line sporting goods stores | 2 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 6 | 7 416 | 721 | 136 | 51 | 1.7 | 8.7 |
| 451120 | Hobby, toy, & game stores | 6 | 7 416 | 721 | 136 | 51 | 1.7 | 8.7 |
| 4512 | Book, periodical, & music stores | 6 | 1 761 | 268 | 61 | 26 | 36.5 | – |
| 452 | General merchandise stores | 20 | 203 122 | 16 491 | 3 846 | 1 233 | .4 | 1.5 |
| 4521 | Department stores (incl leased depts) ## | 6 | 139 822 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 6 | 139 822 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 6 | 137 775 | 12 367 | 2 834 | 1 008 | – | – |
| 45211 | Department stores (excl leased depts) | 6 | 137 775 | 12 367 | 2 834 | 1 008 | – | – |
| 452110 | Department stores (excl leased depts) | 6 | 137 775 | 12 367 | 2 834 | 1 008 | – | – |
| 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 | f | D | D |
| 4521103 | National chain department stores (excl leased depts) | 2 | D | D | D | c | D | D |
| 4529 | Other general merchandise stores | 14 | 65 347 | 4 124 | 1 012 | 225 | 1.3 | 4.6 |
| 45299 | All other general merchandise stores | 13 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 13 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 9 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 41 | 18 042 | 2 558 | 591 | 238 | 23.9 | 7.1 |
| 4532 | Office supplies, stationery, & gift stores | 14 | 11 851 | 1 205 | 251 | 108 | 17.3 | .6 |
| 45321 | Office supplies & stationery stores | 5 | 7 575 | 851 | 164 | 72 | – | 1.0 |
| 453210 | Office supplies & stationery stores | 5 | 7 575 | 851 | 164 | 72 | – | 1.0 |
| 4532102 | Office supplies stores | 5 | 7 575 | 851 | 164 | 72 | – | 1.0 |
| 45322 | Gift, novelty, & souvenir stores | 9 | 4 276 | 354 | 87 | 36 | 47.8 | – |
| 453220 | Gift, novelty, & souvenir stores | 9 | 4 276 | 354 | 87 | 36 | 47.8 | – |
| 4533 | Used merchandise stores | 7 | 1 994 | 670 | 169 | 56 | – | 48.9 |
| 45331 | Used merchandise stores | 7 | 1 994 | 670 | 169 | 56 | – | 48.9 |
| 453310 | Used merchandise stores | 7 | 1 994 | 670 | 169 | 56 | – | 48.9 |
| 4539 | Other miscellaneous store retailers | 8 | 2 188 | 313 | 73 | 31 | 67.5 | 1.7 |
| 45391 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 6 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 13 | 7 226 | 2 850 | 559 | 93 | 15.5 | 49.1 |
| 4543 | Direct selling establishments | 10 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 8 | 5 603 | 2 551 | 489 | 77 | 5.5 | 63.4 |
| 454390 | Other direct selling establishments | 8 | 5 603 | 2 551 | 489 | 77 | 5.5 | 63.4 |
| | **INYO COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **145** | **171 127** | **17 764** | **4 034** | **1 092** | **13.8** | **7.9** |
| 441 | Motor vehicle & parts dealers | 11 | 29 317 | 3 145 | 742 | 124 | 4.3 | .4 |
| 442 | Furniture & home furnishings stores | 10 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 4 | 603 | 52 | 12 | 6 | 7.3 | 22.1 |
| 444 | Building material & garden equipment & supplies dealers | 13 | 11 786 | 1 457 | 347 | 90 | 10.0 | 9.4 |
| 4441 | Building material & supplies dealers | 8 | 10 250 | 1 248 | 309 | 68 | 1.9 | 6.0 |
| 445 | Food & beverage stores | 14 | 33 431 | 4 345 | 930 | 204 | 12.0 | 3.7 |
| 4452 | Specialty food stores | 2 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 10 | 11 972 | 1 248 | 277 | 77 | 44.2 | 2.7 |
| 4461 | Health & personal care stores | 10 | 11 972 | 1 248 | 277 | 77 | 44.2 | 2.7 |
| 447 | Gasoline stations | 31 | 40 216 | 2 188 | 485 | 173 | 15.9 | 21.2 |
| 4471 | Gasoline stations | 31 | 40 216 | 2 188 | 485 | 173 | 15.9 | 21.2 |
| 44711 | Gasoline stations with convenience stores | 15 | 25 793 | 1 266 | 282 | 102 | 21.6 | .6 |
| 447110 | Gasoline stations with convenience stores | 15 | 25 793 | 1 266 | 282 | 102 | 21.6 | .6 |
| 448 | Clothing & clothing accessories stores | 13 | 5 286 | 558 | 132 | 52 | 15.3 | – |
| 4481 | Clothing stores | 7 | 3 836 | 428 | 105 | 37 | 16.6 | – |
| 451 | Sporting goods, hobby, book, & music stores | 13 | 4 727 | 799 | 158 | 53 | 30.3 | 3.6 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 11 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 5 | 15 275 | 1 336 | 303 | 147 | 1.0 | 5.8 |
| 453 | Miscellaneous store retailers | 14 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 8 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 45322 | Gift, novelty, & souvenir stores | 7 | 5 569 | 589 | 143 | 53 | 4.2 | 7.7 |
| 453220 | Gift, novelty, & souvenir stores | 7 | 5 569 | 589 | 143 | 53 | 4.2 | 7.7 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **INYO COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 454 | Nonstore retailers | 7 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 6 | 6 051 | 801 | 205 | 40 | 24.5 | 9.6 |
| 45431 | Fuel dealers | 6 | 6 051 | 801 | 205 | 40 | 24.5 | 9.6 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 6 | 6 051 | 801 | 205 | 40 | 24.5 | 9.6 |
| | **KERN COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **1 918** | **4 224 354** | **412 087** | **97 670** | **22 792** | **7.7** | **5.2** |
| 441 | Motor vehicle & parts dealers | 271 | 1 026 727 | 93 192 | 22 122 | 3 440 | 6.0 | 3.6 |
| 4411 | Automobile dealers | 71 | 825 708 | 62 760 | 15 309 | 2 012 | 3.1 | 2.6 |
| 44111 | New car dealers | 35 | 785 945 | 60 061 | 14 679 | 1 877 | 1.8 | 2.2 |
| 441110 | New car dealers | 35 | 785 945 | 60 061 | 14 679 | 1 877 | 1.8 | 2.2 |
| 44112 | Used car dealers | 36 | 39 763 | 2 699 | 630 | 135 | 28.7 | 10.8 |
| 441120 | Used car dealers | 36 | 39 763 | 2 699 | 630 | 135 | 28.7 | 10.8 |
| 4412 | Other motor vehicle dealers | 24 | 51 787 | 5 263 | 1 018 | 207 | 36.3 | 1.6 |
| 44121 | Recreational vehicle dealers | 6 | 28 380 | 2 826 | 565 | 99 | 49.9 | 1.1 |
| 441210 | Recreational vehicle dealers | 6 | 28 380 | 2 826 | 565 | 99 | 49.9 | 1.1 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 18 | 23 407 | 2 437 | 453 | 108 | 19.7 | 2.3 |
| 441221 | Motorcycle dealers | 11 | 12 804 | 1 468 | 227 | 63 | 33.9 | 2.3 |
| 441229 | All other motor vehicle dealers | 4 | 5 903 | 428 | 101 | 24 | 4.5 | 4.0 |
| 4413 | Automotive parts, accessories, & tire stores | 176 | 149 232 | 25 169 | 5 795 | 1 221 | 11.4 | 9.8 |
| 44131 | Automotive parts & accessories stores | 125 | 107 938 | 17 300 | 4 150 | 924 | 10.2 | 10.0 |
| 441310 | Automotive parts & accessories stores | 125 | 107 938 | 17 300 | 4 150 | 924 | 10.2 | 10.0 |
| 44132 | Tire dealers | 51 | 41 294 | 7 869 | 1 645 | 297 | 14.6 | 9.5 |
| 441320 | Tire dealers | 51 | 41 294 | 7 869 | 1 645 | 297 | 14.6 | 9.5 |
| 442 | Furniture & home furnishings stores | 90 | 83 347 | 13 148 | 2 805 | 606 | 14.7 | 2.8 |
| 4421 | Furniture stores | 46 | 55 510 | 8 772 | 1 690 | 381 | 13.8 | 1.5 |
| 44211 | Furniture stores | 46 | 55 510 | 8 772 | 1 690 | 381 | 13.8 | 1.5 |
| 442110 | Furniture stores | 46 | 55 510 | 8 772 | 1 690 | 381 | 13.8 | 1.5 |
| 4422 | Home furnishings stores | 44 | 27 837 | 4 376 | 1 115 | 225 | 16.5 | 5.4 |
| 44221 | Floor covering stores | 29 | 21 556 | 3 585 | 944 | 171 | 19.3 | 6.6 |
| 442210 | Floor covering stores | 29 | 21 556 | 3 585 | 944 | 171 | 19.3 | 6.6 |
| 44229 | Other home furnishings stores | 15 | 6 281 | 791 | 171 | 54 | 7.0 | 1.5 |
| 443 | Electronics & appliance stores | 65 | 87 079 | 11 590 | 2 745 | 547 | 9.8 | 7.9 |
| 4431 | Electronics & appliance stores | 65 | 87 079 | 11 590 | 2 745 | 547 | 9.8 | 7.9 |
| 44311 | Appliance, television, & other electronics stores | 39 | 63 800 | 8 398 | 2 105 | 390 | 7.5 | 1.8 |
| 443111 | Household appliance stores | 9 | 15 597 | 2 601 | 656 | 96 | 7.5 | – |
| 443112 | Radio, television, & other electronics stores | 30 | 48 203 | 5 797 | 1 449 | 294 | 7.4 | 2.4 |
| 44312 | Computer & software stores | 22 | 21 088 | 2 643 | 531 | 131 | 18.1 | 26.8 |
| 443120 | Computer & software stores | 22 | 21 088 | 2 643 | 531 | 131 | 18.1 | 26.8 |
| 444 | Building material & garden equipment & supplies dealers | 152 | 455 090 | 47 259 | 11 700 | 2 001 | 7.0 | 1.4 |
| 4441 | Building material & supplies dealers | 103 | 287 052 | 31 973 | 7 982 | 1 489 | 6.4 | 2.1 |
| 44411 | Home centers | 8 | 96 218 | 9 132 | 2 394 | 562 | – | – |
| 444110 | Home centers | 8 | 96 218 | 9 132 | 2 394 | 562 | – | – |
| 44412 | Paint & wallpaper stores | 15 | 13 028 | 1 758 | 421 | 82 | 9.4 | 2.6 |
| 444120 | Paint & wallpaper stores | 15 | 13 028 | 1 758 | 421 | 82 | 9.4 | 2.6 |
| 44413 | Hardware stores | 36 | 38 065 | 5 658 | 1 178 | 326 | 16.1 | 1.6 |
| 444130 | Hardware stores | 36 | 38 065 | 5 658 | 1 178 | 326 | 16.1 | 1.6 |
| 44419 | Other building material dealers | 44 | 139 741 | 15 425 | 3 989 | 519 | 8.0 | 3.5 |
| 444190 | Other building material dealers | 44 | 139 741 | 15 425 | 3 989 | 519 | 8.0 | 3.5 |
| 4442 | Lawn & garden equipment & supplies stores | 49 | 168 038 | 15 286 | 3 718 | 512 | 7.8 | .2 |
| 44421 | Outdoor power equipment stores | 10 | 11 025 | 1 704 | 386 | 66 | 11.7 | – |
| 444210 | Outdoor power equipment stores | 10 | 11 025 | 1 704 | 386 | 66 | 11.7 | – |
| 44422 | Nursery & garden centers | 39 | 157 013 | 13 582 | 3 332 | 446 | 7.5 | .2 |
| 444220 | Nursery & garden centers | 39 | 157 013 | 13 582 | 3 332 | 446 | 7.5 | .2 |
| 445 | Food & beverage stores | 346 | 815 102 | 83 438 | 19 674 | 4 619 | 10.8 | 4.4 |
| 4451 | Grocery stores | 258 | 778 211 | 80 633 | 19 018 | 4 332 | 9.1 | 4.4 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 191 | 741 485 | 77 895 | 18 355 | 4 028 | 7.8 | 3.6 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 191 | 741 485 | 77 895 | 18 355 | 4 028 | 7.8 | 3.6 |
| 44512 | Convenience stores | 67 | 36 726 | 2 738 | 663 | 304 | 34.1 | 20.2 |
| 445120 | Convenience stores | 67 | 36 726 | 2 738 | 663 | 304 | 34.1 | 20.2 |
| 4452 | Specialty food stores | 35 | 14 574 | 1 439 | 347 | 128 | 34.3 | .6 |
| 446 | Health & personal care stores | 134 | 234 399 | 34 586 | 8 061 | 1 726 | 11.3 | 4.5 |
| 4461 | Health & personal care stores | 134 | 234 399 | 34 586 | 8 061 | 1 726 | 11.3 | 4.5 |
| 44611 | Pharmacies & drug stores | 80 | 211 544 | 30 788 | 7 173 | 1 500 | 9.8 | 4.1 |
| 446110 | Pharmacies & drug stores | 80 | 211 544 | 30 788 | 7 173 | 1 500 | 9.8 | 4.1 |
| 4461101 | Pharmacies & drug stores | 78 | D | D | D | g | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 11 | 3 915 | 534 | 137 | 50 | 18.7 | 14.2 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 11 | 3 915 | 534 | 137 | 50 | 18.7 | 14.2 |
| 44613 | Optical goods stores | 20 | 7 146 | 1 230 | 279 | 83 | 8.8 | 4.1 |
| 446130 | Optical goods stores | 20 | 7 146 | 1 230 | 279 | 83 | 8.8 | 4.1 |
| 44619 | Other health & personal care stores | 23 | 11 794 | 2 034 | 472 | 93 | 36.9 | 8.5 |
| 446191 | Food (health) supplement stores | 12 | 6 947 | 1 018 | 227 | 54 | 49.7 | 13.0 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **KERN COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 447 | Gasoline stations | 228 | 462 870 | 26 266 | 5 992 | 2 038 | 13.0 | 13.8 |
| 4471 | Gasoline stations | 228 | 462 870 | 26 266 | 5 992 | 2 038 | 13.0 | 13.8 |
| 44711 | Gasoline stations with convenience stores | 147 | 241 261 | 11 895 | 2 757 | 1 099 | 13.6 | 11.2 |
| 447110 | Gasoline stations with convenience stores | 147 | 241 261 | 11 895 | 2 757 | 1 099 | 13.6 | 11.2 |
| 44719 | Other gasoline stations | 81 | 221 609 | 14 371 | 3 235 | 939 | 12.3 | 16.6 |
| 447190 | Other gasoline stations | 81 | 221 609 | 14 371 | 3 235 | 939 | 12.3 | 16.6 |
| 448 | Clothing & clothing accessories stores | 230 | 148 603 | 18 598 | 4 463 | 1 393 | 8.3 | 3.7 |
| 4481 | Clothing stores | 109 | 97 620 | 10 998 | 2 615 | 904 | 7.5 | 3.8 |
| 44814 | Family clothing stores | 25 | 51 379 | 5 473 | 1 301 | 434 | 1.6 | 1.1 |
| 448140 | Family clothing stores | 25 | 51 379 | 5 473 | 1 301 | 434 | 1.6 | 1.1 |
| 44819 | Other clothing stores | 12 | 8 235 | 1 030 | 239 | 68 | 7.8 | – |
| 448190 | Other clothing stores | 12 | 8 235 | 1 030 | 239 | 68 | 7.8 | – |
| 4482 | Shoe stores | 70 | 26 373 | 3 297 | 830 | 290 | 4.2 | 2.5 |
| 44821 | Shoe stores | 70 | 26 373 | 3 297 | 830 | 290 | 4.2 | 2.5 |
| 448210 | Shoe stores | 70 | 26 373 | 3 297 | 830 | 290 | 4.2 | 2.5 |
| 4482103 | Children's & juveniles' shoe stores | 2 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 55 | 18 211 | 2 211 | 506 | 208 | 6.1 | .9 |
| 4483 | Jewelry, luggage, & leather goods stores | 51 | 24 610 | 4 303 | 1 018 | 199 | 15.8 | 4.5 |
| 44831 | Jewelry stores | 50 | D | D | D | c | D | D |
| 448310 | Jewelry stores | 50 | D | D | D | c | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 100 | 80 896 | 8 389 | 2 006 | 782 | 4.6 | 4.2 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 76 | 60 369 | 6 307 | 1 517 | 547 | 5.8 | 5.6 |
| 45111 | Sporting goods stores | 45 | 28 154 | 3 009 | 636 | 262 | 9.6 | 11.9 |
| 451110 | Sporting goods stores | 45 | 28 154 | 3 009 | 636 | 262 | 9.6 | 11.9 |
| 4511101 | General-line sporting goods stores | 22 | 18 232 | 1 645 | 383 | 146 | 10.5 | 6.2 |
| 45112 | Hobby, toy, & game stores | 16 | 23 118 | 1 956 | 469 | 164 | 1.2 | – |
| 451120 | Hobby, toy, & game stores | 16 | 23 118 | 1 956 | 469 | 164 | 1.2 | – |
| 45113 | Sewing, needlework, & piece goods stores | 8 | 5 868 | 737 | 193 | 89 | – | .2 |
| 451130 | Sewing, needlework, & piece goods stores | 8 | 5 868 | 737 | 193 | 89 | – | .2 |
| 4512 | Book, periodical, & music stores | 24 | 20 527 | 2 082 | 489 | 235 | 1.3 | – |
| 45121 | Book stores & news dealers | 13 | 10 957 | 1 117 | 251 | 134 | 1.2 | – |
| 451211 | Book stores | 13 | 10 957 | 1 117 | 251 | 134 | 1.2 | – |
| 4512111 | Book stores, general | 9 | 8 114 | 886 | 200 | 95 | – | – |
| 45122 | Prerecorded tape, compact disc, & record stores | 11 | 9 570 | 965 | 238 | 101 | 1.5 | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 11 | 9 570 | 965 | 238 | 101 | 1.5 | – |
| 452 | General merchandise stores | 51 | 598 471 | 51 697 | 12 468 | 4 099 | .4 | 1.0 |
| 4521 | Department stores (incl leased depts) ## | 22 | 485 058 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 22 | 485 058 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 22 | 478 117 | 44 487 | 10 640 | 3 645 | – | – |
| 45211 | Department stores (excl leased depts) | 22 | 478 117 | 44 487 | 10 640 | 3 645 | – | – |
| 452110 | Department stores (excl leased depts) | 22 | 478 117 | 44 487 | 10 640 | 3 645 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 7 | 105 508 | 10 490 | 2 510 | 762 | – | – |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 12 | 279 440 | 24 194 | 5 758 | 2 224 | – | – |
| 4521103 | National chain department stores (excl leased depts) | 3 | 93 169 | 9 803 | 2 372 | 659 | – | – |
| 45299 | All other general merchandise stores | 28 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 28 | D | D | D | c | D | D |
| 4529903 | Miscellaneous general merchandise stores | 16 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 187 | 111 029 | 14 623 | 3 312 | 1 189 | 10.1 | 12.0 |
| 4531 | Florists | 43 | 9 501 | 2 430 | 557 | 214 | 28.4 | 16.5 |
| 45311 | Florists | 43 | 9 501 | 2 430 | 557 | 214 | 28.4 | 16.5 |
| 453110 | Florists | 43 | 9 501 | 2 430 | 557 | 214 | 28.4 | 16.5 |
| 4532 | Office supplies, stationery, & gift stores | 52 | 52 126 | 5 344 | 1 230 | 427 | 9.7 | 3.2 |
| 45321 | Office supplies & stationery stores | 16 | 37 499 | 3 158 | 776 | 211 | 1.5 | – |
| 453210 | Office supplies & stationery stores | 16 | 37 499 | 3 158 | 776 | 211 | 1.5 | – |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 15 | D | D | D | c | D | D |
| 45322 | Gift, novelty, & souvenir stores | 36 | 14 627 | 2 186 | 454 | 216 | 30.5 | 11.5 |
| 453220 | Gift, novelty, & souvenir stores | 36 | 14 627 | 2 186 | 454 | 216 | 30.5 | 11.5 |
| 4533 | Used merchandise stores | 33 | 8 359 | 2 376 | 547 | 235 | 6.9 | 23.0 |
| 45331 | Used merchandise stores | 33 | 8 359 | 2 376 | 547 | 235 | 6.9 | 23.0 |
| 453310 | Used merchandise stores | 33 | 8 359 | 2 376 | 547 | 235 | 6.9 | 23.0 |
| 4539 | Other miscellaneous store retailers | 59 | 41 043 | 4 473 | 978 | 313 | 7.2 | 19.8 |
| 45391 | Pet & pet supplies stores | 10 | 11 118 | 1 162 | 295 | 109 | 4.5 | 16.1 |
| 453910 | Pet & pet supplies stores | 10 | 11 118 | 1 162 | 295 | 109 | 4.5 | 16.1 |
| 45399 | All other miscellaneous store retailers | 45 | 25 483 | 2 912 | 575 | 172 | 7.5 | 24.8 |
| 454 | Nonstore retailers | 64 | 120 741 | 9 301 | 2 322 | 352 | 4.6 | 22.2 |
| 4541 | Electronic shopping & mail-order houses | 10 | 32 741 | 1 543 | 361 | 62 | 2.9 | 58.2 |
| 45411 | Electronic shopping & mail-order houses | 10 | 32 741 | 1 543 | 361 | 62 | 2.9 | 58.2 |
| 454110 | Electronic shopping & mail-order houses | 10 | 32 741 | 1 543 | 361 | 62 | 2.9 | 58.2 |
| 4543 | Direct selling establishments | 45 | 83 019 | 6 782 | 1 737 | 241 | 3.4 | 8.4 |
| 45431 | Fuel dealers | 19 | 67 767 | 3 854 | 1 066 | 137 | 2.7 | 8.8 |
| 454311 | Heating oil dealers | 4 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 14 | D | D | D | b | D | D |
| 454319 | Other fuel dealers | 1 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 26 | 15 252 | 2 928 | 671 | 104 | 6.5 | 7.1 |
| 454390 | Other direct selling establishments | 26 | 15 252 | 2 928 | 671 | 104 | 6.5 | 7.1 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **KINGS COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **316** | **629 330** | **59 976** | **14 687** | **3 690** | **14.5** | **6.1** |
| 441 | Motor vehicle & parts dealers | 47 | 114 873 | 10 772 | 2 542 | 441 | 25.4 | 5.9 |
| 4411 | Automobile dealers | 11 | 86 259 | 6 530 | 1 552 | 230 | 28.3 | .2 |
| 4412 | Other motor vehicle dealers | 3 | 2 640 | 180 | 40 | 12 | D | 13.1 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 33 | 25 974 | 4 062 | 950 | 199 | 18.0 | 24.1 |
| 44131 | Automotive parts & accessories stores | 25 | 18 490 | 2 701 | 606 | 136 | 18.4 | 33.9 |
| 441310 | Automotive parts & accessories stores | 25 | 18 490 | 2 701 | 606 | 136 | 18.4 | 33.9 |
| 44132 | Tire dealers | 8 | 7 484 | 1 361 | 344 | 63 | 16.8 | – |
| 441320 | Tire dealers | 8 | 7 484 | 1 361 | 344 | 63 | 16.8 | – |
| 442 | Furniture & home furnishings stores | 12 | D | D | D | c | D | D |
| 4421 | Furniture stores | 8 | 8 114 | 1 194 | 279 | 63 | 32.9 | 4.5 |
| 44211 | Furniture stores | 8 | 8 114 | 1 194 | 279 | 63 | 32.9 | 4.5 |
| 442110 | Furniture stores | 8 | 8 114 | 1 194 | 279 | 63 | 32.9 | 4.5 |
| 4422 | Home furnishings stores | 4 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 9 | 5 497 | 680 | 171 | 54 | 27.0 | 26.2 |
| 4431 | Electronics & appliance stores | 9 | 5 497 | 680 | 171 | 54 | 27.0 | 26.2 |
| 44311 | Appliance, television, & other electronics stores | 7 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 2 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 34 | 90 923 | 9 474 | 2 557 | 339 | 11.5 | .9 |
| 4441 | Building material & supplies dealers | 22 | D | D | D | c | D | D |
| 44413 | Hardware stores | 8 | 10 464 | 1 639 | 362 | 119 | 19.1 | – |
| 444130 | Hardware stores | 8 | 10 464 | 1 639 | 362 | 119 | 19.1 | – |
| 4442 | Lawn & garden equipment & supplies stores | 12 | D | D | D | c | D | D |
| 44422 | Nursery & garden centers | 11 | 70 248 | 6 514 | 1 901 | 149 | 8.8 | .3 |
| 444220 | Nursery & garden centers | 11 | 70 248 | 6 514 | 1 901 | 149 | 8.8 | .3 |
| 445 | Food & beverage stores | 50 | 144 094 | 14 215 | 3 432 | 893 | 16.4 | 5.7 |
| 4451 | Grocery stores | 41 | 140 596 | 13 812 | 3 341 | 831 | 15.4 | 5.4 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 26 | 132 880 | 13 121 | 3 200 | 768 | 12.2 | 5.0 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 26 | 132 880 | 13 121 | 3 200 | 768 | 12.2 | 5.0 |
| 44512 | Convenience stores | 15 | 7 716 | 691 | 141 | 63 | 70.0 | 12.2 |
| 445120 | Convenience stores | 15 | 7 716 | 691 | 141 | 63 | 70.0 | 12.2 |
| 4452 | Specialty food stores | 4 | 1 477 | 290 | 63 | 40 | 32.2 | – |
| 446 | Health & personal care stores | 17 | 28 107 | 3 002 | 694 | 160 | 32.1 | 2.6 |
| 4461 | Health & personal care stores | 17 | 28 107 | 3 002 | 694 | 160 | 32.1 | 2.6 |
| 4461102 | Proprietary stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 38 | 79 434 | 3 610 | 790 | 261 | 7.6 | 17.1 |
| 4471 | Gasoline stations | 38 | 79 434 | 3 610 | 790 | 261 | 7.6 | 17.1 |
| 44711 | Gasoline stations with convenience stores | 25 | 37 782 | 2 039 | 438 | 170 | 9.5 | 20.0 |
| 447110 | Gasoline stations with convenience stores | 25 | 37 782 | 2 039 | 438 | 170 | 9.5 | 20.0 |
| 44719 | Other gasoline stations | 13 | 41 652 | 1 571 | 352 | 91 | 5.9 | 14.5 |
| 447190 | Other gasoline stations | 13 | 41 652 | 1 571 | 352 | 91 | 5.9 | 14.5 |
| 448 | Clothing & clothing accessories stores | 44 | 27 420 | 4 043 | 944 | 321 | 15.1 | 7.0 |
| 4481 | Clothing stores | 22 | 16 848 | 2 535 | 603 | 224 | 14.2 | 1.8 |
| 4483 | Jewelry, luggage, & leather goods stores | 12 | 6 283 | 1 078 | 245 | 57 | 24.9 | 25.7 |
| 44831 | Jewelry stores | 12 | 6 283 | 1 078 | 245 | 57 | 24.9 | 25.7 |
| 448310 | Jewelry stores | 12 | 6 283 | 1 078 | 245 | 57 | 24.9 | 25.7 |
| 451 | Sporting goods, hobby, book, & music stores | 19 | 8 072 | 951 | 203 | 82 | 22.9 | .7 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 13 | 5 738 | 733 | 154 | 57 | 27.5 | – |
| 4512 | Book, periodical, & music stores | 6 | 2 334 | 218 | 49 | 25 | 11.6 | 2.3 |
| 452 | General merchandise stores | 8 | 100 528 | 9 129 | 2 300 | 827 | .2 | 2.2 |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | c | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 2 | D | D | D | f | D | D |
| 45299 | All other general merchandise stores | 3 | 3 483 | 339 | 71 | 38 | D | 64.4 |
| 452990 | All other general merchandise stores | 3 | 3 483 | 339 | 71 | 38 | D | 64.4 |
| 453 | Miscellaneous store retailers | 28 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 7 | D | D | D | b | 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 |
| 4533 | Used merchandise stores | 4 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 4 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 4 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 10 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 9 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 10 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 9 | 6 796 | 1 099 | 225 | 52 | 7.5 | 12.1 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 4 | 4 922 | 632 | 149 | 27 | – | 16.8 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LAKE COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **197** | **309 252** | **30 668** | **7 010** | **1 954** | **13.5** | **8.0** |
| 441 | Motor vehicle & parts dealers | 26 | 43 074 | 4 799 | 1 137 | 220 | 32.3 | 29.1 |
| 4412 | Other motor vehicle dealers | 4 | 5 964 | 777 | 190 | 39 | – | – |
| 44121 | Recreational vehicle dealers | 3 | D | D | D | b | D | D |
| 441210 | Recreational vehicle dealers | 3 | D | D | D | b | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 14 | 9 343 | 1 808 | 399 | 104 | 24.2 | 5.7 |
| 44131 | Automotive parts & accessories stores | 10 | 7 517 | 1 469 | 316 | 86 | 30.1 | – |
| 441310 | Automotive parts & accessories stores | 10 | 7 517 | 1 469 | 316 | 86 | 30.1 | – |
| 442 | Furniture & home furnishings stores | 14 | 4 804 | 560 | 123 | 39 | 36.4 | 7.6 |
| 4422 | Home furnishings stores | 8 | 2 401 | 273 | 55 | 17 | 44.3 | – |
| 443 | Electronics & appliance stores | 10 | 3 134 | 252 | 51 | 16 | 32.0 | 38.2 |
| 4431 | Electronics & appliance stores | 10 | 3 134 | 252 | 51 | 16 | 32.0 | 38.2 |
| 44311 | Appliance, television, & other electronics stores | 9 | D | D | D | a | D | D |
| 443112 | Radio, television, & other electronics stores | 5 | 1 842 | 142 | 33 | 10 | 39.4 | 60.6 |
| 444 | Building material & garden equipment & supplies dealers | 17 | 23 559 | 3 004 | 708 | 138 | 7.4 | 1.0 |
| 4441 | Building material & supplies dealers | 14 | 22 228 | 2 905 | 686 | 129 | 5.9 | 1.0 |
| 44419 | Other building material dealers | 10 | 20 293 | 2 504 | 584 | 110 | 2.0 | 1.1 |
| 444190 | Other building material dealers | 10 | 20 293 | 2 504 | 584 | 110 | 2.0 | 1.1 |
| 445 | Food & beverage stores | 32 | 96 982 | 10 630 | 2 300 | 631 | 8.2 | 6.1 |
| 4451 | Grocery stores | 27 | 92 762 | 10 452 | 2 257 | 610 | 6.1 | 4.5 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 21 | 90 526 | 10 323 | 2 224 | 594 | 4.0 | 4.4 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 21 | 90 526 | 10 323 | 2 224 | 594 | 4.0 | 4.4 |
| 446 | Health & personal care stores | 12 | 25 562 | 2 717 | 644 | 151 | 26.3 | – |
| 4461 | Health & personal care stores | 12 | 25 562 | 2 717 | 644 | 151 | 26.3 | – |
| 44619 | Other health & personal care stores | 2 | D | D | D | a | D | D |
| 446191 | Food (health) supplement stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 30 | 47 871 | 2 601 | 627 | 213 | 7.2 | 6.3 |
| 4471 | Gasoline stations | 30 | 47 871 | 2 601 | 627 | 213 | 7.2 | 6.3 |
| 44711 | Gasoline stations with convenience stores | 20 | 41 722 | 2 047 | 494 | 169 | 3.4 | 2.0 |
| 447110 | Gasoline stations with convenience stores | 20 | 41 722 | 2 047 | 494 | 169 | 3.4 | 2.0 |
| 448 | Clothing & clothing accessories stores | 16 | 2 484 | 182 | 45 | 29 | 37.9 | 3.3 |
| 451 | Sporting goods, hobby, book, & music stores | 11 | 2 334 | 316 | 68 | 29 | 29.8 | 55.1 |
| 451212 | News dealers & newsstands | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 4 | 45 132 | 3 981 | 907 | 391 | 1.0 | – |
| 453 | Miscellaneous store retailers | 15 | 5 771 | 458 | 102 | 48 | 28.8 | – |
| 4539 | Other miscellaneous store retailers | 8 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 10 | 8 545 | 1 168 | 298 | 49 | 18.6 | – |
| 4543 | Direct selling establishments | 8 | D | D | D | b | D | D |
| 45431 | Fuel dealers | 7 | 7 880 | 1 070 | 273 | 39 | 16.7 | – |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 7 | 7 880 | 1 070 | 273 | 39 | 16.7 | – |
| | **LASSEN COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **106** | **159 182** | **15 524** | **3 464** | **1 032** | **10.8** | **7.6** |
| 441 | Motor vehicle & parts dealers | 13 | 30 032 | 3 139 | 765 | 133 | 3.8 | 21.9 |
| 442 | Furniture & home furnishings stores | 4 | 2 960 | 488 | 101 | 30 | 36.4 | – |
| 443 | Electronics & appliance stores | 3 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 15 | 12 045 | 1 209 | 247 | 67 | 20.4 | 1.1 |
| 4441 | Building material & supplies dealers | 12 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 19 | D | D | D | e | D | D |
| 4452 | Specialty food stores | 2 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 4 | 5 958 | 719 | 167 | 42 | 22.6 | – |
| 447 | Gasoline stations | 20 | 29 316 | 1 788 | 420 | 141 | 9.5 | 15.7 |
| 44711 | Gasoline stations with convenience stores | 15 | 20 421 | 1 084 | 265 | 102 | 13.6 | 12.7 |
| 447110 | Gasoline stations with convenience stores | 15 | 20 421 | 1 084 | 265 | 102 | 13.6 | 12.7 |
| 448 | Clothing & clothing accessories stores | 10 | 5 510 | 729 | 176 | 48 | 8.0 | 1.2 |
| 4481 | Clothing stores | 4 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 3 | 512 | 49 | 10 | 8 | D | 19.9 |
| 452 | General merchandise stores | 5 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 7 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LASSEN COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 454 | Nonstore retailers | 3 | 3 573 | 435 | 117 | 25 | D | – |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 3 | 3 573 | 435 | 117 | 25 | D | – |
| | **LOS ANGELES COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **27 577** | **69 534 164** | **6 769 024** | **1 601 943** | **343 656** | **10.2** | **7.0** |
| 441 | Motor vehicle & parts dealers | 2 651 | 18 028 921 | 1 456 775 | 342 846 | 45 040 | 9.3 | 7.8 |
| 4411 | Automobile dealers | 799 | 15 766 749 | 1 108 572 | 260 565 | 29 592 | 9.2 | 7.5 |
| 44111 | New car dealers | 504 | 15 170 891 | 1 074 083 | 252 440 | 28 029 | 8.2 | 7.4 |
| 441110 | New car dealers | 504 | 15 170 891 | 1 074 083 | 252 440 | 28 029 | 8.2 | 7.4 |
| 44112 | Used car dealers | 295 | 595 858 | 34 489 | 8 125 | 1 563 | 34.7 | 9.5 |
| 441120 | Used car dealers | 295 | 595 858 | 34 489 | 8 125 | 1 563 | 34.7 | 9.5 |
| 4412 | Other motor vehicle dealers | 187 | 429 700 | 50 643 | 11 172 | 1 817 | 9.2 | 8.8 |
| 44121 | Recreational vehicle dealers | 48 | 141 728 | 17 760 | 3 878 | 574 | 5.8 | 8.6 |
| 441210 | Recreational vehicle dealers | 48 | 141 728 | 17 760 | 3 878 | 574 | 5.8 | 8.6 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 139 | 287 972 | 32 883 | 7 294 | 1 243 | 10.9 | 9.0 |
| 441221 | Motorcycle dealers | 64 | 170 481 | 19 410 | 4 569 | 706 | 8.0 | 2.9 |
| 441222 | Boat dealers | 51 | 80 842 | 7 945 | 1 676 | 360 | 8.6 | 19.1 |
| 441229 | All other motor vehicle dealers | 24 | 36 649 | 5 528 | 1 049 | 177 | 29.7 | 14.7 |
| 4413 | Automotive parts, accessories, & tire stores | 1 665 | 1 832 472 | 297 560 | 71 109 | 13 631 | 10.2 | 10.0 |
| 44131 | Automotive parts & accessories stores | 1 219 | 1 344 666 | 206 679 | 50 104 | 10 103 | 9.3 | 10.3 |
| 441310 | Automotive parts & accessories stores | 1 219 | 1 344 666 | 206 679 | 50 104 | 10 103 | 9.3 | 10.3 |
| 44132 | Tire dealers | 446 | 487 806 | 90 881 | 21 005 | 3 528 | 12.6 | 9.0 |
| 441320 | Tire dealers | 446 | 487 806 | 90 881 | 21 005 | 3 528 | 12.6 | 9.0 |
| 442 | Furniture & home furnishings stores | 1 719 | 2 084 229 | 292 190 | 68 036 | 13 249 | 14.8 | 8.6 |
| 4421 | Furniture stores | 771 | 1 133 688 | 156 236 | 37 329 | 6 374 | 15.1 | 9.7 |
| 44211 | Furniture stores | 771 | 1 133 688 | 156 236 | 37 329 | 6 374 | 15.1 | 9.7 |
| 442110 | Furniture stores | 771 | 1 133 688 | 156 236 | 37 329 | 6 374 | 15.1 | 9.7 |
| 4422 | Home furnishings stores | 948 | 950 541 | 135 954 | 30 707 | 6 875 | 14.3 | 7.2 |
| 44221 | Floor covering stores | 386 | 407 980 | 65 272 | 14 012 | 2 576 | 20.4 | 10.2 |
| 442210 | Floor covering stores | 386 | 407 980 | 65 272 | 14 012 | 2 576 | 20.4 | 10.2 |
| 44229 | Other home furnishings stores | 562 | 542 561 | 70 682 | 16 695 | 4 299 | 9.7 | 5.0 |
| 442291 | Window treatment stores | 66 | 39 796 | 6 789 | 1 611 | 288 | 18.3 | 9.8 |
| 442299 | All other home furnishings stores | 496 | 502 765 | 63 893 | 15 084 | 4 011 | 9.1 | 4.6 |
| 443 | Electronics & appliance stores | 1 258 | 2 988 334 | 277 636 | 67 351 | 12 432 | 12.1 | 8.4 |
| 4431 | Electronics & appliance stores | 1 258 | 2 988 334 | 277 636 | 67 351 | 12 432 | 12.1 | 8.4 |
| 44311 | Appliance, television, & other electronics stores | 758 | 1 531 225 | 158 665 | 38 690 | 7 704 | 11.5 | 5.3 |
| 443111 | Household appliance stores | 195 | 238 135 | 24 937 | 6 142 | 1 245 | 19.9 | 5.0 |
| 443112 | Radio, television, & other electronics stores | 563 | 1 293 090 | 133 728 | 32 548 | 6 459 | 10.0 | 5.3 |
| 44312 | Computer & software stores | 383 | 1 339 274 | 106 612 | 25 665 | 4 083 | 12.1 | 10.8 |
| 443120 | Computer & software stores | 383 | 1 339 274 | 106 612 | 25 665 | 4 083 | 12.1 | 10.8 |
| 44313 | Camera & photographic supplies stores | 117 | 117 835 | 12 359 | 2 996 | 645 | 20.2 | 21.1 |
| 443130 | Camera & photographic supplies stores | 117 | 117 835 | 12 359 | 2 996 | 645 | 20.2 | 21.1 |
| 444 | Building material & garden equipment & supplies dealers | 1 447 | 4 383 279 | 518 111 | 125 883 | 21 263 | 6.0 | 2.4 |
| 4441 | Building material & supplies dealers | 1 228 | 4 180 570 | 485 869 | 118 561 | 19 524 | 5.5 | 2.3 |
| 44411 | Home centers | 70 | 1 536 952 | 152 210 | 39 335 | 7 612 | .6 | – |
| 444110 | Home centers | 70 | 1 536 952 | 152 210 | 39 335 | 7 612 | .6 | – |
| 44412 | Paint & wallpaper stores | 144 | 256 305 | 33 054 | 7 627 | 1 246 | 3.3 | 6.7 |
| 444120 | Paint & wallpaper stores | 144 | 256 305 | 33 054 | 7 627 | 1 246 | 3.3 | 6.7 |
| 44413 | Hardware stores | 241 | 284 304 | 45 666 | 10 784 | 2 469 | 13.5 | 10.9 |
| 444130 | Hardware stores | 241 | 284 304 | 45 666 | 10 784 | 2 469 | 13.5 | 10.9 |
| 44419 | Other building material dealers | 773 | 2 103 009 | 254 939 | 60 815 | 8 197 | 8.2 | 2.3 |
| 444190 | Other building material dealers | 773 | 2 103 009 | 254 939 | 60 815 | 8 197 | 8.2 | 2.3 |
| 4442 | Lawn & garden equipment & supplies stores | 219 | 202 709 | 32 242 | 7 322 | 1 739 | 16.8 | 5.1 |
| 44421 | Outdoor power equipment stores | 44 | 29 902 | 3 597 | 828 | 205 | 40.9 | 6.0 |
| 444210 | Outdoor power equipment stores | 44 | 29 902 | 3 597 | 828 | 205 | 40.9 | 6.0 |
| 44422 | Nursery & garden centers | 175 | 172 807 | 28 645 | 6 494 | 1 534 | 12.6 | 4.9 |
| 444220 | Nursery & garden centers | 175 | 172 807 | 28 645 | 6 494 | 1 534 | 12.6 | 4.9 |
| 445 | Food & beverage stores | 4 350 | 12 671 512 | 1 307 024 | 304 971 | 68 707 | 8.6 | 6.1 |
| 4451 | Grocery stores | 2 497 | 11 629 947 | 1 216 017 | 283 848 | 61 362 | 5.8 | 5.6 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 1 935 | 11 219 138 | 1 182 386 | 275 943 | 58 578 | 4.6 | 5.0 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 1 935 | 11 219 138 | 1 182 386 | 275 943 | 58 578 | 4.6 | 5.0 |
| 44512 | Convenience stores | 562 | 410 809 | 33 631 | 7 905 | 2 784 | 39.9 | 19.8 |
| 445120 | Convenience stores | 562 | 410 809 | 33 631 | 7 905 | 2 784 | 39.9 | 19.8 |
| 4452 | Specialty food stores | 790 | 516 713 | 56 212 | 13 016 | 4 378 | 26.6 | 9.8 |
| 4453 | Beer, wine, & liquor stores | 1 063 | 524 852 | 34 795 | 8 107 | 2 967 | 52.7 | 14.6 |
| 44531 | Beer, wine, & liquor stores | 1 063 | 524 852 | 34 795 | 8 107 | 2 967 | 52.7 | 14.6 |
| 445310 | Beer, wine, & liquor stores | 1 063 | 524 852 | 34 795 | 8 107 | 2 967 | 52.7 | 14.6 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LOS ANGELES COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 446 | Health & personal care stores | 2 343 | 3 683 439 | 510 546 | 123 781 | 25 342 | 14.3 | 6.8 |
| 4461 | Health & personal care stores | 2 343 | 3 683 439 | 510 546 | 123 781 | 25 342 | 14.3 | 6.8 |
| 44611 | Pharmacies & drug stores | 1 276 | 3 044 659 | 398 224 | 96 803 | 19 593 | 13.2 | 5.8 |
| 446110 | Pharmacies & drug stores | 1 276 | 3 044 659 | 398 224 | 96 803 | 19 593 | 13.2 | 5.8 |
| 4461101 | Pharmacies & drug stores | 1 226 | 3 007 630 | 393 720 | 95 816 | 19 348 | 13.1 | 5.6 |
| 4461102 | Proprietary stores | 50 | 37 029 | 4 504 | 987 | 245 | 18.7 | 25.0 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 317 | 194 591 | 28 356 | 6 654 | 1 794 | 16.2 | 11.4 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 317 | 194 591 | 28 356 | 6 654 | 1 794 | 16.2 | 11.4 |
| 44613 | Optical goods stores | 343 | 154 369 | 28 874 | 7 096 | 1 479 | 20.9 | 11.5 |
| 446130 | Optical goods stores | 343 | 154 369 | 28 874 | 7 096 | 1 479 | 20.9 | 11.5 |
| 44619 | Other health & personal care stores | 407 | 289 820 | 55 092 | 13 228 | 2 476 | 21.4 | 12.0 |
| 446191 | Food (health) supplement stores | 209 | 130 755 | 19 075 | 4 559 | 1 210 | 24.4 | 19.4 |
| 446199 | All other health & personal care stores | 198 | 159 065 | 36 017 | 8 669 | 1 266 | 18.9 | 5.9 |
| 447 | Gasoline stations | 2 129 | 4 585 233 | 179 964 | 39 159 | 13 067 | 27.8 | 12.3 |
| 4471 | Gasoline stations | 2 129 | 4 585 233 | 179 964 | 39 159 | 13 067 | 27.8 | 12.3 |
| 44711 | Gasoline stations with convenience stores | 811 | 1 784 902 | 66 073 | 14 113 | 4 741 | 18.4 | 10.2 |
| 447110 | Gasoline stations with convenience stores | 811 | 1 784 902 | 66 073 | 14 113 | 4 741 | 18.4 | 10.2 |
| 44719 | Other gasoline stations | 1 318 | 2 800 331 | 113 891 | 25 046 | 8 326 | 33.8 | 13.6 |
| 447190 | Other gasoline stations | 1 318 | 2 800 331 | 113 891 | 25 046 | 8 326 | 33.8 | 13.6 |
| 448 | Clothing & clothing accessories stores | 5 211 | 5 116 625 | 638 259 | 151 612 | 41 608 | 13.2 | 10.3 |
| 4481 | Clothing stores | 3 115 | 3 619 350 | 456 467 | 108 670 | 31 197 | 12.0 | 9.4 |
| 44811 | Men's clothing stores | 431 | 430 536 | 57 501 | 14 050 | 3 097 | 20.9 | 11.4 |
| 448110 | Men's clothing stores | 431 | 430 536 | 57 501 | 14 050 | 3 097 | 20.9 | 11.4 |
| 44812 | Women's clothing stores | 1 442 | 1 164 661 | 150 953 | 34 318 | 10 708 | 18.0 | 18.5 |
| 448120 | Women's clothing stores | 1 442 | 1 164 661 | 150 953 | 34 318 | 10 708 | 18.0 | 18.5 |
| 44813 | Children's & infants' clothing stores | 184 | 141 883 | 15 512 | 3 644 | 1 356 | 16.8 | 3.7 |
| 448130 | Children's & infants' clothing stores | 184 | 141 883 | 15 512 | 3 644 | 1 356 | 16.8 | 3.7 |
| 44814 | Family clothing stores | 558 | 1 583 054 | 189 859 | 46 721 | 12 911 | 4.5 | 2.6 |
| 448140 | Family clothing stores | 558 | 1 583 054 | 189 859 | 46 721 | 12 911 | 4.5 | 2.6 |
| 44815 | Clothing accessories stores | 165 | 71 496 | 11 756 | 2 726 | 877 | 18.7 | 12.1 |
| 448150 | Clothing accessories stores | 165 | 71 496 | 11 756 | 2 726 | 877 | 18.7 | 12.1 |
| 44819 | Other clothing stores | 335 | 227 720 | 30 886 | 7 211 | 2 248 | 10.5 | 9.2 |
| 448190 | Other clothing stores | 335 | 227 720 | 30 886 | 7 211 | 2 248 | 10.5 | 9.2 |
| 4482 | Shoe stores | 1 136 | 731 791 | 86 974 | 20 492 | 5 866 | 11.3 | 9.1 |
| 44821 | Shoe stores | 1 136 | 731 791 | 86 974 | 20 492 | 5 866 | 11.3 | 9.1 |
| 448210 | Shoe stores | 1 136 | 731 791 | 86 974 | 20 492 | 5 866 | 11.3 | 9.1 |
| 4482101 | Men's shoe stores | 75 | 31 804 | 4 674 | 1 074 | 250 | 8.7 | 6.9 |
| 4482102 | Women's shoe stores | 166 | 106 363 | 14 357 | 3 362 | 996 | 9.5 | 28.8 |
| 4482103 | Children's & juveniles' shoe stores | 33 | 17 478 | 2 201 | 527 | 155 | 18.8 | 1.0 |
| 4482104 | Family shoe stores | 679 | 356 296 | 42 902 | 10 288 | 2 919 | 14.6 | 7.6 |
| 4482105 | Athletic footwear stores | 183 | 219 850 | 22 840 | 5 241 | 1 546 | 6.6 | 2.9 |
| 4483 | Jewelry, luggage, & leather goods stores | 960 | 765 484 | 94 818 | 22 450 | 4 545 | 20.6 | 15.6 |
| 44831 | Jewelry stores | 879 | 664 846 | 81 148 | 19 174 | 3 906 | 21.6 | 16.4 |
| 448310 | Jewelry stores | 879 | 664 846 | 81 148 | 19 174 | 3 906 | 21.6 | 16.4 |
| 44832 | Luggage & leather goods stores | 81 | 100 638 | 13 670 | 3 276 | 639 | 14.0 | 10.5 |
| 448320 | Luggage & leather goods stores | 81 | 100 638 | 13 670 | 3 276 | 639 | 14.0 | 10.5 |
| 451 | Sporting goods, hobby, book, & music stores | 1 853 | 2 289 327 | 253 076 | 60 256 | 19 308 | 10.9 | 6.7 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 1 116 | 1 431 247 | 152 355 | 35 794 | 11 207 | 12.9 | 6.4 |
| 45111 | Sporting goods stores | 539 | 640 993 | 68 603 | 16 800 | 4 982 | 15.8 | 7.4 |
| 451110 | Sporting goods stores | 539 | 640 993 | 68 603 | 16 800 | 4 982 | 15.8 | 7.4 |
| 4511101 | General-line sporting goods stores | 194 | 290 647 | 29 674 | 7 288 | 2 590 | 10.4 | 6.6 |
| 4511102 | Specialty-line sporting goods stores | 345 | 350 346 | 38 929 | 9 512 | 2 392 | 20.2 | 8.0 |
| 45112 | Hobby, toy, & game stores | 283 | 505 776 | 45 828 | 9 960 | 3 535 | 6.3 | 4.4 |
| 451120 | Hobby, toy, & game stores | 283 | 505 776 | 45 828 | 9 960 | 3 535 | 6.3 | 4.4 |
| 45113 | Sewing, needlework, & piece goods stores | 176 | 118 334 | 19 279 | 4 836 | 1 543 | 21.0 | 11.2 |
| 451130 | Sewing, needlework, & piece goods stores | 176 | 118 334 | 19 279 | 4 836 | 1 543 | 21.0 | 11.2 |
| 45114 | Musical instrument & supplies stores | 118 | 166 144 | 18 645 | 4 198 | 1 147 | 16.1 | 5.4 |
| 451140 | Musical instrument & supplies stores | 118 | 166 144 | 18 645 | 4 198 | 1 147 | 16.1 | 5.4 |
| 4512 | Book, periodical, & music stores | 737 | 858 080 | 100 721 | 24 462 | 8 101 | 7.6 | 7.2 |
| 45121 | Book stores & news dealers | 415 | 489 438 | 60 121 | 14 461 | 4 757 | 7.9 | 4.5 |
| 451211 | Book stores | 358 | 461 766 | 56 397 | 13 520 | 4 420 | 7.1 | 4.3 |
| 4512111 | Book stores, general | 216 | 293 898 | 33 968 | 8 216 | 2 514 | 5.6 | 4.1 |
| 4512112 | Specialty book stores | 88 | 62 815 | 9 010 | 2 075 | 660 | 17.9 | 7.6 |
| 4512113 | College book stores | 54 | 105 053 | 13 419 | 3 229 | 1 246 | 4.8 | 2.9 |
| 451212 | News dealers & newsstands | 57 | 27 672 | 3 724 | 941 | 337 | 20.4 | 7.7 |
| 45122 | Prerecorded tape, compact disc, & record stores | 322 | 368 642 | 40 600 | 10 001 | 3 344 | 7.3 | 10.9 |
| 451220 | Prerecorded tape, compact disc, & record stores | 322 | 368 642 | 40 600 | 10 001 | 3 344 | 7.3 | 10.9 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LOS ANGELES COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 695 | 8 465 798 | 769 879 | 188 280 | 53 752 | .6 | 3.2 |
| 4521 | Department stores (incl leased depts) ## | 192 | 5 691 837 | N | N | N | – | 1.4 |
| 45211 | Department stores (incl leased depts) ## | 192 | 5 691 837 | N | N | N | – | 1.4 |
| 4521 | Department stores (excl leased depts) | 192 | 5 612 118 | 577 032 | 142 040 | 41 785 | – | 1.4 |
| 45211 | Department stores (excl leased depts) | 192 | 5 612 118 | 577 032 | 142 040 | 41 785 | – | 1.4 |
| 452110 | Department stores (excl leased depts) | 192 | 5 612 118 | 577 032 | 142 040 | 41 785 | – | 1.4 |
| 4521101 | Conventional department stores (excl leased depts) | 66 | 2 060 965 | 230 847 | 57 414 | 14 200 | – | 3.1 |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 75 | 2 261 047 | 200 364 | 48 961 | 17 216 | – | – |
| 4521103 | National chain department stores (excl leased depts) | 51 | 1 290 106 | 145 821 | 35 665 | 10 369 | – | 1.2 |
| 4529 | Other general merchandise stores | 503 | 2 853 680 | 192 847 | 46 240 | 11 967 | 1.8 | 6.6 |
| 45291 | Warehouse clubs & superstores | 25 | D | D | D | i | D | D |
| 452910 | Warehouse clubs & superstores | 25 | D | D | D | i | D | D |
| 45299 | All other general merchandise stores | 478 | D | D | D | i | D | D |
| 452990 | All other general merchandise stores | 478 | D | D | D | i | D | D |
| 4529901 | Variety stores | 179 | D | D | D | g | D | D |
| 4529902 | Catalog showrooms | 8 | D | D | D | e | D | D |
| 4529903 | Miscellaneous general merchandise stores | 291 | 578 275 | 53 487 | 12 611 | 4 118 | 5.9 | 31.2 |
| 453 | Miscellaneous store retailers | 3 014 | 2 264 119 | 301 083 | 70 986 | 20 169 | 14.8 | 10.7 |
| 4531 | Florists | 530 | 194 434 | 34 810 | 8 203 | 2 889 | 22.5 | 11.4 |
| 45311 | Florists | 530 | 194 434 | 34 810 | 8 203 | 2 889 | 22.5 | 11.4 |
| 453110 | Florists | 530 | 194 434 | 34 810 | 8 203 | 2 889 | 22.5 | 11.4 |
| 4532 | Office supplies, stationery, & gift stores | 1 091 | 1 151 423 | 131 905 | 31 384 | 9 170 | 9.5 | 7.9 |
| 45321 | Office supplies & stationery stores | 259 | 727 509 | 76 506 | 18 855 | 4 139 | 2.8 | 7.3 |
| 453210 | Office supplies & stationery stores | 259 | 727 509 | 76 506 | 18 855 | 4 139 | 2.8 | 7.3 |
| 4532101 | Stationery stores | 55 | 26 871 | 4 818 | 1 158 | 450 | 23.5 | 9.2 |
| 4532102 | Office supplies stores | 204 | 700 638 | 71 688 | 17 697 | 3 689 | 2.0 | 7.2 |
| 45322 | Gift, novelty, & souvenir stores | 832 | 423 914 | 55 399 | 12 529 | 5 031 | 20.9 | 8.8 |
| 453220 | Gift, novelty, & souvenir stores | 832 | 423 914 | 55 399 | 12 529 | 5 031 | 20.9 | 8.8 |
| 4533 | Used merchandise stores | 418 | 221 691 | 42 150 | 9 765 | 2 801 | 20.7 | 16.0 |
| 45331 | Used merchandise stores | 418 | 221 691 | 42 150 | 9 765 | 2 801 | 20.7 | 16.0 |
| 453310 | Used merchandise stores | 418 | 221 691 | 42 150 | 9 765 | 2 801 | 20.7 | 16.0 |
| 4539 | Other miscellaneous store retailers | 975 | 696 571 | 92 218 | 21 634 | 5 309 | 19.4 | 13.5 |
| 45391 | Pet & pet supplies stores | 266 | 210 202 | 25 861 | 6 037 | 2 033 | 18.0 | 8.1 |
| 453910 | Pet & pet supplies stores | 266 | 210 202 | 25 861 | 6 037 | 2 033 | 18.0 | 8.1 |
| 45392 | Art dealers | 183 | 105 814 | 14 875 | 3 483 | 638 | 28.4 | 11.9 |
| 453920 | Art dealers | 183 | 105 814 | 14 875 | 3 483 | 638 | 28.4 | 11.9 |
| 45393 | Manufactured (mobile) home dealers | 14 | 25 853 | 1 661 | 399 | 74 | 34.8 | 11.3 |
| 453930 | Manufactured (mobile) home dealers | 14 | 25 853 | 1 661 | 399 | 74 | 34.8 | 11.3 |
| 45399 | All other miscellaneous store retailers | 512 | 354 702 | 49 821 | 11 715 | 2 564 | 16.5 | 17.2 |
| 454 | Nonstore retailers | 907 | 2 973 348 | 264 481 | 58 782 | 9 719 | 8.9 | 4.7 |
| 4541 | Electronic shopping & mail-order houses | 389 | 2 381 817 | 155 498 | 34 399 | 4 869 | 6.4 | 3.0 |
| 45411 | Electronic shopping & mail-order houses | 389 | 2 381 817 | 155 498 | 34 399 | 4 869 | 6.4 | 3.0 |
| 454110 | Electronic shopping & mail-order houses | 389 | 2 381 817 | 155 498 | 34 399 | 4 869 | 6.4 | 3.0 |
| 4542 | Vending machine operators | 125 | 127 936 | 24 552 | 5 652 | 925 | 27.2 | 16.3 |
| 45421 | Vending machine operators | 125 | 127 936 | 24 552 | 5 652 | 925 | 27.2 | 16.3 |
| 454210 | Vending machine operators | 125 | 127 936 | 24 552 | 5 652 | 925 | 27.2 | 16.3 |
| 4543 | Direct selling establishments | 393 | 463 595 | 84 431 | 18 731 | 3 925 | 16.9 | 9.9 |
| 45431 | Fuel dealers | 33 | 53 481 | 6 387 | 1 514 | 231 | 10.9 | 9.4 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 25 | 50 365 | 6 116 | 1 436 | 215 | 11.0 | 9.3 |
| 454319 | Other fuel dealers | 4 | 490 | 74 | 32 | 7 | 38.8 | 22.9 |
| 45439 | Other direct selling establishments | 360 | 410 114 | 78 044 | 17 217 | 3 694 | 17.6 | 10.0 |
| 454390 | Other direct selling establishments | 360 | 410 114 | 78 044 | 17 217 | 3 694 | 17.6 | 10.0 |
| | **MADERA COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **313** | **527 342** | **53 013** | **11 945** | **3 173** | **13.0** | **7.2** |
| 441 | Motor vehicle & parts dealers | 44 | 109 155 | 10 630 | 2 433 | 441 | 10.9 | 12.7 |
| 4411 | Automobile dealers | 13 | 86 031 | 6 819 | 1 550 | 235 | 9.3 | 15.9 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 3 | 1 882 | 245 | 54 | 11 | D | – |
| 4413 | Automotive parts, accessories, & tire stores | 28 | 21 242 | 3 566 | 829 | 195 | 17.7 | 1.0 |
| 44131 | Automotive parts & accessories stores | 17 | 11 424 | 1 535 | 420 | 107 | 32.9 | – |
| 441310 | Automotive parts & accessories stores | 17 | 11 424 | 1 535 | 420 | 107 | 32.9 | – |
| 44132 | Tire dealers | 11 | 9 818 | 2 031 | 409 | 88 | – | 2.1 |
| 441320 | Tire dealers | 11 | 9 818 | 2 031 | 409 | 88 | – | 2.1 |
| 442 | Furniture & home furnishings stores | 12 | 8 173 | 1 645 | 395 | 66 | 16.2 | 3.0 |
| 4421 | Furniture stores | 7 | 3 079 | 464 | 114 | 28 | 43.0 | 2.0 |
| 44211 | Furniture stores | 7 | 3 079 | 464 | 114 | 28 | 43.0 | 2.0 |
| 442110 | Furniture stores | 7 | 3 079 | 464 | 114 | 28 | 43.0 | 2.0 |
| 4422 | Home furnishings stores | 5 | 5 094 | 1 181 | 281 | 38 | – | 3.7 |
| 44229 | Other home furnishings stores | 4 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 15 | 5 705 | 1 204 | 308 | 60 | 24.4 | 3.6 |
| 4431 | Electronics & appliance stores | 15 | 5 705 | 1 204 | 308 | 60 | 24.4 | 3.6 |
| 44311 | Appliance, television, & other electronics stores | 10 | 4 431 | 1 099 | 283 | 54 | 31.4 | 3.9 |
| 443112 | Radio, television, & other electronics stores | 4 | 2 287 | 816 | 211 | 32 | 28.2 | 7.6 |
| 44312 | Computer & software stores | 4 | D | D | D | a | D | D |
| 443120 | Computer & software 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **MADERA COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 444 | Building material & garden equipment & supplies dealers | 30 | 34 557 | 4 982 | 1 033 | 202 | 20.8 | 1.5 |
| 4441 | Building material & supplies dealers | 23 | 23 616 | 3 953 | 813 | 155 | 27.5 | 1.7 |
| 44419 | Other building material dealers | 13 | 18 093 | 3 286 | 665 | 106 | 23.8 | – |
| 444190 | Other building material dealers | 13 | 18 093 | 3 286 | 665 | 106 | 23.8 | – |
| 4442 | Lawn & garden equipment & supplies stores | 7 | 10 941 | 1 029 | 220 | 47 | 6.3 | 1.2 |
| 44422 | Nursery & garden centers | 7 | 10 941 | 1 029 | 220 | 47 | 6.3 | 1.2 |
| 444220 | Nursery & garden centers | 7 | 10 941 | 1 029 | 220 | 47 | 6.3 | 1.2 |
| 445 | Food & beverage stores | 61 | 161 997 | 16 655 | 3 577 | 1 003 | 15.2 | 3.4 |
| 4451 | Grocery stores | 48 | 156 242 | 16 201 | 3 449 | 942 | 13.8 | 3.5 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 33 | 149 792 | 15 666 | 3 335 | 888 | 12.1 | 3.0 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 33 | 149 792 | 15 666 | 3 335 | 888 | 12.1 | 3.0 |
| 4452 | Specialty food stores | 7 | 2 431 | 202 | 47 | 30 | 46.7 | – |
| 446 | Health & personal care stores | 18 | 30 212 | 3 929 | 907 | 215 | 6.3 | 1.0 |
| 4461 | Health & personal care stores | 18 | 30 212 | 3 929 | 907 | 215 | 6.3 | 1.0 |
| 447 | Gasoline stations | 47 | 79 164 | 3 774 | 789 | 282 | 14.2 | 14.0 |
| 4471 | Gasoline stations | 47 | 79 164 | 3 774 | 789 | 282 | 14.2 | 14.0 |
| 44711 | Gasoline stations with convenience stores | 29 | 53 828 | 2 274 | 449 | 179 | 12.1 | 12.1 |
| 447110 | Gasoline stations with convenience stores | 29 | 53 828 | 2 274 | 449 | 179 | 12.1 | 12.1 |
| 44719 | Other gasoline stations | 18 | 25 336 | 1 500 | 340 | 103 | 18.7 | 17.9 |
| 447190 | Other gasoline stations | 18 | 25 336 | 1 500 | 340 | 103 | 18.7 | 17.9 |
| 448 | Clothing & clothing accessories stores | 25 | 13 614 | 1 744 | 429 | 152 | 33.5 | .8 |
| 4481 | Clothing stores | 13 | 10 573 | 1 241 | 299 | 112 | 39.9 | – |
| 44819 | Other clothing stores | 1 | D | D | D | b | D | D |
| 448190 | Other clothing stores | 1 | D | D | D | b | D | D |
| 4482103 | Children's & juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 9 | 1 954 | 257 | 69 | 36 | 49.3 | 9.6 |
| 452 | General merchandise stores | 11 | D | D | D | e | 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 | 4 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 30 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 9 | 2 697 | 245 | 49 | 29 | 46.5 | – |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 11 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 9 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 11 | 15 164 | 1 828 | 493 | 80 | 1.2 | 25.5 |
| 4543 | Direct selling establishments | 10 | D | D | D | b | D | D |
| 45431 | Fuel dealers | 9 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 9 | D | D | D | b | D | D |
| | **MARIN COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **1 291** | **2 775 733** | **321 992** | **73 286** | **14 793** | **10.8** | **6.3** |
| 441 | Motor vehicle & parts dealers | 87 | 576 518 | 57 109 | 12 818 | 1 453 | 23.1 | 8.3 |
| 4411 | Automobile dealers | 31 | 516 956 | 47 128 | 10 507 | 1 075 | 24.2 | 8.0 |
| 44111 | New car dealers | 27 | 511 680 | 46 718 | 10 419 | 1 059 | 24.5 | 8.1 |
| 441110 | New car dealers | 27 | 511 680 | 46 718 | 10 419 | 1 059 | 24.5 | 8.1 |
| 4412 | Other motor vehicle dealers | 19 | 19 628 | 2 418 | 494 | 87 | 19.9 | 18.4 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 19 | 19 628 | 2 418 | 494 | 87 | 19.9 | 18.4 |
| 441221 | Motorcycle dealers | 3 | 5 699 | 533 | 88 | 21 | D | – |
| 441222 | Boat dealers | 14 | D | D | D | b | D | D |
| 441229 | All other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 37 | 39 934 | 7 563 | 1 817 | 291 | 10.0 | 6.6 |
| 44131 | Automotive parts & accessories stores | 29 | 26 500 | 4 926 | 1 225 | 205 | 12.4 | 9.9 |
| 441310 | Automotive parts & accessories stores | 29 | 26 500 | 4 926 | 1 225 | 205 | 12.4 | 9.9 |
| 44132 | Tire dealers | 8 | 13 434 | 2 637 | 592 | 86 | 5.4 | – |
| 441320 | Tire dealers | 8 | 13 434 | 2 637 | 592 | 86 | 5.4 | – |
| 442 | Furniture & home furnishings stores | 91 | 108 566 | 14 416 | 3 169 | 665 | 18.3 | 3.1 |
| 4421 | Furniture stores | 38 | 52 015 | 7 169 | 1 388 | 223 | 26.1 | 3.6 |
| 44211 | Furniture stores | 38 | 52 015 | 7 169 | 1 388 | 223 | 26.1 | 3.6 |
| 442110 | Furniture stores | 38 | 52 015 | 7 169 | 1 388 | 223 | 26.1 | 3.6 |
| 4422 | Home furnishings stores | 53 | 56 551 | 7 247 | 1 781 | 442 | 11.2 | 2.6 |
| 44221 | Floor covering stores | 12 | 9 468 | 1 689 | 398 | 51 | 30.3 | – |
| 442210 | Floor covering stores | 12 | 9 468 | 1 689 | 398 | 51 | 30.3 | – |
| 44229 | Other home furnishings stores | 41 | 47 083 | 5 558 | 1 383 | 391 | 7.4 | 3.1 |
| 442291 | Window treatment stores | 6 | 2 599 | 358 | 81 | 19 | 27.7 | 32.7 |
| 442299 | All other home furnishings stores | 35 | 44 484 | 5 200 | 1 302 | 372 | 6.2 | 1.4 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **MARIN COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 443 | Electronics & appliance stores | 60 | 91 499 | 10 703 | 2 457 | 417 | 11.2 | 3.7 |
| 4431 | Electronics & appliance stores | 60 | 91 499 | 10 703 | 2 457 | 417 | 11.2 | 3.7 |
| 44311 | Appliance, television, & other electronics stores | 29 | 51 620 | 5 906 | 1 555 | 247 | 6.4 | 3.5 |
| 443111 | Household appliance stores | 5 | 3 917 | 550 | 115 | 15 | 13.3 | – |
| 443112 | Radio, television, & other electronics stores | 24 | 47 703 | 5 356 | 1 440 | 232 | 5.8 | 3.8 |
| 44312 | Computer & software stores | 23 | 35 200 | 4 099 | 722 | 133 | 16.6 | 4.4 |
| 443120 | Computer & software stores | 23 | 35 200 | 4 099 | 722 | 133 | 16.6 | 4.4 |
| 44313 | Camera & photographic supplies stores | 8 | 4 679 | 698 | 180 | 37 | 22.9 | .9 |
| 443130 | Camera & photographic supplies stores | 8 | 4 679 | 698 | 180 | 37 | 22.9 | .9 |
| 444 | Building material & garden equipment & supplies dealers | 101 | 257 084 | 35 751 | 7 974 | 1 266 | 3.5 | 1.8 |
| 4441 | Building material & supplies dealers | 74 | 234 680 | 31 555 | 7 130 | 1 058 | 3.2 | 1.7 |
| 44411 | Home centers | 3 | D | D | D | c | D | D |
| 444110 | Home centers | 3 | D | D | D | c | D | D |
| 44412 | Paint & wallpaper stores | 10 | D | D | D | b | D | D |
| 444120 | Paint & wallpaper stores | 10 | D | D | D | b | D | D |
| 44413 | Hardware stores | 13 | 53 555 | 9 128 | 2 121 | 326 | 1.8 | – |
| 444130 | Hardware stores | 13 | 53 555 | 9 128 | 2 121 | 326 | 1.8 | – |
| 44419 | Other building material dealers | 48 | 130 789 | 16 762 | 3 641 | 520 | 4.9 | 2.3 |
| 444190 | Other building material dealers | 48 | 130 789 | 16 762 | 3 641 | 520 | 4.9 | 2.3 |
| 4442 | Lawn & garden equipment & supplies stores | 27 | 22 404 | 4 196 | 844 | 208 | 6.7 | 1.9 |
| 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 | 159 | 553 413 | 70 341 | 15 123 | 3 463 | 5.0 | 11.1 |
| 4451 | Grocery stores | 98 | 504 616 | 63 991 | 13 630 | 3 045 | 3.4 | 11.8 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 81 | 490 467 | 62 406 | 13 241 | 2 917 | 2.6 | 11.2 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 81 | 490 467 | 62 406 | 13 241 | 2 917 | 2.6 | 11.2 |
| 44512 | Convenience stores | 17 | 14 149 | 1 585 | 389 | 128 | 30.7 | 32.2 |
| 445120 | Convenience stores | 17 | 14 149 | 1 585 | 389 | 128 | 30.7 | 32.2 |
| 4452 | Specialty food stores | 36 | 23 793 | 4 547 | 1 047 | 261 | 7.8 | 2.3 |
| 4453 | Beer, wine, & liquor stores | 25 | 25 004 | 1 803 | 446 | 157 | 35.2 | 5.0 |
| 44531 | Beer, wine, & liquor stores | 25 | 25 004 | 1 803 | 446 | 157 | 35.2 | 5.0 |
| 445310 | Beer, wine, & liquor stores | 25 | 25 004 | 1 803 | 446 | 157 | 35.2 | 5.0 |
| 446 | Health & personal care stores | 99 | 153 170 | 19 891 | 4 605 | 1 032 | 7.0 | 6.4 |
| 4461 | Health & personal care stores | 99 | 153 170 | 19 891 | 4 605 | 1 032 | 7.0 | 6.4 |
| 44611 | Pharmacies & drug stores | 35 | 124 388 | 14 643 | 3 384 | 717 | 4.9 | 4.4 |
| 446110 | Pharmacies & drug stores | 35 | 124 388 | 14 643 | 3 384 | 717 | 4.9 | 4.4 |
| 4461101 | Pharmacies & drug stores | 31 | D | D | D | f | D | D |
| 4461102 | Proprietary stores | 4 | D | D | D | b | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 17 | 8 142 | 1 691 | 412 | 107 | 23.8 | 8.9 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 17 | 8 142 | 1 691 | 412 | 107 | 23.8 | 8.9 |
| 44613 | Optical goods stores | 22 | 9 877 | 1 834 | 409 | 86 | 12.0 | 10.9 |
| 446130 | Optical goods stores | 22 | 9 877 | 1 834 | 409 | 86 | 12.0 | 10.9 |
| 44619 | Other health & personal care stores | 25 | 10 763 | 1 723 | 400 | 122 | 14.9 | 24.4 |
| 446191 | Food (health) supplement stores | 18 | 9 291 | 1 453 | 332 | 112 | 10.4 | 25.0 |
| 447 | Gasoline stations | 62 | 142 852 | 8 018 | 1 941 | 446 | 12.3 | 7.5 |
| 4471 | Gasoline stations | 62 | 142 852 | 8 018 | 1 941 | 446 | 12.3 | 7.5 |
| 44711 | Gasoline stations with convenience stores | 20 | 56 445 | 2 506 | 505 | 117 | 3.8 | .6 |
| 447110 | Gasoline stations with convenience stores | 20 | 56 445 | 2 506 | 505 | 117 | 3.8 | .6 |
| 44719 | Other gasoline stations | 42 | 86 407 | 5 512 | 1 436 | 329 | 17.9 | 12.0 |
| 447190 | Other gasoline stations | 42 | 86 407 | 5 512 | 1 436 | 329 | 17.9 | 12.0 |
| 448 | Clothing & clothing accessories stores | 215 | 214 836 | 28 796 | 7 185 | 1 919 | 7.1 | 5.2 |
| 4481 | Clothing stores | 155 | 184 347 | 23 902 | 6 094 | 1 680 | 6.4 | 4.8 |
| 44811 | Men's clothing stores | 14 | 13 976 | 2 557 | 533 | 92 | 1.8 | – |
| 448110 | Men's clothing stores | 14 | 13 976 | 2 557 | 533 | 92 | 1.8 | – |
| 44812 | Women's clothing stores | 82 | 33 618 | 4 278 | 1 030 | 368 | 24.7 | 15.5 |
| 448120 | Women's clothing stores | 82 | 33 618 | 4 278 | 1 030 | 368 | 24.7 | 15.5 |
| 44813 | Children's & infants' clothing stores | 6 | 5 860 | 739 | 161 | 82 | 4.8 | .9 |
| 448130 | Children's & infants' clothing stores | 6 | 5 860 | 739 | 161 | 82 | 4.8 | .9 |
| 44814 | Family clothing stores | 29 | 120 885 | 14 983 | 4 033 | 1 007 | 1.1 | .9 |
| 448140 | Family clothing stores | 29 | 120 885 | 14 983 | 4 033 | 1 007 | 1.1 | .9 |
| 44815 | Clothing accessories stores | 9 | 3 568 | 596 | 145 | 54 | – | 69.8 |
| 448150 | Clothing accessories stores | 9 | 3 568 | 596 | 145 | 54 | – | 69.8 |
| 44819 | Other clothing stores | 15 | 6 440 | 749 | 192 | 77 | 25.6 | – |
| 448190 | Other clothing stores | 15 | 6 440 | 749 | 192 | 77 | 25.6 | – |
| 4482 | Shoe stores | 29 | 12 252 | 1 896 | 435 | 117 | 1.3 | 1.3 |
| 44821 | Shoe stores | 29 | 12 252 | 1 896 | 435 | 117 | 1.3 | 1.3 |
| 448210 | Shoe stores | 29 | 12 252 | 1 896 | 435 | 117 | 1.3 | 1.3 |
| 4482101 | Men's shoe stores | 3 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 4 | D | D | D | b | D | D |
| 4482103 | Children's & juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 4482105 | Athletic footwear stores | 7 | 5 031 | 885 | 208 | 38 | – | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **MARIN COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores—Con. | | | | | | | |
| 4483 | Jewelry, luggage, & leather goods stores | 31 | 18 237 | 2 998 | 656 | 122 | 17.9 | 11.4 |
| 44831 | Jewelry stores | 27 | 14 633 | 2 558 | 567 | 105 | 16.7 | 7.4 |
| 448310 | Jewelry stores | 27 | 14 633 | 2 558 | 567 | 105 | 16.7 | 7.4 |
| 44832 | Luggage & leather goods stores | 4 | 3 604 | 440 | 89 | 17 | 22.9 | 27.7 |
| 448320 | Luggage & leather goods stores | 4 | 3 604 | 440 | 89 | 17 | 22.9 | 27.7 |
| 451 | Sporting goods, hobby, book, & music stores | 112 | 124 375 | 15 578 | 3 642 | 1 113 | 9.5 | 4.6 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 73 | 78 479 | 9 563 | 2 092 | 596 | 11.6 | 3.7 |
| 45111 | Sporting goods stores | 44 | 45 464 | 5 925 | 1 208 | 323 | 15.0 | 5.3 |
| 451110 | Sporting goods stores | 44 | 45 464 | 5 925 | 1 208 | 323 | 15.0 | 5.3 |
| 4511101 | General-line sporting goods stores | 14 | 17 664 | 2 263 | 558 | 151 | 4.3 | 4.5 |
| 4511102 | Specialty-line sporting goods stores | 30 | 27 800 | 3 662 | 650 | 172 | 21.8 | 5.7 |
| 45112 | Hobby, toy, & game stores | 16 | 18 286 | 1 675 | 377 | 135 | 8.0 | 1.2 |
| 451120 | Hobby, toy, & game stores | 16 | 18 286 | 1 675 | 377 | 135 | 8.0 | 1.2 |
| 45113 | Sewing, needlework, & piece goods stores | 8 | 7 472 | 1 066 | 300 | 96 | 1.5 | 3.7 |
| 451130 | Sewing, needlework, & piece goods stores | 8 | 7 472 | 1 066 | 300 | 96 | 1.5 | 3.7 |
| 45114 | Musical instrument & supplies stores | 5 | 7 257 | 897 | 207 | 42 | 9.6 | – |
| 451140 | Musical instrument & supplies stores | 5 | 7 257 | 897 | 207 | 42 | 9.6 | – |
| 4512 | Book, periodical, & music stores | 39 | 45 896 | 6 015 | 1 550 | 517 | 5.9 | 6.1 |
| 45121 | Book stores & news dealers | 23 | 31 537 | 4 685 | 1 201 | 356 | 6.5 | .6 |
| 451211 | Book stores | 23 | 31 537 | 4 685 | 1 201 | 356 | 6.5 | .6 |
| 4512111 | Book stores, general | 19 | 29 449 | 4 463 | 1 146 | 333 | 5.5 | .6 |
| 4512112 | Specialty book stores | 3 | D | D | D | a | D | D |
| 4512113 | College book stores | 1 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 16 | 14 359 | 1 330 | 349 | 161 | 4.7 | 18.1 |
| 451220 | Prerecorded tape, compact disc, & record stores | 16 | 14 359 | 1 330 | 349 | 161 | 4.7 | 18.1 |
| 452 | General merchandise stores | 19 | 327 177 | 26 553 | 6 489 | 1 406 | .3 | .6 |
| 4521 | Department stores (incl leased depts) ## | 6 | 182 913 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 6 | 182 913 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 6 | 182 044 | 17 835 | 4 344 | 980 | – | – |
| 45211 | Department stores (excl leased depts) | 6 | 182 044 | 17 835 | 4 344 | 980 | – | – |
| 452110 | Department stores (excl leased depts) | 6 | 182 044 | 17 835 | 4 344 | 980 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 3 | D | D | D | f | D | D |
| 4521103 | National chain department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4529 | Other general merchandise stores | 13 | 145 133 | 8 718 | 2 145 | 426 | .6 | 1.4 |
| 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 | 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 | 10 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 211 | 119 172 | 14 403 | 3 390 | 1 012 | 21.7 | 10.5 |
| 4531 | Florists | 32 | 9 035 | 1 501 | 332 | 132 | 35.8 | 9.4 |
| 45311 | Florists | 32 | 9 035 | 1 501 | 332 | 132 | 35.8 | 9.4 |
| 453110 | Florists | 32 | 9 035 | 1 501 | 332 | 132 | 35.8 | 9.4 |
| 4532 | Office supplies, stationery, & gift stores | 80 | 57 509 | 5 468 | 1 436 | 429 | 18.9 | 5.5 |
| 45321 | Office supplies & stationery stores | 16 | 35 376 | 2 803 | 820 | 179 | 3.1 | 1.3 |
| 453210 | Office supplies & stationery stores | 16 | 35 376 | 2 803 | 820 | 179 | 3.1 | 1.3 |
| 4532101 | Stationery stores | 8 | 5 441 | 589 | 156 | 48 | 2.5 | 8.7 |
| 4532102 | Office supplies stores | 8 | 29 935 | 2 214 | 664 | 131 | 3.3 | – |
| 45322 | Gift, novelty, & souvenir stores | 64 | 22 133 | 2 665 | 616 | 250 | 44.1 | 12.1 |
| 453220 | Gift, novelty, & souvenir stores | 64 | 22 133 | 2 665 | 616 | 250 | 44.1 | 12.1 |
| 4533 | Used merchandise stores | 35 | 10 666 | 1 691 | 382 | 146 | 17.9 | 40.6 |
| 45331 | Used merchandise stores | 35 | 10 666 | 1 691 | 382 | 146 | 17.9 | 40.6 |
| 453310 | Used merchandise stores | 35 | 10 666 | 1 691 | 382 | 146 | 17.9 | 40.6 |
| 4539 | Other miscellaneous store retailers | 64 | 41 962 | 5 743 | 1 240 | 305 | 23.5 | 9.9 |
| 45391 | Pet & pet supplies stores | 14 | 14 013 | 1 551 | 353 | 104 | 18.7 | 2.3 |
| 453910 | Pet & pet supplies stores | 14 | 14 013 | 1 551 | 353 | 104 | 18.7 | 2.3 |
| 45392 | Art dealers | 18 | 9 965 | 1 347 | 304 | 66 | 37.6 | 14.1 |
| 453920 | Art dealers | 18 | 9 965 | 1 347 | 304 | 66 | 37.6 | 14.1 |
| 45399 | All other miscellaneous store retailers | 32 | 17 984 | 2 845 | 583 | 135 | 19.5 | 13.4 |
| 454 | Nonstore retailers | 75 | 107 071 | 20 433 | 4 493 | 601 | 16.9 | 3.5 |
| 4541 | Electronic shopping & mail-order houses | 44 | 93 727 | 17 314 | 3 895 | 483 | 17.2 | 3.2 |
| 45411 | Electronic shopping & mail-order houses | 44 | 93 727 | 17 314 | 3 895 | 483 | 17.2 | 3.2 |
| 454110 | Electronic shopping & mail-order houses | 44 | 93 727 | 17 314 | 3 895 | 483 | 17.2 | 3.2 |
| 4543 | Direct selling establishments | 25 | D | D | D | b | D | D |
| 454319 | Other fuel dealers | 2 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 22 | 9 430 | 2 288 | 423 | 83 | 19.6 | 8.5 |
| 454390 | Other direct selling establishments | 22 | 9 430 | 2 288 | 423 | 83 | 19.6 | 8.5 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **MARIPOSA COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **78** | **57 373** | **6 332** | **1 201** | **397** | **26.0** | **3.6** |
| 441 | Motor vehicle & parts dealers | 3 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 7 | D | D | D | b | D | D |
| 4441 | Building material & supplies dealers | 6 | 3 171 | 502 | 101 | 31 | 53.0 | 5.8 |
| 445 | Food & beverage stores | 17 | D | D | D | c | D | D |
| 446 | Health & personal care stores | 3 | 3 501 | 512 | 124 | 27 | 100.0 | – |
| 447 | Gasoline stations | 9 | 6 537 | 528 | 93 | 34 | 48.2 | – |
| 448 | Clothing & clothing accessories stores | 9 | 2 401 | 289 | 47 | 30 | 33.9 | 16.6 |
| 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 | 18 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 13 | D | D | D | b | D | D |
| 45322 | Gift, novelty, & souvenir stores | 12 | D | D | D | b | D | D |
| 453220 | Gift, novelty, & souvenir stores | 12 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 45392 | Art dealers | 2 | D | D | D | a | D | D |
| 453920 | Art dealers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 5 | 2 419 | 423 | 55 | 14 | 24.6 | – |
| | **MENDOCINO COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **490** | **711 400** | **76 796** | **16 959** | **4 572** | **14.2** | **5.4** |
| 441 | Motor vehicle & parts dealers | 48 | 120 687 | 11 157 | 2 468 | 472 | 23.9 | 1.3 |
| 4411 | Automobile dealers | 20 | 95 836 | 6 844 | 1 583 | 262 | 25.6 | 1.5 |
| 4412 | Other motor vehicle dealers | 4 | 5 183 | 305 | 66 | 21 | 9.8 | – |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 3 | D | D | D | a | D | D |
| 441221 | Motorcycle dealers | 2 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 24 | 19 668 | 4 008 | 819 | 189 | 19.3 | .6 |
| 44131 | Automotive parts & accessories stores | 15 | 13 025 | 2 686 | 573 | 140 | 10.5 | 1.0 |
| 441310 | Automotive parts & accessories stores | 15 | 13 025 | 2 686 | 573 | 140 | 10.5 | 1.0 |
| 44132 | Tire dealers | 9 | 6 643 | 1 322 | 246 | 49 | 36.7 | – |
| 441320 | Tire dealers | 9 | 6 643 | 1 322 | 246 | 49 | 36.7 | – |
| 442 | Furniture & home furnishings stores | 20 | 9 723 | 1 300 | 287 | 77 | 37.0 | .9 |
| 4421 | Furniture stores | 6 | 5 406 | 566 | 128 | 28 | 38.8 | – |
| 44211 | Furniture stores | 6 | 5 406 | 566 | 128 | 28 | 38.8 | – |
| 442110 | Furniture stores | 6 | 5 406 | 566 | 128 | 28 | 38.8 | – |
| 4422 | Home furnishings stores | 14 | 4 317 | 734 | 159 | 49 | 34.7 | 2.1 |
| 44229 | Other home furnishings stores | 9 | 1 618 | 219 | 51 | 22 | 45.2 | 5.7 |
| 443 | Electronics & appliance stores | 19 | 8 974 | 1 113 | 209 | 71 | 37.0 | – |
| 4431 | Electronics & appliance stores | 19 | 8 974 | 1 113 | 209 | 71 | 37.0 | – |
| 44311 | Appliance, television, & other electronics stores | 14 | 7 253 | 963 | 177 | 56 | 39.2 | – |
| 443111 | Household appliance stores | 7 | 4 216 | 520 | 84 | 30 | 24.6 | – |
| 443112 | Radio, television, & other electronics stores | 7 | 3 037 | 443 | 93 | 26 | 59.4 | – |
| 44312 | Computer & software stores | 2 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 2 | D | D | D | a | D | D |
| 44313 | Camera & photographic supplies stores | 3 | D | D | D | a | D | D |
| 443130 | Camera & photographic supplies stores | 3 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 52 | 92 583 | 12 459 | 2 884 | 594 | 5.6 | .4 |
| 4441 | Building material & supplies dealers | 34 | 80 429 | 10 856 | 2 506 | 505 | 5.3 | .1 |
| 44411 | Home centers | 4 | 22 977 | 3 352 | 796 | 187 | – | – |
| 444110 | Home centers | 4 | 22 977 | 3 352 | 796 | 187 | – | – |
| 44412 | Paint & wallpaper stores | 4 | D | D | D | b | D | D |
| 444120 | Paint & wallpaper stores | 4 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 23 | 51 429 | 6 662 | 1 521 | 280 | 6.9 | .1 |
| 444190 | Other building material dealers | 23 | 51 429 | 6 662 | 1 521 | 280 | 6.9 | .1 |
| 4442 | Lawn & garden equipment & supplies stores | 18 | 12 154 | 1 603 | 378 | 89 | 7.1 | 1.9 |
| 44422 | Nursery & garden centers | 16 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 16 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 78 | 185 253 | 22 581 | 4 766 | 1 231 | 10.4 | 6.7 |
| 4451 | Grocery stores | 55 | 176 389 | 20 933 | 4 387 | 1 092 | 9.2 | 6.0 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 50 | 173 575 | 20 656 | 4 327 | 1 062 | 8.7 | 6.1 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 50 | 173 575 | 20 656 | 4 327 | 1 062 | 8.7 | 6.1 |
| 4452 | Specialty food stores | 15 | 4 175 | 1 081 | 259 | 96 | 33.3 | 21.4 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **MENDOCINO COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 446 | Health & personal care stores | 25 | 40 121 | 4 716 | 1 099 | 277 | 19.4 | 3.8 |
| 4461 | Health & personal care stores | 25 | 40 121 | 4 716 | 1 099 | 277 | 19.4 | 3.8 |
| 44611 | Pharmacies & drug stores | 13 | 34 459 | 3 851 | 902 | 212 | 18.4 | 3.6 |
| 446110 | Pharmacies & drug stores | 13 | 34 459 | 3 851 | 902 | 212 | 18.4 | 3.6 |
| 4461101 | Pharmacies & drug stores | 13 | 34 459 | 3 851 | 902 | 212 | 18.4 | 3.6 |
| 44619 | Other health & personal care stores | 9 | 4 993 | 730 | 175 | 56 | 26.1 | 5.3 |
| 446191 | Food (health) supplement stores | 8 | D | D | D | b | D | D |
| 447 | Gasoline stations | 57 | 91 066 | 4 419 | 964 | 320 | 16.7 | 15.9 |
| 4471 | Gasoline stations | 57 | 91 066 | 4 419 | 964 | 320 | 16.7 | 15.9 |
| 44711 | Gasoline stations with convenience stores | 28 | 53 171 | 2 564 | 533 | 191 | 7.4 | 17.6 |
| 447110 | Gasoline stations with convenience stores | 28 | 53 171 | 2 564 | 533 | 191 | 7.4 | 17.6 |
| 44719 | Other gasoline stations | 29 | 37 895 | 1 855 | 431 | 129 | 29.7 | 13.6 |
| 447190 | Other gasoline stations | 29 | 37 895 | 1 855 | 431 | 129 | 29.7 | 13.6 |
| 448 | Clothing & clothing accessories stores | 42 | 12 774 | 1 689 | 349 | 134 | 34.5 | 13.5 |
| 4481 | Clothing stores | 26 | 8 025 | 1 146 | 234 | 94 | 34.6 | 19.2 |
| 4483 | Jewelry, luggage, & leather goods stores | 7 | 2 726 | 318 | 67 | 14 | 42.4 | 6.5 |
| 451 | Sporting goods, hobby, book, & music stores | 27 | 10 316 | 1 195 | 259 | 126 | 21.6 | 20.5 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 20 | 7 484 | 736 | 152 | 86 | 23.8 | 24.7 |
| 4511101 | General-line sporting goods stores | 4 | 3 772 | 291 | 71 | 29 | 5.0 | 39.9 |
| 4512 | Book, periodical, & music stores | 7 | 2 832 | 459 | 107 | 40 | 15.9 | 9.4 |
| 45121 | Book stores & news dealers | 6 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 6 | D | D | D | b | D | D |
| 452 | General merchandise stores | 14 | D | D | D | f | D | D |
| 45299 | All other general merchandise stores | 10 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 10 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 9 | 8 685 | 903 | 243 | 74 | 24.2 | 15.8 |
| 453 | Miscellaneous store retailers | 79 | D | D | D | e | D | D |
| 4531 | Florists | 11 | 3 131 | 368 | 67 | 30 | 34.0 | 1.4 |
| 45311 | Florists | 11 | 3 131 | 368 | 67 | 30 | 34.0 | 1.4 |
| 453110 | Florists | 11 | 3 131 | 368 | 67 | 30 | 34.0 | 1.4 |
| 4532 | Office supplies, stationery, & gift stores | 34 | 11 735 | 1 381 | 248 | 117 | 23.3 | 8.6 |
| 45321 | Office supplies & stationery stores | 4 | 3 521 | 300 | 33 | 18 | – | .4 |
| 453210 | Office supplies & stationery stores | 4 | 3 521 | 300 | 33 | 18 | – | .4 |
| 4532101 | Stationery stores | 2 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 2 | D | D | D | a | D | D |
| 45322 | Gift, novelty, & souvenir stores | 30 | 8 214 | 1 081 | 215 | 99 | 33.2 | 12.1 |
| 453220 | Gift, novelty, & souvenir stores | 30 | 8 214 | 1 081 | 215 | 99 | 33.2 | 12.1 |
| 4533 | Used merchandise stores | 11 | 2 576 | 522 | 120 | 61 | 36.9 | 19.5 |
| 45331 | Used merchandise stores | 11 | 2 576 | 522 | 120 | 61 | 36.9 | 19.5 |
| 453310 | Used merchandise stores | 11 | 2 576 | 522 | 120 | 61 | 36.9 | 19.5 |
| 4539 | Other miscellaneous store retailers | 23 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 3 | 1 306 | 208 | 50 | 18 | D | – |
| 453910 | Pet & pet supplies stores | 3 | 1 306 | 208 | 50 | 18 | D | – |
| 45392 | Art dealers | 4 | 1 451 | 94 | 15 | 7 | 5.9 | 9.4 |
| 453920 | Art dealers | 4 | 1 451 | 94 | 15 | 7 | 5.9 | 9.4 |
| 45393 | Manufactured (mobile) home dealers | 4 | 4 203 | 316 | 63 | 30 | 11.3 | – |
| 453930 | Manufactured (mobile) home dealers | 4 | 4 203 | 316 | 63 | 30 | 11.3 | – |
| 45399 | All other miscellaneous store retailers | 12 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 29 | 43 217 | 5 946 | 1 344 | 283 | 6.1 | 2.8 |
| 4541 | Electronic shopping & mail-order houses | 8 | 28 844 | 4 076 | 905 | 184 | – | – |
| 45411 | Electronic shopping & mail-order houses | 8 | 28 844 | 4 076 | 905 | 184 | – | – |
| 454110 | Electronic shopping & mail-order houses | 8 | 28 844 | 4 076 | 905 | 184 | – | – |
| 4543 | Direct selling establishments | 19 | D | D | D | b | D | D |
| 45431 | Fuel dealers | 12 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 8 | 9 462 | 1 301 | 305 | 55 | 7.3 | – |
| 454319 | Other fuel dealers | 2 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **MERCED COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **551** | **1 102 108** | **107 953** | **24 859** | **6 122** | **6.9** | **3.9** |
| 441 | Motor vehicle & parts dealers | 79 | 238 280 | 23 048 | 5 172 | 919 | 11.9 | .9 |
| 4412 | Other motor vehicle dealers | 5 | 11 814 | 767 | 188 | 36 | – | 5.9 |
| 441229 | All other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 21 | 15 643 | 2 555 | 608 | 144 | 13.8 | 4.6 |
| 443 | Electronics & appliance stores | 14 | 21 158 | 2 985 | 727 | 172 | 2.3 | 1.0 |
| 4431 | Electronics & appliance stores | 14 | 21 158 | 2 985 | 727 | 172 | 2.3 | 1.0 |
| 44311 | Appliance, television, & other electronics stores | 11 | 17 570 | 2 342 | 564 | 142 | 2.8 | 1.2 |
| 443112 | Radio, television, & other electronics stores | 9 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 52 | 122 891 | 12 688 | 3 003 | 486 | 4.0 | 1.7 |
| 4441 | Building material & supplies dealers | 28 | 57 010 | 7 177 | 1 638 | 294 | 8.0 | 1.0 |
| 44419 | Other building material dealers | 14 | 37 258 | 4 254 | 963 | 128 | .7 | 1.6 |
| 444190 | Other building material dealers | 14 | 37 258 | 4 254 | 963 | 128 | .7 | 1.6 |
| 4442 | Lawn & garden equipment & supplies stores | 24 | 65 881 | 5 511 | 1 365 | 192 | .6 | 2.3 |
| 44422 | Nursery & garden centers | 20 | 64 147 | 5 275 | 1 313 | 174 | .6 | 2.4 |
| 444220 | Nursery & garden centers | 20 | 64 147 | 5 275 | 1 313 | 174 | .6 | 2.4 |
| 445 | Food & beverage stores | 110 | 224 773 | 23 383 | 5 130 | 1 161 | 10.7 | 5.3 |
| 4451 | Grocery stores | 88 | 214 421 | 22 722 | 4 979 | 1 086 | 9.7 | 4.4 |
| 4452 | Specialty food stores | 10 | 2 602 | 316 | 71 | 30 | 40.6 | – |
| 446 | Health & personal care stores | 41 | 52 428 | 7 876 | 1 945 | 424 | .7 | 1.9 |
| 4461 | Health & personal care stores | 41 | 52 428 | 7 876 | 1 945 | 424 | .7 | 1.9 |
| 447 | Gasoline stations | 60 | 128 559 | 6 953 | 1 492 | 474 | 9.5 | 12.2 |
| 4471 | Gasoline stations | 60 | 128 559 | 6 953 | 1 492 | 474 | 9.5 | 12.2 |
| 44711 | Gasoline stations with convenience stores | 39 | 74 188 | 3 033 | 628 | 236 | 6.7 | 3.2 |
| 447110 | Gasoline stations with convenience stores | 39 | 74 188 | 3 033 | 628 | 236 | 6.7 | 3.2 |
| 448 | Clothing & clothing accessories stores | 61 | 28 534 | 3 614 | 864 | 324 | 5.6 | 8.5 |
| 4481 | Clothing stores | 33 | 17 259 | 2 085 | 474 | 224 | 6.0 | 5.8 |
| 451 | Sporting goods, hobby, book, & music stores | 26 | 16 407 | 1 908 | 446 | 191 | 5.0 | – |
| 4511 | Sporting goods, hobby, & musical instrument stores | 19 | 12 721 | 1 580 | 368 | 154 | 1.1 | – |
| 452 | General merchandise stores | 16 | D | D | D | g | D | D |
| 453 | Miscellaneous store retailers | 47 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 12 | 10 727 | 1 659 | 382 | 103 | 1.2 | .9 |
| 45321 | Office supplies & stationery stores | 5 | 9 288 | 1 251 | 319 | 74 | – | – |
| 453210 | Office supplies & stationery stores | 5 | 9 288 | 1 251 | 319 | 74 | – | – |
| 4532102 | Office supplies stores | 5 | 9 288 | 1 251 | 319 | 74 | – | – |
| 4539 | Other miscellaneous store retailers | 18 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 13 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 24 | 23 207 | 1 585 | 395 | 120 | 2.2 | 10.5 |
| 4543 | Direct selling establishments | 16 | 19 382 | 1 345 | 339 | 99 | .9 | 11.0 |
| 45431 | Fuel dealers | 7 | 15 012 | 839 | 229 | 52 | .7 | 14.1 |
| 454311 | Heating oil dealers | 1 | D | D | D | a | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 4 | D | D | D | b | D | D |
| 454319 | Other fuel dealers | 2 | D | D | D | a | D | D |
| | **MODOC COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **46** | **34 279** | **3 506** | **817** | **256** | **55.5** | **5.3** |
| 441 | Motor vehicle & parts dealers | 6 | D | D | D | b | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 1 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 7 | 4 430 | 515 | 110 | 31 | 25.1 | 1.8 |
| 4441 | Building material & supplies dealers | 4 | 3 818 | 440 | 97 | 26 | 23.6 | 2.1 |
| 445 | Food & beverage stores | 12 | D | D | D | c | D | D |
| 446 | Health & personal care stores | 3 | 2 757 | 235 | 50 | 22 | 100.0 | – |
| 447 | Gasoline stations | 5 | 4 708 | 557 | 130 | 36 | 19.4 | – |
| 448 | Clothing & clothing accessories stores | 5 | 510 | 28 | 8 | 6 | 69.2 | – |
| 453 | Miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 3 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **MONO COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **79** | **83 999** | **10 163** | **2 332** | **683** | **17.1** | **6.0** |
| 441 | Motor vehicle & parts dealers | 2 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 6 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 4 | 3 363 | 659 | 140 | 48 | 43.4 | 5.9 |
| 4441 | Building material & supplies dealers | 4 | 3 363 | 659 | 140 | 48 | 43.4 | 5.9 |
| 445 | Food & beverage stores | 10 | 30 925 | 3 262 | 720 | 166 | 13.4 | 2.0 |
| 446 | Health & personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 12 | 13 850 | 1 204 | 249 | 74 | 38.1 | 10.9 |
| 448 | Clothing & clothing accessories stores | 13 | 8 649 | 769 | 191 | 70 | 5.2 | – |
| 4481 | Clothing stores | 10 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 17 | 12 949 | 2 468 | 637 | 234 | 4.0 | 6.7 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 15 | D | D | D | c | D | D |
| 45111 | Sporting goods stores | 14 | 10 860 | 2 106 | 597 | 210 | 4.8 | 6.3 |
| 451110 | Sporting goods stores | 14 | 10 860 | 2 106 | 597 | 210 | 4.8 | 6.3 |
| 4511102 | Specialty-line sporting goods stores | 8 | 9 660 | 1 956 | 570 | 197 | – | – |
| 4512 | Book, periodical, & music stores | 2 | D | D | D | b | D | D |
| 45121 | Book stores & news dealers | 2 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 2 | D | D | D | b | D | D |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 10 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 6 | 3 174 | 469 | 96 | 21 | – | 3.5 |
| 454 | Nonstore retailers | 3 | 1 720 | 297 | 73 | 13 | – | – |
| 454319 | Other fuel dealers | 2 | D | D | D | a | D | D |
| | **MONTEREY COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **1 558** | **3 035 858** | **327 884** | **73 862** | **16 413** | **7.0** | **5.7** |
| 441 | Motor vehicle & parts dealers | 129 | 598 997 | 57 019 | 12 450 | 1 844 | 5.4 | .8 |
| 4411 | Automobile dealers | 42 | 518 401 | 43 179 | 9 364 | 1 206 | 5.1 | .1 |
| 44111 | New car dealers | 28 | 501 100 | 41 831 | 9 071 | 1 148 | 4.3 | .1 |
| 441110 | New car dealers | 28 | 501 100 | 41 831 | 9 071 | 1 148 | 4.3 | .1 |
| 4412 | Other motor vehicle dealers | 12 | 14 787 | 1 917 | 342 | 82 | 1.8 | 2.6 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 9 | 12 697 | 1 507 | 255 | 66 | 2.1 | 3.0 |
| 441221 | Motorcycle dealers | 6 | 11 103 | 1 233 | 192 | 51 | – | – |
| 441229 | All other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 75 | 65 809 | 11 923 | 2 744 | 556 | 8.3 | 5.6 |
| 44131 | Automotive parts & accessories stores | 59 | 48 116 | 8 383 | 1 979 | 447 | 11.3 | 6.5 |
| 441310 | Automotive parts & accessories stores | 59 | 48 116 | 8 383 | 1 979 | 447 | 11.3 | 6.5 |
| 44132 | Tire dealers | 16 | 17 693 | 3 540 | 765 | 109 | – | 3.2 |
| 441320 | Tire dealers | 16 | 17 693 | 3 540 | 765 | 109 | – | 3.2 |
| 442 | Furniture & home furnishings stores | 90 | 75 473 | 12 337 | 2 932 | 559 | 25.6 | 8.2 |
| 4421 | Furniture stores | 33 | 35 081 | 5 229 | 1 153 | 251 | 40.0 | 11.5 |
| 44211 | Furniture stores | 33 | 35 081 | 5 229 | 1 153 | 251 | 40.0 | 11.5 |
| 442110 | Furniture stores | 33 | 35 081 | 5 229 | 1 153 | 251 | 40.0 | 11.5 |
| 4422 | Home furnishings stores | 57 | 40 392 | 7 108 | 1 779 | 308 | 13.1 | 5.4 |
| 44221 | Floor covering stores | 24 | 22 961 | 4 599 | 1 214 | 149 | 7.4 | 2.6 |
| 442210 | Floor covering stores | 24 | 22 961 | 4 599 | 1 214 | 149 | 7.4 | 2.6 |
| 44229 | Other home furnishings stores | 33 | 17 431 | 2 509 | 565 | 159 | 20.5 | 9.1 |
| 442299 | All other home furnishings stores | 29 | D | D | D | c | D | D |
| 443 | Electronics & appliance stores | 51 | 77 998 | 8 734 | 2 166 | 413 | 3.6 | 10.7 |
| 4431 | Electronics & appliance stores | 51 | 77 998 | 8 734 | 2 166 | 413 | 3.6 | 10.7 |
| 44311 | Appliance, television, & other electronics stores | 29 | 55 513 | 6 072 | 1 538 | 293 | 3.9 | 6.7 |
| 443112 | Radio, television, & other electronics stores | 23 | 46 389 | 4 877 | 1 204 | 247 | 2.8 | 8.0 |
| 44312 | Computer & software stores | 15 | 16 649 | 1 695 | 388 | 72 | 3.9 | 28.1 |
| 443120 | Computer & software stores | 15 | 16 649 | 1 695 | 388 | 72 | 3.9 | 28.1 |
| 44313 | Camera & photographic supplies stores | 7 | 5 836 | 967 | 240 | 48 | – | – |
| 443130 | Camera & photographic supplies stores | 7 | 5 836 | 967 | 240 | 48 | – | – |
| 444 | Building material & garden equipment & supplies dealers | 107 | 456 022 | 54 834 | 12 046 | 1 717 | 2.0 | .2 |
| 4441 | Building material & supplies dealers | 67 | 223 790 | 24 972 | 6 036 | 1 010 | 2.8 | .4 |
| 44412 | Paint & wallpaper stores | 8 | D | D | D | b | D | D |
| 444120 | Paint & wallpaper stores | 8 | D | D | D | b | D | D |
| 44413 | Hardware stores | 14 | 34 495 | 4 344 | 950 | 249 | 9.3 | .2 |
| 444130 | Hardware stores | 14 | 34 495 | 4 344 | 950 | 249 | 9.3 | .2 |
| 44419 | Other building material dealers | 42 | 135 795 | 13 567 | 3 422 | 450 | 2.3 | – |
| 444190 | Other building material dealers | 42 | 135 795 | 13 567 | 3 422 | 450 | 2.3 | – |
| 4442 | Lawn & garden equipment & supplies stores | 40 | 232 232 | 29 862 | 6 010 | 707 | 1.3 | – |
| 44422 | Nursery & garden centers | 35 | 228 088 | 29 420 | 5 917 | 687 | .7 | – |
| 444220 | Nursery & garden centers | 35 | 228 088 | 29 420 | 5 917 | 687 | .7 | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **MONTEREY COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 445 | Food & beverage stores | 235 | 574 514 | 61 232 | 13 341 | 3 303 | 8.0 | 8.6 |
| 4451 | Grocery stores | 142 | 528 125 | 56 097 | 12 227 | 2 866 | 5.6 | 8.1 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 106 | 497 833 | 52 749 | 11 575 | 2 649 | 5.0 | 8.1 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 106 | 497 833 | 52 749 | 11 575 | 2 649 | 5.0 | 8.1 |
| 44512 | Convenience stores | 36 | 30 292 | 3 348 | 652 | 217 | 15.2 | 8.5 |
| 445120 | Convenience stores | 36 | 30 292 | 3 348 | 652 | 217 | 15.2 | 8.5 |
| 4452 | Specialty food stores | 47 | 22 712 | 3 141 | 673 | 271 | 21.0 | 9.6 |
| 446 | Health & personal care stores | 93 | 171 387 | 22 811 | 5 449 | 1 194 | 6.6 | 8.5 |
| 4461 | Health & personal care stores | 93 | 171 387 | 22 811 | 5 449 | 1 194 | 6.6 | 8.5 |
| 44611 | Pharmacies & drug stores | 47 | 149 606 | 19 200 | 4 508 | 940 | 4.3 | 8.9 |
| 446110 | Pharmacies & drug stores | 47 | 149 606 | 19 200 | 4 508 | 940 | 4.3 | 8.9 |
| 4461101 | Pharmacies & drug stores | 46 | D | D | D | f | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 17 | 6 352 | 906 | 238 | 74 | 26.0 | 4.2 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 17 | 6 352 | 906 | 238 | 74 | 26.0 | 4.2 |
| 44619 | Other health & personal care stores | 15 | 9 033 | 1 598 | 416 | 99 | 34.7 | 10.1 |
| 446191 | Food (health) supplement stores | 10 | 5 807 | 977 | 254 | 76 | 24.2 | 15.7 |
| 447 | Gasoline stations | 116 | 227 447 | 12 354 | 2 717 | 740 | 13.6 | 12.5 |
| 4471 | Gasoline stations | 116 | 227 447 | 12 354 | 2 717 | 740 | 13.6 | 12.5 |
| 44711 | Gasoline stations with convenience stores | 49 | 86 655 | 5 011 | 1 090 | 316 | 13.5 | 15.6 |
| 447110 | Gasoline stations with convenience stores | 49 | 86 655 | 5 011 | 1 090 | 316 | 13.5 | 15.6 |
| 44719 | Other gasoline stations | 67 | 140 792 | 7 343 | 1 627 | 424 | 13.6 | 10.6 |
| 447190 | Other gasoline stations | 67 | 140 792 | 7 343 | 1 627 | 424 | 13.6 | 10.6 |
| 448 | Clothing & clothing accessories stores | 308 | 192 388 | 25 723 | 6 044 | 1 730 | 12.2 | 15.5 |
| 4481 | Clothing stores | 178 | 131 466 | 16 531 | 3 854 | 1 194 | 10.5 | 16.2 |
| 44811 | Men's clothing stores | 27 | 18 923 | 2 854 | 674 | 163 | 15.3 | 27.1 |
| 448110 | Men's clothing stores | 27 | 18 923 | 2 854 | 674 | 163 | 15.3 | 27.1 |
| 44812 | Women's clothing stores | 70 | 45 613 | 6 367 | 1 443 | 449 | 16.1 | 29.7 |
| 448120 | Women's clothing stores | 70 | 45 613 | 6 367 | 1 443 | 449 | 16.1 | 29.7 |
| 44814 | Family clothing stores | 41 | 48 449 | 4 769 | 1 131 | 364 | 4.6 | 2.4 |
| 448140 | Family clothing stores | 41 | 48 449 | 4 769 | 1 131 | 364 | 4.6 | 2.4 |
| 44819 | Other clothing stores | 23 | 13 801 | 1 824 | 443 | 153 | 7.6 | 7.7 |
| 448190 | Other clothing stores | 23 | 13 801 | 1 824 | 443 | 153 | 7.6 | 7.7 |
| 4482 | Shoe stores | 56 | 26 428 | 2 946 | 697 | 236 | 1.5 | 6.3 |
| 44821 | Shoe stores | 56 | 26 428 | 2 946 | 697 | 236 | 1.5 | 6.3 |
| 448210 | Shoe stores | 56 | 26 428 | 2 946 | 697 | 236 | 1.5 | 6.3 |
| 4482105 | Athletic footwear stores | 8 | 8 021 | 734 | 183 | 56 | – | – |
| 4483 | Jewelry, luggage, & leather goods stores | 74 | 34 494 | 6 246 | 1 493 | 300 | 26.9 | 19.8 |
| 44831 | Jewelry stores | 67 | 31 269 | 5 771 | 1 398 | 271 | 29.7 | 16.5 |
| 448310 | Jewelry stores | 67 | 31 269 | 5 771 | 1 398 | 271 | 29.7 | 16.5 |
| 44832 | Luggage & leather goods stores | 7 | 3 225 | 475 | 95 | 29 | – | 52.3 |
| 448320 | Luggage & leather goods stores | 7 | 3 225 | 475 | 95 | 29 | – | 52.3 |
| 451 | Sporting goods, hobby, book, & music stores | 106 | 72 785 | 9 142 | 2 203 | 797 | 8.0 | 2.9 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 66 | 46 441 | 5 698 | 1 366 | 470 | 6.2 | 4.6 |
| 45112 | Hobby, toy, & game stores | 19 | 19 738 | 2 051 | 506 | 169 | 1.5 | 3.8 |
| 451120 | Hobby, toy, & game stores | 19 | 19 738 | 2 051 | 506 | 169 | 1.5 | 3.8 |
| 45113 | Sewing, needlework, & piece goods stores | 9 | 4 652 | 621 | 145 | 86 | 4.5 | – |
| 451130 | Sewing, needlework, & piece goods stores | 9 | 4 652 | 621 | 145 | 86 | 4.5 | – |
| 4512 | Book, periodical, & music stores | 40 | 26 344 | 3 444 | 837 | 327 | 11.3 | – |
| 45121 | Book stores & news dealers | 23 | 16 822 | 2 326 | 602 | 210 | 16.8 | – |
| 451211 | Book stores | 22 | D | D | D | c | D | D |
| 4512111 | Book stores, general | 17 | 14 172 | 2 062 | 529 | 181 | 19.8 | – |
| 45122 | Prerecorded tape, compact disc, & record stores | 17 | 9 522 | 1 118 | 235 | 117 | 1.5 | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 17 | 9 522 | 1 118 | 235 | 117 | 1.5 | – |
| 452 | General merchandise stores | 31 | 390 355 | 34 719 | 7 977 | 2 567 | .4 | .7 |
| 4521101 | Conventional department stores (excl leased depts) | 4 | D | D | D | f | D | D |
| 45299 | All other general merchandise stores | 16 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 16 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 256 | 160 972 | 22 509 | 5 026 | 1 312 | 13.4 | 9.7 |
| 4532 | Office supplies, stationery, & gift stores | 103 | 78 544 | 10 457 | 2 293 | 639 | 12.4 | 11.6 |
| 45321 | Office supplies & stationery stores | 15 | 49 311 | 5 979 | 1 361 | 282 | 2.0 | 16.2 |
| 453210 | Office supplies & stationery stores | 15 | 49 311 | 5 979 | 1 361 | 282 | 2.0 | 16.2 |
| 4532102 | Office supplies stores | 12 | 48 729 | 5 872 | 1 349 | 275 | .9 | 16.4 |
| 45322 | Gift, novelty, & souvenir stores | 88 | 29 233 | 4 478 | 932 | 357 | 30.0 | 3.7 |
| 453220 | Gift, novelty, & souvenir stores | 88 | 29 233 | 4 478 | 932 | 357 | 30.0 | 3.7 |
| 4533 | Used merchandise stores | 41 | 16 671 | 2 887 | 661 | 193 | 6.6 | 13.7 |
| 45331 | Used merchandise stores | 41 | 16 671 | 2 887 | 661 | 193 | 6.6 | 13.7 |
| 453310 | Used merchandise stores | 41 | 16 671 | 2 887 | 661 | 193 | 6.6 | 13.7 |
| 4539 | Other miscellaneous store retailers | 86 | 58 486 | 7 895 | 1 800 | 361 | 15.2 | 6.2 |
| 45391 | Pet & pet supplies stores | 13 | 9 435 | 1 004 | 241 | 78 | 10.9 | 4.0 |
| 453910 | Pet & pet supplies stores | 13 | 9 435 | 1 004 | 241 | 78 | 10.9 | 4.0 |
| 45392 | Art dealers | 44 | 26 066 | 3 884 | 924 | 155 | 14.9 | 12.5 |
| 453920 | Art dealers | 44 | 26 066 | 3 884 | 924 | 155 | 14.9 | 12.5 |
| 45399 | All other miscellaneous store retailers | 29 | 22 985 | 3 007 | 635 | 128 | 17.1 | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **MONTEREY COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 454 | Nonstore retailers | 36 | 37 520 | 6 470 | 1 511 | 237 | 22.0 | 22.5 |
| 4543 | Direct selling establishments | 23 | 31 461 | 5 414 | 1 268 | 173 | 23.4 | 18.5 |
| 45431 | Fuel dealers | 7 | 12 739 | 1 602 | 423 | 65 | – | 34.6 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 7 | 12 739 | 1 602 | 423 | 65 | – | 34.6 |
| 45439 | Other direct selling establishments | 16 | 18 722 | 3 812 | 845 | 108 | 39.3 | 7.5 |
| 454390 | Other direct selling establishments | 16 | 18 722 | 3 812 | 845 | 108 | 39.3 | 7.5 |
| | **NAPA COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **525** | **952 590** | **102 808** | **23 640** | **5 292** | **10.1** | **6.7** |
| 441 | Motor vehicle & parts dealers | 39 | 171 172 | 16 308 | 3 915 | 536 | 16.8 | 20.3 |
| 4411 | Automobile dealers | 13 | 136 582 | 11 214 | 2 639 | 320 | 18.5 | 24.7 |
| 4412 | Other motor vehicle dealers | 4 | 4 118 | 230 | 54 | 11 | 8.7 | – |
| 44121 | Recreational vehicle dealers | 2 | D | D | D | a | D | D |
| 441210 | Recreational vehicle dealers | 2 | D | D | D | a | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 22 | 30 472 | 4 864 | 1 222 | 205 | 10.1 | 3.1 |
| 44131 | Automotive parts & accessories stores | 12 | 14 154 | 2 523 | 634 | 124 | 2.4 | 6.8 |
| 441310 | Automotive parts & accessories stores | 12 | 14 154 | 2 523 | 634 | 124 | 2.4 | 6.8 |
| 44132 | Tire dealers | 10 | 16 318 | 2 341 | 588 | 81 | 16.8 | – |
| 441320 | Tire dealers | 10 | 16 318 | 2 341 | 588 | 81 | 16.8 | – |
| 442 | Furniture & home furnishings stores | 27 | 20 438 | 2 979 | 718 | 166 | 25.2 | 7.1 |
| 4421 | Furniture stores | 10 | 9 744 | 1 653 | 399 | 70 | 42.4 | – |
| 44211 | Furniture stores | 10 | 9 744 | 1 653 | 399 | 70 | 42.4 | – |
| 442110 | Furniture stores | 10 | 9 744 | 1 653 | 399 | 70 | 42.4 | – |
| 4422 | Home furnishings stores | 17 | 10 694 | 1 326 | 319 | 96 | 9.5 | 13.5 |
| 44229 | Other home furnishings stores | 12 | 6 833 | 871 | 218 | 71 | 14.9 | 6.2 |
| 442299 | All other home furnishings stores | 12 | 6 833 | 871 | 218 | 71 | 14.9 | 6.2 |
| 443 | Electronics & appliance stores | 20 | 8 577 | 1 467 | 367 | 72 | 25.6 | 12.3 |
| 4431 | Electronics & appliance stores | 20 | 8 577 | 1 467 | 367 | 72 | 25.6 | 12.3 |
| 44311 | Appliance, television, & other electronics stores | 9 | 3 884 | 604 | 148 | 40 | 33.7 | – |
| 443112 | Radio, television, & other electronics stores | 5 | 2 011 | 340 | 92 | 22 | 11.8 | – |
| 44312 | Computer & software stores | 9 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 9 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 37 | 152 079 | 16 499 | 3 877 | 587 | 4.2 | – |
| 4441 | Building material & supplies dealers | 30 | 139 537 | 14 836 | 3 566 | 503 | 4.5 | – |
| 44411 | Home centers | 1 | D | D | D | b | D | D |
| 444110 | Home centers | 1 | D | D | D | b | D | D |
| 44412 | Paint & wallpaper stores | 5 | D | D | D | b | D | D |
| 444120 | Paint & wallpaper stores | 5 | D | D | D | b | D | D |
| 44413 | Hardware stores | 6 | 18 911 | 2 917 | 656 | 143 | – | – |
| 444130 | Hardware stores | 6 | 18 911 | 2 917 | 656 | 143 | – | – |
| 44419 | Other building material dealers | 18 | 92 956 | 9 294 | 2 105 | 245 | 5.9 | – |
| 444190 | Other building material dealers | 18 | 92 956 | 9 294 | 2 105 | 245 | 5.9 | – |
| 4442 | Lawn & garden equipment & supplies stores | 7 | 12 542 | 1 663 | 311 | 84 | – | – |
| 44422 | Nursery & garden centers | 7 | 12 542 | 1 663 | 311 | 84 | – | – |
| 444220 | Nursery & garden centers | 7 | 12 542 | 1 663 | 311 | 84 | – | – |
| 445 | Food & beverage stores | 82 | 247 602 | 30 498 | 6 713 | 1 487 | 8.3 | 2.4 |
| 4451 | Grocery stores | 53 | 203 302 | 24 687 | 5 497 | 1 276 | 6.3 | 2.3 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 40 | 193 582 | 23 879 | 5 337 | 1 189 | 4.3 | 1.7 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 40 | 193 582 | 23 879 | 5 337 | 1 189 | 4.3 | 1.7 |
| 44512 | Convenience stores | 13 | 9 720 | 808 | 160 | 87 | 46.0 | 14.4 |
| 445120 | Convenience stores | 13 | 9 720 | 808 | 160 | 87 | 46.0 | 14.4 |
| 4452 | Specialty food stores | 10 | 5 753 | 670 | 131 | 44 | 49.1 | – |
| 4453 | Beer, wine, & liquor stores | 19 | 38 547 | 5 141 | 1 085 | 167 | 13.1 | 3.5 |
| 44531 | Beer, wine, & liquor stores | 19 | 38 547 | 5 141 | 1 085 | 167 | 13.1 | 3.5 |
| 445310 | Beer, wine, & liquor stores | 19 | 38 547 | 5 141 | 1 085 | 167 | 13.1 | 3.5 |
| 446 | Health & personal care stores | 39 | 47 530 | 7 167 | 1 722 | 343 | 23.6 | 3.1 |
| 4461 | Health & personal care stores | 39 | 47 530 | 7 167 | 1 722 | 343 | 23.6 | 3.1 |
| 44611 | Pharmacies & drug stores | 15 | 38 214 | 5 190 | 1 250 | 245 | 23.3 | 1.1 |
| 446110 | Pharmacies & drug stores | 15 | 38 214 | 5 190 | 1 250 | 245 | 23.3 | 1.1 |
| 4461101 | Pharmacies & drug stores | 14 | D | D | D | c | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 6 | 2 128 | 403 | 97 | 24 | 26.8 | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 6 | 2 128 | 403 | 97 | 24 | 26.8 | – |
| 44613 | Optical goods stores | 6 | 2 177 | 573 | 138 | 27 | 32.8 | – |
| 446130 | Optical goods stores | 6 | 2 177 | 573 | 138 | 27 | 32.8 | – |
| 44619 | Other health & personal care stores | 12 | 5 011 | 1 001 | 237 | 47 | 20.8 | 20.8 |
| 446191 | Food (health) supplement stores | 5 | 2 142 | 286 | 60 | 21 | 48.6 | 19.9 |
| 446199 | All other health & personal care stores | 7 | 2 869 | 715 | 177 | 26 | – | 21.5 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **NAPA COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 447 | Gasoline stations | 38 | 81 074 | 3 602 | 721 | 243 | 5.0 | 12.3 |
| 4471 | Gasoline stations | 38 | 81 074 | 3 602 | 721 | 243 | 5.0 | 12.3 |
| 44711 | Gasoline stations with convenience stores | 19 | 51 645 | 2 050 | 402 | 130 | 5.2 | 5.3 |
| 447110 | Gasoline stations with convenience stores | 19 | 51 645 | 2 050 | 402 | 130 | 5.2 | 5.3 |
| 44719 | Other gasoline stations | 19 | 29 429 | 1 552 | 319 | 113 | 4.8 | 24.5 |
| 447190 | Other gasoline stations | 19 | 29 429 | 1 552 | 319 | 113 | 4.8 | 24.5 |
| 448 | Clothing & clothing accessories stores | 98 | 71 717 | 7 903 | 1 791 | 580 | 11.1 | 7.0 |
| 4481 | Clothing stores | 67 | 51 319 | 5 564 | 1 273 | 415 | 11.8 | 6.3 |
| 44811 | Men's clothing stores | 6 | 7 070 | 850 | 180 | 45 | 16.9 | – |
| 448110 | Men's clothing stores | 6 | 7 070 | 850 | 180 | 45 | 16.9 | – |
| 44812 | Women's clothing stores | 34 | 22 198 | 2 571 | 574 | 187 | 20.0 | 8.7 |
| 448120 | Women's clothing stores | 34 | 22 198 | 2 571 | 574 | 187 | 20.0 | 8.7 |
| 44813 | Children's & infants' clothing stores | 6 | 1 017 | 81 | 18 | 14 | 38.6 | 27.1 |
| 448130 | Children's & infants' clothing stores | 6 | 1 017 | 81 | 18 | 14 | 38.6 | 27.1 |
| 44814 | Family clothing stores | 11 | 16 209 | 1 434 | 365 | 111 | – | – |
| 448140 | Family clothing stores | 11 | 16 209 | 1 434 | 365 | 111 | – | – |
| 44815 | Clothing accessories stores | 6 | 2 673 | 429 | 93 | 37 | – | 39.4 |
| 448150 | Clothing accessories stores | 6 | 2 673 | 429 | 93 | 37 | – | 39.4 |
| 44819 | Other clothing stores | 4 | 2 152 | 199 | 43 | 21 | – | – |
| 448190 | Other clothing stores | 4 | 2 152 | 199 | 43 | 21 | – | – |
| 4482 | Shoe stores | 16 | 12 688 | 1 259 | 290 | 95 | 3.9 | – |
| 44821 | Shoe stores | 16 | 12 688 | 1 259 | 290 | 95 | 3.9 | – |
| 448210 | Shoe stores | 16 | 12 688 | 1 259 | 290 | 95 | 3.9 | – |
| 4482101 | Men's shoe stores | 3 | D | D | D | b | D | D |
| 4482102 | Women's shoe stores | 4 | 2 907 | 272 | 68 | 22 | – | – |
| 4482104 | Family shoe stores | 8 | 5 726 | 574 | 127 | 43 | 8.6 | – |
| 4483 | Jewelry, luggage, & leather goods stores | 15 | 7 710 | 1 080 | 228 | 70 | 18.2 | 23.0 |
| 44831 | Jewelry stores | 12 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 12 | D | D | D | b | D | D |
| 44832 | Luggage & leather goods stores | 3 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 3 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 40 | 21 040 | 2 425 | 616 | 243 | 9.1 | 4.2 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 28 | 13 530 | 1 514 | 393 | 173 | 12.1 | 6.5 |
| 45111 | Sporting goods stores | 14 | 7 516 | 699 | 176 | 78 | 11.9 | 11.7 |
| 451110 | Sporting goods stores | 14 | 7 516 | 699 | 176 | 78 | 11.9 | 11.7 |
| 4511101 | General-line sporting goods stores | 3 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 9 | 4 305 | 573 | 149 | 45 | 17.2 | – |
| 451120 | Hobby, toy, & game stores | 9 | 4 305 | 573 | 149 | 45 | 17.2 | – |
| 45113 | Sewing, needlework, & piece goods stores | 4 | D | D | D | b | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 4 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 12 | 7 510 | 911 | 223 | 70 | 3.8 | – |
| 45121 | Book stores & news dealers | 10 | D | D | D | b | D | D |
| 451211 | Book stores | 10 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 7 | 3 197 | 462 | 116 | 39 | 6.6 | – |
| 4512112 | Specialty book stores | 2 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 2 | D | D | D | b | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 2 | D | D | D | b | D | D |
| 452 | General merchandise stores | 7 | D | D | D | e | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 77 | D | D | D | e | D | D |
| 4531 | Florists | 11 | 4 176 | 892 | 206 | 76 | 7.8 | .2 |
| 45311 | Florists | 11 | 4 176 | 892 | 206 | 76 | 7.8 | .2 |
| 453110 | Florists | 11 | 4 176 | 892 | 206 | 76 | 7.8 | .2 |
| 4532 | Office supplies, stationery, & gift stores | 29 | 19 736 | 2 109 | 383 | 177 | 8.6 | 6.3 |
| 45321 | Office supplies & stationery stores | 5 | 11 693 | 944 | 156 | 73 | – | – |
| 453210 | Office supplies & stationery stores | 5 | 11 693 | 944 | 156 | 73 | – | – |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 4 | D | D | D | b | D | D |
| 45322 | Gift, novelty, & souvenir stores | 24 | 8 043 | 1 165 | 227 | 104 | 21.1 | 15.4 |
| 453220 | Gift, novelty, & souvenir stores | 24 | 8 043 | 1 165 | 227 | 104 | 21.1 | 15.4 |
| 4533 | Used merchandise stores | 11 | 4 758 | 609 | 147 | 55 | 8.2 | 17.2 |
| 45331 | Used merchandise stores | 11 | 4 758 | 609 | 147 | 55 | 8.2 | 17.2 |
| 453310 | Used merchandise stores | 11 | 4 758 | 609 | 147 | 55 | 8.2 | 17.2 |
| 4539 | Other miscellaneous store retailers | 26 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 7 | 2 898 | 255 | 59 | 25 | 24.2 | – |
| 453910 | Pet & pet supplies stores | 7 | 2 898 | 255 | 59 | 25 | 24.2 | – |
| 45392 | Art dealers | 6 | D | D | D | b | D | D |
| 453920 | Art dealers | 6 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 13 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **NAPA COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 454 | Nonstore retailers | 21 | 21 319 | 2 671 | 594 | 149 | 15.4 | 1.1 |
| 4541 | Electronic shopping & mail-order houses | 9 | 7 453 | 905 | 190 | 55 | 19.7 | .1 |
| 45411 | Electronic shopping & mail-order houses | 9 | 7 453 | 905 | 190 | 55 | 19.7 | .1 |
| 454110 | Electronic shopping & mail-order houses | 9 | 7 453 | 905 | 190 | 55 | 19.7 | .1 |
| 4543 | Direct selling establishments | 9 | 11 868 | 1 523 | 342 | 83 | 5.6 | .7 |
| 45431 | Fuel dealers | 1 | D | D | D | a | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 1 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 8 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 8 | D | D | D | b | D | D |
| | **NEVADA COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **430** | **654 826** | **73 735** | **16 887** | **3 914** | **15.5** | **4.2** |
| 441 | Motor vehicle & parts dealers | 35 | 99 736 | 10 510 | 2 465 | 371 | 21.7 | 1.3 |
| 4412 | Other motor vehicle dealers | 4 | D | D | D | b | D | D |
| 44121 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 441210 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 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 | 25 | 22 517 | 4 275 | 985 | 208 | 5.0 | 3.8 |
| 44131 | Automotive parts & accessories stores | 15 | 13 839 | 2 281 | 539 | 129 | 2.3 | 5.8 |
| 441310 | Automotive parts & accessories stores | 15 | 13 839 | 2 281 | 539 | 129 | 2.3 | 5.8 |
| 44132 | Tire dealers | 10 | 8 678 | 1 994 | 446 | 79 | 9.4 | .6 |
| 441320 | Tire dealers | 10 | 8 678 | 1 994 | 446 | 79 | 9.4 | .6 |
| 442 | Furniture & home furnishings stores | 26 | 20 297 | 2 861 | 574 | 133 | 27.0 | 5.1 |
| 4421 | Furniture stores | 4 | 5 688 | 1 029 | 224 | 41 | 3.1 | .4 |
| 44211 | Furniture stores | 4 | 5 688 | 1 029 | 224 | 41 | 3.1 | .4 |
| 442110 | Furniture stores | 4 | 5 688 | 1 029 | 224 | 41 | 3.1 | .4 |
| 4422 | Home furnishings stores | 22 | 14 609 | 1 832 | 350 | 92 | 36.3 | 6.9 |
| 44221 | Floor covering stores | 9 | 6 469 | 751 | 132 | 32 | 55.5 | – |
| 442210 | Floor covering stores | 9 | 6 469 | 751 | 132 | 32 | 55.5 | – |
| 44229 | Other home furnishings stores | 13 | 8 140 | 1 081 | 218 | 60 | 20.9 | 12.5 |
| 442299 | All other home furnishings stores | 11 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 20 | 16 519 | 2 005 | 473 | 90 | 25.9 | 10.6 |
| 4431 | Electronics & appliance stores | 20 | 16 519 | 2 005 | 473 | 90 | 25.9 | 10.6 |
| 44311 | Appliance, television, & other electronics stores | 9 | 8 164 | 880 | 216 | 49 | 7.4 | 20.6 |
| 443111 | Household appliance stores | 4 | 4 324 | 453 | 112 | 25 | 9.8 | – |
| 443112 | Radio, television, & other electronics stores | 5 | 3 840 | 427 | 104 | 24 | 4.7 | 43.8 |
| 44312 | Computer & software stores | 11 | 8 355 | 1 125 | 257 | 41 | 43.9 | .7 |
| 443120 | Computer & software stores | 11 | 8 355 | 1 125 | 257 | 41 | 43.9 | .7 |
| 444 | Building material & garden equipment & supplies dealers | 41 | 90 438 | 12 062 | 2 680 | 490 | 19.1 | 1.0 |
| 4441 | Building material & supplies dealers | 35 | 86 021 | 11 359 | 2 576 | 451 | 17.2 | 1.0 |
| 44411 | Home centers | 4 | 18 874 | 2 764 | 617 | 118 | 5.8 | – |
| 444110 | Home centers | 4 | 18 874 | 2 764 | 617 | 118 | 5.8 | – |
| 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 | 25 | 55 553 | 6 820 | 1 516 | 246 | 24.2 | 1.6 |
| 444190 | Other building material dealers | 25 | 55 553 | 6 820 | 1 516 | 246 | 24.2 | 1.6 |
| 4442 | Lawn & garden equipment & supplies stores | 6 | 4 417 | 703 | 104 | 39 | 56.8 | – |
| 44422 | Nursery & garden centers | 6 | 4 417 | 703 | 104 | 39 | 56.8 | – |
| 444220 | Nursery & garden centers | 6 | 4 417 | 703 | 104 | 39 | 56.8 | – |
| 445 | Food & beverage stores | 52 | 179 588 | 20 114 | 4 427 | 1 028 | 7.7 | .1 |
| 4451 | Grocery stores | 41 | 175 858 | 19 697 | 4 321 | 968 | 6.4 | .1 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 28 | 169 337 | 18 986 | 4 189 | 909 | 5.2 | .1 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 28 | 169 337 | 18 986 | 4 189 | 909 | 5.2 | .1 |
| 4452 | Specialty food stores | 5 | 1 261 | 213 | 60 | 35 | 37.7 | – |
| 446 | Health & personal care stores | 26 | 47 575 | 6 342 | 1 514 | 377 | 21.4 | 4.5 |
| 4461 | Health & personal care stores | 26 | 47 575 | 6 342 | 1 514 | 377 | 21.4 | 4.5 |
| 44611 | Pharmacies & drug stores | 12 | 40 073 | 4 307 | 1 039 | 261 | 19.4 | 3.5 |
| 446110 | Pharmacies & drug stores | 12 | 40 073 | 4 307 | 1 039 | 261 | 19.4 | 3.5 |
| 4461101 | Pharmacies & drug stores | 11 | D | D | D | e | D | D |
| 4461102 | Proprietary stores | 1 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 44619 | Other health & personal care stores | 11 | 6 475 | 1 882 | 447 | 105 | 34.4 | .3 |
| 446191 | Food (health) supplement stores | 4 | 3 957 | 719 | 161 | 72 | 50.3 | – |
| 447 | Gasoline stations | 34 | 65 955 | 3 602 | 913 | 249 | 9.8 | 15.8 |
| 4471 | Gasoline stations | 34 | 65 955 | 3 602 | 913 | 249 | 9.8 | 15.8 |
| 44711 | Gasoline stations with convenience stores | 17 | 41 379 | 2 209 | 537 | 168 | 5.6 | 15.3 |
| 447110 | Gasoline stations with convenience stores | 17 | 41 379 | 2 209 | 537 | 168 | 5.6 | 15.3 |
| 44719 | Other gasoline stations | 17 | 24 576 | 1 393 | 376 | 81 | 16.9 | 16.6 |
| 447190 | Other gasoline stations | 17 | 24 576 | 1 393 | 376 | 81 | 16.9 | 16.6 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **NEVADA COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores | 60 | 36 677 | 3 940 | 871 | 287 | 26.0 | 5.3 |
| 4481 | Clothing stores | 42 | 28 899 | 3 061 | 678 | 230 | 31.3 | 3.1 |
| 44811 | Men's clothing stores | 3 | D | D | D | a | D | D |
| 448110 | Men's clothing stores | 3 | D | D | D | a | D | D |
| 44813 | Children's & infants' clothing stores | 2 | D | D | D | a | D | D |
| 448130 | Children's & infants' clothing stores | 2 | D | D | D | a | D | D |
| 44814 | Family clothing stores | 9 | 14 942 | 1 630 | 354 | 104 | 13.9 | – |
| 448140 | Family clothing stores | 9 | 14 942 | 1 630 | 354 | 104 | 13.9 | – |
| 44819 | Other clothing stores | 7 | 3 881 | 452 | 104 | 39 | 1.8 | – |
| 448190 | Other clothing stores | 7 | 3 881 | 452 | 104 | 39 | 1.8 | – |
| 4483 | Jewelry, luggage, & leather goods stores | 10 | 4 108 | 573 | 131 | 32 | 11.8 | 4.6 |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 39 | 20 325 | 2 676 | 687 | 274 | 22.4 | 6.8 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 30 | 16 724 | 2 214 | 559 | 219 | 24.4 | 7.8 |
| 45111 | Sporting goods stores | 22 | 12 467 | 1 547 | 428 | 170 | 29.8 | 10.4 |
| 451110 | Sporting goods stores | 22 | 12 467 | 1 547 | 428 | 170 | 29.8 | 10.4 |
| 4511101 | General-line sporting goods stores | 5 | 3 146 | 404 | 101 | 49 | 71.2 | 28.8 |
| 4511102 | Specialty-line sporting goods stores | 17 | 9 321 | 1 143 | 327 | 121 | 15.8 | 4.2 |
| 45112 | Hobby, toy, & game stores | 3 | 2 977 | 557 | 108 | 27 | D | – |
| 451120 | Hobby, toy, & game stores | 3 | 2 977 | 557 | 108 | 27 | D | – |
| 4512 | Book, periodical, & music stores | 9 | 3 601 | 462 | 128 | 55 | 13.2 | 2.4 |
| 45121 | Book stores & news dealers | 8 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 6 | 2 204 | 364 | 81 | 42 | 21.6 | – |
| 452 | General merchandise stores | 6 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 56 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 23 | D | D | D | c | 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 |
| 45322 | Gift, novelty, & souvenir stores | 21 | 5 453 | 852 | 193 | 101 | 57.0 | 11.1 |
| 453220 | Gift, novelty, & souvenir stores | 21 | 5 453 | 852 | 193 | 101 | 57.0 | 11.1 |
| 4533 | Used merchandise stores | 9 | 1 697 | 261 | 59 | 25 | 38.1 | 26.2 |
| 45331 | Used merchandise stores | 9 | 1 697 | 261 | 59 | 25 | 38.1 | 26.2 |
| 453310 | Used merchandise stores | 9 | 1 697 | 261 | 59 | 25 | 38.1 | 26.2 |
| 4539 | Other miscellaneous store retailers | 18 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 4 | 4 064 | 513 | 144 | 34 | 28.8 | – |
| 453910 | Pet & pet supplies stores | 4 | 4 064 | 513 | 144 | 34 | 28.8 | – |
| 45392 | Art dealers | 4 | 422 | 58 | 13 | 7 | 8.5 | 23.7 |
| 453920 | Art dealers | 4 | 422 | 58 | 13 | 7 | 8.5 | 23.7 |
| 45399 | All other miscellaneous store retailers | 9 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 35 | 35 978 | 5 487 | 1 308 | 200 | 5.3 | 12.3 |
| 4541 | Electronic shopping & mail-order houses | 10 | 9 678 | 2 221 | 457 | 58 | 4.0 | – |
| 45411 | Electronic shopping & mail-order houses | 10 | 9 678 | 2 221 | 457 | 58 | 4.0 | – |
| 454110 | Electronic shopping & mail-order houses | 10 | 9 678 | 2 221 | 457 | 58 | 4.0 | – |
| 4543 | Direct selling establishments | 21 | 25 050 | 3 131 | 823 | 130 | 4.3 | 17.7 |
| 45431 | Fuel dealers | 12 | 23 710 | 2 884 | 760 | 104 | 4.3 | 16.0 |
| 454311 | Heating oil dealers | 1 | D | D | D | a | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 10 | D | D | D | b | D | D |
| 454319 | Other fuel dealers | 1 | D | D | D | a | D | D |
| | **ORANGE COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **9 084** | **26 172 823** | **2 571 976** | **602 792** | **126 575** | **7.8** | **4.5** |
| 441 | Motor vehicle & parts dealers | 927 | 6 991 982 | 564 203 | 128 362 | 15 784 | 6.4 | 2.4 |
| 4411 | Automobile dealers | 264 | 5 912 623 | 426 908 | 96 334 | 10 118 | 5.6 | 1.6 |
| 44111 | New car dealers | 167 | 5 679 875 | 413 584 | 93 648 | 9 613 | 4.4 | 1.5 |
| 441110 | New car dealers | 167 | 5 679 875 | 413 584 | 93 648 | 9 613 | 4.4 | 1.5 |
| 44112 | Used car dealers | 97 | 232 748 | 13 324 | 2 686 | 505 | 34.4 | 4.8 |
| 441120 | Used car dealers | 97 | 232 748 | 13 324 | 2 686 | 505 | 34.4 | 4.8 |
| 4412 | Other motor vehicle dealers | 140 | 363 957 | 32 350 | 7 456 | 1 264 | 16.6 | 7.1 |
| 44121 | Recreational vehicle dealers | 31 | 140 558 | 9 871 | 2 732 | 389 | 4.6 | 9.3 |
| 441210 | Recreational vehicle dealers | 31 | 140 558 | 9 871 | 2 732 | 389 | 4.6 | 9.3 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 109 | 223 399 | 22 479 | 4 724 | 875 | 24.2 | 5.8 |
| 441221 | Motorcycle dealers | 47 | 99 147 | 11 215 | 2 414 | 436 | 38.1 | 7.5 |
| 441222 | Boat dealers | 50 | 109 138 | 9 174 | 1 888 | 374 | 11.3 | 5.0 |
| 441229 | All other motor vehicle dealers | 12 | 15 114 | 2 090 | 422 | 65 | 26.0 | – |
| 4413 | Automotive parts, accessories, & tire stores | 523 | 715 402 | 104 945 | 24 572 | 4 402 | 7.8 | 6.4 |
| 44131 | Automotive parts & accessories stores | 354 | 399 429 | 63 661 | 14 897 | 3 090 | 9.1 | 8.9 |
| 441310 | Automotive parts & accessories stores | 354 | 399 429 | 63 661 | 14 897 | 3 090 | 9.1 | 8.9 |
| 44132 | Tire dealers | 169 | 315 973 | 41 284 | 9 675 | 1 312 | 6.2 | 3.3 |
| 441320 | Tire dealers | 169 | 315 973 | 41 284 | 9 675 | 1 312 | 6.2 | 3.3 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **ORANGE COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 442 | Furniture & home furnishings stores | 651 | 861 256 | 113 249 | 25 723 | 5 091 | 11.7 | 6.3 |
| 4421 | Furniture stores | 250 | 379 461 | 47 787 | 10 745 | 1 970 | 9.9 | 8.6 |
| 44211 | Furniture stores | 250 | 379 461 | 47 787 | 10 745 | 1 970 | 9.9 | 8.6 |
| 442110 | Furniture stores | 250 | 379 461 | 47 787 | 10 745 | 1 970 | 9.9 | 8.6 |
| 4422 | Home furnishings stores | 401 | 481 795 | 65 462 | 14 978 | 3 121 | 13.0 | 4.5 |
| 44221 | Floor covering stores | 171 | 238 236 | 34 654 | 7 947 | 1 123 | 17.0 | 4.9 |
| 442210 | Floor covering stores | 171 | 238 236 | 34 654 | 7 947 | 1 123 | 17.0 | 4.9 |
| 44229 | Other home furnishings stores | 230 | 243 559 | 30 808 | 7 031 | 1 998 | 9.1 | 4.2 |
| 442291 | Window treatment stores | 26 | 11 002 | 1 389 | 297 | 85 | 15.9 | 12.5 |
| 442299 | All other home furnishings stores | 204 | 232 557 | 29 419 | 6 734 | 1 913 | 8.8 | 3.8 |
| 443 | Electronics & appliance stores | 457 | 1 530 320 | 125 071 | 29 609 | 5 305 | 11.0 | 5.2 |
| 4431 | Electronics & appliance stores | 457 | 1 530 320 | 125 071 | 29 609 | 5 305 | 11.0 | 5.2 |
| 44311 | Appliance, television, & other electronics stores | 245 | 656 964 | 65 586 | 14 914 | 2 850 | 8.7 | 4.9 |
| 443111 | Household appliance stores | 57 | 117 293 | 10 985 | 2 583 | 408 | 21.9 | 7.7 |
| 443112 | Radio, television, & other electronics stores | 188 | 539 671 | 54 601 | 12 331 | 2 442 | 5.9 | 4.3 |
| 44312 | Computer & software stores | 171 | 841 541 | 54 726 | 13 530 | 2 174 | 12.8 | 5.5 |
| 443120 | Computer & software stores | 171 | 841 541 | 54 726 | 13 530 | 2 174 | 12.8 | 5.5 |
| 44313 | Camera & photographic supplies stores | 41 | 31 815 | 4 759 | 1 165 | 281 | 10.5 | 5.6 |
| 443130 | Camera & photographic supplies stores | 41 | 31 815 | 4 759 | 1 165 | 281 | 10.5 | 5.6 |
| 444 | Building material & garden equipment & supplies dealers | 530 | 2 073 671 | 236 669 | 55 361 | 8 922 | 2.9 | 3.3 |
| 4441 | Building material & supplies dealers | 440 | 1 945 110 | 216 604 | 51 402 | 7 998 | 2.0 | 2.9 |
| 44411 | Home centers | 22 | D | D | D | h | D | D |
| 444110 | Home centers | 22 | D | D | D | h | D | D |
| 44412 | Paint & wallpaper stores | 59 | 134 264 | 14 971 | 3 562 | 515 | 2.2 | 2.4 |
| 444120 | Paint & wallpaper stores | 59 | 134 264 | 14 971 | 3 562 | 515 | 2.2 | 2.4 |
| 44413 | Hardware stores | 70 | D | D | D | f | D | D |
| 444130 | Hardware stores | 70 | D | D | D | f | D | D |
| 44419 | Other building material dealers | 289 | 1 165 455 | 126 851 | 28 997 | 3 807 | 2.9 | 4.0 |
| 444190 | Other building material dealers | 289 | 1 165 455 | 126 851 | 28 997 | 3 807 | 2.9 | 4.0 |
| 4442 | Lawn & garden equipment & supplies stores | 90 | 128 561 | 20 065 | 3 959 | 924 | 16.4 | 9.2 |
| 44421 | Outdoor power equipment stores | 18 | 18 384 | 2 391 | 546 | 83 | 21.0 | 2.1 |
| 444210 | Outdoor power equipment stores | 18 | 18 384 | 2 391 | 546 | 83 | 21.0 | 2.1 |
| 44422 | Nursery & garden centers | 72 | 110 177 | 17 674 | 3 413 | 841 | 15.7 | 10.4 |
| 444220 | Nursery & garden centers | 72 | 110 177 | 17 674 | 3 413 | 841 | 15.7 | 10.4 |
| 445 | Food & beverage stores | 1 061 | 4 273 921 | 454 695 | 106 207 | 22 484 | 5.8 | 4.7 |
| 4451 | Grocery stores | 653 | 3 990 990 | 429 248 | 100 150 | 20 510 | 4.0 | 4.5 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 451 | 3 818 815 | 413 825 | 96 414 | 19 274 | 2.7 | 3.7 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 451 | 3 818 815 | 413 825 | 96 414 | 19 274 | 2.7 | 3.7 |
| 44512 | Convenience stores | 202 | 172 175 | 15 423 | 3 736 | 1 236 | 31.7 | 23.6 |
| 445120 | Convenience stores | 202 | 172 175 | 15 423 | 3 736 | 1 236 | 31.7 | 23.6 |
| 4452 | Specialty food stores | 189 | 133 038 | 15 299 | 3 702 | 1 178 | 27.1 | 5.2 |
| 4453 | Beer, wine, & liquor stores | 219 | 149 893 | 10 148 | 2 355 | 796 | 36.4 | 7.6 |
| 44531 | Beer, wine, & liquor stores | 219 | 149 893 | 10 148 | 2 355 | 796 | 36.4 | 7.6 |
| 445310 | Beer, wine, & liquor stores | 219 | 149 893 | 10 148 | 2 355 | 796 | 36.4 | 7.6 |
| 446 | Health & personal care stores | 784 | 1 228 929 | 170 065 | 41 419 | 8 484 | 11.2 | 6.6 |
| 4461 | Health & personal care stores | 784 | 1 228 929 | 170 065 | 41 419 | 8 484 | 11.2 | 6.6 |
| 44611 | Pharmacies & drug stores | 396 | 1 010 667 | 132 319 | 32 482 | 6 293 | 9.8 | 5.2 |
| 446110 | Pharmacies & drug stores | 396 | 1 010 667 | 132 319 | 32 482 | 6 293 | 9.8 | 5.2 |
| 4461101 | Pharmacies & drug stores | 387 | 1 008 063 | 131 933 | 32 379 | 6 266 | 9.7 | 5.2 |
| 4461102 | Proprietary stores | 9 | 2 604 | 386 | 103 | 27 | 29.6 | – |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 119 | 52 143 | 7 207 | 1 673 | 527 | 18.4 | 6.5 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 119 | 52 143 | 7 207 | 1 673 | 527 | 18.4 | 6.5 |
| 44613 | Optical goods stores | 108 | 54 283 | 10 474 | 2 449 | 596 | 11.2 | 15.0 |
| 446130 | Optical goods stores | 108 | 54 283 | 10 474 | 2 449 | 596 | 11.2 | 15.0 |
| 44619 | Other health & personal care stores | 161 | 111 836 | 20 065 | 4 815 | 1 068 | 20.5 | 15.6 |
| 446191 | Food (health) supplement stores | 92 | 63 467 | 8 660 | 1 964 | 668 | 26.1 | 18.8 |
| 446199 | All other health & personal care stores | 69 | 48 369 | 11 405 | 2 851 | 400 | 13.1 | 11.3 |
| 447 | Gasoline stations | 642 | 1 572 748 | 72 509 | 15 432 | 5 101 | 24.9 | 8.6 |
| 4471 | Gasoline stations | 642 | 1 572 748 | 72 509 | 15 432 | 5 101 | 24.9 | 8.6 |
| 44711 | Gasoline stations with convenience stores | 269 | 631 905 | 27 730 | 5 639 | 1 846 | 18.0 | 8.2 |
| 447110 | Gasoline stations with convenience stores | 269 | 631 905 | 27 730 | 5 639 | 1 846 | 18.0 | 8.2 |
| 44719 | Other gasoline stations | 373 | 940 843 | 44 779 | 9 793 | 3 255 | 29.5 | 9.0 |
| 447190 | Other gasoline stations | 373 | 940 843 | 44 779 | 9 793 | 3 255 | 29.5 | 9.0 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **ORANGE COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores | 1 493 | 1 851 904 | 229 870 | 56 256 | 14 824 | 8.3 | 7.2 |
| 4481 | Clothing stores | 908 | 1 408 274 | 171 051 | 42 260 | 11 610 | 6.5 | 7.0 |
| 44811 | Men's clothing stores | 113 | 108 074 | 16 110 | 3 773 | 886 | 11.3 | 10.8 |
| 448110 | Men's clothing stores | 113 | 108 074 | 16 110 | 3 773 | 886 | 11.3 | 10.8 |
| 44812 | Women's clothing stores | 383 | 322 173 | 39 465 | 9 514 | 2 971 | 13.0 | 15.2 |
| 448120 | Women's clothing stores | 383 | 322 173 | 39 465 | 9 514 | 2 971 | 13.0 | 15.2 |
| 44813 | Children's & infants' clothing stores | 58 | 65 827 | 6 185 | 1 412 | 568 | 8.4 | .9 |
| 448130 | Children's & infants' clothing stores | 58 | 65 827 | 6 185 | 1 412 | 568 | 8.4 | .9 |
| 44814 | Family clothing stores | 178 | 799 490 | 93 768 | 23 965 | 6 028 | 1.3 | 3.3 |
| 448140 | Family clothing stores | 178 | 799 490 | 93 768 | 23 965 | 6 028 | 1.3 | 3.3 |
| 44815 | Clothing accessories stores | 42 | 15 292 | 2 604 | 541 | 163 | 19.8 | 20.4 |
| 448150 | Clothing accessories stores | 42 | 15 292 | 2 604 | 541 | 163 | 19.8 | 20.4 |
| 44819 | Other clothing stores | 134 | 97 418 | 12 919 | 3 055 | 994 | 18.6 | 7.7 |
| 448190 | Other clothing stores | 134 | 97 418 | 12 919 | 3 055 | 994 | 18.6 | 7.7 |
| 4482 | Shoe stores | 303 | 194 986 | 23 780 | 5 655 | 1 684 | 7.6 | 7.1 |
| 44821 | Shoe stores | 303 | 194 986 | 23 780 | 5 655 | 1 684 | 7.6 | 7.1 |
| 448210 | Shoe stores | 303 | 194 986 | 23 780 | 5 655 | 1 684 | 7.6 | 7.1 |
| 4482101 | Men's shoe stores | 23 | 16 869 | 2 645 | 610 | 94 | .6 | 16.6 |
| 4482102 | Women's shoe stores | 57 | 38 406 | 5 167 | 1 266 | 354 | 7.5 | 13.0 |
| 4482103 | Children's & juveniles' shoe stores | 10 | 5 052 | 635 | 164 | 53 | – | 24.0 |
| 4482104 | Family shoe stores | 174 | 90 274 | 10 516 | 2 461 | 826 | 8.5 | 5.2 |
| 4482105 | Athletic footwear stores | 39 | 44 385 | 4 817 | 1 154 | 357 | 9.4 | .3 |
| 4483 | Jewelry, luggage, & leather goods stores | 282 | 248 644 | 35 039 | 8 341 | 1 530 | 19.0 | 8.5 |
| 44831 | Jewelry stores | 259 | 217 173 | 31 068 | 7 417 | 1 393 | 21.2 | 9.2 |
| 448310 | Jewelry stores | 259 | 217 173 | 31 068 | 7 417 | 1 393 | 21.2 | 9.2 |
| 44832 | Luggage & leather goods stores | 23 | 31 471 | 3 971 | 924 | 137 | 3.4 | 3.7 |
| 448320 | Luggage & leather goods stores | 23 | 31 471 | 3 971 | 924 | 137 | 3.4 | 3.7 |
| 451 | Sporting goods, hobby, book, & music stores | 738 | 869 506 | 99 621 | 23 635 | 7 739 | 10.2 | 6.8 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 515 | 608 465 | 67 181 | 15 862 | 5 173 | 11.7 | 6.3 |
| 45111 | Sporting goods stores | 268 | 333 381 | 38 748 | 9 552 | 2 776 | 13.7 | 8.0 |
| 451110 | Sporting goods stores | 268 | 333 381 | 38 748 | 9 552 | 2 776 | 13.7 | 8.0 |
| 4511101 | General-line sporting goods stores | 90 | 161 157 | 17 420 | 4 360 | 1 495 | 7.8 | 5.4 |
| 4511102 | Specialty-line sporting goods stores | 178 | 172 224 | 21 328 | 5 192 | 1 281 | 19.2 | 10.4 |
| 45112 | Hobby, toy, & game stores | 130 | 188 155 | 16 986 | 3 690 | 1 456 | 9.5 | 3.3 |
| 451120 | Hobby, toy, & game stores | 130 | 188 155 | 16 986 | 3 690 | 1 456 | 9.5 | 3.3 |
| 45113 | Sewing, needlework, & piece goods stores | 77 | 45 544 | 7 108 | 1 597 | 622 | 5.6 | 7.9 |
| 451130 | Sewing, needlework, & piece goods stores | 77 | 45 544 | 7 108 | 1 597 | 622 | 5.6 | 7.9 |
| 45114 | Musical instrument & supplies stores | 40 | 41 385 | 4 339 | 1 023 | 319 | 13.0 | 4.1 |
| 451140 | Musical instrument & supplies stores | 40 | 41 385 | 4 339 | 1 023 | 319 | 13.0 | 4.1 |
| 4512 | Book, periodical, & music stores | 223 | 261 041 | 32 440 | 7 773 | 2 566 | 6.5 | 8.0 |
| 45121 | Book stores & news dealers | 118 | 153 883 | 22 412 | 5 239 | 1 550 | 8.4 | 8.2 |
| 451211 | Book stores | 108 | 150 253 | 21 450 | 5 020 | 1 446 | 7.8 | 8.3 |
| 4512111 | Book stores, general | 70 | 113 945 | 16 594 | 3 782 | 1 064 | 5.1 | 6.5 |
| 4512112 | Specialty book stores | 26 | 23 059 | 3 558 | 902 | 236 | 20.6 | 11.5 |
| 4512113 | College book stores | 12 | 13 249 | 1 298 | 336 | 146 | 8.9 | 18.6 |
| 451212 | News dealers & newsstands | 10 | 3 630 | 962 | 219 | 104 | 32.8 | 3.3 |
| 45122 | Prerecorded tape, compact disc, & record stores | 105 | 107 158 | 10 028 | 2 534 | 1 016 | 3.8 | 7.8 |
| 451220 | Prerecorded tape, compact disc, & record stores | 105 | 107 158 | 10 028 | 2 534 | 1 016 | 3.8 | 7.8 |
| 452 | General merchandise stores | 190 | 3 363 636 | 294 983 | 72 574 | 20 582 | .2 | 2.4 |
| 4521 | Department stores (incl leased depts) ## | 79 | 2 211 198 | N | N | N | – | 1.2 |
| 45211 | Department stores (incl leased depts) ## | 79 | 2 211 198 | N | N | N | – | 1.2 |
| 4521 | Department stores (excl leased depts) | 79 | 2 180 198 | 215 879 | 53 092 | 15 629 | – | 1.2 |
| 45211 | Department stores (excl leased depts) | 79 | 2 180 198 | 215 879 | 53 092 | 15 629 | – | 1.2 |
| 452110 | Department stores (excl leased depts) | 79 | 2 180 198 | 215 879 | 53 092 | 15 629 | – | 1.2 |
| 4521101 | Conventional department stores (excl leased depts) | 29 | 914 803 | 96 768 | 23 777 | 6 026 | – | 2.9 |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 36 | 880 668 | 74 870 | 18 590 | 6 514 | – | – |
| 4521103 | National chain department stores (excl leased depts) | 14 | 384 727 | 44 241 | 10 725 | 3 089 | – | – |
| 4529 | Other general merchandise stores | 111 | 1 183 438 | 79 104 | 19 482 | 4 953 | .6 | 4.5 |
| 45291 | Warehouse clubs & superstores | 15 | 1 022 011 | 61 434 | 14 663 | 3 411 | – | – |
| 452910 | Warehouse clubs & superstores | 15 | 1 022 011 | 61 434 | 14 663 | 3 411 | – | – |
| 45299 | All other general merchandise stores | 96 | 161 427 | 17 670 | 4 819 | 1 542 | 4.1 | 33.3 |
| 452990 | All other general merchandise stores | 96 | 161 427 | 17 670 | 4 819 | 1 542 | 4.1 | 33.3 |
| 4529901 | Variety stores | 26 | D | D | D | e | D | D |
| 4529902 | Catalog showrooms | 7 | D | D | D | e | D | D |
| 4529903 | Miscellaneous general merchandise stores | 63 | 115 883 | 11 802 | 2 893 | 980 | 4.3 | 45.0 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **ORANGE COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 1 210 | 833 521 | 116 335 | 27 335 | 8 557 | 19.1 | 8.0 |
| 4531 | Florists | 203 | 60 301 | 10 991 | 2 696 | 1 018 | 32.8 | 10.1 |
| 45311 | Florists | 203 | 60 301 | 10 991 | 2 696 | 1 018 | 32.8 | 10.1 |
| 453110 | Florists | 203 | 60 301 | 10 991 | 2 696 | 1 018 | 32.8 | 10.1 |
| 4532 | Office supplies, stationery, & gift stores | 473 | 431 016 | 53 789 | 12 805 | 4 218 | 13.1 | 8.8 |
| 45321 | Office supplies & stationery stores | 95 | 258 186 | 31 512 | 7 674 | 1 904 | 5.0 | 6.3 |
| 453210 | Office supplies & stationery stores | 95 | 258 186 | 31 512 | 7 674 | 1 904 | 5.0 | 6.3 |
| 4532101 | Stationery stores | 20 | 11 853 | 2 081 | 404 | 212 | 25.3 | 1.4 |
| 4532102 | Office supplies stores | 75 | 246 333 | 29 431 | 7 270 | 1 692 | 4.0 | 6.5 |
| 45322 | Gift, novelty, & souvenir stores | 378 | 172 830 | 22 277 | 5 131 | 2 314 | 25.2 | 12.5 |
| 453220 | Gift, novelty, & souvenir stores | 378 | 172 830 | 22 277 | 5 131 | 2 314 | 25.2 | 12.5 |
| 4533 | Used merchandise stores | 127 | 69 895 | 14 450 | 3 298 | 1 029 | 13.9 | 12.7 |
| 45331 | Used merchandise stores | 127 | 69 895 | 14 450 | 3 298 | 1 029 | 13.9 | 12.7 |
| 453310 | Used merchandise stores | 127 | 69 895 | 14 450 | 3 298 | 1 029 | 13.9 | 12.7 |
| 4539 | Other miscellaneous store retailers | 407 | 272 309 | 37 105 | 8 536 | 2 292 | 27.0 | 5.1 |
| 45391 | Pet & pet supplies stores | 120 | 87 653 | 11 379 | 2 600 | 944 | 13.4 | 2.8 |
| 453910 | Pet & pet supplies stores | 120 | 87 653 | 11 379 | 2 600 | 944 | 13.4 | 2.8 |
| 45392 | Art dealers | 62 | 30 521 | 4 132 | 886 | 213 | 23.1 | 6.9 |
| 453920 | Art dealers | 62 | 30 521 | 4 132 | 886 | 213 | 23.1 | 6.9 |
| 45393 | Manufactured (mobile) home dealers | 17 | 32 003 | 2 599 | 561 | 113 | 33.4 | 4.6 |
| 453930 | Manufactured (mobile) home dealers | 17 | 32 003 | 2 599 | 561 | 113 | 33.4 | 4.6 |
| 45399 | All other miscellaneous store retailers | 208 | 122 132 | 18 995 | 4 489 | 1 022 | 36.0 | 6.5 |
| 454 | Nonstore retailers | 401 | 721 429 | 94 706 | 20 879 | 3 702 | 12.8 | 5.7 |
| 4541 | Electronic shopping & mail-order houses | 188 | 459 745 | 53 654 | 11 074 | 1 976 | 11.9 | 5.0 |
| 45411 | Electronic shopping & mail-order houses | 188 | 459 745 | 53 654 | 11 074 | 1 976 | 11.9 | 5.0 |
| 454110 | Electronic shopping & mail-order houses | 188 | 459 745 | 53 654 | 11 074 | 1 976 | 11.9 | 5.0 |
| 4542 | Vending machine operators | 67 | 54 484 | 8 622 | 2 003 | 350 | 15.3 | 13.8 |
| 45421 | Vending machine operators | 67 | 54 484 | 8 622 | 2 003 | 350 | 15.3 | 13.8 |
| 454210 | Vending machine operators | 67 | 54 484 | 8 622 | 2 003 | 350 | 15.3 | 13.8 |
| 4543 | Direct selling establishments | 146 | 207 200 | 32 430 | 7 802 | 1 376 | 13.9 | 5.2 |
| 454319 | Other fuel dealers | 4 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 139 | 203 589 | 32 029 | 7 701 | 1 349 | 12.9 | 5.3 |
| 454390 | Other direct selling establishments | 139 | 203 589 | 32 029 | 7 701 | 1 349 | 12.9 | 5.3 |
| | **PLACER COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **875** | **2 666 581** | **254 739** | **59 154** | **11 769** | **5.9** | **4.2** |
| 441 | Motor vehicle & parts dealers | 122 | 1 086 302 | 93 469 | 21 323 | 2 680 | 3.3 | 1.4 |
| 4411 | Automobile dealers | 46 | D | D | D | g | D | D |
| 44111 | New car dealers | 28 | 914 415 | 73 567 | 16 787 | 1 821 | 1.9 | .4 |
| 441110 | New car dealers | 28 | 914 415 | 73 567 | 16 787 | 1 821 | 1.9 | .4 |
| 44112 | Used car dealers | 18 | D | D | D | b | D | D |
| 441120 | Used car dealers | 18 | D | D | D | b | D | D |
| 4412 | Other motor vehicle dealers | 20 | D | D | D | e | D | D |
| 44121 | Recreational vehicle dealers | 6 | D | D | D | c | D | D |
| 441210 | Recreational vehicle dealers | 6 | D | D | D | c | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 14 | D | D | D | c | D | D |
| 441221 | Motorcycle dealers | 9 | 20 794 | 2 016 | 484 | 102 | 6.5 | – |
| 441222 | Boat dealers | 5 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 56 | 69 903 | 11 089 | 2 676 | 502 | 8.4 | 8.5 |
| 44131 | Automotive parts & accessories stores | 39 | 50 084 | 6 892 | 1 650 | 341 | 10.1 | 6.7 |
| 441310 | Automotive parts & accessories stores | 39 | 50 084 | 6 892 | 1 650 | 341 | 10.1 | 6.7 |
| 44132 | Tire dealers | 17 | 19 819 | 4 197 | 1 026 | 161 | 4.2 | 13.1 |
| 441320 | Tire dealers | 17 | 19 819 | 4 197 | 1 026 | 161 | 4.2 | 13.1 |
| 442 | Furniture & home furnishings stores | 49 | 43 213 | 4 480 | 1 127 | 255 | 22.0 | 5.6 |
| 4421 | Furniture stores | 13 | 17 098 | 1 766 | 481 | 82 | 36.9 | 4.8 |
| 44211 | Furniture stores | 13 | 17 098 | 1 766 | 481 | 82 | 36.9 | 4.8 |
| 442110 | Furniture stores | 13 | 17 098 | 1 766 | 481 | 82 | 36.9 | 4.8 |
| 4422 | Home furnishings stores | 36 | 26 115 | 2 714 | 646 | 173 | 12.2 | 6.2 |
| 44221 | Floor covering stores | 19 | 13 793 | 1 414 | 325 | 73 | 16.3 | 6.8 |
| 442210 | Floor covering stores | 19 | 13 793 | 1 414 | 325 | 73 | 16.3 | 6.8 |
| 44229 | Other home furnishings stores | 17 | 12 322 | 1 300 | 321 | 100 | 7.6 | 5.6 |
| 442291 | Window treatment stores | 4 | D | D | D | a | D | D |
| 442299 | All other home furnishings stores | 13 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 40 | 31 858 | 3 710 | 839 | 178 | 18.7 | 9.2 |
| 4431 | Electronics & appliance stores | 40 | 31 858 | 3 710 | 839 | 178 | 18.7 | 9.2 |
| 44311 | Appliance, television, & other electronics stores | 19 | D | D | D | b | D | D |
| 443111 | Household appliance stores | 8 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 11 | 4 937 | 684 | 200 | 35 | 13.2 | 23.3 |
| 44312 | Computer & software stores | 17 | 17 519 | 1 885 | 383 | 78 | 20.5 | 4.2 |
| 443120 | Computer & software stores | 17 | 17 519 | 1 885 | 383 | 78 | 20.5 | 4.2 |
| 44313 | Camera & photographic supplies stores | 4 | D | D | D | a | D | D |
| 443130 | Camera & photographic supplies stores | 4 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **PLACER COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 444 | Building material & garden equipment & supplies dealers | 74 | 204 657 | 22 561 | 5 142 | 951 | 7.3 | .8 |
| 4441 | Building material & supplies dealers | 60 | 195 305 | 20 249 | 4 744 | 833 | 7.5 | .8 |
| 44411 | Home centers | 4 | D | D | D | e | D | D |
| 444110 | Home centers | 4 | 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 | 15 | 11 083 | 1 772 | 389 | 107 | 41.5 | – |
| 444130 | Hardware stores | 15 | 11 083 | 1 772 | 389 | 107 | 41.5 | – |
| 44419 | Other building material dealers | 35 | 79 865 | 8 356 | 1 785 | 269 | 12.1 | .6 |
| 444190 | Other building material dealers | 35 | 79 865 | 8 356 | 1 785 | 269 | 12.1 | .6 |
| 4442 | Lawn & garden equipment & supplies stores | 14 | 9 352 | 2 312 | 398 | 118 | 3.5 | 2.1 |
| 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 | 101 | 446 966 | 54 640 | 12 593 | 2 623 | 2.6 | 3.1 |
| 4451 | Grocery stores | 69 | 432 575 | 52 446 | 12 102 | 2 391 | 1.9 | 3.1 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 42 | 416 331 | 50 991 | 11 784 | 2 272 | .8 | 2.2 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 42 | 416 331 | 50 991 | 11 784 | 2 272 | .8 | 2.2 |
| 44512 | Convenience stores | 27 | 16 244 | 1 455 | 318 | 119 | 28.6 | 26.0 |
| 445120 | Convenience stores | 27 | 16 244 | 1 455 | 318 | 119 | 28.6 | 26.0 |
| 4452 | Specialty food stores | 23 | 10 208 | 1 905 | 427 | 198 | 22.3 | 5.2 |
| 446 | Health & personal care stores | 66 | 103 240 | 16 586 | 3 862 | 706 | 11.1 | 15.0 |
| 4461 | Health & personal care stores | 66 | 103 240 | 16 586 | 3 862 | 706 | 11.1 | 15.0 |
| 44611 | Pharmacies & drug stores | 34 | 87 533 | 14 134 | 3 227 | 571 | 8.9 | 15.5 |
| 446110 | Pharmacies & drug stores | 34 | 87 533 | 14 134 | 3 227 | 571 | 8.9 | 15.5 |
| 4461101 | Pharmacies & drug stores | 29 | D | D | D | f | D | D |
| 4461102 | Proprietary stores | 5 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 8 | D | D | D | b | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 8 | D | D | D | b | D | D |
| 44613 | Optical goods stores | 7 | D | D | D | a | D | D |
| 446130 | Optical goods stores | 7 | D | D | D | a | D | D |
| 44619 | Other health & personal care stores | 17 | 11 096 | 1 677 | 454 | 87 | 25.9 | 12.8 |
| 446191 | Food (health) supplement stores | 10 | D | D | D | b | D | D |
| 446199 | All other health & personal care stores | 7 | D | D | D | b | D | D |
| 447 | Gasoline stations | 86 | 213 163 | 10 722 | 2 434 | 686 | 13.6 | 18.9 |
| 4471 | Gasoline stations | 86 | 213 163 | 10 722 | 2 434 | 686 | 13.6 | 18.9 |
| 44711 | Gasoline stations with convenience stores | 52 | 137 339 | 6 188 | 1 417 | 416 | 8.9 | 25.3 |
| 447110 | Gasoline stations with convenience stores | 52 | 137 339 | 6 188 | 1 417 | 416 | 8.9 | 25.3 |
| 44719 | Other gasoline stations | 34 | 75 824 | 4 534 | 1 017 | 270 | 22.0 | 7.1 |
| 447190 | Other gasoline stations | 34 | 75 824 | 4 534 | 1 017 | 270 | 22.0 | 7.1 |
| 448 | Clothing & clothing accessories stores | 90 | 68 783 | 7 253 | 1 746 | 585 | 17.0 | 9.3 |
| 4481 | Clothing stores | 54 | 51 238 | 4 930 | 1 217 | 419 | 10.3 | 9.7 |
| 44811 | Men's clothing stores | 5 | D | D | D | b | D | D |
| 448110 | Men's clothing stores | 5 | D | D | D | b | D | D |
| 44813 | Children's & infants' clothing stores | 5 | D | D | D | b | D | D |
| 448130 | Children's & infants' clothing stores | 5 | D | D | D | b | D | D |
| 44814 | Family clothing stores | 22 | 35 186 | 2 830 | 662 | 240 | 8.0 | 5.1 |
| 448140 | Family clothing stores | 22 | 35 186 | 2 830 | 662 | 240 | 8.0 | 5.1 |
| 44819 | Other clothing stores | 6 | 5 169 | 655 | 202 | 65 | 4.0 | 37.6 |
| 448190 | Other clothing stores | 6 | 5 169 | 655 | 202 | 65 | 4.0 | 37.6 |
| 4482 | Shoe stores | 21 | 9 016 | 884 | 238 | 97 | 12.1 | 15.9 |
| 44821 | Shoe stores | 21 | 9 016 | 884 | 238 | 97 | 12.1 | 15.9 |
| 448210 | Shoe stores | 21 | 9 016 | 884 | 238 | 97 | 12.1 | 15.9 |
| 4482104 | Family shoe stores | 19 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 15 | 8 529 | 1 439 | 291 | 69 | 62.1 | – |
| 44831 | Jewelry stores | 14 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 14 | D | D | D | b | D | D |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | b | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **PLACER COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 74 | 70 282 | 7 747 | 2 101 | 722 | 14.9 | 3.5 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 64 | 61 698 | 6 594 | 1 820 | 626 | 15.7 | 4.0 |
| 45111 | Sporting goods stores | 42 | 38 936 | 4 680 | 1 290 | 412 | 19.8 | 4.2 |
| 451110 | Sporting goods stores | 42 | 38 936 | 4 680 | 1 290 | 412 | 19.8 | 4.2 |
| 4511101 | General-line sporting goods stores | 15 | 20 889 | 2 100 | 549 | 195 | 17.6 | 4.0 |
| 4511102 | Specialty-line sporting goods stores | 27 | 18 047 | 2 580 | 741 | 217 | 22.3 | 4.5 |
| 45112 | Hobby, toy, & game stores | 14 | D | D | D | c | D | D |
| 451120 | Hobby, toy, & game stores | 14 | D | D | D | c | D | D |
| 45113 | Sewing, needlework, & piece goods stores | 5 | 4 149 | 509 | 141 | 57 | – | 16.5 |
| 451130 | Sewing, needlework, & piece goods stores | 5 | 4 149 | 509 | 141 | 57 | – | 16.5 |
| 4512 | Book, periodical, & music stores | 10 | 8 584 | 1 153 | 281 | 96 | 8.9 | – |
| 45121 | Book stores & news dealers | 6 | D | D | D | b | D | D |
| 451211 | Book stores | 6 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 3 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 2 | D | D | D | a | D | D |
| 4512113 | College book stores | 1 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 4 | D | D | D | b | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 4 | D | D | D | b | D | D |
| 452 | General merchandise stores | 15 | D | D | D | g | D | D |
| 4521 | Department stores (incl leased depts) ## | 6 | D | N | N | N | D | D |
| 45211 | Department stores (incl leased depts) ## | 6 | D | N | N | N | D | D |
| 4521 | Department stores (excl leased depts) | 6 | D | D | D | g | D | D |
| 45211 | Department stores (excl leased depts) | 6 | D | D | D | g | D | D |
| 452110 | Department stores (excl leased depts) | 6 | D | D | D | g | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | c | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 4 | D | D | D | f | D | D |
| 4529 | Other general merchandise stores | 9 | 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 | 7 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 7 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 5 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 115 | D | D | D | f | D | D |
| 4531 | Florists | 24 | 5 584 | 1 363 | 254 | 112 | 31.4 | 21.7 |
| 45311 | Florists | 24 | 5 584 | 1 363 | 254 | 112 | 31.4 | 21.7 |
| 453110 | Florists | 24 | 5 584 | 1 363 | 254 | 112 | 31.4 | 21.7 |
| 4532 | Office supplies, stationery, & gift stores | 32 | 30 439 | 2 494 | 612 | 226 | 6.1 | 5.0 |
| 45321 | Office supplies & stationery stores | 7 | 24 084 | 1 794 | 472 | 122 | – | – |
| 453210 | Office supplies & stationery stores | 7 | 24 084 | 1 794 | 472 | 122 | – | – |
| 4532102 | Office supplies stores | 7 | 24 084 | 1 794 | 472 | 122 | – | – |
| 45322 | Gift, novelty, & souvenir stores | 25 | 6 355 | 700 | 140 | 104 | 29.0 | 23.9 |
| 453220 | Gift, novelty, & souvenir stores | 25 | 6 355 | 700 | 140 | 104 | 29.0 | 23.9 |
| 4533 | Used merchandise stores | 15 | 3 594 | 764 | 175 | 77 | 15.8 | 21.6 |
| 45331 | Used merchandise stores | 15 | 3 594 | 764 | 175 | 77 | 15.8 | 21.6 |
| 453310 | Used merchandise stores | 15 | 3 594 | 764 | 175 | 77 | 15.8 | 21.6 |
| 4539 | Other miscellaneous store retailers | 44 | D | D | D | c | D | D |
| 45391 | Pet & pet supplies stores | 12 | 11 358 | 997 | 213 | 83 | 10.0 | .8 |
| 453910 | Pet & pet supplies stores | 12 | 11 358 | 997 | 213 | 83 | 10.0 | .8 |
| 45392 | Art dealers | 9 | D | D | D | b | D | D |
| 453920 | Art dealers | 9 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 19 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 43 | 47 387 | 6 101 | 1 483 | 229 | 17.6 | 7.7 |
| 4541 | Electronic shopping & mail-order houses | 13 | 28 119 | 3 088 | 768 | 78 | 13.8 | .7 |
| 45411 | Electronic shopping & mail-order houses | 13 | 28 119 | 3 088 | 768 | 78 | 13.8 | .7 |
| 454110 | Electronic shopping & mail-order houses | 13 | 28 119 | 3 088 | 768 | 78 | 13.8 | .7 |
| 4543 | Direct selling establishments | 27 | 18 759 | 2 910 | 691 | 144 | 21.0 | 18.6 |
| 45431 | Fuel dealers | 13 | 14 157 | 2 074 | 477 | 75 | 12.8 | 22.8 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 11 | D | D | D | b | D | D |
| 454319 | Other fuel dealers | 1 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 14 | 4 602 | 836 | 214 | 69 | 46.5 | 5.4 |
| 454390 | Other direct selling establishments | 14 | 4 602 | 836 | 214 | 69 | 46.5 | 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **PLUMAS COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **119** | **127 518** | **16 126** | **3 374** | **829** | **33.0** | **5.5** |
| 441 | Motor vehicle & parts dealers | 14 | 28 244 | 2 536 | 517 | 103 | 51.6 | .7 |
| 441229 | All other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 18 | 14 371 | 1 777 | 314 | 96 | 11.7 | – |
| 4441 | Building material & supplies dealers | 17 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 11 | 10 087 | 1 260 | 195 | 57 | 6.8 | – |
| 444190 | Other building material dealers | 11 | 10 087 | 1 260 | 195 | 57 | 6.8 | – |
| 445 | Food & beverage stores | 21 | 39 628 | 3 850 | 784 | 237 | 27.4 | 3.3 |
| 4452 | Specialty food stores | 4 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 7 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 7 | D | D | D | b | D | D |
| 447 | Gasoline stations | 18 | 17 516 | 1 171 | 263 | 92 | 40.7 | 20.1 |
| 448 | Clothing & clothing accessories stores | 8 | 1 972 | 303 | 61 | 22 | 51.8 | – |
| 451 | Sporting goods, hobby, book, & music stores | 9 | 973 | 104 | 24 | 20 | 83.1 | – |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 11 | 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 |
| 454 | Nonstore retailers | 8 | 13 311 | 5 073 | 1 140 | 160 | 2.2 | 11.9 |
| 4543 | Direct selling establishments | 8 | 13 311 | 5 073 | 1 140 | 160 | 2.2 | 11.9 |
| 45431 | Fuel dealers | 7 | D | D | D | c | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 7 | D | D | D | c | D | D |
| | **RIVERSIDE COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **4 030** | **10 609 047** | **1 028 917** | **246 616** | **54 433** | **8.7** | **4.1** |
| 441 | Motor vehicle & parts dealers | 509 | 2 887 807 | 256 474 | 58 690 | 8 127 | 4.2 | 3.8 |
| 4411 | Automobile dealers | 132 | 2 376 861 | 185 412 | 42 394 | 4 885 | 2.9 | 3.3 |
| 44111 | New car dealers | 97 | 2 325 298 | 181 417 | 41 436 | 4 734 | 2.4 | 3.2 |
| 441110 | New car dealers | 97 | 2 325 298 | 181 417 | 41 436 | 4 734 | 2.4 | 3.2 |
| 44112 | Used car dealers | 35 | 51 563 | 3 995 | 958 | 151 | 24.6 | 7.3 |
| 441120 | Used car dealers | 35 | 51 563 | 3 995 | 958 | 151 | 24.6 | 7.3 |
| 4412 | Other motor vehicle dealers | 63 | 177 752 | 17 862 | 3 787 | 727 | 14.2 | 5.1 |
| 44121 | Recreational vehicle dealers | 27 | 77 913 | 7 361 | 1 606 | 286 | 8.8 | 3.6 |
| 441210 | Recreational vehicle dealers | 27 | 77 913 | 7 361 | 1 606 | 286 | 8.8 | 3.6 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 36 | 99 839 | 10 501 | 2 181 | 441 | 18.4 | 6.2 |
| 441221 | Motorcycle dealers | 12 | 20 117 | 2 062 | 439 | 78 | 20.9 | 2.0 |
| 441222 | Boat dealers | 11 | 31 919 | 3 256 | 623 | 134 | 43.1 | 18.0 |
| 441229 | All other motor vehicle dealers | 13 | 47 803 | 5 183 | 1 119 | 229 | .9 | .1 |
| 4413 | Automotive parts, accessories, & tire stores | 314 | 333 194 | 53 200 | 12 509 | 2 515 | 8.2 | 6.8 |
| 44131 | Automotive parts & accessories stores | 204 | 239 902 | 33 492 | 8 262 | 1 738 | 6.0 | 6.6 |
| 441310 | Automotive parts & accessories stores | 204 | 239 902 | 33 492 | 8 262 | 1 738 | 6.0 | 6.6 |
| 44132 | Tire dealers | 110 | 93 292 | 19 708 | 4 247 | 777 | 14.1 | 7.4 |
| 441320 | Tire dealers | 110 | 93 292 | 19 708 | 4 247 | 777 | 14.1 | 7.4 |
| 442 | Furniture & home furnishings stores | 246 | 242 965 | 33 205 | 7 763 | 1 535 | 15.4 | 8.2 |
| 4421 | Furniture stores | 115 | 115 494 | 14 911 | 3 648 | 663 | 20.4 | 9.0 |
| 44211 | Furniture stores | 115 | 115 494 | 14 911 | 3 648 | 663 | 20.4 | 9.0 |
| 442110 | Furniture stores | 115 | 115 494 | 14 911 | 3 648 | 663 | 20.4 | 9.0 |
| 4422 | Home furnishings stores | 131 | 127 471 | 18 294 | 4 115 | 872 | 10.9 | 7.5 |
| 44221 | Floor covering stores | 50 | 49 421 | 9 688 | 1 956 | 309 | 18.0 | 1.7 |
| 442210 | Floor covering stores | 50 | 49 421 | 9 688 | 1 956 | 309 | 18.0 | 1.7 |
| 44229 | Other home furnishings stores | 81 | 78 050 | 8 606 | 2 159 | 563 | 6.5 | 11.1 |
| 442291 | Window treatment stores | 10 | 5 516 | 1 153 | 251 | 54 | – | 4.1 |
| 442299 | All other home furnishings stores | 71 | 72 534 | 7 453 | 1 908 | 509 | 7.0 | 11.7 |
| 443 | Electronics & appliance stores | 140 | 253 639 | 22 523 | 5 237 | 1 191 | 10.5 | 3.5 |
| 4431 | Electronics & appliance stores | 140 | 253 639 | 22 523 | 5 237 | 1 191 | 10.5 | 3.5 |
| 44311 | Appliance, television, & other electronics stores | 98 | 218 312 | 18 910 | 4 291 | 991 | 6.4 | 1.6 |
| 443111 | Household appliance stores | 27 | 24 662 | 3 122 | 682 | 156 | 23.8 | 3.9 |
| 443112 | Radio, television, & other electronics stores | 71 | 193 650 | 15 788 | 3 609 | 835 | 4.2 | 1.3 |
| 44312 | Computer & software stores | 30 | 29 907 | 2 671 | 720 | 142 | 40.4 | 17.4 |
| 443120 | Computer & software stores | 30 | 29 907 | 2 671 | 720 | 142 | 40.4 | 17.4 |
| 44313 | Camera & photographic supplies stores | 12 | 5 420 | 942 | 226 | 58 | 11.9 | – |
| 443130 | Camera & photographic supplies stores | 12 | 5 420 | 942 | 226 | 58 | 11.9 | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **RIVERSIDE COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 444 | Building material & garden equipment & supplies dealers | 303 | 900 295 | 99 906 | 24 038 | 4 053 | 3.0 | 1.4 |
| 4441 | Building material & supplies dealers | 230 | 781 676 | 88 806 | 21 496 | 3 533 | 3.0 | 1.3 |
| 44411 | Home centers | 20 | 315 250 | 33 650 | 8 038 | 1 565 | .1 | – |
| 444110 | Home centers | 20 | 315 250 | 33 650 | 8 038 | 1 565 | .1 | – |
| 44412 | Paint & wallpaper stores | 21 | 36 842 | 3 443 | 825 | 126 | .5 | – |
| 444120 | Paint & wallpaper stores | 21 | 36 842 | 3 443 | 825 | 126 | .5 | – |
| 44413 | Hardware stores | 46 | 36 532 | 7 063 | 1 844 | 385 | 11.2 | 13.5 |
| 444130 | Hardware stores | 46 | 36 532 | 7 063 | 1 844 | 385 | 11.2 | 13.5 |
| 44419 | Other building material dealers | 143 | 393 052 | 44 650 | 10 789 | 1 457 | 4.7 | 1.3 |
| 444190 | Other building material dealers | 143 | 393 052 | 44 650 | 10 789 | 1 457 | 4.7 | 1.3 |
| 4442 | Lawn & garden equipment & supplies stores | 73 | 118 619 | 11 100 | 2 542 | 520 | 3.4 | 2.1 |
| 44421 | Outdoor power equipment stores | 15 | 7 231 | 965 | 205 | 48 | 26.7 | 3.3 |
| 444210 | Outdoor power equipment stores | 15 | 7 231 | 965 | 205 | 48 | 26.7 | 3.3 |
| 44422 | Nursery & garden centers | 58 | 111 388 | 10 135 | 2 337 | 472 | 1.9 | 2.0 |
| 444220 | Nursery & garden centers | 58 | 111 388 | 10 135 | 2 337 | 472 | 1.9 | 2.0 |
| 445 | Food & beverage stores | 493 | 1 985 443 | 204 993 | 50 386 | 10 266 | 5.0 | 1.9 |
| 4451 | Grocery stores | 329 | 1 906 686 | 198 322 | 48 741 | 9 590 | 3.4 | 1.7 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 236 | 1 836 497 | 192 301 | 47 200 | 9 050 | 1.8 | 1.0 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 236 | 1 836 497 | 192 301 | 47 200 | 9 050 | 1.8 | 1.0 |
| 44512 | Convenience stores | 93 | 70 189 | 6 021 | 1 541 | 540 | 44.1 | 20.7 |
| 445120 | Convenience stores | 93 | 70 189 | 6 021 | 1 541 | 540 | 44.1 | 20.7 |
| 4452 | Specialty food stores | 75 | 34 035 | 3 499 | 875 | 375 | 29.8 | 3.9 |
| 4453 | Beer, wine, & liquor stores | 89 | 44 722 | 3 172 | 770 | 301 | 57.0 | 8.5 |
| 44531 | Beer, wine, & liquor stores | 89 | 44 722 | 3 172 | 770 | 301 | 57.0 | 8.5 |
| 445310 | Beer, wine, & liquor stores | 89 | 44 722 | 3 172 | 770 | 301 | 57.0 | 8.5 |
| 446 | Health & personal care stores | 305 | 449 269 | 65 591 | 16 106 | 3 223 | 9.8 | 8.0 |
| 4461 | Health & personal care stores | 305 | 449 269 | 65 591 | 16 106 | 3 223 | 9.8 | 8.0 |
| 44611 | Pharmacies & drug stores | 142 | 371 039 | 52 670 | 13 051 | 2 472 | 8.5 | 8.1 |
| 446110 | Pharmacies & drug stores | 142 | 371 039 | 52 670 | 13 051 | 2 472 | 8.5 | 8.1 |
| 4461101 | Pharmacies & drug stores | 141 | D | D | D | g | D | D |
| 4461102 | Proprietary stores | 1 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 46 | 19 291 | 2 743 | 712 | 232 | 9.4 | 6.3 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 46 | 19 291 | 2 743 | 712 | 232 | 9.4 | 6.3 |
| 44613 | Optical goods stores | 47 | 24 905 | 3 752 | 852 | 207 | 5.6 | 3.5 |
| 446130 | Optical goods stores | 47 | 24 905 | 3 752 | 852 | 207 | 5.6 | 3.5 |
| 44619 | Other health & personal care stores | 70 | 34 034 | 6 426 | 1 491 | 312 | 27.0 | 10.7 |
| 446191 | Food (health) supplement stores | 34 | 18 679 | 2 249 | 543 | 156 | 30.2 | 18.3 |
| 446199 | All other health & personal care stores | 36 | 15 355 | 4 177 | 948 | 156 | 23.2 | 1.5 |
| 447 | Gasoline stations | 401 | 888 935 | 43 116 | 10 006 | 3 215 | 13.8 | 9.8 |
| 4471 | Gasoline stations | 401 | 888 935 | 43 116 | 10 006 | 3 215 | 13.8 | 9.8 |
| 44711 | Gasoline stations with convenience stores | 214 | 482 775 | 22 170 | 4 982 | 1 761 | 10.9 | 6.7 |
| 447110 | Gasoline stations with convenience stores | 214 | 482 775 | 22 170 | 4 982 | 1 761 | 10.9 | 6.7 |
| 44719 | Other gasoline stations | 187 | 406 160 | 20 946 | 5 024 | 1 454 | 17.2 | 13.6 |
| 447190 | Other gasoline stations | 187 | 406 160 | 20 946 | 5 024 | 1 454 | 17.2 | 13.6 |
| 448 | Clothing & clothing accessories stores | 695 | 603 657 | 71 422 | 17 753 | 5 462 | 9.8 | 9.0 |
| 4481 | Clothing stores | 408 | 423 495 | 49 238 | 12 382 | 4 099 | 8.5 | 9.1 |
| 44811 | Men's clothing stores | 52 | 51 535 | 5 063 | 1 238 | 551 | 3.8 | 4.7 |
| 448110 | Men's clothing stores | 52 | 51 535 | 5 063 | 1 238 | 551 | 3.8 | 4.7 |
| 44812 | Women's clothing stores | 193 | 139 489 | 17 306 | 4 195 | 1 327 | 14.9 | 23.3 |
| 448120 | Women's clothing stores | 193 | 139 489 | 17 306 | 4 195 | 1 327 | 14.9 | 23.3 |
| 44813 | Children's & infants' clothing stores | 14 | 8 383 | 868 | 204 | 104 | 14.1 | 5.9 |
| 448130 | Children's & infants' clothing stores | 14 | 8 383 | 868 | 204 | 104 | 14.1 | 5.9 |
| 44814 | Family clothing stores | 76 | 183 324 | 20 280 | 5 235 | 1 673 | 4.2 | .5 |
| 448140 | Family clothing stores | 76 | 183 324 | 20 280 | 5 235 | 1 673 | 4.2 | .5 |
| 44815 | Clothing accessories stores | 22 | 11 771 | 1 793 | 456 | 118 | 15.2 | 12.3 |
| 448150 | Clothing accessories stores | 22 | 11 771 | 1 793 | 456 | 118 | 15.2 | 12.3 |
| 44819 | Other clothing stores | 51 | 28 993 | 3 928 | 1 054 | 326 | 9.2 | 2.3 |
| 448190 | Other clothing stores | 51 | 28 993 | 3 928 | 1 054 | 326 | 9.2 | 2.3 |
| 4482 | Shoe stores | 173 | 104 436 | 10 610 | 2 506 | 774 | 5.9 | 2.2 |
| 44821 | Shoe stores | 173 | 104 436 | 10 610 | 2 506 | 774 | 5.9 | 2.2 |
| 448210 | Shoe stores | 173 | 104 436 | 10 610 | 2 506 | 774 | 5.9 | 2.2 |
| 4482101 | Men's shoe stores | 10 | D | D | D | b | D | D |
| 4482102 | Women's shoe stores | 22 | 13 609 | 1 556 | 381 | 98 | 12.5 | 10.7 |
| 4482103 | Children's & juveniles' shoe stores | 3 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 117 | 50 084 | 5 322 | 1 281 | 419 | 3.6 | 1.7 |
| 4482105 | Athletic footwear stores | 21 | 32 892 | 2 864 | 649 | 205 | 6.8 | – |
| 4483 | Jewelry, luggage, & leather goods stores | 114 | 75 726 | 11 574 | 2 865 | 589 | 22.5 | 18.0 |
| 44831 | Jewelry stores | 101 | 69 401 | 10 693 | 2 658 | 520 | 23.6 | 18.4 |
| 448310 | Jewelry stores | 101 | 69 401 | 10 693 | 2 658 | 520 | 23.6 | 18.4 |
| 44832 | Luggage & leather goods stores | 13 | 6 325 | 881 | 207 | 69 | 10.2 | 12.6 |
| 448320 | Luggage & leather goods stores | 13 | 6 325 | 881 | 207 | 69 | 10.2 | 12.6 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **RIVERSIDE COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 247 | 219 732 | 23 738 | 5 568 | 1 956 | 16.1 | 2.3 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 173 | 167 420 | 18 267 | 4 248 | 1 435 | 18.3 | 2.4 |
| 45111 | Sporting goods stores | 102 | 92 113 | 10 727 | 2 504 | 746 | 29.5 | 3.3 |
| 451110 | Sporting goods stores | 102 | 92 113 | 10 727 | 2 504 | 746 | 29.5 | 3.3 |
| 4511101 | General-line sporting goods stores | 37 | 41 629 | 5 221 | 1 257 | 418 | 10.9 | 3.4 |
| 4511102 | Specialty-line sporting goods stores | 65 | 50 484 | 5 506 | 1 247 | 328 | 44.8 | 3.3 |
| 45112 | Hobby, toy, & game stores | 40 | 55 259 | 4 895 | 1 071 | 406 | 1.7 | 1.6 |
| 451120 | Hobby, toy, & game stores | 40 | 55 259 | 4 895 | 1 071 | 406 | 1.7 | 1.6 |
| 45113 | Sewing, needlework, & piece goods stores | 20 | 12 529 | 1 824 | 491 | 239 | 1.5 | – |
| 451130 | Sewing, needlework, & piece goods stores | 20 | 12 529 | 1 824 | 491 | 239 | 1.5 | – |
| 45114 | Musical instrument & supplies stores | 11 | 7 519 | 821 | 182 | 44 | 32.2 | – |
| 451140 | Musical instrument & supplies stores | 11 | 7 519 | 821 | 182 | 44 | 32.2 | – |
| 4512 | Book, periodical, & music stores | 74 | 52 312 | 5 471 | 1 320 | 521 | 8.9 | 1.9 |
| 45121 | Book stores & news dealers | 41 | 28 218 | 2 909 | 690 | 259 | 14.2 | 1.9 |
| 451211 | Book stores | 37 | 26 062 | 2 530 | 595 | 223 | 14.7 | 2.0 |
| 4512111 | Book stores, general | 25 | 20 220 | 1 930 | 447 | 163 | 6.4 | 2.6 |
| 4512112 | Specialty book stores | 8 | D | D | D | b | D | D |
| 4512113 | College book stores | 4 | D | D | D | b | D | D |
| 451212 | News dealers & newsstands | 4 | 2 156 | 379 | 95 | 36 | 8.2 | – |
| 45122 | Prerecorded tape, compact disc, & record stores | 33 | 24 094 | 2 562 | 630 | 262 | 2.7 | 2.0 |
| 451220 | Prerecorded tape, compact disc, & record stores | 33 | 24 094 | 2 562 | 630 | 262 | 2.7 | 2.0 |
| 452 | General merchandise stores | 97 | 1 488 114 | 135 243 | 33 315 | 10 369 | .2 | 1.9 |
| 4521 | Department stores (incl leased depts) ## | 55 | 1 121 145 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 55 | 1 121 145 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 55 | 1 100 593 | 110 485 | 27 058 | 8 863 | – | – |
| 45211 | Department stores (excl leased depts) | 55 | 1 100 593 | 110 485 | 27 058 | 8 863 | – | – |
| 452110 | Department stores (excl leased depts) | 55 | 1 100 593 | 110 485 | 27 058 | 8 863 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 16 | 270 592 | 28 510 | 7 071 | 2 026 | – | – |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 30 | 658 747 | 61 210 | 15 003 | 5 434 | – | – |
| 4521103 | National chain department stores (excl leased depts) | 9 | 171 254 | 20 765 | 4 984 | 1 403 | – | – |
| 4529 | Other general merchandise stores | 42 | 387 521 | 24 758 | 6 257 | 1 506 | .8 | 7.3 |
| 45291 | Warehouse clubs & superstores | 6 | D | D | D | f | D | D |
| 452910 | Warehouse clubs & superstores | 6 | 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 |
| 4529902 | Catalog showrooms | 2 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 26 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 483 | 279 434 | 34 672 | 8 147 | 2 771 | 18.1 | 8.7 |
| 4531 | Florists | 80 | 19 002 | 3 546 | 849 | 382 | 32.8 | 10.5 |
| 45311 | Florists | 80 | 19 002 | 3 546 | 849 | 382 | 32.8 | 10.5 |
| 453110 | Florists | 80 | 19 002 | 3 546 | 849 | 382 | 32.8 | 10.5 |
| 4532 | Office supplies, stationery, & gift stores | 150 | 107 577 | 11 543 | 2 745 | 996 | 13.5 | 9.6 |
| 45321 | Office supplies & stationery stores | 34 | 64 293 | 5 982 | 1 479 | 428 | 5.3 | 6.6 |
| 453210 | Office supplies & stationery stores | 34 | 64 293 | 5 982 | 1 479 | 428 | 5.3 | 6.6 |
| 4532101 | Stationery stores | 4 | 2 468 | 325 | 76 | 33 | 8.8 | – |
| 4532102 | Office supplies stores | 30 | 61 825 | 5 657 | 1 403 | 395 | 5.1 | 6.8 |
| 45322 | Gift, novelty, & souvenir stores | 116 | 43 284 | 5 561 | 1 266 | 568 | 25.6 | 14.1 |
| 453220 | Gift, novelty, & souvenir stores | 116 | 43 284 | 5 561 | 1 266 | 568 | 25.6 | 14.1 |
| 4533 | Used merchandise stores | 62 | 33 276 | 6 088 | 1 426 | 486 | 19.0 | 5.2 |
| 45331 | Used merchandise stores | 62 | 33 276 | 6 088 | 1 426 | 486 | 19.0 | 5.2 |
| 453310 | Used merchandise stores | 62 | 33 276 | 6 088 | 1 426 | 486 | 19.0 | 5.2 |
| 4539 | Other miscellaneous store retailers | 191 | 119 579 | 13 495 | 3 127 | 907 | 19.7 | 8.6 |
| 45391 | Pet & pet supplies stores | 37 | 33 464 | 3 448 | 860 | 281 | 12.8 | 6.1 |
| 453910 | Pet & pet supplies stores | 37 | 33 464 | 3 448 | 860 | 281 | 12.8 | 6.1 |
| 45392 | Art dealers | 22 | 16 956 | 2 348 | 602 | 85 | 29.1 | 11.7 |
| 453920 | Art dealers | 22 | 16 956 | 2 348 | 602 | 85 | 29.1 | 11.7 |
| 45393 | Manufactured (mobile) home dealers | 18 | 17 067 | 920 | 208 | 43 | 15.7 | 4.5 |
| 453930 | Manufactured (mobile) home dealers | 18 | 17 067 | 920 | 208 | 43 | 15.7 | 4.5 |
| 45399 | All other miscellaneous store retailers | 114 | 52 092 | 6 779 | 1 457 | 498 | 22.3 | 10.6 |
| 454 | Nonstore retailers | 111 | 409 757 | 38 034 | 9 607 | 2 265 | 73.1 | 2.8 |
| 4541 | Electronic shopping & mail-order houses | 35 | 336 178 | 26 468 | 6 912 | 1 777 | 83.3 | .8 |
| 45411 | Electronic shopping & mail-order houses | 35 | 336 178 | 26 468 | 6 912 | 1 777 | 83.3 | .8 |
| 454110 | Electronic shopping & mail-order houses | 35 | 336 178 | 26 468 | 6 912 | 1 777 | 83.3 | .8 |
| 4542 | Vending machine operators | 12 | 7 144 | 1 408 | 334 | 49 | 18.5 | 6.3 |
| 45421 | Vending machine operators | 12 | 7 144 | 1 408 | 334 | 49 | 18.5 | 6.3 |
| 454210 | Vending machine operators | 12 | 7 144 | 1 408 | 334 | 49 | 18.5 | 6.3 |
| 4543 | Direct selling establishments | 64 | 66 435 | 10 158 | 2 361 | 439 | 27.0 | 12.9 |
| 45431 | Fuel dealers | 19 | 20 533 | 2 710 | 678 | 114 | 10.4 | 25.3 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 17 | D | D | D | c | D | D |
| 454319 | Other fuel dealers | 1 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 45 | 45 902 | 7 448 | 1 683 | 325 | 34.5 | 7.4 |
| 454390 | Other direct selling establishments | 45 | 45 902 | 7 448 | 1 683 | 325 | 34.5 | 7.4 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SACRAMENTO COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **3 587** | **9 502 314** | **990 007** | **237 005** | **51 962** | **5.2** | **6.1** |
| 441 | Motor vehicle & parts dealers | 408 | 2 189 804 | 213 191 | 50 491 | 6 881 | 2.8 | 6.0 |
| 4411 | Automobile dealers | 98 | 1 757 664 | 152 238 | 36 194 | 4 124 | 1.6 | 5.8 |
| 44111 | New car dealers | 62 | 1 684 658 | 145 057 | 34 678 | 3 914 | .4 | 5.3 |
| 441110 | New car dealers | 62 | 1 684 658 | 145 057 | 34 678 | 3 914 | .4 | 5.3 |
| 44112 | Used car dealers | 36 | 73 006 | 7 181 | 1 516 | 210 | 28.3 | 17.2 |
| 441120 | Used car dealers | 36 | 73 006 | 7 181 | 1 516 | 210 | 28.3 | 17.2 |
| 4412 | Other motor vehicle dealers | 65 | 117 810 | 10 867 | 2 363 | 498 | 12.7 | 3.6 |
| 44121 | Recreational vehicle dealers | 23 | 47 730 | 4 378 | 940 | 185 | 15.7 | 4.9 |
| 441210 | Recreational vehicle dealers | 23 | 47 730 | 4 378 | 940 | 185 | 15.7 | 4.9 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 42 | 70 080 | 6 489 | 1 423 | 313 | 10.7 | 2.8 |
| 441221 | Motorcycle dealers | 11 | D | D | D | b | D | D |
| 441222 | Boat dealers | 24 | D | D | D | c | D | D |
| 441229 | All other motor vehicle dealers | 7 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 245 | 314 330 | 50 086 | 11 934 | 2 259 | 5.8 | 7.7 |
| 44131 | Automotive parts & accessories stores | 151 | 221 587 | 31 133 | 7 533 | 1 560 | 4.3 | 6.8 |
| 441310 | Automotive parts & accessories stores | 151 | 221 587 | 31 133 | 7 533 | 1 560 | 4.3 | 6.8 |
| 44132 | Tire dealers | 94 | 92 743 | 18 953 | 4 401 | 699 | 9.2 | 9.9 |
| 441320 | Tire dealers | 94 | 92 743 | 18 953 | 4 401 | 699 | 9.2 | 9.9 |
| 442 | Furniture & home furnishings stores | 231 | 320 931 | 42 697 | 9 623 | 2 156 | 10.4 | 8.6 |
| 4421 | Furniture stores | 113 | 191 275 | 26 284 | 5 731 | 1 120 | 8.3 | 12.3 |
| 44211 | Furniture stores | 113 | 191 275 | 26 284 | 5 731 | 1 120 | 8.3 | 12.3 |
| 442110 | Furniture stores | 113 | 191 275 | 26 284 | 5 731 | 1 120 | 8.3 | 12.3 |
| 4422 | Home furnishings stores | 118 | 129 656 | 16 413 | 3 892 | 1 036 | 13.5 | 3.1 |
| 44221 | Floor covering stores | 50 | 56 632 | 7 151 | 1 506 | 267 | 17.9 | 3.2 |
| 442210 | Floor covering stores | 50 | 56 632 | 7 151 | 1 506 | 267 | 17.9 | 3.2 |
| 44229 | Other home furnishings stores | 68 | 73 024 | 9 262 | 2 386 | 769 | 10.0 | 3.0 |
| 442291 | Window treatment stores | 11 | 5 230 | 661 | 158 | 50 | 7.4 | 36.6 |
| 442299 | All other home furnishings stores | 57 | 67 794 | 8 601 | 2 228 | 719 | 10.2 | .4 |
| 443 | Electronics & appliance stores | 161 | 435 488 | 39 058 | 9 996 | 1 981 | 4.4 | 11.7 |
| 4431 | Electronics & appliance stores | 161 | 435 488 | 39 058 | 9 996 | 1 981 | 4.4 | 11.7 |
| 44311 | Appliance, television, & other electronics stores | 100 | D | D | D | g | D | D |
| 443111 | Household appliance stores | 34 | D | D | D | e | D | D |
| 443112 | Radio, television, & other electronics stores | 66 | 178 769 | 19 301 | 4 827 | 894 | 2.8 | 22.4 |
| 44312 | Computer & software stores | 53 | 199 062 | 14 489 | 3 868 | 762 | 3.3 | 4.6 |
| 443120 | Computer & software stores | 53 | 199 062 | 14 489 | 3 868 | 762 | 3.3 | 4.6 |
| 44313 | Camera & photographic supplies stores | 8 | D | D | D | b | D | D |
| 443130 | Camera & photographic supplies stores | 8 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 268 | 907 244 | 100 635 | 24 081 | 4 081 | 4.0 | 1.3 |
| 4441 | Building material & supplies dealers | 235 | 847 961 | 92 117 | 22 192 | 3 687 | 3.7 | 1.3 |
| 44411 | Home centers | 15 | 274 333 | 28 006 | 7 518 | 1 450 | .3 | – |
| 444110 | Home centers | 15 | 274 333 | 28 006 | 7 518 | 1 450 | .3 | – |
| 44412 | Paint & wallpaper stores | 37 | 44 229 | 6 290 | 1 398 | 233 | 4.6 | 3.8 |
| 444120 | Paint & wallpaper stores | 37 | 44 229 | 6 290 | 1 398 | 233 | 4.6 | 3.8 |
| 44413 | Hardware stores | 34 | 38 367 | 5 975 | 1 378 | 338 | 49.0 | .8 |
| 444130 | Hardware stores | 34 | 38 367 | 5 975 | 1 378 | 338 | 49.0 | .8 |
| 44419 | Other building material dealers | 149 | 491 032 | 51 846 | 11 898 | 1 666 | 1.9 | 1.8 |
| 444190 | Other building material dealers | 149 | 491 032 | 51 846 | 11 898 | 1 666 | 1.9 | 1.8 |
| 4442 | Lawn & garden equipment & supplies stores | 33 | 59 283 | 8 518 | 1 889 | 394 | 8.1 | 2.0 |
| 44421 | Outdoor power equipment stores | 11 | 26 500 | 2 001 | 538 | 84 | 13.9 | .9 |
| 444210 | Outdoor power equipment stores | 11 | 26 500 | 2 001 | 538 | 84 | 13.9 | .9 |
| 44422 | Nursery & garden centers | 22 | 32 783 | 6 517 | 1 351 | 310 | 3.5 | 2.9 |
| 444220 | Nursery & garden centers | 22 | 32 783 | 6 517 | 1 351 | 310 | 3.5 | 2.9 |
| 445 | Food & beverage stores | 457 | 1 749 686 | 202 562 | 47 518 | 9 931 | 6.6 | 6.4 |
| 4451 | Grocery stores | 301 | 1 661 877 | 195 347 | 45 845 | 9 253 | 5.0 | 6.0 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 228 | 1 620 169 | 191 858 | 45 068 | 8 905 | 3.7 | 5.8 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 228 | 1 620 169 | 191 858 | 45 068 | 8 905 | 3.7 | 5.8 |
| 44512 | Convenience stores | 73 | 41 708 | 3 489 | 777 | 348 | 54.4 | 13.1 |
| 445120 | Convenience stores | 73 | 41 708 | 3 489 | 777 | 348 | 54.4 | 13.1 |
| 4452 | Specialty food stores | 67 | 29 556 | 3 873 | 882 | 385 | 20.8 | 9.2 |
| 4453 | Beer, wine, & liquor stores | 89 | 58 253 | 3 342 | 791 | 293 | 46.4 | 17.8 |
| 44531 | Beer, wine, & liquor stores | 89 | 58 253 | 3 342 | 791 | 293 | 46.4 | 17.8 |
| 445310 | Beer, wine, & liquor stores | 89 | 58 253 | 3 342 | 791 | 293 | 46.4 | 17.8 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SACRAMENTO COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 446 | Health & personal care stores | 246 | 388 668 | 64 284 | 14 920 | 3 055 | 8.2 | 13.3 |
| 4461 | Health & personal care stores | 246 | 388 668 | 64 284 | 14 920 | 3 055 | 8.2 | 13.3 |
| 44611 | Pharmacies & drug stores | 95 | 299 613 | 47 414 | 11 124 | 2 112 | 7.0 | 13.9 |
| 446110 | Pharmacies & drug stores | 95 | 299 613 | 47 414 | 11 124 | 2 112 | 7.0 | 13.9 |
| 4461101 | Pharmacies & drug stores | 89 | D | D | D | g | D | D |
| 4461102 | Proprietary stores | 6 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 39 | 17 779 | 2 436 | 592 | 187 | 10.0 | 7.1 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 39 | 17 779 | 2 436 | 592 | 187 | 10.0 | 7.1 |
| 44613 | Optical goods stores | 52 | 23 324 | 3 875 | 922 | 223 | 9.4 | 6.0 |
| 446130 | Optical goods stores | 52 | 23 324 | 3 875 | 922 | 223 | 9.4 | 6.0 |
| 44619 | Other health & personal care stores | 60 | 47 952 | 10 559 | 2 282 | 533 | 14.2 | 15.7 |
| 446191 | Food (health) supplement stores | 23 | 13 353 | 2 082 | 386 | 160 | 44.7 | 31.1 |
| 446199 | All other health & personal care stores | 37 | 34 599 | 8 477 | 1 896 | 373 | 2.4 | 9.7 |
| 447 | Gasoline stations | 292 | 713 858 | 33 507 | 7 781 | 2 612 | 12.0 | 10.0 |
| 4471 | Gasoline stations | 292 | 713 858 | 33 507 | 7 781 | 2 612 | 12.0 | 10.0 |
| 44711 | Gasoline stations with convenience stores | 191 | 510 995 | 22 134 | 5 121 | 1 703 | 8.3 | 6.7 |
| 447110 | Gasoline stations with convenience stores | 191 | 510 995 | 22 134 | 5 121 | 1 703 | 8.3 | 6.7 |
| 44719 | Other gasoline stations | 101 | 202 863 | 11 373 | 2 660 | 909 | 21.3 | 18.3 |
| 447190 | Other gasoline stations | 101 | 202 863 | 11 373 | 2 660 | 909 | 21.3 | 18.3 |
| 448 | Clothing & clothing accessories stores | 530 | 547 968 | 68 995 | 16 851 | 5 119 | 4.4 | 6.5 |
| 4481 | Clothing stores | 294 | 401 671 | 47 896 | 11 794 | 3 834 | 4.0 | 5.1 |
| 44811 | Men's clothing stores | 33 | 32 498 | 4 261 | 1 058 | 206 | 6.8 | 10.1 |
| 448110 | Men's clothing stores | 33 | 32 498 | 4 261 | 1 058 | 206 | 6.8 | 10.1 |
| 44812 | Women's clothing stores | 130 | 90 271 | 10 015 | 2 308 | 961 | 14.0 | 9.9 |
| 448120 | Women's clothing stores | 130 | 90 271 | 10 015 | 2 308 | 961 | 14.0 | 9.9 |
| 44813 | Children's & infants' clothing stores | 11 | D | D | D | c | D | D |
| 448130 | Children's & infants' clothing stores | 11 | D | D | D | c | D | D |
| 44814 | Family clothing stores | 59 | 229 501 | 26 611 | 6 826 | 2 102 | .1 | 1.3 |
| 448140 | Family clothing stores | 59 | 229 501 | 26 611 | 6 826 | 2 102 | .1 | 1.3 |
| 44815 | Clothing accessories stores | 17 | D | D | D | b | D | D |
| 448150 | Clothing accessories stores | 17 | D | D | D | b | D | D |
| 44819 | Other clothing stores | 44 | 33 825 | 4 653 | 1 041 | 351 | 1.9 | 15.3 |
| 448190 | Other clothing stores | 44 | 33 825 | 4 653 | 1 041 | 351 | 1.9 | 15.3 |
| 4482 | Shoe stores | 139 | 76 080 | 8 809 | 1 996 | 695 | 3.3 | 4.0 |
| 44821 | Shoe stores | 139 | 76 080 | 8 809 | 1 996 | 695 | 3.3 | 4.0 |
| 448210 | Shoe stores | 139 | 76 080 | 8 809 | 1 996 | 695 | 3.3 | 4.0 |
| 4482101 | Men's shoe stores | 7 | D | D | D | b | D | D |
| 4482102 | Women's shoe stores | 20 | D | D | D | c | D | D |
| 4482103 | Children's & juveniles' shoe stores | 8 | 3 970 | 597 | 144 | 50 | – | – |
| 4482104 | Family shoe stores | 87 | 37 548 | 4 196 | 928 | 363 | 2.4 | .4 |
| 4482105 | Athletic footwear stores | 17 | D | D | D | c | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 97 | 70 217 | 12 290 | 3 061 | 590 | 8.3 | 17.3 |
| 44831 | Jewelry stores | 84 | 63 415 | 11 416 | 2 861 | 529 | 8.8 | 16.7 |
| 448310 | Jewelry stores | 84 | 63 415 | 11 416 | 2 861 | 529 | 8.8 | 16.7 |
| 44832 | Luggage & leather goods stores | 13 | 6 802 | 874 | 200 | 61 | 3.6 | 23.4 |
| 448320 | Luggage & leather goods stores | 13 | 6 802 | 874 | 200 | 61 | 3.6 | 23.4 |
| 451 | Sporting goods, hobby, book, & music stores | 286 | 318 111 | 35 529 | 8 477 | 2 831 | 9.9 | 3.5 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 203 | 222 360 | 25 227 | 6 060 | 1 965 | 12.2 | 3.5 |
| 45111 | Sporting goods stores | 107 | 112 464 | 12 933 | 3 030 | 944 | 12.1 | 5.8 |
| 451110 | Sporting goods stores | 107 | 112 464 | 12 933 | 3 030 | 944 | 12.1 | 5.8 |
| 4511101 | General-line sporting goods stores | 29 | 39 106 | 4 140 | 993 | 316 | 11.3 | 2.6 |
| 4511102 | Specialty-line sporting goods stores | 78 | 73 358 | 8 793 | 2 037 | 628 | 12.6 | 7.5 |
| 45112 | Hobby, toy, & game stores | 51 | 70 794 | 6 060 | 1 344 | 522 | 15.8 | .7 |
| 451120 | Hobby, toy, & game stores | 51 | 70 794 | 6 060 | 1 344 | 522 | 15.8 | .7 |
| 45113 | Sewing, needlework, & piece goods stores | 33 | 22 576 | 3 279 | 941 | 371 | 6.2 | 3.5 |
| 451130 | Sewing, needlework, & piece goods stores | 33 | 22 576 | 3 279 | 941 | 371 | 6.2 | 3.5 |
| 45114 | Musical instrument & supplies stores | 12 | 16 526 | 2 955 | 745 | 128 | 5.6 | – |
| 451140 | Musical instrument & supplies stores | 12 | 16 526 | 2 955 | 745 | 128 | 5.6 | – |
| 4512 | Book, periodical, & music stores | 83 | 95 751 | 10 302 | 2 417 | 866 | 4.5 | 3.5 |
| 45121 | Book stores & news dealers | 54 | 54 138 | 6 214 | 1 443 | 502 | 7.8 | 2.3 |
| 451211 | Book stores | 47 | 51 258 | 5 717 | 1 321 | 471 | 7.9 | 2.4 |
| 4512111 | Book stores, general | 35 | 45 745 | 4 861 | 1 153 | 405 | 7.6 | 2.7 |
| 4512112 | Specialty book stores | 9 | 4 628 | 787 | 154 | 60 | 10.8 | – |
| 4512113 | College book stores | 3 | 885 | 69 | 14 | 6 | D | – |
| 451212 | News dealers & newsstands | 7 | 2 880 | 497 | 122 | 31 | 5.9 | – |
| 45122 | Prerecorded tape, compact disc, & record stores | 29 | 41 613 | 4 088 | 974 | 364 | .3 | 5.0 |
| 451220 | Prerecorded tape, compact disc, & record stores | 29 | 41 613 | 4 088 | 974 | 364 | .3 | 5.0 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SACRAMENTO COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 83 | 1 460 013 | 121 348 | 31 090 | 9 010 | .1 | 2.3 |
| 4521 | Department stores (incl leased depts) ## | 38 | 1 031 087 | N | N | N | – | 1.9 |
| 45211 | Department stores (incl leased depts) ## | 38 | 1 031 087 | N | N | N | – | 1.9 |
| 4521 | Department stores (excl leased depts) | 38 | 1 019 382 | 93 536 | 22 709 | 7 036 | – | 1.9 |
| 45211 | Department stores (excl leased depts) | 38 | 1 019 382 | 93 536 | 22 709 | 7 036 | – | 1.9 |
| 452110 | Department stores (excl leased depts) | 38 | 1 019 382 | 93 536 | 22 709 | 7 036 | – | 1.9 |
| 4521101 | Conventional department stores (excl leased depts) | 10 | D | D | D | g | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 19 | D | D | D | h | D | D |
| 4521103 | National chain department stores (excl leased depts) | 9 | 280 159 | 31 277 | 7 386 | 1 956 | – | 7.1 |
| 4529 | Other general merchandise stores | 45 | 440 631 | 27 812 | 8 381 | 1 974 | .2 | 3.2 |
| 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 | 38 | D | D | D | f | D | D |
| 452990 | All other general merchandise stores | 38 | D | D | D | f | D | D |
| 4529901 | Variety stores | 13 | D | D | D | c | D | D |
| 4529902 | Catalog showrooms | 3 | D | D | D | c | D | D |
| 4529903 | Miscellaneous general merchandise stores | 22 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 489 | 320 150 | 41 852 | 9 971 | 3 338 | 11.1 | 9.6 |
| 4531 | Florists | 83 | 19 003 | 3 900 | 991 | 378 | 29.8 | 14.7 |
| 45311 | Florists | 83 | 19 003 | 3 900 | 991 | 378 | 29.8 | 14.7 |
| 453110 | Florists | 83 | 19 003 | 3 900 | 991 | 378 | 29.8 | 14.7 |
| 4532 | Office supplies, stationery, & gift stores | 181 | 155 277 | 16 921 | 4 027 | 1 420 | 8.3 | 11.2 |
| 45321 | Office supplies & stationery stores | 35 | 90 115 | 8 295 | 2 082 | 532 | 3.1 | 12.2 |
| 453210 | Office supplies & stationery stores | 35 | 90 115 | 8 295 | 2 082 | 532 | 3.1 | 12.2 |
| 4532101 | Stationery stores | 5 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 30 | D | D | D | f | D | D |
| 45322 | Gift, novelty, & souvenir stores | 146 | 65 162 | 8 626 | 1 945 | 888 | 15.6 | 9.7 |
| 453220 | Gift, novelty, & souvenir stores | 146 | 65 162 | 8 626 | 1 945 | 888 | 15.6 | 9.7 |
| 4533 | Used merchandise stores | 69 | 31 651 | 8 427 | 2 038 | 657 | 12.4 | 9.2 |
| 45331 | Used merchandise stores | 69 | 31 651 | 8 427 | 2 038 | 657 | 12.4 | 9.2 |
| 453310 | Used merchandise stores | 69 | 31 651 | 8 427 | 2 038 | 657 | 12.4 | 9.2 |
| 4539 | Other miscellaneous store retailers | 156 | 114 219 | 12 604 | 2 915 | 883 | 11.5 | 6.6 |
| 45391 | Pet & pet supplies stores | 45 | 43 322 | 4 557 | 1 119 | 364 | 11.0 | 9.1 |
| 453910 | Pet & pet supplies stores | 45 | 43 322 | 4 557 | 1 119 | 364 | 11.0 | 9.1 |
| 45392 | Art dealers | 15 | D | D | D | b | D | D |
| 453920 | Art dealers | 15 | D | D | D | b | D | D |
| 45393 | Manufactured (mobile) home dealers | 7 | 7 264 | 287 | 55 | 19 | 10.8 | 3.7 |
| 453930 | Manufactured (mobile) home dealers | 7 | 7 264 | 287 | 55 | 19 | 10.8 | 3.7 |
| 45399 | All other miscellaneous store retailers | 89 | D | D | D | e | D | D |
| 454 | Nonstore retailers | 136 | 150 393 | 26 349 | 6 206 | 967 | 12.5 | 9.1 |
| 4541 | Electronic shopping & mail-order houses | 34 | 52 927 | 6 481 | 1 927 | 239 | 8.0 | 6.6 |
| 45411 | Electronic shopping & mail-order houses | 34 | 52 927 | 6 481 | 1 927 | 239 | 8.0 | 6.6 |
| 454110 | Electronic shopping & mail-order houses | 34 | 52 927 | 6 481 | 1 927 | 239 | 8.0 | 6.6 |
| 4542 | Vending machine operators | 29 | 22 088 | 3 551 | 761 | 164 | 26.4 | 4.5 |
| 45421 | Vending machine operators | 29 | 22 088 | 3 551 | 761 | 164 | 26.4 | 4.5 |
| 454210 | Vending machine operators | 29 | 22 088 | 3 551 | 761 | 164 | 26.4 | 4.5 |
| 4543 | Direct selling establishments | 73 | 75 378 | 16 317 | 3 518 | 564 | 11.6 | 12.2 |
| 45431 | Fuel dealers | 12 | 17 037 | 1 853 | 459 | 74 | 1.0 | 23.2 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 9 | D | D | D | b | D | D |
| 454319 | Other fuel dealers | 3 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 61 | 58 341 | 14 464 | 3 059 | 490 | 14.6 | 8.9 |
| 454390 | Other direct selling establishments | 61 | 58 341 | 14 464 | 3 059 | 490 | 14.6 | 8.9 |
| | **SAN BENITO COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **117** | **276 838** | **30 893** | **7 383** | **1 731** | **13.3** | **4.0** |
| 441 | Motor vehicle & parts dealers | 17 | 52 677 | 5 312 | 1 312 | 219 | 18.4 | .6 |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 11 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 8 | 8 332 | 997 | 230 | 54 | 14.2 | 1.4 |
| 4421 | Furniture stores | 5 | 7 391 | 890 | 206 | 43 | 3.3 | 1.6 |
| 44211 | Furniture stores | 5 | 7 391 | 890 | 206 | 43 | 3.3 | 1.6 |
| 442110 | Furniture stores | 5 | 7 391 | 890 | 206 | 43 | 3.3 | 1.6 |
| 443 | Electronics & appliance stores | 3 | 1 133 | 119 | 20 | 9 | D | – |
| 444 | Building material & garden equipment & supplies dealers | 15 | 32 330 | 3 725 | 833 | 119 | 4.0 | 1.0 |
| 4441 | Building material & supplies dealers | 13 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 12 | 18 268 | 2 000 | 447 | 70 | 7.1 | 1.7 |
| 444190 | Other building material dealers | 12 | 18 268 | 2 000 | 447 | 70 | 7.1 | 1.7 |
| 4442 | Lawn & garden equipment & supplies stores | 2 | D | D | D | b | D | D |
| 44422 | Nursery & garden centers | 2 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 2 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN BENITO COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 445 | Food & beverage stores | 24 | 74 730 | 9 431 | 2 375 | 536 | 7.6 | .2 |
| 4451 | Grocery stores | 16 | 72 302 | 9 220 | 2 332 | 508 | 4.8 | – |
| 44511 | Supermarkets & other grocery (except convenience) stores | 13 | 70 485 | 9 041 | 2 286 | 494 | 4.6 | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 13 | 70 485 | 9 041 | 2 286 | 494 | 4.6 | – |
| 446 | Health & personal care stores | 8 | 15 864 | 1 804 | 427 | 100 | 7.0 | 53.7 |
| 4461 | Health & personal care stores | 8 | 15 864 | 1 804 | 427 | 100 | 7.0 | 53.7 |
| 447 | Gasoline stations | 9 | 13 970 | 590 | 133 | 56 | 24.6 | .8 |
| 448 | Clothing & clothing accessories stores | 13 | 4 333 | 609 | 170 | 69 | 30.4 | 13.6 |
| 451 | Sporting goods, hobby, book, & music stores | 6 | D | D | D | b | D | D |
| 452 | General merchandise stores | 3 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 10 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 3 | D | D | D | c | D | D |
| 45322 | Gift, novelty, & souvenir stores | 3 | D | D | D | c | D | D |
| 453220 | Gift, novelty, & souvenir stores | 3 | D | D | D | c | D | D |
| 4533 | Used merchandise stores | 3 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 3 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 3 | D | D | D | b | D | D |
| 45392 | Art dealers | 1 | D | D | D | a | D | D |
| 453920 | Art dealers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 1 | D | D | D | b | D | D |
| 45431 | Fuel dealers | 1 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 1 | D | D | D | b | D | D |
| | **SAN BERNARDINO COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **4 372** | **11 342 798** | **1 100 452** | **263 780** | **60 940** | **7.7** | **6.4** |
| 441 | Motor vehicle & parts dealers | 577 | 2 946 960 | 266 811 | 62 424 | 8 669 | 10.4 | 5.4 |
| 4411 | Automobile dealers | 165 | 2 347 718 | 186 988 | 43 814 | 5 261 | 10.5 | 5.0 |
| 44111 | New car dealers | 97 | 2 175 903 | 175 768 | 41 385 | 4 848 | 10.0 | 4.7 |
| 441110 | New car dealers | 97 | 2 175 903 | 175 768 | 41 385 | 4 848 | 10.0 | 4.7 |
| 44112 | Used car dealers | 68 | 171 815 | 11 220 | 2 429 | 413 | 17.2 | 9.2 |
| 441120 | Used car dealers | 68 | 171 815 | 11 220 | 2 429 | 413 | 17.2 | 9.2 |
| 4412 | Other motor vehicle dealers | 59 | 227 404 | 21 169 | 4 698 | 800 | 8.9 | 2.4 |
| 44121 | Recreational vehicle dealers | 23 | 121 120 | 11 267 | 2 403 | 356 | 2.8 | 3.8 |
| 441210 | Recreational vehicle dealers | 23 | 121 120 | 11 267 | 2 403 | 356 | 2.8 | 3.8 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 36 | 106 284 | 9 902 | 2 295 | 444 | 15.8 | .7 |
| 441221 | Motorcycle dealers | 22 | 80 043 | 7 656 | 1 843 | 345 | 14.7 | .2 |
| 441222 | Boat dealers | 7 | 16 705 | 1 759 | 355 | 71 | 17.2 | – |
| 441229 | All other motor vehicle dealers | 7 | 9 536 | 487 | 97 | 28 | 22.8 | 6.6 |
| 4413 | Automotive parts, accessories, & tire stores | 353 | 371 838 | 58 654 | 13 912 | 2 608 | 10.9 | 9.6 |
| 44131 | Automotive parts & accessories stores | 237 | 245 385 | 37 484 | 8 923 | 1 803 | 7.7 | 11.5 |
| 441310 | Automotive parts & accessories stores | 237 | 245 385 | 37 484 | 8 923 | 1 803 | 7.7 | 11.5 |
| 44132 | Tire dealers | 116 | 126 453 | 21 170 | 4 989 | 805 | 17.2 | 5.8 |
| 441320 | Tire dealers | 116 | 126 453 | 21 170 | 4 989 | 805 | 17.2 | 5.8 |
| 442 | Furniture & home furnishings stores | 248 | 236 142 | 30 159 | 7 608 | 1 703 | 19.1 | 5.3 |
| 4421 | Furniture stores | 114 | 130 421 | 16 780 | 4 278 | 912 | 14.1 | 7.2 |
| 44211 | Furniture stores | 114 | 130 421 | 16 780 | 4 278 | 912 | 14.1 | 7.2 |
| 442110 | Furniture stores | 114 | 130 421 | 16 780 | 4 278 | 912 | 14.1 | 7.2 |
| 4422 | Home furnishings stores | 134 | 105 721 | 13 379 | 3 330 | 791 | 25.3 | 2.9 |
| 44221 | Floor covering stores | 67 | 48 276 | 7 449 | 1 805 | 351 | 26.7 | 5.5 |
| 442210 | Floor covering stores | 67 | 48 276 | 7 449 | 1 805 | 351 | 26.7 | 5.5 |
| 44229 | Other home furnishings stores | 67 | 57 445 | 5 930 | 1 525 | 440 | 24.1 | .7 |
| 442291 | Window treatment stores | 10 | 14 317 | 619 | 145 | 45 | 75.3 | – |
| 442299 | All other home furnishings stores | 57 | 43 128 | 5 311 | 1 380 | 395 | 7.1 | 1.0 |
| 443 | Electronics & appliance stores | 167 | 339 904 | 30 223 | 7 376 | 1 552 | 5.5 | 4.1 |
| 4431 | Electronics & appliance stores | 167 | 339 904 | 30 223 | 7 376 | 1 552 | 5.5 | 4.1 |
| 44311 | Appliance, television, & other electronics stores | 110 | 226 923 | 19 730 | 4 738 | 1 121 | 4.0 | 3.4 |
| 443111 | Household appliance stores | 31 | 27 214 | 3 017 | 732 | 163 | 13.6 | .1 |
| 443112 | Radio, television, & other electronics stores | 79 | 199 709 | 16 713 | 4 006 | 958 | 2.7 | 3.8 |
| 44312 | Computer & software stores | 46 | 107 854 | 9 638 | 2 404 | 377 | 7.0 | 5.9 |
| 443120 | Computer & software stores | 46 | 107 854 | 9 638 | 2 404 | 377 | 7.0 | 5.9 |
| 44313 | Camera & photographic supplies stores | 11 | 5 127 | 855 | 234 | 54 | 37.6 | – |
| 443130 | Camera & photographic supplies stores | 11 | 5 127 | 855 | 234 | 54 | 37.6 | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN BERNARDINO COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 444 | Building material & garden equipment & supplies dealers | 302 | 892 191 | 87 956 | 21 511 | 3 892 | 3.2 | 3.0 |
| 4441 | Building material & supplies dealers | 257 | 849 917 | 82 833 | 20 237 | 3 658 | 2.6 | 3.0 |
| 44411 | Home centers | 19 | 317 237 | 32 202 | 8 296 | 1 646 | .5 | .3 |
| 444110 | Home centers | 19 | 317 237 | 32 202 | 8 296 | 1 646 | .5 | .3 |
| 44412 | Paint & wallpaper stores | 33 | 44 292 | 5 066 | 1 138 | 198 | 7.5 | – |
| 444120 | Paint & wallpaper stores | 33 | 44 292 | 5 066 | 1 138 | 198 | 7.5 | – |
| 44413 | Hardware stores | 52 | 39 928 | 6 329 | 1 296 | 345 | 10.8 | 23.3 |
| 444130 | Hardware stores | 52 | 39 928 | 6 329 | 1 296 | 345 | 10.8 | 23.3 |
| 44419 | Other building material dealers | 153 | 448 460 | 39 236 | 9 507 | 1 469 | 2.9 | 3.4 |
| 444190 | Other building material dealers | 153 | 448 460 | 39 236 | 9 507 | 1 469 | 2.9 | 3.4 |
| 4442 | Lawn & garden equipment & supplies stores | 45 | 42 274 | 5 123 | 1 274 | 234 | 15.0 | 2.4 |
| 44421 | Outdoor power equipment stores | 9 | 11 232 | 1 530 | 370 | 57 | 9.2 | 5.1 |
| 444210 | Outdoor power equipment stores | 9 | 11 232 | 1 530 | 370 | 57 | 9.2 | 5.1 |
| 44422 | Nursery & garden centers | 36 | 31 042 | 3 593 | 904 | 177 | 17.1 | 1.4 |
| 444220 | Nursery & garden centers | 36 | 31 042 | 3 593 | 904 | 177 | 17.1 | 1.4 |
| 445 | Food & beverage stores | 608 | 2 248 526 | 230 956 | 54 837 | 11 535 | 7.1 | 8.8 |
| 4451 | Grocery stores | 388 | 2 154 093 | 223 746 | 53 180 | 10 801 | 5.1 | 8.7 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 261 | 2 077 361 | 218 068 | 51 896 | 10 233 | 3.1 | 8.6 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 261 | 2 077 361 | 218 068 | 51 896 | 10 233 | 3.1 | 8.6 |
| 44512 | Convenience stores | 127 | 76 732 | 5 678 | 1 284 | 568 | 58.0 | 12.1 |
| 445120 | Convenience stores | 127 | 76 732 | 5 678 | 1 284 | 568 | 58.0 | 12.1 |
| 4452 | Specialty food stores | 85 | 43 689 | 4 541 | 1 042 | 428 | 39.9 | 4.9 |
| 4453 | Beer, wine, & liquor stores | 135 | 50 744 | 2 669 | 615 | 306 | 63.9 | 15.1 |
| 44531 | Beer, wine, & liquor stores | 135 | 50 744 | 2 669 | 615 | 306 | 63.9 | 15.1 |
| 445310 | Beer, wine, & liquor stores | 135 | 50 744 | 2 669 | 615 | 306 | 63.9 | 15.1 |
| 446 | Health & personal care stores | 326 | 467 944 | 72 487 | 18 258 | 3 560 | 10.5 | 10.5 |
| 4461 | Health & personal care stores | 326 | 467 944 | 72 487 | 18 258 | 3 560 | 10.5 | 10.5 |
| 44611 | Pharmacies & drug stores | 163 | 391 143 | 60 498 | 15 219 | 2 819 | 9.7 | 10.5 |
| 446110 | Pharmacies & drug stores | 163 | 391 143 | 60 498 | 15 219 | 2 819 | 9.7 | 10.5 |
| 4461101 | Pharmacies & drug stores | 162 | D | D | D | h | D | D |
| 4461102 | Proprietary stores | 1 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 42 | 18 389 | 2 156 | 523 | 176 | 13.2 | 4.2 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 42 | 18 389 | 2 156 | 523 | 176 | 13.2 | 4.2 |
| 44613 | Optical goods stores | 56 | 24 135 | 4 109 | 1 031 | 271 | 3.9 | 5.8 |
| 446130 | Optical goods stores | 56 | 24 135 | 4 109 | 1 031 | 271 | 3.9 | 5.8 |
| 44619 | Other health & personal care stores | 65 | 34 277 | 5 724 | 1 485 | 294 | 23.6 | 16.9 |
| 446191 | Food (health) supplement stores | 35 | 16 376 | 2 428 | 527 | 158 | 29.6 | 28.5 |
| 446199 | All other health & personal care stores | 30 | 17 901 | 3 296 | 958 | 136 | 18.1 | 6.3 |
| 447 | Gasoline stations | 471 | 1 022 492 | 52 848 | 11 953 | 4 157 | 13.9 | 12.0 |
| 4471 | Gasoline stations | 471 | 1 022 492 | 52 848 | 11 953 | 4 157 | 13.9 | 12.0 |
| 44711 | Gasoline stations with convenience stores | 274 | 584 477 | 26 717 | 5 818 | 2 162 | 9.7 | 8.3 |
| 447110 | Gasoline stations with convenience stores | 274 | 584 477 | 26 717 | 5 818 | 2 162 | 9.7 | 8.3 |
| 44719 | Other gasoline stations | 197 | 438 015 | 26 131 | 6 135 | 1 995 | 19.4 | 16.8 |
| 447190 | Other gasoline stations | 197 | 438 015 | 26 131 | 6 135 | 1 995 | 19.4 | 16.8 |
| 448 | Clothing & clothing accessories stores | 670 | 593 233 | 68 939 | 17 392 | 5 999 | 4.3 | 7.4 |
| 4481 | Clothing stores | 379 | 431 385 | 48 968 | 12 449 | 4 490 | 3.1 | 7.1 |
| 44811 | Men's clothing stores | 46 | 46 704 | 4 857 | 1 207 | 369 | 1.2 | 17.6 |
| 448110 | Men's clothing stores | 46 | 46 704 | 4 857 | 1 207 | 369 | 1.2 | 17.6 |
| 44812 | Women's clothing stores | 154 | 95 568 | 11 558 | 2 842 | 1 166 | 7.6 | 18.5 |
| 448120 | Women's clothing stores | 154 | 95 568 | 11 558 | 2 842 | 1 166 | 7.6 | 18.5 |
| 44813 | Children's & infants' clothing stores | 16 | 14 057 | 1 558 | 365 | 145 | 8.5 | .8 |
| 448130 | Children's & infants' clothing stores | 16 | 14 057 | 1 558 | 365 | 145 | 8.5 | .8 |
| 44814 | Family clothing stores | 89 | 236 737 | 26 234 | 6 890 | 2 359 | 1.0 | .5 |
| 448140 | Family clothing stores | 89 | 236 737 | 26 234 | 6 890 | 2 359 | 1.0 | .5 |
| 44815 | Clothing accessories stores | 28 | 10 760 | 1 682 | 401 | 149 | 8.6 | 12.3 |
| 448150 | Clothing accessories stores | 28 | 10 760 | 1 682 | 401 | 149 | 8.6 | 12.3 |
| 44819 | Other clothing stores | 46 | 27 559 | 3 079 | 744 | 302 | 4.7 | 7.1 |
| 448190 | Other clothing stores | 46 | 27 559 | 3 079 | 744 | 302 | 4.7 | 7.1 |
| 4482 | Shoe stores | 191 | 110 235 | 12 080 | 2 931 | 1 018 | 2.9 | 4.9 |
| 44821 | Shoe stores | 191 | 110 235 | 12 080 | 2 931 | 1 018 | 2.9 | 4.9 |
| 448210 | Shoe stores | 191 | 110 235 | 12 080 | 2 931 | 1 018 | 2.9 | 4.9 |
| 4482101 | Men's shoe stores | 15 | D | D | D | b | D | D |
| 4482102 | Women's shoe stores | 18 | 11 330 | 1 471 | 368 | 142 | – | 40.8 |
| 4482103 | Children's & juveniles' shoe stores | 2 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 131 | 66 113 | 6 584 | 1 596 | 556 | 2.7 | .5 |
| 4482105 | Athletic footwear stores | 25 | 27 261 | 3 273 | 800 | 269 | 4.9 | – |
| 4483 | Jewelry, luggage, & leather goods stores | 100 | 51 613 | 7 891 | 2 012 | 491 | 17.2 | 14.9 |
| 44831 | Jewelry stores | 84 | 43 132 | 6 789 | 1 747 | 402 | 20.1 | 14.6 |
| 448310 | Jewelry stores | 84 | 43 132 | 6 789 | 1 747 | 402 | 20.1 | 14.6 |
| 44832 | Luggage & leather goods stores | 16 | 8 481 | 1 102 | 265 | 89 | 2.3 | 16.9 |
| 448320 | Luggage & leather goods stores | 16 | 8 481 | 1 102 | 265 | 89 | 2.3 | 16.9 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN BERNARDINO COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 273 | 268 525 | 31 127 | 7 539 | 2 843 | 9.0 | 4.8 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 168 | 187 539 | 20 767 | 5 088 | 1 827 | 9.0 | 2.9 |
| 45111 | Sporting goods stores | 81 | 83 946 | 10 192 | 2 541 | 888 | 12.7 | 3.3 |
| 451110 | Sporting goods stores | 81 | 83 946 | 10 192 | 2 541 | 888 | 12.7 | 3.3 |
| 4511101 | General-line sporting goods stores | 27 | 56 447 | 6 849 | 1 739 | 626 | 5.0 | 2.4 |
| 4511102 | Specialty-line sporting goods stores | 54 | 27 499 | 3 343 | 802 | 262 | 28.6 | 5.3 |
| 45112 | Hobby, toy, & game stores | 46 | 74 013 | 6 666 | 1 441 | 521 | 3.9 | 2.2 |
| 451120 | Hobby, toy, & game stores | 46 | 74 013 | 6 666 | 1 441 | 521 | 3.9 | 2.2 |
| 45113 | Sewing, needlework, & piece goods stores | 26 | 15 778 | 2 298 | 734 | 248 | 9.2 | 1.1 |
| 451130 | Sewing, needlework, & piece goods stores | 26 | 15 778 | 2 298 | 734 | 248 | 9.2 | 1.1 |
| 45114 | Musical instrument & supplies stores | 15 | 13 802 | 1 611 | 372 | 170 | 13.4 | 6.8 |
| 451140 | Musical instrument & supplies stores | 15 | 13 802 | 1 611 | 372 | 170 | 13.4 | 6.8 |
| 4512 | Book, periodical, & music stores | 105 | 80 986 | 10 360 | 2 451 | 1 016 | 9.1 | 9.2 |
| 45121 | Book stores & news dealers | 62 | 43 517 | 6 154 | 1 399 | 608 | 9.4 | 12.0 |
| 451211 | Book stores | 56 | 41 578 | 5 559 | 1 280 | 506 | 9.8 | 12.6 |
| 4512111 | Book stores, general | 35 | 22 240 | 2 746 | 703 | 301 | 11.9 | 6.0 |
| 4512112 | Specialty book stores | 19 | D | D | D | c | D | D |
| 4512113 | College book stores | 2 | D | D | D | b | D | D |
| 451212 | News dealers & newsstands | 6 | 1 939 | 595 | 119 | 102 | – | – |
| 45122 | Prerecorded tape, compact disc, & record stores | 43 | 37 469 | 4 206 | 1 052 | 408 | 8.7 | 6.0 |
| 451220 | Prerecorded tape, compact disc, & record stores | 43 | 37 469 | 4 206 | 1 052 | 408 | 8.7 | 6.0 |
| 452 | General merchandise stores | 124 | 1 803 558 | 166 157 | 40 271 | 13 008 | .3 | 2.8 |
| 4521 | Department stores (incl leased depts) ## | 60 | 1 327 648 | N | N | N | – | .2 |
| 45211 | Department stores (incl leased depts) ## | 60 | 1 327 648 | N | N | N | – | .2 |
| 4521 | Department stores (excl leased depts) | 60 | 1 307 259 | 133 340 | 32 143 | 10 919 | – | .2 |
| 45211 | Department stores (excl leased depts) | 60 | 1 307 259 | 133 340 | 32 143 | 10 919 | – | .2 |
| 452110 | Department stores (excl leased depts) | 60 | 1 307 259 | 133 340 | 32 143 | 10 919 | – | .2 |
| 4521101 | Conventional department stores (excl leased depts) | 15 | 257 448 | 25 504 | 6 524 | 1 932 | – | 1.3 |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 35 | 837 683 | 82 919 | 19 657 | 7 374 | – | – |
| 4521103 | National chain department stores (excl leased depts) | 10 | 212 128 | 24 917 | 5 962 | 1 613 | – | – |
| 4529 | Other general merchandise stores | 64 | 496 299 | 32 817 | 8 128 | 2 089 | 1.0 | 9.7 |
| 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 | 57 | D | D | D | f | D | D |
| 452990 | All other general merchandise stores | 57 | D | D | D | f | D | D |
| 4529901 | Variety stores | 13 | D | D | D | c | D | D |
| 4529902 | Catalog showrooms | 5 | D | D | D | e | D | D |
| 4529903 | Miscellaneous general merchandise stores | 39 | D | D | D | f | D | D |
| 453 | Miscellaneous store retailers | 501 | 276 788 | 38 822 | 9 045 | 3 169 | 16.4 | 9.4 |
| 4531 | Florists | 91 | 20 495 | 3 767 | 870 | 419 | 41.4 | 13.6 |
| 45311 | Florists | 91 | 20 495 | 3 767 | 870 | 419 | 41.4 | 13.6 |
| 453110 | Florists | 91 | 20 495 | 3 767 | 870 | 419 | 41.4 | 13.6 |
| 4532 | Office supplies, stationery, & gift stores | 169 | 121 477 | 14 233 | 3 413 | 1 226 | 14.9 | 7.0 |
| 45321 | Office supplies & stationery stores | 37 | 80 110 | 7 968 | 1 995 | 529 | 8.2 | 7.9 |
| 453210 | Office supplies & stationery stores | 37 | 80 110 | 7 968 | 1 995 | 529 | 8.2 | 7.9 |
| 4532101 | Stationery stores | 4 | 760 | 96 | 26 | 14 | – | 28.9 |
| 4532102 | Office supplies stores | 33 | 79 350 | 7 872 | 1 969 | 515 | 8.3 | 7.7 |
| 45322 | Gift, novelty, & souvenir stores | 132 | 41 367 | 6 265 | 1 418 | 697 | 27.8 | 5.3 |
| 453220 | Gift, novelty, & souvenir stores | 132 | 41 367 | 6 265 | 1 418 | 697 | 27.8 | 5.3 |
| 4533 | Used merchandise stores | 59 | 24 367 | 7 322 | 1 671 | 600 | 13.3 | 16.1 |
| 45331 | Used merchandise stores | 59 | 24 367 | 7 322 | 1 671 | 600 | 13.3 | 16.1 |
| 453310 | Used merchandise stores | 59 | 24 367 | 7 322 | 1 671 | 600 | 13.3 | 16.1 |
| 4539 | Other miscellaneous store retailers | 182 | 110 449 | 13 500 | 3 091 | 924 | 14.0 | 9.8 |
| 45391 | Pet & pet supplies stores | 48 | 41 213 | 4 410 | 1 092 | 385 | 9.4 | 4.8 |
| 453910 | Pet & pet supplies stores | 48 | 41 213 | 4 410 | 1 092 | 385 | 9.4 | 4.8 |
| 45392 | Art dealers | 7 | 3 013 | 707 | 143 | 26 | 20.5 | 7.8 |
| 453920 | Art dealers | 7 | 3 013 | 707 | 143 | 26 | 20.5 | 7.8 |
| 45393 | Manufactured (mobile) home dealers | 9 | 17 270 | 1 386 | 285 | 48 | 12.7 | 21.9 |
| 453930 | Manufactured (mobile) home dealers | 9 | 17 270 | 1 386 | 285 | 48 | 12.7 | 21.9 |
| 45399 | All other miscellaneous store retailers | 118 | 48 953 | 6 997 | 1 571 | 465 | 18.0 | 9.8 |
| 454 | Nonstore retailers | 105 | 246 535 | 23 967 | 5 566 | 853 | 8.2 | 6.4 |
| 4541 | Electronic shopping & mail-order houses | 35 | 139 246 | 9 393 | 2 199 | 332 | 4.4 | 4.7 |
| 45411 | Electronic shopping & mail-order houses | 35 | 139 246 | 9 393 | 2 199 | 332 | 4.4 | 4.7 |
| 454110 | Electronic shopping & mail-order houses | 35 | 139 246 | 9 393 | 2 199 | 332 | 4.4 | 4.7 |
| 4542 | Vending machine operators | 16 | 21 294 | 3 380 | 794 | 134 | 11.8 | 14.4 |
| 45421 | Vending machine operators | 16 | 21 294 | 3 380 | 794 | 134 | 11.8 | 14.4 |
| 454210 | Vending machine operators | 16 | 21 294 | 3 380 | 794 | 134 | 11.8 | 14.4 |
| 4543 | Direct selling establishments | 54 | 85 995 | 11 194 | 2 573 | 387 | 13.6 | 7.1 |
| 45431 | Fuel dealers | 24 | 59 782 | 5 241 | 1 116 | 172 | 1.7 | 8.7 |
| 454311 | Heating oil dealers | 1 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 20 | D | D | D | c | D | D |
| 454319 | Other fuel dealers | 3 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 30 | 26 213 | 5 953 | 1 457 | 215 | 40.8 | 3.5 |
| 454390 | Other direct selling establishments | 30 | 26 213 | 5 953 | 1 457 | 215 | 40.8 | 3.5 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN DIEGO COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **9 109** | **22 215 341** | **2 241 097** | **528 760** | **119 022** | **7.3** | **5.8** |
| 441 | Motor vehicle & parts dealers | 926 | 5 739 896 | 508 567 | 117 205 | 16 341 | 5.7 | 5.4 |
| 4411 | Automobile dealers | 316 | 4 829 257 | 381 211 | 87 242 | 10 703 | 5.4 | 5.2 |
| 44111 | New car dealers | 176 | 4 534 121 | 368 744 | 84 445 | 10 159 | 4.5 | 5.3 |
| 441110 | New car dealers | 176 | 4 534 121 | 368 744 | 84 445 | 10 159 | 4.5 | 5.3 |
| 44112 | Used car dealers | 140 | 295 136 | 12 467 | 2 797 | 544 | 18.9 | 3.6 |
| 441120 | Used car dealers | 140 | 295 136 | 12 467 | 2 797 | 544 | 18.9 | 3.6 |
| 4412 | Other motor vehicle dealers | 134 | 364 113 | 33 282 | 7 488 | 1 253 | 9.0 | 5.5 |
| 44121 | Recreational vehicle dealers | 43 | 187 518 | 14 593 | 3 607 | 566 | 5.0 | 7.3 |
| 441210 | Recreational vehicle dealers | 43 | 187 518 | 14 593 | 3 607 | 566 | 5.0 | 7.3 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 91 | 176 595 | 18 689 | 3 881 | 687 | 13.3 | 3.6 |
| 441221 | Motorcycle dealers | 45 | 85 976 | 9 020 | 1 784 | 358 | 10.2 | 5.6 |
| 441222 | Boat dealers | 41 | 81 801 | 8 964 | 1 978 | 309 | 17.7 | 1.9 |
| 441229 | All other motor vehicle dealers | 5 | 8 818 | 705 | 119 | 20 | 2.3 | – |
| 4413 | Automotive parts, accessories, & tire stores | 476 | 546 526 | 94 074 | 22 475 | 4 385 | 6.7 | 7.0 |
| 44131 | Automotive parts & accessories stores | 320 | 386 719 | 61 976 | 14 818 | 3 107 | 6.1 | 7.2 |
| 441310 | Automotive parts & accessories stores | 320 | 386 719 | 61 976 | 14 818 | 3 107 | 6.1 | 7.2 |
| 44132 | Tire dealers | 156 | 159 807 | 32 098 | 7 657 | 1 278 | 8.1 | 6.3 |
| 441320 | Tire dealers | 156 | 159 807 | 32 098 | 7 657 | 1 278 | 8.1 | 6.3 |
| 442 | Furniture & home furnishings stores | 552 | 669 801 | 92 419 | 21 554 | 4 183 | 12.2 | 11.1 |
| 4421 | Furniture stores | 257 | 329 293 | 45 664 | 10 885 | 1 898 | 10.3 | 17.4 |
| 44211 | Furniture stores | 257 | 329 293 | 45 664 | 10 885 | 1 898 | 10.3 | 17.4 |
| 442110 | Furniture stores | 257 | 329 293 | 45 664 | 10 885 | 1 898 | 10.3 | 17.4 |
| 4422 | Home furnishings stores | 295 | 340 508 | 46 755 | 10 669 | 2 285 | 14.0 | 5.0 |
| 44221 | Floor covering stores | 135 | 176 541 | 27 044 | 5 947 | 882 | 18.9 | 4.7 |
| 442210 | Floor covering stores | 135 | 176 541 | 27 044 | 5 947 | 882 | 18.9 | 4.7 |
| 44229 | Other home furnishings stores | 160 | 163 967 | 19 711 | 4 722 | 1 403 | 8.7 | 5.3 |
| 442291 | Window treatment stores | 21 | 11 942 | 1 636 | 350 | 90 | 14.7 | 15.2 |
| 442299 | All other home furnishings stores | 139 | 152 025 | 18 075 | 4 372 | 1 313 | 8.2 | 4.5 |
| 443 | Electronics & appliance stores | 477 | 1 032 535 | 101 798 | 24 090 | 4 474 | 8.7 | 6.8 |
| 4431 | Electronics & appliance stores | 477 | 1 032 535 | 101 798 | 24 090 | 4 474 | 8.7 | 6.8 |
| 44311 | Appliance, television, & other electronics stores | 296 | 433 781 | 53 245 | 13 513 | 2 495 | 8.5 | 8.6 |
| 443111 | Household appliance stores | 85 | 79 863 | 12 365 | 3 267 | 561 | 14.2 | 7.7 |
| 443112 | Radio, television, & other electronics stores | 211 | 353 918 | 40 880 | 10 246 | 1 934 | 7.2 | 8.9 |
| 44312 | Computer & software stores | 152 | 568 071 | 44 985 | 9 560 | 1 805 | 8.7 | 4.9 |
| 443120 | Computer & software stores | 152 | 568 071 | 44 985 | 9 560 | 1 805 | 8.7 | 4.9 |
| 44313 | Camera & photographic supplies stores | 29 | 30 683 | 3 568 | 1 017 | 174 | 10.7 | 15.4 |
| 443130 | Camera & photographic supplies stores | 29 | 30 683 | 3 568 | 1 017 | 174 | 10.7 | 15.4 |
| 444 | Building material & garden equipment & supplies dealers | 503 | 1 790 991 | 202 587 | 47 163 | 7 867 | 3.4 | 1.2 |
| 4441 | Building material & supplies dealers | 405 | 1 680 561 | 185 809 | 43 805 | 6 993 | 2.9 | .7 |
| 44411 | Home centers | 26 | D | D | D | h | D | D |
| 444110 | Home centers | 26 | D | D | D | h | D | D |
| 44412 | Paint & wallpaper stores | 67 | 102 773 | 11 887 | 2 750 | 443 | .6 | 1.9 |
| 444120 | Paint & wallpaper stores | 67 | 102 773 | 11 887 | 2 750 | 443 | .6 | 1.9 |
| 44413 | Hardware stores | 61 | D | D | D | f | D | D |
| 444130 | Hardware stores | 61 | D | D | D | f | D | D |
| 44419 | Other building material dealers | 251 | 858 107 | 95 417 | 22 164 | 3 119 | 3.9 | .8 |
| 444190 | Other building material dealers | 251 | 858 107 | 95 417 | 22 164 | 3 119 | 3.9 | .8 |
| 4442 | Lawn & garden equipment & supplies stores | 98 | 110 430 | 16 778 | 3 358 | 874 | 10.6 | 8.8 |
| 44421 | Outdoor power equipment stores | 20 | 13 122 | 2 064 | 446 | 110 | 23.9 | 6.5 |
| 444210 | Outdoor power equipment stores | 20 | 13 122 | 2 064 | 446 | 110 | 23.9 | 6.5 |
| 44422 | Nursery & garden centers | 78 | 97 308 | 14 714 | 2 912 | 764 | 8.8 | 9.1 |
| 444220 | Nursery & garden centers | 78 | 97 308 | 14 714 | 2 912 | 764 | 8.8 | 9.1 |
| 445 | Food & beverage stores | 1 213 | 3 758 006 | 380 877 | 89 561 | 21 038 | 7.6 | 6.5 |
| 4451 | Grocery stores | 733 | 3 499 090 | 360 667 | 84 796 | 19 134 | 5.0 | 6.3 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 482 | 3 329 154 | 345 776 | 81 381 | 17 569 | 3.4 | 5.8 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 482 | 3 329 154 | 345 776 | 81 381 | 17 569 | 3.4 | 5.8 |
| 44512 | Convenience stores | 251 | 169 936 | 14 891 | 3 415 | 1 565 | 36.6 | 15.9 |
| 445120 | Convenience stores | 251 | 169 936 | 14 891 | 3 415 | 1 565 | 36.6 | 15.9 |
| 4452 | Specialty food stores | 198 | 100 613 | 10 827 | 2 484 | 1 034 | 23.0 | 10.0 |
| 4453 | Beer, wine, & liquor stores | 282 | 158 303 | 9 383 | 2 281 | 870 | 55.5 | 9.6 |
| 44531 | Beer, wine, & liquor stores | 282 | 158 303 | 9 383 | 2 281 | 870 | 55.5 | 9.6 |
| 445310 | Beer, wine, & liquor stores | 282 | 158 303 | 9 383 | 2 281 | 870 | 55.5 | 9.6 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN DIEGO COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 446 | Health & personal care stores | 685 | 1 086 915 | 160 408 | 39 558 | 7 906 | 9.2 | 4.9 |
| 4461 | Health & personal care stores | 685 | 1 086 915 | 160 408 | 39 558 | 7 906 | 9.2 | 4.9 |
| 44611 | Pharmacies & drug stores | 308 | 852 074 | 118 496 | 29 236 | 5 697 | 7.1 | 2.9 |
| 446110 | Pharmacies & drug stores | 308 | 852 074 | 118 496 | 29 236 | 5 697 | 7.1 | 2.9 |
| 4461101 | Pharmacies & drug stores | 290 | 843 640 | 116 754 | 28 814 | 5 587 | 7.0 | 3.0 |
| 4461102 | Proprietary stores | 18 | 8 434 | 1 742 | 422 | 110 | 11.3 | 2.2 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 93 | 44 092 | 6 277 | 1 556 | 448 | 15.7 | 3.1 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 93 | 44 092 | 6 277 | 1 556 | 448 | 15.7 | 3.1 |
| 44613 | Optical goods stores | 138 | 61 007 | 12 656 | 3 224 | 651 | 12.1 | 13.6 |
| 446130 | Optical goods stores | 138 | 61 007 | 12 656 | 3 224 | 651 | 12.1 | 13.6 |
| 44619 | Other health & personal care stores | 146 | 129 742 | 22 979 | 5 542 | 1 110 | 19.2 | 14.3 |
| 446191 | Food (health) supplement stores | 82 | 79 453 | 11 301 | 2 624 | 642 | 11.9 | 22.5 |
| 446199 | All other health & personal care stores | 64 | 50 289 | 11 678 | 2 918 | 468 | 30.8 | 1.5 |
| 447 | Gasoline stations | 684 | 1 557 931 | 77 669 | 17 766 | 5 790 | 16.7 | 11.3 |
| 4471 | Gasoline stations | 684 | 1 557 931 | 77 669 | 17 766 | 5 790 | 16.7 | 11.3 |
| 44711 | Gasoline stations with convenience stores | 354 | 851 379 | 38 161 | 8 677 | 2 955 | 15.6 | 6.2 |
| 447110 | Gasoline stations with convenience stores | 354 | 851 379 | 38 161 | 8 677 | 2 955 | 15.6 | 6.2 |
| 44719 | Other gasoline stations | 330 | 706 552 | 39 508 | 9 089 | 2 835 | 18.0 | 17.5 |
| 447190 | Other gasoline stations | 330 | 706 552 | 39 508 | 9 089 | 2 835 | 18.0 | 17.5 |
| 448 | Clothing & clothing accessories stores | 1 521 | 1 510 315 | 189 073 | 46 417 | 13 618 | 7.9 | 7.9 |
| 4481 | Clothing stores | 876 | 1 122 870 | 139 536 | 34 628 | 10 570 | 6.3 | 7.2 |
| 44811 | Men's clothing stores | 93 | 88 512 | 12 187 | 3 214 | 682 | 10.1 | 17.5 |
| 448110 | Men's clothing stores | 93 | 88 512 | 12 187 | 3 214 | 682 | 10.1 | 17.5 |
| 44812 | Women's clothing stores | 373 | 255 229 | 32 581 | 7 498 | 2 611 | 11.6 | 20.3 |
| 448120 | Women's clothing stores | 373 | 255 229 | 32 581 | 7 498 | 2 611 | 11.6 | 20.3 |
| 44813 | Children's & infants' clothing stores | 42 | 30 317 | 3 071 | 700 | 306 | 12.1 | .7 |
| 448130 | Children's & infants' clothing stores | 42 | 30 317 | 3 071 | 700 | 306 | 12.1 | .7 |
| 44814 | Family clothing stores | 184 | 659 433 | 80 584 | 20 472 | 6 027 | 2.3 | .6 |
| 448140 | Family clothing stores | 184 | 659 433 | 80 584 | 20 472 | 6 027 | 2.3 | .6 |
| 44815 | Clothing accessories stores | 60 | 13 598 | 2 318 | 573 | 203 | 18.9 | 24.9 |
| 448150 | Clothing accessories stores | 60 | 13 598 | 2 318 | 573 | 203 | 18.9 | 24.9 |
| 44819 | Other clothing stores | 124 | 75 781 | 8 795 | 2 171 | 741 | 13.8 | 7.5 |
| 448190 | Other clothing stores | 124 | 75 781 | 8 795 | 2 171 | 741 | 13.8 | 7.5 |
| 4482 | Shoe stores | 349 | 186 973 | 20 324 | 4 874 | 1 673 | 3.0 | 7.1 |
| 44821 | Shoe stores | 349 | 186 973 | 20 324 | 4 874 | 1 673 | 3.0 | 7.1 |
| 448210 | Shoe stores | 349 | 186 973 | 20 324 | 4 874 | 1 673 | 3.0 | 7.1 |
| 4482101 | Men's shoe stores | 23 | 10 397 | 1 459 | 329 | 96 | 12.6 | 2.8 |
| 4482102 | Women's shoe stores | 59 | 26 751 | 3 653 | 882 | 324 | 5.2 | 28.3 |
| 4482103 | Children's & juveniles' shoe stores | 7 | 2 765 | 261 | 65 | 30 | 12.0 | – |
| 4482104 | Family shoe stores | 205 | 90 824 | 9 362 | 2 318 | 818 | 2.5 | 3.9 |
| 4482105 | Athletic footwear stores | 55 | 56 236 | 5 589 | 1 280 | 405 | .6 | 3.2 |
| 4483 | Jewelry, luggage, & leather goods stores | 296 | 200 472 | 29 213 | 6 915 | 1 375 | 21.7 | 12.6 |
| 44831 | Jewelry stores | 262 | 183 101 | 26 992 | 6 380 | 1 207 | 22.8 | 13.2 |
| 448310 | Jewelry stores | 262 | 183 101 | 26 992 | 6 380 | 1 207 | 22.8 | 13.2 |
| 44832 | Luggage & leather goods stores | 34 | 17 371 | 2 221 | 535 | 168 | 9.7 | 5.4 |
| 448320 | Luggage & leather goods stores | 34 | 17 371 | 2 221 | 535 | 168 | 9.7 | 5.4 |
| 451 | Sporting goods, hobby, book, & music stores | 733 | 750 340 | 83 278 | 19 589 | 6 833 | 11.6 | 5.2 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 499 | 522 942 | 59 189 | 13 804 | 4 574 | 13.4 | 5.2 |
| 45111 | Sporting goods stores | 263 | 276 746 | 31 490 | 7 431 | 2 240 | 18.9 | 3.7 |
| 451110 | Sporting goods stores | 263 | 276 746 | 31 490 | 7 431 | 2 240 | 18.9 | 3.7 |
| 4511101 | General-line sporting goods stores | 75 | 116 636 | 13 375 | 3 343 | 1 051 | 7.5 | 3.4 |
| 4511102 | Specialty-line sporting goods stores | 188 | 160 110 | 18 115 | 4 088 | 1 189 | 27.3 | 4.0 |
| 45112 | Hobby, toy, & game stores | 120 | 158 262 | 14 732 | 3 271 | 1 262 | 3.7 | 6.8 |
| 451120 | Hobby, toy, & game stores | 120 | 158 262 | 14 732 | 3 271 | 1 262 | 3.7 | 6.8 |
| 45113 | Sewing, needlework, & piece goods stores | 71 | 43 253 | 7 914 | 1 909 | 654 | 7.1 | 3.5 |
| 451130 | Sewing, needlework, & piece goods stores | 71 | 43 253 | 7 914 | 1 909 | 654 | 7.1 | 3.5 |
| 45114 | Musical instrument & supplies stores | 45 | 44 681 | 5 053 | 1 193 | 418 | 20.3 | 10.2 |
| 451140 | Musical instrument & supplies stores | 45 | 44 681 | 5 053 | 1 193 | 418 | 20.3 | 10.2 |
| 4512 | Book, periodical, & music stores | 234 | 227 398 | 24 089 | 5 785 | 2 259 | 7.3 | 5.1 |
| 45121 | Book stores & news dealers | 149 | 137 863 | 14 913 | 3 539 | 1 355 | 9.4 | 5.8 |
| 451211 | Book stores | 142 | 134 663 | 14 722 | 3 490 | 1 328 | 8.3 | 5.9 |
| 4512111 | Book stores, general | 81 | 83 135 | 8 769 | 2 087 | 793 | 7.1 | 8.9 |
| 4512112 | Specialty book stores | 44 | 19 497 | 2 696 | 642 | 233 | 18.2 | 2.9 |
| 4512113 | College book stores | 17 | 32 031 | 3 257 | 761 | 302 | 5.4 | .2 |
| 451212 | News dealers & newsstands | 7 | 3 200 | 191 | 49 | 27 | 53.0 | – |
| 45122 | Prerecorded tape, compact disc, & record stores | 85 | 89 535 | 9 176 | 2 246 | 904 | 4.2 | 4.0 |
| 451220 | Prerecorded tape, compact disc, & record stores | 85 | 89 535 | 9 176 | 2 246 | 904 | 4.2 | 4.0 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN DIEGO COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 194 | 3 092 918 | 266 063 | 63 801 | 18 813 | .4 | 2.7 |
| 4521 | Department stores (incl leased depts) ## | 80 | 2 161 859 | N | N | N | – | 1.2 |
| 45211 | Department stores (incl leased depts) ## | 80 | 2 161 859 | N | N | N | – | 1.2 |
| 4521 | Department stores (excl leased depts) | 80 | 2 128 096 | 205 879 | 48 674 | 15 467 | – | 1.2 |
| 45211 | Department stores (excl leased depts) | 80 | 2 128 096 | 205 879 | 48 674 | 15 467 | – | 1.2 |
| 452110 | Department stores (excl leased depts) | 80 | 2 128 096 | 205 879 | 48 674 | 15 467 | – | 1.2 |
| 4521101 | Conventional department stores (excl leased depts) | 27 | 629 638 | 60 017 | 14 743 | 3 967 | – | – |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 38 | 1 067 407 | 96 234 | 22 060 | 8 258 | – | 2.3 |
| 4521103 | National chain department stores (excl leased depts) | 15 | 431 051 | 49 628 | 11 871 | 3 242 | – | – |
| 4529 | Other general merchandise stores | 114 | 964 822 | 60 184 | 15 127 | 3 346 | 1.2 | 6.2 |
| 45291 | Warehouse clubs & superstores | 11 | D | D | D | g | D | D |
| 452910 | Warehouse clubs & superstores | 11 | D | D | D | g | D | D |
| 45299 | All other general merchandise stores | 103 | D | D | D | g | D | D |
| 452990 | All other general merchandise stores | 103 | D | D | D | g | D | D |
| 4529901 | Variety stores | 32 | D | D | D | c | D | D |
| 4529903 | Miscellaneous general merchandise stores | 69 | D | D | D | f | D | D |
| 453 | Miscellaneous store retailers | 1 254 | 722 985 | 98 887 | 23 475 | 8 339 | 15.5 | 7.2 |
| 4531 | Florists | 221 | 59 969 | 12 576 | 2 951 | 1 147 | 42.4 | 12.8 |
| 45311 | Florists | 221 | 59 969 | 12 576 | 2 951 | 1 147 | 42.4 | 12.8 |
| 453110 | Florists | 221 | 59 969 | 12 576 | 2 951 | 1 147 | 42.4 | 12.8 |
| 4532 | Office supplies, stationery, & gift stores | 442 | 351 415 | 38 852 | 9 442 | 3 331 | 8.8 | 4.1 |
| 45321 | Office supplies & stationery stores | 83 | 205 603 | 18 118 | 4 803 | 1 174 | 2.3 | 1.4 |
| 453210 | Office supplies & stationery stores | 83 | 205 603 | 18 118 | 4 803 | 1 174 | 2.3 | 1.4 |
| 4532101 | Stationery stores | 14 | 8 358 | 1 613 | 391 | 140 | 9.5 | 2.2 |
| 4532102 | Office supplies stores | 69 | 197 245 | 16 505 | 4 412 | 1 034 | 2.0 | 1.3 |
| 45322 | Gift, novelty, & souvenir stores | 359 | 145 812 | 20 734 | 4 639 | 2 157 | 17.9 | 8.0 |
| 453220 | Gift, novelty, & souvenir stores | 359 | 145 812 | 20 734 | 4 639 | 2 157 | 17.9 | 8.0 |
| 4533 | Used merchandise stores | 187 | 75 518 | 19 007 | 4 432 | 1 622 | 15.5 | 14.3 |
| 45331 | Used merchandise stores | 187 | 75 518 | 19 007 | 4 432 | 1 622 | 15.5 | 14.3 |
| 453310 | Used merchandise stores | 187 | 75 518 | 19 007 | 4 432 | 1 622 | 15.5 | 14.3 |
| 4539 | Other miscellaneous store retailers | 404 | 236 083 | 28 452 | 6 650 | 2 239 | 18.6 | 8.1 |
| 45391 | Pet & pet supplies stores | 121 | 100 418 | 12 380 | 2 955 | 1 204 | 13.6 | 3.7 |
| 453910 | Pet & pet supplies stores | 121 | 100 418 | 12 380 | 2 955 | 1 204 | 13.6 | 3.7 |
| 45392 | Art dealers | 78 | 33 371 | 4 632 | 1 190 | 311 | 25.5 | 12.3 |
| 453920 | Art dealers | 78 | 33 371 | 4 632 | 1 190 | 311 | 25.5 | 12.3 |
| 45393 | Manufactured (mobile) home dealers | 9 | 18 997 | 718 | 147 | 22 | – | 2.7 |
| 453930 | Manufactured (mobile) home dealers | 9 | 18 997 | 718 | 147 | 22 | – | 2.7 |
| 45399 | All other miscellaneous store retailers | 196 | 83 297 | 10 722 | 2 358 | 702 | 26.1 | 12.8 |
| 454 | Nonstore retailers | 367 | 502 708 | 79 471 | 18 581 | 3 820 | 15.5 | 7.1 |
| 4541 | Electronic shopping & mail-order houses | 151 | 288 705 | 38 530 | 8 774 | 1 403 | 17.4 | 5.3 |
| 45411 | Electronic shopping & mail-order houses | 151 | 288 705 | 38 530 | 8 774 | 1 403 | 17.4 | 5.3 |
| 454110 | Electronic shopping & mail-order houses | 151 | 288 705 | 38 530 | 8 774 | 1 403 | 17.4 | 5.3 |
| 4542 | Vending machine operators | 31 | 35 332 | 6 254 | 1 491 | 312 | 16.0 | 4.9 |
| 45421 | Vending machine operators | 31 | 35 332 | 6 254 | 1 491 | 312 | 16.0 | 4.9 |
| 454210 | Vending machine operators | 31 | 35 332 | 6 254 | 1 491 | 312 | 16.0 | 4.9 |
| 4543 | Direct selling establishments | 185 | 178 671 | 34 687 | 8 316 | 2 105 | 12.2 | 10.4 |
| 45431 | Fuel dealers | 19 | 29 956 | 4 386 | 1 141 | 165 | 3.4 | 17.3 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 15 | 29 062 | 4 301 | 1 110 | 155 | .4 | 17.8 |
| 454319 | Other fuel dealers | 3 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 166 | 148 715 | 30 301 | 7 175 | 1 940 | 14.0 | 9.1 |
| 454390 | Other direct selling establishments | 166 | 148 715 | 30 301 | 7 175 | 1 940 | 14.0 | 9.1 |
| | **SAN FRANCISCO COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **3 841** | **6 795 006** | **830 599** | **193 128** | **39 693** | **11.5** | **11.0** |
| 441 | Motor vehicle & parts dealers | 126 | 647 342 | 69 723 | 16 017 | 1 842 | 11.8 | 17.0 |
| 4411 | Automobile dealers | 31 | 533 104 | 49 942 | 11 423 | 1 069 | 12.5 | 19.2 |
| 44111 | New car dealers | 22 | 526 799 | 49 603 | 11 349 | 1 053 | 12.3 | 19.3 |
| 441110 | New car dealers | 22 | 526 799 | 49 603 | 11 349 | 1 053 | 12.3 | 19.3 |
| 4412 | Other motor vehicle dealers | 19 | 28 055 | 4 088 | 922 | 134 | 7.5 | 5.6 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 19 | 28 055 | 4 088 | 922 | 134 | 7.5 | 5.6 |
| 441221 | Motorcycle dealers | 11 | 22 495 | 3 314 | 771 | 100 | 4.0 | 1.4 |
| 441222 | Boat dealers | 6 | D | D | D | b | D | D |
| 441229 | All other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 76 | 86 183 | 15 693 | 3 672 | 639 | 8.9 | 7.0 |
| 44131 | Automotive parts & accessories stores | 63 | 72 468 | 12 563 | 2 919 | 528 | 8.0 | 4.9 |
| 441310 | Automotive parts & accessories stores | 63 | 72 468 | 12 563 | 2 919 | 528 | 8.0 | 4.9 |
| 44132 | Tire dealers | 13 | 13 715 | 3 130 | 753 | 111 | 13.5 | 18.0 |
| 441320 | Tire dealers | 13 | 13 715 | 3 130 | 753 | 111 | 13.5 | 18.0 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN FRANCISCO COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 442 | Furniture & home furnishings stores | 275 | 344 533 | 48 870 | 10 800 | 2 019 | 11.9 | 14.9 |
| 4421 | Furniture stores | 110 | 125 713 | 19 289 | 4 650 | 723 | 11.7 | 7.5 |
| 44211 | Furniture stores | 110 | 125 713 | 19 289 | 4 650 | 723 | 11.7 | 7.5 |
| 442110 | Furniture stores | 110 | 125 713 | 19 289 | 4 650 | 723 | 11.7 | 7.5 |
| 4422 | Home furnishings stores | 165 | 218 820 | 29 581 | 6 150 | 1 296 | 12.0 | 19.2 |
| 44221 | Floor covering stores | 50 | 53 897 | 7 806 | 1 727 | 259 | 26.6 | 5.1 |
| 442210 | Floor covering stores | 50 | 53 897 | 7 806 | 1 727 | 259 | 26.6 | 5.1 |
| 44229 | Other home furnishings stores | 115 | 164 923 | 21 775 | 4 423 | 1 037 | 7.3 | 23.8 |
| 442291 | Window treatment stores | 10 | 5 476 | 576 | 141 | 43 | 5.9 | 10.1 |
| 442299 | All other home furnishings stores | 105 | 159 447 | 21 199 | 4 282 | 994 | 7.3 | 24.2 |
| 443 | Electronics & appliance stores | 192 | 296 625 | 30 950 | 7 089 | 1 280 | 16.6 | 14.2 |
| 4431 | Electronics & appliance stores | 192 | 296 625 | 30 950 | 7 089 | 1 280 | 16.6 | 14.2 |
| 44311 | Appliance, television, & other electronics stores | 99 | 151 064 | 17 893 | 4 247 | 815 | 9.0 | 6.7 |
| 443111 | Household appliance stores | 22 | 29 501 | 3 294 | 683 | 155 | 9.6 | 7.1 |
| 443112 | Radio, television, & other electronics stores | 77 | 121 563 | 14 599 | 3 564 | 660 | 8.8 | 6.6 |
| 44312 | Computer & software stores | 53 | 104 595 | 8 762 | 1 833 | 262 | 22.3 | 25.7 |
| 443120 | Computer & software stores | 53 | 104 595 | 8 762 | 1 833 | 262 | 22.3 | 25.7 |
| 44313 | Camera & photographic supplies stores | 40 | 40 966 | 4 295 | 1 009 | 203 | 29.9 | 12.3 |
| 443130 | Camera & photographic supplies stores | 40 | 40 966 | 4 295 | 1 009 | 203 | 29.9 | 12.3 |
| 444 | Building material & garden equipment & supplies dealers | 159 | 399 657 | 53 599 | 11 946 | 1 790 | 18.3 | 4.7 |
| 4441 | Building material & supplies dealers | 136 | 374 819 | 48 753 | 10 956 | 1 576 | 19.2 | 4.3 |
| 44411 | Home centers | 4 | D | D | D | c | D | D |
| 444110 | Home centers | 4 | D | D | D | c | D | D |
| 44412 | Paint & wallpaper stores | 21 | D | D | D | c | D | D |
| 444120 | Paint & wallpaper stores | 21 | D | D | D | c | D | D |
| 44413 | Hardware stores | 36 | 55 478 | 8 979 | 1 941 | 415 | 28.0 | 16.1 |
| 444130 | Hardware stores | 36 | 55 478 | 8 979 | 1 941 | 415 | 28.0 | 16.1 |
| 44419 | Other building material dealers | 75 | 250 420 | 29 494 | 6 777 | 801 | 8.1 | 2.3 |
| 444190 | Other building material dealers | 75 | 250 420 | 29 494 | 6 777 | 801 | 8.1 | 2.3 |
| 4442 | Lawn & garden equipment & supplies stores | 23 | 24 838 | 4 846 | 990 | 214 | 5.7 | 10.7 |
| 44422 | Nursery & garden centers | 21 | D | D | D | c | D | D |
| 444220 | Nursery & garden centers | 21 | D | D | D | c | D | D |
| 445 | Food & beverage stores | 681 | 1 265 916 | 132 808 | 29 806 | 7 028 | 14.0 | 8.4 |
| 4451 | Grocery stores | 391 | 1 013 167 | 108 211 | 24 220 | 5 419 | 11.7 | 7.9 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 341 | 967 215 | 103 767 | 23 136 | 5 167 | 11.0 | 7.1 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 341 | 967 215 | 103 767 | 23 136 | 5 167 | 11.0 | 7.1 |
| 44512 | Convenience stores | 50 | 45 952 | 4 444 | 1 084 | 252 | 25.0 | 25.0 |
| 445120 | Convenience stores | 50 | 45 952 | 4 444 | 1 084 | 252 | 25.0 | 25.0 |
| 4452 | Specialty food stores | 199 | 157 619 | 17 976 | 4 128 | 1 269 | 25.2 | 10.2 |
| 4453 | Beer, wine, & liquor stores | 91 | 95 130 | 6 621 | 1 458 | 340 | 20.0 | 10.9 |
| 44531 | Beer, wine, & liquor stores | 91 | 95 130 | 6 621 | 1 458 | 340 | 20.0 | 10.9 |
| 445310 | Beer, wine, & liquor stores | 91 | 95 130 | 6 621 | 1 458 | 340 | 20.0 | 10.9 |
| 446 | Health & personal care stores | 288 | 464 315 | 65 942 | 15 582 | 3 126 | 10.5 | 4.6 |
| 4461 | Health & personal care stores | 288 | 464 315 | 65 942 | 15 582 | 3 126 | 10.5 | 4.6 |
| 44611 | Pharmacies & drug stores | 113 | 355 235 | 47 804 | 11 382 | 1 980 | 8.5 | 2.9 |
| 446110 | Pharmacies & drug stores | 113 | 355 235 | 47 804 | 11 382 | 1 980 | 8.5 | 2.9 |
| 4461101 | Pharmacies & drug stores | 100 | 343 559 | 46 138 | 10 968 | 1 899 | 8.7 | 2.6 |
| 4461102 | Proprietary stores | 13 | 11 676 | 1 666 | 414 | 81 | 3.4 | 13.8 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 49 | 28 113 | 4 449 | 1 130 | 327 | 11.2 | 6.2 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 49 | 28 113 | 4 449 | 1 130 | 327 | 11.2 | 6.2 |
| 44613 | Optical goods stores | 43 | 30 614 | 5 406 | 1 203 | 328 | 10.1 | 1.7 |
| 446130 | Optical goods stores | 43 | 30 614 | 5 406 | 1 203 | 328 | 10.1 | 1.7 |
| 44619 | Other health & personal care stores | 83 | 50 353 | 8 283 | 1 867 | 491 | 24.8 | 17.0 |
| 446191 | Food (health) supplement stores | 64 | 39 971 | 5 367 | 1 193 | 385 | 23.6 | 19.8 |
| 446199 | All other health & personal care stores | 19 | 10 382 | 2 916 | 674 | 106 | 29.4 | 6.1 |
| 447 | Gasoline stations | 120 | 275 572 | 15 931 | 3 645 | 999 | 21.8 | 7.8 |
| 4471 | Gasoline stations | 120 | 275 572 | 15 931 | 3 645 | 999 | 21.8 | 7.8 |
| 44711 | Gasoline stations with convenience stores | 32 | 72 469 | 3 869 | 801 | 233 | 1.2 | 3.1 |
| 447110 | Gasoline stations with convenience stores | 32 | 72 469 | 3 869 | 801 | 233 | 1.2 | 3.1 |
| 44719 | Other gasoline stations | 88 | 203 103 | 12 062 | 2 844 | 766 | 29.2 | 9.4 |
| 447190 | Other gasoline stations | 88 | 203 103 | 12 062 | 2 844 | 766 | 29.2 | 9.4 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN FRANCISCO COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores | 836 | 1 264 904 | 178 970 | 42 727 | 9 487 | 7.4 | 13.6 |
| 4481 | Clothing stores | 532 | 945 447 | 138 491 | 33 447 | 7 684 | 6.0 | 14.9 |
| 44811 | Men's clothing stores | 85 | 95 564 | 17 632 | 4 166 | 692 | 8.8 | 6.1 |
| 448110 | Men's clothing stores | 85 | 95 564 | 17 632 | 4 166 | 692 | 8.8 | 6.1 |
| 44812 | Women's clothing stores | 211 | 262 860 | 36 887 | 8 579 | 1 844 | 11.9 | 36.5 |
| 448120 | Women's clothing stores | 211 | 262 860 | 36 887 | 8 579 | 1 844 | 11.9 | 36.5 |
| 44813 | Children's & infants' clothing stores | 20 | 21 659 | 2 821 | 623 | 258 | 6.1 | – |
| 448130 | Children's & infants' clothing stores | 20 | 21 659 | 2 821 | 623 | 258 | 6.1 | – |
| 44814 | Family clothing stores | 128 | 494 781 | 70 886 | 17 620 | 4 290 | 2.3 | 6.2 |
| 448140 | Family clothing stores | 128 | 494 781 | 70 886 | 17 620 | 4 290 | 2.3 | 6.2 |
| 44815 | Clothing accessories stores | 34 | 23 552 | 3 332 | 837 | 192 | .8 | 11.5 |
| 448150 | Clothing accessories stores | 34 | 23 552 | 3 332 | 837 | 192 | .8 | 11.5 |
| 44819 | Other clothing stores | 54 | 47 031 | 6 933 | 1 622 | 408 | 9.3 | 13.3 |
| 448190 | Other clothing stores | 54 | 47 031 | 6 933 | 1 622 | 408 | 9.3 | 13.3 |
| 4482 | Shoe stores | 107 | 132 449 | 18 055 | 3 888 | 933 | 4.8 | 5.2 |
| 44821 | Shoe stores | 107 | 132 449 | 18 055 | 3 888 | 933 | 4.8 | 5.2 |
| 448210 | Shoe stores | 107 | 132 449 | 18 055 | 3 888 | 933 | 4.8 | 5.2 |
| 4482101 | Men's shoe stores | 11 | D | D | D | b | D | D |
| 4482102 | Women's shoe stores | 34 | 43 775 | 6 499 | 1 222 | 289 | 4.3 | 10.2 |
| 4482103 | Children's & juveniles' shoe stores | 4 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 41 | 39 358 | 5 329 | 1 247 | 278 | 7.8 | 2.7 |
| 4482105 | Athletic footwear stores | 17 | 36 951 | 4 500 | 987 | 286 | 1.3 | 3.6 |
| 4483 | Jewelry, luggage, & leather goods stores | 197 | 187 008 | 22 424 | 5 392 | 870 | 16.5 | 13.0 |
| 44831 | Jewelry stores | 169 | 153 707 | 19 249 | 4 650 | 715 | 18.0 | 15.0 |
| 448310 | Jewelry stores | 169 | 153 707 | 19 249 | 4 650 | 715 | 18.0 | 15.0 |
| 44832 | Luggage & leather goods stores | 28 | 33 301 | 3 175 | 742 | 155 | 9.6 | 3.7 |
| 448320 | Luggage & leather goods stores | 28 | 33 301 | 3 175 | 742 | 155 | 9.6 | 3.7 |
| 451 | Sporting goods, hobby, book, & music stores | 288 | 387 150 | 48 581 | 11 921 | 3 096 | 10.1 | 5.8 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 145 | 165 731 | 22 082 | 5 361 | 1 309 | 13.4 | 7.9 |
| 45111 | Sporting goods stores | 69 | 73 958 | 9 655 | 2 353 | 518 | 11.9 | 14.1 |
| 451110 | Sporting goods stores | 69 | 73 958 | 9 655 | 2 353 | 518 | 11.9 | 14.1 |
| 4511101 | General-line sporting goods stores | 15 | 21 061 | 2 381 | 591 | 178 | 21.1 | .4 |
| 4511102 | Specialty-line sporting goods stores | 54 | 52 897 | 7 274 | 1 762 | 340 | 8.2 | 19.5 |
| 45112 | Hobby, toy, & game stores | 35 | 49 416 | 6 456 | 1 452 | 436 | 8.2 | .1 |
| 451120 | Hobby, toy, & game stores | 35 | 49 416 | 6 456 | 1 452 | 436 | 8.2 | .1 |
| 45113 | Sewing, needlework, & piece goods stores | 20 | 16 398 | 2 893 | 681 | 169 | 10.2 | 15.0 |
| 451130 | Sewing, needlework, & piece goods stores | 20 | 16 398 | 2 893 | 681 | 169 | 10.2 | 15.0 |
| 45114 | Musical instrument & supplies stores | 21 | 25 959 | 3 078 | 875 | 186 | 29.5 | .8 |
| 451140 | Musical instrument & supplies stores | 21 | 25 959 | 3 078 | 875 | 186 | 29.5 | .8 |
| 4512 | Book, periodical, & music stores | 143 | 221 419 | 26 499 | 6 560 | 1 787 | 7.6 | 4.3 |
| 45121 | Book stores & news dealers | 101 | 133 169 | 16 965 | 4 186 | 1 141 | 10.3 | 6.2 |
| 451211 | Book stores | 86 | D | D | D | g | D | D |
| 4512111 | Book stores, general | 63 | 83 133 | 11 022 | 2 690 | 634 | 14.1 | 6.6 |
| 4512112 | Specialty book stores | 17 | D | D | D | c | D | D |
| 4512113 | College book stores | 6 | D | D | D | e | D | D |
| 451212 | News dealers & newsstands | 15 | D | D | D | b | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 42 | 88 250 | 9 534 | 2 374 | 646 | 3.4 | 1.4 |
| 451220 | Prerecorded tape, compact disc, & record stores | 42 | 88 250 | 9 534 | 2 374 | 646 | 3.4 | 1.4 |
| 452 | General merchandise stores | 43 | 649 621 | 70 914 | 17 732 | 3 139 | .6 | 1.4 |
| 4521 | Department stores (incl leased depts) ## | 4 | 419 098 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 4 | 419 098 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 4 | 416 699 | 56 370 | 14 247 | 2 426 | – | – |
| 45211 | Department stores (excl leased depts) | 4 | 416 699 | 56 370 | 14 247 | 2 426 | – | – |
| 452110 | Department stores (excl leased depts) | 4 | 416 699 | 56 370 | 14 247 | 2 426 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 4 | 416 699 | 56 370 | 14 247 | 2 426 | – | – |
| 4529 | Other general merchandise stores | 39 | 232 922 | 14 544 | 3 485 | 713 | 1.6 | 3.9 |
| 45291 | Warehouse clubs & superstores | 1 | D | D | D | e | D | D |
| 452910 | Warehouse clubs & superstores | 1 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 38 | D | D | D | e | D | D |
| 452990 | All other general merchandise stores | 38 | D | D | D | e | D | D |
| 4529901 | Variety stores | 16 | D | D | D | c | D | D |
| 4529903 | Miscellaneous general merchandise stores | 22 | D | D | D | e | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN FRANCISCO COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 708 | 523 351 | 76 698 | 17 046 | 4 394 | 16.8 | 19.9 |
| 4531 | Florists | 98 | 25 950 | 4 718 | 1 105 | 326 | 31.6 | 23.7 |
| 45311 | Florists | 98 | 25 950 | 4 718 | 1 105 | 326 | 31.6 | 23.7 |
| 453110 | Florists | 98 | 25 950 | 4 718 | 1 105 | 326 | 31.6 | 23.7 |
| 4532 | Office supplies, stationery, & gift stores | 289 | 231 346 | 33 014 | 7 533 | 2 121 | 12.8 | 27.5 |
| 45321 | Office supplies & stationery stores | 38 | 69 972 | 7 864 | 1 909 | 404 | 7.9 | 15.0 |
| 453210 | Office supplies & stationery stores | 38 | 69 972 | 7 864 | 1 909 | 404 | 7.9 | 15.0 |
| 4532101 | Stationery stores | 9 | 5 788 | 1 000 | 232 | 61 | 60.2 | .5 |
| 4532102 | Office supplies stores | 29 | 64 184 | 6 864 | 1 677 | 343 | 3.2 | 16.3 |
| 45322 | Gift, novelty, & souvenir stores | 251 | 161 374 | 25 150 | 5 624 | 1 717 | 14.9 | 33.0 |
| 453220 | Gift, novelty, & souvenir stores | 251 | 161 374 | 25 150 | 5 624 | 1 717 | 14.9 | 33.0 |
| 4533 | Used merchandise stores | 132 | 83 636 | 14 964 | 3 326 | 891 | 16.0 | 14.7 |
| 45331 | Used merchandise stores | 132 | 83 636 | 14 964 | 3 326 | 891 | 16.0 | 14.7 |
| 453310 | Used merchandise stores | 132 | 83 636 | 14 964 | 3 326 | 891 | 16.0 | 14.7 |
| 4539 | Other miscellaneous store retailers | 189 | 182 419 | 24 002 | 5 082 | 1 056 | 20.2 | 12.2 |
| 45391 | Pet & pet supplies stores | 29 | 34 148 | 4 374 | 958 | 256 | 58.4 | 4.1 |
| 453910 | Pet & pet supplies stores | 29 | 34 148 | 4 374 | 958 | 256 | 58.4 | 4.1 |
| 45392 | Art dealers | 92 | 98 607 | 12 558 | 2 563 | 423 | 8.5 | 16.6 |
| 453920 | Art dealers | 92 | 98 607 | 12 558 | 2 563 | 423 | 8.5 | 16.6 |
| 45399 | All other miscellaneous store retailers | 68 | 49 664 | 7 070 | 1 561 | 377 | 17.0 | 9.0 |
| 454 | Nonstore retailers | 125 | 276 020 | 37 613 | 8 817 | 1 493 | 11.5 | 24.9 |
| 4541 | Electronic shopping & mail-order houses | 67 | 212 476 | 26 411 | 6 188 | 878 | 9.9 | 26.1 |
| 45411 | Electronic shopping & mail-order houses | 67 | 212 476 | 26 411 | 6 188 | 878 | 9.9 | 26.1 |
| 454110 | Electronic shopping & mail-order houses | 67 | 212 476 | 26 411 | 6 188 | 878 | 9.9 | 26.1 |
| 4542 | Vending machine operators | 14 | D | D | D | b | D | D |
| 45421 | Vending machine operators | 14 | D | D | D | b | D | D |
| 454210 | Vending machine operators | 14 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 44 | D | D | D | f | D | D |
| 45439 | Other direct selling establishments | 43 | 58 141 | 10 260 | 2 402 | 562 | 15.7 | 22.2 |
| 454390 | Other direct selling establishments | 43 | 58 141 | 10 260 | 2 402 | 562 | 15.7 | 22.2 |
| | **SAN JOAQUIN COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **1 594** | **3 679 557** | **364 665** | **85 106** | **19 957** | **7.8** | **6.9** |
| 441 | Motor vehicle & parts dealers | 204 | 876 566 | 80 979 | 18 921 | 2 721 | 6.5 | 10.5 |
| 4411 | Automobile dealers | 62 | 696 123 | 55 528 | 13 039 | 1 618 | 4.8 | 11.4 |
| 44111 | New car dealers | 35 | 661 791 | 52 827 | 12 374 | 1 503 | 4.1 | 11.5 |
| 441110 | New car dealers | 35 | 661 791 | 52 827 | 12 374 | 1 503 | 4.1 | 11.5 |
| 44112 | Used car dealers | 27 | 34 332 | 2 701 | 665 | 115 | 18.0 | 10.3 |
| 441120 | Used car dealers | 27 | 34 332 | 2 701 | 665 | 115 | 18.0 | 10.3 |
| 4412 | Other motor vehicle dealers | 27 | 69 080 | 5 935 | 1 315 | 224 | 21.3 | 4.1 |
| 44121 | Recreational vehicle dealers | 10 | 37 268 | 3 184 | 685 | 122 | – | 7.0 |
| 441210 | Recreational vehicle dealers | 10 | 37 268 | 3 184 | 685 | 122 | – | 7.0 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 17 | 31 812 | 2 751 | 630 | 102 | 46.3 | .7 |
| 441221 | Motorcycle dealers | 6 | 10 479 | 930 | 212 | 43 | 1.2 | 2.1 |
| 441222 | Boat dealers | 7 | 15 872 | 1 076 | 207 | 37 | 66.3 | – |
| 441229 | All other motor vehicle dealers | 4 | 5 461 | 745 | 211 | 22 | 74.6 | – |
| 4413 | Automotive parts, accessories, & tire stores | 115 | 111 363 | 19 516 | 4 567 | 879 | 7.5 | 8.9 |
| 44131 | Automotive parts & accessories stores | 75 | 68 431 | 10 377 | 2 546 | 548 | 10.4 | 7.6 |
| 441310 | Automotive parts & accessories stores | 75 | 68 431 | 10 377 | 2 546 | 548 | 10.4 | 7.6 |
| 44132 | Tire dealers | 40 | 42 932 | 9 139 | 2 021 | 331 | 2.9 | 11.0 |
| 441320 | Tire dealers | 40 | 42 932 | 9 139 | 2 021 | 331 | 2.9 | 11.0 |
| 442 | Furniture & home furnishings stores | 73 | 73 028 | 12 015 | 2 724 | 543 | 12.5 | 12.5 |
| 4421 | Furniture stores | 30 | 33 580 | 3 427 | 700 | 163 | 16.3 | 22.1 |
| 44211 | Furniture stores | 30 | 33 580 | 3 427 | 700 | 163 | 16.3 | 22.1 |
| 442110 | Furniture stores | 30 | 33 580 | 3 427 | 700 | 163 | 16.3 | 22.1 |
| 4422 | Home furnishings stores | 43 | 39 448 | 8 588 | 2 024 | 380 | 9.2 | 4.3 |
| 44221 | Floor covering stores | 19 | 28 161 | 7 098 | 1 663 | 253 | 5.5 | 3.3 |
| 442210 | Floor covering stores | 19 | 28 161 | 7 098 | 1 663 | 253 | 5.5 | 3.3 |
| 44229 | Other home furnishings stores | 24 | 11 287 | 1 490 | 361 | 127 | 18.4 | 6.6 |
| 443 | Electronics & appliance stores | 61 | 78 730 | 9 015 | 2 154 | 443 | 8.5 | 2.8 |
| 4431 | Electronics & appliance stores | 61 | 78 730 | 9 015 | 2 154 | 443 | 8.5 | 2.8 |
| 44311 | Appliance, television, & other electronics stores | 43 | 56 649 | 6 009 | 1 453 | 286 | 8.0 | 1.2 |
| 443111 | Household appliance stores | 19 | 11 755 | 1 288 | 260 | 60 | 9.7 | 4.7 |
| 443112 | Radio, television, & other electronics stores | 24 | 44 894 | 4 721 | 1 193 | 226 | 7.6 | .3 |
| 44312 | Computer & software stores | 15 | 14 842 | 1 900 | 434 | 90 | 14.5 | 10.6 |
| 443120 | Computer & software stores | 15 | 14 842 | 1 900 | 434 | 90 | 14.5 | 10.6 |
| 44313 | Camera & photographic supplies stores | 3 | 7 239 | 1 106 | 267 | 67 | – | – |
| 443130 | Camera & photographic supplies stores | 3 | 7 239 | 1 106 | 267 | 67 | – | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN JOAQUIN COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 444 | Building material & garden equipment & supplies dealers | 133 | 428 082 | 46 008 | 10 688 | 1 813 | 3.2 | 4.3 |
| 4441 | Building material & supplies dealers | 99 | 286 160 | 31 683 | 7 527 | 1 321 | 1.3 | 1.9 |
| 44411 | Home centers | 4 | 65 488 | 6 777 | 1 719 | 346 | – | – |
| 444110 | Home centers | 4 | 65 488 | 6 777 | 1 719 | 346 | – | – |
| 44412 | Paint & wallpaper stores | 14 | 14 960 | 2 079 | 464 | 73 | 3.3 | 19.3 |
| 444120 | Paint & wallpaper stores | 14 | 14 960 | 2 079 | 464 | 73 | 3.3 | 19.3 |
| 44413 | Hardware stores | 18 | 43 500 | 6 851 | 1 574 | 361 | 1.4 | – |
| 444130 | Hardware stores | 18 | 43 500 | 6 851 | 1 574 | 361 | 1.4 | – |
| 44419 | Other building material dealers | 63 | 162 212 | 15 976 | 3 770 | 541 | 1.7 | 1.5 |
| 444190 | Other building material dealers | 63 | 162 212 | 15 976 | 3 770 | 541 | 1.7 | 1.5 |
| 4442 | Lawn & garden equipment & supplies stores | 34 | 141 922 | 14 325 | 3 161 | 492 | 7.0 | 9.2 |
| 44422 | Nursery & garden centers | 28 | 137 016 | 13 558 | 2 985 | 463 | 7.3 | 9.5 |
| 444220 | Nursery & garden centers | 28 | 137 016 | 13 558 | 2 985 | 463 | 7.3 | 9.5 |
| 445 | Food & beverage stores | 264 | 709 442 | 67 550 | 14 943 | 3 834 | 9.0 | 4.6 |
| 4451 | Grocery stores | 189 | 668 890 | 64 871 | 14 320 | 3 576 | 6.5 | 4.5 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 155 | 649 582 | 63 515 | 14 025 | 3 439 | 5.7 | 3.7 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 155 | 649 582 | 63 515 | 14 025 | 3 439 | 5.7 | 3.7 |
| 4452 | Specialty food stores | 30 | 18 018 | 1 504 | 327 | 108 | 52.6 | 3.9 |
| 446 | Health & personal care stores | 144 | 233 663 | 34 272 | 8 816 | 1 772 | 12.5 | 9.9 |
| 4461 | Health & personal care stores | 144 | 233 663 | 34 272 | 8 816 | 1 772 | 12.5 | 9.9 |
| 44611 | Pharmacies & drug stores | 74 | 194 383 | 27 682 | 7 227 | 1 413 | 14.1 | 9.2 |
| 446110 | Pharmacies & drug stores | 74 | 194 383 | 27 682 | 7 227 | 1 413 | 14.1 | 9.2 |
| 4461101 | Pharmacies & drug stores | 72 | D | D | D | g | D | D |
| 4461102 | Proprietary stores | 2 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 13 | 4 867 | 852 | 204 | 70 | – | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 13 | 4 867 | 852 | 204 | 70 | – | – |
| 44613 | Optical goods stores | 24 | 10 211 | 1 990 | 480 | 125 | 2.5 | 21.4 |
| 446130 | Optical goods stores | 24 | 10 211 | 1 990 | 480 | 125 | 2.5 | 21.4 |
| 44619 | Other health & personal care stores | 33 | 24 202 | 3 748 | 905 | 164 | 6.2 | 12.2 |
| 446191 | Food (health) supplement stores | 11 | 5 545 | 603 | 128 | 56 | 20.3 | 40.9 |
| 446199 | All other health & personal care stores | 22 | 18 657 | 3 145 | 777 | 108 | 2.0 | 3.7 |
| 447 | Gasoline stations | 158 | 351 594 | 15 751 | 3 531 | 1 166 | 23.6 | 9.6 |
| 4471 | Gasoline stations | 158 | 351 594 | 15 751 | 3 531 | 1 166 | 23.6 | 9.6 |
| 44711 | Gasoline stations with convenience stores | 96 | 210 461 | 8 820 | 1 886 | 692 | 17.0 | 10.3 |
| 447110 | Gasoline stations with convenience stores | 96 | 210 461 | 8 820 | 1 886 | 692 | 17.0 | 10.3 |
| 44719 | Other gasoline stations | 62 | 141 133 | 6 931 | 1 645 | 474 | 33.3 | 8.6 |
| 447190 | Other gasoline stations | 62 | 141 133 | 6 931 | 1 645 | 474 | 33.3 | 8.6 |
| 448 | Clothing & clothing accessories stores | 211 | 142 736 | 18 529 | 4 497 | 1 511 | 5.9 | 4.7 |
| 4481 | Clothing stores | 118 | 96 252 | 11 681 | 2 865 | 1 066 | 5.7 | 3.6 |
| 44814 | Family clothing stores | 26 | 45 661 | 4 946 | 1 179 | 417 | .1 | .2 |
| 448140 | Family clothing stores | 26 | 45 661 | 4 946 | 1 179 | 417 | .1 | .2 |
| 44819 | Other clothing stores | 18 | 9 378 | 1 070 | 274 | 107 | 2.7 | – |
| 448190 | Other clothing stores | 18 | 9 378 | 1 070 | 274 | 107 | 2.7 | – |
| 4482 | Shoe stores | 50 | 26 108 | 2 851 | 656 | 225 | 1.9 | 1.2 |
| 44821 | Shoe stores | 50 | 26 108 | 2 851 | 656 | 225 | 1.9 | 1.2 |
| 448210 | Shoe stores | 50 | 26 108 | 2 851 | 656 | 225 | 1.9 | 1.2 |
| 4482104 | Family shoe stores | 36 | 16 241 | 1 742 | 399 | 147 | 3.0 | .1 |
| 4482105 | Athletic footwear stores | 9 | 8 017 | 836 | 194 | 55 | – | – |
| 4483 | Jewelry, luggage, & leather goods stores | 43 | 20 376 | 3 997 | 976 | 220 | 12.1 | 14.2 |
| 44831 | Jewelry stores | 40 | 19 384 | 3 868 | 947 | 210 | 12.8 | 15.0 |
| 448310 | Jewelry stores | 40 | 19 384 | 3 868 | 947 | 210 | 12.8 | 15.0 |
| 44832 | Luggage & leather goods stores | 3 | 992 | 129 | 29 | 10 | – | – |
| 448320 | Luggage & leather goods stores | 3 | 992 | 129 | 29 | 10 | – | – |
| 451 | Sporting goods, hobby, book, & music stores | 90 | 76 784 | 10 121 | 2 302 | 870 | 4.0 | 3.4 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 61 | 53 828 | 6 543 | 1 450 | 547 | 2.0 | 2.1 |
| 45111 | Sporting goods stores | 34 | 26 131 | 3 163 | 668 | 231 | 1.7 | 3.6 |
| 451110 | Sporting goods stores | 34 | 26 131 | 3 163 | 668 | 231 | 1.7 | 3.6 |
| 4511101 | General-line sporting goods stores | 11 | 13 900 | 1 485 | 330 | 118 | .8 | 1.6 |
| 45112 | Hobby, toy, & game stores | 14 | 19 849 | 2 000 | 454 | 184 | 1.5 | 1.0 |
| 451120 | Hobby, toy, & game stores | 14 | 19 849 | 2 000 | 454 | 184 | 1.5 | 1.0 |
| 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 | 8 | D | D | D | b | D | D |
| 451140 | Musical instrument & supplies stores | 8 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 29 | 22 956 | 3 578 | 852 | 323 | 8.8 | 6.3 |
| 45121 | Book stores & news dealers | 20 | 12 974 | 2 526 | 589 | 219 | 14.1 | – |
| 4512111 | Book stores, general | 11 | 9 105 | 1 147 | 274 | 122 | 16.8 | – |
| 451212 | News dealers & newsstands | 5 | 2 760 | 1 227 | 277 | 74 | – | – |
| 45122 | Prerecorded tape, compact disc, & record stores | 9 | 9 982 | 1 052 | 263 | 104 | 2.0 | 14.6 |
| 451220 | Prerecorded tape, compact disc, & record stores | 9 | 9 982 | 1 052 | 263 | 104 | 2.0 | 14.6 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN JOAQUIN COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 36 | 547 984 | 48 833 | 11 598 | 3 945 | .3 | .9 |
| 4521 | Department stores (incl leased depts) ## | 22 | 447 163 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 22 | 447 163 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 22 | 440 488 | 42 372 | 9 931 | 3 503 | – | – |
| 45211 | Department stores (excl leased depts) | 22 | 440 488 | 42 372 | 9 931 | 3 503 | – | – |
| 452110 | Department stores (excl leased depts) | 22 | 440 488 | 42 372 | 9 931 | 3 503 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 7 | 104 955 | 10 426 | 2 264 | 731 | – | – |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 12 | 272 473 | 25 068 | 5 988 | 2 269 | – | – |
| 45299 | All other general merchandise stores | 13 | D | D | D | e | D | D |
| 452990 | All other general merchandise stores | 13 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 175 | 112 087 | 13 553 | 3 204 | 1 031 | 8.5 | 18.6 |
| 4531 | Florists | 39 | 8 832 | 1 510 | 388 | 176 | 29.5 | 26.1 |
| 45311 | Florists | 39 | 8 832 | 1 510 | 388 | 176 | 29.5 | 26.1 |
| 453110 | Florists | 39 | 8 832 | 1 510 | 388 | 176 | 29.5 | 26.1 |
| 4532 | Office supplies, stationery, & gift stores | 54 | 50 568 | 4 716 | 1 127 | 379 | 3.1 | 28.8 |
| 45321 | Office supplies & stationery stores | 9 | 37 232 | 2 708 | 694 | 174 | – | 33.7 |
| 453210 | Office supplies & stationery stores | 9 | 37 232 | 2 708 | 694 | 174 | – | 33.7 |
| 4532102 | Office supplies stores | 8 | D | D | D | c | D | D |
| 4533 | Used merchandise stores | 18 | 8 293 | 3 071 | 721 | 191 | 1.7 | 12.8 |
| 45331 | Used merchandise stores | 18 | 8 293 | 3 071 | 721 | 191 | 1.7 | 12.8 |
| 453310 | Used merchandise stores | 18 | 8 293 | 3 071 | 721 | 191 | 1.7 | 12.8 |
| 4539 | Other miscellaneous store retailers | 64 | 44 394 | 4 256 | 968 | 285 | 11.7 | 6.6 |
| 45391 | Pet & pet supplies stores | 15 | 16 334 | 2 030 | 478 | 158 | – | 5.4 |
| 453910 | Pet & pet supplies stores | 15 | 16 334 | 2 030 | 478 | 158 | – | 5.4 |
| 45399 | All other miscellaneous store retailers | 41 | D | D | D | c | D | D |
| 454 | Nonstore retailers | 45 | 48 861 | 8 039 | 1 728 | 308 | 8.7 | 13.6 |
| 4542 | Vending machine operators | 7 | 11 208 | 2 051 | 301 | 49 | 15.9 | 1.4 |
| 45421 | Vending machine operators | 7 | 11 208 | 2 051 | 301 | 49 | 15.9 | 1.4 |
| 454210 | Vending machine operators | 7 | 11 208 | 2 051 | 301 | 49 | 15.9 | 1.4 |
| 4543 | Direct selling establishments | 30 | 28 730 | 4 480 | 1 114 | 210 | 8.5 | 20.4 |
| 45431 | Fuel dealers | 8 | 13 725 | 1 859 | 434 | 76 | – | 37.6 |
| 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 | 22 | 15 005 | 2 621 | 680 | 134 | 16.3 | 4.6 |
| 454390 | Other direct selling establishments | 22 | 15 005 | 2 621 | 680 | 134 | 16.3 | 4.6 |
| | **SAN LUIS OBISPO COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **1 132** | **1 780 702** | **182 405** | **42 470** | **10 917** | **7.3** | **4.3** |
| 441 | Motor vehicle & parts dealers | 96 | 365 739 | 33 141 | 7 177 | 1 231 | 9.3 | 2.6 |
| 4411 | Automobile dealers | 27 | 302 568 | 23 685 | 4 899 | 727 | 9.2 | 2.4 |
| 4412 | Other motor vehicle dealers | 18 | 20 442 | 2 371 | 549 | 115 | 9.9 | 7.5 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 14 | 11 196 | 1 330 | 308 | 64 | 18.1 | 13.8 |
| 441229 | All other motor vehicle dealers | 4 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 51 | 42 729 | 7 085 | 1 729 | 389 | 9.9 | 1.3 |
| 44131 | Automotive parts & accessories stores | 35 | 27 182 | 4 105 | 1 034 | 264 | 13.7 | 2.0 |
| 441310 | Automotive parts & accessories stores | 35 | 27 182 | 4 105 | 1 034 | 264 | 13.7 | 2.0 |
| 442 | Furniture & home furnishings stores | 81 | 54 468 | 6 894 | 1 602 | 417 | 8.1 | 6.6 |
| 4421 | Furniture stores | 32 | 27 806 | 3 688 | 909 | 185 | 5.7 | 9.1 |
| 44211 | Furniture stores | 32 | 27 806 | 3 688 | 909 | 185 | 5.7 | 9.1 |
| 442110 | Furniture stores | 32 | 27 806 | 3 688 | 909 | 185 | 5.7 | 9.1 |
| 4422 | Home furnishings stores | 49 | 26 662 | 3 206 | 693 | 232 | 10.5 | 3.9 |
| 44221 | Floor covering stores | 22 | 15 246 | 1 693 | 355 | 87 | 9.3 | 5.2 |
| 442210 | Floor covering stores | 22 | 15 246 | 1 693 | 355 | 87 | 9.3 | 5.2 |
| 44229 | Other home furnishings stores | 27 | 11 416 | 1 513 | 338 | 145 | 12.2 | 2.2 |
| 443 | Electronics & appliance stores | 40 | 25 188 | 3 583 | 833 | 204 | 13.5 | 3.4 |
| 4431 | Electronics & appliance stores | 40 | 25 188 | 3 583 | 833 | 204 | 13.5 | 3.4 |
| 44311 | Appliance, television, & other electronics stores | 27 | 18 514 | 2 566 | 602 | 144 | 15.6 | 4.3 |
| 44312 | Computer & software stores | 11 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 11 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 105 | 166 402 | 21 071 | 5 101 | 975 | 6.0 | 2.6 |
| 4441 | Building material & supplies dealers | 82 | 141 397 | 17 411 | 4 261 | 791 | 6.9 | .7 |
| 44412 | Paint & wallpaper stores | 11 | 9 291 | 1 449 | 347 | 63 | – | – |
| 444120 | Paint & wallpaper stores | 11 | 9 291 | 1 449 | 347 | 63 | – | – |
| 44413 | Hardware stores | 20 | 29 657 | 5 053 | 1 259 | 265 | 6.7 | .9 |
| 444130 | Hardware stores | 20 | 29 657 | 5 053 | 1 259 | 265 | 6.7 | .9 |
| 44419 | Other building material dealers | 48 | 91 908 | 9 310 | 2 279 | 374 | 8.4 | .8 |
| 444190 | Other building material dealers | 48 | 91 908 | 9 310 | 2 279 | 374 | 8.4 | .8 |
| 4442 | Lawn & garden equipment & supplies stores | 23 | 25 005 | 3 660 | 840 | 184 | 1.0 | 13.3 |
| 44422 | Nursery & garden centers | 17 | 23 790 | 3 474 | 804 | 164 | .4 | 13.2 |
| 444220 | Nursery & garden centers | 17 | 23 790 | 3 474 | 804 | 164 | .4 | 13.2 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN LUIS OBISPO COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 445 | Food & beverage stores | 149 | 404 032 | 43 212 | 10 496 | 2 464 | 6.2 | 5.1 |
| 4451 | Grocery stores | 92 | 377 568 | 40 946 | 10 017 | 2 217 | 3.5 | 5.2 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 62 | 359 272 | 39 460 | 9 646 | 2 036 | 2.2 | 4.5 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 62 | 359 272 | 39 460 | 9 646 | 2 036 | 2.2 | 4.5 |
| 4452 | Specialty food stores | 20 | 5 738 | 813 | 168 | 96 | 9.6 | 4.2 |
| 446 | Health & personal care stores | 84 | 126 832 | 17 206 | 4 101 | 1 047 | 9.0 | 9.5 |
| 4461 | Health & personal care stores | 84 | 126 832 | 17 206 | 4 101 | 1 047 | 9.0 | 9.5 |
| 44611 | Pharmacies & drug stores | 40 | 112 035 | 14 794 | 3 495 | 830 | 7.3 | 8.8 |
| 446110 | Pharmacies & drug stores | 40 | 112 035 | 14 794 | 3 495 | 830 | 7.3 | 8.8 |
| 4461101 | Pharmacies & drug stores | 38 | D | D | D | f | D | D |
| 4461102 | Proprietary stores | 2 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 12 | 3 143 | 359 | 92 | 41 | 8.3 | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 12 | 3 143 | 359 | 92 | 41 | 8.3 | – |
| 44619 | Other health & personal care stores | 17 | 7 605 | 1 337 | 338 | 106 | 37.5 | 17.1 |
| 446191 | Food (health) supplement stores | 9 | 5 223 | 714 | 168 | 68 | 40.6 | 22.0 |
| 447 | Gasoline stations | 89 | 169 715 | 8 188 | 1 758 | 632 | 8.6 | 9.2 |
| 4471 | Gasoline stations | 89 | 169 715 | 8 188 | 1 758 | 632 | 8.6 | 9.2 |
| 44711 | Gasoline stations with convenience stores | 42 | 85 385 | 4 035 | 850 | 329 | 4.4 | 4.7 |
| 447110 | Gasoline stations with convenience stores | 42 | 85 385 | 4 035 | 850 | 329 | 4.4 | 4.7 |
| 44719 | Other gasoline stations | 47 | 84 330 | 4 153 | 908 | 303 | 12.9 | 13.8 |
| 447190 | Other gasoline stations | 47 | 84 330 | 4 153 | 908 | 303 | 12.9 | 13.8 |
| 448 | Clothing & clothing accessories stores | 169 | 90 125 | 10 156 | 2 525 | 979 | 8.4 | 2.6 |
| 4481 | Clothing stores | 94 | 58 079 | 6 158 | 1 582 | 658 | 10.7 | 1.7 |
| 44819 | Other clothing stores | 15 | 6 427 | 924 | 292 | 105 | 15.0 | 4.5 |
| 448190 | Other clothing stores | 15 | 6 427 | 924 | 292 | 105 | 15.0 | 4.5 |
| 4482103 | Children's & juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 30 | 14 531 | 1 469 | 325 | 117 | – | .4 |
| 4483 | Jewelry, luggage, & leather goods stores | 34 | 10 718 | 1 682 | 409 | 134 | 12.5 | 12.0 |
| 44832 | Luggage & leather goods stores | 5 | 2 286 | 289 | 64 | 23 | – | 13.7 |
| 448320 | Luggage & leather goods stores | 5 | 2 286 | 289 | 64 | 23 | – | 13.7 |
| 451 | Sporting goods, hobby, book, & music stores | 82 | 56 106 | 5 947 | 1 261 | 572 | 11.5 | .9 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 57 | 35 983 | 3 979 | 778 | 358 | 10.3 | 1.4 |
| 45111 | Sporting goods stores | 37 | 26 259 | 2 427 | 467 | 221 | 12.9 | 1.9 |
| 451110 | Sporting goods stores | 37 | 26 259 | 2 427 | 467 | 221 | 12.9 | 1.9 |
| 4511101 | General-line sporting goods stores | 16 | 15 594 | 1 115 | 231 | 116 | 14.0 | 2.4 |
| 45113 | Sewing, needlework, & piece goods stores | 6 | 3 911 | 649 | 123 | 66 | – | – |
| 451130 | Sewing, needlework, & piece goods stores | 6 | 3 911 | 649 | 123 | 66 | – | – |
| 4512 | Book, periodical, & music stores | 25 | 20 123 | 1 968 | 483 | 214 | 13.6 | – |
| 45121 | Book stores & news dealers | 19 | 13 192 | 1 254 | 327 | 142 | 20.7 | – |
| 451211 | Book stores | 15 | 11 785 | 1 090 | 283 | 117 | 17.5 | – |
| 4512111 | Book stores, general | 12 | 9 355 | 939 | 244 | 98 | 6.3 | – |
| 451212 | News dealers & newsstands | 4 | 1 407 | 164 | 44 | 25 | 47.3 | – |
| 452 | General merchandise stores | 10 | 175 307 | 15 358 | 3 789 | 1 172 | .1 | – |
| 453 | Miscellaneous store retailers | 180 | 72 951 | 8 159 | 1 780 | 794 | 16.3 | 6.7 |
| 4532 | Office supplies, stationery, & gift stores | 75 | 40 277 | 4 177 | 877 | 381 | 19.4 | 5.4 |
| 45321 | Office supplies & stationery stores | 9 | 17 951 | 1 244 | 311 | 91 | – | 1.4 |
| 453210 | Office supplies & stationery stores | 9 | 17 951 | 1 244 | 311 | 91 | – | 1.4 |
| 4532102 | Office supplies stores | 8 | D | D | D | b | D | D |
| 45322 | Gift, novelty, & souvenir stores | 66 | 22 326 | 2 933 | 566 | 290 | 35.0 | 8.6 |
| 453220 | Gift, novelty, & souvenir stores | 66 | 22 326 | 2 933 | 566 | 290 | 35.0 | 8.6 |
| 4533 | Used merchandise stores | 25 | 5 218 | 1 111 | 249 | 130 | 6.7 | 7.5 |
| 45331 | Used merchandise stores | 25 | 5 218 | 1 111 | 249 | 130 | 6.7 | 7.5 |
| 453310 | Used merchandise stores | 25 | 5 218 | 1 111 | 249 | 130 | 6.7 | 7.5 |
| 4539 | Other miscellaneous store retailers | 52 | 22 251 | 2 155 | 478 | 196 | 10.5 | 5.1 |
| 45392 | Art dealers | 18 | 5 540 | 790 | 187 | 63 | 12.0 | 20.3 |
| 453920 | Art dealers | 18 | 5 540 | 790 | 187 | 63 | 12.0 | 20.3 |
| 45399 | All other miscellaneous store retailers | 23 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 47 | 73 837 | 9 490 | 2 047 | 430 | 2.0 | 2.7 |
| 4541 | Electronic shopping & mail-order houses | 17 | 42 820 | 4 055 | 831 | 183 | 1.7 | 3.2 |
| 45411 | Electronic shopping & mail-order houses | 17 | 42 820 | 4 055 | 831 | 183 | 1.7 | 3.2 |
| 454110 | Electronic shopping & mail-order houses | 17 | 42 820 | 4 055 | 831 | 183 | 1.7 | 3.2 |
| 4543 | Direct selling establishments | 25 | 27 514 | 4 776 | 1 064 | 198 | 1.0 | 2.1 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 6 | 7 283 | 1 755 | 398 | 58 | .9 | – |
| 45439 | Other direct selling establishments | 19 | 20 231 | 3 021 | 666 | 140 | 1.0 | 2.9 |
| 454390 | Other direct selling establishments | 19 | 20 231 | 3 021 | 666 | 140 | 1.0 | 2.9 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN MATEO COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **2 285** | **7 335 405** | **735 417** | **168 986** | **33 757** | **7.0** | **5.9** |
| 441 | Motor vehicle & parts dealers | 197 | 1 961 550 | 174 913 | 38 980 | 4 473 | 7.1 | 6.6 |
| 4411 | Automobile dealers | 80 | 1 810 776 | 152 864 | 33 584 | 3 520 | 6.9 | 6.3 |
| 44111 | New car dealers | 60 | 1 766 131 | 149 722 | 32 822 | 3 415 | 6.3 | 6.4 |
| 441110 | New car dealers | 60 | 1 766 131 | 149 722 | 32 822 | 3 415 | 6.3 | 6.4 |
| 44112 | Used car dealers | 20 | 44 645 | 3 142 | 762 | 105 | 30.5 | 2.8 |
| 441120 | Used car dealers | 20 | 44 645 | 3 142 | 762 | 105 | 30.5 | 2.8 |
| 4412 | Other motor vehicle dealers | 19 | 29 299 | 2 540 | 611 | 114 | 14.8 | 19.6 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 16 | D | D | D | c | D | D |
| 441221 | Motorcycle dealers | 9 | 15 178 | 1 384 | 308 | 52 | 21.6 | 33.3 |
| 441222 | Boat dealers | 7 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 98 | 121 475 | 19 509 | 4 785 | 839 | 9.1 | 8.0 |
| 44131 | Automotive parts & accessories stores | 70 | 90 998 | 12 462 | 3 104 | 619 | 9.7 | 7.7 |
| 441310 | Automotive parts & accessories stores | 70 | 90 998 | 12 462 | 3 104 | 619 | 9.7 | 7.7 |
| 44132 | Tire dealers | 28 | 30 477 | 7 047 | 1 681 | 220 | 7.1 | 8.9 |
| 441320 | Tire dealers | 28 | 30 477 | 7 047 | 1 681 | 220 | 7.1 | 8.9 |
| 442 | Furniture & home furnishings stores | 142 | 198 092 | 28 499 | 6 615 | 1 288 | 11.0 | 5.5 |
| 4421 | Furniture stores | 56 | 113 486 | 17 360 | 3 970 | 655 | 8.3 | 4.1 |
| 44211 | Furniture stores | 56 | 113 486 | 17 360 | 3 970 | 655 | 8.3 | 4.1 |
| 442110 | Furniture stores | 56 | 113 486 | 17 360 | 3 970 | 655 | 8.3 | 4.1 |
| 4422 | Home furnishings stores | 86 | 84 606 | 11 139 | 2 645 | 633 | 14.7 | 7.2 |
| 44221 | Floor covering stores | 38 | 32 777 | 4 679 | 1 026 | 160 | 23.5 | 11.5 |
| 442210 | Floor covering stores | 38 | 32 777 | 4 679 | 1 026 | 160 | 23.5 | 11.5 |
| 44229 | Other home furnishings stores | 48 | 51 829 | 6 460 | 1 619 | 473 | 9.1 | 4.5 |
| 442291 | Window treatment stores | 9 | 5 167 | 984 | 228 | 29 | 23.9 | 3.0 |
| 442299 | All other home furnishings stores | 39 | 46 662 | 5 476 | 1 391 | 444 | 7.5 | 4.7 |
| 443 | Electronics & appliance stores | 126 | 302 189 | 32 014 | 6 703 | 1 081 | 10.5 | 9.1 |
| 4431 | Electronics & appliance stores | 126 | 302 189 | 32 014 | 6 703 | 1 081 | 10.5 | 9.1 |
| 44311 | Appliance, television, & other electronics stores | 68 | 166 485 | 17 128 | 4 316 | 696 | 9.7 | 6.8 |
| 443111 | Household appliance stores | 21 | 34 342 | 3 187 | 703 | 114 | 3.7 | 2.2 |
| 443112 | Radio, television, & other electronics stores | 47 | 132 143 | 13 941 | 3 613 | 582 | 11.2 | 8.0 |
| 44312 | Computer & software stores | 45 | 129 161 | 13 867 | 2 135 | 318 | 11.7 | 12.5 |
| 443120 | Computer & software stores | 45 | 129 161 | 13 867 | 2 135 | 318 | 11.7 | 12.5 |
| 44313 | Camera & photographic supplies stores | 13 | 6 543 | 1 019 | 252 | 67 | 8.6 | 2.9 |
| 443130 | Camera & photographic supplies stores | 13 | 6 543 | 1 019 | 252 | 67 | 8.6 | 2.9 |
| 444 | Building material & garden equipment & supplies dealers | 175 | 589 418 | 76 808 | 18 696 | 2 599 | 8.1 | 5.9 |
| 4441 | Building material & supplies dealers | 144 | 551 604 | 70 416 | 17 189 | 2 313 | 7.7 | 5.5 |
| 44411 | Home centers | 6 | D | D | D | f | D | D |
| 444110 | Home centers | 6 | D | D | D | f | D | D |
| 44412 | Paint & wallpaper stores | 16 | D | D | D | c | D | D |
| 444120 | Paint & wallpaper stores | 16 | D | D | D | c | D | D |
| 44413 | Hardware stores | 32 | 78 399 | 10 983 | 2 521 | 573 | 4.5 | 13.1 |
| 444130 | Hardware stores | 32 | 78 399 | 10 983 | 2 521 | 573 | 4.5 | 13.1 |
| 44419 | Other building material dealers | 90 | 283 955 | 39 757 | 9 808 | 948 | 12.8 | 6.6 |
| 444190 | Other building material dealers | 90 | 283 955 | 39 757 | 9 808 | 948 | 12.8 | 6.6 |
| 4442 | Lawn & garden equipment & supplies stores | 31 | 37 814 | 6 392 | 1 507 | 286 | 13.4 | 12.0 |
| 44422 | Nursery & garden centers | 28 | 36 029 | 6 251 | 1 473 | 276 | 9.1 | 12.6 |
| 444220 | Nursery & garden centers | 28 | 36 029 | 6 251 | 1 473 | 276 | 9.1 | 12.6 |
| 445 | Food & beverage stores | 317 | 1 257 062 | 131 324 | 27 626 | 6 322 | 4.9 | 4.7 |
| 4451 | Grocery stores | 205 | 1 163 468 | 121 482 | 25 362 | 5 738 | 3.9 | 4.5 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 161 | 1 129 178 | 118 750 | 24 724 | 5 533 | 3.1 | 4.5 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 161 | 1 129 178 | 118 750 | 24 724 | 5 533 | 3.1 | 4.5 |
| 44512 | Convenience stores | 44 | 34 290 | 2 732 | 638 | 205 | 29.5 | 2.8 |
| 445120 | Convenience stores | 44 | 34 290 | 2 732 | 638 | 205 | 29.5 | 2.8 |
| 4452 | Specialty food stores | 64 | 47 691 | 5 963 | 1 389 | 389 | 19.3 | 8.0 |
| 4453 | Beer, wine, & liquor stores | 48 | 45 903 | 3 879 | 875 | 195 | 17.6 | 7.9 |
| 44531 | Beer, wine, & liquor stores | 48 | 45 903 | 3 879 | 875 | 195 | 17.6 | 7.9 |
| 445310 | Beer, wine, & liquor stores | 48 | 45 903 | 3 879 | 875 | 195 | 17.6 | 7.9 |
| 446 | Health & personal care stores | 176 | 395 075 | 51 502 | 12 294 | 2 604 | 6.5 | 5.7 |
| 4461 | Health & personal care stores | 176 | 395 075 | 51 502 | 12 294 | 2 604 | 6.5 | 5.7 |
| 44611 | Pharmacies & drug stores | 81 | 334 289 | 42 151 | 10 013 | 2 043 | 4.5 | 5.2 |
| 446110 | Pharmacies & drug stores | 81 | 334 289 | 42 151 | 10 013 | 2 043 | 4.5 | 5.2 |
| 4461101 | Pharmacies & drug stores | 79 | D | D | D | g | D | D |
| 4461102 | Proprietary stores | 2 | D | D | D | b | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 18 | 10 559 | 1 409 | 340 | 96 | 15.3 | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 18 | 10 559 | 1 409 | 340 | 96 | 15.3 | – |
| 44613 | Optical goods stores | 29 | 24 874 | 3 674 | 915 | 177 | 15.7 | 4.9 |
| 446130 | Optical goods stores | 29 | 24 874 | 3 674 | 915 | 177 | 15.7 | 4.9 |
| 44619 | Other health & personal care stores | 48 | 25 353 | 4 268 | 1 026 | 288 | 21.3 | 14.5 |
| 446191 | Food (health) supplement stores | 27 | 16 056 | 2 298 | 531 | 203 | 23.3 | 20.5 |
| 446199 | All other health & personal care stores | 21 | 9 297 | 1 970 | 495 | 85 | 17.8 | 4.2 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN MATEO COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 447 | Gasoline stations | 176 | 460 857 | 23 797 | 5 578 | 1 435 | 21.0 | 14.1 |
| 4471 | Gasoline stations | 176 | 460 857 | 23 797 | 5 578 | 1 435 | 21.0 | 14.1 |
| 44711 | Gasoline stations with convenience stores | 47 | 143 153 | 6 088 | 1 331 | 367 | 4.0 | 5.4 |
| 447110 | Gasoline stations with convenience stores | 47 | 143 153 | 6 088 | 1 331 | 367 | 4.0 | 5.4 |
| 44719 | Other gasoline stations | 129 | 317 704 | 17 709 | 4 247 | 1 068 | 28.7 | 18.0 |
| 447190 | Other gasoline stations | 129 | 317 704 | 17 709 | 4 247 | 1 068 | 28.7 | 18.0 |
| 448 | Clothing & clothing accessories stores | 331 | 416 591 | 52 923 | 13 211 | 3 622 | 4.7 | 4.7 |
| 4481 | Clothing stores | 196 | 307 228 | 36 373 | 9 370 | 2 886 | 4.0 | 3.5 |
| 44811 | Men's clothing stores | 24 | 19 353 | 2 593 | 689 | 147 | 14.3 | 17.9 |
| 448110 | Men's clothing stores | 24 | 19 353 | 2 593 | 689 | 147 | 14.3 | 17.9 |
| 44812 | Women's clothing stores | 76 | 56 625 | 7 149 | 1 740 | 648 | 9.6 | 1.9 |
| 448120 | Women's clothing stores | 76 | 56 625 | 7 149 | 1 740 | 648 | 9.6 | 1.9 |
| 44813 | Children's & infants' clothing stores | 16 | 14 272 | 1 520 | 356 | 137 | 10.8 | 5.8 |
| 448130 | Children's & infants' clothing stores | 16 | 14 272 | 1 520 | 356 | 137 | 10.8 | 5.8 |
| 44814 | Family clothing stores | 41 | 198 958 | 22 562 | 5 968 | 1 766 | .4 | 1.5 |
| 448140 | Family clothing stores | 41 | 198 958 | 22 562 | 5 968 | 1 766 | .4 | 1.5 |
| 44815 | Clothing accessories stores | 21 | 5 257 | 865 | 204 | 69 | 16.6 | 12.6 |
| 448150 | Clothing accessories stores | 21 | 5 257 | 865 | 204 | 69 | 16.6 | 12.6 |
| 44819 | Other clothing stores | 18 | 12 763 | 1 684 | 413 | 119 | 6.2 | 12.1 |
| 448190 | Other clothing stores | 18 | 12 763 | 1 684 | 413 | 119 | 6.2 | 12.1 |
| 4482 | Shoe stores | 68 | 52 160 | 6 211 | 1 430 | 396 | .9 | 4.3 |
| 44821 | Shoe stores | 68 | 52 160 | 6 211 | 1 430 | 396 | .9 | 4.3 |
| 448210 | Shoe stores | 68 | 52 160 | 6 211 | 1 430 | 396 | .9 | 4.3 |
| 4482101 | Men's shoe stores | 6 | 2 556 | 415 | 84 | 19 | – | – |
| 4482102 | Women's shoe stores | 13 | D | D | D | b | D | D |
| 4482103 | Children's & juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 33 | 18 193 | 1 868 | 420 | 133 | 2.7 | .9 |
| 4482105 | Athletic footwear stores | 15 | 22 569 | 2 614 | 631 | 159 | – | – |
| 4483 | Jewelry, luggage, & leather goods stores | 67 | 57 203 | 10 339 | 2 411 | 340 | 12.0 | 11.6 |
| 44831 | Jewelry stores | 58 | 51 336 | 8 206 | 2 003 | 283 | 13.0 | 12.4 |
| 448310 | Jewelry stores | 58 | 51 336 | 8 206 | 2 003 | 283 | 13.0 | 12.4 |
| 44832 | Luggage & leather goods stores | 9 | 5 867 | 2 133 | 408 | 57 | 3.0 | 4.9 |
| 448320 | Luggage & leather goods stores | 9 | 5 867 | 2 133 | 408 | 57 | 3.0 | 4.9 |
| 451 | Sporting goods, hobby, book, & music stores | 177 | 248 313 | 27 614 | 6 682 | 1 946 | 6.0 | 1.6 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 120 | 172 951 | 18 646 | 4 568 | 1 261 | 6.9 | 1.9 |
| 45111 | Sporting goods stores | 62 | 75 610 | 7 459 | 1 932 | 547 | 11.0 | 2.5 |
| 451110 | Sporting goods stores | 62 | 75 610 | 7 459 | 1 932 | 547 | 11.0 | 2.5 |
| 4511101 | General-line sporting goods stores | 23 | 34 796 | 3 026 | 718 | 238 | 13.6 | 4.3 |
| 4511102 | Specialty-line sporting goods stores | 39 | 40 814 | 4 433 | 1 214 | 309 | 8.8 | 1.0 |
| 45112 | Hobby, toy, & game stores | 29 | 61 991 | 5 618 | 1 266 | 400 | 2.2 | .2 |
| 451120 | Hobby, toy, & game stores | 29 | 61 991 | 5 618 | 1 266 | 400 | 2.2 | .2 |
| 45113 | Sewing, needlework, & piece goods stores | 16 | 14 770 | 2 384 | 600 | 192 | 8.9 | 6.2 |
| 451130 | Sewing, needlework, & piece goods stores | 16 | 14 770 | 2 384 | 600 | 192 | 8.9 | 6.2 |
| 45114 | Musical instrument & supplies stores | 13 | 20 580 | 3 185 | 770 | 122 | 4.4 | 1.9 |
| 451140 | Musical instrument & supplies stores | 13 | 20 580 | 3 185 | 770 | 122 | 4.4 | 1.9 |
| 4512 | Book, periodical, & music stores | 57 | 75 362 | 8 968 | 2 114 | 685 | 3.9 | .8 |
| 45121 | Book stores & news dealers | 31 | 45 803 | 5 815 | 1 335 | 417 | 4.3 | – |
| 451211 | Book stores | 29 | D | D | D | e | D | D |
| 4512111 | Book stores, general | 20 | 41 018 | 4 991 | 1 139 | 347 | 3.2 | – |
| 4512112 | Specialty book stores | 7 | D | D | D | b | D | D |
| 4512113 | College book stores | 2 | D | D | D | a | D | D |
| 451212 | News dealers & newsstands | 2 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 26 | 29 559 | 3 153 | 779 | 268 | 3.4 | 2.1 |
| 451220 | Prerecorded tape, compact disc, & record stores | 26 | 29 559 | 3 153 | 779 | 268 | 3.4 | 2.1 |
| 452 | General merchandise stores | 42 | 1 021 937 | 76 788 | 18 594 | 5 129 | .2 | .4 |
| 4521 | Department stores (incl leased depts) ## | 17 | 572 983 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 17 | 572 983 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 17 | 569 252 | 52 192 | 12 786 | 3 905 | – | – |
| 45211 | Department stores (excl leased depts) | 17 | 569 252 | 52 192 | 12 786 | 3 905 | – | – |
| 452110 | Department stores (excl leased depts) | 17 | 569 252 | 52 192 | 12 786 | 3 905 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 5 | D | D | D | f | D | D |
| 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) | 6 | D | D | D | g | D | D |
| 4529 | Other general merchandise stores | 25 | 452 685 | 24 596 | 5 808 | 1 224 | .4 | .8 |
| 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 | 21 | D | D | D | e | D | D |
| 452990 | All other general merchandise stores | 21 | D | D | D | e | D | D |
| 4529901 | Variety stores | 9 | 7 224 | 903 | 235 | 72 | 4.2 | 8.7 |
| 4529902 | Catalog showrooms | 1 | D | D | D | c | D | D |
| 4529903 | Miscellaneous general merchandise stores | 11 | D | D | D | e | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN MATEO COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 343 | 233 239 | 31 936 | 7 610 | 2 309 | 15.9 | 11.9 |
| 4531 | Florists | 61 | 17 892 | 3 859 | 917 | 317 | 23.4 | 15.1 |
| 45311 | Florists | 61 | 17 892 | 3 859 | 917 | 317 | 23.4 | 15.1 |
| 453110 | Florists | 61 | 17 892 | 3 859 | 917 | 317 | 23.4 | 15.1 |
| 4532 | Office supplies, stationery, & gift stores | 133 | 135 222 | 14 850 | 3 602 | 1 141 | 8.2 | 11.6 |
| 45321 | Office supplies & stationery stores | 32 | 63 864 | 5 943 | 1 525 | 343 | 2.9 | 2.7 |
| 453210 | Office supplies & stationery stores | 32 | 63 864 | 5 943 | 1 525 | 343 | 2.9 | 2.7 |
| 4532101 | Stationery stores | 9 | 4 525 | 735 | 160 | 51 | 11.0 | – |
| 4532102 | Office supplies stores | 23 | 59 339 | 5 208 | 1 365 | 292 | 2.3 | 2.9 |
| 45322 | Gift, novelty, & souvenir stores | 101 | 71 358 | 8 907 | 2 077 | 798 | 13.0 | 19.6 |
| 453220 | Gift, novelty, & souvenir stores | 101 | 71 358 | 8 907 | 2 077 | 798 | 13.0 | 19.6 |
| 4533 | Used merchandise stores | 48 | 22 981 | 4 763 | 1 110 | 375 | 15.4 | 17.3 |
| 45331 | Used merchandise stores | 48 | 22 981 | 4 763 | 1 110 | 375 | 15.4 | 17.3 |
| 453310 | Used merchandise stores | 48 | 22 981 | 4 763 | 1 110 | 375 | 15.4 | 17.3 |
| 4539 | Other miscellaneous store retailers | 101 | 57 144 | 8 464 | 1 981 | 476 | 32.1 | 9.3 |
| 45391 | Pet & pet supplies stores | 31 | 18 366 | 2 630 | 651 | 195 | 27.9 | 4.6 |
| 453910 | Pet & pet supplies stores | 31 | 18 366 | 2 630 | 651 | 195 | 27.9 | 4.6 |
| 45392 | Art dealers | 12 | 3 969 | 603 | 145 | 32 | 63.3 | 23.4 |
| 453920 | Art dealers | 12 | 3 969 | 603 | 145 | 32 | 63.3 | 23.4 |
| 45399 | All other miscellaneous store retailers | 57 | D | D | D | c | D | D |
| 454 | Nonstore retailers | 83 | 251 082 | 27 299 | 6 397 | 949 | 6.5 | 9.7 |
| 4541 | Electronic shopping & mail-order houses | 32 | 218 327 | 21 945 | 5 192 | 704 | 4.7 | 10.2 |
| 45411 | Electronic shopping & mail-order houses | 32 | 218 327 | 21 945 | 5 192 | 704 | 4.7 | 10.2 |
| 454110 | Electronic shopping & mail-order houses | 32 | 218 327 | 21 945 | 5 192 | 704 | 4.7 | 10.2 |
| 4542 | Vending machine operators | 14 | 2 944 | 591 | 101 | 41 | 6.8 | – |
| 45421 | Vending machine operators | 14 | 2 944 | 591 | 101 | 41 | 6.8 | – |
| 454210 | Vending machine operators | 14 | 2 944 | 591 | 101 | 41 | 6.8 | – |
| 4543 | Direct selling establishments | 37 | 29 811 | 4 763 | 1 104 | 204 | 19.7 | 6.8 |
| 45439 | Other direct selling establishments | 33 | 27 658 | 4 333 | 989 | 180 | 21.2 | 7.3 |
| 454390 | Other direct selling establishments | 33 | 27 658 | 4 333 | 989 | 180 | 21.2 | 7.3 |
| | **SANTA BARBARA COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **1 653** | **3 183 542** | **354 020** | **82 792** | **19 187** | **8.0** | **4.0** |
| 441 | Motor vehicle & parts dealers | 138 | 653 574 | 63 125 | 15 200 | 2 103 | 11.3 | 2.0 |
| 4411 | Automobile dealers | 42 | 549 443 | 44 828 | 11 000 | 1 324 | 11.5 | .4 |
| 44111 | New car dealers | 30 | 535 720 | 43 978 | 10 795 | 1 291 | 11.5 | .4 |
| 441110 | New car dealers | 30 | 535 720 | 43 978 | 10 795 | 1 291 | 11.5 | .4 |
| 4412 | Other motor vehicle dealers | 16 | 21 588 | 2 230 | 454 | 123 | 21.1 | 14.5 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 13 | 20 203 | 2 113 | 430 | 115 | 19.5 | 15.5 |
| 441221 | Motorcycle dealers | 5 | 8 473 | 725 | 150 | 39 | 21.0 | 24.3 |
| 441229 | All other motor vehicle dealers | 2 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 80 | 82 543 | 16 067 | 3 746 | 656 | 7.7 | 8.8 |
| 44131 | Automotive parts & accessories stores | 50 | 59 050 | 10 614 | 2 567 | 459 | 9.9 | 10.8 |
| 441310 | Automotive parts & accessories stores | 50 | 59 050 | 10 614 | 2 567 | 459 | 9.9 | 10.8 |
| 44132 | Tire dealers | 30 | 23 493 | 5 453 | 1 179 | 197 | 2.4 | 3.7 |
| 441320 | Tire dealers | 30 | 23 493 | 5 453 | 1 179 | 197 | 2.4 | 3.7 |
| 442 | Furniture & home furnishings stores | 116 | 94 888 | 13 771 | 3 098 | 690 | 11.4 | 7.7 |
| 4421 | Furniture stores | 38 | 33 003 | 4 972 | 1 145 | 209 | 6.6 | 5.4 |
| 44211 | Furniture stores | 38 | 33 003 | 4 972 | 1 145 | 209 | 6.6 | 5.4 |
| 442110 | Furniture stores | 38 | 33 003 | 4 972 | 1 145 | 209 | 6.6 | 5.4 |
| 4422 | Home furnishings stores | 78 | 61 885 | 8 799 | 1 953 | 481 | 13.9 | 9.0 |
| 44221 | Floor covering stores | 24 | 24 608 | 4 438 | 988 | 163 | 18.9 | .6 |
| 442210 | Floor covering stores | 24 | 24 608 | 4 438 | 988 | 163 | 18.9 | .6 |
| 44229 | Other home furnishings stores | 54 | 37 277 | 4 361 | 965 | 318 | 10.6 | 14.5 |
| 442299 | All other home furnishings stores | 48 | 34 108 | 3 975 | 876 | 297 | 9.5 | 15.8 |
| 443 | Electronics & appliance stores | 72 | 92 495 | 10 552 | 2 253 | 466 | 15.0 | 1.3 |
| 4431 | Electronics & appliance stores | 72 | 92 495 | 10 552 | 2 253 | 466 | 15.0 | 1.3 |
| 44311 | Appliance, television, & other electronics stores | 40 | 60 558 | 6 317 | 1 575 | 337 | 9.2 | 1.1 |
| 443112 | Radio, television, & other electronics stores | 26 | 52 479 | 5 391 | 1 363 | 292 | 7.9 | .7 |
| 44312 | Computer & software stores | 23 | 22 613 | 3 455 | 494 | 82 | 36.0 | 2.2 |
| 443120 | Computer & software stores | 23 | 22 613 | 3 455 | 494 | 82 | 36.0 | 2.2 |
| 44313 | Camera & photographic supplies stores | 9 | 9 324 | 780 | 184 | 47 | 1.7 | – |
| 443130 | Camera & photographic supplies stores | 9 | 9 324 | 780 | 184 | 47 | 1.7 | – |
| 444 | Building material & garden equipment & supplies dealers | 130 | 302 064 | 39 782 | 9 444 | 1 474 | 4.6 | 1.3 |
| 4441 | Building material & supplies dealers | 99 | 234 141 | 29 557 | 7 212 | 1 163 | 5.8 | 1.7 |
| 44412 | Paint & wallpaper stores | 14 | 14 555 | 1 504 | 359 | 60 | 10.4 | – |
| 444120 | Paint & wallpaper stores | 14 | 14 555 | 1 504 | 359 | 60 | 10.4 | – |
| 44413 | Hardware stores | 18 | 39 752 | 5 443 | 1 267 | 305 | 6.2 | 4.9 |
| 444130 | Hardware stores | 18 | 39 752 | 5 443 | 1 267 | 305 | 6.2 | 4.9 |
| 44419 | Other building material dealers | 63 | 142 035 | 17 984 | 4 530 | 559 | 6.7 | 1.4 |
| 444190 | Other building material dealers | 63 | 142 035 | 17 984 | 4 530 | 559 | 6.7 | 1.4 |
| 4442 | Lawn & garden equipment & supplies stores | 31 | 67 923 | 10 225 | 2 232 | 311 | .7 | – |
| 44422 | Nursery & garden centers | 28 | 67 061 | 10 099 | 2 201 | 304 | .4 | – |
| 444220 | Nursery & garden centers | 28 | 67 061 | 10 099 | 2 201 | 304 | .4 | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SANTA BARBARA COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 445 | Food & beverage stores | 224 | 660 836 | 68 902 | 16 202 | 3 779 | 7.4 | 4.8 |
| 4451 | Grocery stores | 125 | 610 862 | 63 699 | 15 016 | 3 261 | 5.3 | 4.3 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 84 | 584 110 | 61 505 | 14 464 | 3 066 | 3.2 | 4.1 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 84 | 584 110 | 61 505 | 14 464 | 3 066 | 3.2 | 4.1 |
| 44512 | Convenience stores | 41 | 26 752 | 2 194 | 552 | 195 | 52.4 | 9.4 |
| 445120 | Convenience stores | 41 | 26 752 | 2 194 | 552 | 195 | 52.4 | 9.4 |
| 4452 | Specialty food stores | 49 | 18 724 | 2 796 | 680 | 272 | 22.9 | 6.6 |
| 4453 | Beer, wine, & liquor stores | 50 | 31 250 | 2 407 | 506 | 246 | 39.4 | 13.1 |
| 44531 | Beer, wine, & liquor stores | 50 | 31 250 | 2 407 | 506 | 246 | 39.4 | 13.1 |
| 445310 | Beer, wine, & liquor stores | 50 | 31 250 | 2 407 | 506 | 246 | 39.4 | 13.1 |
| 446 | Health & personal care stores | 119 | 217 147 | 28 636 | 6 687 | 1 591 | 7.1 | 3.4 |
| 4461 | Health & personal care stores | 119 | 217 147 | 28 636 | 6 687 | 1 591 | 7.1 | 3.4 |
| 44611 | Pharmacies & drug stores | 57 | 186 222 | 22 769 | 5 343 | 1 151 | 3.7 | 1.9 |
| 446110 | Pharmacies & drug stores | 57 | 186 222 | 22 769 | 5 343 | 1 151 | 3.7 | 1.9 |
| 4461101 | Pharmacies & drug stores | 55 | D | D | D | g | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 12 | 7 081 | 1 429 | 301 | 114 | 31.6 | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 12 | 7 081 | 1 429 | 301 | 114 | 31.6 | – |
| 44613 | Optical goods stores | 24 | 9 045 | 2 104 | 526 | 125 | 16.7 | 2.2 |
| 446130 | Optical goods stores | 24 | 9 045 | 2 104 | 526 | 125 | 16.7 | 2.2 |
| 44619 | Other health & personal care stores | 26 | 14 799 | 2 334 | 517 | 201 | 32.0 | 24.7 |
| 446191 | Food (health) supplement stores | 15 | 10 301 | 1 757 | 372 | 174 | 23.9 | 31.5 |
| 447 | Gasoline stations | 109 | 192 656 | 10 921 | 2 476 | 854 | 11.8 | 10.5 |
| 4471 | Gasoline stations | 109 | 192 656 | 10 921 | 2 476 | 854 | 11.8 | 10.5 |
| 44711 | Gasoline stations with convenience stores | 48 | 104 720 | 4 567 | 969 | 351 | .5 | 1.2 |
| 447110 | Gasoline stations with convenience stores | 48 | 104 720 | 4 567 | 969 | 351 | .5 | 1.2 |
| 44719 | Other gasoline stations | 61 | 87 936 | 6 354 | 1 507 | 503 | 25.3 | 21.5 |
| 447190 | Other gasoline stations | 61 | 87 936 | 6 354 | 1 507 | 503 | 25.3 | 21.5 |
| 448 | Clothing & clothing accessories stores | 273 | 224 278 | 30 483 | 7 505 | 2 219 | 9.1 | 5.5 |
| 4481 | Clothing stores | 166 | 167 216 | 22 600 | 5 633 | 1 773 | 8.4 | 4.5 |
| 44813 | Children's & infants' clothing stores | 9 | 6 901 | 663 | 150 | 72 | 11.2 | 1.7 |
| 448130 | Children's & infants' clothing stores | 9 | 6 901 | 663 | 150 | 72 | 11.2 | 1.7 |
| 44814 | Family clothing stores | 37 | 98 707 | 13 430 | 3 459 | 1 008 | 4.0 | 1.0 |
| 448140 | Family clothing stores | 37 | 98 707 | 13 430 | 3 459 | 1 008 | 4.0 | 1.0 |
| 44815 | Clothing accessories stores | 14 | 3 415 | 494 | 119 | 46 | 18.7 | – |
| 448150 | Clothing accessories stores | 14 | 3 415 | 494 | 119 | 46 | 18.7 | – |
| 44819 | Other clothing stores | 26 | 11 125 | 1 584 | 373 | 134 | 5.9 | – |
| 448190 | Other clothing stores | 26 | 11 125 | 1 584 | 373 | 134 | 5.9 | – |
| 4482 | Shoe stores | 56 | 25 939 | 3 349 | 781 | 239 | 4.2 | 7.2 |
| 44821 | Shoe stores | 56 | 25 939 | 3 349 | 781 | 239 | 4.2 | 7.2 |
| 448210 | Shoe stores | 56 | 25 939 | 3 349 | 781 | 239 | 4.2 | 7.2 |
| 4482101 | Men's shoe stores | 4 | 2 483 | 334 | 76 | 15 | – | – |
| 4482104 | Family shoe stores | 38 | 15 109 | 1 981 | 452 | 151 | 7.3 | 9.3 |
| 4482105 | Athletic footwear stores | 8 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 51 | 31 123 | 4 534 | 1 091 | 207 | 17.1 | 9.6 |
| 44831 | Jewelry stores | 47 | 29 050 | 4 274 | 1 031 | 190 | 18.3 | 8.4 |
| 448310 | Jewelry stores | 47 | 29 050 | 4 274 | 1 031 | 190 | 18.3 | 8.4 |
| 44832 | Luggage & leather goods stores | 4 | 2 073 | 260 | 60 | 17 | – | 26.3 |
| 448320 | Luggage & leather goods stores | 4 | 2 073 | 260 | 60 | 17 | – | 26.3 |
| 451 | Sporting goods, hobby, book, & music stores | 141 | 104 433 | 14 164 | 3 216 | 1 206 | 9.7 | 5.4 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 93 | 66 909 | 7 807 | 1 578 | 676 | 13.9 | 5.5 |
| 45111 | Sporting goods stores | 54 | 34 603 | 3 866 | 745 | 339 | 13.5 | 7.6 |
| 451110 | Sporting goods stores | 54 | 34 603 | 3 866 | 745 | 339 | 13.5 | 7.6 |
| 4511101 | General-line sporting goods stores | 14 | 14 201 | 1 295 | 272 | 129 | 4.9 | 16.0 |
| 4511102 | Specialty-line sporting goods stores | 40 | 20 402 | 2 571 | 473 | 210 | 19.5 | 1.8 |
| 45112 | Hobby, toy, & game stores | 18 | 21 046 | 2 188 | 468 | 192 | 2.6 | 5.0 |
| 451120 | Hobby, toy, & game stores | 18 | 21 046 | 2 188 | 468 | 192 | 2.6 | 5.0 |
| 45113 | Sewing, needlework, & piece goods stores | 13 | 5 260 | 939 | 185 | 110 | 7.1 | – |
| 451130 | Sewing, needlework, & piece goods stores | 13 | 5 260 | 939 | 185 | 110 | 7.1 | – |
| 45114 | Musical instrument & supplies stores | 8 | 6 000 | 814 | 180 | 35 | 61.6 | – |
| 451140 | Musical instrument & supplies stores | 8 | 6 000 | 814 | 180 | 35 | 61.6 | – |
| 4512 | Book, periodical, & music stores | 48 | 37 524 | 6 357 | 1 638 | 530 | 2.4 | 5.3 |
| 45121 | Book stores & news dealers | 30 | 22 140 | 4 767 | 1 227 | 363 | 2.3 | .2 |
| 451211 | Book stores | 24 | 20 395 | 4 523 | 1 167 | 337 | .6 | – |
| 4512111 | Book stores, general | 16 | 14 302 | 2 236 | 590 | 183 | .8 | – |
| 4512112 | Specialty book stores | 6 | D | D | D | b | D | D |
| 4512113 | College book stores | 2 | D | D | D | b | D | D |
| 451212 | News dealers & newsstands | 6 | 1 745 | 244 | 60 | 26 | 22.1 | 2.1 |
| 45122 | Prerecorded tape, compact disc, & record stores | 18 | 15 384 | 1 590 | 411 | 167 | 2.5 | 12.6 |
| 451220 | Prerecorded tape, compact disc, & record stores | 18 | 15 384 | 1 590 | 411 | 167 | 2.5 | 12.6 |
| 452 | General merchandise stores | 31 | 375 815 | 33 001 | 8 098 | 2 575 | .2 | .9 |
| 4521101 | Conventional department stores (excl leased depts) | 6 | 99 669 | 10 145 | 2 474 | 770 | – | – |
| 4521103 | National chain department stores (excl leased depts) | 4 | 65 993 | 7 499 | 1 887 | 575 | – | – |
| 4529903 | Miscellaneous general merchandise stores | 12 | D | D | D | c | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SANTA BARBARA COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 246 | 118 087 | 15 753 | 3 824 | 1 373 | 17.6 | 10.4 |
| 4531 | Florists | 36 | 9 515 | 2 046 | 477 | 218 | 28.6 | 6.6 |
| 45311 | Florists | 36 | 9 515 | 2 046 | 477 | 218 | 28.6 | 6.6 |
| 453110 | Florists | 36 | 9 515 | 2 046 | 477 | 218 | 28.6 | 6.6 |
| 4532 | Office supplies, stationery, & gift stores | 96 | 58 633 | 6 298 | 1 549 | 578 | 19.2 | 8.1 |
| 45321 | Office supplies & stationery stores | 11 | 29 466 | 1 994 | 524 | 151 | 5.9 | 2.0 |
| 453210 | Office supplies & stationery stores | 11 | 29 466 | 1 994 | 524 | 151 | 5.9 | 2.0 |
| 4532101 | Stationery stores | 2 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 9 | D | D | D | c | D | D |
| 45322 | Gift, novelty, & souvenir stores | 85 | 29 167 | 4 304 | 1 025 | 427 | 32.6 | 14.2 |
| 453220 | Gift, novelty, & souvenir stores | 85 | 29 167 | 4 304 | 1 025 | 427 | 32.6 | 14.2 |
| 4533 | Used merchandise stores | 47 | 16 197 | 3 917 | 1 057 | 335 | 11.0 | 6.2 |
| 45331 | Used merchandise stores | 47 | 16 197 | 3 917 | 1 057 | 335 | 11.0 | 6.2 |
| 453310 | Used merchandise stores | 47 | 16 197 | 3 917 | 1 057 | 335 | 11.0 | 6.2 |
| 4539 | Other miscellaneous store retailers | 67 | 33 742 | 3 492 | 741 | 242 | 14.9 | 17.6 |
| 45391 | Pet & pet supplies stores | 24 | 10 006 | 920 | 193 | 108 | 22.5 | 5.3 |
| 453910 | Pet & pet supplies stores | 24 | 10 006 | 920 | 193 | 108 | 22.5 | 5.3 |
| 45392 | Art dealers | 10 | 7 736 | 803 | 162 | 30 | 2.6 | 59.4 |
| 453920 | Art dealers | 10 | 7 736 | 803 | 162 | 30 | 2.6 | 59.4 |
| 45399 | All other miscellaneous store retailers | 33 | 16 000 | 1 769 | 386 | 104 | 16.0 | 5.1 |
| 454 | Nonstore retailers | 54 | 147 269 | 24 930 | 4 789 | 857 | 2.4 | 5.7 |
| 4541 | Electronic shopping & mail-order houses | 27 | 90 970 | 14 992 | 2 333 | 462 | 1.1 | 9.1 |
| 45411 | Electronic shopping & mail-order houses | 27 | 90 970 | 14 992 | 2 333 | 462 | 1.1 | 9.1 |
| 454110 | Electronic shopping & mail-order houses | 27 | 90 970 | 14 992 | 2 333 | 462 | 1.1 | 9.1 |
| 4543 | Direct selling establishments | 21 | 53 523 | 9 598 | 2 375 | 373 | 3.5 | .3 |
| 454311 | Heating oil dealers | 2 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 16 | 43 191 | 8 698 | 2 141 | 340 | 4.3 | – |
| 454390 | Other direct selling establishments | 16 | 43 191 | 8 698 | 2 141 | 340 | 4.3 | – |
| | **SANTA CLARA COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **5 278** | **16 673 573** | **1 696 731** | **394 667** | **79 921** | **6.4** | **6.1** |
| 441 | Motor vehicle & parts dealers | 495 | 4 235 215 | 379 139 | 84 979 | 9 403 | 5.2 | 7.3 |
| 4411 | Automobile dealers | 162 | 3 736 639 | 303 669 | 66 908 | 6 484 | 5.0 | 7.4 |
| 44111 | New car dealers | 105 | 3 638 432 | 298 580 | 65 674 | 6 259 | 4.3 | 7.2 |
| 441110 | New car dealers | 105 | 3 638 432 | 298 580 | 65 674 | 6 259 | 4.3 | 7.2 |
| 44112 | Used car dealers | 57 | 98 207 | 5 089 | 1 234 | 225 | 31.0 | 15.7 |
| 441120 | Used car dealers | 57 | 98 207 | 5 089 | 1 234 | 225 | 31.0 | 15.7 |
| 4412 | Other motor vehicle dealers | 51 | 128 141 | 13 909 | 3 235 | 481 | 4.7 | 4.8 |
| 44121 | Recreational vehicle dealers | 16 | 62 216 | 6 550 | 1 504 | 229 | 3.7 | 1.6 |
| 441210 | Recreational vehicle dealers | 16 | 62 216 | 6 550 | 1 504 | 229 | 3.7 | 1.6 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 35 | 65 925 | 7 359 | 1 731 | 252 | 5.7 | 7.8 |
| 441221 | Motorcycle dealers | 21 | 42 020 | 4 882 | 1 088 | 156 | 4.3 | 3.1 |
| 441222 | Boat dealers | 8 | 8 197 | 797 | 180 | 49 | – | 46.9 |
| 441229 | All other motor vehicle dealers | 6 | 15 708 | 1 680 | 463 | 47 | 12.5 | – |
| 4413 | Automotive parts, accessories, & tire stores | 282 | 370 435 | 61 561 | 14 836 | 2 438 | 7.5 | 6.9 |
| 44131 | Automotive parts & accessories stores | 199 | 290 580 | 44 576 | 10 785 | 1 840 | 6.7 | 6.1 |
| 441310 | Automotive parts & accessories stores | 199 | 290 580 | 44 576 | 10 785 | 1 840 | 6.7 | 6.1 |
| 44132 | Tire dealers | 83 | 79 855 | 16 985 | 4 051 | 598 | 10.6 | 9.9 |
| 441320 | Tire dealers | 83 | 79 855 | 16 985 | 4 051 | 598 | 10.6 | 9.9 |
| 442 | Furniture & home furnishings stores | 313 | 633 109 | 81 798 | 18 859 | 3 217 | 6.5 | 4.1 |
| 4421 | Furniture stores | 122 | 345 844 | 45 086 | 9 985 | 1 235 | 6.0 | 3.7 |
| 44211 | Furniture stores | 122 | 345 844 | 45 086 | 9 985 | 1 235 | 6.0 | 3.7 |
| 442110 | Furniture stores | 122 | 345 844 | 45 086 | 9 985 | 1 235 | 6.0 | 3.7 |
| 4422 | Home furnishings stores | 191 | 287 265 | 36 712 | 8 874 | 1 982 | 7.1 | 4.5 |
| 44221 | Floor covering stores | 61 | 103 429 | 17 004 | 4 160 | 473 | 11.5 | 2.6 |
| 442210 | Floor covering stores | 61 | 103 429 | 17 004 | 4 160 | 473 | 11.5 | 2.6 |
| 44229 | Other home furnishings stores | 130 | 183 836 | 19 708 | 4 714 | 1 509 | 4.7 | 5.5 |
| 442291 | Window treatment stores | 13 | 8 557 | 799 | 143 | 44 | 20.6 | 11.7 |
| 442299 | All other home furnishings stores | 117 | 175 279 | 18 909 | 4 571 | 1 465 | 3.9 | 5.2 |
| 443 | Electronics & appliance stores | 394 | 1 479 418 | 129 509 | 30 532 | 4 425 | 12.1 | 9.5 |
| 4431 | Electronics & appliance stores | 394 | 1 479 418 | 129 509 | 30 532 | 4 425 | 12.1 | 9.5 |
| 44311 | Appliance, television, & other electronics stores | 175 | 362 816 | 43 791 | 11 074 | 1 675 | 5.6 | 7.3 |
| 443111 | Household appliance stores | 49 | 66 725 | 6 890 | 1 832 | 267 | 7.4 | 2.7 |
| 443112 | Radio, television, & other electronics stores | 126 | 296 091 | 36 901 | 9 242 | 1 408 | 5.2 | 8.3 |
| 44312 | Computer & software stores | 184 | 1 073 408 | 80 184 | 18 195 | 2 481 | 14.5 | 9.6 |
| 443120 | Computer & software stores | 184 | 1 073 408 | 80 184 | 18 195 | 2 481 | 14.5 | 9.6 |
| 44313 | Camera & photographic supplies stores | 35 | 43 194 | 5 534 | 1 263 | 269 | 7.5 | 25.2 |
| 443130 | Camera & photographic supplies stores | 35 | 43 194 | 5 534 | 1 263 | 269 | 7.5 | 25.2 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SANTA CLARA COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 444 | Building material & garden equipment & supplies dealers | 315 | 1 176 299 | 141 128 | 33 677 | 5 182 | 3.2 | 3.7 |
| 4441 | Building material & supplies dealers | 254 | 1 106 710 | 131 017 | 31 425 | 4 728 | 3.1 | 3.3 |
| 44411 | Home centers | 9 | D | D | D | g | D | D |
| 444110 | Home centers | 9 | D | D | D | g | D | D |
| 44412 | Paint & wallpaper stores | 28 | D | D | D | e | D | D |
| 444120 | Paint & wallpaper stores | 28 | D | D | D | e | D | D |
| 44413 | Hardware stores | 46 | 190 355 | 25 297 | 5 598 | 1 396 | 1.7 | 2.5 |
| 444130 | Hardware stores | 46 | 190 355 | 25 297 | 5 598 | 1 396 | 1.7 | 2.5 |
| 44419 | Other building material dealers | 171 | 604 395 | 73 011 | 17 125 | 1 897 | 4.9 | 4.4 |
| 444190 | Other building material dealers | 171 | 604 395 | 73 011 | 17 125 | 1 897 | 4.9 | 4.4 |
| 4442 | Lawn & garden equipment & supplies stores | 61 | 69 589 | 10 111 | 2 252 | 454 | 4.2 | 11.2 |
| 44421 | Outdoor power equipment stores | 17 | 16 243 | 1 993 | 425 | 67 | 10.8 | 7.9 |
| 444210 | Outdoor power equipment stores | 17 | 16 243 | 1 993 | 425 | 67 | 10.8 | 7.9 |
| 44422 | Nursery & garden centers | 44 | 53 346 | 8 118 | 1 827 | 387 | 2.2 | 12.2 |
| 444220 | Nursery & garden centers | 44 | 53 346 | 8 118 | 1 827 | 387 | 2.2 | 12.2 |
| 445 | Food & beverage stores | 717 | 2 617 092 | 286 557 | 63 613 | 15 024 | 7.5 | 4.8 |
| 4451 | Grocery stores | 448 | 2 430 988 | 269 134 | 59 507 | 13 658 | 5.5 | 4.6 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 330 | 2 328 367 | 259 748 | 57 358 | 12 911 | 4.1 | 4.2 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 330 | 2 328 367 | 259 748 | 57 358 | 12 911 | 4.1 | 4.2 |
| 44512 | Convenience stores | 118 | 102 621 | 9 386 | 2 149 | 747 | 37.7 | 14.1 |
| 445120 | Convenience stores | 118 | 102 621 | 9 386 | 2 149 | 747 | 37.7 | 14.1 |
| 4452 | Specialty food stores | 132 | 86 598 | 12 068 | 2 800 | 982 | 19.3 | 8.6 |
| 4453 | Beer, wine, & liquor stores | 137 | 99 506 | 5 355 | 1 306 | 384 | 45.4 | 7.7 |
| 44531 | Beer, wine, & liquor stores | 137 | 99 506 | 5 355 | 1 306 | 384 | 45.4 | 7.7 |
| 445310 | Beer, wine, & liquor stores | 137 | 99 506 | 5 355 | 1 306 | 384 | 45.4 | 7.7 |
| 446 | Health & personal care stores | 400 | 784 254 | 109 320 | 26 658 | 5 963 | 5.3 | 7.4 |
| 4461 | Health & personal care stores | 400 | 784 254 | 109 320 | 26 658 | 5 963 | 5.3 | 7.4 |
| 44611 | Pharmacies & drug stores | 171 | 667 346 | 89 748 | 22 028 | 4 760 | 4.0 | 6.5 |
| 446110 | Pharmacies & drug stores | 171 | 667 346 | 89 748 | 22 028 | 4 760 | 4.0 | 6.5 |
| 4461101 | Pharmacies & drug stores | 161 | 662 656 | 89 009 | 21 854 | 4 696 | 3.9 | 6.6 |
| 4461102 | Proprietary stores | 10 | 4 690 | 739 | 174 | 64 | 17.4 | – |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 59 | 30 677 | 3 829 | 930 | 345 | 3.1 | 7.8 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 59 | 30 677 | 3 829 | 930 | 345 | 3.1 | 7.8 |
| 44613 | Optical goods stores | 83 | 41 855 | 7 251 | 1 725 | 412 | 9.1 | 9.4 |
| 446130 | Optical goods stores | 83 | 41 855 | 7 251 | 1 725 | 412 | 9.1 | 9.4 |
| 44619 | Other health & personal care stores | 87 | 44 376 | 8 492 | 1 975 | 446 | 23.7 | 18.8 |
| 446191 | Food (health) supplement stores | 49 | 22 292 | 2 879 | 687 | 216 | 34.8 | 26.2 |
| 446199 | All other health & personal care stores | 38 | 22 084 | 5 613 | 1 288 | 230 | 12.5 | 11.2 |
| 447 | Gasoline stations | 355 | 922 708 | 41 875 | 9 572 | 2 791 | 16.7 | 9.0 |
| 4471 | Gasoline stations | 355 | 922 708 | 41 875 | 9 572 | 2 791 | 16.7 | 9.0 |
| 44711 | Gasoline stations with convenience stores | 99 | 251 814 | 11 697 | 2 446 | 728 | 10.4 | 11.0 |
| 447110 | Gasoline stations with convenience stores | 99 | 251 814 | 11 697 | 2 446 | 728 | 10.4 | 11.0 |
| 44719 | Other gasoline stations | 256 | 670 894 | 30 178 | 7 126 | 2 063 | 19.1 | 8.3 |
| 447190 | Other gasoline stations | 256 | 670 894 | 30 178 | 7 126 | 2 063 | 19.1 | 8.3 |
| 448 | Clothing & clothing accessories stores | 901 | 1 172 489 | 140 115 | 34 064 | 9 634 | 6.3 | 5.7 |
| 4481 | Clothing stores | 507 | 856 766 | 100 401 | 25 127 | 7 531 | 4.7 | 5.2 |
| 44811 | Men's clothing stores | 76 | 73 178 | 11 383 | 2 880 | 548 | 7.9 | 5.6 |
| 448110 | Men's clothing stores | 76 | 73 178 | 11 383 | 2 880 | 548 | 7.9 | 5.6 |
| 44812 | Women's clothing stores | 212 | 184 521 | 20 314 | 4 822 | 1 838 | 9.0 | 14.0 |
| 448120 | Women's clothing stores | 212 | 184 521 | 20 314 | 4 822 | 1 838 | 9.0 | 14.0 |
| 44813 | Children's & infants' clothing stores | 23 | 28 355 | 2 983 | 764 | 303 | 1.4 | .4 |
| 448130 | Children's & infants' clothing stores | 23 | 28 355 | 2 983 | 764 | 303 | 1.4 | .4 |
| 44814 | Family clothing stores | 111 | 508 671 | 58 098 | 14 918 | 4 247 | 2.2 | 1.1 |
| 448140 | Family clothing stores | 111 | 508 671 | 58 098 | 14 918 | 4 247 | 2.2 | 1.1 |
| 44815 | Clothing accessories stores | 27 | 11 865 | 1 845 | 443 | 154 | 14.3 | 32.0 |
| 448150 | Clothing accessories stores | 27 | 11 865 | 1 845 | 443 | 154 | 14.3 | 32.0 |
| 44819 | Other clothing stores | 58 | 50 176 | 5 778 | 1 300 | 441 | 9.1 | 9.5 |
| 448190 | Other clothing stores | 58 | 50 176 | 5 778 | 1 300 | 441 | 9.1 | 9.5 |
| 4482 | Shoe stores | 211 | 160 500 | 18 091 | 3 992 | 1 223 | .7 | 6.1 |
| 44821 | Shoe stores | 211 | 160 500 | 18 091 | 3 992 | 1 223 | .7 | 6.1 |
| 448210 | Shoe stores | 211 | 160 500 | 18 091 | 3 992 | 1 223 | .7 | 6.1 |
| 4482101 | Men's shoe stores | 18 | 9 048 | 1 289 | 301 | 71 | – | 21.8 |
| 4482102 | Women's shoe stores | 37 | 26 711 | 3 574 | 740 | 235 | 2.4 | 11.3 |
| 4482103 | Children's & juveniles' shoe stores | 12 | 5 135 | 970 | 216 | 72 | 3.0 | .1 |
| 4482104 | Family shoe stores | 110 | 70 985 | 7 883 | 1 740 | 528 | .4 | 4.0 |
| 4482105 | Athletic footwear stores | 34 | 48 621 | 4 375 | 995 | 317 | – | 4.0 |
| 4483 | Jewelry, luggage, & leather goods stores | 183 | 155 223 | 21 623 | 4 945 | 880 | 20.9 | 8.6 |
| 44831 | Jewelry stores | 154 | 129 789 | 18 377 | 4 250 | 689 | 23.7 | 8.7 |
| 448310 | Jewelry stores | 154 | 129 789 | 18 377 | 4 250 | 689 | 23.7 | 8.7 |
| 44832 | Luggage & leather goods stores | 29 | 25 434 | 3 246 | 695 | 191 | 7.1 | 7.9 |
| 448320 | Luggage & leather goods stores | 29 | 25 434 | 3 246 | 695 | 191 | 7.1 | 7.9 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SANTA CLARA COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 450 | 671 270 | 75 589 | 17 598 | 5 477 | 6.3 | 4.0 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 305 | 414 287 | 46 452 | 10 854 | 3 393 | 9.1 | 4.2 |
| 45111 | Sporting goods stores | 163 | 201 942 | 23 980 | 5 469 | 1 754 | 9.1 | 4.3 |
| 451110 | Sporting goods stores | 163 | 201 942 | 23 980 | 5 469 | 1 754 | 9.1 | 4.3 |
| 4511101 | General-line sporting goods stores | 49 | 86 469 | 9 422 | 2 238 | 753 | 10.6 | 1.6 |
| 4511102 | Specialty-line sporting goods stores | 114 | 115 473 | 14 558 | 3 231 | 1 001 | 7.9 | 6.3 |
| 45112 | Hobby, toy, & game stores | 71 | 138 210 | 12 788 | 2 937 | 953 | 8.1 | 4.3 |
| 451120 | Hobby, toy, & game stores | 71 | 138 210 | 12 788 | 2 937 | 953 | 8.1 | 4.3 |
| 45113 | Sewing, needlework, & piece goods stores | 39 | 28 230 | 3 984 | 1 021 | 384 | 17.6 | .6 |
| 451130 | Sewing, needlework, & piece goods stores | 39 | 28 230 | 3 984 | 1 021 | 384 | 17.6 | .6 |
| 45114 | Musical instrument & supplies stores | 32 | 45 905 | 5 700 | 1 427 | 302 | 6.9 | 5.8 |
| 451140 | Musical instrument & supplies stores | 32 | 45 905 | 5 700 | 1 427 | 302 | 6.9 | 5.8 |
| 4512 | Book, periodical, & music stores | 145 | 256 983 | 29 137 | 6 744 | 2 084 | 1.9 | 3.6 |
| 45121 | Book stores & news dealers | 95 | 175 328 | 21 582 | 4 829 | 1 413 | 2.6 | 4.8 |
| 451211 | Book stores | 87 | 171 296 | 20 321 | 4 694 | 1 367 | 2.5 | 4.8 |
| 4512111 | Book stores, general | 60 | 92 733 | 11 108 | 2 462 | 772 | 4.6 | 8.6 |
| 4512112 | Specialty book stores | 20 | 23 045 | 2 778 | 614 | 186 | .5 | .9 |
| 4512113 | College book stores | 7 | 55 518 | 6 435 | 1 618 | 409 | – | – |
| 451212 | News dealers & newsstands | 8 | 4 032 | 1 261 | 135 | 46 | 4.3 | 8.2 |
| 45122 | Prerecorded tape, compact disc, & record stores | 50 | 81 655 | 7 555 | 1 915 | 671 | .5 | 1.1 |
| 451220 | Prerecorded tape, compact disc, & record stores | 50 | 81 655 | 7 555 | 1 915 | 671 | .5 | 1.1 |
| 452 | General merchandise stores | 95 | 2 148 678 | 192 888 | 47 665 | 12 299 | .1 | 2.3 |
| 4521 | Department stores (incl leased depts) ## | 43 | 1 443 345 | N | N | N | – | 2.2 |
| 45211 | Department stores (incl leased depts) ## | 43 | 1 443 345 | N | N | N | – | 2.2 |
| 4521 | Department stores (excl leased depts) | 43 | 1 430 451 | 147 993 | 35 888 | 9 496 | – | 2.2 |
| 45211 | Department stores (excl leased depts) | 43 | 1 430 451 | 147 993 | 35 888 | 9 496 | – | 2.2 |
| 452110 | Department stores (excl leased depts) | 43 | 1 430 451 | 147 993 | 35 888 | 9 496 | – | 2.2 |
| 4521101 | Conventional department stores (excl leased depts) | 17 | 705 207 | 76 980 | 19 192 | 4 431 | – | 4.5 |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 15 | 435 936 | 38 567 | 8 802 | 3 070 | – | – |
| 4521103 | National chain department stores (excl leased depts) | 11 | 289 308 | 32 446 | 7 894 | 1 995 | – | – |
| 4529 | Other general merchandise stores | 52 | 718 227 | 44 895 | 11 777 | 2 803 | .3 | 2.6 |
| 45291 | Warehouse clubs & superstores | 6 | D | D | D | g | D | D |
| 452910 | Warehouse clubs & superstores | 6 | D | D | D | g | D | D |
| 45299 | All other general merchandise stores | 46 | D | D | D | g | D | D |
| 452990 | All other general merchandise stores | 46 | D | D | D | g | D | D |
| 4529901 | Variety stores | 17 | 31 202 | 2 479 | 555 | 203 | 1.5 | 3.3 |
| 4529902 | Catalog showrooms | 7 | D | D | D | e | D | D |
| 4529903 | Miscellaneous general merchandise stores | 22 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 626 | 517 712 | 65 370 | 15 510 | 4 810 | 8.4 | 10.7 |
| 4531 | Florists | 120 | 41 625 | 8 005 | 1 904 | 616 | 20.5 | 18.3 |
| 45311 | Florists | 120 | 41 625 | 8 005 | 1 904 | 616 | 20.5 | 18.3 |
| 453110 | Florists | 120 | 41 625 | 8 005 | 1 904 | 616 | 20.5 | 18.3 |
| 4532 | Office supplies, stationery, & gift stores | 246 | 248 122 | 25 357 | 5 901 | 2 208 | 6.4 | 8.2 |
| 45321 | Office supplies & stationery stores | 69 | 170 642 | 14 626 | 3 502 | 982 | 1.4 | 6.6 |
| 453210 | Office supplies & stationery stores | 69 | 170 642 | 14 626 | 3 502 | 982 | 1.4 | 6.6 |
| 4532101 | Stationery stores | 9 | 5 221 | 568 | 179 | 73 | 32.3 | 12.4 |
| 4532102 | Office supplies stores | 60 | 165 421 | 14 058 | 3 323 | 909 | .4 | 6.4 |
| 45322 | Gift, novelty, & souvenir stores | 177 | 77 480 | 10 731 | 2 399 | 1 226 | 17.4 | 11.8 |
| 453220 | Gift, novelty, & souvenir stores | 177 | 77 480 | 10 731 | 2 399 | 1 226 | 17.4 | 11.8 |
| 4533 | Used merchandise stores | 70 | 46 469 | 11 509 | 2 795 | 722 | 15.7 | 28.0 |
| 45331 | Used merchandise stores | 70 | 46 469 | 11 509 | 2 795 | 722 | 15.7 | 28.0 |
| 453310 | Used merchandise stores | 70 | 46 469 | 11 509 | 2 795 | 722 | 15.7 | 28.0 |
| 4539 | Other miscellaneous store retailers | 190 | 181 496 | 20 499 | 4 910 | 1 264 | 6.6 | 7.8 |
| 45391 | Pet & pet supplies stores | 51 | 47 848 | 6 482 | 1 719 | 500 | 6.0 | 5.5 |
| 453910 | Pet & pet supplies stores | 51 | 47 848 | 6 482 | 1 719 | 500 | 6.0 | 5.5 |
| 45392 | Art dealers | 28 | 16 673 | 2 638 | 639 | 139 | 23.5 | 27.7 |
| 453920 | Art dealers | 28 | 16 673 | 2 638 | 639 | 139 | 23.5 | 27.7 |
| 45393 | Manufactured (mobile) home dealers | 7 | 51 503 | 1 350 | 196 | 25 | – | .2 |
| 453930 | Manufactured (mobile) home dealers | 7 | 51 503 | 1 350 | 196 | 25 | – | .2 |
| 45399 | All other miscellaneous store retailers | 104 | 65 472 | 10 029 | 2 356 | 600 | 7.8 | 10.5 |
| 454 | Nonstore retailers | 217 | 315 329 | 53 443 | 11 940 | 1 696 | 10.1 | 10.2 |
| 4541 | Electronic shopping & mail-order houses | 68 | 206 918 | 33 373 | 7 109 | 837 | 7.6 | 10.6 |
| 45411 | Electronic shopping & mail-order houses | 68 | 206 918 | 33 373 | 7 109 | 837 | 7.6 | 10.6 |
| 454110 | Electronic shopping & mail-order houses | 68 | 206 918 | 33 373 | 7 109 | 837 | 7.6 | 10.6 |
| 4542 | Vending machine operators | 80 | 33 154 | 5 111 | 1 175 | 258 | 24.6 | 16.5 |
| 45421 | Vending machine operators | 80 | 33 154 | 5 111 | 1 175 | 258 | 24.6 | 16.5 |
| 454210 | Vending machine operators | 80 | 33 154 | 5 111 | 1 175 | 258 | 24.6 | 16.5 |
| 4543 | Direct selling establishments | 69 | 75 257 | 14 959 | 3 656 | 601 | 10.6 | 6.3 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 4 | 9 876 | 1 171 | 283 | 36 | – | – |
| 45439 | Other direct selling establishments | 65 | 65 381 | 13 788 | 3 373 | 565 | 12.2 | 7.3 |
| 454390 | Other direct selling establishments | 65 | 65 381 | 13 788 | 3 373 | 565 | 12.2 | 7.3 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SANTA CRUZ COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **986** | **1 970 172** | **215 526** | **48 359** | **11 794** | **5.4** | **7.3** |
| 441 | Motor vehicle & parts dealers | 84 | 394 594 | 36 380 | 8 115 | 1 116 | 3.9 | 6.8 |
| 4411 | Automobile dealers | 22 | 287 705 | 24 477 | 5 380 | 569 | 3.5 | 7.8 |
| 4412 | Other motor vehicle dealers | 15 | 58 025 | 3 996 | 839 | 149 | .8 | – |
| 44121 | Recreational vehicle dealers | 4 | D | D | D | b | D | D |
| 441210 | Recreational vehicle dealers | 4 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 11 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 7 | 12 764 | 1 247 | 253 | 51 | – | – |
| 4413 | Automotive parts, accessories, & tire stores | 47 | 48 864 | 7 907 | 1 896 | 398 | 9.5 | 8.9 |
| 44131 | Automotive parts & accessories stores | 35 | 38 106 | 6 152 | 1 519 | 341 | 11.1 | 4.2 |
| 441310 | Automotive parts & accessories stores | 35 | 38 106 | 6 152 | 1 519 | 341 | 11.1 | 4.2 |
| 442 | Furniture & home furnishings stores | 59 | 43 899 | 7 423 | 1 478 | 375 | 10.6 | 5.4 |
| 4421 | Furniture stores | 18 | 17 694 | 2 421 | 551 | 117 | 12.8 | 3.3 |
| 44211 | Furniture stores | 18 | 17 694 | 2 421 | 551 | 117 | 12.8 | 3.3 |
| 442110 | Furniture stores | 18 | 17 694 | 2 421 | 551 | 117 | 12.8 | 3.3 |
| 4422 | Home furnishings stores | 41 | 26 205 | 5 002 | 927 | 258 | 9.2 | 6.9 |
| 44229 | Other home furnishings stores | 24 | 12 499 | 2 371 | 478 | 156 | 11.3 | 6.0 |
| 442299 | All other home furnishings stores | 21 | 11 067 | 2 269 | 454 | 149 | 12.8 | 6.7 |
| 443 | Electronics & appliance stores | 34 | 57 105 | 7 319 | 1 221 | 245 | 4.1 | 12.0 |
| 4431 | Electronics & appliance stores | 34 | 57 105 | 7 319 | 1 221 | 245 | 4.1 | 12.0 |
| 44311 | Appliance, television, & other electronics stores | 21 | 44 170 | 6 109 | 960 | 180 | 3.7 | 15.3 |
| 443112 | Radio, television, & other electronics stores | 14 | 34 558 | 3 806 | 842 | 155 | 4.2 | 19.3 |
| 44312 | Computer & software stores | 10 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 10 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 76 | 208 435 | 27 280 | 6 048 | 1 408 | 2.3 | 2.0 |
| 4441 | Building material & supplies dealers | 57 | 181 760 | 22 097 | 5 162 | 1 193 | 1.3 | 2.0 |
| 44413 | Hardware stores | 9 | 34 212 | 4 272 | 931 | 243 | .9 | .1 |
| 444130 | Hardware stores | 9 | 34 212 | 4 272 | 931 | 243 | .9 | .1 |
| 44419 | Other building material dealers | 41 | 140 589 | 16 703 | 3 975 | 905 | 1.3 | 1.5 |
| 444190 | Other building material dealers | 41 | 140 589 | 16 703 | 3 975 | 905 | 1.3 | 1.5 |
| 4442 | Lawn & garden equipment & supplies stores | 19 | 26 675 | 5 183 | 886 | 215 | 8.6 | 2.3 |
| 44422 | Nursery & garden centers | 18 | D | D | D | c | D | D |
| 444220 | Nursery & garden centers | 18 | D | D | D | c | D | D |
| 445 | Food & beverage stores | 137 | 424 114 | 47 670 | 10 841 | 2 565 | 4.5 | 9.7 |
| 4451 | Grocery stores | 81 | 385 778 | 43 282 | 9 770 | 2 207 | 2.7 | 9.4 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 60 | 370 147 | 41 989 | 9 463 | 2 095 | 1.8 | 8.6 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 60 | 370 147 | 41 989 | 9 463 | 2 095 | 1.8 | 8.6 |
| 4452 | Specialty food stores | 23 | 12 988 | 1 846 | 371 | 137 | 24.2 | 11.8 |
| 446 | Health & personal care stores | 73 | 163 532 | 23 701 | 5 397 | 1 263 | 3.1 | 6.3 |
| 4461 | Health & personal care stores | 73 | 163 532 | 23 701 | 5 397 | 1 263 | 3.1 | 6.3 |
| 44611 | Pharmacies & drug stores | 36 | 123 665 | 15 491 | 3 554 | 765 | 2.2 | 4.7 |
| 446110 | Pharmacies & drug stores | 36 | 123 665 | 15 491 | 3 554 | 765 | 2.2 | 4.7 |
| 4461101 | Pharmacies & drug stores | 36 | 123 665 | 15 491 | 3 554 | 765 | 2.2 | 4.7 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 6 | 3 761 | 389 | 92 | 43 | 13.0 | 53.9 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 6 | 3 761 | 389 | 92 | 43 | 13.0 | 53.9 |
| 44619 | Other health & personal care stores | 19 | 31 666 | 7 012 | 1 556 | 393 | 1.7 | 6.9 |
| 446191 | Food (health) supplement stores | 8 | 22 013 | 3 731 | 822 | 296 | – | 9.9 |
| 447 | Gasoline stations | 72 | 146 069 | 7 230 | 1 807 | 511 | 16.4 | 16.3 |
| 4471 | Gasoline stations | 72 | 146 069 | 7 230 | 1 807 | 511 | 16.4 | 16.3 |
| 44711 | Gasoline stations with convenience stores | 33 | 70 980 | 3 304 | 805 | 226 | 5.4 | 4.8 |
| 447110 | Gasoline stations with convenience stores | 33 | 70 980 | 3 304 | 805 | 226 | 5.4 | 4.8 |
| 44719 | Other gasoline stations | 39 | 75 089 | 3 926 | 1 002 | 285 | 26.9 | 27.0 |
| 447190 | Other gasoline stations | 39 | 75 089 | 3 926 | 1 002 | 285 | 26.9 | 27.0 |
| 448 | Clothing & clothing accessories stores | 168 | 97 919 | 13 328 | 2 978 | 1 103 | 12.3 | 9.7 |
| 4481 | Clothing stores | 93 | 64 769 | 8 266 | 1 765 | 737 | 12.3 | 10.4 |
| 44819 | Other clothing stores | 16 | 8 156 | 1 595 | 265 | 137 | 33.9 | – |
| 448190 | Other clothing stores | 16 | 8 156 | 1 595 | 265 | 137 | 33.9 | – |
| 4482104 | Family shoe stores | 30 | 14 761 | 1 961 | 441 | 165 | 3.4 | 4.5 |
| 4483 | Jewelry, luggage, & leather goods stores | 31 | 13 145 | 2 234 | 545 | 121 | 23.7 | 11.9 |
| 451 | Sporting goods, hobby, book, & music stores | 90 | 78 520 | 8 736 | 2 247 | 781 | 11.5 | 3.1 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 60 | 51 762 | 5 684 | 1 497 | 503 | 9.3 | 3.3 |
| 45111 | Sporting goods stores | 37 | 30 545 | 3 576 | 934 | 271 | 14.1 | 5.4 |
| 451110 | Sporting goods stores | 37 | 30 545 | 3 576 | 934 | 271 | 14.1 | 5.4 |
| 4511101 | General-line sporting goods stores | 10 | 15 013 | 1 449 | 393 | 121 | 10.3 | 7.2 |
| 45113 | Sewing, needlework, & piece goods stores | 6 | D | D | D | b | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 6 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 30 | 26 758 | 3 052 | 750 | 278 | 15.7 | 2.8 |
| 45121 | Book stores & news dealers | 18 | 16 023 | 2 119 | 499 | 185 | 22.8 | 4.7 |
| 451211 | Book stores | 17 | D | D | D | c | D | D |
| 4512111 | Book stores, general | 14 | 14 750 | 2 004 | 479 | 168 | 21.8 | 2.0 |
| 45122 | Prerecorded tape, compact disc, & record stores | 12 | 10 735 | 933 | 251 | 93 | 5.0 | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 12 | 10 735 | 933 | 251 | 93 | 5.0 | – |
| 452 | General merchandise stores | 17 | D | D | D | g | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SANTA CRUZ COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 135 | D | D | D | f | D | D |
| 4532 | Office supplies, stationery, & gift stores | 47 | 34 140 | 4 319 | 932 | 328 | 10.7 | 12.9 |
| 45321 | Office supplies & stationery stores | 11 | 21 732 | 2 181 | 521 | 139 | 1.3 | 18.5 |
| 453210 | Office supplies & stationery stores | 11 | 21 732 | 2 181 | 521 | 139 | 1.3 | 18.5 |
| 4532102 | Office supplies stores | 10 | D | D | D | c | D | D |
| 4533 | Used merchandise stores | 22 | 12 204 | 2 747 | 460 | 167 | 2.6 | 6.9 |
| 45331 | Used merchandise stores | 22 | 12 204 | 2 747 | 460 | 167 | 2.6 | 6.9 |
| 453310 | Used merchandise stores | 22 | 12 204 | 2 747 | 460 | 167 | 2.6 | 6.9 |
| 4539 | Other miscellaneous store retailers | 42 | D | D | D | c | D | D |
| 45391 | Pet & pet supplies stores | 9 | 8 083 | 746 | 173 | 49 | 1.5 | 9.0 |
| 453910 | Pet & pet supplies stores | 9 | 8 083 | 746 | 173 | 49 | 1.5 | 9.0 |
| 45399 | All other miscellaneous store retailers | 27 | D | D | D | c | D | D |
| 454 | Nonstore retailers | 41 | 41 509 | 6 517 | 1 410 | 270 | 4.3 | 12.3 |
| 4541 | Electronic shopping & mail-order houses | 12 | 24 043 | 4 077 | 837 | 109 | – | – |
| 45411 | Electronic shopping & mail-order houses | 12 | 24 043 | 4 077 | 837 | 109 | – | – |
| 454110 | Electronic shopping & mail-order houses | 12 | 24 043 | 4 077 | 837 | 109 | – | – |
| 4543 | Direct selling establishments | 23 | 16 053 | 2 209 | 523 | 142 | 10.2 | 31.9 |
| 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 | 18 | 10 032 | 1 416 | 332 | 111 | 9.6 | 51.0 |
| 454390 | Other direct selling establishments | 18 | 10 032 | 1 416 | 332 | 111 | 9.6 | 51.0 |
| | **SHASTA COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **713** | **1 354 489** | **140 299** | **32 315** | **8 113** | **4.8** | **4.2** |
| 441 | Motor vehicle & parts dealers | 94 | 259 822 | 26 218 | 6 148 | 1 104 | 3.6 | 3.2 |
| 4412 | Other motor vehicle dealers | 22 | 34 870 | 3 615 | 779 | 160 | 4.3 | 3.0 |
| 44121 | Recreational vehicle dealers | 8 | 13 923 | 1 336 | 287 | 54 | 5.3 | 7.1 |
| 441210 | Recreational vehicle dealers | 8 | 13 923 | 1 336 | 287 | 54 | 5.3 | 7.1 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 14 | 20 947 | 2 279 | 492 | 106 | 3.7 | .2 |
| 441221 | Motorcycle dealers | 5 | D | D | D | b | D | D |
| 441222 | Boat dealers | 7 | 11 490 | 1 282 | 272 | 60 | – | .3 |
| 441229 | All other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 49 | 50 846 | 9 102 | 2 044 | 393 | 2.1 | 12.0 |
| 44131 | Automotive parts & accessories stores | 35 | 32 232 | 5 833 | 1 189 | 270 | 2.2 | 18.7 |
| 441310 | Automotive parts & accessories stores | 35 | 32 232 | 5 833 | 1 189 | 270 | 2.2 | 18.7 |
| 44132 | Tire dealers | 14 | 18 614 | 3 269 | 855 | 123 | 1.9 | .5 |
| 441320 | Tire dealers | 14 | 18 614 | 3 269 | 855 | 123 | 1.9 | .5 |
| 442 | Furniture & home furnishings stores | 50 | 28 768 | 4 002 | 809 | 235 | 12.8 | 7.7 |
| 4421 | Furniture stores | 21 | 14 392 | 2 226 | 393 | 120 | 9.4 | 3.6 |
| 44211 | Furniture stores | 21 | 14 392 | 2 226 | 393 | 120 | 9.4 | 3.6 |
| 442110 | Furniture stores | 21 | 14 392 | 2 226 | 393 | 120 | 9.4 | 3.6 |
| 4422 | Home furnishings stores | 29 | 14 376 | 1 776 | 416 | 115 | 16.1 | 11.8 |
| 44229 | Other home furnishings stores | 16 | 6 917 | 792 | 189 | 70 | 18.6 | 3.6 |
| 443 | Electronics & appliance stores | 31 | 33 477 | 4 121 | 997 | 237 | 3.0 | 10.8 |
| 4431 | Electronics & appliance stores | 31 | 33 477 | 4 121 | 997 | 237 | 3.0 | 10.8 |
| 44311 | Appliance, television, & other electronics stores | 18 | 25 914 | 2 852 | 674 | 174 | 3.5 | 8.2 |
| 443112 | Radio, television, & other electronics stores | 14 | 19 984 | 2 050 | 477 | 130 | 4.5 | 10.6 |
| 44312 | Computer & software stores | 11 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 11 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 71 | 156 062 | 18 859 | 4 228 | 823 | 2.0 | .3 |
| 4441 | Building material & supplies dealers | 59 | 148 549 | 17 831 | 3 991 | 751 | 1.5 | .2 |
| 44419 | Other building material dealers | 37 | 91 614 | 11 103 | 2 327 | 368 | 1.3 | .3 |
| 444190 | Other building material dealers | 37 | 91 614 | 11 103 | 2 327 | 368 | 1.3 | .3 |
| 445 | Food & beverage stores | 70 | 275 131 | 28 159 | 6 384 | 1 646 | 3.2 | 2.9 |
| 4451 | Grocery stores | 54 | 264 493 | 27 329 | 6 169 | 1 558 | 2.5 | 3.0 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 47 | 261 267 | 27 035 | 6 106 | 1 529 | 2.4 | 2.7 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 47 | 261 267 | 27 035 | 6 106 | 1 529 | 2.4 | 2.7 |
| 4452 | Specialty food stores | 8 | 3 161 | 504 | 136 | 56 | 33.3 | – |
| 446 | Health & personal care stores | 49 | 69 876 | 10 568 | 2 457 | 516 | 14.5 | 3.0 |
| 4461 | Health & personal care stores | 49 | 69 876 | 10 568 | 2 457 | 516 | 14.5 | 3.0 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 6 | 2 126 | 451 | 110 | 45 | – | 13.0 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 6 | 2 126 | 451 | 110 | 45 | – | 13.0 |
| 44619 | Other health & personal care stores | 12 | 8 489 | 1 790 | 452 | 66 | 8.0 | 7.3 |
| 447 | Gasoline stations | 100 | 147 977 | 10 547 | 2 396 | 727 | 12.9 | 15.0 |
| 4471 | Gasoline stations | 100 | 147 977 | 10 547 | 2 396 | 727 | 12.9 | 15.0 |
| 44711 | Gasoline stations with convenience stores | 74 | 114 394 | 6 756 | 1 494 | 486 | 11.9 | 13.9 |
| 447110 | Gasoline stations with convenience stores | 74 | 114 394 | 6 756 | 1 494 | 486 | 11.9 | 13.9 |
| 448 | Clothing & clothing accessories stores | 77 | 37 586 | 4 453 | 1 143 | 378 | 6.0 | 2.6 |
| 4481 | Clothing stores | 46 | 26 204 | 2 916 | 785 | 263 | 7.8 | 3.2 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SHASTA COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 47 | 37 224 | 4 812 | 1 092 | 363 | 2.0 | 5.8 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 34 | 27 115 | 3 318 | 781 | 266 | 2.8 | – |
| 4512 | Book, periodical, & music stores | 13 | 10 109 | 1 494 | 311 | 97 | – | 21.4 |
| 45121 | Book stores & news dealers | 9 | 7 186 | 1 202 | 233 | 71 | – | 15.6 |
| 4512112 | Specialty book stores | 2 | D | D | D | b | D | D |
| 452 | General merchandise stores | 23 | 243 102 | 20 826 | 4 888 | 1 556 | – | 1.2 |
| 45299 | All other general merchandise stores | 14 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 14 | D | D | D | c | D | D |
| 4529903 | Miscellaneous general merchandise stores | 9 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 72 | 38 034 | 4 301 | 963 | 366 | 7.7 | 10.9 |
| 4532 | Office supplies, stationery, & gift stores | 23 | 21 543 | 1 902 | 436 | 176 | 4.3 | 13.3 |
| 45321 | Office supplies & stationery stores | 7 | 14 983 | 1 087 | 243 | 61 | 1.9 | 18.6 |
| 453210 | Office supplies & stationery stores | 7 | 14 983 | 1 087 | 243 | 61 | 1.9 | 18.6 |
| 4532102 | Office supplies stores | 7 | 14 983 | 1 087 | 243 | 61 | 1.9 | 18.6 |
| 4539 | Other miscellaneous store retailers | 25 | 12 068 | 1 074 | 220 | 82 | 10.0 | .2 |
| 45399 | All other miscellaneous store retailers | 15 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 29 | 27 430 | 3 433 | 810 | 162 | 12.4 | .3 |
| 4543 | Direct selling establishments | 16 | 22 221 | 2 521 | 603 | 106 | 1.9 | – |
| 45431 | Fuel dealers | 5 | 15 008 | 1 161 | 274 | 46 | – | – |
| 454311 | Heating oil dealers | 1 | D | D | D | a | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 4 | D | D | D | b | D | D |
| | **SIERRA COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **13** | **8 826** | **913** | **205** | **64** | **37.7** | **26.4** |
| 441 | Motor vehicle & parts dealers | 1 | D | D | D | a | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 2 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 2 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 5 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **SISKIYOU COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **233** | **256 064** | **25 435** | **6 002** | **1 770** | **20.4** | **6.5** |
| 441 | Motor vehicle & parts dealers | 26 | 41 186 | 4 476 | 1 190 | 204 | 23.9 | 5.5 |
| 4413 | Automotive parts, accessories, & tire stores | 21 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 14 | 9 126 | 1 408 | 352 | 89 | 12.3 | 3.2 |
| 441310 | Automotive parts & accessories stores | 14 | 9 126 | 1 408 | 352 | 89 | 12.3 | 3.2 |
| 442 | Furniture & home furnishings stores | 4 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 7 | 2 704 | 365 | 89 | 28 | 39.2 | 17.6 |
| 4431 | Electronics & appliance stores | 7 | 2 704 | 365 | 89 | 28 | 39.2 | 17.6 |
| 444 | Building material & garden equipment & supplies dealers | 29 | 21 695 | 2 544 | 547 | 171 | 40.3 | 1.5 |
| 4441 | Building material & supplies dealers | 23 | 18 417 | 2 339 | 498 | 146 | 43.6 | 1.8 |
| 44413 | Hardware stores | 10 | D | D | D | b | D | D |
| 444130 | Hardware stores | 10 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 11 | 9 768 | 1 213 | 231 | 56 | 35.8 | – |
| 444190 | Other building material dealers | 11 | 9 768 | 1 213 | 231 | 56 | 35.8 | – |
| 4442 | Lawn & garden equipment & supplies stores | 6 | 3 278 | 205 | 49 | 25 | 21.6 | – |
| 445 | Food & beverage stores | 40 | 76 582 | 7 935 | 1 817 | 540 | 15.5 | 6.9 |
| 4451 | Grocery stores | 33 | 74 265 | 7 743 | 1 771 | 506 | 14.8 | 6.2 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 26 | 71 961 | 7 467 | 1 706 | 480 | 15.0 | 5.2 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 26 | 71 961 | 7 467 | 1 706 | 480 | 15.0 | 5.2 |
| 4452 | Specialty food stores | 4 | 1 507 | 116 | 28 | 25 | 9.1 | 46.3 |
| 446 | Health & personal care stores | 13 | 17 213 | 2 185 | 496 | 129 | 23.6 | .1 |
| 4461 | Health & personal care stores | 13 | 17 213 | 2 185 | 496 | 129 | 23.6 | .1 |
| 44619 | Other health & personal care stores | 4 | 2 049 | 203 | 39 | 20 | 92.0 | .7 |
| 446191 | Food (health) supplement stores | 3 | D | D | D | a | D | D |
| 447 | Gasoline stations | 35 | 48 732 | 2 979 | 711 | 225 | 17.2 | 12.1 |
| 4471 | Gasoline stations | 35 | 48 732 | 2 979 | 711 | 225 | 17.2 | 12.1 |
| 44711 | Gasoline stations with convenience stores | 28 | 36 131 | 2 224 | 524 | 164 | 11.1 | .7 |
| 447110 | Gasoline stations with convenience stores | 28 | 36 131 | 2 224 | 524 | 164 | 11.1 | .7 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SISKIYOU COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores | 18 | 5 933 | 649 | 151 | 72 | 27.7 | – |
| 4481 | Clothing stores | 11 | 4 968 | 545 | 126 | 57 | 24.3 | – |
| 451 | Sporting goods, hobby, book, & music stores | 13 | D | D | D | b | D | D |
| 4511 | Sporting goods, hobby, & musical instrument stores | 10 | 2 910 | 347 | 82 | 55 | 12.2 | 17.8 |
| 452 | General merchandise stores | 7 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 33 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 14 | 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 | 8 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 8 | 5 786 | 589 | 162 | 39 | 6.1 | 13.5 |
| 4543 | Direct selling establishments | 4 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 3 | 4 398 | 429 | 111 | 17 | – | – |
| | **SOLANO COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **1 116** | **2 789 406** | **280 971** | **64 459** | **15 046** | **5.4** | **4.5** |
| 441 | Motor vehicle & parts dealers | 134 | 725 053 | 72 228 | 16 628 | 2 160 | 5.6 | 1.8 |
| 4411 | Automobile dealers | 40 | 578 396 | 49 997 | 11 460 | 1 241 | 4.5 | .5 |
| 44111 | New car dealers | 32 | 573 854 | 49 521 | 11 352 | 1 218 | 4.3 | .5 |
| 441110 | New car dealers | 32 | 573 854 | 49 521 | 11 352 | 1 218 | 4.3 | .5 |
| 4412 | Other motor vehicle dealers | 17 | 37 738 | 5 397 | 1 257 | 200 | 15.5 | 3.8 |
| 44121 | Recreational vehicle dealers | 5 | D | D | D | b | D | D |
| 441210 | Recreational vehicle dealers | 5 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 12 | D | D | D | c | D | D |
| 441221 | Motorcycle dealers | 7 | D | D | D | c | D | D |
| 441222 | Boat dealers | 5 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 77 | 108 919 | 16 834 | 3 911 | 719 | 8.0 | 8.3 |
| 44131 | Automotive parts & accessories stores | 51 | 67 049 | 9 652 | 2 367 | 489 | 7.4 | 12.0 |
| 441310 | Automotive parts & accessories stores | 51 | 67 049 | 9 652 | 2 367 | 489 | 7.4 | 12.0 |
| 44132 | Tire dealers | 26 | 41 870 | 7 182 | 1 544 | 230 | 8.9 | 2.2 |
| 441320 | Tire dealers | 26 | 41 870 | 7 182 | 1 544 | 230 | 8.9 | 2.2 |
| 442 | Furniture & home furnishings stores | 90 | 64 581 | 9 196 | 2 023 | 484 | 8.1 | 9.5 |
| 4421 | Furniture stores | 41 | 32 569 | 4 235 | 985 | 216 | 6.3 | 9.9 |
| 44211 | Furniture stores | 41 | 32 569 | 4 235 | 985 | 216 | 6.3 | 9.9 |
| 442110 | Furniture stores | 41 | 32 569 | 4 235 | 985 | 216 | 6.3 | 9.9 |
| 4422 | Home furnishings stores | 49 | 32 012 | 4 961 | 1 038 | 268 | 10.0 | 9.1 |
| 44221 | Floor covering stores | 20 | 10 680 | 2 152 | 363 | 72 | 26.6 | 4.2 |
| 442210 | Floor covering stores | 20 | 10 680 | 2 152 | 363 | 72 | 26.6 | 4.2 |
| 44229 | Other home furnishings stores | 29 | 21 332 | 2 809 | 675 | 196 | 1.6 | 11.5 |
| 442291 | Window treatment stores | 3 | D | D | D | b | D | D |
| 442299 | All other home furnishings stores | 26 | D | D | D | c | D | D |
| 443 | Electronics & appliance stores | 54 | 62 023 | 7 306 | 1 889 | 393 | 4.2 | 2.3 |
| 4431 | Electronics & appliance stores | 54 | 62 023 | 7 306 | 1 889 | 393 | 4.2 | 2.3 |
| 44311 | Appliance, television, & other electronics stores | 41 | 55 839 | 6 534 | 1 716 | 346 | 1.9 | 2.1 |
| 443111 | Household appliance stores | 15 | 14 207 | 2 035 | 484 | 91 | 5.4 | 3.7 |
| 443112 | Radio, television, & other electronics stores | 26 | 41 632 | 4 499 | 1 232 | 255 | .8 | 1.5 |
| 44312 | Computer & software stores | 11 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 11 | 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 | 73 | 198 270 | 24 084 | 5 344 | 988 | 3.6 | .8 |
| 4441 | Building material & supplies dealers | 63 | 193 121 | 23 680 | 5 263 | 956 | 2.5 | .7 |
| 44411 | Home centers | 3 | D | D | D | e | D | D |
| 444110 | Home centers | 3 | D | D | D | e | D | D |
| 44412 | Paint & wallpaper stores | 8 | D | D | D | b | D | D |
| 444120 | Paint & wallpaper stores | 8 | D | D | D | b | D | D |
| 44413 | Hardware stores | 12 | 37 416 | 5 211 | 1 178 | 236 | 4.0 | – |
| 444130 | Hardware stores | 12 | 37 416 | 5 211 | 1 178 | 236 | 4.0 | – |
| 44419 | Other building material dealers | 40 | 70 382 | 8 957 | 1 752 | 290 | 4.8 | 1.4 |
| 444190 | Other building material dealers | 40 | 70 382 | 8 957 | 1 752 | 290 | 4.8 | 1.4 |
| 4442 | Lawn & garden equipment & supplies stores | 10 | 5 149 | 404 | 81 | 32 | 41.9 | 2.6 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SOLANO COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 445 | Food & beverage stores | 136 | 561 354 | 61 309 | 13 577 | 3 368 | 5.2 | 9.3 |
| 4451 | Grocery stores | 84 | 529 270 | 58 650 | 12 953 | 3 052 | 2.0 | 9.0 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 56 | 510 644 | 56 969 | 12 557 | 2 904 | .8 | 8.7 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 56 | 510 644 | 56 969 | 12 557 | 2 904 | .8 | 8.7 |
| 44512 | Convenience stores | 28 | 18 626 | 1 681 | 396 | 148 | 35.3 | 17.7 |
| 445120 | Convenience stores | 28 | 18 626 | 1 681 | 396 | 148 | 35.3 | 17.7 |
| 4452 | Specialty food stores | 25 | 12 384 | 1 918 | 460 | 229 | 26.8 | 4.4 |
| 4453 | Beer, wine, & liquor stores | 27 | 19 700 | 741 | 164 | 87 | 77.6 | 18.9 |
| 44531 | Beer, wine, & liquor stores | 27 | 19 700 | 741 | 164 | 87 | 77.6 | 18.9 |
| 445310 | Beer, wine, & liquor stores | 27 | 19 700 | 741 | 164 | 87 | 77.6 | 18.9 |
| 446 | Health & personal care stores | 68 | 104 127 | 18 853 | 4 468 | 877 | 7.4 | 9.5 |
| 4461 | Health & personal care stores | 68 | 104 127 | 18 853 | 4 468 | 877 | 7.4 | 9.5 |
| 44611 | Pharmacies & drug stores | 24 | 76 847 | 15 175 | 3 633 | 648 | – | 10.2 |
| 446110 | Pharmacies & drug stores | 24 | 76 847 | 15 175 | 3 633 | 648 | – | 10.2 |
| 4461101 | Pharmacies & drug stores | 22 | D | D | D | f | D | D |
| 4461102 | Proprietary stores | 2 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 12 | 3 961 | 527 | 116 | 37 | 5.8 | .2 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 12 | 3 961 | 527 | 116 | 37 | 5.8 | .2 |
| 44613 | Optical goods stores | 11 | 4 720 | 841 | 206 | 52 | 11.7 | 5.2 |
| 446130 | Optical goods stores | 11 | 4 720 | 841 | 206 | 52 | 11.7 | 5.2 |
| 44619 | Other health & personal care stores | 21 | 18 599 | 2 310 | 513 | 140 | 37.5 | 10.1 |
| 446191 | Food (health) supplement stores | 14 | 8 728 | 894 | 205 | 87 | 59.7 | 20.3 |
| 446199 | All other health & personal care stores | 7 | 9 871 | 1 416 | 308 | 53 | 17.7 | 1.0 |
| 447 | Gasoline stations | 112 | 264 816 | 10 839 | 2 402 | 756 | 13.0 | 6.8 |
| 4471 | Gasoline stations | 112 | 264 816 | 10 839 | 2 402 | 756 | 13.0 | 6.8 |
| 44711 | Gasoline stations with convenience stores | 64 | 160 307 | 6 170 | 1 308 | 418 | 8.3 | 6.8 |
| 447110 | Gasoline stations with convenience stores | 64 | 160 307 | 6 170 | 1 308 | 418 | 8.3 | 6.8 |
| 44719 | Other gasoline stations | 48 | 104 509 | 4 669 | 1 094 | 338 | 20.2 | 6.7 |
| 447190 | Other gasoline stations | 48 | 104 509 | 4 669 | 1 094 | 338 | 20.2 | 6.7 |
| 448 | Clothing & clothing accessories stores | 174 | 126 504 | 14 371 | 3 287 | 1 175 | 5.7 | 7.7 |
| 4481 | Clothing stores | 105 | 86 271 | 9 315 | 2 134 | 822 | 6.7 | 7.7 |
| 44811 | Men's clothing stores | 18 | 10 605 | 1 280 | 324 | 87 | 12.0 | 17.3 |
| 448110 | Men's clothing stores | 18 | 10 605 | 1 280 | 324 | 87 | 12.0 | 17.3 |
| 44812 | Women's clothing stores | 39 | 18 989 | 2 411 | 574 | 273 | 13.3 | 12.4 |
| 448120 | Women's clothing stores | 39 | 18 989 | 2 411 | 574 | 273 | 13.3 | 12.4 |
| 44813 | Children's & infants' clothing stores | 4 | 2 655 | 192 | 48 | 24 | 18.5 | – |
| 448130 | Children's & infants' clothing stores | 4 | 2 655 | 192 | 48 | 24 | 18.5 | – |
| 44814 | Family clothing stores | 23 | 43 262 | 4 173 | 900 | 321 | 2.4 | 1.9 |
| 448140 | Family clothing stores | 23 | 43 262 | 4 173 | 900 | 321 | 2.4 | 1.9 |
| 44815 | Clothing accessories stores | 7 | 2 389 | 383 | 91 | 38 | – | 30.2 |
| 448150 | Clothing accessories stores | 7 | 2 389 | 383 | 91 | 38 | – | 30.2 |
| 44819 | Other clothing stores | 14 | 8 371 | 876 | 197 | 79 | 5.6 | 10.8 |
| 448190 | Other clothing stores | 14 | 8 371 | 876 | 197 | 79 | 5.6 | 10.8 |
| 4482 | Shoe stores | 39 | 24 313 | 2 553 | 581 | 204 | – | 1.6 |
| 44821 | Shoe stores | 39 | 24 313 | 2 553 | 581 | 204 | – | 1.6 |
| 448210 | Shoe stores | 39 | 24 313 | 2 553 | 581 | 204 | – | 1.6 |
| 4482101 | Men's shoe stores | 5 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 6 | 3 107 | 346 | 81 | 37 | – | 12.1 |
| 4482103 | Children's & juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 22 | 12 097 | 1 239 | 285 | 95 | – | – |
| 4482105 | Athletic footwear stores | 5 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 30 | 15 920 | 2 503 | 572 | 149 | 8.4 | 16.9 |
| 44831 | Jewelry stores | 24 | D | D | D | c | D | D |
| 448310 | Jewelry stores | 24 | D | D | D | c | D | D |
| 44832 | Luggage & leather goods stores | 6 | D | D | D | b | D | D |
| 448320 | Luggage & leather goods stores | 6 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 80 | 72 802 | 8 154 | 1 968 | 768 | 5.8 | 5.3 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 57 | 55 515 | 6 279 | 1 506 | 564 | 7.5 | 7.0 |
| 45111 | Sporting goods stores | 30 | 23 434 | 2 816 | 703 | 257 | 13.6 | 3.4 |
| 451110 | Sporting goods stores | 30 | 23 434 | 2 816 | 703 | 257 | 13.6 | 3.4 |
| 4511101 | General-line sporting goods stores | 14 | D | D | D | c | D | D |
| 4511102 | Specialty-line sporting goods stores | 16 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 20 | 27 497 | 2 734 | 621 | 252 | 3.5 | 10.5 |
| 451120 | Hobby, toy, & game stores | 20 | 27 497 | 2 734 | 621 | 252 | 3.5 | 10.5 |
| 45113 | Sewing, needlework, & piece goods stores | 4 | D | D | D | b | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 4 | D | D | D | b | D | D |
| 45114 | Musical instrument & supplies stores | 3 | D | D | D | a | D | D |
| 451140 | Musical instrument & supplies stores | 3 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 23 | 17 287 | 1 875 | 462 | 204 | .2 | – |
| 45121 | Book stores & news dealers | 15 | D | D | D | c | D | D |
| 451211 | Book stores | 13 | D | D | D | c | D | D |
| 4512111 | Book stores, general | 6 | 7 018 | 787 | 221 | 64 | – | – |
| 4512112 | Specialty book stores | 7 | D | D | D | b | D | D |
| 451212 | News dealers & newsstands | 2 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 8 | D | D | D | b | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 8 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SOLANO COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 25 | D | D | D | h | D | D |
| 4521 | Department stores (incl leased depts) ## | 13 | 320 062 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 13 | 320 062 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 13 | 316 088 | 28 391 | 6 991 | 2 310 | – | – |
| 45211 | Department stores (excl leased depts) | 13 | 316 088 | 28 391 | 6 991 | 2 310 | – | – |
| 452110 | Department stores (excl leased depts) | 13 | 316 088 | 28 391 | 6 991 | 2 310 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 4 | D | D | D | e | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 7 | D | D | D | g | D | D |
| 4521103 | National chain department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4529 | Other general merchandise stores | 12 | D | D | D | f | D | D |
| 45291 | Warehouse clubs & superstores | 3 | D | D | D | e | D | D |
| 452910 | Warehouse clubs & superstores | 3 | D | D | D | e | 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 | 4 | D | D | D | b | D | D |
| 4529902 | Catalog showrooms | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 4 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 136 | D | D | D | f | D | D |
| 4531 | Florists | 23 | 5 720 | 1 072 | 269 | 134 | 25.3 | 9.3 |
| 45311 | Florists | 23 | 5 720 | 1 072 | 269 | 134 | 25.3 | 9.3 |
| 453110 | Florists | 23 | 5 720 | 1 072 | 269 | 134 | 25.3 | 9.3 |
| 4532 | Office supplies, stationery, & gift stores | 46 | 30 424 | 3 742 | 886 | 395 | 9.1 | 6.0 |
| 45321 | Office supplies & stationery stores | 11 | 14 811 | 1 470 | 369 | 108 | .7 | 1.4 |
| 453210 | Office supplies & stationery stores | 11 | 14 811 | 1 470 | 369 | 108 | .7 | 1.4 |
| 4532102 | Office supplies stores | 10 | D | D | D | c | D | D |
| 45322 | Gift, novelty, & souvenir stores | 35 | 15 613 | 2 272 | 517 | 287 | 17.0 | 10.4 |
| 453220 | Gift, novelty, & souvenir stores | 35 | 15 613 | 2 272 | 517 | 287 | 17.0 | 10.4 |
| 4533 | Used merchandise stores | 24 | 7 583 | 1 937 | 473 | 181 | 1.9 | 24.8 |
| 45331 | Used merchandise stores | 24 | 7 583 | 1 937 | 473 | 181 | 1.9 | 24.8 |
| 453310 | Used merchandise stores | 24 | 7 583 | 1 937 | 473 | 181 | 1.9 | 24.8 |
| 4539 | Other miscellaneous store retailers | 43 | D | D | D | c | D | D |
| 45391 | Pet & pet supplies stores | 14 | 10 070 | 832 | 205 | 85 | 15.0 | .8 |
| 453910 | Pet & pet supplies stores | 14 | 10 070 | 832 | 205 | 85 | 15.0 | .8 |
| 45399 | All other miscellaneous store retailers | 27 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 34 | 37 983 | 5 939 | 1 125 | 237 | 8.6 | 1.6 |
| 4541 | Electronic shopping & mail-order houses | 7 | 11 195 | 600 | 89 | 27 | 4.6 | – |
| 45411 | Electronic shopping & mail-order houses | 7 | 11 195 | 600 | 89 | 27 | 4.6 | – |
| 454110 | Electronic shopping & mail-order houses | 7 | 11 195 | 600 | 89 | 27 | 4.6 | – |
| 4542 | Vending machine operators | 9 | 12 189 | 1 911 | 450 | 81 | 6.4 | – |
| 45421 | Vending machine operators | 9 | 12 189 | 1 911 | 450 | 81 | 6.4 | – |
| 454210 | Vending machine operators | 9 | 12 189 | 1 911 | 450 | 81 | 6.4 | – |
| 4543 | Direct selling establishments | 18 | 14 599 | 3 428 | 586 | 129 | 13.4 | 4.1 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 2 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 15 | D | D | D | c | D | D |
| 454390 | Other direct selling establishments | 15 | D | D | D | c | D | D |
| | **SONOMA COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **1 808** | **4 146 166** | **443 681** | **102 087** | **22 190** | **7.8** | **6.3** |
| 441 | Motor vehicle & parts dealers | 183 | 912 407 | 94 845 | 21 385 | 2 894 | 12.8 | 6.2 |
| 4411 | Automobile dealers | 54 | 760 861 | 70 414 | 15 642 | 1 875 | 13.4 | 5.4 |
| 44111 | New car dealers | 32 | 730 316 | 67 661 | 14 945 | 1 762 | 13.6 | 4.6 |
| 441110 | New car dealers | 32 | 730 316 | 67 661 | 14 945 | 1 762 | 13.6 | 4.6 |
| 44112 | Used car dealers | 22 | 30 545 | 2 753 | 697 | 113 | 9.3 | 23.5 |
| 441120 | Used car dealers | 22 | 30 545 | 2 753 | 697 | 113 | 9.3 | 23.5 |
| 4412 | Other motor vehicle dealers | 25 | 39 660 | 4 010 | 961 | 176 | 9.7 | 15.0 |
| 44121 | Recreational vehicle dealers | 9 | 16 050 | 1 429 | 326 | 58 | – | 14.4 |
| 441210 | Recreational vehicle dealers | 9 | 16 050 | 1 429 | 326 | 58 | – | 14.4 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 16 | 23 610 | 2 581 | 635 | 118 | 16.3 | 15.4 |
| 441221 | Motorcycle dealers | 7 | 11 256 | 1 243 | 308 | 52 | 16.6 | 29.9 |
| 441222 | Boat dealers | 9 | 12 354 | 1 338 | 327 | 66 | 16.1 | 2.2 |
| 4413 | Automotive parts, accessories, & tire stores | 104 | 111 886 | 20 421 | 4 782 | 843 | 9.7 | 8.4 |
| 44131 | Automotive parts & accessories stores | 73 | 76 724 | 12 527 | 3 025 | 585 | 10.1 | 12.3 |
| 441310 | Automotive parts & accessories stores | 73 | 76 724 | 12 527 | 3 025 | 585 | 10.1 | 12.3 |
| 44132 | Tire dealers | 31 | 35 162 | 7 894 | 1 757 | 258 | 8.7 | .1 |
| 441320 | Tire dealers | 31 | 35 162 | 7 894 | 1 757 | 258 | 8.7 | .1 |
| 442 | Furniture & home furnishings stores | 119 | 117 808 | 16 339 | 3 960 | 771 | 15.7 | 6.4 |
| 4421 | Furniture stores | 47 | 63 205 | 8 024 | 1 970 | 320 | 5.8 | 5.9 |
| 44211 | Furniture stores | 47 | 63 205 | 8 024 | 1 970 | 320 | 5.8 | 5.9 |
| 442110 | Furniture stores | 47 | 63 205 | 8 024 | 1 970 | 320 | 5.8 | 5.9 |
| 4422 | Home furnishings stores | 72 | 54 603 | 8 315 | 1 990 | 451 | 27.1 | 6.9 |
| 44221 | Floor covering stores | 18 | 23 190 | 4 146 | 924 | 152 | 35.0 | 6.3 |
| 442210 | Floor covering stores | 18 | 23 190 | 4 146 | 924 | 152 | 35.0 | 6.3 |
| 44229 | Other home furnishings stores | 54 | 31 413 | 4 169 | 1 066 | 299 | 21.3 | 7.3 |
| 442299 | All other home furnishings stores | 47 | 28 108 | 3 872 | 999 | 282 | 20.5 | 6.5 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SONOMA COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 443 | Electronics & appliance stores | 78 | 139 278 | 14 547 | 3 373 | 662 | 9.9 | 13.1 |
| 4431 | Electronics & appliance stores | 78 | 139 278 | 14 547 | 3 373 | 662 | 9.9 | 13.1 |
| 44311 | Appliance, television, & other electronics stores | 44 | 97 399 | 9 501 | 2 295 | 463 | 9.3 | 14.2 |
| 443111 | Household appliance stores | 14 | 13 274 | 2 066 | 500 | 91 | 14.6 | 6.6 |
| 443112 | Radio, television, & other electronics stores | 30 | 84 125 | 7 435 | 1 795 | 372 | 8.4 | 15.4 |
| 44312 | Computer & software stores | 28 | 38 090 | 4 440 | 927 | 173 | 11.6 | 11.6 |
| 443120 | Computer & software stores | 28 | 38 090 | 4 440 | 927 | 173 | 11.6 | 11.6 |
| 44313 | Camera & photographic supplies stores | 6 | 3 789 | 606 | 151 | 26 | 7.4 | .7 |
| 443130 | Camera & photographic supplies stores | 6 | 3 789 | 606 | 151 | 26 | 7.4 | .7 |
| 444 | Building material & garden equipment & supplies dealers | 184 | 466 253 | 54 524 | 12 516 | 2 236 | 3.9 | 4.2 |
| 4441 | Building material & supplies dealers | 133 | 415 326 | 47 743 | 11 086 | 1 900 | 3.7 | 3.1 |
| 44411 | Home centers | 4 | 109 767 | 11 551 | 2 751 | 522 | – | – |
| 444110 | Home centers | 4 | 109 767 | 11 551 | 2 751 | 522 | – | – |
| 44412 | Paint & wallpaper stores | 17 | 21 411 | 2 990 | 707 | 112 | 18.7 | – |
| 444120 | Paint & wallpaper stores | 17 | 21 411 | 2 990 | 707 | 112 | 18.7 | – |
| 44413 | Hardware stores | 30 | 67 834 | 9 486 | 2 080 | 447 | 5.9 | 3.5 |
| 444130 | Hardware stores | 30 | 67 834 | 9 486 | 2 080 | 447 | 5.9 | 3.5 |
| 44419 | Other building material dealers | 82 | 216 314 | 23 716 | 5 548 | 819 | 3.3 | 4.8 |
| 444190 | Other building material dealers | 82 | 216 314 | 23 716 | 5 548 | 819 | 3.3 | 4.8 |
| 4442 | Lawn & garden equipment & supplies stores | 51 | 50 927 | 6 781 | 1 430 | 336 | 5.7 | 13.0 |
| 44422 | Nursery & garden centers | 44 | 49 175 | 6 484 | 1 365 | 318 | 4.8 | 13.4 |
| 444220 | Nursery & garden centers | 44 | 49 175 | 6 484 | 1 365 | 318 | 4.8 | 13.4 |
| 445 | Food & beverage stores | 240 | 898 609 | 101 894 | 22 296 | 5 341 | 5.7 | 5.1 |
| 4451 | Grocery stores | 160 | 826 789 | 91 205 | 19 875 | 4 707 | 4.9 | 4.8 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 125 | 800 931 | 89 233 | 19 433 | 4 528 | 3.9 | 4.7 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 125 | 800 931 | 89 233 | 19 433 | 4 528 | 3.9 | 4.7 |
| 44512 | Convenience stores | 35 | 25 858 | 1 972 | 442 | 179 | 35.4 | 10.6 |
| 445120 | Convenience stores | 35 | 25 858 | 1 972 | 442 | 179 | 35.4 | 10.6 |
| 4452 | Specialty food stores | 40 | 21 403 | 3 169 | 671 | 283 | 6.1 | 10.9 |
| 4453 | Beer, wine, & liquor stores | 40 | 50 417 | 7 520 | 1 750 | 351 | 19.0 | 7.3 |
| 44531 | Beer, wine, & liquor stores | 40 | 50 417 | 7 520 | 1 750 | 351 | 19.0 | 7.3 |
| 445310 | Beer, wine, & liquor stores | 40 | 50 417 | 7 520 | 1 750 | 351 | 19.0 | 7.3 |
| 446 | Health & personal care stores | 121 | 228 612 | 33 856 | 8 191 | 1 669 | 6.4 | 11.2 |
| 4461 | Health & personal care stores | 121 | 228 612 | 33 856 | 8 191 | 1 669 | 6.4 | 11.2 |
| 44611 | Pharmacies & drug stores | 53 | 191 878 | 26 889 | 6 480 | 1 284 | 4.4 | 12.1 |
| 446110 | Pharmacies & drug stores | 53 | 191 878 | 26 889 | 6 480 | 1 284 | 4.4 | 12.1 |
| 4461101 | Pharmacies & drug stores | 49 | 187 254 | 25 080 | 6 087 | 1 224 | 4.5 | 12.4 |
| 4461102 | Proprietary stores | 4 | 4 624 | 1 809 | 393 | 60 | – | – |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 24 | 8 708 | 1 334 | 332 | 105 | 9.4 | 3.8 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 24 | 8 708 | 1 334 | 332 | 105 | 9.4 | 3.8 |
| 44613 | Optical goods stores | 15 | 7 507 | 1 189 | 268 | 66 | – | 12.4 |
| 446130 | Optical goods stores | 15 | 7 507 | 1 189 | 268 | 66 | – | 12.4 |
| 44619 | Other health & personal care stores | 29 | 20 519 | 4 444 | 1 111 | 214 | 25.9 | 5.2 |
| 446191 | Food (health) supplement stores | 11 | 5 612 | 858 | 199 | 74 | 55.3 | 15.8 |
| 446199 | All other health & personal care stores | 18 | 14 907 | 3 586 | 912 | 140 | 14.9 | 1.2 |
| 447 | Gasoline stations | 127 | 277 045 | 13 478 | 3 231 | 867 | 9.5 | 14.7 |
| 4471 | Gasoline stations | 127 | 277 045 | 13 478 | 3 231 | 867 | 9.5 | 14.7 |
| 44711 | Gasoline stations with convenience stores | 55 | 131 401 | 5 091 | 1 146 | 352 | 15.3 | 7.9 |
| 447110 | Gasoline stations with convenience stores | 55 | 131 401 | 5 091 | 1 146 | 352 | 15.3 | 7.9 |
| 44719 | Other gasoline stations | 72 | 145 644 | 8 387 | 2 085 | 515 | 4.3 | 20.8 |
| 447190 | Other gasoline stations | 72 | 145 644 | 8 387 | 2 085 | 515 | 4.3 | 20.8 |
| 448 | Clothing & clothing accessories stores | 260 | 167 710 | 19 331 | 4 589 | 1 599 | 11.2 | 9.7 |
| 4481 | Clothing stores | 152 | 118 112 | 12 124 | 2 962 | 1 119 | 10.2 | 8.0 |
| 44813 | Children's & infants' clothing stores | 8 | 3 794 | 385 | 86 | 53 | 12.9 | 3.2 |
| 448130 | Children's & infants' clothing stores | 8 | 3 794 | 385 | 86 | 53 | 12.9 | 3.2 |
| 44814 | Family clothing stores | 30 | 56 735 | 4 862 | 1 167 | 421 | 4.2 | .4 |
| 448140 | Family clothing stores | 30 | 56 735 | 4 862 | 1 167 | 421 | 4.2 | .4 |
| 44819 | Other clothing stores | 24 | 12 771 | 1 412 | 360 | 160 | 7.9 | 4.0 |
| 448190 | Other clothing stores | 24 | 12 771 | 1 412 | 360 | 160 | 7.9 | 4.0 |
| 4482 | Shoe stores | 53 | 27 228 | 3 288 | 762 | 252 | 3.1 | 4.5 |
| 44821 | Shoe stores | 53 | 27 228 | 3 288 | 762 | 252 | 3.1 | 4.5 |
| 448210 | Shoe stores | 53 | 27 228 | 3 288 | 762 | 252 | 3.1 | 4.5 |
| 4482102 | Women's shoe stores | 11 | 4 351 | 644 | 151 | 46 | – | 15.5 |
| 4482103 | Children's & juveniles' shoe stores | 2 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 31 | 15 119 | 1 531 | 347 | 131 | 5.5 | .3 |
| 4482105 | Athletic footwear stores | 7 | 6 740 | 918 | 222 | 53 | – | 5.8 |
| 4483 | Jewelry, luggage, & leather goods stores | 55 | 22 370 | 3 919 | 865 | 228 | 26.2 | 25.3 |
| 44831 | Jewelry stores | 50 | 20 193 | 3 548 | 778 | 202 | 29.0 | 26.1 |
| 448310 | Jewelry stores | 50 | 20 193 | 3 548 | 778 | 202 | 29.0 | 26.1 |
| 44832 | Luggage & leather goods stores | 5 | 2 177 | 371 | 87 | 26 | – | 17.6 |
| 448320 | Luggage & leather goods stores | 5 | 2 177 | 371 | 87 | 26 | – | 17.6 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SONOMA COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 152 | 124 261 | 14 618 | 3 602 | 1 232 | 11.1 | 5.0 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 105 | 82 513 | 9 989 | 2 437 | 817 | 12.7 | 4.3 |
| 45111 | Sporting goods stores | 54 | 44 095 | 5 183 | 1 298 | 424 | 12.9 | 6.5 |
| 451110 | Sporting goods stores | 54 | 44 095 | 5 183 | 1 298 | 424 | 12.9 | 6.5 |
| 4511101 | General-line sporting goods stores | 18 | 21 708 | 2 212 | 626 | 219 | 5.8 | 11.7 |
| 4511102 | Specialty-line sporting goods stores | 36 | 22 387 | 2 971 | 672 | 205 | 19.8 | 1.4 |
| 45112 | Hobby, toy, & game stores | 25 | 21 040 | 1 920 | 441 | 179 | 6.9 | 2.3 |
| 451120 | Hobby, toy, & game stores | 25 | 21 040 | 1 920 | 441 | 179 | 6.9 | 2.3 |
| 45113 | Sewing, needlework, & piece goods stores | 14 | 7 399 | 1 004 | 291 | 128 | 5.9 | .1 |
| 451130 | Sewing, needlework, & piece goods stores | 14 | 7 399 | 1 004 | 291 | 128 | 5.9 | .1 |
| 45114 | Musical instrument & supplies stores | 12 | 9 979 | 1 882 | 407 | 86 | 29.1 | 1.9 |
| 451140 | Musical instrument & supplies stores | 12 | 9 979 | 1 882 | 407 | 86 | 29.1 | 1.9 |
| 4512 | Book, periodical, & music stores | 47 | 41 748 | 4 629 | 1 165 | 415 | 7.9 | 6.6 |
| 45121 | Book stores & news dealers | 29 | 26 212 | 3 177 | 804 | 268 | 6.5 | 10.4 |
| 451211 | Book stores | 27 | D | D | D | e | D | D |
| 4512111 | Book stores, general | 22 | 18 388 | 2 305 | 576 | 213 | 8.7 | 9.3 |
| 4512113 | College book stores | 2 | D | D | D | b | D | D |
| 451212 | News dealers & newsstands | 2 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 18 | 15 536 | 1 452 | 361 | 147 | 10.1 | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 18 | 15 536 | 1 452 | 361 | 147 | 10.1 | – |
| 452 | General merchandise stores | 32 | 509 999 | 40 423 | 9 760 | 2 683 | .2 | .9 |
| 4521 | Department stores (incl leased depts) ## | 13 | 338 303 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 13 | 338 303 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 13 | 334 488 | 31 322 | 7 569 | 2 190 | – | – |
| 45211 | Department stores (excl leased depts) | 13 | 334 488 | 31 322 | 7 569 | 2 190 | – | – |
| 452110 | Department stores (excl leased depts) | 13 | 334 488 | 31 322 | 7 569 | 2 190 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 5 | D | D | D | f | D | D |
| 4521103 | National chain department stores (excl leased depts) | 3 | D | D | D | f | D | D |
| 4529 | Other general merchandise stores | 19 | 175 511 | 9 101 | 2 191 | 493 | .6 | 2.6 |
| 45299 | All other general merchandise stores | 18 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 18 | D | D | D | c | D | D |
| 4529903 | Miscellaneous general merchandise stores | 14 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 232 | 136 368 | 18 095 | 4 092 | 1 396 | 12.0 | 4.6 |
| 4532 | Office supplies, stationery, & gift stores | 91 | 66 753 | 7 646 | 1 648 | 592 | 11.4 | 4.0 |
| 45321 | Office supplies & stationery stores | 15 | 33 861 | 2 662 | 708 | 190 | 1.8 | – |
| 453210 | Office supplies & stationery stores | 15 | 33 861 | 2 662 | 708 | 190 | 1.8 | – |
| 4532101 | Stationery stores | 3 | 1 217 | 161 | 41 | 19 | – | – |
| 4532102 | Office supplies stores | 12 | 32 644 | 2 501 | 667 | 171 | 1.9 | – |
| 45322 | Gift, novelty, & souvenir stores | 76 | 32 892 | 4 984 | 940 | 402 | 21.2 | 8.1 |
| 453220 | Gift, novelty, & souvenir stores | 76 | 32 892 | 4 984 | 940 | 402 | 21.2 | 8.1 |
| 4533 | Used merchandise stores | 33 | 11 114 | 2 607 | 596 | 254 | 6.0 | 11.6 |
| 45331 | Used merchandise stores | 33 | 11 114 | 2 607 | 596 | 254 | 6.0 | 11.6 |
| 453310 | Used merchandise stores | 33 | 11 114 | 2 607 | 596 | 254 | 6.0 | 11.6 |
| 4539 | Other miscellaneous store retailers | 74 | 50 452 | 6 435 | 1 501 | 387 | 11.6 | 3.5 |
| 45391 | Pet & pet supplies stores | 16 | 13 054 | 1 688 | 413 | 129 | 12.8 | 6.7 |
| 453910 | Pet & pet supplies stores | 16 | 13 054 | 1 688 | 413 | 129 | 12.8 | 6.7 |
| 45392 | Art dealers | 11 | 2 366 | 276 | 58 | 31 | 41.5 | 5.7 |
| 453920 | Art dealers | 11 | 2 366 | 276 | 58 | 31 | 41.5 | 5.7 |
| 45399 | All other miscellaneous store retailers | 42 | 27 345 | 3 646 | 807 | 186 | 11.7 | 2.8 |
| 454 | Nonstore retailers | 80 | 167 816 | 21 731 | 5 092 | 840 | 8.2 | 9.2 |
| 4541 | Electronic shopping & mail-order houses | 29 | 77 289 | 10 161 | 2 581 | 418 | 9.4 | 18.9 |
| 45411 | Electronic shopping & mail-order houses | 29 | 77 289 | 10 161 | 2 581 | 418 | 9.4 | 18.9 |
| 454110 | Electronic shopping & mail-order houses | 29 | 77 289 | 10 161 | 2 581 | 418 | 9.4 | 18.9 |
| 4543 | Direct selling establishments | 42 | 84 001 | 10 183 | 2 243 | 370 | 6.3 | .7 |
| 45431 | Fuel dealers | 11 | 41 596 | 3 986 | 939 | 125 | – | – |
| 454311 | Heating oil dealers | 1 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 9 | D | D | D | c | D | D |
| 454319 | Other fuel dealers | 1 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 31 | 42 405 | 6 197 | 1 304 | 245 | 12.5 | 1.4 |
| 454390 | Other direct selling establishments | 31 | 42 405 | 6 197 | 1 304 | 245 | 12.5 | 1.4 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **STANISLAUS COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **1 368** | **3 282 239** | **319 185** | **74 882** | **17 706** | **7.9** | **5.1** |
| 441 | Motor vehicle & parts dealers | 185 | 745 410 | 70 732 | 16 288 | 2 462 | 9.1 | 2.9 |
| 4411 | Automobile dealers | 66 | 591 168 | 48 632 | 11 159 | 1 422 | 8.3 | 2.2 |
| 44111 | New car dealers | 34 | 537 960 | 45 858 | 10 610 | 1 303 | 6.2 | 1.1 |
| 441110 | New car dealers | 34 | 537 960 | 45 858 | 10 610 | 1 303 | 6.2 | 1.1 |
| 44112 | Used car dealers | 32 | 53 208 | 2 774 | 549 | 119 | 29.5 | 13.3 |
| 441120 | Used car dealers | 32 | 53 208 | 2 774 | 549 | 119 | 29.5 | 13.3 |
| 4412 | Other motor vehicle dealers | 15 | 40 886 | 3 853 | 745 | 173 | 8.7 | – |
| 44121 | Recreational vehicle dealers | 5 | 26 050 | 2 368 | 530 | 97 | 1.3 | – |
| 441210 | Recreational vehicle dealers | 5 | 26 050 | 2 368 | 530 | 97 | 1.3 | – |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 10 | 14 836 | 1 485 | 215 | 76 | 21.8 | – |
| 441221 | Motorcycle dealers | 7 | 9 149 | 1 003 | 138 | 57 | 32.0 | – |
| 4413 | Automotive parts, accessories, & tire stores | 104 | 113 356 | 18 247 | 4 384 | 867 | 13.0 | 7.4 |
| 44131 | Automotive parts & accessories stores | 68 | 69 615 | 11 103 | 2 800 | 566 | 10.3 | 11.8 |
| 441310 | Automotive parts & accessories stores | 68 | 69 615 | 11 103 | 2 800 | 566 | 10.3 | 11.8 |
| 44132 | Tire dealers | 36 | 43 741 | 7 144 | 1 584 | 301 | 17.4 | .4 |
| 441320 | Tire dealers | 36 | 43 741 | 7 144 | 1 584 | 301 | 17.4 | .4 |
| 442 | Furniture & home furnishings stores | 82 | 79 999 | 13 516 | 3 130 | 596 | 7.5 | 5.8 |
| 4421 | Furniture stores | 38 | 51 753 | 8 169 | 1 878 | 346 | 4.1 | 4.0 |
| 44211 | Furniture stores | 38 | 51 753 | 8 169 | 1 878 | 346 | 4.1 | 4.0 |
| 442110 | Furniture stores | 38 | 51 753 | 8 169 | 1 878 | 346 | 4.1 | 4.0 |
| 4422 | Home furnishings stores | 44 | 28 246 | 5 347 | 1 252 | 250 | 13.8 | 9.2 |
| 44221 | Floor covering stores | 22 | 16 796 | 3 494 | 861 | 124 | 17.8 | 6.9 |
| 442210 | Floor covering stores | 22 | 16 796 | 3 494 | 861 | 124 | 17.8 | 6.9 |
| 44229 | Other home furnishings stores | 22 | 11 450 | 1 853 | 391 | 126 | 7.9 | 12.5 |
| 443 | Electronics & appliance stores | 58 | 84 056 | 8 827 | 2 117 | 444 | 22.4 | 4.3 |
| 4431 | Electronics & appliance stores | 58 | 84 056 | 8 827 | 2 117 | 444 | 22.4 | 4.3 |
| 44311 | Appliance, television, & other electronics stores | 41 | 66 533 | 7 448 | 1 854 | 368 | 18.3 | .5 |
| 443111 | Household appliance stores | 10 | 13 313 | 1 534 | 390 | 81 | 41.8 | – |
| 443112 | Radio, television, & other electronics stores | 31 | 53 220 | 5 914 | 1 464 | 287 | 12.4 | .6 |
| 44312 | Computer & software stores | 13 | 14 755 | 908 | 137 | 48 | 40.1 | 22.5 |
| 443120 | Computer & software stores | 13 | 14 755 | 908 | 137 | 48 | 40.1 | 22.5 |
| 44313 | Camera & photographic supplies stores | 4 | 2 768 | 471 | 126 | 28 | 28.9 | – |
| 443130 | Camera & photographic supplies stores | 4 | 2 768 | 471 | 126 | 28 | 28.9 | – |
| 444 | Building material & garden equipment & supplies dealers | 118 | 385 351 | 37 768 | 8 805 | 1 598 | 1.9 | 1.9 |
| 4441 | Building material & supplies dealers | 79 | 243 447 | 27 364 | 6 414 | 1 189 | 2.0 | 2.8 |
| 44411 | Home centers | 4 | 80 447 | 7 185 | 1 830 | 383 | – | .5 |
| 444110 | Home centers | 4 | 80 447 | 7 185 | 1 830 | 383 | – | .5 |
| 44412 | Paint & wallpaper stores | 9 | 12 123 | 1 430 | 324 | 58 | 2.9 | – |
| 444120 | Paint & wallpaper stores | 9 | 12 123 | 1 430 | 324 | 58 | 2.9 | – |
| 44413 | Hardware stores | 18 | 33 004 | 4 860 | 1 089 | 264 | 8.4 | – |
| 444130 | Hardware stores | 18 | 33 004 | 4 860 | 1 089 | 264 | 8.4 | – |
| 44419 | Other building material dealers | 48 | 117 873 | 13 889 | 3 171 | 484 | 1.6 | 5.4 |
| 444190 | Other building material dealers | 48 | 117 873 | 13 889 | 3 171 | 484 | 1.6 | 5.4 |
| 4442 | Lawn & garden equipment & supplies stores | 39 | 141 904 | 10 404 | 2 391 | 409 | 1.7 | .3 |
| 44422 | Nursery & garden centers | 34 | 139 584 | 10 051 | 2 313 | 388 | 1.3 | .1 |
| 444220 | Nursery & garden centers | 34 | 139 584 | 10 051 | 2 313 | 388 | 1.3 | .1 |
| 445 | Food & beverage stores | 208 | 633 557 | 62 392 | 14 191 | 3 244 | 11.2 | 9.7 |
| 4451 | Grocery stores | 155 | 605 373 | 60 177 | 13 694 | 3 013 | 10.2 | 10.0 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 132 | 596 724 | 59 444 | 13 512 | 2 926 | 10.0 | 9.8 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 132 | 596 724 | 59 444 | 13 512 | 2 926 | 10.0 | 9.8 |
| 4452 | Specialty food stores | 24 | 11 535 | 1 252 | 287 | 122 | 28.1 | 2.9 |
| 446 | Health & personal care stores | 114 | 207 409 | 28 983 | 6 817 | 1 517 | 8.3 | 14.7 |
| 4461 | Health & personal care stores | 114 | 207 409 | 28 983 | 6 817 | 1 517 | 8.3 | 14.7 |
| 44611 | Pharmacies & drug stores | 60 | 182 157 | 24 265 | 5 689 | 1 255 | 8.2 | 15.0 |
| 446110 | Pharmacies & drug stores | 60 | 182 157 | 24 265 | 5 689 | 1 255 | 8.2 | 15.0 |
| 4461101 | Pharmacies & drug stores | 57 | 179 638 | 23 951 | 5 587 | 1 233 | 8.3 | 15.2 |
| 4461102 | Proprietary stores | 3 | 2 519 | 314 | 102 | 22 | – | – |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 13 | 4 347 | 580 | 152 | 55 | 5.2 | 14.5 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 13 | 4 347 | 580 | 152 | 55 | 5.2 | 14.5 |
| 44613 | Optical goods stores | 17 | 7 402 | 1 190 | 281 | 75 | 11.2 | 3.7 |
| 446130 | Optical goods stores | 17 | 7 402 | 1 190 | 281 | 75 | 11.2 | 3.7 |
| 44619 | Other health & personal care stores | 24 | 13 503 | 2 948 | 695 | 132 | 9.3 | 16.2 |
| 446191 | Food (health) supplement stores | 9 | 3 209 | 335 | 83 | 35 | 8.4 | 26.5 |
| 446199 | All other health & personal care stores | 15 | 10 294 | 2 613 | 612 | 97 | 9.7 | 13.0 |
| 447 | Gasoline stations | 127 | 253 185 | 11 304 | 2 707 | 1 056 | 15.8 | 5.7 |
| 4471 | Gasoline stations | 127 | 253 185 | 11 304 | 2 707 | 1 056 | 15.8 | 5.7 |
| 44711 | Gasoline stations with convenience stores | 80 | 141 442 | 6 254 | 1 498 | 604 | 9.4 | 6.6 |
| 447110 | Gasoline stations with convenience stores | 80 | 141 442 | 6 254 | 1 498 | 604 | 9.4 | 6.6 |
| 44719 | Other gasoline stations | 47 | 111 743 | 5 050 | 1 209 | 452 | 23.9 | 4.6 |
| 447190 | Other gasoline stations | 47 | 111 743 | 5 050 | 1 209 | 452 | 23.9 | 4.6 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **STANISLAUS COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores | 174 | 118 654 | 14 385 | 3 419 | 1 128 | 8.3 | 5.4 |
| 4481 | Clothing stores | 92 | 78 860 | 8 609 | 1 987 | 772 | 7.9 | 3.7 |
| 44813 | Children's & infants' clothing stores | 6 | 4 562 | 380 | 92 | 49 | 2.5 | – |
| 448130 | Children's & infants' clothing stores | 6 | 4 562 | 380 | 92 | 49 | 2.5 | – |
| 44819 | Other clothing stores | 6 | 6 417 | 928 | 221 | 73 | 1.8 | – |
| 448190 | Other clothing stores | 6 | 6 417 | 928 | 221 | 73 | 1.8 | – |
| 4482101 | Men's shoe stores | 4 | 2 446 | 329 | 75 | 19 | – | – |
| 4482103 | Children's & juveniles' shoe stores | 2 | D | D | D | a | D | D |
| 4482105 | Athletic footwear stores | 8 | 5 144 | 548 | 124 | 43 | – | – |
| 4483 | Jewelry, luggage, & leather goods stores | 32 | 18 439 | 3 448 | 883 | 148 | 19.3 | 15.0 |
| 451 | Sporting goods, hobby, book, & music stores | 87 | 82 324 | 9 139 | 2 190 | 810 | 6.9 | 3.9 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 59 | 59 134 | 6 699 | 1 602 | 570 | 6.6 | 5.3 |
| 45111 | Sporting goods stores | 31 | 28 778 | 3 441 | 777 | 276 | 12.5 | 9.9 |
| 451110 | Sporting goods stores | 31 | 28 778 | 3 441 | 777 | 276 | 12.5 | 9.9 |
| 4511101 | General-line sporting goods stores | 13 | 18 852 | 2 238 | 557 | 174 | 14.7 | – |
| 45112 | Hobby, toy, & game stores | 14 | 21 760 | 2 170 | 495 | 186 | – | 1.4 |
| 451120 | Hobby, toy, & game stores | 14 | 21 760 | 2 170 | 495 | 186 | – | 1.4 |
| 45113 | Sewing, needlework, & piece goods stores | 9 | 4 274 | 560 | 213 | 76 | 6.7 | – |
| 451130 | Sewing, needlework, & piece goods stores | 9 | 4 274 | 560 | 213 | 76 | 6.7 | – |
| 45114 | Musical instrument & supplies stores | 5 | 4 322 | 528 | 117 | 32 | – | – |
| 451140 | Musical instrument & supplies stores | 5 | 4 322 | 528 | 117 | 32 | – | – |
| 4512 | Book, periodical, & music stores | 28 | 23 190 | 2 440 | 588 | 240 | 7.8 | .2 |
| 45121 | Book stores & news dealers | 19 | 14 388 | 1 594 | 393 | 154 | 12.5 | .4 |
| 451211 | Book stores | 17 | D | D | D | c | D | D |
| 4512111 | Book stores, general | 7 | 7 460 | 807 | 205 | 80 | 1.5 | .7 |
| 4512112 | Specialty book stores | 8 | D | D | D | b | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 9 | 8 802 | 846 | 195 | 86 | – | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 9 | 8 802 | 846 | 195 | 86 | – | – |
| 452 | General merchandise stores | 32 | 549 416 | 43 493 | 10 431 | 3 474 | 1.1 | 1.3 |
| 4521 | Department stores (incl leased depts) ## | 15 | 425 423 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 15 | 425 423 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 15 | 420 241 | 36 586 | 8 763 | 3 069 | – | – |
| 45211 | Department stores (excl leased depts) | 15 | 420 241 | 36 586 | 8 763 | 3 069 | – | – |
| 452110 | Department stores (excl leased depts) | 15 | 420 241 | 36 586 | 8 763 | 3 069 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 5 | D | D | D | f | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 7 | D | D | D | g | D | D |
| 4521103 | National chain department stores (excl leased depts) | 3 | D | D | D | f | D | D |
| 45299 | All other general merchandise stores | 16 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 16 | D | D | D | c | D | D |
| 4529901 | Variety stores | 7 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 8 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 142 | 99 059 | 12 542 | 3 425 | 1 042 | 8.5 | 4.9 |
| 4532 | Office supplies, stationery, & gift stores | 39 | 51 799 | 5 016 | 1 223 | 372 | 4.4 | 3.3 |
| 45321 | Office supplies & stationery stores | 11 | 41 221 | 3 421 | 861 | 216 | 1.7 | – |
| 453210 | Office supplies & stationery stores | 11 | 41 221 | 3 421 | 861 | 216 | 1.7 | – |
| 4532101 | Stationery stores | 2 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 9 | D | D | D | c | D | D |
| 4533 | Used merchandise stores | 23 | 6 115 | 1 506 | 373 | 133 | 7.2 | 28.5 |
| 45331 | Used merchandise stores | 23 | 6 115 | 1 506 | 373 | 133 | 7.2 | 28.5 |
| 453310 | Used merchandise stores | 23 | 6 115 | 1 506 | 373 | 133 | 7.2 | 28.5 |
| 4539 | Other miscellaneous store retailers | 49 | 32 990 | 4 469 | 1 451 | 335 | 7.5 | 2.3 |
| 45391 | Pet & pet supplies stores | 10 | 9 719 | 857 | 210 | 98 | .2 | 6.2 |
| 453910 | Pet & pet supplies stores | 10 | 9 719 | 857 | 210 | 98 | .2 | 6.2 |
| 45399 | All other miscellaneous store retailers | 36 | 18 034 | 3 295 | 1 199 | 223 | 13.7 | 1.0 |
| 454 | Nonstore retailers | 41 | 43 819 | 6 104 | 1 362 | 335 | 1.0 | 5.0 |
| 4542 | Vending machine operators | 5 | 18 185 | 2 483 | 538 | 114 | .7 | – |
| 45421 | Vending machine operators | 5 | 18 185 | 2 483 | 538 | 114 | .7 | – |
| 454210 | Vending machine operators | 5 | 18 185 | 2 483 | 538 | 114 | .7 | – |
| 4543 | Direct selling establishments | 30 | 22 865 | 3 314 | 782 | 200 | 1.4 | 9.6 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 7 | 9 648 | 1 154 | 287 | 52 | – | 16.4 |
| 454319 | Other fuel dealers | 1 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 20 | 11 620 | 2 089 | 480 | 143 | .7 | 5.2 |
| 454390 | Other direct selling establishments | 20 | 11 620 | 2 089 | 480 | 143 | .7 | 5.2 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SUTTER COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **291** | **606 691** | **61 131** | **14 413** | **3 604** | **5.8** | **3.1** |
| 441 | Motor vehicle & parts dealers | 41 | 91 376 | 8 641 | 2 061 | 401 | 4.0 | – |
| 4412 | Other motor vehicle dealers | 9 | 12 999 | 1 088 | 241 | 60 | – | – |
| 44121 | Recreational vehicle dealers | 4 | 7 291 | 568 | 119 | 40 | – | – |
| 441210 | Recreational vehicle dealers | 4 | 7 291 | 568 | 119 | 40 | – | – |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 5 | 5 708 | 520 | 122 | 20 | – | – |
| 441229 | All other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 20 | 17 667 | 2 968 | 701 | 159 | 10.4 | – |
| 44131 | Automotive parts & accessories stores | 16 | 13 519 | 2 284 | 539 | 129 | 6.9 | – |
| 441310 | Automotive parts & accessories stores | 16 | 13 519 | 2 284 | 539 | 129 | 6.9 | – |
| 442 | Furniture & home furnishings stores | 28 | D | D | D | c | D | D |
| 4421 | Furniture stores | 8 | 9 334 | 1 310 | 301 | 63 | 14.6 | 6.6 |
| 44211 | Furniture stores | 8 | 9 334 | 1 310 | 301 | 63 | 14.6 | 6.6 |
| 442110 | Furniture stores | 8 | 9 334 | 1 310 | 301 | 63 | 14.6 | 6.6 |
| 4422 | Home furnishings stores | 20 | D | D | D | b | D | D |
| 44221 | Floor covering stores | 12 | D | D | D | b | D | D |
| 442210 | Floor covering stores | 12 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 15 | D | D | D | b | D | D |
| 4431 | Electronics & appliance stores | 15 | D | D | D | b | D | D |
| 44311 | Appliance, television, & other electronics stores | 9 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 6 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 4 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 4 | D | D | D | a | D | D |
| 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 | 22 | 71 421 | 8 064 | 2 088 | 328 | 3.5 | 7.4 |
| 4441 | Building material & supplies dealers | 15 | D | D | D | e | D | D |
| 44413 | Hardware stores | 3 | D | D | D | b | D | D |
| 444130 | Hardware stores | 3 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 9 | 25 182 | 3 577 | 863 | 121 | – | – |
| 444190 | Other building material dealers | 9 | 25 182 | 3 577 | 863 | 121 | – | – |
| 4442 | Lawn & garden equipment & supplies stores | 7 | D | D | D | b | D | D |
| 44422 | Nursery & garden centers | 6 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 6 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 42 | 138 916 | 14 091 | 3 160 | 651 | 12.6 | .1 |
| 4451 | Grocery stores | 34 | 137 269 | 13 961 | 3 143 | 637 | 12.6 | .1 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 19 | 121 868 | 13 225 | 3 011 | 573 | 3.7 | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 19 | 121 868 | 13 225 | 3 011 | 573 | 3.7 | – |
| 44512 | Convenience stores | 15 | 15 401 | 736 | 132 | 64 | 82.9 | 1.1 |
| 445120 | Convenience stores | 15 | 15 401 | 736 | 132 | 64 | 82.9 | 1.1 |
| 446 | Health & personal care stores | 17 | 27 970 | 4 056 | 1 001 | 201 | 5.1 | .5 |
| 4461 | Health & personal care stores | 17 | 27 970 | 4 056 | 1 001 | 201 | 5.1 | .5 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 4 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 4 | D | D | D | a | D | D |
| 44619 | Other health & personal care stores | 5 | D | D | D | b | D | D |
| 446191 | Food (health) supplement stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 20 | 23 750 | 1 335 | 297 | 108 | 14.3 | 5.1 |
| 448 | Clothing & clothing accessories stores | 37 | D | D | D | e | D | D |
| 4481 | Clothing stores | 16 | D | D | D | c | D | D |
| 4482 | Shoe stores | 12 | 12 286 | 1 440 | 290 | 118 | – | 38.2 |
| 44821 | Shoe stores | 12 | 12 286 | 1 440 | 290 | 118 | – | 38.2 |
| 448210 | Shoe stores | 12 | 12 286 | 1 440 | 290 | 118 | – | 38.2 |
| 4482104 | Family shoe stores | 10 | D | D | D | c | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 9 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 18 | D | D | D | c | D | D |
| 4511 | Sporting goods, hobby, & musical instrument stores | 13 | D | D | D | c | D | D |
| 45112 | Hobby, toy, & game stores | 3 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 3 | D | D | D | b | D | D |
| 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 | 5 | D | D | D | b | D | D |
| 45121 | Book stores & news dealers | 3 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 2 | D | D | D | b | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 2 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SUTTER COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 9 | 162 059 | 13 768 | 3 254 | 1 079 | – | 1.3 |
| 4521 | Department stores (incl leased depts) ## | 6 | D | N | N | N | D | D |
| 45211 | Department stores (incl leased depts) ## | 6 | D | N | N | N | D | D |
| 4521 | Department stores (excl leased depts) | 6 | D | D | D | f | D | D |
| 45211 | Department stores (excl leased depts) | 6 | D | D | D | f | D | D |
| 452110 | Department stores (excl leased depts) | 6 | D | D | D | f | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 3 | D | D | D | f | D | D |
| 4521103 | National chain department stores (excl leased depts) | 2 | D | D | D | c | D | D |
| 4529 | Other general merchandise stores | 3 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 35 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 10 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 45331 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 453310 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 17 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 3 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 3 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 11 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 7 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 7 | D | D | D | b | D | D |
| 454311 | Heating oil dealers | 1 | D | D | D | a | D | D |
| | **TEHAMA COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **176** | **360 575** | **33 024** | **7 900** | **1 953** | **9.0** | **5.3** |
| 441 | Motor vehicle & parts dealers | 32 | 113 440 | 9 302 | 2 189 | 346 | 6.4 | 9.3 |
| 4411 | Automobile dealers | 11 | 94 770 | 6 686 | 1 525 | 218 | 6.2 | 10.3 |
| 4412 | Other motor vehicle dealers | 3 | 2 971 | 242 | 48 | 14 | – | – |
| 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 |
| 4413 | Automotive parts, accessories, & tire stores | 18 | 15 699 | 2 374 | 616 | 114 | 9.2 | 5.2 |
| 44131 | Automotive parts & accessories stores | 12 | 9 769 | 1 356 | 331 | 73 | 13.9 | 2.9 |
| 441310 | Automotive parts & accessories stores | 12 | 9 769 | 1 356 | 331 | 73 | 13.9 | 2.9 |
| 44132 | Tire dealers | 6 | 5 930 | 1 018 | 285 | 41 | 1.6 | 9.0 |
| 441320 | Tire dealers | 6 | 5 930 | 1 018 | 285 | 41 | 1.6 | 9.0 |
| 442 | Furniture & home furnishings stores | 7 | 4 327 | 556 | 126 | 30 | 14.8 | .1 |
| 443 | Electronics & appliance stores | 4 | 2 448 | 279 | 76 | 18 | – | 5.5 |
| 4431 | Electronics & appliance stores | 4 | 2 448 | 279 | 76 | 18 | – | 5.5 |
| 44312 | Computer & software stores | 1 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 19 | 14 584 | 2 096 | 502 | 143 | 50.0 | 7.5 |
| 4441 | Building material & supplies dealers | 15 | 12 491 | 1 856 | 447 | 118 | 57.1 | – |
| 44419 | Other building material dealers | 7 | 10 036 | 1 413 | 335 | 74 | 52.6 | – |
| 444190 | Other building material dealers | 7 | 10 036 | 1 413 | 335 | 74 | 52.6 | – |
| 445 | Food & beverage stores | 33 | 80 594 | 9 909 | 2 278 | 559 | 5.4 | 4.1 |
| 4451 | Grocery stores | 25 | 75 327 | 9 406 | 2 164 | 504 | 3.6 | 4.4 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 17 | 72 752 | 9 182 | 2 115 | 475 | 2.4 | 4.2 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 17 | 72 752 | 9 182 | 2 115 | 475 | 2.4 | 4.2 |
| 4452 | Specialty food stores | 3 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 9 | 9 774 | 1 239 | 278 | 72 | 46.5 | 2.3 |
| 4461 | Health & personal care stores | 9 | 9 774 | 1 239 | 278 | 72 | 46.5 | 2.3 |
| 447 | Gasoline stations | 27 | 81 209 | 3 857 | 938 | 315 | 6.7 | 2.3 |
| 4471 | Gasoline stations | 27 | 81 209 | 3 857 | 938 | 315 | 6.7 | 2.3 |
| 44711 | Gasoline stations with convenience stores | 17 | 32 492 | 1 497 | 347 | 135 | 11.7 | .8 |
| 447110 | Gasoline stations with convenience stores | 17 | 32 492 | 1 497 | 347 | 135 | 11.7 | .8 |
| 44719 | Other gasoline stations | 10 | 48 717 | 2 360 | 591 | 180 | 3.3 | 3.3 |
| 447190 | Other gasoline stations | 10 | 48 717 | 2 360 | 591 | 180 | 3.3 | 3.3 |
| 448 | Clothing & clothing accessories stores | 8 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 9 | 1 840 | 252 | 54 | 22 | 35.9 | 9.6 |
| 452 | General merchandise stores | 5 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 17 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 4 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **TEHAMA COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 454 | Nonstore retailers | 6 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 4 | 5 827 | 635 | 159 | 25 | 16.0 | – |
| 45431 | Fuel dealers | 4 | 5 827 | 635 | 159 | 25 | 16.0 | – |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 3 | D | D | D | b | D | D |
| 454319 | Other fuel dealers | 1 | D | D | D | a | D | D |
| | **TRINITY COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **54** | **38 922** | **4 558** | **968** | **334** | **30.8** | **9.3** |
| 441 | Motor vehicle & parts dealers | 4 | 3 099 | 390 | 112 | 39 | 63.5 | – |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 10 | 3 426 | 426 | 93 | 38 | 41.2 | 2.6 |
| 4441 | Building material & supplies dealers | 5 | 2 805 | 368 | 83 | 32 | 30.0 | 3.1 |
| 445 | Food & beverage stores | 10 | 15 320 | 1 934 | 379 | 144 | 25.1 | 2.4 |
| 446 | Health & personal care stores | 6 | D | D | D | b | D | D |
| 447 | Gasoline stations | 5 | 6 256 | 450 | 84 | 30 | 21.9 | 32.3 |
| 448 | Clothing & clothing accessories stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 4 | D | D | D | a | D | D |
| 452 | General merchandise stores | 3 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 5 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 4 | 3 805 | 381 | 101 | 25 | 42.5 | – |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 4 | 3 805 | 381 | 101 | 25 | 42.5 | – |
| | **TULARE COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **1 107** | **2 135 741** | **211 831** | **50 107** | **12 742** | **10.7** | **4.0** |
| 441 | Motor vehicle & parts dealers | 175 | 468 878 | 41 891 | 9 706 | 1 850 | 10.9 | 3.0 |
| 4411 | Automobile dealers | 58 | 372 959 | 27 342 | 6 439 | 1 081 | 10.0 | 1.3 |
| 44112 | Used car dealers | 29 | 30 829 | 2 213 | 682 | 109 | 25.3 | .5 |
| 441120 | Used car dealers | 29 | 30 829 | 2 213 | 682 | 109 | 25.3 | .5 |
| 4412 | Other motor vehicle dealers | 16 | 16 756 | 1 934 | 379 | 103 | 3.5 | 2.7 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 11 | 10 936 | 1 136 | 200 | 56 | 5.4 | 2.1 |
| 4413 | Automotive parts, accessories, & tire stores | 101 | 79 163 | 12 615 | 2 888 | 666 | 17.0 | 11.1 |
| 44131 | Automotive parts & accessories stores | 69 | 55 418 | 8 683 | 1 942 | 476 | 20.7 | 12.9 |
| 441310 | Automotive parts & accessories stores | 69 | 55 418 | 8 683 | 1 942 | 476 | 20.7 | 12.9 |
| 44132 | Tire dealers | 32 | 23 745 | 3 932 | 946 | 190 | 8.6 | 6.8 |
| 441320 | Tire dealers | 32 | 23 745 | 3 932 | 946 | 190 | 8.6 | 6.8 |
| 442 | Furniture & home furnishings stores | 63 | 50 907 | 8 421 | 1 887 | 504 | 17.8 | 6.7 |
| 4421 | Furniture stores | 28 | 26 386 | 3 732 | 918 | 235 | 19.3 | 9.4 |
| 44211 | Furniture stores | 28 | 26 386 | 3 732 | 918 | 235 | 19.3 | 9.4 |
| 442110 | Furniture stores | 28 | 26 386 | 3 732 | 918 | 235 | 19.3 | 9.4 |
| 4422 | Home furnishings stores | 35 | 24 521 | 4 689 | 969 | 269 | 16.2 | 3.9 |
| 44221 | Floor covering stores | 18 | 14 970 | 3 529 | 698 | 184 | 17.5 | 6.4 |
| 442210 | Floor covering stores | 18 | 14 970 | 3 529 | 698 | 184 | 17.5 | 6.4 |
| 44229 | Other home furnishings stores | 17 | 9 551 | 1 160 | 271 | 85 | 14.1 | – |
| 443 | Electronics & appliance stores | 37 | 33 331 | 3 605 | 862 | 210 | 14.2 | 7.4 |
| 4431 | Electronics & appliance stores | 37 | 33 331 | 3 605 | 862 | 210 | 14.2 | 7.4 |
| 44311 | Appliance, television, & other electronics stores | 28 | 29 526 | 3 240 | 783 | 185 | 11.9 | 8.3 |
| 443112 | Radio, television, & other electronics stores | 19 | 24 729 | 2 750 | 682 | 164 | 6.9 | 6.8 |
| 444 | Building material & garden equipment & supplies dealers | 93 | 246 195 | 30 082 | 7 358 | 1 272 | 2.7 | 1.2 |
| 4441 | Building material & supplies dealers | 63 | 180 497 | 22 894 | 5 755 | 1 040 | 2.9 | 1.2 |
| 44411 | Home centers | 4 | 52 597 | 5 104 | 1 405 | 287 | – | – |
| 444110 | Home centers | 4 | 52 597 | 5 104 | 1 405 | 287 | – | – |
| 44413 | Hardware stores | 15 | 30 748 | 6 651 | 1 740 | 329 | 2.4 | .1 |
| 444130 | Hardware stores | 15 | 30 748 | 6 651 | 1 740 | 329 | 2.4 | .1 |
| 44419 | Other building material dealers | 39 | 91 305 | 10 338 | 2 434 | 394 | 3.9 | 2.4 |
| 444190 | Other building material dealers | 39 | 91 305 | 10 338 | 2 434 | 394 | 3.9 | 2.4 |
| 4442 | Lawn & garden equipment & supplies stores | 30 | 65 698 | 7 188 | 1 603 | 232 | 2.1 | 1.0 |
| 44422 | Nursery & garden centers | 27 | 62 625 | 6 778 | 1 511 | 211 | 2.2 | 1.0 |
| 444220 | Nursery & garden centers | 27 | 62 625 | 6 778 | 1 511 | 211 | 2.2 | 1.0 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **TULARE COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 445 | Food & beverage stores | 179 | 458 762 | 43 494 | 10 132 | 2 652 | 16.1 | 3.3 |
| 4451 | Grocery stores | 141 | 446 411 | 41 725 | 9 739 | 2 473 | 15.5 | 3.1 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 106 | 427 173 | 40 573 | 9 515 | 2 352 | 13.9 | 2.8 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 106 | 427 173 | 40 573 | 9 515 | 2 352 | 13.9 | 2.8 |
| 4452 | Specialty food stores | 24 | 6 534 | 1 429 | 310 | 133 | 42.1 | 13.4 |
| 446 | Health & personal care stores | 73 | 109 838 | 14 551 | 3 493 | 800 | 15.5 | 9.0 |
| 4461 | Health & personal care stores | 73 | 109 838 | 14 551 | 3 493 | 800 | 15.5 | 9.0 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 8 | 3 168 | 436 | 98 | 31 | – | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 8 | 3 168 | 436 | 98 | 31 | – | – |
| 447 | Gasoline stations | 125 | 176 738 | 8 892 | 2 089 | 736 | 22.8 | 13.3 |
| 4471 | Gasoline stations | 125 | 176 738 | 8 892 | 2 089 | 736 | 22.8 | 13.3 |
| 44711 | Gasoline stations with convenience stores | 94 | 133 630 | 6 948 | 1 666 | 581 | 27.9 | 11.7 |
| 447110 | Gasoline stations with convenience stores | 94 | 133 630 | 6 948 | 1 666 | 581 | 27.9 | 11.7 |
| 448 | Clothing & clothing accessories stores | 139 | 73 691 | 9 087 | 2 230 | 756 | 6.4 | 3.2 |
| 4481 | Clothing stores | 79 | 48 367 | 5 773 | 1 342 | 508 | 5.8 | 2.9 |
| 44819 | Other clothing stores | 11 | 6 901 | 856 | 226 | 73 | 11.1 | – |
| 448190 | Other clothing stores | 11 | 6 901 | 856 | 226 | 73 | 11.1 | – |
| 451 | Sporting goods, hobby, book, & music stores | 57 | 42 690 | 4 746 | 1 115 | 420 | 4.9 | 4.3 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 42 | 33 157 | 3 919 | 929 | 341 | 5.1 | 4.2 |
| 4511101 | General-line sporting goods stores | 10 | 9 854 | 1 225 | 305 | 100 | 10.6 | – |
| 4512 | Book, periodical, & music stores | 15 | 9 533 | 827 | 186 | 79 | 4.4 | 5.0 |
| 452 | General merchandise stores | 32 | 385 844 | 35 191 | 8 568 | 2 770 | .2 | .8 |
| 4521 | Department stores (incl leased depts) ## | 15 | 305 644 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 15 | 305 644 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 15 | 300 828 | 29 667 | 7 266 | 2 474 | – | – |
| 45211 | Department stores (excl leased depts) | 15 | 300 828 | 29 667 | 7 266 | 2 474 | – | – |
| 452110 | Department stores (excl leased depts) | 15 | 300 828 | 29 667 | 7 266 | 2 474 | – | – |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 8 | 197 935 | 18 577 | 4 597 | 1 638 | – | – |
| 45299 | All other general merchandise stores | 16 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 16 | D | D | D | c | D | D |
| 4529903 | Miscellaneous general merchandise stores | 13 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 101 | 59 518 | 7 745 | 1 545 | 579 | 22.6 | 5.4 |
| 4532 | Office supplies, stationery, & gift stores | 29 | 21 924 | 2 310 | 521 | 180 | 19.4 | .9 |
| 45321 | Office supplies & stationery stores | 10 | 16 707 | 1 484 | 396 | 109 | 14.8 | – |
| 453210 | Office supplies & stationery stores | 10 | 16 707 | 1 484 | 396 | 109 | 14.8 | – |
| 4532102 | Office supplies stores | 9 | D | D | D | c | D | D |
| 4539 | Other miscellaneous store retailers | 40 | 29 080 | 3 511 | 556 | 185 | 27.7 | 1.5 |
| 45393 | Manufactured (mobile) home dealers | 1 | D | D | D | b | D | D |
| 453930 | Manufactured (mobile) home dealers | 1 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 29 | D | D | D | c | D | D |
| 454 | Nonstore retailers | 33 | 29 349 | 4 126 | 1 122 | 193 | 14.9 | 11.0 |
| 4543 | Direct selling establishments | 23 | 23 081 | 3 024 | 875 | 122 | 12.7 | 6.1 |
| 45431 | Fuel dealers | 7 | 15 933 | 1 344 | 322 | 53 | 11.0 | 3.5 |
| 454311 | Heating oil dealers | 2 | D | D | D | b | D | D |
| | **TUOLUMNE COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **228** | **341 428** | **38 049** | **8 478** | **2 343** | **14.4** | **6.4** |
| 441 | Motor vehicle & parts dealers | 19 | 31 501 | 3 838 | 836 | 153 | 31.6 | 19.2 |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 9 | 6 120 | 704 | 165 | 37 | 34.6 | – |
| 4422 | Home furnishings stores | 7 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 9 | 7 315 | 791 | 134 | 34 | 23.2 | 29.2 |
| 4431 | Electronics & appliance stores | 9 | 7 315 | 791 | 134 | 34 | 23.2 | 29.2 |
| 44311 | Appliance, television, & other electronics stores | 7 | D | D | D | b | D | D |
| 443111 | Household appliance stores | 3 | 3 628 | 154 | 35 | 9 | D | – |
| 44312 | Computer & software stores | 2 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 23 | 32 867 | 5 108 | 1 182 | 265 | 12.0 | 2.5 |
| 4441 | Building material & supplies dealers | 16 | 29 682 | 4 622 | 1 074 | 231 | 10.8 | 1.9 |
| 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 | 12 | 12 880 | 2 132 | 510 | 105 | 24.9 | 2.2 |
| 444190 | Other building material dealers | 12 | 12 880 | 2 132 | 510 | 105 | 24.9 | 2.2 |
| 445 | Food & beverage stores | 31 | 95 525 | 9 393 | 2 104 | 568 | 9.8 | 6.6 |
| 4451 | Grocery stores | 25 | 94 571 | 9 294 | 2 083 | 554 | 9.1 | 6.4 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 18 | 90 817 | 9 050 | 2 027 | 517 | 6.7 | 6.1 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 18 | 90 817 | 9 050 | 2 027 | 517 | 6.7 | 6.1 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **TUOLUMNE COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 446 | Health & personal care stores | 18 | 29 003 | 3 688 | 881 | 172 | 1.0 | 4.3 |
| 4461 | Health & personal care stores | 18 | 29 003 | 3 688 | 881 | 172 | 1.0 | 4.3 |
| 44619 | Other health & personal care stores | 5 | 2 480 | 448 | 83 | 17 | 11.3 | 44.0 |
| 446191 | Food (health) supplement stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 29 | 39 409 | 2 994 | 606 | 235 | 37.5 | 4.5 |
| 4471 | Gasoline stations | 29 | 39 409 | 2 994 | 606 | 235 | 37.5 | 4.5 |
| 44711 | Gasoline stations with convenience stores | 19 | 31 067 | 1 909 | 418 | 166 | 33.7 | 2.9 |
| 447110 | Gasoline stations with convenience stores | 19 | 31 067 | 1 909 | 418 | 166 | 33.7 | 2.9 |
| 448 | Clothing & clothing accessories stores | 21 | 8 241 | 954 | 228 | 72 | 29.1 | 1.4 |
| 4481 | Clothing stores | 12 | 5 974 | 613 | 151 | 49 | 13.4 | 1.9 |
| 451 | Sporting goods, hobby, book, & music stores | 12 | 6 475 | 790 | 177 | 69 | 27.5 | 8.2 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 10 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 2 | D | D | D | a | D | D |
| 452 | General merchandise stores | 5 | D | D | D | e | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 38 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 17 | 6 424 | 559 | 80 | 64 | 9.5 | 6.5 |
| 45321 | Office supplies & stationery stores | 3 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 3 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 3 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 14 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 5 | 1 243 | 346 | 37 | 22 | – | 2.9 |
| 453910 | Pet & pet supplies stores | 5 | 1 243 | 346 | 37 | 22 | – | 2.9 |
| 45399 | All other miscellaneous store retailers | 7 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 14 | 14 978 | 3 053 | 685 | 92 | 7.1 | 14.0 |
| 4543 | Direct selling establishments | 10 | 14 144 | 2 903 | 665 | 81 | 2.0 | 14.6 |
| 45431 | Fuel dealers | 7 | 13 602 | 2 847 | 637 | 73 | – | 15.1 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 7 | 13 602 | 2 847 | 637 | 73 | – | 15.1 |
| | **VENTURA COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **2 348** | **6 476 610** | **608 685** | **143 664** | **30 831** | **7.3** | **3.6** |
| 441 | Motor vehicle & parts dealers | 277 | 2 071 645 | 161 491 | 37 291 | 4 795 | 6.6 | 3.4 |
| 4411 | Automobile dealers | 80 | 1 815 730 | 125 309 | 28 982 | 3 222 | 5.6 | 2.5 |
| 44111 | New car dealers | 63 | 1 783 070 | 122 311 | 28 273 | 3 101 | 5.2 | 2.3 |
| 441110 | New car dealers | 63 | 1 783 070 | 122 311 | 28 273 | 3 101 | 5.2 | 2.3 |
| 44112 | Used car dealers | 17 | 32 660 | 2 998 | 709 | 121 | 28.2 | 17.8 |
| 441120 | Used car dealers | 17 | 32 660 | 2 998 | 709 | 121 | 28.2 | 17.8 |
| 4412 | Other motor vehicle dealers | 43 | 71 881 | 7 078 | 1 605 | 320 | 30.5 | 7.6 |
| 44121 | Recreational vehicle dealers | 9 | 31 110 | 3 142 | 722 | 111 | 66.3 | – |
| 441210 | Recreational vehicle dealers | 9 | 31 110 | 3 142 | 722 | 111 | 66.3 | – |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 34 | 40 771 | 3 936 | 883 | 209 | 3.1 | 13.4 |
| 441221 | Motorcycle dealers | 11 | 19 170 | 1 697 | 402 | 78 | – | 5.6 |
| 441222 | Boat dealers | 17 | 15 966 | 1 789 | 362 | 105 | 5.9 | 27.6 |
| 441229 | All other motor vehicle dealers | 6 | 5 635 | 450 | 119 | 26 | 5.8 | – |
| 4413 | Automotive parts, accessories, & tire stores | 154 | 184 034 | 29 104 | 6 704 | 1 253 | 7.7 | 9.9 |
| 44131 | Automotive parts & accessories stores | 96 | 109 007 | 17 226 | 3 903 | 802 | 6.2 | 12.2 |
| 441310 | Automotive parts & accessories stores | 96 | 109 007 | 17 226 | 3 903 | 802 | 6.2 | 12.2 |
| 44132 | Tire dealers | 58 | 75 027 | 11 878 | 2 801 | 451 | 10.0 | 6.7 |
| 441320 | Tire dealers | 58 | 75 027 | 11 878 | 2 801 | 451 | 10.0 | 6.7 |
| 442 | Furniture & home furnishings stores | 151 | 157 300 | 21 870 | 4 894 | 1 031 | 8.8 | 7.2 |
| 4421 | Furniture stores | 58 | 71 606 | 9 890 | 2 273 | 404 | 7.5 | 8.9 |
| 44211 | Furniture stores | 58 | 71 606 | 9 890 | 2 273 | 404 | 7.5 | 8.9 |
| 442110 | Furniture stores | 58 | 71 606 | 9 890 | 2 273 | 404 | 7.5 | 8.9 |
| 4422 | Home furnishings stores | 93 | 85 694 | 11 980 | 2 621 | 627 | 10.0 | 5.7 |
| 44221 | Floor covering stores | 38 | 36 395 | 5 992 | 1 278 | 235 | 14.7 | 8.3 |
| 442210 | Floor covering stores | 38 | 36 395 | 5 992 | 1 278 | 235 | 14.7 | 8.3 |
| 44229 | Other home furnishings stores | 55 | 49 299 | 5 988 | 1 343 | 392 | 6.5 | 3.8 |
| 442299 | All other home furnishings stores | 47 | D | D | D | e | D | D |
| 443 | Electronics & appliance stores | 106 | 212 362 | 19 076 | 4 455 | 966 | 11.6 | 3.1 |
| 4431 | Electronics & appliance stores | 106 | 212 362 | 19 076 | 4 455 | 966 | 11.6 | 3.1 |
| 44311 | Appliance, television, & other electronics stores | 63 | 147 274 | 13 075 | 3 153 | 668 | 11.1 | 2.0 |
| 443111 | Household appliance stores | 15 | 16 732 | 1 765 | 347 | 62 | 66.4 | 2.2 |
| 443112 | Radio, television, & other electronics stores | 48 | 130 542 | 11 310 | 2 806 | 606 | 4.1 | 2.0 |
| 44312 | Computer & software stores | 33 | 60 081 | 5 271 | 1 158 | 260 | 12.5 | 6.1 |
| 443120 | Computer & software stores | 33 | 60 081 | 5 271 | 1 158 | 260 | 12.5 | 6.1 |
| 44313 | Camera & photographic supplies stores | 10 | 5 007 | 730 | 144 | 38 | 14.7 | – |
| 443130 | Camera & photographic supplies stores | 10 | 5 007 | 730 | 144 | 38 | 14.7 | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **VENTURA COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 444 | Building material & garden equipment & supplies dealers | 158 | 505 391 | 55 002 | 13 338 | 2 223 | 2.6 | 1.1 |
| 4441 | Building material & supplies dealers | 130 | 427 102 | 43 796 | 10 802 | 1 836 | 2.7 | 1.0 |
| 44411 | Home centers | 5 | 171 366 | 15 622 | 3 861 | 762 | – | – |
| 444110 | Home centers | 5 | 171 366 | 15 622 | 3 861 | 762 | – | – |
| 44412 | Paint & wallpaper stores | 14 | 23 970 | 3 151 | 749 | 122 | – | 10.0 |
| 444120 | Paint & wallpaper stores | 14 | 23 970 | 3 151 | 749 | 122 | – | 10.0 |
| 44413 | Hardware stores | 28 | 27 046 | 4 493 | 1 121 | 265 | 12.3 | 4.2 |
| 444130 | Hardware stores | 28 | 27 046 | 4 493 | 1 121 | 265 | 12.3 | 4.2 |
| 44419 | Other building material dealers | 83 | 204 720 | 20 530 | 5 071 | 687 | 4.0 | .3 |
| 444190 | Other building material dealers | 83 | 204 720 | 20 530 | 5 071 | 687 | 4.0 | .3 |
| 4442 | Lawn & garden equipment & supplies stores | 28 | 78 289 | 11 206 | 2 536 | 387 | 2.1 | 1.8 |
| 44422 | Nursery & garden centers | 27 | D | D | D | e | D | D |
| 444220 | Nursery & garden centers | 27 | D | D | D | e | D | D |
| 445 | Food & beverage stores | 306 | 1 087 333 | 115 096 | 26 927 | 5 783 | 5.7 | 2.3 |
| 4451 | Grocery stores | 183 | 1 013 031 | 106 948 | 24 835 | 5 104 | 3.7 | 1.8 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 139 | 984 375 | 104 537 | 24 268 | 4 916 | 2.5 | 1.6 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 139 | 984 375 | 104 537 | 24 268 | 4 916 | 2.5 | 1.6 |
| 44512 | Convenience stores | 44 | 28 656 | 2 411 | 567 | 188 | 42.8 | 11.2 |
| 445120 | Convenience stores | 44 | 28 656 | 2 411 | 567 | 188 | 42.8 | 11.2 |
| 4452 | Specialty food stores | 53 | 36 609 | 5 083 | 1 211 | 442 | 22.8 | 1.0 |
| 4453 | Beer, wine, & liquor stores | 70 | 37 693 | 3 065 | 881 | 237 | 44.3 | 14.8 |
| 44531 | Beer, wine, & liquor stores | 70 | 37 693 | 3 065 | 881 | 237 | 44.3 | 14.8 |
| 445310 | Beer, wine, & liquor stores | 70 | 37 693 | 3 065 | 881 | 237 | 44.3 | 14.8 |
| 446 | Health & personal care stores | 185 | 317 109 | 40 682 | 9 771 | 2 350 | 12.4 | 6.8 |
| 4461 | Health & personal care stores | 185 | 317 109 | 40 682 | 9 771 | 2 350 | 12.4 | 6.8 |
| 44611 | Pharmacies & drug stores | 97 | 274 242 | 34 469 | 8 315 | 1 890 | 11.7 | 6.7 |
| 446110 | Pharmacies & drug stores | 97 | 274 242 | 34 469 | 8 315 | 1 890 | 11.7 | 6.7 |
| 4461101 | Pharmacies & drug stores | 91 | 270 789 | 34 095 | 8 227 | 1 863 | 11.7 | 6.5 |
| 4461102 | Proprietary stores | 6 | 3 453 | 374 | 88 | 27 | 6.6 | 26.5 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 30 | 10 543 | 1 600 | 349 | 123 | 3.7 | 5.1 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 30 | 10 543 | 1 600 | 349 | 123 | 3.7 | 5.1 |
| 44613 | Optical goods stores | 26 | 15 036 | 2 286 | 591 | 151 | 20.8 | 1.8 |
| 446130 | Optical goods stores | 26 | 15 036 | 2 286 | 591 | 151 | 20.8 | 1.8 |
| 44619 | Other health & personal care stores | 32 | 17 288 | 2 327 | 516 | 186 | 22.0 | 14.0 |
| 446191 | Food (health) supplement stores | 16 | 12 315 | 1 380 | 326 | 112 | 21.6 | 14.0 |
| 447 | Gasoline stations | 168 | 405 029 | 15 254 | 3 313 | 1 166 | 29.3 | 7.0 |
| 4471 | Gasoline stations | 168 | 405 029 | 15 254 | 3 313 | 1 166 | 29.3 | 7.0 |
| 44711 | Gasoline stations with convenience stores | 62 | 139 934 | 6 268 | 1 296 | 460 | 11.0 | 6.0 |
| 447110 | Gasoline stations with convenience stores | 62 | 139 934 | 6 268 | 1 296 | 460 | 11.0 | 6.0 |
| 44719 | Other gasoline stations | 106 | 265 095 | 8 986 | 2 017 | 706 | 39.0 | 7.5 |
| 447190 | Other gasoline stations | 106 | 265 095 | 8 986 | 2 017 | 706 | 39.0 | 7.5 |
| 448 | Clothing & clothing accessories stores | 388 | 289 834 | 34 045 | 8 110 | 2 563 | 7.8 | 7.4 |
| 4481 | Clothing stores | 235 | 206 212 | 22 315 | 5 247 | 1 826 | 7.2 | 8.4 |
| 44811 | Men's clothing stores | 36 | 21 611 | 2 683 | 620 | 195 | 21.9 | 9.7 |
| 448110 | Men's clothing stores | 36 | 21 611 | 2 683 | 620 | 195 | 21.9 | 9.7 |
| 44812 | Women's clothing stores | 91 | 58 929 | 7 299 | 1 679 | 624 | 8.6 | 17.4 |
| 448120 | Women's clothing stores | 91 | 58 929 | 7 299 | 1 679 | 624 | 8.6 | 17.4 |
| 44813 | Children's & infants' clothing stores | 16 | 10 272 | 1 071 | 219 | 102 | 4.9 | .8 |
| 448130 | Children's & infants' clothing stores | 16 | 10 272 | 1 071 | 219 | 102 | 4.9 | .8 |
| 44814 | Family clothing stores | 48 | 86 274 | 7 343 | 1 757 | 613 | 1.5 | 2.0 |
| 448140 | Family clothing stores | 48 | 86 274 | 7 343 | 1 757 | 613 | 1.5 | 2.0 |
| 44815 | Clothing accessories stores | 13 | 4 142 | 729 | 158 | 62 | 32.3 | 22.3 |
| 448150 | Clothing accessories stores | 13 | 4 142 | 729 | 158 | 62 | 32.3 | 22.3 |
| 44819 | Other clothing stores | 31 | 24 984 | 3 190 | 814 | 230 | 7.9 | 8.8 |
| 448190 | Other clothing stores | 31 | 24 984 | 3 190 | 814 | 230 | 7.9 | 8.8 |
| 4482 | Shoe stores | 99 | 51 138 | 6 069 | 1 417 | 452 | 3.2 | 1.8 |
| 44821 | Shoe stores | 99 | 51 138 | 6 069 | 1 417 | 452 | 3.2 | 1.8 |
| 448210 | Shoe stores | 99 | 51 138 | 6 069 | 1 417 | 452 | 3.2 | 1.8 |
| 4482101 | Men's shoe stores | 5 | D | D | D | b | D | D |
| 4482102 | Women's shoe stores | 15 | 7 176 | 909 | 223 | 82 | – | 12.2 |
| 4482103 | Children's & juveniles' shoe stores | 2 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 64 | 27 204 | 3 122 | 743 | 244 | 6.0 | .1 |
| 4482105 | Athletic footwear stores | 13 | 11 933 | 1 320 | 291 | 86 | – | – |
| 4483 | Jewelry, luggage, & leather goods stores | 54 | 32 484 | 5 661 | 1 446 | 285 | 19.0 | 10.3 |
| 44831 | Jewelry stores | 46 | 29 505 | 5 189 | 1 317 | 253 | 20.9 | 8.7 |
| 448310 | Jewelry stores | 46 | 29 505 | 5 189 | 1 317 | 253 | 20.9 | 8.7 |
| 44832 | Luggage & leather goods stores | 8 | 2 979 | 472 | 129 | 32 | – | 25.5 |
| 448320 | Luggage & leather goods stores | 8 | 2 979 | 472 | 129 | 32 | – | 25.5 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **VENTURA COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 190 | 179 044 | 19 028 | 4 588 | 1 705 | 8.3 | 4.8 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 120 | 118 619 | 12 400 | 2 899 | 1 063 | 7.4 | 1.8 |
| 45111 | Sporting goods stores | 61 | 53 842 | 6 158 | 1 377 | 487 | 5.8 | 2.0 |
| 451110 | Sporting goods stores | 61 | 53 842 | 6 158 | 1 377 | 487 | 5.8 | 2.0 |
| 4511101 | General-line sporting goods stores | 17 | 29 491 | 2 963 | 727 | 282 | 3.5 | 1.1 |
| 4511102 | Specialty-line sporting goods stores | 44 | 24 351 | 3 195 | 650 | 205 | 8.5 | 3.0 |
| 45112 | Hobby, toy, & game stores | 34 | 49 542 | 4 339 | 1 009 | 389 | 4.1 | .6 |
| 451120 | Hobby, toy, & game stores | 34 | 49 542 | 4 339 | 1 009 | 389 | 4.1 | .6 |
| 45113 | Sewing, needlework, & piece goods stores | 16 | 9 237 | 1 257 | 357 | 144 | 2.1 | 8.1 |
| 451130 | Sewing, needlework, & piece goods stores | 16 | 9 237 | 1 257 | 357 | 144 | 2.1 | 8.1 |
| 45114 | Musical instrument & supplies stores | 9 | 5 998 | 646 | 156 | 43 | 58.5 | – |
| 451140 | Musical instrument & supplies stores | 9 | 5 998 | 646 | 156 | 43 | 58.5 | – |
| 4512 | Book, periodical, & music stores | 70 | 60 425 | 6 628 | 1 689 | 642 | 9.9 | 10.6 |
| 45121 | Book stores & news dealers | 42 | 30 730 | 3 559 | 901 | 373 | 5.1 | 2.3 |
| 451211 | Book stores | 36 | 29 262 | 3 354 | 842 | 335 | 4.0 | 2.4 |
| 4512111 | Book stores, general | 25 | 24 230 | 2 585 | 596 | 260 | 4.0 | 2.9 |
| 4512112 | Specialty book stores | 10 | D | D | D | b | D | D |
| 451212 | News dealers & newsstands | 6 | 1 468 | 205 | 59 | 38 | 27.6 | – |
| 45122 | Prerecorded tape, compact disc, & record stores | 28 | 29 695 | 3 069 | 788 | 269 | 14.9 | 19.3 |
| 451220 | Prerecorded tape, compact disc, & record stores | 28 | 29 695 | 3 069 | 788 | 269 | 14.9 | 19.3 |
| 452 | General merchandise stores | 50 | 815 871 | 70 973 | 17 416 | 5 053 | .1 | 1.7 |
| 4521 | Department stores (incl leased depts) ## | 25 | 568 923 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 25 | 568 923 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 25 | 560 540 | 55 456 | 13 449 | 4 137 | – | – |
| 45211 | Department stores (excl leased depts) | 25 | 560 540 | 55 456 | 13 449 | 4 137 | – | – |
| 452110 | Department stores (excl leased depts) | 25 | 560 540 | 55 456 | 13 449 | 4 137 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 8 | 187 921 | 16 302 | 4 030 | 1 123 | – | – |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 12 | 258 366 | 25 458 | 6 048 | 2 135 | – | – |
| 4521103 | National chain department stores (excl leased depts) | 5 | 114 253 | 13 696 | 3 371 | 879 | – | – |
| 4529 | Other general merchandise stores | 25 | 255 331 | 15 517 | 3 967 | 916 | .5 | 5.3 |
| 45299 | All other general merchandise stores | 22 | D | D | D | e | D | D |
| 452990 | All other general merchandise stores | 22 | D | D | D | e | D | D |
| 4529903 | Miscellaneous general merchandise stores | 16 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 283 | 170 928 | 22 272 | 5 114 | 1 864 | 10.7 | 11.4 |
| 4531 | Florists | 53 | 11 835 | 1 931 | 449 | 244 | 31.0 | 22.9 |
| 45311 | Florists | 53 | 11 835 | 1 931 | 449 | 244 | 31.0 | 22.9 |
| 453110 | Florists | 53 | 11 835 | 1 931 | 449 | 244 | 31.0 | 22.9 |
| 4532 | Office supplies, stationery, & gift stores | 102 | 84 256 | 8 865 | 2 243 | 768 | 9.1 | 3.6 |
| 45321 | Office supplies & stationery stores | 26 | 55 827 | 4 978 | 1 349 | 368 | – | 1.6 |
| 453210 | Office supplies & stationery stores | 26 | 55 827 | 4 978 | 1 349 | 368 | – | 1.6 |
| 4532101 | Stationery stores | 3 | 947 | 175 | 38 | 14 | – | 12.1 |
| 4532102 | Office supplies stores | 23 | 54 880 | 4 803 | 1 311 | 354 | – | 1.4 |
| 45322 | Gift, novelty, & souvenir stores | 76 | 28 429 | 3 887 | 894 | 400 | 26.9 | 7.6 |
| 453220 | Gift, novelty, & souvenir stores | 76 | 28 429 | 3 887 | 894 | 400 | 26.9 | 7.6 |
| 4533 | Used merchandise stores | 41 | 21 732 | 5 245 | 940 | 333 | 2.8 | 41.7 |
| 45331 | Used merchandise stores | 41 | 21 732 | 5 245 | 940 | 333 | 2.8 | 41.7 |
| 453310 | Used merchandise stores | 41 | 21 732 | 5 245 | 940 | 333 | 2.8 | 41.7 |
| 4539 | Other miscellaneous store retailers | 87 | 53 105 | 6 231 | 1 482 | 519 | 12.1 | 8.9 |
| 45391 | Pet & pet supplies stores | 34 | 29 895 | 3 420 | 857 | 305 | 15.5 | 5.1 |
| 453910 | Pet & pet supplies stores | 34 | 29 895 | 3 420 | 857 | 305 | 15.5 | 5.1 |
| 45392 | Art dealers | 10 | 3 106 | 433 | 77 | 24 | 30.7 | 1.6 |
| 453920 | Art dealers | 10 | 3 106 | 433 | 77 | 24 | 30.7 | 1.6 |
| 45399 | All other miscellaneous store retailers | 42 | D | D | D | c | D | D |
| 454 | Nonstore retailers | 86 | 264 764 | 33 896 | 8 447 | 1 332 | 1.8 | 1.3 |
| 4541 | Electronic shopping & mail-order houses | 38 | 227 761 | 27 481 | 6 876 | 977 | .8 | 1.0 |
| 45411 | Electronic shopping & mail-order houses | 38 | 227 761 | 27 481 | 6 876 | 977 | .8 | 1.0 |
| 454110 | Electronic shopping & mail-order houses | 38 | 227 761 | 27 481 | 6 876 | 977 | .8 | 1.0 |
| 4543 | Direct selling establishments | 36 | 32 944 | 5 798 | 1 422 | 321 | 8.8 | 3.2 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 4 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 31 | 24 848 | 4 803 | 1 180 | 281 | 11.7 | 4.2 |
| 454390 | Other direct selling establishments | 31 | 24 848 | 4 803 | 1 180 | 281 | 11.7 | 4.2 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **YOLO COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **458** | **1 026 737** | **110 625** | **24 198** | **5 776** | **4.3** | **3.9** |
| 441 | Motor vehicle & parts dealers | 63 | 265 828 | 26 809 | 5 850 | 865 | 4.2 | 1.2 |
| 4412 | Other motor vehicle dealers | 11 | 18 364 | 1 465 | 379 | 65 | 3.1 | 5.6 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 9 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 3 | 7 649 | 381 | 91 | 15 | D | – |
| 441229 | All other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 36 | 62 319 | 9 065 | 2 287 | 387 | 1.1 | 1.5 |
| 44131 | Automotive parts & accessories stores | 23 | 30 556 | 4 923 | 1 170 | 233 | 2.2 | – |
| 441310 | Automotive parts & accessories stores | 23 | 30 556 | 4 923 | 1 170 | 233 | 2.2 | – |
| 44132 | Tire dealers | 13 | 31 763 | 4 142 | 1 117 | 154 | – | 2.9 |
| 441320 | Tire dealers | 13 | 31 763 | 4 142 | 1 117 | 154 | – | 2.9 |
| 442 | Furniture & home furnishings stores | 8 | 7 608 | 1 092 | 200 | 58 | 11.2 | – |
| 443 | Electronics & appliance stores | 18 | 11 831 | 1 609 | 407 | 99 | 3.8 | 20.3 |
| 4431 | Electronics & appliance stores | 18 | 11 831 | 1 609 | 407 | 99 | 3.8 | 20.3 |
| 444 | Building material & garden equipment & supplies dealers | 41 | 114 523 | 15 910 | 3 672 | 737 | 1.9 | – |
| 4441 | Building material & supplies dealers | 29 | 87 384 | 12 305 | 3 020 | 533 | 1.3 | – |
| 44413 | Hardware stores | 10 | 26 915 | 5 052 | 1 183 | 295 | – | – |
| 444130 | Hardware stores | 10 | 26 915 | 5 052 | 1 183 | 295 | – | – |
| 44419 | Other building material dealers | 16 | 58 675 | 6 988 | 1 773 | 226 | 2.0 | – |
| 444190 | Other building material dealers | 16 | 58 675 | 6 988 | 1 773 | 226 | 2.0 | – |
| 4442 | Lawn & garden equipment & supplies stores | 12 | 27 139 | 3 605 | 652 | 204 | 3.5 | – |
| 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 | 67 | 253 105 | 30 511 | 6 597 | 1 587 | 5.6 | 7.1 |
| 4451 | Grocery stores | 50 | 246 350 | 29 545 | 6 350 | 1 491 | 5.5 | 7.0 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 38 | 238 311 | 28 949 | 6 226 | 1 428 | 4.4 | 6.9 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 38 | 238 311 | 28 949 | 6 226 | 1 428 | 4.4 | 6.9 |
| 4452 | Specialty food stores | 10 | 3 421 | 678 | 184 | 76 | 11.1 | 13.8 |
| 446 | Health & personal care stores | 23 | 55 448 | 7 064 | 1 628 | 335 | – | 1.0 |
| 4461 | Health & personal care stores | 23 | 55 448 | 7 064 | 1 628 | 335 | – | 1.0 |
| 447 | Gasoline stations | 66 | 143 725 | 6 910 | 1 587 | 481 | 4.3 | 5.9 |
| 4471 | Gasoline stations | 66 | 143 725 | 6 910 | 1 587 | 481 | 4.3 | 5.9 |
| 44711 | Gasoline stations with convenience stores | 39 | 73 800 | 3 211 | 734 | 275 | 6.1 | 8.7 |
| 447110 | Gasoline stations with convenience stores | 39 | 73 800 | 3 211 | 734 | 275 | 6.1 | 8.7 |
| 44719 | Other gasoline stations | 27 | 69 925 | 3 699 | 853 | 206 | 2.3 | 2.8 |
| 447190 | Other gasoline stations | 27 | 69 925 | 3 699 | 853 | 206 | 2.3 | 2.8 |
| 448 | Clothing & clothing accessories stores | 53 | 21 965 | 2 885 | 605 | 276 | 14.8 | 9.2 |
| 4481 | Clothing stores | 29 | 15 225 | 1 791 | 341 | 171 | 20.2 | 8.2 |
| 44819 | Other clothing stores | 4 | D | D | D | a | D | D |
| 448190 | Other clothing stores | 4 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 37 | 24 571 | 2 980 | 664 | 316 | 1.5 | 3.8 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 21 | 11 801 | 1 369 | 310 | 168 | 1.0 | 5.3 |
| 4512 | Book, periodical, & music stores | 16 | 12 770 | 1 611 | 354 | 148 | 2.0 | 2.5 |
| 45121 | Book stores & news dealers | 12 | 8 755 | 1 163 | 247 | 94 | 2.9 | .8 |
| 451212 | News dealers & newsstands | 2 | D | D | D | a | D | D |
| 452 | General merchandise stores | 11 | 81 238 | 8 421 | 1 551 | 576 | – | 3.0 |
| 453 | Miscellaneous store retailers | 51 | 34 487 | 3 995 | 924 | 313 | 11.9 | 3.2 |
| 45321 | Office supplies & stationery stores | 5 | 4 556 | 474 | 96 | 22 | 7.4 | – |
| 453210 | Office supplies & stationery stores | 5 | 4 556 | 474 | 96 | 22 | 7.4 | – |
| 4532102 | Office supplies stores | 5 | 4 556 | 474 | 96 | 22 | 7.4 | – |
| 4533 | Used merchandise stores | 10 | 4 608 | 654 | 131 | 54 | 36.9 | 19.1 |
| 45331 | Used merchandise stores | 10 | 4 608 | 654 | 131 | 54 | 36.9 | 19.1 |
| 453310 | Used merchandise stores | 10 | 4 608 | 654 | 131 | 54 | 36.9 | 19.1 |
| 4539 | Other miscellaneous store retailers | 20 | 19 430 | 1 786 | 394 | 100 | 8.6 | – |
| 45392 | Art dealers | 3 | 1 080 | 84 | 17 | 11 | D | – |
| 453920 | Art dealers | 3 | 1 080 | 84 | 17 | 11 | D | – |
| 45393 | Manufactured (mobile) home dealers | 3 | 8 487 | 559 | 93 | 21 | – | – |
| 453930 | Manufactured (mobile) home dealers | 3 | 8 487 | 559 | 93 | 21 | – | – |
| 45399 | All other miscellaneous store retailers | 9 | 6 481 | 785 | 201 | 36 | 13.1 | – |
| 454 | Nonstore retailers | 20 | 12 408 | 2 439 | 513 | 133 | 14.0 | 8.7 |
| 4543 | Direct selling establishments | 17 | 12 248 | 2 405 | 505 | 131 | 14.1 | 8.6 |
| 454319 | Other fuel dealers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|---|---|---|---|---|---|---|---|---|
| | | | | | | | From administrative records[1] | Estimated[2] |
| | **YUBA COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **155** | **244 605** | **25 592** | **6 217** | **1 525** | **7.3** | **8.4** |
| 441 | Motor vehicle & parts dealers | 26 | 38 986 | 4 558 | 1 319 | 232 | 7.3 | – |
| 4413 | Automotive parts, accessories, & tire stores | 16 | 17 431 | 2 999 | 879 | 144 | – | – |
| 44131 | Automotive parts & accessories stores | 12 | 16 059 | 2 719 | 824 | 133 | – | – |
| 441310 | Automotive parts & accessories stores | 12 | 16 059 | 2 719 | 824 | 133 | – | – |
| 442 | Furniture & home furnishings stores | 6 | D | D | D | b | D | D |
| 4422 | Home furnishings stores | 1 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 5 | D | D | D | b | D | D |
| 4431 | Electronics & appliance stores | 5 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 1 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 1 | D | D | D | a | D | D |
| 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 | 14 | 30 195 | 4 069 | 929 | 204 | 7.2 | – |
| 4441 | Building material & supplies dealers | 13 | D | D | D | c | D | D |
| 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 | 7 | 21 734 | 2 923 | 671 | 144 | 10.0 | – |
| 444190 | Other building material dealers | 7 | 21 734 | 2 923 | 671 | 144 | 10.0 | – |
| 445 | Food & beverage stores | 32 | 67 663 | 6 351 | 1 463 | 404 | 7.2 | 15.1 |
| 4451 | Grocery stores | 26 | 65 634 | 6 181 | 1 428 | 386 | 6.5 | 15.5 |
| 4452 | Specialty food stores | 5 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 10 | 27 622 | 3 295 | 808 | 170 | 9.5 | 7.3 |
| 4461 | Health & personal care stores | 10 | 27 622 | 3 295 | 808 | 170 | 9.5 | 7.3 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 44619 | Other health & personal care stores | 1 | D | D | D | b | D | D |
| 447 | Gasoline stations | 23 | 37 524 | 2 093 | 453 | 170 | 10.9 | 17.8 |
| 44711 | Gasoline stations with convenience stores | 20 | D | D | D | c | D | D |
| 447110 | Gasoline stations with convenience stores | 20 | D | D | D | c | D | D |
| 448 | Clothing & clothing accessories stores | 4 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 11 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 3 | D | D | D | a | D | D |
| 45121 | Book stores & news dealers | 3 | D | D | D | a | D | D |
| 4512113 | College book stores | 2 | D | D | D | a | D | D |
| 452 | General merchandise stores | 5 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 15 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 7 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 4 | D | D | D | b | D | D |

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

[1]Includes sales information obtained from administrative records of other Federal agencies.
[2]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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **ADELANTO, CA** | | | | | | | |
| **44-45** | **Retail trade** | **8** | **8 336** | **751** | **174** | **63** | **12.1** | **10.9** |
| 441 | Motor vehicle & parts dealers | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 2 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **AGOURA HILLS, CA** | | | | | | | |
| **44-45** | **Retail trade** | **96** | **168 500** | **16 962** | **3 833** | **859** | **17.1** | **9.1** |
| 441 | Motor vehicle & parts dealers | 3 | D | D | D | a | D | D |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 44121 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 441210 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 8 | 18 844 | 2 537 | 451 | 68 | 7.3 | 57.0 |
| 4421 | Furniture stores | 4 | 14 375 | 2 355 | 408 | 58 | 7.0 | 70.3 |
| 44211 | Furniture stores | 4 | 14 375 | 2 355 | 408 | 58 | 7.0 | 70.3 |
| 442110 | Furniture stores | 4 | 14 375 | 2 355 | 408 | 58 | 7.0 | 70.3 |
| 4422 | Home furnishings stores | 4 | 4 469 | 182 | 43 | 10 | 8.3 | 14.1 |
| 44221 | Floor covering stores | 3 | D | D | D | a | D | D |
| 442210 | Floor covering stores | 3 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 5 | 10 953 | 1 312 | 268 | 44 | 5.2 | 4.3 |
| 4431 | Electronics & appliance stores | 5 | 10 953 | 1 312 | 268 | 44 | 5.2 | 4.3 |
| 44311 | Appliance, television, & other electronics stores | 4 | D | D | D | b | D | D |
| 443111 | Household appliance stores | 1 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 6 | 23 731 | 3 287 | 820 | 113 | – | – |
| 4441 | Building material & supplies dealers | 6 | 23 731 | 3 287 | 820 | 113 | – | – |
| 44419 | Other building material dealers | 6 | 23 731 | 3 287 | 820 | 113 | – | – |
| 444190 | Other building material dealers | 6 | 23 731 | 3 287 | 820 | 113 | – | – |
| 445 | Food & beverage stores | 15 | 42 540 | 4 243 | 967 | 209 | 16.8 | 1.0 |
| 4451 | Grocery stores | 9 | D | D | D | c | D | D |
| 4452 | Specialty food stores | 4 | 855 | 166 | 36 | 18 | 33.2 | 25.3 |
| 446 | Health & personal care stores | 7 | 17 984 | 2 382 | 548 | 160 | .3 | – |
| 4461 | Health & personal care stores | 7 | 17 984 | 2 382 | 548 | 160 | .3 | – |
| 447 | Gasoline stations | 8 | 28 260 | 1 006 | 272 | 99 | 19.9 | – |
| 4471 | Gasoline stations | 8 | 28 260 | 1 006 | 272 | 99 | 19.9 | – |
| 44711 | Gasoline stations with convenience stores | 3 | 10 626 | 484 | 105 | 49 | D | – |
| 447110 | Gasoline stations with convenience stores | 3 | 10 626 | 484 | 105 | 49 | D | – |
| 44719 | Other gasoline stations | 5 | 17 634 | 522 | 167 | 50 | – | – |
| 447190 | Other gasoline stations | 5 | 17 634 | 522 | 167 | 50 | – | – |
| 448 | Clothing & clothing accessories stores | 14 | 10 076 | 450 | 88 | 37 | 57.1 | .9 |
| 4481 | Clothing stores | 12 | D | D | D | b | D | D |
| 44813 | Children's & infants' clothing stores | 3 | D | D | D | a | D | D |
| 448130 | Children's & infants' clothing stores | 3 | D | D | D | a | D | D |
| 44815 | Clothing accessories stores | 1 | D | D | D | a | D | D |
| 448150 | Clothing accessories stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 11 | 4 754 | 420 | 113 | 42 | 66.5 | 14.3 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 8 | 4 389 | 367 | 98 | 30 | 64.7 | 15.5 |
| 45114 | Musical instrument & supplies stores | 1 | D | D | D | a | D | D |
| 451140 | Musical instrument & supplies stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 13 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 4 | 643 | 191 | 56 | 20 | 17.6 | 44.9 |
| 45331 | Used merchandise stores | 4 | 643 | 191 | 56 | 20 | 17.6 | 44.9 |
| 453310 | Used merchandise stores | 4 | 643 | 191 | 56 | 20 | 17.6 | 44.9 |
| 4539 | Other miscellaneous store retailers | 4 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 1 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 3 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 6 | D | D | D | a | D | D |
| 4541 | Electronic shopping & mail-order houses | 4 | 3 331 | 191 | 30 | 6 | 100.0 | – |
| 45411 | Electronic shopping & mail-order houses | 4 | 3 331 | 191 | 30 | 6 | 100.0 | – |
| 454110 | Electronic shopping & mail-order houses | 4 | 3 331 | 191 | 30 | 6 | 100.0 | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **ALAMEDA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **204** | **408 550** | **48 539** | **11 352** | **2 329** | **7.1** | **8.3** |
| 441 | Motor vehicle & parts dealers | 20 | 117 653 | 13 776 | 3 134 | 332 | .5 | 16.3 |
| 4411 | Automobile dealers | 7 | D | D | D | c | D | D |
| 44111 | New car dealers | 5 | 95 921 | 10 182 | 2 286 | 191 | – | 19.0 |
| 441110 | New car dealers | 5 | 95 921 | 10 182 | 2 286 | 191 | – | 19.0 |
| 4412 | Other motor vehicle dealers | 7 | 15 688 | 2 442 | 565 | 79 | 3.4 | 5.4 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 7 | 15 688 | 2 442 | 565 | 79 | 3.4 | 5.4 |
| 441222 | Boat dealers | 7 | 15 688 | 2 442 | 565 | 79 | 3.4 | 5.4 |
| 442 | Furniture & home furnishings stores | 8 | 3 046 | 343 | 75 | 24 | 34.9 | 10.0 |
| 44229 | Other home furnishings stores | 4 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 8 | 3 605 | 451 | 103 | 23 | 31.0 | 8.1 |
| 4431 | Electronics & appliance stores | 8 | 3 605 | 451 | 103 | 23 | 31.0 | 8.1 |
| 44311 | Appliance, television, & other electronics stores | 5 | D | D | D | a | D | D |
| 443112 | Radio, television, & other electronics stores | 4 | 2 487 | 313 | 71 | 16 | – | 11.8 |
| 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 | 11 | 16 114 | 2 608 | 654 | 90 | 12.8 | 1.0 |
| 4441 | Building material & supplies dealers | 8 | 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 |
| 44419 | Other building material dealers | 6 | 9 817 | 1 631 | 408 | 26 | 3.2 | 1.7 |
| 444190 | Other building material dealers | 6 | 9 817 | 1 631 | 408 | 26 | 3.2 | 1.7 |
| 4442 | Lawn & garden equipment & supplies stores | 3 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 25 | 99 651 | 10 673 | 2 336 | 597 | 7.3 | 4.5 |
| 4451 | Grocery stores | 15 | 94 072 | 10 266 | 2 242 | 557 | 5.3 | 3.1 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 12 | 92 906 | 10 160 | 2 212 | 551 | 4.2 | 3.1 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 12 | 92 906 | 10 160 | 2 212 | 551 | 4.2 | 3.1 |
| 4452 | Specialty food stores | 4 | 2 074 | 280 | 72 | 25 | – | 11.9 |
| 446 | Health & personal care stores | 18 | 54 679 | 8 883 | 2 353 | 397 | 2.1 | 3.3 |
| 4461 | Health & personal care stores | 18 | 54 679 | 8 883 | 2 353 | 397 | 2.1 | 3.3 |
| 44611 | Pharmacies & drug stores | 10 | 51 827 | 8 313 | 2 229 | 359 | 1.8 | 2.1 |
| 446110 | Pharmacies & drug stores | 10 | 51 827 | 8 313 | 2 229 | 359 | 1.8 | 2.1 |
| 4461101 | Pharmacies & drug stores | 10 | 51 827 | 8 313 | 2 229 | 359 | 1.8 | 2.1 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 446191 | Food (health) supplement stores | 3 | D | D | D | a | D | D |
| 447 | Gasoline stations | 11 | 26 849 | 1 271 | 336 | 113 | 24.1 | 17.6 |
| 4471 | Gasoline stations | 11 | 26 849 | 1 271 | 336 | 113 | 24.1 | 17.6 |
| 44719 | Other gasoline stations | 10 | D | D | D | c | D | D |
| 447190 | Other gasoline stations | 10 | D | D | D | c | D | D |
| 448 | Clothing & clothing accessories stores | 40 | 21 339 | 2 869 | 605 | 222 | 11.8 | 7.4 |
| 4481 | Clothing stores | 21 | 12 148 | 1 386 | 338 | 148 | 10.0 | 4.2 |
| 4482101 | Men's shoe stores | 2 | D | D | D | a | D | D |
| 4482105 | Athletic footwear stores | 2 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 11 | 4 112 | 828 | 168 | 36 | 31.4 | 25.8 |
| 44831 | Jewelry stores | 10 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 10 | D | D | D | b | D | D |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 24 | 16 863 | 1 841 | 443 | 142 | 16.5 | 2.5 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 17 | 11 366 | 1 262 | 302 | 92 | 20.7 | 3.7 |
| 45111 | Sporting goods stores | 9 | 5 902 | 664 | 171 | 41 | 30.1 | 2.7 |
| 451110 | Sporting goods stores | 9 | 5 902 | 664 | 171 | 41 | 30.1 | 2.7 |
| 4511101 | General-line sporting goods stores | 5 | 3 498 | 335 | 78 | 31 | 39.9 | .3 |
| 45112 | Hobby, toy, & game stores | 4 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 4 | 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 | 7 | 5 497 | 579 | 141 | 50 | 7.9 | – |
| 45121 | Book stores & news dealers | 5 | D | D | D | a | D | D |
| 451211 | Book stores | 5 | D | D | D | a | D | D |
| 4512111 | Book stores, general | 3 | 1 647 | 162 | 38 | 11 | D | – |
| 4512113 | College book stores | 1 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 2 | D | D | D | b | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 2 | D | D | D | b | D | D |
| 452 | General merchandise stores | 6 | 36 134 | 4 049 | 951 | 257 | – | .7 |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 4 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 4 | D | D | D | b | D | D |
| 4529901 | Variety stores | 2 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **ALAMEDA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 26 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 7 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 2 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 2 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 2 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 8 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 3 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 3 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 5 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 7 | D | D | D | b | D | D |
| 4541 | Electronic shopping & mail-order houses | 3 | D | D | D | b | D | D |
| 45411 | Electronic shopping & mail-order houses | 3 | D | D | D | b | D | D |
| 454110 | Electronic shopping & mail-order houses | 3 | D | D | D | b | D | D |
| | **ALBANY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **51** | **97 393** | **10 524** | **2 397** | **443** | **19.9** | **6.0** |
| 441 | Motor vehicle & parts dealers | 9 | 40 460 | 4 913 | 1 211 | 142 | 20.3 | 5.3 |
| 442 | Furniture & home furnishings stores | 1 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 4 | 8 150 | 628 | 143 | 18 | – | 25.3 |
| 4431 | Electronics & appliance stores | 4 | 8 150 | 628 | 143 | 18 | – | 25.3 |
| 44311 | Appliance, television, & other electronics stores | 2 | D | D | D | a | D | D |
| 44312 | Computer & software stores | 2 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 6 | 5 060 | 653 | 163 | 28 | 24.8 | 9.1 |
| 445 | Food & beverage stores | 11 | 36 661 | 3 038 | 643 | 170 | 14.8 | 1.9 |
| 4451 | Grocery stores | 4 | 27 634 | 2 409 | 470 | 138 | 16.0 | – |
| 44512 | Convenience stores | 2 | D | D | D | a | D | D |
| 445120 | Convenience stores | 2 | D | D | D | a | D | D |
| 4452 | Specialty food stores | 2 | D | D | D | a | D | D |
| 4453 | Beer, wine, & liquor stores | 5 | D | D | D | b | D | D |
| 44531 | Beer, wine, & liquor stores | 5 | D | D | D | b | D | D |
| 445310 | Beer, wine, & liquor stores | 5 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 1 | D | D | D | a | D | D |
| 448 | Clothing & clothing accessories stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 4 | 1 352 | 151 | 42 | 14 | 77.8 | – |
| 453 | Miscellaneous store retailers | 10 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 5 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | b | D | D |
| | **ALHAMBRA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **249** | **983 162** | **75 989** | **18 134** | **3 672** | **7.3** | **2.2** |
| 441 | Motor vehicle & parts dealers | 35 | 465 619 | 31 418 | 7 625 | 958 | 1.0 | .1 |
| 4411 | Automobile dealers | 18 | 450 247 | 28 497 | 6 952 | 813 | 1.0 | – |
| 44111 | New car dealers | 15 | 444 557 | 28 074 | 6 872 | 797 | .7 | – |
| 441110 | New car dealers | 15 | 444 557 | 28 074 | 6 872 | 797 | .7 | – |
| 44112 | Used car dealers | 3 | 5 690 | 423 | 80 | 16 | D | – |
| 441120 | Used car dealers | 3 | 5 690 | 423 | 80 | 16 | D | – |
| 4413 | Automotive parts, accessories, & tire stores | 17 | 15 372 | 2 921 | 673 | 145 | 1.7 | .3 |
| 44131 | Automotive parts & accessories stores | 10 | 8 015 | 1 093 | 277 | 84 | 3.3 | – |
| 441310 | Automotive parts & accessories stores | 10 | 8 015 | 1 093 | 277 | 84 | 3.3 | – |
| 44132 | Tire dealers | 7 | 7 357 | 1 828 | 396 | 61 | – | .6 |
| 441320 | Tire dealers | 7 | 7 357 | 1 828 | 396 | 61 | – | .6 |
| 442 | Furniture & home furnishings stores | 21 | 19 597 | 1 770 | 421 | 104 | 20.4 | 2.0 |
| 4421 | Furniture stores | 15 | 10 854 | 863 | 230 | 64 | 28.6 | 3.6 |
| 44211 | Furniture stores | 15 | 10 854 | 863 | 230 | 64 | 28.6 | 3.6 |
| 442110 | Furniture stores | 15 | 10 854 | 863 | 230 | 64 | 28.6 | 3.6 |
| 4422 | Home furnishings stores | 6 | 8 743 | 907 | 191 | 40 | 10.4 | – |
| 44221 | Floor covering stores | 5 | D | D | D | b | D | D |
| 442210 | Floor covering stores | 5 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **ALHAMBRA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 443 | Electronics & appliance stores | 12 | 18 480 | 2 128 | 460 | 127 | 62.2 | 28.2 |
| 4431 | Electronics & appliance stores | 12 | 18 480 | 2 128 | 460 | 127 | 62.2 | 28.2 |
| 44311 | Appliance, television, & other electronics stores | 5 | 13 817 | 1 661 | 377 | 101 | 64.5 | 22.6 |
| 443112 | Radio, television, & other electronics stores | 5 | 13 817 | 1 661 | 377 | 101 | 64.5 | 22.6 |
| 44312 | Computer & software stores | 6 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 6 | D | D | D | b | 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 | 10 | 64 948 | 6 049 | 1 463 | 248 | 1.3 | .8 |
| 4441 | Building material & supplies dealers | 8 | D | D | D | c | D | D |
| 44411 | Home centers | 1 | D | D | D | c | D | D |
| 444110 | Home centers | 1 | D | D | D | c | D | D |
| 44419 | Other building material dealers | 6 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 6 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 35 | 98 502 | 9 968 | 2 364 | 529 | 13.7 | 5.2 |
| 4451 | Grocery stores | 24 | 96 235 | 9 667 | 2 307 | 500 | 12.9 | 5.2 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 17 | 90 826 | 9 207 | 2 210 | 463 | 12.9 | 5.0 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 17 | 90 826 | 9 207 | 2 210 | 463 | 12.9 | 5.0 |
| 44512 | Convenience stores | 7 | 5 409 | 460 | 97 | 37 | 13.7 | 9.1 |
| 445120 | Convenience stores | 7 | 5 409 | 460 | 97 | 37 | 13.7 | 9.1 |
| 4452 | Specialty food stores | 8 | 1 399 | 250 | 44 | 24 | 52.4 | 7.7 |
| 446 | Health & personal care stores | 25 | 36 324 | 4 080 | 915 | 235 | 21.7 | 9.3 |
| 4461 | Health & personal care stores | 25 | 36 324 | 4 080 | 915 | 235 | 21.7 | 9.3 |
| 44611 | Pharmacies & drug stores | 14 | 31 631 | 3 613 | 837 | 205 | 19.0 | 6.0 |
| 446110 | Pharmacies & drug stores | 14 | 31 631 | 3 613 | 837 | 205 | 19.0 | 6.0 |
| 4461101 | Pharmacies & drug stores | 14 | 31 631 | 3 613 | 837 | 205 | 19.0 | 6.0 |
| 44619 | Other health & personal care stores | 7 | 3 143 | 303 | 51 | 25 | 47.0 | 19.9 |
| 446191 | Food (health) supplement stores | 3 | 1 574 | 114 | 25 | 11 | D | – |
| 447 | Gasoline stations | 15 | 39 707 | 2 292 | 492 | 224 | 47.3 | – |
| 4471 | Gasoline stations | 15 | 39 707 | 2 292 | 492 | 224 | 47.3 | – |
| 44711 | Gasoline stations with convenience stores | 5 | 9 360 | 555 | 100 | 22 | – | – |
| 447110 | Gasoline stations with convenience stores | 5 | 9 360 | 555 | 100 | 22 | – | – |
| 44719 | Other gasoline stations | 10 | 30 347 | 1 737 | 392 | 202 | 61.9 | – |
| 447190 | Other gasoline stations | 10 | 30 347 | 1 737 | 392 | 202 | 61.9 | – |
| 448 | Clothing & clothing accessories stores | 32 | 14 734 | 2 376 | 646 | 170 | 33.9 | 5.3 |
| 4481 | Clothing stores | 19 | 9 745 | 1 706 | 479 | 109 | 25.3 | 8.0 |
| 44813 | Children's & infants' clothing stores | 1 | D | D | D | b | D | D |
| 448130 | Children's & infants' clothing stores | 1 | D | D | D | b | D | D |
| 44819 | Other clothing stores | 3 | D | D | D | b | D | D |
| 448190 | Other clothing stores | 3 | D | D | D | b | D | D |
| 4482104 | Family shoe stores | 10 | 4 477 | 610 | 152 | 54 | 44.9 | – |
| 451 | Sporting goods, hobby, book, & music stores | 23 | 25 940 | 2 428 | 574 | 209 | 4.6 | 3.3 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 14 | 22 107 | 2 030 | 474 | 171 | – | 3.5 |
| 45111 | Sporting goods stores | 9 | 9 109 | 914 | 214 | 78 | – | 8.5 |
| 451110 | Sporting goods stores | 9 | 9 109 | 914 | 214 | 78 | – | 8.5 |
| 4511101 | General-line sporting goods stores | 3 | D | D | D | b | D | D |
| 4511102 | Specialty-line sporting goods stores | 6 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 3 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 3 | D | D | D | b | D | D |
| 45113 | Sewing, needlework, & piece goods stores | 1 | D | D | D | b | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 1 | D | D | D | b | D | D |
| 45114 | Musical instrument & supplies stores | 1 | D | D | D | a | D | D |
| 451140 | Musical instrument & supplies stores | 1 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 9 | 3 833 | 398 | 100 | 38 | 31.2 | 2.2 |
| 45121 | Book stores & news dealers | 7 | D | D | D | a | D | D |
| 451211 | Book stores | 7 | D | D | D | a | D | D |
| 4512111 | Book stores, general | 6 | 2 134 | 235 | 61 | 14 | 45.8 | 3.9 |
| 4512113 | College book stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 9 | 177 305 | 10 928 | 2 579 | 646 | .2 | 2.2 |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 1 | D | D | D | e | D | D |
| 4529 | Other general merchandise stores | 7 | D | D | D | e | D | D |
| 45291 | Warehouse clubs & superstores | 1 | D | D | D | c | D | D |
| 452910 | Warehouse clubs & superstores | 1 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 6 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 6 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 5 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **ALHAMBRA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 23 | D | D | D | c | D | D |
| 4531 | Florists | 5 | 1 569 | 273 | 75 | 50 | 29.7 | – |
| 45311 | Florists | 5 | 1 569 | 273 | 75 | 50 | 29.7 | – |
| 453110 | Florists | 5 | 1 569 | 273 | 75 | 50 | 29.7 | – |
| 4532 | Office supplies, stationery, & gift stores | 8 | 11 222 | 928 | 218 | 71 | 2.3 | 1.5 |
| 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 |
| 4533 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 8 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 4 | 3 593 | 444 | 98 | 51 | 9.6 | – |
| 453910 | Pet & pet supplies stores | 4 | 3 593 | 444 | 98 | 51 | 9.6 | – |
| 45399 | All other miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 9 | D | D | D | a | D | D |
| | **ALTURAS, CA** | | | | | | | |
| **44-45** | **Retail trade** | **35** | **29 298** | **3 077** | **714** | **193** | **50.4** | **6.2** |
| 441 | Motor vehicle & parts dealers | 5 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 1 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 7 | 4 430 | 515 | 110 | 31 | 25.1 | 1.8 |
| 445 | Food & beverage stores | 7 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 2 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 5 | 510 | 28 | 8 | 6 | 69.2 | – |
| 453 | Miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |
| | **AMERICAN CANYON, CA** | | | | | | | |
| **44-45** | **Retail trade** | **17** | **78 276** | **7 373** | **1 664** | **195** | **.8** | **4.3** |
| 441 | Motor vehicle & parts dealers | 3 | 9 402 | 1 165 | 307 | 37 | – | 9.8 |
| 4413 | Automotive parts, accessories, & tire stores | 3 | 9 402 | 1 165 | 307 | 37 | – | 9.8 |
| 44132 | Tire dealers | 2 | D | D | D | b | D | D |
| 441320 | Tire dealers | 2 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 3 | D | D | D | c | D | D |
| 4441 | Building material & supplies dealers | 2 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 2 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 2 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 3 | 2 867 | 126 | 9 | 8 | D | – |
| 446 | Health & personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 3 | 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 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **ANAHEIM, CA** | | | | | | | |
| **44-45** | **Retail trade** | **963** | **2 773 742** | **278 206** | **65 263** | **13 119** | **9.3** | **5.9** |
| 441 | Motor vehicle & parts dealers | 125 | 696 407 | 63 966 | 14 405 | 1 923 | 11.3 | 1.6 |
| 4411 | Automobile dealers | 33 | 553 100 | 44 001 | 9 837 | 1 122 | 12.2 | .6 |
| 44111 | New car dealers | 22 | 516 096 | 42 126 | 9 414 | 1 059 | 12.0 | .6 |
| 441110 | New car dealers | 22 | 516 096 | 42 126 | 9 414 | 1 059 | 12.0 | .6 |
| 44112 | Used car dealers | 11 | 37 004 | 1 875 | 423 | 63 | 14.5 | – |
| 441120 | Used car dealers | 11 | 37 004 | 1 875 | 423 | 63 | 14.5 | – |
| 4412 | Other motor vehicle dealers | 17 | 31 683 | 3 291 | 775 | 142 | 6.5 | 9.5 |
| 44121 | Recreational vehicle dealers | 3 | 1 796 | 362 | 88 | 16 | D | 16.4 |
| 441210 | Recreational vehicle dealers | 3 | 1 796 | 362 | 88 | 16 | D | 16.4 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 14 | 29 887 | 2 929 | 687 | 126 | 5.2 | 9.1 |
| 441221 | Motorcycle dealers | 7 | 16 958 | 1 589 | 366 | 85 | 7.3 | 12.5 |
| 441222 | Boat dealers | 4 | 11 664 | 1 050 | 252 | 32 | 2.8 | 5.2 |
| 441229 | All other motor vehicle dealers | 3 | 1 265 | 290 | 69 | 9 | – | – |
| 4413 | Automotive parts, accessories, & tire stores | 75 | 111 624 | 16 674 | 3 793 | 659 | 8.3 | 4.7 |
| 44131 | Automotive parts & accessories stores | 56 | 78 501 | 11 604 | 2 652 | 509 | 9.4 | 4.7 |
| 441310 | Automotive parts & accessories stores | 56 | 78 501 | 11 604 | 2 652 | 509 | 9.4 | 4.7 |
| 44132 | Tire dealers | 19 | 33 123 | 5 070 | 1 141 | 150 | 5.5 | 4.5 |
| 441320 | Tire dealers | 19 | 33 123 | 5 070 | 1 141 | 150 | 5.5 | 4.5 |
| 442 | Furniture & home furnishings stores | 71 | 127 128 | 17 794 | 3 588 | 657 | 8.8 | 3.9 |
| 4421 | Furniture stores | 25 | 43 583 | 6 163 | 1 171 | 202 | 4.3 | 6.5 |
| 44211 | Furniture stores | 25 | 43 583 | 6 163 | 1 171 | 202 | 4.3 | 6.5 |
| 442110 | Furniture stores | 25 | 43 583 | 6 163 | 1 171 | 202 | 4.3 | 6.5 |
| 4422 | Home furnishings stores | 46 | 83 545 | 11 631 | 2 417 | 455 | 11.2 | 2.6 |
| 44221 | Floor covering stores | 30 | 68 474 | 9 498 | 1 947 | 321 | 13.6 | 2.3 |
| 442210 | Floor covering stores | 30 | 68 474 | 9 498 | 1 947 | 321 | 13.6 | 2.3 |
| 44229 | Other home furnishings stores | 16 | 15 071 | 2 133 | 470 | 134 | – | 4.0 |
| 442299 | All other home furnishings stores | 14 | D | D | D | c | D | D |
| 443 | Electronics & appliance stores | 48 | 218 641 | 14 278 | 3 575 | 637 | 8.9 | 4.7 |
| 4431 | Electronics & appliance stores | 48 | 218 641 | 14 278 | 3 575 | 637 | 8.9 | 4.7 |
| 44311 | Appliance, television, & other electronics stores | 24 | D | D | D | c | D | D |
| 443111 | Household appliance stores | 5 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 19 | 19 939 | 2 564 | 626 | 98 | 8.3 | 5.1 |
| 44312 | Computer & software stores | 23 | 194 491 | 11 270 | 2 854 | 510 | 8.6 | 4.7 |
| 443120 | Computer & software stores | 23 | 194 491 | 11 270 | 2 854 | 510 | 8.6 | 4.7 |
| 444 | Building material & garden equipment & supplies dealers | 86 | 411 246 | 46 637 | 11 416 | 1 642 | 2.4 | 8.9 |
| 4441 | Building material & supplies dealers | 80 | 406 553 | 46 052 | 11 281 | 1 603 | 1.8 | 9.0 |
| 44411 | Home centers | 4 | D | D | D | e | D | D |
| 444110 | Home centers | 4 | D | D | D | e | D | D |
| 44412 | Paint & wallpaper stores | 11 | 43 438 | 4 581 | 1 108 | 130 | – | – |
| 444120 | Paint & wallpaper stores | 11 | 43 438 | 4 581 | 1 108 | 130 | – | – |
| 44413 | Hardware stores | 10 | D | D | D | c | D | D |
| 444130 | Hardware stores | 10 | D | D | D | c | D | D |
| 44419 | Other building material dealers | 55 | 259 198 | 30 087 | 7 281 | 955 | 2.0 | 12.9 |
| 444190 | Other building material dealers | 55 | 259 198 | 30 087 | 7 281 | 955 | 2.0 | 12.9 |
| 4442 | Lawn & garden equipment & supplies stores | 6 | 4 693 | 585 | 135 | 39 | 50.0 | – |
| 44422 | Nursery & garden centers | 5 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 5 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 139 | 457 576 | 48 517 | 11 330 | 2 478 | 6.8 | 9.8 |
| 4451 | Grocery stores | 82 | 421 356 | 45 934 | 10 697 | 2 222 | 3.6 | 10.3 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 55 | 387 040 | 42 992 | 9 989 | 2 017 | 2.2 | 9.6 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 55 | 387 040 | 42 992 | 9 989 | 2 017 | 2.2 | 9.6 |
| 44512 | Convenience stores | 27 | 34 316 | 2 942 | 708 | 205 | 19.4 | 17.5 |
| 445120 | Convenience stores | 27 | 34 316 | 2 942 | 708 | 205 | 19.4 | 17.5 |
| 4452 | Specialty food stores | 21 | 21 321 | 1 771 | 438 | 179 | 34.9 | .8 |
| 4453 | Beer, wine, & liquor stores | 36 | 14 899 | 812 | 195 | 77 | 58.3 | 7.6 |
| 44531 | Beer, wine, & liquor stores | 36 | 14 899 | 812 | 195 | 77 | 58.3 | 7.6 |
| 445310 | Beer, wine, & liquor stores | 36 | 14 899 | 812 | 195 | 77 | 58.3 | 7.6 |
| 446 | Health & personal care stores | 68 | 90 452 | 14 426 | 3 630 | 625 | 10.4 | 5.1 |
| 4461 | Health & personal care stores | 68 | 90 452 | 14 426 | 3 630 | 625 | 10.4 | 5.1 |
| 44611 | Pharmacies & drug stores | 37 | 73 265 | 11 216 | 2 833 | 483 | 8.6 | 4.6 |
| 446110 | Pharmacies & drug stores | 37 | 73 265 | 11 216 | 2 833 | 483 | 8.6 | 4.6 |
| 4461101 | Pharmacies & drug stores | 35 | D | D | D | e | D | D |
| 4461102 | Proprietary stores | 2 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 7 | 1 678 | 197 | 38 | 16 | 12.5 | 1.3 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 7 | 1 678 | 197 | 38 | 16 | 12.5 | 1.3 |
| 44613 | Optical goods stores | 7 | 2 440 | 600 | 141 | 21 | – | 24.7 |
| 446130 | Optical goods stores | 7 | 2 440 | 600 | 141 | 21 | – | 24.7 |
| 44619 | Other health & personal care stores | 17 | 13 069 | 2 413 | 618 | 105 | 22.2 | 5.1 |
| 446191 | Food (health) supplement stores | 7 | 5 531 | 538 | 125 | 45 | 32.0 | – |
| 446199 | All other health & personal care stores | 10 | 7 538 | 1 875 | 493 | 60 | 15.0 | 8.9 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **ANAHEIM, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 447 | Gasoline stations | 76 | 182 603 | 7 474 | 1 697 | 557 | 28.1 | 14.7 |
| 4471 | Gasoline stations | 76 | 182 603 | 7 474 | 1 697 | 557 | 28.1 | 14.7 |
| 44711 | Gasoline stations with convenience stores | 34 | 77 933 | 3 310 | 746 | 228 | 8.7 | 20.5 |
| 447110 | Gasoline stations with convenience stores | 34 | 77 933 | 3 310 | 746 | 228 | 8.7 | 20.5 |
| 44719 | Other gasoline stations | 42 | 104 670 | 4 164 | 951 | 329 | 42.5 | 10.4 |
| 447190 | Other gasoline stations | 42 | 104 670 | 4 164 | 951 | 329 | 42.5 | 10.4 |
| 448 | Clothing & clothing accessories stores | 100 | 87 825 | 9 803 | 2 367 | 825 | 13.3 | 7.6 |
| 4481 | Clothing stores | 60 | 65 632 | 6 767 | 1 648 | 593 | 7.4 | 6.6 |
| 44811 | Men's clothing stores | 6 | 4 143 | 579 | 160 | 56 | .7 | 20.4 |
| 448110 | Men's clothing stores | 6 | 4 143 | 579 | 160 | 56 | .7 | 20.4 |
| 44812 | Women's clothing stores | 27 | 14 899 | 1 569 | 360 | 166 | 24.6 | 5.2 |
| 448120 | Women's clothing stores | 27 | 14 899 | 1 569 | 360 | 166 | 24.6 | 5.2 |
| 44813 | Children's & infants' clothing stores | 3 | 4 393 | 575 | 140 | 43 | D | – |
| 448130 | Children's & infants' clothing stores | 3 | 4 393 | 575 | 140 | 43 | D | – |
| 44814 | Family clothing stores | 16 | 32 482 | 2 499 | 613 | 222 | 1.4 | 1.5 |
| 448140 | Family clothing stores | 16 | 32 482 | 2 499 | 613 | 222 | 1.4 | 1.5 |
| 44819 | Other clothing stores | 8 | 9 715 | 1 545 | 375 | 106 | 5.1 | 22.7 |
| 448190 | Other clothing stores | 8 | 9 715 | 1 545 | 375 | 106 | 5.1 | 22.7 |
| 4482 | Shoe stores | 20 | 14 074 | 1 437 | 340 | 124 | 19.8 | 5.3 |
| 44821 | Shoe stores | 20 | 14 074 | 1 437 | 340 | 124 | 19.8 | 5.3 |
| 448210 | Shoe stores | 20 | 14 074 | 1 437 | 340 | 124 | 19.8 | 5.3 |
| 4482101 | Men's shoe stores | 2 | D | D | D | a | D | D |
| 4482103 | Children's & juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 13 | 4 512 | 563 | 155 | 49 | 11.6 | 13.0 |
| 4482105 | Athletic footwear stores | 4 | 7 511 | 682 | 133 | 62 | 30.2 | – |
| 4483 | Jewelry, luggage, & leather goods stores | 20 | 8 119 | 1 599 | 379 | 108 | 50.1 | 20.0 |
| 44831 | Jewelry stores | 19 | D | D | D | c | D | D |
| 448310 | Jewelry stores | 19 | D | D | D | c | D | D |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 63 | 91 824 | 12 163 | 2 775 | 798 | 5.0 | 8.8 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 45 | 59 449 | 5 892 | 1 362 | 453 | 6.6 | 8.4 |
| 45111 | Sporting goods stores | 19 | 22 161 | 2 350 | 600 | 192 | 5.3 | 16.7 |
| 451110 | Sporting goods stores | 19 | 22 161 | 2 350 | 600 | 192 | 5.3 | 16.7 |
| 4511101 | General-line sporting goods stores | 5 | 10 638 | 979 | 231 | 113 | 3.3 | – |
| 4511102 | Specialty-line sporting goods stores | 14 | 11 523 | 1 371 | 369 | 79 | 7.0 | 32.2 |
| 45112 | Hobby, toy, & game stores | 15 | 29 313 | 2 308 | 467 | 163 | 6.4 | 1.6 |
| 451120 | Hobby, toy, & game stores | 15 | 29 313 | 2 308 | 467 | 163 | 6.4 | 1.6 |
| 45113 | Sewing, needlework, & piece goods stores | 7 | 4 500 | 619 | 167 | 64 | – | 10.3 |
| 451130 | Sewing, needlework, & piece goods stores | 7 | 4 500 | 619 | 167 | 64 | – | 10.3 |
| 45114 | Musical instrument & supplies stores | 4 | 3 475 | 615 | 128 | 34 | 26.3 | 10.0 |
| 451140 | Musical instrument & supplies stores | 4 | 3 475 | 615 | 128 | 34 | 26.3 | 10.0 |
| 4512 | Book, periodical, & music stores | 18 | 32 375 | 6 271 | 1 413 | 345 | 1.9 | 9.6 |
| 45121 | Book stores & news dealers | 13 | 22 863 | 5 335 | 1 165 | 246 | 2.7 | 13.6 |
| 451211 | Book stores | 12 | D | D | D | c | D | D |
| 4512111 | Book stores, general | 7 | 14 636 | 3 460 | 706 | 154 | – | 16.6 |
| 4512112 | Specialty book stores | 4 | D | D | D | b | D | D |
| 451212 | News dealers & newsstands | 1 | D | D | D | b | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 5 | 9 512 | 936 | 248 | 99 | – | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 5 | 9 512 | 936 | 248 | 99 | – | – |
| 452 | General merchandise stores | 20 | 289 742 | 22 721 | 5 635 | 1 761 | .8 | 1.6 |
| 4521 | Department stores (incl leased depts) ## | 7 | 160 135 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 7 | 160 135 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 7 | 157 969 | 13 108 | 3 235 | 1 124 | – | – |
| 45211 | Department stores (excl leased depts) | 7 | 157 969 | 13 108 | 3 235 | 1 124 | – | – |
| 452110 | Department stores (excl leased depts) | 7 | 157 969 | 13 108 | 3 235 | 1 124 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | c | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 4 | D | D | D | f | D | D |
| 4521103 | National chain department stores (excl leased depts) | 1 | D | D | D | b | D | D |
| 4529 | Other general merchandise stores | 13 | 131 773 | 9 613 | 2 400 | 637 | 1.8 | 3.5 |
| 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 | 11 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 11 | D | D | D | c | D | D |
| 4529901 | Variety stores | 3 | D | D | D | b | D | D |
| 4529902 | Catalog showrooms | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 7 | 8 343 | 888 | 213 | 80 | 24.5 | 54.9 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **ANAHEIM, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 123 | 64 924 | 10 263 | 2 471 | 791 | 26.1 | 5.4 |
| 4531 | Florists | 21 | 7 113 | 1 573 | 349 | 124 | 35.6 | .2 |
| 45311 | Florists | 21 | 7 113 | 1 573 | 349 | 124 | 35.6 | .2 |
| 453110 | Florists | 21 | 7 113 | 1 573 | 349 | 124 | 35.6 | .2 |
| 4532 | Office supplies, stationery, & gift stores | 46 | 23 127 | 3 074 | 762 | 260 | 21.8 | 3.2 |
| 45321 | Office supplies & stationery stores | 8 | 11 214 | 1 686 | 471 | 102 | 2.8 | – |
| 453210 | Office supplies & stationery stores | 8 | 11 214 | 1 686 | 471 | 102 | 2.8 | – |
| 4532102 | Office supplies stores | 8 | 11 214 | 1 686 | 471 | 102 | 2.8 | – |
| 45322 | Gift, novelty, & souvenir stores | 38 | 11 913 | 1 388 | 291 | 158 | 39.6 | 6.1 |
| 453220 | Gift, novelty, & souvenir stores | 38 | 11 913 | 1 388 | 291 | 158 | 39.6 | 6.1 |
| 4533 | Used merchandise stores | 16 | 9 053 | 2 054 | 495 | 184 | 15.9 | 21.8 |
| 45331 | Used merchandise stores | 16 | 9 053 | 2 054 | 495 | 184 | 15.9 | 21.8 |
| 453310 | Used merchandise stores | 16 | 9 053 | 2 054 | 495 | 184 | 15.9 | 21.8 |
| 4539 | Other miscellaneous store retailers | 40 | 25 631 | 3 562 | 865 | 223 | 30.9 | 3.1 |
| 45391 | Pet & pet supplies stores | 13 | 7 363 | 1 190 | 229 | 74 | 9.3 | 1.9 |
| 453910 | Pet & pet supplies stores | 13 | 7 363 | 1 190 | 229 | 74 | 9.3 | 1.9 |
| 45392 | Art dealers | 2 | D | D | D | b | D | D |
| 453920 | Art dealers | 2 | D | D | D | b | D | D |
| 45393 | Manufactured (mobile) home dealers | 1 | D | D | D | a | D | D |
| 453930 | Manufactured (mobile) home dealers | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 24 | 13 657 | 1 784 | 517 | 108 | 50.1 | 4.8 |
| 454 | Nonstore retailers | 44 | 55 374 | 10 164 | 2 374 | 425 | 19.5 | 2.3 |
| 4541 | Electronic shopping & mail-order houses | 17 | 15 654 | 2 348 | 457 | 83 | 40.8 | .4 |
| 45411 | Electronic shopping & mail-order houses | 17 | 15 654 | 2 348 | 457 | 83 | 40.8 | .4 |
| 454110 | Electronic shopping & mail-order houses | 17 | 15 654 | 2 348 | 457 | 83 | 40.8 | .4 |
| 4542 | Vending machine operators | 10 | 25 340 | 4 626 | 1 097 | 141 | 3.0 | – |
| 45421 | Vending machine operators | 10 | 25 340 | 4 626 | 1 097 | 141 | 3.0 | – |
| 454210 | Vending machine operators | 10 | 25 340 | 4 626 | 1 097 | 141 | 3.0 | – |
| 4543 | Direct selling establishments | 17 | 14 380 | 3 190 | 820 | 201 | 25.2 | 8.4 |
| 45439 | Other direct selling establishments | 17 | 14 380 | 3 190 | 820 | 201 | 25.2 | 8.4 |
| 454390 | Other direct selling establishments | 17 | 14 380 | 3 190 | 820 | 201 | 25.2 | 8.4 |
| | **ANDERSON, CA** | | | | | | | |
| **44-45** | **Retail trade** | **61** | **72 287** | **8 682** | **1 966** | **519** | **4.5** | **8.9** |
| 441 | Motor vehicle & parts dealers | 10 | 8 328 | 1 531 | 408 | 73 | 19.4 | 12.4 |
| 4412 | Other motor vehicle dealers | 3 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 6 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 6 | 3 012 | 438 | 102 | 40 | 2.6 | 7.8 |
| 4422 | Home furnishings stores | 5 | D | D | D | b | D | D |
| 44229 | Other home furnishings stores | 3 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 7 | 4 385 | 658 | 137 | 39 | – | .7 |
| 445 | Food & beverage stores | 6 | D | D | D | c | D | D |
| 446 | Health & personal care stores | 2 | D | D | D | b | D | D |
| 447 | Gasoline stations | 10 | 15 420 | 847 | 178 | 50 | 9.3 | 26.5 |
| 44711 | Gasoline stations with convenience stores | 7 | 13 764 | 743 | 154 | 43 | – | 29.6 |
| 447110 | Gasoline stations with convenience stores | 7 | 13 764 | 743 | 154 | 43 | – | 29.6 |
| 448 | Clothing & clothing accessories stores | 11 | 4 626 | 564 | 126 | 47 | – | 1.8 |
| 4481 | Clothing stores | 7 | D | D | D | b | D | D |
| 44815 | Clothing accessories stores | 2 | D | D | D | a | D | D |
| 448150 | Clothing accessories stores | 2 | D | D | D | a | D | D |
| 44819 | Other clothing stores | 2 | D | D | D | a | D | D |
| 448190 | Other clothing stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 1 | D | D | D | a | D | D |
| 4511 | Sporting goods, hobby, & musical instrument stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 4 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 2 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 2 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 2 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **ANGELS CITY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **17** | **23 786** | **2 420** | **553** | **137** | **23.6** | **10.3** |
| 441 | Motor vehicle & parts dealers | 1 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 2 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 3 | 14 232 | 1 287 | 295 | 72 | – | 4.0 |
| 448 | Clothing & clothing accessories stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 3 | 350 | 51 | 13 | 5 | D | – |
| 454 | Nonstore retailers | 4 | 2 792 | 450 | 114 | 18 | – | 67.2 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 2 | D | D | D | a | D | D |
| | **ANTIOCH, CA** | | | | | | | |
| **44-45** | **Retail trade** | **197** | **500 123** | **51 432** | **12 047** | **2 898** | **6.0** | **4.0** |
| 441 | Motor vehicle & parts dealers | 22 | 65 721 | 8 027 | 2 031 | 319 | 2.2 | 3.8 |
| 4412 | Other motor vehicle dealers | 6 | D | D | D | b | D | D |
| 44121 | Recreational vehicle dealers | 2 | D | D | D | a | D | D |
| 441210 | Recreational vehicle dealers | 2 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 4 | D | D | D | b | D | D |
| 441222 | Boat dealers | 3 | 4 776 | 626 | 158 | 37 | D | – |
| 4413 | Automotive parts, accessories, & tire stores | 12 | 13 636 | 2 729 | 639 | 113 | 4.3 | 5.2 |
| 44131 | Automotive parts & accessories stores | 7 | 8 348 | 1 415 | 355 | 65 | 7.0 | .5 |
| 441310 | Automotive parts & accessories stores | 7 | 8 348 | 1 415 | 355 | 65 | 7.0 | .5 |
| 44132 | Tire dealers | 5 | 5 288 | 1 314 | 284 | 48 | – | 12.6 |
| 441320 | Tire dealers | 5 | 5 288 | 1 314 | 284 | 48 | – | 12.6 |
| 442 | Furniture & home furnishings stores | 9 | D | D | D | b | D | D |
| 4421 | Furniture stores | 6 | 4 382 | 487 | 105 | 24 | 28.5 | – |
| 44211 | Furniture stores | 6 | 4 382 | 487 | 105 | 24 | 28.5 | – |
| 442110 | Furniture stores | 6 | 4 382 | 487 | 105 | 24 | 28.5 | – |
| 443 | Electronics & appliance stores | 7 | 4 282 | 644 | 141 | 29 | 6.0 | – |
| 4431 | Electronics & appliance stores | 7 | 4 282 | 644 | 141 | 29 | 6.0 | – |
| 44311 | Appliance, television, & other electronics stores | 4 | 2 730 | 444 | 101 | 17 | 9.5 | – |
| 44312 | Computer & software stores | 2 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 7 | 29 854 | 3 842 | 929 | 137 | 1.1 | – |
| 4441 | Building material & supplies dealers | 7 | 29 854 | 3 842 | 929 | 137 | 1.1 | – |
| 44412 | Paint & wallpaper stores | 1 | D | D | D | a | D | D |
| 444120 | Paint & wallpaper stores | 1 | D | D | D | a | 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 | 4 | 18 160 | 1 895 | 492 | 41 | 1.8 | – |
| 444190 | Other building material dealers | 4 | 18 160 | 1 895 | 492 | 41 | 1.8 | – |
| 445 | Food & beverage stores | 30 | 142 516 | 14 928 | 3 285 | 789 | 10.9 | 3.0 |
| 4451 | Grocery stores | 22 | 138 854 | 14 763 | 3 249 | 774 | 8.8 | 3.1 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 14 | 133 399 | 14 267 | 3 163 | 732 | 7.2 | 2.3 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 14 | 133 399 | 14 267 | 3 163 | 732 | 7.2 | 2.3 |
| 44512 | Convenience stores | 8 | 5 455 | 496 | 86 | 42 | 47.5 | 22.0 |
| 445120 | Convenience stores | 8 | 5 455 | 496 | 86 | 42 | 47.5 | 22.0 |
| 446 | Health & personal care stores | 15 | 25 242 | 5 102 | 1 182 | 185 | 3.1 | 1.1 |
| 4461 | Health & personal care stores | 15 | 25 242 | 5 102 | 1 182 | 185 | 3.1 | 1.1 |
| 44611 | Pharmacies & drug stores | 6 | 23 158 | 4 805 | 1 109 | 163 | – | – |
| 446110 | Pharmacies & drug stores | 6 | 23 158 | 4 805 | 1 109 | 163 | – | – |
| 4461101 | Pharmacies & drug stores | 6 | 23 158 | 4 805 | 1 109 | 163 | – | – |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 21 | 47 740 | 2 046 | 432 | 136 | 9.2 | 12.9 |
| 4471 | Gasoline stations | 21 | 47 740 | 2 046 | 432 | 136 | 9.2 | 12.9 |
| 44711 | Gasoline stations with convenience stores | 10 | 27 648 | 1 283 | 260 | 66 | 3.2 | 5.5 |
| 447110 | Gasoline stations with convenience stores | 10 | 27 648 | 1 283 | 260 | 66 | 3.2 | 5.5 |
| 44719 | Other gasoline stations | 11 | 20 092 | 763 | 172 | 70 | 17.5 | 23.2 |
| 447190 | Other gasoline stations | 11 | 20 092 | 763 | 172 | 70 | 17.5 | 23.2 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **ANTIOCH, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores | 35 | 17 688 | 2 292 | 545 | 220 | 6.8 | 10.1 |
| 4481 | Clothing stores | 14 | 8 039 | 951 | 218 | 110 | 1.9 | 10.7 |
| 44819 | Other clothing stores | 4 | 2 058 | 285 | 64 | 30 | – | 23.7 |
| 448190 | Other clothing stores | 4 | 2 058 | 285 | 64 | 30 | – | 23.7 |
| 4482 | Shoe stores | 12 | 5 619 | 644 | 156 | 62 | – | – |
| 44821 | Shoe stores | 12 | 5 619 | 644 | 156 | 62 | – | – |
| 448210 | Shoe stores | 12 | 5 619 | 644 | 156 | 62 | – | – |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 4482103 | Children's & juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 7 | 3 218 | 293 | 70 | 35 | – | – |
| 4482105 | Athletic footwear stores | 3 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 9 | 4 030 | 697 | 171 | 48 | 26.1 | 22.9 |
| 44831 | Jewelry stores | 9 | 4 030 | 697 | 171 | 48 | 26.1 | 22.9 |
| 448310 | Jewelry stores | 9 | 4 030 | 697 | 171 | 48 | 26.1 | 22.9 |
| 451 | Sporting goods, hobby, book, & music stores | 17 | 11 688 | 1 284 | 313 | 127 | 22.4 | 1.5 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 11 | 7 651 | 942 | 222 | 88 | 25.0 | – |
| 45112 | Hobby, toy, & game stores | 3 | 3 755 | 472 | 109 | 38 | D | – |
| 451120 | Hobby, toy, & game stores | 3 | 3 755 | 472 | 109 | 38 | D | – |
| 45113 | Sewing, needlework, & piece goods stores | 1 | D | D | D | b | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 1 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 6 | 4 037 | 342 | 91 | 39 | 17.5 | 4.5 |
| 45122 | Prerecorded tape, compact disc, & record stores | 5 | D | D | D | b | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 5 | D | D | D | b | D | D |
| 452 | General merchandise stores | 7 | D | D | D | f | D | D |
| 4521 | Department stores (incl leased depts) ## | 4 | 65 918 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 4 | 65 918 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 4 | 65 033 | 6 515 | 1 559 | 548 | – | – |
| 45211 | Department stores (excl leased depts) | 4 | 65 033 | 6 515 | 1 559 | 548 | – | – |
| 452110 | Department stores (excl leased depts) | 4 | 65 033 | 6 515 | 1 559 | 548 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | c | D | D |
| 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 |
| 45299 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 25 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 7 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 2 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 2 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 2 | D | D | D | a | D | D |
| 4533 | Used merchandise stores | 5 | 1 780 | 495 | 94 | 29 | – | 45.7 |
| 45331 | Used merchandise stores | 5 | 1 780 | 495 | 94 | 29 | – | 45.7 |
| 453310 | Used merchandise stores | 5 | 1 780 | 495 | 94 | 29 | – | 45.7 |
| 4539 | Other miscellaneous store retailers | 9 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 8 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | b | D | D |
| | **APPLE VALLEY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **68** | **146 590** | **14 588** | **3 470** | **960** | **10.5** | **2.4** |
| 441 | Motor vehicle & parts dealers | 7 | D | D | D | b | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 5 | 6 459 | 741 | 183 | 43 | 12.2 | 11.3 |
| 44419 | Other building material dealers | 2 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 2 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 12 | 44 347 | 4 211 | 1 094 | 208 | 2.7 | 1.6 |
| 4451 | Grocery stores | 6 | 42 312 | 4 043 | 1 060 | 179 | 1.3 | .2 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 5 | D | D | D | c | D | D |
| 445110 | Supermarkets & other grocery (except convenience) stores | 5 | D | D | D | c | D | D |
| 4452 | Specialty food stores | 1 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 7 | 13 186 | 1 847 | 434 | 112 | 29.6 | – |
| 4461 | Health & personal care stores | 7 | 13 186 | 1 847 | 434 | 112 | 29.6 | – |
| 447 | Gasoline stations | 12 | 21 953 | 972 | 207 | 95 | 11.4 | 6.3 |
| 4471 | Gasoline stations | 12 | 21 953 | 972 | 207 | 95 | 11.4 | 6.3 |
| 44711 | Gasoline stations with convenience stores | 10 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 10 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 3 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **APPLE VALLEY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 2 | D | D | D | b | D | D |
| 452 | General merchandise stores | 2 | D | D | D | e | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 13 | 5 819 | 656 | 151 | 43 | 60.9 | – |
| 4539 | Other miscellaneous store retailers | 12 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 3 | 1 825 | 121 | 30 | 11 | D | – |
| 453910 | Pet & pet supplies stores | 3 | 1 825 | 121 | 30 | 11 | D | – |
| 45399 | All other miscellaneous store retailers | 9 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 4 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 2 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 2 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 2 | D | D | D | b | D | D |
| | **ARCADIA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **283** | **509 747** | **59 830** | **14 501** | **4 000** | **7.9** | **6.6** |
| 441 | Motor vehicle & parts dealers | 9 | D | D | D | b | D | D |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 16 | 9 310 | 1 015 | 264 | 74 | 26.1 | 15.7 |
| 4421 | Furniture stores | 4 | 3 437 | 274 | 71 | 19 | 17.8 | 34.9 |
| 44211 | Furniture stores | 4 | 3 437 | 274 | 71 | 19 | 17.8 | 34.9 |
| 442110 | Furniture stores | 4 | 3 437 | 274 | 71 | 19 | 17.8 | 34.9 |
| 4422 | Home furnishings stores | 12 | 5 873 | 741 | 193 | 55 | 30.9 | 4.5 |
| 44229 | Other home furnishings stores | 9 | D | D | D | b | D | D |
| 442299 | All other home furnishings stores | 8 | 3 996 | 546 | 147 | 45 | 7.4 | 6.0 |
| 443 | Electronics & appliance stores | 18 | 12 559 | 1 691 | 353 | 74 | 38.3 | .5 |
| 4431 | Electronics & appliance stores | 18 | 12 559 | 1 691 | 353 | 74 | 38.3 | .5 |
| 44311 | Appliance, television, & other electronics stores | 10 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 8 | 5 859 | 801 | 150 | 29 | 58.9 | 1.0 |
| 44312 | Computer & software stores | 6 | 5 474 | 741 | 165 | 34 | 19.0 | – |
| 443120 | Computer & software stores | 6 | 5 474 | 741 | 165 | 34 | 19.0 | – |
| 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 | 11 | 8 491 | 772 | 179 | 37 | 39.8 | 2.6 |
| 4441 | Building material & supplies dealers | 11 | 8 491 | 772 | 179 | 37 | 39.8 | 2.6 |
| 44419 | Other building material dealers | 10 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 10 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 29 | 114 237 | 13 303 | 3 086 | 758 | 3.6 | 10.1 |
| 4451 | Grocery stores | 15 | D | D | D | f | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 13 | 106 546 | 12 626 | 2 927 | 675 | 1.3 | 8.9 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 13 | 106 546 | 12 626 | 2 927 | 675 | 1.3 | 8.9 |
| 4452 | Specialty food stores | 9 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 35 | 46 304 | 5 580 | 1 283 | 306 | 14.1 | 6.0 |
| 4461 | Health & personal care stores | 35 | 46 304 | 5 580 | 1 283 | 306 | 14.1 | 6.0 |
| 44611 | Pharmacies & drug stores | 16 | 37 148 | 4 112 | 933 | 209 | 11.3 | 5.1 |
| 446110 | Pharmacies & drug stores | 16 | 37 148 | 4 112 | 933 | 209 | 11.3 | 5.1 |
| 4461101 | Pharmacies & drug stores | 16 | 37 148 | 4 112 | 933 | 209 | 11.3 | 5.1 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 6 | 3 984 | 555 | 143 | 35 | 20.0 | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 6 | 3 984 | 555 | 143 | 35 | 20.0 | – |
| 44613 | Optical goods stores | 9 | 3 923 | 686 | 151 | 40 | 16.3 | 13.0 |
| 446130 | Optical goods stores | 9 | 3 923 | 686 | 151 | 40 | 16.3 | 13.0 |
| 447 | Gasoline stations | 15 | 29 743 | 1 353 | 325 | 101 | 25.8 | 24.5 |
| 4471 | Gasoline stations | 15 | 29 743 | 1 353 | 325 | 101 | 25.8 | 24.5 |
| 44719 | Other gasoline stations | 13 | D | D | D | b | D | D |
| 447190 | Other gasoline stations | 13 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **ARCADIA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores | 81 | 128 857 | 18 117 | 4 642 | 1 385 | 2.0 | 2.6 |
| 4481 | Clothing stores | 48 | 107 209 | 15 288 | 3 952 | 1 185 | .6 | 2.2 |
| 44811 | Men's clothing stores | 4 | 4 292 | 478 | 142 | 33 | – | – |
| 448110 | Men's clothing stores | 4 | 4 292 | 478 | 142 | 33 | – | – |
| 44812 | Women's clothing stores | 23 | 20 785 | 2 558 | 620 | 189 | .8 | 11.5 |
| 448120 | Women's clothing stores | 23 | 20 785 | 2 558 | 620 | 189 | .8 | 11.5 |
| 44813 | Children's & infants' clothing stores | 4 | 4 140 | 419 | 97 | 35 | – | – |
| 448130 | Children's & infants' clothing stores | 4 | 4 140 | 419 | 97 | 35 | – | – |
| 44814 | Family clothing stores | 7 | 71 514 | 11 091 | 2 918 | 859 | – | – |
| 448140 | Family clothing stores | 7 | 71 514 | 11 091 | 2 918 | 859 | – | – |
| 44815 | Clothing accessories stores | 3 | 852 | 122 | 33 | 17 | D | – |
| 448150 | Clothing accessories stores | 3 | 852 | 122 | 33 | 17 | D | – |
| 44819 | Other clothing stores | 7 | 5 626 | 620 | 142 | 52 | 5.0 | – |
| 448190 | Other clothing stores | 7 | 5 626 | 620 | 142 | 52 | 5.0 | – |
| 4482 | Shoe stores | 20 | 13 025 | 1 446 | 346 | 106 | 11.1 | – |
| 44821 | Shoe stores | 20 | 13 025 | 1 446 | 346 | 106 | 11.1 | – |
| 448210 | Shoe stores | 20 | 13 025 | 1 446 | 346 | 106 | 11.1 | – |
| 4482101 | Men's shoe stores | 2 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 6 | 2 861 | 389 | 93 | 44 | – | – |
| 4482103 | Children's & juveniles' shoe stores | 2 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 7 | 3 771 | 423 | 96 | 24 | 36.2 | – |
| 4482105 | Athletic footwear stores | 3 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 13 | 8 623 | 1 383 | 344 | 94 | 6.8 | 11.9 |
| 44831 | Jewelry stores | 11 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 11 | D | D | D | b | D | D |
| 44832 | Luggage & leather goods stores | 2 | D | D | D | b | D | D |
| 448320 | Luggage & leather goods stores | 2 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 23 | 17 969 | 1 913 | 443 | 175 | 9.6 | .6 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 13 | 10 444 | 1 157 | 253 | 95 | 13.9 | 1.1 |
| 45113 | Sewing, needlework, & piece goods stores | 1 | D | D | D | a | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 1 | D | D | D | a | D | D |
| 45114 | Musical instrument & supplies stores | 2 | D | D | D | b | D | D |
| 451140 | Musical instrument & supplies stores | 2 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 10 | 7 525 | 756 | 190 | 80 | 3.8 | – |
| 45121 | Book stores & news dealers | 6 | 3 352 | 392 | 92 | 45 | 8.5 | – |
| 451211 | Book stores | 5 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 3 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 2 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 4 | 4 173 | 364 | 98 | 35 | – | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 4 | 4 173 | 364 | 98 | 35 | – | – |
| 452 | General merchandise stores | 9 | 116 509 | 12 499 | 3 034 | 814 | .7 | 2.9 |
| 4521 | Department stores (incl leased depts) ## | 3 | 106 096 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 3 | 106 096 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 3 | 103 975 | 11 138 | 2 715 | 718 | – | – |
| 45211 | Department stores (excl leased depts) | 3 | 103 975 | 11 138 | 2 715 | 718 | – | – |
| 452110 | Department stores (excl leased depts) | 3 | 103 975 | 11 138 | 2 715 | 718 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4521103 | National chain department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 6 | 12 534 | 1 361 | 319 | 96 | 6.3 | 26.6 |
| 452990 | All other general merchandise stores | 6 | 12 534 | 1 361 | 319 | 96 | 6.3 | 26.6 |
| 4529901 | Variety stores | 2 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 4 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 28 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 11 | 7 183 | 961 | 249 | 118 | 8.9 | – |
| 45322 | Gift, novelty, & souvenir stores | 11 | 7 183 | 961 | 249 | 118 | 8.9 | – |
| 453220 | Gift, novelty, & souvenir stores | 11 | 7 183 | 961 | 249 | 118 | 8.9 | – |
| 4539 | Other miscellaneous store retailers | 12 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 8 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 9 | D | D | D | b | D | D |
| 4541 | Electronic shopping & mail-order houses | 4 | 3 831 | 354 | 87 | 11 | 18.7 | 23.2 |
| 45411 | Electronic shopping & mail-order houses | 4 | 3 831 | 354 | 87 | 11 | 18.7 | 23.2 |
| 454110 | Electronic shopping & mail-order houses | 4 | 3 831 | 354 | 87 | 11 | 18.7 | 23.2 |
| 4543 | Direct selling establishments | 3 | 3 245 | 464 | 116 | 26 | D | 14.4 |
| 45439 | Other direct selling establishments | 3 | 3 245 | 464 | 116 | 26 | D | 14.4 |
| 454390 | Other direct selling establishments | 3 | 3 245 | 464 | 116 | 26 | D | 14.4 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **ARCATA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **117** | **129 566** | **16 263** | **3 953** | **1 156** | **19.3** | **3.1** |
| 441 | Motor vehicle & parts dealers | 10 | 21 822 | 3 084 | 755 | 110 | 29.0 | – |
| 4413 | Automotive parts, accessories, & tire stores | 7 | D | D | D | b | D | D |
| 44132 | Tire dealers | 3 | D | D | D | b | D | D |
| 441320 | Tire dealers | 3 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 6 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 4 | D | D | D | a | D | D |
| 4431 | Electronics & appliance stores | 4 | D | D | D | a | D | D |
| 44312 | Computer & software stores | 3 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 3 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 13 | 9 094 | 888 | 222 | 71 | 32.9 | 7.1 |
| 4441 | Building material & supplies dealers | 11 | D | D | D | b | D | D |
| 44413 | Hardware stores | 3 | D | D | D | b | D | D |
| 444130 | Hardware stores | 3 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 7 | 5 111 | 447 | 105 | 32 | 26.5 | 10.1 |
| 444190 | Other building material dealers | 7 | 5 111 | 447 | 105 | 32 | 26.5 | 10.1 |
| 445 | Food & beverage stores | 17 | 47 467 | 6 422 | 1 627 | 470 | 9.4 | 4.0 |
| 4451 | Grocery stores | 14 | D | D | D | e | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 13 | 45 754 | 6 131 | 1 566 | 426 | 8.1 | 4.1 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 13 | 45 754 | 6 131 | 1 566 | 426 | 8.1 | 4.1 |
| 446 | Health & personal care stores | 5 | 13 986 | 1 474 | 331 | 80 | 12.8 | – |
| 4461 | Health & personal care stores | 5 | 13 986 | 1 474 | 331 | 80 | 12.8 | – |
| 446191 | Food (health) supplement stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 8 | 8 916 | 440 | 106 | 35 | 34.8 | 4.7 |
| 448 | Clothing & clothing accessories stores | 12 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 15 | D | D | D | c | D | D |
| 4511 | Sporting goods, hobby, & musical instrument stores | 10 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 5 | D | D | D | c | D | D |
| 45121 | Book stores & news dealers | 3 | D | D | D | c | D | D |
| 451211 | Book stores | 3 | D | D | D | c | D | D |
| 4512113 | College book stores | 1 | D | D | D | b | D | D |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 20 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 7 | 1 053 | 355 | 68 | 33 | 9.8 | 23.7 |
| 45331 | Used merchandise stores | 7 | 1 053 | 355 | 68 | 33 | 9.8 | 23.7 |
| 453310 | Used merchandise stores | 7 | 1 053 | 355 | 68 | 33 | 9.8 | 23.7 |
| 4539 | Other miscellaneous store retailers | 4 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 6 | D | D | D | b | D | D |
| 4541 | Electronic shopping & mail-order houses | 4 | 3 847 | 463 | 102 | 32 | 35.9 | – |
| 45411 | Electronic shopping & mail-order houses | 4 | 3 847 | 463 | 102 | 32 | 35.9 | – |
| 454110 | Electronic shopping & mail-order houses | 4 | 3 847 | 463 | 102 | 32 | 35.9 | – |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 2 | D | D | D | a | D | D |
| | **ARROYO GRANDE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **80** | **156 492** | **14 990** | **3 567** | **930** | **5.0** | **1.8** |
| 441 | Motor vehicle & parts dealers | 6 | 45 252 | 3 564 | 835 | 114 | 1.5 | – |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 6 | D | D | D | b | D | D |
| 4421 | Furniture stores | 5 | 6 036 | 1 287 | 330 | 52 | 6.9 | – |
| 44211 | Furniture stores | 5 | 6 036 | 1 287 | 330 | 52 | 6.9 | – |
| 442110 | Furniture stores | 5 | 6 036 | 1 287 | 330 | 52 | 6.9 | – |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 5 | 14 479 | 1 677 | 352 | 73 | 24.3 | – |
| 4441 | Building material & supplies dealers | 4 | 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 |
| 44419 | Other building material dealers | 2 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 2 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 14 | 24 944 | 2 660 | 654 | 202 | 4.4 | .4 |
| 4452 | Specialty food stores | 3 | 542 | 70 | 15 | 9 | D | – |
| 446 | Health & personal care stores | 8 | 15 857 | 2 133 | 492 | 103 | .3 | 4.5 |
| 4461 | Health & personal care stores | 8 | 15 857 | 2 133 | 492 | 103 | .3 | 4.5 |
| 447 | Gasoline stations | 8 | 17 560 | 677 | 164 | 72 | .1 | 8.6 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **ARROYO GRANDE, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores | 8 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 6 | 2 707 | 269 | 62 | 23 | 27.5 | – |
| 4511 | Sporting goods, hobby, & musical instrument stores | 6 | 2 707 | 269 | 62 | 23 | 27.5 | – |
| 452 | General merchandise stores | 1 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 15 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 45392 | Art dealers | 2 | D | D | D | a | D | D |
| 453920 | Art dealers | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |
| | **ARTESIA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **86** | **152 270** | **14 142** | **3 327** | **732** | **16.6** | **4.7** |
| 441 | Motor vehicle & parts dealers | 7 | 8 689 | 1 261 | 276 | 58 | 4.1 | – |
| 44131 | Automotive parts & accessories stores | 3 | 4 443 | 883 | 205 | 44 | D | – |
| 441310 | Automotive parts & accessories stores | 3 | 4 443 | 883 | 205 | 44 | D | – |
| 442 | Furniture & home furnishings stores | 6 | D | D | D | b | D | D |
| 4421 | Furniture stores | 4 | 5 263 | 597 | 138 | 24 | 4.5 | – |
| 44211 | Furniture stores | 4 | 5 263 | 597 | 138 | 24 | 4.5 | – |
| 442110 | Furniture stores | 4 | 5 263 | 597 | 138 | 24 | 4.5 | – |
| 4422 | Home furnishings stores | 2 | D | D | D | a | D | D |
| 44229 | Other home furnishings stores | 1 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 10 | 15 369 | 1 751 | 481 | 81 | 21.4 | 9.2 |
| 4431 | Electronics & appliance stores | 10 | 15 369 | 1 751 | 481 | 81 | 21.4 | 9.2 |
| 44311 | Appliance, television, & other electronics stores | 6 | 12 849 | 1 475 | 428 | 64 | 15.1 | 11.0 |
| 443112 | Radio, television, & other electronics stores | 4 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 4 | 2 520 | 276 | 53 | 17 | 53.7 | – |
| 443120 | Computer & software stores | 4 | 2 520 | 276 | 53 | 17 | 53.7 | – |
| 444 | Building material & garden equipment & supplies dealers | 7 | 14 877 | 1 641 | 392 | 73 | 3.5 | – |
| 4441 | Building material & supplies dealers | 6 | D | D | D | b | D | D |
| 44412 | Paint & wallpaper stores | 1 | D | D | D | b | D | D |
| 444120 | Paint & wallpaper stores | 1 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 5 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 5 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 19 | 40 270 | 4 236 | 972 | 242 | 8.7 | 11.5 |
| 4451 | Grocery stores | 12 | D | D | D | c | D | D |
| 4452 | Specialty food stores | 4 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 7 | 10 969 | 1 362 | 319 | 57 | 21.0 | – |
| 4461 | Health & personal care stores | 7 | 10 969 | 1 362 | 319 | 57 | 21.0 | – |
| 447 | Gasoline stations | 7 | 13 537 | 573 | 139 | 35 | 53.0 | – |
| 44719 | Other gasoline stations | 7 | 13 537 | 573 | 139 | 35 | 53.0 | – |
| 447190 | Other gasoline stations | 7 | 13 537 | 573 | 139 | 35 | 53.0 | – |
| 448 | Clothing & clothing accessories stores | 12 | 34 533 | 1 805 | 403 | 73 | 17.9 | 2.1 |
| 4483 | Jewelry, luggage, & leather goods stores | 7 | 32 642 | 1 558 | 341 | 61 | 15.6 | 1.1 |
| 44831 | Jewelry stores | 7 | 32 642 | 1 558 | 341 | 61 | 15.6 | 1.1 |
| 448310 | Jewelry stores | 7 | 32 642 | 1 558 | 341 | 61 | 15.6 | 1.1 |
| 451 | Sporting goods, hobby, book, & music stores | 7 | 4 203 | 377 | 75 | 40 | 11.3 | 8.2 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 4 | 3 341 | 321 | 63 | 36 | 14.3 | – |
| 453 | Miscellaneous store retailers | 4 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 3 | 2 314 | 260 | 57 | 31 | D | – |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 4532101 | Stationery 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **ARVIN, CA** | | | | | | | |
| **44-45** | **Retail trade** | **20** | **38 075** | **4 586** | **1 132** | **304** | **12.5** | **11.0** |
| 441 | Motor vehicle & parts dealers | 3 | 1 947 | 249 | 52 | 9 | D | – |
| 442 | Furniture & home furnishings stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 3 | D | D | D | b | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 1 | D | D | D | a | D | D |
| 44422 | Nursery & garden centers | 1 | D | D | D | a | D | D |
| 444220 | Nursery & garden centers | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 8 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 4 | 14 529 | 1 927 | 477 | 167 | 8.8 | 21.2 |
| | **ATASCADERO, CA** | | | | | | | |
| **44-45** | **Retail trade** | **129** | **225 975** | **21 314** | **4 989** | **1 374** | **3.8** | **1.1** |
| 441 | Motor vehicle & parts dealers | 15 | 53 203 | 3 309 | 765 | 152 | 3.0 | – |
| 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 |
| 441222 | Boat dealers | 2 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 10 | 8 737 | 1 078 | 275 | 62 | 13.3 | – |
| 44131 | Automotive parts & accessories stores | 7 | 5 553 | 576 | 162 | 40 | 21.0 | – |
| 441310 | Automotive parts & accessories stores | 7 | 5 553 | 576 | 162 | 40 | 21.0 | – |
| 442 | Furniture & home furnishings stores | 8 | 3 234 | 477 | 123 | 35 | 13.0 | 13.0 |
| 443 | Electronics & appliance stores | 5 | 5 193 | 896 | 225 | 47 | 5.0 | – |
| 4431 | Electronics & appliance stores | 5 | 5 193 | 896 | 225 | 47 | 5.0 | – |
| 44311 | Appliance, television, & other electronics stores | 4 | D | D | D | b | D | D |
| 443111 | Household appliance stores | 2 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 15 | 15 690 | 2 314 | 552 | 130 | 1.9 | 7.0 |
| 4441 | Building material & supplies dealers | 12 | 14 620 | 2 181 | 527 | 110 | 2.1 | 2.9 |
| 44412 | Paint & wallpaper stores | 2 | D | D | D | a | D | D |
| 444120 | Paint & wallpaper stores | 2 | D | D | D | a | D | D |
| 44419 | Other building material dealers | 5 | 7 643 | 1 098 | 256 | 49 | – | 2.2 |
| 444190 | Other building material dealers | 5 | 7 643 | 1 098 | 256 | 49 | – | 2.2 |
| 445 | Food & beverage stores | 13 | 64 735 | 5 689 | 1 372 | 315 | 1.9 | .5 |
| 4451 | Grocery stores | 7 | 62 728 | 5 514 | 1 336 | 285 | .3 | .5 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 4 | 62 494 | 5 485 | 1 328 | 275 | – | .5 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 4 | 62 494 | 5 485 | 1 328 | 275 | – | .5 |
| 4452 | Specialty food stores | 3 | 676 | 122 | 25 | 21 | D | – |
| 446 | Health & personal care stores | 11 | 22 196 | 3 129 | 739 | 205 | 9.4 | – |
| 4461 | Health & personal care stores | 11 | 22 196 | 3 129 | 739 | 205 | 9.4 | – |
| 44611 | Pharmacies & drug stores | 7 | 21 166 | 2 946 | 693 | 190 | 9.9 | – |
| 446110 | Pharmacies & drug stores | 7 | 21 166 | 2 946 | 693 | 190 | 9.9 | – |
| 4461101 | Pharmacies & drug stores | 6 | D | D | D | c | D | D |
| 4461102 | Proprietary stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 13 | 23 728 | 1 568 | 304 | 94 | 6.9 | – |
| 4471 | Gasoline stations | 13 | 23 728 | 1 568 | 304 | 94 | 6.9 | – |
| 44711 | Gasoline stations with convenience stores | 8 | 16 847 | 1 043 | 196 | 63 | – | – |
| 447110 | Gasoline stations with convenience stores | 8 | 16 847 | 1 043 | 196 | 63 | – | – |
| 448 | Clothing & clothing accessories stores | 22 | 16 106 | 1 546 | 367 | 153 | 4.5 | .4 |
| 4481 | Clothing stores | 12 | 11 164 | 1 024 | 247 | 107 | 1.7 | – |
| 4482104 | Family shoe stores | 6 | D | D | D | b | D | D |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 9 | 2 921 | 454 | 87 | 34 | 6.0 | 2.2 |
| 4512 | Book, periodical, & music stores | 3 | D | D | D | b | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 2 | D | D | D | a | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 2 | D | D | D | a | D | D |
| 452 | General merchandise stores | 2 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 13 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 4 | 2 057 | 217 | 53 | 22 | 3.1 | 25.7 |
| 4533 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 3 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 3 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 3 | 1 163 | 200 | 46 | 10 | D | 5.3 |

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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **ATHERTON, CA** | | | | | | | |
| **44-45** | **Retail trade** | **2** | **D** | **D** | **D** | **b** | **D** | **D** |
| 444 | Building material & garden equipment & supplies dealers | 1 | D | D | D | b | D | D |
| 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 |
| 451 | Sporting goods, hobby, book, & music stores | 1 | D | D | D | a | D | D |
| | **ATWATER, CA** | | | | | | | |
| **44-45** | **Retail trade** | **54** | **75 928** | **7 855** | **1 631** | **489** | **3.6** | **8.0** |
| 441 | Motor vehicle & parts dealers | 7 | 4 612 | 583 | 164 | 40 | 14.9 | .7 |
| 442 | Furniture & home furnishings stores | 3 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 3 | D | D | D | b | D | D |
| 4431 | Electronics & appliance stores | 3 | D | D | D | b | D | D |
| 44311 | Appliance, television, & other electronics stores | 3 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 13 | 33 181 | 3 474 | 539 | 152 | 3.1 | 2.7 |
| 4451 | Grocery stores | 11 | D | D | D | c | D | D |
| 446 | Health & personal care stores | 4 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 4 | D | D | D | b | D | D |
| 447 | Gasoline stations | 8 | 13 651 | 684 | 156 | 55 | 1.9 | 34.9 |
| 448 | Clothing & clothing accessories stores | 5 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 3 | 235 | 28 | 4 | 5 | D | – |
| 452 | General merchandise stores | 1 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 5 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **AUBURN, CA** | | | | | | | |
| **44-45** | **Retail trade** | **195** | **454 634** | **45 885** | **11 077** | **2 254** | **6.7** | **6.5** |
| 441 | Motor vehicle & parts dealers | 26 | 165 492 | 16 164 | 3 976 | 504 | 1.0 | 4.0 |
| 4411 | Automobile dealers | 10 | 143 141 | 12 191 | 3 067 | 319 | .8 | 3.3 |
| 44111 | New car dealers | 6 | D | D | D | e | D | D |
| 441110 | New car dealers | 6 | D | D | D | e | D | D |
| 4412 | Other motor vehicle dealers | 6 | 7 476 | 933 | 210 | 45 | 4.0 | .3 |
| 44121 | Recreational vehicle dealers | 3 | D | D | D | a | D | D |
| 441210 | Recreational vehicle dealers | 3 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 3 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 2 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 10 | 14 875 | 3 040 | 699 | 140 | 1.6 | 12.7 |
| 44131 | Automotive parts & accessories stores | 7 | 10 549 | 2 025 | 485 | 104 | 1.0 | – |
| 441310 | Automotive parts & accessories stores | 7 | 10 549 | 2 025 | 485 | 104 | 1.0 | – |
| 44132 | Tire dealers | 3 | 4 326 | 1 015 | 214 | 36 | D | 43.7 |
| 441320 | Tire dealers | 3 | 4 326 | 1 015 | 214 | 36 | D | 43.7 |
| 442 | Furniture & home furnishings stores | 12 | 7 765 | 967 | 260 | 46 | 40.2 | 12.8 |
| 4421 | Furniture stores | 3 | 5 257 | 622 | 177 | 25 | D | 15.5 |
| 44211 | Furniture stores | 3 | 5 257 | 622 | 177 | 25 | D | 15.5 |
| 442110 | Furniture stores | 3 | 5 257 | 622 | 177 | 25 | D | 15.5 |
| 4422 | Home furnishings stores | 9 | 2 508 | 345 | 83 | 21 | 30.7 | 7.1 |
| 443 | Electronics & appliance stores | 10 | 5 246 | 670 | 164 | 34 | 26.0 | 28.8 |
| 4431 | Electronics & appliance stores | 10 | 5 246 | 670 | 164 | 34 | 26.0 | 28.8 |
| 44311 | Appliance, television, & other electronics stores | 7 | 3 865 | 514 | 132 | 27 | 35.3 | 20.2 |
| 443112 | Radio, television, & other electronics stores | 5 | D | D | D | a | 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 | 16 | 36 171 | 3 397 | 866 | 162 | 4.9 | – |
| 4441 | Building material & supplies dealers | 13 | 35 055 | 3 318 | 847 | 155 | 4.9 | – |
| 44411 | Home centers | 1 | D | D | D | b | D | D |
| 444110 | Home centers | 1 | D | D | D | b | D | D |
| 44412 | Paint & wallpaper stores | 2 | D | D | D | b | D | D |
| 444120 | Paint & wallpaper stores | 2 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 7 | 12 065 | 921 | 207 | 32 | .3 | – |
| 444190 | Other building material dealers | 7 | 12 065 | 921 | 207 | 32 | .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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **AUBURN, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 445 | Food & beverage stores | 17 | 99 934 | 12 512 | 2 974 | 595 | 2.0 | 4.4 |
| 4451 | Grocery stores | 8 | D | D | D | e | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 7 | 93 653 | 11 364 | 2 709 | 475 | .2 | 4.7 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 7 | 93 653 | 11 364 | 2 709 | 475 | .2 | 4.7 |
| 4452 | Specialty food stores | 7 | D | D | D | c | D | D |
| 446 | Health & personal care stores | 17 | 26 532 | 3 262 | 750 | 179 | 16.8 | 1.0 |
| 4461 | Health & personal care stores | 17 | 26 532 | 3 262 | 750 | 179 | 16.8 | 1.0 |
| 44611 | Pharmacies & drug stores | 11 | 24 505 | 2 907 | 664 | 158 | 15.1 | .4 |
| 446110 | Pharmacies & drug stores | 11 | 24 505 | 2 907 | 664 | 158 | 15.1 | .4 |
| 4461101 | Pharmacies & drug stores | 9 | D | D | D | c | D | D |
| 4461102 | Proprietary stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 18 | 47 907 | 1 895 | 400 | 108 | 12.6 | 20.2 |
| 4471 | Gasoline stations | 18 | 47 907 | 1 895 | 400 | 108 | 12.6 | 20.2 |
| 44711 | Gasoline stations with convenience stores | 9 | 24 820 | 953 | 221 | 58 | 10.5 | 24.4 |
| 447110 | Gasoline stations with convenience stores | 9 | 24 820 | 953 | 221 | 58 | 10.5 | 24.4 |
| 44719 | Other gasoline stations | 9 | 23 087 | 942 | 179 | 50 | 14.9 | 15.6 |
| 447190 | Other gasoline stations | 9 | 23 087 | 942 | 179 | 50 | 14.9 | 15.6 |
| 448 | Clothing & clothing accessories stores | 26 | 11 847 | 1 514 | 384 | 121 | 38.6 | 15.4 |
| 4481 | Clothing stores | 12 | 4 984 | 544 | 133 | 52 | 47.7 | 14.7 |
| 4483 | Jewelry, luggage, & leather goods stores | 7 | 3 660 | 651 | 143 | 28 | 59.9 | – |
| 44831 | Jewelry stores | 7 | 3 660 | 651 | 143 | 28 | 59.9 | – |
| 448310 | Jewelry stores | 7 | 3 660 | 651 | 143 | 28 | 59.9 | – |
| 451 | Sporting goods, hobby, book, & music stores | 12 | D | D | D | b | D | D |
| 4511 | Sporting goods, hobby, & musical instrument stores | 9 | 5 809 | 581 | 141 | 52 | 36.9 | – |
| 45111 | Sporting goods stores | 5 | 4 661 | 462 | 111 | 35 | 21.4 | – |
| 451110 | Sporting goods stores | 5 | 4 661 | 462 | 111 | 35 | 21.4 | – |
| 4511101 | General-line sporting goods stores | 2 | D | D | D | b | D | D |
| 452 | General merchandise stores | 3 | 24 005 | 2 286 | 510 | 244 | – | – |
| 453 | Miscellaneous store retailers | 29 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 9 | 8 310 | 657 | 182 | 73 | 1.2 | 9.4 |
| 45321 | Office supplies & stationery stores | 2 | D | D | D | b | D | D |
| 453210 | Office supplies & stationery stores | 2 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 2 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 3 | 853 | 218 | 47 | 17 | – | 44.1 |
| 45331 | Used merchandise stores | 3 | 853 | 218 | 47 | 17 | – | 44.1 |
| 453310 | Used merchandise stores | 3 | 853 | 218 | 47 | 17 | – | 44.1 |
| 4539 | Other miscellaneous store retailers | 12 | D | D | D | b | D | D |
| 45392 | Art dealers | 2 | D | D | D | a | D | D |
| 453920 | Art dealers | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 6 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 9 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 7 | 7 121 | 839 | 202 | 37 | 30.4 | 30.5 |
| 45431 | Fuel dealers | 4 | 5 730 | 663 | 162 | 25 | 24.0 | 37.9 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 3 | D | D | D | b | D | D |
| | **AVALON, CA** | | | | | | | |
| **44-45** | **Retail trade** | **33** | **14 494** | **1 891** | **288** | **147** | **29.3** | **22.7** |
| 441 | Motor vehicle & parts dealers | 1 | D | D | D | a | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 3 | 1 875 | 76 | 6 | 4 | 63.9 | 36.1 |
| 446 | Health & personal care stores | 2 | D | D | D | a | D | D |
| 448 | Clothing & clothing accessories stores | 12 | 4 449 | 654 | 98 | 55 | 25.9 | 9.8 |
| 4481 | Clothing stores | 10 | 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 | 3 | 915 | 84 | 5 | 7 | D | 65.9 |
| 453 | Miscellaneous store retailers | 10 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 8 | 4 197 | 641 | 100 | 52 | 24.7 | 6.9 |
| 45322 | Gift, novelty, & souvenir stores | 8 | 4 197 | 641 | 100 | 52 | 24.7 | 6.9 |
| 453220 | Gift, novelty, & souvenir stores | 8 | 4 197 | 641 | 100 | 52 | 24.7 | 6.9 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **AVENAL, CA** | | | | | | | |
| **44-45** | **Retail trade** | **15** | **10 274** | **1 022** | **255** | **84** | **63.6** | **.3** |
| 441 | Motor vehicle & parts dealers | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 2 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 7 | 5 416 | 449 | 122 | 45 | 100.0 | – |
| 446 | Health & personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 2 | D | D | D | a | D | D |
| | **AZUSA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **89** | **306 971** | **26 722** | **5 997** | **1 226** | **7.0** | **7.4** |
| 441 | Motor vehicle & parts dealers | 16 | 49 976 | 5 633 | 1 111 | 197 | 12.6 | 4.6 |
| 44112 | Used car dealers | 1 | D | D | D | a | D | D |
| 441120 | Used car dealers | 1 | D | D | D | a | D | D |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 1 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 14 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 10 | 15 205 | 2 287 | 576 | 93 | 6.7 | 14.7 |
| 441310 | Automotive parts & accessories stores | 10 | 15 205 | 2 287 | 576 | 93 | 6.7 | 14.7 |
| 442 | Furniture & home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 2 | D | D | D | a | D | D |
| 4431 | Electronics & appliance stores | 2 | D | D | D | a | D | D |
| 44311 | Appliance, television, & other electronics stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 2 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 23 | 38 152 | 3 739 | 973 | 213 | 13.9 | 3.7 |
| 4451 | Grocery stores | 11 | 34 456 | 3 436 | 894 | 178 | 6.5 | 3.9 |
| 4452 | Specialty food stores | 4 | 1 638 | 184 | 50 | 13 | 79.5 | – |
| 446 | Health & personal care stores | 4 | 15 384 | 1 899 | 496 | 97 | – | 8.0 |
| 4461 | Health & personal care stores | 4 | 15 384 | 1 899 | 496 | 97 | – | 8.0 |
| 447 | Gasoline stations | 13 | 33 214 | 1 155 | 241 | 96 | 21.0 | 44.9 |
| 4471 | Gasoline stations | 13 | 33 214 | 1 155 | 241 | 96 | 21.0 | 44.9 |
| 44711 | Gasoline stations with convenience stores | 6 | 23 752 | 877 | 176 | 68 | 11.0 | 60.7 |
| 447110 | Gasoline stations with convenience stores | 6 | 23 752 | 877 | 176 | 68 | 11.0 | 60.7 |
| 448 | Clothing & clothing accessories stores | 8 | 7 012 | 754 | 174 | 70 | 8.8 | – |
| 4481 | Clothing stores | 5 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 5 | D | D | D | b | D | D |
| 452 | General merchandise stores | 3 | D | D | D | e | D | D |
| 4529 | Other general merchandise stores | 3 | D | D | D | e | D | D |
| 45291 | Warehouse clubs & superstores | 1 | D | D | D | e | D | D |
| 452910 | Warehouse clubs & superstores | 1 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 4 | 3 111 | 1 069 | 241 | 75 | – | .3 |
| 45331 | Used merchandise stores | 4 | 3 111 | 1 069 | 241 | 75 | – | .3 |
| 453310 | Used merchandise stores | 4 | 3 111 | 1 069 | 241 | 75 | – | .3 |
| 454 | Nonstore retailers | 5 | 27 869 | 4 893 | 992 | 130 | 2.2 | .1 |
| 4541 | Electronic shopping & mail-order houses | 3 | D | D | D | b | D | D |
| 45411 | Electronic shopping & mail-order houses | 3 | D | D | D | b | D | D |
| 454110 | Electronic shopping & mail-order houses | 3 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 2 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 2 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 2 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BAKERSFIELD, CA** | | | | | | | |
| **44-45** | **Retail trade** | **918** | **2 382 176** | **230 005** | **54 973** | **12 207** | **5.5** | **4.3** |
| 441 | Motor vehicle & parts dealers | 113 | 685 309 | 60 843 | 14 310 | 1 983 | 4.3 | 1.7 |
| 4411 | Automobile dealers | 33 | 581 191 | 45 207 | 10 818 | 1 295 | 1.5 | .4 |
| 44111 | New car dealers | 15 | 555 356 | 43 544 | 10 444 | 1 223 | .4 | .3 |
| 441110 | New car dealers | 15 | 555 356 | 43 544 | 10 444 | 1 223 | .4 | .3 |
| 44112 | Used car dealers | 18 | 25 835 | 1 663 | 374 | 72 | 25.5 | 3.0 |
| 441120 | Used car dealers | 18 | 25 835 | 1 663 | 374 | 72 | 25.5 | 3.0 |
| 4412 | Other motor vehicle dealers | 14 | 35 563 | 4 096 | 782 | 148 | 52.0 | .7 |
| 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 | 11 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 8 | D | D | D | b | D | D |
| 441222 | Boat 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 | 66 | 68 555 | 11 540 | 2 710 | 540 | 3.0 | 13.5 |
| 44131 | Automotive parts & accessories stores | 45 | 43 813 | 6 745 | 1 637 | 384 | 3.7 | 16.1 |
| 441310 | Automotive parts & accessories stores | 45 | 43 813 | 6 745 | 1 637 | 384 | 3.7 | 16.1 |
| 44132 | Tire dealers | 21 | 24 742 | 4 795 | 1 073 | 156 | 1.9 | 8.7 |
| 441320 | Tire dealers | 21 | 24 742 | 4 795 | 1 073 | 156 | 1.9 | 8.7 |
| 442 | Furniture & home furnishings stores | 54 | 55 413 | 8 656 | 2 062 | 416 | 12.7 | 3.0 |
| 4421 | Furniture stores | 28 | 37 206 | 5 610 | 1 237 | 262 | 12.2 | 1.4 |
| 44211 | Furniture stores | 28 | 37 206 | 5 610 | 1 237 | 262 | 12.2 | 1.4 |
| 442110 | Furniture stores | 28 | 37 206 | 5 610 | 1 237 | 262 | 12.2 | 1.4 |
| 4422 | Home furnishings stores | 26 | 18 207 | 3 046 | 825 | 154 | 13.8 | 6.4 |
| 44221 | Floor covering stores | 16 | 13 968 | 2 479 | 693 | 114 | 17.0 | 7.7 |
| 442210 | Floor covering stores | 16 | 13 968 | 2 479 | 693 | 114 | 17.0 | 7.7 |
| 44229 | Other home furnishings stores | 10 | 4 239 | 567 | 132 | 40 | 3.3 | 2.2 |
| 442299 | All other home furnishings stores | 8 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 40 | 72 324 | 10 175 | 2 384 | 444 | 7.5 | 2.1 |
| 4431 | Electronics & appliance stores | 40 | 72 324 | 10 175 | 2 384 | 444 | 7.5 | 2.1 |
| 44311 | Appliance, television, & other electronics stores | 22 | 56 152 | 7 648 | 1 922 | 335 | 4.2 | 1.3 |
| 443111 | Household appliance stores | 3 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 19 | D | D | D | e | D | D |
| 44312 | Computer & software stores | 15 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 15 | D | D | D | b | D | D |
| 44313 | Camera & photographic supplies stores | 3 | D | D | D | b | D | D |
| 443130 | Camera & photographic supplies stores | 3 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 52 | 130 866 | 14 179 | 3 710 | 649 | 7.1 | 2.1 |
| 4441 | Building material & supplies dealers | 41 | 117 035 | 12 499 | 3 069 | 533 | 7.4 | 2.4 |
| 44411 | Home centers | 2 | D | D | D | c | D | D |
| 444110 | Home centers | 2 | D | D | D | c | D | D |
| 44412 | Paint & wallpaper stores | 11 | 12 013 | 1 615 | 382 | 66 | 8.3 | 1.9 |
| 444120 | Paint & wallpaper stores | 11 | 12 013 | 1 615 | 382 | 66 | 8.3 | 1.9 |
| 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 | 22 | 71 311 | 7 278 | 1 809 | 261 | 10.8 | 2.9 |
| 444190 | Other building material dealers | 22 | 71 311 | 7 278 | 1 809 | 261 | 10.8 | 2.9 |
| 4442 | Lawn & garden equipment & supplies stores | 11 | 13 831 | 1 680 | 641 | 116 | 4.9 | – |
| 44421 | Outdoor power equipment stores | 3 | 4 001 | 611 | 128 | 25 | D | – |
| 444210 | Outdoor power equipment stores | 3 | 4 001 | 611 | 128 | 25 | D | – |
| 44422 | Nursery & garden centers | 8 | 9 830 | 1 069 | 513 | 91 | 4.5 | – |
| 444220 | Nursery & garden centers | 8 | 9 830 | 1 069 | 513 | 91 | 4.5 | – |
| 445 | Food & beverage stores | 107 | 357 720 | 36 189 | 8 609 | 1 782 | 6.2 | 2.7 |
| 4451 | Grocery stores | 79 | 348 165 | 35 324 | 8 400 | 1 694 | 5.5 | 2.7 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 61 | 341 341 | 34 747 | 8 245 | 1 629 | 5.0 | 2.2 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 61 | 341 341 | 34 747 | 8 245 | 1 629 | 5.0 | 2.2 |
| 44512 | Convenience stores | 18 | 6 824 | 577 | 155 | 65 | 30.2 | 27.4 |
| 445120 | Convenience stores | 18 | 6 824 | 577 | 155 | 65 | 30.2 | 27.4 |
| 4452 | Specialty food stores | 12 | 3 713 | 421 | 102 | 38 | 29.7 | – |
| 4453 | Beer, wine, & liquor stores | 16 | 5 842 | 444 | 107 | 50 | 31.9 | .4 |
| 44531 | Beer, wine, & liquor stores | 16 | 5 842 | 444 | 107 | 50 | 31.9 | .4 |
| 445310 | Beer, wine, & liquor stores | 16 | 5 842 | 444 | 107 | 50 | 31.9 | .4 |
| 446 | Health & personal care stores | 81 | 123 385 | 19 929 | 4 727 | 910 | 7.8 | 5.1 |
| 4461 | Health & personal care stores | 81 | 123 385 | 19 929 | 4 727 | 910 | 7.8 | 5.1 |
| 44611 | Pharmacies & drug stores | 39 | 104 878 | 16 499 | 3 919 | 718 | 6.5 | 4.3 |
| 446110 | Pharmacies & drug stores | 39 | 104 878 | 16 499 | 3 919 | 718 | 6.5 | 4.3 |
| 4461101 | Pharmacies & drug stores | 37 | D | D | D | f | D | D |
| 4461102 | Proprietary stores | 2 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 10 | D | D | D | b | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 10 | D | D | D | b | D | D |
| 44613 | Optical goods stores | 16 | D | D | D | b | D | D |
| 446130 | Optical goods stores | 16 | D | D | D | b | D | D |
| 44619 | Other health & personal care stores | 16 | 9 050 | 1 911 | 446 | 78 | 24.9 | 11.1 |
| 446191 | Food (health) supplement stores | 7 | D | D | D | b | D | D |
| 446199 | All other health & personal care 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BAKERSFIELD, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 447 | Gasoline stations | 82 | 179 572 | 7 922 | 1 865 | 707 | 13.4 | 16.3 |
| 4471 | Gasoline stations | 82 | 179 572 | 7 922 | 1 865 | 707 | 13.4 | 16.3 |
| 44711 | Gasoline stations with convenience stores | 49 | 100 093 | 4 243 | 964 | 425 | 10.3 | 10.6 |
| 447110 | Gasoline stations with convenience stores | 49 | 100 093 | 4 243 | 964 | 425 | 10.3 | 10.6 |
| 44719 | Other gasoline stations | 33 | 79 479 | 3 679 | 901 | 282 | 17.4 | 23.6 |
| 447190 | Other gasoline stations | 33 | 79 479 | 3 679 | 901 | 282 | 17.4 | 23.6 |
| 448 | Clothing & clothing accessories stores | 158 | 121 429 | 15 404 | 3 723 | 1 107 | 7.4 | 3.2 |
| 4481 | Clothing stores | 82 | 80 842 | 9 118 | 2 199 | 729 | 8.0 | 3.1 |
| 44811 | Men's clothing stores | 13 | 9 520 | 1 103 | 292 | 67 | 30.8 | 13.4 |
| 448110 | Men's clothing stores | 13 | 9 520 | 1 103 | 292 | 67 | 30.8 | 13.4 |
| 44812 | Women's clothing stores | 34 | 19 409 | 2 192 | 514 | 229 | 12.0 | 2.8 |
| 448120 | Women's clothing stores | 34 | 19 409 | 2 192 | 514 | 229 | 12.0 | 2.8 |
| 44813 | Children's & infants' clothing stores | 3 | D | D | D | b | D | D |
| 448130 | Children's & infants' clothing stores | 3 | D | D | D | b | D | D |
| 44814 | Family clothing stores | 16 | 40 644 | 4 406 | 1 055 | 322 | 1.5 | .9 |
| 448140 | Family clothing stores | 16 | 40 644 | 4 406 | 1 055 | 322 | 1.5 | .9 |
| 44815 | Clothing accessories stores | 6 | 1 540 | 214 | 52 | 23 | – | 19.3 |
| 448150 | Clothing accessories stores | 6 | 1 540 | 214 | 52 | 23 | – | 19.3 |
| 44819 | Other clothing stores | 10 | D | D | D | b | D | D |
| 448190 | Other clothing stores | 10 | D | D | D | b | D | D |
| 4482 | Shoe stores | 41 | 19 848 | 2 652 | 668 | 218 | 1.7 | 2.0 |
| 44821 | Shoe stores | 41 | 19 848 | 2 652 | 668 | 218 | 1.7 | 2.0 |
| 448210 | Shoe stores | 41 | 19 848 | 2 652 | 668 | 218 | 1.7 | 2.0 |
| 4482101 | Men's shoe stores | 3 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 3 | D | D | D | a | D | D |
| 4482103 | Children's & juveniles' shoe stores | 2 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 27 | D | D | D | c | D | D |
| 4482105 | Athletic footwear stores | 6 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 35 | 20 739 | 3 634 | 856 | 160 | 10.7 | 4.6 |
| 44831 | Jewelry stores | 35 | 20 739 | 3 634 | 856 | 160 | 10.7 | 4.6 |
| 448310 | Jewelry stores | 35 | 20 739 | 3 634 | 856 | 160 | 10.7 | 4.6 |
| 451 | Sporting goods, hobby, book, & music stores | 76 | 73 085 | 7 316 | 1 748 | 669 | 4.1 | 3.7 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 57 | 54 138 | 5 471 | 1 332 | 472 | 5.6 | 5.0 |
| 45111 | Sporting goods stores | 32 | 24 859 | 2 560 | 550 | 226 | 9.4 | 10.8 |
| 451110 | Sporting goods stores | 32 | 24 859 | 2 560 | 550 | 226 | 9.4 | 10.8 |
| 4511101 | General-line sporting goods stores | 16 | 16 826 | 1 563 | 369 | 140 | 9.3 | 2.9 |
| 4511102 | Specialty-line sporting goods stores | 16 | 8 033 | 997 | 181 | 86 | 9.8 | 27.2 |
| 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 | 8 | 5 868 | 737 | 193 | 89 | – | .2 |
| 451130 | Sewing, needlework, & piece goods stores | 8 | 5 868 | 737 | 193 | 89 | – | .2 |
| 45114 | Musical instrument & supplies stores | 5 | D | D | D | b | D | D |
| 451140 | Musical instrument & supplies stores | 5 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 19 | 18 947 | 1 845 | 416 | 197 | – | – |
| 45121 | Book stores & news dealers | 11 | D | D | D | c | D | D |
| 451211 | Book stores | 11 | D | D | D | c | D | D |
| 4512111 | Book stores, general | 8 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 2 | D | D | D | a | D | D |
| 4512113 | College book stores | 1 | D | D | D | b | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 8 | D | D | D | b | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 8 | D | D | D | b | D | D |
| 452 | General merchandise stores | 22 | D | D | D | h | D | D |
| 4521 | Department stores (incl leased depts) ## | 12 | 315 891 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 12 | 315 891 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 12 | 311 380 | 29 948 | 7 186 | 2 274 | – | – |
| 45211 | Department stores (excl leased depts) | 12 | 311 380 | 29 948 | 7 186 | 2 274 | – | – |
| 452110 | Department stores (excl leased depts) | 12 | 311 380 | 29 948 | 7 186 | 2 274 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 5 | D | D | D | f | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 4 | D | D | D | g | D | D |
| 4521103 | National chain department stores (excl leased depts) | 3 | 93 169 | 9 803 | 2 372 | 659 | – | – |
| 4529 | Other general merchandise stores | 10 | D | D | D | e | D | D |
| 45291 | Warehouse clubs & superstores | 1 | D | D | D | c | D | D |
| 452910 | Warehouse clubs & superstores | 1 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 9 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 9 | D | D | D | c | D | D |
| 4529902 | Catalog showrooms | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 5 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BAKERSFIELD, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 109 | D | D | D | f | D | D |
| 4531 | Florists | 20 | 5 979 | 1 737 | 392 | 126 | 20.1 | 18.0 |
| 45311 | Florists | 20 | 5 979 | 1 737 | 392 | 126 | 20.1 | 18.0 |
| 453110 | Florists | 20 | 5 979 | 1 737 | 392 | 126 | 20.1 | 18.0 |
| 4532 | Office supplies, stationery, & gift stores | 32 | 44 604 | 4 206 | 980 | 333 | 9.3 | 2.0 |
| 45321 | Office supplies & stationery stores | 8 | 33 082 | 2 473 | 620 | 163 | 1.8 | – |
| 453210 | Office supplies & stationery stores | 8 | 33 082 | 2 473 | 620 | 163 | 1.8 | – |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 7 | D | D | D | c | D | D |
| 45322 | Gift, novelty, & souvenir stores | 24 | 11 522 | 1 733 | 360 | 170 | 31.0 | 7.9 |
| 453220 | Gift, novelty, & souvenir stores | 24 | 11 522 | 1 733 | 360 | 170 | 31.0 | 7.9 |
| 4533 | Used merchandise stores | 18 | 4 505 | 1 251 | 305 | 111 | 9.6 | 12.2 |
| 45331 | Used merchandise stores | 18 | 4 505 | 1 251 | 305 | 111 | 9.6 | 12.2 |
| 453310 | Used merchandise stores | 18 | 4 505 | 1 251 | 305 | 111 | 9.6 | 12.2 |
| 4539 | Other miscellaneous store retailers | 39 | D | D | D | c | D | D |
| 45391 | Pet & pet supplies stores | 6 | 10 556 | 1 122 | 283 | 101 | 1.3 | 17.0 |
| 453910 | Pet & pet supplies stores | 6 | 10 556 | 1 122 | 283 | 101 | 1.3 | 17.0 |
| 45392 | Art dealers | 1 | D | D | D | a | D | D |
| 453920 | Art dealers | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 31 | D | D | D | c | D | D |
| 454 | Nonstore retailers | 24 | 76 332 | 2 846 | 653 | 96 | 2.9 | 27.5 |
| 4541 | Electronic shopping & mail-order houses | 3 | D | D | D | b | D | D |
| 45411 | Electronic shopping & mail-order houses | 3 | D | D | D | b | D | D |
| 454110 | Electronic shopping & mail-order houses | 3 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 18 | D | D | D | b | D | D |
| 45431 | Fuel dealers | 4 | D | D | D | b | D | D |
| 454311 | Heating oil dealers | 2 | D | D | D | b | D | D |
| 454319 | Other fuel dealers | 1 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 14 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 14 | D | D | D | b | D | D |
| | **BALDWIN PARK, CA** | | | | | | | |
| **44-45** | **Retail trade** | **125** | **204 462** | **21 243** | **4 389** | **1 041** | **9.7** | **12.5** |
| 441 | Motor vehicle & parts dealers | 17 | 16 353 | 2 227 | 574 | 130 | 5.1 | 11.9 |
| 4412 | Other motor vehicle dealers | 1 | 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 |
| 4413 | Automotive parts, accessories, & tire stores | 15 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 12 | 8 227 | 1 302 | 299 | 90 | 9.1 | 23.7 |
| 441310 | Automotive parts & accessories stores | 12 | 8 227 | 1 302 | 299 | 90 | 9.1 | 23.7 |
| 442 | Furniture & home furnishings stores | 6 | 2 222 | 381 | 90 | 20 | 57.4 | – |
| 443 | Electronics & appliance stores | 3 | D | D | D | a | D | D |
| 4431 | Electronics & appliance stores | 3 | D | D | D | a | D | D |
| 44312 | Computer & software stores | 2 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 6 | 14 064 | 1 993 | 465 | 69 | 4.8 | 1.1 |
| 4441 | Building material & supplies dealers | 5 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 4 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 4 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 28 | 67 900 | 5 489 | 1 293 | 304 | 16.7 | 3.3 |
| 4451 | Grocery stores | 14 | 64 159 | 5 199 | 1 211 | 272 | 12.8 | 2.5 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 10 | 61 108 | 4 967 | 1 156 | 254 | 11.9 | 1.1 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 10 | 61 108 | 4 967 | 1 156 | 254 | 11.9 | 1.1 |
| 4452 | Specialty food stores | 9 | 2 172 | 221 | 65 | 24 | 84.0 | 16.0 |
| 446 | Health & personal care stores | 7 | D | D | D | c | D | D |
| 4461 | Health & personal care stores | 7 | D | D | D | c | D | D |
| 447 | Gasoline stations | 17 | 29 278 | 1 168 | 208 | 86 | 10.7 | 21.4 |
| 4471 | Gasoline stations | 17 | 29 278 | 1 168 | 208 | 86 | 10.7 | 21.4 |
| 44711 | Gasoline stations with convenience stores | 7 | 15 536 | 470 | 93 | 30 | 12.7 | 16.3 |
| 447110 | Gasoline stations with convenience stores | 7 | 15 536 | 470 | 93 | 30 | 12.7 | 16.3 |
| 44719 | Other gasoline stations | 10 | 13 742 | 698 | 115 | 56 | 8.5 | 27.2 |
| 447190 | Other gasoline stations | 10 | 13 742 | 698 | 115 | 56 | 8.5 | 27.2 |
| 448 | Clothing & clothing accessories stores | 16 | 5 776 | 870 | 199 | 66 | 24.5 | 5.6 |
| 4481 | Clothing stores | 10 | 3 810 | 619 | 158 | 52 | 22.3 | 4.3 |
| 44819 | Other clothing stores | 2 | D | D | D | a | D | D |
| 448190 | Other clothing stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 4 | 2 231 | 337 | 89 | 20 | 10.4 | 65.1 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 2 | D | D | D | a | D | D |
| 45113 | Sewing, needlework, & piece goods stores | 1 | D | D | D | a | D | D |
| 451130 | Sewing, needlework, & piece 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALDWIN PARK, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 4 | 28 206 | 2 933 | 451 | 81 | .5 | – |
| 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 |
| 4529901 | Variety stores | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 10 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 3 | 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 | 5 | D | D | D | a | D | D |
| 45392 | Art dealers | 1 | D | D | D | a | D | D |
| 453920 | Art dealers | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 7 | 8 024 | 882 | 190 | 88 | 5.9 | 20.9 |
| 4541 | Electronic shopping & mail-order houses | 1 | D | D | D | a | D | D |
| 45411 | Electronic shopping & mail-order houses | 1 | D | D | D | a | D | D |
| 454110 | Electronic shopping & mail-order houses | 1 | D | D | D | a | D | D |
| 4543 | Direct selling establishments | 5 | D | D | D | b | D | D |
| 45431 | Fuel dealers | 2 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 2 | D | D | D | b | D | D |
| | **BANNING, CA** | | | | | | | |
| **44-45** | **Retail trade** | **56** | **137 066** | **12 754** | **3 101** | **666** | **9.2** | **3.5** |
| 441 | Motor vehicle & parts dealers | 15 | 71 215 | 6 075 | 1 426 | 245 | 1.8 | 1.9 |
| 4411 | Automobile dealers | 6 | D | D | D | c | D | D |
| 4412 | Other motor vehicle dealers | 2 | D | D | D | b | D | D |
| 44121 | Recreational vehicle dealers | 2 | D | D | D | b | D | D |
| 441210 | Recreational vehicle dealers | 2 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 5 | 3 460 | 934 | 264 | 37 | 21.1 | 35.5 |
| 445 | Food & beverage stores | 5 | 16 639 | 1 984 | 447 | 81 | 15.8 | 3.7 |
| 446 | Health & personal care stores | 7 | 6 778 | 1 009 | 243 | 59 | 18.4 | 13.0 |
| 4461 | Health & personal care stores | 7 | 6 778 | 1 009 | 243 | 59 | 18.4 | 13.0 |
| 447 | Gasoline stations | 8 | 21 999 | 624 | 146 | 38 | 27.7 | 3.5 |
| 4471 | Gasoline stations | 8 | 21 999 | 624 | 146 | 38 | 27.7 | 3.5 |
| 44711 | Gasoline stations with convenience stores | 3 | 8 821 | 247 | 57 | 16 | D | 8.6 |
| 447110 | Gasoline stations with convenience stores | 3 | 8 821 | 247 | 57 | 16 | D | 8.6 |
| 44719 | Other gasoline stations | 5 | 13 178 | 377 | 89 | 22 | 30.6 | – |
| 447190 | Other gasoline stations | 5 | 13 178 | 377 | 89 | 22 | 30.6 | – |
| 448 | Clothing & clothing accessories stores | 8 | 1 424 | 230 | 57 | 20 | 15.9 | – |
| 451 | Sporting goods, hobby, book, & music stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 2 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 4 | D | D | D | a | D | D |
| | **BARSTOW, CA** | | | | | | | |
| **44-45** | **Retail trade** | **206** | **350 640** | **31 515** | **7 561** | **2 181** | **5.5** | **4.4** |
| 441 | Motor vehicle & parts dealers | 16 | 39 618 | 4 036 | 1 003 | 170 | 3.8 | 1.1 |
| 4413 | Automotive parts, accessories, & tire stores | 11 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 8 | 5 376 | 670 | 171 | 41 | 2.0 | 1.3 |
| 441310 | Automotive parts & accessories stores | 8 | 5 376 | 670 | 171 | 41 | 2.0 | 1.3 |
| 442 | Furniture & home furnishings stores | 11 | 7 023 | 1 045 | 260 | 82 | 2.7 | – |
| 4421 | Furniture stores | 3 | 2 016 | 328 | 74 | 16 | D | – |
| 44211 | Furniture stores | 3 | 2 016 | 328 | 74 | 16 | D | – |
| 442110 | Furniture stores | 3 | 2 016 | 328 | 74 | 16 | D | – |
| 4422 | Home furnishings stores | 8 | 5 007 | 717 | 186 | 66 | – | – |
| 44229 | Other home furnishings stores | 8 | 5 007 | 717 | 186 | 66 | – | – |
| 442299 | All other home furnishings stores | 8 | 5 007 | 717 | 186 | 66 | – | – |
| 443 | Electronics & appliance stores | 4 | 1 739 | 247 | 53 | 14 | – | – |
| 4431 | Electronics & appliance stores | 4 | 1 739 | 247 | 53 | 14 | – | – |
| 44311 | Appliance, television, & other electronics stores | 4 | 1 739 | 247 | 53 | 14 | – | – |
| 444 | Building material & garden equipment & supplies dealers | 9 | 14 836 | 1 773 | 531 | 109 | 5.3 | – |
| 4441 | Building material & supplies dealers | 9 | 14 836 | 1 773 | 531 | 109 | 5.3 | – |
| 44419 | Other building material dealers | 6 | 10 458 | 1 306 | 433 | 77 | 5.2 | – |
| 444190 | Other building material dealers | 6 | 10 458 | 1 306 | 433 | 77 | 5.2 | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BARSTOW, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 445 | Food & beverage stores | 21 | 51 912 | 5 017 | 1 200 | 236 | 6.2 | 6.8 |
| 4451 | Grocery stores | 10 | 47 700 | 4 801 | 1 154 | 210 | 1.0 | 4.3 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 6 | 46 307 | 4 693 | 1 129 | 187 | – | 2.5 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 6 | 46 307 | 4 693 | 1 129 | 187 | – | 2.5 |
| 4452 | Specialty food stores | 1 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 12 | 12 409 | 1 252 | 277 | 100 | 46.5 | – |
| 4461 | Health & personal care stores | 12 | 12 409 | 1 252 | 277 | 100 | 46.5 | – |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 4 | 1 932 | 216 | 58 | 14 | 9.7 | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 4 | 1 932 | 216 | 58 | 14 | 9.7 | – |
| 446191 | Food (health) supplement stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 23 | 83 757 | 4 735 | 1 073 | 326 | 5.8 | 9.7 |
| 4471 | Gasoline stations | 23 | 83 757 | 4 735 | 1 073 | 326 | 5.8 | 9.7 |
| 44711 | Gasoline stations with convenience stores | 13 | 23 257 | 1 155 | 190 | 65 | 4.7 | 5.9 |
| 447110 | Gasoline stations with convenience stores | 13 | 23 257 | 1 155 | 190 | 65 | 4.7 | 5.9 |
| 44719 | Other gasoline stations | 10 | 60 500 | 3 580 | 883 | 261 | 6.2 | 11.1 |
| 447190 | Other gasoline stations | 10 | 60 500 | 3 580 | 883 | 261 | 6.2 | 11.1 |
| 448 | Clothing & clothing accessories stores | 79 | 90 545 | 8 012 | 1 963 | 649 | .1 | 3.6 |
| 4481 | Clothing stores | 51 | 64 605 | 5 527 | 1 370 | 467 | – | 2.3 |
| 44811 | Men's clothing stores | 9 | 22 112 | 1 481 | 363 | 123 | – | 1.6 |
| 448110 | Men's clothing stores | 9 | 22 112 | 1 481 | 363 | 123 | – | 1.6 |
| 44812 | Women's clothing stores | 13 | 11 233 | 1 164 | 269 | 80 | – | – |
| 448120 | Women's clothing stores | 13 | 11 233 | 1 164 | 269 | 80 | – | – |
| 44813 | Children's & infants' clothing stores | 3 | 1 546 | 245 | 62 | 22 | – | – |
| 448130 | Children's & infants' clothing stores | 3 | 1 546 | 245 | 62 | 22 | – | – |
| 44814 | Family clothing stores | 15 | 22 367 | 1 731 | 458 | 169 | – | – |
| 448140 | Family clothing stores | 15 | 22 367 | 1 731 | 458 | 169 | – | – |
| 44815 | Clothing accessories stores | 5 | 3 799 | 461 | 106 | 33 | – | 27.3 |
| 448150 | Clothing accessories stores | 5 | 3 799 | 461 | 106 | 33 | – | 27.3 |
| 44819 | Other clothing stores | 6 | 3 548 | 445 | 112 | 40 | – | 2.4 |
| 448190 | Other clothing stores | 6 | 3 548 | 445 | 112 | 40 | – | 2.4 |
| 4482 | Shoe stores | 20 | 22 260 | 1 916 | 453 | 141 | – | – |
| 44821 | Shoe stores | 20 | 22 260 | 1 916 | 453 | 141 | – | – |
| 448210 | Shoe stores | 20 | 22 260 | 1 916 | 453 | 141 | – | – |
| 4482101 | Men's shoe stores | 2 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 2 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 14 | 14 688 | 1 208 | 280 | 94 | – | – |
| 4482105 | Athletic footwear stores | 2 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 8 | 3 680 | 569 | 140 | 41 | 1.7 | 48.3 |
| 44832 | Luggage & leather goods stores | 5 | 3 119 | 433 | 99 | 29 | – | 40.9 |
| 448320 | Luggage & leather goods stores | 5 | 3 119 | 433 | 99 | 29 | – | 40.9 |
| 451 | Sporting goods, hobby, book, & music stores | 5 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 4 | 1 575 | 147 | 33 | 10 | – | – |
| 452 | General merchandise stores | 3 | D | D | D | e | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 16 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 8 | 2 764 | 363 | 86 | 20 | 28.7 | .8 |
| 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 | 3 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 7 | 3 488 | 657 | 147 | 37 | 39.9 | 1.2 |
| 4543 | Direct selling establishments | 5 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 3 | D | D | D | a | D | D |
| 454319 | Other fuel dealers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BEAUMONT, CA** | | | | | | | |
| **44-45** | **Retail trade** | **42** | **84 674** | **7 089** | **1 569** | **401** | **7.2** | **3.4** |
| 441 | Motor vehicle & parts dealers | 9 | 13 207 | 1 275 | 244 | 58 | 23.3 | 17.1 |
| 4412 | Other motor vehicle dealers | 5 | D | D | D | b | D | D |
| 44121 | Recreational vehicle dealers | 4 | 8 507 | 844 | 198 | 37 | 29.2 | 21.6 |
| 441210 | Recreational vehicle dealers | 4 | 8 507 | 844 | 198 | 37 | 29.2 | 21.6 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 5 | D | D | D | b | D | D |
| 4441 | Building material & supplies dealers | 4 | 10 935 | 831 | 143 | 41 | .9 | – |
| 44419 | Other building material dealers | 4 | 10 935 | 831 | 143 | 41 | .9 | – |
| 444190 | Other building material dealers | 4 | 10 935 | 831 | 143 | 41 | .9 | – |
| 445 | Food & beverage stores | 5 | D | D | D | c | D | D |
| 4451 | Grocery stores | 2 | D | D | D | c | D | D |
| 4452 | Specialty food stores | 2 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 6 | 13 194 | 453 | 98 | 37 | – | – |
| 448 | Clothing & clothing accessories stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 7 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 45393 | Manufactured (mobile) home dealers | 1 | D | D | D | a | D | D |
| 453930 | Manufactured (mobile) home dealers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |
| | **BELL, CA** | | | | | | | |
| **44-45** | **Retail trade** | **62** | **102 140** | **10 272** | **2 526** | **483** | **17.8** | **5.8** |
| 441 | Motor vehicle & parts dealers | 14 | 48 045 | 5 092 | 1 288 | 181 | 2.4 | 1.3 |
| 4413 | Automotive parts, accessories, & tire stores | 10 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 8 | D | D | D | b | D | D |
| 441310 | Automotive parts & accessories stores | 8 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 2 | D | D | D | a | D | D |
| 4431 | Electronics & appliance stores | 2 | D | D | D | a | D | D |
| 44311 | Appliance, television, & other electronics stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 13 | 14 396 | 1 469 | 358 | 84 | 28.5 | 5.6 |
| 4452 | Specialty food stores | 5 | 2 733 | 232 | 43 | 10 | 64.8 | 2.3 |
| 446 | Health & personal care stores | 7 | D | D | D | c | D | D |
| 4461 | Health & personal care stores | 7 | D | D | D | c | D | D |
| 447 | Gasoline stations | 8 | 17 573 | 448 | 87 | 35 | 56.0 | 17.5 |
| 44719 | Other gasoline stations | 5 | 12 622 | 326 | 74 | 29 | 78.0 | 22.0 |
| 447190 | Other gasoline stations | 5 | 12 622 | 326 | 74 | 29 | 78.0 | 22.0 |
| 448 | Clothing & clothing accessories stores | 7 | 928 | 184 | 57 | 12 | 19.6 | 21.9 |
| 451 | Sporting goods, hobby, book, & music stores | 2 | D | D | D | a | D | D |
| 4512112 | Specialty book stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 4 | 746 | 237 | 51 | 19 | 18.2 | 43.2 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BELLFLOWER, CA** | | | | | | | |
| **44-45** | **Retail trade** | **169** | **439 420** | **40 989** | **9 983** | **2 116** | **8.3** | **17.9** |
| 441 | Motor vehicle & parts dealers | 36 | 232 584 | 16 880 | 4 170 | 502 | 1.8 | 21.4 |
| 4411 | Automobile dealers | 11 | 203 029 | 13 110 | 3 261 | 317 | .6 | 20.6 |
| 44111 | New car dealers | 4 | 197 672 | 12 525 | 3 075 | 288 | .6 | 21.0 |
| 441110 | New car dealers | 4 | 197 672 | 12 525 | 3 075 | 288 | .6 | 21.0 |
| 44112 | Used car dealers | 7 | 5 357 | 585 | 186 | 29 | 2.2 | 9.0 |
| 441120 | Used car dealers | 7 | 5 357 | 585 | 186 | 29 | 2.2 | 9.0 |
| 4412 | Other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 441221 | Motorcycle dealers | 2 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 23 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 14 | 13 548 | 2 064 | 463 | 103 | 16.6 | – |
| 441310 | Automotive parts & accessories stores | 14 | 13 548 | 2 064 | 463 | 103 | 16.6 | – |
| 44132 | Tire dealers | 9 | D | D | D | b | D | D |
| 441320 | Tire dealers | 9 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 11 | 5 253 | 794 | 187 | 51 | 28.4 | .6 |
| 4421 | Furniture stores | 6 | 2 863 | 313 | 76 | 25 | 23.4 | 1.0 |
| 44211 | Furniture stores | 6 | 2 863 | 313 | 76 | 25 | 23.4 | 1.0 |
| 442110 | Furniture stores | 6 | 2 863 | 313 | 76 | 25 | 23.4 | 1.0 |
| 4422 | Home furnishings stores | 5 | 2 390 | 481 | 111 | 26 | 34.3 | – |
| 443 | Electronics & appliance stores | 4 | 2 638 | 336 | 78 | 13 | 6.8 | 16.7 |
| 4431 | Electronics & appliance stores | 4 | 2 638 | 336 | 78 | 13 | 6.8 | 16.7 |
| 44311 | Appliance, television, & other electronics stores | 4 | 2 638 | 336 | 78 | 13 | 6.8 | 16.7 |
| 444 | Building material & garden equipment & supplies dealers | 11 | 16 157 | 2 913 | 678 | 193 | – | – |
| 4441 | Building material & supplies dealers | 10 | D | D | D | c | D | D |
| 44412 | Paint & wallpaper stores | 2 | D | D | D | b | D | D |
| 444120 | Paint & wallpaper stores | 2 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 8 | 11 137 | 2 135 | 503 | 99 | – | – |
| 444190 | Other building material dealers | 8 | 11 137 | 2 135 | 503 | 99 | – | – |
| 445 | Food & beverage stores | 32 | 78 153 | 8 173 | 1 885 | 467 | 8.5 | 25.4 |
| 4451 | Grocery stores | 19 | 69 590 | 7 580 | 1 766 | 425 | 4.5 | 28.5 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 15 | 66 642 | 7 339 | 1 704 | 404 | 1.8 | 29.7 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 15 | 66 642 | 7 339 | 1 704 | 404 | 1.8 | 29.7 |
| 4453 | Beer, wine, & liquor stores | 12 | D | D | D | b | D | D |
| 44531 | Beer, wine, & liquor stores | 12 | D | D | D | b | D | D |
| 445310 | Beer, wine, & liquor stores | 12 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 11 | 16 215 | 4 074 | 1 023 | 194 | 21.5 | – |
| 4461 | Health & personal care stores | 11 | 16 215 | 4 074 | 1 023 | 194 | 21.5 | – |
| 447 | Gasoline stations | 16 | 36 308 | 1 396 | 322 | 128 | 31.8 | 20.0 |
| 4471 | Gasoline stations | 16 | 36 308 | 1 396 | 322 | 128 | 31.8 | 20.0 |
| 44711 | Gasoline stations with convenience stores | 7 | 9 995 | 519 | 96 | 34 | 29.7 | 1.5 |
| 447110 | Gasoline stations with convenience stores | 7 | 9 995 | 519 | 96 | 34 | 29.7 | 1.5 |
| 44719 | Other gasoline stations | 9 | 26 313 | 877 | 226 | 94 | 32.6 | 27.1 |
| 447190 | Other gasoline stations | 9 | 26 313 | 877 | 226 | 94 | 32.6 | 27.1 |
| 448 | Clothing & clothing accessories stores | 14 | 9 073 | 1 111 | 255 | 67 | 46.7 | – |
| 4481 | Clothing stores | 7 | D | D | D | b | D | D |
| 44819 | Other clothing stores | 2 | D | D | D | a | D | D |
| 448190 | Other clothing stores | 2 | D | D | D | a | D | D |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 4482105 | Athletic footwear stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 10 | 3 569 | 724 | 193 | 88 | 19.9 | 2.6 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 10 | 3 569 | 724 | 193 | 88 | 19.9 | 2.6 |
| 45113 | Sewing, needlework, & piece goods stores | 6 | 2 859 | 647 | 172 | 80 | 9.9 | 3.2 |
| 451130 | Sewing, needlework, & piece goods stores | 6 | 2 859 | 647 | 172 | 80 | 9.9 | 3.2 |
| 452 | General merchandise stores | 3 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 16 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 2 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 5 | 2 989 | 1 082 | 252 | 82 | – | 16.4 |
| 45331 | Used merchandise stores | 5 | 2 989 | 1 082 | 252 | 82 | – | 16.4 |
| 453310 | Used merchandise stores | 5 | 2 989 | 1 082 | 252 | 82 | – | 16.4 |
| 4539 | Other miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 4 | 1 774 | 227 | 58 | 19 | 46.4 | 6.1 |
| 453910 | Pet & pet supplies stores | 4 | 1 774 | 227 | 58 | 19 | 46.4 | 6.1 |
| 45392 | Art dealers | 1 | D | D | D | a | D | D |
| 453920 | Art dealers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 5 | 3 437 | 662 | 175 | 32 | 12.2 | – |
| 4542 | Vending machine operators | 3 | D | D | D | a | D | D |
| 45421 | Vending machine operators | 3 | D | D | D | a | D | D |
| 454210 | Vending machine operators | 3 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BELL GARDENS, CA** | | | | | | | |
| **44-45** | **Retail trade** | **80** | **104 030** | **9 519** | **2 221** | **584** | **16.3** | **6.3** |
| 441 | Motor vehicle & parts dealers | 10 | 4 141 | 725 | 172 | 49 | 16.1 | 3.9 |
| 442 | Furniture & home furnishings stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 6 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 31 | 52 781 | 4 468 | 1 120 | 280 | 12.4 | 4.2 |
| 4451 | Grocery stores | 19 | 47 225 | 4 111 | 1 035 | 249 | 3.0 | 4.7 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 15 | 45 414 | 3 937 | 981 | 231 | 3.2 | 3.3 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 15 | 45 414 | 3 937 | 981 | 231 | 3.2 | 3.3 |
| 4452 | Specialty food stores | 4 | 2 058 | 164 | 35 | 13 | 100.0 | – |
| 446 | Health & personal care stores | 3 | 4 858 | 620 | 141 | 38 | D | – |
| 4461 | Health & personal care stores | 3 | 4 858 | 620 | 141 | 38 | D | – |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 9 | 13 719 | 458 | 100 | 53 | 40.0 | 25.3 |
| 44711 | Gasoline stations with convenience stores | 5 | 8 800 | 170 | 22 | 12 | 60.0 | 3.9 |
| 447110 | Gasoline stations with convenience stores | 5 | 8 800 | 170 | 22 | 12 | 60.0 | 3.9 |
| 448 | Clothing & clothing accessories stores | 12 | 4 446 | 627 | 108 | 40 | 22.9 | 1.3 |
| 44819 | Other clothing stores | 2 | D | D | D | a | D | D |
| 448190 | Other clothing stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 4 | D | D | D | b | D | D |
| 4511 | Sporting goods, hobby, & musical instrument stores | 4 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 1 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 1 | D | D | D | b | D | D |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | b | D | D |
| 4542 | Vending machine operators | 1 | D | D | D | b | D | D |
| 45421 | Vending machine operators | 1 | D | D | D | b | D | D |
| 454210 | Vending machine operators | 1 | D | D | D | b | D | D |
| | **BELMONT, CA** | | | | | | | |
| **44-45** | **Retail trade** | **64** | **228 107** | **23 374** | **5 328** | **810** | **4.0** | **7.0** |
| 441 | Motor vehicle & parts dealers | 7 | 81 925 | 6 463 | 1 575 | 141 | .6 | 2.9 |
| 4411 | Automobile dealers | 2 | D | D | D | c | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 5 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 4 | D | D | D | b | D | D |
| 441310 | Automotive parts & accessories stores | 4 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 3 | 1 110 | 141 | 37 | 7 | D | 5.0 |
| 444 | Building material & garden equipment & supplies dealers | 8 | 13 394 | 1 811 | 473 | 81 | 6.6 | 33.9 |
| 4441 | Building material & supplies dealers | 7 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 4 | 9 962 | 1 152 | 302 | 49 | – | 45.6 |
| 444190 | Other building material dealers | 4 | 9 962 | 1 152 | 302 | 49 | – | 45.6 |
| 445 | Food & beverage stores | 10 | 68 126 | 7 945 | 1 527 | 280 | – | 1.1 |
| 4451 | Grocery stores | 4 | D | D | D | e | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 3 | D | D | D | e | D | D |
| 445110 | Supermarkets & other grocery (except convenience) stores | 3 | D | D | D | e | D | D |
| 4452 | Specialty food stores | 4 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 3 | 6 854 | 803 | 206 | 45 | D | – |
| 4461 | Health & personal care stores | 3 | 6 854 | 803 | 206 | 45 | D | – |
| 447 | Gasoline stations | 8 | 25 059 | 886 | 262 | 43 | 9.9 | 29.8 |
| 4471 | Gasoline stations | 8 | 25 059 | 886 | 262 | 43 | 9.9 | 29.8 |
| 44719 | Other gasoline stations | 7 | D | D | D | b | D | D |
| 447190 | Other gasoline stations | 7 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 1 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BELMONT, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 7 | 7 168 | 1 337 | 330 | 47 | 7.8 | 1.5 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 3 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 4 | D | D | D | b | D | D |
| 45121 | Book stores & news dealers | 2 | D | D | D | b | D | D |
| 451211 | Book stores | 2 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 1 | D | D | D | b | D | D |
| 4512113 | College book stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 12 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 5 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 4 | 2 058 | 123 | 28 | 11 | 73.8 | – |
| 454 | Nonstore retailers | 2 | D | D | D | c | D | D |
| 4541 | Electronic shopping & mail-order houses | 1 | D | D | D | c | D | D |
| 45411 | Electronic shopping & mail-order houses | 1 | D | D | D | c | D | D |
| 454110 | Electronic shopping & mail-order houses | 1 | D | D | D | c | D | D |
| | **BENICIA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **76** | **137 063** | **16 041** | **3 407** | **825** | **12.8** | **4.7** |
| 441 | Motor vehicle & parts dealers | 5 | 7 140 | 1 379 | 343 | 52 | – | – |
| 4413 | Automotive parts, accessories, & tire stores | 5 | 7 140 | 1 379 | 343 | 52 | – | – |
| 44132 | Tire dealers | 3 | D | D | D | b | D | D |
| 441320 | Tire dealers | 3 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 10 | 5 620 | 683 | 154 | 39 | 5.2 | 43.6 |
| 4421 | Furniture stores | 4 | D | D | D | b | D | D |
| 44211 | Furniture stores | 4 | D | D | D | b | D | D |
| 442110 | Furniture stores | 4 | D | D | D | b | D | D |
| 4422 | Home furnishings stores | 6 | D | D | D | a | D | D |
| 44229 | Other home furnishings stores | 5 | D | D | D | a | D | D |
| 442299 | All other home furnishings stores | 5 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 2 | D | D | D | b | D | D |
| 4431 | Electronics & appliance stores | 2 | D | D | D | b | D | D |
| 44311 | Appliance, television, & other electronics stores | 2 | D | D | D | b | D | D |
| 443111 | Household appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 6 | 19 304 | 3 286 | 474 | 94 | – | .7 |
| 4441 | Building material & supplies dealers | 5 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 4 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 4 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 16 | 56 406 | 6 305 | 1 396 | 325 | 17.6 | 2.0 |
| 4451 | Grocery stores | 7 | 46 587 | 5 897 | 1 297 | 275 | 1.1 | 1.5 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 3 | D | D | D | c | D | D |
| 445110 | Supermarkets & other grocery (except convenience) stores | 3 | D | D | D | c | D | D |
| 4452 | Specialty food stores | 3 | 801 | 145 | 37 | 21 | 50.1 | 49.9 |
| 4453 | Beer, wine, & liquor stores | 6 | 9 018 | 263 | 62 | 29 | 100.0 | – |
| 44531 | Beer, wine, & liquor stores | 6 | 9 018 | 263 | 62 | 29 | 100.0 | – |
| 445310 | Beer, wine, & liquor stores | 6 | 9 018 | 263 | 62 | 29 | 100.0 | – |
| 446 | Health & personal care stores | 4 | D | D | D | b | D | D |
| 447 | Gasoline stations | 7 | 17 122 | 670 | 177 | 52 | 35.8 | 4.2 |
| 44719 | Other gasoline stations | 4 | 12 968 | 510 | 136 | 39 | 37.5 | – |
| 447190 | Other gasoline stations | 4 | 12 968 | 510 | 136 | 39 | 37.5 | – |
| 448 | Clothing & clothing accessories stores | 6 | 2 455 | 285 | 69 | 58 | 13.8 | 46.6 |
| 451 | Sporting goods, hobby, book, & music stores | 3 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 12 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 5 | 18 048 | 1 886 | 433 | 76 | – | 3.0 |
| 4541 | Electronic shopping & mail-order houses | 1 | D | D | D | a | D | D |
| 45411 | Electronic shopping & mail-order houses | 1 | D | D | D | a | D | D |
| 454110 | Electronic shopping & mail-order houses | 1 | D | D | D | a | D | D |
| 4542 | Vending machine operators | 1 | D | D | D | b | D | D |
| 45421 | Vending machine operators | 1 | D | D | D | b | D | D |
| 454210 | Vending machine operators | 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BERKELEY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **536** | **1 238 700** | **131 907** | **30 347** | **6 313** | **9.4** | **4.2** |
| 441 | Motor vehicle & parts dealers | 28 | 172 829 | 17 963 | 3 886 | 456 | 14.4 | .5 |
| 4411 | Automobile dealers | 7 | D | D | D | e | D | D |
| 44111 | New car dealers | 6 | 153 428 | 14 426 | 3 044 | 317 | 13.8 | – |
| 441110 | New car dealers | 6 | 153 428 | 14 426 | 3 044 | 317 | 13.8 | – |
| 4412 | Other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 19 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 16 | 13 177 | 2 311 | 560 | 97 | 28.2 | 2.0 |
| 441310 | Automotive parts & accessories stores | 16 | 13 177 | 2 311 | 560 | 97 | 28.2 | 2.0 |
| 44132 | Tire dealers | 3 | D | D | D | b | D | D |
| 441320 | Tire dealers | 3 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 52 | 47 308 | 6 522 | 1 564 | 341 | 24.4 | 10.6 |
| 4421 | Furniture stores | 20 | 19 394 | 2 500 | 591 | 95 | 36.7 | 12.3 |
| 44211 | Furniture stores | 20 | 19 394 | 2 500 | 591 | 95 | 36.7 | 12.3 |
| 442110 | Furniture stores | 20 | 19 394 | 2 500 | 591 | 95 | 36.7 | 12.3 |
| 4422 | Home furnishings stores | 32 | 27 914 | 4 022 | 973 | 246 | 15.9 | 9.4 |
| 44221 | Floor covering stores | 6 | 3 280 | 711 | 125 | 34 | 7.2 | – |
| 442210 | Floor covering stores | 6 | 3 280 | 711 | 125 | 34 | 7.2 | – |
| 44229 | Other home furnishings stores | 26 | 24 634 | 3 311 | 848 | 212 | 17.0 | 10.6 |
| 442299 | All other home furnishings stores | 22 | 23 406 | 3 076 | 789 | 190 | 16.5 | 7.8 |
| 443 | Electronics & appliance stores | 26 | 33 891 | 3 975 | 849 | 161 | 12.5 | 11.0 |
| 4431 | Electronics & appliance stores | 26 | 33 891 | 3 975 | 849 | 161 | 12.5 | 11.0 |
| 44311 | Appliance, television, & other electronics stores | 11 | 12 217 | 2 244 | 488 | 74 | – | 14.9 |
| 443111 | Household appliance stores | 3 | 4 853 | 652 | 121 | 15 | – | 11.7 |
| 443112 | Radio, television, & other electronics stores | 8 | 7 364 | 1 592 | 367 | 59 | – | 17.0 |
| 44312 | Computer & software stores | 11 | 17 860 | 1 131 | 237 | 51 | 22.7 | 10.7 |
| 443120 | Computer & software stores | 11 | 17 860 | 1 131 | 237 | 51 | 22.7 | 10.7 |
| 44313 | Camera & photographic supplies stores | 4 | 3 814 | 600 | 124 | 36 | 4.4 | – |
| 443130 | Camera & photographic supplies stores | 4 | 3 814 | 600 | 124 | 36 | 4.4 | – |
| 444 | Building material & garden equipment & supplies dealers | 30 | 76 921 | 12 340 | 2 700 | 478 | 9.1 | 1.6 |
| 4441 | Building material & supplies dealers | 23 | 62 839 | 9 136 | 2 089 | 354 | 8.0 | 2.0 |
| 44412 | Paint & wallpaper stores | 2 | D | D | D | b | D | D |
| 444120 | Paint & wallpaper stores | 2 | D | D | D | b | D | D |
| 44413 | Hardware stores | 6 | D | D | D | c | D | D |
| 444130 | Hardware stores | 6 | D | D | D | c | D | D |
| 44419 | Other building material dealers | 15 | 44 264 | 5 927 | 1 368 | 208 | 1.0 | 2.8 |
| 444190 | Other building material dealers | 15 | 44 264 | 5 927 | 1 368 | 208 | 1.0 | 2.8 |
| 4442 | Lawn & garden equipment & supplies stores | 7 | 14 082 | 3 204 | 611 | 124 | 13.8 | – |
| 44422 | Nursery & garden centers | 6 | D | D | D | c | D | D |
| 444220 | Nursery & garden centers | 6 | D | D | D | c | D | D |
| 445 | Food & beverage stores | 88 | 508 188 | 36 130 | 8 494 | 1 280 | 3.4 | 2.0 |
| 4451 | Grocery stores | 44 | 452 905 | 28 815 | 6 710 | 901 | 2.5 | 1.3 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 36 | 448 928 | 28 580 | 6 665 | 884 | 2.2 | 1.2 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 36 | 448 928 | 28 580 | 6 665 | 884 | 2.2 | 1.2 |
| 4452 | Specialty food stores | 26 | 31 637 | 4 855 | 1 223 | 305 | 10.3 | 5.1 |
| 4453 | Beer, wine, & liquor stores | 18 | 23 646 | 2 460 | 561 | 74 | 11.6 | 9.9 |
| 44531 | Beer, wine, & liquor stores | 18 | 23 646 | 2 460 | 561 | 74 | 11.6 | 9.9 |
| 445310 | Beer, wine, & liquor stores | 18 | 23 646 | 2 460 | 561 | 74 | 11.6 | 9.9 |
| 446 | Health & personal care stores | 43 | 78 174 | 12 574 | 2 874 | 549 | 7.7 | 3.6 |
| 4461 | Health & personal care stores | 43 | 78 174 | 12 574 | 2 874 | 549 | 7.7 | 3.6 |
| 44611 | Pharmacies & drug stores | 24 | 63 615 | 9 865 | 2 282 | 429 | 8.5 | 2.6 |
| 446110 | Pharmacies & drug stores | 24 | 63 615 | 9 865 | 2 282 | 429 | 8.5 | 2.6 |
| 4461101 | Pharmacies & drug stores | 17 | 60 314 | 8 931 | 2 078 | 351 | 9.0 | .7 |
| 4461102 | Proprietary stores | 7 | 3 301 | 934 | 204 | 78 | – | 37.3 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 3 | 1 651 | 171 | 40 | 12 | – | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 3 | 1 651 | 171 | 40 | 12 | – | – |
| 44613 | Optical goods stores | 6 | 3 017 | 831 | 187 | 36 | 5.8 | 22.4 |
| 446130 | Optical goods stores | 6 | 3 017 | 831 | 187 | 36 | 5.8 | 22.4 |
| 44619 | Other health & personal care stores | 10 | 9 891 | 1 707 | 365 | 72 | 4.4 | 4.7 |
| 446191 | Food (health) supplement stores | 5 | 4 497 | 578 | 122 | 27 | 1.4 | 6.3 |
| 446199 | All other health & personal care stores | 5 | 5 394 | 1 129 | 243 | 45 | 6.9 | 3.4 |
| 447 | Gasoline stations | 24 | 48 530 | 3 115 | 643 | 166 | 22.1 | 10.8 |
| 4471 | Gasoline stations | 24 | 48 530 | 3 115 | 643 | 166 | 22.1 | 10.8 |
| 44711 | Gasoline stations with convenience stores | 7 | 13 382 | 492 | 103 | 31 | 5.5 | 23.7 |
| 447110 | Gasoline stations with convenience stores | 7 | 13 382 | 492 | 103 | 31 | 5.5 | 23.7 |
| 44719 | Other gasoline stations | 17 | 35 148 | 2 623 | 540 | 135 | 28.4 | 5.8 |
| 447190 | Other gasoline stations | 17 | 35 148 | 2 623 | 540 | 135 | 28.4 | 5.8 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BERKELEY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores | 66 | 59 226 | 7 948 | 1 756 | 530 | 26.3 | 6.6 |
| 4481 | Clothing stores | 39 | 42 129 | 4 943 | 1 091 | 382 | 26.9 | 3.3 |
| 44812 | Women's clothing stores | 25 | 19 686 | 2 372 | 495 | 175 | 49.0 | 4.2 |
| 448120 | Women's clothing stores | 25 | 19 686 | 2 372 | 495 | 175 | 49.0 | 4.2 |
| 44814 | Family clothing stores | 7 | 20 120 | 2 121 | 512 | 174 | 3.3 | – |
| 448140 | Family clothing stores | 7 | 20 120 | 2 121 | 512 | 174 | 3.3 | – |
| 44815 | Clothing accessories stores | 2 | D | D | D | a | D | D |
| 448150 | Clothing accessories stores | 2 | D | D | D | a | D | D |
| 44819 | Other clothing stores | 3 | 641 | 53 | 10 | 7 | 62.6 | 37.4 |
| 448190 | Other clothing stores | 3 | 641 | 53 | 10 | 7 | 62.6 | 37.4 |
| 4482 | Shoe stores | 11 | 9 585 | 1 873 | 402 | 82 | 5.8 | 22.7 |
| 44821 | Shoe stores | 11 | 9 585 | 1 873 | 402 | 82 | 5.8 | 22.7 |
| 448210 | Shoe stores | 11 | 9 585 | 1 873 | 402 | 82 | 5.8 | 22.7 |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 3 | 4 522 | 1 094 | 249 | 38 | – | 40.6 |
| 4482104 | Family shoe stores | 4 | 3 137 | 528 | 87 | 25 | – | 5.9 |
| 4482105 | Athletic footwear stores | 3 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 16 | 7 512 | 1 132 | 263 | 66 | 49.4 | 4.3 |
| 44831 | Jewelry stores | 14 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 14 | D | D | D | b | D | D |
| 44832 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 74 | 131 103 | 18 156 | 4 410 | 1 551 | 4.8 | 10.9 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 39 | 60 900 | 7 049 | 1 695 | 481 | 8.2 | 19.6 |
| 45111 | Sporting goods stores | 21 | 44 613 | 4 376 | 1 097 | 324 | 3.0 | 20.6 |
| 451110 | Sporting goods stores | 21 | 44 613 | 4 376 | 1 097 | 324 | 3.0 | 20.6 |
| 4511101 | General-line sporting goods stores | 4 | 3 279 | 354 | 93 | 38 | 20.2 | 7.7 |
| 4511102 | Specialty-line sporting goods stores | 17 | 41 334 | 4 022 | 1 004 | 286 | 1.6 | 21.6 |
| 45112 | Hobby, toy, & game stores | 7 | 7 839 | 1 272 | 310 | 89 | 29.4 | – |
| 451120 | Hobby, toy, & game stores | 7 | 7 839 | 1 272 | 310 | 89 | 29.4 | – |
| 45113 | Sewing, needlework, & piece goods stores | 6 | 4 889 | 686 | 122 | 41 | 20.2 | 56.0 |
| 451130 | Sewing, needlework, & piece goods stores | 6 | 4 889 | 686 | 122 | 41 | 20.2 | 56.0 |
| 45114 | Musical instrument & supplies stores | 5 | 3 559 | 715 | 166 | 27 | 11.1 | – |
| 451140 | Musical instrument & supplies stores | 5 | 3 559 | 715 | 166 | 27 | 11.1 | – |
| 4512 | Book, periodical, & music stores | 35 | 70 203 | 11 107 | 2 715 | 1 070 | 1.8 | 3.4 |
| 45121 | Book stores & news dealers | 29 | 47 616 | 8 118 | 1 987 | 866 | 2.4 | 4.4 |
| 451211 | Book stores | 26 | 47 133 | 8 056 | 1 967 | 856 | 1.9 | 4.5 |
| 4512111 | Book stores, general | 14 | 22 229 | 3 656 | 951 | 215 | .2 | 6.8 |
| 4512112 | Specialty book stores | 8 | 3 365 | 538 | 111 | 40 | 24.6 | 17.6 |
| 4512113 | College book stores | 4 | 21 539 | 3 862 | 905 | 601 | – | – |
| 451212 | News dealers & newsstands | 3 | 483 | 62 | 20 | 10 | D | – |
| 45122 | Prerecorded tape, compact disc, & record stores | 6 | 22 587 | 2 989 | 728 | 204 | .7 | 1.2 |
| 451220 | Prerecorded tape, compact disc, & record stores | 6 | 22 587 | 2 989 | 728 | 204 | .7 | 1.2 |
| 452 | General merchandise stores | 4 | D | D | D | b | D | D |
| 45299 | All other general merchandise stores | 4 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 4 | D | D | D | b | D | D |
| 4529902 | Catalog showrooms | 1 | D | D | D | a | D | D |
| 4529903 | Miscellaneous general merchandise stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 80 | D | D | D | f | D | D |
| 4531 | Florists | 7 | 1 960 | 309 | 60 | 24 | 38.2 | 21.0 |
| 45311 | Florists | 7 | 1 960 | 309 | 60 | 24 | 38.2 | 21.0 |
| 453110 | Florists | 7 | 1 960 | 309 | 60 | 24 | 38.2 | 21.0 |
| 4532 | Office supplies, stationery, & gift stores | 26 | 22 549 | 2 882 | 697 | 199 | 19.9 | 7.7 |
| 45321 | Office supplies & stationery stores | 11 | 16 563 | 2 039 | 489 | 101 | 22.8 | 9.9 |
| 453210 | Office supplies & stationery stores | 11 | 16 563 | 2 039 | 489 | 101 | 22.8 | 9.9 |
| 4532101 | Stationery stores | 5 | 3 712 | 617 | 86 | 29 | 72.3 | 27.7 |
| 4532102 | Office supplies stores | 6 | 12 851 | 1 422 | 403 | 72 | 8.6 | 4.7 |
| 45322 | Gift, novelty, & souvenir stores | 15 | 5 986 | 843 | 208 | 98 | 11.7 | 1.8 |
| 453220 | Gift, novelty, & souvenir stores | 15 | 5 986 | 843 | 208 | 98 | 11.7 | 1.8 |
| 4533 | Used merchandise stores | 26 | 15 131 | 3 128 | 772 | 185 | 8.1 | 10.5 |
| 45331 | Used merchandise stores | 26 | 15 131 | 3 128 | 772 | 185 | 8.1 | 10.5 |
| 453310 | Used merchandise stores | 26 | 15 131 | 3 128 | 772 | 185 | 8.1 | 10.5 |
| 4539 | Other miscellaneous store retailers | 21 | D | D | D | c | D | D |
| 45391 | Pet & pet supplies stores | 7 | 3 698 | 576 | 204 | 38 | 26.7 | – |
| 453910 | Pet & pet supplies stores | 7 | 3 698 | 576 | 204 | 38 | 26.7 | – |
| 45392 | Art dealers | 5 | 2 051 | 395 | 85 | 32 | 58.6 | – |
| 453920 | Art dealers | 5 | 2 051 | 395 | 85 | 32 | 58.6 | – |
| 45399 | All other miscellaneous store retailers | 9 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 21 | 13 750 | 2 235 | 499 | 141 | 28.0 | 7.8 |
| 4541 | Electronic shopping & mail-order houses | 15 | 11 672 | 1 627 | 353 | 83 | 28.2 | 4.3 |
| 45411 | Electronic shopping & mail-order houses | 15 | 11 672 | 1 627 | 353 | 83 | 28.2 | 4.3 |
| 454110 | Electronic shopping & mail-order houses | 15 | 11 672 | 1 627 | 353 | 83 | 28.2 | 4.3 |

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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BEVERLY HILLS, CA** | | | | | | | |
| **44-45** | **Retail trade** | **414** | **1 377 369** | **170 765** | **40 066** | **5 910** | **7.8** | **18.6** |
| 441 | Motor vehicle & parts dealers | 14 | D | D | D | f | D | D |
| 4411 | Automobile dealers | 13 | 373 669 | 19 399 | 5 030 | 646 | 12.1 | 24.3 |
| 44111 | New car dealers | 13 | 373 669 | 19 399 | 5 030 | 646 | 12.1 | 24.3 |
| 441110 | New car dealers | 13 | 373 669 | 19 399 | 5 030 | 646 | 12.1 | 24.3 |
| 442 | Furniture & home furnishings stores | 28 | 39 901 | 5 266 | 1 430 | 260 | 6.4 | 6.0 |
| 4421 | Furniture stores | 7 | D | D | D | b | D | D |
| 44211 | Furniture stores | 7 | D | D | D | b | D | D |
| 442110 | Furniture stores | 7 | D | D | D | b | D | D |
| 4422 | Home furnishings stores | 21 | D | D | D | c | D | D |
| 44221 | Floor covering stores | 3 | D | D | D | a | D | D |
| 442210 | Floor covering stores | 3 | D | D | D | a | D | D |
| 44229 | Other home furnishings stores | 18 | 25 777 | 4 229 | 1 085 | 207 | 3.8 | 3.0 |
| 442299 | All other home furnishings stores | 18 | 25 777 | 4 229 | 1 085 | 207 | 3.8 | 3.0 |
| 443 | Electronics & appliance stores | 7 | 8 216 | 698 | 163 | 25 | 73.5 | 18.3 |
| 4431 | Electronics & appliance stores | 7 | 8 216 | 698 | 163 | 25 | 73.5 | 18.3 |
| 44311 | Appliance, television, & other electronics stores | 5 | D | D | D | a | D | D |
| 443112 | Radio, television, & other electronics stores | 5 | D | D | D | a | D | D |
| 44312 | Computer & software stores | 1 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 1 | D | D | D | a | D | D |
| 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 | 4 | 3 085 | 326 | 80 | 17 | 23.0 | – |
| 445 | Food & beverage stores | 21 | 48 142 | 6 799 | 1 592 | 378 | 10.5 | 1.2 |
| 4451 | Grocery stores | 10 | D | D | D | e | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 9 | 39 645 | 5 440 | 1 340 | 290 | 6.2 | .9 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 9 | 39 645 | 5 440 | 1 340 | 290 | 6.2 | .9 |
| 4452 | Specialty food stores | 8 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 45 | 62 720 | 11 413 | 2 424 | 455 | 13.0 | 20.6 |
| 4461 | Health & personal care stores | 45 | 62 720 | 11 413 | 2 424 | 455 | 13.0 | 20.6 |
| 44611 | Pharmacies & drug stores | 24 | 47 796 | 6 166 | 1 346 | 304 | 11.6 | 23.2 |
| 446110 | Pharmacies & drug stores | 24 | 47 796 | 6 166 | 1 346 | 304 | 11.6 | 23.2 |
| 4461101 | Pharmacies & drug stores | 22 | D | D | D | e | D | D |
| 4461102 | Proprietary stores | 2 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 12 | 6 505 | 1 532 | 368 | 70 | 20.4 | 19.4 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 12 | 6 505 | 1 532 | 368 | 70 | 20.4 | 19.4 |
| 44613 | Optical goods stores | 6 | 3 557 | 907 | 167 | 40 | 19.9 | 15.9 |
| 446130 | Optical goods stores | 6 | 3 557 | 907 | 167 | 40 | 19.9 | 15.9 |
| 44619 | Other health & personal care stores | 3 | 4 862 | 2 808 | 543 | 41 | D | – |
| 446199 | All other health & personal care stores | 3 | 4 862 | 2 808 | 543 | 41 | D | – |
| 447 | Gasoline stations | 8 | 18 410 | 1 887 | 366 | 90 | 37.2 | – |
| 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 | 190 | 568 732 | 82 159 | 18 653 | 2 584 | 3.7 | 22.7 |
| 4481 | Clothing stores | 131 | 390 563 | 60 889 | 13 487 | 1 904 | 2.4 | 27.5 |
| 44811 | Men's clothing stores | 22 | 64 954 | 9 479 | 1 769 | 209 | .6 | .4 |
| 448110 | Men's clothing stores | 22 | 64 954 | 9 479 | 1 769 | 209 | .6 | .4 |
| 44812 | Women's clothing stores | 64 | 177 669 | 27 234 | 6 358 | 924 | 3.5 | 57.2 |
| 448120 | Women's clothing stores | 64 | 177 669 | 27 234 | 6 358 | 924 | 3.5 | 57.2 |
| 44813 | Children's & infants' clothing stores | 9 | 6 717 | 710 | 151 | 48 | 22.6 | 1.4 |
| 448130 | Children's & infants' clothing stores | 9 | 6 717 | 710 | 151 | 48 | 22.6 | 1.4 |
| 44814 | Family clothing stores | 18 | 121 403 | 20 179 | 4 443 | 605 | .9 | 2.6 |
| 448140 | Family clothing stores | 18 | 121 403 | 20 179 | 4 443 | 605 | .9 | 2.6 |
| 44815 | Clothing accessories stores | 5 | 12 075 | 1 714 | 315 | 38 | – | 3.4 |
| 448150 | Clothing accessories stores | 5 | 12 075 | 1 714 | 315 | 38 | – | 3.4 |
| 44819 | Other clothing stores | 13 | 7 745 | 1 573 | 451 | 80 | 1.9 | 26.0 |
| 448190 | Other clothing stores | 13 | 7 745 | 1 573 | 451 | 80 | 1.9 | 26.0 |
| 4482 | Shoe stores | 19 | 51 331 | 6 872 | 1 590 | 302 | 8.5 | 3.9 |
| 44821 | Shoe stores | 19 | 51 331 | 6 872 | 1 590 | 302 | 8.5 | 3.9 |
| 448210 | Shoe stores | 19 | 51 331 | 6 872 | 1 590 | 302 | 8.5 | 3.9 |
| 4482101 | Men's shoe stores | 2 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 6 | 13 177 | 1 944 | 451 | 51 | – | 15.2 |
| 4482103 | Children's & juveniles' shoe stores | 2 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 7 | 14 331 | 2 123 | 471 | 71 | 28.8 | – |
| 4482105 | Athletic footwear stores | 2 | D | D | D | c | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 40 | 126 838 | 14 398 | 3 576 | 378 | 5.5 | 15.4 |
| 44831 | Jewelry stores | 33 | 91 999 | 10 462 | 2 632 | 263 | 7.5 | 17.7 |
| 448310 | Jewelry stores | 33 | 91 999 | 10 462 | 2 632 | 263 | 7.5 | 17.7 |
| 44832 | Luggage & leather goods stores | 7 | 34 839 | 3 936 | 944 | 115 | – | 9.3 |
| 448320 | Luggage & leather goods stores | 7 | 34 839 | 3 936 | 944 | 115 | – | 9.3 |

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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BEVERLY HILLS, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 16 | 10 447 | 1 508 | 317 | 98 | 20.2 | 22.1 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 8 | 5 231 | 765 | 194 | 47 | 36.7 | 12.8 |
| 45111 | Sporting goods stores | 5 | 4 056 | 494 | 122 | 27 | 32.6 | 16.5 |
| 451110 | Sporting goods stores | 5 | 4 056 | 494 | 122 | 27 | 32.6 | 16.5 |
| 4511102 | Specialty-line sporting goods stores | 5 | 4 056 | 494 | 122 | 27 | 32.6 | 16.5 |
| 4512 | Book, periodical, & music stores | 8 | 5 216 | 743 | 123 | 51 | 3.6 | 31.5 |
| 45121 | Book stores & news dealers | 5 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 1 | D | D | D | a | D | D |
| 451212 | News dealers & newsstands | 2 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 3 | D | D | D | a | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 3 | D | D | D | a | D | D |
| 452 | General merchandise stores | 4 | D | D | D | f | D | D |
| 4521 | Department stores (incl leased depts) ## | 2 | D | N | N | N | D | D |
| 45211 | Department stores (incl leased depts) ## | 2 | D | N | N | N | D | D |
| 4521 | Department stores (excl leased depts) | 2 | D | D | D | f | D | D |
| 45211 | Department stores (excl leased depts) | 2 | D | D | D | f | D | D |
| 452110 | Department stores (excl leased depts) | 2 | D | D | D | f | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | f | D | D |
| 453 | Miscellaneous store retailers | 63 | D | D | D | e | D | D |
| 4531 | Florists | 11 | 6 723 | 1 650 | 372 | 81 | 4.3 | 8.3 |
| 45311 | Florists | 11 | 6 723 | 1 650 | 372 | 81 | 4.3 | 8.3 |
| 453110 | Florists | 11 | 6 723 | 1 650 | 372 | 81 | 4.3 | 8.3 |
| 4532 | Office supplies, stationery, & gift stores | 18 | 9 987 | 2 016 | 366 | 119 | 17.7 | 11.7 |
| 45321 | Office supplies & stationery stores | 4 | 4 766 | 981 | 201 | 68 | – | 11.6 |
| 453210 | Office supplies & stationery stores | 4 | 4 766 | 981 | 201 | 68 | – | 11.6 |
| 4532101 | Stationery stores | 4 | 4 766 | 981 | 201 | 68 | – | 11.6 |
| 45322 | Gift, novelty, & souvenir stores | 14 | 5 221 | 1 035 | 165 | 51 | 33.8 | 11.8 |
| 453220 | Gift, novelty, & souvenir stores | 14 | 5 221 | 1 035 | 165 | 51 | 33.8 | 11.8 |
| 4533 | Used merchandise stores | 7 | 14 766 | 2 162 | 467 | 54 | 19.6 | .5 |
| 45331 | Used merchandise stores | 7 | 14 766 | 2 162 | 467 | 54 | 19.6 | .5 |
| 453310 | Used merchandise stores | 7 | 14 766 | 2 162 | 467 | 54 | 19.6 | .5 |
| 4539 | Other miscellaneous store retailers | 27 | D | D | D | c | D | D |
| 45392 | Art dealers | 12 | 16 677 | 3 472 | 856 | 79 | 13.7 | 15.6 |
| 453920 | Art dealers | 12 | 16 677 | 3 472 | 856 | 79 | 13.7 | 15.6 |
| 45399 | All other miscellaneous store retailers | 14 | D | D | D | c | D | D |
| 454 | Nonstore retailers | 14 | 28 885 | 4 917 | 1 202 | 172 | 6.5 | 22.3 |
| 4541 | Electronic shopping & mail-order houses | 10 | 24 973 | 4 335 | 1 106 | 157 | 7.5 | 25.6 |
| 45411 | Electronic shopping & mail-order houses | 10 | 24 973 | 4 335 | 1 106 | 157 | 7.5 | 25.6 |
| 454110 | Electronic shopping & mail-order houses | 10 | 24 973 | 4 335 | 1 106 | 157 | 7.5 | 25.6 |
| 4543 | Direct selling establishments | 3 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 3 | D | D | D | a | D | D |
| 454390 | Other direct selling establishments | 3 | D | D | D | a | D | D |
| | **BIG BEAR LAKE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **77** | **92 942** | **8 745** | **2 035** | **600** | **11.5** | **12.5** |
| 441 | Motor vehicle & parts dealers | 5 | 10 601 | 882 | 195 | 36 | 8.5 | 71.4 |
| 442 | Furniture & home furnishings stores | 6 | 4 284 | 442 | 99 | 24 | 29.3 | 20.0 |
| 4421 | Furniture stores | 3 | 2 246 | 205 | 43 | 14 | – | 10.2 |
| 44211 | Furniture stores | 3 | 2 246 | 205 | 43 | 14 | – | 10.2 |
| 442110 | Furniture stores | 3 | 2 246 | 205 | 43 | 14 | – | 10.2 |
| 4422 | Home furnishings stores | 3 | 2 038 | 237 | 56 | 10 | D | 30.9 |
| 44229 | Other home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 7 | 14 218 | 1 440 | 286 | 66 | 8.8 | – |
| 4441 | Building material & supplies dealers | 6 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 3 | 12 248 | 1 190 | 251 | 50 | – | – |
| 444190 | Other building material dealers | 3 | 12 248 | 1 190 | 251 | 50 | – | – |
| 445 | Food & beverage stores | 7 | 22 856 | 2 231 | 549 | 103 | 5.3 | – |
| 446 | Health & personal care stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 6 | 8 746 | 388 | 90 | 46 | 5.8 | 6.9 |
| 448 | Clothing & clothing accessories stores | 14 | 6 005 | 747 | 185 | 67 | 11.4 | 9.2 |
| 4481 | Clothing stores | 9 | 4 915 | 686 | 171 | 59 | 10.3 | 7.8 |
| 451 | Sporting goods, hobby, book, & music stores | 8 | 2 158 | 301 | 84 | 30 | 38.0 | 4.5 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 7 | D | D | D | b | D | D |
| 452 | General merchandise stores | 2 | D | D | D | c | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BIG BEAR LAKE, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 16 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 10 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 3 | 2 619 | 396 | 95 | 19 | – | 68.5 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 2 | D | D | D | a | D | D |
| 454319 | Other fuel dealers | 1 | D | D | D | a | D | D |
| | **BISHOP, CA** | | | | | | | |
| **44-45** | **Retail trade** | **92** | **121 755** | **12 642** | **2 864** | **744** | **9.5** | **7.5** |
| 441 | Motor vehicle & parts dealers | 8 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 8 | 2 555 | 434 | 117 | 27 | 15.9 | – |
| 443 | Electronics & appliance stores | 3 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 9 | 9 505 | 1 121 | 269 | 63 | 12.4 | 9.6 |
| 445 | Food & beverage stores | 6 | D | D | D | c | D | D |
| 446 | Health & personal care stores | 9 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 9 | D | D | D | b | D | D |
| 447 | Gasoline stations | 12 | 21 980 | 1 073 | 230 | 69 | – | 32.0 |
| 4471 | Gasoline stations | 12 | 21 980 | 1 073 | 230 | 69 | – | 32.0 |
| 44711 | Gasoline stations with convenience stores | 5 | 11 662 | 399 | 86 | 25 | – | .4 |
| 447110 | Gasoline stations with convenience stores | 5 | 11 662 | 399 | 86 | 25 | – | .4 |
| 448 | Clothing & clothing accessories stores | 11 | D | D | D | b | D | D |
| 4481 | Clothing stores | 6 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 12 | D | D | D | b | D | D |
| 4511 | Sporting goods, hobby, & musical instrument stores | 10 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 3 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 7 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 4 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 4 | D | D | D | b | D | D |
| 45431 | Fuel dealers | 4 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 4 | D | D | D | b | D | D |
| | **BLYTHE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **70** | **122 950** | **13 606** | **3 514** | **865** | **11.9** | **6.2** |
| 441 | Motor vehicle & parts dealers | 12 | 20 628 | 2 531 | 543 | 111 | 41.0 | 3.2 |
| 4413 | Automotive parts, accessories, & tire stores | 8 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 6 | 5 764 | 920 | 240 | 61 | 23.4 | – |
| 441310 | Automotive parts & accessories stores | 6 | 5 764 | 920 | 240 | 61 | 23.4 | – |
| 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 | 4 | 4 606 | 439 | 122 | 38 | – | 13.3 |
| 4431 | Electronics & appliance stores | 4 | 4 606 | 439 | 122 | 38 | – | 13.3 |
| 44311 | Appliance, television, & other electronics stores | 3 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 2 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 3 | 6 864 | 992 | 288 | 54 | – | – |
| 445 | Food & beverage stores | 11 | 33 913 | 3 947 | 1 096 | 190 | 3.5 | 15.9 |
| 4451 | Grocery stores | 8 | D | D | D | c | D | D |
| 44512 | Convenience stores | 4 | D | D | D | b | D | D |
| 445120 | Convenience stores | 4 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 3 | 3 915 | 697 | 208 | 41 | – | – |
| 447 | Gasoline stations | 18 | 31 368 | 2 587 | 639 | 183 | 13.0 | 1.7 |
| 4471 | Gasoline stations | 18 | 31 368 | 2 587 | 639 | 183 | 13.0 | 1.7 |
| 44711 | Gasoline stations with convenience stores | 11 | 21 183 | 1 400 | 338 | 113 | 14.0 | 2.6 |
| 447110 | Gasoline stations with convenience stores | 11 | 21 183 | 1 400 | 338 | 113 | 14.0 | 2.6 |
| 448 | Clothing & clothing accessories stores | 8 | 4 031 | 551 | 166 | 43 | 2.9 | 3.6 |
| 4481 | Clothing 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BLYTHE, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 3 | 1 482 | 127 | 28 | 12 | D | – |
| 452 | General merchandise stores | 2 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 3 | D | D | D | a | D | D |
| | **BRAWLEY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **73** | **112 841** | **12 249** | **2 891** | **662** | **9.3** | **14.4** |
| 441 | Motor vehicle & parts dealers | 13 | 41 773 | 3 490 | 881 | 150 | 3.6 | 12.8 |
| 4413 | Automotive parts, accessories, & tire stores | 11 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 7 | D | D | D | b | D | D |
| 441310 | Automotive parts & accessories stores | 7 | D | D | D | b | D | D |
| 44132 | Tire dealers | 4 | D | D | D | b | D | D |
| 441320 | Tire dealers | 4 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 5 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 9 | 26 560 | 2 771 | 648 | 122 | 3.9 | – |
| 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 | 16 | 13 740 | 1 371 | 367 | 125 | 21.6 | 40.3 |
| 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 | 10 | 14 212 | 1 092 | 280 | 96 | 5.9 | 17.0 |
| 44711 | Gasoline stations with convenience stores | 9 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 9 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 6 | 2 402 | 276 | 59 | 31 | 35.4 | – |
| 451 | Sporting goods, hobby, book, & music stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 1 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 1 | D | D | D | b | D | D |
| | **BREA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **296** | **765 511** | **75 623** | **18 829** | **5 094** | **3.7** | **3.3** |
| 441 | Motor vehicle & parts dealers | 22 | 17 062 | 2 416 | 530 | 105 | 21.0 | 9.9 |
| 4412 | Other motor vehicle dealers | 4 | 2 845 | 233 | 46 | 12 | 15.1 | 24.3 |
| 44121 | Recreational vehicle dealers | 3 | D | D | D | a | D | D |
| 441210 | Recreational vehicle dealers | 3 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 15 | 11 366 | 2 053 | 473 | 86 | 19.9 | 7.0 |
| 44132 | Tire dealers | 7 | 7 507 | 1 354 | 323 | 45 | 24.7 | 10.1 |
| 441320 | Tire dealers | 7 | 7 507 | 1 354 | 323 | 45 | 24.7 | 10.1 |
| 442 | Furniture & home furnishings stores | 21 | 27 108 | 3 829 | 925 | 185 | 3.6 | 3.6 |
| 4421 | Furniture stores | 6 | 4 942 | 559 | 134 | 35 | – | 19.7 |
| 44211 | Furniture stores | 6 | 4 942 | 559 | 134 | 35 | – | 19.7 |
| 442110 | Furniture stores | 6 | 4 942 | 559 | 134 | 35 | – | 19.7 |
| 4422 | Home furnishings stores | 15 | 22 166 | 3 270 | 791 | 150 | 4.4 | – |
| 44221 | Floor covering stores | 3 | 10 744 | 1 931 | 492 | 60 | D | – |
| 442210 | Floor covering stores | 3 | 10 744 | 1 931 | 492 | 60 | D | – |
| 44229 | Other home furnishings stores | 12 | 11 422 | 1 339 | 299 | 90 | 1.5 | – |
| 442299 | All other home furnishings stores | 11 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 14 | 66 394 | 4 856 | 1 528 | 266 | 1.7 | 1.1 |
| 4431 | Electronics & appliance stores | 14 | 66 394 | 4 856 | 1 528 | 266 | 1.7 | 1.1 |
| 44311 | Appliance, television, & other electronics stores | 6 | 21 826 | 2 151 | 558 | 109 | 2.6 | – |
| 443112 | Radio, television, & other electronics stores | 5 | D | D | D | c | D | D |
| 44312 | Computer & software stores | 6 | D | D | D | c | D | D |
| 443120 | Computer & software stores | 6 | D | D | D | c | 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 | 10 | 121 747 | 4 468 | 836 | 109 | .2 | .2 |
| 4441 | Building material & supplies dealers | 5 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 3 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 3 | D | D | D | b | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 5 | D | D | D | b | D | D |
| 44422 | Nursery & garden centers | 4 | D | D | D | a | D | D |
| 444220 | Nursery & garden centers | 4 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BREA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 445 | Food & beverage stores | 30 | 88 696 | 8 878 | 2 136 | 532 | 10.3 | 14.7 |
| 4451 | Grocery stores | 19 | 84 717 | 8 382 | 2 019 | 469 | 9.7 | 15.0 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 5 | 62 036 | 6 091 | 1 445 | 270 | – | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 5 | 62 036 | 6 091 | 1 445 | 270 | – | – |
| 44512 | Convenience stores | 14 | 22 681 | 2 291 | 574 | 199 | 36.2 | 56.2 |
| 445120 | Convenience stores | 14 | 22 681 | 2 291 | 574 | 199 | 36.2 | 56.2 |
| 4452 | Specialty food stores | 7 | 3 177 | 425 | 91 | 48 | 5.2 | 9.1 |
| 446 | Health & personal care stores | 21 | 22 340 | 2 899 | 671 | 188 | 6.8 | 6.2 |
| 4461 | Health & personal care stores | 21 | 22 340 | 2 899 | 671 | 188 | 6.8 | 6.2 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 7 | D | D | D | b | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 7 | D | D | D | b | D | D |
| 44613 | Optical goods stores | 9 | 5 799 | 1 012 | 239 | 66 | – | 10.7 |
| 446130 | Optical goods stores | 9 | 5 799 | 1 012 | 239 | 66 | – | 10.7 |
| 446191 | Food (health) supplement stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 7 | 11 970 | 397 | 75 | 24 | 23.5 | 16.6 |
| 44711 | Gasoline stations with convenience stores | 5 | D | D | D | a | D | D |
| 447110 | Gasoline stations with convenience stores | 5 | D | D | D | a | D | D |
| 448 | Clothing & clothing accessories stores | 102 | 184 171 | 23 953 | 6 496 | 1 942 | 2.6 | 2.4 |
| 4481 | Clothing stores | 59 | 157 749 | 20 245 | 5 553 | 1 655 | 1.1 | 2.3 |
| 44811 | Men's clothing stores | 10 | 8 117 | 989 | 283 | 84 | 18.7 | 28.9 |
| 448110 | Men's clothing stores | 10 | 8 117 | 989 | 283 | 84 | 18.7 | 28.9 |
| 44812 | Women's clothing stores | 20 | 21 095 | 2 439 | 593 | 230 | – | 3.5 |
| 448120 | Women's clothing stores | 20 | 21 095 | 2 439 | 593 | 230 | – | 3.5 |
| 44813 | Children's & infants' clothing stores | 7 | 10 883 | 919 | 172 | 74 | – | – |
| 448130 | Children's & infants' clothing stores | 7 | 10 883 | 919 | 172 | 74 | – | – |
| 44814 | Family clothing stores | 11 | 107 932 | 14 845 | 4 263 | 1 173 | – | – |
| 448140 | Family clothing stores | 11 | 107 932 | 14 845 | 4 263 | 1 173 | – | – |
| 44815 | Clothing accessories stores | 3 | 1 315 | 207 | 50 | 17 | – | 41.1 |
| 448150 | Clothing accessories stores | 3 | 1 315 | 207 | 50 | 17 | – | 41.1 |
| 44819 | Other clothing stores | 8 | 8 407 | 846 | 192 | 77 | 2.2 | – |
| 448190 | Other clothing stores | 8 | 8 407 | 846 | 192 | 77 | 2.2 | – |
| 4482 | Shoe stores | 24 | 11 854 | 1 609 | 418 | 130 | 8.6 | .3 |
| 44821 | Shoe stores | 24 | 11 854 | 1 609 | 418 | 130 | 8.6 | .3 |
| 448210 | Shoe stores | 24 | 11 854 | 1 609 | 418 | 130 | 8.6 | .3 |
| 4482101 | Men's shoe stores | 3 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 8 | 3 775 | 538 | 132 | 46 | – | – |
| 4482103 | Children's & juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 10 | 4 951 | 667 | 185 | 57 | 20.5 | .7 |
| 4482105 | Athletic footwear stores | 2 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 19 | 14 568 | 2 099 | 525 | 157 | 13.9 | 4.8 |
| 44831 | Jewelry stores | 17 | D | D | D | c | D | D |
| 448310 | Jewelry stores | 17 | D | D | D | c | D | D |
| 44832 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 27 | 44 880 | 3 995 | 992 | 358 | 1.5 | .3 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 16 | 30 035 | 2 630 | 639 | 220 | 1.9 | – |
| 45111 | Sporting goods stores | 10 | 13 136 | 1 353 | 342 | 132 | 4.4 | – |
| 451110 | Sporting goods stores | 10 | 13 136 | 1 353 | 342 | 132 | 4.4 | – |
| 4511101 | General-line sporting goods stores | 3 | 9 309 | 1 032 | 258 | 97 | – | – |
| 45112 | Hobby, toy, & game stores | 3 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 3 | D | D | D | b | D | D |
| 45114 | Musical instrument & supplies stores | 1 | D | D | D | a | D | D |
| 451140 | Musical instrument & supplies stores | 1 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 11 | 14 845 | 1 365 | 353 | 138 | .7 | .8 |
| 45121 | Book stores & news dealers | 7 | D | D | D | b | D | D |
| 451211 | Book stores | 6 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 5 | 6 923 | 683 | 158 | 54 | 1.6 | – |
| 4512112 | Specialty book stores | 1 | D | D | D | b | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 4 | D | D | D | b | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 4 | D | D | D | b | D | D |
| 452 | General merchandise stores | 8 | 159 833 | 16 617 | 3 855 | 1 108 | – | – |
| 4521 | Department stores (incl leased depts) ## | 5 | 157 258 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 5 | 157 258 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 5 | 154 926 | 16 146 | 3 740 | 1 064 | – | – |
| 45211 | Department stores (excl leased depts) | 5 | 154 926 | 16 146 | 3 740 | 1 064 | – | – |
| 452110 | Department stores (excl leased depts) | 5 | 154 926 | 16 146 | 3 740 | 1 064 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | f | D | D |
| 4521103 | National chain department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 3 | 4 907 | 471 | 115 | 44 | – | – |
| 452990 | All other general merchandise stores | 3 | 4 907 | 471 | 115 | 44 | – | – |
| 4529903 | Miscellaneous general merchandise stores | 3 | 4 907 | 471 | 115 | 44 | – | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BREA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 26 | 18 899 | 2 634 | 634 | 237 | 5.7 | 4.8 |
| 4532 | Office supplies, stationery, & gift stores | 15 | 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 |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 45322 | Gift, novelty, & souvenir stores | 13 | 10 694 | 1 407 | 341 | 144 | – | 7.1 |
| 453220 | Gift, novelty, & souvenir stores | 13 | 10 694 | 1 407 | 341 | 144 | – | 7.1 |
| 4539 | Other miscellaneous store retailers | 7 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 1 | D | D | D | b | D | D |
| 453910 | Pet & pet supplies stores | 1 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 6 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 8 | 2 411 | 681 | 151 | 40 | 91.6 | – |
| | **BRENTWOOD, CA** | | | | | | | |
| **44-45** | **Retail trade** | **55** | **124 091** | **12 588** | **2 721** | **582** | **5.6** | **5.4** |
| 441 | Motor vehicle & parts dealers | 7 | 40 188 | 3 321 | 811 | 78 | 3.2 | 4.0 |
| 442 | Furniture & home furnishings stores | 6 | 3 318 | 363 | 89 | 24 | 46.7 | 1.6 |
| 4422 | Home furnishings stores | 5 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 8 | D | D | D | b | D | D |
| 4441 | Building material & supplies dealers | 7 | 9 328 | 1 793 | 318 | 89 | 6.5 | – |
| 44413 | Hardware stores | 4 | 3 389 | 630 | 115 | 41 | 10.5 | – |
| 444130 | Hardware stores | 4 | 3 389 | 630 | 115 | 41 | 10.5 | – |
| 44419 | Other building material dealers | 3 | 5 939 | 1 163 | 203 | 48 | D | – |
| 444190 | Other building material dealers | 3 | 5 939 | 1 163 | 203 | 48 | D | – |
| 445 | Food & beverage stores | 6 | D | D | D | e | D | D |
| 4451 | Grocery stores | 4 | 42 903 | 4 753 | 1 006 | 246 | – | – |
| 44511 | Supermarkets & other grocery (except convenience) stores | 4 | 42 903 | 4 753 | 1 006 | 246 | – | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 4 | 42 903 | 4 753 | 1 006 | 246 | – | – |
| 446 | Health & personal care stores | 4 | 5 560 | 892 | 218 | 59 | 1.3 | – |
| 4461 | Health & personal care stores | 4 | 5 560 | 892 | 218 | 59 | 1.3 | – |
| 44619 | Other health & personal care stores | 2 | D | D | D | b | D | D |
| 446191 | Food (health) supplement stores | 2 | D | D | D | b | D | D |
| 447 | Gasoline stations | 6 | 17 107 | 909 | 177 | 34 | 14.2 | 17.8 |
| 44711 | Gasoline stations with convenience stores | 4 | D | D | D | a | D | D |
| 447110 | Gasoline stations with convenience stores | 4 | D | D | D | a | D | D |
| 448 | Clothing & clothing accessories stores | 5 | 2 430 | 228 | 47 | 18 | 4.6 | 28.2 |
| 451 | Sporting goods, hobby, book, & music stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 9 | D | D | D | a | D | D |
| | **BRISBANE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **19** | **64 910** | **11 363** | **1 590** | **204** | **1.1** | **2.1** |
| 441 | Motor vehicle & parts dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 4431 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 44312 | Computer & software stores | 1 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 3 | D | D | D | b | D | D |
| 4441 | Building material & supplies dealers | 3 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 2 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 2 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 2 | D | D | D | a | D | D |
| 448 | Clothing & clothing accessories stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 4 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BRISBANE, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 454 | Nonstore retailers | 5 | 27 296 | 4 453 | 846 | 104 | – | – |
| 4541 | Electronic shopping & mail-order houses | 2 | D | D | D | b | D | D |
| 45411 | Electronic shopping & mail-order houses | 2 | D | D | D | b | D | D |
| 454110 | Electronic shopping & mail-order houses | 2 | D | D | D | b | D | D |
| | **BUELLTON, CA *** | | | | | | | |
| **44-45** | **Retail trade** | **26** | **93 242** | **7 841** | **1 939** | **243** | **6.4** | **.9** |
| 441 | Motor vehicle & parts dealers | 8 | 60 256 | 4 527 | 1 081 | 105 | .2 | .4 |
| 4411 | Automobile dealers | 4 | D | D | D | b | D | D |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 3 | 978 | 160 | 26 | 5 | D | – |
| 444 | Building material & garden equipment & supplies dealers | 2 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 5 | 13 338 | 1 415 | 654 | 90 | 6.4 | 4.6 |
| 446 | Health & personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 6 | 13 210 | 526 | 70 | 26 | 24.7 | – |
| 44711 | Gasoline stations with convenience stores | 5 | D | D | D | a | D | D |
| 447110 | Gasoline stations with convenience stores | 5 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **BUENA PARK, CA** | | | | | | | |
| **44-45** | **Retail trade** | **235** | **966 606** | **88 459** | **20 382** | **3 793** | **3.8** | **3.6** |
| 441 | Motor vehicle & parts dealers | 31 | 487 963 | 34 393 | 7 378 | 772 | .2 | 1.7 |
| 4411 | Automobile dealers | 9 | D | D | D | f | D | D |
| 44111 | New car dealers | 8 | 461 758 | 30 244 | 6 075 | 556 | – | 1.1 |
| 441110 | New car dealers | 8 | 461 758 | 30 244 | 6 075 | 556 | – | 1.1 |
| 4412 | Other motor vehicle dealers | 2 | 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 | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 20 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 13 | 9 665 | 1 559 | 383 | 82 | 12.2 | 7.1 |
| 441310 | Automotive parts & accessories stores | 13 | 9 665 | 1 559 | 383 | 82 | 12.2 | 7.1 |
| 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 | 12 | D | D | D | b | D | D |
| 4422 | Home furnishings stores | 10 | 7 437 | 1 230 | 235 | 51 | 50.7 | 2.8 |
| 44221 | Floor covering stores | 7 | 4 526 | 591 | 98 | 21 | 83.3 | 4.6 |
| 442210 | Floor covering stores | 7 | 4 526 | 591 | 98 | 21 | 83.3 | 4.6 |
| 44229 | Other home furnishings stores | 3 | 2 911 | 639 | 137 | 30 | – | – |
| 442299 | All other home furnishings stores | 2 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 11 | 41 610 | 3 481 | 876 | 172 | 1.5 | .1 |
| 4431 | Electronics & appliance stores | 11 | 41 610 | 3 481 | 876 | 172 | 1.5 | .1 |
| 44311 | Appliance, television, & other electronics stores | 8 | 40 032 | 3 298 | 834 | 164 | – | .1 |
| 443111 | Household appliance stores | 2 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 6 | D | D | D | c | 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 | 55 423 | 9 001 | 2 077 | 278 | – | .1 |
| 4441 | Building material & supplies dealers | 11 | 53 654 | 8 597 | 1 977 | 257 | – | .1 |
| 44412 | Paint & wallpaper stores | 3 | D | D | D | b | D | D |
| 444120 | Paint & wallpaper stores | 3 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 7 | 47 042 | 7 422 | 1 712 | 211 | – | – |
| 444190 | Other building material dealers | 7 | 47 042 | 7 422 | 1 712 | 211 | – | – |
| 445 | Food & beverage stores | 28 | 143 012 | 15 825 | 3 812 | 679 | 3.6 | .6 |
| 4451 | Grocery stores | 17 | 139 246 | 15 472 | 3 725 | 643 | 3.1 | .4 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 13 | 134 646 | 15 215 | 3 659 | 620 | .9 | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 13 | 134 646 | 15 215 | 3 659 | 620 | .9 | – |
| 44512 | Convenience stores | 4 | 4 600 | 257 | 66 | 23 | 69.3 | 13.6 |
| 445120 | Convenience stores | 4 | 4 600 | 257 | 66 | 23 | 69.3 | 13.6 |
| 4452 | Specialty food stores | 5 | 1 497 | 174 | 41 | 16 | 2.4 | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BUENA PARK, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 446 | Health & personal care stores | 18 | 35 148 | 4 530 | 1 117 | 263 | 5.3 | 2.1 |
| 4461 | Health & personal care stores | 18 | 35 148 | 4 530 | 1 117 | 263 | 5.3 | 2.1 |
| 44611 | Pharmacies & drug stores | 12 | 32 818 | 4 285 | 1 055 | 234 | 4.8 | – |
| 446110 | Pharmacies & drug stores | 12 | 32 818 | 4 285 | 1 055 | 234 | 4.8 | – |
| 4461101 | Pharmacies & drug stores | 12 | 32 818 | 4 285 | 1 055 | 234 | 4.8 | – |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 3 | 1 217 | 92 | 29 | 17 | D | 10.9 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 3 | 1 217 | 92 | 29 | 17 | D | 10.9 |
| 447 | Gasoline stations | 15 | 35 572 | 1 668 | 309 | 104 | 37.8 | 7.0 |
| 4471 | Gasoline stations | 15 | 35 572 | 1 668 | 309 | 104 | 37.8 | 7.0 |
| 44711 | Gasoline stations with convenience stores | 4 | 10 171 | 539 | 76 | 26 | 28.7 | – |
| 447110 | Gasoline stations with convenience stores | 4 | 10 171 | 539 | 76 | 26 | 28.7 | – |
| 44719 | Other gasoline stations | 11 | 25 401 | 1 129 | 233 | 78 | 41.4 | 9.8 |
| 447190 | Other gasoline stations | 11 | 25 401 | 1 129 | 233 | 78 | 41.4 | 9.8 |
| 448 | Clothing & clothing accessories stores | 39 | 15 804 | 2 065 | 512 | 207 | 23.0 | 15.2 |
| 4481 | Clothing stores | 21 | 9 641 | 1 175 | 242 | 94 | 27.4 | 9.9 |
| 44819 | Other clothing stores | 2 | D | D | D | b | D | D |
| 448190 | Other clothing stores | 2 | D | D | D | b | D | D |
| 4482105 | Athletic footwear stores | 2 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 7 | 2 518 | 514 | 182 | 84 | 39.3 | 33.7 |
| 451 | Sporting goods, hobby, book, & music stores | 17 | 13 132 | 1 428 | 329 | 126 | 27.9 | 12.6 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 9 | 6 676 | 706 | 153 | 67 | 17.1 | 24.6 |
| 4511101 | General-line sporting goods stores | 2 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 8 | 6 456 | 722 | 176 | 59 | 39.0 | .2 |
| 45121 | Book stores & news dealers | 4 | D | D | D | b | D | D |
| 451211 | Book stores | 4 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 2 | D | D | D | a | D | D |
| 4512112 | Specialty book stores | 2 | D | D | D | b | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 4 | D | D | D | b | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 4 | D | D | D | b | D | D |
| 452 | General merchandise stores | 8 | 99 572 | 10 580 | 2 743 | 865 | – | 2.9 |
| 4521 | Department stores (incl leased depts) ## | 3 | 88 861 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 3 | 88 861 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 3 | 87 789 | 9 279 | 2 351 | 766 | – | – |
| 45211 | Department stores (excl leased depts) | 3 | 87 789 | 9 279 | 2 351 | 766 | – | – |
| 452110 | Department stores (excl leased depts) | 3 | 87 789 | 9 279 | 2 351 | 766 | – | – |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4521103 | National chain department stores (excl leased depts) | 1 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 5 | 11 783 | 1 301 | 392 | 99 | – | 24.4 |
| 452990 | All other general merchandise stores | 5 | 11 783 | 1 301 | 392 | 99 | – | 24.4 |
| 4529902 | Catalog showrooms | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 4 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 30 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 18 | 20 197 | 2 419 | 539 | 136 | 2.4 | 70.5 |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | b | D | D |
| 45322 | Gift, novelty, & souvenir stores | 17 | D | D | D | b | D | D |
| 453220 | Gift, novelty, & souvenir stores | 17 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 7 | 5 267 | 584 | 144 | 55 | 13.3 | – |
| 45391 | Pet & pet supplies stores | 2 | D | D | D | b | D | D |
| 453910 | Pet & pet supplies stores | 2 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 5 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 12 | 4 156 | 659 | 167 | 46 | 45.3 | 20.6 |
| 4541 | Electronic shopping & mail-order houses | 7 | 2 889 | 461 | 112 | 33 | 51.9 | – |
| 45411 | Electronic shopping & mail-order houses | 7 | 2 889 | 461 | 112 | 33 | 51.9 | – |
| 454110 | Electronic shopping & mail-order houses | 7 | 2 889 | 461 | 112 | 33 | 51.9 | – |
| | **BURBANK, CA** | | | | | | | |
| **44-45** | **Retail trade** | **381** | **1 306 063** | **110 629** | **26 127** | **5 981** | **7.0** | **2.6** |
| 441 | Motor vehicle & parts dealers | 29 | 53 510 | 7 488 | 1 807 | 293 | 50.2 | 5.0 |
| 4412 | Other motor vehicle dealers | 6 | D | D | D | b | D | D |
| 44121 | Recreational vehicle dealers | 3 | 3 705 | 907 | 209 | 34 | – | 4.9 |
| 441210 | Recreational vehicle dealers | 3 | 3 705 | 907 | 209 | 34 | – | 4.9 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 3 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | a | D | D |
| 441222 | Boat dealers | 1 | D | D | D | a | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 19 | 21 459 | 4 043 | 995 | 175 | 13.3 | 9.3 |
| 44131 | Automotive parts & accessories stores | 14 | 15 746 | 2 988 | 748 | 135 | 7.7 | 12.7 |
| 441310 | Automotive parts & accessories stores | 14 | 15 746 | 2 988 | 748 | 135 | 7.7 | 12.7 |
| 44132 | Tire dealers | 5 | 5 713 | 1 055 | 247 | 40 | 28.9 | – |
| 441320 | Tire dealers | 5 | 5 713 | 1 055 | 247 | 40 | 28.9 | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BURBANK, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 442 | Furniture & home furnishings stores | 22 | 72 849 | 6 738 | 1 592 | 405 | 5.0 | 2.6 |
| 4421 | Furniture stores | 7 | D | D | D | e | D | D |
| 44211 | Furniture stores | 7 | D | D | D | e | D | D |
| 442110 | Furniture stores | 7 | D | D | D | e | D | D |
| 4422 | Home furnishings stores | 15 | D | D | D | c | D | D |
| 44221 | Floor covering stores | 10 | 6 747 | 1 911 | 462 | 95 | 22.5 | 27.8 |
| 442210 | Floor covering stores | 10 | 6 747 | 1 911 | 462 | 95 | 22.5 | 27.8 |
| 44229 | Other home furnishings stores | 5 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 25 | 210 659 | 15 914 | 3 597 | 635 | 5.1 | 1.1 |
| 4431 | Electronics & appliance stores | 25 | 210 659 | 15 914 | 3 597 | 635 | 5.1 | 1.1 |
| 44311 | Appliance, television, & other electronics stores | 15 | 57 089 | 7 080 | 1 534 | 234 | 8.3 | 1.9 |
| 443112 | Radio, television, & other electronics stores | 11 | 56 088 | 6 859 | 1 487 | 221 | 8.0 | 1.4 |
| 44312 | Computer & software stores | 8 | D | D | D | e | D | D |
| 443120 | Computer & software stores | 8 | D | D | D | e | 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 | 18 | 78 224 | 9 107 | 2 149 | 288 | 2.9 | 3.9 |
| 4441 | Building material & supplies dealers | 17 | D | D | D | e | D | D |
| 44412 | Paint & wallpaper stores | 3 | D | D | D | b | D | D |
| 444120 | Paint & wallpaper stores | 3 | D | D | D | b | D | D |
| 44413 | Hardware stores | 2 | D | D | D | b | D | D |
| 444130 | Hardware stores | 2 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 12 | 63 109 | 6 974 | 1 662 | 175 | 2.3 | 3.5 |
| 444190 | Other building material dealers | 12 | 63 109 | 6 974 | 1 662 | 175 | 2.3 | 3.5 |
| 445 | Food & beverage stores | 44 | 186 089 | 18 686 | 4 519 | 958 | 4.4 | 1.0 |
| 4451 | Grocery stores | 22 | 174 645 | 17 247 | 4 175 | 851 | 2.5 | .5 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 16 | 170 901 | 16 953 | 4 103 | 826 | .8 | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 16 | 170 901 | 16 953 | 4 103 | 826 | .8 | – |
| 4452 | Specialty food stores | 11 | 6 271 | 1 114 | 262 | 80 | 15.9 | 14.1 |
| 446 | Health & personal care stores | 34 | 83 906 | 11 458 | 2 682 | 625 | 8.9 | 4.3 |
| 4461 | Health & personal care stores | 34 | 83 906 | 11 458 | 2 682 | 625 | 8.9 | 4.3 |
| 44611 | Pharmacies & drug stores | 19 | 65 355 | 7 762 | 1 867 | 369 | 6.6 | 5.5 |
| 446110 | Pharmacies & drug stores | 19 | 65 355 | 7 762 | 1 867 | 369 | 6.6 | 5.5 |
| 4461101 | Pharmacies & drug stores | 17 | D | D | D | e | D | D |
| 4461102 | Proprietary stores | 2 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 4 | 7 536 | 2 009 | 425 | 159 | 7.7 | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 4 | 7 536 | 2 009 | 425 | 159 | 7.7 | – |
| 44613 | Optical goods stores | 4 | 3 367 | 595 | 143 | 34 | – | – |
| 446130 | Optical goods stores | 4 | 3 367 | 595 | 143 | 34 | – | – |
| 44619 | Other health & personal care stores | 7 | 7 648 | 1 092 | 247 | 63 | 33.9 | .6 |
| 446191 | Food (health) supplement stores | 3 | D | D | D | b | D | D |
| 446199 | All other health & personal care stores | 4 | D | D | D | b | D | D |
| 447 | Gasoline stations | 28 | 62 384 | 2 616 | 569 | 165 | 18.8 | 17.1 |
| 4471 | Gasoline stations | 28 | 62 384 | 2 616 | 569 | 165 | 18.8 | 17.1 |
| 44711 | Gasoline stations with convenience stores | 6 | 16 693 | 600 | 141 | 32 | 6.2 | – |
| 447110 | Gasoline stations with convenience stores | 6 | 16 693 | 600 | 141 | 32 | 6.2 | – |
| 44719 | Other gasoline stations | 22 | 45 691 | 2 016 | 428 | 133 | 23.4 | 23.3 |
| 447190 | Other gasoline stations | 22 | 45 691 | 2 016 | 428 | 133 | 23.4 | 23.3 |
| 448 | Clothing & clothing accessories stores | 62 | 54 510 | 7 903 | 1 818 | 618 | 9.9 | 5.2 |
| 4481 | Clothing stores | 33 | 42 062 | 6 266 | 1 418 | 499 | 6.5 | 4.6 |
| 44812 | Women's clothing stores | 17 | 13 943 | 1 886 | 403 | 157 | 11.6 | 9.2 |
| 448120 | Women's clothing stores | 17 | 13 943 | 1 886 | 403 | 157 | 11.6 | 9.2 |
| 44814 | Family clothing stores | 4 | 11 703 | 1 048 | 256 | 88 | 5.2 | – |
| 448140 | Family clothing stores | 4 | 11 703 | 1 048 | 256 | 88 | 5.2 | – |
| 44815 | Clothing accessories stores | 6 | 12 215 | 2 779 | 648 | 209 | 1.3 | .2 |
| 448150 | Clothing accessories stores | 6 | 12 215 | 2 779 | 648 | 209 | 1.3 | .2 |
| 44819 | Other clothing stores | 4 | D | D | D | b | D | D |
| 448190 | Other clothing stores | 4 | D | D | D | b | D | D |
| 4482 | Shoe stores | 20 | 8 750 | 1 025 | 256 | 82 | .4 | 7.2 |
| 44821 | Shoe stores | 20 | 8 750 | 1 025 | 256 | 82 | .4 | 7.2 |
| 448210 | Shoe stores | 20 | 8 750 | 1 025 | 256 | 82 | .4 | 7.2 |
| 4482101 | Men's shoe stores | 2 | D | D | D | a | D | D |
| 4482103 | Children's & juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 11 | 4 675 | 525 | 133 | 38 | .7 | – |
| 4482105 | Athletic footwear stores | 4 | 2 703 | 294 | 69 | 24 | – | – |
| 4483 | Jewelry, luggage, & leather goods stores | 9 | 3 698 | 612 | 144 | 37 | 70.9 | 6.3 |
| 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BURBANK, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 40 | 65 026 | 7 095 | 1 677 | 479 | 9.0 | 1.6 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 26 | 44 720 | 5 061 | 1 193 | 321 | 11.6 | .2 |
| 45111 | Sporting goods stores | 10 | 18 848 | 2 243 | 564 | 179 | 7.0 | – |
| 451110 | Sporting goods stores | 10 | 18 848 | 2 243 | 564 | 179 | 7.0 | – |
| 4511101 | General-line sporting goods stores | 4 | 13 423 | 1 308 | 342 | 102 | 1.6 | – |
| 4511102 | Specialty-line sporting goods stores | 6 | 5 425 | 935 | 222 | 77 | 20.3 | – |
| 45112 | Hobby, toy, & game stores | 9 | 19 480 | 1 805 | 382 | 108 | 13.2 | – |
| 451120 | Hobby, toy, & game stores | 9 | 19 480 | 1 805 | 382 | 108 | 13.2 | – |
| 45113 | Sewing, needlework, & piece goods stores | 3 | 1 181 | 198 | 50 | 16 | – | – |
| 451130 | Sewing, needlework, & piece goods stores | 3 | 1 181 | 198 | 50 | 16 | – | – |
| 45114 | Musical instrument & supplies stores | 4 | 5 211 | 815 | 197 | 18 | 25.4 | 1.7 |
| 451140 | Musical instrument & supplies stores | 4 | 5 211 | 815 | 197 | 18 | 25.4 | 1.7 |
| 4512 | Book, periodical, & music stores | 14 | 20 306 | 2 034 | 484 | 158 | 3.1 | 4.7 |
| 45121 | Book stores & news dealers | 9 | 10 121 | 1 186 | 273 | 88 | 6.1 | 9.3 |
| 451211 | Book stores | 8 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 5 | 8 448 | 944 | 219 | 73 | – | – |
| 4512112 | Specialty book stores | 3 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 5 | 10 185 | 848 | 211 | 70 | – | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 5 | 10 185 | 848 | 211 | 70 | – | – |
| 452 | General merchandise stores | 6 | D | D | D | f | D | D |
| 4521 | Department stores (incl leased depts) ## | 4 | 102 074 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 4 | 102 074 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 4 | 100 846 | 9 818 | 2 470 | 705 | – | – |
| 45211 | Department stores (excl leased depts) | 4 | 100 846 | 9 818 | 2 470 | 705 | – | – |
| 452110 | Department stores (excl leased depts) | 4 | 100 846 | 9 818 | 2 470 | 705 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4521103 | National chain department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 4529 | Other general merchandise stores | 2 | D | D | D | e | D | D |
| 45291 | Warehouse clubs & superstores | 1 | D | D | D | e | D | D |
| 452910 | Warehouse clubs & superstores | 1 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 53 | D | D | D | e | D | D |
| 4531 | Florists | 10 | 2 596 | 467 | 116 | 40 | 25.5 | 15.6 |
| 45311 | Florists | 10 | 2 596 | 467 | 116 | 40 | 25.5 | 15.6 |
| 453110 | Florists | 10 | 2 596 | 467 | 116 | 40 | 25.5 | 15.6 |
| 4532 | Office supplies, stationery, & gift stores | 22 | 26 037 | 2 114 | 566 | 189 | 7.3 | 1.4 |
| 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 | 2 | D | D | D | b | D | D |
| 45322 | Gift, novelty, & souvenir stores | 19 | D | D | D | c | D | D |
| 453220 | Gift, novelty, & souvenir stores | 19 | D | D | D | c | D | D |
| 4533 | Used merchandise stores | 8 | 2 815 | 530 | 138 | 41 | 11.9 | 26.5 |
| 45331 | Used merchandise stores | 8 | 2 815 | 530 | 138 | 41 | 11.9 | 26.5 |
| 453310 | Used merchandise stores | 8 | 2 815 | 530 | 138 | 41 | 11.9 | 26.5 |
| 4539 | Other miscellaneous store retailers | 13 | D | D | D | c | D | D |
| 45391 | Pet & pet supplies stores | 5 | 6 278 | 823 | 195 | 83 | 22.5 | – |
| 453910 | Pet & pet supplies stores | 5 | 6 278 | 823 | 195 | 83 | 22.5 | – |
| 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 | 5 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 20 | D | D | D | c | D | D |
| 4541 | Electronic shopping & mail-order houses | 10 | D | D | D | c | D | D |
| 45411 | Electronic shopping & mail-order houses | 10 | D | D | D | c | D | D |
| 454110 | Electronic shopping & mail-order houses | 10 | D | D | D | c | D | D |
| | **BURLINGAME, CA** | | | | | | | |
| **44-45** | **Retail trade** | **192** | **546 304** | **59 251** | **12 508** | **2 282** | **5.3** | **3.8** |
| 441 | Motor vehicle & parts dealers | 15 | 284 135 | 27 566 | 4 992 | 579 | 1.9 | 1.5 |
| 4411 | Automobile dealers | 10 | D | D | D | f | D | D |
| 44111 | New car dealers | 8 | 275 021 | 26 643 | 4 797 | 520 | – | 1.5 |
| 441110 | New car dealers | 8 | 275 021 | 26 643 | 4 797 | 520 | – | 1.5 |
| 44112 | Used car dealers | 2 | D | D | D | a | D | D |
| 441120 | Used car dealers | 2 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 17 | 14 535 | 2 243 | 511 | 113 | 6.9 | 14.6 |
| 4421 | Furniture stores | 5 | 2 811 | 690 | 142 | 23 | 4.8 | – |
| 44211 | Furniture stores | 5 | 2 811 | 690 | 142 | 23 | 4.8 | – |
| 442110 | Furniture stores | 5 | 2 811 | 690 | 142 | 23 | 4.8 | – |
| 4422 | Home furnishings stores | 12 | 11 724 | 1 553 | 369 | 90 | 7.4 | 18.1 |
| 44221 | Floor covering stores | 5 | 6 251 | 607 | 135 | 21 | – | 32.0 |
| 442210 | Floor covering stores | 5 | 6 251 | 607 | 135 | 21 | – | 32.0 |
| 44229 | Other home furnishings stores | 7 | 5 473 | 946 | 234 | 69 | 15.9 | 2.2 |
| 442299 | All other home furnishings stores | 7 | 5 473 | 946 | 234 | 69 | 15.9 | 2.2 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BURLINGAME, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 443 | Electronics & appliance stores | 8 | 8 604 | 1 094 | 259 | 48 | 15.2 | 13.2 |
| 4431 | Electronics & appliance stores | 8 | 8 604 | 1 094 | 259 | 48 | 15.2 | 13.2 |
| 44311 | Appliance, television, & other electronics stores | 6 | D | D | D | b | D | D |
| 443111 | Household appliance stores | 2 | D | D | D | a | D | D |
| 443112 | Radio, television, & other electronics stores | 4 | D | D | D | a | D | D |
| 44312 | Computer & software stores | 2 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 12 | 15 841 | 2 811 | 640 | 124 | 2.2 | 2.5 |
| 4441 | Building material & supplies dealers | 11 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 7 | 10 726 | 2 205 | 483 | 63 | – | – |
| 444190 | Other building material dealers | 7 | 10 726 | 2 205 | 483 | 63 | – | – |
| 445 | Food & beverage stores | 21 | 80 005 | 8 825 | 2 012 | 467 | 1.2 | 5.9 |
| 4451 | Grocery stores | 14 | D | D | D | e | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 11 | 73 975 | 8 048 | 1 834 | 408 | .6 | 5.8 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 11 | 73 975 | 8 048 | 1 834 | 408 | .6 | 5.8 |
| 4452 | Specialty food stores | 4 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 17 | 38 293 | 5 180 | 1 263 | 257 | 4.8 | 4.5 |
| 4461 | Health & personal care stores | 17 | 38 293 | 5 180 | 1 263 | 257 | 4.8 | 4.5 |
| 44611 | Pharmacies & drug stores | 8 | 29 386 | 3 608 | 885 | 176 | 4.1 | 5.8 |
| 446110 | Pharmacies & drug stores | 8 | 29 386 | 3 608 | 885 | 176 | 4.1 | 5.8 |
| 4461101 | Pharmacies & drug stores | 7 | D | D | D | c | D | D |
| 4461102 | Proprietary stores | 1 | D | D | D | a | D | D |
| 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 |
| 44619 | Other health & personal care stores | 5 | 6 229 | 1 077 | 282 | 51 | – | .3 |
| 446191 | Food (health) supplement stores | 3 | D | D | D | b | D | D |
| 446199 | All other health & personal care stores | 2 | D | D | D | b | D | D |
| 447 | Gasoline stations | 15 | 33 108 | 1 894 | 437 | 140 | 26.5 | 3.5 |
| 4471 | Gasoline stations | 15 | 33 108 | 1 894 | 437 | 140 | 26.5 | 3.5 |
| 44719 | Other gasoline stations | 13 | D | D | D | c | D | D |
| 447190 | Other gasoline stations | 13 | D | D | D | c | D | D |
| 448 | Clothing & clothing accessories stores | 32 | 33 961 | 4 593 | 1 201 | 251 | 10.2 | 5.5 |
| 4481 | Clothing stores | 21 | 19 223 | 2 796 | 618 | 185 | 16.2 | 2.3 |
| 44813 | Children's & infants' clothing stores | 2 | D | D | D | b | D | D |
| 448130 | Children's & infants' clothing stores | 2 | D | D | D | b | D | D |
| 44819 | Other clothing stores | 2 | D | D | D | b | D | D |
| 448190 | Other clothing stores | 2 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 9 | D | D | D | b | D | D |
| 44831 | Jewelry stores | 7 | 11 736 | 1 491 | 511 | 49 | 3.0 | 12.2 |
| 448310 | Jewelry stores | 7 | 11 736 | 1 491 | 511 | 49 | 3.0 | 12.2 |
| 44832 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 13 | 5 196 | 632 | 166 | 60 | 20.5 | 14.0 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 10 | 3 672 | 411 | 117 | 47 | 29.0 | 19.7 |
| 45114 | Musical instrument & supplies stores | 2 | D | D | D | a | D | D |
| 451140 | Musical instrument & supplies stores | 2 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 3 | 1 524 | 221 | 49 | 13 | – | – |
| 45121 | Book stores & news dealers | 2 | D | D | D | a | D | D |
| 451212 | News dealers & newsstands | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 35 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 16 | 7 434 | 1 134 | 268 | 75 | 24.4 | 23.4 |
| 45321 | Office supplies & stationery stores | 3 | 2 600 | 322 | 79 | 24 | – | – |
| 453210 | Office supplies & stationery stores | 3 | 2 600 | 322 | 79 | 24 | – | – |
| 4532101 | Stationery stores | 2 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 45322 | Gift, novelty, & souvenir stores | 13 | 4 834 | 812 | 189 | 51 | 37.5 | 35.9 |
| 453220 | Gift, novelty, & souvenir stores | 13 | 4 834 | 812 | 189 | 51 | 37.5 | 35.9 |
| 4533 | Used merchandise stores | 4 | 1 796 | 275 | 64 | 30 | 30.8 | 16.2 |
| 45331 | Used merchandise stores | 4 | 1 796 | 275 | 64 | 30 | 30.8 | 16.2 |
| 453310 | Used merchandise stores | 4 | 1 796 | 275 | 64 | 30 | 30.8 | 16.2 |
| 4539 | Other miscellaneous store retailers | 10 | D | D | D | b | D | D |
| 45392 | Art dealers | 4 | 1 210 | 69 | 21 | 4 | 100.0 | – |
| 453920 | Art dealers | 4 | 1 210 | 69 | 21 | 4 | 100.0 | – |
| 45399 | All other miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 6 | D | D | D | b | D | D |
| 4541 | Electronic shopping & mail-order houses | 2 | D | D | D | b | D | D |
| 45411 | Electronic shopping & mail-order houses | 2 | D | D | D | b | D | D |
| 454110 | Electronic shopping & mail-order houses | 2 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **CALABASAS, CA *** | | | | | | | |
| **44-45** | **Retail trade** | **46** | **206 297** | **16 331** | **3 804** | **528** | **7.5** | **2.1** |
| 441 | Motor vehicle & parts dealers | 3 | 142 922 | 9 847 | 2 345 | 211 | – | – |
| 4411 | Automobile dealers | 2 | D | D | D | c | D | D |
| 44111 | New car dealers | 2 | D | D | D | c | D | D |
| 441110 | New car dealers | 2 | D | D | D | c | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 1 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 1 | D | D | D | b | D | D |
| 441310 | Automotive parts & accessories stores | 1 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 1 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 5 | 6 082 | 471 | 123 | 11 | 42.8 | 52.7 |
| 4431 | Electronics & appliance stores | 5 | 6 082 | 471 | 123 | 11 | 42.8 | 52.7 |
| 44311 | Appliance, television, & other electronics stores | 3 | D | D | D | a | D | D |
| 443112 | Radio, television, & other electronics stores | 3 | D | D | D | a | D | D |
| 44312 | Computer & software stores | 2 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 4 | 6 318 | 547 | 103 | 50 | 3.4 | – |
| 4442 | Lawn & garden equipment & supplies stores | 2 | D | D | D | b | D | D |
| 44422 | Nursery & garden centers | 2 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 2 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 7 | 30 616 | 4 126 | 936 | 165 | 5.4 | – |
| 4451 | Grocery stores | 5 | D | D | D | c | D | D |
| 446 | Health & personal care stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 6 | 13 921 | 542 | 112 | 36 | 48.6 | – |
| 448 | Clothing & clothing accessories stores | 8 | 4 160 | 544 | 129 | 33 | 59.6 | 21.2 |
| 4483 | Jewelry, luggage, & leather goods stores | 5 | 2 096 | 299 | 74 | 14 | 59.4 | 16.8 |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 8 | D | D | D | a | D | D |
| | **CALEXICO, CA** | | | | | | | |
| **44-45** | **Retail trade** | **182** | **291 310** | **28 220** | **6 369** | **2 091** | **10.1** | **4.4** |
| 441 | Motor vehicle & parts dealers | 28 | 55 660 | 5 814 | 1 275 | 284 | 4.8 | 2.5 |
| 44112 | Used car dealers | 11 | D | D | D | b | D | D |
| 441120 | Used car dealers | 11 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 15 | 23 603 | 3 741 | 846 | 198 | 2.3 | 2.8 |
| 44131 | Automotive parts & accessories stores | 11 | 22 076 | 3 463 | 782 | 180 | 1.1 | .9 |
| 441310 | Automotive parts & accessories stores | 11 | 22 076 | 3 463 | 782 | 180 | 1.1 | .9 |
| 442 | Furniture & home furnishings stores | 3 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 4 | D | D | D | a | D | D |
| 4431 | Electronics & appliance 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 | 4 | 4 662 | 514 | 113 | 31 | 30.9 | – |
| 445 | Food & beverage stores | 21 | 75 743 | 8 330 | 1 859 | 632 | 10.7 | 7.8 |
| 4451 | Grocery stores | 17 | D | D | D | f | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 15 | 73 135 | 8 025 | 1 782 | 601 | 9.9 | 8.0 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 15 | 73 135 | 8 025 | 1 782 | 601 | 9.9 | 8.0 |
| 4452 | Specialty food stores | 1 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 8 | 12 353 | 953 | 228 | 58 | 43.5 | – |
| 4461 | Health & personal care stores | 8 | 12 353 | 953 | 228 | 58 | 43.5 | – |
| 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 | 11 | 31 123 | 1 252 | 298 | 113 | 9.5 | – |
| 4471 | Gasoline stations | 11 | 31 123 | 1 252 | 298 | 113 | 9.5 | – |
| 44711 | Gasoline stations with convenience stores | 6 | 14 732 | 624 | 139 | 53 | 10.0 | – |
| 447110 | Gasoline stations with convenience stores | 6 | 14 732 | 624 | 139 | 53 | 10.0 | – |
| 44719 | Other gasoline stations | 5 | 16 391 | 628 | 159 | 60 | 9.0 | – |
| 447190 | Other gasoline stations | 5 | 16 391 | 628 | 159 | 60 | 9.0 | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **CALEXICO, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores | 74 | 40 407 | 4 943 | 1 178 | 442 | 15.8 | 6.3 |
| 4481 | Clothing stores | 54 | 30 336 | 3 807 | 896 | 347 | 11.6 | 7.9 |
| 44814 | Family clothing stores | 14 | 19 721 | 2 980 | 664 | 208 | 3.8 | 8.6 |
| 448140 | Family clothing stores | 14 | 19 721 | 2 980 | 664 | 208 | 3.8 | 8.6 |
| 44815 | Clothing accessories stores | 6 | D | D | D | a | D | D |
| 448150 | Clothing accessories stores | 6 | D | D | D | a | D | D |
| 44819 | Other clothing stores | 5 | D | D | D | a | D | D |
| 448190 | Other clothing stores | 5 | D | D | D | a | D | D |
| 4482 | Shoe stores | 14 | 8 636 | 1 024 | 249 | 81 | 25.4 | – |
| 44821 | Shoe stores | 14 | 8 636 | 1 024 | 249 | 81 | 25.4 | – |
| 448210 | Shoe stores | 14 | 8 636 | 1 024 | 249 | 81 | 25.4 | – |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 7 | 4 659 | 511 | 116 | 42 | 41.0 | – |
| 4482105 | Athletic footwear stores | 4 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 3 | D | D | D | b | D | D |
| 4511 | Sporting goods, hobby, & musical instrument stores | 2 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 1 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 1 | D | D | D | b | D | D |
| 452 | General merchandise stores | 10 | D | D | D | e | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 1 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 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 | 8 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 14 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 7 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 2 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 2 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 2 | D | D | D | a | D | D |
| 4533 | Used merchandise stores | 1 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 1 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 1 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |
| | **CALIFORNIA CITY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **10** | **7 205** | **881** | **179** | **72** | **40.5** | **10.7** |
| 441 | Motor vehicle & parts dealers | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 4 | 2 693 | 159 | 41 | 17 | 81.3 | 1.4 |
| 446 | Health & personal care stores | 1 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 3 | 1 143 | 277 | 71 | 18 | – | 63.9 |
| | **CALIMESA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **13** | **26 051** | **1 995** | **454** | **98** | **21.1** | **–** |
| 445 | Food & beverage stores | 5 | 17 025 | 1 600 | 364 | 65 | 8.2 | – |
| 446 | Health & personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 5 | 2 240 | 149 | 34 | 15 | 65.0 | – |
| 4532 | Office supplies, stationery, & gift stores | 4 | D | D | D | a | D | D |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| | **CALIPATRIA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **4** | **3 003** | **315** | **78** | **19** | **–** | **31.6** |
| 444 | Building material & garden equipment & supplies dealers | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **CALISTOGA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **34** | **32 854** | **3 402** | **768** | **225** | **19.9** | **3.7** |
| 441 | Motor vehicle & parts dealers | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 6 | 12 149 | 1 678 | 383 | 87 | 14.9 | – |
| 446 | Health & personal care stores | 4 | D | D | D | b | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 4 | 9 989 | 453 | 96 | 23 | 26.1 | – |
| 44711 | Gasoline stations with convenience stores | 3 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 3 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 7 | 1 819 | 146 | 29 | 19 | 11.0 | 17.0 |
| 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 | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 7 | 1 623 | 168 | 27 | 24 | 40.7 | 8.9 |
| 45392 | Art dealers | 2 | D | D | D | a | D | D |
| 453920 | Art dealers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **CAMARILLO, CA** | | | | | | | |
| **44-45** | **Retail trade** | **249** | **607 888** | **58 922** | **14 012** | **3 110** | **6.7** | **4.8** |
| 441 | Motor vehicle & parts dealers | 17 | 58 328 | 5 023 | 1 198 | 159 | 2.7 | 3.8 |
| 4412 | Other motor vehicle dealers | 3 | 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 | 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 | 13 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 6 | D | D | D | b | D | D |
| 441310 | Automotive parts & accessories stores | 6 | D | D | D | b | D | D |
| 44132 | Tire dealers | 7 | 5 915 | 1 188 | 288 | 42 | – | 18.4 |
| 441320 | Tire dealers | 7 | 5 915 | 1 188 | 288 | 42 | – | 18.4 |
| 442 | Furniture & home furnishings stores | 14 | D | D | D | b | D | D |
| 4422 | Home furnishings stores | 13 | 11 650 | 1 422 | 325 | 90 | 2.1 | 7.5 |
| 44229 | Other home furnishings stores | 10 | D | D | D | b | D | D |
| 442299 | All other home furnishings stores | 9 | 8 827 | 983 | 230 | 58 | 2.8 | 8.9 |
| 443 | Electronics & appliance stores | 13 | 13 893 | 1 364 | 291 | 62 | 6.3 | 23.1 |
| 4431 | Electronics & appliance stores | 13 | 13 893 | 1 364 | 291 | 62 | 6.3 | 23.1 |
| 44311 | Appliance, television, & other electronics stores | 5 | D | D | D | a | D | D |
| 443112 | Radio, television, & other electronics stores | 4 | 1 403 | 179 | 32 | 10 | – | 27.5 |
| 44312 | Computer & software stores | 6 | 11 688 | 1 092 | 237 | 46 | 5.0 | 24.1 |
| 443120 | Computer & software stores | 6 | 11 688 | 1 092 | 237 | 46 | 5.0 | 24.1 |
| 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 | 9 | D | D | D | b | D | D |
| 4441 | Building material & supplies dealers | 8 | 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 |
| 44419 | Other building material dealers | 6 | 7 257 | 1 520 | 346 | 53 | 1.3 | – |
| 444190 | Other building material dealers | 6 | 7 257 | 1 520 | 346 | 53 | 1.3 | – |
| 445 | Food & beverage stores | 23 | 91 220 | 9 133 | 2 223 | 474 | 3.3 | 1.6 |
| 4451 | Grocery stores | 14 | 86 877 | 8 780 | 2 143 | 427 | 1.4 | .8 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 11 | 85 892 | 8 702 | 2 125 | 418 | .8 | .4 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 11 | 85 892 | 8 702 | 2 125 | 418 | .8 | .4 |
| 4452 | Specialty food stores | 2 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 17 | 36 380 | 4 235 | 1 006 | 232 | 6.8 | 14.7 |
| 4461 | Health & personal care stores | 17 | 36 380 | 4 235 | 1 006 | 232 | 6.8 | 14.7 |
| 44611 | Pharmacies & drug stores | 9 | 33 521 | 3 902 | 935 | 206 | 7.4 | 13.2 |
| 446110 | Pharmacies & drug stores | 9 | 33 521 | 3 902 | 935 | 206 | 7.4 | 13.2 |
| 4461101 | Pharmacies & drug stores | 8 | D | D | D | c | D | D |
| 4461102 | Proprietary stores | 1 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 4 | 1 464 | 157 | 34 | 13 | – | 13.8 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 4 | 1 464 | 157 | 34 | 13 | – | 13.8 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **CAMARILLO, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 447 | Gasoline stations | 20 | 62 419 | 2 315 | 535 | 209 | 45.2 | 2.2 |
| 4471 | Gasoline stations | 20 | 62 419 | 2 315 | 535 | 209 | 45.2 | 2.2 |
| 44711 | Gasoline stations with convenience stores | 5 | 13 153 | 701 | 160 | 67 | – | – |
| 447110 | Gasoline stations with convenience stores | 5 | 13 153 | 701 | 160 | 67 | – | – |
| 44719 | Other gasoline stations | 15 | 49 266 | 1 614 | 375 | 142 | 57.2 | 2.8 |
| 447190 | Other gasoline stations | 15 | 49 266 | 1 614 | 375 | 142 | 57.2 | 2.8 |
| 448 | Clothing & clothing accessories stores | 71 | 62 872 | 6 220 | 1 329 | 415 | 2.2 | 14.4 |
| 4481 | Clothing stores | 49 | 49 939 | 4 816 | 1 027 | 315 | 1.6 | 16.6 |
| 44811 | Men's clothing stores | 5 | 2 985 | 282 | 66 | 20 | 12.3 | 18.9 |
| 448110 | Men's clothing stores | 5 | 2 985 | 282 | 66 | 20 | 12.3 | 18.9 |
| 44812 | Women's clothing stores | 20 | 18 907 | 2 135 | 433 | 129 | 1.4 | 33.1 |
| 448120 | Women's clothing stores | 20 | 18 907 | 2 135 | 433 | 129 | 1.4 | 33.1 |
| 44814 | Family clothing stores | 12 | 19 712 | 1 453 | 330 | 100 | .9 | 4.8 |
| 448140 | Family clothing stores | 12 | 19 712 | 1 453 | 330 | 100 | .9 | 4.8 |
| 44815 | Clothing accessories stores | 4 | D | D | D | a | D | D |
| 448150 | Clothing accessories stores | 4 | D | D | D | a | D | D |
| 44819 | Other clothing stores | 7 | 6 842 | 677 | 145 | 49 | – | 1.2 |
| 448190 | Other clothing stores | 7 | 6 842 | 677 | 145 | 49 | – | 1.2 |
| 4482 | Shoe stores | 16 | 11 021 | 1 188 | 257 | 84 | – | – |
| 44821 | Shoe stores | 16 | 11 021 | 1 188 | 257 | 84 | – | – |
| 448210 | Shoe stores | 16 | 11 021 | 1 188 | 257 | 84 | – | – |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 5 | 2 524 | 333 | 72 | 23 | – | – |
| 4482104 | Family shoe stores | 7 | 4 275 | 380 | 75 | 27 | – | – |
| 4482105 | Athletic footwear stores | 3 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 6 | 1 912 | 216 | 45 | 16 | 30.3 | 38.3 |
| 44832 | Luggage & leather goods stores | 4 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 4 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 25 | 12 940 | 1 739 | 411 | 168 | 9.1 | 13.7 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 18 | 9 002 | 1 224 | 290 | 117 | 11.5 | 11.9 |
| 45112 | Hobby, toy, & game stores | 7 | 5 296 | 872 | 216 | 89 | 13.8 | 4.3 |
| 451120 | Hobby, toy, & game stores | 7 | 5 296 | 872 | 216 | 89 | 13.8 | 4.3 |
| 4512 | Book, periodical, & music stores | 7 | 3 938 | 515 | 121 | 51 | 3.6 | 17.7 |
| 45121 | Book stores & news dealers | 4 | 1 494 | 218 | 51 | 25 | 9.4 | 46.7 |
| 4512111 | Book stores, general | 4 | 1 494 | 218 | 51 | 25 | 9.4 | 46.7 |
| 45122 | Prerecorded tape, compact disc, & record stores | 3 | 2 444 | 297 | 70 | 26 | – | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 3 | 2 444 | 297 | 70 | 26 | – | – |
| 452 | General merchandise stores | 3 | 41 691 | 3 211 | 744 | 307 | – | 7.6 |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 25 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 9 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 4 | D | D | D | b | D | D |
| 453210 | Office supplies & stationery stores | 4 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 4 | D | D | D | b | D | D |
| 45322 | Gift, novelty, & souvenir stores | 5 | D | D | D | b | D | D |
| 453220 | Gift, novelty, & souvenir stores | 5 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 9 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 3 | D | D | D | b | D | D |
| 453910 | Pet & pet supplies stores | 3 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 5 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 12 | D | D | D | f | D | D |
| 4541 | Electronic shopping & mail-order houses | 9 | D | D | D | f | D | D |
| 45411 | Electronic shopping & mail-order houses | 9 | D | D | D | f | D | D |
| 454110 | Electronic shopping & mail-order houses | 9 | D | D | D | f | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **CAMPBELL, CA** | | | | | | | |
| **44-45** | **Retail trade** | **216** | **712 631** | **66 979** | **15 579** | **3 342** | **5.8** | **4.6** |
| 441 | Motor vehicle & parts dealers | 26 | 20 584 | 3 161 | 764 | 115 | 21.9 | 20.1 |
| 4413 | Automotive parts, accessories, & tire stores | 19 | 14 682 | 2 766 | 671 | 93 | 10.6 | 9.7 |
| 44131 | Automotive parts & accessories stores | 13 | 6 967 | 1 238 | 314 | 51 | 22.4 | 7.4 |
| 441310 | Automotive parts & accessories stores | 13 | 6 967 | 1 238 | 314 | 51 | 22.4 | 7.4 |
| 44132 | Tire dealers | 6 | 7 715 | 1 528 | 357 | 42 | – | 11.8 |
| 441320 | Tire dealers | 6 | 7 715 | 1 528 | 357 | 42 | – | 11.8 |
| 442 | Furniture & home furnishings stores | 10 | D | D | D | b | D | D |
| 4422 | Home furnishings stores | 9 | 12 379 | 1 714 | 386 | 67 | 7.4 | – |
| 44221 | Floor covering stores | 6 | 10 800 | 1 470 | 324 | 46 | 2.7 | – |
| 442210 | Floor covering stores | 6 | 10 800 | 1 470 | 324 | 46 | 2.7 | – |
| 44229 | Other home furnishings stores | 3 | 1 579 | 244 | 62 | 21 | D | – |
| 443 | Electronics & appliance stores | 13 | 136 623 | 9 548 | 2 272 | 337 | 3.7 | 7.1 |
| 4431 | Electronics & appliance stores | 13 | 136 623 | 9 548 | 2 272 | 337 | 3.7 | 7.1 |
| 44311 | Appliance, television, & other electronics stores | 5 | D | D | D | b | D | D |
| 443111 | Household appliance stores | 2 | D | D | D | a | D | D |
| 443112 | Radio, television, & other electronics stores | 3 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 7 | 126 578 | 7 975 | 1 928 | 296 | 3.7 | 3.4 |
| 443120 | Computer & software stores | 7 | 126 578 | 7 975 | 1 928 | 296 | 3.7 | 3.4 |
| 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 | 26 | 166 175 | 16 063 | 3 777 | 613 | 1.3 | 1.4 |
| 4441 | Building material & supplies dealers | 22 | 160 637 | 15 060 | 3 528 | 566 | 1.4 | – |
| 44411 | Home centers | 2 | D | D | D | e | D | D |
| 444110 | Home centers | 2 | D | D | D | e | D | D |
| 44412 | Paint & wallpaper stores | 2 | D | D | D | b | D | D |
| 444120 | Paint & wallpaper stores | 2 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 16 | 81 163 | 7 591 | 1 596 | 195 | 2.7 | – |
| 444190 | Other building material dealers | 16 | 81 163 | 7 591 | 1 596 | 195 | 2.7 | – |
| 4442 | Lawn & garden equipment & supplies stores | 4 | 5 538 | 1 003 | 249 | 47 | – | 41.5 |
| 44421 | Outdoor power equipment stores | 1 | D | D | D | a | D | D |
| 444210 | Outdoor power equipment stores | 1 | D | D | D | a | D | D |
| 44422 | Nursery & garden centers | 3 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 3 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 31 | 144 335 | 14 208 | 3 063 | 774 | 11.3 | 4.9 |
| 4451 | Grocery stores | 18 | 138 631 | 13 539 | 2 935 | 696 | 9.5 | 4.1 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 14 | 136 771 | 13 371 | 2 888 | 680 | 8.8 | 4.1 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 14 | 136 771 | 13 371 | 2 888 | 680 | 8.8 | 4.1 |
| 4452 | Specialty food stores | 5 | 1 443 | 291 | 63 | 45 | 10.0 | 25.6 |
| 446 | Health & personal care stores | 10 | 41 849 | 4 641 | 1 084 | 256 | 2.9 | 1.0 |
| 4461 | Health & personal care stores | 10 | 41 849 | 4 641 | 1 084 | 256 | 2.9 | 1.0 |
| 44611 | Pharmacies & drug stores | 5 | 39 141 | 4 262 | 995 | 236 | – | – |
| 446110 | Pharmacies & drug stores | 5 | 39 141 | 4 262 | 995 | 236 | – | – |
| 4461101 | Pharmacies & drug stores | 5 | 39 141 | 4 262 | 995 | 236 | – | – |
| 44619 | Other health & personal care stores | 3 | D | D | D | a | D | D |
| 446191 | Food (health) supplement stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 13 | 46 605 | 1 693 | 363 | 111 | 12.4 | – |
| 4471 | Gasoline stations | 13 | 46 605 | 1 693 | 363 | 111 | 12.4 | – |
| 44711 | Gasoline stations with convenience stores | 4 | 16 067 | 719 | 148 | 39 | 19.3 | – |
| 447110 | Gasoline stations with convenience stores | 4 | 16 067 | 719 | 148 | 39 | 19.3 | – |
| 44719 | Other gasoline stations | 9 | 30 538 | 974 | 215 | 72 | 8.9 | – |
| 447190 | Other gasoline stations | 9 | 30 538 | 974 | 215 | 72 | 8.9 | – |
| 448 | Clothing & clothing accessories stores | 21 | 36 804 | 4 068 | 937 | 230 | .5 | 10.1 |
| 4481 | Clothing stores | 14 | 24 864 | 2 119 | 509 | 167 | .2 | 12.1 |
| 44814 | Family clothing stores | 3 | 15 894 | 1 076 | 261 | 85 | – | 6.9 |
| 448140 | Family clothing stores | 3 | 15 894 | 1 076 | 261 | 85 | – | 6.9 |
| 44819 | Other clothing stores | 4 | D | D | D | a | D | D |
| 448190 | Other clothing stores | 4 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 2 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 2 | D | D | D | b | D | D |
| 44831 | Jewelry stores | 2 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 2 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **CAMPBELL, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 21 | 35 702 | 3 859 | 845 | 258 | 5.5 | 2.8 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 16 | 14 561 | 2 205 | 455 | 136 | 13.6 | 5.6 |
| 45111 | Sporting goods stores | 10 | 8 259 | 1 349 | 251 | 54 | 19.3 | 7.4 |
| 451110 | Sporting goods stores | 10 | 8 259 | 1 349 | 251 | 54 | 19.3 | 7.4 |
| 4511102 | Specialty-line sporting goods stores | 7 | 6 925 | 1 167 | 206 | 45 | 3.8 | 8.8 |
| 45112 | Hobby, toy, & game stores | 3 | 3 841 | 571 | 118 | 32 | – | 5.3 |
| 451120 | Hobby, toy, & game stores | 3 | 3 841 | 571 | 118 | 32 | – | 5.3 |
| 45113 | Sewing, needlework, & piece goods stores | 3 | 2 461 | 285 | 86 | 50 | D | – |
| 451130 | Sewing, needlework, & piece goods stores | 3 | 2 461 | 285 | 86 | 50 | D | – |
| 4512 | Book, periodical, & music stores | 5 | 21 141 | 1 654 | 390 | 122 | – | .9 |
| 45121 | Book stores & news dealers | 3 | D | D | D | b | D | D |
| 451211 | Book stores | 2 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 2 | D | D | D | b | D | D |
| 451212 | News dealers & newsstands | 1 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 2 | D | D | D | b | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 2 | D | D | D | b | D | D |
| 452 | General merchandise stores | 6 | D | D | D | c | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 5 | 11 170 | 856 | 357 | 125 | 9.8 | 24.1 |
| 452990 | All other general merchandise stores | 5 | 11 170 | 856 | 357 | 125 | 9.8 | 24.1 |
| 4529901 | Variety stores | 2 | D | D | D | b | D | D |
| 4529902 | Catalog showrooms | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 25 | D | D | D | c | D | D |
| 4531 | Florists | 5 | 2 097 | 470 | 127 | 31 | 16.0 | – |
| 45311 | Florists | 5 | 2 097 | 470 | 127 | 31 | 16.0 | – |
| 453110 | Florists | 5 | 2 097 | 470 | 127 | 31 | 16.0 | – |
| 4532 | Office supplies, stationery, & gift stores | 10 | 15 405 | 1 418 | 339 | 109 | .6 | 6.8 |
| 45321 | Office supplies & stationery stores | 4 | 13 684 | 1 074 | 257 | 71 | – | – |
| 453210 | Office supplies & stationery stores | 4 | 13 684 | 1 074 | 257 | 71 | – | – |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 3 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 45331 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 453310 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 8 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 2 | D | D | D | b | D | D |
| 453910 | Pet & pet supplies stores | 2 | D | D | D | b | D | D |
| 45392 | Art dealers | 2 | D | D | D | a | D | D |
| 453920 | Art dealers | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 4 | 2 645 | 771 | 190 | 20 | – | 31.7 |
| 454 | Nonstore retailers | 14 | 10 476 | 1 743 | 419 | 100 | 16.9 | – |
| 4541 | Electronic shopping & mail-order houses | 4 | 6 537 | 886 | 183 | 35 | 8.8 | – |
| 45411 | Electronic shopping & mail-order houses | 4 | 6 537 | 886 | 183 | 35 | 8.8 | – |
| 454110 | Electronic shopping & mail-order houses | 4 | 6 537 | 886 | 183 | 35 | 8.8 | – |
| 4543 | Direct selling establishments | 7 | 3 141 | 785 | 218 | 61 | 15.7 | – |
| 45439 | Other direct selling establishments | 7 | 3 141 | 785 | 218 | 61 | 15.7 | – |
| 454390 | Other direct selling establishments | 7 | 3 141 | 785 | 218 | 61 | 15.7 | – |
| | **CANYON LAKE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **6** | **2 474** | **391** | **73** | **17** | **11.5** | **1.5** |
| 442 | Furniture & home furnishings stores | 1 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **CAPITOLA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **186** | **459 287** | **49 722** | **11 651** | **2 675** | **2.4** | **5.8** |
| 441 | Motor vehicle & parts dealers | 7 | D | D | D | c | D | D |
| 4411 | Automobile dealers | 5 | 106 780 | 9 964 | 2 157 | 184 | – | 1.0 |
| 44111 | New car dealers | 5 | 106 780 | 9 964 | 2 157 | 184 | – | 1.0 |
| 441110 | New car dealers | 5 | 106 780 | 9 964 | 2 157 | 184 | – | 1.0 |
| 442 | Furniture & home furnishings stores | 11 | 4 457 | 560 | 145 | 38 | – | 19.9 |
| 4422 | Home furnishings stores | 8 | 2 686 | 333 | 91 | 26 | – | 11.3 |
| 44229 | Other home furnishings stores | 6 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 8 | 11 050 | 1 469 | 287 | 47 | – | 45.0 |
| 4431 | Electronics & appliance stores | 8 | 11 050 | 1 469 | 287 | 47 | – | 45.0 |
| 44311 | Appliance, television, & other electronics stores | 5 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 4 | 5 178 | 1 086 | 195 | 24 | – | 96.0 |
| 44312 | Computer & software stores | 2 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 2 | 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 | 4 | 47 141 | 5 003 | 1 135 | 207 | – | .6 |
| 4441 | Building material & supplies dealers | 4 | 47 141 | 5 003 | 1 135 | 207 | – | .6 |
| 44413 | Hardware stores | 1 | D | D | D | c | D | D |
| 444130 | Hardware stores | 1 | D | D | D | c | D | D |
| 44419 | Other building material dealers | 3 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 3 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 13 | 64 288 | 7 386 | 1 797 | 375 | 1.2 | 11.6 |
| 4451 | Grocery stores | 7 | D | D | D | e | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 5 | 59 795 | 6 857 | 1 677 | 314 | – | 11.8 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 5 | 59 795 | 6 857 | 1 677 | 314 | – | 11.8 |
| 4452 | Specialty food stores | 3 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 16 | 39 886 | 4 887 | 1 145 | 281 | 3.5 | 1.0 |
| 4461 | Health & personal care stores | 16 | 39 886 | 4 887 | 1 145 | 281 | 3.5 | 1.0 |
| 44611 | Pharmacies & drug stores | 4 | 27 248 | 3 111 | 770 | 140 | – | – |
| 446110 | Pharmacies & drug stores | 4 | 27 248 | 3 111 | 770 | 140 | – | – |
| 4461101 | Pharmacies & drug stores | 4 | 27 248 | 3 111 | 770 | 140 | – | – |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 44613 | Optical goods stores | 7 | D | D | D | b | D | D |
| 446130 | Optical goods stores | 7 | D | D | D | b | D | D |
| 44619 | Other health & personal care stores | 3 | 7 927 | 1 149 | 242 | 87 | – | 5.0 |
| 446191 | Food (health) supplement stores | 3 | 7 927 | 1 149 | 242 | 87 | – | 5.0 |
| 447 | Gasoline stations | 7 | 13 941 | 758 | 182 | 56 | 15.7 | 49.5 |
| 448 | Clothing & clothing accessories stores | 68 | 54 188 | 6 101 | 1 448 | 486 | 4.9 | 6.8 |
| 4481 | Clothing stores | 40 | 38 309 | 3 834 | 897 | 324 | 4.7 | 5.9 |
| 44811 | Men's clothing stores | 6 | 5 789 | 694 | 176 | 37 | – | 18.3 |
| 448110 | Men's clothing stores | 6 | 5 789 | 694 | 176 | 37 | – | 18.3 |
| 44812 | Women's clothing stores | 18 | 9 999 | 1 276 | 284 | 119 | 18.2 | 1.9 |
| 448120 | Women's clothing stores | 18 | 9 999 | 1 276 | 284 | 119 | 18.2 | 1.9 |
| 44813 | Children's & infants' clothing stores | 1 | D | D | D | a | D | D |
| 448130 | Children's & infants' clothing stores | 1 | D | D | D | a | D | D |
| 44814 | Family clothing stores | 7 | 17 857 | 1 336 | 314 | 119 | – | 3.3 |
| 448140 | Family clothing stores | 7 | 17 857 | 1 336 | 314 | 119 | – | 3.3 |
| 44815 | Clothing accessories stores | 4 | D | D | D | a | D | D |
| 448150 | Clothing accessories stores | 4 | D | D | D | a | D | D |
| 44819 | Other clothing stores | 4 | D | D | D | b | D | D |
| 448190 | Other clothing stores | 4 | D | D | D | b | D | D |
| 4482 | Shoe stores | 19 | 11 057 | 1 426 | 346 | 124 | 2.1 | 4.5 |
| 44821 | Shoe stores | 19 | 11 057 | 1 426 | 346 | 124 | 2.1 | 4.5 |
| 448210 | Shoe stores | 19 | 11 057 | 1 426 | 346 | 124 | 2.1 | 4.5 |
| 4482102 | Women's shoe stores | 5 | 1 160 | 153 | 50 | 20 | 19.8 | 43.4 |
| 4482103 | Children's & juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 10 | 7 949 | 980 | 197 | 78 | – | – |
| 4482105 | Athletic footwear stores | 3 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 9 | 4 822 | 841 | 205 | 38 | 12.2 | 19.1 |
| 44831 | Jewelry stores | 8 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 8 | 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **CAPITOLA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 18 | 20 546 | 2 371 | 679 | 183 | 11.0 | – |
| 4511 | Sporting goods, hobby, & musical instrument stores | 11 | 11 817 | 1 495 | 464 | 107 | – | – |
| 45111 | Sporting goods stores | 4 | 9 435 | 1 120 | 330 | 62 | – | – |
| 451110 | Sporting goods stores | 4 | 9 435 | 1 120 | 330 | 62 | – | – |
| 4511101 | General-line sporting goods stores | 2 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 7 | 8 729 | 876 | 215 | 76 | 25.8 | – |
| 45121 | Book stores & news dealers | 3 | 4 832 | 543 | 130 | 41 | D | – |
| 451211 | Book stores | 3 | 4 832 | 543 | 130 | 41 | D | – |
| 4512111 | Book stores, general | 3 | 4 832 | 543 | 130 | 41 | D | – |
| 45122 | Prerecorded tape, compact disc, & record stores | 4 | 3 897 | 333 | 85 | 35 | – | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 4 | 3 897 | 333 | 85 | 35 | – | – |
| 452 | General merchandise stores | 5 | 81 672 | 8 716 | 2 116 | 615 | – | – |
| 4521 | Department stores (incl leased depts) ## | 4 | D | N | N | N | D | D |
| 45211 | Department stores (incl leased depts) ## | 4 | D | N | N | N | D | D |
| 4521 | Department stores (excl leased depts) | 4 | D | D | D | f | D | D |
| 45211 | Department stores (excl leased depts) | 4 | D | D | D | f | D | D |
| 452110 | Department stores (excl leased depts) | 4 | D | D | D | f | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4521103 | National chain department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 29 | D | D | D | c | D | D |
| 4531 | Florists | 2 | D | D | D | b | D | D |
| 45311 | Florists | 2 | D | D | D | b | D | D |
| 453110 | Florists | 2 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 20 | D | D | D | c | D | D |
| 45321 | Office supplies & stationery stores | 2 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 2 | D | D | D | a | D | D |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 45322 | Gift, novelty, & souvenir stores | 18 | 6 299 | 1 045 | 225 | 95 | 19.2 | 5.8 |
| 453220 | Gift, novelty, & souvenir stores | 18 | 6 299 | 1 045 | 225 | 95 | 19.2 | 5.8 |
| 4533 | Used merchandise stores | 3 | 1 192 | 366 | 71 | 30 | – | 33.8 |
| 45331 | Used merchandise stores | 3 | 1 192 | 366 | 71 | 30 | – | 33.8 |
| 453310 | Used merchandise stores | 3 | 1 192 | 366 | 71 | 30 | – | 33.8 |
| 4539 | Other miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| | **CARLSBAD, CA** | | | | | | | |
| **44-45** | **Retail trade** | **355** | **1 120 511** | **106 709** | **25 237** | **4 855** | **3.8** | **8.5** |
| 441 | Motor vehicle & parts dealers | 25 | 510 982 | 40 509 | 9 611 | 1 109 | .2 | 9.7 |
| 4411 | Automobile dealers | 21 | D | D | D | g | D | D |
| 44111 | New car dealers | 18 | 503 501 | 39 372 | 9 389 | 1 075 | .2 | 9.8 |
| 441110 | New car dealers | 18 | 503 501 | 39 372 | 9 389 | 1 075 | .2 | 9.8 |
| 442 | Furniture & home furnishings stores | 10 | 30 738 | 4 789 | 1 095 | 109 | 1.8 | 2.5 |
| 4422 | Home furnishings stores | 7 | 28 879 | 4 558 | 1 041 | 98 | 1.9 | – |
| 44221 | Floor covering stores | 1 | D | D | D | b | D | D |
| 442210 | Floor covering stores | 1 | D | D | D | b | D | D |
| 44229 | Other home furnishings stores | 6 | D | D | D | b | D | D |
| 442299 | All other home furnishings stores | 6 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 20 | 31 441 | 3 307 | 864 | 147 | 6.9 | 12.6 |
| 4431 | Electronics & appliance stores | 20 | 31 441 | 3 307 | 864 | 147 | 6.9 | 12.6 |
| 44311 | Appliance, television, & other electronics stores | 8 | 19 507 | 1 956 | 503 | 72 | – | 11.2 |
| 443112 | Radio, television, & other electronics stores | 7 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 8 | 11 065 | 1 231 | 329 | 65 | 17.3 | 15.3 |
| 443120 | Computer & software stores | 8 | 11 065 | 1 231 | 329 | 65 | 17.3 | 15.3 |
| 44313 | Camera & photographic supplies stores | 4 | 869 | 120 | 32 | 10 | 30.7 | 8.7 |
| 443130 | Camera & photographic supplies stores | 4 | 869 | 120 | 32 | 10 | 30.7 | 8.7 |
| 444 | Building material & garden equipment & supplies dealers | 14 | 24 515 | 3 365 | 669 | 170 | 1.5 | 2.2 |
| 4441 | Building material & supplies dealers | 8 | 14 826 | 1 483 | 449 | 51 | 2.4 | – |
| 44419 | Other building material dealers | 8 | 14 826 | 1 483 | 449 | 51 | 2.4 | – |
| 444190 | Other building material dealers | 8 | 14 826 | 1 483 | 449 | 51 | 2.4 | – |
| 4442 | Lawn & garden equipment & supplies stores | 6 | 9 689 | 1 882 | 220 | 119 | – | 5.5 |
| 44422 | Nursery & garden centers | 6 | 9 689 | 1 882 | 220 | 119 | – | 5.5 |
| 444220 | Nursery & garden centers | 6 | 9 689 | 1 882 | 220 | 119 | – | 5.5 |
| 445 | Food & beverage stores | 35 | 120 590 | 13 316 | 3 076 | 670 | 7.2 | 21.1 |
| 4451 | Grocery stores | 16 | 114 345 | 12 767 | 2 960 | 614 | 3.7 | 22.3 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 13 | 111 210 | 12 468 | 2 886 | 586 | 3.3 | 22.9 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 13 | 111 210 | 12 468 | 2 886 | 586 | 3.3 | 22.9 |
| 4452 | Specialty food stores | 12 | 3 172 | 405 | 85 | 39 | 44.4 | 1.3 |

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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **CARLSBAD, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 446 | Health & personal care stores | 30 | 32 780 | 5 115 | 1 250 | 262 | 5.5 | 4.6 |
| 4461 | Health & personal care stores | 30 | 32 780 | 5 115 | 1 250 | 262 | 5.5 | 4.6 |
| 44611 | Pharmacies & drug stores | 7 | 21 297 | 3 054 | 751 | 133 | 2.6 | – |
| 446110 | Pharmacies & drug stores | 7 | 21 297 | 3 054 | 751 | 133 | 2.6 | – |
| 4461101 | Pharmacies & drug stores | 6 | D | D | D | c | D | D |
| 4461102 | Proprietary stores | 1 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 8 | 4 650 | 605 | 152 | 47 | 4.0 | 4.8 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 8 | 4 650 | 605 | 152 | 47 | 4.0 | 4.8 |
| 44613 | Optical goods stores | 8 | 4 814 | 1 103 | 268 | 62 | 11.1 | 14.4 |
| 446130 | Optical goods stores | 8 | 4 814 | 1 103 | 268 | 62 | 11.1 | 14.4 |
| 44619 | Other health & personal care stores | 7 | 2 019 | 353 | 79 | 20 | 26.6 | 28.4 |
| 446191 | Food (health) supplement stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 15 | 44 586 | 2 140 | 457 | 129 | 9.8 | 3.4 |
| 4471 | Gasoline stations | 15 | 44 586 | 2 140 | 457 | 129 | 9.8 | 3.4 |
| 44711 | Gasoline stations with convenience stores | 6 | 17 119 | 1 060 | 245 | 67 | 18.3 | 8.8 |
| 447110 | Gasoline stations with convenience stores | 6 | 17 119 | 1 060 | 245 | 67 | 18.3 | 8.8 |
| 44719 | Other gasoline stations | 9 | 27 467 | 1 080 | 212 | 62 | 4.5 | – |
| 447190 | Other gasoline stations | 9 | 27 467 | 1 080 | 212 | 62 | 4.5 | – |
| 448 | Clothing & clothing accessories stores | 109 | 65 824 | 8 407 | 1 832 | 576 | 11.5 | 8.6 |
| 4481 | Clothing stores | 54 | 35 142 | 3 519 | 860 | 312 | 7.5 | 5.0 |
| 44811 | Men's clothing stores | 6 | 3 312 | 370 | 93 | 23 | 20.9 | 17.0 |
| 448110 | Men's clothing stores | 6 | 3 312 | 370 | 93 | 23 | 20.9 | 17.0 |
| 44812 | Women's clothing stores | 27 | 12 644 | 1 411 | 359 | 141 | 13.4 | 5.2 |
| 448120 | Women's clothing stores | 27 | 12 644 | 1 411 | 359 | 141 | 13.4 | 5.2 |
| 44813 | Children's & infants' clothing stores | 3 | D | D | D | b | D | D |
| 448130 | Children's & infants' clothing stores | 3 | D | D | D | b | D | D |
| 44814 | Family clothing stores | 6 | 10 764 | 802 | 191 | 68 | – | 1.3 |
| 448140 | Family clothing stores | 6 | 10 764 | 802 | 191 | 68 | – | 1.3 |
| 44815 | Clothing accessories stores | 4 | D | D | D | b | D | D |
| 448150 | Clothing accessories stores | 4 | D | D | D | b | D | D |
| 44819 | Other clothing stores | 8 | 4 585 | 483 | 107 | 35 | 5.4 | 3.3 |
| 448190 | Other clothing stores | 8 | 4 585 | 483 | 107 | 35 | 5.4 | 3.3 |
| 4482 | Shoe stores | 31 | 11 757 | 1 502 | 298 | 126 | .5 | 9.8 |
| 44821 | Shoe stores | 31 | 11 757 | 1 502 | 298 | 126 | .5 | 9.8 |
| 448210 | Shoe stores | 31 | 11 757 | 1 502 | 298 | 126 | .5 | 9.8 |
| 4482101 | Men's shoe stores | 3 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 10 | 2 375 | 332 | 72 | 40 | 2.2 | 48.4 |
| 4482103 | Children's & juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 12 | 3 757 | 454 | 112 | 34 | – | – |
| 4482105 | Athletic footwear stores | 5 | 3 889 | 436 | 79 | 35 | – | – |
| 4483 | Jewelry, luggage, & leather goods stores | 24 | 18 925 | 3 386 | 674 | 138 | 25.9 | 14.8 |
| 44831 | Jewelry stores | 20 | 17 877 | 3 218 | 647 | 129 | 27.4 | 14.5 |
| 448310 | Jewelry stores | 20 | 17 877 | 3 218 | 647 | 129 | 27.4 | 14.5 |
| 44832 | Luggage & leather goods stores | 4 | 1 048 | 168 | 27 | 9 | – | 20.1 |
| 448320 | Luggage & leather goods stores | 4 | 1 048 | 168 | 27 | 9 | – | 20.1 |
| 451 | Sporting goods, hobby, book, & music stores | 24 | 15 978 | 1 759 | 420 | 172 | 13.9 | 1.5 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 14 | 8 554 | 1 101 | 269 | 93 | 15.5 | 2.8 |
| 45112 | Hobby, toy, & game stores | 4 | 5 218 | 608 | 134 | 45 | 7.4 | – |
| 451120 | Hobby, toy, & game stores | 4 | 5 218 | 608 | 134 | 45 | 7.4 | – |
| 4512 | Book, periodical, & music stores | 10 | 7 424 | 658 | 151 | 79 | 12.0 | – |
| 45121 | Book stores & news dealers | 4 | 2 622 | 217 | 44 | 27 | 29.8 | – |
| 4512111 | Book stores, general | 3 | D | D | D | b | D | D |
| 451212 | News dealers & newsstands | 1 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 6 | 4 802 | 441 | 107 | 52 | 2.3 | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 6 | 4 802 | 441 | 107 | 52 | 2.3 | – |
| 452 | General merchandise stores | 7 | D | D | D | g | D | D |
| 4521 | Department stores (incl leased depts) ## | 4 | 113 762 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 4 | 113 762 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 4 | 112 452 | 11 197 | 2 711 | 761 | – | – |
| 45211 | Department stores (excl leased depts) | 4 | 112 452 | 11 197 | 2 711 | 761 | – | – |
| 452110 | Department stores (excl leased depts) | 4 | 112 452 | 11 197 | 2 711 | 761 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4521103 | National chain department stores (excl leased depts) | 2 | D | D | D | e | 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 |
| 45299 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 4529901 | Variety 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **CARLSBAD, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 52 | D | D | D | e | D | D |
| 4531 | Florists | 15 | 2 960 | 591 | 117 | 52 | 60.0 | 4.9 |
| 45311 | Florists | 15 | 2 960 | 591 | 117 | 52 | 60.0 | 4.9 |
| 453110 | Florists | 15 | 2 960 | 591 | 117 | 52 | 60.0 | 4.9 |
| 4532 | Office supplies, stationery, & gift stores | 23 | D | D | D | c | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 45322 | Gift, novelty, & souvenir stores | 22 | 8 933 | 1 231 | 275 | 141 | 9.5 | 9.1 |
| 453220 | Gift, novelty, & souvenir stores | 22 | 8 933 | 1 231 | 275 | 141 | 9.5 | 9.1 |
| 4533 | Used merchandise stores | 7 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 7 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 7 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 7 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 2 | D | D | D | b | D | D |
| 453910 | Pet & pet supplies stores | 2 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 14 | 34 387 | 5 344 | 1 393 | 221 | 28.4 | 14.7 |
| 4541 | Electronic shopping & mail-order houses | 7 | 23 209 | 3 327 | 845 | 103 | 24.9 | .6 |
| 45411 | Electronic shopping & mail-order houses | 7 | 23 209 | 3 327 | 845 | 103 | 24.9 | .6 |
| 454110 | Electronic shopping & mail-order houses | 7 | 23 209 | 3 327 | 845 | 103 | 24.9 | .6 |
| 4543 | Direct selling establishments | 7 | 11 178 | 2 017 | 548 | 118 | 35.6 | 44.2 |
| 45439 | Other direct selling establishments | 7 | 11 178 | 2 017 | 548 | 118 | 35.6 | 44.2 |
| 454390 | Other direct selling establishments | 7 | 11 178 | 2 017 | 548 | 118 | 35.6 | 44.2 |
| | **CARMEL-BY-THE-SEA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **256** | **191 962** | **27 198** | **6 044** | **1 361** | **17.0** | **14.3** |
| 442 | Furniture & home furnishings stores | 17 | 10 860 | 1 546 | 327 | 82 | 21.9 | 12.9 |
| 4421 | Furniture stores | 5 | D | D | D | a | D | D |
| 44211 | Furniture stores | 5 | D | D | D | a | D | D |
| 442110 | Furniture stores | 5 | D | D | D | a | D | D |
| 4422 | Home furnishings stores | 12 | D | D | D | b | D | D |
| 44229 | Other home furnishings stores | 11 | D | D | D | b | D | D |
| 442299 | All other home furnishings stores | 10 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 2 | D | D | D | a | D | D |
| 4431 | Electronics & appliance stores | 2 | D | D | D | a | D | D |
| 44312 | Computer & software stores | 1 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 1 | 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 |
| 445 | Food & beverage stores | 14 | 31 984 | 4 598 | 979 | 212 | 16.1 | – |
| 4451 | Grocery stores | 7 | 28 937 | 4 184 | 880 | 181 | 17.3 | – |
| 4452 | Specialty food stores | 6 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 13 | 20 436 | 2 401 | 608 | 128 | 16.6 | .5 |
| 4461 | Health & personal care stores | 13 | 20 436 | 2 401 | 608 | 128 | 16.6 | .5 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 3 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 3 | D | D | D | a | D | D |
| 447 | Gasoline stations | 4 | 4 308 | 471 | 97 | 23 | – | 14.0 |
| 448 | Clothing & clothing accessories stores | 92 | 62 918 | 9 244 | 2 103 | 452 | 18.7 | 28.9 |
| 4481 | Clothing stores | 52 | 42 954 | 6 580 | 1 507 | 335 | 15.5 | 34.3 |
| 44811 | Men's clothing stores | 10 | 7 650 | 1 238 | 273 | 72 | 21.9 | 35.3 |
| 448110 | Men's clothing stores | 10 | 7 650 | 1 238 | 273 | 72 | 21.9 | 35.3 |
| 44812 | Women's clothing stores | 26 | 25 724 | 4 287 | 966 | 189 | 13.2 | 45.0 |
| 448120 | Women's clothing stores | 26 | 25 724 | 4 287 | 966 | 189 | 13.2 | 45.0 |
| 44819 | Other clothing stores | 6 | 2 187 | 271 | 78 | 18 | 22.5 | 20.0 |
| 448190 | Other clothing stores | 6 | 2 187 | 271 | 78 | 18 | 22.5 | 20.0 |
| 4482102 | Women's shoe stores | 3 | 1 621 | 248 | 66 | 14 | – | – |
| 4483 | Jewelry, luggage, & leather goods stores | 31 | 16 548 | 2 242 | 493 | 91 | 28.6 | 19.3 |
| 44831 | Jewelry stores | 28 | 14 557 | 1 985 | 446 | 80 | 32.5 | 13.8 |
| 448310 | Jewelry stores | 28 | 14 557 | 1 985 | 446 | 80 | 32.5 | 13.8 |
| 44832 | Luggage & leather goods stores | 3 | 1 991 | 257 | 47 | 11 | – | 59.5 |
| 448320 | Luggage & leather goods stores | 3 | 1 991 | 257 | 47 | 11 | – | 59.5 |
| 451 | Sporting goods, hobby, book, & music stores | 16 | 8 399 | 1 175 | 242 | 99 | 7.9 | 2.1 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 9 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 7 | D | D | D | b | D | D |
| 45121 | Book stores & news dealers | 4 | D | D | D | b | D | D |
| 451211 | Book stores | 3 | 3 566 | 632 | 145 | 50 | – | – |
| 4512111 | Book stores, general | 3 | 3 566 | 632 | 145 | 50 | – | – |
| 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 | 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **CARMEL-BY-THE-SEA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 94 | 45 863 | 7 025 | 1 509 | 307 | 17.6 | 9.6 |
| 4531 | Florists | 5 | 1 399 | 242 | 36 | 14 | 25.4 | – |
| 45311 | Florists | 5 | 1 399 | 242 | 36 | 14 | 25.4 | – |
| 453110 | Florists | 5 | 1 399 | 242 | 36 | 14 | 25.4 | – |
| 4532 | Office supplies, stationery, & gift stores | 36 | D | D | D | c | D | D |
| 4532101 | Stationery stores | 2 | D | D | D | a | D | D |
| 45322 | Gift, novelty, & souvenir stores | 34 | 10 702 | 1 541 | 288 | 98 | 29.3 | 2.0 |
| 453220 | Gift, novelty, & souvenir stores | 34 | 10 702 | 1 541 | 288 | 98 | 29.3 | 2.0 |
| 4533 | Used merchandise stores | 12 | 8 316 | 1 366 | 292 | 43 | 6.8 | 15.5 |
| 45331 | Used merchandise stores | 12 | 8 316 | 1 366 | 292 | 43 | 6.8 | 15.5 |
| 453310 | Used merchandise stores | 12 | 8 316 | 1 366 | 292 | 43 | 6.8 | 15.5 |
| 4539 | Other miscellaneous store retailers | 41 | D | D | D | c | D | D |
| 45392 | Art dealers | 34 | 21 402 | 3 410 | 795 | 121 | 11.5 | 13.6 |
| 453920 | Art dealers | 34 | 21 402 | 3 410 | 795 | 121 | 11.5 | 13.6 |
| 45399 | All other miscellaneous store retailers | 6 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **CARPINTERIA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **46** | **73 272** | **8 727** | **1 944** | **463** | **16.1** | **11.2** |
| 441 | Motor vehicle & parts dealers | 3 | 999 | 111 | 22 | 6 | 100.0 | – |
| 442 | Furniture & home furnishings stores | 1 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 5 | 4 794 | 727 | 134 | 35 | 50.3 | – |
| 445 | Food & beverage stores | 11 | 34 818 | 3 631 | 812 | 182 | 6.8 | .8 |
| 4451 | Grocery stores | 6 | 32 973 | 3 359 | 764 | 151 | 4.0 | – |
| 4452 | Specialty food stores | 2 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 6 | 10 345 | 1 842 | 375 | 80 | 24.1 | 1.2 |
| 4461 | Health & personal care stores | 6 | 10 345 | 1 842 | 375 | 80 | 24.1 | 1.2 |
| 447 | Gasoline stations | 5 | 9 033 | 811 | 217 | 56 | – | 1.5 |
| 448 | Clothing & clothing accessories stores | 4 | 3 028 | 368 | 66 | 26 | 98.5 | – |
| 4481 | Clothing stores | 2 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 2 | D | D | D | a | D | D |
| 451212 | News dealers & newsstands | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 5 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | b | D | D |
| 4541 | Electronic shopping & mail-order houses | 1 | D | D | D | b | D | D |
| 45411 | Electronic shopping & mail-order houses | 1 | D | D | D | b | D | D |
| 454110 | Electronic shopping & mail-order houses | 1 | D | D | D | b | D | D |
| | **CARSON, CA** | | | | | | | |
| **44-45** | **Retail trade** | **216** | **949 459** | **100 005** | **24 855** | **4 505** | **4.8** | **7.9** |
| 441 | Motor vehicle & parts dealers | 27 | 362 172 | 31 153 | 8 071 | 916 | 2.0 | 5.4 |
| 4411 | Automobile dealers | 7 | D | D | D | f | D | D |
| 44111 | New car dealers | 6 | 310 044 | 21 788 | 5 579 | 533 | 1.8 | .4 |
| 441110 | New car dealers | 6 | 310 044 | 21 788 | 5 579 | 533 | 1.8 | .4 |
| 44112 | Used car dealers | 1 | D | D | D | a | D | D |
| 441120 | Used car dealers | 1 | D | D | D | a | D | D |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 19 | D | D | D | e | D | D |
| 44131 | Automotive parts & accessories stores | 14 | 36 923 | 7 267 | 2 000 | 319 | 4.9 | 21.7 |
| 441310 | Automotive parts & accessories stores | 14 | 36 923 | 7 267 | 2 000 | 319 | 4.9 | 21.7 |
| 44132 | Tire dealers | 5 | D | D | D | b | D | D |
| 441320 | Tire dealers | 5 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 14 | 49 864 | 5 014 | 1 122 | 255 | 3.7 | 1.8 |
| 4421 | Furniture stores | 8 | 43 552 | 4 236 | 915 | 214 | 3.4 | 2.1 |
| 44211 | Furniture stores | 8 | 43 552 | 4 236 | 915 | 214 | 3.4 | 2.1 |
| 442110 | Furniture stores | 8 | 43 552 | 4 236 | 915 | 214 | 3.4 | 2.1 |
| 4422 | Home furnishings stores | 6 | 6 312 | 778 | 207 | 41 | 6.0 | – |
| 44229 | Other home furnishings stores | 4 | D | D | D | b | D | D |
| 442299 | All other home furnishings stores | 3 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 9 | 5 682 | 848 | 246 | 46 | 34.4 | 24.1 |
| 4431 | Electronics & appliance stores | 9 | 5 682 | 848 | 246 | 46 | 34.4 | 24.1 |
| 44311 | Appliance, television, & other electronics stores | 6 | 4 739 | 616 | 129 | 29 | 33.6 | 20.3 |
| 443112 | Radio, television, & other electronics stores | 5 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **CARSON, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 444 | Building material & garden equipment & supplies dealers | 23 | 62 058 | 6 937 | 1 860 | 307 | 6.5 | 2.3 |
| 4441 | Building material & supplies dealers | 19 | 60 788 | 6 623 | 1 779 | 276 | 6.4 | 2.2 |
| 44411 | Home centers | 2 | D | D | D | b | D | D |
| 444110 | Home centers | 2 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 14 | 44 765 | 4 653 | 1 196 | 179 | 6.9 | 1.2 |
| 444190 | Other building material dealers | 14 | 44 765 | 4 653 | 1 196 | 179 | 6.9 | 1.2 |
| 445 | Food & beverage stores | 34 | 76 892 | 7 432 | 1 832 | 419 | 6.7 | 32.8 |
| 4451 | Grocery stores | 19 | 72 752 | 7 074 | 1 735 | 392 | 3.4 | 34.5 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 14 | 68 487 | 6 695 | 1 644 | 358 | .8 | 34.7 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 14 | 68 487 | 6 695 | 1 644 | 358 | .8 | 34.7 |
| 4452 | Specialty food stores | 5 | 733 | 116 | 43 | 9 | 61.3 | 8.7 |
| 446 | Health & personal care stores | 12 | 26 197 | 2 817 | 680 | 113 | 37.4 | 1.9 |
| 4461 | Health & personal care stores | 12 | 26 197 | 2 817 | 680 | 113 | 37.4 | 1.9 |
| 44613 | Optical goods stores | 3 | D | D | D | b | D | D |
| 446130 | Optical goods stores | 3 | D | D | D | b | D | D |
| 447 | Gasoline stations | 21 | 43 335 | 1 785 | 347 | 156 | 22.0 | 22.1 |
| 4471 | Gasoline stations | 21 | 43 335 | 1 785 | 347 | 156 | 22.0 | 22.1 |
| 44711 | Gasoline stations with convenience stores | 8 | 16 768 | 605 | 110 | 35 | 11.5 | – |
| 447110 | Gasoline stations with convenience stores | 8 | 16 768 | 605 | 110 | 35 | 11.5 | – |
| 44719 | Other gasoline stations | 13 | 26 567 | 1 180 | 237 | 121 | 28.6 | 36.1 |
| 447190 | Other gasoline stations | 13 | 26 567 | 1 180 | 237 | 121 | 28.6 | 36.1 |
| 448 | Clothing & clothing accessories stores | 28 | 16 387 | 2 322 | 530 | 190 | 9.5 | 15.5 |
| 4481 | Clothing stores | 15 | 7 365 | 1 239 | 297 | 119 | 21.1 | 10.4 |
| 44811 | Men's clothing stores | 3 | 2 696 | 585 | 150 | 29 | D | – |
| 448110 | Men's clothing stores | 3 | 2 696 | 585 | 150 | 29 | D | – |
| 4482 | Shoe stores | 8 | 7 192 | 830 | 175 | 54 | – | 22.7 |
| 44821 | Shoe stores | 8 | 7 192 | 830 | 175 | 54 | – | 22.7 |
| 448210 | Shoe stores | 8 | 7 192 | 830 | 175 | 54 | – | 22.7 |
| 4482102 | Women's shoe stores | 2 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 4 | D | D | D | b | D | D |
| 4482105 | Athletic footwear stores | 2 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 5 | 1 830 | 253 | 58 | 17 | – | 7.6 |
| 451 | Sporting goods, hobby, book, & music stores | 12 | 34 557 | 3 297 | 864 | 215 | 3.2 | 19.8 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 8 | D | D | D | c | D | D |
| 45111 | Sporting goods stores | 7 | 21 777 | 2 302 | 645 | 130 | 5.0 | 31.0 |
| 451110 | Sporting goods stores | 7 | 21 777 | 2 302 | 645 | 130 | 5.0 | 31.0 |
| 4511101 | General-line sporting goods stores | 2 | D | D | D | b | D | D |
| 4511102 | Specialty-line sporting goods stores | 5 | D | D | D | c | D | D |
| 45112 | Hobby, toy, & game stores | 1 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 1 | 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 | b | D | D |
| 451211 | Book stores | 3 | D | D | D | b | D | D |
| 4512113 | College book stores | 2 | D | D | D | b | D | D |
| 452 | General merchandise stores | 6 | D | D | D | g | D | D |
| 4521 | Department stores (incl leased depts) ## | 3 | 75 870 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 3 | 75 870 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 3 | 75 807 | 7 919 | 1 897 | 645 | – | – |
| 45211 | Department stores (excl leased depts) | 3 | 75 807 | 7 919 | 1 897 | 645 | – | – |
| 452110 | Department stores (excl leased depts) | 3 | 75 807 | 7 919 | 1 897 | 645 | – | – |
| 4521103 | National chain department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4529 | Other general merchandise stores | 3 | D | D | D | f | D | D |
| 45291 | Warehouse clubs & superstores | 1 | D | D | D | f | D | D |
| 452910 | Warehouse clubs & superstores | 1 | D | D | D | f | D | D |
| 45299 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 17 | D | D | D | f | D | D |
| 4532 | Office supplies, stationery, & gift stores | 9 | D | D | D | e | D | D |
| 45321 | Office supplies & stationery stores | 4 | D | D | D | e | D | D |
| 453210 | Office supplies & stationery stores | 4 | D | D | D | e | D | D |
| 4532102 | Office supplies stores | 4 | D | D | D | e | D | D |
| 4533 | Used merchandise stores | 1 | D | D | D | a | D | D |
| 45331 | Used merchandise stores | 1 | D | D | D | a | D | D |
| 453310 | Used merchandise stores | 1 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 5 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 4 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **CARSON, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 454 | Nonstore retailers | 13 | 28 340 | 3 482 | 835 | 133 | 3.1 | 8.2 |
| 4541 | Electronic shopping & mail-order houses | 5 | D | D | D | b | D | D |
| 45411 | Electronic shopping & mail-order houses | 5 | D | D | D | b | D | D |
| 454110 | Electronic shopping & mail-order houses | 5 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 7 | 21 311 | 2 588 | 620 | 99 | 4.1 | 2.4 |
| 45431 | Fuel dealers | 1 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 1 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 6 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 6 | D | D | D | b | D | D |
| | **CATHEDRAL CITY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **169** | **574 017** | **52 620** | **12 675** | **2 421** | **6.8** | **3.5** |
| 441 | Motor vehicle & parts dealers | 30 | 280 497 | 24 637 | 5 652 | 704 | 4.4 | .3 |
| 4411 | Automobile dealers | 13 | D | D | D | f | D | D |
| 44111 | New car dealers | 11 | 263 221 | 21 951 | 5 074 | 532 | 3.9 | .3 |
| 441110 | New car dealers | 11 | 263 221 | 21 951 | 5 074 | 532 | 3.9 | .3 |
| 4413 | Automotive parts, accessories, & tire stores | 16 | 14 697 | 2 581 | 551 | 160 | 10.8 | – |
| 44131 | Automotive parts & accessories stores | 7 | 7 287 | 906 | 217 | 97 | 6.8 | – |
| 441310 | Automotive parts & accessories stores | 7 | 7 287 | 906 | 217 | 97 | 6.8 | – |
| 44132 | Tire dealers | 9 | 7 410 | 1 675 | 334 | 63 | 14.7 | – |
| 441320 | Tire dealers | 9 | 7 410 | 1 675 | 334 | 63 | 14.7 | – |
| 442 | Furniture & home furnishings stores | 20 | 17 419 | 2 170 | 531 | 109 | 14.1 | 5.3 |
| 4421 | Furniture stores | 10 | 8 043 | 1 009 | 260 | 53 | 12.5 | 11.4 |
| 44211 | Furniture stores | 10 | 8 043 | 1 009 | 260 | 53 | 12.5 | 11.4 |
| 442110 | Furniture stores | 10 | 8 043 | 1 009 | 260 | 53 | 12.5 | 11.4 |
| 4422 | Home furnishings stores | 10 | 9 376 | 1 161 | 271 | 56 | 15.4 | .1 |
| 44221 | Floor covering stores | 7 | 6 900 | 767 | 183 | 28 | 20.9 | .2 |
| 442210 | Floor covering stores | 7 | 6 900 | 767 | 183 | 28 | 20.9 | .2 |
| 44229 | Other home furnishings stores | 3 | 2 476 | 394 | 88 | 28 | – | – |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 17 | 29 127 | 3 243 | 750 | 111 | 5.9 | 8.9 |
| 4441 | Building material & supplies dealers | 14 | 27 365 | 2 904 | 682 | 102 | 5.5 | 9.5 |
| 44412 | Paint & wallpaper stores | 3 | D | D | D | b | D | D |
| 444120 | Paint & wallpaper stores | 3 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 9 | 19 017 | 1 981 | 468 | 62 | 7.1 | 8.1 |
| 444190 | Other building material dealers | 9 | 19 017 | 1 981 | 468 | 62 | 7.1 | 8.1 |
| 445 | Food & beverage stores | 17 | 74 105 | 7 411 | 1 879 | 377 | 3.9 | .7 |
| 4451 | Grocery stores | 11 | D | D | D | e | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 9 | 65 281 | 6 722 | 1 724 | 331 | .6 | .7 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 9 | 65 281 | 6 722 | 1 724 | 331 | .6 | .7 |
| 4452 | Specialty food stores | 6 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 12 | 19 181 | 2 786 | 680 | 146 | 10.0 | 16.0 |
| 4461 | Health & personal care stores | 12 | 19 181 | 2 786 | 680 | 146 | 10.0 | 16.0 |
| 4461102 | Proprietary stores | 1 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 19 | 41 381 | 2 020 | 465 | 176 | 20.7 | 11.9 |
| 4471 | Gasoline stations | 19 | 41 381 | 2 020 | 465 | 176 | 20.7 | 11.9 |
| 44711 | Gasoline stations with convenience stores | 10 | 24 920 | 1 407 | 325 | 126 | 13.3 | 11.8 |
| 447110 | Gasoline stations with convenience stores | 10 | 24 920 | 1 407 | 325 | 126 | 13.3 | 11.8 |
| 44719 | Other gasoline stations | 9 | 16 461 | 613 | 140 | 50 | 31.9 | 12.0 |
| 447190 | Other gasoline stations | 9 | 16 461 | 613 | 140 | 50 | 31.9 | 12.0 |
| 448 | Clothing & clothing accessories stores | 21 | 8 532 | 1 472 | 454 | 111 | 33.1 | 22.8 |
| 4481 | Clothing stores | 10 | 4 261 | 773 | 262 | 50 | 65.9 | 10.3 |
| 44815 | Clothing accessories stores | 2 | D | D | D | a | D | D |
| 448150 | Clothing accessories stores | 2 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 5 | 3 137 | 532 | 151 | 46 | .6 | 47.9 |
| 451 | Sporting goods, hobby, book, & music stores | 7 | 4 819 | 538 | 120 | 24 | 54.4 | 8.9 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 5 | D | D | D | a | D | D |
| 4512112 | Specialty book stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 5 | D | D | D | f | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 3 | 52 071 | 5 120 | 1 388 | 440 | – | – |
| 4529 | Other general merchandise stores | 2 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 16 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 9 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 6 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **CATHEDRAL CITY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 454 | Nonstore retailers | 4 | D | D | D | a | D | D |
| 4541 | Electronic shopping & mail-order houses | 3 | 3 137 | 111 | 29 | 5 | 68.9 | 31.1 |
| 45411 | Electronic shopping & mail-order houses | 3 | 3 137 | 111 | 29 | 5 | 68.9 | 31.1 |
| 454110 | Electronic shopping & mail-order houses | 3 | 3 137 | 111 | 29 | 5 | 68.9 | 31.1 |
| | **CERES, CA** | | | | | | | |
| **44-45** | **Retail trade** | **81** | **222 736** | **20 891** | **4 660** | **1 350** | **6.4** | **3.8** |
| 441 | Motor vehicle & parts dealers | 14 | 40 325 | 3 418 | 794 | 158 | 2.2 | .2 |
| 44112 | Used car dealers | 5 | D | D | D | b | D | D |
| 441120 | Used car dealers | 5 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 7 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 7 | D | D | D | b | D | D |
| 441310 | Automotive parts & accessories stores | 7 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 3 | 1 274 | 208 | 57 | 5 | D | – |
| 443 | Electronics & appliance stores | 5 | 3 993 | 741 | 155 | 51 | 65.0 | 13.0 |
| 4431 | Electronics & appliance stores | 5 | 3 993 | 741 | 155 | 51 | 65.0 | 13.0 |
| 44311 | Appliance, television, & other electronics stores | 3 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 3 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 5 | 9 360 | 1 305 | 324 | 57 | – | 42.6 |
| 4441 | Building material & supplies dealers | 5 | 9 360 | 1 305 | 324 | 57 | – | 42.6 |
| 44419 | Other building material dealers | 4 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 4 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 9 | D | D | D | c | D | D |
| 4451 | Grocery stores | 8 | D | D | D | c | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 7 | 51 880 | 4 167 | 953 | 192 | 3.7 | .5 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 7 | 51 880 | 4 167 | 953 | 192 | 3.7 | .5 |
| 446 | Health & personal care stores | 9 | D | D | D | c | D | D |
| 4461 | Health & personal care stores | 9 | D | D | D | c | D | D |
| 44611 | Pharmacies & drug stores | 7 | 19 675 | 3 061 | 637 | 148 | .4 | – |
| 446110 | Pharmacies & drug stores | 7 | 19 675 | 3 061 | 637 | 148 | .4 | – |
| 4461101 | Pharmacies & drug stores | 7 | 19 675 | 3 061 | 637 | 148 | .4 | – |
| 447 | Gasoline stations | 11 | 21 944 | 1 165 | 266 | 109 | 11.5 | 6.6 |
| 4471 | Gasoline stations | 11 | 21 944 | 1 165 | 266 | 109 | 11.5 | 6.6 |
| 44711 | Gasoline stations with convenience stores | 7 | 18 716 | 837 | 180 | 80 | .2 | 7.7 |
| 447110 | Gasoline stations with convenience stores | 7 | 18 716 | 837 | 180 | 80 | .2 | 7.7 |
| 448 | Clothing & clothing accessories stores | 7 | 1 745 | 163 | 38 | 15 | 12.8 | – |
| 451 | Sporting goods, hobby, book, & music stores | 3 | 700 | 100 | 6 | 3 | D | 8.0 |
| 452 | General merchandise stores | 5 | 65 776 | 5 805 | 1 283 | 566 | 7.8 | 2.6 |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 2 | D | D | D | f | D | D |
| 45299 | All other general merchandise stores | 3 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 3 | D | D | D | b | D | D |
| 4529901 | Variety stores | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 3 | 1 997 | 155 | 24 | 14 | – | – |
| 454 | Nonstore retailers | 4 | 1 024 | 170 | 32 | 5 | 2.5 | – |
| | **CERRITOS, CA** | | | | | | | |
| **44-45** | **Retail trade** | **279** | **1 934 276** | **159 802** | **39 406** | **7 822** | **9.8** | **1.9** |
| 441 | Motor vehicle & parts dealers | 23 | 1 101 296 | 70 849 | 16 659 | 1 854 | 13.7 | 1.0 |
| 4411 | Automobile dealers | 15 | 1 089 777 | 68 425 | 16 089 | 1 772 | 13.7 | 1.0 |
| 44111 | New car dealers | 15 | 1 089 777 | 68 425 | 16 089 | 1 772 | 13.7 | 1.0 |
| 441110 | New car dealers | 15 | 1 089 777 | 68 425 | 16 089 | 1 772 | 13.7 | 1.0 |
| 4413 | Automotive parts, accessories, & tire stores | 7 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 4 | 8 213 | 1 646 | 390 | 60 | 23.8 | 2.1 |
| 441310 | Automotive parts & accessories stores | 4 | 8 213 | 1 646 | 390 | 60 | 23.8 | 2.1 |
| 442 | Furniture & home furnishings stores | 18 | 59 389 | 7 861 | 1 944 | 248 | – | 9.6 |
| 4421 | Furniture stores | 10 | 46 864 | 5 923 | 1 480 | 174 | – | 11.0 |
| 44211 | Furniture stores | 10 | 46 864 | 5 923 | 1 480 | 174 | – | 11.0 |
| 442110 | Furniture stores | 10 | 46 864 | 5 923 | 1 480 | 174 | – | 11.0 |
| 4422 | Home furnishings stores | 8 | 12 525 | 1 938 | 464 | 74 | – | 4.5 |
| 44221 | Floor covering stores | 3 | D | D | D | b | D | D |
| 442210 | Floor covering stores | 3 | D | D | D | b | D | D |
| 44229 | Other home furnishings stores | 5 | D | D | D | b | D | D |
| 442299 | All other home furnishings stores | 5 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **CERRITOS, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 443 | Electronics & appliance stores | 12 | 50 075 | 4 145 | 1 166 | 197 | 28.0 | – |
| 4431 | Electronics & appliance stores | 12 | 50 075 | 4 145 | 1 166 | 197 | 28.0 | – |
| 44311 | Appliance, television, & other electronics stores | 7 | 34 826 | 2 770 | 726 | 134 | 7.3 | – |
| 443111 | Household appliance stores | 3 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 4 | D | D | D | c | D | D |
| 44312 | Computer & software stores | 4 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 4 | D | D | D | b | 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 | 10 | 108 389 | 10 299 | 2 830 | 314 | – | .6 |
| 4441 | Building material & supplies dealers | 9 | D | D | D | e | D | D |
| 44411 | Home centers | 2 | D | D | D | c | D | D |
| 444110 | Home centers | 2 | D | D | D | c | D | D |
| 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 | 4 | 63 308 | 5 512 | 1 519 | 100 | – | – |
| 444190 | Other building material dealers | 4 | 63 308 | 5 512 | 1 519 | 100 | – | – |
| 445 | Food & beverage stores | 17 | 44 240 | 4 532 | 957 | 356 | 4.0 | .8 |
| 4451 | Grocery stores | 5 | 38 800 | 3 989 | 822 | 268 | .4 | – |
| 44511 | Supermarkets & other grocery (except convenience) stores | 5 | 38 800 | 3 989 | 822 | 268 | .4 | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 5 | 38 800 | 3 989 | 822 | 268 | .4 | – |
| 4452 | Specialty food stores | 7 | 2 336 | 315 | 82 | 65 | 15.8 | 14.4 |
| 446 | Health & personal care stores | 24 | 30 671 | 4 459 | 1 269 | 294 | 2.8 | 6.9 |
| 4461 | Health & personal care stores | 24 | 30 671 | 4 459 | 1 269 | 294 | 2.8 | 6.9 |
| 44611 | Pharmacies & drug stores | 7 | 21 040 | 2 621 | 872 | 198 | 4.1 | – |
| 446110 | Pharmacies & drug stores | 7 | 21 040 | 2 621 | 872 | 198 | 4.1 | – |
| 4461101 | Pharmacies & drug stores | 7 | 21 040 | 2 621 | 872 | 198 | 4.1 | – |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 6 | 4 170 | 762 | 239 | 45 | – | 32.8 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 6 | 4 170 | 762 | 239 | 45 | – | 32.8 |
| 44613 | Optical goods stores | 8 | 3 010 | 617 | 82 | 35 | – | – |
| 446130 | Optical goods stores | 8 | 3 010 | 617 | 82 | 35 | – | – |
| 44619 | Other health & personal care stores | 3 | 2 451 | 459 | 76 | 16 | – | 30.4 |
| 446191 | Food (health) supplement stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 20 | 22 758 | 1 518 | 341 | 111 | 52.2 | 3.5 |
| 4471 | Gasoline stations | 20 | 22 758 | 1 518 | 341 | 111 | 52.2 | 3.5 |
| 44719 | Other gasoline stations | 17 | D | D | D | b | D | D |
| 447190 | Other gasoline stations | 17 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 94 | 140 387 | 18 357 | 4 838 | 1 450 | 1.8 | 3.8 |
| 4481 | Clothing stores | 58 | 116 390 | 15 448 | 4 156 | 1 227 | 1.0 | 3.3 |
| 44811 | Men's clothing stores | 9 | 8 691 | 1 126 | 300 | 73 | 10.5 | 30.7 |
| 448110 | Men's clothing stores | 9 | 8 691 | 1 126 | 300 | 73 | 10.5 | 30.7 |
| 44812 | Women's clothing stores | 23 | 16 133 | 2 029 | 491 | 188 | – | 4.2 |
| 448120 | Women's clothing stores | 23 | 16 133 | 2 029 | 491 | 188 | – | 4.2 |
| 44813 | Children's & infants' clothing stores | 5 | 5 256 | 544 | 130 | 50 | 3.0 | – |
| 448130 | Children's & infants' clothing stores | 5 | 5 256 | 544 | 130 | 50 | 3.0 | – |
| 44814 | Family clothing stores | 10 | 78 863 | 10 864 | 3 013 | 840 | – | .3 |
| 448140 | Family clothing stores | 10 | 78 863 | 10 864 | 3 013 | 840 | – | .3 |
| 44819 | Other clothing stores | 8 | 7 016 | 794 | 200 | 66 | – | 3.7 |
| 448190 | Other clothing stores | 8 | 7 016 | 794 | 200 | 66 | – | 3.7 |
| 4482 | Shoe stores | 24 | 16 543 | 1 774 | 412 | 154 | 2.9 | 8.2 |
| 44821 | Shoe stores | 24 | 16 543 | 1 774 | 412 | 154 | 2.9 | 8.2 |
| 448210 | Shoe stores | 24 | 16 543 | 1 774 | 412 | 154 | 2.9 | 8.2 |
| 4482101 | Men's shoe stores | 2 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 8 | 4 092 | 559 | 129 | 61 | – | 22.6 |
| 4482103 | Children's & juveniles' shoe stores | 2 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 8 | 5 056 | 509 | 124 | 39 | – | 8.6 |
| 4482105 | Athletic footwear stores | 4 | 6 031 | 512 | 113 | 43 | – | – |
| 4483 | Jewelry, luggage, & leather goods stores | 12 | 7 454 | 1 135 | 270 | 69 | 11.9 | 2.8 |
| 44831 | Jewelry stores | 12 | 7 454 | 1 135 | 270 | 69 | 11.9 | 2.8 |
| 448310 | Jewelry stores | 12 | 7 454 | 1 135 | 270 | 69 | 11.9 | 2.8 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **CERRITOS, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 16 | 43 623 | 3 751 | 861 | 339 | .1 | 1.8 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 8 | 33 080 | 2 702 | 614 | 242 | .1 | 2.4 |
| 45111 | Sporting goods stores | 3 | D | D | D | b | D | D |
| 451110 | Sporting goods stores | 3 | D | D | D | b | D | D |
| 4511101 | General-line sporting goods stores | 2 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 4 | 22 328 | 1 658 | 348 | 131 | .2 | – |
| 451120 | Hobby, toy, & game stores | 4 | 22 328 | 1 658 | 348 | 131 | .2 | – |
| 45113 | Sewing, needlework, & piece goods stores | 1 | D | D | D | a | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 1 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 8 | 10 543 | 1 049 | 247 | 97 | – | – |
| 45121 | Book stores & news dealers | 5 | 6 487 | 663 | 141 | 61 | – | – |
| 451211 | Book stores | 5 | 6 487 | 663 | 141 | 61 | – | – |
| 4512111 | Book stores, general | 4 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 1 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 3 | 4 056 | 386 | 106 | 36 | – | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 3 | 4 056 | 386 | 106 | 36 | – | – |
| 452 | General merchandise stores | 11 | 295 725 | 28 175 | 7 192 | 2 274 | .3 | 1.2 |
| 4521 | Department stores (incl leased depts) ## | 7 | 294 408 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 7 | 294 408 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 7 | 290 641 | 27 516 | 6 903 | 2 158 | – | – |
| 45211 | Department stores (excl leased depts) | 7 | 290 641 | 27 516 | 6 903 | 2 158 | – | – |
| 452110 | Department stores (excl leased depts) | 7 | 290 641 | 27 516 | 6 903 | 2 158 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 3 | D | D | D | f | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 3 | 157 051 | 14 215 | 3 580 | 1 171 | – | – |
| 4521103 | National chain department stores (excl leased depts) | 1 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 4 | 5 084 | 659 | 289 | 116 | 18.0 | 67.8 |
| 452990 | All other general merchandise stores | 4 | 5 084 | 659 | 289 | 116 | 18.0 | 67.8 |
| 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 | 28 | D | D | D | e | D | D |
| 4531 | Florists | 4 | 7 148 | 1 465 | 319 | 105 | – | 2.1 |
| 45311 | Florists | 4 | 7 148 | 1 465 | 319 | 105 | – | 2.1 |
| 453110 | Florists | 4 | 7 148 | 1 465 | 319 | 105 | – | 2.1 |
| 4532 | Office supplies, stationery, & gift stores | 15 | 14 353 | 1 697 | 405 | 159 | 5.1 | 17.0 |
| 45321 | Office supplies & stationery stores | 3 | 7 174 | 748 | 187 | 49 | D | 13.5 |
| 453210 | Office supplies & stationery stores | 3 | 7 174 | 748 | 187 | 49 | D | 13.5 |
| 4532102 | Office supplies stores | 3 | 7 174 | 748 | 187 | 49 | D | 13.5 |
| 45322 | Gift, novelty, & souvenir stores | 12 | 7 179 | 949 | 218 | 110 | 1.8 | 20.5 |
| 453220 | Gift, novelty, & souvenir stores | 12 | 7 179 | 949 | 218 | 110 | 1.8 | 20.5 |
| 4539 | Other miscellaneous store retailers | 8 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 3 | D | D | D | b | D | D |
| 453910 | Pet & pet supplies stores | 3 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 5 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 6 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 3 | 5 694 | 1 255 | 317 | 54 | D | 63.7 |
| 45439 | Other direct selling establishments | 3 | 5 694 | 1 255 | 317 | 54 | D | 63.7 |
| 454390 | Other direct selling establishments | 3 | 5 694 | 1 255 | 317 | 54 | D | 63.7 |
| | **CHICO, CA** | | | | | | | |
| **44-45** | **Retail trade** | **420** | **987 820** | **97 658** | **23 167** | **5 812** | **3.4** | **4.0** |
| 441 | Motor vehicle & parts dealers | 43 | 216 192 | 20 616 | 4 978 | 808 | 2.1 | 4.5 |
| 4411 | Automobile dealers | 10 | 175 154 | 14 627 | 3 539 | 517 | – | 3.9 |
| 44111 | New car dealers | 7 | 172 680 | 14 310 | 3 473 | 501 | – | 3.6 |
| 441110 | New car dealers | 7 | 172 680 | 14 310 | 3 473 | 501 | – | 3.6 |
| 4412 | Other motor vehicle dealers | 8 | 16 864 | 1 784 | 376 | 89 | 17.9 | – |
| 44121 | Recreational vehicle dealers | 2 | D | D | D | b | D | D |
| 441210 | Recreational vehicle dealers | 2 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 6 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 5 | D | D | D | b | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 25 | 24 174 | 4 205 | 1 063 | 202 | 6.4 | 12.0 |
| 44131 | Automotive parts & accessories stores | 17 | 14 878 | 2 414 | 617 | 130 | 8.3 | 19.5 |
| 441310 | Automotive parts & accessories stores | 17 | 14 878 | 2 414 | 617 | 130 | 8.3 | 19.5 |
| 44132 | Tire dealers | 8 | 9 296 | 1 791 | 446 | 72 | 3.4 | – |
| 441320 | Tire dealers | 8 | 9 296 | 1 791 | 446 | 72 | 3.4 | – |
| 442 | Furniture & home furnishings stores | 22 | 31 572 | 4 788 | 1 084 | 279 | 11.6 | 6.3 |
| 4421 | Furniture stores | 10 | 17 343 | 2 437 | 574 | 151 | 20.7 | 4.9 |
| 44211 | Furniture stores | 10 | 17 343 | 2 437 | 574 | 151 | 20.7 | 4.9 |
| 442110 | Furniture stores | 10 | 17 343 | 2 437 | 574 | 151 | 20.7 | 4.9 |
| 4422 | Home furnishings stores | 12 | 14 229 | 2 351 | 510 | 128 | .5 | 8.1 |
| 44221 | Floor covering stores | 6 | 10 160 | 1 769 | 367 | 68 | .7 | – |
| 442210 | Floor covering stores | 6 | 10 160 | 1 769 | 367 | 68 | .7 | – |
| 44229 | Other home furnishings stores | 6 | 4 069 | 582 | 143 | 60 | – | 28.4 |
| 442299 | All other home furnishings stores | 5 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **CHICO, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 443 | Electronics & appliance stores | 17 | 30 346 | 2 818 | 632 | 163 | 14.5 | 2.3 |
| 4431 | Electronics & appliance stores | 17 | 30 346 | 2 818 | 632 | 163 | 14.5 | 2.3 |
| 44311 | Appliance, television, & other electronics stores | 12 | 24 132 | 2 513 | 573 | 147 | 4.9 | 2.8 |
| 443111 | Household appliance stores | 2 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 10 | D | D | D | c | D | D |
| 44312 | Computer & software stores | 4 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 4 | 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 | 33 | 97 471 | 9 988 | 2 511 | 423 | 2.4 | 1.0 |
| 4441 | Building material & supplies dealers | 29 | 81 056 | 8 758 | 2 182 | 376 | 2.9 | 1.2 |
| 44411 | Home centers | 1 | D | D | D | c | D | D |
| 444110 | Home centers | 1 | D | D | D | c | D | D |
| 44412 | Paint & wallpaper stores | 5 | D | D | D | b | D | D |
| 444120 | Paint & wallpaper stores | 5 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 20 | 46 780 | 5 458 | 1 314 | 181 | 4.1 | – |
| 444190 | Other building material dealers | 20 | 46 780 | 5 458 | 1 314 | 181 | 4.1 | – |
| 4442 | Lawn & garden equipment & supplies stores | 4 | 16 415 | 1 230 | 329 | 47 | – | – |
| 44422 | Nursery & garden centers | 4 | 16 415 | 1 230 | 329 | 47 | – | – |
| 444220 | Nursery & garden centers | 4 | 16 415 | 1 230 | 329 | 47 | – | – |
| 445 | Food & beverage stores | 40 | 179 911 | 18 925 | 4 256 | 1 001 | 2.8 | .6 |
| 4451 | Grocery stores | 24 | 174 284 | 18 345 | 4 145 | 938 | 1.6 | .5 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 19 | 171 811 | 18 138 | 4 099 | 911 | .4 | .5 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 19 | 171 811 | 18 138 | 4 099 | 911 | .4 | .5 |
| 4452 | Specialty food stores | 6 | 1 265 | 236 | 22 | 12 | 11.9 | – |
| 446 | Health & personal care stores | 31 | 42 799 | 5 696 | 1 390 | 302 | 4.7 | 7.8 |
| 4461 | Health & personal care stores | 31 | 42 799 | 5 696 | 1 390 | 302 | 4.7 | 7.8 |
| 44611 | Pharmacies & drug stores | 11 | 37 480 | 4 816 | 1 180 | 227 | 5.0 | 6.1 |
| 446110 | Pharmacies & drug stores | 11 | 37 480 | 4 816 | 1 180 | 227 | 5.0 | 6.1 |
| 4461101 | Pharmacies & drug stores | 9 | D | D | D | c | D | D |
| 4461102 | Proprietary stores | 2 | D | D | D | b | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 6 | D | D | D | b | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 6 | D | D | D | b | D | D |
| 44613 | Optical goods stores | 7 | D | D | D | b | D | D |
| 446130 | Optical goods stores | 7 | D | D | D | b | D | D |
| 44619 | Other health & personal care stores | 7 | D | D | D | a | D | D |
| 447 | Gasoline stations | 31 | 55 891 | 2 285 | 514 | 234 | 6.9 | 23.5 |
| 4471 | Gasoline stations | 31 | 55 891 | 2 285 | 514 | 234 | 6.9 | 23.5 |
| 44711 | Gasoline stations with convenience stores | 22 | 48 935 | 1 953 | 424 | 191 | 6.4 | 19.5 |
| 447110 | Gasoline stations with convenience stores | 22 | 48 935 | 1 953 | 424 | 191 | 6.4 | 19.5 |
| 448 | Clothing & clothing accessories stores | 69 | 45 382 | 5 630 | 1 358 | 533 | 6.2 | 4.0 |
| 4481 | Clothing stores | 43 | 33 466 | 3 783 | 892 | 415 | 5.6 | 1.8 |
| 44811 | Men's clothing stores | 6 | 5 370 | 816 | 202 | 57 | 7.0 | – |
| 448110 | Men's clothing stores | 6 | 5 370 | 816 | 202 | 57 | 7.0 | – |
| 44812 | Women's clothing stores | 17 | 8 607 | 930 | 219 | 126 | 9.1 | 5.4 |
| 448120 | Women's clothing stores | 17 | 8 607 | 930 | 219 | 126 | 9.1 | 5.4 |
| 44813 | Children's & infants' clothing stores | 2 | D | D | D | b | D | D |
| 448130 | Children's & infants' clothing stores | 2 | D | D | D | b | D | D |
| 44814 | Family clothing stores | 8 | 14 753 | 1 390 | 335 | 162 | 2.5 | 1.1 |
| 448140 | Family clothing stores | 8 | 14 753 | 1 390 | 335 | 162 | 2.5 | 1.1 |
| 44815 | Clothing accessories stores | 4 | D | D | D | a | D | D |
| 448150 | Clothing accessories stores | 4 | D | D | D | a | D | D |
| 44819 | Other clothing stores | 6 | D | D | D | b | D | D |
| 448190 | Other clothing stores | 6 | D | D | D | b | D | D |
| 4482 | Shoe stores | 15 | 6 201 | 679 | 165 | 65 | – | – |
| 44821 | Shoe stores | 15 | 6 201 | 679 | 165 | 65 | – | – |
| 448210 | Shoe stores | 15 | 6 201 | 679 | 165 | 65 | – | – |
| 4482104 | Family shoe stores | 12 | D | D | D | b | D | D |
| 4482105 | Athletic footwear stores | 2 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 11 | 5 715 | 1 168 | 301 | 53 | 16.4 | 20.9 |
| 44831 | Jewelry stores | 10 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 10 | 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **CHICO, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 52 | 37 714 | 4 526 | 1 115 | 430 | 4.2 | 2.2 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 39 | 26 491 | 3 223 | 796 | 288 | 6.0 | 1.4 |
| 45111 | Sporting goods stores | 22 | 12 780 | 1 770 | 398 | 142 | 7.8 | .3 |
| 451110 | Sporting goods stores | 22 | 12 780 | 1 770 | 398 | 142 | 7.8 | .3 |
| 4511101 | General-line sporting goods stores | 6 | 6 647 | 761 | 187 | 75 | 2.9 | – |
| 4511102 | Specialty-line sporting goods stores | 16 | 6 133 | 1 009 | 211 | 67 | 13.0 | .6 |
| 45112 | Hobby, toy, & game stores | 7 | 9 072 | 922 | 206 | 77 | .5 | – |
| 451120 | Hobby, toy, & game stores | 7 | 9 072 | 922 | 206 | 77 | .5 | – |
| 45113 | Sewing, needlework, & piece goods stores | 5 | 2 556 | 356 | 132 | 47 | – | 13.5 |
| 451130 | Sewing, needlework, & piece goods stores | 5 | 2 556 | 356 | 132 | 47 | – | 13.5 |
| 45114 | Musical instrument & supplies stores | 5 | 2 083 | 175 | 60 | 22 | 27.0 | – |
| 451140 | Musical instrument & supplies stores | 5 | 2 083 | 175 | 60 | 22 | 27.0 | – |
| 4512 | Book, periodical, & music stores | 13 | 11 223 | 1 303 | 319 | 142 | – | 4.0 |
| 45121 | Book stores & news dealers | 9 | D | D | D | b | D | D |
| 451211 | Book stores | 8 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 6 | D | D | D | b | D | D |
| 451212 | News dealers & newsstands | 1 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 4 | D | D | D | b | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 4 | D | D | D | b | D | D |
| 452 | General merchandise stores | 13 | D | D | D | g | D | D |
| 4521 | Department stores (incl leased depts) ## | 7 | 131 803 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 7 | 131 803 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 7 | 130 328 | 12 435 | 2 903 | 990 | – | – |
| 45211 | Department stores (excl leased depts) | 7 | 130 328 | 12 435 | 2 903 | 990 | – | – |
| 452110 | Department stores (excl leased depts) | 7 | 130 328 | 12 435 | 2 903 | 990 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | c | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 3 | D | D | D | f | D | D |
| 4521103 | National chain department stores (excl leased depts) | 2 | D | D | D | c | D | D |
| 4529 | Other general merchandise stores | 6 | 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 |
| 45299 | All other general merchandise stores | 5 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 5 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 4 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 56 | D | D | D | e | D | D |
| 4531 | Florists | 8 | 1 747 | 331 | 84 | 37 | 52.4 | – |
| 45311 | Florists | 8 | 1 747 | 331 | 84 | 37 | 52.4 | – |
| 453110 | Florists | 8 | 1 747 | 331 | 84 | 37 | 52.4 | – |
| 4532 | Office supplies, stationery, & gift stores | 24 | 17 190 | 1 780 | 486 | 177 | 7.6 | 3.7 |
| 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 |
| 45322 | Gift, novelty, & souvenir stores | 18 | D | D | D | b | D | D |
| 453220 | Gift, novelty, & souvenir stores | 18 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 8 | 2 299 | 391 | 97 | 44 | 21.7 | 12.7 |
| 45331 | Used merchandise stores | 8 | 2 299 | 391 | 97 | 44 | 21.7 | 12.7 |
| 453310 | Used merchandise stores | 8 | 2 299 | 391 | 97 | 44 | 21.7 | 12.7 |
| 4539 | Other miscellaneous store retailers | 16 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 3 | D | D | D | b | D | D |
| 453910 | Pet & pet supplies stores | 3 | D | D | D | b | D | D |
| 45392 | Art dealers | 2 | D | D | D | a | D | D |
| 453920 | Art dealers | 2 | D | D | D | a | D | D |
| 45393 | Manufactured (mobile) home dealers | 2 | D | D | D | a | D | D |
| 453930 | Manufactured (mobile) home dealers | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 9 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 13 | 11 433 | 1 720 | 443 | 92 | 2.2 | 11.5 |
| 4541 | Electronic shopping & mail-order houses | 3 | 4 002 | 674 | 186 | 43 | – | – |
| 45411 | Electronic shopping & mail-order houses | 3 | 4 002 | 674 | 186 | 43 | – | – |
| 454110 | Electronic shopping & mail-order houses | 3 | 4 002 | 674 | 186 | 43 | – | – |
| 4543 | Direct selling establishments | 9 | D | D | D | b | D | D |
| 45431 | Fuel dealers | 4 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 2 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 5 | D | D | D | a | D | D |
| 454390 | Other direct selling establishments | 5 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **CHINO, CA** | | | | | | | |
| **44-45** | **Retail trade** | **184** | **554 203** | **55 598** | **13 600** | **2 963** | **6.2** | **5.5** |
| 441 | Motor vehicle & parts dealers | 21 | 137 006 | 12 976 | 3 224 | 475 | .5 | 1.2 |
| 4411 | Automobile dealers | 3 | D | D | D | e | D | D |
| 44111 | New car dealers | 3 | D | D | D | e | D | D |
| 441110 | New car dealers | 3 | D | D | D | e | D | D |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 17 | 29 980 | 4 526 | 1 114 | 174 | 2.2 | 5.7 |
| 44131 | Automotive parts & accessories stores | 12 | 18 573 | 2 689 | 625 | 108 | 3.6 | 9.2 |
| 441310 | Automotive parts & accessories stores | 12 | 18 573 | 2 689 | 625 | 108 | 3.6 | 9.2 |
| 44132 | Tire dealers | 5 | 11 407 | 1 837 | 489 | 66 | – | – |
| 441320 | Tire dealers | 5 | 11 407 | 1 837 | 489 | 66 | – | – |
| 442 | Furniture & home furnishings stores | 7 | 5 382 | 1 314 | 230 | 64 | 4.0 | – |
| 4421 | Furniture stores | 3 | D | D | D | b | D | D |
| 44211 | Furniture stores | 3 | D | D | D | b | D | D |
| 442110 | Furniture stores | 3 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 8 | 10 921 | 1 887 | 468 | 69 | 7.9 | 7.2 |
| 4431 | Electronics & appliance stores | 8 | 10 921 | 1 887 | 468 | 69 | 7.9 | 7.2 |
| 44311 | Appliance, television, & other electronics stores | 5 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 4 | 6 936 | 904 | 242 | 38 | – | 11.3 |
| 44312 | Computer & software stores | 2 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 2 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 16 | 78 187 | 8 365 | 2 151 | 329 | .4 | .1 |
| 4441 | Building material & supplies dealers | 8 | 53 692 | 5 735 | 1 444 | 249 | .6 | .1 |
| 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 | 6 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 6 | D | D | D | b | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 8 | 24 495 | 2 630 | 707 | 80 | – | – |
| 44421 | Outdoor power equipment stores | 1 | D | D | D | b | D | D |
| 444210 | Outdoor power equipment stores | 1 | D | D | D | b | D | D |
| 44422 | Nursery & garden centers | 7 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 7 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 23 | 82 102 | 9 199 | 2 246 | 424 | 13.2 | 22.2 |
| 4451 | Grocery stores | 11 | 72 658 | 8 562 | 2 087 | 371 | 7.5 | 23.9 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 8 | 69 745 | 8 337 | 2 027 | 347 | 5.8 | 23.7 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 8 | 69 745 | 8 337 | 2 027 | 347 | 5.8 | 23.7 |
| 4452 | Specialty food stores | 7 | 7 111 | 525 | 132 | 36 | 67.6 | 1.3 |
| 446 | Health & personal care stores | 16 | 31 439 | 3 921 | 969 | 207 | 6.8 | 9.8 |
| 4461 | Health & personal care stores | 16 | 31 439 | 3 921 | 969 | 207 | 6.8 | 9.8 |
| 44611 | Pharmacies & drug stores | 12 | 30 803 | 3 780 | 939 | 199 | 6.8 | 8.6 |
| 446110 | Pharmacies & drug stores | 12 | 30 803 | 3 780 | 939 | 199 | 6.8 | 8.6 |
| 4461101 | Pharmacies & drug stores | 12 | 30 803 | 3 780 | 939 | 199 | 6.8 | 8.6 |
| 447 | Gasoline stations | 16 | 36 658 | 1 508 | 274 | 97 | 34.1 | 5.2 |
| 4471 | Gasoline stations | 16 | 36 658 | 1 508 | 274 | 97 | 34.1 | 5.2 |
| 44711 | Gasoline stations with convenience stores | 8 | 19 511 | 864 | 125 | 44 | 9.8 | – |
| 447110 | Gasoline stations with convenience stores | 8 | 19 511 | 864 | 125 | 44 | 9.8 | – |
| 44719 | Other gasoline stations | 8 | 17 147 | 644 | 149 | 53 | 61.8 | 11.2 |
| 447190 | Other gasoline stations | 8 | 17 147 | 644 | 149 | 53 | 61.8 | 11.2 |
| 448 | Clothing & clothing accessories stores | 33 | 36 776 | 3 345 | 877 | 305 | 9.3 | .8 |
| 4481 | Clothing stores | 20 | 30 403 | 2 655 | 717 | 246 | 5.4 | .9 |
| 44814 | Family clothing stores | 5 | 21 507 | 1 725 | 515 | 152 | .2 | – |
| 448140 | Family clothing stores | 5 | 21 507 | 1 725 | 515 | 152 | .2 | – |
| 44819 | Other clothing stores | 4 | 4 937 | 443 | 98 | 31 | – | 5.6 |
| 448190 | Other clothing stores | 4 | 4 937 | 443 | 98 | 31 | – | 5.6 |
| 4482 | Shoe stores | 10 | 5 385 | 574 | 135 | 46 | 28.6 | – |
| 44821 | Shoe stores | 10 | 5 385 | 574 | 135 | 46 | 28.6 | – |
| 448210 | Shoe stores | 10 | 5 385 | 574 | 135 | 46 | 28.6 | – |
| 4482105 | Athletic footwear stores | 3 | 2 543 | 315 | 71 | 21 | D | – |
| 451 | Sporting goods, hobby, book, & music stores | 14 | 16 872 | 2 248 | 595 | 203 | 4.9 | 6.8 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 8 | 12 157 | 1 737 | 470 | 159 | – | 2.6 |
| 45111 | Sporting goods stores | 5 | 9 932 | 1 340 | 340 | 125 | – | 3.2 |
| 451110 | Sporting goods stores | 5 | 9 932 | 1 340 | 340 | 125 | – | 3.2 |
| 4511101 | General-line sporting goods stores | 3 | D | D | D | c | 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 | 6 | 4 715 | 511 | 125 | 44 | 17.4 | 17.6 |
| 45121 | Book stores & news dealers | 3 | 1 462 | 215 | 57 | 18 | – | – |
| 4512112 | Specialty book stores | 1 | D | D | D | a | D | D |
| 451212 | News dealers & newsstands | 1 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 3 | 3 253 | 296 | 68 | 26 | D | 25.5 |
| 451220 | Prerecorded tape, compact disc, & record stores | 3 | 3 253 | 296 | 68 | 26 | D | 25.5 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **CHINO, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 7 | 94 498 | 7 561 | 1 837 | 610 | .5 | 3.2 |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 4529 | Other general merchandise stores | 4 | D | D | D | c | 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 | 17 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 5 | 6 189 | 710 | 131 | 49 | 4.6 | – |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 5 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 2 | D | D | D | b | D | D |
| 453910 | Pet & pet supplies stores | 2 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 3 | 1 082 | 100 | 27 | 11 | D | – |
| 454 | Nonstore retailers | 6 | D | D | D | b | D | D |
| 4541 | Electronic shopping & mail-order houses | 5 | 4 392 | 600 | 120 | 23 | 11.9 | 2.6 |
| 45411 | Electronic shopping & mail-order houses | 5 | 4 392 | 600 | 120 | 23 | 11.9 | 2.6 |
| 454110 | Electronic shopping & mail-order houses | 5 | 4 392 | 600 | 120 | 23 | 11.9 | 2.6 |
| 4542 | Vending machine operators | 1 | D | D | D | b | D | D |
| 45421 | Vending machine operators | 1 | D | D | D | b | D | D |
| 454210 | Vending machine operators | 1 | D | D | D | b | D | D |
| | **CHINO HILLS, CA** | | | | | | | |
| **44-45** | **Retail trade** | **47** | **183 703** | **15 602** | **3 867** | **819** | **2.5** | **2.4** |
| 441 | Motor vehicle & parts dealers | 4 | 5 143 | 603 | 141 | 19 | 53.5 | – |
| 442 | Furniture & home furnishings stores | 1 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 2 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 9 | 67 828 | 8 323 | 1 964 | 361 | .4 | .5 |
| 4451 | Grocery stores | 7 | D | D | D | e | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 6 | 67 269 | 8 299 | 1 961 | 356 | – | .1 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 6 | 67 269 | 8 299 | 1 961 | 356 | – | .1 |
| 446 | Health & personal care stores | 4 | 4 195 | 552 | 149 | 25 | – | 18.5 |
| 447 | Gasoline stations | 2 | D | D | D | b | D | D |
| 44711 | Gasoline stations with convenience stores | 2 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 2 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 5 | 1 694 | 152 | 35 | 19 | – | 15.7 |
| 451 | Sporting goods, hobby, book, & music stores | 5 | 2 427 | 347 | 121 | 50 | 10.4 | – |
| 4512 | Book, periodical, & music stores | 3 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 2 | D | D | D | a | D | D |
| 452 | General merchandise stores | 4 | D | D | D | e | D | D |
| 4529 | Other general merchandise stores | 4 | D | D | D | e | D | D |
| 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 | 3 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 3 | D | D | D | b | D | D |
| 4529902 | Catalog showrooms | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 7 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 4 | 6 308 | 482 | 112 | 43 | 10.8 | – |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **CHOWCHILLA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **29** | **44 132** | **3 337** | **732** | **211** | **8.4** | **2.3** |
| 441 | Motor vehicle & parts dealers | 7 | 14 174 | 1 088 | 215 | 44 | 3.0 | 3.6 |
| 442 | Furniture & home furnishings stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 3 | 1 719 | 194 | 51 | 13 | D | – |
| 445 | Food & beverage stores | 5 | 11 492 | 1 070 | 255 | 78 | 12.3 | – |
| 446 | Health & personal care stores | 3 | D | D | D | b | D | D |
| 447 | Gasoline stations | 5 | 11 323 | 332 | 71 | 30 | 1.0 | 4.4 |
| 44711 | Gasoline stations with convenience stores | 4 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 4 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 3 | D | D | D | a | D | D |
| | **CHULA VISTA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **546** | **1 276 637** | **125 657** | **30 078** | **7 502** | **9.0** | **5.1** |
| 441 | Motor vehicle & parts dealers | 62 | 135 317 | 14 647 | 3 519 | 606 | 27.8 | 3.0 |
| 4411 | Automobile dealers | 19 | 86 459 | 7 097 | 1 676 | 223 | 36.8 | .7 |
| 44112 | Used car dealers | 13 | 12 976 | 835 | 261 | 59 | 55.1 | 3.4 |
| 441120 | Used car dealers | 13 | 12 976 | 835 | 261 | 59 | 55.1 | 3.4 |
| 4412 | Other motor vehicle dealers | 6 | 6 566 | 853 | 188 | 38 | 16.0 | 20.6 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 4 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 2 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 37 | 42 292 | 6 697 | 1 655 | 345 | 11.2 | 4.7 |
| 44131 | Automotive parts & accessories stores | 25 | 29 048 | 4 214 | 1 015 | 238 | 8.1 | 6.9 |
| 441310 | Automotive parts & accessories stores | 25 | 29 048 | 4 214 | 1 015 | 238 | 8.1 | 6.9 |
| 44132 | Tire dealers | 12 | 13 244 | 2 483 | 640 | 107 | 18.0 | – |
| 441320 | Tire dealers | 12 | 13 244 | 2 483 | 640 | 107 | 18.0 | – |
| 442 | Furniture & home furnishings stores | 34 | 30 242 | 3 267 | 777 | 156 | 10.8 | 2.5 |
| 4421 | Furniture stores | 22 | 24 950 | 2 597 | 616 | 118 | 8.7 | 2.8 |
| 44211 | Furniture stores | 22 | 24 950 | 2 597 | 616 | 118 | 8.7 | 2.8 |
| 442110 | Furniture stores | 22 | 24 950 | 2 597 | 616 | 118 | 8.7 | 2.8 |
| 4422 | Home furnishings stores | 12 | 5 292 | 670 | 161 | 38 | 21.1 | 1.1 |
| 44221 | Floor covering stores | 5 | 3 238 | 448 | 107 | 18 | 17.1 | – |
| 442210 | Floor covering stores | 5 | 3 238 | 448 | 107 | 18 | 17.1 | – |
| 44229 | Other home furnishings stores | 7 | 2 054 | 222 | 54 | 20 | 27.5 | 2.8 |
| 443 | Electronics & appliance stores | 31 | 31 792 | 4 054 | 1 044 | 211 | 17.6 | 3.1 |
| 4431 | Electronics & appliance stores | 31 | 31 792 | 4 054 | 1 044 | 211 | 17.6 | 3.1 |
| 44311 | Appliance, television, & other electronics stores | 23 | 25 888 | 3 567 | 895 | 173 | 9.6 | 3.9 |
| 443111 | Household appliance stores | 5 | 2 951 | 717 | 151 | 33 | 9.3 | 6.3 |
| 443112 | Radio, television, & other electronics stores | 18 | 22 937 | 2 850 | 744 | 140 | 9.6 | 3.6 |
| 44312 | Computer & software stores | 8 | 5 904 | 487 | 149 | 38 | 52.9 | – |
| 443120 | Computer & software stores | 8 | 5 904 | 487 | 149 | 38 | 52.9 | – |
| 444 | Building material & garden equipment & supplies dealers | 19 | 87 818 | 9 802 | 2 477 | 394 | .7 | .3 |
| 4441 | Building material & supplies dealers | 18 | D | D | D | e | 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 | 4 | 7 860 | 722 | 151 | 24 | – | – |
| 444120 | Paint & wallpaper stores | 4 | 7 860 | 722 | 151 | 24 | – | – |
| 44419 | Other building material dealers | 10 | 18 349 | 2 786 | 774 | 85 | 3.3 | – |
| 444190 | Other building material dealers | 10 | 18 349 | 2 786 | 774 | 85 | 3.3 | – |
| 445 | Food & beverage stores | 64 | 250 021 | 23 580 | 5 575 | 1 313 | 5.8 | 9.1 |
| 4451 | Grocery stores | 37 | 232 494 | 22 859 | 5 406 | 1 243 | 2.8 | 9.0 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 22 | 220 263 | 21 911 | 5 182 | 1 128 | .4 | 9.0 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 22 | 220 263 | 21 911 | 5 182 | 1 128 | .4 | 9.0 |
| 44512 | Convenience stores | 15 | 12 231 | 948 | 224 | 115 | 46.0 | 10.8 |
| 445120 | Convenience stores | 15 | 12 231 | 948 | 224 | 115 | 46.0 | 10.8 |
| 4452 | Specialty food stores | 10 | 4 366 | 375 | 81 | 26 | 61.0 | 8.5 |
| 4453 | Beer, wine, & liquor stores | 17 | 13 161 | 346 | 88 | 44 | 40.3 | 10.9 |
| 44531 | Beer, wine, & liquor stores | 17 | 13 161 | 346 | 88 | 44 | 40.3 | 10.9 |
| 445310 | Beer, wine, & liquor stores | 17 | 13 161 | 346 | 88 | 44 | 40.3 | 10.9 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **CHULA VISTA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 446 | Health & personal care stores | 45 | 77 120 | 12 155 | 2 823 | 568 | 9.5 | 12.3 |
| 4461 | Health & personal care stores | 45 | 77 120 | 12 155 | 2 823 | 568 | 9.5 | 12.3 |
| 44611 | Pharmacies & drug stores | 24 | 68 000 | 10 369 | 2 511 | 497 | 4.6 | 12.0 |
| 446110 | Pharmacies & drug stores | 24 | 68 000 | 10 369 | 2 511 | 497 | 4.6 | 12.0 |
| 4461101 | Pharmacies & drug stores | 24 | 68 000 | 10 369 | 2 511 | 497 | 4.6 | 12.0 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 4 | 947 | 151 | 43 | 8 | – | 18.1 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 4 | 947 | 151 | 43 | 8 | – | 18.1 |
| 44613 | Optical goods stores | 6 | 2 327 | 315 | 63 | 15 | 56.5 | 12.2 |
| 446130 | Optical goods stores | 6 | 2 327 | 315 | 63 | 15 | 56.5 | 12.2 |
| 44619 | Other health & personal care stores | 11 | 5 846 | 1 320 | 206 | 48 | 48.9 | 14.6 |
| 446191 | Food (health) supplement stores | 9 | D | D | D | b | D | D |
| 447 | Gasoline stations | 48 | 103 343 | 4 005 | 878 | 322 | 22.2 | 9.3 |
| 4471 | Gasoline stations | 48 | 103 343 | 4 005 | 878 | 322 | 22.2 | 9.3 |
| 44711 | Gasoline stations with convenience stores | 25 | 55 489 | 2 187 | 498 | 173 | 21.3 | 5.0 |
| 447110 | Gasoline stations with convenience stores | 25 | 55 489 | 2 187 | 498 | 173 | 21.3 | 5.0 |
| 44719 | Other gasoline stations | 23 | 47 854 | 1 818 | 380 | 149 | 23.3 | 14.3 |
| 447190 | Other gasoline stations | 23 | 47 854 | 1 818 | 380 | 149 | 23.3 | 14.3 |
| 448 | Clothing & clothing accessories stores | 105 | 74 379 | 8 533 | 2 104 | 713 | 13.9 | 10.9 |
| 4481 | Clothing stores | 56 | 47 249 | 5 160 | 1 257 | 458 | 12.5 | 7.8 |
| 44811 | Men's clothing stores | 9 | 7 573 | 1 116 | 294 | 67 | 12.5 | 26.7 |
| 448110 | Men's clothing stores | 9 | 7 573 | 1 116 | 294 | 67 | 12.5 | 26.7 |
| 44812 | Women's clothing stores | 26 | 15 288 | 1 844 | 450 | 193 | 10.7 | 2.2 |
| 448120 | Women's clothing stores | 26 | 15 288 | 1 844 | 450 | 193 | 10.7 | 2.2 |
| 44814 | Family clothing stores | 9 | 18 671 | 1 486 | 331 | 128 | 4.2 | .6 |
| 448140 | Family clothing stores | 9 | 18 671 | 1 486 | 331 | 128 | 4.2 | .6 |
| 44815 | Clothing accessories stores | 5 | D | D | D | b | D | D |
| 448150 | Clothing accessories stores | 5 | D | D | D | b | D | D |
| 44819 | Other clothing stores | 6 | 3 318 | 361 | 97 | 37 | 53.3 | – |
| 448190 | Other clothing stores | 6 | 3 318 | 361 | 97 | 37 | 53.3 | – |
| 4482 | Shoe stores | 26 | 15 211 | 1 586 | 378 | 157 | – | 17.8 |
| 44821 | Shoe stores | 26 | 15 211 | 1 586 | 378 | 157 | – | 17.8 |
| 448210 | Shoe stores | 26 | 15 211 | 1 586 | 378 | 157 | – | 17.8 |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 3 | D | D | D | b | D | D |
| 4482103 | Children's & juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 16 | 8 539 | 841 | 204 | 88 | – | 2.1 |
| 4482105 | Athletic footwear stores | 5 | 4 277 | 442 | 105 | 38 | – | 24.8 |
| 4483 | Jewelry, luggage, & leather goods stores | 23 | 11 919 | 1 787 | 469 | 98 | 37.3 | 14.3 |
| 44831 | Jewelry stores | 20 | 11 447 | 1 743 | 460 | 89 | 38.1 | 14.9 |
| 448310 | Jewelry stores | 20 | 11 447 | 1 743 | 460 | 89 | 38.1 | 14.9 |
| 44832 | Luggage & leather goods stores | 3 | 472 | 44 | 9 | 9 | D | – |
| 448320 | Luggage & leather goods stores | 3 | 472 | 44 | 9 | 9 | D | – |
| 451 | Sporting goods, hobby, book, & music stores | 45 | 42 381 | 4 457 | 1 058 | 353 | 8.7 | 4.5 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 33 | 34 938 | 3 651 | 862 | 283 | 8.2 | 4.4 |
| 45111 | Sporting goods stores | 12 | 12 715 | 1 382 | 360 | 97 | 6.6 | 1.8 |
| 451110 | Sporting goods stores | 12 | 12 715 | 1 382 | 360 | 97 | 6.6 | 1.8 |
| 4511101 | General-line sporting goods stores | 3 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 10 | 16 581 | 1 308 | 284 | 106 | 1.1 | .6 |
| 451120 | Hobby, toy, & game stores | 10 | 16 581 | 1 308 | 284 | 106 | 1.1 | .6 |
| 45113 | Sewing, needlework, & piece goods stores | 8 | 2 291 | 385 | 67 | 34 | 42.2 | – |
| 451130 | Sewing, needlework, & piece goods stores | 8 | 2 291 | 385 | 67 | 34 | 42.2 | – |
| 45114 | Musical instrument & supplies stores | 3 | 3 351 | 576 | 151 | 46 | D | 36.4 |
| 451140 | Musical instrument & supplies stores | 3 | 3 351 | 576 | 151 | 46 | D | 36.4 |
| 4512 | Book, periodical, & music stores | 12 | 7 443 | 806 | 196 | 70 | 11.1 | 5.1 |
| 45121 | Book stores & news dealers | 8 | 3 483 | 426 | 101 | 36 | 23.8 | 10.9 |
| 451211 | Book stores | 7 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 2 | D | D | D | a | D | D |
| 4512112 | Specialty book stores | 4 | 640 | 112 | 25 | 13 | – | 15.2 |
| 4512113 | College book stores | 1 | D | D | D | a | D | D |
| 451212 | News dealers & newsstands | 1 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 4 | 3 960 | 380 | 95 | 34 | – | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 4 | 3 960 | 380 | 95 | 34 | – | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **CHULA VISTA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 19 | D | D | D | g | D | D |
| 4521 | Department stores (incl leased depts) ## | 9 | 252 464 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 9 | 252 464 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 9 | 249 109 | 24 071 | 5 564 | 1 805 | – | – |
| 45211 | Department stores (excl leased depts) | 9 | 249 109 | 24 071 | 5 564 | 1 805 | – | – |
| 452110 | Department stores (excl leased depts) | 9 | 249 109 | 24 071 | 5 564 | 1 805 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | c | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 5 | D | D | D | g | D | D |
| 4521103 | National chain department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4529 | Other general merchandise stores | 10 | D | D | D | e | 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 | 8 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 8 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 6 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 58 | D | D | D | f | D | D |
| 4531 | Florists | 7 | 1 917 | 451 | 116 | 50 | 10.2 | 42.4 |
| 45311 | Florists | 7 | 1 917 | 451 | 116 | 50 | 10.2 | 42.4 |
| 453110 | Florists | 7 | 1 917 | 451 | 116 | 50 | 10.2 | 42.4 |
| 4532 | Office supplies, stationery, & gift stores | 21 | 21 426 | 2 007 | 537 | 167 | 5.1 | 2.3 |
| 45321 | Office supplies & stationery stores | 8 | 18 486 | 1 635 | 451 | 123 | 1.0 | – |
| 453210 | Office supplies & stationery stores | 8 | 18 486 | 1 635 | 451 | 123 | 1.0 | – |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 7 | D | D | D | c | D | D |
| 45322 | Gift, novelty, & souvenir stores | 13 | 2 940 | 372 | 86 | 44 | 30.6 | 17.1 |
| 453220 | Gift, novelty, & souvenir stores | 13 | 2 940 | 372 | 86 | 44 | 30.6 | 17.1 |
| 4533 | Used merchandise stores | 11 | 5 959 | 1 871 | 431 | 168 | .5 | 12.3 |
| 45331 | Used merchandise stores | 11 | 5 959 | 1 871 | 431 | 168 | .5 | 12.3 |
| 453310 | Used merchandise stores | 11 | 5 959 | 1 871 | 431 | 168 | .5 | 12.3 |
| 4539 | Other miscellaneous store retailers | 19 | D | D | D | c | D | D |
| 45391 | Pet & pet supplies stores | 9 | 7 575 | 1 079 | 273 | 99 | 10.4 | – |
| 453910 | Pet & pet supplies stores | 9 | 7 575 | 1 079 | 273 | 99 | 10.4 | – |
| 45399 | All other miscellaneous store retailers | 9 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 16 | D | D | D | c | D | D |
| 4541 | Electronic shopping & mail-order houses | 4 | 8 478 | 1 425 | 307 | 56 | .1 | – |
| 45411 | Electronic shopping & mail-order houses | 4 | 8 478 | 1 425 | 307 | 56 | .1 | – |
| 454110 | Electronic shopping & mail-order houses | 4 | 8 478 | 1 425 | 307 | 56 | .1 | – |
| 4543 | Direct selling establishments | 10 | 6 019 | 1 245 | 275 | 69 | 34.0 | 7.8 |
| 45439 | Other direct selling establishments | 10 | 6 019 | 1 245 | 275 | 69 | 34.0 | 7.8 |
| 454390 | Other direct selling establishments | 10 | 6 019 | 1 245 | 275 | 69 | 34.0 | 7.8 |
| | **CLAREMONT, CA** | | | | | | | |
| **44-45** | **Retail trade** | **97** | **321 626** | **26 669** | **6 202** | **1 251** | **4.3** | **5.6** |
| 441 | Motor vehicle & parts dealers | 8 | 188 998 | 11 398 | 2 355 | 377 | .3 | 8.5 |
| 4411 | Automobile dealers | 6 | D | D | D | e | D | D |
| 44111 | New car dealers | 4 | 184 923 | 10 959 | 2 270 | 360 | – | 7.8 |
| 441110 | New car dealers | 4 | 184 923 | 10 959 | 2 270 | 360 | – | 7.8 |
| 442 | Furniture & home furnishings stores | 1 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 3 | 2 626 | 549 | 318 | 32 | D | – |
| 4431 | Electronics & appliance stores | 3 | 2 626 | 549 | 318 | 32 | D | – |
| 44311 | Appliance, television, & other electronics stores | 2 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 1 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 3 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 10 | D | D | D | e | D | D |
| 4451 | Grocery stores | 7 | 68 609 | 7 773 | 1 843 | 388 | .4 | – |
| 44511 | Supermarkets & other grocery (except convenience) stores | 7 | 68 609 | 7 773 | 1 843 | 388 | .4 | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 7 | 68 609 | 7 773 | 1 843 | 388 | .4 | – |
| 4452 | Specialty food stores | 3 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 15 | 18 747 | 2 929 | 754 | 120 | 18.9 | 4.6 |
| 4461 | Health & personal care stores | 15 | 18 747 | 2 929 | 754 | 120 | 18.9 | 4.6 |
| 447 | Gasoline stations | 9 | 11 139 | 397 | 76 | 35 | 24.5 | 5.6 |
| 448 | Clothing & clothing accessories stores | 12 | 7 647 | 1 041 | 256 | 63 | 15.7 | – |
| 4481 | Clothing stores | 6 | 5 472 | 560 | 131 | 42 | 16.7 | – |
| 4483 | Jewelry, luggage, & leather goods stores | 5 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **CLAREMONT, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 9 | 4 096 | 539 | 117 | 58 | 7.6 | 5.5 |
| 4512 | Book, periodical, & music stores | 6 | 2 749 | 364 | 77 | 32 | 11.3 | – |
| 4512112 | Specialty book stores | 1 | D | D | D | a | D | D |
| 451212 | News dealers & newsstands | 1 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 3 | 2 028 | 280 | 57 | 23 | D | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 3 | 2 028 | 280 | 57 | 23 | D | – |
| 452 | General merchandise stores | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 22 | 10 598 | 1 302 | 323 | 124 | 24.0 | 1.1 |
| 4532 | Office supplies, stationery, & gift stores | 11 | 8 547 | 884 | 227 | 86 | 19.9 | – |
| 45321 | Office supplies & stationery stores | 2 | D | D | D | b | D | D |
| 453210 | Office supplies & stationery stores | 2 | D | D | D | b | D | D |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | b | D | D |
| 45392 | Art dealers | 2 | D | D | D | a | D | D |
| 453920 | Art dealers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 3 | 2 534 | 325 | 70 | 12 | – | 12.0 |
| | **CLAYTON, CA** | | | | | | | |
| **44-45** | **Retail trade** | **11** | **40 117** | **4 461** | **873** | **234** | **2.8** | **1.8** |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 3 | D | D | D | c | D | D |
| 4451 | Grocery stores | 3 | D | D | D | c | D | D |
| 446 | Health & personal care stores | 2 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 2 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 1 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **CLEARLAKE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **35** | **69 401** | **6 124** | **1 378** | **465** | **10.3** | **3.3** |
| 441 | Motor vehicle & parts dealers | 2 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 4 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 4 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 4 | 6 421 | 859 | 204 | 49 | 2.7 | – |
| 44419 | Other building material dealers | 2 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 2 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 5 | D | D | D | c | D | D |
| 446 | Health & personal care stores | 3 | 3 006 | 234 | 52 | 19 | 100.0 | – |
| 447 | Gasoline stations | 4 | 11 572 | 531 | 113 | 29 | – | 18.1 |
| 448 | Clothing & clothing accessories stores | 3 | D | D | D | a | D | D |
| 452 | General merchandise stores | 2 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **CLOVERDALE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **19** | **18 957** | **2 267** | **528** | **151** | **40.8** | **12.1** |
| 441 | Motor vehicle & parts dealers | 2 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 2 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 5 | 8 862 | 1 107 | 226 | 71 | 67.1 | .2 |
| 446 | Health & personal care stores | 2 | D | D | D | b | D | D |
| 447 | Gasoline stations | 4 | 2 526 | 146 | 47 | 13 | 7.5 | 7.8 |
| 448 | Clothing & clothing accessories stores | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 1 | D | D | D | a | D | D |
| | **CLOVIS, CA** | | | | | | | |
| **44-45** | **Retail trade** | **262** | **852 988** | **78 355** | **18 124** | **4 319** | **4.1** | **5.6** |
| 441 | Motor vehicle & parts dealers | 33 | 249 543 | 22 436 | 5 131 | 663 | 1.6 | 8.6 |
| 4411 | Automobile dealers | 11 | 228 595 | 18 721 | 4 241 | 504 | .1 | 6.6 |
| 44111 | New car dealers | 8 | 224 588 | 18 590 | 4 204 | 497 | .1 | 6.1 |
| 441110 | New car dealers | 8 | 224 588 | 18 590 | 4 204 | 497 | .1 | 6.1 |
| 4413 | Automotive parts, accessories, & tire stores | 20 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 13 | 15 469 | 2 417 | 592 | 109 | 17.6 | 40.2 |
| 441310 | Automotive parts & accessories stores | 13 | 15 469 | 2 417 | 592 | 109 | 17.6 | 40.2 |
| 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 | 13 | 11 837 | 1 257 | 287 | 63 | 19.5 | – |
| 4421 | Furniture stores | 5 | 5 932 | 776 | 178 | 35 | – | – |
| 44211 | Furniture stores | 5 | 5 932 | 776 | 178 | 35 | – | – |
| 442110 | Furniture stores | 5 | 5 932 | 776 | 178 | 35 | – | – |
| 4422 | Home furnishings stores | 8 | 5 905 | 481 | 109 | 28 | 39.1 | – |
| 44221 | Floor covering stores | 5 | D | D | D | a | D | D |
| 442210 | Floor covering stores | 5 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 16 | 23 609 | 2 549 | 604 | 154 | 46.2 | 5.7 |
| 4431 | Electronics & appliance stores | 16 | 23 609 | 2 549 | 604 | 154 | 46.2 | 5.7 |
| 44311 | Appliance, television, & other electronics stores | 8 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 7 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 8 | D | D | D | c | D | D |
| 443120 | Computer & software stores | 8 | D | D | D | c | D | D |
| 444 | Building material & garden equipment & supplies dealers | 18 | 75 915 | 9 096 | 2 213 | 464 | .6 | .7 |
| 4441 | Building material & supplies dealers | 13 | 72 995 | 8 549 | 2 097 | 435 | .4 | .7 |
| 44411 | Home centers | 3 | 57 458 | 6 055 | 1 519 | 306 | – | – |
| 444110 | Home centers | 3 | 57 458 | 6 055 | 1 519 | 306 | – | – |
| 44413 | Hardware stores | 4 | 8 407 | 1 474 | 346 | 87 | – | 6.2 |
| 444130 | Hardware stores | 4 | 8 407 | 1 474 | 346 | 87 | – | 6.2 |
| 44419 | Other building material dealers | 5 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 5 | D | D | D | b | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 5 | 2 920 | 547 | 116 | 29 | 4.5 | – |
| 445 | Food & beverage stores | 22 | 116 356 | 11 331 | 2 556 | 623 | 5.6 | 1.0 |
| 4451 | Grocery stores | 12 | D | D | D | f | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 11 | 107 600 | 10 635 | 2 358 | 518 | 2.4 | .4 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 11 | 107 600 | 10 635 | 2 358 | 518 | 2.4 | .4 |
| 4452 | Specialty food stores | 3 | D | D | D | b | D | D |
| 4453 | Beer, wine, & liquor stores | 7 | 7 853 | 448 | 104 | 44 | 49.0 | – |
| 44531 | Beer, wine, & liquor stores | 7 | 7 853 | 448 | 104 | 44 | 49.0 | – |
| 445310 | Beer, wine, & liquor stores | 7 | 7 853 | 448 | 104 | 44 | 49.0 | – |
| 446 | Health & personal care stores | 20 | 36 821 | 4 266 | 1 053 | 293 | 5.0 | 16.0 |
| 4461 | Health & personal care stores | 20 | 36 821 | 4 266 | 1 053 | 293 | 5.0 | 16.0 |
| 44611 | Pharmacies & drug stores | 8 | 31 744 | 3 709 | 927 | 239 | – | 16.8 |
| 446110 | Pharmacies & drug stores | 8 | 31 744 | 3 709 | 927 | 239 | – | 16.8 |
| 4461101 | Pharmacies & drug stores | 7 | D | D | D | c | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 5 | 1 545 | 198 | 51 | 23 | 1.2 | 35.9 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 5 | 1 545 | 198 | 51 | 23 | 1.2 | 35.9 |
| 44619 | Other health & personal care stores | 4 | D | D | D | b | D | D |
| 446191 | Food (health) supplement stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 17 | 51 111 | 2 542 | 545 | 120 | 6.9 | 17.7 |
| 4471 | Gasoline stations | 17 | 51 111 | 2 542 | 545 | 120 | 6.9 | 17.7 |
| 44711 | Gasoline stations with convenience stores | 10 | 29 292 | 1 760 | 338 | 70 | 2.2 | 15.7 |
| 447110 | Gasoline stations with convenience stores | 10 | 29 292 | 1 760 | 338 | 70 | 2.2 | 15.7 |
| 44719 | Other gasoline stations | 7 | 21 819 | 782 | 207 | 50 | 13.2 | 20.4 |
| 447190 | Other gasoline stations | 7 | 21 819 | 782 | 207 | 50 | 13.2 | 20.4 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **CLOVIS, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores | 46 | 33 411 | 3 920 | 941 | 361 | 7.6 | 1.8 |
| 4481 | Clothing stores | 23 | 23 216 | 2 416 | 546 | 244 | 10.1 | – |
| 44814 | Family clothing stores | 8 | 15 854 | 1 467 | 338 | 124 | – | – |
| 448140 | Family clothing stores | 8 | 15 854 | 1 467 | 338 | 124 | – | – |
| 4482 | Shoe stores | 17 | 6 493 | 786 | 189 | 80 | – | .5 |
| 44821 | Shoe stores | 17 | 6 493 | 786 | 189 | 80 | – | .5 |
| 448210 | Shoe stores | 17 | 6 493 | 786 | 189 | 80 | – | .5 |
| 4482104 | Family shoe stores | 13 | 5 611 | 611 | 148 | 67 | – | – |
| 4483 | Jewelry, luggage, & leather goods stores | 6 | 3 702 | 718 | 206 | 37 | 5.4 | 15.6 |
| 44831 | Jewelry stores | 6 | 3 702 | 718 | 206 | 37 | 5.4 | 15.6 |
| 448310 | Jewelry stores | 6 | 3 702 | 718 | 206 | 37 | 5.4 | 15.6 |
| 451 | Sporting goods, hobby, book, & music stores | 19 | D | D | D | c | D | D |
| 4511 | Sporting goods, hobby, & musical instrument stores | 14 | 16 151 | 1 648 | 355 | 138 | .7 | 2.6 |
| 45111 | Sporting goods stores | 7 | 4 553 | 515 | 118 | 37 | – | 9.4 |
| 451110 | Sporting goods stores | 7 | 4 553 | 515 | 118 | 37 | – | 9.4 |
| 4511101 | General-line sporting goods stores | 5 | 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 |
| 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 |
| 45114 | Musical instrument & supplies stores | 1 | D | D | D | a | D | D |
| 451140 | Musical instrument & supplies stores | 1 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 5 | D | D | D | b | D | D |
| 45121 | Book stores & news dealers | 3 | D | D | D | a | D | D |
| 4512112 | Specialty book stores | 1 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 2 | D | D | D | b | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 2 | D | D | D | b | D | D |
| 452 | General merchandise stores | 8 | D | D | D | g | D | D |
| 4521 | Department stores (incl leased depts) ## | 5 | 116 730 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 5 | 116 730 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 5 | 115 403 | 10 081 | 2 284 | 896 | – | – |
| 45211 | Department stores (excl leased depts) | 5 | 115 403 | 10 081 | 2 284 | 896 | – | – |
| 452110 | Department stores (excl leased depts) | 5 | 115 403 | 10 081 | 2 284 | 896 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 3 | D | D | D | f | 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 |
| 45299 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 40 | D | D | D | c | 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 | 16 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 4 | 10 630 | 899 | 182 | 47 | .7 | 23.5 |
| 453210 | Office supplies & stationery stores | 4 | 10 630 | 899 | 182 | 47 | .7 | 23.5 |
| 4532102 | Office supplies stores | 4 | 10 630 | 899 | 182 | 47 | .7 | 23.5 |
| 45322 | Gift, novelty, & souvenir stores | 12 | D | D | D | b | D | D |
| 453220 | Gift, novelty, & souvenir stores | 12 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 13 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 1 | D | D | D | b | D | D |
| 453910 | Pet & pet supplies stores | 1 | D | D | D | b | D | D |
| 45392 | Art dealers | 2 | D | D | D | a | D | D |
| 453920 | Art dealers | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 10 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 10 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **COACHELLA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **29** | **74 023** | **7 008** | **1 591** | **346** | **7.6** | **3.3** |
| 441 | Motor vehicle & parts dealers | 4 | 3 845 | 675 | 177 | 45 | 12.7 | 15.4 |
| 444 | Building material & garden equipment & supplies dealers | 4 | D | D | D | b | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 3 | 17 768 | 1 817 | 354 | 31 | – | – |
| 44422 | Nursery & garden centers | 3 | 17 768 | 1 817 | 354 | 31 | – | – |
| 444220 | Nursery & garden centers | 3 | 17 768 | 1 817 | 354 | 31 | – | – |
| 445 | Food & beverage stores | 8 | 23 325 | 2 582 | 575 | 129 | 14.4 | – |
| 446 | Health & personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 8 | 25 970 | 1 683 | 423 | 119 | 4.0 | – |
| 4471 | Gasoline stations | 8 | 25 970 | 1 683 | 423 | 119 | 4.0 | – |
| 44711 | Gasoline stations with convenience stores | 5 | 10 038 | 469 | 123 | 39 | – | – |
| 447110 | Gasoline stations with convenience stores | 5 | 10 038 | 469 | 123 | 39 | – | – |
| 44719 | Other gasoline stations | 3 | 15 932 | 1 214 | 300 | 80 | D | – |
| 447190 | Other gasoline stations | 3 | 15 932 | 1 214 | 300 | 80 | D | – |
| 448 | Clothing & clothing accessories stores | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 2 | D | D | D | a | D | D |
| | **COALINGA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **34** | **55 980** | **4 994** | **1 140** | **383** | **10.7** | **2.3** |
| 441 | Motor vehicle & parts dealers | 6 | 17 065 | 1 181 | 264 | 58 | 4.0 | – |
| 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 | 2 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 5 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 3 | 4 662 | 678 | 138 | 33 | D | 17.8 |
| 447 | Gasoline stations | 7 | 4 781 | 228 | 55 | 24 | 8.6 | 8.6 |
| 448 | Clothing & clothing accessories stores | 3 | D | D | D | a | D | D |
| 452 | General merchandise stores | 3 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **COLTON, CA** | | | | | | | |
| **44-45** | **Retail trade** | **103** | **327 592** | **33 120** | **7 958** | **1 682** | **13.6** | **1.6** |
| 441 | Motor vehicle & parts dealers | 18 | 123 892 | 10 052 | 2 486 | 296 | 30.1 | 1.4 |
| 4411 | Automobile dealers | 7 | 56 141 | 4 787 | 1 273 | 138 | 63.7 | 3.2 |
| 44112 | Used car dealers | 5 | D | D | D | b | D | D |
| 441120 | Used car dealers | 5 | D | D | D | b | D | D |
| 4412 | Other motor vehicle dealers | 5 | 60 980 | 4 102 | 909 | 111 | – | – |
| 44121 | Recreational vehicle dealers | 5 | 60 980 | 4 102 | 909 | 111 | – | – |
| 441210 | Recreational vehicle dealers | 5 | 60 980 | 4 102 | 909 | 111 | – | – |
| 4413 | Automotive parts, accessories, & tire stores | 6 | 6 771 | 1 163 | 304 | 47 | 22.7 | – |
| 44131 | Automotive parts & accessories stores | 4 | D | D | D | b | D | D |
| 441310 | Automotive parts & accessories stores | 4 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 4 | 1 448 | 203 | 53 | 14 | 74.2 | – |
| 4431 | Electronics & appliance stores | 4 | 1 448 | 203 | 53 | 14 | 74.2 | – |
| 444 | Building material & garden equipment & supplies dealers | 7 | 25 515 | 2 665 | 655 | 126 | 1.1 | – |
| 4441 | Building material & supplies dealers | 7 | 25 515 | 2 665 | 655 | 126 | 1.1 | – |
| 44412 | Paint & wallpaper stores | 1 | D | D | D | a | D | D |
| 444120 | Paint & wallpaper stores | 1 | D | D | D | a | D | D |
| 44419 | Other building material dealers | 6 | D | D | D | c | D | D |
| 444190 | Other building material dealers | 6 | D | D | D | c | D | D |
| 445 | Food & beverage stores | 16 | 71 949 | 8 444 | 1 971 | 413 | 2.9 | – |
| 4451 | Grocery stores | 10 | 68 700 | 8 234 | 1 920 | 398 | 2.0 | – |
| 44511 | Supermarkets & other grocery (except convenience) stores | 6 | 66 518 | 8 094 | 1 881 | 384 | – | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 6 | 66 518 | 8 094 | 1 881 | 384 | – | – |
| 4452 | Specialty food stores | 3 | 2 226 | 146 | 37 | 12 | – | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **COLTON, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 446 | Health & personal care stores | 12 | 19 335 | 3 660 | 1 027 | 179 | 10.3 | 2.1 |
| 4461 | Health & personal care stores | 12 | 19 335 | 3 660 | 1 027 | 179 | 10.3 | 2.1 |
| 447 | Gasoline stations | 11 | 28 469 | 1 722 | 287 | 120 | 1.2 | 2.0 |
| 4471 | Gasoline stations | 11 | 28 469 | 1 722 | 287 | 120 | 1.2 | 2.0 |
| 44711 | Gasoline stations with convenience stores | 10 | D | D | D | c | D | D |
| 447110 | Gasoline stations with convenience stores | 10 | D | D | D | c | D | D |
| 448 | Clothing & clothing accessories stores | 11 | 5 651 | 611 | 144 | 70 | .5 | 4.3 |
| 4481 | Clothing stores | 5 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 3 | 2 919 | 338 | 100 | 45 | D | 30.0 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 3 | 2 919 | 338 | 100 | 45 | D | 30.0 |
| 45114 | Musical instrument & supplies stores | 1 | D | D | D | b | D | D |
| 451140 | Musical instrument & supplies stores | 1 | D | D | D | b | D | D |
| 452 | General merchandise stores | 3 | D | D | D | e | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 1 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 11 | 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 | 1 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 3 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 5 | 3 777 | 547 | 115 | 23 | 13.6 | 23.3 |
| 4543 | Direct selling establishments | 3 | D | D | D | a | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 1 | D | D | D | a | D | D |
| | **COLUSA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **40** | **91 026** | **8 617** | **2 011** | **381** | **17.7** | **1.5** |
| 441 | Motor vehicle & parts dealers | 8 | 38 167 | 3 587 | 843 | 91 | 22.9 | .7 |
| 442 | Furniture & home furnishings stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 7 | D | D | D | b | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 3 | D | D | D | b | D | D |
| 44422 | Nursery & garden centers | 3 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 3 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 8 | 16 487 | 1 641 | 384 | 125 | 9.6 | – |
| 446 | Health & personal care stores | 4 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 4 | D | D | D | b | D | D |
| 447 | Gasoline stations | 3 | 3 711 | 298 | 70 | 29 | D | – |
| 448 | Clothing & clothing accessories stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 3 | 665 | 35 | 7 | 7 | D | – |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 3 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **COMMERCE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **125** | **325 654** | **33 374** | **8 061** | **1 913** | **9.4** | **16.5** |
| 441 | Motor vehicle & parts dealers | 16 | D | D | D | c | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 15 | 35 208 | 4 305 | 1 036 | 166 | – | 3.2 |
| 44131 | Automotive parts & accessories stores | 11 | 26 112 | 2 936 | 706 | 117 | – | 4.3 |
| 441310 | Automotive parts & accessories stores | 11 | 26 112 | 2 936 | 706 | 117 | – | 4.3 |
| 44132 | Tire dealers | 4 | 9 096 | 1 369 | 330 | 49 | – | – |
| 441320 | Tire dealers | 4 | 9 096 | 1 369 | 330 | 49 | – | – |
| 442 | Furniture & home furnishings stores | 12 | 17 726 | 1 394 | 308 | 96 | 6.5 | 37.6 |
| 4421 | Furniture stores | 4 | 2 200 | 198 | 39 | 8 | 52.0 | – |
| 44211 | Furniture stores | 4 | 2 200 | 198 | 39 | 8 | 52.0 | – |
| 442110 | Furniture stores | 4 | 2 200 | 198 | 39 | 8 | 52.0 | – |
| 4422 | Home furnishings stores | 8 | 15 526 | 1 196 | 269 | 88 | – | 43.0 |
| 44221 | Floor covering stores | 2 | D | D | D | a | D | D |
| 442210 | Floor covering stores | 2 | D | D | D | a | D | D |
| 44229 | Other home furnishings stores | 6 | D | D | D | b | D | D |
| 442299 | All other home furnishings stores | 6 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 3 | 2 992 | 428 | 84 | 78 | D | – |
| 4431 | Electronics & appliance stores | 3 | 2 992 | 428 | 84 | 78 | D | – |
| 44311 | Appliance, television, & other electronics stores | 1 | D | D | D | b | D | D |
| 443111 | Household appliance stores | 1 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 11 | 83 512 | 9 196 | 2 358 | 327 | .2 | 5.8 |
| 4441 | Building material & supplies dealers | 10 | 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 |
| 44412 | Paint & wallpaper stores | 1 | D | D | D | a | D | D |
| 444120 | Paint & wallpaper stores | 1 | D | D | D | a | D | D |
| 44413 | Hardware stores | 1 | D | D | D | a | D | D |
| 444130 | Hardware stores | 1 | D | D | D | a | D | D |
| 44419 | Other building material dealers | 7 | 39 032 | 5 252 | 1 222 | 150 | – | – |
| 444190 | Other building material dealers | 7 | 39 032 | 5 252 | 1 222 | 150 | – | – |
| 445 | Food & beverage stores | 13 | 42 581 | 3 665 | 972 | 199 | 17.4 | 80.7 |
| 4451 | Grocery stores | 6 | D | D | D | c | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 5 | 39 891 | 3 410 | 910 | 169 | 15.2 | 84.8 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 5 | 39 891 | 3 410 | 910 | 169 | 15.2 | 84.8 |
| 4452 | Specialty food stores | 3 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 6 | 19 498 | 2 779 | 573 | 85 | – | 12.5 |
| 4461 | Health & personal care stores | 6 | 19 498 | 2 779 | 573 | 85 | – | 12.5 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 44619 | Other health & personal care stores | 2 | D | D | D | b | D | D |
| 446199 | All other health & personal care stores | 2 | D | D | D | b | D | D |
| 447 | Gasoline stations | 5 | 10 906 | 316 | 77 | 25 | 72.0 | – |
| 448 | Clothing & clothing accessories stores | 42 | 49 492 | 4 875 | 1 068 | 382 | 19.2 | 5.0 |
| 4481 | Clothing stores | 27 | 36 959 | 3 665 | 788 | 288 | 16.0 | 5.3 |
| 44811 | Men's clothing stores | 4 | D | D | D | b | D | D |
| 448110 | Men's clothing stores | 4 | D | D | D | b | D | D |
| 44812 | Women's clothing stores | 13 | 16 174 | 1 933 | 353 | 126 | 36.7 | 6.4 |
| 448120 | Women's clothing stores | 13 | 16 174 | 1 933 | 353 | 126 | 36.7 | 6.4 |
| 44813 | Children's & infants' clothing stores | 1 | D | D | D | a | D | D |
| 448130 | Children's & infants' clothing stores | 1 | D | D | D | a | D | D |
| 44814 | Family clothing stores | 5 | 12 416 | 891 | 217 | 81 | – | – |
| 448140 | Family clothing stores | 5 | 12 416 | 891 | 217 | 81 | – | – |
| 44819 | Other clothing stores | 4 | 4 447 | 430 | 111 | 37 | – | 1.9 |
| 448190 | Other clothing stores | 4 | 4 447 | 430 | 111 | 37 | – | 1.9 |
| 4482 | Shoe stores | 11 | 8 306 | 782 | 176 | 58 | 8.7 | 6.1 |
| 44821 | Shoe stores | 11 | 8 306 | 782 | 176 | 58 | 8.7 | 6.1 |
| 448210 | Shoe stores | 11 | 8 306 | 782 | 176 | 58 | 8.7 | 6.1 |
| 4482101 | Men's shoe stores | 2 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 1 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 6 | 4 122 | 356 | 86 | 34 | 10.8 | – |
| 4482105 | Athletic footwear stores | 2 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 4 | 4 227 | 428 | 104 | 36 | 67.0 | – |
| 44832 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 6 | 5 183 | 625 | 144 | 53 | 11.8 | – |
| 4511 | Sporting goods, hobby, & musical instrument stores | 2 | D | D | D | b | D | D |
| 45113 | Sewing, needlework, & piece goods stores | 1 | D | D | D | b | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 1 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 4 | D | D | D | b | D | D |
| 45121 | Book stores & news dealers | 2 | D | D | D | a | D | D |
| 4512112 | Specialty book 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **COMMERCE, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 2 | D | D | D | e | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 6 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 2 | D | D | D | b | 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 |
| 4533 | Used merchandise stores | 1 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 1 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 1 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 3 | 1 908 | 266 | 55 | 12 | – | 9.6 |
| | **COMPTON, CA** | | | | | | | |
| **44-45** | **Retail trade** | **148** | **375 190** | **33 468** | **8 287** | **1 811** | **12.5** | **8.0** |
| 441 | Motor vehicle & parts dealers | 18 | D | D | D | c | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 16 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 15 | 11 602 | 1 923 | 481 | 121 | .4 | 30.2 |
| 441310 | Automotive parts & accessories stores | 15 | 11 602 | 1 923 | 481 | 121 | .4 | 30.2 |
| 442 | Furniture & home furnishings stores | 4 | 3 242 | 859 | 188 | 31 | 1.7 | 45.6 |
| 4421 | Furniture stores | 3 | D | D | D | b | D | D |
| 44211 | Furniture stores | 3 | D | D | D | b | D | D |
| 442110 | Furniture stores | 3 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 4 | D | D | D | b | D | D |
| 4431 | Electronics & appliance stores | 4 | D | D | D | b | D | D |
| 44311 | Appliance, television, & other electronics stores | 4 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 3 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 10 | 13 314 | 2 802 | 714 | 108 | – | 7.6 |
| 4441 | Building material & supplies dealers | 7 | 10 200 | 2 360 | 613 | 90 | – | 9.9 |
| 44419 | Other building material dealers | 3 | 6 990 | 1 868 | 503 | 63 | – | – |
| 444190 | Other building material dealers | 3 | 6 990 | 1 868 | 503 | 63 | – | – |
| 4442 | Lawn & garden equipment & supplies stores | 3 | 3 114 | 442 | 101 | 18 | – | – |
| 44422 | Nursery & garden centers | 3 | 3 114 | 442 | 101 | 18 | – | – |
| 444220 | Nursery & garden centers | 3 | 3 114 | 442 | 101 | 18 | – | – |
| 445 | Food & beverage stores | 51 | 128 770 | 11 548 | 2 791 | 608 | 11.1 | 11.4 |
| 4451 | Grocery stores | 34 | 87 010 | 8 791 | 2 094 | 482 | 13.8 | 13.7 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 28 | 84 051 | 8 625 | 2 052 | 465 | 13.6 | 11.7 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 28 | 84 051 | 8 625 | 2 052 | 465 | 13.6 | 11.7 |
| 4452 | Specialty food stores | 7 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 8 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 8 | D | D | D | b | D | D |
| 446191 | Food (health) supplement stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 17 | 30 991 | 776 | 180 | 77 | 60.6 | 26.0 |
| 4471 | Gasoline stations | 17 | 30 991 | 776 | 180 | 77 | 60.6 | 26.0 |
| 44711 | Gasoline stations with convenience stores | 8 | 15 383 | 343 | 82 | 39 | 70.2 | 18.0 |
| 447110 | Gasoline stations with convenience stores | 8 | 15 383 | 343 | 82 | 39 | 70.2 | 18.0 |
| 44719 | Other gasoline stations | 9 | 15 608 | 433 | 98 | 38 | 51.2 | 34.0 |
| 447190 | Other gasoline stations | 9 | 15 608 | 433 | 98 | 38 | 51.2 | 34.0 |
| 448 | Clothing & clothing accessories stores | 20 | 10 115 | 1 001 | 231 | 76 | 32.5 | 4.8 |
| 4481 | Clothing stores | 9 | 4 578 | 397 | 88 | 34 | 63.5 | 10.7 |
| 4482 | Shoe stores | 8 | 5 247 | 578 | 135 | 40 | 1.8 | – |
| 44821 | Shoe stores | 8 | 5 247 | 578 | 135 | 40 | 1.8 | – |
| 448210 | Shoe stores | 8 | 5 247 | 578 | 135 | 40 | 1.8 | – |
| 4482104 | Family shoe stores | 7 | D | D | D | b | D | D |
| 4482105 | Athletic footwear stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 7 | 16 959 | 1 652 | 442 | 238 | 2.0 | – |
| 45299 | All other general merchandise stores | 6 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 6 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 3 | 2 299 | 1 077 | 266 | 57 | – | 14.0 |
| 45331 | Used merchandise stores | 3 | 2 299 | 1 077 | 266 | 57 | – | 14.0 |
| 453310 | Used merchandise stores | 3 | 2 299 | 1 077 | 266 | 57 | – | 14.0 |
| 454 | Nonstore retailers | 2 | D | D | D | e | D | D |
| 4541 | Electronic shopping & mail-order houses | 2 | D | D | D | e | D | D |
| 45411 | Electronic shopping & mail-order houses | 2 | D | D | D | e | D | D |
| 454110 | Electronic shopping & mail-order houses | 2 | D | D | D | e | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **CONCORD, CA** | | | | | | | |
| **44-45** | **Retail trade** | **481** | **1 654 950** | **164 337** | **37 301** | **7 295** | **8.2** | **8.2** |
| 441 | Motor vehicle & parts dealers | 57 | 630 789 | 56 897 | 11 418 | 1 110 | 13.8 | 15.0 |
| 4411 | Automobile dealers | 26 | 593 143 | 51 642 | 10 152 | 899 | 14.5 | 15.6 |
| 44111 | New car dealers | 21 | 589 182 | 51 338 | 10 077 | 891 | 14.3 | 15.7 |
| 441110 | New car dealers | 21 | 589 182 | 51 338 | 10 077 | 891 | 14.3 | 15.7 |
| 4412 | Other motor vehicle dealers | 3 | 5 376 | 473 | 111 | 21 | – | 6.0 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 3 | 5 376 | 473 | 111 | 21 | – | 6.0 |
| 441221 | Motorcycle dealers | 2 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 28 | 32 270 | 4 782 | 1 155 | 190 | 1.8 | 3.7 |
| 44131 | Automotive parts & accessories stores | 18 | 20 320 | 2 516 | 633 | 109 | 2.9 | 1.4 |
| 441310 | Automotive parts & accessories stores | 18 | 20 320 | 2 516 | 633 | 109 | 2.9 | 1.4 |
| 44132 | Tire dealers | 10 | 11 950 | 2 266 | 522 | 81 | – | 7.5 |
| 441320 | Tire dealers | 10 | 11 950 | 2 266 | 522 | 81 | – | 7.5 |
| 442 | Furniture & home furnishings stores | 41 | 57 715 | 7 808 | 1 944 | 376 | 5.0 | 11.2 |
| 4421 | Furniture stores | 21 | 36 981 | 5 133 | 1 323 | 181 | 5.4 | 13.6 |
| 44211 | Furniture stores | 21 | 36 981 | 5 133 | 1 323 | 181 | 5.4 | 13.6 |
| 442110 | Furniture stores | 21 | 36 981 | 5 133 | 1 323 | 181 | 5.4 | 13.6 |
| 4422 | Home furnishings stores | 20 | 20 734 | 2 675 | 621 | 195 | 4.1 | 7.0 |
| 44221 | Floor covering stores | 10 | 8 682 | 1 301 | 284 | 61 | 9.8 | 10.3 |
| 442210 | Floor covering stores | 10 | 8 682 | 1 301 | 284 | 61 | 9.8 | 10.3 |
| 44229 | Other home furnishings stores | 10 | 12 052 | 1 374 | 337 | 134 | – | 4.6 |
| 442299 | All other home furnishings stores | 10 | 12 052 | 1 374 | 337 | 134 | – | 4.6 |
| 443 | Electronics & appliance stores | 30 | 100 941 | 8 140 | 2 034 | 426 | 4.9 | .7 |
| 4431 | Electronics & appliance stores | 30 | 100 941 | 8 140 | 2 034 | 426 | 4.9 | .7 |
| 44311 | Appliance, television, & other electronics stores | 18 | D | D | D | e | D | D |
| 443112 | Radio, television, & other electronics stores | 12 | 60 359 | 5 609 | 1 432 | 271 | 2.8 | .1 |
| 44312 | Computer & software stores | 10 | 37 161 | 2 000 | 474 | 119 | 4.0 | .7 |
| 443120 | Computer & software stores | 10 | 37 161 | 2 000 | 474 | 119 | 4.0 | .7 |
| 44313 | Camera & photographic supplies stores | 2 | D | D | D | b | D | D |
| 443130 | Camera & photographic supplies stores | 2 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 32 | 150 135 | 17 138 | 4 124 | 641 | .2 | .8 |
| 4441 | Building material & supplies dealers | 27 | 143 102 | 15 624 | 3 796 | 587 | .3 | .8 |
| 44411 | Home centers | 1 | D | D | D | c | D | D |
| 444110 | Home centers | 1 | D | D | D | c | D | D |
| 44412 | Paint & wallpaper stores | 3 | 4 762 | 594 | 145 | 19 | – | – |
| 444120 | Paint & wallpaper stores | 3 | 4 762 | 594 | 145 | 19 | – | – |
| 44413 | Hardware stores | 4 | D | D | D | c | D | D |
| 444130 | Hardware stores | 4 | D | D | D | c | D | D |
| 44419 | Other building material dealers | 19 | 60 015 | 6 490 | 1 649 | 185 | .6 | 2.0 |
| 444190 | Other building material dealers | 19 | 60 015 | 6 490 | 1 649 | 185 | .6 | 2.0 |
| 4442 | Lawn & garden equipment & supplies stores | 5 | 7 033 | 1 514 | 328 | 54 | – | – |
| 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 | 44 | 170 050 | 16 840 | 3 895 | 904 | 3.9 | 2.2 |
| 4451 | Grocery stores | 29 | 158 602 | 16 090 | 3 737 | 841 | 1.0 | 1.7 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 21 | 152 439 | 15 483 | 3 543 | 795 | .7 | 1.2 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 21 | 152 439 | 15 483 | 3 543 | 795 | .7 | 1.2 |
| 44512 | Convenience stores | 8 | 6 163 | 607 | 194 | 46 | 7.6 | 12.4 |
| 445120 | Convenience stores | 8 | 6 163 | 607 | 194 | 46 | 7.6 | 12.4 |
| 4452 | Specialty food stores | 6 | 2 653 | 429 | 96 | 34 | 6.5 | – |
| 4453 | Beer, wine, & liquor stores | 9 | 8 795 | 321 | 62 | 29 | 55.3 | 12.2 |
| 44531 | Beer, wine, & liquor stores | 9 | 8 795 | 321 | 62 | 29 | 55.3 | 12.2 |
| 445310 | Beer, wine, & liquor stores | 9 | 8 795 | 321 | 62 | 29 | 55.3 | 12.2 |
| 446 | Health & personal care stores | 35 | 52 634 | 7 557 | 1 875 | 409 | 1.2 | 5.9 |
| 4461 | Health & personal care stores | 35 | 52 634 | 7 557 | 1 875 | 409 | 1.2 | 5.9 |
| 44611 | Pharmacies & drug stores | 10 | 35 431 | 4 565 | 1 146 | 242 | – | 4.2 |
| 446110 | Pharmacies & drug stores | 10 | 35 431 | 4 565 | 1 146 | 242 | – | 4.2 |
| 4461101 | Pharmacies & drug stores | 10 | 35 431 | 4 565 | 1 146 | 242 | – | 4.2 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 10 | 4 537 | 660 | 169 | 53 | 2.2 | 2.0 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 10 | 4 537 | 660 | 169 | 53 | 2.2 | 2.0 |
| 44613 | Optical goods stores | 8 | 6 492 | 861 | 236 | 67 | 6.6 | – |
| 446130 | Optical goods stores | 8 | 6 492 | 861 | 236 | 67 | 6.6 | – |
| 44619 | Other health & personal care stores | 7 | 6 174 | 1 471 | 324 | 47 | 1.6 | 24.4 |
| 446191 | Food (health) supplement stores | 2 | D | D | D | b | D | D |
| 446199 | All other health & personal care stores | 5 | D | D | D | b | D | D |
| 447 | Gasoline stations | 37 | 69 874 | 3 369 | 782 | 229 | 24.7 | 14.9 |
| 4471 | Gasoline stations | 37 | 69 874 | 3 369 | 782 | 229 | 24.7 | 14.9 |
| 44711 | Gasoline stations with convenience stores | 21 | 46 105 | 1 905 | 467 | 140 | 22.9 | 10.1 |
| 447110 | Gasoline stations with convenience stores | 21 | 46 105 | 1 905 | 467 | 140 | 22.9 | 10.1 |
| 44719 | Other gasoline stations | 16 | 23 769 | 1 464 | 315 | 89 | 28.3 | 24.3 |
| 447190 | Other gasoline stations | 16 | 23 769 | 1 464 | 315 | 89 | 28.3 | 24.3 |

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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **CONCORD, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores | 93 | 91 302 | 11 229 | 2 467 | 820 | 2.2 | 6.1 |
| 4481 | Clothing stores | 54 | 65 229 | 7 335 | 1 635 | 610 | 1.6 | 5.0 |
| 44811 | Men's clothing stores | 5 | 5 606 | 735 | 166 | 38 | – | 15.2 |
| 448110 | Men's clothing stores | 5 | 5 606 | 735 | 166 | 38 | – | 15.2 |
| 44812 | Women's clothing stores | 21 | 17 050 | 2 525 | 479 | 193 | 1.9 | 7.4 |
| 448120 | Women's clothing stores | 21 | 17 050 | 2 525 | 479 | 193 | 1.9 | 7.4 |
| 44813 | Children's & infants' clothing stores | 3 | D | D | D | b | D | D |
| 448130 | Children's & infants' clothing stores | 3 | D | D | D | b | D | D |
| 44814 | Family clothing stores | 14 | 29 931 | 2 682 | 644 | 231 | .7 | 1.5 |
| 448140 | Family clothing stores | 14 | 29 931 | 2 682 | 644 | 231 | .7 | 1.5 |
| 44815 | Clothing accessories stores | 3 | D | D | D | a | D | D |
| 448150 | Clothing accessories stores | 3 | D | D | D | a | D | D |
| 44819 | Other clothing stores | 8 | 6 755 | 712 | 174 | 69 | 7.1 | 10.3 |
| 448190 | Other clothing stores | 8 | 6 755 | 712 | 174 | 69 | 7.1 | 10.3 |
| 4482 | Shoe stores | 22 | 12 154 | 1 534 | 353 | 107 | – | 7.2 |
| 44821 | Shoe stores | 22 | 12 154 | 1 534 | 353 | 107 | – | 7.2 |
| 448210 | Shoe stores | 22 | 12 154 | 1 534 | 353 | 107 | – | 7.2 |
| 4482101 | Men's shoe stores | 2 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 5 | 2 591 | 364 | 71 | 28 | – | 24.0 |
| 4482103 | Children's & juveniles' shoe stores | 3 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 10 | 4 361 | 539 | 131 | 41 | – | 6.0 |
| 4482105 | Athletic footwear stores | 2 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 17 | 13 919 | 2 360 | 479 | 103 | 6.8 | 10.4 |
| 44831 | Jewelry stores | 16 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 16 | D | D | D | b | D | D |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 36 | 65 073 | 6 194 | 1 578 | 500 | 11.1 | .1 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 26 | 47 600 | 4 548 | 1 184 | 369 | 15.0 | .1 |
| 45111 | Sporting goods stores | 16 | 40 660 | 3 700 | 976 | 301 | 11.4 | .1 |
| 451110 | Sporting goods stores | 16 | 40 660 | 3 700 | 976 | 301 | 11.4 | .1 |
| 4511101 | General-line sporting goods stores | 6 | 21 727 | 1 837 | 465 | 169 | 8.6 | – |
| 4511102 | Specialty-line sporting goods stores | 10 | 18 933 | 1 863 | 511 | 132 | 14.6 | .2 |
| 45112 | Hobby, toy, & game stores | 8 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 8 | 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 | 10 | 17 473 | 1 646 | 394 | 131 | .7 | – |
| 45121 | Book stores & news dealers | 5 | 5 625 | 731 | 189 | 54 | 2.0 | – |
| 451211 | Book stores | 5 | 5 625 | 731 | 189 | 54 | 2.0 | – |
| 4512111 | Book stores, general | 4 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 1 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 5 | 11 848 | 915 | 205 | 77 | – | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 5 | 11 848 | 915 | 205 | 77 | – | – |
| 452 | General merchandise stores | 8 | D | D | D | g | D | D |
| 4521 | Department stores (incl leased depts) ## | 4 | 185 315 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 4 | 185 315 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 4 | 182 907 | 18 905 | 4 684 | 1 153 | – | – |
| 45211 | Department stores (excl leased depts) | 4 | 182 907 | 18 905 | 4 684 | 1 153 | – | – |
| 452110 | Department stores (excl leased depts) | 4 | 182 907 | 18 905 | 4 684 | 1 153 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | e | D | D |
| 4521103 | National chain department stores (excl leased depts) | 2 | D | D | D | f | D | D |
| 45299 | All other general merchandise stores | 4 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 4 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 3 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 56 | D | D | D | f | D | D |
| 4531 | Florists | 7 | 3 325 | 695 | 146 | 66 | 24.7 | – |
| 45311 | Florists | 7 | 3 325 | 695 | 146 | 66 | 24.7 | – |
| 453110 | Florists | 7 | 3 325 | 695 | 146 | 66 | 24.7 | – |
| 4532 | Office supplies, stationery, & gift stores | 23 | 38 163 | 3 326 | 871 | 276 | 2.8 | 8.1 |
| 45321 | Office supplies & stationery stores | 7 | 28 644 | 2 228 | 628 | 145 | – | 10.8 |
| 453210 | Office supplies & stationery stores | 7 | 28 644 | 2 228 | 628 | 145 | – | 10.8 |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 6 | D | D | D | c | D | D |
| 45322 | Gift, novelty, & souvenir stores | 16 | 9 519 | 1 098 | 243 | 131 | 11.4 | – |
| 453220 | Gift, novelty, & souvenir stores | 16 | 9 519 | 1 098 | 243 | 131 | 11.4 | – |
| 4533 | Used merchandise stores | 8 | 3 481 | 478 | 103 | 50 | 56.6 | 11.7 |
| 45331 | Used merchandise stores | 8 | 3 481 | 478 | 103 | 50 | 56.6 | 11.7 |
| 453310 | Used merchandise stores | 8 | 3 481 | 478 | 103 | 50 | 56.6 | 11.7 |
| 4539 | Other miscellaneous store retailers | 18 | D | D | D | c | D | D |
| 45391 | Pet & pet supplies stores | 5 | 6 652 | 723 | 192 | 64 | 8.4 | – |
| 453910 | Pet & pet supplies stores | 5 | 6 652 | 723 | 192 | 64 | 8.4 | – |
| 45399 | All other miscellaneous store retailers | 12 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **CONCORD, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 454 | Nonstore retailers | 12 | 15 926 | 3 075 | 723 | 124 | 5.3 | 16.0 |
| 4541 | Electronic shopping & mail-order houses | 5 | 7 604 | 1 617 | 375 | 62 | .4 | 33.6 |
| 45411 | Electronic shopping & mail-order houses | 5 | 7 604 | 1 617 | 375 | 62 | .4 | 33.6 |
| 454110 | Electronic shopping & mail-order houses | 5 | 7 604 | 1 617 | 375 | 62 | .4 | 33.6 |
| 4543 | Direct selling establishments | 6 | 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 |
| | **CORCORAN, CA** | | | | | | | |
| **44-45** | **Retail trade** | **29** | **58 333** | **5 792** | **1 722** | **215** | **22.2** | **1.5** |
| 441 | Motor vehicle & parts dealers | 6 | 10 088 | 905 | 206 | 38 | 78.1 | 3.1 |
| 442 | Furniture & home furnishings stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 3 | D | D | D | b | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 1 | D | D | D | b | D | D |
| 44422 | Nursery & garden centers | 1 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 1 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 8 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 4 | 3 662 | 235 | 59 | 21 | 28.7 | – |
| 448 | Clothing & clothing accessories stores | 3 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 1 | D | D | D | a | D | D |
| | **CORNING, CA** | | | | | | | |
| **44-45** | **Retail trade** | **50** | **128 469** | **9 455** | **2 136** | **593** | **7.3** | **2.4** |
| 441 | Motor vehicle & parts dealers | 12 | D | D | D | c | D | D |
| 44112 | Used car dealers | 3 | D | D | D | a | D | D |
| 441120 | Used car dealers | 3 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 1 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 3 | 2 594 | 431 | 107 | 29 | D | – |
| 445 | Food & beverage stores | 10 | 20 890 | 2 213 | 477 | 186 | .9 | .9 |
| 4452 | Specialty food stores | 2 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 3 | 5 024 | 507 | 109 | 31 | D | – |
| 4461 | Health & personal care stores | 3 | 5 024 | 507 | 109 | 31 | D | – |
| 447 | Gasoline stations | 10 | 47 493 | 2 331 | 569 | 189 | 1.4 | 3.4 |
| 4471 | Gasoline stations | 10 | 47 493 | 2 331 | 569 | 189 | 1.4 | 3.4 |
| 44719 | Other gasoline stations | 6 | 43 055 | 2 025 | 497 | 161 | – | 3.7 |
| 447190 | Other gasoline stations | 6 | 43 055 | 2 025 | 497 | 161 | – | 3.7 |
| 448 | Clothing & clothing accessories stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 4 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **CORONA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **270** | **1 066 373** | **95 986** | **22 012** | **4 513** | **3.1** | **3.1** |
| 441 | Motor vehicle & parts dealers | 49 | 368 276 | 29 703 | 6 297 | 1 011 | 3.8 | 1.2 |
| 4411 | Automobile dealers | 12 | 273 275 | 18 640 | 4 085 | 562 | – | .6 |
| 44111 | New car dealers | 7 | 258 605 | 17 505 | 3 761 | 515 | – | .7 |
| 441110 | New car dealers | 7 | 258 605 | 17 505 | 3 761 | 515 | – | .7 |
| 44112 | Used car dealers | 5 | 14 670 | 1 135 | 324 | 47 | – | – |
| 441120 | Used car dealers | 5 | 14 670 | 1 135 | 324 | 47 | – | – |
| 4412 | Other motor vehicle dealers | 10 | 59 996 | 5 630 | 1 057 | 223 | 16.7 | – |
| 44121 | Recreational vehicle dealers | 4 | 19 094 | 1 378 | 271 | 46 | – | – |
| 441210 | Recreational vehicle dealers | 4 | 19 094 | 1 378 | 271 | 46 | – | – |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 6 | 40 902 | 4 252 | 786 | 177 | 24.5 | – |
| 441221 | Motorcycle dealers | 2 | D | D | D | a | D | D |
| 441222 | Boat dealers | 1 | D | D | D | b | D | D |
| 441229 | All other motor vehicle dealers | 3 | D | D | D | c | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 27 | 35 005 | 5 433 | 1 155 | 226 | 11.3 | 7.9 |
| 44131 | Automotive parts & accessories stores | 15 | 19 144 | 2 803 | 595 | 120 | .9 | 13.2 |
| 441310 | Automotive parts & accessories stores | 15 | 19 144 | 2 803 | 595 | 120 | .9 | 13.2 |
| 44132 | Tire dealers | 12 | 15 861 | 2 630 | 560 | 106 | 23.7 | 1.6 |
| 441320 | Tire dealers | 12 | 15 861 | 2 630 | 560 | 106 | 23.7 | 1.6 |
| 442 | Furniture & home furnishings stores | 17 | 24 109 | 3 975 | 805 | 137 | 16.3 | 3.5 |
| 4421 | Furniture stores | 12 | 18 130 | 1 566 | 373 | 85 | 21.2 | 3.8 |
| 44211 | Furniture stores | 12 | 18 130 | 1 566 | 373 | 85 | 21.2 | 3.8 |
| 442110 | Furniture stores | 12 | 18 130 | 1 566 | 373 | 85 | 21.2 | 3.8 |
| 4422 | Home furnishings stores | 5 | 5 979 | 2 409 | 432 | 52 | 1.5 | 2.6 |
| 44221 | Floor covering stores | 4 | D | D | D | b | D | D |
| 442210 | Floor covering stores | 4 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 13 | 7 640 | 893 | 205 | 49 | 11.4 | 11.1 |
| 4431 | Electronics & appliance stores | 13 | 7 640 | 893 | 205 | 49 | 11.4 | 11.1 |
| 44311 | Appliance, television, & other electronics stores | 10 | 6 507 | 720 | 169 | 40 | 7.7 | 11.3 |
| 443112 | Radio, television, & other electronics stores | 7 | 4 817 | 496 | 115 | 32 | – | 15.3 |
| 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 | 19 | 127 602 | 12 198 | 3 208 | 437 | .2 | – |
| 4441 | Building material & supplies dealers | 13 | 111 346 | 11 031 | 2 914 | 395 | .3 | – |
| 44411 | Home centers | 2 | D | D | D | c | D | D |
| 444110 | Home centers | 2 | D | D | D | c | D | D |
| 44412 | Paint & wallpaper stores | 1 | D | D | D | a | D | D |
| 444120 | Paint & wallpaper stores | 1 | D | D | D | a | D | D |
| 44419 | Other building material dealers | 10 | D | D | D | c | D | D |
| 444190 | Other building material dealers | 10 | D | D | D | c | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 6 | 16 256 | 1 167 | 294 | 42 | – | – |
| 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 | 32 | 162 621 | 17 180 | 3 951 | 740 | 2.9 | 4.1 |
| 4451 | Grocery stores | 22 | 160 024 | 16 920 | 3 887 | 722 | 2.1 | 3.7 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 18 | 157 945 | 16 743 | 3 841 | 703 | 2.0 | 2.6 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 18 | 157 945 | 16 743 | 3 841 | 703 | 2.0 | 2.6 |
| 4452 | Specialty food stores | 6 | 1 124 | 212 | 53 | 11 | 50.9 | – |
| 446 | Health & personal care stores | 20 | 30 446 | 4 599 | 1 142 | 241 | 8.4 | 8.3 |
| 4461 | Health & personal care stores | 20 | 30 446 | 4 599 | 1 142 | 241 | 8.4 | 8.3 |
| 44611 | Pharmacies & drug stores | 12 | 25 969 | 3 930 | 972 | 199 | 8.0 | 9.8 |
| 446110 | Pharmacies & drug stores | 12 | 25 969 | 3 930 | 972 | 199 | 8.0 | 9.8 |
| 4461101 | Pharmacies & drug stores | 12 | 25 969 | 3 930 | 972 | 199 | 8.0 | 9.8 |
| 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 |
| 44613 | Optical goods stores | 3 | 3 065 | 531 | 134 | 29 | – | – |
| 446130 | Optical goods stores | 3 | 3 065 | 531 | 134 | 29 | – | – |
| 447 | Gasoline stations | 27 | 72 238 | 2 610 | 511 | 188 | 2.0 | 16.3 |
| 4471 | Gasoline stations | 27 | 72 238 | 2 610 | 511 | 188 | 2.0 | 16.3 |
| 44711 | Gasoline stations with convenience stores | 19 | 50 932 | 1 792 | 325 | 133 | 1.4 | 15.8 |
| 447110 | Gasoline stations with convenience stores | 19 | 50 932 | 1 792 | 325 | 133 | 1.4 | 15.8 |
| 44719 | Other gasoline stations | 8 | 21 306 | 818 | 186 | 55 | 3.5 | 17.7 |
| 447190 | Other gasoline stations | 8 | 21 306 | 818 | 186 | 55 | 3.5 | 17.7 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **CORONA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores | 34 | 26 243 | 2 882 | 680 | 209 | 5.0 | 1.0 |
| 4481 | Clothing stores | 17 | 19 780 | 2 108 | 510 | 156 | 3.3 | 1.3 |
| 44811 | Men's clothing stores | 2 | D | D | D | a | D | D |
| 448110 | Men's clothing stores | 2 | D | D | D | a | D | D |
| 44814 | Family clothing stores | 7 | 14 326 | 1 245 | 300 | 99 | – | .4 |
| 448140 | Family clothing stores | 7 | 14 326 | 1 245 | 300 | 99 | – | .4 |
| 44819 | Other clothing stores | 1 | D | D | D | a | D | D |
| 448190 | Other clothing stores | 1 | D | D | D | a | D | D |
| 4482 | Shoe stores | 12 | 5 303 | 565 | 123 | 43 | – | – |
| 44821 | Shoe stores | 12 | 5 303 | 565 | 123 | 43 | – | – |
| 448210 | Shoe stores | 12 | 5 303 | 565 | 123 | 43 | – | – |
| 4482104 | Family shoe stores | 11 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 10 | 9 054 | 856 | 218 | 85 | 6.1 | – |
| 4511 | Sporting goods, hobby, & musical instrument stores | 6 | 4 763 | 436 | 111 | 44 | 11.6 | – |
| 4511101 | General-line sporting goods stores | 2 | D | D | D | b | D | D |
| 45113 | Sewing, needlework, & piece goods stores | 1 | D | D | D | a | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 1 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 4 | 4 291 | 420 | 107 | 41 | – | – |
| 45122 | Prerecorded tape, compact disc, & record stores | 4 | 4 291 | 420 | 107 | 41 | – | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 4 | 4 291 | 420 | 107 | 41 | – | – |
| 452 | General merchandise stores | 8 | D | D | D | g | D | D |
| 4521 | Department stores (incl leased depts) ## | 4 | 103 320 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 4 | 103 320 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 4 | 100 703 | 10 365 | 2 456 | 821 | – | – |
| 45211 | Department stores (excl leased depts) | 4 | 100 703 | 10 365 | 2 456 | 821 | – | – |
| 452110 | Department stores (excl leased depts) | 4 | 100 703 | 10 365 | 2 456 | 821 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 2 | D | D | D | f | D | D |
| 4521103 | National chain department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 4529 | Other general merchandise stores | 4 | 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 |
| 45299 | All other general merchandise stores | 3 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 3 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 33 | D | D | D | c | D | D |
| 4531 | Florists | 6 | D | D | D | b | D | D |
| 45311 | Florists | 6 | D | D | D | b | D | D |
| 453110 | Florists | 6 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 10 | 8 028 | 1 069 | 275 | 100 | 8.4 | 12.8 |
| 45321 | Office supplies & stationery stores | 3 | 4 592 | 664 | 166 | 57 | D | – |
| 453210 | Office supplies & stationery stores | 3 | 4 592 | 664 | 166 | 57 | D | – |
| 4532101 | Stationery stores | 1 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 2 | D | D | D | b | D | D |
| 45322 | Gift, novelty, & souvenir stores | 7 | 3 436 | 405 | 109 | 43 | 12.2 | 29.9 |
| 453220 | Gift, novelty, & souvenir stores | 7 | 3 436 | 405 | 109 | 43 | 12.2 | 29.9 |
| 4533 | Used merchandise stores | 5 | 3 074 | 491 | 110 | 32 | 11.5 | 9.0 |
| 45331 | Used merchandise stores | 5 | 3 074 | 491 | 110 | 32 | 11.5 | 9.0 |
| 453310 | Used merchandise stores | 5 | 3 074 | 491 | 110 | 32 | 11.5 | 9.0 |
| 4539 | Other miscellaneous store retailers | 12 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 3 | 5 229 | 566 | 160 | 43 | D | 19.6 |
| 453910 | Pet & pet supplies stores | 3 | 5 229 | 566 | 160 | 43 | D | 19.6 |
| 45399 | All other miscellaneous store retailers | 7 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 8 | 38 698 | 3 284 | 758 | 162 | .2 | 1.2 |
| 4541 | Electronic shopping & mail-order houses | 4 | D | D | D | c | D | D |
| 45411 | Electronic shopping & mail-order houses | 4 | D | D | D | c | D | D |
| 454110 | Electronic shopping & mail-order houses | 4 | D | D | D | c | D | D |
| 4542 | Vending machine operators | 1 | D | D | D | b | D | D |
| 45421 | Vending machine operators | 1 | D | D | D | b | D | D |
| 454210 | Vending machine operators | 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **CORONADO, CA** | | | | | | | |
| **44-45** | **Retail trade** | **75** | **64 786** | **8 457** | **1 868** | **529** | **21.6** | **2.3** |
| 442 | Furniture & home furnishings stores | 3 | D | D | D | b | D | D |
| 4421 | Furniture stores | 2 | D | D | D | b | D | D |
| 44211 | Furniture stores | 2 | D | D | D | b | D | D |
| 442110 | Furniture stores | 2 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 2 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 7 | 30 611 | 3 404 | 791 | 174 | 1.0 | – |
| 4452 | Specialty food stores | 1 | 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 | 4 | 6 918 | 432 | 122 | 38 | 58.2 | – |
| 448 | Clothing & clothing accessories stores | 25 | 8 165 | 1 236 | 282 | 104 | 47.7 | 5.8 |
| 4481 | Clothing stores | 16 | 4 851 | 757 | 168 | 67 | 67.3 | 6.0 |
| 44819 | Other clothing stores | 3 | 687 | 67 | 8 | 8 | 94.2 | 5.8 |
| 448190 | Other clothing stores | 3 | 687 | 67 | 8 | 8 | 94.2 | 5.8 |
| 4483 | Jewelry, luggage, & leather goods stores | 6 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 8 | 3 855 | 568 | 205 | 50 | 27.0 | – |
| 4511 | Sporting goods, hobby, & musical instrument stores | 5 | 2 686 | 370 | 168 | 29 | – | – |
| 4512112 | Specialty book stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 19 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 8 | 2 321 | 368 | 84 | 37 | 21.2 | 14.0 |
| 4539 | Other miscellaneous store retailers | 5 | D | D | D | b | D | D |
| 45392 | Art dealers | 3 | 1 137 | 161 | 40 | 17 | – | 34.7 |
| 453920 | Art dealers | 3 | 1 137 | 161 | 40 | 17 | – | 34.7 |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **CORTE MADERA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **121** | **369 813** | **45 151** | **11 154** | **2 600** | **2.0** | **1.9** |
| 441 | Motor vehicle & parts dealers | 5 | 62 385 | 6 679 | 1 521 | 156 | .9 | – |
| 4411 | Automobile dealers | 2 | D | D | D | c | D | D |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 16 | 31 795 | 3 258 | 791 | 244 | 1.7 | .6 |
| 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 |
| 4422 | Home furnishings stores | 13 | D | D | D | c | D | D |
| 44229 | Other home furnishings stores | 12 | 29 147 | 3 041 | 764 | 232 | – | – |
| 442299 | All other home furnishings stores | 12 | 29 147 | 3 041 | 764 | 232 | – | – |
| 443 | Electronics & appliance stores | 3 | D | D | D | b | D | D |
| 4431 | Electronics & appliance stores | 3 | D | D | D | b | D | D |
| 44311 | Appliance, television, & other electronics stores | 3 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 3 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 5 | D | D | D | b | D | D |
| 4441 | Building material & supplies dealers | 4 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 3 | 11 070 | 1 423 | 237 | 32 | D | – |
| 444190 | Other building material dealers | 3 | 11 070 | 1 423 | 237 | 32 | D | – |
| 445 | Food & beverage stores | 11 | 35 054 | 3 888 | 783 | 221 | 8.4 | 2.1 |
| 4451 | Grocery stores | 4 | D | D | D | c | D | D |
| 4452 | Specialty food stores | 3 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 9 | 9 535 | 1 520 | 389 | 96 | – | 1.4 |
| 4461 | Health & personal care stores | 9 | 9 535 | 1 520 | 389 | 96 | – | 1.4 |
| 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 |
| 44613 | Optical goods stores | 4 | 3 917 | 674 | 194 | 39 | – | – |
| 446130 | Optical goods stores | 4 | 3 917 | 674 | 194 | 39 | – | – |
| 447 | Gasoline stations | 3 | 3 319 | 263 | 64 | 13 | D | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **CORTE MADERA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores | 40 | 110 268 | 15 090 | 3 977 | 1 105 | – | 3.6 |
| 4481 | Clothing stores | 29 | 100 870 | 13 910 | 3 744 | 1 041 | – | 3.9 |
| 44811 | Men's clothing stores | 3 | 2 578 | 347 | 94 | 22 | – | – |
| 448110 | Men's clothing stores | 3 | 2 578 | 347 | 94 | 22 | – | – |
| 44812 | Women's clothing stores | 15 | 10 572 | 1 246 | 319 | 121 | – | 20.4 |
| 448120 | Women's clothing stores | 15 | 10 572 | 1 246 | 319 | 121 | – | 20.4 |
| 44813 | Children's & infants' clothing stores | 3 | D | D | D | b | D | D |
| 448130 | Children's & infants' clothing stores | 3 | D | D | D | b | D | D |
| 44814 | Family clothing stores | 5 | 78 768 | 11 202 | 3 066 | 787 | – | – |
| 448140 | Family clothing stores | 5 | 78 768 | 11 202 | 3 066 | 787 | – | – |
| 44815 | Clothing accessories stores | 1 | D | D | D | b | D | D |
| 448150 | Clothing accessories stores | 1 | D | D | D | b | D | D |
| 44819 | Other clothing stores | 2 | D | D | D | a | D | D |
| 448190 | Other clothing stores | 2 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 2 | D | D | D | a | D | D |
| 4482105 | Athletic footwear stores | 3 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 4 | 5 040 | 611 | 115 | 27 | – | – |
| 44831 | Jewelry stores | 3 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 3 | D | D | D | b | D | D |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 9 | 11 451 | 1 688 | 457 | 156 | .6 | – |
| 4511 | Sporting goods, hobby, & musical instrument stores | 5 | 5 147 | 633 | 182 | 44 | 1.4 | – |
| 4511101 | General-line sporting goods stores | 1 | D | D | D | a | D | D |
| 45113 | Sewing, needlework, & piece goods stores | 1 | D | D | D | a | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 1 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 4 | 6 304 | 1 055 | 275 | 112 | – | – |
| 45121 | Book stores & news dealers | 2 | D | D | D | b | D | D |
| 451211 | Book stores | 2 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 2 | D | D | D | b | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 2 | D | D | D | b | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 2 | D | D | D | b | D | D |
| 452 | General merchandise stores | 4 | D | D | D | e | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 9 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 6 | 3 125 | 377 | 93 | 31 | – | 8.1 |
| 45322 | Gift, novelty, & souvenir stores | 6 | 3 125 | 377 | 93 | 31 | – | 8.1 |
| 453220 | Gift, novelty, & souvenir stores | 6 | 3 125 | 377 | 93 | 31 | – | 8.1 |
| 4539 | Other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 45391 | Pet & pet supplies stores | 1 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 7 | 9 733 | 1 188 | 405 | 103 | 3.3 | 16.6 |
| 4541 | Electronic shopping & mail-order houses | 7 | 9 733 | 1 188 | 405 | 103 | 3.3 | 16.6 |
| 45411 | Electronic shopping & mail-order houses | 7 | 9 733 | 1 188 | 405 | 103 | 3.3 | 16.6 |
| 454110 | Electronic shopping & mail-order houses | 7 | 9 733 | 1 188 | 405 | 103 | 3.3 | 16.6 |
| | **COSTA MESA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **693** | **2 343 258** | **251 847** | **60 143** | **12 297** | **6.7** | **4.4** |
| 441 | Motor vehicle & parts dealers | 63 | 625 190 | 52 046 | 12 206 | 1 392 | 11.6 | .8 |
| 4411 | Automobile dealers | 19 | 557 355 | 41 481 | 9 707 | 1 009 | 12.1 | .3 |
| 44111 | New car dealers | 15 | 542 675 | 40 590 | 9 408 | 990 | 11.2 | .2 |
| 441110 | New car dealers | 15 | 542 675 | 40 590 | 9 408 | 990 | 11.2 | .2 |
| 44112 | Used car dealers | 4 | 14 680 | 891 | 299 | 19 | 44.2 | 3.1 |
| 441120 | Used car dealers | 4 | 14 680 | 891 | 299 | 19 | 44.2 | 3.1 |
| 4412 | Other motor vehicle dealers | 13 | 26 188 | 3 203 | 672 | 113 | 10.5 | 3.2 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 13 | 26 188 | 3 203 | 672 | 113 | 10.5 | 3.2 |
| 441221 | Motorcycle dealers | 6 | 11 231 | 1 259 | 267 | 48 | 16.1 | 1.1 |
| 441222 | Boat dealers | 7 | 14 957 | 1 944 | 405 | 65 | 6.3 | 4.7 |
| 4413 | Automotive parts, accessories, & tire stores | 31 | 41 647 | 7 362 | 1 827 | 270 | 5.6 | 6.6 |
| 44131 | Automotive parts & accessories stores | 18 | 26 206 | 4 144 | 908 | 173 | 8.9 | 7.9 |
| 441310 | Automotive parts & accessories stores | 18 | 26 206 | 4 144 | 908 | 173 | 8.9 | 7.9 |
| 44132 | Tire dealers | 13 | 15 441 | 3 218 | 919 | 97 | – | 4.3 |
| 441320 | Tire dealers | 13 | 15 441 | 3 218 | 919 | 97 | – | 4.3 |
| 442 | Furniture & home furnishings stores | 67 | 103 520 | 13 196 | 3 218 | 689 | 9.8 | 8.1 |
| 4421 | Furniture stores | 22 | 40 491 | 5 901 | 1 450 | 226 | 11.0 | 5.5 |
| 44211 | Furniture stores | 22 | 40 491 | 5 901 | 1 450 | 226 | 11.0 | 5.5 |
| 442110 | Furniture stores | 22 | 40 491 | 5 901 | 1 450 | 226 | 11.0 | 5.5 |
| 4422 | Home furnishings stores | 45 | 63 029 | 7 295 | 1 768 | 463 | 9.0 | 9.8 |
| 44221 | Floor covering stores | 14 | 11 514 | 1 390 | 325 | 69 | 30.7 | 24.2 |
| 442210 | Floor covering stores | 14 | 11 514 | 1 390 | 325 | 69 | 30.7 | 24.2 |
| 44229 | Other home furnishings stores | 31 | 51 515 | 5 905 | 1 443 | 394 | 4.1 | 6.5 |
| 442299 | All other home furnishings stores | 28 | 50 368 | 5 814 | 1 427 | 386 | 2.7 | 6.7 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **COSTA MESA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 443 | Electronics & appliance stores | 25 | 83 349 | 6 026 | 1 368 | 284 | 10.8 | 1.5 |
| 4431 | Electronics & appliance stores | 25 | 83 349 | 6 026 | 1 368 | 284 | 10.8 | 1.5 |
| 44311 | Appliance, television, & other electronics stores | 13 | D | D | D | c | D | D |
| 443111 | Household appliance stores | 4 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 9 | 36 658 | 2 613 | 575 | 155 | 7.2 | 2.7 |
| 44312 | Computer & software stores | 9 | 35 244 | 1 621 | 352 | 60 | 15.2 | .3 |
| 443120 | Computer & software stores | 9 | 35 244 | 1 621 | 352 | 60 | 15.2 | .3 |
| 44313 | Camera & photographic supplies stores | 3 | D | D | D | b | D | D |
| 443130 | Camera & photographic supplies stores | 3 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 39 | 92 582 | 10 136 | 2 335 | 351 | 5.3 | 6.2 |
| 4441 | Building material & supplies dealers | 33 | 79 216 | 8 269 | 2 164 | 274 | 6.2 | 5.7 |
| 44412 | Paint & wallpaper stores | 7 | D | D | D | b | D | D |
| 444120 | Paint & wallpaper stores | 7 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 25 | 64 301 | 6 778 | 1 784 | 222 | 7.0 | 3.7 |
| 444190 | Other building material dealers | 25 | 64 301 | 6 778 | 1 784 | 222 | 7.0 | 3.7 |
| 4442 | Lawn & garden equipment & supplies stores | 6 | 13 366 | 1 867 | 171 | 77 | – | 9.6 |
| 44422 | Nursery & garden centers | 5 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 5 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 59 | 199 411 | 21 345 | 4 871 | 1 086 | 5.4 | .8 |
| 4451 | Grocery stores | 36 | 172 737 | 18 940 | 4 367 | 924 | 3.0 | .8 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 23 | 161 749 | 17 823 | 4 115 | 841 | 2.0 | .2 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 23 | 161 749 | 17 823 | 4 115 | 841 | 2.0 | .2 |
| 44512 | Convenience stores | 13 | 10 988 | 1 117 | 252 | 83 | 17.8 | 8.8 |
| 445120 | Convenience stores | 13 | 10 988 | 1 117 | 252 | 83 | 17.8 | 8.8 |
| 4452 | Specialty food stores | 10 | 9 768 | 960 | 187 | 84 | 31.8 | .1 |
| 4453 | Beer, wine, & liquor stores | 13 | 16 906 | 1 445 | 317 | 78 | 13.8 | .9 |
| 44531 | Beer, wine, & liquor stores | 13 | 16 906 | 1 445 | 317 | 78 | 13.8 | .9 |
| 445310 | Beer, wine, & liquor stores | 13 | 16 906 | 1 445 | 317 | 78 | 13.8 | .9 |
| 446 | Health & personal care stores | 43 | 45 604 | 6 820 | 1 570 | 353 | 7.1 | 8.1 |
| 4461 | Health & personal care stores | 43 | 45 604 | 6 820 | 1 570 | 353 | 7.1 | 8.1 |
| 44611 | Pharmacies & drug stores | 11 | 32 237 | 4 541 | 978 | 193 | 4.9 | 4.2 |
| 446110 | Pharmacies & drug stores | 11 | 32 237 | 4 541 | 978 | 193 | 4.9 | 4.2 |
| 4461101 | Pharmacies & drug stores | 11 | 32 237 | 4 541 | 978 | 193 | 4.9 | 4.2 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 12 | 6 774 | 1 125 | 256 | 73 | 13.2 | 9.0 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 12 | 6 774 | 1 125 | 256 | 73 | 13.2 | 9.0 |
| 44613 | Optical goods stores | 11 | 3 359 | 673 | 156 | 43 | 5.1 | – |
| 446130 | Optical goods stores | 11 | 3 359 | 673 | 156 | 43 | 5.1 | – |
| 44619 | Other health & personal care stores | 9 | 3 234 | 481 | 180 | 44 | 18.7 | 53.0 |
| 446191 | Food (health) supplement stores | 5 | 2 633 | 335 | 145 | 29 | 18.8 | 65.1 |
| 447 | Gasoline stations | 39 | 85 129 | 3 667 | 680 | 293 | 22.5 | 5.3 |
| 4471 | Gasoline stations | 39 | 85 129 | 3 667 | 680 | 293 | 22.5 | 5.3 |
| 44711 | Gasoline stations with convenience stores | 18 | 33 113 | 1 368 | 233 | 92 | 23.6 | 6.5 |
| 447110 | Gasoline stations with convenience stores | 18 | 33 113 | 1 368 | 233 | 92 | 23.6 | 6.5 |
| 44719 | Other gasoline stations | 21 | 52 016 | 2 299 | 447 | 201 | 21.9 | 4.5 |
| 447190 | Other gasoline stations | 21 | 52 016 | 2 299 | 447 | 201 | 21.9 | 4.5 |
| 448 | Clothing & clothing accessories stores | 178 | 604 668 | 77 774 | 19 228 | 3 724 | .7 | 10.2 |
| 4481 | Clothing stores | 117 | 479 008 | 62 921 | 15 566 | 3 086 | .8 | 11.1 |
| 44811 | Men's clothing stores | 15 | 24 365 | 4 146 | 757 | 155 | 5.2 | – |
| 448110 | Men's clothing stores | 15 | 24 365 | 4 146 | 757 | 155 | 5.2 | – |
| 44812 | Women's clothing stores | 43 | 89 008 | 12 613 | 3 004 | 620 | .6 | 32.4 |
| 448120 | Women's clothing stores | 43 | 89 008 | 12 613 | 3 004 | 620 | .6 | 32.4 |
| 44813 | Children's & infants' clothing stores | 8 | 7 629 | 818 | 193 | 95 | 14.7 | – |
| 448130 | Children's & infants' clothing stores | 8 | 7 629 | 818 | 193 | 95 | 14.7 | – |
| 44814 | Family clothing stores | 34 | 339 616 | 42 854 | 11 111 | 2 058 | .1 | 6.4 |
| 448140 | Family clothing stores | 34 | 339 616 | 42 854 | 11 111 | 2 058 | .1 | 6.4 |
| 44815 | Clothing accessories stores | 8 | 5 837 | 1 034 | 159 | 39 | – | 40.0 |
| 448150 | Clothing accessories stores | 8 | 5 837 | 1 034 | 159 | 39 | – | 40.0 |
| 44819 | Other clothing stores | 9 | 12 553 | 1 456 | 342 | 119 | 2.9 | .5 |
| 448190 | Other clothing stores | 9 | 12 553 | 1 456 | 342 | 119 | 2.9 | .5 |
| 4482 | Shoe stores | 34 | 48 914 | 6 097 | 1 559 | 346 | – | 4.3 |
| 44821 | Shoe stores | 34 | 48 914 | 6 097 | 1 559 | 346 | – | 4.3 |
| 448210 | Shoe stores | 34 | 48 914 | 6 097 | 1 559 | 346 | – | 4.3 |
| 4482101 | Men's shoe stores | 7 | 9 235 | 1 255 | 336 | 49 | – | 1.5 |
| 4482102 | Women's shoe stores | 11 | 16 528 | 2 183 | 519 | 110 | – | 11.8 |
| 4482103 | Children's & juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 10 | 7 231 | 661 | 193 | 57 | – | – |
| 4482105 | Athletic footwear stores | 5 | D | D | D | c | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 27 | 76 746 | 8 756 | 2 103 | 292 | 1.0 | 8.5 |
| 44831 | Jewelry stores | 21 | 57 185 | 7 559 | 1 829 | 247 | 1.3 | 9.8 |
| 448310 | Jewelry stores | 21 | 57 185 | 7 559 | 1 829 | 247 | 1.3 | 9.8 |
| 44832 | Luggage & leather goods stores | 6 | 19 561 | 1 197 | 274 | 45 | – | 4.7 |
| 448320 | Luggage & leather goods stores | 6 | 19 561 | 1 197 | 274 | 45 | – | 4.7 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **COSTA MESA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 68 | 69 828 | 7 721 | 1 901 | 661 | 11.4 | 7.7 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 44 | 35 277 | 4 050 | 994 | 353 | 18.9 | 6.4 |
| 45111 | Sporting goods stores | 22 | 17 898 | 1 907 | 484 | 145 | 31.9 | 9.5 |
| 451110 | Sporting goods stores | 22 | 17 898 | 1 907 | 484 | 145 | 31.9 | 9.5 |
| 4511101 | General-line sporting goods stores | 8 | 7 586 | 563 | 107 | 48 | 58.0 | – |
| 4511102 | Specialty-line sporting goods stores | 14 | 10 312 | 1 344 | 377 | 97 | 12.7 | 16.5 |
| 45112 | Hobby, toy, & game stores | 15 | 13 583 | 1 528 | 368 | 152 | 4.7 | 3.8 |
| 451120 | Hobby, toy, & game stores | 15 | 13 583 | 1 528 | 368 | 152 | 4.7 | 3.8 |
| 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 |
| 4512 | Book, periodical, & music stores | 24 | 34 551 | 3 671 | 907 | 308 | 3.9 | 9.0 |
| 45121 | Book stores & news dealers | 13 | 17 506 | 2 145 | 529 | 167 | 3.8 | 7.0 |
| 451211 | Book stores | 13 | 17 506 | 2 145 | 529 | 167 | 3.8 | 7.0 |
| 4512111 | Book stores, general | 7 | 13 648 | 1 610 | 397 | 131 | 3.9 | – |
| 4512112 | Specialty book stores | 4 | D | D | D | b | D | D |
| 4512113 | College book stores | 2 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 11 | 17 045 | 1 526 | 378 | 141 | 3.9 | 11.0 |
| 451220 | Prerecorded tape, compact disc, & record stores | 11 | 17 045 | 1 526 | 378 | 141 | 3.9 | 11.0 |
| 452 | General merchandise stores | 13 | 338 275 | 37 216 | 9 311 | 2 551 | – | .2 |
| 4521 | Department stores (incl leased depts) ## | 7 | 337 293 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 7 | 337 293 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 7 | 330 107 | 36 427 | 9 139 | 2 483 | – | – |
| 45211 | Department stores (excl leased depts) | 7 | 330 107 | 36 427 | 9 139 | 2 483 | – | – |
| 452110 | Department stores (excl leased depts) | 7 | 330 107 | 36 427 | 9 139 | 2 483 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 4 | D | D | D | g | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 2 | D | D | D | f | D | D |
| 4521103 | National chain department stores (excl leased depts) | 1 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 6 | 8 168 | 789 | 172 | 68 | – | 9.3 |
| 452990 | All other general merchandise stores | 6 | 8 168 | 789 | 172 | 68 | – | 9.3 |
| 4529903 | Miscellaneous general merchandise stores | 4 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 72 | 48 163 | 6 964 | 1 630 | 532 | 16.6 | 10.5 |
| 4531 | Florists | 12 | 5 545 | 881 | 213 | 81 | 45.4 | – |
| 45311 | Florists | 12 | 5 545 | 881 | 213 | 81 | 45.4 | – |
| 453110 | Florists | 12 | 5 545 | 881 | 213 | 81 | 45.4 | – |
| 4532 | Office supplies, stationery, & gift stores | 29 | 30 315 | 4 019 | 947 | 306 | 9.8 | 14.2 |
| 45321 | Office supplies & stationery stores | 7 | 13 524 | 1 400 | 326 | 114 | 9.8 | 1.9 |
| 453210 | Office supplies & stationery stores | 7 | 13 524 | 1 400 | 326 | 114 | 9.8 | 1.9 |
| 4532101 | Stationery stores | 3 | 2 639 | 463 | 92 | 47 | D | – |
| 4532102 | Office supplies stores | 4 | 10 885 | 937 | 234 | 67 | 1.8 | 2.4 |
| 45322 | Gift, novelty, & souvenir stores | 22 | 16 791 | 2 619 | 621 | 192 | 9.7 | 24.1 |
| 453220 | Gift, novelty, & souvenir stores | 22 | 16 791 | 2 619 | 621 | 192 | 9.7 | 24.1 |
| 4533 | Used merchandise stores | 11 | 3 934 | 822 | 190 | 49 | 4.2 | 18.6 |
| 45331 | Used merchandise stores | 11 | 3 934 | 822 | 190 | 49 | 4.2 | 18.6 |
| 453310 | Used merchandise stores | 11 | 3 934 | 822 | 190 | 49 | 4.2 | 18.6 |
| 4539 | Other miscellaneous store retailers | 20 | 8 369 | 1 242 | 280 | 96 | 27.9 | .1 |
| 45391 | Pet & pet supplies stores | 8 | 2 787 | 326 | 71 | 30 | 50.4 | – |
| 453910 | Pet & pet supplies stores | 8 | 2 787 | 326 | 71 | 30 | 50.4 | – |
| 45392 | Art dealers | 2 | D | D | D | a | D | D |
| 453920 | Art dealers | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 10 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 27 | 47 539 | 8 936 | 1 825 | 381 | 14.1 | 1.1 |
| 4541 | Electronic shopping & mail-order houses | 11 | 31 922 | 6 307 | 1 210 | 234 | 17.6 | – |
| 45411 | Electronic shopping & mail-order houses | 11 | 31 922 | 6 307 | 1 210 | 234 | 17.6 | – |
| 454110 | Electronic shopping & mail-order houses | 11 | 31 922 | 6 307 | 1 210 | 234 | 17.6 | – |
| 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 | 12 | D | D | D | c | D | D |
| 454319 | Other fuel dealers | 1 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 11 | 9 614 | 2 292 | 543 | 116 | 7.3 | 5.4 |
| 454390 | Other direct selling establishments | 11 | 9 614 | 2 292 | 543 | 116 | 7.3 | 5.4 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **COTATI, CA** | | | | | | | |
| **44-45** | **Retail trade** | **38** | **56 875** | **6 048** | **1 410** | **342** | **7.5** | **6.7** |
| 441 | Motor vehicle & parts dealers | 1 | D | D | D | a | D | D |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 6 | 4 354 | 575 | 125 | 25 | 11.9 | – |
| 44412 | Paint & wallpaper stores | 1 | D | D | D | a | D | D |
| 444120 | Paint & wallpaper stores | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 4 | 15 802 | 2 392 | 567 | 132 | – | 9.6 |
| 446 | Health & personal care stores | 1 | D | D | D | b | D | D |
| 447 | Gasoline stations | 5 | 17 688 | 538 | 127 | 31 | – | 10.6 |
| 448 | Clothing & clothing accessories stores | 4 | 682 | 76 | 12 | 13 | 39.9 | – |
| 451 | Sporting goods, hobby, book, & music stores | 7 | 6 708 | 838 | 191 | 57 | 30.1 | – |
| 4511 | Sporting goods, hobby, & musical instrument stores | 5 | D | D | D | b | D | D |
| 45114 | Musical instrument & supplies stores | 1 | D | D | D | b | D | D |
| 451140 | Musical instrument & supplies stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 5 | 2 877 | 323 | 80 | 16 | 43.2 | – |
| | **COVINA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **177** | **537 892** | **52 267** | **11 678** | **2 632** | **8.1** | **2.7** |
| 441 | Motor vehicle & parts dealers | 20 | 190 696 | 14 458 | 3 327 | 468 | 9.7 | 2.4 |
| 4411 | Automobile dealers | 7 | D | D | D | e | D | D |
| 44111 | New car dealers | 5 | 173 897 | 11 729 | 2 695 | 320 | 10.6 | – |
| 441110 | New car dealers | 5 | 173 897 | 11 729 | 2 695 | 320 | 10.6 | – |
| 4413 | Automotive parts, accessories, & tire stores | 12 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 7 | 7 910 | 1 441 | 337 | 74 | – | 15.1 |
| 441310 | Automotive parts & accessories stores | 7 | 7 910 | 1 441 | 337 | 74 | – | 15.1 |
| 44132 | Tire dealers | 5 | D | D | D | b | D | D |
| 441320 | Tire dealers | 5 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 16 | 10 618 | 1 412 | 322 | 70 | 30.3 | 3.3 |
| 4421 | Furniture stores | 6 | 3 776 | 407 | 95 | 28 | 56.9 | – |
| 44211 | Furniture stores | 6 | 3 776 | 407 | 95 | 28 | 56.9 | – |
| 442110 | Furniture stores | 6 | 3 776 | 407 | 95 | 28 | 56.9 | – |
| 4422 | Home furnishings stores | 10 | 6 842 | 1 005 | 227 | 42 | 15.6 | 5.1 |
| 44221 | Floor covering stores | 7 | 4 451 | 737 | 161 | 27 | 20.8 | 7.8 |
| 442210 | Floor covering stores | 7 | 4 451 | 737 | 161 | 27 | 20.8 | 7.8 |
| 44229 | Other home furnishings stores | 3 | 2 391 | 268 | 66 | 15 | D | – |
| 442299 | All other home furnishings stores | 3 | 2 391 | 268 | 66 | 15 | D | – |
| 443 | Electronics & appliance stores | 8 | 5 865 | 774 | 172 | 43 | 16.2 | 21.0 |
| 4431 | Electronics & appliance stores | 8 | 5 865 | 774 | 172 | 43 | 16.2 | 21.0 |
| 44311 | Appliance, television, & other electronics stores | 6 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 5 | 3 724 | 473 | 98 | 31 | – | 1.2 |
| 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 | 9 | 52 688 | 5 388 | 1 201 | 223 | 6.1 | – |
| 4441 | Building material & supplies dealers | 8 | D | D | D | c | D | D |
| 44411 | Home centers | 1 | D | D | D | c | D | D |
| 444110 | Home centers | 1 | D | D | D | c | D | D |
| 445 | Food & beverage stores | 26 | 86 770 | 9 778 | 2 055 | 421 | 4.6 | 2.5 |
| 4451 | Grocery stores | 15 | 82 987 | 9 327 | 1 941 | 387 | 3.1 | 1.7 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 9 | 79 875 | 9 069 | 1 886 | 367 | 2.0 | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 9 | 79 875 | 9 069 | 1 886 | 367 | 2.0 | – |
| 4452 | Specialty food stores | 4 | 651 | 149 | 36 | 17 | 36.1 | 44.4 |
| 446 | Health & personal care stores | 22 | 34 268 | 4 783 | 1 203 | 219 | 5.6 | 6.4 |
| 4461 | Health & personal care stores | 22 | 34 268 | 4 783 | 1 203 | 219 | 5.6 | 6.4 |
| 44611 | Pharmacies & drug stores | 13 | 31 701 | 4 345 | 1 095 | 191 | 5.1 | 4.9 |
| 446110 | Pharmacies & drug stores | 13 | 31 701 | 4 345 | 1 095 | 191 | 5.1 | 4.9 |
| 4461101 | Pharmacies & drug stores | 12 | D | D | D | c | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 4 | 1 247 | 186 | 42 | 12 | 23.7 | 16.9 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 4 | 1 247 | 186 | 42 | 12 | 23.7 | 16.9 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **COVINA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 447 | Gasoline stations | 19 | 34 127 | 1 318 | 268 | 138 | 19.4 | 5.5 |
| 4471 | Gasoline stations | 19 | 34 127 | 1 318 | 268 | 138 | 19.4 | 5.5 |
| 44719 | Other gasoline stations | 12 | 27 790 | 1 093 | 233 | 123 | 22.3 | .9 |
| 447190 | Other gasoline stations | 12 | 27 790 | 1 093 | 233 | 123 | 22.3 | .9 |
| 448 | Clothing & clothing accessories stores | 13 | 13 636 | 1 401 | 315 | 116 | 9.3 | .2 |
| 4481 | Clothing stores | 7 | 11 587 | 1 148 | 256 | 100 | 11.0 | – |
| 44813 | Children's & infants' clothing stores | 2 | D | D | D | b | D | D |
| 448130 | Children's & infants' clothing stores | 2 | 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 |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 13 | 27 785 | 2 585 | 631 | 263 | 1.0 | 5.4 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 10 | D | D | D | c | D | D |
| 45112 | Hobby, toy, & game stores | 3 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 3 | D | D | D | b | D | D |
| 45113 | Sewing, needlework, & piece goods stores | 4 | 2 075 | 273 | 79 | 37 | 13.3 | – |
| 451130 | Sewing, needlework, & piece goods stores | 4 | 2 075 | 273 | 79 | 37 | 13.3 | – |
| 45114 | Musical instrument & supplies stores | 2 | D | D | D | c | D | D |
| 451140 | Musical instrument & supplies stores | 2 | D | D | D | c | 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 |
| 4512112 | Specialty book stores | 2 | D | D | D | b | D | D |
| 452 | General merchandise stores | 6 | D | D | D | e | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 3 | D | D | D | e | D | D |
| 4521103 | National chain department stores (excl leased depts) | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 23 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 8 | 9 763 | 1 163 | 283 | 79 | 6.8 | .7 |
| 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 |
| 4533 | Used merchandise stores | 3 | 674 | 197 | 46 | 20 | D | 47.8 |
| 45331 | Used merchandise stores | 3 | 674 | 197 | 46 | 20 | D | 47.8 |
| 453310 | Used merchandise stores | 3 | 674 | 197 | 46 | 20 | D | 47.8 |
| 4539 | Other miscellaneous store retailers | 8 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 3 | D | D | D | b | D | D |
| 453910 | Pet & pet supplies stores | 3 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 5 | 2 529 | 721 | 165 | 39 | 26.6 | .9 |
| 454 | Nonstore retailers | 2 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 2 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 2 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 2 | D | D | D | b | D | D |
| | **CRESCENT CITY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **50** | **76 437** | **7 516** | **1 721** | **597** | **9.0** | **1.8** |
| 441 | Motor vehicle & parts dealers | 7 | 8 006 | 832 | 199 | 39 | 3.4 | 3.3 |
| 442 | Furniture & home furnishings stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 9 | 32 465 | 3 075 | 662 | 272 | .4 | 2.2 |
| 4451 | Grocery stores | 5 | 29 702 | 2 895 | 629 | 253 | – | – |
| 4452 | Specialty food stores | 2 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 5 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 5 | D | D | D | b | D | D |
| 447 | Gasoline stations | 4 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 9 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 2 | D | D | D | a | D | D |
| 452 | General merchandise stores | 2 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 7 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 2 | D | D | D | a | D | D |

See footnotes at end of table.

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

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| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **CUDAHY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **24** | **42 435** | **4 405** | **1 088** | **358** | **8.3** | **8.1** |
| 441 | Motor vehicle & parts dealers | 2 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 2 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 1 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 5 | 6 182 | 405 | 83 | 32 | 9.0 | – |
| 4452 | Specialty food stores | 2 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 4 | 4 440 | 780 | 195 | 34 | 27.9 | – |
| 447 | Gasoline stations | 2 | D | D | D | a | D | D |
| 448 | Clothing & clothing accessories stores | 5 | 2 704 | 291 | 78 | 19 | – | – |
| 452 | General merchandise stores | 3 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 2 | D | D | D | b | D | D |
| | **CULVER CITY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **341** | **884 909** | **97 614** | **23 264** | **4 970** | **4.4** | **4.2** |
| 441 | Motor vehicle & parts dealers | 40 | 216 592 | 22 153 | 5 447 | 647 | .9 | 2.0 |
| 4411 | Automobile dealers | 10 | 188 137 | 17 102 | 4 275 | 425 | – | – |
| 44111 | New car dealers | 10 | 188 137 | 17 102 | 4 275 | 425 | – | – |
| 441110 | New car dealers | 10 | 188 137 | 17 102 | 4 275 | 425 | – | – |
| 4412 | Other motor vehicle dealers | 4 | 3 320 | 487 | 118 | 22 | 39.3 | – |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 4 | 3 320 | 487 | 118 | 22 | 39.3 | – |
| 441221 | Motorcycle dealers | 2 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 26 | 25 135 | 4 564 | 1 054 | 200 | 2.8 | 17.3 |
| 44131 | Automotive parts & accessories stores | 22 | 20 129 | 3 452 | 830 | 167 | 3.6 | 21.6 |
| 441310 | Automotive parts & accessories stores | 22 | 20 129 | 3 452 | 830 | 167 | 3.6 | 21.6 |
| 44132 | Tire dealers | 4 | 5 006 | 1 112 | 224 | 33 | – | – |
| 441320 | Tire dealers | 4 | 5 006 | 1 112 | 224 | 33 | – | – |
| 442 | Furniture & home furnishings stores | 25 | 52 875 | 8 094 | 1 705 | 315 | 3.3 | 5.5 |
| 4421 | Furniture stores | 14 | 30 534 | 4 922 | 1 076 | 124 | 5.8 | 7.1 |
| 44211 | Furniture stores | 14 | 30 534 | 4 922 | 1 076 | 124 | 5.8 | 7.1 |
| 442110 | Furniture stores | 14 | 30 534 | 4 922 | 1 076 | 124 | 5.8 | 7.1 |
| 4422 | Home furnishings stores | 11 | 22 341 | 3 172 | 629 | 191 | – | 3.3 |
| 44221 | Floor covering stores | 7 | 17 176 | 2 600 | 500 | 159 | – | 4.3 |
| 442210 | Floor covering stores | 7 | 17 176 | 2 600 | 500 | 159 | – | 4.3 |
| 44229 | Other home furnishings stores | 4 | 5 165 | 572 | 129 | 32 | – | – |
| 442299 | All other home furnishings stores | 4 | 5 165 | 572 | 129 | 32 | – | – |
| 443 | Electronics & appliance stores | 13 | 56 432 | 3 791 | 937 | 208 | 2.5 | 5.3 |
| 4431 | Electronics & appliance stores | 13 | 56 432 | 3 791 | 937 | 208 | 2.5 | 5.3 |
| 44311 | Appliance, television, & other electronics stores | 6 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 6 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 5 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 5 | 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 | 23 | 56 850 | 6 597 | 1 563 | 255 | 3.2 | – |
| 4441 | Building material & supplies dealers | 19 | 50 309 | 5 846 | 1 418 | 224 | .6 | – |
| 44412 | Paint & wallpaper stores | 4 | 11 675 | 1 124 | 271 | 33 | – | – |
| 444120 | Paint & wallpaper stores | 4 | 11 675 | 1 124 | 271 | 33 | – | – |
| 44413 | Hardware stores | 3 | 3 609 | 652 | 172 | 66 | – | – |
| 444130 | Hardware stores | 3 | 3 609 | 652 | 172 | 66 | – | – |
| 44419 | Other building material dealers | 12 | 35 025 | 4 070 | 975 | 125 | .9 | – |
| 444190 | Other building material dealers | 12 | 35 025 | 4 070 | 975 | 125 | .9 | – |
| 4442 | Lawn & garden equipment & supplies stores | 4 | 6 541 | 751 | 145 | 31 | 22.5 | – |
| 44422 | Nursery & garden centers | 3 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 3 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 30 | 103 500 | 12 305 | 2 815 | 621 | 4.6 | 3.5 |
| 4451 | Grocery stores | 17 | D | D | D | f | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 15 | 89 028 | 10 070 | 2 356 | 510 | 4.9 | .3 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 15 | 89 028 | 10 070 | 2 356 | 510 | 4.9 | .3 |
| 4452 | Specialty food 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **CULVER CITY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 446 | Health & personal care stores | 27 | 34 399 | 5 181 | 1 213 | 296 | 14.8 | 8.5 |
| 4461 | Health & personal care stores | 27 | 34 399 | 5 181 | 1 213 | 296 | 14.8 | 8.5 |
| 44611 | Pharmacies & drug stores | 9 | 23 892 | 3 006 | 705 | 177 | 12.2 | 5.5 |
| 446110 | Pharmacies & drug stores | 9 | 23 892 | 3 006 | 705 | 177 | 12.2 | 5.5 |
| 4461101 | Pharmacies & drug stores | 9 | 23 892 | 3 006 | 705 | 177 | 12.2 | 5.5 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 5 | 2 672 | 283 | 70 | 20 | 39.1 | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 5 | 2 672 | 283 | 70 | 20 | 39.1 | – |
| 44613 | Optical goods stores | 6 | 4 027 | 989 | 212 | 50 | 23.6 | 6.3 |
| 446130 | Optical goods stores | 6 | 4 027 | 989 | 212 | 50 | 23.6 | 6.3 |
| 44619 | Other health & personal care stores | 7 | 3 808 | 903 | 226 | 49 | 4.5 | 35.6 |
| 446191 | Food (health) supplement stores | 5 | D | D | D | b | D | D |
| 447 | Gasoline stations | 18 | 35 668 | 1 819 | 464 | 117 | 23.3 | 5.6 |
| 4471 | Gasoline stations | 18 | 35 668 | 1 819 | 464 | 117 | 23.3 | 5.6 |
| 44719 | Other gasoline stations | 15 | D | D | D | b | D | D |
| 447190 | Other gasoline stations | 15 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 90 | 93 895 | 11 802 | 2 855 | 756 | 8.6 | 7.5 |
| 4481 | Clothing stores | 56 | 69 580 | 8 642 | 2 106 | 567 | 7.6 | 7.1 |
| 44811 | Men's clothing stores | 12 | 18 251 | 2 864 | 769 | 108 | 1.9 | 18.8 |
| 448110 | Men's clothing stores | 12 | 18 251 | 2 864 | 769 | 108 | 1.9 | 18.8 |
| 44812 | Women's clothing stores | 29 | 17 157 | 2 511 | 591 | 223 | 22.9 | 6.3 |
| 448120 | Women's clothing stores | 29 | 17 157 | 2 511 | 591 | 223 | 22.9 | 6.3 |
| 44813 | Children's & infants' clothing stores | 2 | D | D | D | b | D | D |
| 448130 | Children's & infants' clothing stores | 2 | D | D | D | b | D | D |
| 44814 | Family clothing stores | 6 | 24 516 | 2 279 | 512 | 156 | 2.4 | – |
| 448140 | Family clothing stores | 6 | 24 516 | 2 279 | 512 | 156 | 2.4 | – |
| 44819 | Other clothing stores | 5 | 3 944 | 540 | 126 | 39 | – | 10.1 |
| 448190 | Other clothing stores | 5 | 3 944 | 540 | 126 | 39 | – | 10.1 |
| 4482 | Shoe stores | 25 | 18 476 | 2 141 | 502 | 135 | 12.0 | 7.4 |
| 44821 | Shoe stores | 25 | 18 476 | 2 141 | 502 | 135 | 12.0 | 7.4 |
| 448210 | Shoe stores | 25 | 18 476 | 2 141 | 502 | 135 | 12.0 | 7.4 |
| 4482101 | Men's shoe stores | 4 | 1 144 | 154 | 40 | 7 | – | – |
| 4482102 | Women's shoe stores | 3 | D | D | D | b | D | D |
| 4482103 | Children's & juveniles' shoe stores | 2 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 11 | 7 122 | 812 | 191 | 56 | 26.4 | – |
| 4482105 | Athletic footwear stores | 5 | 6 335 | 677 | 135 | 37 | 5.2 | – |
| 4483 | Jewelry, luggage, & leather goods stores | 9 | 5 839 | 1 019 | 247 | 54 | 9.2 | 12.5 |
| 44831 | Jewelry stores | 8 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 8 | D | D | D | b | D | D |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 24 | 40 894 | 4 372 | 1 041 | 289 | 1.9 | 5.8 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 13 | 32 698 | 3 547 | 816 | 203 | 1.3 | 2.0 |
| 45111 | Sporting goods stores | 7 | 9 754 | 1 797 | 420 | 91 | 1.9 | 6.7 |
| 451110 | Sporting goods stores | 7 | 9 754 | 1 797 | 420 | 91 | 1.9 | 6.7 |
| 4511101 | General-line sporting goods stores | 2 | D | D | D | b | D | D |
| 4511102 | Specialty-line sporting goods stores | 5 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 3 | 21 638 | 1 558 | 351 | 92 | – | – |
| 451120 | Hobby, toy, & game stores | 3 | 21 638 | 1 558 | 351 | 92 | – | – |
| 45113 | Sewing, needlework, & piece goods stores | 2 | D | D | D | a | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 2 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 11 | 8 196 | 825 | 225 | 86 | 4.2 | 20.8 |
| 45121 | Book stores & news dealers | 7 | D | D | D | b | D | D |
| 451211 | Book stores | 7 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 4 | 3 387 | 303 | 87 | 35 | – | 13.4 |
| 4512112 | Specialty book stores | 2 | D | D | D | a | D | D |
| 4512113 | College book stores | 1 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 4 | D | D | D | b | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 4 | D | D | D | b | D | D |
| 452 | General merchandise stores | 6 | D | D | D | g | D | D |
| 4521 | Department stores (incl leased depts) ## | 4 | 148 248 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 4 | 148 248 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 4 | 146 546 | 14 781 | 3 604 | 1 058 | – | – |
| 45211 | Department stores (excl leased depts) | 4 | 146 546 | 14 781 | 3 604 | 1 058 | – | – |
| 452110 | Department stores (excl leased depts) | 4 | 146 546 | 14 781 | 3 604 | 1 058 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 1 | D | D | D | e | D | D |
| 4521103 | National chain department stores (excl leased depts) | 1 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 2 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **CULVER CITY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 30 | D | D | D | c | D | D |
| 4531 | Florists | 8 | 3 243 | 682 | 163 | 42 | 10.0 | 32.6 |
| 45311 | Florists | 8 | 3 243 | 682 | 163 | 42 | 10.0 | 32.6 |
| 453110 | Florists | 8 | 3 243 | 682 | 163 | 42 | 10.0 | 32.6 |
| 4532 | Office supplies, stationery, & gift stores | 12 | 16 910 | 1 631 | 395 | 126 | 2.3 | .7 |
| 45321 | Office supplies & stationery stores | 4 | 14 650 | 1 298 | 311 | 87 | – | – |
| 453210 | Office supplies & stationery stores | 4 | 14 650 | 1 298 | 311 | 87 | – | – |
| 4532101 | Stationery stores | 2 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 2 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 8 | D | D | D | a | D | D |
| 45391 | Pet & pet supplies stores | 3 | 1 991 | 168 | 45 | 12 | D | 4.8 |
| 453910 | Pet & pet supplies stores | 3 | 1 991 | 168 | 45 | 12 | D | 4.8 |
| 45392 | Art dealers | 4 | 847 | 150 | 21 | 7 | – | – |
| 453920 | Art dealers | 4 | 847 | 150 | 21 | 7 | – | – |
| 454 | Nonstore retailers | 15 | 16 815 | 3 350 | 824 | 142 | 8.6 | 19.5 |
| 4541 | Electronic shopping & mail-order houses | 6 | D | D | D | a | D | D |
| 45411 | Electronic shopping & mail-order houses | 6 | D | D | D | a | D | D |
| 454110 | Electronic shopping & mail-order houses | 6 | D | D | D | a | D | D |
| 4542 | Vending machine operators | 2 | D | D | D | b | D | D |
| 45421 | Vending machine operators | 2 | D | D | D | b | D | D |
| 454210 | Vending machine operators | 2 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 7 | 8 401 | 2 016 | 566 | 91 | 6.1 | 39.1 |
| 45439 | Other direct selling establishments | 7 | 8 401 | 2 016 | 566 | 91 | 6.1 | 39.1 |
| 454390 | Other direct selling establishments | 7 | 8 401 | 2 016 | 566 | 91 | 6.1 | 39.1 |
| | **CUPERTINO, CA** | | | | | | | |
| **44-45** | **Retail trade** | **248** | **509 180** | **55 023** | **12 749** | **3 355** | **6.4** | **4.6** |
| 441 | Motor vehicle & parts dealers | 5 | 7 410 | 1 102 | 162 | 23 | 69.3 | .5 |
| 442 | Furniture & home furnishings stores | 13 | 30 241 | 4 484 | 966 | 147 | 4.0 | 3.7 |
| 4421 | Furniture stores | 5 | 23 901 | 3 627 | 776 | 92 | – | – |
| 44211 | Furniture stores | 5 | 23 901 | 3 627 | 776 | 92 | – | – |
| 442110 | Furniture stores | 5 | 23 901 | 3 627 | 776 | 92 | – | – |
| 4422 | Home furnishings stores | 8 | 6 340 | 857 | 190 | 55 | 19.2 | 17.6 |
| 44229 | Other home furnishings stores | 7 | D | D | D | b | D | D |
| 442299 | All other home furnishings stores | 6 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 15 | 12 925 | 2 131 | 376 | 72 | 15.8 | 30.1 |
| 4431 | Electronics & appliance stores | 15 | 12 925 | 2 131 | 376 | 72 | 15.8 | 30.1 |
| 44311 | Appliance, television, & other electronics stores | 5 | 2 641 | 501 | 127 | 25 | 45.6 | – |
| 44312 | Computer & software stores | 4 | 4 205 | 722 | 45 | 11 | 16.9 | 52.2 |
| 443120 | Computer & software stores | 4 | 4 205 | 722 | 45 | 11 | 16.9 | 52.2 |
| 44313 | Camera & photographic supplies stores | 6 | 6 079 | 908 | 204 | 36 | 2.1 | 27.9 |
| 443130 | Camera & photographic supplies stores | 6 | 6 079 | 908 | 204 | 36 | 2.1 | 27.9 |
| 444 | Building material & garden equipment & supplies dealers | 7 | D | D | D | c | D | D |
| 44419 | Other building material dealers | 5 | 8 344 | 1 240 | 286 | 47 | – | – |
| 444190 | Other building material dealers | 5 | 8 344 | 1 240 | 286 | 47 | – | – |
| 4442 | Lawn & garden equipment & supplies stores | 2 | D | D | D | b | D | D |
| 44422 | Nursery & garden centers | 2 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 2 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 23 | 111 435 | 11 968 | 2 847 | 612 | 2.4 | .1 |
| 4451 | Grocery stores | 10 | D | D | D | f | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 8 | 91 357 | 10 682 | 2 523 | 516 | .5 | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 8 | 91 357 | 10 682 | 2 523 | 516 | .5 | – |
| 4452 | Specialty food stores | 9 | D | D | D | b | D | D |
| 4453 | Beer, wine, & liquor stores | 4 | 13 290 | 267 | 64 | 17 | 9.7 | – |
| 44531 | Beer, wine, & liquor stores | 4 | 13 290 | 267 | 64 | 17 | 9.7 | – |
| 445310 | Beer, wine, & liquor stores | 4 | 13 290 | 267 | 64 | 17 | 9.7 | – |
| 446 | Health & personal care stores | 21 | 30 401 | 3 487 | 863 | 196 | 2.3 | 2.9 |
| 4461 | Health & personal care stores | 21 | 30 401 | 3 487 | 863 | 196 | 2.3 | 2.9 |
| 44611 | Pharmacies & drug stores | 3 | D | D | D | c | D | D |
| 446110 | Pharmacies & drug stores | 3 | D | D | D | c | D | D |
| 4461101 | Pharmacies & drug stores | 3 | D | D | D | c | D | D |
| 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 |
| 44613 | Optical goods stores | 8 | 4 129 | 661 | 153 | 31 | – | 6.8 |
| 446130 | Optical goods stores | 8 | 4 129 | 661 | 153 | 31 | – | 6.8 |
| 44619 | Other health & personal care stores | 7 | D | D | D | b | D | D |
| 446191 | Food (health) supplement stores | 5 | 2 603 | 301 | 84 | 24 | 21.4 | 21.6 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **CUPERTINO, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 447 | Gasoline stations | 20 | 38 884 | 1 971 | 428 | 137 | 23.7 | 28.6 |
| 4471 | Gasoline stations | 20 | 38 884 | 1 971 | 428 | 137 | 23.7 | 28.6 |
| 44711 | Gasoline stations with convenience stores | 8 | 12 244 | 633 | 89 | 37 | 3.7 | 33.1 |
| 447110 | Gasoline stations with convenience stores | 8 | 12 244 | 633 | 89 | 37 | 3.7 | 33.1 |
| 44719 | Other gasoline stations | 12 | 26 640 | 1 338 | 339 | 100 | 32.9 | 26.5 |
| 447190 | Other gasoline stations | 12 | 26 640 | 1 338 | 339 | 100 | 32.9 | 26.5 |
| 448 | Clothing & clothing accessories stores | 69 | 52 389 | 6 290 | 1 445 | 506 | 11.7 | 1.7 |
| 4481 | Clothing stores | 33 | 35 315 | 4 041 | 959 | 363 | 3.3 | .6 |
| 44811 | Men's clothing stores | 5 | 2 688 | 417 | 96 | 37 | 34.5 | – |
| 448110 | Men's clothing stores | 5 | 2 688 | 417 | 96 | 37 | 34.5 | – |
| 44812 | Women's clothing stores | 15 | 13 998 | 1 731 | 409 | 174 | .4 | 1.6 |
| 448120 | Women's clothing stores | 15 | 13 998 | 1 731 | 409 | 174 | .4 | 1.6 |
| 44813 | Children's & infants' clothing stores | 2 | D | D | D | a | D | D |
| 448130 | Children's & infants' clothing stores | 2 | D | D | D | a | D | D |
| 44814 | Family clothing stores | 4 | 12 556 | 1 085 | 247 | 76 | – | – |
| 448140 | Family clothing stores | 4 | 12 556 | 1 085 | 247 | 76 | – | – |
| 44815 | Clothing accessories stores | 4 | D | D | D | b | D | D |
| 448150 | Clothing accessories stores | 4 | D | D | D | b | D | D |
| 44819 | Other clothing stores | 3 | 3 484 | 386 | 101 | 38 | – | – |
| 448190 | Other clothing stores | 3 | 3 484 | 386 | 101 | 38 | – | – |
| 4482 | Shoe stores | 20 | 9 732 | 1 468 | 308 | 102 | 5.3 | – |
| 44821 | Shoe stores | 20 | 9 732 | 1 468 | 308 | 102 | 5.3 | – |
| 448210 | Shoe stores | 20 | 9 732 | 1 468 | 308 | 102 | 5.3 | – |
| 4482101 | Men's shoe stores | 2 | D | D | D | a | D | D |
| 4482103 | Children's & juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 12 | 5 867 | 741 | 144 | 53 | – | – |
| 4482105 | Athletic footwear stores | 4 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 16 | 7 342 | 781 | 178 | 41 | 60.9 | 9.3 |
| 44831 | Jewelry stores | 15 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 15 | D | D | D | b | D | D |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 33 | 45 919 | 4 730 | 1 108 | 429 | 5.5 | 5.4 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 24 | 35 072 | 3 414 | 775 | 315 | 7.2 | 4.7 |
| 45111 | Sporting goods stores | 10 | 24 851 | 2 183 | 485 | 210 | 8.6 | 1.9 |
| 451110 | Sporting goods stores | 10 | 24 851 | 2 183 | 485 | 210 | 8.6 | 1.9 |
| 4511101 | General-line sporting goods stores | 3 | 2 399 | 230 | 59 | 28 | D | 20.1 |
| 4511102 | Specialty-line sporting goods stores | 7 | 22 452 | 1 953 | 426 | 182 | 4.2 | – |
| 45112 | Hobby, toy, & game stores | 8 | 6 486 | 746 | 184 | 77 | – | 4.2 |
| 451120 | Hobby, toy, & game stores | 8 | 6 486 | 746 | 184 | 77 | – | 4.2 |
| 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 | 1 | D | D | D | a | D | D |
| 451140 | Musical instrument & supplies stores | 1 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 9 | 10 847 | 1 316 | 333 | 114 | – | 7.6 |
| 45121 | Book stores & news dealers | 6 | D | D | D | b | D | D |
| 451211 | Book stores | 6 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 3 | 4 253 | 658 | 180 | 48 | – | 19.4 |
| 4512112 | Specialty book stores | 3 | D | D | D | b | 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 | 6 | D | D | D | f | D | D |
| 4521 | Department stores (incl leased depts) ## | 4 | 139 950 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 4 | 139 950 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 4 | 139 383 | 13 353 | 3 219 | 821 | – | – |
| 45211 | Department stores (excl leased depts) | 4 | 139 383 | 13 353 | 3 219 | 821 | – | – |
| 452110 | Department stores (excl leased depts) | 4 | 139 383 | 13 353 | 3 219 | 821 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 4521103 | National chain department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 4529901 | Variety stores | 1 | D | D | D | a | D | D |
| 4529902 | Catalog showrooms | 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **CUPERTINO, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 28 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 14 | 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 | 1 | D | D | D | b | D | D |
| 45322 | Gift, novelty, & souvenir stores | 12 | 4 641 | 691 | 154 | 82 | 31.4 | 11.3 |
| 453220 | Gift, novelty, & souvenir stores | 12 | 4 641 | 691 | 154 | 82 | 31.4 | 11.3 |
| 4539 | Other miscellaneous store retailers | 9 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 45392 | Art dealers | 2 | D | D | D | a | D | D |
| 453920 | Art dealers | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 5 | 3 941 | 515 | 107 | 49 | 10.5 | – |
| 454 | Nonstore retailers | 8 | 3 866 | 311 | 93 | 25 | .8 | 9.5 |
| 4543 | Direct selling establishments | 1 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 1 | D | D | D | a | D | D |
| 454390 | Other direct selling establishments | 1 | D | D | D | a | D | D |
| | **CYPRESS, CA** | | | | | | | |
| **44-45** | **Retail trade** | **100** | **310 563** | **25 691** | **6 465** | **1 254** | **5.4** | **5.1** |
| 441 | Motor vehicle & parts dealers | 9 | D | D | D | c | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 7 | D | D | D | c | D | D |
| 44132 | Tire dealers | 6 | D | D | D | b | D | D |
| 441320 | Tire dealers | 6 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 4 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 9 | 13 827 | 3 677 | 915 | 116 | 8.6 | 1.3 |
| 4431 | Electronics & appliance stores | 9 | 13 827 | 3 677 | 915 | 116 | 8.6 | 1.3 |
| 44311 | Appliance, television, & other electronics stores | 4 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 3 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 4 | 9 738 | 2 206 | 576 | 70 | 9.8 | – |
| 443120 | Computer & software stores | 4 | 9 738 | 2 206 | 576 | 70 | 9.8 | – |
| 444 | Building material & garden equipment & supplies dealers | 3 | 2 606 | 399 | 87 | 16 | – | – |
| 445 | Food & beverage stores | 9 | 30 966 | 3 496 | 780 | 138 | 7.4 | 2.5 |
| 4451 | Grocery stores | 5 | D | D | D | c | D | D |
| 446 | Health & personal care stores | 10 | 14 967 | 2 581 | 635 | 135 | .7 | 55.5 |
| 4461 | Health & personal care stores | 10 | 14 967 | 2 581 | 635 | 135 | .7 | 55.5 |
| 447 | Gasoline stations | 10 | 17 256 | 620 | 156 | 43 | 33.9 | 15.0 |
| 44711 | Gasoline stations with convenience stores | 4 | 9 082 | 413 | 102 | 22 | 18.2 | 2.3 |
| 447110 | Gasoline stations with convenience stores | 4 | 9 082 | 413 | 102 | 22 | 18.2 | 2.3 |
| 448 | Clothing & clothing accessories stores | 17 | 17 785 | 1 986 | 481 | 154 | 6.2 | 6.3 |
| 4481 | Clothing stores | 8 | 13 659 | 1 206 | 281 | 104 | 3.9 | – |
| 44811 | Men's clothing stores | 1 | D | D | D | a | D | D |
| 448110 | Men's clothing stores | 1 | D | D | D | a | D | D |
| 44814 | Family clothing stores | 2 | D | D | D | b | D | D |
| 448140 | Family clothing stores | 2 | D | D | D | b | D | D |
| 4482102 | Women's shoe stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 9 | 3 913 | 619 | 146 | 51 | 5.3 | 33.1 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 6 | 2 863 | 410 | 101 | 39 | 7.3 | 34.9 |
| 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 |
| 452 | General merchandise stores | 2 | D | D | D | e | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 15 | D | D | D | b | D | D |
| 4531 | Florists | 5 | 1 434 | 275 | 69 | 31 | 66.9 | 3.5 |
| 45311 | Florists | 5 | 1 434 | 275 | 69 | 31 | 66.9 | 3.5 |
| 453110 | Florists | 5 | 1 434 | 275 | 69 | 31 | 66.9 | 3.5 |
| 4532 | Office supplies, stationery, & gift stores | 4 | 3 018 | 280 | 63 | 34 | 65.2 | 34.8 |
| 45322 | Gift, novelty, & souvenir stores | 4 | 3 018 | 280 | 63 | 34 | 65.2 | 34.8 |
| 453220 | Gift, novelty, & souvenir stores | 4 | 3 018 | 280 | 63 | 34 | 65.2 | 34.8 |
| 4539 | Other miscellaneous store retailers | 5 | D | D | D | a | D | D |
| 45391 | Pet & pet supplies stores | 4 | 1 205 | 136 | 22 | 12 | 8.4 | – |
| 453910 | Pet & pet supplies stores | 4 | 1 205 | 136 | 22 | 12 | 8.4 | – |
| 454 | Nonstore retailers | 3 | D | D | D | b | D | D |
| 4541 | Electronic shopping & mail-order houses | 1 | D | D | D | b | D | D |
| 45411 | Electronic shopping & mail-order houses | 1 | D | D | D | b | D | D |
| 454110 | Electronic shopping & mail-order houses | 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **DALY CITY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **240** | **524 883** | **52 316** | **12 211** | **3 214** | **4.4** | **6.3** |
| 441 | Motor vehicle & parts dealers | 24 | 56 449 | 5 356 | 973 | 199 | 5.2 | 11.1 |
| 4412 | Other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 441221 | Motorcycle dealers | 2 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 13 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 10 | 10 467 | 1 308 | 354 | 75 | 22.1 | – |
| 441310 | Automotive parts & accessories stores | 10 | 10 467 | 1 308 | 354 | 75 | 22.1 | – |
| 442 | Furniture & home furnishings stores | 7 | 7 223 | 709 | 183 | 51 | 25.5 | – |
| 4422 | Home furnishings stores | 5 | D | D | D | b | D | D |
| 44229 | Other home furnishings stores | 3 | 4 533 | 485 | 124 | 42 | – | – |
| 442299 | All other home furnishings stores | 3 | 4 533 | 485 | 124 | 42 | – | – |
| 443 | Electronics & appliance stores | 12 | 57 883 | 5 204 | 1 318 | 240 | .3 | 3.9 |
| 4431 | Electronics & appliance stores | 12 | 57 883 | 5 204 | 1 318 | 240 | .3 | 3.9 |
| 44311 | Appliance, television, & other electronics stores | 10 | D | D | D | c | D | D |
| 443111 | Household appliance stores | 4 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 6 | 51 117 | 4 307 | 1 082 | 202 | – | 1.7 |
| 44312 | Computer & software stores | 1 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 1 | 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 | 6 | 8 613 | 869 | 187 | 27 | 11.7 | .1 |
| 44412 | Paint & wallpaper stores | 1 | D | D | D | a | D | D |
| 444120 | Paint & wallpaper stores | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 31 | 109 774 | 11 215 | 2 494 | 614 | 5.8 | 1.9 |
| 4451 | Grocery stores | 19 | 104 681 | 10 654 | 2 356 | 561 | 5.0 | .8 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 15 | 101 369 | 10 468 | 2 311 | 544 | 4.8 | .8 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 15 | 101 369 | 10 468 | 2 311 | 544 | 4.8 | .8 |
| 4452 | Specialty food stores | 10 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 23 | 53 686 | 6 929 | 1 634 | 340 | .3 | 3.3 |
| 4461 | Health & personal care stores | 23 | 53 686 | 6 929 | 1 634 | 340 | .3 | 3.3 |
| 44611 | Pharmacies & drug stores | 11 | 48 117 | 5 891 | 1 409 | 277 | .2 | 2.3 |
| 446110 | Pharmacies & drug stores | 11 | 48 117 | 5 891 | 1 409 | 277 | .2 | 2.3 |
| 4461101 | Pharmacies & drug stores | 10 | D | D | D | e | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 4 | 1 906 | 326 | 78 | 18 | 2.7 | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 4 | 1 906 | 326 | 78 | 18 | 2.7 | – |
| 44613 | Optical goods stores | 4 | 2 435 | 445 | 91 | 30 | – | – |
| 446130 | Optical goods stores | 4 | 2 435 | 445 | 91 | 30 | – | – |
| 446191 | Food (health) supplement stores | 3 | D | D | D | a | D | D |
| 447 | Gasoline stations | 17 | 42 704 | 2 060 | 487 | 126 | 15.1 | 24.5 |
| 4471 | Gasoline stations | 17 | 42 704 | 2 060 | 487 | 126 | 15.1 | 24.5 |
| 44711 | Gasoline stations with convenience stores | 6 | 16 971 | 585 | 122 | 40 | – | 20.8 |
| 447110 | Gasoline stations with convenience stores | 6 | 16 971 | 585 | 122 | 40 | – | 20.8 |
| 44719 | Other gasoline stations | 11 | 25 733 | 1 475 | 365 | 86 | 25.0 | 26.9 |
| 447190 | Other gasoline stations | 11 | 25 733 | 1 475 | 365 | 86 | 25.0 | 26.9 |
| 448 | Clothing & clothing accessories stores | 63 | 67 100 | 8 327 | 2 015 | 668 | 2.0 | 8.4 |
| 4481 | Clothing stores | 36 | 41 852 | 4 725 | 1 168 | 478 | 1.7 | 7.5 |
| 44811 | Men's clothing stores | 8 | 5 150 | 565 | 157 | 59 | 13.5 | 45.9 |
| 448110 | Men's clothing stores | 8 | 5 150 | 565 | 157 | 59 | 13.5 | 45.9 |
| 44812 | Women's clothing stores | 15 | 17 038 | 2 028 | 532 | 228 | .2 | 2.2 |
| 448120 | Women's clothing stores | 15 | 17 038 | 2 028 | 532 | 228 | .2 | 2.2 |
| 44814 | Family clothing stores | 6 | 15 320 | 1 585 | 333 | 134 | – | .7 |
| 448140 | Family clothing stores | 6 | 15 320 | 1 585 | 333 | 134 | – | .7 |
| 44815 | Clothing accessories stores | 3 | D | D | D | a | D | D |
| 448150 | Clothing accessories stores | 3 | D | D | D | a | D | D |
| 44819 | Other clothing stores | 3 | 3 412 | 363 | 99 | 32 | – | – |
| 448190 | Other clothing stores | 3 | 3 412 | 363 | 99 | 32 | – | – |
| 4482 | Shoe stores | 18 | 18 324 | 2 390 | 540 | 143 | 1.5 | 6.4 |
| 44821 | Shoe stores | 18 | 18 324 | 2 390 | 540 | 143 | 1.5 | 6.4 |
| 448210 | Shoe stores | 18 | 18 324 | 2 390 | 540 | 143 | 1.5 | 6.4 |
| 4482101 | Men's shoe stores | 2 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 4 | D | D | D | b | D | D |
| 4482104 | Family shoe stores | 6 | 3 668 | 415 | 89 | 30 | 7.7 | – |
| 4482105 | Athletic footwear stores | 6 | 10 633 | 1 398 | 337 | 78 | – | – |
| 4483 | Jewelry, luggage, & leather goods stores | 9 | 6 924 | 1 212 | 307 | 47 | 4.7 | 19.3 |
| 44831 | Jewelry stores | 7 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 7 | D | D | D | b | D | D |
| 44832 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **DALY CITY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 19 | 28 646 | 2 427 | 646 | 236 | 1.7 | 3.2 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 12 | 24 157 | 1 999 | 545 | 175 | 2.0 | 3.8 |
| 45111 | Sporting goods stores | 8 | 18 307 | 1 480 | 427 | 124 | 2.6 | .3 |
| 451110 | Sporting goods stores | 8 | 18 307 | 1 480 | 427 | 124 | 2.6 | .3 |
| 4511101 | General-line sporting goods stores | 3 | 15 669 | 1 274 | 313 | 106 | – | – |
| 45112 | Hobby, toy, & game stores | 2 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 2 | D | D | D | b | D | D |
| 45113 | Sewing, needlework, & piece goods stores | 1 | D | D | D | a | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 1 | D | D | D | a | D | D |
| 45114 | Musical instrument & supplies stores | 1 | D | D | D | a | D | D |
| 451140 | Musical instrument & supplies stores | 1 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 7 | 4 489 | 428 | 101 | 61 | .2 | – |
| 45121 | Book stores & news dealers | 4 | D | D | D | b | D | D |
| 451211 | Book stores | 3 | D | D | D | b | D | D |
| 4512112 | Specialty 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 | 4 | 62 538 | 6 000 | 1 528 | 426 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 4521103 | National chain department stores (excl leased depts) | 2 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 1 | D | D | D | a | D | D |
| 452990 | All other general merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 29 | D | D | D | e | D | D |
| 4532 | Office supplies, stationery, & gift stores | 14 | 20 526 | 1 501 | 378 | 154 | 3.0 | 8.0 |
| 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 | 2 | D | D | D | b | D | D |
| 45322 | Gift, novelty, & souvenir stores | 11 | D | D | D | c | D | D |
| 453220 | Gift, novelty, & souvenir stores | 11 | D | D | D | c | D | D |
| 4533 | Used merchandise stores | 3 | 1 786 | 480 | 89 | 30 | – | – |
| 45331 | Used merchandise stores | 3 | 1 786 | 480 | 89 | 30 | – | – |
| 453310 | Used merchandise stores | 3 | 1 786 | 480 | 89 | 30 | – | – |
| 4539 | Other miscellaneous store retailers | 8 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 3 | 1 110 | 166 | 40 | 12 | 69.1 | 30.9 |
| 453910 | Pet & pet supplies stores | 3 | 1 110 | 166 | 40 | 12 | 69.1 | 30.9 |
| 45399 | All other miscellaneous store retailers | 5 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 5 | D | D | D | a | D | D |
| | **DANA POINT, CA** | | | | | | | |
| **44-45** | **Retail trade** | **114** | **306 294** | **27 646** | **6 120** | **1 295** | **5.0** | **3.7** |
| 441 | Motor vehicle & parts dealers | 7 | 70 160 | 7 217 | 1 352 | 182 | – | – |
| 4411 | Automobile dealers | 1 | D | D | D | c | D | D |
| 4412 | Other motor vehicle dealers | 4 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 4 | D | D | D | b | D | D |
| 441222 | Boat dealers | 4 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 7 | D | D | D | b | D | D |
| 4422 | Home furnishings stores | 7 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 4 | 3 814 | 313 | 76 | 23 | 72.1 | 15.6 |
| 4431 | Electronics & appliance stores | 4 | 3 814 | 313 | 76 | 23 | 72.1 | 15.6 |
| 44311 | Appliance, television, & other electronics stores | 3 | D | D | D | a | D | D |
| 443112 | Radio, television, & other electronics stores | 3 | 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 | 12 | 12 314 | 1 719 | 390 | 75 | 9.8 | 3.6 |
| 4441 | Building material & supplies dealers | 9 | 10 531 | 1 358 | 300 | 50 | 4.9 | 4.2 |
| 44419 | Other building material dealers | 5 | 8 034 | 934 | 214 | 36 | 6.4 | – |
| 444190 | Other building material dealers | 5 | 8 034 | 934 | 214 | 36 | 6.4 | – |
| 445 | Food & beverage stores | 15 | 67 045 | 7 016 | 1 656 | 306 | 2.9 | .7 |
| 4451 | Grocery stores | 11 | 65 071 | 6 876 | 1 645 | 302 | – | .7 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 7 | 61 220 | 6 407 | 1 537 | 276 | – | .7 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 7 | 61 220 | 6 407 | 1 537 | 276 | – | .7 |
| 4452 | Specialty food stores | 2 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 5 | D | D | D | c | D | D |
| 4461 | Health & personal care stores | 5 | D | D | D | c | D | D |
| 44619 | Other health & personal care stores | 2 | D | D | D | b | D | D |
| 446199 | All other health & personal care stores | 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **DANA POINT, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 447 | Gasoline stations | 7 | 25 256 | 851 | 142 | 55 | – | 7.2 |
| 4471 | Gasoline stations | 7 | 25 256 | 851 | 142 | 55 | – | 7.2 |
| 44711 | Gasoline stations with convenience stores | 4 | 13 967 | 597 | 109 | 48 | – | 13.1 |
| 447110 | Gasoline stations with convenience stores | 4 | 13 967 | 597 | 109 | 48 | – | 13.1 |
| 44719 | Other gasoline stations | 3 | 11 289 | 254 | 33 | 7 | – | – |
| 447190 | Other gasoline stations | 3 | 11 289 | 254 | 33 | 7 | – | – |
| 448 | Clothing & clothing accessories stores | 13 | 7 289 | 688 | 179 | 63 | 19.0 | 26.1 |
| 4481 | Clothing stores | 9 | D | D | D | b | D | D |
| 44819 | Other clothing stores | 2 | D | D | D | a | D | D |
| 448190 | Other clothing stores | 2 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 3 | 2 300 | 136 | 49 | 9 | D | 71.3 |
| 451 | Sporting goods, hobby, book, & music stores | 19 | D | D | D | c | D | D |
| 4511 | Sporting goods, hobby, & musical instrument stores | 17 | 13 234 | 1 462 | 278 | 94 | 25.3 | 15.5 |
| 45111 | Sporting goods stores | 14 | 8 175 | 894 | 173 | 56 | 32.0 | 5.8 |
| 451110 | Sporting goods stores | 14 | 8 175 | 894 | 173 | 56 | 32.0 | 5.8 |
| 4511101 | General-line sporting goods stores | 4 | 3 597 | 391 | 89 | 27 | 4.5 | 4.2 |
| 4511102 | Specialty-line sporting goods stores | 10 | 4 578 | 503 | 84 | 29 | 53.6 | 7.0 |
| 45112 | Hobby, toy, & game stores | 3 | 5 059 | 568 | 105 | 38 | D | 31.3 |
| 451120 | Hobby, toy, & game stores | 3 | 5 059 | 568 | 105 | 38 | D | 31.3 |
| 452 | General merchandise stores | 1 | D | D | D | c | D | D |
| 4529 | Other general merchandise stores | 1 | 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 |
| 453 | Miscellaneous store retailers | 17 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 13 | 11 847 | 1 313 | 314 | 100 | 13.5 | .5 |
| 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 | 11 | D | D | D | b | D | D |
| 453220 | Gift, novelty, & souvenir stores | 11 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 45392 | Art dealers | 1 | D | D | D | a | D | D |
| 453920 | Art dealers | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 7 | D | D | D | b | D | D |
| 4541 | Electronic shopping & mail-order houses | 4 | D | D | D | b | D | D |
| 45411 | Electronic shopping & mail-order houses | 4 | D | D | D | b | D | D |
| 454110 | Electronic shopping & mail-order houses | 4 | D | D | D | b | D | D |
| | **DANVILLE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **139** | **352 762** | **31 070** | **7 297** | **1 599** | **5.4** | **3.7** |
| 441 | Motor vehicle & parts dealers | 7 | 22 402 | 1 563 | 387 | 48 | 3.6 | 13.7 |
| 44112 | Used car dealers | 2 | D | D | D | a | D | D |
| 441120 | Used car dealers | 2 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 5 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 3 | 4 465 | 516 | 124 | 19 | – | 8.1 |
| 441310 | Automotive parts & accessories stores | 3 | 4 465 | 516 | 124 | 19 | – | 8.1 |
| 442 | Furniture & home furnishings stores | 11 | 12 345 | 2 048 | 481 | 96 | 1.5 | – |
| 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 |
| 4422 | Home furnishings stores | 9 | D | D | D | b | D | D |
| 44229 | Other home furnishings stores | 8 | 6 538 | 784 | 165 | 62 | 2.8 | – |
| 442299 | All other home furnishings stores | 8 | 6 538 | 784 | 165 | 62 | 2.8 | – |
| 443 | Electronics & appliance stores | 9 | 7 207 | 1 321 | 256 | 30 | 35.0 | – |
| 4431 | Electronics & appliance stores | 9 | 7 207 | 1 321 | 256 | 30 | 35.0 | – |
| 44312 | Computer & software stores | 5 | 5 854 | 970 | 224 | 22 | 32.0 | – |
| 443120 | Computer & software stores | 5 | 5 854 | 970 | 224 | 22 | 32.0 | – |
| 444 | Building material & garden equipment & supplies dealers | 11 | 13 222 | 1 971 | 446 | 104 | .5 | – |
| 4442 | Lawn & garden equipment & supplies stores | 5 | 6 099 | 874 | 188 | 64 | – | – |
| 44422 | Nursery & garden centers | 5 | 6 099 | 874 | 188 | 64 | – | – |
| 444220 | Nursery & garden centers | 5 | 6 099 | 874 | 188 | 64 | – | – |
| 445 | Food & beverage stores | 9 | 72 940 | 7 114 | 1 549 | 354 | 1.5 | – |
| 4451 | Grocery stores | 4 | 71 051 | 6 916 | 1 500 | 336 | – | – |
| 44511 | Supermarkets & other grocery (except convenience) stores | 4 | 71 051 | 6 916 | 1 500 | 336 | – | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 4 | 71 051 | 6 916 | 1 500 | 336 | – | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **DANVILLE, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 446 | Health & personal care stores | 14 | 26 268 | 2 998 | 730 | 156 | 7.2 | 3.2 |
| 4461 | Health & personal care stores | 14 | 26 268 | 2 998 | 730 | 156 | 7.2 | 3.2 |
| 44611 | Pharmacies & drug stores | 4 | D | D | D | c | D | D |
| 446110 | Pharmacies & drug stores | 4 | D | D | D | c | D | D |
| 4461101 | Pharmacies & drug stores | 3 | D | D | D | c | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 4 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 4 | D | D | D | a | D | D |
| 447 | Gasoline stations | 12 | 39 633 | 2 132 | 517 | 107 | 10.8 | 15.6 |
| 4471 | Gasoline stations | 12 | 39 633 | 2 132 | 517 | 107 | 10.8 | 15.6 |
| 44711 | Gasoline stations with convenience stores | 4 | 10 705 | 502 | 78 | 14 | 40.1 | 42.9 |
| 447110 | Gasoline stations with convenience stores | 4 | 10 705 | 502 | 78 | 14 | 40.1 | 42.9 |
| 44719 | Other gasoline stations | 8 | 28 928 | 1 630 | 439 | 93 | – | 5.4 |
| 447190 | Other gasoline stations | 8 | 28 928 | 1 630 | 439 | 93 | – | 5.4 |
| 448 | Clothing & clothing accessories stores | 21 | 19 388 | 2 113 | 496 | 200 | 6.7 | 1.6 |
| 4481 | Clothing stores | 12 | 15 589 | 1 511 | 345 | 113 | 8.1 | 1.3 |
| 44814 | Family clothing stores | 4 | 13 115 | 1 130 | 261 | 87 | 4.0 | – |
| 448140 | Family clothing stores | 4 | 13 115 | 1 130 | 261 | 87 | 4.0 | – |
| 4482103 | Children's & juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 5 | 2 818 | 495 | 105 | 78 | 1.0 | – |
| 451 | Sporting goods, hobby, book, & music stores | 12 | D | D | D | b | D | D |
| 4511 | Sporting goods, hobby, & musical instrument stores | 9 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | e | D | D |
| 4529 | Other general merchandise stores | 1 | D | D | D | e | D | D |
| 45291 | Warehouse clubs & superstores | 1 | D | D | D | e | D | D |
| 452910 | Warehouse clubs & superstores | 1 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 26 | D | D | D | c | D | D |
| 4531 | Florists | 5 | 3 464 | 505 | 132 | 32 | 60.0 | 3.1 |
| 45311 | Florists | 5 | 3 464 | 505 | 132 | 32 | 60.0 | 3.1 |
| 453110 | Florists | 5 | 3 464 | 505 | 132 | 32 | 60.0 | 3.1 |
| 4532 | Office supplies, stationery, & gift stores | 8 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 3 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 3 | D | D | D | a | D | D |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4533 | Used merchandise stores | 6 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 6 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 6 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 7 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 3 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 3 | D | D | D | a | D | D |
| 45392 | Art dealers | 2 | D | D | D | a | D | D |
| 453920 | Art dealers | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 6 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 5 | 7 783 | 1 701 | 499 | 60 | 13.2 | 9.1 |
| 45439 | Other direct selling establishments | 5 | 7 783 | 1 701 | 499 | 60 | 13.2 | 9.1 |
| 454390 | Other direct selling establishments | 5 | 7 783 | 1 701 | 499 | 60 | 13.2 | 9.1 |
| | **DAVIS, CA** | | | | | | | |
| **44-45** | **Retail trade** | **139** | **324 611** | **37 392** | **7 996** | **1 885** | **3.1** | **2.7** |
| 441 | Motor vehicle & parts dealers | 13 | 108 760 | 11 623 | 2 191 | 278 | 3.5 | 1.1 |
| 4411 | Automobile dealers | 7 | D | D | D | c | D | D |
| 44111 | New car dealers | 6 | 100 039 | 10 451 | 1 929 | 228 | 3.8 | – |
| 441110 | New car dealers | 6 | 100 039 | 10 451 | 1 929 | 228 | 3.8 | – |
| 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 |
| 441222 | Boat dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 1 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 5 | 2 120 | 294 | 80 | 24 | 8.6 | – |
| 4431 | Electronics & appliance stores | 5 | 2 120 | 294 | 80 | 24 | 8.6 | – |
| 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 | 9 | 21 364 | 3 561 | 836 | 209 | 5.5 | – |
| 4441 | Building material & supplies dealers | 7 | D | D | D | c | D | D |
| 44413 | Hardware stores | 2 | D | D | D | c | D | D |
| 444130 | Hardware stores | 2 | D | D | D | c | D | D |
| 44419 | Other building material dealers | 4 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 4 | D | D | D | b | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 2 | D | D | D | b | D | D |
| 44422 | Nursery & garden centers | 2 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 2 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **DAVIS, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 445 | Food & beverage stores | 20 | 97 800 | 11 901 | 2 501 | 613 | 1.5 | 3.5 |
| 4451 | Grocery stores | 13 | D | D | D | f | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 11 | 93 750 | 11 332 | 2 366 | 549 | .3 | 3.7 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 11 | 93 750 | 11 332 | 2 366 | 549 | .3 | 3.7 |
| 4452 | Specialty food stores | 3 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 10 | 30 323 | 3 898 | 953 | 177 | – | .8 |
| 4461 | Health & personal care stores | 10 | 30 323 | 3 898 | 953 | 177 | – | .8 |
| 44611 | Pharmacies & drug stores | 4 | D | D | D | c | D | D |
| 446110 | Pharmacies & drug stores | 4 | D | D | D | c | D | D |
| 4461101 | Pharmacies & drug stores | 4 | D | D | D | c | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 15 | 31 796 | 1 624 | 405 | 122 | 4.9 | 6.2 |
| 4471 | Gasoline stations | 15 | 31 796 | 1 624 | 405 | 122 | 4.9 | 6.2 |
| 44711 | Gasoline stations with convenience stores | 7 | 19 352 | 707 | 164 | 60 | 7.6 | – |
| 447110 | Gasoline stations with convenience stores | 7 | 19 352 | 707 | 164 | 60 | 7.6 | – |
| 44719 | Other gasoline stations | 8 | 12 444 | 917 | 241 | 62 | .7 | 15.8 |
| 447190 | Other gasoline stations | 8 | 12 444 | 917 | 241 | 62 | .7 | 15.8 |
| 448 | Clothing & clothing accessories stores | 18 | D | D | D | b | D | D |
| 4481 | Clothing stores | 10 | 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 | 19 | 15 420 | 1 755 | 410 | 185 | .6 | 6.1 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 10 | 7 724 | 899 | 204 | 91 | 1.1 | 8.0 |
| 45111 | Sporting goods stores | 7 | 5 972 | 679 | 152 | 63 | – | 10.4 |
| 451110 | Sporting goods stores | 7 | 5 972 | 679 | 152 | 63 | – | 10.4 |
| 4511101 | General-line sporting goods stores | 3 | 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 | 9 | 7 696 | 856 | 206 | 94 | – | 4.2 |
| 45121 | Book stores & news dealers | 6 | D | D | D | b | D | D |
| 451211 | Book stores | 5 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 4 | D | D | D | b | D | D |
| 4512113 | College book stores | 1 | D | D | D | a | D | D |
| 451212 | News dealers & newsstands | 1 | D | D | D | a | D | D |
| 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 |
| 453 | Miscellaneous store retailers | 21 | D | D | D | c | D | D |
| 4531 | Florists | 4 | 1 366 | 373 | 100 | 37 | – | – |
| 45311 | Florists | 4 | 1 366 | 373 | 100 | 37 | – | – |
| 453110 | Florists | 4 | 1 366 | 373 | 100 | 37 | – | – |
| 4532 | Office supplies, stationery, & gift stores | 7 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 2 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 2 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 2 | D | D | D | a | D | D |
| 4533 | Used merchandise stores | 5 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 5 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 5 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 5 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 45392 | Art dealers | 3 | 1 080 | 84 | 17 | 11 | D | – |
| 453920 | Art dealers | 3 | 1 080 | 84 | 17 | 11 | D | – |
| 454 | Nonstore retailers | 8 | 1 875 | 471 | 78 | 45 | – | 1.8 |
| | **DELANO, CA** | | | | | | | |
| **44-45** | **Retail trade** | **99** | **161 913** | **16 057** | **3 769** | **1 016** | **13.2** | **5.1** |
| 441 | Motor vehicle & parts dealers | 15 | 30 494 | 2 814 | 722 | 130 | 40.7 | 16.7 |
| 4413 | Automotive parts, accessories, & tire stores | 11 | 7 582 | 1 099 | 270 | 66 | 20.7 | 14.3 |
| 44131 | Automotive parts & accessories stores | 5 | 4 633 | 548 | 147 | 37 | 24.1 | 4.2 |
| 441310 | Automotive parts & accessories stores | 5 | 4 633 | 548 | 147 | 37 | 24.1 | 4.2 |
| 442 | Furniture & home furnishings stores | 5 | 3 488 | 648 | 106 | 31 | 7.0 | – |
| 4421 | Furniture stores | 4 | D | D | D | b | D | D |
| 44211 | Furniture stores | 4 | D | D | D | b | D | D |
| 442110 | Furniture stores | 4 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 4 | 1 292 | 112 | 25 | 8 | 48.1 | – |
| 444 | Building material & garden equipment & supplies dealers | 9 | 31 447 | 2 706 | 644 | 107 | 1.2 | .4 |
| 44413 | Hardware stores | 2 | D | D | D | b | D | D |
| 444130 | Hardware stores | 2 | D | D | D | b | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 5 | D | D | D | b | D | D |
| 44422 | Nursery & garden centers | 4 | 25 998 | 1 960 | 467 | 57 | – | – |
| 444220 | Nursery & garden centers | 4 | 25 998 | 1 960 | 467 | 57 | – | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **DELANO, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 445 | Food & beverage stores | 24 | 42 306 | 4 441 | 1 149 | 350 | 7.8 | 1.8 |
| 4451 | Grocery stores | 20 | 40 808 | 4 374 | 1 139 | 340 | 5.4 | 1.7 |
| 4452 | Specialty food stores | 2 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 3 | 10 632 | 1 656 | 259 | 62 | – | – |
| 4461 | Health & personal care stores | 3 | 10 632 | 1 656 | 259 | 62 | – | – |
| 447 | Gasoline stations | 8 | 14 253 | 723 | 180 | 47 | 19.8 | 2.4 |
| 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 |
| 448 | Clothing & clothing accessories stores | 20 | 10 212 | 1 345 | 322 | 97 | 4.5 | 11.3 |
| 4481 | Clothing stores | 13 | 7 052 | 829 | 187 | 67 | 6.5 | 16.4 |
| 451 | Sporting goods, hobby, book, & music stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 4 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 5 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **DEL MAR, CA** | | | | | | | |
| **44-45** | **Retail trade** | **54** | **29 883** | **4 613** | **1 105** | **338** | **27.0** | **14.7** |
| 441 | Motor vehicle & parts dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 2 | D | D | D | a | D | D |
| 4421 | Furniture stores | 2 | D | D | D | a | D | D |
| 44211 | Furniture stores | 2 | D | D | D | a | D | D |
| 442110 | Furniture stores | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 2 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 4 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 4 | 1 247 | 238 | 64 | 18 | 65.7 | – |
| 447 | Gasoline stations | 1 | D | D | D | a | D | D |
| 448 | Clothing & clothing accessories stores | 16 | 8 055 | 1 050 | 245 | 79 | 32.0 | 32.4 |
| 4481 | Clothing stores | 13 | 6 396 | 888 | 205 | 63 | 40.3 | 14.9 |
| 451 | Sporting goods, hobby, book, & music stores | 4 | 6 937 | 1 104 | 277 | 65 | 8.0 | 6.8 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 2 | 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 |
| 4511102 | Specialty-line sporting goods stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 18 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4533 | Used merchandise stores | 4 | 893 | 131 | 25 | 4 | 55.0 | – |
| 45331 | Used merchandise stores | 4 | 893 | 131 | 25 | 4 | 55.0 | – |
| 453310 | Used merchandise stores | 4 | 893 | 131 | 25 | 4 | 55.0 | – |
| 4539 | Other miscellaneous store retailers | 4 | D | D | D | b | D | D |
| 45392 | Art dealers | 1 | D | D | D | a | D | D |
| 453920 | Art dealers | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **DESERT HOT SPRINGS, CA** | | | | | | | |
| **44-45** | **Retail trade** | **28** | **61 701** | **6 935** | **1 670** | **429** | **8.4** | **1.0** |
| 441 | Motor vehicle & parts dealers | 4 | 3 698 | 625 | 142 | 29 | – | – |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 2 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 8 | 32 755 | 3 482 | 864 | 164 | 8.4 | 1.9 |
| 4451 | Grocery stores | 7 | D | D | D | c | D | D |
| 446 | Health & personal care stores | 2 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 2 | D | D | D | b | D | D |
| 447 | Gasoline stations | 2 | D | D | D | a | D | D |
| 448 | Clothing & clothing accessories stores | 4 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |
| | **DIAMOND BAR, CA** | | | | | | | |
| **44-45** | **Retail trade** | **102** | **204 334** | **17 368** | **4 260** | **1 031** | **12.4** | **4.5** |
| 441 | Motor vehicle & parts dealers | 10 | 32 633 | 3 280 | 733 | 120 | 3.9 | .5 |
| 4413 | Automotive parts, accessories, & tire stores | 8 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 6 | D | D | D | b | D | D |
| 441310 | Automotive parts & accessories stores | 6 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 7 | 4 542 | 557 | 130 | 30 | 5.9 | 11.3 |
| 4421 | Furniture stores | 4 | 3 159 | 451 | 102 | 16 | – | 16.2 |
| 44211 | Furniture stores | 4 | 3 159 | 451 | 102 | 16 | – | 16.2 |
| 442110 | Furniture stores | 4 | 3 159 | 451 | 102 | 16 | – | 16.2 |
| 443 | Electronics & appliance stores | 13 | 35 302 | 1 908 | 470 | 76 | 20.7 | 3.2 |
| 4431 | Electronics & appliance stores | 13 | 35 302 | 1 908 | 470 | 76 | 20.7 | 3.2 |
| 44312 | Computer & software stores | 10 | 34 544 | 1 784 | 433 | 68 | 21.1 | 3.0 |
| 443120 | Computer & software stores | 10 | 34 544 | 1 784 | 433 | 68 | 21.1 | 3.0 |
| 444 | Building material & garden equipment & supplies dealers | 3 | 2 745 | 533 | 126 | 29 | – | – |
| 445 | Food & beverage stores | 12 | 42 149 | 4 470 | 1 055 | 224 | 4.9 | 1.4 |
| 4451 | Grocery stores | 8 | D | D | D | c | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 7 | 40 235 | 4 337 | 996 | 211 | 3.9 | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 7 | 40 235 | 4 337 | 996 | 211 | 3.9 | – |
| 446 | Health & personal care stores | 6 | D | D | D | c | D | D |
| 4461 | Health & personal care stores | 6 | D | D | D | c | D | D |
| 447 | Gasoline stations | 14 | 38 674 | 1 382 | 376 | 125 | 14.9 | 7.5 |
| 4471 | Gasoline stations | 14 | 38 674 | 1 382 | 376 | 125 | 14.9 | 7.5 |
| 44711 | Gasoline stations with convenience stores | 5 | 16 481 | 558 | 157 | 55 | – | 17.5 |
| 447110 | Gasoline stations with convenience stores | 5 | 16 481 | 558 | 157 | 55 | – | 17.5 |
| 44719 | Other gasoline stations | 9 | 22 193 | 824 | 219 | 70 | 25.9 | – |
| 447190 | Other gasoline stations | 9 | 22 193 | 824 | 219 | 70 | 25.9 | – |
| 448 | Clothing & clothing accessories stores | 11 | 7 112 | 325 | 77 | 27 | 72.2 | 7.7 |
| 4481 | Clothing stores | 4 | 5 376 | 181 | 35 | 11 | 86.6 | 4.5 |
| 451 | Sporting goods, hobby, book, & music stores | 6 | 2 821 | 387 | 99 | 34 | 6.9 | 15.6 |
| 45113 | Sewing, needlework, & piece goods stores | 1 | D | D | D | a | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 2 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 15 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 8 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 1 | D | D | D | b | D | D |
| 453910 | Pet & pet supplies stores | 1 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 6 | 1 617 | 112 | 37 | 9 | 53.3 | – |
| 454 | Nonstore retailers | 3 | 517 | 107 | 20 | 19 | 80.9 | 19.1 |

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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **DINUBA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **60** | **119 097** | **11 078** | **2 551** | **709** | **7.6** | **8.5** |
| 441 | Motor vehicle & parts dealers | 12 | 46 986 | 4 143 | 992 | 140 | 6.1 | 1.0 |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 7 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 5 | 5 273 | 993 | 241 | 46 | 9.4 | 5.6 |
| 441310 | Automotive parts & accessories stores | 5 | 5 273 | 993 | 241 | 46 | 9.4 | 5.6 |
| 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 | 3 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 13 | 32 422 | 2 968 | 691 | 201 | 3.8 | 10.6 |
| 4451 | Grocery stores | 9 | D | D | D | c | D | D |
| 4452 | Specialty food stores | 2 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 4 | 7 335 | 956 | 211 | 61 | 24.5 | 55.0 |
| 4461 | Health & personal care stores | 4 | 7 335 | 956 | 211 | 61 | 24.5 | 55.0 |
| 447 | Gasoline stations | 5 | 8 603 | 396 | 75 | 29 | 12.8 | 24.8 |
| 448 | Clothing & clothing accessories stores | 9 | 3 608 | 363 | 71 | 33 | 2.7 | – |
| 452 | General merchandise stores | 4 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **DIXON, CA** | | | | | | | |
| **44-45** | **Retail trade** | **31** | **63 425** | **6 217** | **1 337** | **342** | **6.2** | **5.7** |
| 441 | Motor vehicle & parts dealers | 7 | 14 538 | 1 828 | 432 | 55 | 3.7 | 7.3 |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 3 | 2 223 | 351 | 90 | 15 | D | – |
| 445 | Food & beverage stores | 6 | 24 405 | 2 262 | 443 | 159 | 2.5 | – |
| 4452 | Specialty food stores | 2 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 1 | D | D | D | b | D | D |
| 447 | Gasoline stations | 6 | 14 680 | 763 | 118 | 40 | 12.1 | 17.5 |
| 448 | Clothing & clothing accessories stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 3 | D | D | D | a | D | D |
| | **DOS PALOS, CA** | | | | | | | |
| **44-45** | **Retail trade** | **22** | **15 586** | **1 588** | **364** | **114** | **26.9** | **5.6** |
| 441 | Motor vehicle & parts dealers | 4 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 10 | 7 292 | 525 | 140 | 37 | 20.4 | 8.3 |
| 446 | Health & personal care stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 3 | 2 697 | 211 | 46 | 22 | D | – |
| 451 | Sporting goods, hobby, book, & music stores | 2 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **DOWNEY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **295** | **1 061 143** | **103 603** | **23 266** | **4 694** | **3.0** | **7.5** |
| 441 | Motor vehicle & parts dealers | 36 | 495 053 | 42 443 | 8 965 | 1 129 | .3 | 10.8 |
| 4411 | Automobile dealers | 21 | 464 797 | 38 669 | 7 973 | 950 | .1 | 10.1 |
| 44111 | New car dealers | 14 | 456 589 | 37 898 | 7 774 | 915 | – | 10.3 |
| 441110 | New car dealers | 14 | 456 589 | 37 898 | 7 774 | 915 | – | 10.3 |
| 44112 | Used car dealers | 7 | 8 208 | 771 | 199 | 35 | 5.6 | – |
| 441120 | Used car dealers | 7 | 8 208 | 771 | 199 | 35 | 5.6 | – |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 44121 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 441210 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 14 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 9 | 20 170 | 2 621 | 727 | 127 | 4.2 | 7.7 |
| 441310 | Automotive parts & accessories stores | 9 | 20 170 | 2 621 | 727 | 127 | 4.2 | 7.7 |
| 44132 | Tire dealers | 5 | D | D | D | b | D | D |
| 441320 | Tire dealers | 5 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 16 | 11 350 | 2 274 | 377 | 96 | 19.7 | 3.1 |
| 4421 | Furniture stores | 7 | 5 255 | 857 | 182 | 38 | 28.2 | 4.2 |
| 44211 | Furniture stores | 7 | 5 255 | 857 | 182 | 38 | 28.2 | 4.2 |
| 442110 | Furniture stores | 7 | 5 255 | 857 | 182 | 38 | 28.2 | 4.2 |
| 4422 | Home furnishings stores | 9 | 6 095 | 1 417 | 195 | 58 | 12.4 | 2.2 |
| 44221 | Floor covering stores | 6 | 4 503 | 1 212 | 142 | 44 | 16.8 | 2.9 |
| 442210 | Floor covering stores | 6 | 4 503 | 1 212 | 142 | 44 | 16.8 | 2.9 |
| 44229 | Other home furnishings stores | 3 | 1 592 | 205 | 53 | 14 | – | – |
| 443 | Electronics & appliance stores | 9 | 5 307 | 728 | 155 | 35 | 60.3 | – |
| 4431 | Electronics & appliance stores | 9 | 5 307 | 728 | 155 | 35 | 60.3 | – |
| 44311 | Appliance, television, & other electronics stores | 7 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 4 | 3 807 | 541 | 117 | 26 | 48.7 | – |
| 444 | Building material & garden equipment & supplies dealers | 10 | 78 683 | 10 261 | 2 468 | 452 | 2.4 | .4 |
| 4441 | Building material & supplies dealers | 9 | D | D | D | e | D | D |
| 44411 | Home centers | 3 | D | D | D | e | D | D |
| 444110 | Home centers | 3 | D | D | D | e | D | D |
| 44419 | Other building material dealers | 6 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 6 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 38 | 112 618 | 11 541 | 2 668 | 532 | 5.8 | 1.2 |
| 4451 | Grocery stores | 17 | 96 469 | 10 513 | 2 420 | 434 | 2.9 | 1.3 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 12 | 92 478 | 10 148 | 2 335 | 405 | 2.0 | .6 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 12 | 92 478 | 10 148 | 2 335 | 405 | 2.0 | .6 |
| 4452 | Specialty food stores | 8 | 11 763 | 716 | 175 | 64 | 2.2 | – |
| 446 | Health & personal care stores | 32 | 51 931 | 8 606 | 2 127 | 380 | 4.3 | 3.9 |
| 4461 | Health & personal care stores | 32 | 51 931 | 8 606 | 2 127 | 380 | 4.3 | 3.9 |
| 44611 | Pharmacies & drug stores | 15 | 45 090 | 7 436 | 1 823 | 294 | 3.6 | 2.6 |
| 446110 | Pharmacies & drug stores | 15 | 45 090 | 7 436 | 1 823 | 294 | 3.6 | 2.6 |
| 4461101 | Pharmacies & drug stores | 14 | D | D | D | e | D | D |
| 4461102 | Proprietary stores | 1 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 7 | 2 091 | 236 | 63 | 34 | 10.7 | 28.6 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 7 | 2 091 | 236 | 63 | 34 | 10.7 | 28.6 |
| 44613 | Optical goods stores | 6 | 3 216 | 549 | 156 | 38 | – | 8.7 |
| 446130 | Optical goods stores | 6 | 3 216 | 549 | 156 | 38 | – | 8.7 |
| 44619 | Other health & personal care stores | 4 | 1 534 | 385 | 85 | 14 | 22.8 | – |
| 447 | Gasoline stations | 25 | 47 637 | 1 937 | 410 | 142 | 10.0 | 10.6 |
| 4471 | Gasoline stations | 25 | 47 637 | 1 937 | 410 | 142 | 10.0 | 10.6 |
| 44711 | Gasoline stations with convenience stores | 8 | 13 481 | 520 | 105 | 36 | 6.6 | – |
| 447110 | Gasoline stations with convenience stores | 8 | 13 481 | 520 | 105 | 36 | 6.6 | – |
| 44719 | Other gasoline stations | 17 | 34 156 | 1 417 | 305 | 106 | 11.4 | 14.7 |
| 447190 | Other gasoline stations | 17 | 34 156 | 1 417 | 305 | 106 | 11.4 | 14.7 |
| 448 | Clothing & clothing accessories stores | 62 | 44 065 | 4 838 | 1 234 | 402 | 4.4 | 18.3 |
| 4481 | Clothing stores | 35 | 24 172 | 2 685 | 681 | 273 | 2.1 | 8.9 |
| 44812 | Women's clothing stores | 19 | 12 092 | 1 382 | 361 | 163 | 1.8 | 15.8 |
| 448120 | Women's clothing stores | 19 | 12 092 | 1 382 | 361 | 163 | 1.8 | 15.8 |
| 44815 | Clothing accessories stores | 4 | 714 | 160 | 34 | 17 | 8.1 | – |
| 448150 | Clothing accessories stores | 4 | 714 | 160 | 34 | 17 | 8.1 | – |
| 44819 | Other clothing stores | 6 | 6 056 | 638 | 161 | 43 | 2.5 | – |
| 448190 | Other clothing stores | 6 | 6 056 | 638 | 161 | 43 | 2.5 | – |
| 4482 | Shoe stores | 16 | 11 702 | 1 102 | 244 | 69 | 6.5 | 6.6 |
| 44821 | Shoe stores | 16 | 11 702 | 1 102 | 244 | 69 | 6.5 | 6.6 |
| 448210 | Shoe stores | 16 | 11 702 | 1 102 | 244 | 69 | 6.5 | 6.6 |
| 4482102 | Women's shoe stores | 2 | D | D | D | a | D | D |
| 4482103 | Children's & juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 8 | 4 852 | 447 | 112 | 30 | – | 5.8 |
| 4482105 | Athletic footwear stores | 5 | 5 259 | 503 | 98 | 24 | – | – |
| 4483 | Jewelry, luggage, & leather goods stores | 11 | 8 191 | 1 051 | 309 | 60 | 8.4 | 62.6 |
| 44831 | Jewelry stores | 11 | 8 191 | 1 051 | 309 | 60 | 8.4 | 62.6 |
| 448310 | Jewelry stores | 11 | 8 191 | 1 051 | 309 | 60 | 8.4 | 62.6 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **DOWNEY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 21 | 15 993 | 1 721 | 393 | 156 | 8.7 | .4 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 11 | 9 706 | 1 070 | 222 | 90 | 7.2 | – |
| 4511101 | General-line sporting goods stores | 2 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 3 | 4 170 | 394 | 58 | 23 | – | – |
| 451120 | Hobby, toy, & game stores | 3 | 4 170 | 394 | 58 | 23 | – | – |
| 45113 | Sewing, needlework, & piece goods stores | 1 | D | D | D | a | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 1 | D | D | D | a | 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 | 10 | 6 287 | 651 | 171 | 66 | 11.1 | 1.1 |
| 45121 | Book stores & news dealers | 4 | D | D | D | b | D | D |
| 451211 | Book stores | 4 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 2 | D | D | D | a | D | D |
| 4512112 | Specialty book stores | 2 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 6 | D | D | D | b | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 6 | D | D | D | b | D | D |
| 452 | General merchandise stores | 10 | 175 187 | 15 725 | 3 773 | 1 167 | – | 2.1 |
| 4521 | Department stores (incl leased depts) ## | 4 | 127 792 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 4 | 127 792 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 4 | 126 054 | 12 175 | 2 934 | 908 | – | – |
| 45211 | Department stores (excl leased depts) | 4 | 126 054 | 12 175 | 2 934 | 908 | – | – |
| 452110 | Department stores (excl leased depts) | 4 | 126 054 | 12 175 | 2 934 | 908 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4521103 | National chain department stores (excl leased depts) | 2 | D | D | D | f | D | D |
| 4529 | Other general merchandise stores | 6 | 49 133 | 3 550 | 839 | 259 | – | 7.4 |
| 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 | 5 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 5 | D | D | D | c | D | D |
| 4529901 | Variety stores | 2 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 3 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 26 | 14 694 | 2 304 | 423 | 161 | 27.5 | 32.4 |
| 4531 | Florists | 8 | 3 251 | 697 | 156 | 55 | 62.5 | 4.4 |
| 45311 | Florists | 8 | 3 251 | 697 | 156 | 55 | 62.5 | 4.4 |
| 453110 | Florists | 8 | 3 251 | 697 | 156 | 55 | 62.5 | 4.4 |
| 4532 | Office supplies, stationery, & gift stores | 10 | 6 476 | 797 | 101 | 43 | 27.9 | 61.1 |
| 45321 | Office supplies & stationery stores | 3 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 3 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 3 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 7 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 5 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 10 | 8 625 | 1 225 | 273 | 42 | 20.2 | 8.5 |
| 4542 | Vending machine operators | 3 | 1 784 | 261 | 59 | 8 | D | 34.2 |
| 45421 | Vending machine operators | 3 | 1 784 | 261 | 59 | 8 | D | 34.2 |
| 454210 | Vending machine operators | 3 | 1 784 | 261 | 59 | 8 | D | 34.2 |
| 4543 | Direct selling establishments | 4 | 6 145 | 852 | 183 | 24 | 7.9 | – |
| 45439 | Other direct selling establishments | 4 | 6 145 | 852 | 183 | 24 | 7.9 | – |
| 454390 | Other direct selling establishments | 4 | 6 145 | 852 | 183 | 24 | 7.9 | – |
| | **DUARTE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **50** | **258 692** | **20 701** | **4 792** | **1 092** | **3.0** | **21.0** |
| 441 | Motor vehicle & parts dealers | 9 | 132 144 | 10 223 | 2 420 | 287 | – | 34.2 |
| 4411 | Automobile dealers | 4 | 129 187 | 9 667 | 2 300 | 262 | – | 35.0 |
| 44111 | New car dealers | 4 | 129 187 | 9 667 | 2 300 | 262 | – | 35.0 |
| 441110 | New car dealers | 4 | 129 187 | 9 667 | 2 300 | 262 | – | 35.0 |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 2 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 13 | 10 276 | 788 | 170 | 70 | 28.3 | 32.5 |
| 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 | 3 | 6 433 | 321 | 36 | 11 | D | – |
| 448 | Clothing & clothing accessories stores | 2 | D | D | D | a | D | D |

See footnotes at end of table.

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **DUARTE, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 2 | D | D | D | b | D | D |
| 4511 | Sporting goods, hobby, & musical instrument stores | 1 | D | D | D | a | D | D |
| 45111 | Sporting goods stores | 1 | D | D | D | a | D | D |
| 451110 | Sporting goods stores | 1 | D | D | D | a | D | D |
| 4511102 | Specialty-line sporting goods stores | 1 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 6 | 80 493 | 6 885 | 1 562 | 586 | – | 6.0 |
| 4521 | Department stores (incl leased depts) ## | 2 | D | N | N | N | D | D |
| 45211 | Department stores (incl leased depts) ## | 2 | D | N | N | N | D | D |
| 4521 | Department stores (excl leased depts) | 2 | D | D | D | f | D | D |
| 45211 | Department stores (excl leased depts) | 2 | D | D | D | f | D | D |
| 452110 | Department stores (excl leased depts) | 2 | D | D | D | f | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 2 | D | D | D | f | D | D |
| 45299 | All other general merchandise stores | 4 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 4 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 4 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 2 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **DUBLIN, CA** | | | | | | | |
| **44-45** | **Retail trade** | **154** | **614 128** | **57 182** | **12 858** | **2 499** | **3.7** | **11.8** |
| 441 | Motor vehicle & parts dealers | 21 | 298 538 | 25 339 | 5 536 | 598 | .1 | 18.8 |
| 4411 | Automobile dealers | 8 | D | D | D | e | D | D |
| 44111 | New car dealers | 7 | 279 081 | 22 609 | 4 883 | 470 | – | 19.9 |
| 441110 | New car dealers | 7 | 279 081 | 22 609 | 4 883 | 470 | – | 19.9 |
| 4412 | Other motor vehicle dealers | 3 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 10 | 16 103 | 2 284 | 576 | 112 | 2.4 | – |
| 44131 | Automotive parts & accessories stores | 7 | 9 548 | 1 440 | 352 | 72 | 4.0 | – |
| 441310 | Automotive parts & accessories stores | 7 | 9 548 | 1 440 | 352 | 72 | 4.0 | – |
| 44132 | Tire dealers | 3 | 6 555 | 844 | 224 | 40 | – | – |
| 441320 | Tire dealers | 3 | 6 555 | 844 | 224 | 40 | – | – |
| 442 | Furniture & home furnishings stores | 19 | 31 182 | 3 481 | 751 | 186 | 7.5 | 1.0 |
| 4421 | Furniture stores | 8 | 9 030 | 742 | 132 | 37 | 12.6 | .4 |
| 44211 | Furniture stores | 8 | 9 030 | 742 | 132 | 37 | 12.6 | .4 |
| 442110 | Furniture stores | 8 | 9 030 | 742 | 132 | 37 | 12.6 | .4 |
| 4422 | Home furnishings stores | 11 | 22 152 | 2 739 | 619 | 149 | 5.4 | 1.2 |
| 44221 | Floor covering stores | 4 | 8 364 | 1 335 | 228 | 22 | 14.4 | – |
| 442210 | Floor covering stores | 4 | 8 364 | 1 335 | 228 | 22 | 14.4 | – |
| 44229 | Other home furnishings stores | 7 | 13 788 | 1 404 | 391 | 127 | – | 1.9 |
| 442299 | All other home furnishings stores | 6 | D | D | D | c | D | D |
| 443 | Electronics & appliance stores | 14 | 55 473 | 5 366 | 1 358 | 234 | 7.8 | – |
| 4431 | Electronics & appliance stores | 14 | 55 473 | 5 366 | 1 358 | 234 | 7.8 | – |
| 44311 | Appliance, television, & other electronics stores | 9 | 47 802 | 4 791 | 1 261 | 204 | 2.1 | – |
| 443111 | Household appliance stores | 3 | 8 703 | 1 001 | 243 | 58 | D | – |
| 443112 | Radio, television, & other electronics stores | 6 | 39 099 | 3 790 | 1 018 | 146 | – | – |
| 44312 | Computer & software stores | 3 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 3 | D | D | D | a | 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 | 13 | 35 122 | 4 603 | 1 005 | 222 | 10.2 | 2.7 |
| 4441 | Building material & supplies dealers | 11 | D | D | D | c | D | D |
| 44412 | Paint & wallpaper stores | 3 | D | D | D | b | D | D |
| 444120 | Paint & wallpaper stores | 3 | D | D | D | b | D | D |
| 44413 | Hardware stores | 2 | D | D | D | c | D | D |
| 444130 | Hardware stores | 2 | D | D | D | c | D | D |
| 44419 | Other building material dealers | 6 | 13 731 | 1 721 | 371 | 59 | 1.7 | – |
| 444190 | Other building material dealers | 6 | 13 731 | 1 721 | 371 | 59 | 1.7 | – |
| 4442 | Lawn & garden equipment & supplies stores | 2 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 7 | 31 456 | 3 618 | 777 | 211 | 9.2 | .7 |
| 4451 | Grocery stores | 4 | 29 494 | 3 273 | 686 | 158 | 3.9 | – |
| 446 | Health & personal care stores | 5 | 1 463 | 377 | 35 | 13 | – | 1.8 |

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| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|---|---|---|---|---|---|---|---|---|
| | | | | | | | From administrative records[1] | Estimated[2] |
| | **DUBLIN, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 447 | Gasoline stations | 8 | 24 977 | 865 | 150 | 48 | 27.2 | 24.4 |
| 4471 | Gasoline stations | 8 | 24 977 | 865 | 150 | 48 | 27.2 | 24.4 |
| 44711 | Gasoline stations with convenience stores | 5 | 18 435 | 619 | 138 | 45 | 26.9 | 21.9 |
| 447110 | Gasoline stations with convenience stores | 5 | 18 435 | 619 | 138 | 45 | 26.9 | 21.9 |
| 448 | Clothing & clothing accessories stores | 17 | 21 374 | 2 752 | 670 | 206 | 5.6 | 4.8 |
| 4481 | Clothing stores | 8 | 14 610 | 1 465 | 335 | 137 | 4.2 | – |
| 44813 | Children's & infants' clothing stores | 1 | D | D | D | a | D | D |
| 448130 | Children's & infants' clothing stores | 1 | D | D | D | a | D | D |
| 44814 | Family clothing stores | 2 | D | D | D | b | D | D |
| 448140 | Family clothing stores | 2 | D | D | D | b | D | D |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 4482105 | Athletic footwear stores | 2 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 4 | 2 177 | 340 | 111 | 31 | 26.7 | 41.8 |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 20 | 35 607 | 3 252 | 735 | 236 | 2.4 | .6 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 17 | 29 391 | 2 557 | 576 | 183 | 2.9 | .8 |
| 45111 | Sporting goods stores | 10 | 9 395 | 1 025 | 223 | 72 | 2.1 | – |
| 451110 | Sporting goods stores | 10 | 9 395 | 1 025 | 223 | 72 | 2.1 | – |
| 4511102 | Specialty-line sporting goods stores | 9 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 3 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 3 | D | D | D | b | D | D |
| 45113 | Sewing, needlework, & piece goods stores | 1 | D | D | D | a | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 1 | D | D | D | a | D | D |
| 45114 | Musical instrument & supplies stores | 3 | 963 | 93 | 23 | 5 | D | 22.9 |
| 451140 | Musical instrument & supplies stores | 3 | 963 | 93 | 23 | 5 | D | 22.9 |
| 4512 | Book, periodical, & music stores | 3 | 6 216 | 695 | 159 | 53 | – | – |
| 45121 | Book stores & news dealers | 2 | D | D | D | b | D | D |
| 451211 | Book stores | 2 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 1 | D | D | D | a | D | D |
| 4512112 | Specialty book stores | 1 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 1 | D | D | D | b | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 1 | D | D | D | b | D | D |
| 452 | General merchandise stores | 3 | D | D | D | e | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 21 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 3 | D | D | D | b | 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 |
| 4533 | Used merchandise stores | 4 | 1 317 | 192 | 43 | 16 | 29.5 | 4.3 |
| 45331 | Used merchandise stores | 4 | 1 317 | 192 | 43 | 16 | 29.5 | 4.3 |
| 453310 | Used merchandise stores | 4 | 1 317 | 192 | 43 | 16 | 29.5 | 4.3 |
| 4539 | Other miscellaneous store retailers | 12 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 5 | 5 594 | 601 | 144 | 45 | 1.6 | 7.4 |
| 453910 | Pet & pet supplies stores | 5 | 5 594 | 601 | 144 | 45 | 1.6 | 7.4 |
| 45399 | All other miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 6 | 6 885 | 1 319 | 280 | 87 | – | 30.7 |
| 4542 | Vending machine operators | 2 | D | D | D | b | D | D |
| 45421 | Vending machine operators | 2 | D | D | D | b | D | D |
| 454210 | Vending machine operators | 2 | D | D | D | b | D | D |
| | **EAST PALO ALTO, CA** | | | | | | | |
| **44-45** | **Retail trade** | **20** | **16 169** | **1 238** | **287** | **79** | **53.4** | **13.9** |
| 441 | Motor vehicle & parts dealers | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 12 | D | D | D | b | D | D |
| 447 | Gasoline stations | 1 | D | D | D | a | D | D |
| 448 | Clothing & clothing accessories stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 2 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **EL CAJON, CA** | | | | | | | |
| **44-45** | **Retail trade** | **497** | **1 211 804** | **123 631** | **29 427** | **6 539** | **7.1** | **4.2** |
| 441 | Motor vehicle & parts dealers | 74 | 421 954 | 40 136 | 9 500 | 1 361 | 4.0 | 2.1 |
| 4411 | Automobile dealers | 21 | 344 357 | 28 681 | 6 787 | 837 | 3.1 | .1 |
| 44111 | New car dealers | 12 | 303 912 | 26 317 | 6 271 | 756 | 2.9 | – |
| 441110 | New car dealers | 12 | 303 912 | 26 317 | 6 271 | 756 | 2.9 | – |
| 44112 | Used car dealers | 9 | 40 445 | 2 364 | 516 | 81 | 4.1 | .4 |
| 441120 | Used car dealers | 9 | 40 445 | 2 364 | 516 | 81 | 4.1 | .4 |
| 4412 | Other motor vehicle dealers | 18 | 26 309 | 3 108 | 815 | 131 | 10.4 | 10.1 |
| 44121 | Recreational vehicle dealers | 9 | 9 286 | 1 033 | 411 | 67 | 23.3 | 24.0 |
| 441210 | Recreational vehicle dealers | 9 | 9 286 | 1 033 | 411 | 67 | 23.3 | 24.0 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 9 | 17 023 | 2 075 | 404 | 64 | 3.4 | 2.5 |
| 441221 | Motorcycle dealers | 4 | 13 918 | 1 594 | 283 | 45 | – | 2.7 |
| 441222 | Boat dealers | 4 | 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 | 35 | 51 288 | 8 347 | 1 898 | 393 | 6.8 | 11.6 |
| 44131 | Automotive parts & accessories stores | 25 | 34 544 | 5 864 | 1 374 | 296 | 8.7 | 6.7 |
| 441310 | Automotive parts & accessories stores | 25 | 34 544 | 5 864 | 1 374 | 296 | 8.7 | 6.7 |
| 44132 | Tire dealers | 10 | 16 744 | 2 483 | 524 | 97 | 2.8 | 21.6 |
| 441320 | Tire dealers | 10 | 16 744 | 2 483 | 524 | 97 | 2.8 | 21.6 |
| 442 | Furniture & home furnishings stores | 25 | 27 537 | 3 082 | 783 | 149 | 5.9 | 12.0 |
| 4421 | Furniture stores | 13 | 21 470 | 2 449 | 594 | 108 | 3.3 | 15.1 |
| 44211 | Furniture stores | 13 | 21 470 | 2 449 | 594 | 108 | 3.3 | 15.1 |
| 442110 | Furniture stores | 13 | 21 470 | 2 449 | 594 | 108 | 3.3 | 15.1 |
| 4422 | Home furnishings stores | 12 | 6 067 | 633 | 189 | 41 | 15.1 | 1.0 |
| 44221 | Floor covering stores | 7 | 4 660 | 387 | 91 | 20 | 19.6 | .9 |
| 442210 | Floor covering stores | 7 | 4 660 | 387 | 91 | 20 | 19.6 | .9 |
| 44229 | Other home furnishings stores | 5 | 1 407 | 246 | 98 | 21 | – | 1.4 |
| 443 | Electronics & appliance stores | 18 | 11 382 | 1 605 | 386 | 71 | 9.8 | 10.5 |
| 4431 | Electronics & appliance stores | 18 | 11 382 | 1 605 | 386 | 71 | 9.8 | 10.5 |
| 44311 | Appliance, television, & other electronics stores | 15 | 9 495 | 1 427 | 348 | 59 | 11.8 | 8.3 |
| 443112 | Radio, television, & other electronics stores | 10 | 7 572 | 941 | 230 | 38 | 9.8 | 7.2 |
| 44312 | Computer & software stores | 2 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 2 | 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 | 25 | 115 219 | 13 482 | 3 287 | 536 | 1.0 | 1.3 |
| 4441 | Building material & supplies dealers | 20 | 111 709 | 12 910 | 3 136 | 506 | .4 | – |
| 44411 | Home centers | 1 | D | D | D | c | D | D |
| 444110 | Home centers | 1 | D | D | D | c | 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 | 3 | D | D | D | a | D | D |
| 444130 | Hardware stores | 3 | D | D | D | a | D | D |
| 44419 | Other building material dealers | 14 | 48 796 | 6 488 | 1 605 | 248 | .4 | – |
| 444190 | Other building material dealers | 14 | 48 796 | 6 488 | 1 605 | 248 | .4 | – |
| 4442 | Lawn & garden equipment & supplies stores | 5 | 3 510 | 572 | 151 | 30 | 19.2 | 42.3 |
| 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 | 50 | 154 364 | 16 235 | 3 801 | 908 | 18.3 | 4.7 |
| 4451 | Grocery stores | 27 | 144 240 | 15 677 | 3 673 | 856 | 15.2 | 4.0 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 17 | 136 095 | 15 038 | 3 501 | 793 | 12.5 | 4.2 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 17 | 136 095 | 15 038 | 3 501 | 793 | 12.5 | 4.2 |
| 44512 | Convenience stores | 10 | 8 145 | 639 | 172 | 63 | 61.3 | – |
| 445120 | Convenience stores | 10 | 8 145 | 639 | 172 | 63 | 61.3 | – |
| 4452 | Specialty food stores | 8 | 2 423 | 283 | 68 | 33 | 33.8 | 4.0 |
| 4453 | Beer, wine, & liquor stores | 15 | 7 701 | 275 | 60 | 19 | 69.9 | 19.0 |
| 44531 | Beer, wine, & liquor stores | 15 | 7 701 | 275 | 60 | 19 | 69.9 | 19.0 |
| 445310 | Beer, wine, & liquor stores | 15 | 7 701 | 275 | 60 | 19 | 69.9 | 19.0 |
| 446 | Health & personal care stores | 38 | 74 785 | 10 260 | 2 600 | 526 | 5.0 | 6.8 |
| 4461 | Health & personal care stores | 38 | 74 785 | 10 260 | 2 600 | 526 | 5.0 | 6.8 |
| 44611 | Pharmacies & drug stores | 19 | 55 743 | 7 650 | 1 929 | 365 | 3.1 | 7.7 |
| 446110 | Pharmacies & drug stores | 19 | 55 743 | 7 650 | 1 929 | 365 | 3.1 | 7.7 |
| 4461101 | Pharmacies & drug stores | 18 | D | D | D | e | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 6 | D | D | D | b | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 6 | D | D | D | b | D | D |
| 44613 | Optical goods stores | 10 | 4 840 | 924 | 250 | 55 | – | 9.5 |
| 446130 | Optical goods stores | 10 | 4 840 | 924 | 250 | 55 | – | 9.5 |
| 44619 | Other health & personal care stores | 3 | D | D | D | b | D | D |
| 446191 | Food (health) supplement stores | 2 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **EL CAJON, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 447 | Gasoline stations | 44 | 89 337 | 3 610 | 733 | 221 | 21.4 | 11.3 |
| 4471 | Gasoline stations | 44 | 89 337 | 3 610 | 733 | 221 | 21.4 | 11.3 |
| 44711 | Gasoline stations with convenience stores | 23 | 51 372 | 2 092 | 411 | 135 | 5.6 | – |
| 447110 | Gasoline stations with convenience stores | 23 | 51 372 | 2 092 | 411 | 135 | 5.6 | – |
| 44719 | Other gasoline stations | 21 | 37 965 | 1 518 | 322 | 86 | 42.8 | 26.6 |
| 447190 | Other gasoline stations | 21 | 37 965 | 1 518 | 322 | 86 | 42.8 | 26.6 |
| 448 | Clothing & clothing accessories stores | 95 | 68 890 | 8 843 | 2 071 | 633 | 5.7 | 6.6 |
| 4481 | Clothing stores | 51 | 43 204 | 4 976 | 1 166 | 405 | 5.8 | 6.7 |
| 44811 | Men's clothing stores | 8 | 9 377 | 1 286 | 301 | 79 | .2 | 11.4 |
| 448110 | Men's clothing stores | 8 | 9 377 | 1 286 | 301 | 79 | .2 | 11.4 |
| 44812 | Women's clothing stores | 20 | 13 882 | 1 659 | 392 | 155 | 9.9 | 7.1 |
| 448120 | Women's clothing stores | 20 | 13 882 | 1 659 | 392 | 155 | 9.9 | 7.1 |
| 44813 | Children's & infants' clothing stores | 4 | D | D | D | a | D | D |
| 448130 | Children's & infants' clothing stores | 4 | D | D | D | a | D | D |
| 44814 | Family clothing stores | 7 | 12 179 | 1 102 | 235 | 87 | 7.6 | – |
| 448140 | Family clothing stores | 7 | 12 179 | 1 102 | 235 | 87 | 7.6 | – |
| 44815 | Clothing accessories stores | 5 | D | D | D | a | D | D |
| 448150 | Clothing accessories stores | 5 | D | D | D | a | D | D |
| 44819 | Other clothing stores | 7 | 5 968 | 642 | 174 | 58 | .4 | 8.2 |
| 448190 | Other clothing stores | 7 | 5 968 | 642 | 174 | 58 | .4 | 8.2 |
| 4482 | Shoe stores | 28 | 12 306 | 1 396 | 364 | 139 | – | 1.8 |
| 44821 | Shoe stores | 28 | 12 306 | 1 396 | 364 | 139 | – | 1.8 |
| 448210 | Shoe stores | 28 | 12 306 | 1 396 | 364 | 139 | – | 1.8 |
| 4482101 | Men's shoe stores | 3 | 1 155 | 168 | 38 | 12 | – | 12.3 |
| 4482103 | Children's & juveniles' shoe stores | 2 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 15 | 5 439 | 637 | 176 | 64 | – | 1.5 |
| 4482105 | Athletic footwear stores | 6 | 4 690 | 481 | 115 | 47 | – | – |
| 4483 | Jewelry, luggage, & leather goods stores | 16 | 13 380 | 2 471 | 541 | 89 | 10.6 | 10.6 |
| 44831 | Jewelry stores | 16 | 13 380 | 2 471 | 541 | 89 | 10.6 | 10.6 |
| 448310 | Jewelry stores | 16 | 13 380 | 2 471 | 541 | 89 | 10.6 | 10.6 |
| 451 | Sporting goods, hobby, book, & music stores | 38 | 30 058 | 3 026 | 749 | 291 | 12.8 | 6.1 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 23 | 17 498 | 2 037 | 480 | 191 | 20.7 | 8.3 |
| 45111 | Sporting goods stores | 10 | 8 702 | 732 | 171 | 66 | 38.9 | – |
| 451110 | Sporting goods stores | 10 | 8 702 | 732 | 171 | 66 | 38.9 | – |
| 4511101 | General-line sporting goods stores | 3 | 4 493 | 347 | 81 | 32 | D | – |
| 4511102 | Specialty-line sporting goods stores | 7 | 4 209 | 385 | 90 | 34 | 44.6 | – |
| 45112 | Hobby, toy, & game stores | 6 | 6 658 | 841 | 211 | 72 | – | 21.9 |
| 451120 | Hobby, toy, & game stores | 6 | 6 658 | 841 | 211 | 72 | – | 21.9 |
| 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 |
| 4512 | Book, periodical, & music stores | 15 | 12 560 | 989 | 269 | 100 | 1.8 | 3.0 |
| 45121 | Book stores & news dealers | 8 | 7 033 | 522 | 124 | 41 | 3.1 | 2.0 |
| 451211 | Book stores | 8 | 7 033 | 522 | 124 | 41 | 3.1 | 2.0 |
| 4512111 | Book stores, general | 5 | 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 | 7 | 5 527 | 467 | 145 | 59 | – | 4.3 |
| 451220 | Prerecorded tape, compact disc, & record stores | 7 | 5 527 | 467 | 145 | 59 | – | 4.3 |
| 452 | General merchandise stores | 14 | 171 852 | 16 376 | 3 876 | 1 250 | .5 | 1.9 |
| 4521 | Department stores (incl leased depts) ## | 6 | 168 746 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 6 | 168 746 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 6 | 166 376 | 15 852 | 3 774 | 1 200 | – | – |
| 45211 | Department stores (excl leased depts) | 6 | 166 376 | 15 852 | 3 774 | 1 200 | – | – |
| 452110 | Department stores (excl leased depts) | 6 | 166 376 | 15 852 | 3 774 | 1 200 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4521103 | National chain department stores (excl leased depts) | 2 | D | D | D | f | D | D |
| 45299 | All other general merchandise stores | 8 | 5 476 | 524 | 102 | 50 | 17.2 | 59.7 |
| 452990 | All other general merchandise stores | 8 | 5 476 | 524 | 102 | 50 | 17.2 | 59.7 |
| 4529903 | Miscellaneous general merchandise stores | 3 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 62 | 37 599 | 5 818 | 1 350 | 526 | 11.3 | 10.0 |
| 4531 | Florists | 9 | 2 277 | 418 | 95 | 49 | 27.8 | 25.1 |
| 45311 | Florists | 9 | 2 277 | 418 | 95 | 49 | 27.8 | 25.1 |
| 453110 | Florists | 9 | 2 277 | 418 | 95 | 49 | 27.8 | 25.1 |
| 4532 | Office supplies, stationery, & gift stores | 22 | 11 543 | 1 614 | 417 | 182 | 23.0 | 1.1 |
| 45321 | Office supplies & stationery stores | 4 | 3 196 | 498 | 155 | 43 | 6.0 | – |
| 453210 | Office supplies & stationery stores | 4 | 3 196 | 498 | 155 | 43 | 6.0 | – |
| 4532101 | 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 | 18 | 8 347 | 1 116 | 262 | 139 | 29.6 | 1.5 |
| 453220 | Gift, novelty, & souvenir stores | 18 | 8 347 | 1 116 | 262 | 139 | 29.6 | 1.5 |
| 4533 | Used merchandise stores | 11 | 4 729 | 1 601 | 350 | 120 | .7 | 24.4 |
| 45331 | Used merchandise stores | 11 | 4 729 | 1 601 | 350 | 120 | .7 | 24.4 |
| 453310 | Used merchandise stores | 11 | 4 729 | 1 601 | 350 | 120 | .7 | 24.4 |

See footnotes at end of table.

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **EL CAJON, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers—Con. | | | | | | | |
| 4539 | Other miscellaneous store retailers | 20 | 19 050 | 2 185 | 488 | 175 | 4.8 | 10.0 |
| 45391 | Pet & pet supplies stores | 8 | 11 349 | 1 299 | 302 | 126 | – | 2.5 |
| 453910 | Pet & pet supplies stores | 8 | 11 349 | 1 299 | 302 | 126 | – | 2.5 |
| 45392 | Art dealers | 3 | 537 | 92 | 20 | 8 | 100.0 | – |
| 453920 | Art dealers | 3 | 537 | 92 | 20 | 8 | 100.0 | – |
| 45393 | Manufactured (mobile) home dealers | 1 | D | D | D | a | D | D |
| 453930 | Manufactured (mobile) home dealers | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 8 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 14 | 8 827 | 1 158 | 291 | 67 | 20.6 | 4.9 |
| 4543 | Direct selling establishments | 11 | 7 193 | 890 | 222 | 53 | 7.6 | 6.0 |
| 45431 | Fuel dealers | 3 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 2 | D | D | D | a | D | D |
| 454319 | Other fuel dealers | 1 | D | D | D | a | D | D |
| | **EL CENTRO, CA** | | | | | | | |
| **44-45** | **Retail trade** | **172** | **417 681** | **42 961** | **10 102** | **2 393** | **7.2** | **4.6** |
| 441 | Motor vehicle & parts dealers | 26 | 60 319 | 8 030 | 1 969 | 368 | 26.2 | 7.6 |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 1 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 19 | 17 806 | 3 656 | 849 | 175 | 5.4 | 24.0 |
| 44131 | Automotive parts & accessories stores | 14 | 13 003 | 2 784 | 670 | 142 | 1.4 | 25.4 |
| 441310 | Automotive parts & accessories stores | 14 | 13 003 | 2 784 | 670 | 142 | 1.4 | 25.4 |
| 44132 | Tire dealers | 5 | 4 803 | 872 | 179 | 33 | 16.3 | 20.5 |
| 441320 | Tire dealers | 5 | 4 803 | 872 | 179 | 33 | 16.3 | 20.5 |
| 442 | Furniture & home furnishings stores | 9 | 8 503 | 1 397 | 347 | 87 | 7.7 | – |
| 4421 | Furniture stores | 4 | 5 596 | 866 | 220 | 44 | 11.7 | – |
| 44211 | Furniture stores | 4 | 5 596 | 866 | 220 | 44 | 11.7 | – |
| 442110 | Furniture stores | 4 | 5 596 | 866 | 220 | 44 | 11.7 | – |
| 4422 | Home furnishings stores | 5 | 2 907 | 531 | 127 | 43 | – | – |
| 443 | Electronics & appliance stores | 10 | 3 003 | 373 | 94 | 30 | 29.8 | 1.6 |
| 4431 | Electronics & appliance stores | 10 | 3 003 | 373 | 94 | 30 | 29.8 | 1.6 |
| 44311 | Appliance, television, & other electronics stores | 9 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 8 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 17 | 80 612 | 7 742 | 1 816 | 327 | – | 11.6 |
| 4441 | Building material & supplies dealers | 11 | 23 756 | 3 848 | 896 | 159 | – | .5 |
| 44412 | Paint & wallpaper stores | 3 | D | D | D | a | D | D |
| 444120 | Paint & wallpaper stores | 3 | D | D | D | a | D | D |
| 44413 | Hardware stores | 3 | D | D | D | b | D | D |
| 444130 | Hardware stores | 3 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 5 | 15 417 | 2 667 | 636 | 93 | – | .7 |
| 444190 | Other building material dealers | 5 | 15 417 | 2 667 | 636 | 93 | – | .7 |
| 4442 | Lawn & garden equipment & supplies stores | 6 | 56 856 | 3 894 | 920 | 168 | – | 16.3 |
| 44422 | Nursery & garden centers | 6 | 56 856 | 3 894 | 920 | 168 | – | 16.3 |
| 444220 | Nursery & garden centers | 6 | 56 856 | 3 894 | 920 | 168 | – | 16.3 |
| 445 | Food & beverage stores | 18 | 49 865 | 4 917 | 1 125 | 217 | 3.1 | 2.3 |
| 4451 | Grocery stores | 14 | 48 740 | 4 815 | 1 098 | 207 | 1.8 | 2.4 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 11 | 45 788 | 4 539 | 994 | 188 | 1.9 | 1.5 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 11 | 45 788 | 4 539 | 994 | 188 | 1.9 | 1.5 |
| 446 | Health & personal care stores | 9 | 16 438 | 2 373 | 576 | 107 | 14.0 | 1.9 |
| 4461 | Health & personal care stores | 9 | 16 438 | 2 373 | 576 | 107 | 14.0 | 1.9 |
| 447 | Gasoline stations | 20 | 30 431 | 2 561 | 560 | 163 | 15.1 | 3.5 |
| 4471 | Gasoline stations | 20 | 30 431 | 2 561 | 560 | 163 | 15.1 | 3.5 |
| 44711 | Gasoline stations with convenience stores | 9 | 20 812 | 1 038 | 235 | 85 | 11.8 | – |
| 447110 | Gasoline stations with convenience stores | 9 | 20 812 | 1 038 | 235 | 85 | 11.8 | – |
| 448 | Clothing & clothing accessories stores | 26 | 11 082 | 1 364 | 267 | 101 | 6.1 | 15.9 |
| 4481 | Clothing stores | 10 | D | D | D | b | D | D |
| 44819 | Other clothing stores | 2 | D | D | D | a | D | D |
| 448190 | Other clothing stores | 2 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 8 | D | D | D | b | D | D |
| 44831 | Jewelry stores | 8 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 8 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 12 | 5 731 | 812 | 175 | 63 | 40.8 | 8.6 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 8 | D | D | D | b | D | D |
| 4511101 | General-line sporting goods stores | 2 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **EL CENTRO, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 9 | D | D | D | f | D | D |
| 4521 | Department stores (incl leased depts) ## | 5 | D | N | N | N | D | D |
| 45211 | Department stores (incl leased depts) ## | 5 | D | N | N | N | D | D |
| 4521 | Department stores (excl leased depts) | 5 | D | D | D | f | D | D |
| 45211 | Department stores (excl leased depts) | 5 | D | D | D | f | D | D |
| 452110 | Department stores (excl leased depts) | 5 | D | D | D | f | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | b | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4521103 | National chain department stores (excl leased depts) | 2 | D | D | D | c | D | D |
| 4529 | Other general merchandise stores | 4 | 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 |
| 453 | Miscellaneous store retailers | 12 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 3 | 2 341 | 434 | 114 | 34 | – | – |
| 45321 | Office supplies & stationery stores | 2 | D | D | D | b | D | D |
| 453210 | Office supplies & stationery stores | 2 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 2 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 4 | 2 109 | 716 | 164 | 29 | 24.2 | – |
| | **EL CERRITO, CA** | | | | | | | |
| **44-45** | **Retail trade** | **79** | **257 640** | **30 222** | **6 676** | **1 321** | **5.0** | **2.3** |
| 441 | Motor vehicle & parts dealers | 8 | 67 204 | 6 447 | 1 553 | 129 | .6 | 2.2 |
| 4411 | Automobile dealers | 3 | D | D | D | c | D | D |
| 442 | Furniture & home furnishings stores | 4 | D | D | D | b | D | D |
| 4421 | Furniture stores | 3 | 2 585 | 909 | 228 | 26 | D | 23.6 |
| 44211 | Furniture stores | 3 | 2 585 | 909 | 228 | 26 | D | 23.6 |
| 442110 | Furniture stores | 3 | 2 585 | 909 | 228 | 26 | D | 23.6 |
| 443 | Electronics & appliance stores | 3 | 2 082 | 190 | 48 | 10 | – | – |
| 4431 | Electronics & appliance stores | 3 | 2 082 | 190 | 48 | 10 | – | – |
| 44312 | Computer & software stores | 1 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 7 | 45 177 | 8 488 | 1 508 | 245 | 9.7 | – |
| 4441 | Building material & supplies dealers | 7 | 45 177 | 8 488 | 1 508 | 245 | 9.7 | – |
| 44411 | Home centers | 1 | D | D | D | c | D | D |
| 444110 | Home centers | 1 | D | D | D | c | D | D |
| 44413 | Hardware stores | 1 | D | D | D | b | D | D |
| 444130 | Hardware stores | 1 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 5 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 5 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 17 | 68 065 | 6 848 | 1 539 | 348 | 6.3 | .2 |
| 4451 | Grocery stores | 8 | D | D | D | e | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 7 | 59 340 | 6 326 | 1 435 | 313 | .7 | .2 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 7 | 59 340 | 6 326 | 1 435 | 313 | .7 | .2 |
| 4452 | Specialty food stores | 2 | D | D | D | a | D | D |
| 4453 | Beer, wine, & liquor stores | 7 | D | D | D | b | D | D |
| 44531 | Beer, wine, & liquor stores | 7 | D | D | D | b | D | D |
| 445310 | Beer, wine, & liquor stores | 7 | D | D | D | b | 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 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 5 | 9 188 | 396 | 102 | 34 | – | 7.5 |
| 448 | Clothing & clothing accessories stores | 10 | 2 978 | 480 | 118 | 45 | 25.9 | – |
| 4482103 | Children's & juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 11 | 13 319 | 1 299 | 318 | 150 | 5.3 | 19.8 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 8 | 10 899 | 1 011 | 235 | 121 | 6.5 | 24.2 |
| 4511101 | General-line sporting goods stores | 2 | D | D | D | a | D | D |
| 45114 | Musical instrument & supplies stores | 3 | 7 777 | 660 | 155 | 94 | – | 13.5 |
| 451140 | Musical instrument & supplies stores | 3 | 7 777 | 660 | 155 | 94 | – | 13.5 |
| 4512 | Book, periodical, & music stores | 3 | 2 420 | 288 | 83 | 29 | – | – |
| 45121 | Book stores & news dealers | 2 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | c | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **EL CERRITO, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 7 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 4 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 3 | 2 530 | 335 | 102 | 22 | – | 9.1 |
| 453910 | Pet & pet supplies stores | 3 | 2 530 | 335 | 102 | 22 | – | 9.1 |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **EL MONTE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **245** | **1 335 284** | **96 574** | **22 285** | **3 320** | **17.2** | **2.0** |
| 441 | Motor vehicle & parts dealers | 61 | 953 071 | 59 534 | 13 579 | 1 408 | 19.7 | .2 |
| 4411 | Automobile dealers | 26 | 924 168 | 54 869 | 12 462 | 1 155 | 19.9 | .1 |
| 44111 | New car dealers | 15 | 913 037 | 54 281 | 12 380 | 1 127 | 19.6 | – |
| 441110 | New car dealers | 15 | 913 037 | 54 281 | 12 380 | 1 127 | 19.6 | – |
| 44112 | Used car dealers | 11 | 11 131 | 588 | 82 | 28 | 41.1 | 7.5 |
| 441120 | Used car dealers | 11 | 11 131 | 588 | 82 | 28 | 41.1 | 7.5 |
| 4412 | Other motor vehicle dealers | 6 | 4 401 | 417 | 115 | 20 | 46.4 | 23.4 |
| 44121 | Recreational vehicle dealers | 5 | D | D | D | a | D | D |
| 441210 | Recreational vehicle dealers | 5 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 29 | 24 502 | 4 248 | 1 002 | 233 | 9.0 | 1.3 |
| 44131 | Automotive parts & accessories stores | 20 | 18 991 | 3 293 | 771 | 182 | 8.8 | 1.7 |
| 441310 | Automotive parts & accessories stores | 20 | 18 991 | 3 293 | 771 | 182 | 8.8 | 1.7 |
| 44132 | Tire dealers | 9 | 5 511 | 955 | 231 | 51 | 9.8 | – |
| 441320 | Tire dealers | 9 | 5 511 | 955 | 231 | 51 | 9.8 | – |
| 442 | Furniture & home furnishings stores | 9 | 36 207 | 6 484 | 1 924 | 173 | 16.9 | 21.7 |
| 4421 | Furniture stores | 6 | 34 879 | 6 294 | 1 879 | 156 | 15.5 | 22.6 |
| 44211 | Furniture stores | 6 | 34 879 | 6 294 | 1 879 | 156 | 15.5 | 22.6 |
| 442110 | Furniture stores | 6 | 34 879 | 6 294 | 1 879 | 156 | 15.5 | 22.6 |
| 443 | Electronics & appliance stores | 13 | 17 169 | 1 415 | 334 | 89 | 25.0 | 4.8 |
| 4431 | Electronics & appliance stores | 13 | 17 169 | 1 415 | 334 | 89 | 25.0 | 4.8 |
| 44311 | Appliance, television, & other electronics stores | 9 | 4 304 | 453 | 102 | 31 | 38.5 | 19.1 |
| 443111 | Household appliance stores | 4 | 2 287 | 196 | 42 | 16 | 34.9 | 6.0 |
| 443112 | Radio, television, & other electronics stores | 5 | 2 017 | 257 | 60 | 15 | 42.6 | 34.1 |
| 44312 | Computer & software stores | 4 | 12 865 | 962 | 232 | 58 | 20.4 | – |
| 443120 | Computer & software stores | 4 | 12 865 | 962 | 232 | 58 | 20.4 | – |
| 444 | Building material & garden equipment & supplies dealers | 18 | 59 101 | 6 518 | 1 275 | 307 | 12.8 | 6.4 |
| 4441 | Building material & supplies dealers | 14 | 58 067 | 6 303 | 1 223 | 293 | 11.5 | 6.5 |
| 44411 | Home centers | 2 | D | D | D | c | D | D |
| 444110 | Home centers | 2 | D | D | D | c | D | D |
| 44413 | Hardware stores | 3 | D | D | D | b | D | D |
| 444130 | Hardware stores | 3 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 9 | 28 974 | 3 699 | 776 | 122 | 9.7 | 13.0 |
| 444190 | Other building material dealers | 9 | 28 974 | 3 699 | 776 | 122 | 9.7 | 13.0 |
| 445 | Food & beverage stores | 52 | 126 551 | 11 185 | 2 496 | 591 | 9.0 | 4.1 |
| 4451 | Grocery stores | 29 | 85 613 | 10 092 | 2 252 | 515 | 9.2 | 3.7 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 24 | 78 487 | 9 389 | 2 086 | 454 | 4.7 | 4.0 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 24 | 78 487 | 9 389 | 2 086 | 454 | 4.7 | 4.0 |
| 44512 | Convenience stores | 5 | 7 126 | 703 | 166 | 61 | 58.4 | – |
| 445120 | Convenience stores | 5 | 7 126 | 703 | 166 | 61 | 58.4 | – |
| 4452 | Specialty food stores | 11 | 37 379 | 835 | 179 | 46 | 5.3 | 2.0 |
| 446 | Health & personal care stores | 14 | 21 862 | 3 217 | 803 | 165 | 8.6 | 1.7 |
| 4461 | Health & personal care stores | 14 | 21 862 | 3 217 | 803 | 165 | 8.6 | 1.7 |
| 44611 | Pharmacies & drug stores | 11 | 21 209 | 3 152 | 790 | 159 | 8.9 | 1.1 |
| 446110 | Pharmacies & drug stores | 11 | 21 209 | 3 152 | 790 | 159 | 8.9 | 1.1 |
| 4461101 | Pharmacies & drug stores | 11 | 21 209 | 3 152 | 790 | 159 | 8.9 | 1.1 |
| 447 | Gasoline stations | 19 | 36 941 | 1 092 | 237 | 94 | 8.2 | 8.7 |
| 4471 | Gasoline stations | 19 | 36 941 | 1 092 | 237 | 94 | 8.2 | 8.7 |
| 44711 | Gasoline stations with convenience stores | 9 | 20 131 | 523 | 123 | 48 | – | 8.4 |
| 447110 | Gasoline stations with convenience stores | 9 | 20 131 | 523 | 123 | 48 | – | 8.4 |
| 44719 | Other gasoline stations | 10 | 16 810 | 569 | 114 | 46 | 18.0 | 9.1 |
| 447190 | Other gasoline stations | 10 | 16 810 | 569 | 114 | 46 | 18.0 | 9.1 |
| 448 | Clothing & clothing accessories stores | 29 | 11 538 | 1 484 | 373 | 111 | 23.5 | 16.0 |
| 4481 | Clothing stores | 16 | 6 376 | 699 | 166 | 60 | 41.8 | 17.2 |
| 44811 | Men's clothing stores | 6 | 2 533 | 266 | 62 | 18 | 60.6 | 25.2 |
| 448110 | Men's clothing stores | 6 | 2 533 | 266 | 62 | 18 | 60.6 | 25.2 |
| 4483 | Jewelry, luggage, & leather goods stores | 5 | 2 403 | 380 | 101 | 22 | 1.8 | 22.3 |
| 451 | Sporting goods, hobby, book, & music stores | 3 | 3 199 | 323 | 74 | 25 | D | – |
| 4511 | Sporting goods, hobby, & musical instrument stores | 1 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 2 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **EL MONTE, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 10 | 60 517 | 3 874 | 851 | 238 | 4.0 | – |
| 4529 | Other general merchandise stores | 10 | 60 517 | 3 874 | 851 | 238 | 4.0 | – |
| 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 | 9 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 9 | D | D | D | b | D | D |
| 4529901 | Variety stores | 2 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 7 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 12 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 2 | D | D | D | a | D | D |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 4533 | Used merchandise stores | 3 | 2 581 | 538 | 126 | 67 | – | 53.5 |
| 45331 | Used merchandise stores | 3 | 2 581 | 538 | 126 | 67 | – | 53.5 |
| 453310 | Used merchandise stores | 3 | 2 581 | 538 | 126 | 67 | – | 53.5 |
| 4539 | Other miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 5 | D | D | D | a | D | D |
| | **EL PASO DE ROBLES (PASO ROBLES), CA** | | | | | | | |
| **44-45** | **Retail trade** | **137** | **336 844** | **30 943** | **7 343** | **1 577** | **10.9** | **2.0** |
| 441 | Motor vehicle & parts dealers | 21 | 66 326 | 6 185 | 1 469 | 231 | 38.0 | 2.6 |
| 4411 | Automobile dealers | 7 | D | D | D | c | D | D |
| 4412 | Other motor vehicle dealers | 4 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 4 | D | D | D | b | D | D |
| 441229 | All other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 10 | 9 550 | 1 557 | 358 | 85 | 6.6 | .3 |
| 44131 | Automotive parts & accessories stores | 8 | D | D | D | b | D | D |
| 441310 | Automotive parts & accessories stores | 8 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 6 | D | D | D | b | D | D |
| 4422 | Home furnishings stores | 5 | D | D | D | a | D | D |
| 44229 | Other home furnishings stores | 4 | 1 758 | 95 | 35 | 10 | – | 13.4 |
| 443 | Electronics & appliance stores | 7 | 6 148 | 660 | 140 | 40 | 14.4 | – |
| 4431 | Electronics & appliance stores | 7 | 6 148 | 660 | 140 | 40 | 14.4 | – |
| 44311 | Appliance, television, & other electronics stores | 5 | D | D | D | b | D | D |
| 443111 | Household appliance stores | 3 | 3 299 | 291 | 63 | 14 | D | – |
| 44312 | Computer & software stores | 2 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 14 | 37 288 | 4 167 | 1 067 | 162 | .1 | – |
| 4441 | Building material & supplies dealers | 11 | 28 564 | 2 957 | 783 | 112 | .1 | – |
| 44419 | Other building material dealers | 7 | 25 319 | 2 228 | 578 | 86 | .1 | – |
| 444190 | Other building material dealers | 7 | 25 319 | 2 228 | 578 | 86 | .1 | – |
| 4442 | Lawn & garden equipment & supplies stores | 3 | 8 724 | 1 210 | 284 | 50 | – | – |
| 44422 | Nursery & garden centers | 3 | 8 724 | 1 210 | 284 | 50 | – | – |
| 444220 | Nursery & garden centers | 3 | 8 724 | 1 210 | 284 | 50 | – | – |
| 445 | Food & beverage stores | 13 | 62 208 | 6 578 | 1 440 | 289 | 2.9 | 1.5 |
| 4451 | Grocery stores | 10 | 61 328 | 6 475 | 1 415 | 281 | 2.7 | 1.5 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 7 | 58 715 | 6 222 | 1 361 | 253 | .2 | 1.6 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 7 | 58 715 | 6 222 | 1 361 | 253 | .2 | 1.6 |
| 446 | Health & personal care stores | 12 | 16 243 | 2 517 | 600 | 132 | 1.9 | 16.6 |
| 4461 | Health & personal care stores | 12 | 16 243 | 2 517 | 600 | 132 | 1.9 | 16.6 |
| 4461102 | Proprietary stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 19 | 39 022 | 1 331 | 289 | 121 | 17.6 | – |
| 4471 | Gasoline stations | 19 | 39 022 | 1 331 | 289 | 121 | 17.6 | – |
| 44711 | Gasoline stations with convenience stores | 12 | 26 640 | 906 | 224 | 98 | 7.9 | – |
| 447110 | Gasoline stations with convenience stores | 12 | 26 640 | 906 | 224 | 98 | 7.9 | – |
| 44719 | Other gasoline stations | 7 | 12 382 | 425 | 65 | 23 | 38.5 | – |
| 447190 | Other gasoline stations | 7 | 12 382 | 425 | 65 | 23 | 38.5 | – |
| 448 | Clothing & clothing accessories stores | 16 | 8 123 | 1 036 | 303 | 104 | 7.0 | 6.3 |
| 4481 | Clothing stores | 8 | D | D | D | b | D | D |
| 44819 | Other clothing stores | 2 | D | D | D | a | D | D |
| 448190 | Other clothing stores | 2 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 6 | 3 962 | 505 | 121 | 30 | – | – |
| 451 | Sporting goods, hobby, book, & music stores | 8 | 3 255 | 275 | 40 | 23 | – | 4.3 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 7 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **EL PASO DE ROBLES (PASO ROBLES), CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 2 | D | D | D | e | D | D |
| 4521 | Department stores (incl leased depts) ## | 2 | D | N | N | N | D | D |
| 45211 | Department stores (incl leased depts) ## | 2 | D | N | N | N | D | D |
| 4521 | Department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 45211 | Department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 452110 | Department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 17 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 6 | 4 074 | 430 | 79 | 25 | .7 | – |
| 45321 | Office supplies & stationery stores | 3 | 3 916 | 400 | 71 | 19 | – | – |
| 453210 | Office supplies & stationery stores | 3 | 3 916 | 400 | 71 | 19 | – | – |
| 4532102 | Office supplies stores | 3 | 3 916 | 400 | 71 | 19 | – | – |
| 4539 | Other miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 45393 | Manufactured (mobile) home dealers | 1 | D | D | D | a | D | D |
| 453930 | Manufactured (mobile) home dealers | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |
| | **EL SEGUNDO, CA** | | | | | | | |
| **44-45** | **Retail trade** | **69** | **130 433** | **14 228** | **3 072** | **647** | **12.4** | **15.3** |
| 441 | Motor vehicle & parts dealers | 5 | 5 058 | 652 | 104 | 26 | 41.7 | 9.8 |
| 44131 | Automotive parts & accessories stores | 3 | D | D | D | b | D | D |
| 441310 | Automotive parts & accessories stores | 3 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 3 | D | D | D | b | D | D |
| 4421 | Furniture stores | 1 | D | D | D | a | D | D |
| 44211 | Furniture stores | 1 | D | D | D | a | D | D |
| 442110 | Furniture stores | 1 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 5 | 18 232 | 2 863 | 554 | 55 | 1.4 | 93.8 |
| 4431 | Electronics & appliance stores | 5 | 18 232 | 2 863 | 554 | 55 | 1.4 | 93.8 |
| 44311 | Appliance, television, & other electronics stores | 1 | D | D | D | a | D | D |
| 443112 | Radio, television, & other electronics stores | 1 | D | D | D | a | D | D |
| 44312 | Computer & software stores | 3 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 3 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 8 | 30 833 | 2 776 | 625 | 102 | 7.2 | – |
| 4441 | Building material & supplies dealers | 7 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 5 | 29 356 | 2 593 | 558 | 90 | 6.0 | – |
| 444190 | Other building material dealers | 5 | 29 356 | 2 593 | 558 | 90 | 6.0 | – |
| 445 | Food & beverage stores | 8 | 20 328 | 1 959 | 419 | 76 | 6.2 | 1.3 |
| 446 | Health & personal care stores | 6 | 6 724 | 868 | 252 | 83 | – | 16.0 |
| 4461 | Health & personal care stores | 6 | 6 724 | 868 | 252 | 83 | – | 16.0 |
| 446191 | Food (health) supplement stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 10 | 22 197 | 1 003 | 243 | 65 | 23.8 | – |
| 4471 | Gasoline stations | 10 | 22 197 | 1 003 | 243 | 65 | 23.8 | – |
| 44719 | Other gasoline stations | 9 | D | D | D | b | D | D |
| 447190 | Other gasoline stations | 9 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 9 | 4 219 | 663 | 152 | 49 | 71.9 | 1.9 |
| 451 | Sporting goods, hobby, book, & music stores | 2 | D | D | D | b | D | D |
| 4511 | Sporting goods, hobby, & musical instrument stores | 2 | D | D | D | b | D | D |
| 4511101 | General-line sporting goods stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 10 | 13 565 | 1 692 | 344 | 96 | 4.1 | 5.1 |
| 4532 | Office supplies, stationery, & gift stores | 6 | 12 666 | 1 534 | 306 | 81 | 2.3 | 2.7 |
| 45321 | Office supplies & stationery stores | 2 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 2 | D | D | D | a | D | D |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 45322 | Gift, novelty, & souvenir stores | 4 | D | D | D | b | D | D |
| 453220 | Gift, novelty, & souvenir stores | 4 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 4 | 899 | 158 | 38 | 15 | 29.7 | 39.5 |
| 454 | Nonstore retailers | 3 | 1 145 | 218 | 51 | 36 | – | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **EMERYVILLE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **67** | **365 120** | **31 462** | **7 289** | **1 710** | **3.2** | **4.9** |
| 441 | Motor vehicle & parts dealers | 2 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 6 | 6 675 | 758 | 200 | 30 | 70.2 | – |
| 4421 | Furniture stores | 3 | 2 190 | 296 | 74 | 14 | D | – |
| 44211 | Furniture stores | 3 | 2 190 | 296 | 74 | 14 | D | – |
| 442110 | Furniture stores | 3 | 2 190 | 296 | 74 | 14 | D | – |
| 4422 | Home furnishings stores | 3 | 4 485 | 462 | 126 | 16 | D | – |
| 44229 | Other home furnishings stores | 2 | D | D | D | a | D | D |
| 442299 | All other home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 5 | 85 274 | 6 092 | 1 481 | 299 | – | – |
| 4431 | Electronics & appliance stores | 5 | 85 274 | 6 092 | 1 481 | 299 | – | – |
| 44311 | Appliance, television, & other electronics stores | 3 | D | D | D | c | D | D |
| 443112 | Radio, television, & other electronics stores | 3 | D | D | D | c | D | D |
| 44312 | Computer & software stores | 2 | D | D | D | c | D | D |
| 443120 | Computer & software stores | 2 | D | D | D | c | D | D |
| 444 | Building material & garden equipment & supplies dealers | 7 | D | D | D | e | D | D |
| 4441 | Building material & supplies dealers | 6 | 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 | 4 | 4 907 | 1 080 | 220 | 34 | – | .9 |
| 444190 | Other building material dealers | 4 | 4 907 | 1 080 | 220 | 34 | – | .9 |
| 445 | Food & beverage stores | 10 | 49 217 | 4 876 | 1 053 | 259 | 4.7 | 21.7 |
| 4451 | Grocery stores | 7 | D | D | D | c | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 6 | 43 721 | 4 341 | 926 | 231 | 4.2 | 21.4 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 6 | 43 721 | 4 341 | 926 | 231 | 4.2 | 21.4 |
| 4452 | Specialty food stores | 1 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 4 | 3 254 | 728 | 138 | 24 | 47.2 | – |
| 44613 | Optical goods stores | 2 | D | D | D | a | D | D |
| 446130 | Optical goods stores | 2 | D | D | D | a | D | D |
| 44619 | Other health & personal care stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 3 | 8 392 | 326 | 86 | 24 | D | – |
| 448 | Clothing & clothing accessories stores | 8 | 17 642 | 1 776 | 428 | 112 | – | .7 |
| 4481 | Clothing stores | 6 | D | D | D | b | D | D |
| 44811 | Men's clothing stores | 2 | D | D | D | a | D | D |
| 448110 | Men's clothing stores | 2 | D | D | D | a | D | D |
| 44814 | Family clothing stores | 3 | D | D | D | b | D | D |
| 448140 | Family clothing stores | 3 | D | D | D | b | D | D |
| 4482102 | Women's shoe stores | 1 | D | D | D | a | D | D |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 9 | 38 793 | 3 415 | 818 | 251 | 1.7 | – |
| 4511 | Sporting goods, hobby, & musical instrument stores | 6 | 24 901 | 1 937 | 406 | 164 | 2.6 | – |
| 45111 | Sporting goods stores | 4 | D | D | D | b | D | D |
| 451110 | Sporting goods stores | 4 | D | D | D | b | D | D |
| 4511101 | General-line sporting goods stores | 2 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 1 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 1 | D | D | D | b | D | D |
| 45113 | Sewing, needlework, & piece goods stores | 1 | D | D | D | a | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 1 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 3 | 13 892 | 1 478 | 412 | 87 | – | – |
| 45121 | Book stores & news dealers | 2 | D | D | D | b | D | D |
| 451211 | Book stores | 2 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 2 | D | D | D | b | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 1 | D | D | D | b | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 1 | D | D | D | b | D | D |
| 452 | General merchandise stores | 1 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 4 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 2 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 8 | 74 637 | 4 644 | 944 | 190 | .5 | 7.9 |
| 4541 | Electronic shopping & mail-order houses | 5 | 72 791 | 4 200 | 806 | 174 | – | 8.1 |
| 45411 | Electronic shopping & mail-order houses | 5 | 72 791 | 4 200 | 806 | 174 | – | 8.1 |
| 454110 | Electronic shopping & mail-order houses | 5 | 72 791 | 4 200 | 806 | 174 | – | 8.1 |

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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **ENCINITAS, CA** | | | | | | | |
| **44-45** | **Retail trade** | **224** | **493 401** | **50 587** | **11 774** | **2 525** | **9.4** | **7.6** |
| 441 | Motor vehicle & parts dealers | 13 | 126 248 | 12 106 | 2 724 | 339 | 5.8 | .1 |
| 4411 | Automobile dealers | 5 | D | D | D | e | D | D |
| 44111 | New car dealers | 4 | 116 644 | 10 345 | 2 294 | 260 | 5.3 | – |
| 441110 | New car dealers | 4 | 116 644 | 10 345 | 2 294 | 260 | 5.3 | – |
| 4413 | Automotive parts, accessories, & tire stores | 7 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 4 | D | D | D | b | D | D |
| 441310 | Automotive parts & accessories stores | 4 | D | D | D | b | D | D |
| 44132 | Tire dealers | 3 | 4 361 | 907 | 214 | 31 | – | – |
| 441320 | Tire dealers | 3 | 4 361 | 907 | 214 | 31 | – | – |
| 442 | Furniture & home furnishings stores | 17 | 12 581 | 1 271 | 274 | 59 | 52.7 | – |
| 4421 | Furniture stores | 3 | 2 422 | 174 | 35 | 6 | D | – |
| 44211 | Furniture stores | 3 | 2 422 | 174 | 35 | 6 | D | – |
| 442110 | Furniture stores | 3 | 2 422 | 174 | 35 | 6 | D | – |
| 4422 | Home furnishings stores | 14 | 10 159 | 1 097 | 239 | 53 | 56.9 | – |
| 44221 | Floor covering stores | 7 | 5 609 | 645 | 132 | 17 | 78.1 | – |
| 442210 | Floor covering stores | 7 | 5 609 | 645 | 132 | 17 | 78.1 | – |
| 44229 | Other home furnishings stores | 7 | 4 550 | 452 | 107 | 36 | 30.9 | – |
| 442291 | Window treatment stores | 3 | 1 475 | 137 | 35 | 9 | D | – |
| 442299 | All other home furnishings stores | 4 | 3 075 | 315 | 72 | 27 | 19.1 | – |
| 443 | Electronics & appliance stores | 13 | 20 440 | 2 475 | 597 | 118 | 7.6 | 1.4 |
| 4431 | Electronics & appliance stores | 13 | 20 440 | 2 475 | 597 | 118 | 7.6 | 1.4 |
| 44311 | Appliance, television, & other electronics stores | 10 | D | D | D | c | D | D |
| 443112 | Radio, television, & other electronics stores | 8 | 18 795 | 2 126 | 507 | 97 | 2.3 | 1.5 |
| 444 | Building material & garden equipment & supplies dealers | 17 | 64 422 | 7 294 | 1 752 | 303 | – | 1.7 |
| 4441 | Building material & supplies dealers | 11 | 58 617 | 6 245 | 1 507 | 240 | – | 1.8 |
| 44411 | Home centers | 2 | D | D | D | c | D | D |
| 444110 | Home centers | 2 | D | D | D | c | 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 | 6 | 6 783 | 988 | 237 | 35 | – | 15.8 |
| 444190 | Other building material dealers | 6 | 6 783 | 988 | 237 | 35 | – | 15.8 |
| 4442 | Lawn & garden equipment & supplies stores | 6 | 5 805 | 1 049 | 245 | 63 | – | – |
| 44422 | Nursery & garden centers | 5 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 5 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 30 | 110 219 | 11 536 | 2 728 | 683 | 3.1 | 5.0 |
| 4451 | Grocery stores | 18 | 102 026 | 10 729 | 2 531 | 637 | 2.5 | 5.0 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 11 | 94 282 | 10 140 | 2 383 | 582 | .5 | 4.6 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 11 | 94 282 | 10 140 | 2 383 | 582 | .5 | 4.6 |
| 44512 | Convenience stores | 7 | 7 744 | 589 | 148 | 55 | 26.1 | 9.5 |
| 445120 | Convenience stores | 7 | 7 744 | 589 | 148 | 55 | 26.1 | 9.5 |
| 4452 | Specialty food stores | 5 | 1 288 | 220 | 35 | 11 | 11.5 | 5.4 |
| 4453 | Beer, wine, & liquor stores | 7 | 6 905 | 587 | 162 | 35 | 10.5 | 4.5 |
| 44531 | Beer, wine, & liquor stores | 7 | 6 905 | 587 | 162 | 35 | 10.5 | 4.5 |
| 445310 | Beer, wine, & liquor stores | 7 | 6 905 | 587 | 162 | 35 | 10.5 | 4.5 |
| 446 | Health & personal care stores | 23 | 33 874 | 4 298 | 1 062 | 202 | 21.2 | 3.5 |
| 4461 | Health & personal care stores | 23 | 33 874 | 4 298 | 1 062 | 202 | 21.2 | 3.5 |
| 44611 | Pharmacies & drug stores | 10 | 28 409 | 3 190 | 788 | 151 | 16.8 | – |
| 446110 | Pharmacies & drug stores | 10 | 28 409 | 3 190 | 788 | 151 | 16.8 | – |
| 4461101 | Pharmacies & drug stores | 10 | 28 409 | 3 190 | 788 | 151 | 16.8 | – |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 3 | 1 301 | 275 | 65 | 13 | D | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 3 | 1 301 | 275 | 65 | 13 | D | – |
| 44619 | Other health & personal care stores | 5 | 2 845 | 556 | 149 | 27 | 67.9 | 8.7 |
| 446191 | Food (health) supplement stores | 4 | D | D | D | a | D | D |
| 447 | Gasoline stations | 15 | 39 187 | 2 673 | 528 | 117 | 20.5 | – |
| 4471 | Gasoline stations | 15 | 39 187 | 2 673 | 528 | 117 | 20.5 | – |
| 44711 | Gasoline stations with convenience stores | 8 | 20 908 | 1 176 | 247 | 66 | – | – |
| 447110 | Gasoline stations with convenience stores | 8 | 20 908 | 1 176 | 247 | 66 | – | – |
| 44719 | Other gasoline stations | 7 | 18 279 | 1 497 | 281 | 51 | 43.9 | – |
| 447190 | Other gasoline stations | 7 | 18 279 | 1 497 | 281 | 51 | 43.9 | – |
| 448 | Clothing & clothing accessories stores | 28 | 12 872 | 1 410 | 321 | 132 | 17.6 | 14.2 |
| 4481 | Clothing stores | 20 | 9 509 | 972 | 245 | 105 | 20.3 | 17.4 |
| 44819 | Other clothing stores | 5 | 1 126 | 158 | 47 | 19 | 31.3 | 20.9 |
| 448190 | Other clothing stores | 5 | 1 126 | 158 | 47 | 19 | 31.3 | 20.9 |
| 4482103 | Children's & juveniles' shoe 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **ENCINITAS, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 27 | 23 515 | 2 754 | 659 | 216 | 7.2 | 5.0 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 20 | 12 210 | 1 491 | 357 | 104 | 10.4 | 1.0 |
| 45111 | Sporting goods stores | 14 | 10 017 | 1 279 | 315 | 81 | 8.9 | .2 |
| 451110 | Sporting goods stores | 14 | 10 017 | 1 279 | 315 | 81 | 8.9 | .2 |
| 4511101 | General-line sporting goods stores | 4 | 2 567 | 230 | 54 | 23 | 27.1 | – |
| 4511102 | Specialty-line sporting goods stores | 10 | 7 450 | 1 049 | 261 | 58 | 2.7 | .3 |
| 4512 | Book, periodical, & music stores | 7 | 11 305 | 1 263 | 302 | 112 | 3.7 | 9.3 |
| 45121 | Book stores & news dealers | 4 | 6 608 | 638 | 153 | 64 | 6.3 | 16.0 |
| 451211 | Book stores | 4 | 6 608 | 638 | 153 | 64 | 6.3 | 16.0 |
| 4512111 | Book stores, general | 2 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 2 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 3 | 4 697 | 625 | 149 | 48 | – | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 3 | 4 697 | 625 | 149 | 48 | – | – |
| 452 | General merchandise stores | 1 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 31 | D | D | D | c | 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 | 9 | 10 820 | 1 147 | 264 | 80 | 5.8 | 8.1 |
| 45321 | Office supplies & stationery stores | 4 | 8 758 | 804 | 178 | 47 | 4.0 | – |
| 453210 | Office supplies & stationery stores | 4 | 8 758 | 804 | 178 | 47 | 4.0 | – |
| 4532102 | Office supplies stores | 4 | 8 758 | 804 | 178 | 47 | 4.0 | – |
| 4539 | Other miscellaneous store retailers | 13 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 6 | 3 187 | 342 | 81 | 41 | 21.9 | – |
| 453910 | Pet & pet supplies stores | 6 | 3 187 | 342 | 81 | 41 | 21.9 | – |
| 45399 | All other miscellaneous store retailers | 7 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 9 | 7 908 | 823 | 164 | 34 | 75.9 | – |
| 4541 | Electronic shopping & mail-order houses | 4 | 2 837 | 332 | 83 | 16 | 64.9 | – |
| 45411 | Electronic shopping & mail-order houses | 4 | 2 837 | 332 | 83 | 16 | 64.9 | – |
| 454110 | Electronic shopping & mail-order houses | 4 | 2 837 | 332 | 83 | 16 | 64.9 | – |
| 4543 | Direct selling establishments | 5 | 5 071 | 491 | 81 | 18 | 82.0 | – |
| 45439 | Other direct selling establishments | 5 | 5 071 | 491 | 81 | 18 | 82.0 | – |
| 454390 | Other direct selling establishments | 5 | 5 071 | 491 | 81 | 18 | 82.0 | – |
| | **ESCALON, CA** | | | | | | | |
| **44-45** | **Retail trade** | **25** | **38 445** | **3 283** | **741** | **178** | **50.3** | **5.0** |
| 441 | Motor vehicle & parts dealers | 8 | 20 140 | 1 463 | 329 | 62 | 61.3 | 9.2 |
| 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 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 441222 | Boat dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 1 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 3 | 3 937 | 406 | 87 | 20 | – | – |
| 445 | Food & beverage stores | 4 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 3 | 4 092 | 266 | 63 | 22 | 100.0 | – |
| 448 | Clothing & clothing accessories stores | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **ESCONDIDO, CA** | | | | | | | |
| **44-45** | **Retail trade** | **600** | **1 765 602** | **185 984** | **44 125** | **9 390** | **7.1** | **3.6** |
| 441 | Motor vehicle & parts dealers | 79 | 649 711 | 58 944 | 13 211 | 1 651 | 7.2 | 3.1 |
| 4411 | Automobile dealers | 29 | 584 178 | 48 929 | 10 627 | 1 188 | 7.4 | .5 |
| 44111 | New car dealers | 19 | 557 291 | 47 171 | 10 234 | 1 115 | 6.5 | .1 |
| 441110 | New car dealers | 19 | 557 291 | 47 171 | 10 234 | 1 115 | 6.5 | .1 |
| 44112 | Used car dealers | 10 | 26 887 | 1 758 | 393 | 73 | 26.4 | 8.9 |
| 441120 | Used car dealers | 10 | 26 887 | 1 758 | 393 | 73 | 26.4 | 8.9 |
| 4412 | Other motor vehicle dealers | 9 | 22 100 | 2 430 | 791 | 115 | 8.2 | 34.6 |
| 44121 | Recreational vehicle dealers | 4 | 10 889 | 1 263 | 530 | 63 | 14.4 | 70.1 |
| 441210 | Recreational vehicle dealers | 4 | 10 889 | 1 263 | 530 | 63 | 14.4 | 70.1 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 5 | 11 211 | 1 167 | 261 | 52 | 2.1 | – |
| 441221 | Motorcycle dealers | 4 | D | D | D | b | D | D |
| 441222 | Boat dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 41 | 43 433 | 7 585 | 1 793 | 348 | 4.2 | 21.7 |
| 44131 | Automotive parts & accessories stores | 31 | 31 481 | 5 272 | 1 243 | 252 | 5.7 | 27.5 |
| 441310 | Automotive parts & accessories stores | 31 | 31 481 | 5 272 | 1 243 | 252 | 5.7 | 27.5 |
| 44132 | Tire dealers | 10 | 11 952 | 2 313 | 550 | 96 | – | 6.7 |
| 441320 | Tire dealers | 10 | 11 952 | 2 313 | 550 | 96 | – | 6.7 |
| 442 | Furniture & home furnishings stores | 25 | 37 567 | 7 380 | 1 828 | 301 | 13.8 | 23.9 |
| 4421 | Furniture stores | 9 | 20 386 | 3 908 | 1 029 | 145 | .8 | 44.0 |
| 44211 | Furniture stores | 9 | 20 386 | 3 908 | 1 029 | 145 | .8 | 44.0 |
| 442110 | Furniture stores | 9 | 20 386 | 3 908 | 1 029 | 145 | .8 | 44.0 |
| 4422 | Home furnishings stores | 16 | 17 181 | 3 472 | 799 | 156 | 29.3 | – |
| 44221 | Floor covering stores | 7 | 10 697 | 2 722 | 615 | 105 | 43.7 | – |
| 442210 | Floor covering stores | 7 | 10 697 | 2 722 | 615 | 105 | 43.7 | – |
| 44229 | Other home furnishings stores | 9 | 6 484 | 750 | 184 | 51 | 5.7 | – |
| 442299 | All other home furnishings stores | 8 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 35 | 41 618 | 4 935 | 1 211 | 232 | 13.9 | 1.8 |
| 4431 | Electronics & appliance stores | 35 | 41 618 | 4 935 | 1 211 | 232 | 13.9 | 1.8 |
| 44311 | Appliance, television, & other electronics stores | 25 | 32 260 | 4 184 | 1 041 | 192 | 16.0 | 1.9 |
| 443111 | Household appliance stores | 11 | 6 975 | 1 379 | 335 | 56 | 55.8 | 8.0 |
| 443112 | Radio, television, & other electronics stores | 14 | 25 285 | 2 805 | 706 | 136 | 5.0 | .3 |
| 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 | 3 | D | D | D | b | D | D |
| 443130 | Camera & photographic supplies stores | 3 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 40 | 153 667 | 15 997 | 3 702 | 592 | 1.0 | .5 |
| 4441 | Building material & supplies dealers | 32 | 136 077 | 14 251 | 3 347 | 525 | .6 | .5 |
| 44411 | Home centers | 1 | D | D | D | c | D | D |
| 444110 | Home centers | 1 | D | D | D | c | D | D |
| 44412 | Paint & wallpaper stores | 8 | D | D | D | b | D | D |
| 444120 | Paint & wallpaper stores | 8 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 20 | 68 814 | 7 493 | 1 753 | 245 | 1.2 | .6 |
| 444190 | Other building material dealers | 20 | 68 814 | 7 493 | 1 753 | 245 | 1.2 | .6 |
| 4442 | Lawn & garden equipment & supplies stores | 8 | 17 590 | 1 746 | 355 | 67 | 3.9 | – |
| 44422 | Nursery & garden centers | 6 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 6 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 65 | 244 697 | 25 937 | 6 090 | 1 341 | 6.0 | 1.5 |
| 4451 | Grocery stores | 40 | 231 072 | 25 034 | 5 883 | 1 258 | 3.2 | 1.1 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 26 | 221 232 | 24 072 | 5 684 | 1 160 | 2.1 | 1.0 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 26 | 221 232 | 24 072 | 5 684 | 1 160 | 2.1 | 1.0 |
| 44512 | Convenience stores | 14 | 9 840 | 962 | 199 | 98 | 27.8 | 3.2 |
| 445120 | Convenience stores | 14 | 9 840 | 962 | 199 | 98 | 27.8 | 3.2 |
| 4452 | Specialty food stores | 10 | 4 680 | 589 | 132 | 49 | 16.6 | 7.7 |
| 4453 | Beer, wine, & liquor stores | 15 | 8 945 | 314 | 75 | 34 | 73.6 | 9.2 |
| 44531 | Beer, wine, & liquor stores | 15 | 8 945 | 314 | 75 | 34 | 73.6 | 9.2 |
| 445310 | Beer, wine, & liquor stores | 15 | 8 945 | 314 | 75 | 34 | 73.6 | 9.2 |
| 446 | Health & personal care stores | 49 | 62 822 | 9 780 | 2 430 | 461 | 8.0 | 2.6 |
| 4461 | Health & personal care stores | 49 | 62 822 | 9 780 | 2 430 | 461 | 8.0 | 2.6 |
| 44611 | Pharmacies & drug stores | 20 | 49 139 | 7 517 | 1 838 | 321 | 7.2 | .3 |
| 446110 | Pharmacies & drug stores | 20 | 49 139 | 7 517 | 1 838 | 321 | 7.2 | .3 |
| 4461101 | Pharmacies & drug stores | 16 | 47 130 | 7 074 | 1 735 | 301 | 7.5 | .3 |
| 4461102 | Proprietary stores | 4 | 2 009 | 443 | 103 | 20 | – | – |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 5 | 3 216 | 273 | 75 | 24 | 17.5 | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 5 | 3 216 | 273 | 75 | 24 | 17.5 | – |
| 44613 | Optical goods stores | 13 | 6 321 | 1 196 | 331 | 69 | – | 9.8 |
| 446130 | Optical goods stores | 13 | 6 321 | 1 196 | 331 | 69 | – | 9.8 |
| 44619 | Other health & personal care stores | 11 | 4 146 | 794 | 186 | 47 | 22.6 | 22.2 |
| 446191 | Food (health) supplement stores | 5 | 2 065 | 187 | 45 | 24 | 27.9 | 29.0 |
| 446199 | All other health & personal care stores | 6 | 2 081 | 607 | 141 | 23 | 17.4 | 15.4 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **ESCONDIDO, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 447 | Gasoline stations | 41 | 98 081 | 4 342 | 1 030 | 373 | 32.5 | 8.0 |
| 4471 | Gasoline stations | 41 | 98 081 | 4 342 | 1 030 | 373 | 32.5 | 8.0 |
| 44711 | Gasoline stations with convenience stores | 23 | 54 063 | 1 922 | 486 | 176 | 30.5 | 7.0 |
| 447110 | Gasoline stations with convenience stores | 23 | 54 063 | 1 922 | 486 | 176 | 30.5 | 7.0 |
| 44719 | Other gasoline stations | 18 | 44 018 | 2 420 | 544 | 197 | 34.9 | 9.2 |
| 447190 | Other gasoline stations | 18 | 44 018 | 2 420 | 544 | 197 | 34.9 | 9.2 |
| 448 | Clothing & clothing accessories stores | 101 | 137 638 | 19 196 | 4 996 | 1 560 | 2.5 | 3.4 |
| 4481 | Clothing stores | 53 | 109 185 | 15 359 | 4 043 | 1 312 | 1.6 | 2.3 |
| 44811 | Men's clothing stores | 6 | 5 581 | 735 | 187 | 43 | 7.6 | 26.2 |
| 448110 | Men's clothing stores | 6 | 5 581 | 735 | 187 | 43 | 7.6 | 26.2 |
| 44812 | Women's clothing stores | 23 | 15 525 | 2 179 | 527 | 208 | 5.1 | 6.2 |
| 448120 | Women's clothing stores | 23 | 15 525 | 2 179 | 527 | 208 | 5.1 | 6.2 |
| 44813 | Children's & infants' clothing stores | 1 | D | D | D | a | D | D |
| 448130 | Children's & infants' clothing stores | 1 | D | D | D | a | D | D |
| 44814 | Family clothing stores | 12 | 81 123 | 11 704 | 3 151 | 990 | – | – |
| 448140 | Family clothing stores | 12 | 81 123 | 11 704 | 3 151 | 990 | – | – |
| 44815 | Clothing accessories stores | 4 | D | D | D | a | D | D |
| 448150 | Clothing accessories stores | 4 | D | D | D | a | D | D |
| 44819 | Other clothing stores | 7 | 4 690 | 451 | 109 | 39 | 11.5 | – |
| 448190 | Other clothing stores | 7 | 4 690 | 451 | 109 | 39 | 11.5 | – |
| 4482 | Shoe stores | 28 | 14 671 | 1 814 | 486 | 152 | – | 5.6 |
| 44821 | Shoe stores | 28 | 14 671 | 1 814 | 486 | 152 | – | 5.6 |
| 448210 | Shoe stores | 28 | 14 671 | 1 814 | 486 | 152 | – | 5.6 |
| 4482101 | Men's shoe stores | 2 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 9 | 3 736 | 548 | 136 | 47 | – | 17.1 |
| 4482104 | Family shoe stores | 13 | 6 415 | 755 | 208 | 66 | – | .4 |
| 4482105 | Athletic footwear stores | 4 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 20 | 13 782 | 2 023 | 467 | 96 | 12.0 | 10.0 |
| 44831 | Jewelry stores | 17 | 12 257 | 1 787 | 405 | 79 | 13.4 | 11.3 |
| 448310 | Jewelry stores | 17 | 12 257 | 1 787 | 405 | 79 | 13.4 | 11.3 |
| 44832 | Luggage & leather goods stores | 3 | 1 525 | 236 | 62 | 17 | – | – |
| 448320 | Luggage & leather goods stores | 3 | 1 525 | 236 | 62 | 17 | – | – |
| 451 | Sporting goods, hobby, book, & music stores | 57 | 40 056 | 4 840 | 1 247 | 420 | 7.7 | 8.6 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 40 | 27 407 | 3 525 | 916 | 303 | 8.3 | 12.1 |
| 45111 | Sporting goods stores | 19 | 15 737 | 1 817 | 465 | 133 | 11.1 | 18.0 |
| 451110 | Sporting goods stores | 19 | 15 737 | 1 817 | 465 | 133 | 11.1 | 18.0 |
| 4511101 | General-line sporting goods stores | 8 | 10 809 | 1 244 | 336 | 90 | 7.3 | 18.9 |
| 4511102 | Specialty-line sporting goods stores | 11 | 4 928 | 573 | 129 | 43 | 19.3 | 15.9 |
| 45112 | Hobby, toy, & game stores | 12 | 8 029 | 1 134 | 294 | 103 | 1.2 | 6.0 |
| 451120 | Hobby, toy, & game stores | 12 | 8 029 | 1 134 | 294 | 103 | 1.2 | 6.0 |
| 45113 | Sewing, needlework, & piece goods stores | 6 | 2 806 | 431 | 116 | 54 | – | – |
| 451130 | Sewing, needlework, & piece goods stores | 6 | 2 806 | 431 | 116 | 54 | – | – |
| 45114 | Musical instrument & supplies stores | 3 | 835 | 143 | 41 | 13 | D | – |
| 451140 | Musical instrument & supplies stores | 3 | 835 | 143 | 41 | 13 | D | – |
| 4512 | Book, periodical, & music stores | 17 | 12 649 | 1 315 | 331 | 117 | 6.2 | 1.1 |
| 45121 | Book stores & news dealers | 10 | 7 330 | 790 | 199 | 67 | 10.8 | 1.1 |
| 451211 | Book stores | 9 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 6 | 6 074 | 647 | 163 | 53 | 13.0 | – |
| 4512112 | Specialty book stores | 3 | D | D | D | a | D | D |
| 451212 | News dealers & newsstands | 1 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 7 | 5 319 | 525 | 132 | 50 | – | 1.1 |
| 451220 | Prerecorded tape, compact disc, & record stores | 7 | 5 319 | 525 | 132 | 50 | – | 1.1 |
| 452 | General merchandise stores | 12 | D | D | D | g | D | D |
| 4521 | Department stores (incl leased depts) ## | 9 | 228 286 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 9 | 228 286 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 9 | 225 382 | 23 600 | 5 695 | 1 622 | – | – |
| 45211 | Department stores (excl leased depts) | 9 | 225 382 | 23 600 | 5 695 | 1 622 | – | – |
| 452110 | Department stores (excl leased depts) | 9 | 225 382 | 23 600 | 5 695 | 1 622 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 3 | 78 985 | 7 714 | 1 884 | 544 | – | – |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 3 | 70 338 | 7 010 | 1 719 | 532 | – | – |
| 4521103 | National chain department stores (excl leased depts) | 3 | 76 059 | 8 876 | 2 092 | 546 | – | – |
| 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 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **ESCONDIDO, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 73 | D | D | D | f | D | D |
| 4531 | Florists | 6 | 1 635 | 299 | 77 | 29 | 93.8 | 6.2 |
| 45311 | Florists | 6 | 1 635 | 299 | 77 | 29 | 93.8 | 6.2 |
| 453110 | Florists | 6 | 1 635 | 299 | 77 | 29 | 93.8 | 6.2 |
| 4532 | Office supplies, stationery, & gift stores | 27 | 26 649 | 3 332 | 793 | 265 | 2.1 | – |
| 45321 | Office supplies & stationery stores | 6 | 15 525 | 1 656 | 387 | 92 | – | .1 |
| 453210 | Office supplies & stationery stores | 6 | 15 525 | 1 656 | 387 | 92 | – | .1 |
| 4532102 | Office supplies stores | 5 | D | D | D | b | D | D |
| 45322 | Gift, novelty, & souvenir stores | 21 | 11 124 | 1 676 | 406 | 173 | 4.9 | – |
| 453220 | Gift, novelty, & souvenir stores | 21 | 11 124 | 1 676 | 406 | 173 | 4.9 | – |
| 4533 | Used merchandise stores | 13 | 4 774 | 1 633 | 366 | 150 | 8.5 | 23.8 |
| 45331 | Used merchandise stores | 13 | 4 774 | 1 633 | 366 | 150 | 8.5 | 23.8 |
| 453310 | Used merchandise stores | 13 | 4 774 | 1 633 | 366 | 150 | 8.5 | 23.8 |
| 4539 | Other miscellaneous store retailers | 27 | D | D | D | c | D | D |
| 45391 | Pet & pet supplies stores | 8 | 6 640 | 647 | 157 | 61 | 38.2 | – |
| 453910 | Pet & pet supplies stores | 8 | 6 640 | 647 | 157 | 61 | 38.2 | – |
| 45392 | Art dealers | 2 | D | D | D | a | D | D |
| 453920 | Art dealers | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 17 | 11 287 | 1 137 | 272 | 101 | 10.9 | 18.4 |
| 454 | Nonstore retailers | 23 | 16 070 | 3 257 | 850 | 156 | 1.9 | 20.5 |
| 4541 | Electronic shopping & mail-order houses | 12 | 6 526 | 773 | 197 | 62 | 4.4 | 45.5 |
| 45411 | Electronic shopping & mail-order houses | 12 | 6 526 | 773 | 197 | 62 | 4.4 | 45.5 |
| 454110 | Electronic shopping & mail-order houses | 12 | 6 526 | 773 | 197 | 62 | 4.4 | 45.5 |
| 4543 | Direct selling establishments | 11 | 9 544 | 2 484 | 653 | 94 | .2 | 3.4 |
| 45431 | Fuel dealers | 3 | 4 575 | 996 | 255 | 40 | – | – |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 3 | 4 575 | 996 | 255 | 40 | – | – |
| 45439 | Other direct selling establishments | 8 | 4 969 | 1 488 | 398 | 54 | .4 | 6.5 |
| 454390 | Other direct selling establishments | 8 | 4 969 | 1 488 | 398 | 54 | .4 | 6.5 |
| | **EUREKA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **271** | **539 732** | **53 874** | **12 758** | **3 173** | **5.3** | **3.9** |
| 441 | Motor vehicle & parts dealers | 32 | 103 599 | 9 893 | 2 365 | 392 | 4.5 | 1.0 |
| 4411 | Automobile dealers | 11 | 80 781 | 6 933 | 1 682 | 258 | – | – |
| 44112 | Used car dealers | 5 | 10 369 | 477 | 122 | 19 | – | – |
| 441120 | Used car dealers | 5 | 10 369 | 477 | 122 | 19 | – | – |
| 4412 | Other motor vehicle dealers | 8 | D | D | D | b | D | D |
| 44121 | Recreational vehicle dealers | 3 | 2 913 | 146 | 35 | 14 | D | – |
| 441210 | Recreational vehicle dealers | 3 | 2 913 | 146 | 35 | 14 | D | – |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 5 | D | D | D | b | D | D |
| 441221 | 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 | 13 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 9 | 7 770 | 844 | 214 | 54 | 7.5 | 13.5 |
| 441310 | Automotive parts & accessories stores | 9 | 7 770 | 844 | 214 | 54 | 7.5 | 13.5 |
| 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 | 19 | 20 177 | 2 606 | 580 | 130 | 5.7 | 45.5 |
| 4421 | Furniture stores | 9 | 13 322 | 1 344 | 288 | 63 | 2.6 | 68.9 |
| 44211 | Furniture stores | 9 | 13 322 | 1 344 | 288 | 63 | 2.6 | 68.9 |
| 442110 | Furniture stores | 9 | 13 322 | 1 344 | 288 | 63 | 2.6 | 68.9 |
| 4422 | Home furnishings stores | 10 | 6 855 | 1 262 | 292 | 67 | 11.7 | – |
| 44221 | Floor covering stores | 3 | D | D | D | b | D | D |
| 442210 | Floor covering stores | 3 | D | D | D | b | D | D |
| 44229 | Other home furnishings stores | 7 | D | D | D | b | D | D |
| 442299 | All other home furnishings stores | 7 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 19 | D | D | D | b | D | D |
| 4431 | Electronics & appliance stores | 19 | D | D | D | b | D | D |
| 44311 | Appliance, television, & other electronics stores | 14 | 8 186 | 1 354 | 347 | 69 | 21.5 | – |
| 443112 | Radio, television, & other electronics stores | 11 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 4 | 1 887 | 184 | 40 | 11 | 52.8 | – |
| 443120 | Computer & software stores | 4 | 1 887 | 184 | 40 | 11 | 52.8 | – |
| 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 | 27 | 49 149 | 6 397 | 1 492 | 289 | 9.0 | .9 |
| 4441 | Building material & supplies dealers | 21 | 40 416 | 5 611 | 1 299 | 248 | 9.7 | 1.1 |
| 44411 | Home centers | 1 | D | D | D | c | D | D |
| 444110 | Home centers | 1 | D | D | D | c | D | D |
| 44412 | Paint & wallpaper stores | 4 | D | D | D | a | D | D |
| 444120 | Paint & wallpaper stores | 4 | D | D | D | a | D | D |
| 44419 | Other building material dealers | 13 | 23 505 | 2 713 | 667 | 116 | 9.1 | 1.9 |
| 444190 | Other building material dealers | 13 | 23 505 | 2 713 | 667 | 116 | 9.1 | 1.9 |
| 4442 | Lawn & garden equipment & supplies stores | 6 | 8 733 | 786 | 193 | 41 | 5.5 | – |
| 44422 | Nursery & garden centers | 3 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **EUREKA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 445 | Food & beverage stores | 29 | 71 859 | 7 744 | 1 820 | 469 | 5.7 | 11.8 |
| 4451 | Grocery stores | 20 | 68 577 | 7 212 | 1 685 | 397 | 5.3 | 11.7 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 15 | 66 823 | 7 075 | 1 657 | 385 | 2.8 | 12.0 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 15 | 66 823 | 7 075 | 1 657 | 385 | 2.8 | 12.0 |
| 4452 | Specialty food stores | 5 | 2 074 | 373 | 95 | 55 | – | – |
| 446 | Health & personal care stores | 14 | 36 053 | 3 942 | 915 | 189 | 2.9 | 1.2 |
| 4461 | Health & personal care stores | 14 | 36 053 | 3 942 | 915 | 189 | 2.9 | 1.2 |
| 44611 | Pharmacies & drug stores | 9 | 32 977 | 3 491 | 813 | 153 | 3.2 | .4 |
| 446110 | Pharmacies & drug stores | 9 | 32 977 | 3 491 | 813 | 153 | 3.2 | .4 |
| 4461101 | Pharmacies & drug stores | 9 | 32 977 | 3 491 | 813 | 153 | 3.2 | .4 |
| 44619 | Other health & personal care stores | 2 | D | D | D | a | D | D |
| 446191 | Food (health) supplement stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 20 | 31 067 | 1 750 | 417 | 145 | 13.0 | – |
| 4471 | Gasoline stations | 20 | 31 067 | 1 750 | 417 | 145 | 13.0 | – |
| 44711 | Gasoline stations with convenience stores | 13 | 21 713 | 1 112 | 264 | 102 | 18.7 | – |
| 447110 | Gasoline stations with convenience stores | 13 | 21 713 | 1 112 | 264 | 102 | 18.7 | – |
| 448 | Clothing & clothing accessories stores | 45 | 33 746 | 4 614 | 1 080 | 354 | 7.2 | 2.2 |
| 4481 | Clothing stores | 24 | 24 081 | 3 066 | 695 | 253 | 6.9 | 1.3 |
| 44814 | Family clothing stores | 8 | 16 663 | 1 948 | 422 | 125 | 3.5 | – |
| 448140 | Family clothing stores | 8 | 16 663 | 1 948 | 422 | 125 | 3.5 | – |
| 44819 | Other clothing stores | 3 | D | D | D | a | D | D |
| 448190 | Other clothing stores | 3 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 8 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 10 | 4 918 | 940 | 247 | 48 | 16.0 | 8.6 |
| 44831 | Jewelry stores | 10 | 4 918 | 940 | 247 | 48 | 16.0 | 8.6 |
| 448310 | Jewelry stores | 10 | 4 918 | 940 | 247 | 48 | 16.0 | 8.6 |
| 451 | Sporting goods, hobby, book, & music stores | 22 | 17 622 | 2 190 | 535 | 188 | 8.1 | .2 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 13 | D | D | D | c | D | D |
| 45111 | Sporting goods stores | 5 | 6 838 | 962 | 212 | 70 | 8.5 | .4 |
| 451110 | Sporting goods stores | 5 | 6 838 | 962 | 212 | 70 | 8.5 | .4 |
| 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 |
| 45113 | Sewing, needlework, & piece goods stores | 1 | D | D | D | a | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 1 | D | D | D | a | D | D |
| 45114 | Musical instrument & supplies stores | 3 | D | D | D | a | D | D |
| 451140 | Musical instrument & supplies stores | 3 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 9 | D | D | D | b | D | D |
| 45121 | Book stores & news dealers | 5 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 3 | D | D | D | a | D | D |
| 4512112 | Specialty book stores | 2 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 4 | D | D | D | b | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 4 | D | D | D | b | D | D |
| 452 | General merchandise stores | 7 | D | D | D | f | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | c | D | D |
| 4521103 | National chain department stores (excl leased depts) | 2 | D | D | D | c | D | D |
| 4529 | Other general merchandise stores | 2 | 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 |
| 453 | Miscellaneous store retailers | 30 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 14 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 3 | 8 143 | 640 | 176 | 46 | – | – |
| 453210 | Office supplies & stationery stores | 3 | 8 143 | 640 | 176 | 46 | – | – |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 2 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 8 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 8 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 8 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 5 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 7 | D | D | D | b | D | D |
| 4542 | Vending machine operators | 1 | D | D | D | b | D | D |
| 45421 | Vending machine operators | 1 | D | D | D | b | D | D |
| 454210 | Vending machine operators | 1 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 5 | D | D | D | b | D | D |
| 45431 | Fuel dealers | 1 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 1 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 4 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 4 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **EXETER, CA** | | | | | | | |
| **44-45** | **Retail trade** | **27** | **50 594** | **4 199** | **818** | **235** | **6.4** | **–** |
| 441 | Motor vehicle & parts dealers | 5 | 17 127 | 1 318 | 114 | 38 | 3.5 | – |
| 444 | Building material & garden equipment & supplies dealers | 2 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 6 | 15 216 | 1 644 | 410 | 103 | .4 | – |
| 446 | Health & personal care stores | 2 | D | D | D | b | D | D |
| 447 | Gasoline stations | 6 | 11 232 | 326 | 85 | 23 | 20.3 | – |
| 448 | Clothing & clothing accessories stores | 3 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 3 | D | D | D | a | D | D |
| | **FAIRFAX, CA** | | | | | | | |
| **44-45** | **Retail trade** | **37** | **41 313** | **5 139** | **1 208** | **311** | **17.7** | **28.2** |
| 441 | Motor vehicle & parts dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 2 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 11 | 27 446 | 3 249 | 804 | 200 | 4.9 | 34.2 |
| 4452 | Specialty food stores | 3 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 5 | 1 472 | 265 | 53 | 10 | 29.1 | 47.2 |
| 447 | Gasoline stations | 4 | 4 566 | 328 | 73 | 20 | 41.4 | 29.6 |
| 448 | Clothing & clothing accessories stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 5 | 1 894 | 323 | 58 | 27 | 61.4 | 2.9 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 4 | D | D | D | b | D | D |
| 452 | General merchandise stores | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |
| | **FAIRFIELD, CA** | | | | | | | |
| **44-45** | **Retail trade** | **336** | **940 907** | **92 986** | **21 311** | **5 090** | **5.2** | **6.1** |
| 441 | Motor vehicle & parts dealers | 38 | 261 012 | 25 181 | 5 442 | 726 | 5.8 | 1.8 |
| 4411 | Automobile dealers | 16 | 189 830 | 15 884 | 3 321 | 399 | 7.5 | .2 |
| 44111 | New car dealers | 11 | 186 097 | 15 438 | 3 222 | 380 | 7.0 | .2 |
| 441110 | New car dealers | 11 | 186 097 | 15 438 | 3 222 | 380 | 7.0 | .2 |
| 4412 | Other motor vehicle dealers | 5 | 18 866 | 2 636 | 600 | 77 | 5.1 | – |
| 44121 | Recreational vehicle dealers | 2 | D | D | D | b | D | D |
| 441210 | Recreational vehicle dealers | 2 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 3 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 2 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 17 | 52 316 | 6 661 | 1 521 | 250 | – | 8.2 |
| 44131 | Automotive parts & accessories stores | 12 | 29 886 | 3 689 | 915 | 186 | – | 14.4 |
| 441310 | Automotive parts & accessories stores | 12 | 29 886 | 3 689 | 915 | 186 | – | 14.4 |
| 44132 | Tire dealers | 5 | 22 430 | 2 972 | 606 | 64 | – | – |
| 441320 | Tire dealers | 5 | 22 430 | 2 972 | 606 | 64 | – | – |
| 442 | Furniture & home furnishings stores | 25 | 15 820 | 2 401 | 602 | 133 | 11.5 | 5.6 |
| 4421 | Furniture stores | 13 | 9 998 | 1 266 | 333 | 66 | 4.0 | 8.8 |
| 44211 | Furniture stores | 13 | 9 998 | 1 266 | 333 | 66 | 4.0 | 8.8 |
| 442110 | Furniture stores | 13 | 9 998 | 1 266 | 333 | 66 | 4.0 | 8.8 |
| 4422 | Home furnishings stores | 12 | 5 822 | 1 135 | 269 | 67 | 24.4 | .2 |
| 44229 | Other home furnishings stores | 6 | 3 478 | 881 | 213 | 52 | 2.0 | – |
| 443 | Electronics & appliance stores | 18 | 39 140 | 3 921 | 1 018 | 202 | 1.7 | 1.5 |
| 4431 | Electronics & appliance stores | 18 | 39 140 | 3 921 | 1 018 | 202 | 1.7 | 1.5 |
| 44311 | Appliance, television, & other electronics stores | 10 | 34 613 | 3 363 | 885 | 173 | – | 1.5 |
| 443112 | Radio, television, & other electronics stores | 9 | D | D | D | c | D | D |
| 44312 | Computer & software stores | 6 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 6 | D | D | D | a | 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 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **FAIRFIELD, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 444 | Building material & garden equipment & supplies dealers | 20 | 60 126 | 6 654 | 1 597 | 277 | 3.4 | 1.7 |
| 4441 | Building material & supplies dealers | 19 | 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 |
| 44412 | Paint & wallpaper stores | 5 | D | D | D | b | D | D |
| 444120 | Paint & wallpaper stores | 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 |
| 44419 | Other building material dealers | 12 | 20 388 | 2 161 | 454 | 77 | 9.9 | 3.0 |
| 444190 | Other building material dealers | 12 | 20 388 | 2 161 | 454 | 77 | 9.9 | 3.0 |
| 445 | Food & beverage stores | 34 | 146 625 | 15 485 | 3 382 | 939 | 4.1 | 23.8 |
| 4451 | Grocery stores | 23 | 141 269 | 14 940 | 3 236 | 882 | 2.8 | 23.7 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 15 | 135 773 | 14 533 | 3 142 | 841 | .5 | 24.1 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 15 | 135 773 | 14 533 | 3 142 | 841 | .5 | 24.1 |
| 44512 | Convenience stores | 8 | 5 496 | 407 | 94 | 41 | 59.1 | 13.6 |
| 445120 | Convenience stores | 8 | 5 496 | 407 | 94 | 41 | 59.1 | 13.6 |
| 4452 | Specialty food stores | 7 | 3 506 | 438 | 122 | 45 | 46.7 | – |
| 446 | Health & personal care stores | 22 | 28 501 | 4 651 | 1 194 | 216 | 22.1 | 3.1 |
| 4461 | Health & personal care stores | 22 | 28 501 | 4 651 | 1 194 | 216 | 22.1 | 3.1 |
| 4461102 | Proprietary stores | 2 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 4 | 1 742 | 189 | 41 | 10 | 10.8 | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 4 | 1 742 | 189 | 41 | 10 | 10.8 | – |
| 44613 | Optical goods stores | 6 | 2 574 | 492 | 126 | 30 | 21.5 | 9.6 |
| 446130 | Optical goods stores | 6 | 2 574 | 492 | 126 | 30 | 21.5 | 9.6 |
| 44619 | Other health & personal care stores | 6 | D | D | D | b | D | D |
| 446191 | Food (health) supplement stores | 5 | 5 621 | 521 | 114 | 42 | 81.5 | 11.5 |
| 447 | Gasoline stations | 28 | 74 010 | 3 037 | 644 | 185 | 14.7 | 1.7 |
| 4471 | Gasoline stations | 28 | 74 010 | 3 037 | 644 | 185 | 14.7 | 1.7 |
| 44711 | Gasoline stations with convenience stores | 16 | 51 653 | 1 846 | 376 | 96 | 7.2 | 1.4 |
| 447110 | Gasoline stations with convenience stores | 16 | 51 653 | 1 846 | 376 | 96 | 7.2 | 1.4 |
| 44719 | Other gasoline stations | 12 | 22 357 | 1 191 | 268 | 89 | 31.9 | 2.6 |
| 447190 | Other gasoline stations | 12 | 22 357 | 1 191 | 268 | 89 | 31.9 | 2.6 |
| 448 | Clothing & clothing accessories stores | 62 | 39 221 | 5 741 | 1 339 | 464 | 6.9 | 16.2 |
| 4481 | Clothing stores | 38 | 23 617 | 3 308 | 782 | 309 | 11.5 | 17.6 |
| 44811 | Men's clothing stores | 9 | 6 230 | 855 | 218 | 53 | 13.1 | 27.8 |
| 448110 | Men's clothing stores | 9 | 6 230 | 855 | 218 | 53 | 13.1 | 27.8 |
| 44813 | Children's & infants' clothing stores | 2 | D | D | D | a | D | D |
| 448130 | Children's & infants' clothing stores | 2 | D | D | D | a | D | D |
| 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 | 7 | 3 998 | 496 | 101 | 44 | 11.7 | 20.5 |
| 448190 | Other clothing stores | 7 | 3 998 | 496 | 101 | 44 | 11.7 | 20.5 |
| 4482 | Shoe stores | 15 | 8 922 | 1 097 | 238 | 77 | – | 4.2 |
| 44821 | Shoe stores | 15 | 8 922 | 1 097 | 238 | 77 | – | 4.2 |
| 448210 | Shoe stores | 15 | 8 922 | 1 097 | 238 | 77 | – | 4.2 |
| 4482101 | Men's shoe stores | 2 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 2 | D | D | D | a | D | D |
| 4482103 | Children's & juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 6 | D | D | D | b | D | D |
| 4482105 | Athletic footwear stores | 4 | 4 127 | 460 | 97 | 32 | – | – |
| 4483 | Jewelry, luggage, & leather goods stores | 9 | 6 682 | 1 336 | 319 | 78 | – | 27.5 |
| 44831 | Jewelry stores | 9 | 6 682 | 1 336 | 319 | 78 | – | 27.5 |
| 448310 | Jewelry stores | 9 | 6 682 | 1 336 | 319 | 78 | – | 27.5 |
| 451 | Sporting goods, hobby, book, & music stores | 24 | 23 670 | 2 435 | 551 | 220 | 1.5 | 8.7 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 15 | 16 199 | 1 640 | 357 | 148 | 2.2 | 12.6 |
| 4511101 | General-line sporting goods stores | 4 | 2 395 | 304 | 78 | 30 | 5.6 | – |
| 45112 | Hobby, toy, & game stores | 7 | 12 069 | 1 096 | 219 | 101 | 1.8 | 17.0 |
| 451120 | Hobby, toy, & game stores | 7 | 12 069 | 1 096 | 219 | 101 | 1.8 | 17.0 |
| 45114 | Musical instrument & supplies stores | 1 | D | D | D | a | D | D |
| 451140 | Musical instrument & supplies stores | 1 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 9 | 7 471 | 795 | 194 | 72 | – | – |
| 45121 | Book stores & news dealers | 4 | D | D | D | b | D | D |
| 451211 | Book stores | 3 | 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 |
| 451212 | News dealers & newsstands | 1 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 5 | D | D | D | b | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 5 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **FAIRFIELD, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 12 | D | D | D | g | D | D |
| 4521 | Department stores (incl leased depts) ## | 7 | D | N | N | N | D | D |
| 45211 | Department stores (incl leased depts) ## | 7 | D | N | N | N | D | D |
| 4521 | Department stores (excl leased depts) | 7 | D | D | D | g | D | D |
| 45211 | Department stores (excl leased depts) | 7 | D | D | D | g | D | D |
| 452110 | Department stores (excl leased depts) | 7 | D | D | D | g | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | c | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 3 | 60 122 | 5 635 | 1 332 | 513 | – | – |
| 4521103 | National chain department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4529 | Other general merchandise stores | 5 | 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 |
| 45299 | All other general merchandise stores | 4 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 4 | D | D | D | b | D | D |
| 4529901 | Variety stores | 2 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 41 | D | D | D | e | D | D |
| 4531 | Florists | 7 | 1 552 | 301 | 79 | 52 | 16.6 | 24.0 |
| 45311 | Florists | 7 | 1 552 | 301 | 79 | 52 | 16.6 | 24.0 |
| 453110 | Florists | 7 | 1 552 | 301 | 79 | 52 | 16.6 | 24.0 |
| 4532 | Office supplies, stationery, & gift stores | 16 | 7 518 | 1 089 | 277 | 128 | 5.4 | 11.7 |
| 45321 | Office supplies & stationery stores | 3 | 1 393 | 273 | 63 | 13 | – | 9.0 |
| 453210 | Office supplies & stationery stores | 3 | 1 393 | 273 | 63 | 13 | – | 9.0 |
| 4532102 | Office supplies stores | 3 | 1 393 | 273 | 63 | 13 | – | 9.0 |
| 45322 | Gift, novelty, & souvenir stores | 13 | 6 125 | 816 | 214 | 115 | 6.6 | 12.3 |
| 453220 | Gift, novelty, & souvenir stores | 13 | 6 125 | 816 | 214 | 115 | 6.6 | 12.3 |
| 4533 | Used merchandise stores | 8 | 2 303 | 754 | 185 | 70 | – | 63.7 |
| 45331 | Used merchandise stores | 8 | 2 303 | 754 | 185 | 70 | – | 63.7 |
| 453310 | Used merchandise stores | 8 | 2 303 | 754 | 185 | 70 | – | 63.7 |
| 4539 | Other miscellaneous store retailers | 10 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 7 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 12 | 7 106 | 1 442 | 189 | 52 | 18.2 | .9 |
| 4542 | Vending machine operators | 5 | 4 069 | 553 | 128 | 34 | 19.3 | – |
| 45421 | Vending machine operators | 5 | 4 069 | 553 | 128 | 34 | 19.3 | – |
| 454210 | Vending machine operators | 5 | 4 069 | 553 | 128 | 34 | 19.3 | – |
| 45439 | Other direct selling establishments | 3 | D | D | D | a | D | D |
| 454390 | Other direct selling establishments | 3 | D | D | D | a | D | D |
| | **FARMERSVILLE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **17** | **15 086** | **1 649** | **354** | **125** | **43.3** | **5.4** |
| 441 | Motor vehicle & parts dealers | 3 | 511 | 211 | 56 | 11 | D | – |
| 442 | Furniture & home furnishings stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 2 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 6 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 3 | D | D | D | a | D | D |
| | **FILLMORE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **20** | **55 433** | **4 738** | **1 097** | **258** | **31.7** | **10.9** |
| 441 | Motor vehicle & parts dealers | 4 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 5 | D | D | D | c | D | D |
| 446 | Health & personal care stores | 2 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 2 | D | D | D | b | D | D |
| 447 | Gasoline stations | 4 | 11 725 | 509 | 116 | 29 | 1.0 | 12.3 |
| 44711 | Gasoline stations with convenience stores | 2 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 2 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 2 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **FIREBAUGH, CA** | | | | | | | |
| **44-45** | **Retail trade** | **23** | **31 074** | **2 357** | **606** | **132** | **27.7** | **7.3** |
| 441 | Motor vehicle & parts dealers | 6 | 21 572 | 1 281 | 352 | 54 | 27.2 | – |
| 444 | Building material & garden equipment & supplies dealers | 3 | 812 | 105 | 28 | 11 | 100.0 | – |
| 445 | Food & beverage stores | 7 | 4 002 | 215 | 47 | 18 | 15.6 | 5.6 |
| 446 | Health & personal care stores | 2 | D | D | D | b | D | D |
| 447 | Gasoline stations | 2 | D | D | D | a | D | D |
| 448 | Clothing & clothing accessories stores | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 1 | D | D | D | a | D | D |
| | **FOLSOM, CA** | | | | | | | |
| **44-45** | **Retail trade** | **162** | **444 942** | **41 588** | **9 236** | **2 134** | **2.9** | **5.1** |
| 441 | Motor vehicle & parts dealers | 9 | 180 389 | 13 009 | 2 793 | 355 | .5 | – |
| 4411 | Automobile dealers | 2 | D | D | D | e | D | D |
| 44111 | New car dealers | 2 | D | D | D | e | D | D |
| 441110 | New car dealers | 2 | D | D | D | e | D | D |
| 4412 | Other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 441222 | Boat dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 9 | 4 399 | 941 | 171 | 69 | 7.9 | 2.7 |
| 4422 | Home furnishings stores | 9 | 4 399 | 941 | 171 | 69 | 7.9 | 2.7 |
| 44229 | Other home furnishings stores | 8 | D | D | D | b | D | D |
| 442299 | All other home furnishings stores | 8 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 3 | D | D | D | b | D | D |
| 4431 | Electronics & appliance stores | 3 | D | D | D | b | D | D |
| 44311 | Appliance, television, & other electronics stores | 2 | D | D | D | b | D | D |
| 443111 | Household appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 7 | 5 824 | 889 | 201 | 51 | .8 | – |
| 44412 | Paint & wallpaper stores | 2 | D | D | D | a | D | D |
| 444120 | Paint & wallpaper stores | 2 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 13 | 91 803 | 11 504 | 2 679 | 506 | 2.1 | 16.4 |
| 4451 | Grocery stores | 10 | D | D | D | e | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 7 | 88 038 | 11 146 | 2 592 | 475 | – | 17.0 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 7 | 88 038 | 11 146 | 2 592 | 475 | – | 17.0 |
| 446 | Health & personal care stores | 13 | 11 622 | 1 738 | 427 | 100 | 3.8 | 19.8 |
| 4461 | Health & personal care stores | 13 | 11 622 | 1 738 | 427 | 100 | 3.8 | 19.8 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 3 | 964 | 169 | 45 | 11 | – | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 3 | 964 | 169 | 45 | 11 | – | – |
| 447 | Gasoline stations | 7 | 18 902 | 864 | 218 | 68 | – | – |
| 4471 | Gasoline stations | 7 | 18 902 | 864 | 218 | 68 | – | – |
| 44711 | Gasoline stations with convenience stores | 4 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 4 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 46 | 36 530 | 3 671 | 836 | 295 | 4.5 | 5.6 |
| 4481 | Clothing stores | 29 | 19 402 | 1 948 | 451 | 174 | 6.7 | 6.5 |
| 44811 | Men's clothing stores | 4 | 2 794 | 293 | 70 | 23 | 35.7 | – |
| 448110 | Men's clothing stores | 4 | 2 794 | 293 | 70 | 23 | 35.7 | – |
| 44813 | Children's & infants' clothing stores | 1 | D | D | D | a | D | D |
| 448130 | Children's & infants' clothing stores | 1 | D | D | D | a | D | D |
| 44819 | Other clothing stores | 6 | 3 635 | 360 | 89 | 36 | – | 6.9 |
| 448190 | Other clothing stores | 6 | 3 635 | 360 | 89 | 36 | – | 6.9 |
| 4482 | Shoe stores | 10 | 13 401 | 1 018 | 228 | 86 | – | – |
| 44821 | Shoe stores | 10 | 13 401 | 1 018 | 228 | 86 | – | – |
| 448210 | Shoe stores | 10 | 13 401 | 1 018 | 228 | 86 | – | – |
| 4482102 | Women's shoe stores | 2 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 7 | D | D | D | b | D | D |
| 4482105 | Athletic footwear stores | 1 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 7 | 3 727 | 705 | 157 | 35 | 9.7 | 20.8 |
| 44832 | Luggage & leather goods stores | 3 | 1 461 | 189 | 43 | 13 | – | 20.3 |
| 448320 | Luggage & leather goods stores | 3 | 1 461 | 189 | 43 | 13 | – | 20.3 |
| 451 | Sporting goods, hobby, book, & music stores | 18 | 7 047 | 869 | 159 | 58 | 15.0 | 18.0 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 11 | 4 019 | 534 | 85 | 31 | 20.6 | 23.8 |
| 4512 | Book, periodical, & music stores | 7 | 3 028 | 335 | 74 | 27 | 7.4 | 10.2 |
| 451212 | News dealers & newsstands | 1 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 2 | D | D | D | a | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 2 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **FOLSOM, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 4 | D | D | D | e | D | D |
| 4521 | Department stores (incl leased depts) ## | 3 | 68 909 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 3 | 68 909 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 3 | 67 218 | 5 845 | 1 332 | 430 | – | – |
| 45211 | Department stores (excl leased depts) | 3 | 67 218 | 5 845 | 1 332 | 430 | – | – |
| 452110 | Department stores (excl leased depts) | 3 | 67 218 | 5 845 | 1 332 | 430 | – | – |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 3 | 67 218 | 5 845 | 1 332 | 430 | – | – |
| 453 | Miscellaneous store retailers | 31 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 14 | 8 334 | 831 | 179 | 87 | 23.5 | 7.1 |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | b | D | D |
| 45322 | Gift, novelty, & souvenir stores | 13 | D | D | D | b | D | D |
| 453220 | Gift, novelty, & souvenir stores | 13 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 5 | 1 199 | 145 | 25 | 19 | 12.5 | 44.9 |
| 45331 | Used merchandise stores | 5 | 1 199 | 145 | 25 | 19 | 12.5 | 44.9 |
| 453310 | Used merchandise stores | 5 | 1 199 | 145 | 25 | 19 | 12.5 | 44.9 |
| 4539 | Other miscellaneous store retailers | 10 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 45392 | Art dealers | 2 | D | D | D | a | D | D |
| 453920 | Art dealers | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 6 | 3 231 | 597 | 71 | 45 | 18.4 | 22.2 |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |
| | **FONTANA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **209** | **773 617** | **75 074** | **17 842** | **4 001** | **5.0** | **20.2** |
| 441 | Motor vehicle & parts dealers | 33 | 256 013 | 19 608 | 4 361 | 600 | 3.1 | 1.7 |
| 4411 | Automobile dealers | 13 | 224 058 | 14 714 | 3 204 | 382 | 2.4 | 1.6 |
| 44111 | New car dealers | 3 | 176 736 | 10 662 | 2 339 | 252 | – | – |
| 441110 | New car dealers | 3 | 176 736 | 10 662 | 2 339 | 252 | – | – |
| 44112 | Used car dealers | 10 | 47 322 | 4 052 | 865 | 130 | 11.5 | 7.5 |
| 441120 | Used car dealers | 10 | 47 322 | 4 052 | 865 | 130 | 11.5 | 7.5 |
| 4412 | Other motor vehicle dealers | 5 | 7 835 | 994 | 178 | 40 | 21.3 | – |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 4 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 3 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 15 | 24 120 | 3 900 | 979 | 178 | 3.2 | 3.8 |
| 44131 | Automotive parts & accessories stores | 11 | 19 794 | 2 707 | 706 | 133 | 3.9 | 4.6 |
| 441310 | Automotive parts & accessories stores | 11 | 19 794 | 2 707 | 706 | 133 | 3.9 | 4.6 |
| 44132 | Tire dealers | 4 | 4 326 | 1 193 | 273 | 45 | – | – |
| 441320 | Tire dealers | 4 | 4 326 | 1 193 | 273 | 45 | – | – |
| 442 | Furniture & home furnishings stores | 8 | D | D | D | c | D | D |
| 4421 | Furniture stores | 7 | 7 592 | 929 | 486 | 88 | 8.9 | .6 |
| 44211 | Furniture stores | 7 | 7 592 | 929 | 486 | 88 | 8.9 | .6 |
| 442110 | Furniture stores | 7 | 7 592 | 929 | 486 | 88 | 8.9 | .6 |
| 443 | Electronics & appliance stores | 10 | 5 818 | 564 | 136 | 33 | 8.6 | 32.7 |
| 4431 | Electronics & appliance stores | 10 | 5 818 | 564 | 136 | 33 | 8.6 | 32.7 |
| 44311 | Appliance, television, & other electronics stores | 8 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 6 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 7 | 11 983 | 944 | 224 | 51 | 8.0 | 7.3 |
| 4441 | Building material & supplies dealers | 7 | 11 983 | 944 | 224 | 51 | 8.0 | 7.3 |
| 44419 | Other building material dealers | 4 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 4 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 40 | 269 223 | 27 651 | 6 475 | 1 449 | 2.4 | 50.3 |
| 4451 | Grocery stores | 26 | 264 540 | 27 270 | 6 383 | 1 416 | 1.4 | 51.0 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 20 | 262 744 | 27 225 | 6 374 | 1 413 | .8 | 51.4 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 20 | 262 744 | 27 225 | 6 374 | 1 413 | .8 | 51.4 |
| 4452 | Specialty food stores | 7 | 2 109 | 276 | 67 | 22 | 12.6 | 11.5 |
| 446 | Health & personal care stores | 22 | 35 653 | 8 652 | 2 176 | 322 | 12.6 | – |
| 4461 | Health & personal care stores | 22 | 35 653 | 8 652 | 2 176 | 322 | 12.6 | – |
| 44611 | Pharmacies & drug stores | 13 | 32 767 | 8 264 | 2 097 | 296 | 8.5 | – |
| 446110 | Pharmacies & drug stores | 13 | 32 767 | 8 264 | 2 097 | 296 | 8.5 | – |
| 4461101 | Pharmacies & drug stores | 13 | 32 767 | 8 264 | 2 097 | 296 | 8.5 | – |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 3 | 896 | 81 | 14 | 7 | D | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 3 | 896 | 81 | 14 | 7 | D | – |
| 446191 | Food (health) supplement stores | 3 | 905 | 118 | 23 | 9 | 100.0 | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **FONTANA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 447 | Gasoline stations | 21 | 50 961 | 2 724 | 664 | 229 | 28.3 | 11.9 |
| 4471 | Gasoline stations | 21 | 50 961 | 2 724 | 664 | 229 | 28.3 | 11.9 |
| 44711 | Gasoline stations with convenience stores | 12 | 32 674 | 1 340 | 278 | 104 | 27.3 | .3 |
| 447110 | Gasoline stations with convenience stores | 12 | 32 674 | 1 340 | 278 | 104 | 27.3 | .3 |
| 44719 | Other gasoline stations | 9 | 18 287 | 1 384 | 386 | 125 | 30.1 | 32.6 |
| 447190 | Other gasoline stations | 9 | 18 287 | 1 384 | 386 | 125 | 30.1 | 32.6 |
| 448 | Clothing & clothing accessories stores | 30 | 22 475 | 2 409 | 546 | 206 | 4.5 | 1.4 |
| 4481 | Clothing stores | 18 | 17 615 | 1 826 | 416 | 157 | 5.3 | – |
| 44813 | Children's & infants' clothing stores | 1 | D | D | D | b | D | D |
| 448130 | Children's & infants' clothing stores | 1 | D | D | D | b | D | D |
| 44814 | Family clothing stores | 5 | 10 586 | 1 017 | 240 | 75 | – | – |
| 448140 | Family clothing stores | 5 | 10 586 | 1 017 | 240 | 75 | – | – |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 8 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 11 | 11 999 | 1 134 | 275 | 97 | 5.2 | 2.4 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 8 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 3 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 3 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 3 | D | D | D | b | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 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 | 6 | D | D | D | f | D | D |
| 4521 | Department stores (incl leased depts) ## | 4 | 91 516 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 4 | 91 516 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 4 | 89 372 | 8 816 | 2 113 | 758 | – | – |
| 45211 | Department stores (excl leased depts) | 4 | 89 372 | 8 816 | 2 113 | 758 | – | – |
| 452110 | Department stores (excl leased depts) | 4 | 89 372 | 8 816 | 2 113 | 758 | – | – |
| 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 | f | D | D |
| 45299 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 19 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 3 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 3 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 3 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 8 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 3 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 3 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 5 | 1 883 | 234 | 57 | 22 | 8.3 | – |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |
| | **FORT BRAGG, CA** | | | | | | | |
| **44-45** | **Retail trade** | **74** | **72 849** | **9 231** | **2 137** | **571** | **13.3** | **2.6** |
| 441 | Motor vehicle & parts dealers | 7 | 6 471 | 970 | 234 | 49 | 4.2 | 13.8 |
| 442 | Furniture & home furnishings stores | 6 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 4 | D | D | D | a | D | D |
| 4431 | Electronics & appliance stores | 4 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 5 | 12 070 | 1 946 | 463 | 95 | 1.1 | – |
| 4441 | Building material & supplies dealers | 3 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 1 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 1 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 10 | 21 271 | 3 050 | 714 | 158 | 13.3 | .5 |
| 446 | Health & personal care stores | 3 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 3 | D | D | D | b | D | D |
| 447 | Gasoline stations | 7 | 7 148 | 569 | 122 | 63 | 42.7 | 3.3 |
| 448 | Clothing & clothing accessories stores | 9 | 1 136 | 118 | 31 | 15 | 22.7 | 26.3 |
| 451 | Sporting goods, hobby, book, & music stores | 7 | 1 353 | 172 | 25 | 18 | 54.7 | – |
| 453 | Miscellaneous store retailers | 11 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 4 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 1 | D | D | D | a | D | D |
| 453910 | Pet & pet 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **FORT BRAGG, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 454 | Nonstore retailers | 5 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 4 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 3 | 3 589 | 426 | 100 | 19 | – | – |
| | **FORTUNA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **75** | **100 301** | **11 123** | **2 558** | **696** | **15.7** | **10.0** |
| 441 | Motor vehicle & parts dealers | 11 | 18 948 | 2 362 | 554 | 107 | 30.2 | 4.2 |
| 44131 | Automotive parts & accessories stores | 5 | D | D | D | b | D | D |
| 441310 | Automotive parts & accessories stores | 5 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 5 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 4 | D | D | D | a | D | D |
| 4431 | Electronics & appliance stores | 4 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 8 | 11 727 | 1 506 | 356 | 97 | 10.9 | – |
| 4441 | Building material & supplies dealers | 5 | 9 376 | 1 177 | 288 | 61 | 2.6 | – |
| 44413 | Hardware stores | 2 | D | D | D | b | D | D |
| 444130 | Hardware stores | 2 | D | D | D | b | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 3 | 2 351 | 329 | 68 | 36 | D | – |
| 445 | Food & beverage stores | 10 | D | D | D | c | D | D |
| 4451 | Grocery stores | 8 | 37 357 | 3 650 | 785 | 220 | 3.5 | 22.5 |
| 446 | Health & personal care stores | 4 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 4 | D | D | D | b | D | D |
| 447 | Gasoline stations | 7 | 9 970 | 514 | 138 | 53 | – | .2 |
| 448 | Clothing & clothing accessories stores | 8 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 3 | D | D | D | b | D | D |
| 4511 | Sporting goods, hobby, & musical instrument stores | 3 | D | D | D | b | D | D |
| 4511101 | General-line sporting goods stores | 1 | D | D | D | b | D | D |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 13 | 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 |
| 4533 | Used merchandise stores | 6 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 6 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 6 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 45391 | Pet & pet supplies stores | 1 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **FOSTER CITY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **60** | **246 874** | **23 871** | **5 907** | **1 171** | **4.7** | **2.6** |
| 441 | Motor vehicle & parts dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 4 | 1 430 | 665 | 109 | 17 | 15.5 | – |
| 443 | Electronics & appliance stores | 9 | 8 244 | 2 392 | 490 | 50 | 62.3 | 1.1 |
| 4431 | Electronics & appliance stores | 9 | 8 244 | 2 392 | 490 | 50 | 62.3 | 1.1 |
| 443112 | Radio, television, & other electronics stores | 3 | 1 452 | 206 | 46 | 13 | D | – |
| 44312 | Computer & software stores | 6 | 6 792 | 2 186 | 444 | 37 | 70.1 | 1.4 |
| 443120 | Computer & software stores | 6 | 6 792 | 2 186 | 444 | 37 | 70.1 | 1.4 |
| 444 | Building material & garden equipment & supplies dealers | 2 | D | D | D | c | D | D |
| 4441 | Building material & supplies dealers | 2 | D | D | D | c | D | D |
| 44413 | Hardware stores | 1 | D | D | D | b | D | D |
| 444130 | Hardware stores | 1 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 1 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 1 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 7 | 55 841 | 5 847 | 1 269 | 285 | – | 1.0 |
| 4451 | Grocery stores | 7 | 55 841 | 5 847 | 1 269 | 285 | – | 1.0 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 6 | D | D | D | e | D | D |
| 445110 | Supermarkets & other grocery (except convenience) stores | 6 | D | D | D | e | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **FOSTER CITY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 446 | Health & personal care stores | 7 | 20 947 | 2 802 | 699 | 133 | 9.2 | .9 |
| 4461 | Health & personal care stores | 7 | 20 947 | 2 802 | 699 | 133 | 9.2 | .9 |
| 44613 | Optical goods stores | 1 | D | D | D | a | D | D |
| 446130 | Optical goods stores | 1 | D | D | D | a | D | D |
| 44619 | Other health & personal care stores | 2 | D | D | D | a | D | D |
| 446191 | Food (health) supplement stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 4 | 12 793 | 701 | 155 | 47 | – | 37.8 |
| 44719 | Other gasoline stations | 4 | 12 793 | 701 | 155 | 47 | – | 37.8 |
| 447190 | Other gasoline stations | 4 | 12 793 | 701 | 155 | 47 | – | 37.8 |
| 448 | Clothing & clothing accessories stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 3 | 1 525 | 163 | 40 | 16 | – | – |
| 452 | General merchandise stores | 2 | D | D | D | c | D | D |
| 4529 | Other general merchandise stores | 2 | 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 |
| 453 | Miscellaneous store retailers | 12 | 3 906 | 607 | 142 | 30 | 19.8 | – |
| 4532 | Office supplies, stationery, & gift stores | 5 | D | D | D | a | D | D |
| 45321 | Office supplies & stationery stores | 4 | 2 194 | 334 | 87 | 12 | 3.9 | – |
| 453210 | Office supplies & stationery stores | 4 | 2 194 | 334 | 87 | 12 | 3.9 | – |
| 4532102 | Office supplies stores | 3 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 5 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 3 | 942 | 162 | 30 | 6 | D | – |
| 454 | Nonstore retailers | 7 | 18 265 | 2 586 | 1 124 | 262 | 5.2 | 4.4 |
| 4541 | Electronic shopping & mail-order houses | 4 | 17 018 | 2 446 | 1 095 | 250 | 3.8 | 4.8 |
| 45411 | Electronic shopping & mail-order houses | 4 | 17 018 | 2 446 | 1 095 | 250 | 3.8 | 4.8 |
| 454110 | Electronic shopping & mail-order houses | 4 | 17 018 | 2 446 | 1 095 | 250 | 3.8 | 4.8 |
| | **FOUNTAIN VALLEY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **218** | **632 180** | **57 411** | **13 556** | **3 242** | **9.1** | **2.8** |
| 441 | Motor vehicle & parts dealers | 15 | 60 524 | 7 221 | 1 584 | 310 | – | 1.1 |
| 4412 | Other motor vehicle dealers | 2 | 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 | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 13 | D | D | D | e | D | D |
| 44131 | Automotive parts & accessories stores | 9 | 19 948 | 3 542 | 772 | 212 | – | – |
| 441310 | Automotive parts & accessories stores | 9 | 19 948 | 3 542 | 772 | 212 | – | – |
| 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 | 18 | 21 987 | 3 458 | 811 | 141 | 4.7 | 6.3 |
| 4421 | Furniture stores | 12 | 16 920 | 2 409 | 577 | 101 | 6.1 | 8.2 |
| 44211 | Furniture stores | 12 | 16 920 | 2 409 | 577 | 101 | 6.1 | 8.2 |
| 442110 | Furniture stores | 12 | 16 920 | 2 409 | 577 | 101 | 6.1 | 8.2 |
| 4422 | Home furnishings stores | 6 | 5 067 | 1 049 | 234 | 40 | – | – |
| 44221 | Floor covering stores | 4 | D | D | D | b | D | D |
| 442210 | Floor covering stores | 4 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 12 | 167 511 | 8 233 | 2 162 | 399 | 5.9 | – |
| 4431 | Electronics & appliance stores | 12 | 167 511 | 8 233 | 2 162 | 399 | 5.9 | – |
| 443112 | Radio, television, & other electronics stores | 5 | D | D | D | a | D | D |
| 44312 | Computer & software stores | 5 | 165 571 | 7 907 | 2 094 | 372 | 5.7 | – |
| 443120 | Computer & software stores | 5 | 165 571 | 7 907 | 2 094 | 372 | 5.7 | – |
| 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 | 12 | 24 717 | 4 027 | 890 | 145 | 5.1 | 9.0 |
| 4441 | Building material & supplies dealers | 10 | D | D | D | c | D | D |
| 44412 | Paint & wallpaper stores | 1 | D | D | D | a | D | D |
| 444120 | Paint & wallpaper stores | 1 | D | D | D | a | D | D |
| 44413 | Hardware stores | 1 | D | D | D | b | D | D |
| 444130 | Hardware stores | 1 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 8 | 15 457 | 2 251 | 509 | 67 | 5.1 | 11.5 |
| 444190 | Other building material dealers | 8 | 15 457 | 2 251 | 509 | 67 | 5.1 | 11.5 |
| 445 | Food & beverage stores | 21 | 88 169 | 9 305 | 2 279 | 432 | 6.5 | 2.0 |
| 4451 | Grocery stores | 15 | 86 765 | 9 236 | 2 271 | 424 | 5.5 | 1.5 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 10 | 84 175 | 9 071 | 2 230 | 407 | 3.9 | .2 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 10 | 84 175 | 9 071 | 2 230 | 407 | 3.9 | .2 |
| 4452 | Specialty food stores | 4 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **FOUNTAIN VALLEY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 446 | Health & personal care stores | 22 | 40 641 | 4 547 | 1 143 | 270 | 10.2 | 2.3 |
| 4461 | Health & personal care stores | 22 | 40 641 | 4 547 | 1 143 | 270 | 10.2 | 2.3 |
| 44611 | Pharmacies & drug stores | 14 | 38 595 | 4 189 | 1 057 | 245 | 8.9 | .5 |
| 446110 | Pharmacies & drug stores | 14 | 38 595 | 4 189 | 1 057 | 245 | 8.9 | .5 |
| 4461101 | Pharmacies & drug stores | 13 | D | D | D | c | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 23 | 56 062 | 2 197 | 467 | 166 | 48.0 | – |
| 4471 | Gasoline stations | 23 | 56 062 | 2 197 | 467 | 166 | 48.0 | – |
| 44719 | Other gasoline stations | 18 | 50 221 | 2 013 | 443 | 155 | 52.3 | – |
| 447190 | Other gasoline stations | 18 | 50 221 | 2 013 | 443 | 155 | 52.3 | – |
| 448 | Clothing & clothing accessories stores | 28 | 18 948 | 3 029 | 723 | 172 | 4.1 | 13.0 |
| 4481 | Clothing stores | 11 | 10 973 | 1 030 | 241 | 102 | 1.5 | 17.7 |
| 44819 | Other clothing stores | 2 | D | D | D | a | D | D |
| 448190 | Other clothing stores | 2 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 8 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 7 | 3 574 | 1 436 | 360 | 30 | 11.9 | 14.5 |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 22 | 49 389 | 5 533 | 1 279 | 453 | 5.0 | 7.1 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 15 | 44 847 | 5 081 | 1 185 | 407 | 4.1 | 7.6 |
| 45111 | Sporting goods stores | 9 | 26 120 | 2 976 | 741 | 217 | 7.1 | 7.1 |
| 451110 | Sporting goods stores | 9 | 26 120 | 2 976 | 741 | 217 | 7.1 | 7.1 |
| 4511101 | General-line sporting goods stores | 4 | 15 249 | 1 613 | 418 | 136 | 12.2 | 12.2 |
| 4511102 | Specialty-line sporting goods stores | 5 | 10 871 | 1 363 | 323 | 81 | – | – |
| 45112 | Hobby, toy, & game stores | 2 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 2 | D | D | D | b | D | D |
| 45113 | Sewing, needlework, & piece goods stores | 3 | 2 987 | 573 | 71 | 29 | – | – |
| 451130 | Sewing, needlework, & piece goods stores | 3 | 2 987 | 573 | 71 | 29 | – | – |
| 45114 | Musical instrument & supplies stores | 1 | D | D | D | c | D | D |
| 451140 | Musical instrument & supplies stores | 1 | D | D | D | c | D | D |
| 4512 | Book, periodical, & music stores | 7 | 4 542 | 452 | 94 | 46 | 13.7 | 2.4 |
| 45121 | Book stores & news dealers | 4 | 2 198 | 218 | 35 | 26 | 28.3 | 5.0 |
| 451211 | Book stores | 4 | 2 198 | 218 | 35 | 26 | 28.3 | 5.0 |
| 4512111 | Book stores, general | 3 | D | D | D | a | D | D |
| 4512112 | Specialty book stores | 1 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 3 | 2 344 | 234 | 59 | 20 | – | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 3 | 2 344 | 234 | 59 | 20 | – | – |
| 452 | General merchandise stores | 4 | 60 554 | 4 427 | 970 | 352 | – | 4.7 |
| 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 |
| 45299 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 31 | 31 784 | 3 371 | 793 | 266 | 9.2 | 4.6 |
| 4531 | Florists | 6 | 1 687 | 256 | 63 | 39 | 33.3 | – |
| 45311 | Florists | 6 | 1 687 | 256 | 63 | 39 | 33.3 | – |
| 453110 | Florists | 6 | 1 687 | 256 | 63 | 39 | 33.3 | – |
| 4532 | Office supplies, stationery, & gift stores | 8 | 15 773 | 1 592 | 373 | 111 | 1.8 | – |
| 45321 | Office supplies & stationery stores | 4 | 12 165 | 1 081 | 251 | 69 | 1.5 | – |
| 453210 | Office supplies & stationery stores | 4 | 12 165 | 1 081 | 251 | 69 | 1.5 | – |
| 4532102 | Office supplies stores | 4 | 12 165 | 1 081 | 251 | 69 | 1.5 | – |
| 45322 | Gift, novelty, & souvenir stores | 4 | 3 608 | 511 | 122 | 42 | 2.7 | – |
| 453220 | Gift, novelty, & souvenir stores | 4 | 3 608 | 511 | 122 | 42 | 2.7 | – |
| 4533 | Used merchandise stores | 3 | D | D | D | a | D | D |
| 45331 | Used merchandise stores | 3 | D | D | D | a | D | D |
| 453310 | Used merchandise stores | 3 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 14 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 4 | 7 459 | 876 | 208 | 73 | 14.7 | 15.1 |
| 453910 | Pet & pet supplies stores | 4 | 7 459 | 876 | 208 | 73 | 14.7 | 15.1 |
| 45392 | Art dealers | 1 | D | D | D | a | D | D |
| 453920 | Art dealers | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 8 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 10 | 11 894 | 2 063 | 455 | 136 | 19.3 | 2.5 |
| 4541 | Electronic shopping & mail-order houses | 2 | D | D | D | b | D | D |
| 45411 | Electronic shopping & mail-order houses | 2 | D | D | D | b | D | D |
| 454110 | Electronic shopping & mail-order houses | 2 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 5 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 5 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 5 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **FOWLER, CA** | | | | | | | |
| **44-45** | **Retail trade** | **19** | **26 878** | **3 015** | **698** | **164** | **21.7** | **7.5** |
| 441 | Motor vehicle & parts dealers | 4 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 3 | 10 835 | 1 215 | 275 | 43 | – | – |
| 4441 | Building material & supplies dealers | 2 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 2 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 2 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 5 | 5 137 | 719 | 168 | 66 | 48.0 | 31.7 |
| 447 | Gasoline stations | 3 | 2 387 | 129 | 30 | 12 | D | – |
| 448 | Clothing & clothing accessories stores | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 3 | 5 314 | 674 | 158 | 28 | – | 6.5 |
| 4543 | Direct selling establishments | 3 | 5 314 | 674 | 158 | 28 | – | 6.5 |
| 45431 | Fuel dealers | 3 | 5 314 | 674 | 158 | 28 | – | 6.5 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 3 | 5 314 | 674 | 158 | 28 | – | 6.5 |
| | **FREMONT, CA** | | | | | | | |
| **44-45** | **Retail trade** | **440** | **1 705 061** | **152 053** | **34 406** | **6 544** | **4.6** | **8.7** |
| 441 | Motor vehicle & parts dealers | 52 | 523 332 | 39 993 | 9 228 | 1 041 | .5 | 13.1 |
| 4411 | Automobile dealers | 17 | 458 399 | 31 300 | 6 958 | 685 | .2 | 14.7 |
| 44111 | New car dealers | 13 | 451 083 | 31 021 | 6 905 | 679 | – | 15.0 |
| 441110 | New car dealers | 13 | 451 083 | 31 021 | 6 905 | 679 | – | 15.0 |
| 44112 | Used car dealers | 4 | 7 316 | 279 | 53 | 6 | 14.9 | – |
| 441120 | Used car dealers | 4 | 7 316 | 279 | 53 | 6 | 14.9 | – |
| 4412 | Other motor vehicle dealers | 4 | 17 084 | 1 658 | 412 | 52 | – | – |
| 44121 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 441210 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 3 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 2 | D | D | D | b | D | D |
| 441222 | Boat dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 31 | 47 849 | 7 035 | 1 858 | 304 | 3.3 | 2.8 |
| 44131 | Automotive parts & accessories stores | 23 | 39 837 | 5 401 | 1 422 | 232 | 3.7 | 3.3 |
| 441310 | Automotive parts & accessories stores | 23 | 39 837 | 5 401 | 1 422 | 232 | 3.7 | 3.3 |
| 44132 | Tire dealers | 8 | 8 012 | 1 634 | 436 | 72 | 1.7 | – |
| 441320 | Tire dealers | 8 | 8 012 | 1 634 | 436 | 72 | 1.7 | – |
| 442 | Furniture & home furnishings stores | 34 | 39 046 | 5 338 | 1 305 | 254 | 11.0 | 14.3 |
| 4421 | Furniture stores | 17 | 23 922 | 3 612 | 856 | 113 | 8.9 | 17.9 |
| 44211 | Furniture stores | 17 | 23 922 | 3 612 | 856 | 113 | 8.9 | 17.9 |
| 442110 | Furniture stores | 17 | 23 922 | 3 612 | 856 | 113 | 8.9 | 17.9 |
| 4422 | Home furnishings stores | 17 | 15 124 | 1 726 | 449 | 141 | 14.3 | 8.5 |
| 44221 | Floor covering stores | 8 | 6 577 | 729 | 141 | 37 | 27.9 | – |
| 442210 | Floor covering stores | 8 | 6 577 | 729 | 141 | 37 | 27.9 | – |
| 44229 | Other home furnishings stores | 9 | 8 547 | 997 | 308 | 104 | 3.9 | 15.1 |
| 442291 | Window treatment stores | 3 | 1 314 | 184 | 41 | 13 | – | 48.2 |
| 442299 | All other home furnishings stores | 6 | 7 233 | 813 | 267 | 91 | 4.6 | 9.0 |
| 443 | Electronics & appliance stores | 46 | 228 524 | 18 885 | 4 051 | 601 | 8.7 | 11.6 |
| 4431 | Electronics & appliance stores | 46 | 228 524 | 18 885 | 4 051 | 601 | 8.7 | 11.6 |
| 44311 | Appliance, television, & other electronics stores | 16 | D | D | D | c | D | D |
| 443111 | Household appliance stores | 3 | D | D | D | a | D | D |
| 443112 | Radio, television, & other electronics stores | 13 | D | D | D | c | D | D |
| 44312 | Computer & software stores | 28 | 214 865 | 14 366 | 3 142 | 457 | 8.6 | 11.8 |
| 443120 | Computer & software stores | 28 | 214 865 | 14 366 | 3 142 | 457 | 8.6 | 11.8 |
| 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 | 39 | 139 144 | 16 919 | 3 750 | 657 | 1.8 | 2.5 |
| 4441 | Building material & supplies dealers | 29 | 127 635 | 14 678 | 3 362 | 557 | 1.4 | 1.0 |
| 44411 | Home centers | 1 | D | D | D | c | D | D |
| 444110 | Home centers | 1 | D | D | D | c | 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 | 7 | 26 919 | 4 133 | 937 | 192 | .2 | 3.8 |
| 444130 | Hardware stores | 7 | 26 919 | 4 133 | 937 | 192 | .2 | 3.8 |
| 44419 | Other building material dealers | 15 | 63 821 | 6 685 | 1 458 | 190 | 2.1 | – |
| 444190 | Other building material dealers | 15 | 63 821 | 6 685 | 1 458 | 190 | 2.1 | – |
| 4442 | Lawn & garden equipment & supplies stores | 10 | 11 509 | 2 241 | 388 | 100 | 6.8 | 19.8 |
| 44422 | Nursery & garden centers | 8 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 8 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **FREMONT, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 445 | Food & beverage stores | 58 | 254 878 | 27 538 | 5 984 | 1 411 | 4.8 | 2.3 |
| 4451 | Grocery stores | 35 | 243 367 | 26 281 | 5 692 | 1 295 | 3.0 | 1.7 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 25 | 234 106 | 25 499 | 5 513 | 1 240 | 2.5 | 1.0 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 25 | 234 106 | 25 499 | 5 513 | 1 240 | 2.5 | 1.0 |
| 44512 | Convenience stores | 10 | 9 261 | 782 | 179 | 55 | 14.6 | 18.9 |
| 445120 | Convenience stores | 10 | 9 261 | 782 | 179 | 55 | 14.6 | 18.9 |
| 4452 | Specialty food stores | 11 | 5 004 | 916 | 204 | 85 | 42.5 | 3.8 |
| 4453 | Beer, wine, & liquor stores | 12 | 6 507 | 341 | 88 | 31 | 43.4 | 24.7 |
| 44531 | Beer, wine, & liquor stores | 12 | 6 507 | 341 | 88 | 31 | 43.4 | 24.7 |
| 445310 | Beer, wine, & liquor stores | 12 | 6 507 | 341 | 88 | 31 | 43.4 | 24.7 |
| 446 | Health & personal care stores | 31 | 77 994 | 11 643 | 2 716 | 556 | 3.5 | 11.9 |
| 4461 | Health & personal care stores | 31 | 77 994 | 11 643 | 2 716 | 556 | 3.5 | 11.9 |
| 44611 | Pharmacies & drug stores | 15 | 70 967 | 10 397 | 2 464 | 496 | 1.8 | 8.9 |
| 446110 | Pharmacies & drug stores | 15 | 70 967 | 10 397 | 2 464 | 496 | 1.8 | 8.9 |
| 4461101 | Pharmacies & drug stores | 14 | D | D | D | e | D | D |
| 4461102 | Proprietary stores | 1 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 4 | 2 921 | 386 | 45 | 13 | 7.3 | 45.6 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 4 | 2 921 | 386 | 45 | 13 | 7.3 | 45.6 |
| 44619 | Other health & personal care stores | 10 | D | D | D | b | D | D |
| 446191 | Food (health) supplement stores | 3 | D | D | D | b | D | D |
| 447 | Gasoline stations | 40 | 124 748 | 4 856 | 984 | 288 | 18.3 | 16.8 |
| 4471 | Gasoline stations | 40 | 124 748 | 4 856 | 984 | 288 | 18.3 | 16.8 |
| 44711 | Gasoline stations with convenience stores | 18 | 59 652 | 2 125 | 320 | 107 | 20.4 | 3.4 |
| 447110 | Gasoline stations with convenience stores | 18 | 59 652 | 2 125 | 320 | 107 | 20.4 | 3.4 |
| 44719 | Other gasoline stations | 22 | 65 096 | 2 731 | 664 | 181 | 16.3 | 29.1 |
| 447190 | Other gasoline stations | 22 | 65 096 | 2 731 | 664 | 181 | 16.3 | 29.1 |
| 448 | Clothing & clothing accessories stores | 30 | 26 592 | 2 334 | 604 | 205 | 7.0 | 14.2 |
| 4481 | Clothing stores | 20 | 22 978 | 1 825 | 463 | 172 | 5.1 | 10.8 |
| 44814 | Family clothing stores | 4 | 14 942 | 1 118 | 274 | 96 | – | 4.3 |
| 448140 | Family clothing stores | 4 | 14 942 | 1 118 | 274 | 96 | – | 4.3 |
| 44819 | Other clothing stores | 3 | D | D | D | a | D | D |
| 448190 | Other clothing stores | 3 | D | D | D | a | D | D |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 32 | 46 593 | 5 875 | 1 320 | 437 | 4.5 | 2.2 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 23 | 34 148 | 4 676 | 1 033 | 310 | 5.7 | 3.0 |
| 45111 | Sporting goods stores | 11 | 23 163 | 3 291 | 609 | 177 | 2.7 | 3.9 |
| 451110 | Sporting goods stores | 11 | 23 163 | 3 291 | 609 | 177 | 2.7 | 3.9 |
| 4511101 | General-line sporting goods stores | 5 | 20 260 | 2 936 | 539 | 144 | 2.5 | 3.9 |
| 45112 | Hobby, toy, & game stores | 7 | 6 852 | 748 | 231 | 91 | 16.0 | 1.7 |
| 451120 | Hobby, toy, & game stores | 7 | 6 852 | 748 | 231 | 91 | 16.0 | 1.7 |
| 45113 | Sewing, needlework, & piece goods stores | 4 | D | D | D | b | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 4 | D | D | D | b | D | D |
| 45114 | Musical instrument & supplies stores | 1 | D | D | D | a | D | D |
| 451140 | Musical instrument & supplies stores | 1 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 9 | 12 445 | 1 199 | 287 | 127 | 1.2 | – |
| 45121 | Book stores & news dealers | 5 | 7 808 | 713 | 170 | 72 | – | – |
| 451211 | Book stores | 5 | 7 808 | 713 | 170 | 72 | – | – |
| 4512111 | Book stores, general | 5 | 7 808 | 713 | 170 | 72 | – | – |
| 45122 | Prerecorded tape, compact disc, & record stores | 4 | 4 637 | 486 | 117 | 55 | 3.1 | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 4 | 4 637 | 486 | 117 | 55 | 3.1 | – |
| 452 | General merchandise stores | 9 | 176 084 | 11 114 | 2 706 | 626 | .2 | – |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 4521103 | National chain department stores (excl leased depts) | 1 | D | D | D | b | D | D |
| 4529 | Other general merchandise stores | 7 | D | D | D | e | 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 | 5 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 5 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 3 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **FREMONT, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 53 | 33 537 | 4 232 | 1 012 | 335 | 10.5 | 6.5 |
| 4531 | Florists | 15 | 3 285 | 740 | 149 | 40 | 17.1 | 18.3 |
| 45311 | Florists | 15 | 3 285 | 740 | 149 | 40 | 17.1 | 18.3 |
| 453110 | Florists | 15 | 3 285 | 740 | 149 | 40 | 17.1 | 18.3 |
| 4532 | Office supplies, stationery, & gift stores | 17 | 19 381 | 1 840 | 490 | 182 | 8.4 | – |
| 45321 | Office supplies & stationery stores | 5 | 14 899 | 1 221 | 320 | 92 | – | – |
| 453210 | Office supplies & stationery stores | 5 | 14 899 | 1 221 | 320 | 92 | – | – |
| 4532102 | Office supplies stores | 5 | 14 899 | 1 221 | 320 | 92 | – | – |
| 45322 | Gift, novelty, & souvenir stores | 12 | 4 482 | 619 | 170 | 90 | 36.3 | – |
| 453220 | Gift, novelty, & souvenir stores | 12 | 4 482 | 619 | 170 | 90 | 36.3 | – |
| 4533 | Used merchandise stores | 8 | 2 651 | 620 | 148 | 54 | 24.8 | 14.5 |
| 45331 | Used merchandise stores | 8 | 2 651 | 620 | 148 | 54 | 24.8 | 14.5 |
| 453310 | Used merchandise stores | 8 | 2 651 | 620 | 148 | 54 | 24.8 | 14.5 |
| 4539 | Other miscellaneous store retailers | 13 | 8 220 | 1 032 | 225 | 59 | 8.1 | 14.6 |
| 45391 | Pet & pet supplies stores | 4 | 3 723 | 571 | 123 | 38 | 9.1 | – |
| 453910 | Pet & pet supplies stores | 4 | 3 723 | 571 | 123 | 38 | 9.1 | – |
| 45399 | All other miscellaneous store retailers | 9 | 4 497 | 461 | 102 | 21 | 7.2 | 26.8 |
| 454 | Nonstore retailers | 16 | 34 589 | 3 326 | 746 | 133 | 7.9 | 1.8 |
| 4541 | Electronic shopping & mail-order houses | 7 | 26 385 | 1 573 | 318 | 35 | 9.5 | – |
| 45411 | Electronic shopping & mail-order houses | 7 | 26 385 | 1 573 | 318 | 35 | 9.5 | – |
| 454110 | Electronic shopping & mail-order houses | 7 | 26 385 | 1 573 | 318 | 35 | 9.5 | – |
| 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 |
| | **FRESNO, CA** | | | | | | | |
| **44-45** | **Retail trade** | **1 546** | **3 589 549** | **362 824** | **84 872** | **19 850** | **8.5** | **7.1** |
| 441 | Motor vehicle & parts dealers | 223 | 844 780 | 81 255 | 18 105 | 2 723 | 11.8 | 12.8 |
| 4411 | Automobile dealers | 91 | 611 921 | 50 569 | 10 805 | 1 435 | 13.3 | 15.5 |
| 44111 | New car dealers | 31 | 511 954 | 42 525 | 9 352 | 1 162 | 9.9 | 17.2 |
| 441110 | New car dealers | 31 | 511 954 | 42 525 | 9 352 | 1 162 | 9.9 | 17.2 |
| 44112 | Used car dealers | 60 | 99 967 | 8 044 | 1 453 | 273 | 30.7 | 6.5 |
| 441120 | Used car dealers | 60 | 99 967 | 8 044 | 1 453 | 273 | 30.7 | 6.5 |
| 4412 | Other motor vehicle dealers | 16 | 89 021 | 9 365 | 2 271 | 340 | 7.5 | 3.6 |
| 44121 | Recreational vehicle dealers | 8 | D | D | D | e | D | D |
| 441210 | Recreational vehicle dealers | 8 | D | D | D | e | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 8 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 6 | D | D | D | b | D | D |
| 441222 | Boat dealers | 1 | D | D | D | a | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 116 | 143 838 | 21 321 | 5 029 | 948 | 8.1 | 7.5 |
| 44131 | Automotive parts & accessories stores | 91 | 108 094 | 16 544 | 3 840 | 785 | 8.9 | 9.4 |
| 441310 | Automotive parts & accessories stores | 91 | 108 094 | 16 544 | 3 840 | 785 | 8.9 | 9.4 |
| 44132 | Tire dealers | 25 | 35 744 | 4 777 | 1 189 | 163 | 5.6 | 1.5 |
| 441320 | Tire dealers | 25 | 35 744 | 4 777 | 1 189 | 163 | 5.6 | 1.5 |
| 442 | Furniture & home furnishings stores | 94 | 122 743 | 15 641 | 3 923 | 855 | 12.6 | 8.7 |
| 4421 | Furniture stores | 52 | 62 837 | 9 321 | 2 230 | 444 | 17.6 | 1.3 |
| 44211 | Furniture stores | 52 | 62 837 | 9 321 | 2 230 | 444 | 17.6 | 1.3 |
| 442110 | Furniture stores | 52 | 62 837 | 9 321 | 2 230 | 444 | 17.6 | 1.3 |
| 4422 | Home furnishings stores | 42 | 59 906 | 6 320 | 1 693 | 411 | 7.4 | 16.5 |
| 44221 | Floor covering stores | 19 | 35 913 | 3 622 | 933 | 154 | 4.2 | 27.6 |
| 442210 | Floor covering stores | 19 | 35 913 | 3 622 | 933 | 154 | 4.2 | 27.6 |
| 44229 | Other home furnishings stores | 23 | 23 993 | 2 698 | 760 | 257 | 12.2 | – |
| 442291 | Window treatment stores | 4 | D | D | D | b | D | D |
| 442299 | All other home furnishings stores | 19 | D | D | D | c | D | D |
| 443 | Electronics & appliance stores | 67 | 123 857 | 11 417 | 2 819 | 601 | 6.0 | 2.0 |
| 4431 | Electronics & appliance stores | 67 | 123 857 | 11 417 | 2 819 | 601 | 6.0 | 2.0 |
| 44311 | Appliance, television, & other electronics stores | 43 | 88 983 | 8 506 | 2 152 | 472 | 4.1 | .8 |
| 443111 | Household appliance stores | 11 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 32 | D | D | D | e | D | D |
| 44312 | Computer & software stores | 21 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 21 | D | D | D | b | D | D |
| 44313 | Camera & photographic supplies stores | 3 | D | D | D | b | D | D |
| 443130 | Camera & photographic 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **FRESNO, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 444 | Building material & garden equipment & supplies dealers | 107 | 341 600 | 39 301 | 9 513 | 1 534 | 2.9 | 1.1 |
| 4441 | Building material & supplies dealers | 85 | 300 512 | 35 674 | 8 660 | 1 394 | 2.8 | 1.2 |
| 44411 | Home centers | 3 | 54 317 | 5 348 | 1 431 | 283 | – | – |
| 444110 | Home centers | 3 | 54 317 | 5 348 | 1 431 | 283 | – | – |
| 44412 | Paint & wallpaper stores | 15 | 19 813 | 2 704 | 673 | 114 | 6.1 | 8.6 |
| 444120 | Paint & wallpaper stores | 15 | 19 813 | 2 704 | 673 | 114 | 6.1 | 8.6 |
| 44413 | Hardware stores | 17 | 37 934 | 5 321 | 1 289 | 307 | 3.4 | 2.2 |
| 444130 | Hardware stores | 17 | 37 934 | 5 321 | 1 289 | 307 | 3.4 | 2.2 |
| 44419 | Other building material dealers | 50 | 188 448 | 22 301 | 5 267 | 690 | 3.2 | .5 |
| 444190 | Other building material dealers | 50 | 188 448 | 22 301 | 5 267 | 690 | 3.2 | .5 |
| 4442 | Lawn & garden equipment & supplies stores | 22 | 41 088 | 3 627 | 853 | 140 | 3.3 | 1.0 |
| 44421 | Outdoor power equipment stores | 5 | 3 751 | 564 | 127 | 28 | .9 | 2.3 |
| 444210 | Outdoor power equipment stores | 5 | 3 751 | 564 | 127 | 28 | .9 | 2.3 |
| 44422 | Nursery & garden centers | 17 | 37 337 | 3 063 | 726 | 112 | 3.5 | .8 |
| 444220 | Nursery & garden centers | 17 | 37 337 | 3 063 | 726 | 112 | 3.5 | .8 |
| 445 | Food & beverage stores | 251 | 637 621 | 59 858 | 13 769 | 3 407 | 12.5 | 6.3 |
| 4451 | Grocery stores | 159 | 586 188 | 56 324 | 12 970 | 3 090 | 9.8 | 5.3 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 113 | 554 693 | 54 348 | 12 466 | 2 905 | 8.0 | 4.3 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 113 | 554 693 | 54 348 | 12 466 | 2 905 | 8.0 | 4.3 |
| 44512 | Convenience stores | 46 | 31 495 | 1 976 | 504 | 185 | 41.1 | 23.3 |
| 445120 | Convenience stores | 46 | 31 495 | 1 976 | 504 | 185 | 41.1 | 23.3 |
| 4452 | Specialty food stores | 27 | 14 774 | 1 518 | 336 | 120 | 19.7 | 22.0 |
| 4453 | Beer, wine, & liquor stores | 65 | 36 659 | 2 016 | 463 | 197 | 54.1 | 16.4 |
| 44531 | Beer, wine, & liquor stores | 65 | 36 659 | 2 016 | 463 | 197 | 54.1 | 16.4 |
| 445310 | Beer, wine, & liquor stores | 65 | 36 659 | 2 016 | 463 | 197 | 54.1 | 16.4 |
| 446 | Health & personal care stores | 115 | 212 115 | 34 500 | 8 450 | 1 641 | 8.3 | 7.4 |
| 4461 | Health & personal care stores | 115 | 212 115 | 34 500 | 8 450 | 1 641 | 8.3 | 7.4 |
| 44611 | Pharmacies & drug stores | 74 | 183 195 | 28 220 | 6 997 | 1 323 | 8.7 | 7.3 |
| 446110 | Pharmacies & drug stores | 74 | 183 195 | 28 220 | 6 997 | 1 323 | 8.7 | 7.3 |
| 4461101 | Pharmacies & drug stores | 68 | D | D | D | g | D | D |
| 4461102 | Proprietary stores | 6 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 10 | 4 737 | 871 | 200 | 66 | 7.2 | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 10 | 4 737 | 871 | 200 | 66 | 7.2 | – |
| 44613 | Optical goods stores | 11 | 7 860 | 1 429 | 293 | 89 | 3.8 | 21.0 |
| 446130 | Optical goods stores | 11 | 7 860 | 1 429 | 293 | 89 | 3.8 | 21.0 |
| 44619 | Other health & personal care stores | 20 | 16 323 | 3 980 | 960 | 163 | 6.2 | 4.4 |
| 446191 | Food (health) supplement stores | 8 | 3 276 | 327 | 86 | 34 | 20.6 | 18.2 |
| 446199 | All other health & personal care stores | 12 | 13 047 | 3 653 | 874 | 129 | 2.6 | 1.0 |
| 447 | Gasoline stations | 130 | 256 684 | 12 217 | 2 719 | 951 | 11.7 | 17.3 |
| 4471 | Gasoline stations | 130 | 256 684 | 12 217 | 2 719 | 951 | 11.7 | 17.3 |
| 44711 | Gasoline stations with convenience stores | 78 | 137 484 | 5 696 | 1 313 | 506 | 8.9 | 19.7 |
| 447110 | Gasoline stations with convenience stores | 78 | 137 484 | 5 696 | 1 313 | 506 | 8.9 | 19.7 |
| 44719 | Other gasoline stations | 52 | 119 200 | 6 521 | 1 406 | 445 | 14.8 | 14.6 |
| 447190 | Other gasoline stations | 52 | 119 200 | 6 521 | 1 406 | 445 | 14.8 | 14.6 |
| 448 | Clothing & clothing accessories stores | 223 | 162 227 | 19 141 | 4 600 | 1 624 | 8.2 | 5.9 |
| 4481 | Clothing stores | 130 | 106 659 | 11 718 | 2 892 | 1 061 | 8.3 | 4.2 |
| 44811 | Men's clothing stores | 20 | 15 773 | 2 181 | 597 | 137 | 20.1 | 18.9 |
| 448110 | Men's clothing stores | 20 | 15 773 | 2 181 | 597 | 137 | 20.1 | 18.9 |
| 44812 | Women's clothing stores | 50 | 28 120 | 3 395 | 783 | 346 | 15.6 | 2.9 |
| 448120 | Women's clothing stores | 50 | 28 120 | 3 395 | 783 | 346 | 15.6 | 2.9 |
| 44813 | Children's & infants' clothing stores | 10 | 6 442 | 726 | 183 | 83 | – | 1.8 |
| 448130 | Children's & infants' clothing stores | 10 | 6 442 | 726 | 183 | 83 | – | 1.8 |
| 44814 | Family clothing stores | 23 | 44 409 | 3 717 | 886 | 337 | .8 | .2 |
| 448140 | Family clothing stores | 23 | 44 409 | 3 717 | 886 | 337 | .8 | .2 |
| 44815 | Clothing accessories stores | 5 | 1 202 | 212 | 50 | 22 | – | – |
| 448150 | Clothing accessories stores | 5 | 1 202 | 212 | 50 | 22 | – | – |
| 44819 | Other clothing stores | 22 | 10 713 | 1 487 | 393 | 136 | 9.0 | 5.0 |
| 448190 | Other clothing stores | 22 | 10 713 | 1 487 | 393 | 136 | 9.0 | 5.0 |
| 4482 | Shoe stores | 50 | 28 695 | 3 198 | 736 | 259 | 1.8 | 3.5 |
| 44821 | Shoe stores | 50 | 28 695 | 3 198 | 736 | 259 | 1.8 | 3.5 |
| 448210 | Shoe stores | 50 | 28 695 | 3 198 | 736 | 259 | 1.8 | 3.5 |
| 4482101 | Men's shoe stores | 4 | 1 413 | 236 | 52 | 14 | – | – |
| 4482102 | Women's shoe stores | 5 | D | D | D | b | D | D |
| 4482103 | Children's & juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 34 | 17 336 | 1 964 | 451 | 169 | 3.0 | 2.9 |
| 4482105 | Athletic footwear stores | 6 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 43 | 26 873 | 4 225 | 972 | 304 | 14.4 | 15.0 |
| 44831 | Jewelry stores | 38 | 25 386 | 3 965 | 904 | 278 | 14.6 | 15.8 |
| 448310 | Jewelry stores | 38 | 25 386 | 3 965 | 904 | 278 | 14.6 | 15.8 |
| 44832 | Luggage & leather goods stores | 5 | 1 487 | 260 | 68 | 26 | 11.3 | – |
| 448320 | Luggage & leather goods stores | 5 | 1 487 | 260 | 68 | 26 | 11.3 | – |

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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **FRESNO, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 95 | 107 732 | 12 733 | 3 097 | 1 079 | 5.7 | 1.4 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 71 | 68 638 | 8 189 | 1 991 | 694 | 7.9 | 1.8 |
| 45111 | Sporting goods stores | 34 | 34 097 | 4 214 | 1 020 | 322 | 9.3 | .3 |
| 451110 | Sporting goods stores | 34 | 34 097 | 4 214 | 1 020 | 322 | 9.3 | .3 |
| 4511101 | General-line sporting goods stores | 12 | 24 713 | 3 189 | 794 | 236 | 8.0 | – |
| 4511102 | Specialty-line sporting goods stores | 22 | 9 384 | 1 025 | 226 | 86 | 12.6 | 1.0 |
| 45112 | Hobby, toy, & game stores | 18 | 23 590 | 2 277 | 521 | 211 | 7.7 | 1.9 |
| 451120 | Hobby, toy, & game stores | 18 | 23 590 | 2 277 | 521 | 211 | 7.7 | 1.9 |
| 45113 | Sewing, needlework, & piece goods stores | 9 | 5 766 | 984 | 284 | 100 | – | 6.7 |
| 451130 | Sewing, needlework, & piece goods stores | 9 | 5 766 | 984 | 284 | 100 | – | 6.7 |
| 45114 | Musical instrument & supplies stores | 10 | 5 185 | 714 | 166 | 61 | 8.4 | 5.8 |
| 451140 | Musical instrument & supplies stores | 10 | 5 185 | 714 | 166 | 61 | 8.4 | 5.8 |
| 4512 | Book, periodical, & music stores | 24 | 39 094 | 4 544 | 1 106 | 385 | 1.9 | .7 |
| 45121 | Book stores & news dealers | 13 | 25 759 | 3 054 | 695 | 221 | 2.9 | – |
| 451211 | Book stores | 13 | 25 759 | 3 054 | 695 | 221 | 2.9 | – |
| 4512111 | Book stores, general | 7 | 12 377 | 1 211 | 250 | 108 | 1.6 | – |
| 4512112 | Specialty book stores | 5 | D | D | D | b | D | D |
| 4512113 | College book stores | 1 | D | D | D | b | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 11 | 13 335 | 1 490 | 411 | 164 | – | 2.1 |
| 451220 | Prerecorded tape, compact disc, & record stores | 11 | 13 335 | 1 490 | 411 | 164 | – | 2.1 |
| 452 | General merchandise stores | 36 | 545 935 | 48 021 | 11 324 | 3 545 | .1 | 1.0 |
| 4521 | Department stores (incl leased depts) ## | 16 | 417 114 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 16 | 417 114 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 16 | 413 478 | 38 343 | 9 110 | 2 893 | – | – |
| 45211 | Department stores (excl leased depts) | 16 | 413 478 | 38 343 | 9 110 | 2 893 | – | – |
| 452110 | Department stores (excl leased depts) | 16 | 413 478 | 38 343 | 9 110 | 2 893 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 6 | 145 336 | 11 689 | 2 811 | 861 | – | – |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 7 | 165 051 | 15 069 | 3 517 | 1 335 | – | – |
| 4521103 | National chain department stores (excl leased depts) | 3 | 103 091 | 11 585 | 2 782 | 697 | – | – |
| 4529 | Other general merchandise stores | 20 | 132 457 | 9 678 | 2 214 | 652 | .3 | 4.0 |
| 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 | 18 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 18 | D | D | D | c | D | D |
| 4529901 | Variety stores | 9 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 9 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 160 | 114 844 | 15 079 | 3 517 | 1 273 | 14.6 | 10.5 |
| 4531 | Florists | 27 | 8 025 | 2 118 | 465 | 165 | 23.4 | 12.1 |
| 45311 | Florists | 27 | 8 025 | 2 118 | 465 | 165 | 23.4 | 12.1 |
| 453110 | Florists | 27 | 8 025 | 2 118 | 465 | 165 | 23.4 | 12.1 |
| 4532 | Office supplies, stationery, & gift stores | 62 | 57 784 | 5 850 | 1 388 | 525 | 7.2 | 8.7 |
| 45321 | Office supplies & stationery stores | 18 | 41 806 | 3 461 | 808 | 225 | .5 | 10.1 |
| 453210 | Office supplies & stationery stores | 18 | 41 806 | 3 461 | 808 | 225 | .5 | 10.1 |
| 4532101 | Stationery stores | 3 | 1 514 | 93 | 24 | 14 | D | 11.0 |
| 4532102 | Office supplies stores | 15 | 40 292 | 3 368 | 784 | 211 | – | 10.1 |
| 45322 | Gift, novelty, & souvenir stores | 44 | 15 978 | 2 389 | 580 | 300 | 24.7 | 5.1 |
| 453220 | Gift, novelty, & souvenir stores | 44 | 15 978 | 2 389 | 580 | 300 | 24.7 | 5.1 |
| 4533 | Used merchandise stores | 23 | 9 955 | 2 560 | 581 | 277 | 29.6 | 21.2 |
| 45331 | Used merchandise stores | 23 | 9 955 | 2 560 | 581 | 277 | 29.6 | 21.2 |
| 453310 | Used merchandise stores | 23 | 9 955 | 2 560 | 581 | 277 | 29.6 | 21.2 |
| 4539 | Other miscellaneous store retailers | 48 | 39 080 | 4 551 | 1 083 | 306 | 19.8 | 10.0 |
| 45391 | Pet & pet supplies stores | 6 | 13 284 | 1 463 | 350 | 126 | 1.2 | 29.0 |
| 453910 | Pet & pet supplies stores | 6 | 13 284 | 1 463 | 350 | 126 | 1.2 | 29.0 |
| 45392 | Art dealers | 3 | 1 528 | 110 | 21 | 7 | D | – |
| 453920 | Art dealers | 3 | 1 528 | 110 | 21 | 7 | D | – |
| 45399 | All other miscellaneous store retailers | 38 | D | D | D | c | D | D |
| 454 | Nonstore retailers | 45 | 119 411 | 13 661 | 3 036 | 617 | 6.1 | 1.1 |
| 4541 | Electronic shopping & mail-order houses | 11 | 69 362 | 5 324 | 1 145 | 223 | 1.6 | .8 |
| 45411 | Electronic shopping & mail-order houses | 11 | 69 362 | 5 324 | 1 145 | 223 | 1.6 | .8 |
| 454110 | Electronic shopping & mail-order houses | 11 | 69 362 | 5 324 | 1 145 | 223 | 1.6 | .8 |
| 4542 | Vending machine operators | 5 | 9 093 | 1 833 | 361 | 80 | 19.6 | – |
| 45421 | Vending machine operators | 5 | 9 093 | 1 833 | 361 | 80 | 19.6 | – |
| 454210 | Vending machine operators | 5 | 9 093 | 1 833 | 361 | 80 | 19.6 | – |
| 4543 | Direct selling establishments | 29 | 40 956 | 6 504 | 1 530 | 314 | 10.7 | 1.9 |
| 45431 | Fuel dealers | 3 | D | D | D | b | D | D |
| 454311 | Heating oil dealers | 1 | 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 | 26 | D | D | D | e | D | D |
| 454390 | Other direct selling establishments | 26 | D | D | D | e | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **FULLERTON, CA** | | | | | | | |
| **44-45** | **Retail trade** | **292** | **938 604** | **88 007** | **20 787** | **4 361** | **7.7** | **3.8** |
| 441 | Motor vehicle & parts dealers | 41 | 267 724 | 22 546 | 4 489 | 715 | 5.7 | 3.3 |
| 4411 | Automobile dealers | 11 | 231 628 | 16 428 | 3 051 | 456 | 2.2 | .4 |
| 44111 | New car dealers | 8 | 219 153 | 15 626 | 2 866 | 433 | – | .4 |
| 441110 | New car dealers | 8 | 219 153 | 15 626 | 2 866 | 433 | – | .4 |
| 44112 | Used car dealers | 3 | 12 475 | 802 | 185 | 23 | D | – |
| 441120 | Used car dealers | 3 | 12 475 | 802 | 185 | 23 | D | – |
| 4412 | Other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 28 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 18 | 21 465 | 3 213 | 804 | 157 | 15.1 | 37.0 |
| 441310 | Automotive parts & accessories stores | 18 | 21 465 | 3 213 | 804 | 157 | 15.1 | 37.0 |
| 44132 | Tire dealers | 10 | D | D | D | b | D | D |
| 441320 | Tire dealers | 10 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 13 | D | D | D | c | D | D |
| 4421 | Furniture stores | 10 | 12 709 | 1 667 | 451 | 85 | 20.8 | 5.9 |
| 44211 | Furniture stores | 10 | 12 709 | 1 667 | 451 | 85 | 20.8 | 5.9 |
| 442110 | Furniture stores | 10 | 12 709 | 1 667 | 451 | 85 | 20.8 | 5.9 |
| 4422 | Home furnishings stores | 3 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 13 | 49 551 | 3 761 | 913 | 226 | .8 | .3 |
| 4431 | Electronics & appliance stores | 13 | 49 551 | 3 761 | 913 | 226 | .8 | .3 |
| 44311 | Appliance, television, & other electronics stores | 8 | 45 397 | 3 366 | 831 | 204 | – | – |
| 443112 | Radio, television, & other electronics stores | 5 | D | D | D | c | D | D |
| 44312 | Computer & software stores | 4 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 4 | 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 | 13 | 94 342 | 9 642 | 2 702 | 433 | 2.8 | – |
| 4441 | Building material & supplies dealers | 13 | 94 342 | 9 642 | 2 702 | 433 | 2.8 | – |
| 44411 | Home centers | 2 | D | D | D | e | D | D |
| 444110 | Home centers | 2 | D | D | D | e | D | D |
| 44419 | Other building material dealers | 9 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 9 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 47 | 163 207 | 18 958 | 4 522 | 820 | 6.1 | 7.1 |
| 4451 | Grocery stores | 28 | 154 062 | 18 319 | 4 389 | 771 | 3.4 | 6.0 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 18 | 147 674 | 17 761 | 4 258 | 722 | 1.6 | 6.3 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 18 | 147 674 | 17 761 | 4 258 | 722 | 1.6 | 6.3 |
| 44512 | Convenience stores | 10 | 6 388 | 558 | 131 | 49 | 45.3 | – |
| 445120 | Convenience stores | 10 | 6 388 | 558 | 131 | 49 | 45.3 | – |
| 4452 | Specialty food stores | 6 | 1 078 | 77 | 18 | 6 | 93.8 | 6.2 |
| 4453 | Beer, wine, & liquor stores | 13 | 8 067 | 562 | 115 | 43 | 45.9 | 28.6 |
| 44531 | Beer, wine, & liquor stores | 13 | 8 067 | 562 | 115 | 43 | 45.9 | 28.6 |
| 445310 | Beer, wine, & liquor stores | 13 | 8 067 | 562 | 115 | 43 | 45.9 | 28.6 |
| 446 | Health & personal care stores | 33 | 56 263 | 7 303 | 1 804 | 430 | 12.7 | 2.3 |
| 4461 | Health & personal care stores | 33 | 56 263 | 7 303 | 1 804 | 430 | 12.7 | 2.3 |
| 44611 | Pharmacies & drug stores | 22 | 51 211 | 6 511 | 1 570 | 365 | 10.5 | 2.3 |
| 446110 | Pharmacies & drug stores | 22 | 51 211 | 6 511 | 1 570 | 365 | 10.5 | 2.3 |
| 4461101 | Pharmacies & drug stores | 21 | D | D | D | e | D | D |
| 4461102 | Proprietary stores | 1 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 5 | 1 095 | 138 | 34 | 19 | – | 13.8 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 5 | 1 095 | 138 | 34 | 19 | – | 13.8 |
| 44613 | Optical goods stores | 2 | D | D | D | b | D | D |
| 446130 | Optical goods stores | 2 | D | D | D | b | D | D |
| 44619 | Other health & personal care stores | 4 | D | D | D | a | D | D |
| 446191 | Food (health) supplement stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 26 | 66 112 | 2 512 | 644 | 238 | 37.5 | 8.4 |
| 4471 | Gasoline stations | 26 | 66 112 | 2 512 | 644 | 238 | 37.5 | 8.4 |
| 44711 | Gasoline stations with convenience stores | 14 | 35 729 | 1 591 | 416 | 159 | 32.0 | 11.0 |
| 447110 | Gasoline stations with convenience stores | 14 | 35 729 | 1 591 | 416 | 159 | 32.0 | 11.0 |
| 44719 | Other gasoline stations | 12 | 30 383 | 921 | 228 | 79 | 43.9 | 5.4 |
| 447190 | Other gasoline stations | 12 | 30 383 | 921 | 228 | 79 | 43.9 | 5.4 |
| 448 | Clothing & clothing accessories stores | 31 | 23 879 | 2 482 | 590 | 162 | 12.1 | 7.7 |
| 4481 | Clothing stores | 15 | 12 920 | 1 342 | 297 | 96 | 12.1 | 6.5 |
| 44814 | Family clothing stores | 2 | D | D | D | b | D | D |
| 448140 | Family clothing stores | 2 | D | D | D | b | D | D |
| 4482 | Shoe stores | 12 | 5 228 | 484 | 138 | 43 | 24.6 | 14.0 |
| 44821 | Shoe stores | 12 | 5 228 | 484 | 138 | 43 | 24.6 | 14.0 |
| 448210 | Shoe stores | 12 | 5 228 | 484 | 138 | 43 | 24.6 | 14.0 |
| 4482103 | Children's & juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 10 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 4 | 5 731 | 656 | 155 | 23 | .6 | 4.6 |
| 44831 | Jewelry stores | 4 | 5 731 | 656 | 155 | 23 | .6 | 4.6 |
| 448310 | Jewelry stores | 4 | 5 731 | 656 | 155 | 23 | .6 | 4.6 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **FULLERTON, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 22 | 30 322 | 2 754 | 689 | 173 | 7.1 | 3.9 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 16 | 20 829 | 2 444 | 613 | 146 | 9.4 | 5.6 |
| 45111 | Sporting goods stores | 10 | 14 461 | 1 703 | 389 | 82 | 9.4 | 3.3 |
| 451110 | Sporting goods stores | 10 | 14 461 | 1 703 | 389 | 82 | 9.4 | 3.3 |
| 4511101 | General-line sporting goods stores | 4 | 5 438 | 590 | 133 | 34 | 24.9 | 8.7 |
| 4511102 | Specialty-line sporting goods stores | 6 | 9 023 | 1 113 | 256 | 48 | – | – |
| 45112 | Hobby, toy, & game stores | 4 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 4 | D | D | D | b | D | D |
| 45113 | Sewing, needlework, & piece goods stores | 2 | D | D | D | a | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 2 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 6 | 9 493 | 310 | 76 | 27 | 2.0 | – |
| 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 | 8 739 | 210 | 51 | 18 | – | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 3 | 8 739 | 210 | 51 | 18 | – | – |
| 452 | General merchandise stores | 8 | 133 279 | 9 979 | 2 464 | 717 | – | 1.7 |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | c | D | D |
| 4529 | Other general merchandise stores | 5 | D | D | D | e | D | D |
| 45291 | Warehouse clubs & superstores | 1 | D | D | D | c | D | D |
| 452910 | Warehouse clubs & superstores | 1 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 4 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 4 | D | D | D | c | D | D |
| 4529901 | Variety stores | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 3 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 32 | D | D | D | c | D | D |
| 4531 | Florists | 5 | 5 118 | 994 | 249 | 55 | – | .3 |
| 45311 | Florists | 5 | 5 118 | 994 | 249 | 55 | – | .3 |
| 453110 | Florists | 5 | 5 118 | 994 | 249 | 55 | – | .3 |
| 4532 | Office supplies, stationery, & gift stores | 8 | 12 582 | 1 141 | 290 | 99 | 4.1 | .6 |
| 45321 | Office supplies & stationery stores | 5 | 12 042 | 1 041 | 270 | 91 | 1.2 | – |
| 453210 | Office supplies & stationery stores | 5 | 12 042 | 1 041 | 270 | 91 | 1.2 | – |
| 4532101 | Stationery stores | 2 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 3 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 5 | 1 389 | 301 | 73 | 22 | 27.1 | 8.5 |
| 45331 | Used merchandise stores | 5 | 1 389 | 301 | 73 | 22 | 27.1 | 8.5 |
| 453310 | Used merchandise stores | 5 | 1 389 | 301 | 73 | 22 | 27.1 | 8.5 |
| 4539 | Other miscellaneous store retailers | 14 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 11 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 13 | 15 823 | 2 757 | 617 | 106 | 15.3 | 3.7 |
| 4541 | Electronic shopping & mail-order houses | 8 | 14 476 | 2 544 | 575 | 100 | 11.5 | – |
| 45411 | Electronic shopping & mail-order houses | 8 | 14 476 | 2 544 | 575 | 100 | 11.5 | – |
| 454110 | Electronic shopping & mail-order houses | 8 | 14 476 | 2 544 | 575 | 100 | 11.5 | – |
| | **GALT, CA** | | | | | | | |
| **44-45** | **Retail trade** | **32** | **51 056** | **4 669** | **1 033** | **287** | **17.8** | **5.4** |
| 441 | Motor vehicle & parts dealers | 5 | 3 560 | 401 | 88 | 21 | 75.0 | – |
| 4412 | Other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 2 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 4 | 1 882 | 279 | 71 | 22 | 100.0 | – |
| 445 | Food & beverage stores | 4 | 23 438 | 2 428 | 534 | 122 | 4.6 | – |
| 446 | Health & personal care stores | 2 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 2 | D | D | D | b | D | D |
| 447 | Gasoline stations | 7 | 10 156 | 406 | 88 | 33 | 18.1 | 12.5 |
| 448 | Clothing & clothing accessories stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 45391 | Pet & pet supplies stores | 1 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **GARDENA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **175** | **439 316** | **44 086** | **10 249** | **2 196** | **9.0** | **3.6** |
| 441 | Motor vehicle & parts dealers | 35 | 153 929 | 13 691 | 3 359 | 462 | 2.6 | 5.6 |
| 4411 | Automobile dealers | 8 | 131 964 | 9 831 | 2 379 | 261 | .7 | 4.9 |
| 44111 | New car dealers | 5 | 129 349 | 9 292 | 2 252 | 236 | .7 | 4.4 |
| 441110 | New car dealers | 5 | 129 349 | 9 292 | 2 252 | 236 | .7 | 4.4 |
| 4413 | Automotive parts, accessories, & tire stores | 26 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 18 | 14 272 | 2 216 | 572 | 138 | 12.4 | 15.3 |
| 441310 | Automotive parts & accessories stores | 18 | 14 272 | 2 216 | 572 | 138 | 12.4 | 15.3 |
| 44132 | Tire dealers | 8 | D | D | D | b | D | D |
| 441320 | Tire dealers | 8 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 5 | D | D | D | b | D | D |
| 4421 | Furniture stores | 4 | 2 033 | 445 | 124 | 33 | 22.7 | 27.5 |
| 44211 | Furniture stores | 4 | 2 033 | 445 | 124 | 33 | 22.7 | 27.5 |
| 442110 | Furniture stores | 4 | 2 033 | 445 | 124 | 33 | 22.7 | 27.5 |
| 443 | Electronics & appliance stores | 8 | 5 695 | 1 084 | 183 | 58 | 44.8 | 3.1 |
| 4431 | Electronics & appliance stores | 8 | 5 695 | 1 084 | 183 | 58 | 44.8 | 3.1 |
| 44311 | Appliance, television, & other electronics stores | 7 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 5 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 10 | 60 053 | 6 393 | 1 314 | 229 | 1.9 | – |
| 4441 | Building material & supplies dealers | 9 | D | D | D | c | D | D |
| 44411 | Home centers | 1 | D | D | D | c | D | D |
| 444110 | Home centers | 1 | D | D | D | c | D | D |
| 44419 | Other building material dealers | 6 | 41 685 | 4 151 | 790 | 108 | .8 | – |
| 444190 | Other building material dealers | 6 | 41 685 | 4 151 | 790 | 108 | .8 | – |
| 445 | Food & beverage stores | 34 | 108 163 | 11 965 | 2 769 | 694 | 17.1 | .7 |
| 4451 | Grocery stores | 21 | 103 546 | 11 667 | 2 696 | 658 | 14.5 | .3 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 17 | 94 916 | 11 159 | 2 571 | 616 | 7.6 | .4 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 17 | 94 916 | 11 159 | 2 571 | 616 | 7.6 | .4 |
| 44512 | Convenience stores | 4 | 8 630 | 508 | 125 | 42 | 90.2 | – |
| 445120 | Convenience stores | 4 | 8 630 | 508 | 125 | 42 | 90.2 | – |
| 4452 | Specialty food stores | 3 | 1 036 | 99 | 24 | 10 | D | – |
| 446 | Health & personal care stores | 18 | 29 987 | 4 541 | 1 127 | 234 | 22.2 | – |
| 4461 | Health & personal care stores | 18 | 29 987 | 4 541 | 1 127 | 234 | 22.2 | – |
| 44611 | Pharmacies & drug stores | 13 | 27 456 | 4 027 | 1 002 | 206 | 22.4 | – |
| 446110 | Pharmacies & drug stores | 13 | 27 456 | 4 027 | 1 002 | 206 | 22.4 | – |
| 4461101 | Pharmacies & drug stores | 13 | 27 456 | 4 027 | 1 002 | 206 | 22.4 | – |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 44619 | Other health & personal care stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 11 | 29 769 | 735 | 174 | 54 | 7.2 | .6 |
| 4471 | Gasoline stations | 11 | 29 769 | 735 | 174 | 54 | 7.2 | .6 |
| 44711 | Gasoline stations with convenience stores | 6 | 12 724 | 381 | 85 | 25 | – | 1.4 |
| 447110 | Gasoline stations with convenience stores | 6 | 12 724 | 381 | 85 | 25 | – | 1.4 |
| 44719 | Other gasoline stations | 5 | 17 045 | 354 | 89 | 29 | 12.6 | – |
| 447190 | Other gasoline stations | 5 | 17 045 | 354 | 89 | 29 | 12.6 | – |
| 448 | Clothing & clothing accessories stores | 18 | 3 812 | 443 | 103 | 36 | 50.9 | 18.2 |
| 44819 | Other clothing stores | 2 | D | D | D | a | D | D |
| 448190 | Other clothing stores | 2 | D | D | D | a | D | D |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 7 | D | D | D | b | D | D |
| 4511 | Sporting goods, hobby, & musical instrument stores | 4 | D | D | D | b | D | D |
| 45121 | Book stores & news dealers | 3 | 1 222 | 233 | 42 | 10 | – | 8.5 |
| 4512113 | College book stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 3 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 24 | D | D | D | c | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 4533 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 11 | 4 493 | 685 | 118 | 48 | 9.1 | 14.7 |
| 45391 | Pet & pet supplies stores | 1 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 1 | D | D | D | a | D | D |
| 45392 | Art dealers | 1 | D | D | D | a | D | D |
| 453920 | Art dealers | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 9 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **GARDEN GROVE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **413** | **1 247 852** | **116 343** | **27 125** | **5 618** | **8.8** | **4.9** |
| 441 | Motor vehicle & parts dealers | 68 | 429 575 | 34 594 | 8 017 | 1 017 | 3.0 | .6 |
| 4411 | Automobile dealers | 25 | 388 285 | 27 727 | 6 354 | 704 | 2.2 | .1 |
| 44111 | New car dealers | 12 | 351 673 | 25 779 | 5 918 | 639 | .2 | .1 |
| 441110 | New car dealers | 12 | 351 673 | 25 779 | 5 918 | 639 | .2 | .1 |
| 44112 | Used car dealers | 13 | 36 612 | 1 948 | 436 | 65 | 21.6 | .3 |
| 441120 | Used car dealers | 13 | 36 612 | 1 948 | 436 | 65 | 21.6 | .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 |
| 441221 | Motorcycle dealers | 2 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 41 | D | D | D | e | D | D |
| 44131 | Automotive parts & accessories stores | 27 | 22 978 | 3 339 | 806 | 192 | 8.5 | 7.6 |
| 441310 | Automotive parts & accessories stores | 27 | 22 978 | 3 339 | 806 | 192 | 8.5 | 7.6 |
| 44132 | Tire dealers | 14 | D | D | D | c | D | D |
| 441320 | Tire dealers | 14 | D | D | D | c | D | D |
| 442 | Furniture & home furnishings stores | 17 | 11 193 | 1 521 | 369 | 86 | 33.3 | 6.4 |
| 4421 | Furniture stores | 4 | 2 555 | 460 | 123 | 21 | 21.3 | 9.2 |
| 44211 | Furniture stores | 4 | 2 555 | 460 | 123 | 21 | 21.3 | 9.2 |
| 442110 | Furniture stores | 4 | 2 555 | 460 | 123 | 21 | 21.3 | 9.2 |
| 4422 | Home furnishings stores | 13 | 8 638 | 1 061 | 246 | 65 | 36.8 | 5.6 |
| 44221 | Floor covering stores | 9 | 7 807 | 841 | 181 | 39 | 39.4 | 4.7 |
| 442210 | Floor covering stores | 9 | 7 807 | 841 | 181 | 39 | 39.4 | 4.7 |
| 443 | Electronics & appliance stores | 21 | 22 206 | 1 802 | 435 | 99 | 38.8 | 4.2 |
| 4431 | Electronics & appliance stores | 21 | 22 206 | 1 802 | 435 | 99 | 38.8 | 4.2 |
| 44311 | Appliance, television, & other electronics stores | 11 | 14 224 | 1 347 | 348 | 78 | 17.0 | 4.0 |
| 443112 | Radio, television, & other electronics stores | 9 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 10 | 7 982 | 455 | 87 | 21 | 77.6 | 4.5 |
| 443120 | Computer & software stores | 10 | 7 982 | 455 | 87 | 21 | 77.6 | 4.5 |
| 444 | Building material & garden equipment & supplies dealers | 25 | 130 321 | 16 101 | 3 622 | 633 | 3.2 | .6 |
| 4441 | Building material & supplies dealers | 23 | D | D | D | f | 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 | 2 | D | D | D | b | D | D |
| 444120 | Paint & wallpaper stores | 2 | D | D | D | b | D | D |
| 44413 | Hardware stores | 5 | 3 590 | 650 | 160 | 30 | – | 3.8 |
| 444130 | Hardware stores | 5 | 3 590 | 650 | 160 | 30 | – | 3.8 |
| 44419 | Other building material dealers | 13 | 88 950 | 9 403 | 2 057 | 264 | – | .5 |
| 444190 | Other building material dealers | 13 | 88 950 | 9 403 | 2 057 | 264 | – | .5 |
| 4442 | Lawn & garden equipment & supplies stores | 2 | D | D | D | b | D | D |
| 44422 | Nursery & garden centers | 2 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 2 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 61 | 220 271 | 22 979 | 5 290 | 1 131 | 11.1 | 16.3 |
| 4451 | Grocery stores | 38 | 209 573 | 21 966 | 5 045 | 1 071 | 9.4 | 16.8 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 28 | 201 194 | 21 057 | 4 802 | 978 | 8.5 | 15.8 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 28 | 201 194 | 21 057 | 4 802 | 978 | 8.5 | 15.8 |
| 44512 | Convenience stores | 10 | 8 379 | 909 | 243 | 93 | 31.4 | 39.7 |
| 445120 | Convenience stores | 10 | 8 379 | 909 | 243 | 93 | 31.4 | 39.7 |
| 4452 | Specialty food stores | 10 | 5 582 | 310 | 68 | 38 | 24.1 | 7.8 |
| 446 | Health & personal care stores | 46 | 66 028 | 9 406 | 2 097 | 452 | 16.0 | 7.1 |
| 4461 | Health & personal care stores | 46 | 66 028 | 9 406 | 2 097 | 452 | 16.0 | 7.1 |
| 44611 | Pharmacies & drug stores | 33 | 62 693 | 8 947 | 2 003 | 423 | 14.5 | 7.4 |
| 446110 | Pharmacies & drug stores | 33 | 62 693 | 8 947 | 2 003 | 423 | 14.5 | 7.4 |
| 4461101 | Pharmacies & drug stores | 32 | D | D | D | e | D | D |
| 4461102 | Proprietary stores | 1 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 5 | 1 598 | 155 | 35 | 15 | 25.2 | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 5 | 1 598 | 155 | 35 | 15 | 25.2 | – |
| 44619 | Other health & personal care stores | 7 | D | D | D | a | D | D |
| 446191 | Food (health) supplement stores | 4 | 952 | 42 | 10 | 4 | 97.8 | 2.2 |
| 447 | Gasoline stations | 40 | 88 086 | 3 843 | 794 | 330 | 37.7 | 6.4 |
| 4471 | Gasoline stations | 40 | 88 086 | 3 843 | 794 | 330 | 37.7 | 6.4 |
| 44711 | Gasoline stations with convenience stores | 23 | 50 782 | 2 348 | 436 | 205 | 37.8 | 10.0 |
| 447110 | Gasoline stations with convenience stores | 23 | 50 782 | 2 348 | 436 | 205 | 37.8 | 10.0 |
| 44719 | Other gasoline stations | 17 | 37 304 | 1 495 | 358 | 125 | 37.6 | 1.5 |
| 447190 | Other gasoline stations | 17 | 37 304 | 1 495 | 358 | 125 | 37.6 | 1.5 |
| 448 | Clothing & clothing accessories stores | 45 | 24 600 | 2 291 | 555 | 210 | 30.7 | 4.5 |
| 4481 | Clothing stores | 26 | 18 760 | 1 710 | 403 | 160 | 27.9 | 3.7 |
| 44814 | Family clothing stores | 5 | 11 333 | 880 | 191 | 74 | 5.7 | – |
| 448140 | Family clothing stores | 5 | 11 333 | 880 | 191 | 74 | 5.7 | – |
| 44819 | Other clothing stores | 3 | 837 | 179 | 39 | 10 | D | 12.8 |
| 448190 | Other clothing stores | 3 | 837 | 179 | 39 | 10 | D | 12.8 |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 4482105 | Athletic footwear stores | 1 | D | D | D | a | 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **GARDEN GROVE, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 24 | 13 540 | 1 850 | 487 | 197 | 8.9 | 5.6 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 16 | 9 282 | 1 123 | 316 | 127 | 8.5 | 3.1 |
| 45112 | Hobby, toy, & game stores | 4 | 4 581 | 506 | 170 | 59 | 11.7 | – |
| 451120 | Hobby, toy, & game stores | 4 | 4 581 | 506 | 170 | 59 | 11.7 | – |
| 45113 | Sewing, needlework, & piece goods stores | 7 | 2 108 | 412 | 95 | 41 | – | 5.0 |
| 451130 | Sewing, needlework, & piece goods stores | 7 | 2 108 | 412 | 95 | 41 | – | 5.0 |
| 45114 | Musical instrument & supplies stores | 3 | D | D | D | a | D | D |
| 451140 | Musical instrument & supplies stores | 3 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 8 | 4 258 | 727 | 171 | 70 | 9.8 | 11.1 |
| 45121 | Book stores & news dealers | 5 | 2 285 | 411 | 103 | 39 | 18.2 | 20.7 |
| 4512112 | Specialty book stores | 1 | D | D | D | a | D | D |
| 451212 | News dealers & newsstands | 1 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 3 | 1 973 | 316 | 68 | 31 | – | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 3 | 1 973 | 316 | 68 | 31 | – | – |
| 452 | General merchandise stores | 16 | 176 774 | 12 643 | 3 205 | 935 | .5 | 2.7 |
| 4521 | Department stores (incl leased depts) ## | 4 | D | N | N | N | D | D |
| 45211 | Department stores (incl leased depts) ## | 4 | D | N | N | N | D | D |
| 4521 | Department stores (excl leased depts) | 4 | D | D | D | f | D | D |
| 45211 | Department stores (excl leased depts) | 4 | D | D | D | f | D | D |
| 452110 | Department stores (excl leased depts) | 4 | D | D | D | f | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 3 | D | D | D | e | D | D |
| 4529 | Other general merchandise stores | 12 | D | D | D | e | D | D |
| 45291 | Warehouse clubs & superstores | 1 | D | D | D | c | D | D |
| 452910 | Warehouse clubs & superstores | 1 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 11 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 11 | D | D | D | c | D | D |
| 4529901 | Variety stores | 4 | D | D | D | b | D | D |
| 4529902 | Catalog showrooms | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 6 | 5 824 | 581 | 129 | 61 | 11.3 | 81.5 |
| 453 | Miscellaneous store retailers | 41 | D | D | D | e | D | D |
| 4531 | Florists | 9 | 1 521 | 231 | 52 | 24 | 36.5 | 22.2 |
| 45311 | Florists | 9 | 1 521 | 231 | 52 | 24 | 36.5 | 22.2 |
| 453110 | Florists | 9 | 1 521 | 231 | 52 | 24 | 36.5 | 22.2 |
| 4532 | Office supplies, stationery, & gift stores | 17 | 13 680 | 1 680 | 419 | 168 | 4.4 | 2.1 |
| 45321 | Office supplies & stationery stores | 6 | 10 556 | 1 122 | 275 | 106 | – | – |
| 453210 | Office supplies & stationery stores | 6 | 10 556 | 1 122 | 275 | 106 | – | – |
| 4532101 | Stationery stores | 3 | 2 506 | 445 | 108 | 56 | – | – |
| 4532102 | Office supplies stores | 3 | 8 050 | 677 | 167 | 50 | – | – |
| 45322 | Gift, novelty, & souvenir stores | 11 | 3 124 | 558 | 144 | 62 | 19.3 | 9.1 |
| 453220 | Gift, novelty, & souvenir stores | 11 | 3 124 | 558 | 144 | 62 | 19.3 | 9.1 |
| 4533 | Used merchandise stores | 3 | D | D | D | a | D | D |
| 45331 | Used merchandise stores | 3 | D | D | D | a | D | D |
| 453310 | Used merchandise stores | 3 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 12 | D | D | D | c | D | D |
| 45391 | Pet & pet supplies stores | 6 | 6 486 | 1 009 | 253 | 62 | 20.0 | 2.6 |
| 453910 | Pet & pet supplies stores | 6 | 6 486 | 1 009 | 253 | 62 | 20.0 | 2.6 |
| 45393 | Manufactured (mobile) home dealers | 1 | D | D | D | b | D | D |
| 453930 | Manufactured (mobile) home dealers | 1 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 9 | D | D | D | c | D | D |
| 4541 | Electronic shopping & mail-order houses | 2 | D | D | D | b | D | D |
| 45411 | Electronic shopping & mail-order houses | 2 | D | D | D | b | D | D |
| 454110 | Electronic shopping & mail-order houses | 2 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 6 | 12 242 | 2 436 | 656 | 92 | – | 6.9 |
| 45439 | Other direct selling establishments | 6 | 12 242 | 2 436 | 656 | 92 | – | 6.9 |
| 454390 | Other direct selling establishments | 6 | 12 242 | 2 436 | 656 | 92 | – | 6.9 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **GILROY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **273** | **664 777** | **60 054** | **13 501** | **3 118** | **10.3** | **4.5** |
| 441 | Motor vehicle & parts dealers | 34 | 268 716 | 19 125 | 4 389 | 554 | 16.4 | .7 |
| 4411 | Automobile dealers | 13 | 247 861 | 15 858 | 3 530 | 391 | 17.2 | – |
| 44111 | New car dealers | 9 | 244 570 | 15 514 | 3 453 | 371 | 16.7 | – |
| 441110 | New car dealers | 9 | 244 570 | 15 514 | 3 453 | 371 | 16.7 | – |
| 4412 | Other motor vehicle dealers | 4 | 7 816 | 706 | 161 | 27 | – | 3.7 |
| 44121 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 441210 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 3 | D | D | D | a | D | D |
| 441221 | Motorcycle dealers | 3 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 17 | 13 039 | 2 561 | 698 | 136 | 10.3 | 13.0 |
| 44131 | Automotive parts & accessories stores | 13 | 10 737 | 2 125 | 603 | 118 | 6.0 | 15.8 |
| 441310 | Automotive parts & accessories stores | 13 | 10 737 | 2 125 | 603 | 118 | 6.0 | 15.8 |
| 442 | Furniture & home furnishings stores | 21 | D | D | D | c | 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 |
| 4422 | Home furnishings stores | 19 | 20 632 | 1 949 | 463 | 137 | 3.7 | .6 |
| 44221 | Floor covering stores | 4 | 4 546 | 458 | 109 | 20 | – | 2.8 |
| 442210 | Floor covering stores | 4 | 4 546 | 458 | 109 | 20 | – | 2.8 |
| 44229 | Other home furnishings stores | 15 | 16 086 | 1 491 | 354 | 117 | 4.8 | – |
| 442299 | All other home furnishings stores | 15 | 16 086 | 1 491 | 354 | 117 | 4.8 | – |
| 443 | Electronics & appliance stores | 10 | 4 586 | 674 | 116 | 34 | 29.5 | – |
| 4431 | Electronics & appliance stores | 10 | 4 586 | 674 | 116 | 34 | 29.5 | – |
| 44311 | Appliance, television, & other electronics stores | 9 | D | D | D | b | D | D |
| 443111 | Household appliance stores | 5 | 2 985 | 448 | 67 | 21 | 22.8 | – |
| 443112 | Radio, television, & other electronics stores | 4 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 15 | 43 477 | 4 953 | 1 132 | 211 | 3.7 | .4 |
| 4441 | Building material & supplies dealers | 12 | D | D | D | c | 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 | 4 | D | D | D | c | D | D |
| 444130 | Hardware stores | 4 | D | D | D | c | D | D |
| 44419 | Other building material dealers | 6 | 16 561 | 1 646 | 423 | 52 | 8.6 | – |
| 444190 | Other building material dealers | 6 | 16 561 | 1 646 | 423 | 52 | 8.6 | – |
| 4442 | Lawn & garden equipment & supplies stores | 3 | D | D | D | b | D | D |
| 44422 | Nursery & garden centers | 2 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 2 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 27 | 81 143 | 9 395 | 2 097 | 463 | 8.7 | 3.1 |
| 4451 | Grocery stores | 19 | 78 838 | 9 261 | 2 072 | 453 | 6.2 | 3.0 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 14 | 75 567 | 8 963 | 2 001 | 422 | 3.5 | 1.7 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 14 | 75 567 | 8 963 | 2 001 | 422 | 3.5 | 1.7 |
| 446 | Health & personal care stores | 19 | 23 053 | 4 024 | 900 | 164 | 15.3 | 24.5 |
| 4461 | Health & personal care stores | 19 | 23 053 | 4 024 | 900 | 164 | 15.3 | 24.5 |
| 4461102 | Proprietary stores | 1 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 7 | 1 879 | 284 | 60 | 22 | 7.5 | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 7 | 1 879 | 284 | 60 | 22 | 7.5 | – |
| 44619 | Other health & personal care stores | 3 | D | D | D | a | D | D |
| 446199 | All other health & personal care stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 16 | 36 432 | 1 954 | 407 | 151 | 12.1 | 16.7 |
| 4471 | Gasoline stations | 16 | 36 432 | 1 954 | 407 | 151 | 12.1 | 16.7 |
| 44711 | Gasoline stations with convenience stores | 7 | 19 235 | 1 290 | 262 | 109 | – | – |
| 447110 | Gasoline stations with convenience stores | 7 | 19 235 | 1 290 | 262 | 109 | – | – |
| 44719 | Other gasoline stations | 9 | 17 197 | 664 | 145 | 42 | 25.6 | 35.5 |
| 447190 | Other gasoline stations | 9 | 17 197 | 664 | 145 | 42 | 25.6 | 35.5 |
| 448 | Clothing & clothing accessories stores | 91 | 126 291 | 10 581 | 2 444 | 851 | .4 | 7.3 |
| 4481 | Clothing stores | 53 | 84 307 | 6 696 | 1 562 | 550 | .2 | 6.5 |
| 44811 | Men's clothing stores | 5 | 3 451 | 353 | 89 | 29 | – | – |
| 448110 | Men's clothing stores | 5 | 3 451 | 353 | 89 | 29 | – | – |
| 44812 | Women's clothing stores | 20 | 26 075 | 2 237 | 527 | 185 | .7 | 18.3 |
| 448120 | Women's clothing stores | 20 | 26 075 | 2 237 | 527 | 185 | .7 | 18.3 |
| 44813 | Children's & infants' clothing stores | 3 | D | D | D | b | D | D |
| 448130 | Children's & infants' clothing stores | 3 | D | D | D | b | D | D |
| 44814 | Family clothing stores | 16 | 44 843 | 3 124 | 684 | 246 | – | 1.3 |
| 448140 | Family clothing stores | 16 | 44 843 | 3 124 | 684 | 246 | – | 1.3 |
| 44815 | Clothing accessories stores | 2 | D | D | D | a | D | D |
| 448150 | Clothing accessories stores | 2 | D | D | D | a | D | D |
| 44819 | Other clothing stores | 7 | 6 612 | 581 | 168 | 57 | – | 1.3 |
| 448190 | Other clothing stores | 7 | 6 612 | 581 | 168 | 57 | – | 1.3 |

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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **GILROY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores—Con. | | | | | | | |
| 4482 | Shoe stores | 26 | 35 775 | 3 142 | 715 | 239 | .8 | 7.8 |
| 44821 | Shoe stores | 26 | 35 775 | 3 142 | 715 | 239 | .8 | 7.8 |
| 448210 | Shoe stores | 26 | 35 775 | 3 142 | 715 | 239 | .8 | 7.8 |
| 4482101 | Men's shoe stores | 2 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 7 | D | D | D | b | D | D |
| 4482104 | Family shoe stores | 14 | 12 600 | 1 163 | 259 | 87 | 2.2 | 9.8 |
| 4482105 | Athletic footwear stores | 3 | 16 151 | 1 101 | 260 | 90 | – | – |
| 4483 | Jewelry, luggage, & leather goods stores | 12 | 6 209 | 743 | 167 | 62 | 1.5 | 15.4 |
| 44832 | Luggage & leather goods stores | 8 | 4 653 | 531 | 118 | 45 | – | 9.3 |
| 448320 | Luggage & leather goods stores | 8 | 4 653 | 531 | 118 | 45 | – | 9.3 |
| 451 | Sporting goods, hobby, book, & music stores | 16 | 7 959 | 1 033 | 205 | 92 | 14.7 | – |
| 4511 | Sporting goods, hobby, & musical instrument stores | 8 | 4 691 | 591 | 98 | 57 | 19.5 | – |
| 4512 | Book, periodical, & music stores | 8 | 3 268 | 442 | 107 | 35 | 7.8 | – |
| 45121 | Book stores & news dealers | 4 | 1 277 | 140 | 38 | 15 | 8.2 | – |
| 45122 | Prerecorded tape, compact disc, & record stores | 4 | 1 991 | 302 | 69 | 20 | 7.5 | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 4 | 1 991 | 302 | 69 | 20 | 7.5 | – |
| 452 | General merchandise stores | 1 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 18 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 7 | 3 738 | 458 | 111 | 46 | – | 3.0 |
| 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 |
| 4533 | Used merchandise stores | 4 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 4 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 4 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 5 | 4 773 | 887 | 87 | 15 | 78.1 | – |
| 4541 | Electronic shopping & mail-order houses | 1 | D | D | D | a | D | D |
| 45411 | Electronic shopping & mail-order houses | 1 | D | D | D | a | D | D |
| 454110 | Electronic shopping & mail-order houses | 1 | D | D | D | a | D | D |
| | **GLENDALE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **725** | **1 844 206** | **188 131** | **45 160** | **9 426** | **8.6** | **4.2** |
| 441 | Motor vehicle & parts dealers | 60 | 648 022 | 52 967 | 13 038 | 1 518 | 4.5 | .7 |
| 4411 | Automobile dealers | 22 | 607 769 | 46 252 | 11 363 | 1 235 | 4.1 | .3 |
| 44111 | New car dealers | 19 | 600 471 | 46 031 | 11 318 | 1 228 | 3.6 | .3 |
| 441110 | New car dealers | 19 | 600 471 | 46 031 | 11 318 | 1 228 | 3.6 | .3 |
| 44112 | Used car dealers | 3 | 7 298 | 221 | 45 | 7 | D | – |
| 441120 | Used car dealers | 3 | 7 298 | 221 | 45 | 7 | D | – |
| 4412 | Other motor vehicle dealers | 3 | 12 079 | 1 209 | 289 | 37 | – | – |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 3 | 12 079 | 1 209 | 289 | 37 | – | – |
| 441221 | Motorcycle dealers | 3 | 12 079 | 1 209 | 289 | 37 | – | – |
| 4413 | Automotive parts, accessories, & tire stores | 35 | 28 174 | 5 506 | 1 386 | 246 | 14.5 | 11.5 |
| 44131 | Automotive parts & accessories stores | 22 | 18 390 | 3 426 | 865 | 157 | 9.9 | 15.1 |
| 441310 | Automotive parts & accessories stores | 22 | 18 390 | 3 426 | 865 | 157 | 9.9 | 15.1 |
| 44132 | Tire dealers | 13 | 9 784 | 2 080 | 521 | 89 | 23.1 | 4.7 |
| 441320 | Tire dealers | 13 | 9 784 | 2 080 | 521 | 89 | 23.1 | 4.7 |
| 442 | Furniture & home furnishings stores | 54 | 41 784 | 5 511 | 1 244 | 301 | 15.9 | 13.0 |
| 4421 | Furniture stores | 23 | 17 005 | 2 164 | 499 | 95 | 26.6 | 27.3 |
| 44211 | Furniture stores | 23 | 17 005 | 2 164 | 499 | 95 | 26.6 | 27.3 |
| 442110 | Furniture stores | 23 | 17 005 | 2 164 | 499 | 95 | 26.6 | 27.3 |
| 4422 | Home furnishings stores | 31 | 24 779 | 3 347 | 745 | 206 | 8.6 | 3.2 |
| 44221 | Floor covering stores | 11 | 10 002 | 1 459 | 283 | 57 | 16.3 | – |
| 442210 | Floor covering stores | 11 | 10 002 | 1 459 | 283 | 57 | 16.3 | – |
| 44229 | Other home furnishings stores | 20 | 14 777 | 1 888 | 462 | 149 | 3.4 | 5.4 |
| 442299 | All other home furnishings stores | 20 | 14 777 | 1 888 | 462 | 149 | 3.4 | 5.4 |
| 443 | Electronics & appliance stores | 37 | 37 473 | 4 851 | 1 304 | 193 | 20.1 | 36.3 |
| 4431 | Electronics & appliance stores | 37 | 37 473 | 4 851 | 1 304 | 193 | 20.1 | 36.3 |
| 44311 | Appliance, television, & other electronics stores | 18 | 10 780 | 1 474 | 396 | 68 | 29.7 | 9.3 |
| 443111 | Household appliance stores | 7 | 3 296 | 344 | 74 | 19 | 39.4 | 30.4 |
| 443112 | Radio, television, & other electronics stores | 11 | 7 484 | 1 130 | 322 | 49 | 25.5 | – |
| 44312 | Computer & software stores | 14 | 24 611 | 3 087 | 833 | 103 | 14.1 | 51.2 |
| 443120 | Computer & software stores | 14 | 24 611 | 3 087 | 833 | 103 | 14.1 | 51.2 |
| 44313 | Camera & photographic supplies stores | 5 | 2 082 | 290 | 75 | 22 | 40.8 | – |
| 443130 | Camera & photographic supplies stores | 5 | 2 082 | 290 | 75 | 22 | 40.8 | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **GLENDALE, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 444 | Building material & garden equipment & supplies dealers | 43 | 129 079 | 15 383 | 3 457 | 658 | 5.0 | 1.9 |
| 4441 | Building material & supplies dealers | 38 | 121 558 | 14 618 | 3 293 | 621 | 5.3 | 1.1 |
| 44411 | Home centers | 2 | D | D | D | e | D | D |
| 444110 | Home centers | 2 | D | D | D | e | D | D |
| 44412 | Paint & wallpaper stores | 4 | 10 299 | 1 011 | 235 | 32 | – | – |
| 444120 | Paint & wallpaper stores | 4 | 10 299 | 1 011 | 235 | 32 | – | – |
| 44413 | Hardware stores | 5 | D | D | D | c | D | D |
| 444130 | Hardware stores | 5 | D | D | D | c | D | D |
| 44419 | Other building material dealers | 27 | 36 190 | 6 202 | 1 252 | 189 | 16.4 | 3.9 |
| 444190 | Other building material dealers | 27 | 36 190 | 6 202 | 1 252 | 189 | 16.4 | 3.9 |
| 4442 | Lawn & garden equipment & supplies stores | 5 | 7 521 | 765 | 164 | 37 | – | 14.6 |
| 44421 | Outdoor power equipment stores | 2 | D | D | D | a | D | D |
| 444210 | Outdoor power equipment stores | 2 | D | D | D | a | D | D |
| 44422 | Nursery & garden centers | 3 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 3 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 88 | 263 321 | 27 141 | 6 248 | 1 328 | 7.7 | 4.2 |
| 4451 | Grocery stores | 58 | 246 234 | 25 455 | 5 868 | 1 209 | 6.2 | 3.5 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 43 | 230 709 | 24 315 | 5 603 | 1 100 | 5.4 | 2.8 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 43 | 230 709 | 24 315 | 5 603 | 1 100 | 5.4 | 2.8 |
| 44512 | Convenience stores | 15 | 15 525 | 1 140 | 265 | 109 | 18.1 | 13.5 |
| 445120 | Convenience stores | 15 | 15 525 | 1 140 | 265 | 109 | 18.1 | 13.5 |
| 4452 | Specialty food stores | 19 | 8 195 | 1 084 | 251 | 85 | 26.4 | 19.2 |
| 4453 | Beer, wine, & liquor stores | 11 | 8 892 | 602 | 129 | 34 | 32.4 | 10.3 |
| 44531 | Beer, wine, & liquor stores | 11 | 8 892 | 602 | 129 | 34 | 32.4 | 10.3 |
| 445310 | Beer, wine, & liquor stores | 11 | 8 892 | 602 | 129 | 34 | 32.4 | 10.3 |
| 446 | Health & personal care stores | 78 | 95 564 | 12 494 | 2 975 | 627 | 21.4 | 8.0 |
| 4461 | Health & personal care stores | 78 | 95 564 | 12 494 | 2 975 | 627 | 21.4 | 8.0 |
| 44611 | Pharmacies & drug stores | 44 | 76 736 | 9 588 | 2 318 | 477 | 20.7 | 7.4 |
| 446110 | Pharmacies & drug stores | 44 | 76 736 | 9 588 | 2 318 | 477 | 20.7 | 7.4 |
| 4461101 | Pharmacies & drug stores | 41 | 75 900 | 9 111 | 2 209 | 466 | 20.6 | 7.5 |
| 4461102 | Proprietary stores | 3 | 836 | 477 | 109 | 11 | D | – |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 11 | 5 425 | 674 | 184 | 64 | 6.5 | 11.1 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 11 | 5 425 | 674 | 184 | 64 | 6.5 | 11.1 |
| 44613 | Optical goods stores | 13 | 3 393 | 541 | 125 | 36 | 32.6 | 20.9 |
| 446130 | Optical goods stores | 13 | 3 393 | 541 | 125 | 36 | 32.6 | 20.9 |
| 44619 | Other health & personal care stores | 10 | 10 010 | 1 691 | 348 | 50 | 30.8 | 6.5 |
| 446191 | Food (health) supplement stores | 3 | 1 167 | 89 | 16 | 5 | D | 55.6 |
| 446199 | All other health & personal care stores | 7 | 8 843 | 1 602 | 332 | 45 | 32.0 | – |
| 447 | Gasoline stations | 44 | 85 163 | 3 183 | 669 | 257 | 36.7 | 7.4 |
| 4471 | Gasoline stations | 44 | 85 163 | 3 183 | 669 | 257 | 36.7 | 7.4 |
| 44711 | Gasoline stations with convenience stores | 14 | 27 727 | 912 | 219 | 77 | 27.5 | 2.8 |
| 447110 | Gasoline stations with convenience stores | 14 | 27 727 | 912 | 219 | 77 | 27.5 | 2.8 |
| 44719 | Other gasoline stations | 30 | 57 436 | 2 271 | 450 | 180 | 41.1 | 9.6 |
| 447190 | Other gasoline stations | 30 | 57 436 | 2 271 | 450 | 180 | 41.1 | 9.6 |
| 448 | Clothing & clothing accessories stores | 163 | 205 895 | 28 644 | 7 189 | 1 947 | 4.7 | 8.0 |
| 4481 | Clothing stores | 96 | 155 152 | 22 257 | 5 733 | 1 576 | 2.6 | 7.2 |
| 44811 | Men's clothing stores | 15 | 15 354 | 2 110 | 542 | 136 | 3.6 | 44.3 |
| 448110 | Men's clothing stores | 15 | 15 354 | 2 110 | 542 | 136 | 3.6 | 44.3 |
| 44812 | Women's clothing stores | 43 | 28 795 | 3 786 | 966 | 336 | 9.6 | 5.9 |
| 448120 | Women's clothing stores | 43 | 28 795 | 3 786 | 966 | 336 | 9.6 | 5.9 |
| 44813 | Children's & infants' clothing stores | 6 | 6 180 | 644 | 152 | 67 | 4.9 | 2.4 |
| 448130 | Children's & infants' clothing stores | 6 | 6 180 | 644 | 152 | 67 | 4.9 | 2.4 |
| 44814 | Family clothing stores | 13 | 92 236 | 13 982 | 3 658 | 911 | .1 | 1.0 |
| 448140 | Family clothing stores | 13 | 92 236 | 13 982 | 3 658 | 911 | .1 | 1.0 |
| 44815 | Clothing accessories stores | 5 | 2 475 | 402 | 101 | 30 | – | 43.1 |
| 448150 | Clothing accessories stores | 5 | 2 475 | 402 | 101 | 30 | – | 43.1 |
| 44819 | Other clothing stores | 14 | 10 112 | 1 333 | 314 | 96 | 2.3 | 5.0 |
| 448190 | Other clothing stores | 14 | 10 112 | 1 333 | 314 | 96 | 2.3 | 5.0 |
| 4482 | Shoe stores | 35 | 26 757 | 3 025 | 687 | 205 | .7 | 10.6 |
| 44821 | Shoe stores | 35 | 26 757 | 3 025 | 687 | 205 | .7 | 10.6 |
| 448210 | Shoe stores | 35 | 26 757 | 3 025 | 687 | 205 | .7 | 10.6 |
| 4482101 | Men's shoe stores | 6 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 10 | 7 312 | 960 | 228 | 84 | – | 34.4 |
| 4482103 | Children's & juveniles' shoe stores | 2 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 10 | 5 671 | 618 | 153 | 41 | 3.4 | 4.4 |
| 4482105 | Athletic footwear stores | 7 | 9 613 | 909 | 187 | 56 | – | – |
| 4483 | Jewelry, luggage, & leather goods stores | 32 | 23 986 | 3 362 | 769 | 166 | 23.1 | 10.6 |
| 44831 | Jewelry stores | 30 | D | D | D | c | D | D |
| 448310 | Jewelry stores | 30 | D | D | D | c | D | D |
| 44832 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **GLENDALE, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 52 | 52 649 | 5 652 | 1 309 | 449 | 12.0 | 3.4 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 35 | 32 788 | 3 426 | 760 | 257 | 14.1 | .9 |
| 45111 | Sporting goods stores | 15 | 14 744 | 1 517 | 321 | 86 | 16.4 | .6 |
| 451110 | Sporting goods stores | 15 | 14 744 | 1 517 | 321 | 86 | 16.4 | .6 |
| 4511101 | General-line sporting goods stores | 4 | 5 183 | 360 | 83 | 32 | 27.7 | – |
| 4511102 | Specialty-line sporting goods stores | 11 | 9 561 | 1 157 | 238 | 54 | 10.2 | .9 |
| 45112 | Hobby, toy, & game stores | 9 | 11 717 | 1 137 | 265 | 103 | 7.8 | 1.8 |
| 451120 | Hobby, toy, & game stores | 9 | 11 717 | 1 137 | 265 | 103 | 7.8 | 1.8 |
| 45113 | Sewing, needlework, & piece goods stores | 5 | 3 187 | 408 | 78 | 42 | 4.1 | – |
| 451130 | Sewing, needlework, & piece goods stores | 5 | 3 187 | 408 | 78 | 42 | 4.1 | – |
| 45114 | Musical instrument & supplies stores | 6 | 3 140 | 364 | 96 | 26 | 36.8 | – |
| 451140 | Musical instrument & supplies stores | 6 | 3 140 | 364 | 96 | 26 | 36.8 | – |
| 4512 | Book, periodical, & music stores | 17 | 19 861 | 2 226 | 549 | 192 | 8.6 | 7.5 |
| 45121 | Book stores & news dealers | 8 | 10 309 | 1 206 | 299 | 84 | .9 | – |
| 451211 | Book stores | 8 | 10 309 | 1 206 | 299 | 84 | .9 | – |
| 4512111 | Book stores, general | 3 | 4 369 | 457 | 121 | 34 | – | – |
| 4512112 | Specialty book stores | 3 | D | D | D | b | D | D |
| 4512113 | College book stores | 2 | D | D | D | b | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 9 | 9 552 | 1 020 | 250 | 108 | 16.8 | 15.7 |
| 451220 | Prerecorded tape, compact disc, & record stores | 9 | 9 552 | 1 020 | 250 | 108 | 16.8 | 15.7 |
| 452 | General merchandise stores | 13 | 196 725 | 20 993 | 5 040 | 1 400 | .2 | – |
| 4521 | Department stores (incl leased depts) ## | 5 | 184 829 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 5 | 184 829 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 5 | 182 617 | 19 922 | 4 804 | 1 332 | – | – |
| 45211 | Department stores (excl leased depts) | 5 | 182 617 | 19 922 | 4 804 | 1 332 | – | – |
| 452110 | Department stores (excl leased depts) | 5 | 182 617 | 19 922 | 4 804 | 1 332 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 3 | D | D | D | f | D | D |
| 4521103 | National chain department stores (excl leased depts) | 2 | D | D | D | f | D | D |
| 45299 | All other general merchandise stores | 8 | 14 108 | 1 071 | 236 | 68 | 3.1 | .3 |
| 452990 | All other general merchandise stores | 8 | 14 108 | 1 071 | 236 | 68 | 3.1 | .3 |
| 4529901 | Variety stores | 3 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 5 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 70 | 64 214 | 7 693 | 1 801 | 548 | 21.3 | 10.1 |
| 4531 | Florists | 13 | 3 500 | 768 | 200 | 71 | 12.0 | 17.3 |
| 45311 | Florists | 13 | 3 500 | 768 | 200 | 71 | 12.0 | 17.3 |
| 453110 | Florists | 13 | 3 500 | 768 | 200 | 71 | 12.0 | 17.3 |
| 4532 | Office supplies, stationery, & gift stores | 29 | D | D | D | e | D | D |
| 45321 | Office supplies & stationery stores | 4 | D | D | D | b | D | D |
| 453210 | Office supplies & stationery stores | 4 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 3 | D | D | D | b | D | D |
| 45322 | Gift, novelty, & souvenir stores | 25 | 19 897 | 2 160 | 440 | 207 | 18.3 | 12.6 |
| 453220 | Gift, novelty, & souvenir stores | 25 | 19 897 | 2 160 | 440 | 207 | 18.3 | 12.6 |
| 4533 | Used merchandise stores | 6 | 1 767 | 361 | 88 | 39 | 22.8 | 18.6 |
| 45331 | Used merchandise stores | 6 | 1 767 | 361 | 88 | 39 | 22.8 | 18.6 |
| 453310 | Used merchandise stores | 6 | 1 767 | 361 | 88 | 39 | 22.8 | 18.6 |
| 4539 | Other miscellaneous store retailers | 22 | D | D | D | c | D | D |
| 45391 | Pet & pet supplies stores | 7 | 4 574 | 600 | 136 | 48 | 29.3 | 1.8 |
| 453910 | Pet & pet supplies stores | 7 | 4 574 | 600 | 136 | 48 | 29.3 | 1.8 |
| 45392 | Art dealers | 2 | D | D | D | a | D | D |
| 453920 | Art dealers | 2 | D | D | D | a | D | D |
| 45393 | Manufactured (mobile) home dealers | 1 | D | D | D | a | D | D |
| 453930 | Manufactured (mobile) home dealers | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 12 | 12 055 | 2 539 | 564 | 107 | 8.1 | 18.6 |
| 454 | Nonstore retailers | 23 | 24 317 | 3 619 | 886 | 200 | 28.3 | 5.3 |
| 4541 | Electronic shopping & mail-order houses | 8 | 8 132 | 735 | 172 | 40 | 63.7 | .8 |
| 45411 | Electronic shopping & mail-order houses | 8 | 8 132 | 735 | 172 | 40 | 63.7 | .8 |
| 454110 | Electronic shopping & mail-order houses | 8 | 8 132 | 735 | 172 | 40 | 63.7 | .8 |
| 4543 | Direct selling establishments | 14 | D | D | D | c | D | D |
| 45439 | Other direct selling establishments | 12 | 14 984 | 2 813 | 699 | 155 | 7.2 | 4.3 |
| 454390 | Other direct selling establishments | 12 | 14 984 | 2 813 | 699 | 155 | 7.2 | 4.3 |

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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **GLENDORA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **133** | **341 514** | **34 712** | **7 866** | **1 758** | **9.3** | **5.2** |
| 441 | Motor vehicle & parts dealers | 25 | 112 876 | 9 082 | 2 015 | 272 | 7.7 | 1.3 |
| 4411 | Automobile dealers | 8 | 104 940 | 7 450 | 1 626 | 189 | 6.2 | .3 |
| 44111 | New car dealers | 3 | 96 494 | 7 267 | 1 590 | 174 | – | – |
| 441110 | New car dealers | 3 | 96 494 | 7 267 | 1 590 | 174 | – | – |
| 44112 | Used car dealers | 5 | 8 446 | 183 | 36 | 15 | 77.6 | 3.7 |
| 441120 | Used car dealers | 5 | 8 446 | 183 | 36 | 15 | 77.6 | 3.7 |
| 4413 | Automotive parts, accessories, & tire stores | 15 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 11 | 5 944 | 1 300 | 313 | 66 | 21.5 | – |
| 441310 | Automotive parts & accessories stores | 11 | 5 944 | 1 300 | 313 | 66 | 21.5 | – |
| 442 | Furniture & home furnishings stores | 9 | 4 225 | 352 | 65 | 36 | 53.4 | 8.6 |
| 4422 | Home furnishings stores | 5 | 2 488 | 203 | 37 | 24 | 27.6 | 7.9 |
| 44229 | Other home furnishings stores | 4 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 4 | 2 233 | 231 | 56 | 11 | 3.9 | 2.5 |
| 4431 | Electronics & appliance stores | 4 | 2 233 | 231 | 56 | 11 | 3.9 | 2.5 |
| 44312 | Computer & software stores | 1 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 10 | 35 055 | 5 568 | 1 251 | 255 | 3.2 | 26.6 |
| 4441 | Building material & supplies dealers | 8 | D | D | D | c | D | D |
| 44411 | Home centers | 1 | D | D | D | c | D | D |
| 444110 | Home centers | 1 | D | D | D | c | D | D |
| 44419 | Other building material dealers | 4 | D | D | D | c | D | D |
| 444190 | Other building material dealers | 4 | D | D | D | c | D | D |
| 445 | Food & beverage stores | 16 | 75 501 | 8 211 | 1 809 | 375 | 7.6 | 1.1 |
| 4451 | Grocery stores | 9 | D | D | D | e | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 8 | 71 231 | 7 988 | 1 761 | 352 | 3.4 | 1.1 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 8 | 71 231 | 7 988 | 1 761 | 352 | 3.4 | 1.1 |
| 4452 | Specialty food stores | 4 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 12 | 24 359 | 3 146 | 859 | 149 | 13.7 | – |
| 4461 | Health & personal care stores | 12 | 24 359 | 3 146 | 859 | 149 | 13.7 | – |
| 44611 | Pharmacies & drug stores | 7 | 22 114 | 2 760 | 728 | 131 | 11.6 | – |
| 446110 | Pharmacies & drug stores | 7 | 22 114 | 2 760 | 728 | 131 | 11.6 | – |
| 4461101 | Pharmacies & drug stores | 7 | 22 114 | 2 760 | 728 | 131 | 11.6 | – |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 11 | 18 671 | 815 | 141 | 34 | 16.6 | 27.1 |
| 4471 | Gasoline stations | 11 | 18 671 | 815 | 141 | 34 | 16.6 | 27.1 |
| 44711 | Gasoline stations with convenience stores | 6 | 9 321 | 465 | 86 | 15 | – | 20.8 |
| 447110 | Gasoline stations with convenience stores | 6 | 9 321 | 465 | 86 | 15 | – | 20.8 |
| 448 | Clothing & clothing accessories stores | 8 | 2 267 | 352 | 88 | 22 | 75.2 | 2.5 |
| 451 | Sporting goods, hobby, book, & music stores | 8 | 9 789 | 1 234 | 310 | 108 | 24.6 | 1.0 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 7 | D | D | D | b | D | D |
| 45111 | Sporting goods stores | 3 | D | D | D | b | D | D |
| 451110 | Sporting goods stores | 3 | D | D | D | b | D | D |
| 4511101 | General-line sporting goods stores | 1 | D | D | D | b | D | D |
| 45114 | Musical instrument & supplies stores | 1 | D | D | D | a | D | D |
| 451140 | Musical instrument & supplies stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | e | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 1 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 22 | D | D | D | c | D | D |
| 4531 | Florists | 8 | 1 573 | 328 | 66 | 28 | 44.8 | 3.4 |
| 45311 | Florists | 8 | 1 573 | 328 | 66 | 28 | 44.8 | 3.4 |
| 453110 | Florists | 8 | 1 573 | 328 | 66 | 28 | 44.8 | 3.4 |
| 4533 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 5 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 7 | 2 796 | 186 | 29 | 8 | 38.4 | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **GONZALES, CA** | | | | | | | |
| **44-45** | **Retail trade** | **16** | **15 878** | **1 603** | **361** | **74** | **8.8** | **12.3** |
| 441 | Motor vehicle & parts dealers | 3 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 5 | 8 408 | 817 | 168 | 38 | 7.2 | – |
| 447 | Gasoline stations | 3 | 4 398 | 376 | 86 | 13 | – | 42.6 |
| 448 | Clothing & clothing accessories stores | 3 | 675 | 45 | 9 | 5 | D | 8.1 |
| 453 | Miscellaneous store retailers | 1 | D | D | D | a | D | D |
| | **GRAND TERRACE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **21** | **28 299** | **1 749** | **373** | **87** | **12.0** | **25.6** |
| 441 | Motor vehicle & parts dealers | 3 | 3 934 | 448 | 93 | 24 | – | 25.0 |
| 442 | Furniture & home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 4431 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 44311 | Appliance, television, & other electronics stores | 1 | D | D | D | a | D | D |
| 443112 | Radio, television, & other electronics stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 4 | 11 409 | 749 | 134 | 20 | – | 22.2 |
| 4441 | Building material & supplies dealers | 4 | 11 409 | 749 | 134 | 20 | – | 22.2 |
| 44419 | Other building material dealers | 4 | 11 409 | 749 | 134 | 20 | – | 22.2 |
| 444190 | Other building material dealers | 4 | 11 409 | 749 | 134 | 20 | – | 22.2 |
| 445 | Food & beverage stores | 3 | 1 923 | 107 | 26 | 5 | 35.3 | 64.7 |
| 446 | Health & personal care stores | 1 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 3 | D | D | D | a | D | D |
| 448 | Clothing & clothing accessories stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **GRASS VALLEY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **177** | **371 185** | **40 693** | **9 288** | **1 953** | **17.0** | **3.1** |
| 441 | Motor vehicle & parts dealers | 17 | 82 768 | 7 756 | 1 846 | 248 | 23.5 | 1.5 |
| 4411 | Automobile dealers | 5 | D | D | D | c | D | D |
| 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 | 10 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 8 | 7 674 | 1 470 | 344 | 87 | 4.2 | 10.5 |
| 441310 | Automotive parts & accessories stores | 8 | 7 674 | 1 470 | 344 | 87 | 4.2 | 10.5 |
| 442 | Furniture & home furnishings stores | 9 | 9 542 | 1 524 | 276 | 53 | 26.1 | 1.7 |
| 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 |
| 4422 | Home furnishings stores | 7 | D | D | D | b | D | D |
| 44221 | Floor covering stores | 5 | 4 109 | 466 | 70 | 18 | 56.2 | – |
| 442210 | Floor covering stores | 5 | 4 109 | 466 | 70 | 18 | 56.2 | – |
| 44229 | Other home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 11 | 11 364 | 1 148 | 280 | 60 | 17.7 | .5 |
| 4431 | Electronics & appliance stores | 11 | 11 364 | 1 148 | 280 | 60 | 17.7 | .5 |
| 44311 | Appliance, television, & other electronics stores | 6 | 6 151 | 677 | 166 | 36 | 4.4 | – |
| 443111 | Household appliance stores | 3 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 3 | D | D | D | a | D | D |
| 44312 | Computer & software stores | 5 | 5 213 | 471 | 114 | 24 | 33.4 | 1.2 |
| 443120 | Computer & software stores | 5 | 5 213 | 471 | 114 | 24 | 33.4 | 1.2 |
| 444 | Building material & garden equipment & supplies dealers | 16 | 36 920 | 4 648 | 971 | 161 | 40.9 | – |
| 4441 | Building material & supplies dealers | 14 | D | D | D | c | D | D |
| 44419 | Other building material dealers | 10 | 26 149 | 3 190 | 661 | 85 | 50.9 | – |
| 444190 | Other building material dealers | 10 | 26 149 | 3 190 | 661 | 85 | 50.9 | – |
| 4442 | Lawn & garden equipment & supplies stores | 2 | D | D | D | b | D | D |
| 44422 | Nursery & garden centers | 2 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 2 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **GRASS VALLEY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 445 | Food & beverage stores | 19 | 106 640 | 12 400 | 2 769 | 560 | 4.3 | – |
| 4451 | Grocery stores | 14 | 104 416 | 12 152 | 2 702 | 526 | 3.2 | – |
| 44511 | Supermarkets & other grocery (except convenience) stores | 11 | 102 658 | 11 917 | 2 648 | 503 | 2.8 | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 11 | 102 658 | 11 917 | 2 648 | 503 | 2.8 | – |
| 4452 | Specialty food stores | 2 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 14 | 27 586 | 3 782 | 879 | 185 | 26.1 | 5.1 |
| 4461 | Health & personal care stores | 14 | 27 586 | 3 782 | 879 | 185 | 26.1 | 5.1 |
| 44611 | Pharmacies & drug stores | 6 | 24 381 | 2 752 | 624 | 141 | 20.6 | 5.7 |
| 446110 | Pharmacies & drug stores | 6 | 24 381 | 2 752 | 624 | 141 | 20.6 | 5.7 |
| 4461101 | Pharmacies & drug stores | 6 | 24 381 | 2 752 | 624 | 141 | 20.6 | 5.7 |
| 44619 | Other health & personal care stores | 7 | D | D | D | b | D | D |
| 446191 | Food (health) supplement stores | 1 | D | D | D | b | D | D |
| 447 | Gasoline stations | 11 | 21 093 | 1 006 | 252 | 73 | 18.4 | 13.5 |
| 4471 | Gasoline stations | 11 | 21 093 | 1 006 | 252 | 73 | 18.4 | 13.5 |
| 44711 | Gasoline stations with convenience stores | 4 | 10 018 | 472 | 117 | 36 | – | – |
| 447110 | Gasoline stations with convenience stores | 4 | 10 018 | 472 | 117 | 36 | – | – |
| 44719 | Other gasoline stations | 7 | 11 075 | 534 | 135 | 37 | 35.0 | 25.7 |
| 447190 | Other gasoline stations | 7 | 11 075 | 534 | 135 | 37 | 35.0 | 25.7 |
| 448 | Clothing & clothing accessories stores | 22 | 16 637 | 1 923 | 420 | 132 | 8.3 | 4.9 |
| 4481 | Clothing stores | 13 | 13 642 | 1 467 | 324 | 107 | 9.5 | 3.7 |
| 44814 | Family clothing stores | 3 | D | D | D | b | D | D |
| 448140 | Family clothing stores | 3 | D | D | D | b | D | D |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 20 | 11 957 | 1 164 | 284 | 110 | 34.1 | 8.3 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 17 | D | D | D | b | D | D |
| 45111 | Sporting goods stores | 10 | 8 859 | 908 | 205 | 68 | 39.9 | 10.2 |
| 451110 | Sporting goods stores | 10 | 8 859 | 908 | 205 | 68 | 39.9 | 10.2 |
| 4511101 | General-line sporting goods stores | 4 | D | D | D | b | D | D |
| 4511102 | Specialty-line sporting goods stores | 6 | D | D | D | b | D | D |
| 45113 | Sewing, needlework, & piece goods stores | 4 | D | D | D | b | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 4 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 3 | D | D | D | a | D | D |
| 452 | General merchandise stores | 2 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 24 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 8 | D | D | D | b | D | D |
| 45322 | Gift, novelty, & souvenir stores | 7 | 2 820 | 421 | 104 | 44 | 45.2 | 14.4 |
| 453220 | Gift, novelty, & souvenir stores | 7 | 2 820 | 421 | 104 | 44 | 45.2 | 14.4 |
| 4533 | Used merchandise stores | 5 | 1 015 | 221 | 51 | 21 | 19.6 | 42.0 |
| 45331 | Used merchandise stores | 5 | 1 015 | 221 | 51 | 21 | 19.6 | 42.0 |
| 453310 | Used merchandise stores | 5 | 1 015 | 221 | 51 | 21 | 19.6 | 42.0 |
| 4539 | Other miscellaneous store retailers | 9 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 45392 | Art dealers | 2 | D | D | D | a | D | D |
| 453920 | Art dealers | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 5 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 12 | 15 708 | 2 408 | 594 | 83 | 3.0 | 20.5 |
| 4541 | Electronic shopping & mail-order houses | 3 | D | D | D | b | D | D |
| 45411 | Electronic shopping & mail-order houses | 3 | D | D | D | b | D | D |
| 454110 | Electronic shopping & mail-order houses | 3 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 5 | D | D | D | b | D | D |
| 45431 | Fuel dealers | 4 | D | D | D | b | D | D |
| 454311 | Heating oil dealers | 1 | D | D | D | a | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 3 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **GREENFIELD, CA** | | | | | | | |
| **44-45** | **Retail trade** | **27** | **41 198** | **4 701** | **1 044** | **173** | **11.9** | **1.2** |
| 441 | Motor vehicle & parts dealers | 4 | 2 141 | 443 | 104 | 20 | 24.7 | 11.3 |
| 442 | Furniture & home furnishings stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 5 | 17 589 | 1 924 | 387 | 46 | 4.4 | .4 |
| 4442 | Lawn & garden equipment & supplies stores | 2 | D | D | D | b | D | D |
| 44422 | Nursery & garden centers | 2 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 2 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 8 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 2 | D | D | D | b | D | D |
| 447 | Gasoline stations | 3 | 3 169 | 186 | 42 | 20 | D | – |
| 448 | Clothing & clothing accessories stores | 2 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| | **GRIDLEY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **29** | **59 859** | **7 012** | **1 512** | **334** | **.5** | **3.1** |
| 441 | Motor vehicle & parts dealers | 6 | 27 055 | 2 685 | 572 | 83 | – | – |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 1 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 4 | 3 350 | 970 | 185 | 41 | – | – |
| 445 | Food & beverage stores | 4 | 15 918 | 1 636 | 346 | 107 | 1.1 | – |
| 446 | Health & personal care stores | 2 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 2 | D | D | D | b | D | D |
| 447 | Gasoline stations | 4 | 2 960 | 194 | 33 | 11 | – | 38.3 |
| 448 | Clothing & clothing accessories stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **GROVER BEACH, CA *** | | | | | | | |
| **44-45** | **Retail trade** | **44** | **50 886** | **6 401** | **1 385** | **294** | **3.9** | **3.2** |
| 441 | Motor vehicle & parts dealers | 4 | 3 449 | 566 | 114 | 20 | – | – |
| 442 | Furniture & home furnishings stores | 3 | 2 035 | 255 | 55 | 13 | – | – |
| 443 | Electronics & appliance stores | 5 | 1 590 | 228 | 59 | 16 | 8.2 | – |
| 4431 | Electronics & appliance stores | 5 | 1 590 | 228 | 59 | 16 | 8.2 | – |
| 444 | Building material & garden equipment & supplies dealers | 7 | 3 607 | 494 | 103 | 31 | – | 13.2 |
| 445 | Food & beverage stores | 6 | D | D | D | c | D | D |
| 4451 | Grocery stores | 3 | D | D | D | c | D | D |
| 446 | Health & personal care stores | 3 | 1 779 | 218 | 59 | 14 | 86.5 | 13.5 |
| 447 | Gasoline stations | 2 | D | D | D | a | D | D |
| 448 | Clothing & clothing accessories stores | 3 | 237 | 31 | 7 | 5 | – | 16.5 |
| 451 | Sporting goods, hobby, book, & music stores | 3 | 1 023 | 88 | 16 | 9 | – | 26.7 |
| 453 | Miscellaneous store retailers | 7 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 4533 | Used merchandise stores | 3 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 3 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 3 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **GUADALUPE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **11** | **19 931** | **2 939** | **577** | **112** | **17.5** | **1.9** |
| 441 | Motor vehicle & parts dealers | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 3 | 12 195 | 2 184 | 398 | 61 | D | – |
| 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 |
| 445 | Food & beverage stores | 4 | 2 576 | 401 | 96 | 27 | 85.5 | 14.5 |
| 446 | Health & personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 2 | D | D | D | a | D | D |
| | **GUSTINE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **14** | **15 008** | **1 143** | **235** | **96** | **28.1** | **2.2** |
| 441 | Motor vehicle & parts dealers | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 2 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 4 | 2 681 | 180 | 32 | 21 | 10.1 | – |
| 446 | Health & personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 3 | 3 409 | 327 | 60 | 32 | 100.0 | – |
| 453 | Miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |
| 4542 | Vending machine operators | 1 | D | D | D | a | D | D |
| 45421 | Vending machine operators | 1 | D | D | D | a | D | D |
| 454210 | Vending machine operators | 1 | D | D | D | a | D | D |
| | **HALF MOON BAY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **62** | **106 887** | **11 289** | **2 643** | **585** | **7.0** | **6.4** |
| 441 | Motor vehicle & parts dealers | 1 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 1 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 5 | 10 136 | 1 486 | 362 | 74 | 8.8 | – |
| 4441 | Building material & supplies dealers | 3 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 2 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 2 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 8 | 42 546 | 4 468 | 989 | 215 | 1.5 | – |
| 4451 | Grocery stores | 6 | D | D | D | c | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 5 | 40 212 | 4 275 | 949 | 200 | 1.6 | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 5 | 40 212 | 4 275 | 949 | 200 | 1.6 | – |
| 4452 | Specialty food stores | 1 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 4 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 4 | D | D | D | b | D | D |
| 447 | Gasoline stations | 5 | 14 322 | 885 | 230 | 46 | – | 35.1 |
| 448 | Clothing & clothing accessories stores | 7 | 1 980 | 146 | 30 | 15 | 77.5 | – |
| 451 | Sporting goods, hobby, book, & music stores | 11 | 4 130 | 526 | 122 | 34 | 60.3 | – |
| 4511 | Sporting goods, hobby, & musical instrument stores | 7 | 2 965 | 309 | 71 | 19 | 83.1 | – |
| 4511101 | General-line sporting goods stores | 2 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 15 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 7 | D | D | D | b | D | D |
| 45392 | Art dealers | 2 | D | D | D | a | D | D |
| 453920 | Art dealers | 2 | D | D | D | a | D | D |
| 45393 | Manufactured (mobile) home dealers | 1 | D | D | D | a | D | D |
| 453930 | Manufactured (mobile) home dealers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **HANFORD, CA** | | | | | | | |
| **44-45** | **Retail trade** | **184** | **414 553** | **41 187** | **9 849** | **2 512** | **10.6** | **5.1** |
| 441 | Motor vehicle & parts dealers | 25 | 83 197 | 7 632 | 1 780 | 300 | 23.0 | 7.3 |
| 4411 | Automobile dealers | 6 | 67 700 | 5 187 | 1 220 | 175 | 25.2 | .2 |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 18 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 14 | 11 141 | 1 813 | 398 | 88 | 11.5 | 53.4 |
| 441310 | Automotive parts & accessories stores | 14 | 11 141 | 1 813 | 398 | 88 | 11.5 | 53.4 |
| 442 | Furniture & home furnishings stores | 8 | D | D | D | c | D | D |
| 4421 | Furniture stores | 5 | 7 333 | 1 142 | 264 | 58 | 34.1 | – |
| 44211 | Furniture stores | 5 | 7 333 | 1 142 | 264 | 58 | 34.1 | – |
| 442110 | Furniture stores | 5 | 7 333 | 1 142 | 264 | 58 | 34.1 | – |
| 4422 | Home furnishings stores | 3 | D | D | D | b | D | D |
| 44221 | Floor covering stores | 3 | D | D | D | b | D | D |
| 442210 | Floor covering stores | 3 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 7 | D | D | D | b | D | D |
| 4431 | Electronics & appliance stores | 7 | D | D | D | b | D | D |
| 44311 | Appliance, television, & other electronics stores | 5 | D | D | D | b | D | D |
| 443111 | Household appliance stores | 3 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 2 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 17 | 45 857 | 4 989 | 1 169 | 187 | 2.5 | 1.6 |
| 4441 | Building material & supplies dealers | 9 | D | D | D | c | D | D |
| 44413 | Hardware stores | 1 | D | D | D | b | D | D |
| 444130 | Hardware stores | 1 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 4 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 4 | D | D | D | b | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 8 | D | D | D | b | D | D |
| 44422 | Nursery & garden centers | 7 | 31 498 | 3 047 | 756 | 85 | .1 | .6 |
| 444220 | Nursery & garden centers | 7 | 31 498 | 3 047 | 756 | 85 | .1 | .6 |
| 445 | Food & beverage stores | 21 | 93 190 | 8 636 | 2 065 | 489 | 6.8 | 1.1 |
| 4451 | Grocery stores | 16 | 91 035 | 8 359 | 2 008 | 448 | 5.6 | 1.2 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 11 | 87 974 | 8 112 | 1 954 | 428 | 4.1 | .1 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 11 | 87 974 | 8 112 | 1 954 | 428 | 4.1 | .1 |
| 4452 | Specialty food stores | 2 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 11 | 22 132 | 2 277 | 518 | 116 | 23.2 | 1.2 |
| 4461 | Health & personal care stores | 11 | 22 132 | 2 277 | 518 | 116 | 23.2 | 1.2 |
| 44611 | Pharmacies & drug stores | 7 | D | D | D | c | D | D |
| 446110 | Pharmacies & drug stores | 7 | D | D | D | c | D | D |
| 4461101 | Pharmacies & drug stores | 5 | D | D | D | c | D | D |
| 4461102 | Proprietary stores | 2 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 16 | 20 631 | 1 402 | 280 | 99 | 11.6 | 27.6 |
| 4471 | Gasoline stations | 16 | 20 631 | 1 402 | 280 | 99 | 11.6 | 27.6 |
| 44711 | Gasoline stations with convenience stores | 11 | 15 383 | 934 | 201 | 78 | 10.1 | 37.1 |
| 447110 | Gasoline stations with convenience stores | 11 | 15 383 | 934 | 201 | 78 | 10.1 | 37.1 |
| 448 | Clothing & clothing accessories stores | 33 | 24 543 | 3 457 | 789 | 276 | 13.2 | 7.5 |
| 4481 | Clothing stores | 17 | 15 802 | 2 246 | 535 | 199 | 13.7 | 1.5 |
| 44814 | Family clothing stores | 5 | D | D | D | c | D | D |
| 448140 | Family clothing stores | 5 | D | D | D | c | D | D |
| 44819 | Other clothing stores | 2 | D | D | D | a | D | D |
| 448190 | Other clothing stores | 2 | D | D | D | a | D | D |
| 4482105 | Athletic footwear stores | 2 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 8 | D | D | D | b | D | D |
| 44831 | Jewelry stores | 8 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 8 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 15 | 7 379 | 878 | 181 | 73 | 21.4 | .7 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 9 | 5 045 | 660 | 132 | 48 | 25.9 | – |
| 4511101 | General-line sporting goods stores | 2 | D | D | D | a | D | D |
| 45113 | Sewing, needlework, & piece goods stores | 2 | D | D | D | a | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 2 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 6 | 2 334 | 218 | 49 | 25 | 11.6 | 2.3 |

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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **HANFORD, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 7 | D | D | D | f | D | D |
| 4521 | Department stores (incl leased depts) ## | 4 | D | N | N | N | D | D |
| 45211 | Department stores (incl leased depts) ## | 4 | D | N | N | N | D | D |
| 4521 | Department stores (excl leased depts) | 4 | D | D | D | f | D | D |
| 45211 | Department stores (excl leased depts) | 4 | D | D | D | f | D | D |
| 452110 | Department stores (excl leased depts) | 4 | D | D | D | f | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | c | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 1 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 3 | 3 483 | 339 | 71 | 38 | D | 64.4 |
| 452990 | All other general merchandise stores | 3 | 3 483 | 339 | 71 | 38 | D | 64.4 |
| 4529903 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 19 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 4 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 4 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 4 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 4 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 8 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 8 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 5 | 5 481 | 890 | 183 | 42 | – | .4 |
| 4543 | Direct selling establishments | 5 | 5 481 | 890 | 183 | 42 | – | .4 |
| 45431 | Fuel dealers | 3 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 3 | D | D | D | b | D | D |
| | **HAWAIIAN GARDENS, CA** | | | | | | | |
| **44-45** | **Retail trade** | **40** | **70 359** | **8 636** | **2 028** | **486** | **6.1** | **3.8** |
| 441 | Motor vehicle & parts dealers | 8 | 5 232 | 1 151 | 298 | 68 | – | 2.4 |
| 44131 | Automotive parts & accessories stores | 6 | D | D | D | b | D | D |
| 441310 | Automotive parts & accessories stores | 6 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 3 | D | D | D | c | D | D |
| 4441 | Building material & supplies dealers | 3 | D | D | D | c | D | D |
| 44411 | Home centers | 1 | D | D | D | c | D | D |
| 444110 | Home centers | 1 | D | D | D | c | D | D |
| 445 | Food & beverage stores | 11 | 33 615 | 3 589 | 772 | 160 | 7.8 | 5.6 |
| 4451 | Grocery stores | 4 | D | D | D | c | D | D |
| 4452 | Specialty food stores | 2 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 3 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 3 | D | D | D | b | D | D |
| 447 | Gasoline stations | 2 | D | D | D | a | D | D |
| 448 | Clothing & clothing accessories stores | 4 | 994 | 156 | 38 | 14 | 51.6 | – |
| 451 | Sporting goods, hobby, book, & music stores | 2 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | b | D | D |
| 45299 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 4529901 | Variety stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 3 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **HAWTHORNE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **187** | **528 441** | **49 117** | **11 871** | **2 581** | **6.9** | **5.8** |
| 441 | Motor vehicle & parts dealers | 23 | 81 409 | 6 482 | 1 714 | 231 | 8.4 | 2.4 |
| 4411 | Automobile dealers | 10 | 73 898 | 5 232 | 1 352 | 147 | 8.3 | 2.6 |
| 44112 | Used car dealers | 5 | D | D | D | b | D | D |
| 441120 | Used car dealers | 5 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 13 | 7 511 | 1 250 | 362 | 84 | 9.2 | 1.1 |
| 44131 | Automotive parts & accessories stores | 9 | 5 404 | 832 | 254 | 62 | 7.9 | 1.5 |
| 441310 | Automotive parts & accessories stores | 9 | 5 404 | 832 | 254 | 62 | 7.9 | 1.5 |
| 442 | Furniture & home furnishings stores | 11 | 4 194 | 390 | 81 | 26 | 72.4 | 15.2 |
| 4421 | Furniture stores | 8 | 3 036 | 279 | 56 | 19 | 100.0 | – |
| 44211 | Furniture stores | 8 | 3 036 | 279 | 56 | 19 | 100.0 | – |
| 442110 | Furniture stores | 8 | 3 036 | 279 | 56 | 19 | 100.0 | – |
| 443 | Electronics & appliance stores | 9 | 39 118 | 3 613 | 811 | 213 | .1 | 3.6 |
| 4431 | Electronics & appliance stores | 9 | 39 118 | 3 613 | 811 | 213 | .1 | 3.6 |
| 44311 | Appliance, television, & other electronics stores | 5 | 33 602 | 3 058 | 657 | 193 | – | 4.2 |
| 443112 | Radio, television, & other electronics stores | 5 | 33 602 | 3 058 | 657 | 193 | – | 4.2 |
| 44312 | Computer & software stores | 4 | 5 516 | 555 | 154 | 20 | .7 | – |
| 443120 | Computer & software stores | 4 | 5 516 | 555 | 154 | 20 | .7 | – |
| 444 | Building material & garden equipment & supplies dealers | 11 | 91 934 | 10 748 | 2 522 | 421 | 4.8 | – |
| 4441 | Building material & supplies dealers | 9 | 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 |
| 44412 | Paint & wallpaper stores | 1 | D | D | D | b | D | D |
| 444120 | Paint & wallpaper stores | 1 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 6 | D | D | D | c | D | D |
| 444190 | Other building material dealers | 6 | D | D | D | c | D | D |
| 445 | Food & beverage stores | 26 | 95 621 | 8 837 | 2 094 | 413 | 3.5 | 2.0 |
| 4451 | Grocery stores | 16 | 91 417 | 8 488 | 2 015 | 388 | 1.2 | 1.3 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 10 | 86 845 | 8 140 | 1 930 | 357 | .7 | .4 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 10 | 86 845 | 8 140 | 1 930 | 357 | .7 | .4 |
| 44512 | Convenience stores | 6 | 4 572 | 348 | 85 | 31 | 11.4 | 17.0 |
| 445120 | Convenience stores | 6 | 4 572 | 348 | 85 | 31 | 11.4 | 17.0 |
| 446 | Health & personal care stores | 15 | 30 835 | 4 013 | 1 009 | 202 | 14.3 | 1.5 |
| 4461 | Health & personal care stores | 15 | 30 835 | 4 013 | 1 009 | 202 | 14.3 | 1.5 |
| 44611 | Pharmacies & drug stores | 9 | 28 788 | 3 629 | 915 | 170 | 15.0 | – |
| 446110 | Pharmacies & drug stores | 9 | 28 788 | 3 629 | 915 | 170 | 15.0 | – |
| 4461101 | Pharmacies & drug stores | 8 | D | D | D | c | D | D |
| 4461102 | Proprietary stores | 1 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 446191 | Food (health) supplement stores | 4 | D | D | D | b | D | D |
| 447 | Gasoline stations | 17 | 38 724 | 991 | 198 | 69 | 24.9 | 2.4 |
| 4471 | Gasoline stations | 17 | 38 724 | 991 | 198 | 69 | 24.9 | 2.4 |
| 44711 | Gasoline stations with convenience stores | 6 | 9 761 | 237 | 35 | 12 | 33.1 | 9.6 |
| 447110 | Gasoline stations with convenience stores | 6 | 9 761 | 237 | 35 | 12 | 33.1 | 9.6 |
| 44719 | Other gasoline stations | 11 | 28 963 | 754 | 163 | 57 | 22.1 | – |
| 447190 | Other gasoline stations | 11 | 28 963 | 754 | 163 | 57 | 22.1 | – |
| 448 | Clothing & clothing accessories stores | 42 | 37 571 | 4 168 | 945 | 309 | 4.6 | 12.2 |
| 4481 | Clothing stores | 24 | 25 607 | 2 773 | 612 | 218 | 6.3 | 7.2 |
| 44811 | Men's clothing stores | 6 | D | D | D | b | D | D |
| 448110 | Men's clothing stores | 6 | D | D | D | b | D | D |
| 44813 | Children's & infants' clothing stores | 1 | D | D | D | b | D | D |
| 448130 | Children's & infants' clothing stores | 1 | D | D | D | b | D | D |
| 44814 | Family clothing stores | 3 | 11 397 | 896 | 222 | 64 | – | – |
| 448140 | Family clothing stores | 3 | 11 397 | 896 | 222 | 64 | – | – |
| 44819 | Other clothing stores | 2 | D | D | D | a | D | D |
| 448190 | Other clothing stores | 2 | D | D | D | a | D | D |
| 4482 | Shoe stores | 12 | 7 829 | 870 | 209 | 68 | – | 4.3 |
| 44821 | Shoe stores | 12 | 7 829 | 870 | 209 | 68 | – | 4.3 |
| 448210 | Shoe stores | 12 | 7 829 | 870 | 209 | 68 | – | 4.3 |
| 4482103 | Children's & juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 4482105 | Athletic footwear stores | 4 | 4 557 | 497 | 117 | 35 | – | – |
| 4483 | Jewelry, luggage, & leather goods stores | 6 | 4 135 | 525 | 124 | 23 | 3.0 | 58.1 |
| 44831 | Jewelry stores | 6 | 4 135 | 525 | 124 | 23 | 3.0 | 58.1 |
| 448310 | Jewelry stores | 6 | 4 135 | 525 | 124 | 23 | 3.0 | 58.1 |
| 451 | Sporting goods, hobby, book, & music stores | 8 | 29 341 | 2 165 | 539 | 195 | 2.3 | 2.2 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 7 | D | D | D | c | D | D |
| 45111 | Sporting goods stores | 3 | D | D | D | b | D | D |
| 451110 | Sporting goods stores | 3 | D | D | D | b | D | D |
| 4511101 | General-line sporting goods stores | 1 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 3 | D | D | D | c | D | D |
| 451120 | Hobby, toy, & game stores | 3 | D | D | D | c | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **HAWTHORNE, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 7 | D | D | D | e | D | D |
| 4521103 | National chain department stores (excl leased depts) | 2 | D | D | D | c | D | D |
| 4529 | Other general merchandise stores | 5 | 22 636 | 1 541 | 412 | 122 | – | 10.6 |
| 45299 | All other general merchandise stores | 5 | 22 636 | 1 541 | 412 | 122 | – | 10.6 |
| 452990 | All other general merchandise stores | 5 | 22 636 | 1 541 | 412 | 122 | – | 10.6 |
| 4529901 | Variety stores | 2 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 3 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 13 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 5 | 7 542 | 663 | 158 | 47 | 7.1 | .2 |
| 45321 | Office supplies & stationery stores | 2 | D | D | D | b | D | D |
| 453210 | Office supplies & stationery stores | 2 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 2 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 45392 | Art dealers | 1 | D | D | D | a | D | D |
| 453920 | Art dealers | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 3 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 5 | 11 222 | 1 271 | 278 | 84 | 6.2 | – |
| 4541 | Electronic shopping & mail-order houses | 2 | D | D | D | b | D | D |
| 45411 | Electronic shopping & mail-order houses | 2 | D | D | D | b | D | D |
| 454110 | Electronic shopping & mail-order houses | 2 | D | D | D | b | D | D |
| 454319 | Other fuel dealers | 1 | D | D | D | a | D | D |
| | **HAYWARD, CA** | | | | | | | |
| **44-45** | **Retail trade** | **438** | **1 460 620** | **147 610** | **35 099** | **6 541** | **7.2** | **5.9** |
| 441 | Motor vehicle & parts dealers | 72 | 540 709 | 52 228 | 12 140 | 1 324 | 6.6 | 1.2 |
| 4411 | Automobile dealers | 24 | 451 563 | 38 999 | 9 042 | 829 | 7.7 | .6 |
| 44111 | New car dealers | 11 | 366 638 | 32 741 | 7 641 | 663 | 7.5 | .5 |
| 441110 | New car dealers | 11 | 366 638 | 32 741 | 7 641 | 663 | 7.5 | .5 |
| 44112 | Used car dealers | 13 | 84 925 | 6 258 | 1 401 | 166 | 8.2 | 1.1 |
| 441120 | Used car dealers | 13 | 84 925 | 6 258 | 1 401 | 166 | 8.2 | 1.1 |
| 4412 | Other motor vehicle dealers | 6 | 17 823 | 1 572 | 337 | 54 | – | 4.1 |
| 44121 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 441210 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 5 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 5 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 42 | 71 323 | 11 657 | 2 761 | 441 | 1.6 | 3.9 |
| 44131 | Automotive parts & accessories stores | 24 | 34 461 | 6 393 | 1 511 | 273 | 1.2 | .9 |
| 441310 | Automotive parts & accessories stores | 24 | 34 461 | 6 393 | 1 511 | 273 | 1.2 | .9 |
| 44132 | Tire dealers | 18 | 36 862 | 5 264 | 1 250 | 168 | 1.8 | 6.7 |
| 441320 | Tire dealers | 18 | 36 862 | 5 264 | 1 250 | 168 | 1.8 | 6.7 |
| 442 | Furniture & home furnishings stores | 10 | 3 803 | 286 | 67 | 30 | 46.5 | 13.7 |
| 4421 | Furniture stores | 6 | 2 885 | 157 | 37 | 18 | 49.5 | 16.2 |
| 44211 | Furniture stores | 6 | 2 885 | 157 | 37 | 18 | 49.5 | 16.2 |
| 442110 | Furniture stores | 6 | 2 885 | 157 | 37 | 18 | 49.5 | 16.2 |
| 443 | Electronics & appliance stores | 29 | 49 926 | 5 378 | 1 392 | 261 | 12.7 | – |
| 4431 | Electronics & appliance stores | 29 | 49 926 | 5 378 | 1 392 | 261 | 12.7 | – |
| 44311 | Appliance, television, & other electronics stores | 19 | 39 652 | 3 739 | 1 054 | 199 | 5.6 | – |
| 443112 | Radio, television, & other electronics stores | 14 | 38 672 | 3 632 | 1 029 | 192 | 4.7 | – |
| 44312 | Computer & software stores | 9 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 9 | D | D | D | b | 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 | 28 | 127 798 | 16 841 | 4 056 | 444 | 2.0 | 2.2 |
| 4441 | Building material & supplies dealers | 24 | 114 143 | 15 006 | 3 659 | 375 | 2.0 | 2.4 |
| 44412 | Paint & wallpaper stores | 2 | D | D | D | b | D | D |
| 444120 | Paint & wallpaper stores | 2 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 20 | 107 556 | 14 001 | 3 444 | 331 | 1.8 | 2.6 |
| 444190 | Other building material dealers | 20 | 107 556 | 14 001 | 3 444 | 331 | 1.8 | 2.6 |
| 4442 | Lawn & garden equipment & supplies stores | 4 | 13 655 | 1 835 | 397 | 69 | 1.9 | – |
| 44421 | Outdoor power equipment stores | 1 | D | D | D | b | D | D |
| 444210 | Outdoor power equipment stores | 1 | D | D | D | b | D | D |
| 44422 | Nursery & garden centers | 3 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 3 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 77 | 211 322 | 19 948 | 4 759 | 1 205 | 7.0 | 11.1 |
| 4451 | Grocery stores | 38 | 190 686 | 18 550 | 4 417 | 1 075 | 2.3 | 11.0 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 34 | 187 756 | 18 312 | 4 354 | 1 055 | 1.5 | 10.5 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 34 | 187 756 | 18 312 | 4 354 | 1 055 | 1.5 | 10.5 |
| 4452 | Specialty food stores | 12 | 8 051 | 704 | 179 | 58 | 23.8 | 9.3 |
| 4453 | Beer, wine, & liquor stores | 27 | 12 585 | 694 | 163 | 72 | 67.4 | 15.0 |
| 44531 | Beer, wine, & liquor stores | 27 | 12 585 | 694 | 163 | 72 | 67.4 | 15.0 |
| 445310 | Beer, wine, & liquor stores | 27 | 12 585 | 694 | 163 | 72 | 67.4 | 15.0 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **HAYWARD, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 446 | Health & personal care stores | 32 | 52 984 | 8 611 | 2 050 | 441 | 5.2 | 12.4 |
| 4461 | Health & personal care stores | 32 | 52 984 | 8 611 | 2 050 | 441 | 5.2 | 12.4 |
| 44611 | Pharmacies & drug stores | 14 | 43 654 | 6 894 | 1 645 | 348 | 3.5 | 12.7 |
| 446110 | Pharmacies & drug stores | 14 | 43 654 | 6 894 | 1 645 | 348 | 3.5 | 12.7 |
| 4461101 | Pharmacies & drug stores | 12 | D | D | D | e | D | D |
| 4461102 | Proprietary stores | 2 | D | D | D | b | D | D |
| 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 |
| 44613 | Optical goods stores | 8 | 3 181 | 608 | 146 | 44 | – | 14.6 |
| 446130 | Optical goods stores | 8 | 3 181 | 608 | 146 | 44 | – | 14.6 |
| 44619 | Other health & personal care stores | 7 | D | D | D | b | D | D |
| 446191 | Food (health) supplement stores | 3 | D | D | D | a | D | D |
| 446199 | All other health & personal care stores | 4 | 3 353 | 803 | 194 | 30 | 15.9 | – |
| 447 | Gasoline stations | 38 | 89 522 | 4 038 | 816 | 265 | 35.3 | 15.6 |
| 4471 | Gasoline stations | 38 | 89 522 | 4 038 | 816 | 265 | 35.3 | 15.6 |
| 44711 | Gasoline stations with convenience stores | 12 | 32 840 | 1 849 | 327 | 107 | 26.2 | 15.4 |
| 447110 | Gasoline stations with convenience stores | 12 | 32 840 | 1 849 | 327 | 107 | 26.2 | 15.4 |
| 44719 | Other gasoline stations | 26 | 56 682 | 2 189 | 489 | 158 | 40.6 | 15.8 |
| 447190 | Other gasoline stations | 26 | 56 682 | 2 189 | 489 | 158 | 40.6 | 15.8 |
| 448 | Clothing & clothing accessories stores | 58 | 46 182 | 5 445 | 1 274 | 457 | 9.8 | 9.1 |
| 4481 | Clothing stores | 28 | 26 619 | 2 942 | 641 | 303 | 13.6 | 5.4 |
| 44814 | Family clothing stores | 5 | 14 559 | 1 566 | 307 | 132 | .8 | – |
| 448140 | Family clothing stores | 5 | 14 559 | 1 566 | 307 | 132 | .8 | – |
| 44819 | Other clothing stores | 6 | 2 546 | 348 | 79 | 41 | – | 35.8 |
| 448190 | Other clothing stores | 6 | 2 546 | 348 | 79 | 41 | – | 35.8 |
| 4482 | Shoe stores | 20 | 13 202 | 1 471 | 354 | 111 | – | 7.4 |
| 44821 | Shoe stores | 20 | 13 202 | 1 471 | 354 | 111 | – | 7.4 |
| 448210 | Shoe stores | 20 | 13 202 | 1 471 | 354 | 111 | – | 7.4 |
| 4482102 | Women's shoe stores | 3 | 1 089 | 160 | 36 | 12 | – | 37.8 |
| 4482103 | Children's & juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 12 | 7 563 | 848 | 213 | 63 | – | 7.4 |
| 4482105 | Athletic footwear stores | 3 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 10 | 6 361 | 1 032 | 279 | 43 | 14.3 | 27.7 |
| 44831 | Jewelry stores | 9 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 9 | D | D | D | b | D | D |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 18 | 28 728 | 2 493 | 677 | 224 | .4 | 2.5 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 13 | 22 858 | 1 919 | 532 | 161 | .6 | 3.2 |
| 45112 | Hobby, toy, & game stores | 5 | 17 437 | 1 269 | 399 | 101 | – | 3.0 |
| 451120 | Hobby, toy, & game stores | 5 | 17 437 | 1 269 | 399 | 101 | – | 3.0 |
| 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 | 5 | 5 870 | 574 | 145 | 63 | – | – |
| 45121 | Book stores & news dealers | 4 | D | D | D | b | D | D |
| 451211 | Book stores | 2 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 1 | D | D | D | a | D | D |
| 4512112 | Specialty book stores | 1 | D | D | D | a | D | D |
| 451212 | News dealers & newsstands | 2 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 1 | D | D | D | a | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 9 | 133 534 | 15 168 | 3 805 | 1 103 | – | 3.2 |
| 4521 | Department stores (incl leased depts) ## | 5 | 124 335 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 5 | 124 335 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 5 | 123 219 | 13 969 | 3 444 | 992 | – | – |
| 45211 | Department stores (excl leased depts) | 5 | 123 219 | 13 969 | 3 444 | 992 | – | – |
| 452110 | Department stores (excl leased depts) | 5 | 123 219 | 13 969 | 3 444 | 992 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4521103 | National chain department stores (excl leased depts) | 2 | D | D | D | f | D | D |
| 45299 | All other general merchandise stores | 4 | 10 315 | 1 199 | 361 | 111 | – | 41.1 |
| 452990 | All other general merchandise stores | 4 | 10 315 | 1 199 | 361 | 111 | – | 41.1 |
| 4529901 | Variety stores | 2 | D | D | D | b | D | D |
| 4529902 | Catalog showrooms | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **HAYWARD, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 51 | 42 659 | 5 086 | 1 106 | 340 | 9.3 | 45.1 |
| 4531 | Florists | 9 | 2 172 | 337 | 75 | 34 | 44.7 | 9.0 |
| 45311 | Florists | 9 | 2 172 | 337 | 75 | 34 | 44.7 | 9.0 |
| 453110 | Florists | 9 | 2 172 | 337 | 75 | 34 | 44.7 | 9.0 |
| 4532 | Office supplies, stationery, & gift stores | 14 | 18 969 | 1 979 | 421 | 141 | 3.6 | 75.1 |
| 45321 | Office supplies & stationery stores | 4 | D | D | D | b | D | D |
| 453210 | Office supplies & stationery stores | 4 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 4 | D | D | D | b | D | D |
| 45322 | Gift, novelty, & souvenir stores | 10 | D | D | D | b | D | D |
| 453220 | Gift, novelty, & souvenir stores | 10 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 10 | 5 117 | 1 044 | 223 | 91 | 3.9 | 16.8 |
| 45331 | Used merchandise stores | 10 | 5 117 | 1 044 | 223 | 91 | 3.9 | 16.8 |
| 453310 | Used merchandise stores | 10 | 5 117 | 1 044 | 223 | 91 | 3.9 | 16.8 |
| 4539 | Other miscellaneous store retailers | 18 | 16 401 | 1 726 | 387 | 74 | 12.8 | 24.0 |
| 45391 | Pet & pet supplies stores | 4 | 1 862 | 200 | 57 | 15 | 37.4 | 5.5 |
| 453910 | Pet & pet supplies stores | 4 | 1 862 | 200 | 57 | 15 | 37.4 | 5.5 |
| 45392 | Art dealers | 3 | 855 | 122 | 33 | 13 | D | – |
| 453920 | Art dealers | 3 | 855 | 122 | 33 | 13 | D | – |
| 45399 | All other miscellaneous store retailers | 10 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 16 | 133 453 | 12 088 | 2 957 | 447 | 1.2 | 3.1 |
| 4541 | Electronic shopping & mail-order houses | 5 | D | D | D | e | D | D |
| 45411 | Electronic shopping & mail-order houses | 5 | D | D | D | e | D | D |
| 454110 | Electronic shopping & mail-order houses | 5 | D | D | D | e | D | D |
| 4542 | Vending machine operators | 6 | 13 779 | 3 805 | 871 | 106 | 5.7 | 3.2 |
| 45421 | Vending machine operators | 6 | 13 779 | 3 805 | 871 | 106 | 5.7 | 3.2 |
| 454210 | Vending machine operators | 6 | 13 779 | 3 805 | 871 | 106 | 5.7 | 3.2 |
| 4543 | Direct selling establishments | 5 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 1 | D | D | D | a | D | D |
| | **HEALDSBURG, CA** | | | | | | | |
| **44-45** | **Retail trade** | **85** | **165 769** | **18 223** | **4 070** | **822** | **8.4** | **9.2** |
| 441 | Motor vehicle & parts dealers | 11 | 62 583 | 5 861 | 1 469 | 183 | 1.5 | – |
| 4411 | Automobile dealers | 3 | 55 316 | 4 722 | 1 159 | 127 | – | – |
| 4413 | Automotive parts, accessories, & tire stores | 8 | 7 267 | 1 139 | 310 | 56 | 12.7 | – |
| 44131 | Automotive parts & accessories stores | 6 | D | D | D | b | D | D |
| 441310 | Automotive parts & accessories stores | 6 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 6 | 1 182 | 74 | 15 | 8 | 79.4 | 3.9 |
| 444 | Building material & garden equipment & supplies dealers | 6 | 15 166 | 2 275 | 479 | 85 | .7 | – |
| 4441 | Building material & supplies dealers | 3 | D | D | D | b | D | D |
| 44413 | Hardware stores | 1 | D | D | D | b | D | D |
| 444130 | Hardware stores | 1 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 2 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 2 | D | D | D | b | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 3 | D | D | D | a | D | D |
| 44422 | Nursery & garden centers | 3 | D | D | D | a | D | D |
| 444220 | Nursery & garden centers | 3 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 17 | 46 933 | 5 993 | 1 163 | 308 | 11.7 | 4.1 |
| 4451 | Grocery stores | 10 | D | D | D | c | D | D |
| 4453 | Beer, wine, & liquor stores | 6 | 7 456 | 1 367 | 307 | 54 | 32.9 | – |
| 44531 | Beer, wine, & liquor stores | 6 | 7 456 | 1 367 | 307 | 54 | 32.9 | – |
| 445310 | Beer, wine, & liquor stores | 6 | 7 456 | 1 367 | 307 | 54 | 32.9 | – |
| 446 | Health & personal care stores | 3 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 3 | D | D | D | b | D | D |
| 447 | Gasoline stations | 7 | 9 865 | 533 | 157 | 27 | 22.7 | 29.1 |
| 448 | Clothing & clothing accessories stores | 11 | 2 268 | 292 | 60 | 26 | 28.4 | 38.6 |
| 451 | Sporting goods, hobby, book, & music stores | 8 | 4 086 | 605 | 108 | 37 | 78.5 | – |
| 4511 | Sporting goods, hobby, & musical instrument stores | 6 | 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 |
| 452 | General merchandise stores | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 10 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 4 | 10 606 | 1 074 | 246 | 41 | – | 9.0 |
| 4541 | Electronic shopping & mail-order houses | 4 | 10 606 | 1 074 | 246 | 41 | – | 9.0 |
| 45411 | Electronic shopping & mail-order houses | 4 | 10 606 | 1 074 | 246 | 41 | – | 9.0 |
| 454110 | Electronic shopping & mail-order houses | 4 | 10 606 | 1 074 | 246 | 41 | – | 9.0 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **HEMET, CA** | | | | | | | |
| **44-45** | **Retail trade** | **221** | **561 743** | **60 008** | **14 577** | **3 349** | **6.6** | **3.1** |
| 441 | Motor vehicle & parts dealers | 30 | 190 347 | 19 332 | 4 778 | 644 | 3.6 | 3.6 |
| 4411 | Automobile dealers | 10 | D | D | D | e | D | D |
| 44111 | New car dealers | 8 | 165 941 | 15 286 | 3 777 | 431 | 3.8 | – |
| 441110 | New car dealers | 8 | 165 941 | 15 286 | 3 777 | 431 | 3.8 | – |
| 441229 | All other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 17 | 21 110 | 3 554 | 860 | 191 | .9 | 32.7 |
| 44131 | Automotive parts & accessories stores | 10 | 16 521 | 2 459 | 593 | 145 | 1.2 | 39.8 |
| 441310 | Automotive parts & accessories stores | 10 | 16 521 | 2 459 | 593 | 145 | 1.2 | 39.8 |
| 44132 | Tire dealers | 7 | 4 589 | 1 095 | 267 | 46 | – | 7.3 |
| 441320 | Tire dealers | 7 | 4 589 | 1 095 | 267 | 46 | – | 7.3 |
| 442 | Furniture & home furnishings stores | 9 | 5 590 | 741 | 166 | 41 | 10.9 | .3 |
| 4421 | Furniture stores | 5 | 4 188 | 516 | 112 | 29 | – | .3 |
| 44211 | Furniture stores | 5 | 4 188 | 516 | 112 | 29 | – | .3 |
| 442110 | Furniture stores | 5 | 4 188 | 516 | 112 | 29 | – | .3 |
| 443 | Electronics & appliance stores | 11 | 6 751 | 871 | 211 | 57 | 53.2 | 15.6 |
| 4431 | Electronics & appliance stores | 11 | 6 751 | 871 | 211 | 57 | 53.2 | 15.6 |
| 44311 | Appliance, television, & other electronics stores | 8 | 4 499 | 662 | 158 | 42 | 40.9 | 23.4 |
| 443111 | Household appliance stores | 5 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 3 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 2 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 2 | 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 | 38 792 | 5 034 | 1 297 | 389 | 3.8 | – |
| 4441 | Building material & supplies dealers | 15 | 35 332 | 4 136 | 1 080 | 318 | 4.2 | – |
| 44411 | Home centers | 2 | D | D | D | c | D | D |
| 444110 | Home centers | 2 | D | D | D | c | 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 | 4 | 5 003 | 706 | 176 | 46 | – | – |
| 444130 | Hardware stores | 4 | 5 003 | 706 | 176 | 46 | – | – |
| 4442 | Lawn & garden equipment & supplies stores | 3 | 3 460 | 898 | 217 | 71 | – | – |
| 44422 | Nursery & garden centers | 2 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 2 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 23 | 97 337 | 10 361 | 2 492 | 523 | 7.8 | .1 |
| 4451 | Grocery stores | 13 | 91 613 | 10 010 | 2 405 | 480 | 5.5 | – |
| 44511 | Supermarkets & other grocery (except convenience) stores | 8 | 89 727 | 9 850 | 2 370 | 463 | 4.8 | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 8 | 89 727 | 9 850 | 2 370 | 463 | 4.8 | – |
| 4452 | Specialty food stores | 3 | 964 | 112 | 29 | 13 | D | – |
| 446 | Health & personal care stores | 25 | 46 241 | 7 306 | 1 648 | 338 | 12.5 | 5.9 |
| 4461 | Health & personal care stores | 25 | 46 241 | 7 306 | 1 648 | 338 | 12.5 | 5.9 |
| 44611 | Pharmacies & drug stores | 13 | 41 006 | 6 272 | 1 425 | 283 | 11.7 | 6.6 |
| 446110 | Pharmacies & drug stores | 13 | 41 006 | 6 272 | 1 425 | 283 | 11.7 | 6.6 |
| 4461101 | Pharmacies & drug stores | 13 | 41 006 | 6 272 | 1 425 | 283 | 11.7 | 6.6 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 44613 | Optical goods stores | 5 | 1 781 | 358 | 85 | 20 | – | – |
| 446130 | Optical goods stores | 5 | 1 781 | 358 | 85 | 20 | – | – |
| 44619 | Other health & personal care stores | 5 | D | D | D | b | D | D |
| 446191 | Food (health) supplement stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 15 | 34 958 | 1 251 | 286 | 104 | 14.5 | 6.2 |
| 4471 | Gasoline stations | 15 | 34 958 | 1 251 | 286 | 104 | 14.5 | 6.2 |
| 44711 | Gasoline stations with convenience stores | 8 | 21 899 | 703 | 174 | 68 | – | 3.3 |
| 447110 | Gasoline stations with convenience stores | 8 | 21 899 | 703 | 174 | 68 | – | 3.3 |
| 44719 | Other gasoline stations | 7 | 13 059 | 548 | 112 | 36 | 38.7 | 11.2 |
| 447190 | Other gasoline stations | 7 | 13 059 | 548 | 112 | 36 | 38.7 | 11.2 |
| 448 | Clothing & clothing accessories stores | 26 | 9 914 | 1 193 | 279 | 101 | 21.2 | 1.8 |
| 4481 | Clothing stores | 11 | 4 594 | 529 | 120 | 47 | 23.7 | 3.5 |
| 4483 | Jewelry, luggage, & leather goods stores | 6 | 2 195 | 352 | 82 | 25 | 25.9 | .9 |
| 451 | Sporting goods, hobby, book, & music stores | 21 | 11 558 | 1 410 | 321 | 122 | 20.2 | 3.0 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 15 | 8 125 | 1 064 | 233 | 82 | 21.4 | 1.3 |
| 4511101 | General-line sporting goods stores | 3 | 2 753 | 383 | 80 | 26 | – | 3.9 |
| 45113 | Sewing, needlework, & piece goods stores | 3 | D | D | D | b | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 3 | D | D | D | b | D | D |
| 45114 | Musical instrument & supplies stores | 3 | 2 187 | 284 | 45 | 12 | D | – |
| 451140 | Musical instrument & supplies stores | 3 | 2 187 | 284 | 45 | 12 | D | – |
| 4512 | Book, periodical, & music stores | 6 | 3 433 | 346 | 88 | 40 | 17.2 | 6.9 |
| 45121 | Book stores & news dealers | 3 | D | D | D | a | D | D |
| 4512111 | Book stores, general | 3 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **HEMET, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 8 | D | D | D | f | D | D |
| 4521 | Department stores (incl leased depts) ## | 6 | 106 198 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 6 | 106 198 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 6 | 104 336 | 10 423 | 2 602 | 859 | – | – |
| 45211 | Department stores (excl leased depts) | 6 | 104 336 | 10 423 | 2 602 | 859 | – | – |
| 452110 | Department stores (excl leased depts) | 6 | 104 336 | 10 423 | 2 602 | 859 | – | – |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 3 | 72 799 | 6 626 | 1 674 | 585 | – | – |
| 4521103 | National chain department stores (excl leased depts) | 2 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 33 | 11 508 | 1 455 | 350 | 125 | 15.9 | 6.7 |
| 4533 | Used merchandise stores | 4 | 1 535 | 360 | 92 | 24 | – | 26.5 |
| 45331 | Used merchandise stores | 4 | 1 535 | 360 | 92 | 24 | – | 26.5 |
| 453310 | Used merchandise stores | 4 | 1 535 | 360 | 92 | 24 | – | 26.5 |
| 4539 | Other miscellaneous store retailers | 17 | D | D | D | b | D | D |
| 45393 | Manufactured (mobile) home dealers | 4 | D | D | D | a | D | D |
| 453930 | Manufactured (mobile) home dealers | 4 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 10 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |
| | **HERCULES, CA** | | | | | | | |
| **44-45** | **Retail trade** | **12** | **35 947** | **4 166** | **983** | **212** | **1.5** | **1.2** |
| 442 | Furniture & home furnishings stores | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 4 | 24 578 | 3 271 | 777 | 141 | 1.7 | 1.1 |
| 446 | Health & personal care stores | 1 | D | D | D | b | D | D |
| 447 | Gasoline stations | 2 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **HERMOSA BEACH, CA** | | | | | | | |
| **44-45** | **Retail trade** | **74** | **209 646** | **21 953** | **5 277** | **924** | **6.4** | **3.7** |
| 441 | Motor vehicle & parts dealers | 6 | D | D | D | c | D | D |
| 4411 | Automobile dealers | 3 | D | D | D | c | D | D |
| 442 | Furniture & home furnishings stores | 5 | 3 779 | 683 | 174 | 29 | 6.7 | 11.6 |
| 4422 | Home furnishings stores | 3 | D | D | D | b | D | D |
| 44229 | Other home furnishings stores | 2 | D | D | D | b | D | D |
| 442299 | All other home furnishings 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 | 3 | 10 107 | 3 156 | 742 | 92 | D | – |
| 4441 | Building material & supplies dealers | 3 | 10 107 | 3 156 | 742 | 92 | D | – |
| 44419 | Other building material dealers | 2 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 2 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 11 | D | D | D | e | D | D |
| 4451 | Grocery stores | 9 | 66 371 | 6 607 | 1 559 | 306 | 1.0 | 1.7 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 5 | 65 368 | 6 558 | 1 541 | 300 | – | 1.2 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 5 | 65 368 | 6 558 | 1 541 | 300 | – | 1.2 |
| 446 | Health & personal care stores | 2 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 2 | D | D | D | b | D | D |
| 447 | Gasoline stations | 4 | 6 987 | 182 | 22 | 8 | 27.4 | – |
| 448 | Clothing & clothing accessories stores | 7 | 7 092 | 849 | 205 | 60 | 19.9 | 1.2 |
| 4481 | Clothing stores | 4 | 5 890 | 708 | 178 | 43 | 5.0 | – |
| 44811 | Men's clothing stores | 1 | D | D | D | b | D | D |
| 448110 | Men's clothing stores | 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **HERMOSA BEACH, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 13 | 7 371 | 1 031 | 220 | 80 | 38.9 | 19.9 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 10 | D | D | D | b | D | D |
| 45111 | Sporting goods stores | 8 | 5 032 | 648 | 133 | 41 | 34.6 | 5.1 |
| 451110 | Sporting goods stores | 8 | 5 032 | 648 | 133 | 41 | 34.6 | 5.1 |
| 4511102 | Specialty-line sporting goods stores | 7 | D | D | D | b | D | D |
| 45113 | Sewing, needlework, & piece goods stores | 1 | D | D | D | a | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | b | D | D |
| 45299 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 14 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 5 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 3 | 1 653 | 305 | 111 | 36 | D | 5.3 |
| 453910 | Pet & pet supplies stores | 3 | 1 653 | 305 | 111 | 36 | D | 5.3 |
| 454 | Nonstore retailers | 7 | D | D | D | b | D | D |
| 4541 | Electronic shopping & mail-order houses | 5 | 2 903 | 575 | 138 | 19 | 57.1 | 35.8 |
| 45411 | Electronic shopping & mail-order houses | 5 | 2 903 | 575 | 138 | 19 | 57.1 | 35.8 |
| 454110 | Electronic shopping & mail-order houses | 5 | 2 903 | 575 | 138 | 19 | 57.1 | 35.8 |
| | **HESPERIA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **129** | **200 236** | **21 361** | **4 908** | **1 161** | **11.5** | **4.0** |
| 441 | Motor vehicle & parts dealers | 25 | 25 426 | 3 381 | 789 | 144 | 7.5 | 4.7 |
| 4412 | Other motor vehicle dealers | 7 | D | D | D | b | D | D |
| 44121 | Recreational vehicle dealers | 2 | D | D | D | b | D | D |
| 441210 | Recreational vehicle dealers | 2 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 5 | D | D | D | a | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 16 | 14 691 | 2 401 | 553 | 103 | 1.7 | 3.5 |
| 44131 | Automotive parts & accessories stores | 13 | 12 425 | 1 739 | 403 | 83 | 2.0 | 4.1 |
| 441310 | Automotive parts & accessories stores | 13 | 12 425 | 1 739 | 403 | 83 | 2.0 | 4.1 |
| 442 | Furniture & home furnishings stores | 8 | 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 |
| 4422 | Home furnishings stores | 6 | 5 095 | 891 | 203 | 47 | 26.2 | – |
| 44221 | Floor covering stores | 6 | 5 095 | 891 | 203 | 47 | 26.2 | – |
| 442210 | Floor covering stores | 6 | 5 095 | 891 | 203 | 47 | 26.2 | – |
| 443 | Electronics & appliance stores | 8 | 3 952 | 381 | 76 | 24 | 39.3 | 45.3 |
| 4431 | Electronics & appliance stores | 8 | 3 952 | 381 | 76 | 24 | 39.3 | 45.3 |
| 44311 | Appliance, television, & other electronics stores | 6 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 4 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 17 | 17 580 | 2 218 | 526 | 113 | 3.5 | 12.3 |
| 4441 | Building material & supplies dealers | 16 | D | D | D | c | D | D |
| 44412 | Paint & wallpaper stores | 3 | 2 130 | 192 | 49 | 10 | D | – |
| 444120 | Paint & wallpaper stores | 3 | 2 130 | 192 | 49 | 10 | D | – |
| 44419 | Other building material dealers | 9 | 9 021 | 1 212 | 290 | 50 | 1.9 | 18.9 |
| 444190 | Other building material dealers | 9 | 9 021 | 1 212 | 290 | 50 | 1.9 | 18.9 |
| 445 | Food & beverage stores | 13 | 75 942 | 8 433 | 1 900 | 333 | 4.9 | .2 |
| 4451 | Grocery stores | 6 | 72 906 | 8 296 | 1 871 | 320 | 1.9 | – |
| 44511 | Supermarkets & other grocery (except convenience) stores | 6 | 72 906 | 8 296 | 1 871 | 320 | 1.9 | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 6 | 72 906 | 8 296 | 1 871 | 320 | 1.9 | – |
| 4452 | Specialty food stores | 1 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 9 | 8 277 | 1 088 | 236 | 70 | 38.8 | – |
| 4461 | Health & personal care stores | 9 | 8 277 | 1 088 | 236 | 70 | 38.8 | – |
| 44619 | Other health & personal care stores | 5 | 1 481 | 320 | 60 | 22 | 59.1 | – |
| 446191 | Food (health) supplement stores | 3 | D | D | D | a | D | D |
| 447 | Gasoline stations | 20 | 41 622 | 2 192 | 507 | 198 | 19.0 | 3.4 |
| 4471 | Gasoline stations | 20 | 41 622 | 2 192 | 507 | 198 | 19.0 | 3.4 |
| 44711 | Gasoline stations with convenience stores | 16 | 32 479 | 1 537 | 345 | 151 | 18.7 | 4.4 |
| 447110 | Gasoline stations with convenience stores | 16 | 32 479 | 1 537 | 345 | 151 | 18.7 | 4.4 |
| 448 | Clothing & clothing accessories stores | 4 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 7 | 1 883 | 148 | 32 | 13 | 27.9 | 15.3 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 7 | 1 883 | 148 | 32 | 13 | 27.9 | 15.3 |
| 45114 | Musical instrument & supplies stores | 2 | D | D | D | a | D | D |
| 451140 | Musical instrument & supplies stores | 2 | D | D | D | a | D | D |
| 452 | General merchandise stores | 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **HESPERIA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 13 | 3 499 | 421 | 96 | 43 | 25.3 | 2.5 |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 7 | 2 501 | 246 | 49 | 19 | 7.6 | 3.6 |
| 45391 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 5 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 4 | 5 151 | 989 | 239 | 35 | 27.1 | – |
| 4542 | Vending machine operators | 2 | D | D | D | a | D | D |
| 45421 | Vending machine operators | 2 | D | D | D | a | D | D |
| 454210 | Vending machine operators | 2 | D | D | D | a | D | D |
| 4543 | Direct selling establishments | 2 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 1 | D | D | D | a | D | D |
| | **HIGHLAND, CA** | | | | | | | |
| **44-45** | **Retail trade** | **50** | **109 094** | **9 202** | **2 259** | **578** | **10.2** | **3.8** |
| 441 | Motor vehicle & parts dealers | 12 | 10 570 | 835 | 210 | 47 | 45.1 | – |
| 44112 | Used car dealers | 3 | 5 491 | 108 | 28 | 6 | D | – |
| 441120 | Used car dealers | 3 | 5 491 | 108 | 28 | 6 | D | – |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 3 | 807 | 125 | 23 | 6 | 100.0 | – |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 2 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 16 | 58 461 | 4 755 | 1 150 | 227 | 6.5 | .7 |
| 4451 | Grocery stores | 6 | D | D | D | c | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 4 | 54 932 | 4 619 | 1 125 | 207 | 1.4 | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 4 | 54 932 | 4 619 | 1 125 | 207 | 1.4 | – |
| 446 | Health & personal care stores | 2 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 2 | D | D | D | b | D | D |
| 447 | Gasoline stations | 7 | 13 333 | 409 | 109 | 53 | 13.0 | 6.5 |
| 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 | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 1 | D | D | D | a | D | D |
| 4512112 | Specialty book stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 2 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 2 | D | D | D | a | D | D |
| | **HILLSBOROUGH, CA** | | | | | | | |
| **44-45** | **Retail trade** | **9** | **21 931** | **2 757** | **543** | **178** | **9.7** | **7.0** |
| 442 | Furniture & home furnishings stores | 1 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 2 | D | D | D | c | D | D |
| 446 | Health & personal care stores | 1 | D | D | D | a | D | D |
| 448 | Clothing & clothing accessories stores | 2 | D | D | D | a | 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 |
| 453 | Miscellaneous store retailers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **HOLLISTER, CA** | | | | | | | |
| **44-45** | **Retail trade** | **93** | **233 111** | **25 514** | **6 149** | **1 400** | **9.7** | **4.7** |
| 441 | Motor vehicle & parts dealers | 13 | 49 669 | 4 895 | 1 219 | 200 | 17.6 | .6 |
| 4413 | Automotive parts, accessories, & tire stores | 9 | 7 547 | 1 356 | 323 | 73 | 8.8 | 4.3 |
| 44131 | Automotive parts & accessories stores | 6 | D | D | D | b | D | D |
| 441310 | Automotive parts & accessories stores | 6 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 8 | 8 332 | 997 | 230 | 54 | 14.2 | 1.4 |
| 4421 | Furniture stores | 5 | 7 391 | 890 | 206 | 43 | 3.3 | 1.6 |
| 44211 | Furniture stores | 5 | 7 391 | 890 | 206 | 43 | 3.3 | 1.6 |
| 442110 | Furniture stores | 5 | 7 391 | 890 | 206 | 43 | 3.3 | 1.6 |
| 443 | Electronics & appliance stores | 3 | 1 133 | 119 | 20 | 9 | D | – |
| 444 | Building material & garden equipment & supplies dealers | 10 | D | D | D | b | D | D |
| 4441 | Building material & supplies dealers | 9 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 8 | 13 669 | 1 426 | 317 | 56 | 8.1 | – |
| 444190 | Other building material dealers | 8 | 13 669 | 1 426 | 317 | 56 | 8.1 | – |
| 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 |
| 445 | Food & beverage stores | 18 | D | D | D | e | D | D |
| 4451 | Grocery stores | 12 | 67 025 | 8 299 | 2 111 | 427 | 1.7 | – |
| 44511 | Supermarkets & other grocery (except convenience) stores | 9 | 65 208 | 8 120 | 2 065 | 413 | 1.4 | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 9 | 65 208 | 8 120 | 2 065 | 413 | 1.4 | – |
| 446 | Health & personal care stores | 8 | 15 864 | 1 804 | 427 | 100 | 7.0 | 53.7 |
| 4461 | Health & personal care stores | 8 | 15 864 | 1 804 | 427 | 100 | 7.0 | 53.7 |
| 447 | Gasoline stations | 8 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 11 | D | D | D | b | D | D |
| 4481 | Clothing stores | 7 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 4 | D | D | D | b | D | D |
| 452 | General merchandise stores | 3 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 45392 | Art dealers | 1 | D | D | D | a | D | D |
| 453920 | Art dealers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 1 | D | D | D | b | D | D |
| 45431 | Fuel dealers | 1 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 1 | D | D | D | b | D | D |
| | **HOLTVILLE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **12** | **8 399** | **805** | **190** | **59** | **47.3** | **1.2** |
| 441 | Motor vehicle & parts dealers | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 5 | 3 327 | 317 | 76 | 28 | 97.0 | 3.0 |
| 446 | Health & personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 3 | D | D | D | a | D | D |
| | **HUGHSON, CA** | | | | | | | |
| **44-45** | **Retail trade** | **10** | **16 297** | **1 473** | **295** | **58** | **6.5** | **–** |
| 441 | Motor vehicle & parts dealers | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 2 | D | D | D | a | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 1 | D | D | D | a | D | D |
| 44422 | Nursery & garden centers | 1 | D | D | D | a | D | D |
| 444220 | Nursery & garden centers | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 3 | 2 650 | 402 | 101 | 25 | – | – |
| 446 | Health & personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 3 | 1 552 | 52 | 10 | 6 | D | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **HUNTINGTON BEACH, CA** | | | | | | | |
| **44-45** | **Retail trade** | **601** | **1 700 614** | **160 624** | **38 856** | **8 063** | **6.3** | **4.1** |
| 441 | Motor vehicle & parts dealers | 64 | 503 533 | 41 773 | 10 466 | 1 235 | 1.7 | 1.5 |
| 4411 | Automobile dealers | 17 | 454 766 | 33 543 | 8 579 | 867 | .1 | .9 |
| 44111 | New car dealers | 13 | 451 558 | 33 337 | 8 579 | 867 | – | .3 |
| 441110 | New car dealers | 13 | 451 558 | 33 337 | 8 579 | 867 | – | .3 |
| 4412 | Other motor vehicle dealers | 12 | 13 743 | 1 467 | 327 | 74 | 39.2 | 8.3 |
| 44121 | Recreational vehicle dealers | 2 | D | D | D | b | D | D |
| 441210 | Recreational vehicle dealers | 2 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 10 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 6 | 7 424 | 858 | 203 | 41 | 40.2 | 15.4 |
| 441222 | Boat dealers | 2 | D | D | D | a | D | D |
| 441229 | All other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 35 | 35 024 | 6 763 | 1 560 | 294 | 7.5 | 6.4 |
| 44131 | Automotive parts & accessories stores | 25 | 24 299 | 4 381 | 978 | 202 | 7.3 | 9.2 |
| 441310 | Automotive parts & accessories stores | 25 | 24 299 | 4 381 | 978 | 202 | 7.3 | 9.2 |
| 44132 | Tire dealers | 10 | 10 725 | 2 382 | 582 | 92 | 8.1 | – |
| 441320 | Tire dealers | 10 | 10 725 | 2 382 | 582 | 92 | 8.1 | – |
| 442 | Furniture & home furnishings stores | 41 | 45 924 | 6 313 | 1 595 | 322 | 8.8 | 13.3 |
| 4421 | Furniture stores | 16 | 23 369 | 3 394 | 845 | 147 | 1.5 | 20.2 |
| 44211 | Furniture stores | 16 | 23 369 | 3 394 | 845 | 147 | 1.5 | 20.2 |
| 442110 | Furniture stores | 16 | 23 369 | 3 394 | 845 | 147 | 1.5 | 20.2 |
| 4422 | Home furnishings stores | 25 | 22 555 | 2 919 | 750 | 175 | 16.3 | 6.2 |
| 44221 | Floor covering stores | 10 | 6 727 | 931 | 243 | 44 | 23.0 | 8.9 |
| 442210 | Floor covering stores | 10 | 6 727 | 931 | 243 | 44 | 23.0 | 8.9 |
| 44229 | Other home furnishings stores | 15 | 15 828 | 1 988 | 507 | 131 | 13.5 | 5.0 |
| 442299 | All other home furnishings stores | 14 | D | D | D | c | D | D |
| 443 | Electronics & appliance stores | 26 | 62 500 | 5 611 | 1 382 | 242 | 8.1 | 15.0 |
| 4431 | Electronics & appliance stores | 26 | 62 500 | 5 611 | 1 382 | 242 | 8.1 | 15.0 |
| 44311 | Appliance, television, & other electronics stores | 20 | 49 879 | 5 163 | 1 285 | 216 | 7.8 | .5 |
| 443111 | Household appliance stores | 5 | 10 249 | 911 | 217 | 37 | 1.6 | 2.0 |
| 443112 | Radio, television, & other electronics stores | 15 | 39 630 | 4 252 | 1 068 | 179 | 9.4 | .1 |
| 44312 | Computer & software stores | 4 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 4 | D | D | D | a | 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 | 33 | 152 390 | 14 686 | 3 306 | 517 | 4.4 | 2.1 |
| 4441 | Building material & supplies dealers | 26 | 147 700 | 13 920 | 3 184 | 466 | 4.1 | .8 |
| 44411 | Home centers | 1 | D | D | D | c | D | D |
| 444110 | Home centers | 1 | D | D | D | c | D | D |
| 44412 | Paint & wallpaper stores | 3 | D | D | D | a | D | D |
| 444120 | Paint & wallpaper stores | 3 | D | D | D | a | 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 | 18 | 93 876 | 8 293 | 1 770 | 215 | 6.3 | 1.3 |
| 444190 | Other building material dealers | 18 | 93 876 | 8 293 | 1 770 | 215 | 6.3 | 1.3 |
| 4442 | Lawn & garden equipment & supplies stores | 7 | 4 690 | 766 | 122 | 51 | 13.9 | 43.5 |
| 44422 | Nursery & garden centers | 6 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 6 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 73 | 318 471 | 32 130 | 7 659 | 1 590 | 4.1 | 1.7 |
| 4451 | Grocery stores | 40 | 301 329 | 31 040 | 7 394 | 1 472 | 1.7 | 1.3 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 25 | 289 599 | 30 189 | 7 191 | 1 398 | .1 | .7 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 25 | 289 599 | 30 189 | 7 191 | 1 398 | .1 | .7 |
| 44512 | Convenience stores | 15 | 11 730 | 851 | 203 | 74 | 40.6 | 16.2 |
| 445120 | Convenience stores | 15 | 11 730 | 851 | 203 | 74 | 40.6 | 16.2 |
| 4452 | Specialty food stores | 13 | 4 360 | 422 | 109 | 37 | 22.5 | 15.7 |
| 4453 | Beer, wine, & liquor stores | 20 | 12 782 | 668 | 156 | 81 | 53.7 | 5.8 |
| 44531 | Beer, wine, & liquor stores | 20 | 12 782 | 668 | 156 | 81 | 53.7 | 5.8 |
| 445310 | Beer, wine, & liquor stores | 20 | 12 782 | 668 | 156 | 81 | 53.7 | 5.8 |
| 446 | Health & personal care stores | 53 | 108 100 | 13 943 | 3 477 | 727 | 12.3 | 3.5 |
| 4461 | Health & personal care stores | 53 | 108 100 | 13 943 | 3 477 | 727 | 12.3 | 3.5 |
| 44611 | Pharmacies & drug stores | 25 | 76 060 | 9 337 | 2 373 | 434 | 10.1 | – |
| 446110 | Pharmacies & drug stores | 25 | 76 060 | 9 337 | 2 373 | 434 | 10.1 | – |
| 4461101 | Pharmacies & drug stores | 24 | D | D | D | e | D | D |
| 4461102 | Proprietary stores | 1 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 7 | 4 367 | 595 | 126 | 27 | 3.1 | 23.9 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 7 | 4 367 | 595 | 126 | 27 | 3.1 | 23.9 |
| 44613 | Optical goods stores | 6 | 1 777 | 388 | 92 | 23 | – | 12.0 |
| 446130 | Optical goods stores | 6 | 1 777 | 388 | 92 | 23 | – | 12.0 |
| 44619 | Other health & personal care stores | 15 | 25 896 | 3 623 | 886 | 243 | 21.3 | 9.8 |
| 446191 | Food (health) supplement stores | 7 | 15 854 | 2 336 | 519 | 197 | 26.1 | 10.1 |
| 446199 | All other health & personal care stores | 8 | 10 042 | 1 287 | 367 | 46 | 13.7 | 9.2 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **HUNTINGTON BEACH, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 447 | Gasoline stations | 45 | 105 757 | 3 712 | 836 | 257 | 22.9 | 13.0 |
| 4471 | Gasoline stations | 45 | 105 757 | 3 712 | 836 | 257 | 22.9 | 13.0 |
| 44711 | Gasoline stations with convenience stores | 15 | 31 039 | 1 092 | 242 | 85 | 20.3 | 22.3 |
| 447110 | Gasoline stations with convenience stores | 15 | 31 039 | 1 092 | 242 | 85 | 20.3 | 22.3 |
| 44719 | Other gasoline stations | 30 | 74 718 | 2 620 | 594 | 172 | 23.9 | 9.1 |
| 447190 | Other gasoline stations | 30 | 74 718 | 2 620 | 594 | 172 | 23.9 | 9.1 |
| 448 | Clothing & clothing accessories stores | 85 | 95 071 | 11 068 | 2 511 | 956 | 10.3 | 6.2 |
| 4481 | Clothing stores | 58 | 70 907 | 7 528 | 1 754 | 731 | 8.8 | 5.8 |
| 44811 | Men's clothing stores | 5 | 6 081 | 889 | 245 | 90 | – | 23.3 |
| 448110 | Men's clothing stores | 5 | 6 081 | 889 | 245 | 90 | – | 23.3 |
| 44812 | Women's clothing stores | 24 | 14 261 | 1 264 | 314 | 150 | 11.9 | 15.9 |
| 448120 | Women's clothing stores | 24 | 14 261 | 1 264 | 314 | 150 | 11.9 | 15.9 |
| 44813 | Children's & infants' clothing stores | 5 | D | D | D | b | D | D |
| 448130 | Children's & infants' clothing stores | 5 | D | D | D | b | D | D |
| 44814 | Family clothing stores | 13 | 40 624 | 4 120 | 895 | 389 | .6 | .1 |
| 448140 | Family clothing stores | 13 | 40 624 | 4 120 | 895 | 389 | .6 | .1 |
| 44819 | Other clothing stores | 9 | 5 914 | 869 | 216 | 62 | 59.6 | 3.2 |
| 448190 | Other clothing stores | 9 | 5 914 | 869 | 216 | 62 | 59.6 | 3.2 |
| 4482 | Shoe stores | 12 | 18 185 | 2 669 | 519 | 170 | 10.4 | 4.4 |
| 44821 | Shoe stores | 12 | 18 185 | 2 669 | 519 | 170 | 10.4 | 4.4 |
| 448210 | Shoe stores | 12 | 18 185 | 2 669 | 519 | 170 | 10.4 | 4.4 |
| 4482102 | Women's shoe stores | 3 | D | D | D | b | D | D |
| 4482104 | Family shoe stores | 8 | 14 805 | 2 264 | 375 | 124 | – | – |
| 4483 | Jewelry, luggage, & leather goods stores | 15 | 5 979 | 871 | 238 | 55 | 28.0 | 15.9 |
| 44831 | Jewelry stores | 15 | 5 979 | 871 | 238 | 55 | 28.0 | 15.9 |
| 448310 | Jewelry stores | 15 | 5 979 | 871 | 238 | 55 | 28.0 | 15.9 |
| 451 | Sporting goods, hobby, book, & music stores | 62 | 68 576 | 6 718 | 1 625 | 533 | 8.9 | 3.0 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 45 | 53 005 | 5 084 | 1 233 | 393 | 8.9 | 2.9 |
| 45111 | Sporting goods stores | 25 | 26 778 | 2 843 | 697 | 216 | 8.8 | 3.2 |
| 451110 | Sporting goods stores | 25 | 26 778 | 2 843 | 697 | 216 | 8.8 | 3.2 |
| 4511101 | General-line sporting goods stores | 11 | 21 324 | 1 909 | 494 | 148 | 9.1 | 1.0 |
| 4511102 | Specialty-line sporting goods stores | 14 | 5 454 | 934 | 203 | 68 | 7.5 | 12.1 |
| 45112 | Hobby, toy, & game stores | 11 | 20 863 | 1 578 | 355 | 130 | 3.9 | 1.7 |
| 451120 | Hobby, toy, & game stores | 11 | 20 863 | 1 578 | 355 | 130 | 3.9 | 1.7 |
| 45113 | Sewing, needlework, & piece goods stores | 6 | 3 995 | 493 | 145 | 36 | 7.5 | 4.9 |
| 451130 | Sewing, needlework, & piece goods stores | 6 | 3 995 | 493 | 145 | 36 | 7.5 | 4.9 |
| 45114 | Musical instrument & supplies stores | 3 | 1 369 | 170 | 36 | 11 | 92.1 | 7.9 |
| 451140 | Musical instrument & supplies stores | 3 | 1 369 | 170 | 36 | 11 | 92.1 | 7.9 |
| 4512 | Book, periodical, & music stores | 17 | 15 571 | 1 634 | 392 | 140 | 8.8 | 3.3 |
| 45121 | Book stores & news dealers | 6 | 8 716 | 872 | 215 | 74 | 2.1 | 1.9 |
| 451211 | Book stores | 6 | 8 716 | 872 | 215 | 74 | 2.1 | 1.9 |
| 4512111 | Book stores, general | 3 | 8 155 | 791 | 198 | 63 | – | – |
| 4512112 | Specialty book stores | 2 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 11 | 6 855 | 762 | 177 | 66 | 17.3 | 5.1 |
| 451220 | Prerecorded tape, compact disc, & record stores | 11 | 6 855 | 762 | 177 | 66 | 17.3 | 5.1 |
| 452 | General merchandise stores | 11 | 143 786 | 11 796 | 2 941 | 890 | .1 | 4.2 |
| 4521 | Department stores (incl leased depts) ## | 6 | D | N | N | N | D | D |
| 45211 | Department stores (incl leased depts) ## | 6 | D | N | N | N | D | D |
| 4521 | Department stores (excl leased depts) | 6 | D | D | D | f | D | D |
| 45211 | Department stores (excl leased depts) | 6 | D | D | D | f | D | D |
| 452110 | Department stores (excl leased depts) | 6 | D | D | D | f | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | c | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 3 | D | D | D | f | D | D |
| 4521103 | National chain department stores (excl leased depts) | 1 | D | D | D | b | D | D |
| 45299 | All other general merchandise stores | 5 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 5 | D | D | D | c | D | D |
| 4529901 | Variety stores | 2 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 3 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 70 | 43 545 | 5 331 | 1 292 | 441 | 21.5 | 7.2 |
| 4531 | Florists | 11 | 3 269 | 356 | 107 | 38 | 81.9 | 8.9 |
| 45311 | Florists | 11 | 3 269 | 356 | 107 | 38 | 81.9 | 8.9 |
| 453110 | Florists | 11 | 3 269 | 356 | 107 | 38 | 81.9 | 8.9 |
| 4532 | Office supplies, stationery, & gift stores | 23 | 22 841 | 2 358 | 584 | 188 | 17.3 | 3.7 |
| 45321 | Office supplies & stationery stores | 3 | 15 744 | 1 381 | 351 | 92 | – | – |
| 453210 | Office supplies & stationery stores | 3 | 15 744 | 1 381 | 351 | 92 | – | – |
| 4532102 | Office supplies stores | 3 | 15 744 | 1 381 | 351 | 92 | – | – |
| 45322 | Gift, novelty, & souvenir stores | 20 | 7 097 | 977 | 233 | 96 | 55.8 | 11.9 |
| 453220 | Gift, novelty, & souvenir stores | 20 | 7 097 | 977 | 233 | 96 | 55.8 | 11.9 |
| 4533 | Used merchandise stores | 5 | 3 701 | 775 | 203 | 68 | 3.0 | – |
| 45331 | Used merchandise stores | 5 | 3 701 | 775 | 203 | 68 | 3.0 | – |
| 453310 | Used merchandise stores | 5 | 3 701 | 775 | 203 | 68 | 3.0 | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **HUNTINGTON BEACH, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers—Con. | | | | | | | |
| 4539 | Other miscellaneous store retailers | 31 | 13 734 | 1 842 | 398 | 147 | 19.0 | 14.4 |
| 45391 | Pet & pet supplies stores | 11 | 7 193 | 833 | 197 | 84 | 18.4 | .3 |
| 453910 | Pet & pet supplies stores | 11 | 7 193 | 833 | 197 | 84 | 18.4 | .3 |
| 45392 | Art dealers | 4 | 1 416 | 284 | 78 | 16 | – | 13.1 |
| 453920 | Art dealers | 4 | 1 416 | 284 | 78 | 16 | – | 13.1 |
| 45399 | All other miscellaneous store retailers | 15 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 38 | 52 961 | 7 543 | 1 766 | 353 | 14.7 | 5.9 |
| 4541 | Electronic shopping & mail-order houses | 20 | 41 853 | 6 265 | 1 457 | 268 | 8.5 | .6 |
| 45411 | Electronic shopping & mail-order houses | 20 | 41 853 | 6 265 | 1 457 | 268 | 8.5 | .6 |
| 454110 | Electronic shopping & mail-order houses | 20 | 41 853 | 6 265 | 1 457 | 268 | 8.5 | .6 |
| 4542 | Vending machine operators | 9 | 6 835 | 822 | 190 | 45 | 22.6 | 37.9 |
| 45421 | Vending machine operators | 9 | 6 835 | 822 | 190 | 45 | 22.6 | 37.9 |
| 454210 | Vending machine operators | 9 | 6 835 | 822 | 190 | 45 | 22.6 | 37.9 |
| 4543 | Direct selling establishments | 9 | 4 273 | 456 | 119 | 40 | 62.5 | 6.6 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 1 | D | D | D | a | D | D |
| 454319 | Other fuel dealers | 1 | D | D | D | a | D | D |
| | **HUNTINGTON PARK, CA** | | | | | | | |
| **44-45** | **Retail trade** | **173** | **296 213** | **30 924** | **7 279** | **1 658** | **12.8** | **5.9** |
| 441 | Motor vehicle & parts dealers | 9 | 69 862 | 6 003 | 1 345 | 169 | – | 1.8 |
| 4411 | Automobile dealers | 1 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 8 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 7 | D | D | D | b | D | D |
| 441310 | Automotive parts & accessories stores | 7 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 11 | 34 855 | 5 463 | 1 436 | 244 | 28.2 | 2.8 |
| 4421 | Furniture stores | 7 | 32 980 | 5 240 | 1 391 | 227 | 29.8 | 1.4 |
| 44211 | Furniture stores | 7 | 32 980 | 5 240 | 1 391 | 227 | 29.8 | 1.4 |
| 442110 | Furniture stores | 7 | 32 980 | 5 240 | 1 391 | 227 | 29.8 | 1.4 |
| 4422 | Home furnishings stores | 4 | 1 875 | 223 | 45 | 17 | – | 28.2 |
| 44229 | Other home furnishings stores | 3 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 10 | 10 591 | 1 052 | 268 | 64 | 18.1 | 3.6 |
| 4431 | Electronics & appliance stores | 10 | 10 591 | 1 052 | 268 | 64 | 18.1 | 3.6 |
| 44311 | Appliance, television, & other electronics stores | 9 | D | D | D | b | D | D |
| 443111 | Household appliance stores | 1 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 8 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 3 | 974 | 176 | 45 | 10 | D | – |
| 445 | Food & beverage stores | 33 | 79 404 | 7 882 | 1 786 | 460 | 11.3 | 2.2 |
| 4451 | Grocery stores | 18 | 72 680 | 7 410 | 1 687 | 420 | 6.9 | 1.0 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 15 | 70 506 | 7 225 | 1 641 | 412 | 5.6 | 1.0 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 15 | 70 506 | 7 225 | 1 641 | 412 | 5.6 | 1.0 |
| 4452 | Specialty food stores | 9 | 4 979 | 308 | 64 | 27 | 50.8 | 20.0 |
| 446 | Health & personal care stores | 12 | 21 531 | 3 003 | 745 | 135 | 18.5 | 12.2 |
| 4461 | Health & personal care stores | 12 | 21 531 | 3 003 | 745 | 135 | 18.5 | 12.2 |
| 44611 | Pharmacies & drug stores | 8 | 20 195 | 2 762 | 724 | 127 | 15.7 | 13.0 |
| 446110 | Pharmacies & drug stores | 8 | 20 195 | 2 762 | 724 | 127 | 15.7 | 13.0 |
| 4461101 | Pharmacies & drug stores | 8 | 20 195 | 2 762 | 724 | 127 | 15.7 | 13.0 |
| 446191 | Food (health) supplement stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 11 | 16 215 | 741 | 186 | 51 | 26.3 | 16.0 |
| 44711 | Gasoline stations with convenience stores | 6 | 10 713 | 331 | 79 | 23 | 12.8 | 20.8 |
| 447110 | Gasoline stations with convenience stores | 6 | 10 713 | 331 | 79 | 23 | 12.8 | 20.8 |
| 448 | Clothing & clothing accessories stores | 59 | 47 126 | 4 706 | 1 111 | 376 | 13.6 | 8.7 |
| 4481 | Clothing stores | 40 | 35 146 | 3 235 | 759 | 270 | 14.7 | 5.8 |
| 44811 | Men's clothing stores | 8 | 12 249 | 790 | 186 | 70 | 15.7 | 4.0 |
| 448110 | Men's clothing stores | 8 | 12 249 | 790 | 186 | 70 | 15.7 | 4.0 |
| 44813 | Children's & infants' clothing stores | 5 | D | D | D | b | D | D |
| 448130 | Children's & infants' clothing stores | 5 | D | D | D | b | D | D |
| 44814 | Family clothing stores | 6 | 13 717 | 1 287 | 321 | 98 | 7.3 | 3.1 |
| 448140 | Family clothing stores | 6 | 13 717 | 1 287 | 321 | 98 | 7.3 | 3.1 |
| 44819 | Other clothing stores | 3 | 461 | 48 | 7 | 3 | 89.2 | 10.8 |
| 448190 | Other clothing stores | 3 | 461 | 48 | 7 | 3 | 89.2 | 10.8 |
| 4482 | Shoe stores | 13 | 9 378 | 979 | 225 | 81 | 10.5 | 18.9 |
| 44821 | Shoe stores | 13 | 9 378 | 979 | 225 | 81 | 10.5 | 18.9 |
| 448210 | Shoe stores | 13 | 9 378 | 979 | 225 | 81 | 10.5 | 18.9 |
| 4482104 | Family shoe stores | 11 | D | D | D | b | D | D |
| 4482105 | Athletic footwear stores | 1 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 6 | 2 602 | 492 | 127 | 25 | 10.0 | 11.6 |
| 451 | Sporting goods, hobby, book, & music stores | 7 | 3 079 | 325 | 69 | 22 | 3.6 | 4.9 |
| 4512 | Book, periodical, & music stores | 6 | D | D | D | b | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 4 | 2 816 | 270 | 64 | 20 | – | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 4 | 2 816 | 270 | 64 | 20 | – | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **HUNTINGTON PARK, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 10 | 9 828 | 1 163 | 190 | 91 | 8.4 | 22.3 |
| 45299 | All other general merchandise stores | 10 | 9 828 | 1 163 | 190 | 91 | 8.4 | 22.3 |
| 452990 | All other general merchandise stores | 10 | 9 828 | 1 163 | 190 | 91 | 8.4 | 22.3 |
| 4529901 | Variety stores | 5 | 6 318 | 795 | 109 | 51 | 7.9 | – |
| 4529903 | Miscellaneous general merchandise stores | 5 | 3 510 | 368 | 81 | 40 | 9.2 | 62.4 |
| 453 | Miscellaneous store retailers | 8 | 2 748 | 410 | 98 | 36 | 46.1 | 53.9 |
| 4532 | Office supplies, stationery, & gift stores | 3 | 2 287 | 334 | 82 | 30 | 40.8 | 59.2 |
| 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 |
| | **HURON, CA** | | | | | | | |
| **44-45** | **Retail trade** | **21** | **16 651** | **1 570** | **335** | **90** | **27.5** | **6.3** |
| 441 | Motor vehicle & parts dealers | 1 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 3 | D | D | D | a | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 2 | D | D | D | a | D | D |
| 44422 | Nursery & garden centers | 2 | D | D | D | a | D | D |
| 444220 | Nursery & garden centers | 2 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 12 | 7 302 | 677 | 135 | 47 | 47.9 | 14.4 |
| 4452 | Specialty food stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 2 | D | D | D | a | D | D |
| 448 | Clothing & clothing accessories stores | 3 | 749 | 74 | 6 | 3 | D | – |
| | **IMPERIAL, CA** | | | | | | | |
| **44-45** | **Retail trade** | **23** | **38 065** | **3 492** | **768** | **201** | **16.3** | **1.6** |
| 441 | Motor vehicle & parts dealers | 1 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 2 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 2 | D | D | D | a | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 1 | D | D | D | a | D | D |
| 44422 | Nursery & garden centers | 1 | D | D | D | a | D | D |
| 444220 | Nursery & garden centers | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 5 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 3 | 6 175 | 418 | 107 | 38 | – | – |
| 451 | Sporting goods, hobby, book, & music stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 5 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 3 | 1 188 | 145 | 26 | 7 | D | – |
| | **IMPERIAL BEACH, CA** | | | | | | | |
| **44-45** | **Retail trade** | **43** | **34 053** | **3 519** | **812** | **254** | **26.6** | **13.8** |
| 441 | Motor vehicle & parts dealers | 6 | 6 528 | 801 | 193 | 41 | 55.3 | – |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 3 | 1 344 | 228 | 62 | 16 | D | – |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 2 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 14 | 9 575 | 699 | 166 | 64 | 25.7 | 10.3 |
| 446 | Health & personal care stores | 2 | D | D | D | b | D | D |
| 447 | Gasoline stations | 8 | 10 736 | 724 | 171 | 62 | 4.4 | 32.7 |
| 448 | Clothing & clothing accessories stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 2 | D | D | D | b | D | D |
| 45113 | Sewing, needlework, & piece goods stores | 1 | D | D | D | a | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 1 | D | D | D | a | D | D |
| 4512112 | Specialty book 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **IMPERIAL BEACH, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |
| | **INDIAN WELLS, CA** | | | | | | | |
| **44-45** | **Retail trade** | **14** | **24 491** | **3 216** | **883** | **143** | **3.9** | **1.5** |
| 441 | Motor vehicle & parts dealers | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 1 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 3 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 3 | D | D | D | b | D | D |
| 44619 | Other health & personal care stores | 2 | D | D | D | b | D | D |
| 446199 | All other health & personal care stores | 2 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 3 | 762 | 105 | 45 | 7 | D | 7.2 |
| 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 | 4 | 2 728 | 308 | 85 | 18 | 15.3 | – |
| 4512 | Book, periodical, & music stores | 2 | D | D | D | a | D | D |
| 451212 | News dealers & newsstands | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| | **INDIO, CA** | | | | | | | |
| **44-45** | **Retail trade** | **136** | **327 036** | **32 292** | **8 056** | **1 752** | **6.5** | **2.7** |
| 441 | Motor vehicle & parts dealers | 25 | 107 491 | 10 450 | 2 557 | 357 | 1.5 | 2.4 |
| 4411 | Automobile dealers | 8 | D | D | D | c | D | D |
| 4412 | Other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 44121 | Recreational vehicle dealers | 2 | D | D | D | a | D | D |
| 441210 | Recreational vehicle dealers | 2 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 15 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 11 | 8 136 | 1 726 | 411 | 72 | 13.8 | 16.8 |
| 441310 | Automotive parts & accessories stores | 11 | 8 136 | 1 726 | 411 | 72 | 13.8 | 16.8 |
| 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 | 5 | 6 587 | 1 185 | 294 | 54 | 27.7 | – |
| 44211 | Furniture stores | 5 | 6 587 | 1 185 | 294 | 54 | 27.7 | – |
| 442110 | Furniture stores | 5 | 6 587 | 1 185 | 294 | 54 | 27.7 | – |
| 443 | Electronics & appliance stores | 4 | 2 365 | 215 | 39 | 13 | 49.0 | – |
| 4431 | Electronics & appliance stores | 4 | 2 365 | 215 | 39 | 13 | 49.0 | – |
| 444 | Building material & garden equipment & supplies dealers | 11 | 25 983 | 1 914 | 552 | 109 | 4.0 | .1 |
| 4441 | Building material & supplies dealers | 9 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 7 | 24 209 | 1 568 | 422 | 73 | 3.5 | – |
| 444190 | Other building material dealers | 7 | 24 209 | 1 568 | 422 | 73 | 3.5 | – |
| 445 | Food & beverage stores | 20 | 72 064 | 6 034 | 1 595 | 336 | 10.8 | 1.3 |
| 4451 | Grocery stores | 14 | 67 975 | 5 588 | 1 480 | 299 | 7.8 | 1.4 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 10 | 64 806 | 5 336 | 1 417 | 278 | 4.3 | 1.5 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 10 | 64 806 | 5 336 | 1 417 | 278 | 4.3 | 1.5 |
| 4452 | Specialty food stores | 2 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 10 | 16 634 | 2 292 | 596 | 117 | 8.5 | 2.7 |
| 4461 | Health & personal care stores | 10 | 16 634 | 2 292 | 596 | 117 | 8.5 | 2.7 |
| 447 | Gasoline stations | 17 | 30 097 | 2 153 | 478 | 145 | 12.5 | – |
| 4471 | Gasoline stations | 17 | 30 097 | 2 153 | 478 | 145 | 12.5 | – |
| 44711 | Gasoline stations with convenience stores | 9 | 17 943 | 888 | 210 | 89 | 16.6 | – |
| 447110 | Gasoline stations with convenience stores | 9 | 17 943 | 888 | 210 | 89 | 16.6 | – |
| 44719 | Other gasoline stations | 8 | 12 154 | 1 265 | 268 | 56 | 6.5 | – |
| 447190 | Other gasoline stations | 8 | 12 154 | 1 265 | 268 | 56 | 6.5 | – |
| 448 | Clothing & clothing accessories stores | 20 | 14 803 | 1 921 | 455 | 139 | 8.9 | 15.5 |
| 4481 | Clothing stores | 6 | 6 499 | 866 | 211 | 79 | 4.2 | 1.0 |
| 4483 | Jewelry, luggage, & leather goods stores | 7 | 5 309 | 706 | 158 | 33 | 12.1 | 41.9 |
| 44831 | Jewelry stores | 7 | 5 309 | 706 | 158 | 33 | 12.1 | 41.9 |
| 448310 | Jewelry stores | 7 | 5 309 | 706 | 158 | 33 | 12.1 | 41.9 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **INDIO, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 3 | D | D | D | b | D | D |
| 4511 | Sporting goods, hobby, & musical instrument stores | 3 | D | D | D | b | D | D |
| 45111 | Sporting goods stores | 3 | D | D | D | b | D | D |
| 451110 | Sporting goods stores | 3 | D | D | D | b | D | D |
| 452 | General merchandise stores | 5 | D | D | D | e | D | D |
| 4521103 | National chain department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 12 | 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 |
| 4533 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 3 | 1 774 | 173 | 43 | 10 | – | – |
| | **INDUSTRY, CA *** | | | | | | | |
| **44-45** | **Retail trade** | **201** | **1 637 882** | **116 344** | **27 861** | **5 544** | **1.8** | **2.3** |
| 441 | Motor vehicle & parts dealers | 19 | 429 593 | 32 189 | 7 309 | 774 | 1.5 | .1 |
| 4411 | Automobile dealers | 9 | 386 217 | 26 972 | 6 174 | 622 | .9 | – |
| 44111 | New car dealers | 9 | 386 217 | 26 972 | 6 174 | 622 | .9 | – |
| 441110 | New car dealers | 9 | 386 217 | 26 972 | 6 174 | 622 | .9 | – |
| 4413 | Automotive parts, accessories, & tire stores | 10 | 43 376 | 5 217 | 1 135 | 152 | 6.7 | .8 |
| 44131 | Automotive parts & accessories stores | 5 | D | D | D | c | D | D |
| 441310 | Automotive parts & accessories stores | 5 | D | D | D | c | D | D |
| 44132 | Tire dealers | 5 | D | D | D | b | D | D |
| 441320 | Tire dealers | 5 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 18 | 41 500 | 4 681 | 1 018 | 218 | 4.6 | 5.4 |
| 4421 | Furniture stores | 13 | 38 659 | 4 293 | 921 | 195 | 5.0 | 5.8 |
| 44211 | Furniture stores | 13 | 38 659 | 4 293 | 921 | 195 | 5.0 | 5.8 |
| 442110 | Furniture stores | 13 | 38 659 | 4 293 | 921 | 195 | 5.0 | 5.8 |
| 4422 | Home furnishings stores | 5 | 2 841 | 388 | 97 | 23 | – | .2 |
| 443 | Electronics & appliance stores | 16 | 124 044 | 8 709 | 2 256 | 458 | .9 | 5.3 |
| 4431 | Electronics & appliance stores | 16 | 124 044 | 8 709 | 2 256 | 458 | .9 | 5.3 |
| 44311 | Appliance, television, & other electronics stores | 6 | D | D | D | e | D | D |
| 443111 | Household appliance stores | 1 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 5 | D | D | D | e | D | D |
| 44312 | Computer & software stores | 9 | 45 135 | 2 640 | 630 | 132 | 2.5 | 14.5 |
| 443120 | Computer & software stores | 9 | 45 135 | 2 640 | 630 | 132 | 2.5 | 14.5 |
| 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 | 173 274 | 20 126 | 4 857 | 696 | 1.1 | 2.4 |
| 4441 | Building material & supplies dealers | 16 | D | D | D | f | D | D |
| 44411 | Home centers | 2 | D | D | D | e | D | D |
| 444110 | Home centers | 2 | D | D | D | e | D | D |
| 44419 | Other building material dealers | 11 | 106 554 | 13 836 | 3 290 | 388 | 1.6 | – |
| 444190 | Other building material dealers | 11 | 106 554 | 13 836 | 3 290 | 388 | 1.6 | – |
| 445 | Food & beverage stores | 20 | 44 328 | 5 612 | 1 384 | 320 | 8.0 | 1.6 |
| 4451 | Grocery stores | 9 | D | D | D | e | D | D |
| 4452 | Specialty food stores | 8 | 6 872 | 646 | 118 | 37 | 31.2 | 10.1 |
| 446 | Health & personal care stores | 8 | 14 829 | 2 609 | 584 | 127 | 10.5 | 3.6 |
| 4461 | Health & personal care stores | 8 | 14 829 | 2 609 | 584 | 127 | 10.5 | 3.6 |
| 44619 | Other health & personal care stores | 3 | 9 065 | 1 967 | 427 | 85 | D | 5.9 |
| 446199 | All other health & personal care stores | 2 | D | D | D | b | D | D |
| 447 | Gasoline stations | 9 | 28 164 | 1 193 | 178 | 71 | 14.9 | – |
| 4471 | Gasoline stations | 9 | 28 164 | 1 193 | 178 | 71 | 14.9 | – |
| 44711 | Gasoline stations with convenience stores | 6 | 18 556 | 677 | 134 | 59 | – | – |
| 447110 | Gasoline stations with convenience stores | 6 | 18 556 | 677 | 134 | 59 | – | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **INDUSTRY, CA *—Con.** | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores | 40 | 30 148 | 4 153 | 1 046 | 355 | 2.6 | 9.3 |
| 4481 | Clothing stores | 20 | 19 043 | 2 605 | 669 | 272 | – | 9.4 |
| 44813 | Children's & infants' clothing stores | 1 | D | D | D | b | D | D |
| 448130 | Children's & infants' clothing stores | 1 | D | D | D | b | D | D |
| 44819 | Other clothing stores | 3 | 3 039 | 555 | 134 | 39 | – | – |
| 448190 | Other clothing stores | 3 | 3 039 | 555 | 134 | 39 | – | – |
| 4482101 | Men's shoe stores | 2 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 11 | 7 567 | 1 093 | 270 | 53 | 4.9 | 13.2 |
| 44831 | Jewelry stores | 10 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 10 | D | D | D | b | D | D |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 10 | 14 305 | 1 123 | 266 | 100 | 1.9 | 13.2 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 7 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 3 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 3 | D | D | D | b | D | D |
| 45114 | Musical instrument & supplies stores | 2 | D | D | D | a | D | D |
| 451140 | Musical instrument & supplies stores | 2 | D | D | D | a | D | D |
| 452 | General merchandise stores | 12 | D | D | D | g | D | D |
| 4521 | Department stores (incl leased depts) ## | 7 | 160 312 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 7 | 160 312 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 7 | 157 515 | 15 090 | 3 703 | 1 379 | – | – |
| 45211 | Department stores (excl leased depts) | 7 | 157 515 | 15 090 | 3 703 | 1 379 | – | – |
| 452110 | Department stores (excl leased depts) | 7 | 157 515 | 15 090 | 3 703 | 1 379 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 3 | 90 685 | 7 961 | 1 899 | 761 | – | – |
| 4521103 | National chain department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4529 | Other general merchandise stores | 5 | D | D | D | e | 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 | 3 | D | D | D | a | D | D |
| 452990 | All other general merchandise stores | 3 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 18 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 9 | D | D | D | c | D | D |
| 45321 | Office supplies & stationery stores | 3 | D | D | D | c | D | D |
| 453210 | Office supplies & stationery stores | 3 | D | D | D | c | D | D |
| 4532102 | Office supplies stores | 3 | D | D | D | c | D | D |
| 4539 | Other miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 4 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 13 | 425 224 | 10 776 | 2 869 | 446 | 1.4 | .5 |
| 4541 | Electronic shopping & mail-order houses | 6 | D | D | D | e | D | D |
| 45411 | Electronic shopping & mail-order houses | 6 | D | D | D | e | D | D |
| 454110 | Electronic shopping & mail-order houses | 6 | D | D | D | e | D | D |
| 4542 | Vending machine operators | 1 | D | D | D | a | D | D |
| 45421 | Vending machine operators | 1 | D | D | D | a | D | D |
| 454210 | Vending machine operators | 1 | D | D | D | a | D | D |
| 4543 | Direct selling establishments | 6 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 5 | 5 203 | 456 | 89 | 19 | 93.5 | – |
| 454390 | Other direct selling establishments | 5 | 5 203 | 456 | 89 | 19 | 93.5 | – |
| | **INGLEWOOD, CA** | | | | | | | |
| **44-45** | **Retail trade** | **231** | **527 864** | **47 163** | **11 320** | **2 567** | **10.4** | **5.1** |
| 441 | Motor vehicle & parts dealers | 30 | 91 116 | 8 035 | 2 183 | 381 | 4.2 | 7.0 |
| 4411 | Automobile dealers | 5 | 71 324 | 4 401 | 1 300 | 179 | 3.4 | 3.0 |
| 44112 | Used car dealers | 2 | D | D | D | b | D | D |
| 441120 | Used car dealers | 2 | D | D | D | b | D | D |
| 4412 | Other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 23 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 16 | 13 633 | 2 381 | 580 | 142 | 2.6 | 22.0 |
| 441310 | Automotive parts & accessories stores | 16 | 13 633 | 2 381 | 580 | 142 | 2.6 | 22.0 |
| 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 | 9 | 3 605 | 542 | 127 | 30 | 44.7 | 18.7 |
| 4422 | Home furnishings stores | 3 | 2 084 | 215 | 46 | 11 | D | – |
| 44229 | Other home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 4 | 3 183 | 577 | 131 | 15 | 33.6 | 26.7 |
| 4431 | Electronics & appliance stores | 4 | 3 183 | 577 | 131 | 15 | 33.6 | 26.7 |
| 44311 | Appliance, television, & other electronics stores | 3 | D | D | D | a | D | D |
| 443112 | Radio, television, & other electronics stores | 3 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **INGLEWOOD, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 444 | Building material & garden equipment & supplies dealers | 9 | 35 946 | 3 362 | 783 | 174 | .2 | – |
| 4441 | Building material & supplies dealers | 9 | 35 946 | 3 362 | 783 | 174 | .2 | – |
| 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 | 5 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 5 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 60 | 135 692 | 13 718 | 3 162 | 752 | 12.3 | 2.2 |
| 4451 | Grocery stores | 35 | 125 526 | 12 888 | 2 966 | 671 | 8.5 | 1.1 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 26 | 119 169 | 12 519 | 2 877 | 633 | 5.2 | .8 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 26 | 119 169 | 12 519 | 2 877 | 633 | 5.2 | .8 |
| 44512 | Convenience stores | 9 | 6 357 | 369 | 89 | 38 | 70.8 | 7.1 |
| 445120 | Convenience stores | 9 | 6 357 | 369 | 89 | 38 | 70.8 | 7.1 |
| 4452 | Specialty food stores | 9 | 2 257 | 265 | 58 | 22 | 56.3 | 25.5 |
| 4453 | Beer, wine, & liquor stores | 16 | 7 909 | 565 | 138 | 59 | 58.6 | 13.7 |
| 44531 | Beer, wine, & liquor stores | 16 | 7 909 | 565 | 138 | 59 | 58.6 | 13.7 |
| 445310 | Beer, wine, & liquor stores | 16 | 7 909 | 565 | 138 | 59 | 58.6 | 13.7 |
| 446 | Health & personal care stores | 22 | 44 263 | 5 963 | 1 460 | 275 | 7.9 | 14.0 |
| 4461 | Health & personal care stores | 22 | 44 263 | 5 963 | 1 460 | 275 | 7.9 | 14.0 |
| 44611 | Pharmacies & drug stores | 15 | 41 896 | 5 566 | 1 367 | 254 | 6.4 | 13.2 |
| 446110 | Pharmacies & drug stores | 15 | 41 896 | 5 566 | 1 367 | 254 | 6.4 | 13.2 |
| 4461101 | Pharmacies & drug stores | 14 | D | D | D | e | D | D |
| 4461102 | Proprietary stores | 1 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 4 | 815 | 52 | 7 | 3 | 100.0 | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 4 | 815 | 52 | 7 | 3 | 100.0 | – |
| 44619 | Other health & personal care stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 25 | 48 861 | 1 779 | 367 | 124 | 34.3 | 4.9 |
| 4471 | Gasoline stations | 25 | 48 861 | 1 779 | 367 | 124 | 34.3 | 4.9 |
| 44711 | Gasoline stations with convenience stores | 11 | 26 481 | 907 | 166 | 53 | 2.5 | 6.9 |
| 447110 | Gasoline stations with convenience stores | 11 | 26 481 | 907 | 166 | 53 | 2.5 | 6.9 |
| 44719 | Other gasoline stations | 14 | 22 380 | 872 | 201 | 71 | 71.9 | 2.5 |
| 447190 | Other gasoline stations | 14 | 22 380 | 872 | 201 | 71 | 71.9 | 2.5 |
| 448 | Clothing & clothing accessories stores | 30 | 12 460 | 2 091 | 568 | 147 | 35.2 | 12.1 |
| 4481 | Clothing stores | 18 | 6 347 | 735 | 173 | 66 | 38.6 | 5.8 |
| 44813 | Children's & infants' clothing stores | 2 | D | D | D | a | D | D |
| 448130 | Children's & infants' clothing stores | 2 | D | D | D | a | D | D |
| 44819 | Other clothing stores | 3 | 1 102 | 145 | 42 | 13 | – | 26.5 |
| 448190 | Other clothing stores | 3 | 1 102 | 145 | 42 | 13 | – | 26.5 |
| 4482104 | Family shoe stores | 8 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 3 | 1 921 | 548 | 107 | 31 | 100.0 | – |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 9 | 8 257 | 704 | 131 | 80 | 34.6 | 41.8 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 3 | 1 860 | 242 | 66 | 22 | – | 9.4 |
| 4512 | Book, periodical, & music stores | 6 | 6 397 | 462 | 65 | 58 | 44.6 | 51.2 |
| 45121 | Book stores & news dealers | 4 | D | D | D | a | D | D |
| 451211 | Book stores | 4 | D | D | D | a | D | D |
| 4512113 | College book stores | 2 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 2 | D | D | D | b | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 2 | D | D | D | b | D | D |
| 452 | General merchandise stores | 10 | 119 048 | 8 025 | 1 901 | 495 | .4 | 1.9 |
| 4529 | Other general merchandise stores | 9 | D | D | D | e | D | D |
| 45291 | Warehouse clubs & superstores | 1 | D | D | D | c | D | D |
| 452910 | Warehouse clubs & superstores | 1 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 8 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 8 | D | D | D | b | D | D |
| 4529901 | Variety stores | 5 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 3 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 18 | D | D | D | b | D | D |
| 4531 | Florists | 6 | 1 433 | 383 | 99 | 31 | 21.1 | 7.7 |
| 45311 | Florists | 6 | 1 433 | 383 | 99 | 31 | 21.1 | 7.7 |
| 453110 | Florists | 6 | 1 433 | 383 | 99 | 31 | 21.1 | 7.7 |
| 4539 | Other miscellaneous store retailers | 8 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 4 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 5 | D | D | D | b | D | D |
| 4542 | Vending machine operators | 3 | 2 277 | 322 | 79 | 17 | D | 6.8 |
| 45421 | Vending machine operators | 3 | 2 277 | 322 | 79 | 17 | D | 6.8 |
| 454210 | Vending machine operators | 3 | 2 277 | 322 | 79 | 17 | D | 6.8 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **IONE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **6** | **6 564** | **932** | **211** | **54** | **–** | **1.6** |
| 444 | Building material & garden equipment & supplies dealers | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 1 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **IRVINE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **400** | **1 368 514** | **137 085** | **30 437** | **6 137** | **10.4** | **5.0** |
| 441 | Motor vehicle & parts dealers | 22 | 225 052 | 15 993 | 3 810 | 557 | .4 | 5.1 |
| 4411 | Automobile dealers | 6 | D | D | D | e | D | D |
| 44111 | New car dealers | 5 | 137 068 | 9 284 | 2 202 | 311 | – | .3 |
| 441110 | New car dealers | 5 | 137 068 | 9 284 | 2 202 | 311 | – | .3 |
| 4412 | Other motor vehicle dealers | 10 | D | D | D | c | D | D |
| 44121 | Recreational vehicle dealers | 8 | 77 224 | 4 857 | 1 272 | 169 | .9 | 13.6 |
| 441210 | Recreational vehicle dealers | 8 | 77 224 | 4 857 | 1 272 | 169 | .9 | 13.6 |
| 4413 | Automotive parts, accessories, & tire stores | 6 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 5 | D | D | D | b | D | D |
| 441310 | Automotive parts & accessories stores | 5 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 38 | 98 360 | 10 679 | 2 407 | 394 | 4.2 | 6.7 |
| 4421 | Furniture stores | 9 | 38 946 | 3 975 | 898 | 127 | 1.4 | 11.7 |
| 44211 | Furniture stores | 9 | 38 946 | 3 975 | 898 | 127 | 1.4 | 11.7 |
| 442110 | Furniture stores | 9 | 38 946 | 3 975 | 898 | 127 | 1.4 | 11.7 |
| 4422 | Home furnishings stores | 29 | 59 414 | 6 704 | 1 509 | 267 | 5.9 | 3.5 |
| 44221 | Floor covering stores | 11 | 31 069 | 3 247 | 958 | 84 | 1.4 | 4.7 |
| 442210 | Floor covering stores | 11 | 31 069 | 3 247 | 958 | 84 | 1.4 | 4.7 |
| 44229 | Other home furnishings stores | 18 | 28 345 | 3 457 | 551 | 183 | 10.9 | 2.3 |
| 442299 | All other home furnishings stores | 16 | D | D | D | c | D | D |
| 443 | Electronics & appliance stores | 51 | 112 086 | 9 565 | 2 222 | 394 | 32.3 | 16.3 |
| 4431 | Electronics & appliance stores | 51 | 112 086 | 9 565 | 2 222 | 394 | 32.3 | 16.3 |
| 44311 | Appliance, television, & other electronics stores | 14 | 41 841 | 3 950 | 1 037 | 203 | 9.9 | 27.8 |
| 443111 | Household appliance stores | 2 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 12 | D | D | D | c | D | D |
| 44312 | Computer & software stores | 34 | 66 148 | 4 867 | 1 029 | 159 | 48.4 | 10.1 |
| 443120 | Computer & software stores | 34 | 66 148 | 4 867 | 1 029 | 159 | 48.4 | 10.1 |
| 44313 | Camera & photographic supplies stores | 3 | 4 097 | 748 | 156 | 32 | – | – |
| 443130 | Camera & photographic supplies stores | 3 | 4 097 | 748 | 156 | 32 | – | – |
| 444 | Building material & garden equipment & supplies dealers | 15 | 48 464 | 6 514 | 1 546 | 296 | 4.7 | 2.1 |
| 4441 | Building material & supplies dealers | 9 | 40 085 | 4 363 | 1 055 | 200 | .4 | .3 |
| 44411 | Home centers | 1 | D | D | D | c | D | D |
| 444110 | Home centers | 1 | D | D | D | c | D | D |
| 44413 | Hardware stores | 4 | 3 471 | 608 | 176 | 34 | – | 3.2 |
| 444130 | Hardware stores | 4 | 3 471 | 608 | 176 | 34 | – | 3.2 |
| 44419 | Other building material dealers | 4 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 4 | D | D | D | b | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 6 | 8 379 | 2 151 | 491 | 96 | 25.4 | 10.7 |
| 44422 | Nursery & garden centers | 5 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 5 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 32 | 206 321 | 22 390 | 5 277 | 1 046 | 3.3 | 2.0 |
| 4451 | Grocery stores | 19 | D | D | D | f | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 17 | 194 289 | 20 984 | 4 979 | 950 | 1.9 | 1.0 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 17 | 194 289 | 20 984 | 4 979 | 950 | 1.9 | 1.0 |
| 4452 | Specialty food stores | 5 | D | D | D | b | D | D |
| 4453 | Beer, wine, & liquor stores | 8 | 7 631 | 1 043 | 226 | 57 | 17.9 | 9.0 |
| 44531 | Beer, wine, & liquor stores | 8 | 7 631 | 1 043 | 226 | 57 | 17.9 | 9.0 |
| 445310 | Beer, wine, & liquor stores | 8 | 7 631 | 1 043 | 226 | 57 | 17.9 | 9.0 |
| 446 | Health & personal care stores | 36 | 73 947 | 12 691 | 2 785 | 553 | 4.7 | 7.4 |
| 4461 | Health & personal care stores | 36 | 73 947 | 12 691 | 2 785 | 553 | 4.7 | 7.4 |
| 44611 | Pharmacies & drug stores | 16 | 51 373 | 8 037 | 1 958 | 356 | 4.7 | 9.5 |
| 446110 | Pharmacies & drug stores | 16 | 51 373 | 8 037 | 1 958 | 356 | 4.7 | 9.5 |
| 4461101 | Pharmacies & drug stores | 16 | 51 373 | 8 037 | 1 958 | 356 | 4.7 | 9.5 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 7 | 1 577 | 191 | 42 | 25 | 42.0 | 20.5 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 7 | 1 577 | 191 | 42 | 25 | 42.0 | 20.5 |
| 44619 | Other health & personal care stores | 8 | 20 127 | 4 190 | 755 | 160 | 2.0 | 1.2 |
| 446191 | Food (health) supplement stores | 6 | D | D | D | c | D | D |
| 446199 | All other health & personal care stores | 2 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **IRVINE, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 447 | Gasoline stations | 22 | 74 583 | 6 436 | 1 376 | 301 | 33.9 | .8 |
| 4471 | Gasoline stations | 22 | 74 583 | 6 436 | 1 376 | 301 | 33.9 | .8 |
| 44711 | Gasoline stations with convenience stores | 7 | 21 842 | 1 494 | 302 | 70 | 29.0 | 1.8 |
| 447110 | Gasoline stations with convenience stores | 7 | 21 842 | 1 494 | 302 | 70 | 29.0 | 1.8 |
| 44719 | Other gasoline stations | 15 | 52 741 | 4 942 | 1 074 | 231 | 35.9 | .4 |
| 447190 | Other gasoline stations | 15 | 52 741 | 4 942 | 1 074 | 231 | 35.9 | .4 |
| 448 | Clothing & clothing accessories stores | 40 | 33 431 | 3 794 | 721 | 221 | 34.1 | 2.8 |
| 4481 | Clothing stores | 24 | 18 413 | 2 513 | 527 | 173 | 16.4 | 2.2 |
| 44811 | Men's clothing stores | 4 | 3 016 | 856 | 154 | 46 | 22.6 | – |
| 448110 | Men's clothing stores | 4 | 3 016 | 856 | 154 | 46 | 22.6 | – |
| 44815 | Clothing accessories stores | 1 | D | D | D | a | D | D |
| 448150 | Clothing accessories stores | 1 | D | D | D | a | D | D |
| 44819 | Other clothing stores | 6 | 2 998 | 398 | 85 | 29 | 14.4 | 2.9 |
| 448190 | Other clothing stores | 6 | 2 998 | 398 | 85 | 29 | 14.4 | 2.9 |
| 4483 | Jewelry, luggage, & leather goods stores | 8 | 12 338 | 991 | 126 | 25 | 68.1 | 2.1 |
| 44831 | Jewelry stores | 7 | D | D | D | a | D | D |
| 448310 | Jewelry stores | 7 | D | D | D | a | D | D |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 33 | 43 567 | 4 828 | 1 088 | 428 | 8.5 | 8.5 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 19 | 22 564 | 2 723 | 601 | 213 | 5.6 | 14.3 |
| 45111 | Sporting goods stores | 9 | 15 967 | 1 968 | 460 | 155 | – | 20.2 |
| 451110 | Sporting goods stores | 9 | 15 967 | 1 968 | 460 | 155 | – | 20.2 |
| 4511101 | General-line sporting goods stores | 3 | 11 091 | 1 240 | 287 | 103 | – | 17.7 |
| 4511102 | Specialty-line sporting goods stores | 6 | 4 876 | 728 | 173 | 52 | – | 25.9 |
| 45112 | Hobby, toy, & game stores | 6 | 2 551 | 480 | 62 | 31 | 39.6 | – |
| 451120 | Hobby, toy, & game stores | 6 | 2 551 | 480 | 62 | 31 | 39.6 | – |
| 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 | 14 | 21 003 | 2 105 | 487 | 215 | 11.6 | 2.3 |
| 45121 | Book stores & news dealers | 10 | 16 319 | 1 710 | 391 | 152 | 15.0 | 1.4 |
| 451211 | Book stores | 9 | D | D | D | c | D | D |
| 4512111 | Book stores, general | 7 | D | D | D | c | D | D |
| 4512113 | College book stores | 2 | D | D | D | a | D | D |
| 451212 | News dealers & newsstands | 1 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 4 | 4 684 | 395 | 96 | 63 | – | 5.2 |
| 451220 | Prerecorded tape, compact disc, & record stores | 4 | 4 684 | 395 | 96 | 63 | – | 5.2 |
| 452 | General merchandise stores | 7 | 192 156 | 11 900 | 2 914 | 686 | .1 | 1.2 |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | b | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 4529 | Other general merchandise stores | 5 | D | D | D | e | 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 | 3 | 2 970 | 361 | 164 | 28 | D | 75.5 |
| 452990 | All other general merchandise stores | 3 | 2 970 | 361 | 164 | 28 | D | 75.5 |
| 4529903 | Miscellaneous general merchandise stores | 3 | 2 970 | 361 | 164 | 28 | D | 75.5 |
| 453 | Miscellaneous store retailers | 67 | 84 353 | 10 160 | 2 347 | 666 | 36.0 | 7.1 |
| 4531 | Florists | 13 | 4 082 | 830 | 196 | 81 | 15.1 | 12.7 |
| 45311 | Florists | 13 | 4 082 | 830 | 196 | 81 | 15.1 | 12.7 |
| 453110 | Florists | 13 | 4 082 | 830 | 196 | 81 | 15.1 | 12.7 |
| 4532 | Office supplies, stationery, & gift stores | 38 | 45 828 | 4 592 | 1 158 | 343 | 24.7 | 11.6 |
| 45321 | Office supplies & stationery stores | 7 | 26 186 | 3 084 | 853 | 185 | .7 | – |
| 453210 | Office supplies & stationery stores | 7 | 26 186 | 3 084 | 853 | 185 | .7 | – |
| 4532102 | Office supplies stores | 6 | D | D | D | c | D | D |
| 45322 | Gift, novelty, & souvenir stores | 31 | 19 642 | 1 508 | 305 | 158 | 56.6 | 27.0 |
| 453220 | Gift, novelty, & souvenir stores | 31 | 19 642 | 1 508 | 305 | 158 | 56.6 | 27.0 |
| 4533 | Used merchandise stores | 2 | D | D | D | c | D | D |
| 45331 | Used merchandise stores | 2 | D | D | D | c | D | D |
| 453310 | Used merchandise stores | 2 | D | D | D | c | D | D |
| 4539 | Other miscellaneous store retailers | 14 | D | D | D | c | D | D |
| 45391 | Pet & pet supplies stores | 3 | D | D | D | b | D | D |
| 453910 | Pet & pet supplies stores | 3 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 8 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 37 | 176 194 | 22 135 | 3 944 | 595 | 10.2 | 4.2 |
| 4541 | Electronic shopping & mail-order houses | 18 | 149 429 | 15 609 | 2 384 | 410 | 5.0 | 4.3 |
| 45411 | Electronic shopping & mail-order houses | 18 | 149 429 | 15 609 | 2 384 | 410 | 5.0 | 4.3 |
| 454110 | Electronic shopping & mail-order houses | 18 | 149 429 | 15 609 | 2 384 | 410 | 5.0 | 4.3 |
| 4543 | Direct selling establishments | 13 | D | D | D | c | D | D |
| 454319 | Other fuel dealers | 1 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 12 | 25 697 | 6 370 | 1 509 | 171 | 38.6 | 4.1 |
| 454390 | Other direct selling establishments | 12 | 25 697 | 6 370 | 1 509 | 171 | 38.6 | 4.1 |

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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **JACKSON, CA** | | | | | | | |
| **44-45** | **Retail trade** | **51** | **62 115** | **7 752** | **1 789** | **478** | **10.0** | **3.4** |
| 441 | Motor vehicle & parts dealers | 2 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 5 | 1 886 | 440 | 52 | 16 | – | 2.1 |
| 4422 | Home furnishings stores | 5 | 1 886 | 440 | 52 | 16 | – | 2.1 |
| 44229 | Other home furnishings stores | 3 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 2 | D | D | D | a | D | D |
| 4431 | Electronics & appliance stores | 2 | D | D | D | a | D | D |
| 44311 | Appliance, television, & other electronics stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 4 | 2 948 | 589 | 182 | 47 | 40.5 | – |
| 445 | Food & beverage stores | 4 | 26 740 | 3 111 | 710 | 137 | 2.2 | .8 |
| 446 | Health & personal care stores | 3 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 3 | D | D | D | b | D | D |
| 447 | Gasoline stations | 4 | 3 782 | 321 | 73 | 24 | 10.8 | 11.1 |
| 448 | Clothing & clothing accessories stores | 8 | 2 025 | 270 | 64 | 26 | 61.8 | 11.8 |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 4 | D | D | D | a | D | D |
| 452 | General merchandise stores | 3 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 11 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 7 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 6 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **KERMAN, CA** | | | | | | | |
| **44-45** | **Retail trade** | **32** | **67 235** | **6 051** | **1 459** | **321** | **5.9** | **1.9** |
| 441 | Motor vehicle & parts dealers | 4 | 12 835 | 1 388 | 290 | 53 | 4.2 | – |
| 444 | Building material & garden equipment & supplies dealers | 4 | 15 733 | 1 162 | 381 | 44 | – | 7.3 |
| 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 |
| 445 | Food & beverage stores | 7 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 2 | D | D | D | b | D | D |
| 447 | Gasoline stations | 6 | 11 299 | 391 | 81 | 39 | 26.1 | – |
| 448 | Clothing & clothing accessories stores | 5 | D | D | D | a | D | D |
| 452 | General merchandise stores | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 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 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **KING CITY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **46** | **67 520** | **7 323** | **1 647** | **404** | **26.7** | **10.4** |
| 441 | Motor vehicle & parts dealers | 7 | 17 651 | 1 558 | 365 | 64 | 76.0 | – |
| 442 | Furniture & home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 3 | 4 216 | 525 | 119 | 28 | D | – |
| 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 |
| 445 | Food & beverage stores | 7 | 22 560 | 2 533 | 500 | 135 | 1.4 | – |
| 446 | Health & personal care stores | 3 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 3 | D | D | D | b | D | D |
| 447 | Gasoline stations | 5 | 8 166 | 596 | 140 | 39 | 29.2 | 1.8 |
| 448 | Clothing & clothing accessories stores | 8 | 3 080 | 450 | 118 | 37 | 4.1 | 26.9 |
| 451 | Sporting goods, hobby, book, & music stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 3 | 439 | 61 | 18 | 5 | D | – |
| 454 | Nonstore retailers | 5 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 4 | 2 733 | 488 | 145 | 18 | – | – |
| | **KINGSBURG, CA** | | | | | | | |
| **44-45** | **Retail trade** | **33** | **48 235** | **4 836** | **1 213** | **425** | **15.2** | **2.3** |
| 441 | Motor vehicle & parts dealers | 3 | 2 304 | 315 | 79 | 25 | D | – |
| 442 | Furniture & home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 2 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 4 | 10 687 | 1 134 | 311 | 95 | 9.6 | .4 |
| 446 | Health & personal care stores | 3 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 3 | D | D | D | b | D | D |
| 447 | Gasoline stations | 9 | 14 545 | 744 | 173 | 52 | 17.8 | 4.7 |
| 448 | Clothing & clothing accessories stores | 3 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 5 | D | D | D | b | D | D |
| 45392 | Art dealers | 1 | D | D | D | a | D | D |
| 453920 | Art dealers | 1 | D | D | D | a | D | D |
| | **LA CANADA FLINTRIDGE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **70** | **136 908** | **13 003** | **3 104** | **919** | **10.8** | **8.0** |
| 441 | Motor vehicle & parts dealers | 4 | 5 635 | 923 | 199 | 27 | – | – |
| 442 | Furniture & home furnishings stores | 3 | 2 965 | 259 | 53 | 18 | D | 33.7 |
| 4422 | Home furnishings stores | 2 | D | D | D | a | D | D |
| 44229 | Other home furnishings stores | 1 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 3 | 2 594 | 210 | 43 | 8 | 41.2 | 58.8 |
| 4431 | Electronics & appliance stores | 3 | 2 594 | 210 | 43 | 8 | 41.2 | 58.8 |
| 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 | 3 | 1 811 | 260 | 50 | 16 | – | 5.0 |
| 445 | Food & beverage stores | 11 | 40 825 | 4 299 | 976 | 217 | 3.1 | .8 |
| 4451 | Grocery stores | 5 | D | D | D | c | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 4 | 38 894 | 4 108 | 927 | 197 | 1.6 | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 4 | 38 894 | 4 108 | 927 | 197 | 1.6 | – |
| 4452 | Specialty food stores | 4 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 9 | 8 919 | 986 | 231 | 52 | 49.7 | 14.9 |
| 4461 | Health & personal care stores | 9 | 8 919 | 986 | 231 | 52 | 49.7 | 14.9 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LA CANADA FLINTRIDGE, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 447 | Gasoline stations | 7 | 19 441 | 1 063 | 259 | 82 | 29.6 | 7.4 |
| 4471 | Gasoline stations | 7 | 19 441 | 1 063 | 259 | 82 | 29.6 | 7.4 |
| 44719 | Other gasoline stations | 5 | D | D | D | b | D | D |
| 447190 | Other gasoline stations | 5 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 5 | 18 770 | 1 457 | 357 | 118 | – | 5.1 |
| 4481 | Clothing stores | 4 | D | D | D | c | D | D |
| 44814 | Family clothing stores | 2 | D | D | D | b | D | D |
| 448140 | Family clothing stores | 2 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 4 | 23 367 | 1 992 | 568 | 242 | – | – |
| 4511 | Sporting goods, hobby, & musical instrument stores | 3 | D | D | D | c | D | D |
| 45111 | Sporting goods stores | 2 | D | D | D | c | D | D |
| 451110 | Sporting goods stores | 2 | D | D | D | c | D | D |
| 4511101 | General-line sporting goods stores | 2 | D | D | D | c | D | D |
| 45113 | Sewing, needlework, & piece goods stores | 1 | D | D | D | b | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 1 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 1 | D | D | D | b | D | D |
| 45121 | Book stores & news dealers | 1 | D | D | D | b | D | D |
| 451211 | Book stores | 1 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 1 | D | D | D | b | D | D |
| 452 | General merchandise stores | 2 | D | D | D | b | D | D |
| 45299 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 18 | D | D | D | b | D | D |
| 4531 | Florists | 5 | 1 758 | 443 | 117 | 46 | 20.6 | 9.3 |
| 45311 | Florists | 5 | 1 758 | 443 | 117 | 46 | 20.6 | 9.3 |
| 453110 | Florists | 5 | 1 758 | 443 | 117 | 46 | 20.6 | 9.3 |
| 4532 | Office supplies, stationery, & gift stores | 5 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 5 | D | D | D | a | D | D |
| 45391 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **LAFAYETTE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **103** | **152 031** | **19 849** | **4 428** | **995** | **9.8** | **8.5** |
| 441 | Motor vehicle & parts dealers | 5 | 16 552 | 1 757 | 386 | 53 | 10.0 | .2 |
| 442 | Furniture & home furnishings stores | 9 | D | D | D | b | D | D |
| 4422 | Home furnishings stores | 7 | 4 861 | 1 388 | 257 | 35 | 14.2 | – |
| 44221 | Floor covering stores | 3 | 3 191 | 789 | 157 | 19 | D | – |
| 442210 | Floor covering stores | 3 | 3 191 | 789 | 157 | 19 | D | – |
| 44229 | Other home furnishings stores | 4 | 1 670 | 599 | 100 | 16 | 29.8 | – |
| 443 | Electronics & appliance stores | 10 | 9 340 | 1 090 | 285 | 50 | 9.3 | 25.8 |
| 4431 | Electronics & appliance stores | 10 | 9 340 | 1 090 | 285 | 50 | 9.3 | 25.8 |
| 44311 | Appliance, television, & other electronics stores | 4 | 3 421 | 712 | 200 | 28 | 12.1 | 69.7 |
| 443112 | Radio, television, & other electronics stores | 4 | 3 421 | 712 | 200 | 28 | 12.1 | 69.7 |
| 44312 | Computer & software stores | 4 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 4 | D | D | D | a | 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 | 8 | 13 034 | 2 851 | 604 | 104 | 14.9 | – |
| 4442 | Lawn & garden equipment & supplies stores | 2 | D | D | D | b | D | D |
| 44422 | Nursery & garden centers | 2 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 2 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 12 | 55 502 | 6 156 | 1 368 | 330 | .5 | 8.9 |
| 4451 | Grocery stores | 6 | D | D | D | e | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 4 | 48 985 | 5 418 | 1 196 | 261 | – | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 4 | 48 985 | 5 418 | 1 196 | 261 | – | – |
| 4452 | Specialty food stores | 4 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 6 | 12 216 | 1 562 | 374 | 73 | 4.6 | 16.2 |
| 4461 | Health & personal care stores | 6 | 12 216 | 1 562 | 374 | 73 | 4.6 | 16.2 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 3 | 562 | 86 | 19 | 6 | 100.0 | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 3 | 562 | 86 | 19 | 6 | 100.0 | – |
| 447 | Gasoline stations | 12 | 14 173 | 1 108 | 241 | 53 | 26.2 | 9.3 |

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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LAFAYETTE, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores | 7 | 8 167 | 1 212 | 299 | 69 | 18.0 | .2 |
| 4481 | Clothing stores | 2 | 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 | 5 250 | 789 | 158 | 64 | 15.7 | 24.2 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 8 | D | D | D | b | D | D |
| 45113 | Sewing, needlework, & piece goods stores | 2 | D | D | D | a | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 20 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 8 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 2 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 2 | D | D | D | a | D | D |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 3 | 3 644 | 776 | 200 | 43 | – | – |
| 454 | Nonstore retailers | 4 | 1 758 | 137 | 23 | 7 | – | 28.1 |
| | **LAGUNA BEACH, CA** | | | | | | | |
| **44-45** | **Retail trade** | **176** | **141 228** | **16 920** | **3 415** | **911** | **24.2** | **9.6** |
| 441 | Motor vehicle & parts dealers | 4 | 7 058 | 605 | 135 | 31 | 5.2 | – |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 441222 | Boat dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 10 | D | D | D | b | D | D |
| 4421 | Furniture stores | 2 | D | D | D | a | D | D |
| 44211 | Furniture stores | 2 | D | D | D | a | D | D |
| 442110 | Furniture stores | 2 | D | D | D | a | D | D |
| 4422 | Home furnishings stores | 8 | 3 510 | 380 | 63 | 25 | 83.5 | 7.2 |
| 44229 | Other home furnishings stores | 8 | 3 510 | 380 | 63 | 25 | 83.5 | 7.2 |
| 442299 | All other home furnishings stores | 8 | 3 510 | 380 | 63 | 25 | 83.5 | 7.2 |
| 443 | Electronics & appliance stores | 2 | D | D | D | a | D | D |
| 4431 | Electronics & appliance stores | 2 | D | D | D | a | D | D |
| 44312 | Computer & software stores | 1 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 6 | 7 317 | 1 354 | 321 | 54 | 5.0 | – |
| 445 | Food & beverage stores | 19 | 30 731 | 3 691 | 709 | 147 | 1.8 | 3.2 |
| 4451 | Grocery stores | 13 | D | D | D | c | D | D |
| 4452 | Specialty food stores | 3 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 9 | 6 530 | 1 078 | 224 | 54 | 59.9 | 12.6 |
| 4461 | Health & personal care stores | 9 | 6 530 | 1 078 | 224 | 54 | 59.9 | 12.6 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 7 | 15 295 | 1 042 | 216 | 47 | 9.6 | – |
| 44711 | Gasoline stations with convenience stores | 4 | 10 064 | 683 | 125 | 23 | – | – |
| 447110 | Gasoline stations with convenience stores | 4 | 10 064 | 683 | 125 | 23 | – | – |
| 448 | Clothing & clothing accessories stores | 38 | 20 019 | 2 778 | 580 | 185 | 48.4 | 2.9 |
| 4481 | Clothing stores | 29 | 15 244 | 1 987 | 399 | 141 | 43.2 | 2.1 |
| 44812 | Women's clothing stores | 17 | 9 725 | 1 217 | 240 | 95 | 56.7 | 3.3 |
| 448120 | Women's clothing stores | 17 | 9 725 | 1 217 | 240 | 95 | 56.7 | 3.3 |
| 44819 | Other clothing stores | 4 | D | D | D | a | D | D |
| 448190 | Other clothing stores | 4 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 9 | 4 775 | 791 | 181 | 44 | 65.0 | 5.3 |
| 44831 | Jewelry stores | 9 | 4 775 | 791 | 181 | 44 | 65.0 | 5.3 |
| 448310 | Jewelry stores | 9 | 4 775 | 791 | 181 | 44 | 65.0 | 5.3 |
| 451 | Sporting goods, hobby, book, & music stores | 19 | 8 833 | 815 | 186 | 94 | 51.5 | 30.7 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 14 | 7 640 | 643 | 137 | 66 | 53.2 | 34.8 |
| 45111 | Sporting goods stores | 8 | 5 495 | 368 | 78 | 34 | 38.3 | 48.3 |
| 451110 | Sporting goods stores | 8 | 5 495 | 368 | 78 | 34 | 38.3 | 48.3 |
| 4511102 | Specialty-line sporting goods stores | 5 | 4 503 | 240 | 48 | 9 | 24.8 | 59.0 |
| 4512112 | Specialty book stores | 1 | 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 |
| 4529903 | Miscellaneous general merchandise stores | 1 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LAGUNA BEACH, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 54 | D | D | D | c | D | D |
| 4531 | Florists | 4 | 1 402 | 290 | 62 | 21 | 19.8 | 15.8 |
| 45311 | Florists | 4 | 1 402 | 290 | 62 | 21 | 19.8 | 15.8 |
| 453110 | Florists | 4 | 1 402 | 290 | 62 | 21 | 19.8 | 15.8 |
| 4532 | Office supplies, stationery, & gift stores | 15 | D | D | D | b | D | D |
| 45322 | Gift, novelty, & souvenir stores | 14 | 6 187 | 846 | 140 | 72 | 37.9 | 6.4 |
| 453220 | Gift, novelty, & souvenir stores | 14 | 6 187 | 846 | 140 | 72 | 37.9 | 6.4 |
| 4533 | Used merchandise stores | 3 | 973 | 163 | 40 | 5 | – | – |
| 45331 | Used merchandise stores | 3 | 973 | 163 | 40 | 5 | – | – |
| 453310 | Used merchandise stores | 3 | 973 | 163 | 40 | 5 | – | – |
| 4539 | Other miscellaneous store retailers | 32 | D | D | D | c | D | D |
| 45391 | Pet & pet supplies stores | 4 | 1 466 | 204 | 24 | 15 | 14.2 | – |
| 453910 | Pet & pet supplies stores | 4 | 1 466 | 204 | 24 | 15 | 14.2 | – |
| 45392 | Art dealers | 21 | 15 064 | 1 637 | 315 | 62 | 32.0 | 1.8 |
| 453920 | Art dealers | 21 | 15 064 | 1 637 | 315 | 62 | 32.0 | 1.8 |
| 45399 | All other miscellaneous store retailers | 7 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 7 | D | D | D | b | D | D |
| | **LAGUNA HILLS, CA** | | | | | | | |
| **44-45** | **Retail trade** | **224** | **461 335** | **52 121** | **12 316** | **3 060** | **6.4** | **3.8** |
| 441 | Motor vehicle & parts dealers | 17 | 45 399 | 4 123 | 947 | 182 | 9.6 | 1.0 |
| 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 | 11 | 10 174 | 1 641 | 367 | 66 | 8.5 | 4.4 |
| 44131 | Automotive parts & accessories stores | 8 | 6 911 | 778 | 203 | 37 | 12.5 | 6.4 |
| 441310 | Automotive parts & accessories stores | 8 | 6 911 | 778 | 203 | 37 | 12.5 | 6.4 |
| 44132 | Tire dealers | 3 | 3 263 | 863 | 164 | 29 | – | – |
| 441320 | Tire dealers | 3 | 3 263 | 863 | 164 | 29 | – | – |
| 442 | Furniture & home furnishings stores | 28 | 42 088 | 4 534 | 968 | 164 | 14.5 | 10.7 |
| 4421 | Furniture stores | 13 | 23 581 | 2 263 | 536 | 73 | 19.9 | 4.4 |
| 44211 | Furniture stores | 13 | 23 581 | 2 263 | 536 | 73 | 19.9 | 4.4 |
| 442110 | Furniture stores | 13 | 23 581 | 2 263 | 536 | 73 | 19.9 | 4.4 |
| 4422 | Home furnishings stores | 15 | 18 507 | 2 271 | 432 | 91 | 7.7 | 18.7 |
| 44221 | Floor covering stores | 7 | 12 502 | 1 580 | 321 | 45 | 6.6 | 22.5 |
| 442210 | Floor covering stores | 7 | 12 502 | 1 580 | 321 | 45 | 6.6 | 22.5 |
| 44229 | Other home furnishings stores | 8 | 6 005 | 691 | 111 | 46 | 10.0 | 10.8 |
| 442291 | Window treatment stores | 5 | D | D | D | a | D | D |
| 442299 | All other home furnishings stores | 3 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 14 | 50 086 | 4 389 | 1 049 | 223 | 1.9 | 1.9 |
| 4431 | Electronics & appliance stores | 14 | 50 086 | 4 389 | 1 049 | 223 | 1.9 | 1.9 |
| 44311 | Appliance, television, & other electronics stores | 10 | 45 341 | 4 093 | 992 | 200 | 1.4 | 2.1 |
| 443111 | Household appliance stores | 3 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 7 | D | D | D | c | D | D |
| 44312 | Computer & software stores | 3 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 3 | 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 | 9 | 15 089 | 1 989 | 441 | 85 | 3.7 | 13.8 |
| 4441 | Building material & supplies dealers | 8 | D | D | D | b | D | D |
| 44412 | Paint & wallpaper stores | 1 | D | D | D | a | D | D |
| 444120 | Paint & wallpaper stores | 1 | D | D | D | a | D | D |
| 44419 | Other building material dealers | 5 | 7 326 | 1 190 | 255 | 58 | 7.7 | – |
| 444190 | Other building material dealers | 5 | 7 326 | 1 190 | 255 | 58 | 7.7 | – |
| 445 | Food & beverage stores | 14 | 55 781 | 6 160 | 1 453 | 295 | 3.9 | .7 |
| 4451 | Grocery stores | 10 | 52 403 | 5 808 | 1 368 | 259 | 1.5 | .7 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 7 | 50 389 | 5 601 | 1 316 | 242 | – | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 7 | 50 389 | 5 601 | 1 316 | 242 | – | – |
| 4452 | Specialty food stores | 4 | 3 378 | 352 | 85 | 36 | 40.6 | – |
| 446 | Health & personal care stores | 23 | 20 553 | 4 323 | 1 081 | 172 | 20.1 | 7.9 |
| 4461 | Health & personal care stores | 23 | 20 553 | 4 323 | 1 081 | 172 | 20.1 | 7.9 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 4 | 2 731 | 331 | 86 | 26 | 29.6 | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 4 | 2 731 | 331 | 86 | 26 | 29.6 | – |
| 44613 | Optical goods stores | 5 | 5 838 | 843 | 186 | 42 | 5.9 | 4.3 |
| 446130 | Optical goods stores | 5 | 5 838 | 843 | 186 | 42 | 5.9 | 4.3 |
| 44619 | Other health & personal care stores | 10 | 5 235 | 1 465 | 396 | 42 | 57.0 | 26.3 |
| 446191 | Food (health) supplement stores | 4 | 1 397 | 125 | 25 | 11 | 45.4 | 54.6 |
| 446199 | All other health & personal care stores | 6 | 3 838 | 1 340 | 371 | 31 | 61.2 | 16.0 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LAGUNA HILLS, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 447 | Gasoline stations | 9 | 25 295 | 1 995 | 448 | 188 | 17.4 | 1.2 |
| 4471 | Gasoline stations | 9 | 25 295 | 1 995 | 448 | 188 | 17.4 | 1.2 |
| 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 | 46 | 50 807 | 5 765 | 1 331 | 409 | 5.7 | 3.3 |
| 4481 | Clothing stores | 25 | 37 798 | 3 762 | 876 | 285 | 2.9 | 4.3 |
| 44811 | Men's clothing stores | 6 | 5 704 | 751 | 183 | 39 | 16.6 | 15.2 |
| 448110 | Men's clothing stores | 6 | 5 704 | 751 | 183 | 39 | 16.6 | 15.2 |
| 44813 | Children's & infants' clothing stores | 3 | 2 945 | 286 | 69 | 22 | – | – |
| 448130 | Children's & infants' clothing stores | 3 | 2 945 | 286 | 69 | 22 | – | – |
| 44814 | Family clothing stores | 5 | 17 486 | 1 367 | 326 | 121 | – | 4.1 |
| 448140 | Family clothing stores | 5 | 17 486 | 1 367 | 326 | 121 | – | 4.1 |
| 44815 | Clothing accessories stores | 1 | D | D | D | a | D | D |
| 448150 | Clothing accessories stores | 1 | D | D | D | a | D | D |
| 44819 | Other clothing stores | 4 | D | D | D | b | D | D |
| 448190 | Other clothing stores | 4 | D | D | D | b | D | D |
| 4482 | Shoe stores | 8 | 5 416 | 677 | 161 | 54 | – | – |
| 44821 | Shoe stores | 8 | 5 416 | 677 | 161 | 54 | – | – |
| 448210 | Shoe stores | 8 | 5 416 | 677 | 161 | 54 | – | – |
| 4482102 | Women's shoe stores | 2 | D | D | D | a | D | D |
| 4482103 | Children's & juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 4482105 | Athletic footwear stores | 3 | 2 238 | 217 | 50 | 19 | – | – |
| 4483 | Jewelry, luggage, & leather goods stores | 13 | 7 593 | 1 326 | 294 | 70 | 23.7 | .7 |
| 44831 | Jewelry stores | 12 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 12 | D | D | D | b | D | D |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 25 | 25 440 | 3 380 | 796 | 246 | 2.8 | 1.8 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 18 | 19 465 | 2 387 | 558 | 162 | 2.8 | .5 |
| 45111 | Sporting goods stores | 10 | 11 752 | 1 543 | 389 | 104 | 3.1 | – |
| 451110 | Sporting goods stores | 10 | 11 752 | 1 543 | 389 | 104 | 3.1 | – |
| 4511101 | General-line sporting goods stores | 2 | D | D | D | b | D | D |
| 4511102 | Specialty-line sporting goods stores | 8 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 4 | 4 143 | 389 | 81 | 34 | – | 2.2 |
| 451120 | Hobby, toy, & game stores | 4 | 4 143 | 389 | 81 | 34 | – | 2.2 |
| 45113 | Sewing, needlework, & piece goods stores | 3 | D | D | D | b | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 3 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 7 | 5 975 | 993 | 238 | 84 | 2.6 | 6.0 |
| 45121 | Book stores & news dealers | 4 | D | D | D | b | D | D |
| 451211 | Book stores | 1 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 1 | D | D | D | b | D | D |
| 451212 | News dealers & newsstands | 3 | D | D | D | b | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 3 | D | D | D | a | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 3 | D | D | D | a | D | D |
| 452 | General merchandise stores | 5 | D | D | D | f | D | D |
| 4521 | Department stores (incl leased depts) ## | 3 | 110 526 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 3 | 110 526 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 3 | 109 476 | 12 298 | 3 047 | 807 | – | – |
| 45211 | Department stores (excl leased depts) | 3 | 109 476 | 12 298 | 3 047 | 807 | – | – |
| 452110 | Department stores (excl leased depts) | 3 | 109 476 | 12 298 | 3 047 | 807 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 4521103 | National chain department stores (excl leased depts) | 2 | D | D | D | f | D | D |
| 45299 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 27 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 14 | 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 | 12 | 7 473 | 1 018 | 250 | 161 | 1.8 | 3.3 |
| 453220 | Gift, novelty, & souvenir stores | 12 | 7 473 | 1 018 | 250 | 161 | 1.8 | 3.3 |
| 4539 | Other miscellaneous store retailers | 7 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 7 | D | D | D | b | D | D |
| 4541 | Electronic shopping & mail-order houses | 4 | 2 529 | 416 | 82 | 17 | 75.9 | 24.1 |
| 45411 | Electronic shopping & mail-order houses | 4 | 2 529 | 416 | 82 | 17 | 75.9 | 24.1 |
| 454110 | Electronic shopping & mail-order houses | 4 | 2 529 | 416 | 82 | 17 | 75.9 | 24.1 |
| 4542 | Vending machine operators | 3 | D | D | D | b | D | D |
| 45421 | Vending machine operators | 3 | D | D | D | b | D | D |
| 454210 | Vending machine operators | 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LAGUNA NIGUEL, CA** | | | | | | | |
| **44-45** | **Retail trade** | **146** | **526 811** | **50 209** | **11 828** | **2 911** | **3.3** | **1.3** |
| 441 | Motor vehicle & parts dealers | 4 | 63 756 | 5 582 | 1 311 | 143 | – | 1.1 |
| 4411 | Automobile dealers | 2 | D | D | D | c | D | D |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 1 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | b | D | D |
| 44132 | Tire dealers | 1 | D | D | D | a | D | D |
| 441320 | Tire dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 19 | 21 201 | 2 333 | 497 | 116 | 20.8 | 5.0 |
| 4421 | Furniture stores | 9 | 8 518 | 846 | 150 | 47 | 39.0 | 10.0 |
| 44211 | Furniture stores | 9 | 8 518 | 846 | 150 | 47 | 39.0 | 10.0 |
| 442110 | Furniture stores | 9 | 8 518 | 846 | 150 | 47 | 39.0 | 10.0 |
| 4422 | Home furnishings stores | 10 | 12 683 | 1 487 | 347 | 69 | 8.5 | 1.6 |
| 44221 | Floor covering stores | 5 | 4 809 | 453 | 97 | 14 | 20.9 | – |
| 442210 | Floor covering stores | 5 | 4 809 | 453 | 97 | 14 | 20.9 | – |
| 44229 | Other home furnishings stores | 5 | 7 874 | 1 034 | 250 | 55 | 1.0 | 2.5 |
| 442299 | All other home furnishings stores | 5 | 7 874 | 1 034 | 250 | 55 | 1.0 | 2.5 |
| 443 | Electronics & appliance stores | 7 | 3 668 | 463 | 103 | 20 | 71.6 | 5.5 |
| 4431 | Electronics & appliance stores | 7 | 3 668 | 463 | 103 | 20 | 71.6 | 5.5 |
| 44311 | Appliance, television, & other electronics stores | 4 | D | D | D | a | D | D |
| 443112 | Radio, television, & other electronics stores | 4 | D | D | D | a | D | D |
| 44312 | Computer & software stores | 2 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 13 | 50 804 | 6 085 | 1 415 | 296 | 2.1 | 2.5 |
| 4441 | Building material & supplies dealers | 11 | D | D | D | e | D | D |
| 44411 | Home centers | 2 | D | D | D | c | D | D |
| 444110 | Home centers | 2 | D | D | D | c | D | D |
| 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 | 7 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 7 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 13 | 124 621 | 13 318 | 3 195 | 791 | 1.3 | – |
| 4451 | Grocery stores | 9 | D | D | D | f | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 7 | 121 929 | 13 132 | 3 147 | 778 | .1 | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 7 | 121 929 | 13 132 | 3 147 | 778 | .1 | – |
| 446 | Health & personal care stores | 12 | 22 603 | 3 154 | 813 | 153 | 4.5 | .5 |
| 4461 | Health & personal care stores | 12 | 22 603 | 3 154 | 813 | 153 | 4.5 | .5 |
| 44611 | Pharmacies & drug stores | 4 | 19 450 | 2 513 | 651 | 117 | – | – |
| 446110 | Pharmacies & drug stores | 4 | 19 450 | 2 513 | 651 | 117 | – | – |
| 4461101 | Pharmacies & drug stores | 4 | 19 450 | 2 513 | 651 | 117 | – | – |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 44619 | Other health & personal care stores | 3 | 1 447 | 349 | 90 | 18 | D | 7.6 |
| 446191 | Food (health) supplement stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 7 | 25 410 | 2 283 | 507 | 159 | – | – |
| 4471 | Gasoline stations | 7 | 25 410 | 2 283 | 507 | 159 | – | – |
| 44711 | Gasoline stations with convenience stores | 3 | 13 632 | 1 181 | 213 | 48 | – | – |
| 447110 | Gasoline stations with convenience stores | 3 | 13 632 | 1 181 | 213 | 48 | – | – |
| 44719 | Other gasoline stations | 4 | 11 778 | 1 102 | 294 | 111 | – | – |
| 447190 | Other gasoline stations | 4 | 11 778 | 1 102 | 294 | 111 | – | – |
| 448 | Clothing & clothing accessories stores | 23 | 26 028 | 2 124 | 466 | 212 | 8.5 | 4.2 |
| 4481 | Clothing stores | 16 | 23 519 | 1 812 | 392 | 191 | 8.8 | 4.7 |
| 44812 | Women's clothing stores | 9 | 10 747 | 716 | 165 | 99 | 8.4 | 10.2 |
| 448120 | Women's clothing stores | 9 | 10 747 | 716 | 165 | 99 | 8.4 | 10.2 |
| 44814 | Family clothing stores | 4 | 11 553 | 993 | 207 | 84 | 6.0 | – |
| 448140 | Family clothing stores | 4 | 11 553 | 993 | 207 | 84 | 6.0 | – |
| 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 | 16 | 13 407 | 1 726 | 461 | 133 | 10.9 | 10.1 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 14 | D | D | D | b | D | D |
| 45111 | Sporting goods stores | 7 | 6 738 | 1 006 | 275 | 73 | 2.1 | 10.9 |
| 451110 | Sporting goods stores | 7 | 6 738 | 1 006 | 275 | 73 | 2.1 | 10.9 |
| 4511101 | General-line sporting goods stores | 3 | D | D | D | b | D | D |
| 45114 | Musical instrument & supplies stores | 5 | D | D | D | a | D | D |
| 451140 | Musical instrument & supplies stores | 5 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 2 | D | D | D | b | D | D |
| 45121 | Book stores & news dealers | 2 | D | D | D | b | D | D |
| 451211 | Book stores | 2 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 2 | D | D | D | b | D | D |

See footnotes at end of table.

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LAGUNA NIGUEL, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 4 | 160 920 | 11 033 | 2 640 | 760 | – | – |
| 4521 | Department stores (incl leased depts) ## | 3 | D | N | N | N | D | D |
| 45211 | Department stores (incl leased depts) ## | 3 | D | N | N | N | D | D |
| 4521 | Department stores (excl leased depts) | 3 | D | D | D | f | D | D |
| 45211 | Department stores (excl leased depts) | 3 | D | D | D | f | D | D |
| 452110 | Department stores (excl leased depts) | 3 | D | D | D | f | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | b | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4529 | Other general merchandise stores | 1 | 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 |
| 453 | Miscellaneous store retailers | 22 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 6 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 9 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 1 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 7 | 4 340 | 996 | 182 | 43 | 36.5 | – |
| 454 | Nonstore retailers | 6 | D | D | D | a | D | D |
| 4541 | Electronic shopping & mail-order houses | 4 | 4 425 | 289 | 44 | 12 | 14.8 | – |
| 45411 | Electronic shopping & mail-order houses | 4 | 4 425 | 289 | 44 | 12 | 14.8 | – |
| 454110 | Electronic shopping & mail-order houses | 4 | 4 425 | 289 | 44 | 12 | 14.8 | – |
| | **LA HABRA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **158** | **392 210** | **43 616** | **9 873** | **2 378** | **10.0** | **3.1** |
| 441 | Motor vehicle & parts dealers | 26 | 51 630 | 4 558 | 1 107 | 210 | 4.1 | 4.6 |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 16 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 11 | 7 559 | 1 152 | 284 | 67 | 7.0 | 5.8 |
| 441310 | Automotive parts & accessories stores | 11 | 7 559 | 1 152 | 284 | 67 | 7.0 | 5.8 |
| 442 | Furniture & home furnishings stores | 11 | 8 399 | 1 223 | 323 | 67 | 41.2 | – |
| 4421 | Furniture stores | 8 | 6 062 | 931 | 245 | 44 | 45.7 | – |
| 44211 | Furniture stores | 8 | 6 062 | 931 | 245 | 44 | 45.7 | – |
| 442110 | Furniture stores | 8 | 6 062 | 931 | 245 | 44 | 45.7 | – |
| 4422 | Home furnishings stores | 3 | 2 337 | 292 | 78 | 23 | D | – |
| 44229 | Other home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 9 | 36 331 | 7 725 | 1 316 | 117 | 3.8 | .2 |
| 4431 | Electronics & appliance stores | 9 | 36 331 | 7 725 | 1 316 | 117 | 3.8 | .2 |
| 44311 | Appliance, television, & other electronics stores | 6 | 35 678 | 7 667 | 1 311 | 115 | 2.8 | – |
| 443111 | Household appliance stores | 1 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 5 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 9 | 19 717 | 3 119 | 755 | 134 | 7.9 | 1.9 |
| 4441 | Building material & supplies dealers | 8 | D | D | D | c | D | D |
| 44411 | Home centers | 1 | D | D | D | b | D | D |
| 444110 | Home centers | 1 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 5 | 6 086 | 989 | 229 | 36 | 25.5 | 6.0 |
| 444190 | Other building material dealers | 5 | 6 086 | 989 | 229 | 36 | 25.5 | 6.0 |
| 445 | Food & beverage stores | 21 | 91 950 | 10 133 | 2 240 | 501 | 4.9 | .9 |
| 4451 | Grocery stores | 14 | D | D | D | e | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 12 | 87 218 | 9 728 | 2 169 | 478 | 1.0 | .9 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 12 | 87 218 | 9 728 | 2 169 | 478 | 1.0 | .9 |
| 4452 | Specialty food stores | 3 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 13 | 25 151 | 3 107 | 754 | 188 | 16.6 | – |
| 4461 | Health & personal care stores | 13 | 25 151 | 3 107 | 754 | 188 | 16.6 | – |
| 44611 | Pharmacies & drug stores | 8 | 23 402 | 2 857 | 685 | 170 | 13.7 | – |
| 446110 | Pharmacies & drug stores | 8 | 23 402 | 2 857 | 685 | 170 | 13.7 | – |
| 4461101 | Pharmacies & drug stores | 8 | 23 402 | 2 857 | 685 | 170 | 13.7 | – |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 446191 | Food (health) supplement stores | 3 | D | D | D | a | D | D |
| 447 | Gasoline stations | 15 | 36 217 | 885 | 186 | 89 | 47.9 | 6.6 |
| 4471 | Gasoline stations | 15 | 36 217 | 885 | 186 | 89 | 47.9 | 6.6 |
| 44711 | Gasoline stations with convenience stores | 8 | 13 870 | 466 | 82 | 41 | 38.8 | 17.2 |
| 447110 | Gasoline stations with convenience stores | 8 | 13 870 | 466 | 82 | 41 | 38.8 | 17.2 |
| 44719 | Other gasoline stations | 7 | 22 347 | 419 | 104 | 48 | 53.6 | – |
| 447190 | Other gasoline stations | 7 | 22 347 | 419 | 104 | 48 | 53.6 | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LA HABRA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores | 11 | 16 086 | 1 375 | 365 | 105 | – | 4.5 |
| 4481 | Clothing stores | 5 | 13 609 | 1 116 | 301 | 77 | – | 5.3 |
| 44814 | Family clothing stores | 2 | D | D | D | b | D | D |
| 448140 | Family clothing stores | 2 | D | D | D | b | D | D |
| 44819 | Other clothing stores | 2 | D | D | D | a | D | D |
| 448190 | Other clothing stores | 2 | D | D | D | a | D | D |
| 4482103 | Children's & juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 9 | 4 726 | 557 | 139 | 51 | 12.8 | 20.9 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 7 | D | D | D | b | D | D |
| 4511101 | General-line sporting goods stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 6 | D | D | D | f | D | D |
| 4529 | Other general merchandise stores | 5 | D | D | D | f | D | D |
| 45291 | Warehouse clubs & superstores | 1 | D | D | D | e | D | D |
| 452910 | Warehouse clubs & superstores | 1 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 4 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 4 | D | D | D | c | D | D |
| 4529901 | Variety stores | 2 | D | D | D | b | D | D |
| 4529902 | Catalog showrooms | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 25 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 5 | 4 540 | 881 | 225 | 82 | 45.5 | – |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 3 | D | D | D | a | D | D |
| 45331 | Used merchandise stores | 3 | D | D | D | a | D | D |
| 453310 | Used merchandise stores | 3 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 13 | 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 |
| 45399 | All other miscellaneous store retailers | 8 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 3 | D | D | D | b | D | D |
| 4542 | Vending machine operators | 2 | D | D | D | a | D | D |
| 45421 | Vending machine operators | 2 | D | D | D | a | D | D |
| 454210 | Vending machine operators | 2 | D | D | D | a | D | D |
| | **LA HABRA HEIGHTS, CA** | | | | | | | |
| **44-45** | **Retail trade** | **6** | **983** | **173** | **35** | **7** | **47.8** | **39.3** |
| 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 | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |
| | **LAKE ELSINORE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **162** | **269 441** | **26 520** | **6 106** | **1 826** | **3.7** | **5.1** |
| 441 | Motor vehicle & parts dealers | 16 | D | D | D | c | D | D |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 441222 | Boat dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 14 | 11 532 | 2 457 | 572 | 120 | 5.7 | 9.2 |
| 44131 | Automotive parts & accessories stores | 8 | 7 586 | 1 439 | 327 | 72 | 5.6 | – |
| 441310 | Automotive parts & accessories stores | 8 | 7 586 | 1 439 | 327 | 72 | 5.6 | – |
| 44132 | Tire dealers | 6 | 3 946 | 1 018 | 245 | 48 | 5.8 | 26.8 |
| 441320 | Tire dealers | 6 | 3 946 | 1 018 | 245 | 48 | 5.8 | 26.8 |
| 442 | Furniture & home furnishings stores | 11 | D | D | D | b | D | D |
| 4422 | Home furnishings stores | 10 | 8 772 | 1 006 | 249 | 87 | – | – |
| 44229 | Other home furnishings stores | 10 | 8 772 | 1 006 | 249 | 87 | – | – |
| 442299 | All other home furnishings stores | 10 | 8 772 | 1 006 | 249 | 87 | – | – |
| 443 | Electronics & appliance stores | 5 | 5 694 | 452 | 110 | 22 | 12.0 | 3.1 |
| 4431 | Electronics & appliance stores | 5 | 5 694 | 452 | 110 | 22 | 12.0 | 3.1 |
| 44311 | Appliance, television, & other electronics stores | 5 | 5 694 | 452 | 110 | 22 | 12.0 | 3.1 |
| 443112 | Radio, television, & other electronics stores | 3 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 6 | 9 276 | 1 207 | 283 | 49 | 4.9 | – |
| 4441 | Building material & supplies dealers | 6 | 9 276 | 1 207 | 283 | 49 | 4.9 | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LAKE ELSINORE, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 445 | Food & beverage stores | 19 | 77 887 | 7 765 | 1 604 | 403 | .8 | 1.6 |
| 4451 | Grocery stores | 13 | 76 946 | 7 640 | 1 580 | 397 | .2 | 1.5 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 8 | 73 970 | 7 336 | 1 512 | 370 | – | .7 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 8 | 73 970 | 7 336 | 1 512 | 370 | – | .7 |
| 446 | Health & personal care stores | 13 | 15 104 | 1 951 | 486 | 106 | 12.0 | – |
| 4461 | Health & personal care stores | 13 | 15 104 | 1 951 | 486 | 106 | 12.0 | – |
| 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 | 13 | 38 727 | 1 532 | 340 | 121 | 4.8 | 20.1 |
| 4471 | Gasoline stations | 13 | 38 727 | 1 532 | 340 | 121 | 4.8 | 20.1 |
| 44711 | Gasoline stations with convenience stores | 7 | 16 403 | 868 | 211 | 74 | 11.4 | – |
| 447110 | Gasoline stations with convenience stores | 7 | 16 403 | 868 | 211 | 74 | 11.4 | – |
| 44719 | Other gasoline stations | 6 | 22 324 | 664 | 129 | 47 | – | 34.9 |
| 447190 | Other gasoline stations | 6 | 22 324 | 664 | 129 | 47 | – | 34.9 |
| 448 | Clothing & clothing accessories stores | 55 | 46 751 | 4 896 | 1 161 | 394 | .7 | 6.7 |
| 4481 | Clothing stores | 35 | 29 925 | 3 171 | 767 | 269 | .6 | 5.2 |
| 44812 | Women's clothing stores | 11 | 9 997 | 1 066 | 267 | 83 | – | 14.7 |
| 448120 | Women's clothing stores | 11 | 9 997 | 1 066 | 267 | 83 | – | 14.7 |
| 44813 | Children's & infants' clothing stores | 1 | D | D | D | a | D | D |
| 448130 | Children's & infants' clothing stores | 1 | D | D | D | a | D | D |
| 44814 | Family clothing stores | 9 | 12 369 | 1 148 | 255 | 99 | 1.3 | – |
| 448140 | Family clothing stores | 9 | 12 369 | 1 148 | 255 | 99 | 1.3 | – |
| 44815 | Clothing accessories stores | 2 | D | D | D | a | D | D |
| 448150 | Clothing accessories stores | 2 | D | D | D | a | D | D |
| 44819 | Other clothing stores | 7 | 3 760 | 457 | 115 | 44 | – | 2.2 |
| 448190 | Other clothing stores | 7 | 3 760 | 457 | 115 | 44 | – | 2.2 |
| 4482 | Shoe stores | 14 | 14 742 | 1 404 | 318 | 97 | – | 5.6 |
| 44821 | Shoe stores | 14 | 14 742 | 1 404 | 318 | 97 | – | 5.6 |
| 448210 | Shoe stores | 14 | 14 742 | 1 404 | 318 | 97 | – | 5.6 |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 3 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 8 | 4 887 | 569 | 132 | 38 | – | 16.8 |
| 4482105 | Athletic footwear stores | 2 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 6 | 2 084 | 321 | 76 | 28 | 7.9 | 36.0 |
| 44832 | Luggage & leather goods stores | 4 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 4 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 10 | 3 943 | 578 | 112 | 52 | 21.3 | – |
| 4511 | Sporting goods, hobby, & musical instrument stores | 6 | D | D | D | b | D | D |
| 451212 | News dealers & newsstands | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 2 | D | D | D | e | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 10 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |
| | **LAKE FOREST, CA** | | | | | | | |
| **44-45** | **Retail trade** | **186** | **371 520** | **41 378** | **9 525** | **2 169** | **11.0** | **2.8** |
| 441 | Motor vehicle & parts dealers | 16 | D | D | D | c | D | D |
| 4412 | Other motor vehicle dealers | 2 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 2 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 2 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 13 | 13 322 | 2 834 | 654 | 128 | 7.1 | 2.4 |
| 44131 | Automotive parts & accessories stores | 6 | 6 327 | 1 307 | 332 | 68 | 7.3 | 2.4 |
| 441310 | Automotive parts & accessories stores | 6 | 6 327 | 1 307 | 332 | 68 | 7.3 | 2.4 |
| 44132 | Tire dealers | 7 | 6 995 | 1 527 | 322 | 60 | 7.0 | 2.4 |
| 441320 | Tire dealers | 7 | 6 995 | 1 527 | 322 | 60 | 7.0 | 2.4 |
| 442 | Furniture & home furnishings stores | 15 | 17 675 | 1 839 | 385 | 90 | 21.3 | 1.4 |
| 4421 | Furniture stores | 6 | 9 063 | 897 | 198 | 35 | – | 2.7 |
| 44211 | Furniture stores | 6 | 9 063 | 897 | 198 | 35 | – | 2.7 |
| 442110 | Furniture stores | 6 | 9 063 | 897 | 198 | 35 | – | 2.7 |
| 4422 | Home furnishings stores | 9 | 8 612 | 942 | 187 | 55 | 43.8 | – |
| 44221 | Floor covering stores | 3 | 2 961 | 264 | 23 | 2 | D | – |
| 442210 | Floor covering stores | 3 | 2 961 | 264 | 23 | 2 | D | – |
| 44229 | Other home furnishings stores | 6 | 5 651 | 678 | 164 | 53 | 30.8 | – |
| 442299 | All other home furnishings stores | 5 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LAKE FOREST, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 443 | Electronics & appliance stores | 14 | 33 575 | 2 464 | 733 | 93 | 33.7 | 3.5 |
| 4431 | Electronics & appliance stores | 14 | 33 575 | 2 464 | 733 | 93 | 33.7 | 3.5 |
| 44311 | Appliance, television, & other electronics stores | 8 | 22 346 | 1 940 | 584 | 72 | 46.5 | .4 |
| 443111 | Household appliance stores | 2 | D | D | D | a | D | D |
| 443112 | Radio, television, & other electronics stores | 6 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 3 | 10 177 | 421 | 127 | 15 | – | 10.6 |
| 443120 | Computer & software stores | 3 | 10 177 | 421 | 127 | 15 | – | 10.6 |
| 44313 | Camera & photographic supplies stores | 3 | 1 052 | 103 | 22 | 6 | D | – |
| 443130 | Camera & photographic supplies stores | 3 | 1 052 | 103 | 22 | 6 | D | – |
| 444 | Building material & garden equipment & supplies dealers | 12 | 31 107 | 5 359 | 1 161 | 225 | 8.7 | 4.2 |
| 4441 | Building material & supplies dealers | 9 | 20 755 | 3 408 | 769 | 118 | – | 6.3 |
| 44419 | Other building material dealers | 6 | 18 434 | 3 102 | 695 | 96 | – | 1.4 |
| 444190 | Other building material dealers | 6 | 18 434 | 3 102 | 695 | 96 | – | 1.4 |
| 4442 | Lawn & garden equipment & supplies stores | 3 | 10 352 | 1 951 | 392 | 107 | D | – |
| 44422 | Nursery & garden centers | 2 | D | D | D | c | D | D |
| 444220 | Nursery & garden centers | 2 | D | D | D | c | D | D |
| 445 | Food & beverage stores | 14 | 89 350 | 9 780 | 2 204 | 377 | 2.2 | .8 |
| 4451 | Grocery stores | 7 | 84 515 | 9 423 | 2 139 | 357 | .3 | – |
| 44511 | Supermarkets & other grocery (except convenience) stores | 7 | 84 515 | 9 423 | 2 139 | 357 | .3 | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 7 | 84 515 | 9 423 | 2 139 | 357 | .3 | – |
| 446 | Health & personal care stores | 16 | 31 762 | 4 140 | 1 025 | 186 | 5.3 | .8 |
| 4461 | Health & personal care stores | 16 | 31 762 | 4 140 | 1 025 | 186 | 5.3 | .8 |
| 44611 | Pharmacies & drug stores | 8 | 28 697 | 3 635 | 899 | 154 | 3.9 | .8 |
| 446110 | Pharmacies & drug stores | 8 | 28 697 | 3 635 | 899 | 154 | 3.9 | .8 |
| 4461101 | Pharmacies & drug stores | 8 | 28 697 | 3 635 | 899 | 154 | 3.9 | .8 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 44619 | Other health & personal care stores | 5 | 2 122 | 321 | 79 | 19 | 4.8 | – |
| 446191 | Food (health) supplement stores | 5 | 2 122 | 321 | 79 | 19 | 4.8 | – |
| 447 | Gasoline stations | 16 | 41 327 | 2 510 | 490 | 168 | 9.2 | .1 |
| 4471 | Gasoline stations | 16 | 41 327 | 2 510 | 490 | 168 | 9.2 | .1 |
| 44711 | Gasoline stations with convenience stores | 6 | 15 265 | 678 | 195 | 48 | – | .2 |
| 447110 | Gasoline stations with convenience stores | 6 | 15 265 | 678 | 195 | 48 | – | .2 |
| 44719 | Other gasoline stations | 10 | 26 062 | 1 832 | 295 | 120 | 14.6 | – |
| 447190 | Other gasoline stations | 10 | 26 062 | 1 832 | 295 | 120 | 14.6 | – |
| 448 | Clothing & clothing accessories stores | 26 | 20 554 | 2 248 | 522 | 184 | 21.6 | 20.7 |
| 4481 | Clothing stores | 13 | 11 521 | 1 094 | 264 | 87 | 6.2 | 11.4 |
| 4482 | Shoe stores | 10 | 7 033 | 951 | 208 | 87 | 41.3 | 25.0 |
| 44821 | Shoe stores | 10 | 7 033 | 951 | 208 | 87 | 41.3 | 25.0 |
| 448210 | Shoe stores | 10 | 7 033 | 951 | 208 | 87 | 41.3 | 25.0 |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 9 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 3 | 2 000 | 203 | 50 | 10 | 40.4 | 59.5 |
| 451 | Sporting goods, hobby, book, & music stores | 16 | 11 369 | 1 331 | 323 | 119 | 7.6 | 1.2 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 14 | D | D | D | b | D | D |
| 45111 | Sporting goods stores | 9 | 4 862 | 618 | 163 | 43 | 7.3 | – |
| 451110 | Sporting goods stores | 9 | 4 862 | 618 | 163 | 43 | 7.3 | – |
| 4511101 | General-line sporting goods stores | 3 | 2 365 | 229 | 66 | 23 | 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 | 2 | D | D | D | b | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 1 | D | D | D | b | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 1 | D | D | D | b | D | D |
| 452 | General merchandise stores | 1 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 33 | D | D | D | e | D | D |
| 4532 | Office supplies, stationery, & gift stores | 10 | 16 851 | 1 267 | 316 | 102 | 4.3 | 6.8 |
| 45321 | Office supplies & stationery stores | 3 | 14 667 | 1 085 | 274 | 74 | – | 5.4 |
| 453210 | Office supplies & stationery stores | 3 | 14 667 | 1 085 | 274 | 74 | – | 5.4 |
| 4532102 | Office supplies stores | 3 | 14 667 | 1 085 | 274 | 74 | – | 5.4 |
| 4533 | Used merchandise stores | 7 | 2 850 | 442 | 81 | 26 | 36.5 | 16.0 |
| 45331 | Used merchandise stores | 7 | 2 850 | 442 | 81 | 26 | 36.5 | 16.0 |
| 453310 | Used merchandise stores | 7 | 2 850 | 442 | 81 | 26 | 36.5 | 16.0 |
| 4539 | Other miscellaneous store retailers | 13 | D | D | D | c | D | D |
| 45391 | Pet & pet supplies stores | 3 | D | D | D | b | D | D |
| 453910 | Pet & pet supplies stores | 3 | D | D | D | b | D | D |
| 45392 | Art dealers | 1 | D | D | D | a | D | D |
| 453920 | Art dealers | 1 | D | D | D | a | D | D |
| 45393 | Manufactured (mobile) home dealers | 2 | D | D | D | a | D | D |
| 453930 | Manufactured (mobile) home dealers | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LAKE FOREST, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 454 | Nonstore retailers | 7 | D | D | D | b | D | D |
| 4541 | Electronic shopping & mail-order houses | 5 | 12 212 | 1 136 | 261 | 41 | 17.9 | – |
| 45411 | Electronic shopping & mail-order houses | 5 | 12 212 | 1 136 | 261 | 41 | 17.9 | – |
| 454110 | Electronic shopping & mail-order houses | 5 | 12 212 | 1 136 | 261 | 41 | 17.9 | – |
| 4543 | Direct selling establishments | 1 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 1 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 1 | D | D | D | b | D | D |
| | **LAKEPORT, CA** | | | | | | | |
| **44-45** | **Retail trade** | **66** | **123 216** | **12 123** | **2 788** | **767** | **12.1** | **5.6** |
| 441 | Motor vehicle & parts dealers | 11 | 23 467 | 2 464 | 597 | 121 | 40.8 | 18.4 |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 44121 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 441210 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 5 | 2 030 | 210 | 59 | 18 | 24.2 | 9.1 |
| 4421 | Furniture stores | 4 | D | D | D | a | D | D |
| 44211 | Furniture stores | 4 | D | D | D | a | D | D |
| 442110 | Furniture stores | 4 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 4 | 1 822 | 158 | 34 | 10 | 4.1 | 65.6 |
| 4431 | Electronics & appliance stores | 4 | 1 822 | 158 | 34 | 10 | 4.1 | 65.6 |
| 44311 | Appliance, television, & other electronics stores | 3 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 4 | 9 065 | 973 | 223 | 42 | 10.6 | – |
| 4441 | Building material & supplies dealers | 3 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 2 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 2 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 7 | 37 607 | 4 301 | 944 | 254 | 2.0 | – |
| 4451 | Grocery stores | 7 | 37 607 | 4 301 | 944 | 254 | 2.0 | – |
| 446 | Health & personal care stores | 4 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 4 | D | D | D | b | D | D |
| 44619 | Other health & personal care stores | 1 | D | D | D | a | D | D |
| 446191 | Food (health) supplement stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 6 | 13 648 | 385 | 79 | 31 | 9.0 | – |
| 44711 | Gasoline stations with convenience stores | 3 | 12 422 | 341 | 69 | 22 | – | – |
| 447110 | Gasoline stations with convenience stores | 3 | 12 422 | 341 | 69 | 22 | – | – |
| 448 | Clothing & clothing accessories stores | 9 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 5 | 1 699 | 195 | 44 | 15 | 10.7 | 68.5 |
| 452 | General merchandise stores | 2 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 1 | D | D | D | a | D | D |
| 452990 | All other general merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 7 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 1 | D | D | D | a | D | D |
| | **LAKEWOOD, CA** | | | | | | | |
| **44-45** | **Retail trade** | **250** | **637 007** | **66 136** | **16 060** | **4 211** | **4.3** | **3.5** |
| 441 | Motor vehicle & parts dealers | 14 | 105 958 | 10 365 | 2 550 | 432 | – | 6.0 |
| 4411 | Automobile dealers | 4 | 93 238 | 7 453 | 1 927 | 332 | – | 6.8 |
| 4413 | Automotive parts, accessories, & tire stores | 10 | 12 720 | 2 912 | 623 | 100 | – | – |
| 44131 | Automotive parts & accessories stores | 6 | 6 113 | 1 385 | 196 | 51 | – | – |
| 441310 | Automotive parts & accessories stores | 6 | 6 113 | 1 385 | 196 | 51 | – | – |
| 44132 | Tire dealers | 4 | 6 607 | 1 527 | 427 | 49 | – | – |
| 441320 | Tire dealers | 4 | 6 607 | 1 527 | 427 | 49 | – | – |
| 442 | Furniture & home furnishings stores | 10 | D | D | D | b | D | D |
| 4422 | Home furnishings stores | 9 | 4 470 | 645 | 168 | 51 | 11.6 | – |
| 44229 | Other home furnishings stores | 6 | 3 821 | 519 | 149 | 41 | – | – |
| 442299 | All other home furnishings stores | 5 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 7 | 29 790 | 2 542 | 657 | 137 | 1.1 | 2.0 |
| 4431 | Electronics & appliance stores | 7 | 29 790 | 2 542 | 657 | 137 | 1.1 | 2.0 |
| 44311 | Appliance, television, & other electronics stores | 6 | D | D | D | c | D | D |
| 443112 | Radio, television, & other electronics stores | 5 | D | D | D | c | D | D |
| 44312 | Computer & software stores | 1 | D | D | D | a | D | D |
| 443120 | Computer & software 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LAKEWOOD, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 444 | Building material & garden equipment & supplies dealers | 4 | 43 081 | 4 574 | 1 175 | 204 | – | – |
| 4441 | Building material & supplies dealers | 3 | D | D | D | c | D | D |
| 44411 | Home centers | 1 | D | D | D | c | D | D |
| 444110 | Home centers | 1 | D | D | D | c | D | D |
| 44412 | Paint & wallpaper stores | 1 | D | D | D | a | D | D |
| 444120 | Paint & wallpaper stores | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 34 | 146 008 | 15 005 | 3 550 | 845 | 6.2 | 2.4 |
| 4451 | Grocery stores | 19 | 142 189 | 14 714 | 3 474 | 797 | 5.2 | 1.9 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 13 | 134 897 | 14 437 | 3 412 | 772 | .8 | 2.1 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 13 | 134 897 | 14 437 | 3 412 | 772 | .8 | 2.1 |
| 44512 | Convenience stores | 6 | 7 292 | 277 | 62 | 25 | 86.7 | – |
| 445120 | Convenience stores | 6 | 7 292 | 277 | 62 | 25 | 86.7 | – |
| 4452 | Specialty food stores | 7 | 1 853 | 228 | 62 | 39 | 10.5 | 13.4 |
| 446 | Health & personal care stores | 24 | 31 200 | 4 098 | 1 036 | 210 | 5.5 | 3.6 |
| 4461 | Health & personal care stores | 24 | 31 200 | 4 098 | 1 036 | 210 | 5.5 | 3.6 |
| 44611 | Pharmacies & drug stores | 7 | 22 875 | 2 815 | 712 | 120 | 5.7 | – |
| 446110 | Pharmacies & drug stores | 7 | 22 875 | 2 815 | 712 | 120 | 5.7 | – |
| 4461101 | Pharmacies & drug stores | 7 | 22 875 | 2 815 | 712 | 120 | 5.7 | – |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 6 | D | D | D | b | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 6 | D | D | D | b | D | D |
| 44613 | Optical goods stores | 9 | 4 708 | 804 | 206 | 47 | 8.8 | 4.9 |
| 446130 | Optical goods stores | 9 | 4 708 | 804 | 206 | 47 | 8.8 | 4.9 |
| 446191 | Food (health) supplement stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 17 | 32 257 | 1 558 | 337 | 136 | 17.7 | 8.1 |
| 4471 | Gasoline stations | 17 | 32 257 | 1 558 | 337 | 136 | 17.7 | 8.1 |
| 44719 | Other gasoline stations | 13 | 26 268 | 1 257 | 280 | 119 | 21.7 | – |
| 447190 | Other gasoline stations | 13 | 26 268 | 1 257 | 280 | 119 | 21.7 | – |
| 448 | Clothing & clothing accessories stores | 79 | 70 712 | 8 237 | 2 000 | 648 | 5.1 | 5.9 |
| 4481 | Clothing stores | 41 | 44 347 | 4 478 | 1 073 | 429 | 5.9 | 3.8 |
| 44811 | Men's clothing stores | 11 | 7 940 | 1 100 | 269 | 100 | 16.1 | 15.6 |
| 448110 | Men's clothing stores | 11 | 7 940 | 1 100 | 269 | 100 | 16.1 | 15.6 |
| 44812 | Women's clothing stores | 15 | 12 658 | 1 282 | 290 | 139 | 8.7 | .5 |
| 448120 | Women's clothing stores | 15 | 12 658 | 1 282 | 290 | 139 | 8.7 | .5 |
| 44814 | Family clothing stores | 7 | 18 777 | 1 478 | 343 | 123 | 1.3 | – |
| 448140 | Family clothing stores | 7 | 18 777 | 1 478 | 343 | 123 | 1.3 | – |
| 44815 | Clothing accessories stores | 5 | D | D | D | b | D | D |
| 448150 | Clothing accessories stores | 5 | D | D | D | b | D | D |
| 44819 | Other clothing stores | 3 | D | D | D | b | D | D |
| 448190 | Other clothing stores | 3 | D | D | D | b | D | D |
| 4482 | Shoe stores | 21 | 15 868 | 1 755 | 415 | 122 | – | 3.9 |
| 44821 | Shoe stores | 21 | 15 868 | 1 755 | 415 | 122 | – | 3.9 |
| 448210 | Shoe stores | 21 | 15 868 | 1 755 | 415 | 122 | – | 3.9 |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 3 | 1 016 | 142 | 39 | 12 | – | 61.5 |
| 4482103 | Children's & juveniles' shoe stores | 2 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 12 | 6 227 | 782 | 177 | 53 | – | – |
| 4482105 | Athletic footwear stores | 3 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 17 | 10 497 | 2 004 | 512 | 97 | 9.1 | 17.9 |
| 44831 | Jewelry stores | 16 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 16 | D | D | D | b | D | D |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 25 | 33 165 | 3 960 | 872 | 334 | 10.6 | 1.1 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 14 | 18 752 | 2 504 | 505 | 189 | 15.5 | 2.0 |
| 45111 | Sporting goods stores | 7 | 8 249 | 822 | 154 | 63 | 24.9 | 4.4 |
| 451110 | Sporting goods stores | 7 | 8 249 | 822 | 154 | 63 | 24.9 | 4.4 |
| 4511101 | General-line sporting goods stores | 3 | 5 124 | 456 | 97 | 41 | D | – |
| 45112 | Hobby, toy, & game stores | 5 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 5 | D | D | D | b | D | D |
| 45113 | Sewing, needlework, & piece goods stores | 1 | D | D | D | b | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 1 | D | D | D | b | D | D |
| 45114 | Musical instrument & supplies stores | 1 | D | D | D | b | D | D |
| 451140 | Musical instrument & supplies stores | 1 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 11 | 14 413 | 1 456 | 367 | 145 | 4.2 | – |
| 45121 | Book stores & news dealers | 4 | 4 908 | 494 | 133 | 46 | 11.6 | – |
| 451211 | Book stores | 4 | 4 908 | 494 | 133 | 46 | 11.6 | – |
| 4512111 | Book stores, general | 3 | D | D | D | b | D | D |
| 4512113 | College book stores | 1 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 7 | 9 505 | 962 | 234 | 99 | .3 | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 7 | 9 505 | 962 | 234 | 99 | .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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LAKEWOOD, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 8 | 117 965 | 12 082 | 2 891 | 809 | .5 | .8 |
| 4521 | Department stores (incl leased depts) ## | 4 | 111 760 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 4 | 111 760 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 4 | 109 864 | 11 169 | 2 704 | 757 | – | – |
| 45211 | Department stores (excl leased depts) | 4 | 109 864 | 11 169 | 2 704 | 757 | – | – |
| 452110 | Department stores (excl leased depts) | 4 | 109 864 | 11 169 | 2 704 | 757 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4521103 | National chain department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 4 | 8 101 | 913 | 187 | 52 | 6.6 | 11.0 |
| 452990 | All other general merchandise stores | 4 | 8 101 | 913 | 187 | 52 | 6.6 | 11.0 |
| 4529901 | Variety stores | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 3 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 24 | D | D | D | e | D | D |
| 4532 | Office supplies, stationery, & gift stores | 9 | D | D | D | c | D | D |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | b | D | D |
| 45322 | Gift, novelty, & souvenir stores | 8 | 5 841 | 707 | 170 | 104 | – | – |
| 453220 | Gift, novelty, & souvenir stores | 8 | 5 841 | 707 | 170 | 104 | – | – |
| 4533 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 11 | 9 933 | 1 122 | 263 | 110 | 9.4 | 12.7 |
| 45391 | Pet & pet supplies stores | 5 | 3 486 | 452 | 91 | 42 | 6.5 | 11.2 |
| 453910 | Pet & pet supplies stores | 5 | 3 486 | 452 | 91 | 42 | 6.5 | 11.2 |
| 45399 | All other miscellaneous store retailers | 6 | 6 447 | 670 | 172 | 68 | 11.0 | 13.5 |
| 454 | Nonstore retailers | 4 | D | D | D | b | D | D |
| | **LA MESA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **281** | **872 093** | **84 567** | **20 085** | **4 491** | **6.4** | **3.4** |
| 441 | Motor vehicle & parts dealers | 25 | 306 885 | 28 840 | 6 296 | 813 | .5 | 1.6 |
| 4411 | Automobile dealers | 8 | D | D | D | f | D | D |
| 44111 | New car dealers | 6 | 277 371 | 24 295 | 5 436 | 632 | – | – |
| 441110 | New car dealers | 6 | 277 371 | 24 295 | 5 436 | 632 | – | – |
| 4412 | Other motor vehicle dealers | 4 | D | D | D | b | D | D |
| 44121 | Recreational vehicle dealers | 3 | 12 075 | 1 241 | 58 | 33 | D | 6.7 |
| 441210 | Recreational vehicle dealers | 3 | 12 075 | 1 241 | 58 | 33 | D | 6.7 |
| 4413 | Automotive parts, accessories, & tire stores | 13 | 16 482 | 3 169 | 767 | 141 | – | 24.3 |
| 44131 | Automotive parts & accessories stores | 9 | 9 955 | 1 631 | 373 | 71 | – | 18.3 |
| 441310 | Automotive parts & accessories stores | 9 | 9 955 | 1 631 | 373 | 71 | – | 18.3 |
| 44132 | Tire dealers | 4 | 6 527 | 1 538 | 394 | 70 | – | 33.3 |
| 441320 | Tire dealers | 4 | 6 527 | 1 538 | 394 | 70 | – | 33.3 |
| 442 | Furniture & home furnishings stores | 16 | 16 336 | 1 960 | 471 | 118 | 16.7 | 4.9 |
| 4421 | Furniture stores | 4 | 4 950 | 605 | 126 | 28 | – | 14.0 |
| 44211 | Furniture stores | 4 | 4 950 | 605 | 126 | 28 | – | 14.0 |
| 442110 | Furniture stores | 4 | 4 950 | 605 | 126 | 28 | – | 14.0 |
| 4422 | Home furnishings stores | 12 | 11 386 | 1 355 | 345 | 90 | 23.9 | 1.0 |
| 44221 | Floor covering stores | 5 | 2 938 | 295 | 87 | 16 | 73.4 | – |
| 442210 | Floor covering stores | 5 | 2 938 | 295 | 87 | 16 | 73.4 | – |
| 44229 | Other home furnishings stores | 7 | 8 448 | 1 060 | 258 | 74 | 6.7 | 1.3 |
| 442299 | All other home furnishings stores | 6 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 24 | 59 123 | 4 973 | 1 026 | 260 | 9.4 | 4.2 |
| 4431 | Electronics & appliance stores | 24 | 59 123 | 4 973 | 1 026 | 260 | 9.4 | 4.2 |
| 44311 | Appliance, television, & other electronics stores | 13 | 34 653 | 3 323 | 854 | 158 | 2.8 | 7.1 |
| 443111 | Household appliance stores | 5 | 2 876 | 344 | 81 | 17 | 34.2 | 3.2 |
| 443112 | Radio, television, & other electronics stores | 8 | 31 777 | 2 979 | 773 | 141 | – | 7.4 |
| 44312 | Computer & software stores | 8 | 22 245 | 1 394 | 105 | 81 | 13.8 | .1 |
| 443120 | Computer & software stores | 8 | 22 245 | 1 394 | 105 | 81 | 13.8 | .1 |
| 44313 | Camera & photographic supplies stores | 3 | 2 225 | 256 | 67 | 21 | D | – |
| 443130 | Camera & photographic supplies stores | 3 | 2 225 | 256 | 67 | 21 | D | – |
| 444 | Building material & garden equipment & supplies dealers | 10 | 15 581 | 2 394 | 581 | 103 | 2.4 | – |
| 4441 | Building material & supplies dealers | 9 | D | D | D | c | 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 | 4 | 11 712 | 1 901 | 457 | 82 | – | – |
| 444190 | Other building material dealers | 4 | 11 712 | 1 901 | 457 | 82 | – | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LA MESA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 445 | Food & beverage stores | 36 | 121 223 | 12 419 | 2 838 | 661 | 16.2 | 1.5 |
| 4451 | Grocery stores | 20 | 112 634 | 11 709 | 2 634 | 599 | 16.1 | 1.0 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 11 | 107 394 | 11 205 | 2 501 | 532 | 13.9 | .1 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 11 | 107 394 | 11 205 | 2 501 | 532 | 13.9 | .1 |
| 44512 | Convenience stores | 9 | 5 240 | 504 | 133 | 67 | 61.7 | 19.8 |
| 445120 | Convenience stores | 9 | 5 240 | 504 | 133 | 67 | 61.7 | 19.8 |
| 4452 | Specialty food stores | 8 | 2 712 | 369 | 93 | 39 | 3.4 | 10.7 |
| 4453 | Beer, wine, & liquor stores | 8 | 5 877 | 341 | 111 | 23 | 24.5 | 7.7 |
| 44531 | Beer, wine, & liquor stores | 8 | 5 877 | 341 | 111 | 23 | 24.5 | 7.7 |
| 445310 | Beer, wine, & liquor stores | 8 | 5 877 | 341 | 111 | 23 | 24.5 | 7.7 |
| 446 | Health & personal care stores | 28 | 37 710 | 6 549 | 1 636 | 337 | 8.4 | 1.6 |
| 4461 | Health & personal care stores | 28 | 37 710 | 6 549 | 1 636 | 337 | 8.4 | 1.6 |
| 44611 | Pharmacies & drug stores | 11 | 30 960 | 4 874 | 1 228 | 239 | 6.6 | – |
| 446110 | Pharmacies & drug stores | 11 | 30 960 | 4 874 | 1 228 | 239 | 6.6 | – |
| 4461101 | Pharmacies & drug stores | 11 | 30 960 | 4 874 | 1 228 | 239 | 6.6 | – |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 4 | 1 799 | 302 | 74 | 19 | – | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 4 | 1 799 | 302 | 74 | 19 | – | – |
| 44613 | Optical goods stores | 6 | 1 513 | 600 | 151 | 36 | 35.3 | 40.8 |
| 446130 | Optical goods stores | 6 | 1 513 | 600 | 151 | 36 | 35.3 | 40.8 |
| 44619 | Other health & personal care stores | 7 | 3 438 | 773 | 183 | 43 | 17.6 | – |
| 446191 | Food (health) supplement stores | 3 | 1 838 | 322 | 77 | 20 | D | – |
| 447 | Gasoline stations | 23 | 44 163 | 2 439 | 624 | 212 | 25.5 | 25.0 |
| 4471 | Gasoline stations | 23 | 44 163 | 2 439 | 624 | 212 | 25.5 | 25.0 |
| 44711 | Gasoline stations with convenience stores | 11 | 21 969 | 951 | 194 | 73 | 20.1 | 6.4 |
| 447110 | Gasoline stations with convenience stores | 11 | 21 969 | 951 | 194 | 73 | 20.1 | 6.4 |
| 44719 | Other gasoline stations | 12 | 22 194 | 1 488 | 430 | 139 | 30.9 | 43.4 |
| 447190 | Other gasoline stations | 12 | 22 194 | 1 488 | 430 | 139 | 30.9 | 43.4 |
| 448 | Clothing & clothing accessories stores | 39 | 30 029 | 3 684 | 852 | 267 | 12.4 | 3.3 |
| 4481 | Clothing stores | 20 | 19 952 | 2 017 | 511 | 173 | 7.8 | 2.2 |
| 44813 | Children's & infants' clothing stores | 2 | D | D | D | b | D | D |
| 448130 | Children's & infants' clothing stores | 2 | D | D | D | b | D | D |
| 44815 | Clothing accessories stores | 3 | 642 | 107 | 29 | 9 | D | – |
| 448150 | Clothing accessories stores | 3 | 642 | 107 | 29 | 9 | D | – |
| 44819 | Other clothing stores | 2 | D | D | D | a | D | D |
| 448190 | Other clothing stores | 2 | D | D | D | a | D | D |
| 4482 | Shoe stores | 11 | 5 592 | 889 | 175 | 54 | 4.8 | – |
| 44821 | Shoe stores | 11 | 5 592 | 889 | 175 | 54 | 4.8 | – |
| 448210 | Shoe stores | 11 | 5 592 | 889 | 175 | 54 | 4.8 | – |
| 4482102 | Women's shoe stores | 2 | D | D | D | a | D | D |
| 4482105 | Athletic footwear stores | 3 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 8 | 4 485 | 778 | 166 | 40 | 42.7 | 12.3 |
| 44831 | Jewelry stores | 7 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 7 | D | D | D | b | D | D |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 26 | 52 220 | 5 786 | 1 333 | 478 | 5.9 | 4.1 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 18 | 38 425 | 4 467 | 1 014 | 349 | 6.2 | 5.6 |
| 45111 | Sporting goods stores | 6 | 17 380 | 2 516 | 585 | 176 | – | .7 |
| 451110 | Sporting goods stores | 6 | 17 380 | 2 516 | 585 | 176 | – | .7 |
| 4511101 | General-line sporting goods stores | 3 | D | D | D | c | D | D |
| 4511102 | Specialty-line sporting goods stores | 3 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 5 | 15 399 | 1 158 | 255 | 93 | 3.0 | 13.3 |
| 451120 | Hobby, toy, & game stores | 5 | 15 399 | 1 158 | 255 | 93 | 3.0 | 13.3 |
| 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 | 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 | 13 795 | 1 319 | 319 | 129 | 5.2 | – |
| 45121 | Book stores & news dealers | 5 | 10 905 | 1 045 | 239 | 94 | 6.6 | – |
| 451211 | Book stores | 5 | 10 905 | 1 045 | 239 | 94 | 6.6 | – |
| 4512111 | Book stores, general | 2 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 3 | D | D | D | b | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 3 | 2 890 | 274 | 80 | 35 | – | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 3 | 2 890 | 274 | 80 | 35 | – | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LA MESA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 7 | 156 417 | 12 135 | 3 572 | 921 | – | 1.9 |
| 4521 | Department stores (incl leased depts) ## | 3 | 82 244 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 3 | 82 244 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 3 | 82 057 | 7 441 | 1 834 | 534 | – | – |
| 45211 | Department stores (excl leased depts) | 3 | 82 057 | 7 441 | 1 834 | 534 | – | – |
| 452110 | Department stores (excl leased depts) | 3 | 82 057 | 7 441 | 1 834 | 534 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 1 | D | D | D | e | D | D |
| 4521103 | National chain department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 4529 | Other general merchandise stores | 4 | 74 360 | 4 694 | 1 738 | 387 | – | 4.0 |
| 45291 | Warehouse clubs & superstores | 1 | D | D | D | e | D | D |
| 452910 | Warehouse clubs & superstores | 1 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 3 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 3 | D | D | D | c | D | D |
| 4529902 | Catalog showrooms | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 38 | 27 370 | 2 663 | 692 | 288 | 6.7 | 3.1 |
| 4531 | Florists | 8 | 2 637 | 463 | 118 | 50 | 21.4 | 7.8 |
| 45311 | Florists | 8 | 2 637 | 463 | 118 | 50 | 21.4 | 7.8 |
| 453110 | Florists | 8 | 2 637 | 463 | 118 | 50 | 21.4 | 7.8 |
| 4532 | Office supplies, stationery, & gift stores | 16 | 19 088 | 1 462 | 382 | 139 | .8 | 3.4 |
| 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 |
| 45322 | Gift, novelty, & souvenir stores | 13 | D | D | D | b | D | D |
| 453220 | Gift, novelty, & souvenir stores | 13 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 3 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 3 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 3 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 11 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 3 | 2 286 | 178 | 45 | 32 | – | – |
| 453910 | Pet & pet supplies stores | 3 | 2 286 | 178 | 45 | 32 | – | – |
| 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 | 5 | 1 317 | 163 | 50 | 21 | 44.4 | – |
| 454 | Nonstore retailers | 9 | 5 036 | 725 | 164 | 33 | 63.3 | 12.9 |
| 4542 | Vending machine operators | 3 | D | D | D | a | D | D |
| 45421 | Vending machine operators | 3 | D | D | D | a | D | D |
| 454210 | Vending machine operators | 3 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 4 | 2 602 | 354 | 81 | 16 | 54.0 | – |
| 454390 | Other direct selling establishments | 4 | 2 602 | 354 | 81 | 16 | 54.0 | – |
| | **LA MIRADA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **95** | **287 743** | **29 025** | **6 693** | **1 394** | **4.5** | **3.3** |
| 441 | Motor vehicle & parts dealers | 16 | 80 687 | 5 853 | 1 436 | 215 | 1.4 | 2.3 |
| 4411 | Automobile dealers | 3 | D | D | D | b | D | D |
| 4412 | Other motor vehicle dealers | 2 | D | D | D | b | D | D |
| 44121 | Recreational vehicle dealers | 1 | D | D | D | b | D | D |
| 441210 | Recreational vehicle dealers | 1 | D | D | D | b | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 11 | 18 135 | 1 973 | 456 | 92 | 5.5 | 10.1 |
| 44131 | Automotive parts & accessories stores | 8 | 12 720 | 1 268 | 306 | 67 | 1.7 | 14.4 |
| 441310 | Automotive parts & accessories stores | 8 | 12 720 | 1 268 | 306 | 67 | 1.7 | 14.4 |
| 44132 | Tire dealers | 3 | 5 415 | 705 | 150 | 25 | D | – |
| 441320 | Tire dealers | 3 | 5 415 | 705 | 150 | 25 | D | – |
| 442 | Furniture & home furnishings stores | 5 | D | D | D | b | D | D |
| 4421 | Furniture stores | 3 | 2 698 | 265 | 56 | 16 | D | 22.9 |
| 44211 | Furniture stores | 3 | 2 698 | 265 | 56 | 16 | D | 22.9 |
| 442110 | Furniture stores | 3 | 2 698 | 265 | 56 | 16 | D | 22.9 |
| 443 | Electronics & appliance stores | 8 | 2 893 | 407 | 75 | 18 | 48.7 | 16.5 |
| 4431 | Electronics & appliance stores | 8 | 2 893 | 407 | 75 | 18 | 48.7 | 16.5 |
| 44311 | Appliance, television, & other electronics stores | 5 | 2 041 | 333 | 58 | 13 | 50.8 | – |
| 443112 | Radio, television, & other electronics stores | 5 | 2 041 | 333 | 58 | 13 | 50.8 | – |
| 444 | Building material & garden equipment & supplies dealers | 3 | D | D | D | c | D | D |
| 4441 | Building material & supplies dealers | 3 | D | D | D | c | D | D |
| 44411 | Home centers | 1 | D | D | D | c | D | D |
| 444110 | Home centers | 1 | D | D | D | c | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LA MIRADA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 445 | Food & beverage stores | 15 | 73 762 | 7 975 | 1 632 | 370 | 3.9 | 2.6 |
| 4451 | Grocery stores | 7 | 70 992 | 7 765 | 1 580 | 346 | .2 | 2.7 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 7 | 70 992 | 7 765 | 1 580 | 346 | .2 | 2.7 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 7 | 70 992 | 7 765 | 1 580 | 346 | .2 | 2.7 |
| 4452 | Specialty food stores | 5 | 1 280 | 137 | 34 | 17 | 96.1 | – |
| 446 | Health & personal care stores | 7 | D | D | D | c | D | D |
| 4461 | Health & personal care stores | 7 | D | D | D | c | D | D |
| 447 | Gasoline stations | 10 | 15 150 | 636 | 131 | 44 | 33.7 | – |
| 448 | Clothing & clothing accessories stores | 9 | 9 029 | 713 | 160 | 60 | 2.6 | 1.6 |
| 4481 | Clothing stores | 4 | 7 615 | 518 | 116 | 45 | 2.2 | 1.9 |
| 44813 | Children's & infants' clothing stores | 1 | D | D | D | a | D | D |
| 448130 | Children's & infants' clothing stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 6 | 14 062 | 1 320 | 311 | 98 | 4.5 | .1 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 6 | 14 062 | 1 320 | 311 | 98 | 4.5 | .1 |
| 45112 | Hobby, toy, & game stores | 3 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 3 | D | D | D | b | D | D |
| 452 | General merchandise stores | 2 | D | D | D | b | D | D |
| 45299 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 4529901 | Variety stores | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 11 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 4 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 3 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 1 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 3 | 10 562 | 3 383 | 717 | 119 | – | 4.0 |
| 4542 | Vending machine operators | 1 | D | D | D | b | D | D |
| 45421 | Vending machine operators | 1 | D | D | D | b | D | D |
| 454210 | Vending machine operators | 1 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 2 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 2 | D | D | D | b | D | D |
| | **LANCASTER, CA** | | | | | | | |
| **44-45** | **Retail trade** | **326** | **715 792** | **75 480** | **17 892** | **3 906** | **14.1** | **9.5** |
| 441 | Motor vehicle & parts dealers | 51 | 206 341 | 23 479 | 5 228 | 770 | 25.6 | 18.9 |
| 4411 | Automobile dealers | 20 | 157 869 | 16 501 | 3 737 | 486 | 31.5 | 23.6 |
| 44111 | New car dealers | 9 | 142 409 | 14 627 | 3 346 | 418 | 30.6 | 26.2 |
| 441110 | New car dealers | 9 | 142 409 | 14 627 | 3 346 | 418 | 30.6 | 26.2 |
| 44112 | Used car dealers | 11 | 15 460 | 1 874 | 391 | 68 | 39.8 | – |
| 441120 | Used car dealers | 11 | 15 460 | 1 874 | 391 | 68 | 39.8 | – |
| 4412 | Other motor vehicle dealers | 5 | 20 514 | 2 102 | 482 | 72 | 8.4 | – |
| 44121 | Recreational vehicle dealers | 1 | D | D | D | b | D | D |
| 441210 | Recreational vehicle dealers | 1 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 4 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 4 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 26 | 27 958 | 4 876 | 1 009 | 212 | 4.4 | 5.9 |
| 44131 | Automotive parts & accessories stores | 20 | 19 929 | 3 502 | 671 | 151 | 2.2 | 2.2 |
| 441310 | Automotive parts & accessories stores | 20 | 19 929 | 3 502 | 671 | 151 | 2.2 | 2.2 |
| 44132 | Tire dealers | 6 | 8 029 | 1 374 | 338 | 61 | 9.8 | 15.0 |
| 441320 | Tire dealers | 6 | 8 029 | 1 374 | 338 | 61 | 9.8 | 15.0 |
| 442 | Furniture & home furnishings stores | 23 | 23 175 | 3 186 | 751 | 164 | 13.7 | 6.7 |
| 4421 | Furniture stores | 14 | 17 124 | 2 171 | 535 | 112 | 12.9 | 6.9 |
| 44211 | Furniture stores | 14 | 17 124 | 2 171 | 535 | 112 | 12.9 | 6.9 |
| 442110 | Furniture stores | 14 | 17 124 | 2 171 | 535 | 112 | 12.9 | 6.9 |
| 4422 | Home furnishings stores | 9 | 6 051 | 1 015 | 216 | 52 | 16.2 | 6.3 |
| 44221 | Floor covering stores | 6 | 5 458 | 913 | 192 | 41 | 7.1 | 7.0 |
| 442210 | Floor covering stores | 6 | 5 458 | 913 | 192 | 41 | 7.1 | 7.0 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LANCASTER, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 443 | Electronics & appliance stores | 14 | 22 229 | 2 267 | 509 | 117 | 5.3 | 6.9 |
| 4431 | Electronics & appliance stores | 14 | 22 229 | 2 267 | 509 | 117 | 5.3 | 6.9 |
| 44311 | Appliance, television, & other electronics stores | 12 | D | D | D | c | D | D |
| 443112 | Radio, television, & other electronics stores | 5 | 18 414 | 1 667 | 398 | 90 | – | 1.1 |
| 44312 | Computer & software stores | 1 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 1 | 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 | 29 | 56 145 | 6 050 | 1 538 | 252 | 3.3 | 1.9 |
| 4441 | Building material & supplies dealers | 24 | 48 698 | 5 165 | 1 341 | 209 | .5 | 2.2 |
| 44419 | Other building material dealers | 18 | 40 283 | 4 336 | 1 127 | 149 | .6 | 1.7 |
| 444190 | Other building material dealers | 18 | 40 283 | 4 336 | 1 127 | 149 | .6 | 1.7 |
| 4442 | Lawn & garden equipment & supplies stores | 5 | 7 447 | 885 | 197 | 43 | 21.3 | – |
| 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 | 40 | 160 057 | 14 898 | 3 601 | 757 | 6.6 | 4.5 |
| 4451 | Grocery stores | 18 | 149 869 | 14 394 | 3 485 | 695 | 1.7 | 4.7 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 14 | 147 987 | 14 294 | 3 465 | 683 | .4 | 4.7 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 14 | 147 987 | 14 294 | 3 465 | 683 | .4 | 4.7 |
| 4452 | Specialty food stores | 9 | 3 664 | 319 | 74 | 38 | 55.3 | 4.8 |
| 4453 | Beer, wine, & liquor stores | 13 | 6 524 | 185 | 42 | 24 | 91.8 | 1.6 |
| 44531 | Beer, wine, & liquor stores | 13 | 6 524 | 185 | 42 | 24 | 91.8 | 1.6 |
| 445310 | Beer, wine, & liquor stores | 13 | 6 524 | 185 | 42 | 24 | 91.8 | 1.6 |
| 446 | Health & personal care stores | 26 | 56 170 | 8 666 | 2 132 | 370 | 7.3 | 1.5 |
| 4461 | Health & personal care stores | 26 | 56 170 | 8 666 | 2 132 | 370 | 7.3 | 1.5 |
| 44611 | Pharmacies & drug stores | 14 | 47 259 | 7 043 | 1 755 | 276 | 7.1 | – |
| 446110 | Pharmacies & drug stores | 14 | 47 259 | 7 043 | 1 755 | 276 | 7.1 | – |
| 4461101 | Pharmacies & drug stores | 14 | 47 259 | 7 043 | 1 755 | 276 | 7.1 | – |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 5 | 2 315 | 222 | 52 | 19 | 16.6 | 29.2 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 5 | 2 315 | 222 | 52 | 19 | 16.6 | 29.2 |
| 44613 | Optical goods stores | 3 | 2 605 | 478 | 123 | 25 | D | – |
| 446130 | Optical goods stores | 3 | 2 605 | 478 | 123 | 25 | D | – |
| 44619 | Other health & personal care stores | 4 | 3 991 | 923 | 202 | 50 | – | 4.8 |
| 446191 | Food (health) supplement stores | 2 | D | D | D | b | D | D |
| 447 | Gasoline stations | 30 | 66 960 | 2 772 | 623 | 272 | 26.8 | 16.3 |
| 4471 | Gasoline stations | 30 | 66 960 | 2 772 | 623 | 272 | 26.8 | 16.3 |
| 44711 | Gasoline stations with convenience stores | 16 | 35 768 | 1 406 | 338 | 148 | 27.4 | 4.2 |
| 447110 | Gasoline stations with convenience stores | 16 | 35 768 | 1 406 | 338 | 148 | 27.4 | 4.2 |
| 44719 | Other gasoline stations | 14 | 31 192 | 1 366 | 285 | 124 | 26.0 | 30.1 |
| 447190 | Other gasoline stations | 14 | 31 192 | 1 366 | 285 | 124 | 26.0 | 30.1 |
| 448 | Clothing & clothing accessories stores | 38 | 26 261 | 2 840 | 707 | 248 | 9.9 | 2.8 |
| 4481 | Clothing stores | 22 | 19 289 | 1 914 | 463 | 166 | 7.0 | 3.3 |
| 44813 | Children's & infants' clothing stores | 1 | D | D | D | a | D | D |
| 448130 | Children's & infants' clothing stores | 1 | D | D | D | a | D | D |
| 44814 | Family clothing stores | 8 | 13 826 | 1 201 | 280 | 94 | 7.3 | – |
| 448140 | Family clothing stores | 8 | 13 826 | 1 201 | 280 | 94 | 7.3 | – |
| 4482 | Shoe stores | 11 | 5 785 | 661 | 180 | 57 | 6.7 | – |
| 44821 | Shoe stores | 11 | 5 785 | 661 | 180 | 57 | 6.7 | – |
| 448210 | Shoe stores | 11 | 5 785 | 661 | 180 | 57 | 6.7 | – |
| 4482101 | Men's shoe stores | 2 | D | D | D | a | D | D |
| 4482105 | Athletic footwear stores | 2 | D | D | D | b | D | D |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 28 | 24 249 | 2 420 | 632 | 275 | 5.1 | 1.3 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 17 | 18 188 | 1 601 | 376 | 152 | 5.9 | 1.8 |
| 45111 | Sporting goods stores | 9 | 5 485 | 516 | 127 | 52 | 7.2 | 5.9 |
| 451110 | Sporting goods stores | 9 | 5 485 | 516 | 127 | 52 | 7.2 | 5.9 |
| 4511101 | General-line sporting goods stores | 4 | 3 611 | 333 | 82 | 30 | 10.9 | 9.0 |
| 45112 | Hobby, toy, & game stores | 2 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 2 | D | D | D | b | D | D |
| 45113 | Sewing, needlework, & piece goods stores | 4 | 3 154 | 409 | 116 | 51 | – | – |
| 451130 | Sewing, needlework, & piece goods stores | 4 | 3 154 | 409 | 116 | 51 | – | – |
| 4512 | Book, periodical, & music stores | 11 | 6 061 | 819 | 256 | 123 | 2.9 | – |
| 45121 | Book stores & news dealers | 8 | 3 781 | 528 | 181 | 94 | 4.6 | – |
| 451211 | Book stores | 8 | 3 781 | 528 | 181 | 94 | 4.6 | – |
| 4512111 | Book stores, general | 7 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 1 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 3 | 2 280 | 291 | 75 | 29 | – | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 3 | 2 280 | 291 | 75 | 29 | – | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LANCASTER, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 6 | 48 339 | 4 922 | 1 188 | 405 | – | 6.4 |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | b | D | D |
| 45299 | All other general merchandise stores | 3 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 3 | D | D | D | b | D | D |
| 4529901 | Variety stores | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 33 | D | D | D | c | D | D |
| 4531 | Florists | 7 | 2 499 | 436 | 116 | 49 | 18.8 | – |
| 45311 | Florists | 7 | 2 499 | 436 | 116 | 49 | 18.8 | – |
| 453110 | Florists | 7 | 2 499 | 436 | 116 | 49 | 18.8 | – |
| 4532 | Office supplies, stationery, & gift stores | 5 | 7 173 | 553 | 139 | 52 | 1.2 | – |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 4 | 1 575 | 598 | 128 | 50 | 9.1 | 40.9 |
| 45331 | Used merchandise stores | 4 | 1 575 | 598 | 128 | 50 | 9.1 | 40.9 |
| 453310 | Used merchandise stores | 4 | 1 575 | 598 | 128 | 50 | 9.1 | 40.9 |
| 4539 | Other miscellaneous store retailers | 17 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 3 | 1 299 | 245 | 60 | 25 | D | – |
| 453910 | Pet & pet supplies stores | 3 | 1 299 | 245 | 60 | 25 | D | – |
| 45392 | Art dealers | 1 | D | D | D | a | D | D |
| 453920 | Art dealers | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 13 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 8 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 7 | 7 034 | 1 296 | 343 | 54 | 22.4 | 5.9 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 3 | 2 967 | 447 | 127 | 17 | – | – |
| 45439 | Other direct selling establishments | 4 | 4 067 | 849 | 216 | 37 | 38.8 | 10.3 |
| 454390 | Other direct selling establishments | 4 | 4 067 | 849 | 216 | 37 | 38.8 | 10.3 |
| | **LA PALMA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **36** | **128 759** | **9 892** | **2 312** | **376** | **13.7** | **1.4** |
| 441 | Motor vehicle & parts dealers | 1 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 2 | D | D | D | b | D | D |
| 4441 | Building material & supplies dealers | 1 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 1 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 1 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 9 | 15 144 | 1 594 | 415 | 81 | 35.8 | .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 | 8 | 19 802 | 699 | 141 | 26 | 51.7 | 3.7 |
| 4471 | Gasoline stations | 8 | 19 802 | 699 | 141 | 26 | 51.7 | 3.7 |
| 44719 | Other gasoline stations | 7 | D | D | D | b | D | D |
| 447190 | Other gasoline stations | 7 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 3 | 1 513 | 116 | 32 | 16 | D | – |
| 44813 | Children's & infants' clothing stores | 1 | D | D | D | a | D | D |
| 448130 | Children's & infants' clothing stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 45392 | Art dealers | 1 | D | D | D | a | D | D |
| 453920 | Art dealers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 1 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 1 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 1 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LA PUENTE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **100** | **228 227** | **19 945** | **4 443** | **1 125** | **10.8** | **4.8** |
| 441 | Motor vehicle & parts dealers | 17 | 87 129 | 5 543 | 1 397 | 228 | 2.6 | 3.4 |
| 4411 | Automobile dealers | 4 | D | D | D | c | D | D |
| 44112 | Used car dealers | 2 | D | D | D | b | D | D |
| 441120 | Used car dealers | 2 | D | D | D | b | D | D |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 1 | D | D | D | b | D | D |
| 441222 | Boat dealers | 1 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 12 | 10 017 | 1 935 | 415 | 90 | 1.2 | 29.4 |
| 44131 | Automotive parts & accessories stores | 9 | 7 439 | 1 128 | 260 | 70 | 1.7 | 13.8 |
| 441310 | Automotive parts & accessories stores | 9 | 7 439 | 1 128 | 260 | 70 | 1.7 | 13.8 |
| 442 | Furniture & home furnishings stores | 7 | 6 763 | 825 | 189 | 55 | 59.3 | 3.9 |
| 4421 | Furniture stores | 4 | 5 989 | 702 | 163 | 49 | 60.8 | – |
| 44211 | Furniture stores | 4 | 5 989 | 702 | 163 | 49 | 60.8 | – |
| 442110 | Furniture stores | 4 | 5 989 | 702 | 163 | 49 | 60.8 | – |
| 443 | Electronics & appliance stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 4 | 7 768 | 1 220 | 296 | 66 | 17.6 | – |
| 44413 | Hardware stores | 1 | D | D | D | b | D | D |
| 444130 | Hardware stores | 1 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 25 | 70 184 | 7 203 | 1 397 | 416 | 12.4 | 2.1 |
| 4451 | Grocery stores | 10 | 62 154 | 6 370 | 1 194 | 343 | 6.0 | .6 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 6 | 59 535 | 6 176 | 1 147 | 327 | 4.0 | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 6 | 59 535 | 6 176 | 1 147 | 327 | 4.0 | – |
| 4452 | Specialty food stores | 9 | 5 295 | 677 | 161 | 53 | 61.2 | 9.3 |
| 446 | Health & personal care stores | 6 | D | D | D | c | D | D |
| 4461 | Health & personal care stores | 6 | D | D | D | c | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 12 | 23 695 | 712 | 88 | 52 | 19.3 | 10.5 |
| 4471 | Gasoline stations | 12 | 23 695 | 712 | 88 | 52 | 19.3 | 10.5 |
| 44711 | Gasoline stations with convenience stores | 7 | 11 291 | 494 | 47 | 31 | – | 1.4 |
| 447110 | Gasoline stations with convenience stores | 7 | 11 291 | 494 | 47 | 31 | – | 1.4 |
| 44719 | Other gasoline stations | 5 | 12 404 | 218 | 41 | 21 | 36.8 | 18.7 |
| 447190 | Other gasoline stations | 5 | 12 404 | 218 | 41 | 21 | 36.8 | 18.7 |
| 448 | Clothing & clothing accessories stores | 10 | 4 417 | 583 | 159 | 70 | 18.6 | 1.1 |
| 451 | Sporting goods, hobby, book, & music stores | 3 | 1 403 | 122 | 30 | 10 | 100.0 | – |
| 452 | General merchandise stores | 3 | 7 453 | 933 | 199 | 63 | – | 44.0 |
| 45299 | All other general merchandise stores | 3 | 7 453 | 933 | 199 | 63 | – | 44.0 |
| 452990 | All other general merchandise stores | 3 | 7 453 | 933 | 199 | 63 | – | 44.0 |
| 4529901 | Variety stores | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 10 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 5 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **LA QUINTA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **34** | **133 741** | **12 997** | **2 680** | **620** | **5.0** | **2.1** |
| 441 | Motor vehicle & parts dealers | 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 | 4 | 17 842 | 2 661 | 83 | 11 | 1.8 | 7.5 |
| 4441 | Building material & supplies dealers | 4 | 17 842 | 2 661 | 83 | 11 | 1.8 | 7.5 |
| 44411 | Home centers | 1 | D | D | D | a | D | D |
| 444110 | Home centers | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 5 | 31 857 | 3 792 | 1 047 | 153 | .2 | 1.6 |
| 4451 | Grocery stores | 3 | D | D | D | c | D | D |
| 446 | Health & personal care stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 4 | 10 687 | 347 | 85 | 32 | 27.2 | – |
| 44711 | Gasoline stations with convenience stores | 3 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 3 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 8 | 2 385 | 275 | 62 | 26 | 6.7 | 2.1 |

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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LA QUINTA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 2 | D | D | D | a | D | D |
| 4511 | Sporting goods, hobby, & musical instrument stores | 2 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | e | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 1 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 3 | D | D | D | a | D | D |
| 4543 | Direct selling establishments | 2 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 2 | D | D | D | a | D | D |
| 454390 | Other direct selling establishments | 2 | D | D | D | a | D | D |
| | **LARKSPUR, CA** | | | | | | | |
| **44-45** | **Retail trade** | **61** | **100 205** | **10 985** | **2 645** | **642** | **8.1** | **7.9** |
| 442 | Furniture & home furnishings stores | 4 | D | D | D | b | D | D |
| 4422 | Home furnishings stores | 2 | D | D | D | a | D | D |
| 44229 | Other home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 2 | D | D | D | a | D | D |
| 4431 | Electronics & appliance stores | 2 | D | D | D | a | D | D |
| 44312 | Computer & software stores | 1 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 5 | 6 375 | 611 | 146 | 36 | 27.2 | – |
| 445 | Food & beverage stores | 6 | 22 297 | 2 781 | 758 | 158 | – | 13.7 |
| 4452 | Specialty food stores | 1 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 8 | 23 481 | 2 479 | 614 | 122 | 6.9 | 3.9 |
| 4461 | Health & personal care stores | 8 | 23 481 | 2 479 | 614 | 122 | 6.9 | 3.9 |
| 44611 | Pharmacies & drug stores | 5 | 22 656 | 2 316 | 573 | 113 | 7.2 | 1.9 |
| 446110 | Pharmacies & drug stores | 5 | 22 656 | 2 316 | 573 | 113 | 7.2 | 1.9 |
| 4461101 | Pharmacies & drug stores | 5 | 22 656 | 2 316 | 573 | 113 | 7.2 | 1.9 |
| 447 | Gasoline stations | 6 | 13 463 | 764 | 186 | 48 | – | 23.5 |
| 448 | Clothing & clothing accessories 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 | 8 | 14 329 | 1 869 | 452 | 150 | .4 | 5.0 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 4 | 4 060 | 420 | 96 | 31 | 1.3 | 17.7 |
| 45111 | Sporting goods stores | 4 | 4 060 | 420 | 96 | 31 | 1.3 | 17.7 |
| 451110 | Sporting goods stores | 4 | 4 060 | 420 | 96 | 31 | 1.3 | 17.7 |
| 4512 | Book, periodical, & music stores | 4 | 10 269 | 1 449 | 356 | 119 | – | – |
| 45121 | Book stores & news dealers | 3 | D | D | D | b | D | D |
| 451211 | Book stores | 3 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 3 | D | D | D | b | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 1 | D | D | D | b | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 1 | D | D | D | b | D | D |
| 452 | General merchandise stores | 1 | D | D | D | b | D | D |
| 45299 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 12 | D | D | D | b | D | D |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 6 | D | D | D | a | D | D |
| 45392 | Art dealers | 3 | D | D | D | a | D | D |
| 453920 | Art dealers | 3 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |
| 454319 | Other fuel dealers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LATHROP, CA** | | | | | | | |
| **44-45** | **Retail trade** | **16** | **46 938** | **4 451** | **1 051** | **234** | **17.3** | **3.8** |
| 441 | Motor vehicle & parts dealers | 1 | D | D | D | a | D | D |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 441222 | Boat dealers | 1 | 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 |
| 44419 | Other building material dealers | 1 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 1 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 2 | D | D | D | c | D | D |
| 447 | Gasoline stations | 6 | 10 698 | 383 | 97 | 45 | 55.1 | 11.7 |
| 448 | Clothing & clothing accessories stores | 5 | D | D | D | b | 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 |
| 45399 | All other miscellaneous store retailers | 1 | D | D | D | a | D | D |
| | **LA VERNE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **84** | **212 821** | **21 118** | **5 066** | **1 229** | **11.5** | **7.1** |
| 441 | Motor vehicle & parts dealers | 5 | D | D | D | c | D | D |
| 442 | Furniture & home furnishings stores | 5 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 3 | 1 086 | 112 | 25 | 6 | D | 20.6 |
| 444 | Building material & garden equipment & supplies dealers | 7 | 11 192 | 1 644 | 353 | 45 | 32.5 | – |
| 44412 | Paint & wallpaper stores | 1 | D | D | D | a | D | D |
| 444120 | Paint & wallpaper stores | 1 | D | D | D | a | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 3 | D | D | D | b | D | D |
| 44421 | Outdoor power equipment stores | 1 | D | D | D | a | D | D |
| 444210 | Outdoor power equipment stores | 1 | D | D | D | a | D | D |
| 44422 | Nursery & garden centers | 2 | D | D | D | a | D | D |
| 444220 | Nursery & garden centers | 2 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 13 | 58 755 | 6 598 | 1 476 | 282 | 3.4 | 1.6 |
| 4451 | Grocery stores | 8 | 57 076 | 6 463 | 1 459 | 269 | .8 | 1.4 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 5 | 55 121 | 6 261 | 1 409 | 257 | .4 | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 5 | 55 121 | 6 261 | 1 409 | 257 | .4 | – |
| 4452 | Specialty food stores | 3 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 10 | 13 384 | 1 713 | 449 | 92 | 15.3 | 16.5 |
| 4461 | Health & personal care stores | 10 | 13 384 | 1 713 | 449 | 92 | 15.3 | 16.5 |
| 4461102 | Proprietary stores | 2 | D | D | D | a | D | D |
| 446191 | Food (health) supplement stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 7 | 21 750 | 1 644 | 363 | 141 | 59.3 | 20.7 |
| 4471 | Gasoline stations | 7 | 21 750 | 1 644 | 363 | 141 | 59.3 | 20.7 |
| 44719 | Other gasoline stations | 4 | 16 279 | 1 464 | 334 | 127 | 79.2 | 16.3 |
| 447190 | Other gasoline stations | 4 | 16 279 | 1 464 | 334 | 127 | 79.2 | 16.3 |
| 448 | Clothing & clothing accessories stores | 10 | 3 670 | 362 | 85 | 40 | 19.4 | .9 |
| 4481 | Clothing stores | 7 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 10 | 8 763 | 958 | 248 | 91 | 11.7 | 9.3 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 7 | 5 369 | 608 | 168 | 55 | 19.1 | 15.1 |
| 45112 | Hobby, toy, & game stores | 1 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 1 | D | D | D | b | D | D |
| 45113 | Sewing, needlework, & piece goods stores | 1 | D | D | D | a | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 1 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 3 | 3 394 | 350 | 80 | 36 | – | – |
| 45121 | Book stores & news dealers | 2 | D | D | D | b | D | D |
| 451211 | Book stores | 2 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 1 | D | D | D | a | D | D |
| 4512113 | College book stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 3 | 33 443 | 3 266 | 834 | 276 | – | 6.9 |
| 45299 | All other general merchandise stores | 1 | D | D | D | a | D | D |
| 452990 | All other general merchandise stores | 1 | D | D | D | a | D | D |
| 4529903 | Miscellaneous general merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 9 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 5 | D | D | D | b | D | D |
| 45392 | Art dealers | 1 | D | D | D | a | D | D |
| 453920 | Art dealers | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LA VERNE, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 454 | Nonstore retailers | 2 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 1 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 1 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 1 | D | D | D | b | D | D |
| | **LAWNDALE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **96** | **303 881** | **21 836** | **5 269** | **1 108** | **7.2** | **3.1** |
| 441 | Motor vehicle & parts dealers | 14 | 21 602 | 2 400 | 557 | 89 | 18.0 | .7 |
| 44112 | Used car dealers | 2 | D | D | D | a | D | D |
| 441120 | Used car dealers | 2 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 10 | 6 755 | 1 207 | 284 | 54 | 12.3 | 2.2 |
| 44131 | Automotive parts & accessories stores | 8 | D | D | D | b | D | D |
| 441310 | Automotive parts & accessories stores | 8 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 9 | 7 525 | 2 126 | 541 | 103 | 43.0 | 9.8 |
| 4421 | Furniture stores | 5 | 3 866 | 476 | 116 | 22 | 19.9 | – |
| 44211 | Furniture stores | 5 | 3 866 | 476 | 116 | 22 | 19.9 | – |
| 442110 | Furniture stores | 5 | 3 866 | 476 | 116 | 22 | 19.9 | – |
| 4422 | Home furnishings stores | 4 | 3 659 | 1 650 | 425 | 81 | 67.4 | 20.1 |
| 44221 | Floor covering stores | 3 | D | D | D | b | D | D |
| 442210 | Floor covering stores | 3 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 12 | 27 832 | 1 665 | 407 | 69 | 1.3 | 12.5 |
| 4431 | Electronics & appliance stores | 12 | 27 832 | 1 665 | 407 | 69 | 1.3 | 12.5 |
| 44311 | Appliance, television, & other electronics stores | 9 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 8 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 3 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 3 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 7 | 23 244 | 2 469 | 595 | 63 | – | – |
| 4441 | Building material & supplies dealers | 7 | 23 244 | 2 469 | 595 | 63 | – | – |
| 44412 | Paint & wallpaper stores | 4 | 8 463 | 817 | 186 | 26 | – | – |
| 444120 | Paint & wallpaper stores | 4 | 8 463 | 817 | 186 | 26 | – | – |
| 44419 | Other building material dealers | 3 | 14 781 | 1 652 | 409 | 37 | – | – |
| 444190 | Other building material dealers | 3 | 14 781 | 1 652 | 409 | 37 | – | – |
| 445 | Food & beverage stores | 13 | 36 568 | 2 701 | 681 | 175 | 5.2 | 2.3 |
| 4451 | Grocery stores | 8 | D | D | D | c | D | D |
| 446 | Health & personal care stores | 3 | 3 584 | 605 | 154 | 30 | D | – |
| 447 | Gasoline stations | 13 | 33 210 | 996 | 198 | 59 | 27.6 | 10.5 |
| 4471 | Gasoline stations | 13 | 33 210 | 996 | 198 | 59 | 27.6 | 10.5 |
| 44711 | Gasoline stations with convenience stores | 6 | 14 740 | 627 | 127 | 31 | 17.8 | 23.7 |
| 447110 | Gasoline stations with convenience stores | 6 | 14 740 | 627 | 127 | 31 | 17.8 | 23.7 |
| 44719 | Other gasoline stations | 7 | 18 470 | 369 | 71 | 28 | 35.3 | – |
| 447190 | Other gasoline stations | 7 | 18 470 | 369 | 71 | 28 | 35.3 | – |
| 448 | Clothing & clothing accessories stores | 7 | D | D | D | b | D | D |
| 44813 | Children's & infants' clothing stores | 1 | D | D | D | a | D | D |
| 448130 | Children's & infants' clothing stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 9 | 12 056 | 1 153 | 265 | 126 | 2.4 | 1.5 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 6 | 11 202 | 993 | 229 | 118 | 2.6 | 1.0 |
| 45114 | Musical instrument & supplies stores | 1 | D | D | D | b | D | D |
| 451140 | Musical instrument & supplies stores | 1 | D | D | D | b | D | D |
| 452 | General merchandise stores | 2 | D | D | D | e | D | D |
| 4529 | Other general merchandise stores | 2 | D | D | D | e | D | D |
| 45291 | Warehouse clubs & superstores | 1 | D | D | D | e | D | D |
| 452910 | Warehouse clubs & superstores | 1 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 4529901 | Variety stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 5 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LEMON GROVE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **67** | **288 575** | **27 726** | **6 291** | **1 182** | **5.0** | **.8** |
| 441 | Motor vehicle & parts dealers | 14 | 107 347 | 9 374 | 2 081 | 271 | .9 | – |
| 4411 | Automobile dealers | 2 | D | D | D | c | D | D |
| 44111 | New car dealers | 2 | D | D | D | c | D | D |
| 441110 | New car dealers | 2 | D | D | D | c | D | D |
| 4412 | Other motor vehicle dealers | 4 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 4 | D | D | D | a | D | D |
| 441221 | Motorcycle dealers | 4 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 8 | D | D | D | b | D | D |
| 44132 | Tire dealers | 5 | 4 297 | 840 | 183 | 30 | 2.9 | – |
| 441320 | Tire dealers | 5 | 4 297 | 840 | 183 | 30 | 2.9 | – |
| 442 | Furniture & home furnishings stores | 4 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 6 | 67 455 | 8 396 | 1 841 | 342 | 7.6 | – |
| 4441 | Building material & supplies dealers | 5 | 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 | 2 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 2 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 11 | 68 530 | 5 240 | 1 317 | 271 | 5.5 | 2.6 |
| 4451 | Grocery stores | 6 | 66 171 | 5 170 | 1 296 | 258 | 2.1 | 2.6 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 6 | 66 171 | 5 170 | 1 296 | 258 | 2.1 | 2.6 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 6 | 66 171 | 5 170 | 1 296 | 258 | 2.1 | 2.6 |
| 446 | Health & personal care stores | 3 | 9 980 | 1 402 | 353 | 87 | – | – |
| 4461 | Health & personal care stores | 3 | 9 980 | 1 402 | 353 | 87 | – | – |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 8 | 19 391 | 997 | 182 | 61 | 18.7 | – |
| 4471 | Gasoline stations | 8 | 19 391 | 997 | 182 | 61 | 18.7 | – |
| 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 |
| 448 | Clothing & clothing accessories stores | 5 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 6 | D | D | D | b | D | D |
| 4511 | Sporting goods, hobby, & musical instrument stores | 6 | 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 |
| 452 | General merchandise stores | 2 | D | D | D | b | D | D |
| 45299 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **LEMOORE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **46** | **76 205** | **8 314** | **2 017** | **607** | **18.9** | **11.5** |
| 441 | Motor vehicle & parts dealers | 8 | 16 213 | 1 716 | 450 | 73 | 2.9 | – |
| 4413 | Automotive parts, accessories, & tire stores | 6 | D | D | D | b | D | D |
| 44132 | Tire dealers | 2 | D | D | D | b | D | D |
| 441320 | Tire dealers | 2 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 6 | 3 553 | 610 | 152 | 54 | 47.4 | – |
| 445 | Food & beverage stores | 7 | 29 911 | 3 418 | 823 | 212 | 23.5 | 16.4 |
| 4451 | Grocery stores | 5 | D | D | D | c | D | D |
| 446 | Health & personal care stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 4 | 5 698 | 417 | 92 | 31 | 28.5 | 45.7 |
| 448 | Clothing & clothing accessories stores | 5 | 1 104 | 136 | 34 | 15 | 59.1 | – |
| 451 | Sporting goods, hobby, book, & music stores | 2 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | c | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LEMOORE, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |
| | **LINCOLN, CA** | | | | | | | |
| **44-45** | **Retail trade** | **18** | **23 665** | **2 293** | **563** | **174** | **12.3** | **17.0** |
| 441 | Motor vehicle & parts dealers | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 2 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 6 | 13 119 | 1 293 | 322 | 102 | 10.1 | 2.9 |
| 4452 | Specialty food stores | 2 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 2 | D | D | D | b | D | D |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **LINDSAY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **27** | **27 480** | **3 590** | **847** | **220** | **10.5** | **2.2** |
| 441 | Motor vehicle & parts dealers | 5 | 1 530 | 285 | 67 | 22 | 23.1 | – |
| 444 | Building material & garden equipment & supplies dealers | 4 | 3 908 | 1 106 | 254 | 58 | 18.7 | – |
| 445 | Food & beverage stores | 6 | 14 168 | 1 413 | 340 | 85 | 3.5 | 4.3 |
| 446 | Health & personal care stores | 2 | D | D | D | b | D | D |
| 447 | Gasoline stations | 4 | 2 455 | 154 | 40 | 15 | 48.4 | – |
| 448 | Clothing & clothing accessories stores | 2 | D | D | D | a | D | D |
| 452 | General merchandise stores | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **LIVE OAK, CA** | | | | | | | |
| **44-45** | **Retail trade** | **15** | **11 856** | **920** | **214** | **56** | **11.2** | **4.9** |
| 441 | Motor vehicle & parts dealers | 2 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 8 | 8 011 | 511 | 109 | 27 | 16.6 | .2 |
| 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LIVERMORE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **188** | **593 720** | **55 405** | **12 418** | **2 931** | **12.3** | **3.1** |
| 441 | Motor vehicle & parts dealers | 25 | 137 489 | 13 595 | 3 082 | 480 | 31.5 | .8 |
| 4411 | Automobile dealers | 8 | 107 639 | 9 824 | 2 289 | 349 | 24.1 | – |
| 44111 | New car dealers | 5 | 100 797 | 9 351 | 2 198 | 339 | 21.8 | – |
| 441110 | New car dealers | 5 | 100 797 | 9 351 | 2 198 | 339 | 21.8 | – |
| 44112 | Used car dealers | 3 | 6 842 | 473 | 91 | 10 | D | – |
| 441120 | Used car dealers | 3 | 6 842 | 473 | 91 | 10 | D | – |
| 4412 | Other motor vehicle dealers | 4 | 17 561 | 1 621 | 273 | 38 | 97.4 | – |
| 44121 | Recreational vehicle dealers | 2 | D | D | D | b | D | D |
| 441210 | Recreational vehicle dealers | 2 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 13 | 12 289 | 2 150 | 520 | 93 | 2.0 | 8.8 |
| 44131 | Automotive parts & accessories stores | 8 | 8 649 | 1 384 | 346 | 64 | 2.8 | 6.2 |
| 441310 | Automotive parts & accessories stores | 8 | 8 649 | 1 384 | 346 | 64 | 2.8 | 6.2 |
| 44132 | Tire dealers | 5 | 3 640 | 766 | 174 | 29 | – | 14.9 |
| 441320 | Tire dealers | 5 | 3 640 | 766 | 174 | 29 | – | 14.9 |
| 442 | Furniture & home furnishings stores | 7 | 6 290 | 621 | 151 | 23 | 7.3 | 14.1 |
| 4421 | Furniture stores | 3 | 3 829 | 256 | 59 | 9 | D | 5.0 |
| 44211 | Furniture stores | 3 | 3 829 | 256 | 59 | 9 | D | 5.0 |
| 442110 | Furniture stores | 3 | 3 829 | 256 | 59 | 9 | D | 5.0 |
| 4422 | Home furnishings stores | 4 | 2 461 | 365 | 92 | 14 | – | 28.2 |
| 443 | Electronics & appliance stores | 9 | 8 372 | 927 | 215 | 39 | 9.1 | 17.5 |
| 4431 | Electronics & appliance stores | 9 | 8 372 | 927 | 215 | 39 | 9.1 | 17.5 |
| 44311 | Appliance, television, & other electronics stores | 7 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 5 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 2 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 15 | 50 484 | 5 324 | 1 076 | 206 | 3.6 | – |
| 4441 | Building material & supplies dealers | 9 | 47 524 | 4 875 | 954 | 178 | – | – |
| 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 | 1 | D | D | D | c | D | D |
| 444130 | Hardware stores | 1 | D | D | D | c | D | D |
| 44419 | Other building material dealers | 6 | 28 301 | 2 450 | 420 | 60 | – | – |
| 444190 | Other building material dealers | 6 | 28 301 | 2 450 | 420 | 60 | – | – |
| 4442 | Lawn & garden equipment & supplies stores | 6 | 2 960 | 449 | 122 | 28 | 61.5 | – |
| 445 | Food & beverage stores | 22 | 113 090 | 12 426 | 2 742 | 646 | 2.2 | 1.2 |
| 4451 | Grocery stores | 13 | 108 754 | 12 090 | 2 672 | 603 | .5 | .9 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 9 | 104 727 | 11 763 | 2 581 | 578 | – | .4 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 9 | 104 727 | 11 763 | 2 581 | 578 | – | .4 |
| 4452 | Specialty food stores | 4 | 1 471 | 152 | 26 | 20 | 75.0 | 25.0 |
| 446 | Health & personal care stores | 12 | 25 027 | 3 171 | 744 | 150 | 2.0 | 1.2 |
| 4461 | Health & personal care stores | 12 | 25 027 | 3 171 | 744 | 150 | 2.0 | 1.2 |
| 44611 | Pharmacies & drug stores | 5 | D | D | D | c | D | D |
| 446110 | Pharmacies & drug stores | 5 | D | D | D | c | D | D |
| 4461101 | Pharmacies & drug stores | 5 | D | D | D | c | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 446191 | Food (health) supplement stores | 3 | D | D | D | a | D | D |
| 447 | Gasoline stations | 22 | 55 423 | 2 113 | 327 | 155 | 25.9 | 17.9 |
| 4471 | Gasoline stations | 22 | 55 423 | 2 113 | 327 | 155 | 25.9 | 17.9 |
| 44711 | Gasoline stations with convenience stores | 15 | 32 598 | 1 459 | 181 | 107 | 13.7 | 14.8 |
| 447110 | Gasoline stations with convenience stores | 15 | 32 598 | 1 459 | 181 | 107 | 13.7 | 14.8 |
| 44719 | Other gasoline stations | 7 | 22 825 | 654 | 146 | 48 | 43.3 | 22.5 |
| 447190 | Other gasoline stations | 7 | 22 825 | 654 | 146 | 48 | 43.3 | 22.5 |
| 448 | Clothing & clothing accessories stores | 15 | 9 171 | 1 077 | 242 | 70 | 5.3 | 12.0 |
| 4481 | Clothing stores | 8 | 7 303 | 756 | 173 | 52 | 5.5 | 9.9 |
| 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 | 24 | 18 454 | 2 848 | 684 | 227 | 14.8 | 6.4 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 19 | 13 790 | 2 387 | 571 | 175 | 6.8 | 6.2 |
| 45111 | Sporting goods stores | 13 | 10 261 | 1 784 | 365 | 114 | 5.2 | 8.3 |
| 451110 | Sporting goods stores | 13 | 10 261 | 1 784 | 365 | 114 | 5.2 | 8.3 |
| 4511101 | General-line sporting goods stores | 4 | 4 394 | 700 | 114 | 31 | – | 17.8 |
| 4511102 | Specialty-line sporting goods stores | 9 | 5 867 | 1 084 | 251 | 83 | 9.0 | 1.2 |
| 45112 | Hobby, toy, & game stores | 3 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 3 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 5 | 4 664 | 461 | 113 | 52 | 38.6 | 7.2 |
| 45121 | Book stores & news dealers | 4 | D | D | D | b | D | D |
| 451211 | Book stores | 3 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 1 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 1 | 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 |

See footnotes at end of table.

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LIVERMORE, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 6 | D | D | D | f | D | D |
| 4521 | Department stores (incl leased depts) ## | 4 | 67 816 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 4 | 67 816 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 4 | 66 625 | 6 526 | 1 523 | 535 | – | – |
| 45211 | Department stores (excl leased depts) | 4 | 66 625 | 6 526 | 1 523 | 535 | – | – |
| 452110 | Department stores (excl leased depts) | 4 | 66 625 | 6 526 | 1 523 | 535 | – | – |
| 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 |
| 4529 | Other general merchandise stores | 2 | 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 |
| 453 | Miscellaneous store retailers | 23 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 7 | D | D | D | b | 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 |
| 4533 | Used merchandise stores | 3 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 3 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 3 | D | D | D | b | D | D |
| 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 | 8 | 4 243 | 518 | 120 | 25 | 75.8 | – |
| | **LIVINGSTON, CA** | | | | | | | |
| **44-45** | **Retail trade** | **16** | **20 256** | **1 782** | **406** | **127** | **9.3** | **1.3** |
| 441 | Motor vehicle & parts dealers | 3 | 658 | 63 | 15 | 6 | – | 39.8 |
| 444 | Building material & garden equipment & supplies dealers | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 5 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 1 | D | D | D | b | D | D |
| 447 | Gasoline stations | 3 | 5 038 | 168 | 37 | 14 | – | – |
| 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 |
| | **LODI, CA** | | | | | | | |
| **44-45** | **Retail trade** | **218** | **529 718** | **53 802** | **12 351** | **2 970** | **7.7** | **4.8** |
| 441 | Motor vehicle & parts dealers | 29 | 135 336 | 13 496 | 2 870 | 459 | 7.9 | 2.9 |
| 4411 | Automobile dealers | 9 | 105 389 | 9 235 | 1 903 | 289 | 7.9 | 1.1 |
| 44111 | New car dealers | 6 | 101 953 | 8 958 | 1 851 | 281 | 8.1 | – |
| 441110 | New car dealers | 6 | 101 953 | 8 958 | 1 851 | 281 | 8.1 | – |
| 4412 | Other motor vehicle dealers | 1 | 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 |
| 4413 | Automotive parts, accessories, & tire stores | 19 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 9 | D | D | D | b | D | D |
| 441310 | Automotive parts & accessories stores | 9 | D | D | D | b | D | D |
| 44132 | Tire dealers | 10 | 7 817 | 1 688 | 376 | 69 | 11.9 | 35.3 |
| 441320 | Tire dealers | 10 | 7 817 | 1 688 | 376 | 69 | 11.9 | 35.3 |
| 442 | Furniture & home furnishings stores | 17 | 19 364 | 4 512 | 1 077 | 172 | 4.0 | 7.1 |
| 4421 | Furniture stores | 9 | 5 555 | 827 | 198 | 40 | 10.8 | 17.0 |
| 44211 | Furniture stores | 9 | 5 555 | 827 | 198 | 40 | 10.8 | 17.0 |
| 442110 | Furniture stores | 9 | 5 555 | 827 | 198 | 40 | 10.8 | 17.0 |
| 4422 | Home furnishings stores | 8 | 13 809 | 3 685 | 879 | 132 | 1.3 | 3.1 |
| 44221 | Floor covering stores | 4 | D | D | D | c | D | D |
| 442210 | Floor covering stores | 4 | D | D | D | c | D | D |
| 443 | Electronics & appliance stores | 10 | 9 263 | 1 019 | 233 | 47 | 11.5 | – |
| 4431 | Electronics & appliance stores | 10 | 9 263 | 1 019 | 233 | 47 | 11.5 | – |
| 44311 | Appliance, television, & other electronics stores | 9 | D | D | D | b | D | D |
| 443111 | Household appliance stores | 4 | 4 839 | 330 | 65 | 17 | – | – |
| 443112 | Radio, television, & other electronics stores | 5 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LODI, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 444 | Building material & garden equipment & supplies dealers | 21 | 38 570 | 5 050 | 1 083 | 211 | 2.2 | 1.1 |
| 4441 | Building material & supplies dealers | 16 | 28 720 | 3 766 | 789 | 162 | 3.0 | 1.4 |
| 44412 | Paint & wallpaper stores | 3 | D | D | D | a | D | D |
| 444120 | Paint & wallpaper stores | 3 | D | D | D | a | D | D |
| 44413 | Hardware stores | 3 | D | D | D | b | D | D |
| 444130 | Hardware stores | 3 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 10 | 15 421 | 1 603 | 303 | 49 | 4.9 | 2.7 |
| 444190 | Other building material dealers | 10 | 15 421 | 1 603 | 303 | 49 | 4.9 | 2.7 |
| 4442 | Lawn & garden equipment & supplies stores | 5 | 9 850 | 1 284 | 294 | 49 | – | – |
| 44421 | Outdoor power equipment stores | 2 | D | D | D | a | D | D |
| 444210 | Outdoor power equipment stores | 2 | D | D | D | a | D | D |
| 44422 | Nursery & garden centers | 3 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 3 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 25 | 111 809 | 10 035 | 2 509 | 569 | 6.7 | 4.7 |
| 4451 | Grocery stores | 18 | 108 247 | 9 800 | 2 439 | 550 | 4.3 | 4.6 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 15 | 106 222 | 9 622 | 2 396 | 525 | 3.1 | 4.7 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 15 | 106 222 | 9 622 | 2 396 | 525 | 3.1 | 4.7 |
| 4452 | Specialty food stores | 3 | 977 | 202 | 62 | 11 | D | – |
| 446 | Health & personal care stores | 23 | 35 850 | 4 901 | 1 158 | 262 | 6.0 | 1.6 |
| 4461 | Health & personal care stores | 23 | 35 850 | 4 901 | 1 158 | 262 | 6.0 | 1.6 |
| 44611 | Pharmacies & drug stores | 9 | 29 694 | 3 804 | 891 | 193 | 4.5 | 1.2 |
| 446110 | Pharmacies & drug stores | 9 | 29 694 | 3 804 | 891 | 193 | 4.5 | 1.2 |
| 4461101 | Pharmacies & drug stores | 8 | D | D | D | c | D | D |
| 4461102 | Proprietary stores | 1 | D | D | D | a | D | D |
| 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 |
| 44619 | Other health & personal care stores | 8 | 4 224 | 702 | 184 | 41 | 19.1 | 5.8 |
| 446191 | Food (health) supplement stores | 3 | D | D | D | a | D | D |
| 446199 | All other health & personal care stores | 5 | D | D | D | b | D | D |
| 447 | Gasoline stations | 23 | 54 779 | 2 802 | 613 | 207 | 25.9 | 17.2 |
| 4471 | Gasoline stations | 23 | 54 779 | 2 802 | 613 | 207 | 25.9 | 17.2 |
| 44711 | Gasoline stations with convenience stores | 15 | 34 771 | 1 729 | 326 | 127 | 13.2 | 15.4 |
| 447110 | Gasoline stations with convenience stores | 15 | 34 771 | 1 729 | 326 | 127 | 13.2 | 15.4 |
| 44719 | Other gasoline stations | 8 | 20 008 | 1 073 | 287 | 80 | 48.0 | 20.3 |
| 447190 | Other gasoline stations | 8 | 20 008 | 1 073 | 287 | 80 | 48.0 | 20.3 |
| 448 | Clothing & clothing accessories stores | 22 | 12 163 | 1 759 | 436 | 145 | 13.6 | .2 |
| 4481 | Clothing stores | 12 | 8 587 | 1 264 | 317 | 106 | 8.1 | .3 |
| 451 | Sporting goods, hobby, book, & music stores | 14 | 7 102 | 792 | 189 | 84 | 8.6 | 3.3 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 10 | 5 118 | 606 | 136 | 54 | 6.1 | 4.6 |
| 4511101 | General-line sporting goods stores | 3 | 2 479 | 229 | 52 | 22 | D | – |
| 45113 | Sewing, needlework, & piece goods stores | 1 | D | D | D | a | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 1 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 4 | 1 984 | 186 | 53 | 30 | 15.1 | – |
| 4512112 | Specialty book stores | 1 | D | D | D | a | D | D |
| 451212 | News dealers & newsstands | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 5 | D | D | D | f | D | D |
| 4521 | Department stores (incl leased depts) ## | 4 | 90 497 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 4 | 90 497 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 4 | 89 065 | 7 660 | 1 828 | 677 | – | – |
| 45211 | Department stores (excl leased depts) | 4 | 89 065 | 7 660 | 1 828 | 677 | – | – |
| 452110 | Department stores (excl leased depts) | 4 | 89 065 | 7 660 | 1 828 | 677 | – | – |
| 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 | f | D | D |
| 45299 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 25 | D | D | D | c | D | D |
| 4531 | Florists | 9 | 1 641 | 236 | 57 | 33 | 56.8 | 26.4 |
| 45311 | Florists | 9 | 1 641 | 236 | 57 | 33 | 56.8 | 26.4 |
| 453110 | Florists | 9 | 1 641 | 236 | 57 | 33 | 56.8 | 26.4 |
| 4532 | Office supplies, stationery, & gift stores | 7 | 4 979 | 465 | 58 | 25 | 7.6 | 7.1 |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 8 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 2 | D | D | D | b | D | D |
| 453910 | Pet & pet supplies stores | 2 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 6 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 4 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LOMA LINDA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **46** | **145 851** | **15 391** | **3 836** | **541** | **9.0** | **.8** |
| 441 | Motor vehicle & parts dealers | 5 | D | D | D | c | D | D |
| 4411 | Automobile dealers | 3 | 73 319 | 5 729 | 1 518 | 180 | D | – |
| 442 | Furniture & home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 3 | D | D | D | b | D | D |
| 4431 | Electronics & appliance stores | 3 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 2 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 2 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 2 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 3 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 9 | 8 333 | 1 564 | 394 | 62 | 17.3 | 5.1 |
| 4461 | Health & personal care stores | 9 | 8 333 | 1 564 | 394 | 62 | 17.3 | 5.1 |
| 44613 | Optical goods stores | 3 | D | D | D | b | D | D |
| 446130 | Optical goods stores | 3 | D | D | D | b | D | D |
| 447 | Gasoline stations | 4 | 11 205 | 489 | 94 | 39 | – | – |
| 44711 | Gasoline stations with convenience stores | 3 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 3 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 7 | 2 720 | 332 | 68 | 38 | 9.2 | – |
| 451 | Sporting goods, hobby, book, & music stores | 4 | 2 266 | 248 | 69 | 19 | – | – |
| 453 | Miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | b | D | D |
| 4541 | Electronic shopping & mail-order houses | 1 | D | D | D | b | D | D |
| 45411 | Electronic shopping & mail-order houses | 1 | D | D | D | b | D | D |
| 454110 | Electronic shopping & mail-order houses | 1 | D | D | D | b | D | D |
| | **LOMITA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **76** | **88 477** | **9 095** | **2 159** | **532** | **34.4** | **10.5** |
| 441 | Motor vehicle & parts dealers | 5 | 6 489 | 751 | 189 | 27 | 61.2 | – |
| 442 | Furniture & home furnishings stores | 3 | 1 937 | 293 | 70 | 21 | D | 62.3 |
| 443 | Electronics & appliance stores | 5 | 18 778 | 1 323 | 346 | 51 | 82.9 | – |
| 4431 | Electronics & appliance stores | 5 | 18 778 | 1 323 | 346 | 51 | 82.9 | – |
| 44311 | Appliance, television, & other electronics stores | 3 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 2 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 2 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 6 | 6 875 | 903 | 186 | 37 | 8.5 | – |
| 445 | Food & beverage stores | 11 | 23 068 | 2 028 | 500 | 121 | 18.3 | 3.9 |
| 4452 | Specialty food stores | 1 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 5 | 6 523 | 670 | 156 | 45 | 24.9 | – |
| 4461 | Health & personal care stores | 5 | 6 523 | 670 | 156 | 45 | 24.9 | – |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 5 | 5 359 | 187 | 47 | 18 | 2.0 | 6.0 |
| 448 | Clothing & clothing accessories stores | 6 | 1 612 | 328 | 61 | 24 | 45.7 | 20.0 |
| 451 | Sporting goods, hobby, book, & music stores | 10 | 6 873 | 995 | 237 | 75 | 37.2 | 30.8 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 6 | 5 225 | 768 | 179 | 50 | 48.0 | 36.3 |
| 4511101 | General-line sporting goods stores | 1 | D | D | D | a | D | D |
| 45113 | Sewing, needlework, & piece goods stores | 2 | D | D | D | a | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 2 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 4 | 1 648 | 227 | 58 | 25 | 2.7 | 13.2 |
| 452 | General merchandise stores | 2 | D | D | D | b | D | D |
| 45299 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LOMITA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 16 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 4533 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 45331 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 453310 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 8 | 4 937 | 901 | 189 | 44 | 4.9 | – |
| 45391 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 4 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |
| | **LOMPOC, CA** | | | | | | | |
| **44-45** | **Retail trade** | **111** | **245 730** | **23 904** | **5 603** | **1 439** | **9.3** | **2.7** |
| 441 | Motor vehicle & parts dealers | 13 | 66 129 | 4 848 | 1 183 | 189 | 23.3 | – |
| 4411 | Automobile dealers | 5 | 58 058 | 3 572 | 885 | 140 | 26.1 | – |
| 4412 | Other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 6 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 4 | 4 176 | 785 | 194 | 30 | 6.3 | – |
| 441310 | Automotive parts & accessories stores | 4 | 4 176 | 785 | 194 | 30 | 6.3 | – |
| 442 | Furniture & home furnishings stores | 9 | 5 147 | 998 | 222 | 47 | 14.1 | – |
| 4421 | Furniture stores | 4 | 2 896 | 520 | 124 | 28 | 18.7 | – |
| 44211 | Furniture stores | 4 | 2 896 | 520 | 124 | 28 | 18.7 | – |
| 442110 | Furniture stores | 4 | 2 896 | 520 | 124 | 28 | 18.7 | – |
| 4422 | Home furnishings stores | 5 | 2 251 | 478 | 98 | 19 | 8.2 | – |
| 443 | Electronics & appliance stores | 5 | 1 347 | 104 | 18 | 16 | 5.1 | – |
| 4431 | Electronics & appliance stores | 5 | 1 347 | 104 | 18 | 16 | 5.1 | – |
| 444 | Building material & garden equipment & supplies dealers | 7 | 4 983 | 882 | 200 | 49 | 1.7 | 5.5 |
| 445 | Food & beverage stores | 17 | 63 283 | 7 136 | 1 576 | 325 | 7.0 | – |
| 4451 | Grocery stores | 9 | D | D | D | e | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 8 | 58 609 | 6 804 | 1 502 | 276 | 5.0 | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 8 | 58 609 | 6 804 | 1 502 | 276 | 5.0 | – |
| 446 | Health & personal care stores | 7 | D | D | D | c | D | D |
| 4461 | Health & personal care stores | 7 | D | D | D | c | D | D |
| 447 | Gasoline stations | 11 | 21 293 | 1 108 | 260 | 103 | – | 20.9 |
| 4471 | Gasoline stations | 11 | 21 293 | 1 108 | 260 | 103 | – | 20.9 |
| 44711 | Gasoline stations with convenience stores | 7 | 15 294 | 659 | 159 | 72 | – | – |
| 447110 | Gasoline stations with convenience stores | 7 | 15 294 | 659 | 159 | 72 | – | – |
| 448 | Clothing & clothing accessories stores | 13 | 7 314 | 1 030 | 240 | 81 | 9.2 | – |
| 4481 | Clothing stores | 6 | 5 495 | 744 | 170 | 65 | 3.3 | – |
| 451 | Sporting goods, hobby, book, & music stores | 9 | 4 197 | 533 | 101 | 41 | 18.2 | .7 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 5 | 2 366 | 296 | 50 | 16 | 24.8 | 1.2 |
| 4512 | Book, periodical, & music stores | 4 | 1 831 | 237 | 51 | 25 | 9.7 | – |
| 4512112 | Specialty book stores | 1 | D | D | D | a | D | D |
| 451212 | News dealers & newsstands | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 5 | D | D | D | e | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 1 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 13 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LONG BEACH, CA** | | | | | | | |
| **44-45** | **Retail trade** | **998** | **1 939 912** | **197 427** | **46 442** | **11 047** | **11.7** | **11.3** |
| 441 | Motor vehicle & parts dealers | 104 | 390 546 | 36 290 | 8 719 | 1 283 | 4.7 | 25.6 |
| 4411 | Automobile dealers | 28 | 302 928 | 23 523 | 5 693 | 656 | 4.1 | 30.6 |
| 44111 | New car dealers | 14 | 293 080 | 22 750 | 5 496 | 618 | 3.1 | 30.9 |
| 441110 | New car dealers | 14 | 293 080 | 22 750 | 5 496 | 618 | 3.1 | 30.9 |
| 44112 | Used car dealers | 14 | 9 848 | 773 | 197 | 38 | 33.9 | 24.2 |
| 441120 | Used car dealers | 14 | 9 848 | 773 | 197 | 38 | 33.9 | 24.2 |
| 4412 | Other motor vehicle dealers | 19 | 25 448 | 2 504 | 637 | 126 | 8.7 | 9.3 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 16 | 24 079 | 2 263 | 578 | 115 | 6.1 | 9.8 |
| 441221 | Motorcycle dealers | 2 | D | D | D | b | D | D |
| 441222 | Boat dealers | 11 | 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 | 57 | 62 170 | 10 263 | 2 389 | 501 | 6.1 | 8.0 |
| 44131 | Automotive parts & accessories stores | 40 | 43 705 | 6 743 | 1 561 | 355 | 5.8 | 9.6 |
| 441310 | Automotive parts & accessories stores | 40 | 43 705 | 6 743 | 1 561 | 355 | 5.8 | 9.6 |
| 44132 | Tire dealers | 17 | 18 465 | 3 520 | 828 | 146 | 6.7 | 4.1 |
| 441320 | Tire dealers | 17 | 18 465 | 3 520 | 828 | 146 | 6.7 | 4.1 |
| 442 | Furniture & home furnishings stores | 53 | 36 976 | 5 400 | 1 226 | 270 | 15.2 | 13.5 |
| 4421 | Furniture stores | 17 | 10 630 | 1 601 | 357 | 55 | 32.6 | 2.8 |
| 44211 | Furniture stores | 17 | 10 630 | 1 601 | 357 | 55 | 32.6 | 2.8 |
| 442110 | Furniture stores | 17 | 10 630 | 1 601 | 357 | 55 | 32.6 | 2.8 |
| 4422 | Home furnishings stores | 36 | 26 346 | 3 799 | 869 | 215 | 8.1 | 17.8 |
| 44221 | Floor covering stores | 12 | 9 678 | 1 607 | 389 | 60 | 11.4 | 19.2 |
| 442210 | Floor covering stores | 12 | 9 678 | 1 607 | 389 | 60 | 11.4 | 19.2 |
| 44229 | Other home furnishings stores | 24 | 16 668 | 2 192 | 480 | 155 | 6.2 | 17.0 |
| 442299 | All other home furnishings stores | 20 | 15 585 | 2 066 | 458 | 148 | 6.3 | 16.5 |
| 443 | Electronics & appliance stores | 32 | 65 412 | 7 187 | 1 849 | 386 | 12.0 | 2.0 |
| 4431 | Electronics & appliance stores | 32 | 65 412 | 7 187 | 1 849 | 386 | 12.0 | 2.0 |
| 44311 | Appliance, television, & other electronics stores | 22 | 40 357 | 4 558 | 1 155 | 260 | 17.4 | 2.1 |
| 443111 | Household appliance stores | 6 | 3 618 | 328 | 69 | 20 | 67.1 | – |
| 443112 | Radio, television, & other electronics stores | 16 | 36 739 | 4 230 | 1 086 | 240 | 12.5 | 2.3 |
| 44312 | Computer & software stores | 6 | 22 127 | 2 242 | 604 | 107 | .3 | – |
| 443120 | Computer & software stores | 6 | 22 127 | 2 242 | 604 | 107 | .3 | – |
| 44313 | Camera & photographic supplies stores | 4 | 2 928 | 387 | 90 | 19 | 27.5 | 15.9 |
| 443130 | Camera & photographic supplies stores | 4 | 2 928 | 387 | 90 | 19 | 27.5 | 15.9 |
| 444 | Building material & garden equipment & supplies dealers | 46 | 101 525 | 12 713 | 3 133 | 517 | 5.2 | 1.2 |
| 4441 | Building material & supplies dealers | 38 | 97 762 | 12 021 | 3 006 | 463 | 4.4 | .7 |
| 44411 | Home centers | 2 | D | D | D | c | D | D |
| 444110 | Home centers | 2 | D | D | D | c | D | D |
| 44412 | Paint & wallpaper stores | 5 | D | D | D | b | D | D |
| 444120 | Paint & wallpaper stores | 5 | D | D | D | b | D | D |
| 44413 | Hardware stores | 9 | 6 270 | 982 | 186 | 53 | 31.5 | 4.7 |
| 444130 | Hardware stores | 9 | 6 270 | 982 | 186 | 53 | 31.5 | 4.7 |
| 44419 | Other building material dealers | 22 | 62 462 | 7 414 | 1 863 | 213 | 3.7 | .5 |
| 444190 | Other building material dealers | 22 | 62 462 | 7 414 | 1 863 | 213 | 3.7 | .5 |
| 4442 | Lawn & garden equipment & supplies stores | 8 | 3 763 | 692 | 127 | 54 | 26.7 | 12.4 |
| 44422 | Nursery & garden centers | 7 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 7 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 224 | 572 560 | 57 811 | 13 272 | 3 089 | 10.2 | 7.0 |
| 4451 | Grocery stores | 129 | 522 494 | 52 925 | 12 119 | 2 657 | 7.1 | 6.8 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 97 | 502 255 | 51 401 | 11 780 | 2 529 | 5.9 | 6.1 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 97 | 502 255 | 51 401 | 11 780 | 2 529 | 5.9 | 6.1 |
| 44512 | Convenience stores | 32 | 20 239 | 1 524 | 339 | 128 | 36.6 | 22.4 |
| 445120 | Convenience stores | 32 | 20 239 | 1 524 | 339 | 128 | 36.6 | 22.4 |
| 4452 | Specialty food stores | 30 | 25 969 | 3 278 | 789 | 280 | 33.3 | 12.3 |
| 4453 | Beer, wine, & liquor stores | 65 | 24 097 | 1 608 | 364 | 152 | 53.1 | 6.0 |
| 44531 | Beer, wine, & liquor stores | 65 | 24 097 | 1 608 | 364 | 152 | 53.1 | 6.0 |
| 445310 | Beer, wine, & liquor stores | 65 | 24 097 | 1 608 | 364 | 152 | 53.1 | 6.0 |
| 446 | Health & personal care stores | 96 | 137 168 | 20 366 | 4 790 | 959 | 19.5 | 4.0 |
| 4461 | Health & personal care stores | 96 | 137 168 | 20 366 | 4 790 | 959 | 19.5 | 4.0 |
| 44611 | Pharmacies & drug stores | 57 | 120 254 | 16 199 | 3 784 | 784 | 18.8 | 4.1 |
| 446110 | Pharmacies & drug stores | 57 | 120 254 | 16 199 | 3 784 | 784 | 18.8 | 4.1 |
| 4461101 | Pharmacies & drug stores | 56 | D | D | D | f | D | D |
| 4461102 | Proprietary stores | 1 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 9 | 4 069 | 662 | 163 | 49 | 6.7 | 2.4 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 9 | 4 069 | 662 | 163 | 49 | 6.7 | 2.4 |
| 44613 | Optical goods stores | 11 | 2 265 | 408 | 102 | 31 | 27.2 | 18.0 |
| 446130 | Optical goods stores | 11 | 2 265 | 408 | 102 | 31 | 27.2 | 18.0 |
| 44619 | Other health & personal care stores | 19 | 10 580 | 3 097 | 741 | 95 | 30.0 | .6 |
| 446191 | Food (health) supplement stores | 7 | 3 247 | 561 | 161 | 26 | 28.1 | – |
| 446199 | All other health & personal care stores | 12 | 7 333 | 2 536 | 580 | 69 | 30.9 | .8 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LONG BEACH, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 447 | Gasoline stations | 104 | 196 251 | 6 913 | 1 507 | 594 | 25.2 | 22.3 |
| 4471 | Gasoline stations | 104 | 196 251 | 6 913 | 1 507 | 594 | 25.2 | 22.3 |
| 44711 | Gasoline stations with convenience stores | 43 | 87 091 | 2 947 | 627 | 250 | 20.6 | 25.1 |
| 447110 | Gasoline stations with convenience stores | 43 | 87 091 | 2 947 | 627 | 250 | 20.6 | 25.1 |
| 44719 | Other gasoline stations | 61 | 109 160 | 3 966 | 880 | 344 | 28.8 | 20.0 |
| 447190 | Other gasoline stations | 61 | 109 160 | 3 966 | 880 | 344 | 28.8 | 20.0 |
| 448 | Clothing & clothing accessories stores | 122 | 88 967 | 10 487 | 2 506 | 813 | 18.1 | 7.1 |
| 4481 | Clothing stores | 62 | 64 827 | 7 114 | 1 682 | 592 | 10.8 | 6.1 |
| 44811 | Men's clothing stores | 9 | 4 106 | 656 | 172 | 41 | 79.3 | 20.7 |
| 448110 | Men's clothing stores | 9 | 4 106 | 656 | 172 | 41 | 79.3 | 20.7 |
| 44812 | Women's clothing stores | 27 | 14 820 | 2 013 | 478 | 189 | 17.5 | 14.9 |
| 448120 | Women's clothing stores | 27 | 14 820 | 2 013 | 478 | 189 | 17.5 | 14.9 |
| 44814 | Family clothing stores | 13 | 37 483 | 3 134 | 748 | 266 | – | 2.1 |
| 448140 | Family clothing stores | 13 | 37 483 | 3 134 | 748 | 266 | – | 2.1 |
| 44819 | Other clothing stores | 9 | 7 640 | 1 171 | 247 | 80 | 7.4 | 1.1 |
| 448190 | Other clothing stores | 9 | 7 640 | 1 171 | 247 | 80 | 7.4 | 1.1 |
| 4482 | Shoe stores | 29 | 12 420 | 1 300 | 295 | 92 | 30.7 | 2.5 |
| 44821 | Shoe stores | 29 | 12 420 | 1 300 | 295 | 92 | 30.7 | 2.5 |
| 448210 | Shoe stores | 29 | 12 420 | 1 300 | 295 | 92 | 30.7 | 2.5 |
| 4482101 | Men's shoe stores | 4 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 19 | 6 485 | 737 | 188 | 56 | 16.0 | – |
| 4482105 | Athletic footwear stores | 5 | 3 830 | 372 | 66 | 24 | 40.8 | .9 |
| 4483 | Jewelry, luggage, & leather goods stores | 31 | 11 720 | 2 073 | 529 | 129 | 44.9 | 17.7 |
| 44831 | Jewelry stores | 29 | D | D | D | c | D | D |
| 448310 | Jewelry stores | 29 | D | D | D | c | D | D |
| 44832 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 57 | 79 194 | 11 769 | 2 908 | 1 050 | 8.8 | 2.3 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 30 | 22 737 | 2 689 | 591 | 213 | 17.0 | 5.2 |
| 45111 | Sporting goods stores | 18 | 12 543 | 1 633 | 366 | 128 | 19.7 | 9.5 |
| 451110 | Sporting goods stores | 18 | 12 543 | 1 633 | 366 | 128 | 19.7 | 9.5 |
| 4511101 | General-line sporting goods stores | 8 | 5 227 | 625 | 128 | 56 | 19.1 | 9.9 |
| 4511102 | Specialty-line sporting goods stores | 10 | 7 316 | 1 008 | 238 | 72 | 20.2 | 9.1 |
| 45113 | Sewing, needlework, & piece goods stores | 3 | 2 259 | 297 | 54 | 27 | D | – |
| 451130 | Sewing, needlework, & piece goods stores | 3 | 2 259 | 297 | 54 | 27 | D | – |
| 45114 | Musical instrument & supplies stores | 1 | D | D | D | a | D | D |
| 451140 | Musical instrument & supplies stores | 1 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 27 | 56 457 | 9 080 | 2 317 | 837 | 5.5 | 1.2 |
| 45121 | Book stores & news dealers | 14 | 42 030 | 7 599 | 1 944 | 692 | 1.6 | 1.0 |
| 451211 | Book stores | 14 | 42 030 | 7 599 | 1 944 | 692 | 1.6 | 1.0 |
| 4512111 | Book stores, general | 6 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 3 | D | D | D | b | D | D |
| 4512113 | College book stores | 5 | 29 025 | 6 127 | 1 598 | 568 | .9 | – |
| 45122 | Prerecorded tape, compact disc, & record stores | 13 | 14 427 | 1 481 | 373 | 145 | 17.0 | 1.7 |
| 451220 | Prerecorded tape, compact disc, & record stores | 13 | 14 427 | 1 481 | 373 | 145 | 17.0 | 1.7 |
| 452 | General merchandise stores | 24 | 152 877 | 14 783 | 3 625 | 1 171 | .7 | 4.4 |
| 4521 | Department stores (incl leased depts) ## | 6 | 139 715 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 6 | 139 715 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 6 | 138 610 | 13 169 | 3 272 | 1 027 | – | – |
| 45211 | Department stores (excl leased depts) | 6 | 138 610 | 13 169 | 3 272 | 1 027 | – | – |
| 452110 | Department stores (excl leased depts) | 6 | 138 610 | 13 169 | 3 272 | 1 027 | – | – |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 3 | D | D | D | f | D | D |
| 4521103 | National chain department stores (excl leased depts) | 3 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 18 | 14 267 | 1 614 | 353 | 144 | 7.9 | 46.9 |
| 452990 | All other general merchandise stores | 18 | 14 267 | 1 614 | 353 | 144 | 7.9 | 46.9 |
| 4529901 | Variety stores | 9 | 5 891 | 713 | 148 | 51 | 14.6 | 2.1 |
| 4529903 | Miscellaneous general merchandise stores | 9 | 8 376 | 901 | 205 | 93 | 3.1 | 78.5 |
| 453 | Miscellaneous store retailers | 116 | 75 998 | 9 347 | 2 175 | 709 | 12.0 | 7.4 |
| 4531 | Florists | 19 | 27 823 | 1 996 | 445 | 125 | 3.8 | 2.5 |
| 45311 | Florists | 19 | 27 823 | 1 996 | 445 | 125 | 3.8 | 2.5 |
| 453110 | Florists | 19 | 27 823 | 1 996 | 445 | 125 | 3.8 | 2.5 |
| 4532 | Office supplies, stationery, & gift stores | 46 | 29 001 | 3 358 | 786 | 267 | 18.3 | 9.4 |
| 45321 | Office supplies & stationery stores | 8 | 17 465 | 1 759 | 418 | 97 | 3.2 | 1.0 |
| 453210 | Office supplies & stationery stores | 8 | 17 465 | 1 759 | 418 | 97 | 3.2 | 1.0 |
| 4532102 | Office supplies stores | 8 | 17 465 | 1 759 | 418 | 97 | 3.2 | 1.0 |
| 45322 | Gift, novelty, & souvenir stores | 38 | 11 536 | 1 599 | 368 | 170 | 41.2 | 22.1 |
| 453220 | Gift, novelty, & souvenir stores | 38 | 11 536 | 1 599 | 368 | 170 | 41.2 | 22.1 |
| 4533 | Used merchandise stores | 18 | 8 744 | 2 673 | 634 | 198 | 1.3 | 16.7 |
| 45331 | Used merchandise stores | 18 | 8 744 | 2 673 | 634 | 198 | 1.3 | 16.7 |
| 453310 | Used merchandise stores | 18 | 8 744 | 2 673 | 634 | 198 | 1.3 | 16.7 |
| 4539 | Other miscellaneous store retailers | 33 | 10 430 | 1 320 | 310 | 119 | 25.1 | 7.0 |
| 45391 | Pet & pet supplies stores | 12 | 4 817 | 585 | 146 | 61 | 17.0 | 6.7 |
| 453910 | Pet & pet supplies stores | 12 | 4 817 | 585 | 146 | 61 | 17.0 | 6.7 |
| 45392 | Art dealers | 6 | 1 318 | 194 | 39 | 16 | 47.0 | 5.2 |
| 453920 | Art dealers | 6 | 1 318 | 194 | 39 | 16 | 47.0 | 5.2 |
| 45399 | All other miscellaneous store retailers | 15 | 4 295 | 541 | 125 | 42 | 27.6 | 7.9 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LONG BEACH, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 454 | Nonstore retailers | 20 | 42 438 | 4 361 | 732 | 206 | 50.1 | 4.8 |
| 4541 | Electronic shopping & mail-order houses | 8 | 31 929 | 2 859 | 368 | 86 | 62.9 | 1.5 |
| 45411 | Electronic shopping & mail-order houses | 8 | 31 929 | 2 859 | 368 | 86 | 62.9 | 1.5 |
| 454110 | Electronic shopping & mail-order houses | 8 | 31 929 | 2 859 | 368 | 86 | 62.9 | 1.5 |
| 4542 | Vending machine operators | 4 | 2 577 | 630 | 152 | 32 | 13.7 | 17.5 |
| 45421 | Vending machine operators | 4 | 2 577 | 630 | 152 | 32 | 13.7 | 17.5 |
| 454210 | Vending machine operators | 4 | 2 577 | 630 | 152 | 32 | 13.7 | 17.5 |
| 4543 | Direct selling establishments | 8 | 7 932 | 872 | 212 | 88 | 10.7 | 14.1 |
| 45431 | Fuel dealers | 2 | D | D | D | a | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 2 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 6 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 6 | D | D | D | b | D | D |
| | **LOOMIS, CA** | | | | | | | |
| **44-45** | **Retail trade** | **30** | **52 641** | **7 334** | **1 664** | **327** | **6.2** | **1.4** |
| 441 | Motor vehicle & parts dealers | 1 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 4 | 1 909 | 206 | 45 | 11 | 12.1 | 8.0 |
| 4431 | Electronics & appliance stores | 4 | 1 909 | 206 | 45 | 11 | 12.1 | 8.0 |
| 44311 | Appliance, television, & other electronics stores | 4 | 1 909 | 206 | 45 | 11 | 12.1 | 8.0 |
| 444 | Building material & garden equipment & supplies dealers | 7 | 14 572 | 2 009 | 390 | 74 | – | 1.7 |
| 4441 | Building material & supplies dealers | 4 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 4 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 4 | D | D | D | b | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 3 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 4 | D | D | D | c | D | D |
| 446 | Health & personal care stores | 4 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 4 | D | D | D | b | D | D |
| 44619 | Other health & personal care stores | 2 | D | D | D | b | D | D |
| 446199 | All other health & personal care stores | 1 | D | D | D | b | D | D |
| 447 | Gasoline stations | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 5 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 3 | D | D | D | b | D | D |
| | **LOS ALAMITOS, CA** | | | | | | | |
| **44-45** | **Retail trade** | **78** | **108 085** | **15 914** | **3 884** | **784** | **15.6** | **10.6** |
| 441 | Motor vehicle & parts dealers | 6 | 14 682 | 1 485 | 375 | 49 | 14.0 | 2.7 |
| 44112 | Used car dealers | 1 | D | D | D | b | D | D |
| 441120 | Used car dealers | 1 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 8 | D | D | D | b | D | D |
| 4422 | Home furnishings stores | 6 | 4 189 | 903 | 197 | 30 | 73.7 | – |
| 44221 | Floor covering stores | 3 | 3 079 | 807 | 174 | 20 | D | – |
| 442210 | Floor covering stores | 3 | 3 079 | 807 | 174 | 20 | D | – |
| 443 | Electronics & appliance stores | 3 | D | D | D | a | D | D |
| 4431 | Electronics & appliance stores | 3 | D | D | D | a | D | D |
| 44311 | Appliance, television, & other electronics stores | 3 | D | D | D | a | D | D |
| 443112 | Radio, television, & other electronics stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 9 | 27 450 | 4 835 | 1 248 | 151 | 2.8 | 2.0 |
| 4441 | Building material & supplies dealers | 9 | 27 450 | 4 835 | 1 248 | 151 | 2.8 | 2.0 |
| 44419 | Other building material dealers | 6 | 25 150 | 4 311 | 1 075 | 134 | 3.1 | .9 |
| 444190 | Other building material dealers | 6 | 25 150 | 4 311 | 1 075 | 134 | 3.1 | .9 |
| 445 | Food & beverage stores | 9 | 29 216 | 4 434 | 1 041 | 321 | 6.6 | .4 |
| 4451 | Grocery stores | 6 | D | D | D | e | D | D |
| 446 | Health & personal care stores | 8 | 9 743 | 1 926 | 490 | 74 | 49.3 | 38.4 |
| 4461 | Health & personal care stores | 8 | 9 743 | 1 926 | 490 | 74 | 49.3 | 38.4 |
| 4461102 | Proprietary stores | 1 | D | D | D | a | D | D |
| 44613 | Optical goods stores | 1 | D | D | D | b | D | D |
| 446130 | Optical goods stores | 1 | D | D | D | b | D | D |
| 447 | Gasoline stations | 8 | 9 279 | 398 | 72 | 31 | – | 39.3 |
| 448 | Clothing & clothing accessories stores | 7 | 1 797 | 519 | 106 | 26 | 98.7 | 1.3 |
| 451 | Sporting goods, hobby, book, & music stores | 7 | 2 955 | 572 | 158 | 40 | 70.1 | – |
| 4511 | Sporting goods, hobby, & musical instrument stores | 4 | 2 167 | 480 | 129 | 24 | 59.2 | – |
| 4512112 | Specialty book 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LOS ALAMITOS, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 11 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 45391 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |
| 4541 | Electronic shopping & mail-order houses | 2 | D | D | D | a | D | D |
| 45411 | Electronic shopping & mail-order houses | 2 | D | D | D | a | D | D |
| 454110 | Electronic shopping & mail-order houses | 2 | D | D | D | a | D | D |
| | **LOS ALTOS, CA** | | | | | | | |
| **44-45** | **Retail trade** | **115** | **163 621** | **20 013** | **4 249** | **920** | **13.3** | **2.4** |
| 442 | Furniture & home furnishings stores | 7 | 9 400 | 2 011 | 428 | 39 | 20.1 | 5.8 |
| 4421 | Furniture stores | 3 | 6 598 | 1 585 | 324 | 20 | D | – |
| 44211 | Furniture stores | 3 | 6 598 | 1 585 | 324 | 20 | D | – |
| 442110 | Furniture stores | 3 | 6 598 | 1 585 | 324 | 20 | D | – |
| 4422 | Home furnishings stores | 4 | 2 802 | 426 | 104 | 19 | 55.9 | 19.6 |
| 44229 | Other home furnishings stores | 4 | 2 802 | 426 | 104 | 19 | 55.9 | 19.6 |
| 442299 | All other home furnishings stores | 4 | 2 802 | 426 | 104 | 19 | 55.9 | 19.6 |
| 443 | Electronics & appliance stores | 7 | 4 985 | 893 | 316 | 44 | 62.0 | 6.9 |
| 4431 | Electronics & appliance stores | 7 | 4 985 | 893 | 316 | 44 | 62.0 | 6.9 |
| 44312 | Computer & software stores | 3 | 1 959 | 592 | 223 | 25 | D | – |
| 443120 | Computer & software stores | 3 | 1 959 | 592 | 223 | 25 | D | – |
| 44313 | Camera & photographic supplies stores | 3 | D | D | D | a | D | D |
| 443130 | Camera & photographic supplies stores | 3 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 10 | 4 892 | 589 | 103 | 26 | 53.4 | – |
| 445 | Food & beverage stores | 14 | 76 597 | 9 316 | 1 836 | 408 | 4.9 | .4 |
| 4451 | Grocery stores | 7 | D | D | D | e | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 6 | 71 342 | 8 714 | 1 714 | 360 | .4 | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 6 | 71 342 | 8 714 | 1 714 | 360 | .4 | – |
| 4452 | Specialty food stores | 6 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 12 | 8 709 | 1 769 | 432 | 69 | 10.6 | 9.9 |
| 4461 | Health & personal care stores | 12 | 8 709 | 1 769 | 432 | 69 | 10.6 | 9.9 |
| 446191 | Food (health) supplement stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 9 | 26 782 | 1 356 | 262 | 88 | – | 3.2 |
| 4471 | Gasoline stations | 9 | 26 782 | 1 356 | 262 | 88 | – | 3.2 |
| 44719 | Other gasoline stations | 7 | D | D | D | b | D | D |
| 447190 | Other gasoline stations | 7 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 17 | 8 707 | 1 032 | 234 | 68 | 28.5 | .8 |
| 4481 | Clothing stores | 10 | D | D | D | b | D | D |
| 44813 | Children's & infants' clothing stores | 2 | D | D | D | a | D | D |
| 448130 | Children's & infants' clothing stores | 2 | D | D | D | a | D | D |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 4 | 4 934 | 666 | 154 | 24 | 13.5 | – |
| 44831 | Jewelry stores | 4 | 4 934 | 666 | 154 | 24 | 13.5 | – |
| 448310 | Jewelry stores | 4 | 4 934 | 666 | 154 | 24 | 13.5 | – |
| 451 | Sporting goods, hobby, book, & music stores | 12 | 11 389 | 1 577 | 291 | 83 | 14.4 | – |
| 4511 | Sporting goods, hobby, & musical instrument stores | 10 | D | D | D | b | D | D |
| 45111 | Sporting goods stores | 6 | 6 625 | 936 | 157 | 48 | 9.1 | – |
| 451110 | Sporting goods stores | 6 | 6 625 | 936 | 157 | 48 | 9.1 | – |
| 4511102 | Specialty-line sporting goods stores | 4 | D | D | D | b | D | D |
| 45113 | Sewing, needlework, & piece goods stores | 2 | D | D | D | a | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 2 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 2 | D | D | D | a | D | D |
| 45121 | Book stores & news dealers | 2 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 24 | D | D | D | b | D | D |
| 4531 | Florists | 6 | 1 405 | 156 | 28 | 11 | 73.2 | 26.8 |
| 45311 | Florists | 6 | 1 405 | 156 | 28 | 11 | 73.2 | 26.8 |
| 453110 | Florists | 6 | 1 405 | 156 | 28 | 11 | 73.2 | 26.8 |
| 4532 | Office supplies, stationery, & gift stores | 10 | 5 347 | 797 | 200 | 54 | 31.5 | – |
| 45321 | Office supplies & stationery stores | 3 | 3 658 | 538 | 137 | 37 | D | – |
| 453210 | Office supplies & stationery stores | 3 | 3 658 | 538 | 137 | 37 | D | – |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 2 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 6 | 3 358 | 240 | 79 | 13 | 51.3 | – |
| 45331 | Used merchandise stores | 6 | 3 358 | 240 | 79 | 13 | 51.3 | – |
| 453310 | Used merchandise stores | 6 | 3 358 | 240 | 79 | 13 | 51.3 | – |
| 45392 | Art dealers | 1 | D | D | D | a | D | D |
| 453920 | Art dealers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LOS ALTOS HILLS, CA** | | | | | | | |
| **44-45** | **Retail trade** | **2** | **D** | **D** | **D** | **a** | **D** | **D** |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **LOS ANGELES, CA** | | | | | | | |
| **44-45** | **Retail trade** | **10 639** | **22 932 763** | **2 342 874** | **556 689** | **118 117** | **11.7** | **8.1** |
| 441 | Motor vehicle & parts dealers | 850 | 4 521 349 | 401 759 | 96 725 | 12 528 | 10.2 | 9.4 |
| 4411 | Automobile dealers | 244 | 3 845 375 | 294 730 | 71 436 | 7 623 | 9.7 | 8.8 |
| 44111 | New car dealers | 145 | 3 633 864 | 280 505 | 68 299 | 7 016 | 7.9 | 8.8 |
| 441110 | New car dealers | 145 | 3 633 864 | 280 505 | 68 299 | 7 016 | 7.9 | 8.8 |
| 44112 | Used car dealers | 99 | 211 511 | 14 225 | 3 137 | 607 | 40.6 | 9.1 |
| 441120 | Used car dealers | 99 | 211 511 | 14 225 | 3 137 | 607 | 40.6 | 9.1 |
| 4412 | Other motor vehicle dealers | 60 | 114 971 | 15 251 | 3 445 | 552 | 16.7 | 7.2 |
| 44121 | Recreational vehicle dealers | 12 | 25 432 | 2 546 | 572 | 104 | 7.2 | 11.6 |
| 441210 | Recreational vehicle dealers | 12 | 25 432 | 2 546 | 572 | 104 | 7.2 | 11.6 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 48 | 89 539 | 12 705 | 2 873 | 448 | 19.4 | 5.9 |
| 441221 | Motorcycle dealers | 25 | 52 857 | 7 184 | 1 773 | 250 | 12.5 | 3.8 |
| 441222 | Boat dealers | 12 | 10 167 | 1 095 | 233 | 62 | 19.3 | 22.6 |
| 441229 | All other motor vehicle dealers | 11 | 26 515 | 4 426 | 867 | 136 | 33.2 | 3.7 |
| 4413 | Automotive parts, accessories, & tire stores | 546 | 561 003 | 91 778 | 21 844 | 4 353 | 12.7 | 13.6 |
| 44131 | Automotive parts & accessories stores | 411 | 419 248 | 65 531 | 15 750 | 3 279 | 10.9 | 14.4 |
| 441310 | Automotive parts & accessories stores | 411 | 419 248 | 65 531 | 15 750 | 3 279 | 10.9 | 14.4 |
| 44132 | Tire dealers | 135 | 141 755 | 26 247 | 6 094 | 1 074 | 17.8 | 11.3 |
| 441320 | Tire dealers | 135 | 141 755 | 26 247 | 6 094 | 1 074 | 17.8 | 11.3 |
| 442 | Furniture & home furnishings stores | 657 | 760 601 | 111 522 | 26 383 | 4 982 | 13.5 | 8.9 |
| 4421 | Furniture stores | 300 | 380 700 | 56 208 | 13 741 | 2 297 | 11.8 | 11.1 |
| 44211 | Furniture stores | 300 | 380 700 | 56 208 | 13 741 | 2 297 | 11.8 | 11.1 |
| 442110 | Furniture stores | 300 | 380 700 | 56 208 | 13 741 | 2 297 | 11.8 | 11.1 |
| 4422 | Home furnishings stores | 357 | 379 901 | 55 314 | 12 642 | 2 685 | 15.2 | 6.7 |
| 44221 | Floor covering stores | 141 | 135 493 | 22 948 | 5 052 | 919 | 27.2 | 11.6 |
| 442210 | Floor covering stores | 141 | 135 493 | 22 948 | 5 052 | 919 | 27.2 | 11.6 |
| 44229 | Other home furnishings stores | 216 | 244 408 | 32 366 | 7 590 | 1 766 | 8.6 | 4.0 |
| 442291 | Window treatment stores | 25 | 23 581 | 4 687 | 1 161 | 162 | 17.2 | 7.4 |
| 442299 | All other home furnishings stores | 191 | 220 827 | 27 679 | 6 429 | 1 604 | 7.7 | 3.7 |
| 443 | Electronics & appliance stores | 486 | 1 112 578 | 107 527 | 26 064 | 4 514 | 10.8 | 9.3 |
| 4431 | Electronics & appliance stores | 486 | 1 112 578 | 107 527 | 26 064 | 4 514 | 10.8 | 9.3 |
| 44311 | Appliance, television, & other electronics stores | 305 | 535 823 | 58 314 | 14 156 | 2 718 | 12.5 | 6.1 |
| 443111 | Household appliance stores | 80 | 83 511 | 8 611 | 2 074 | 453 | 24.7 | 5.0 |
| 443112 | Radio, television, & other electronics stores | 225 | 452 312 | 49 703 | 12 082 | 2 265 | 10.2 | 6.3 |
| 44312 | Computer & software stores | 126 | 497 246 | 42 071 | 10 206 | 1 457 | 8.8 | 10.6 |
| 443120 | Computer & software stores | 126 | 497 246 | 42 071 | 10 206 | 1 457 | 8.8 | 10.6 |
| 44313 | Camera & photographic supplies stores | 55 | 79 509 | 7 142 | 1 702 | 339 | 12.7 | 23.1 |
| 443130 | Camera & photographic supplies stores | 55 | 79 509 | 7 142 | 1 702 | 339 | 12.7 | 23.1 |
| 444 | Building material & garden equipment & supplies dealers | 526 | 1 431 190 | 164 682 | 39 294 | 6 686 | 7.3 | 2.9 |
| 4441 | Building material & supplies dealers | 443 | 1 351 765 | 149 442 | 35 855 | 5 946 | 6.9 | 2.7 |
| 44411 | Home centers | 22 | 476 795 | 44 153 | 10 879 | 2 063 | 1.4 | – |
| 444110 | Home centers | 22 | 476 795 | 44 153 | 10 879 | 2 063 | 1.4 | – |
| 44412 | Paint & wallpaper stores | 56 | 97 821 | 12 182 | 2 719 | 438 | 3.6 | 6.9 |
| 444120 | Paint & wallpaper stores | 56 | 97 821 | 12 182 | 2 719 | 438 | 3.6 | 6.9 |
| 44413 | Hardware stores | 89 | 99 178 | 15 852 | 3 605 | 829 | 10.8 | 9.8 |
| 444130 | Hardware stores | 89 | 99 178 | 15 852 | 3 605 | 829 | 10.8 | 9.8 |
| 44419 | Other building material dealers | 276 | 677 971 | 77 255 | 18 652 | 2 616 | 10.7 | 2.9 |
| 444190 | Other building material dealers | 276 | 677 971 | 77 255 | 18 652 | 2 616 | 10.7 | 2.9 |
| 4442 | Lawn & garden equipment & supplies stores | 83 | 79 425 | 15 240 | 3 439 | 740 | 14.2 | 6.8 |
| 44421 | Outdoor power equipment stores | 18 | 7 172 | 1 244 | 289 | 79 | 52.9 | 15.3 |
| 444210 | Outdoor power equipment stores | 18 | 7 172 | 1 244 | 289 | 79 | 52.9 | 15.3 |
| 44422 | Nursery & garden centers | 65 | 72 253 | 13 996 | 3 150 | 661 | 10.4 | 6.0 |
| 444220 | Nursery & garden centers | 65 | 72 253 | 13 996 | 3 150 | 661 | 10.4 | 6.0 |
| 445 | Food & beverage stores | 1 781 | 4 758 197 | 493 568 | 114 758 | 25 297 | 9.8 | 7.3 |
| 4451 | Grocery stores | 1 022 | 4 307 706 | 453 840 | 105 606 | 22 297 | 6.5 | 6.7 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 802 | 4 149 187 | 440 086 | 102 463 | 21 268 | 5.4 | 6.0 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 802 | 4 149 187 | 440 086 | 102 463 | 21 268 | 5.4 | 6.0 |
| 44512 | Convenience stores | 220 | 158 519 | 13 754 | 3 143 | 1 029 | 34.0 | 25.5 |
| 445120 | Convenience stores | 220 | 158 519 | 13 754 | 3 143 | 1 029 | 34.0 | 25.5 |
| 4452 | Specialty food stores | 311 | 202 276 | 22 562 | 5 104 | 1 640 | 33.5 | 10.9 |
| 4453 | Beer, wine, & liquor stores | 448 | 248 215 | 17 166 | 4 048 | 1 360 | 48.6 | 14.1 |
| 44531 | Beer, wine, & liquor stores | 448 | 248 215 | 17 166 | 4 048 | 1 360 | 48.6 | 14.1 |
| 445310 | Beer, wine, & liquor stores | 448 | 248 215 | 17 166 | 4 048 | 1 360 | 48.6 | 14.1 |

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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LOS ANGELES, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 446 | Health & personal care stores | 902 | 1 425 729 | 193 028 | 46 009 | 9 422 | 16.0 | 6.8 |
| 4461 | Health & personal care stores | 902 | 1 425 729 | 193 028 | 46 009 | 9 422 | 16.0 | 6.8 |
| 44611 | Pharmacies & drug stores | 504 | 1 171 918 | 150 920 | 36 045 | 7 332 | 15.5 | 5.0 |
| 446110 | Pharmacies & drug stores | 504 | 1 171 918 | 150 920 | 36 045 | 7 332 | 15.5 | 5.0 |
| 4461101 | Pharmacies & drug stores | 483 | 1 151 228 | 148 798 | 35 579 | 7 215 | 15.6 | 4.9 |
| 4461102 | Proprietary stores | 21 | 20 690 | 2 122 | 466 | 117 | 11.7 | 9.4 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 123 | 100 353 | 14 038 | 3 194 | 709 | 17.0 | 15.0 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 123 | 100 353 | 14 038 | 3 194 | 709 | 17.0 | 15.0 |
| 44613 | Optical goods stores | 122 | 49 807 | 9 045 | 2 127 | 473 | 14.9 | 17.0 |
| 446130 | Optical goods stores | 122 | 49 807 | 9 045 | 2 127 | 473 | 14.9 | 17.0 |
| 44619 | Other health & personal care stores | 153 | 103 651 | 19 025 | 4 643 | 908 | 21.1 | 15.0 |
| 446191 | Food (health) supplement stores | 78 | 43 548 | 6 727 | 1 692 | 442 | 23.5 | 26.1 |
| 446199 | All other health & personal care stores | 75 | 60 103 | 12 298 | 2 951 | 466 | 19.3 | 6.9 |
| 447 | Gasoline stations | 776 | 1 725 446 | 61 407 | 13 671 | 4 401 | 27.0 | 12.1 |
| 4471 | Gasoline stations | 776 | 1 725 446 | 61 407 | 13 671 | 4 401 | 27.0 | 12.1 |
| 44711 | Gasoline stations with convenience stores | 290 | 655 277 | 23 659 | 5 174 | 1 689 | 21.2 | 9.6 |
| 447110 | Gasoline stations with convenience stores | 290 | 655 277 | 23 659 | 5 174 | 1 689 | 21.2 | 9.6 |
| 44719 | Other gasoline stations | 486 | 1 070 169 | 37 748 | 8 497 | 2 712 | 30.5 | 13.6 |
| 447190 | Other gasoline stations | 486 | 1 070 169 | 37 748 | 8 497 | 2 712 | 30.5 | 13.6 |
| 448 | Clothing & clothing accessories stores | 2 163 | 2 049 446 | 244 654 | 58 200 | 16 215 | 17.4 | 11.1 |
| 4481 | Clothing stores | 1 299 | 1 437 187 | 174 437 | 41 939 | 12 143 | 16.4 | 9.5 |
| 44811 | Men's clothing stores | 184 | 181 812 | 23 298 | 6 077 | 1 335 | 29.5 | 11.3 |
| 448110 | Men's clothing stores | 184 | 181 812 | 23 298 | 6 077 | 1 335 | 29.5 | 11.3 |
| 44812 | Women's clothing stores | 601 | 505 981 | 58 742 | 13 381 | 4 396 | 21.6 | 14.0 |
| 448120 | Women's clothing stores | 601 | 505 981 | 58 742 | 13 381 | 4 396 | 21.6 | 14.0 |
| 44813 | Children's & infants' clothing stores | 70 | 41 123 | 4 837 | 1 131 | 425 | 26.8 | 8.8 |
| 448130 | Children's & infants' clothing stores | 70 | 41 123 | 4 837 | 1 131 | 425 | 26.8 | 8.8 |
| 44814 | Family clothing stores | 252 | 606 622 | 72 454 | 17 768 | 4 910 | 7.2 | 4.3 |
| 448140 | Family clothing stores | 252 | 606 622 | 72 454 | 17 768 | 4 910 | 7.2 | 4.3 |
| 44815 | Clothing accessories stores | 66 | 21 183 | 3 719 | 901 | 275 | 26.7 | 24.6 |
| 448150 | Clothing accessories stores | 66 | 21 183 | 3 719 | 901 | 275 | 26.7 | 24.6 |
| 44819 | Other clothing stores | 126 | 80 466 | 11 387 | 2 681 | 802 | 15.8 | 13.1 |
| 448190 | Other clothing stores | 126 | 80 466 | 11 387 | 2 681 | 802 | 15.8 | 13.1 |
| 4482 | Shoe stores | 397 | 260 417 | 30 182 | 7 118 | 2 052 | 12.5 | 12.0 |
| 44821 | Shoe stores | 397 | 260 417 | 30 182 | 7 118 | 2 052 | 12.5 | 12.0 |
| 448210 | Shoe stores | 397 | 260 417 | 30 182 | 7 118 | 2 052 | 12.5 | 12.0 |
| 4482101 | Men's shoe stores | 25 | 10 356 | 1 462 | 371 | 97 | 8.0 | 6.2 |
| 4482102 | Women's shoe stores | 63 | 44 056 | 5 810 | 1 303 | 382 | 10.0 | 28.7 |
| 4482103 | Children's & juveniles' shoe stores | 5 | 3 281 | 455 | 108 | 38 | 22.0 | – |
| 4482104 | Family shoe stores | 236 | 123 013 | 13 773 | 3 238 | 962 | 19.3 | 13.0 |
| 4482105 | Athletic footwear stores | 68 | 79 711 | 8 682 | 2 098 | 573 | 3.8 | 2.6 |
| 4483 | Jewelry, luggage, & leather goods stores | 467 | 351 842 | 40 035 | 9 143 | 2 020 | 25.0 | 17.0 |
| 44831 | Jewelry stores | 428 | 308 624 | 33 301 | 7 530 | 1 698 | 25.5 | 18.4 |
| 448310 | Jewelry stores | 428 | 308 624 | 33 301 | 7 530 | 1 698 | 25.5 | 18.4 |
| 44832 | Luggage & leather goods stores | 39 | 43 218 | 6 734 | 1 613 | 322 | 21.0 | 7.0 |
| 448320 | Luggage & leather goods stores | 39 | 43 218 | 6 734 | 1 613 | 322 | 21.0 | 7.0 |
| 451 | Sporting goods, hobby, book, & music stores | 728 | 880 527 | 100 758 | 24 052 | 6 796 | 12.2 | 9.2 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 426 | 533 181 | 59 129 | 13 736 | 3 837 | 14.6 | 9.7 |
| 45111 | Sporting goods stores | 194 | 247 236 | 24 806 | 6 130 | 1 690 | 18.3 | 9.7 |
| 451110 | Sporting goods stores | 194 | 247 236 | 24 806 | 6 130 | 1 690 | 18.3 | 9.7 |
| 4511101 | General-line sporting goods stores | 67 | 101 936 | 10 225 | 2 514 | 845 | 13.3 | 10.7 |
| 4511102 | Specialty-line sporting goods stores | 127 | 145 300 | 14 581 | 3 616 | 845 | 21.9 | 8.9 |
| 45112 | Hobby, toy, & game stores | 96 | 129 979 | 13 170 | 2 744 | 965 | 6.3 | 12.2 |
| 451120 | Hobby, toy, & game stores | 96 | 129 979 | 13 170 | 2 744 | 965 | 6.3 | 12.2 |
| 45113 | Sewing, needlework, & piece goods stores | 80 | 58 569 | 10 749 | 2 583 | 592 | 24.5 | 13.2 |
| 451130 | Sewing, needlework, & piece goods stores | 80 | 58 569 | 10 749 | 2 583 | 592 | 24.5 | 13.2 |
| 45114 | Musical instrument & supplies stores | 56 | 97 397 | 10 404 | 2 279 | 590 | 10.5 | 4.4 |
| 451140 | Musical instrument & supplies stores | 56 | 97 397 | 10 404 | 2 279 | 590 | 10.5 | 4.4 |
| 4512 | Book, periodical, & music stores | 302 | 347 346 | 41 629 | 10 316 | 2 959 | 8.6 | 8.4 |
| 45121 | Book stores & news dealers | 178 | 194 169 | 23 536 | 5 668 | 1 663 | 9.3 | 3.4 |
| 451211 | Book stores | 142 | 176 122 | 21 146 | 5 069 | 1 459 | 7.8 | 2.8 |
| 4512111 | Book stores, general | 89 | 117 815 | 13 918 | 3 470 | 977 | 8.9 | 1.1 |
| 4512112 | Specialty book stores | 35 | 26 242 | 4 243 | 995 | 252 | 11.3 | 3.3 |
| 4512113 | College book stores | 18 | 32 065 | 2 985 | 604 | 230 | .7 | 8.2 |
| 451212 | News dealers & newsstands | 36 | 18 047 | 2 390 | 599 | 204 | 24.2 | 9.8 |
| 45122 | Prerecorded tape, compact disc, & record stores | 124 | 153 177 | 18 093 | 4 648 | 1 296 | 7.6 | 14.8 |
| 451220 | Prerecorded tape, compact disc, & record stores | 124 | 153 177 | 18 093 | 4 648 | 1 296 | 7.6 | 14.8 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LOS ANGELES, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 264 | 2 422 904 | 240 831 | 59 828 | 16 264 | 1.1 | 4.9 |
| 4521 | Department stores (incl leased depts) ## | 51 | 1 611 425 | N | N | N | – | 3.2 |
| 45211 | Department stores (incl leased depts) ## | 51 | 1 611 425 | N | N | N | – | 3.2 |
| 4521 | Department stores (excl leased depts) | 51 | 1 588 119 | 176 321 | 44 223 | 12 147 | – | 3.2 |
| 45211 | Department stores (excl leased depts) | 51 | 1 588 119 | 176 321 | 44 223 | 12 147 | – | 3.2 |
| 452110 | Department stores (excl leased depts) | 51 | 1 588 119 | 176 321 | 44 223 | 12 147 | – | 3.2 |
| 4521101 | Conventional department stores (excl leased depts) | 22 | 724 699 | 91 642 | 22 995 | 5 453 | – | 7.0 |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 17 | 530 589 | 48 074 | 12 307 | 4 040 | – | – |
| 4521103 | National chain department stores (excl leased depts) | 12 | 332 831 | 36 605 | 8 921 | 2 654 | – | – |
| 4529 | Other general merchandise stores | 213 | 834 785 | 64 510 | 15 605 | 4 117 | 3.1 | 8.0 |
| 45291 | Warehouse clubs & superstores | 5 | D | D | D | g | D | D |
| 452910 | Warehouse clubs & superstores | 5 | D | D | D | g | D | D |
| 45299 | All other general merchandise stores | 208 | D | D | D | h | D | D |
| 452990 | All other general merchandise stores | 208 | D | D | D | h | D | D |
| 4529901 | Variety stores | 81 | D | D | D | f | D | D |
| 4529902 | Catalog showrooms | 2 | D | D | D | c | D | D |
| 4529903 | Miscellaneous general merchandise stores | 125 | 340 768 | 30 736 | 7 189 | 2 105 | 4.7 | 18.2 |
| 453 | Miscellaneous store retailers | 1 150 | 870 302 | 113 971 | 26 633 | 7 413 | 15.5 | 11.3 |
| 4531 | Florists | 184 | 67 747 | 13 348 | 3 172 | 975 | 25.5 | 14.9 |
| 45311 | Florists | 184 | 67 747 | 13 348 | 3 172 | 975 | 25.5 | 14.9 |
| 453110 | Florists | 184 | 67 747 | 13 348 | 3 172 | 975 | 25.5 | 14.9 |
| 4532 | Office supplies, stationery, & gift stores | 425 | 453 866 | 47 515 | 11 319 | 3 460 | 10.6 | 6.8 |
| 45321 | Office supplies & stationery stores | 102 | 255 836 | 23 061 | 5 700 | 1 510 | 3.7 | 6.7 |
| 453210 | Office supplies & stationery stores | 102 | 255 836 | 23 061 | 5 700 | 1 510 | 3.7 | 6.7 |
| 4532101 | Stationery stores | 19 | 8 292 | 1 598 | 393 | 188 | 14.5 | 17.1 |
| 4532102 | Office supplies stores | 83 | 247 544 | 21 463 | 5 307 | 1 322 | 3.3 | 6.3 |
| 45322 | Gift, novelty, & souvenir stores | 323 | 198 030 | 24 454 | 5 619 | 1 950 | 19.5 | 7.0 |
| 453220 | Gift, novelty, & souvenir stores | 323 | 198 030 | 24 454 | 5 619 | 1 950 | 19.5 | 7.0 |
| 4533 | Used merchandise stores | 181 | 107 282 | 18 160 | 4 143 | 985 | 18.8 | 17.5 |
| 45331 | Used merchandise stores | 181 | 107 282 | 18 160 | 4 143 | 985 | 18.8 | 17.5 |
| 453310 | Used merchandise stores | 181 | 107 282 | 18 160 | 4 143 | 985 | 18.8 | 17.5 |
| 4539 | Other miscellaneous store retailers | 360 | 241 407 | 34 948 | 7 999 | 1 993 | 20.3 | 16.1 |
| 45391 | Pet & pet supplies stores | 93 | 70 317 | 9 807 | 2 328 | 714 | 23.4 | 14.5 |
| 453910 | Pet & pet supplies stores | 93 | 70 317 | 9 807 | 2 328 | 714 | 23.4 | 14.5 |
| 45392 | Art dealers | 77 | 45 914 | 6 538 | 1 478 | 313 | 30.3 | 10.7 |
| 453920 | Art dealers | 77 | 45 914 | 6 538 | 1 478 | 313 | 30.3 | 10.7 |
| 45399 | All other miscellaneous store retailers | 188 | D | D | D | f | D | D |
| 454 | Nonstore retailers | 356 | 974 494 | 109 167 | 25 072 | 3 599 | 10.5 | 4.5 |
| 4541 | Electronic shopping & mail-order houses | 165 | 718 191 | 61 812 | 14 392 | 1 691 | 7.2 | 1.5 |
| 45411 | Electronic shopping & mail-order houses | 165 | 718 191 | 61 812 | 14 392 | 1 691 | 7.2 | 1.5 |
| 454110 | Electronic shopping & mail-order houses | 165 | 718 191 | 61 812 | 14 392 | 1 691 | 7.2 | 1.5 |
| 4542 | Vending machine operators | 45 | 57 185 | 10 998 | 2 421 | 392 | 38.1 | 29.1 |
| 45421 | Vending machine operators | 45 | 57 185 | 10 998 | 2 421 | 392 | 38.1 | 29.1 |
| 454210 | Vending machine operators | 45 | 57 185 | 10 998 | 2 421 | 392 | 38.1 | 29.1 |
| 4543 | Direct selling establishments | 146 | 199 118 | 36 357 | 8 259 | 1 516 | 14.2 | 8.2 |
| 45431 | Fuel dealers | 8 | 9 130 | 1 187 | 305 | 45 | 41.9 | 33.5 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 5 | 8 891 | 1 161 | 286 | 41 | 43.1 | 32.4 |
| 454319 | Other fuel dealers | 2 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 138 | 189 988 | 35 170 | 7 954 | 1 471 | 12.9 | 7.0 |
| 454390 | Other direct selling establishments | 138 | 189 988 | 35 170 | 7 954 | 1 471 | 12.9 | 7.0 |
| | **LOS BANOS, CA** | | | | | | | |
| **44-45** | **Retail trade** | **75** | **143 893** | **17 251** | **4 037** | **939** | **16.5** | **3.9** |
| 441 | Motor vehicle & parts dealers | 13 | 36 721 | 3 269 | 742 | 135 | 52.0 | .9 |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 44121 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 441210 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 10 | 5 858 | 1 017 | 212 | 46 | 7.0 | 15.8 |
| 4442 | Lawn & garden equipment & supplies stores | 7 | D | D | D | a | D | D |
| 44422 | Nursery & garden centers | 6 | 3 256 | 600 | 122 | 16 | 11.5 | 10.1 |
| 444220 | Nursery & garden centers | 6 | 3 256 | 600 | 122 | 16 | 11.5 | 10.1 |
| 445 | Food & beverage stores | 14 | 38 803 | 6 293 | 1 551 | 217 | 9.6 | – |
| 4451 | Grocery stores | 9 | D | D | D | c | D | D |
| 4452 | Specialty food stores | 2 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 4 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 4 | D | D | D | b | D | D |
| 447 | Gasoline stations | 6 | 12 672 | 613 | 135 | 44 | – | 31.1 |

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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LOS BANOS, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores | 12 | 6 855 | 888 | 206 | 85 | 3.9 | 4.7 |
| 4481 | Clothing stores | 6 | D | D | D | b | D | D |
| 452 | General merchandise stores | 5 | 29 706 | 3 279 | 710 | 292 | – | – |
| 453 | Miscellaneous store retailers | 6 | 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 |
| 45399 | All other miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 2 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 2 | D | D | D | b | D | D |
| | **LOS GATOS, CA** | | | | | | | |
| **44-45** | **Retail trade** | **199** | **484 879** | **53 555** | **11 945** | **2 216** | **6.3** | **3.6** |
| 441 | Motor vehicle & parts dealers | 15 | 228 777 | 21 935 | 4 772 | 463 | .1 | 3.2 |
| 4411 | Automobile dealers | 7 | 218 430 | 20 105 | 4 316 | 392 | – | 3.3 |
| 44111 | New car dealers | 7 | 218 430 | 20 105 | 4 316 | 392 | – | 3.3 |
| 441110 | New car dealers | 7 | 218 430 | 20 105 | 4 316 | 392 | – | 3.3 |
| 4413 | Automotive parts, accessories, & tire stores | 7 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 3 | 6 912 | 1 096 | 272 | 39 | – | – |
| 441310 | Automotive parts & accessories stores | 3 | 6 912 | 1 096 | 272 | 39 | – | – |
| 442 | Furniture & home furnishings stores | 14 | 12 652 | 2 116 | 566 | 74 | 18.0 | 2.9 |
| 4421 | Furniture stores | 5 | 6 059 | 1 239 | 300 | 35 | 2.9 | 1.3 |
| 44211 | Furniture stores | 5 | 6 059 | 1 239 | 300 | 35 | 2.9 | 1.3 |
| 442110 | Furniture stores | 5 | 6 059 | 1 239 | 300 | 35 | 2.9 | 1.3 |
| 4422 | Home furnishings stores | 9 | 6 593 | 877 | 266 | 39 | 31.9 | 4.3 |
| 44229 | Other home furnishings stores | 6 | 4 964 | 770 | 242 | 32 | 14.2 | 5.7 |
| 442299 | All other home furnishings stores | 4 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 12 | 9 959 | 2 681 | 812 | 77 | 43.4 | 18.7 |
| 4431 | Electronics & appliance stores | 12 | 9 959 | 2 681 | 812 | 77 | 43.4 | 18.7 |
| 44312 | Computer & software stores | 5 | 6 053 | 2 062 | 651 | 49 | 61.3 | 30.5 |
| 443120 | Computer & software stores | 5 | 6 053 | 2 062 | 651 | 49 | 61.3 | 30.5 |
| 44313 | Camera & photographic supplies stores | 3 | 2 553 | 397 | 98 | 16 | D | – |
| 443130 | Camera & photographic supplies stores | 3 | 2 553 | 397 | 98 | 16 | D | – |
| 444 | Building material & garden equipment & supplies dealers | 13 | 12 230 | 1 976 | 418 | 118 | 9.9 | 2.6 |
| 44413 | Hardware stores | 2 | D | D | D | b | D | D |
| 444130 | Hardware stores | 2 | D | D | D | b | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 7 | D | D | D | b | D | D |
| 44422 | Nursery & garden centers | 5 | 6 211 | 900 | 176 | 45 | 5.9 | – |
| 444220 | Nursery & garden centers | 5 | 6 211 | 900 | 176 | 45 | 5.9 | – |
| 445 | Food & beverage stores | 19 | 107 838 | 12 736 | 2 626 | 628 | 2.2 | 1.7 |
| 4451 | Grocery stores | 11 | D | D | D | f | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 9 | 102 810 | 12 227 | 2 509 | 578 | 1.1 | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 9 | 102 810 | 12 227 | 2 509 | 578 | 1.1 | – |
| 4452 | Specialty food stores | 4 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 15 | 27 269 | 4 029 | 967 | 245 | 5.4 | – |
| 4461 | Health & personal care stores | 15 | 27 269 | 4 029 | 967 | 245 | 5.4 | – |
| 44611 | Pharmacies & drug stores | 7 | 24 655 | 3 447 | 823 | 207 | 2.3 | – |
| 446110 | Pharmacies & drug stores | 7 | 24 655 | 3 447 | 823 | 207 | 2.3 | – |
| 4461101 | Pharmacies & drug stores | 6 | D | D | D | c | D | D |
| 4461102 | Proprietary stores | 1 | D | D | D | a | D | D |
| 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 | 10 | 23 279 | 978 | 229 | 61 | 18.1 | 3.4 |
| 4471 | Gasoline stations | 10 | 23 279 | 978 | 229 | 61 | 18.1 | 3.4 |
| 44719 | Other gasoline stations | 7 | 18 181 | 641 | 147 | 34 | 23.2 | – |
| 447190 | Other gasoline stations | 7 | 18 181 | 641 | 147 | 34 | 23.2 | – |
| 448 | Clothing & clothing accessories stores | 28 | 15 356 | 1 461 | 336 | 115 | 40.3 | 6.1 |
| 4481 | Clothing stores | 15 | 9 116 | 916 | 204 | 80 | 37.6 | 5.4 |
| 4483 | Jewelry, luggage, & leather goods stores | 8 | 3 845 | 329 | 78 | 15 | 71.8 | 11.6 |
| 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LOS GATOS, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 20 | 15 934 | 1 847 | 328 | 172 | 22.9 | 2.2 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 15 | 9 988 | 1 294 | 247 | 94 | 36.6 | 3.3 |
| 45111 | Sporting goods stores | 8 | 5 186 | 524 | 107 | 46 | 13.3 | 6.3 |
| 451110 | Sporting goods stores | 8 | 5 186 | 524 | 107 | 46 | 13.3 | 6.3 |
| 4511102 | Specialty-line sporting goods stores | 7 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 3 | 3 137 | 600 | 99 | 29 | D | – |
| 451120 | Hobby, toy, & game stores | 3 | 3 137 | 600 | 99 | 29 | D | – |
| 45113 | Sewing, needlework, & piece goods stores | 3 | D | D | D | a | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 3 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 5 | 5 946 | 553 | 81 | 78 | – | .4 |
| 45121 | Book stores & news dealers | 4 | D | D | D | b | D | D |
| 451211 | Book stores | 4 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 2 | D | D | D | b | D | D |
| 452 | General merchandise stores | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 50 | 28 109 | 3 188 | 727 | 247 | 15.7 | 4.1 |
| 4531 | Florists | 8 | 2 045 | 366 | 75 | 27 | 29.9 | 16.0 |
| 45311 | Florists | 8 | 2 045 | 366 | 75 | 27 | 29.9 | 16.0 |
| 453110 | Florists | 8 | 2 045 | 366 | 75 | 27 | 29.9 | 16.0 |
| 4532 | Office supplies, stationery, & gift stores | 20 | 18 737 | 2 098 | 480 | 144 | 11.7 | 1.0 |
| 45321 | Office supplies & stationery stores | 6 | 14 132 | 1 427 | 331 | 80 | – | – |
| 453210 | Office supplies & stationery stores | 6 | 14 132 | 1 427 | 331 | 80 | – | – |
| 4532102 | Office supplies stores | 6 | 14 132 | 1 427 | 331 | 80 | – | – |
| 45322 | Gift, novelty, & souvenir stores | 14 | 4 605 | 671 | 149 | 64 | 47.6 | 4.2 |
| 453220 | Gift, novelty, & souvenir stores | 14 | 4 605 | 671 | 149 | 64 | 47.6 | 4.2 |
| 4533 | Used merchandise stores | 4 | 791 | 61 | 15 | 5 | – | 16.4 |
| 45331 | Used merchandise stores | 4 | 791 | 61 | 15 | 5 | – | 16.4 |
| 453310 | Used merchandise stores | 4 | 791 | 61 | 15 | 5 | – | 16.4 |
| 4539 | Other miscellaneous store retailers | 18 | 6 536 | 663 | 157 | 71 | 24.5 | 7.7 |
| 45391 | Pet & pet supplies stores | 3 | 1 547 | 104 | 24 | 10 | D | 6.4 |
| 453910 | Pet & pet supplies stores | 3 | 1 547 | 104 | 24 | 10 | D | 6.4 |
| 45392 | Art dealers | 5 | 2 163 | 251 | 56 | 23 | 24.3 | 5.3 |
| 453920 | Art dealers | 5 | 2 163 | 251 | 56 | 23 | 24.3 | 5.3 |
| 45399 | All other miscellaneous store retailers | 10 | 2 826 | 308 | 77 | 38 | 24.3 | 10.2 |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 1 | D | D | D | a | D | D |
| 454390 | Other direct selling establishments | 1 | D | D | D | a | D | D |
| | **LYNWOOD, CA** | | | | | | | |
| **44-45** | **Retail trade** | **83** | **179 910** | **17 072** | **3 983** | **925** | **13.7** | **2.3** |
| 441 | Motor vehicle & parts dealers | 9 | 5 695 | 683 | 142 | 43 | 31.4 | 3.1 |
| 4413 | Automotive parts, accessories, & tire stores | 9 | 5 695 | 683 | 142 | 43 | 31.4 | 3.1 |
| 44131 | Automotive parts & accessories stores | 8 | D | D | D | b | D | D |
| 441310 | Automotive parts & accessories stores | 8 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 1 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 5 | D | D | D | c | D | D |
| 4441 | Building material & supplies dealers | 5 | D | D | D | c | D | D |
| 44419 | Other building material dealers | 3 | D | D | D | c | D | D |
| 444190 | Other building material dealers | 3 | D | D | D | c | D | D |
| 445 | Food & beverage stores | 38 | 110 139 | 8 334 | 2 050 | 516 | 9.4 | 3.2 |
| 4451 | Grocery stores | 19 | 100 261 | 7 680 | 1 882 | 455 | 4.8 | 1.3 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 15 | 97 407 | 7 468 | 1 828 | 436 | 4.2 | 1.4 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 15 | 97 407 | 7 468 | 1 828 | 436 | 4.2 | 1.4 |
| 4452 | Specialty food stores | 9 | 5 197 | 434 | 112 | 36 | 29.6 | 31.3 |
| 446 | Health & personal care stores | 7 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 7 | D | D | D | b | D | D |
| 447 | Gasoline stations | 7 | 18 321 | 355 | 83 | 32 | 27.6 | – |
| 44719 | Other gasoline stations | 5 | D | D | D | a | D | D |
| 447190 | Other gasoline stations | 5 | D | D | D | a | D | D |
| 448 | Clothing & clothing accessories stores | 6 | 1 398 | 438 | 99 | 39 | 16.3 | – |
| 451 | Sporting goods, hobby, book, & music stores | 2 | D | D | D | a | D | D |
| 452 | General merchandise stores | 3 | 708 | 63 | 14 | 6 | D | 60.9 |
| 453 | Miscellaneous store retailers | 3 | 1 279 | 402 | 103 | 54 | D | – |
| 4533 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 2 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **LYNWOOD, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **MCFARLAND, CA** | | | | | | | |
| **44-45** | **Retail trade** | **13** | **13 041** | **1 196** | **293** | **85** | **4.9** | **2.5** |
| 441 | Motor vehicle & parts dealers | 4 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 6 | 9 056 | 723 | 181 | 51 | – | 3.6 |
| 446 | Health & personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 1 | D | D | D | a | D | D |
| | **MADERA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **141** | **302 469** | **31 509** | **7 159** | **1 918** | **13.0** | **6.8** |
| 441 | Motor vehicle & parts dealers | 19 | 57 250 | 6 103 | 1 457 | 258 | 18.0 | 15.9 |
| 4413 | Automotive parts, accessories, & tire stores | 14 | 11 991 | 2 123 | 540 | 127 | 23.5 | – |
| 44131 | Automotive parts & accessories stores | 9 | 7 167 | 1 017 | 285 | 77 | 39.4 | – |
| 441310 | Automotive parts & accessories stores | 9 | 7 167 | 1 017 | 285 | 77 | 39.4 | – |
| 44132 | Tire dealers | 5 | 4 824 | 1 106 | 255 | 50 | – | – |
| 441320 | Tire dealers | 5 | 4 824 | 1 106 | 255 | 50 | – | – |
| 442 | Furniture & home furnishings stores | 6 | 6 263 | 1 466 | 354 | 52 | 5.6 | 1.0 |
| 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 |
| 4422 | Home furnishings stores | 3 | D | D | D | b | D | D |
| 44229 | Other home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 5 | 1 382 | 211 | 62 | 17 | 10.9 | 14.6 |
| 4431 | Electronics & appliance stores | 5 | 1 382 | 211 | 62 | 17 | 10.9 | 14.6 |
| 444 | Building material & garden equipment & supplies dealers | 9 | 21 488 | 3 646 | 742 | 117 | 2.9 | 1.8 |
| 4441 | Building material & supplies dealers | 6 | 11 856 | 2 701 | 540 | 79 | – | 3.3 |
| 44419 | Other building material dealers | 3 | 9 235 | 2 361 | 463 | 54 | – | – |
| 444190 | Other building material dealers | 3 | 9 235 | 2 361 | 463 | 54 | – | – |
| 4442 | Lawn & garden equipment & supplies stores | 3 | 9 632 | 945 | 202 | 38 | D | – |
| 44422 | Nursery & garden centers | 3 | 9 632 | 945 | 202 | 38 | D | – |
| 444220 | Nursery & garden centers | 3 | 9 632 | 945 | 202 | 38 | D | – |
| 445 | Food & beverage stores | 29 | 87 717 | 8 424 | 1 755 | 519 | 18.8 | 2.6 |
| 4451 | Grocery stores | 23 | 84 882 | 8 224 | 1 687 | 491 | 18.1 | 2.7 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 16 | 82 514 | 7 970 | 1 635 | 471 | 18.3 | 2.0 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 16 | 82 514 | 7 970 | 1 635 | 471 | 18.3 | 2.0 |
| 4452 | Specialty food stores | 4 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 11 | 17 570 | 2 476 | 580 | 138 | 4.5 | 1.4 |
| 4461 | Health & personal care stores | 11 | 17 570 | 2 476 | 580 | 138 | 4.5 | 1.4 |
| 447 | Gasoline stations | 19 | 39 704 | 1 648 | 368 | 126 | 22.1 | 9.9 |
| 4471 | Gasoline stations | 19 | 39 704 | 1 648 | 368 | 126 | 22.1 | 9.9 |
| 44711 | Gasoline stations with convenience stores | 11 | 20 132 | 647 | 135 | 53 | 29.8 | 11.5 |
| 447110 | Gasoline stations with convenience stores | 11 | 20 132 | 647 | 135 | 53 | 29.8 | 11.5 |
| 44719 | Other gasoline stations | 8 | 19 572 | 1 001 | 233 | 73 | 14.1 | 8.4 |
| 447190 | Other gasoline stations | 8 | 19 572 | 1 001 | 233 | 73 | 14.1 | 8.4 |
| 448 | Clothing & clothing accessories stores | 21 | 9 530 | 1 402 | 349 | 125 | 9.8 | 1.1 |
| 4481 | Clothing stores | 11 | D | D | D | b | D | D |
| 4482103 | Children's & juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 3 | 689 | 125 | 34 | 17 | D | – |
| 452 | General merchandise stores | 6 | D | D | D | e | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 1 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 4 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 4 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 10 | D | D | D | c | D | D |
| 4539 | Other miscellaneous store retailers | 4 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 4 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 3 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 3 | D | D | D | b | D | D |
| 45431 | Fuel dealers | 3 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 3 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **MALIBU, CA *** | | | | | | | |
| **44-45** | **Retail trade** | **64** | **105 664** | **10 683** | **2 590** | **568** | **15.5** | **15.0** |
| 442 | Furniture & home furnishings stores | 1 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 7 | 7 095 | 1 175 | 281 | 57 | 4.7 | 1.7 |
| 445 | Food & beverage stores | 6 | 44 296 | 4 428 | 1 139 | 209 | 3.8 | 30.3 |
| 4451 | Grocery stores | 6 | 44 296 | 4 428 | 1 139 | 209 | 3.8 | 30.3 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 5 | D | D | D | c | D | D |
| 445110 | Supermarkets & other grocery (except convenience) stores | 5 | D | D | D | c | 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 |
| 446191 | Food (health) supplement stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 8 | 16 454 | 924 | 210 | 42 | 24.9 | – |
| 44711 | Gasoline stations with convenience stores | 5 | 9 646 | 358 | 71 | 15 | 18.4 | – |
| 447110 | Gasoline stations with convenience stores | 5 | 9 646 | 358 | 71 | 15 | 18.4 | – |
| 448 | Clothing & clothing accessories stores | 12 | 11 232 | 1 187 | 280 | 85 | 59.8 | .8 |
| 4481 | Clothing stores | 10 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 10 | 5 632 | 548 | 140 | 55 | 15.7 | .8 |
| 4512 | Book, periodical, & music stores | 6 | D | D | D | b | D | D |
| 45121 | Book stores & news dealers | 5 | D | D | D | b | D | D |
| 451211 | Book stores | 4 | 3 297 | 259 | 64 | 21 | 8.6 | – |
| 4512113 | College book stores | 2 | D | D | D | a | D | D |
| 451212 | News dealers & newsstands | 1 | 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 |
| 4531 | Florists | 2 | D | D | D | b | D | D |
| 45311 | Florists | 2 | D | D | D | b | D | D |
| 453110 | Florists | 2 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 45391 | Pet & pet supplies stores | 1 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 3 | 3 043 | 467 | 100 | 7 | – | 37.9 |
| | **MAMMOTH LAKES, CA** | | | | | | | |
| **44-45** | **Retail trade** | **55** | **67 317** | **8 624** | **2 058** | **592** | **9.4** | **4.4** |
| 441 | Motor vehicle & parts dealers | 2 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 6 | D | D | D | b | D | D |
| 4421 | Furniture stores | 2 | D | D | D | a | D | D |
| 44211 | Furniture stores | 2 | D | D | D | a | D | D |
| 442110 | Furniture stores | 2 | D | D | D | a | D | D |
| 4422 | Home furnishings stores | 4 | 2 345 | 259 | 39 | 12 | 26.2 | 72.0 |
| 444 | Building material & garden equipment & supplies dealers | 4 | 3 363 | 659 | 140 | 48 | 43.4 | 5.9 |
| 445 | Food & beverage stores | 6 | D | D | D | c | D | D |
| 446 | Health & personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 3 | 4 361 | 535 | 127 | 28 | – | – |
| 448 | Clothing & clothing accessories stores | 13 | 8 649 | 769 | 191 | 70 | 5.2 | – |
| 4481 | Clothing stores | 10 | D | D | D | b | D | D |
| 44819 | Other clothing stores | 3 | 1 070 | 112 | 28 | 13 | D | – |
| 448190 | Other clothing stores | 3 | 1 070 | 112 | 28 | 13 | D | – |
| 451 | Sporting goods, hobby, book, & music stores | 13 | 12 311 | 2 391 | 625 | 229 | 4.2 | 3.1 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 11 | D | D | D | c | D | D |
| 45111 | Sporting goods stores | 10 | 10 222 | 2 029 | 585 | 205 | 5.1 | 1.9 |
| 451110 | Sporting goods stores | 10 | 10 222 | 2 029 | 585 | 205 | 5.1 | 1.9 |
| 4511102 | Specialty-line sporting goods stores | 7 | D | D | D | c | D | D |
| 4512 | Book, periodical, & music stores | 2 | D | D | D | b | D | D |
| 45121 | Book stores & news dealers | 2 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 5 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |
| 454319 | Other fuel dealers | 2 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **MANHATTAN BEACH, CA** | | | | | | | |
| **44-45** | **Retail trade** | **159** | **612 273** | **51 091** | **12 481** | **2 794** | **3.4** | **4.3** |
| 441 | Motor vehicle & parts dealers | 10 | 150 438 | 12 306 | 3 111 | 420 | – | 1.6 |
| 4411 | Automobile dealers | 7 | D | D | D | e | D | D |
| 44111 | New car dealers | 6 | 146 700 | 11 562 | 2 918 | 393 | – | 1.6 |
| 441110 | New car dealers | 6 | 146 700 | 11 562 | 2 918 | 393 | – | 1.6 |
| 44132 | Tire dealers | 2 | D | D | D | b | D | D |
| 441320 | Tire dealers | 2 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 14 | 4 643 | 1 116 | 300 | 62 | 24.6 | 11.7 |
| 4422 | Home furnishings stores | 10 | 2 864 | 540 | 111 | 41 | 31.7 | 19.0 |
| 443 | Electronics & appliance stores | 7 | D | D | D | e | D | D |
| 4431 | Electronics & appliance stores | 7 | D | D | D | e | D | D |
| 44311 | Appliance, television, & other electronics stores | 3 | 3 497 | 361 | 77 | 19 | – | 10.6 |
| 443112 | Radio, television, & other electronics stores | 3 | 3 497 | 361 | 77 | 19 | – | 10.6 |
| 44312 | Computer & software stores | 4 | D | D | D | e | D | D |
| 443120 | Computer & software stores | 4 | D | D | D | e | D | D |
| 444 | Building material & garden equipment & supplies dealers | 2 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 23 | 98 511 | 10 636 | 2 536 | 558 | 2.4 | 3.2 |
| 4451 | Grocery stores | 15 | 95 221 | 10 343 | 2 483 | 540 | 1.4 | 3.0 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 9 | 91 980 | 9 997 | 2 388 | 504 | .3 | .7 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 9 | 91 980 | 9 997 | 2 388 | 504 | .3 | .7 |
| 4452 | Specialty food stores | 4 | 2 298 | 220 | 41 | 12 | – | 12.9 |
| 446 | Health & personal care stores | 13 | 29 455 | 3 643 | 886 | 213 | 6.5 | 15.6 |
| 4461 | Health & personal care stores | 13 | 29 455 | 3 643 | 886 | 213 | 6.5 | 15.6 |
| 44611 | Pharmacies & drug stores | 6 | 25 274 | 2 962 | 722 | 160 | 5.4 | 18.2 |
| 446110 | Pharmacies & drug stores | 6 | 25 274 | 2 962 | 722 | 160 | 5.4 | 18.2 |
| 4461101 | Pharmacies & drug stores | 6 | 25 274 | 2 962 | 722 | 160 | 5.4 | 18.2 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 44613 | Optical goods stores | 4 | 2 073 | 360 | 82 | 28 | – | – |
| 446130 | Optical goods stores | 4 | 2 073 | 360 | 82 | 28 | – | – |
| 447 | Gasoline stations | 7 | 15 101 | 923 | 245 | 52 | 34.6 | 1.5 |
| 44719 | Other gasoline stations | 5 | D | D | D | b | D | D |
| 447190 | Other gasoline stations | 5 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 38 | 22 970 | 2 323 | 531 | 210 | 20.2 | 2.3 |
| 4481 | Clothing stores | 26 | 15 892 | 1 588 | 357 | 165 | 18.2 | 3.2 |
| 44813 | Children's & infants' clothing stores | 3 | D | D | D | a | D | D |
| 448130 | Children's & infants' clothing stores | 3 | D | D | D | a | D | D |
| 44815 | Clothing accessories stores | 3 | 1 372 | 149 | 31 | 15 | – | 21.1 |
| 448150 | Clothing accessories stores | 3 | 1 372 | 149 | 31 | 15 | – | 21.1 |
| 44819 | Other clothing stores | 3 | D | D | D | a | D | D |
| 448190 | Other clothing stores | 3 | D | D | D | a | D | D |
| 4482 | Shoe stores | 8 | 5 398 | 629 | 149 | 39 | 12.8 | – |
| 44821 | Shoe stores | 8 | 5 398 | 629 | 149 | 39 | 12.8 | – |
| 448210 | Shoe stores | 8 | 5 398 | 629 | 149 | 39 | 12.8 | – |
| 4482102 | Women's shoe stores | 2 | D | D | D | a | D | D |
| 4482105 | Athletic footwear stores | 3 | D | D | D | a | D | D |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 17 | 14 381 | 1 330 | 373 | 166 | 13.2 | 10.6 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 11 | 7 875 | 602 | 161 | 80 | 24.1 | 19.4 |
| 45111 | Sporting goods stores | 7 | 7 030 | 533 | 144 | 64 | 20.3 | 16.4 |
| 451110 | Sporting goods stores | 7 | 7 030 | 533 | 144 | 64 | 20.3 | 16.4 |
| 4511101 | General-line sporting goods stores | 4 | 5 449 | 278 | 55 | 32 | 7.3 | 21.1 |
| 4512 | Book, periodical, & music stores | 6 | 6 506 | 728 | 212 | 86 | – | – |
| 45121 | Book stores & news dealers | 3 | D | D | D | b | D | D |
| 451211 | Book stores | 2 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 2 | D | D | D | b | D | D |
| 451212 | News dealers & newsstands | 1 | 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 | 4 | 143 462 | 10 283 | 2 457 | 660 | .4 | – |
| 4521 | Department stores (incl leased depts) ## | 2 | D | N | N | N | D | D |
| 45211 | Department stores (incl leased depts) ## | 2 | D | N | N | N | D | D |
| 4521 | Department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 45211 | Department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 452110 | Department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 4529 | Other general merchandise stores | 2 | 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 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **MANHATTAN BEACH, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 21 | D | D | D | c | D | D |
| 4531 | Florists | 5 | 1 442 | 98 | 19 | 9 | 27.4 | 44.6 |
| 45311 | Florists | 5 | 1 442 | 98 | 19 | 9 | 27.4 | 44.6 |
| 453110 | Florists | 5 | 1 442 | 98 | 19 | 9 | 27.4 | 44.6 |
| 4532 | Office supplies, stationery, & gift stores | 12 | 13 545 | 1 378 | 327 | 98 | 3.4 | 13.7 |
| 45321 | Office supplies & stationery stores | 4 | 9 662 | 763 | 193 | 50 | – | 10.6 |
| 453210 | Office supplies & stationery stores | 4 | 9 662 | 763 | 193 | 50 | – | 10.6 |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 3 | D | D | D | b | D | D |
| 45322 | Gift, novelty, & souvenir stores | 8 | 3 883 | 615 | 134 | 48 | 12.0 | 21.6 |
| 453220 | Gift, novelty, & souvenir stores | 8 | 3 883 | 615 | 134 | 48 | 12.0 | 21.6 |
| 4539 | Other miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 45392 | Art dealers | 1 | D | D | D | a | D | D |
| 453920 | Art dealers | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 3 | D | D | D | a | D | D |
| | **MANTECA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **147** | **359 291** | **36 196** | **8 109** | **1 996** | **5.5** | **6.1** |
| 441 | Motor vehicle & parts dealers | 26 | 110 436 | 10 104 | 2 452 | 350 | .1 | 14.2 |
| 4411 | Automobile dealers | 13 | 84 833 | 7 731 | 1 853 | 241 | – | 18.3 |
| 4412 | Other motor vehicle dealers | 2 | 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 | 1 | D | D | D | a | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 11 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 6 | 5 706 | 740 | 203 | 41 | – | – |
| 441310 | Automotive parts & accessories stores | 6 | 5 706 | 740 | 203 | 41 | – | – |
| 442 | Furniture & home furnishings stores | 7 | 6 847 | 1 176 | 240 | 51 | 13.3 | 2.6 |
| 4421 | Furniture stores | 3 | 4 154 | 649 | 104 | 35 | D | – |
| 44211 | Furniture stores | 3 | 4 154 | 649 | 104 | 35 | D | – |
| 442110 | Furniture stores | 3 | 4 154 | 649 | 104 | 35 | D | – |
| 4422 | Home furnishings stores | 4 | 2 693 | 527 | 136 | 16 | 18.0 | 6.7 |
| 443 | Electronics & appliance stores | 7 | 5 259 | 842 | 170 | 44 | 42.8 | 14.1 |
| 4431 | Electronics & appliance stores | 7 | 5 259 | 842 | 170 | 44 | 42.8 | 14.1 |
| 44311 | Appliance, television, & other electronics stores | 6 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 3 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 9 | D | D | D | c | D | D |
| 4441 | Building material & supplies dealers | 7 | 13 312 | 2 222 | 515 | 110 | – | – |
| 44413 | Hardware stores | 3 | 9 713 | 1 804 | 411 | 93 | – | – |
| 444130 | Hardware stores | 3 | 9 713 | 1 804 | 411 | 93 | – | – |
| 445 | Food & beverage stores | 16 | D | D | D | e | D | D |
| 4451 | Grocery stores | 15 | 70 811 | 6 756 | 1 305 | 356 | 2.1 | 3.5 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 12 | 67 604 | 6 466 | 1 241 | 331 | 2.2 | 1.8 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 12 | 67 604 | 6 466 | 1 241 | 331 | 2.2 | 1.8 |
| 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 | 7 | 23 056 | 3 051 | 721 | 160 | 11.0 | 2.4 |
| 446110 | Pharmacies & drug stores | 7 | 23 056 | 3 051 | 721 | 160 | 11.0 | 2.4 |
| 4461101 | Pharmacies & drug stores | 7 | 23 056 | 3 051 | 721 | 160 | 11.0 | 2.4 |
| 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 | 18 | 27 235 | 1 093 | 232 | 77 | 32.4 | 3.9 |
| 4471 | Gasoline stations | 18 | 27 235 | 1 093 | 232 | 77 | 32.4 | 3.9 |
| 44711 | Gasoline stations with convenience stores | 11 | 16 754 | 707 | 149 | 50 | 32.7 | 2.2 |
| 447110 | Gasoline stations with convenience stores | 11 | 16 754 | 707 | 149 | 50 | 32.7 | 2.2 |
| 448 | Clothing & clothing accessories stores | 13 | 4 442 | 565 | 137 | 54 | 5.2 | 4.8 |
| 451 | Sporting goods, hobby, book, & music stores | 7 | 6 774 | 975 | 177 | 59 | – | 2.9 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 5 | D | D | D | b | D | D |
| 45111 | Sporting goods stores | 3 | 5 303 | 655 | 108 | 30 | – | 3.7 |
| 451110 | Sporting goods stores | 3 | 5 303 | 655 | 108 | 30 | – | 3.7 |
| 4512112 | Specialty book stores | 2 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **MANTECA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 5 | D | D | D | f | D | D |
| 4521 | Department stores (incl leased depts) ## | 3 | 66 194 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 3 | 66 194 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 3 | 64 604 | 5 891 | 1 362 | 538 | – | – |
| 45211 | Department stores (excl leased depts) | 3 | 64 604 | 5 891 | 1 362 | 538 | – | – |
| 452110 | Department stores (excl leased depts) | 3 | 64 604 | 5 891 | 1 362 | 538 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | b | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 20 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 5 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 9 | D | D | D | b | D | D |
| 45393 | Manufactured (mobile) home dealers | 4 | D | D | D | b | D | D |
| 453930 | Manufactured (mobile) home dealers | 4 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 5 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 5 | 6 001 | 1 292 | 277 | 46 | – | .3 |
| 4543 | Direct selling establishments | 3 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 3 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 3 | D | D | D | b | D | D |
| | **MARINA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **41** | **59 861** | **6 708** | **1 539** | **475** | **23.1** | **9.1** |
| 441 | Motor vehicle & parts dealers | 3 | 1 913 | 316 | 86 | 22 | 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 | 2 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 15 | 23 875 | 2 288 | 587 | 175 | 4.2 | 14.1 |
| 4452 | Specialty food stores | 2 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 1 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 1 | D | D | D | b | D | D |
| 447 | Gasoline stations | 4 | 4 879 | 242 | 54 | 15 | 18.6 | 41.9 |
| 448 | Clothing & clothing accessories stores | 5 | 1 290 | 182 | 42 | 15 | 34.6 | – |
| 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 | 4 | 911 | 131 | 29 | 18 | 13.9 | – |
| 4512113 | College book stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 2 | D | D | D | b | 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 |
| 45399 | All other miscellaneous store retailers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **MARTINEZ, CA** | | | | | | | |
| **44-45** | **Retail trade** | **78** | **281 676** | **27 880** | **6 364** | **1 224** | **2.7** | **2.7** |
| 441 | Motor vehicle & parts dealers | 4 | 2 964 | 796 | 190 | 34 | – | 21.5 |
| 442 | Furniture & home furnishings stores | 4 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 3 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 8 | 33 282 | 4 028 | 873 | 186 | 3.9 | – |
| 4441 | Building material & supplies dealers | 7 | D | D | D | c | D | D |
| 44411 | Home centers | 1 | D | D | D | c | D | D |
| 444110 | Home centers | 1 | D | D | D | c | D | D |
| 44413 | Hardware stores | 1 | D | D | D | b | D | D |
| 444130 | Hardware stores | 1 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 5 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 5 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 15 | 80 460 | 8 784 | 1 932 | 438 | 2.5 | 2.9 |
| 4451 | Grocery stores | 11 | 79 410 | 8 682 | 1 903 | 423 | 1.8 | 2.4 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 8 | 77 723 | 8 572 | 1 870 | 406 | 1.4 | .7 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 8 | 77 723 | 8 572 | 1 870 | 406 | 1.4 | .7 |
| 446 | Health & personal care stores | 10 | 21 418 | 4 682 | 1 144 | 155 | .4 | 2.1 |
| 4461 | Health & personal care stores | 10 | 21 418 | 4 682 | 1 144 | 155 | .4 | 2.1 |
| 44611 | Pharmacies & drug stores | 7 | 20 900 | 4 632 | 1 132 | 148 | – | – |
| 446110 | Pharmacies & drug stores | 7 | 20 900 | 4 632 | 1 132 | 148 | – | – |
| 4461101 | Pharmacies & drug stores | 6 | D | D | D | c | D | D |
| 4461102 | Proprietary stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 8 | 19 937 | 858 | 188 | 51 | – | 14.6 |
| 4471 | Gasoline stations | 8 | 19 937 | 858 | 188 | 51 | – | 14.6 |
| 44711 | Gasoline stations with convenience stores | 5 | 16 078 | 555 | 115 | 34 | – | 13.4 |
| 447110 | Gasoline stations with convenience stores | 5 | 16 078 | 555 | 115 | 34 | – | 13.4 |
| 448 | Clothing & clothing accessories stores | 7 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 5 | D | D | D | a | D | D |
| 452 | General merchandise stores | 2 | D | D | D | c | D | D |
| 4529 | Other general merchandise stores | 2 | 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 |
| 453 | Miscellaneous store retailers | 8 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 45391 | Pet & pet supplies stores | 1 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 4 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 3 | 9 447 | 2 128 | 514 | 55 | D | – |
| 45439 | Other direct selling establishments | 3 | 9 447 | 2 128 | 514 | 55 | D | – |
| 454390 | Other direct selling establishments | 3 | 9 447 | 2 128 | 514 | 55 | D | – |
| | **MARYSVILLE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **96** | **177 321** | **18 802** | **4 645** | **1 059** | **5.1** | **3.7** |
| 441 | Motor vehicle & parts dealers | 19 | D | D | D | c | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 11 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 8 | 14 596 | 2 513 | 771 | 117 | – | – |
| 441310 | Automotive parts & accessories stores | 8 | 14 596 | 2 513 | 771 | 117 | – | – |
| 442 | Furniture & home furnishings stores | 6 | D | D | D | b | D | D |
| 4422 | Home furnishings stores | 1 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 5 | D | D | D | b | D | D |
| 4431 | Electronics & appliance stores | 5 | D | D | D | b | D | D |
| 44311 | Appliance, television, & other electronics stores | 3 | D | D | D | a | D | D |
| 44312 | Computer & software stores | 1 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 1 | D | D | D | a | D | D |
| 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 | 4 | 14 815 | 2 015 | 432 | 96 | – | – |
| 4441 | Building material & supplies dealers | 4 | 14 815 | 2 015 | 432 | 96 | – | – |
| 44412 | Paint & wallpaper stores | 1 | D | D | D | a | D | D |
| 444120 | Paint & wallpaper stores | 1 | D | D | D | a | D | D |
| 44419 | Other building material dealers | 2 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 2 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **MARYSVILLE, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 445 | Food & beverage stores | 15 | D | D | D | e | D | D |
| 4451 | Grocery stores | 11 | 46 660 | 4 209 | 1 005 | 243 | 5.0 | 6.1 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 8 | 45 129 | 4 096 | 963 | 230 | 5.2 | 5.3 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 8 | 45 129 | 4 096 | 963 | 230 | 5.2 | 5.3 |
| 4452 | Specialty food stores | 3 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 7 | D | D | D | c | D | D |
| 4461 | Health & personal care stores | 7 | D | D | D | c | D | D |
| 44611 | Pharmacies & drug stores | 4 | D | D | D | c | D | D |
| 446110 | Pharmacies & drug stores | 4 | D | D | D | c | D | D |
| 4461101 | Pharmacies & drug stores | 4 | D | D | D | c | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 44619 | Other health & personal care stores | 1 | D | D | D | b | D | D |
| 446199 | All other health & personal care stores | 1 | D | D | D | b | D | D |
| 447 | Gasoline stations | 9 | 15 929 | 650 | 111 | 46 | 19.2 | 1.2 |
| 44711 | Gasoline stations with convenience stores | 7 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 7 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 4 | 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 | D | D | D | c | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 11 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 5 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **MAYWOOD, CA** | | | | | | | |
| **44-45** | **Retail trade** | **47** | **86 713** | **8 934** | **2 193** | **572** | **6.4** | **5.0** |
| 441 | Motor vehicle & parts dealers | 10 | 6 348 | 913 | 229 | 59 | 16.4 | 26.9 |
| 44131 | Automotive parts & accessories stores | 7 | 4 969 | 749 | 183 | 52 | 4.9 | 31.9 |
| 441310 | Automotive parts & accessories stores | 7 | 4 969 | 749 | 183 | 52 | 4.9 | 31.9 |
| 442 | Furniture & home furnishings stores | 4 | 2 991 | 463 | 110 | 35 | – | 52.4 |
| 4422 | Home furnishings stores | 4 | 2 991 | 463 | 110 | 35 | – | 52.4 |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 4 | 8 332 | 1 363 | 364 | 43 | – | – |
| 44412 | Paint & wallpaper stores | 1 | D | D | D | a | D | D |
| 444120 | Paint & wallpaper stores | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 15 | 50 662 | 4 676 | 1 102 | 318 | 3.5 | .9 |
| 4451 | Grocery stores | 9 | 49 196 | 4 615 | 1 092 | 310 | 1.0 | .5 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 9 | 49 196 | 4 615 | 1 092 | 310 | 1.0 | .5 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 9 | 49 196 | 4 615 | 1 092 | 310 | 1.0 | .5 |
| 4452 | Specialty food stores | 2 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 3 | D | D | D | b | D | D |
| 4461102 | Proprietary stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 3 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 3 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 2 | D | D | D | b | D | D |
| 45299 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 4529901 | Variety stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **MENDOTA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **15** | **7 774** | **975** | **220** | **64** | **30.1** | **26.9** |
| 441 | Motor vehicle & parts dealers | 3 | 700 | 75 | 17 | 5 | D | – |
| 444 | Building material & garden equipment & supplies dealers | 2 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 5 | 1 888 | 181 | 39 | 13 | 63.2 | 22.6 |
| 446 | Health & personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 1 | D | D | D | a | D | D |
| 448 | Clothing & clothing accessories stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| | **MENLO PARK, CA** | | | | | | | |
| **44-45** | **Retail trade** | **139** | **558 083** | **49 794** | **10 797** | **1 930** | **4.2** | **1.7** |
| 441 | Motor vehicle & parts dealers | 8 | 220 932 | 13 301 | 3 014 | 339 | – | .4 |
| 4411 | Automobile dealers | 5 | 219 755 | 13 164 | 2 973 | 331 | – | – |
| 44111 | New car dealers | 5 | 219 755 | 13 164 | 2 973 | 331 | – | – |
| 441110 | New car dealers | 5 | 219 755 | 13 164 | 2 973 | 331 | – | – |
| 442 | Furniture & home furnishings stores | 14 | 21 902 | 2 370 | 469 | 98 | 18.4 | 3.2 |
| 4421 | Furniture stores | 6 | 10 335 | 1 255 | 240 | 45 | 1.1 | – |
| 44211 | Furniture stores | 6 | 10 335 | 1 255 | 240 | 45 | 1.1 | – |
| 442110 | Furniture stores | 6 | 10 335 | 1 255 | 240 | 45 | 1.1 | – |
| 4422 | Home furnishings stores | 8 | 11 567 | 1 115 | 229 | 53 | 33.8 | 6.1 |
| 44221 | Floor covering stores | 3 | 4 406 | 528 | 72 | 12 | D | – |
| 442210 | Floor covering stores | 3 | 4 406 | 528 | 72 | 12 | D | – |
| 44229 | Other home furnishings stores | 5 | 7 161 | 587 | 157 | 41 | 12.4 | 9.8 |
| 442299 | All other home furnishings stores | 5 | 7 161 | 587 | 157 | 41 | 12.4 | 9.8 |
| 443 | Electronics & appliance stores | 9 | 9 187 | 1 007 | 225 | 42 | 7.8 | 24.7 |
| 4431 | Electronics & appliance stores | 9 | 9 187 | 1 007 | 225 | 42 | 7.8 | 24.7 |
| 44311 | Appliance, television, & other electronics stores | 5 | 4 115 | 576 | 153 | 19 | 17.5 | 2.6 |
| 443112 | Radio, television, & other electronics stores | 3 | D | D | D | a | D | D |
| 44312 | Computer & software stores | 2 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 2 | D | D | D | a | D | D |
| 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 | 11 | 12 876 | 1 537 | 370 | 71 | 15.3 | – |
| 4441 | Building material & supplies dealers | 8 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 6 | 9 663 | 1 002 | 281 | 39 | 17.3 | – |
| 444190 | Other building material dealers | 6 | 9 663 | 1 002 | 281 | 39 | 17.3 | – |
| 445 | Food & beverage stores | 16 | 124 373 | 14 538 | 3 207 | 710 | 1.8 | 2.8 |
| 4451 | Grocery stores | 11 | D | D | D | f | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 9 | 110 630 | 12 723 | 2 759 | 645 | 1.4 | 3.1 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 9 | 110 630 | 12 723 | 2 759 | 645 | 1.4 | 3.1 |
| 4452 | Specialty food stores | 4 | D | D | D | b | D | D |
| 4453 | Beer, wine, & liquor stores | 1 | D | D | D | b | D | D |
| 44531 | Beer, wine, & liquor stores | 1 | D | D | D | b | D | D |
| 445310 | Beer, wine, & liquor stores | 1 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 14 | 17 192 | 1 999 | 488 | 105 | 18.2 | 7.4 |
| 4461 | Health & personal care stores | 14 | 17 192 | 1 999 | 488 | 105 | 18.2 | 7.4 |
| 44613 | Optical goods stores | 5 | 4 693 | 582 | 147 | 30 | 16.3 | 9.8 |
| 446130 | Optical goods stores | 5 | 4 693 | 582 | 147 | 30 | 16.3 | 9.8 |
| 447 | Gasoline stations | 9 | 26 226 | 2 029 | 484 | 90 | 14.8 | – |
| 4471 | Gasoline stations | 9 | 26 226 | 2 029 | 484 | 90 | 14.8 | – |
| 44719 | Other gasoline stations | 7 | D | D | D | b | D | D |
| 447190 | Other gasoline stations | 7 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 16 | 11 175 | 2 320 | 428 | 97 | 19.3 | 8.3 |
| 4481 | Clothing stores | 9 | D | D | D | b | D | D |
| 44813 | Children's & infants' clothing stores | 2 | D | D | D | a | D | D |
| 448130 | Children's & infants' clothing stores | 2 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 5 | 5 150 | 1 261 | 202 | 19 | 13.1 | 12.4 |
| 44831 | Jewelry stores | 5 | 5 150 | 1 261 | 202 | 19 | 13.1 | 12.4 |
| 448310 | Jewelry stores | 5 | 5 150 | 1 261 | 202 | 19 | 13.1 | 12.4 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **MENLO PARK, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 11 | 11 858 | 1 822 | 435 | 163 | 6.6 | – |
| 4511 | Sporting goods, hobby, & musical instrument stores | 8 | D | D | D | b | D | D |
| 4511101 | General-line sporting goods stores | 1 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 3 | D | D | D | c | D | D |
| 45121 | Book stores & news dealers | 2 | D | D | D | c | D | D |
| 451211 | Book stores | 2 | D | D | D | c | D | D |
| 4512111 | Book stores, general | 2 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 26 | D | D | D | c | D | D |
| 4531 | Florists | 5 | D | D | D | b | D | D |
| 45311 | Florists | 5 | D | D | D | b | D | D |
| 453110 | Florists | 5 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 14 | 6 133 | 972 | 226 | 60 | 29.9 | – |
| 45321 | Office supplies & stationery stores | 3 | 3 323 | 661 | 156 | 33 | – | – |
| 453210 | Office supplies & stationery stores | 3 | 3 323 | 661 | 156 | 33 | – | – |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 2 | D | D | D | b | D | D |
| 45322 | Gift, novelty, & souvenir stores | 11 | 2 810 | 311 | 70 | 27 | 65.2 | – |
| 453220 | Gift, novelty, & souvenir stores | 11 | 2 810 | 311 | 70 | 27 | 65.2 | – |
| 4533 | Used merchandise stores | 5 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 5 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 5 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 45392 | Art dealers | 1 | D | D | D | a | D | D |
| 453920 | Art dealers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 5 | D | D | D | b | D | D |
| 4541 | Electronic shopping & mail-order houses | 2 | D | D | D | b | D | D |
| 45411 | Electronic shopping & mail-order houses | 2 | D | D | D | b | D | D |
| 454110 | Electronic shopping & mail-order houses | 2 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 3 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 3 | D | D | D | b | D | D |
| | **MERCED, CA** | | | | | | | |
| **44-45** | **Retail trade** | **265** | **674 665** | **65 821** | **15 294** | **3 722** | **3.5** | **3.4** |
| 441 | Motor vehicle & parts dealers | 37 | 182 629 | 17 807 | 3 936 | 650 | 3.1 | .4 |
| 4411 | Automobile dealers | 17 | 162 657 | 14 804 | 3 258 | 491 | 2.8 | – |
| 44111 | New car dealers | 12 | 156 668 | 14 231 | 3 167 | 451 | 2.3 | – |
| 441110 | New car dealers | 12 | 156 668 | 14 231 | 3 167 | 451 | 2.3 | – |
| 44112 | Used car dealers | 5 | 5 989 | 573 | 91 | 40 | 16.0 | – |
| 441120 | Used car dealers | 5 | 5 989 | 573 | 91 | 40 | 16.0 | – |
| 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 | 2 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 17 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 10 | 10 027 | 1 755 | 415 | 97 | – | .8 |
| 441310 | Automotive parts & accessories stores | 10 | 10 027 | 1 755 | 415 | 97 | – | .8 |
| 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 | 14 | 10 937 | 1 715 | 401 | 94 | 18.7 | 5.1 |
| 4421 | Furniture stores | 8 | 6 060 | 1 049 | 255 | 67 | 33.7 | 9.3 |
| 44211 | Furniture stores | 8 | 6 060 | 1 049 | 255 | 67 | 33.7 | 9.3 |
| 442110 | Furniture stores | 8 | 6 060 | 1 049 | 255 | 67 | 33.7 | 9.3 |
| 4422 | Home furnishings stores | 6 | 4 877 | 666 | 146 | 27 | – | – |
| 44221 | Floor covering stores | 4 | D | D | D | b | D | D |
| 442210 | Floor covering stores | 4 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 9 | 17 740 | 2 420 | 590 | 139 | – | 1.2 |
| 4431 | Electronics & appliance stores | 9 | 17 740 | 2 420 | 590 | 139 | – | 1.2 |
| 44311 | Appliance, television, & other electronics stores | 6 | 14 152 | 1 777 | 427 | 109 | – | 1.5 |
| 443111 | Household appliance stores | 1 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 5 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 1 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 1 | D | D | D | a | D | D |
| 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 | 18 | 44 467 | 5 523 | 1 351 | 224 | 3.3 | – |
| 4441 | Building material & supplies dealers | 12 | 31 255 | 3 693 | 948 | 155 | 4.6 | – |
| 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 | 2 | D | D | D | b | D | D |
| 444130 | Hardware stores | 2 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 8 | 18 322 | 1 726 | 498 | 60 | 1.5 | – |
| 444190 | Other building material dealers | 8 | 18 322 | 1 726 | 498 | 60 | 1.5 | – |
| 4442 | Lawn & garden equipment & supplies stores | 6 | 13 212 | 1 830 | 403 | 69 | .1 | – |
| 44422 | Nursery & garden centers | 4 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 4 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **MERCED, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 445 | Food & beverage stores | 36 | 113 120 | 10 665 | 2 345 | 548 | 5.8 | 8.0 |
| 4451 | Grocery stores | 28 | 107 915 | 10 312 | 2 270 | 516 | 5.4 | 6.5 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 20 | 104 539 | 9 983 | 2 191 | 485 | 4.4 | 6.7 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 20 | 104 539 | 9 983 | 2 191 | 485 | 4.4 | 6.7 |
| 4452 | Specialty food stores | 4 | 1 595 | 212 | 45 | 16 | 40.4 | – |
| 446 | Health & personal care stores | 27 | 32 161 | 4 770 | 1 248 | 260 | .7 | 2.2 |
| 4461 | Health & personal care stores | 27 | 32 161 | 4 770 | 1 248 | 260 | .7 | 2.2 |
| 44611 | Pharmacies & drug stores | 11 | 27 180 | 3 557 | 974 | 194 | – | – |
| 446110 | Pharmacies & drug stores | 11 | 27 180 | 3 557 | 974 | 194 | – | – |
| 4461101 | Pharmacies & drug stores | 10 | D | D | D | c | D | D |
| 4461102 | Proprietary stores | 1 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 5 | 1 073 | 180 | 36 | 13 | 18.9 | 25.8 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 5 | 1 073 | 180 | 36 | 13 | 18.9 | 25.8 |
| 44619 | Other health & personal care stores | 7 | D | D | D | b | D | D |
| 446191 | Food (health) supplement stores | 3 | 764 | 111 | 27 | 10 | D | 56.3 |
| 447 | Gasoline stations | 21 | 41 733 | 1 733 | 351 | 124 | 13.6 | 14.3 |
| 4471 | Gasoline stations | 21 | 41 733 | 1 733 | 351 | 124 | 13.6 | 14.3 |
| 44711 | Gasoline stations with convenience stores | 12 | 28 971 | 1 039 | 194 | 77 | 5.6 | 7.5 |
| 447110 | Gasoline stations with convenience stores | 12 | 28 971 | 1 039 | 194 | 77 | 5.6 | 7.5 |
| 44719 | Other gasoline stations | 9 | 12 762 | 694 | 157 | 47 | 31.7 | 29.7 |
| 447190 | Other gasoline stations | 9 | 12 762 | 694 | 157 | 47 | 31.7 | 29.7 |
| 448 | Clothing & clothing accessories stores | 40 | 19 077 | 2 443 | 591 | 210 | 6.8 | 9.2 |
| 4481 | Clothing stores | 23 | D | D | D | c | D | D |
| 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 | 4 | 699 | 114 | 19 | 8 | – | – |
| 448190 | Other clothing stores | 4 | 699 | 114 | 19 | 8 | – | – |
| 4483 | Jewelry, luggage, & leather goods stores | 9 | 4 877 | 879 | 239 | 45 | 11.2 | 22.0 |
| 44831 | Jewelry stores | 9 | 4 877 | 879 | 239 | 45 | 11.2 | 22.0 |
| 448310 | Jewelry stores | 9 | 4 877 | 879 | 239 | 45 | 11.2 | 22.0 |
| 451 | Sporting goods, hobby, book, & music stores | 16 | 15 198 | 1 732 | 410 | 172 | 3.7 | – |
| 4511 | Sporting goods, hobby, & musical instrument stores | 12 | 11 684 | 1 442 | 341 | 139 | – | – |
| 4511101 | General-line sporting goods stores | 2 | 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 |
| 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 | 3 514 | 290 | 69 | 33 | 16.2 | – |
| 45121 | Book stores & news dealers | 2 | D | D | D | a | D | D |
| 4512112 | Specialty book stores | 1 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 2 | D | D | D | a | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 2 | D | D | D | a | D | D |
| 452 | General merchandise stores | 10 | D | D | D | g | D | D |
| 4521 | Department stores (incl leased depts) ## | 7 | D | N | N | N | D | D |
| 45211 | Department stores (incl leased depts) ## | 7 | D | N | N | N | D | D |
| 4521 | Department stores (excl leased depts) | 7 | D | D | D | f | D | D |
| 45211 | Department stores (excl leased depts) | 7 | D | D | D | f | D | D |
| 452110 | Department stores (excl leased depts) | 7 | D | D | D | f | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | c | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 3 | D | D | D | e | D | D |
| 4521103 | National chain department stores (excl leased depts) | 2 | 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 |
| 45299 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 28 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 8 | D | D | D | b | 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 |
| 4533 | Used merchandise stores | 5 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 5 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 5 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 11 | D | D | D | b | D | D |
| 45399 | All other 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **MERCED, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 454 | Nonstore retailers | 9 | 12 808 | 522 | 120 | 50 | .6 | – |
| 4543 | Direct selling establishments | 8 | D | D | D | b | D | D |
| 45431 | Fuel dealers | 2 | D | D | D | a | D | D |
| 454311 | Heating oil dealers | 1 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 6 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 6 | D | D | D | b | D | D |
| | **MILLBRAE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **53** | **127 930** | **14 561** | **3 477** | **749** | **11.7** | **3.6** |
| 441 | Motor vehicle & parts dealers | 8 | 23 289 | 2 451 | 609 | 85 | 3.2 | 18.7 |
| 4413 | Automotive parts, accessories, & tire stores | 6 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 3 | 4 944 | 408 | 102 | 30 | D | 55.5 |
| 441310 | Automotive parts & accessories stores | 3 | 4 944 | 408 | 102 | 30 | D | 55.5 |
| 442 | Furniture & home furnishings stores | 4 | 3 901 | 372 | 89 | 19 | 9.9 | – |
| 4421 | Furniture stores | 2 | D | D | D | a | D | D |
| 44211 | Furniture stores | 2 | D | D | D | a | D | D |
| 442110 | Furniture stores | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 6 | 21 270 | 2 983 | 700 | 142 | 22.4 | – |
| 4441 | Building material & supplies dealers | 5 | D | D | D | c | 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 | 1 | D | D | D | b | D | D |
| 444130 | Hardware stores | 1 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 10 | 33 039 | 4 051 | 962 | 224 | 22.9 | – |
| 4451 | Grocery stores | 7 | 29 478 | 3 591 | 871 | 206 | 16.5 | – |
| 4452 | Specialty food stores | 1 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 1 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 1 | D | D | D | b | D | D |
| 447 | Gasoline stations | 5 | 9 582 | 406 | 98 | 31 | – | 1.1 |
| 448 | Clothing & clothing accessories stores | 6 | 2 710 | 362 | 76 | 19 | 9.5 | – |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 2 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 2 | D | D | D | a | D | D |
| 45121 | Book stores & news dealers | 2 | D | D | D | a | D | D |
| 451211 | Book stores | 2 | D | D | D | a | D | D |
| 4512111 | Book stores, general | 2 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | c | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 7 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **MILL VALLEY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **111** | **153 636** | **21 760** | **4 911** | **1 147** | **9.2** | **3.9** |
| 441 | Motor vehicle & parts dealers | 2 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 12 | 5 451 | 823 | 176 | 42 | 52.2 | 14.5 |
| 4421 | Furniture stores | 4 | 2 004 | 242 | 40 | 9 | 26.8 | 39.5 |
| 44211 | Furniture stores | 4 | 2 004 | 242 | 40 | 9 | 26.8 | 39.5 |
| 442110 | Furniture stores | 4 | 2 004 | 242 | 40 | 9 | 26.8 | 39.5 |
| 4422 | Home furnishings stores | 8 | 3 447 | 581 | 136 | 33 | 66.9 | – |
| 44229 | Other home furnishings stores | 7 | D | D | D | b | D | D |
| 442299 | All other home furnishings stores | 7 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 3 | 473 | 105 | 26 | 4 | D | – |
| 444 | Building material & garden equipment & supplies dealers | 9 | 15 652 | 3 043 | 691 | 120 | 3.5 | 2.2 |
| 4441 | Building material & supplies dealers | 6 | D | D | D | b | D | D |
| 44413 | Hardware stores | 3 | 8 023 | 1 803 | 460 | 71 | D | – |
| 444130 | Hardware stores | 3 | 8 023 | 1 803 | 460 | 71 | D | – |
| 4442 | Lawn & garden equipment & supplies stores | 3 | D | D | D | b | D | D |
| 44422 | Nursery & garden centers | 2 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 2 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **MILL VALLEY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 445 | Food & beverage stores | 13 | 65 296 | 9 390 | 2 098 | 505 | 2.4 | 3.5 |
| 4451 | Grocery stores | 7 | D | D | D | e | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 6 | 59 703 | 8 496 | 1 897 | 395 | .1 | .8 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 6 | 59 703 | 8 496 | 1 897 | 395 | .1 | .8 |
| 4452 | Specialty food stores | 4 | 2 448 | 627 | 149 | 41 | 6.5 | – |
| 446 | Health & personal care stores | 12 | 21 522 | 3 056 | 733 | 155 | 2.2 | – |
| 4461 | Health & personal care stores | 12 | 21 522 | 3 056 | 733 | 155 | 2.2 | – |
| 4461102 | Proprietary stores | 1 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 3 | 1 566 | 447 | 107 | 22 | – | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 3 | 1 566 | 447 | 107 | 22 | – | – |
| 44619 | Other health & personal care stores | 4 | D | D | D | b | D | D |
| 446191 | Food (health) supplement stores | 4 | D | D | D | b | D | D |
| 447 | Gasoline stations | 6 | 16 371 | 707 | 181 | 42 | 10.0 | – |
| 448 | Clothing & clothing accessories stores | 22 | 9 588 | 1 562 | 327 | 80 | 17.6 | 13.0 |
| 4481 | Clothing stores | 19 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 8 | 4 914 | 878 | 196 | 64 | 2.3 | 14.1 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 5 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 3 | D | D | D | b | D | D |
| 45121 | Book stores & news dealers | 2 | D | D | D | b | D | D |
| 451211 | Book stores | 2 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 1 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 19 | D | D | D | b | D | D |
| 4531 | Florists | 5 | 1 820 | 267 | 54 | 23 | 79.6 | – |
| 45311 | Florists | 5 | 1 820 | 267 | 54 | 23 | 79.6 | – |
| 453110 | Florists | 5 | 1 820 | 267 | 54 | 23 | 79.6 | – |
| 4532 | Office supplies, stationery, & gift stores | 6 | 3 430 | 598 | 143 | 37 | 12.6 | – |
| 45321 | Office supplies & stationery stores | 2 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 2 | D | D | D | a | D | D |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 4 | D | D | D | b | D | D |
| 45392 | Art dealers | 2 | D | D | D | b | D | D |
| 453920 | Art dealers | 2 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 4 | 3 848 | 504 | 88 | 19 | – | – |
| | **MILPITAS, CA** | | | | | | | |
| **44-45** | **Retail trade** | **318** | **804 482** | **89 154** | **21 927** | **4 934** | **8.1** | **5.2** |
| 441 | Motor vehicle & parts dealers | 15 | 51 337 | 4 815 | 1 184 | 189 | 7.8 | 2.1 |
| 4412 | Other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 11 | 14 390 | 2 753 | 707 | 105 | 5.4 | 7.6 |
| 44131 | Automotive parts & accessories stores | 5 | 8 816 | 1 479 | 392 | 59 | 5.6 | – |
| 441310 | Automotive parts & accessories stores | 5 | 8 816 | 1 479 | 392 | 59 | 5.6 | – |
| 44132 | Tire dealers | 6 | 5 574 | 1 274 | 315 | 46 | 5.1 | 19.6 |
| 441320 | Tire dealers | 6 | 5 574 | 1 274 | 315 | 46 | 5.1 | 19.6 |
| 442 | Furniture & home furnishings stores | 14 | 100 422 | 13 778 | 3 296 | 292 | 2.2 | – |
| 4421 | Furniture stores | 4 | D | D | D | c | D | D |
| 44211 | Furniture stores | 4 | D | D | D | c | D | D |
| 442110 | Furniture stores | 4 | D | D | D | c | D | D |
| 4422 | Home furnishings stores | 10 | D | D | D | c | D | D |
| 44221 | Floor covering stores | 4 | D | D | D | b | D | D |
| 442210 | Floor covering stores | 4 | D | D | D | b | D | D |
| 44229 | Other home furnishings stores | 6 | 8 847 | 820 | 187 | 56 | – | – |
| 442299 | All other home furnishings stores | 5 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 35 | 82 638 | 6 415 | 1 397 | 208 | 32.4 | 15.2 |
| 4431 | Electronics & appliance stores | 35 | 82 638 | 6 415 | 1 397 | 208 | 32.4 | 15.2 |
| 44311 | Appliance, television, & other electronics stores | 7 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 5 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 26 | 68 239 | 4 712 | 955 | 132 | 39.2 | 18.4 |
| 443120 | Computer & software stores | 26 | 68 239 | 4 712 | 955 | 132 | 39.2 | 18.4 |
| 44313 | Camera & photographic supplies stores | 2 | D | D | D | a | D | D |
| 443130 | Camera & photographic supplies stores | 2 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **MILPITAS, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 444 | Building material & garden equipment & supplies dealers | 8 | 69 783 | 9 867 | 2 417 | 406 | – | – |
| 4441 | Building material & supplies dealers | 7 | 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 |
| 44412 | Paint & wallpaper stores | 1 | D | D | D | a | D | D |
| 444120 | Paint & wallpaper stores | 1 | D | D | D | a | D | D |
| 44413 | Hardware stores | 1 | D | D | D | b | D | D |
| 444130 | Hardware stores | 1 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 4 | 10 083 | 3 257 | 721 | 116 | – | – |
| 444190 | Other building material dealers | 4 | 10 083 | 3 257 | 721 | 116 | – | – |
| 445 | Food & beverage stores | 31 | 92 453 | 11 128 | 3 199 | 655 | 3.5 | 3.2 |
| 4451 | Grocery stores | 20 | D | D | D | f | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 16 | 84 181 | 10 312 | 2 994 | 575 | 1.9 | 3.1 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 16 | 84 181 | 10 312 | 2 994 | 575 | 1.9 | 3.1 |
| 4452 | Specialty food stores | 7 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 28 | 32 382 | 5 379 | 1 298 | 273 | 2.4 | 4.4 |
| 4461 | Health & personal care stores | 28 | 32 382 | 5 379 | 1 298 | 273 | 2.4 | 4.4 |
| 44611 | Pharmacies & drug stores | 8 | 26 002 | 4 478 | 1 088 | 199 | .3 | – |
| 446110 | Pharmacies & drug stores | 8 | 26 002 | 4 478 | 1 088 | 199 | .3 | – |
| 4461101 | Pharmacies & drug stores | 6 | D | D | D | c | D | D |
| 4461102 | Proprietary stores | 2 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 7 | 2 998 | 356 | 91 | 33 | 2.7 | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 7 | 2 998 | 356 | 91 | 33 | 2.7 | – |
| 44613 | Optical goods stores | 7 | 1 802 | 345 | 75 | 23 | – | 27.2 |
| 446130 | Optical goods stores | 7 | 1 802 | 345 | 75 | 23 | – | 27.2 |
| 44619 | Other health & personal care stores | 6 | 1 580 | 200 | 44 | 18 | 40.0 | 60.0 |
| 446191 | Food (health) supplement stores | 5 | D | D | D | a | D | D |
| 447 | Gasoline stations | 17 | 43 483 | 2 111 | 451 | 144 | 30.2 | 18.4 |
| 4471 | Gasoline stations | 17 | 43 483 | 2 111 | 451 | 144 | 30.2 | 18.4 |
| 44711 | Gasoline stations with convenience stores | 3 | 9 482 | 269 | 17 | 16 | D | – |
| 447110 | Gasoline stations with convenience stores | 3 | 9 482 | 269 | 17 | 16 | D | – |
| 44719 | Other gasoline stations | 14 | 34 001 | 1 842 | 434 | 128 | 23.1 | 23.6 |
| 447190 | Other gasoline stations | 14 | 34 001 | 1 842 | 434 | 128 | 23.1 | 23.6 |
| 448 | Clothing & clothing accessories stores | 98 | 129 591 | 13 759 | 3 309 | 1 233 | 6.4 | 9.0 |
| 4481 | Clothing stores | 66 | 101 740 | 10 996 | 2 711 | 1 031 | 4.4 | 11.1 |
| 44811 | Men's clothing stores | 7 | 6 230 | 839 | 228 | 62 | – | 6.3 |
| 448110 | Men's clothing stores | 7 | 6 230 | 839 | 228 | 62 | – | 6.3 |
| 44812 | Women's clothing stores | 29 | 27 470 | 3 146 | 758 | 272 | 15.5 | 36.1 |
| 448120 | Women's clothing stores | 29 | 27 470 | 3 146 | 758 | 272 | 15.5 | 36.1 |
| 44813 | Children's & infants' clothing stores | 3 | D | D | D | b | D | D |
| 448130 | Children's & infants' clothing stores | 3 | D | D | D | b | D | D |
| 44814 | Family clothing stores | 19 | 56 563 | 5 734 | 1 366 | 585 | .4 | 1.0 |
| 448140 | Family clothing stores | 19 | 56 563 | 5 734 | 1 366 | 585 | .4 | 1.0 |
| 44815 | Clothing accessories stores | 2 | D | D | D | a | D | D |
| 448150 | Clothing accessories stores | 2 | D | D | D | a | D | D |
| 44819 | Other clothing stores | 6 | 7 257 | 752 | 208 | 56 | – | 1.2 |
| 448190 | Other clothing stores | 6 | 7 257 | 752 | 208 | 56 | – | 1.2 |
| 4482 | Shoe stores | 18 | 18 397 | 1 698 | 364 | 136 | – | – |
| 44821 | Shoe stores | 18 | 18 397 | 1 698 | 364 | 136 | – | – |
| 448210 | Shoe stores | 18 | 18 397 | 1 698 | 364 | 136 | – | – |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 5 | D | D | D | b | D | D |
| 4482104 | Family shoe stores | 9 | 9 898 | 826 | 163 | 64 | – | – |
| 4482105 | Athletic footwear stores | 3 | 4 310 | 400 | 97 | 28 | – | – |
| 4483 | Jewelry, luggage, & leather goods stores | 14 | 9 454 | 1 065 | 234 | 66 | 40.4 | 3.3 |
| 44831 | Jewelry stores | 10 | 5 173 | 553 | 115 | 30 | 73.9 | 6.0 |
| 448310 | Jewelry stores | 10 | 5 173 | 553 | 115 | 30 | 73.9 | 6.0 |
| 44832 | Luggage & leather goods stores | 4 | 4 281 | 512 | 119 | 36 | – | – |
| 448320 | Luggage & leather goods stores | 4 | 4 281 | 512 | 119 | 36 | – | – |
| 451 | Sporting goods, hobby, book, & music stores | 26 | 46 656 | 4 892 | 1 222 | 437 | .4 | 2.3 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 16 | 27 054 | 2 885 | 695 | 273 | .4 | 4.0 |
| 45111 | Sporting goods stores | 7 | 17 177 | 1 831 | 455 | 181 | .6 | 2.4 |
| 451110 | Sporting goods stores | 7 | 17 177 | 1 831 | 455 | 181 | .6 | 2.4 |
| 4511101 | General-line sporting goods stores | 4 | 16 355 | 1 691 | 429 | 172 | – | 2.6 |
| 45112 | Hobby, toy, & game stores | 9 | 9 877 | 1 054 | 240 | 92 | – | 6.9 |
| 451120 | Hobby, toy, & game stores | 9 | 9 877 | 1 054 | 240 | 92 | – | 6.9 |
| 4512 | Book, periodical, & music stores | 10 | 19 602 | 2 007 | 527 | 164 | .4 | – |
| 45121 | Book stores & news dealers | 4 | D | D | D | b | D | D |
| 451211 | Book stores | 4 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 3 | D | D | D | b | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 6 | D | D | D | b | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 6 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **MILPITAS, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 7 | 78 722 | 7 247 | 1 722 | 594 | .5 | 4.2 |
| 4521 | Department stores (incl leased depts) ## | 2 | D | N | N | N | D | D |
| 45211 | Department stores (incl leased depts) ## | 2 | D | N | N | N | D | D |
| 4521 | Department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 45211 | Department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 452110 | Department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 1 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 5 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 5 | D | D | D | c | D | D |
| 4529902 | Catalog showrooms | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 31 | D | D | D | e | D | D |
| 4531 | Florists | 2 | D | D | D | b | D | D |
| 45311 | Florists | 2 | D | D | D | b | D | D |
| 453110 | Florists | 2 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 15 | 15 268 | 1 622 | 367 | 133 | 6.5 | – |
| 45321 | Office supplies & stationery stores | 5 | 11 942 | 1 146 | 272 | 87 | – | – |
| 453210 | Office supplies & stationery stores | 5 | 11 942 | 1 146 | 272 | 87 | – | – |
| 4532102 | Office supplies stores | 5 | 11 942 | 1 146 | 272 | 87 | – | – |
| 45322 | Gift, novelty, & souvenir stores | 10 | 3 326 | 476 | 95 | 46 | 29.8 | – |
| 453220 | Gift, novelty, & souvenir stores | 10 | 3 326 | 476 | 95 | 46 | 29.8 | – |
| 4533 | Used merchandise stores | 3 | 3 697 | 818 | 213 | 55 | D | – |
| 45331 | Used merchandise stores | 3 | 3 697 | 818 | 213 | 55 | D | – |
| 453310 | Used merchandise stores | 3 | 3 697 | 818 | 213 | 55 | D | – |
| 4539 | Other miscellaneous store retailers | 11 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 3 | 4 787 | 528 | 131 | 41 | – | – |
| 453910 | Pet & pet supplies stores | 3 | 4 787 | 528 | 131 | 41 | – | – |
| 45392 | Art dealers | 2 | D | D | D | a | D | D |
| 453920 | Art dealers | 2 | D | D | D | a | D | D |
| 45393 | Manufactured (mobile) home dealers | 1 | D | D | D | a | D | D |
| 453930 | Manufactured (mobile) home dealers | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 5 | 1 222 | 136 | 35 | 14 | 16.0 | 13.5 |
| 454 | Nonstore retailers | 8 | D | D | D | c | D | D |
| 4541 | Electronic shopping & mail-order houses | 4 | 33 858 | 3 289 | 895 | 128 | 9.6 | – |
| 45411 | Electronic shopping & mail-order houses | 4 | 33 858 | 3 289 | 895 | 128 | 9.6 | – |
| 454110 | Electronic shopping & mail-order houses | 4 | 33 858 | 3 289 | 895 | 128 | 9.6 | – |
| 4543 | Direct selling establishments | 3 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 3 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 3 | D | D | D | b | D | D |
| | **MISSION VIEJO, CA** | | | | | | | |
| **44-45** | **Retail trade** | **256** | **774 997** | **67 721** | **16 050** | **3 702** | **5.2** | **5.4** |
| 441 | Motor vehicle & parts dealers | 26 | 176 325 | 11 342 | 2 614 | 307 | 5.1 | 2.0 |
| 4411 | Automobile dealers | 5 | D | D | D | c | D | D |
| 44111 | New car dealers | 4 | 156 004 | 8 230 | 1 886 | 180 | 2.0 | 1.5 |
| 441110 | New car dealers | 4 | 156 004 | 8 230 | 1 886 | 180 | 2.0 | 1.5 |
| 4413 | Automotive parts, accessories, & tire stores | 19 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 13 | 10 257 | 1 784 | 444 | 86 | 19.7 | 2.1 |
| 441310 | Automotive parts & accessories stores | 13 | 10 257 | 1 784 | 444 | 86 | 19.7 | 2.1 |
| 44132 | Tire dealers | 6 | D | D | D | b | D | D |
| 441320 | Tire dealers | 6 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 21 | D | D | D | c | 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 |
| 4422 | Home furnishings stores | 19 | 24 187 | 2 819 | 632 | 149 | 8.1 | 4.8 |
| 44221 | Floor covering stores | 7 | 6 187 | 1 071 | 212 | 35 | 31.8 | 2.1 |
| 442210 | Floor covering stores | 7 | 6 187 | 1 071 | 212 | 35 | 31.8 | 2.1 |
| 44229 | Other home furnishings stores | 12 | 18 000 | 1 748 | 420 | 114 | – | 5.8 |
| 442299 | All other home furnishings stores | 10 | D | D | D | c | D | D |
| 443 | Electronics & appliance stores | 13 | 77 160 | 5 049 | 1 095 | 251 | 3.7 | 1.9 |
| 4431 | Electronics & appliance stores | 13 | 77 160 | 5 049 | 1 095 | 251 | 3.7 | 1.9 |
| 44311 | Appliance, television, & other electronics stores | 7 | D | D | D | c | D | D |
| 443111 | Household appliance stores | 3 | 2 904 | 557 | 132 | 17 | D | – |
| 443112 | Radio, television, & other electronics stores | 4 | D | D | D | c | D | D |
| 44312 | Computer & software stores | 4 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 4 | 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 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **MISSION VIEJO, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 444 | Building material & garden equipment & supplies dealers | 11 | 67 772 | 6 391 | 1 564 | 264 | .6 | – |
| 4441 | Building material & supplies dealers | 9 | 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 |
| 44412 | Paint & wallpaper stores | 4 | D | D | D | b | D | D |
| 444120 | Paint & wallpaper stores | 4 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 21 | 105 649 | 10 713 | 2 794 | 576 | 2.6 | 26.8 |
| 4451 | Grocery stores | 8 | D | D | D | e | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 6 | 98 964 | 10 193 | 2 681 | 481 | – | 27.9 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 6 | 98 964 | 10 193 | 2 681 | 481 | – | 27.9 |
| 4452 | Specialty food stores | 6 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 27 | 54 939 | 6 272 | 1 629 | 347 | 6.4 | 1.6 |
| 4461 | Health & personal care stores | 27 | 54 939 | 6 272 | 1 629 | 347 | 6.4 | 1.6 |
| 44611 | Pharmacies & drug stores | 11 | 45 396 | 4 963 | 1 250 | 245 | 3.7 | .5 |
| 446110 | Pharmacies & drug stores | 11 | 45 396 | 4 963 | 1 250 | 245 | 3.7 | .5 |
| 4461101 | Pharmacies & drug stores | 11 | 45 396 | 4 963 | 1 250 | 245 | 3.7 | .5 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 4 | 2 234 | 233 | 53 | 20 | 11.5 | 4.7 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 4 | 2 234 | 233 | 53 | 20 | 11.5 | 4.7 |
| 44613 | Optical goods stores | 6 | 1 814 | 496 | 123 | 35 | 33.3 | 10.3 |
| 446130 | Optical goods stores | 6 | 1 814 | 496 | 123 | 35 | 33.3 | 10.3 |
| 44619 | Other health & personal care stores | 6 | 5 495 | 580 | 203 | 47 | 17.1 | 6.8 |
| 446191 | Food (health) supplement stores | 5 | D | D | D | b | D | D |
| 446199 | All other health & personal care stores | 1 | D | D | D | b | D | D |
| 447 | Gasoline stations | 22 | 63 233 | 3 087 | 713 | 231 | 11.6 | 5.0 |
| 4471 | Gasoline stations | 22 | 63 233 | 3 087 | 713 | 231 | 11.6 | 5.0 |
| 44711 | Gasoline stations with convenience stores | 10 | 28 501 | 1 329 | 294 | 96 | – | – |
| 447110 | Gasoline stations with convenience stores | 10 | 28 501 | 1 329 | 294 | 96 | – | – |
| 44719 | Other gasoline stations | 12 | 34 732 | 1 758 | 419 | 135 | 21.1 | 9.1 |
| 447190 | Other gasoline stations | 12 | 34 732 | 1 758 | 419 | 135 | 21.1 | 9.1 |
| 448 | Clothing & clothing accessories stores | 40 | 23 418 | 3 234 | 737 | 228 | 21.3 | 2.0 |
| 4481 | Clothing stores | 23 | 13 172 | 1 535 | 410 | 145 | 14.3 | .4 |
| 44813 | Children's & infants' clothing stores | 2 | D | D | D | a | D | D |
| 448130 | Children's & infants' clothing stores | 2 | D | D | D | a | D | D |
| 44815 | Clothing accessories stores | 3 | D | D | D | a | D | D |
| 448150 | Clothing accessories stores | 3 | D | D | D | a | D | D |
| 44819 | Other clothing stores | 4 | 2 513 | 327 | 82 | 28 | 13.3 | – |
| 448190 | Other clothing stores | 4 | 2 513 | 327 | 82 | 28 | 13.3 | – |
| 4483 | Jewelry, luggage, & leather goods stores | 11 | 7 492 | 1 309 | 247 | 55 | 22.6 | 5.6 |
| 44831 | Jewelry stores | 10 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 10 | D | D | D | b | D | D |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 27 | 64 594 | 6 274 | 1 412 | 507 | 2.0 | 2.5 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 20 | 48 889 | 4 492 | 909 | 377 | 1.8 | 3.4 |
| 45111 | Sporting goods stores | 11 | 20 736 | 1 988 | 446 | 164 | 4.2 | 7.9 |
| 451110 | Sporting goods stores | 11 | 20 736 | 1 988 | 446 | 164 | 4.2 | 7.9 |
| 4511101 | General-line sporting goods stores | 2 | D | D | D | b | D | D |
| 4511102 | Specialty-line sporting goods stores | 9 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 5 | 24 026 | 1 675 | 372 | 154 | – | – |
| 451120 | Hobby, toy, & game stores | 5 | 24 026 | 1 675 | 372 | 154 | – | – |
| 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 |
| 45114 | Musical instrument & supplies stores | 2 | D | D | D | b | D | D |
| 451140 | Musical instrument & supplies stores | 2 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 7 | 15 705 | 1 782 | 503 | 130 | 2.9 | – |
| 45121 | Book stores & news dealers | 4 | D | D | D | c | D | D |
| 451211 | Book stores | 4 | D | D | D | c | D | D |
| 4512111 | Book stores, general | 3 | D | D | D | b | D | D |
| 4512113 | College book stores | 1 | D | D | D | b | 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 | 4 | D | D | D | f | D | D |
| 4521 | Department stores (incl leased depts) ## | 3 | D | N | N | N | D | D |
| 45211 | Department stores (incl leased depts) ## | 3 | D | N | N | N | D | D |
| 4521 | Department stores (excl leased depts) | 3 | D | D | D | f | D | D |
| 45211 | Department stores (excl leased depts) | 3 | D | D | D | f | D | D |
| 452110 | Department stores (excl leased depts) | 3 | D | D | D | f | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | e | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **MISSION VIEJO, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 38 | D | D | D | e | D | D |
| 4531 | Florists | 7 | 2 043 | 425 | 136 | 39 | 14.7 | – |
| 45311 | Florists | 7 | 2 043 | 425 | 136 | 39 | 14.7 | – |
| 453110 | Florists | 7 | 2 043 | 425 | 136 | 39 | 14.7 | – |
| 4532 | Office supplies, stationery, & gift stores | 12 | 7 537 | 1 007 | 240 | 106 | 37.2 | – |
| 45321 | Office supplies & stationery stores | 2 | D | D | D | b | D | D |
| 453210 | Office supplies & stationery stores | 2 | D | D | D | b | D | D |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | b | D | D |
| 45322 | Gift, novelty, & souvenir stores | 10 | D | D | D | b | D | D |
| 453220 | Gift, novelty, & souvenir stores | 10 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 45331 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 453310 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 17 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 5 | 4 599 | 515 | 97 | 47 | 26.5 | – |
| 453910 | Pet & pet supplies stores | 5 | 4 599 | 515 | 97 | 47 | 26.5 | – |
| 45392 | Art dealers | 2 | D | D | D | a | D | D |
| 453920 | Art dealers | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 10 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 6 | 2 863 | 612 | 112 | 43 | 27.6 | 10.5 |
| | **MODESTO, CA** | | | | | | | |
| **44-45** | **Retail trade** | **704** | **1 765 712** | **177 079** | **41 803** | **10 008** | **4.5** | **6.6** |
| 441 | Motor vehicle & parts dealers | 77 | 300 848 | 30 485 | 6 854 | 1 010 | 6.6 | 5.6 |
| 4411 | Automobile dealers | 26 | 226 815 | 18 339 | 4 155 | 496 | 5.9 | 4.9 |
| 44111 | New car dealers | 12 | 206 702 | 17 386 | 3 986 | 461 | 2.3 | 2.8 |
| 441110 | New car dealers | 12 | 206 702 | 17 386 | 3 986 | 461 | 2.3 | 2.8 |
| 44112 | Used car dealers | 14 | 20 113 | 953 | 169 | 35 | 42.2 | 26.9 |
| 441120 | Used car dealers | 14 | 20 113 | 953 | 169 | 35 | 42.2 | 26.9 |
| 4412 | Other motor vehicle dealers | 7 | 12 180 | 1 419 | 203 | 72 | 24.1 | – |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 6 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 5 | D | D | D | b | D | D |
| 441222 | Boat dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 44 | 61 853 | 10 727 | 2 496 | 442 | 6.0 | 9.1 |
| 44131 | Automotive parts & accessories stores | 27 | 36 786 | 6 736 | 1 579 | 286 | 10.1 | 15.2 |
| 441310 | Automotive parts & accessories stores | 27 | 36 786 | 6 736 | 1 579 | 286 | 10.1 | 15.2 |
| 44132 | Tire dealers | 17 | 25 067 | 3 991 | 917 | 156 | – | – |
| 441320 | Tire dealers | 17 | 25 067 | 3 991 | 917 | 156 | – | – |
| 442 | Furniture & home furnishings stores | 53 | 55 121 | 9 097 | 2 119 | 407 | 3.6 | 2.3 |
| 4421 | Furniture stores | 26 | 36 629 | 5 810 | 1 380 | 236 | 3.6 | .3 |
| 44211 | Furniture stores | 26 | 36 629 | 5 810 | 1 380 | 236 | 3.6 | .3 |
| 442110 | Furniture stores | 26 | 36 629 | 5 810 | 1 380 | 236 | 3.6 | .3 |
| 4422 | Home furnishings stores | 27 | 18 492 | 3 287 | 739 | 171 | 3.4 | 6.2 |
| 44221 | Floor covering stores | 10 | 8 822 | 1 659 | 398 | 64 | 1.8 | 4.5 |
| 442210 | Floor covering stores | 10 | 8 822 | 1 659 | 398 | 64 | 1.8 | 4.5 |
| 44229 | Other home furnishings stores | 17 | 9 670 | 1 628 | 341 | 107 | 5.0 | 7.8 |
| 442291 | Window treatment stores | 5 | D | D | D | b | D | D |
| 442299 | All other home furnishings stores | 12 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 36 | 64 205 | 6 453 | 1 562 | 314 | 17.3 | 4.5 |
| 4431 | Electronics & appliance stores | 36 | 64 205 | 6 453 | 1 562 | 314 | 17.3 | 4.5 |
| 44311 | Appliance, television, & other electronics stores | 26 | 53 092 | 5 328 | 1 316 | 248 | 16.7 | .1 |
| 443111 | Household appliance stores | 7 | 5 463 | 393 | 74 | 34 | 94.9 | – |
| 443112 | Radio, television, & other electronics stores | 19 | 47 629 | 4 935 | 1 242 | 214 | 7.7 | .1 |
| 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 | 3 | D | D | D | b | D | D |
| 443130 | Camera & photographic supplies stores | 3 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 37 | 137 696 | 16 069 | 3 692 | 709 | .4 | 2.0 |
| 4441 | Building material & supplies dealers | 28 | 120 153 | 13 325 | 3 114 | 573 | .5 | 2.0 |
| 44411 | Home centers | 3 | D | D | D | e | D | D |
| 444110 | Home centers | 3 | D | D | D | e | D | D |
| 44412 | Paint & wallpaper stores | 7 | D | D | D | b | D | D |
| 444120 | Paint & wallpaper stores | 7 | D | D | D | b | D | D |
| 44413 | Hardware stores | 6 | D | D | D | c | D | D |
| 444130 | Hardware stores | 6 | D | D | D | c | D | D |
| 44419 | Other building material dealers | 12 | 25 805 | 3 804 | 886 | 98 | 1.0 | 7.7 |
| 444190 | Other building material dealers | 12 | 25 805 | 3 804 | 886 | 98 | 1.0 | 7.7 |
| 4442 | Lawn & garden equipment & supplies stores | 9 | 17 543 | 2 744 | 578 | 136 | – | 1.6 |
| 44422 | Nursery & garden centers | 7 | D | D | D | c | D | D |
| 444220 | Nursery & garden centers | 7 | D | D | D | c | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **MODESTO, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 445 | Food & beverage stores | 91 | 318 495 | 32 122 | 7 203 | 1 518 | 3.0 | 12.3 |
| 4451 | Grocery stores | 62 | 306 270 | 31 025 | 6 935 | 1 402 | 1.1 | 12.7 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 54 | 303 853 | 30 829 | 6 885 | 1 380 | .8 | 12.6 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 54 | 303 853 | 30 829 | 6 885 | 1 380 | .8 | 12.6 |
| 4452 | Specialty food stores | 13 | 4 788 | 661 | 163 | 69 | 39.7 | 7.1 |
| 4453 | Beer, wine, & liquor stores | 16 | 7 437 | 436 | 105 | 47 | 55.7 | – |
| 44531 | Beer, wine, & liquor stores | 16 | 7 437 | 436 | 105 | 47 | 55.7 | – |
| 445310 | Beer, wine, & liquor stores | 16 | 7 437 | 436 | 105 | 47 | 55.7 | – |
| 446 | Health & personal care stores | 64 | 117 402 | 15 845 | 3 704 | 842 | 1.2 | 24.8 |
| 4461 | Health & personal care stores | 64 | 117 402 | 15 845 | 3 704 | 842 | 1.2 | 24.8 |
| 44611 | Pharmacies & drug stores | 29 | 104 142 | 13 562 | 3 157 | 685 | .8 | 25.2 |
| 446110 | Pharmacies & drug stores | 29 | 104 142 | 13 562 | 3 157 | 685 | .8 | 25.2 |
| 4461101 | Pharmacies & drug stores | 26 | 101 623 | 13 248 | 3 055 | 663 | .9 | 25.9 |
| 4461102 | Proprietary stores | 3 | 2 519 | 314 | 102 | 22 | – | – |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 10 | D | D | D | b | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 10 | D | D | D | b | D | D |
| 44613 | Optical goods stores | 11 | 5 067 | 821 | 214 | 57 | – | 3.6 |
| 446130 | Optical goods stores | 11 | 5 067 | 821 | 214 | 57 | – | 3.6 |
| 44619 | Other health & personal care stores | 14 | D | D | D | b | D | D |
| 446191 | Food (health) supplement stores | 4 | D | D | D | a | D | D |
| 446199 | All other health & personal care stores | 10 | 3 357 | 834 | 171 | 36 | 3.9 | 40.0 |
| 447 | Gasoline stations | 52 | 115 519 | 5 160 | 1 256 | 534 | 16.9 | 8.3 |
| 4471 | Gasoline stations | 52 | 115 519 | 5 160 | 1 256 | 534 | 16.9 | 8.3 |
| 44711 | Gasoline stations with convenience stores | 28 | 54 698 | 2 465 | 626 | 257 | 7.1 | 9.7 |
| 447110 | Gasoline stations with convenience stores | 28 | 54 698 | 2 465 | 626 | 257 | 7.1 | 9.7 |
| 44719 | Other gasoline stations | 24 | 60 821 | 2 695 | 630 | 277 | 25.7 | 7.0 |
| 447190 | Other gasoline stations | 24 | 60 821 | 2 695 | 630 | 277 | 25.7 | 7.0 |
| 448 | Clothing & clothing accessories stores | 124 | 93 943 | 11 373 | 2 783 | 856 | 6.7 | 6.7 |
| 4481 | Clothing stores | 65 | 60 592 | 6 473 | 1 583 | 566 | 6.0 | 4.8 |
| 44811 | Men's clothing stores | 12 | D | D | D | b | D | D |
| 448110 | Men's clothing stores | 12 | D | D | D | b | D | D |
| 44812 | Women's clothing stores | 25 | 12 851 | 1 544 | 378 | 147 | 14.6 | 9.0 |
| 448120 | Women's clothing stores | 25 | 12 851 | 1 544 | 378 | 147 | 14.6 | 9.0 |
| 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 | 14 | 25 511 | 2 297 | 528 | 199 | 1.6 | – |
| 448140 | Family clothing stores | 14 | 25 511 | 2 297 | 528 | 199 | 1.6 | – |
| 44815 | Clothing accessories stores | 4 | 1 152 | 193 | 70 | 27 | 10.4 | 2.4 |
| 448150 | Clothing accessories stores | 4 | 1 152 | 193 | 70 | 27 | 10.4 | 2.4 |
| 44819 | Other clothing stores | 6 | 6 417 | 928 | 221 | 73 | 1.8 | – |
| 448190 | Other clothing stores | 6 | 6 417 | 928 | 221 | 73 | 1.8 | – |
| 4482 | Shoe stores | 33 | 16 414 | 1 881 | 441 | 164 | – | 4.6 |
| 44821 | Shoe stores | 33 | 16 414 | 1 881 | 441 | 164 | – | 4.6 |
| 448210 | Shoe stores | 33 | 16 414 | 1 881 | 441 | 164 | – | 4.6 |
| 4482101 | Men's shoe stores | 4 | 2 446 | 329 | 75 | 19 | – | – |
| 4482102 | Women's shoe stores | 3 | D | D | D | a | D | D |
| 4482103 | Children's & juveniles' shoe stores | 2 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 16 | 5 842 | 601 | 148 | 72 | – | 5.2 |
| 4482105 | Athletic footwear stores | 8 | 5 144 | 548 | 124 | 43 | – | – |
| 4483 | Jewelry, luggage, & leather goods stores | 26 | 16 937 | 3 019 | 759 | 126 | 15.8 | 15.2 |
| 44831 | Jewelry stores | 24 | D | D | D | c | D | D |
| 448310 | Jewelry stores | 24 | D | D | D | c | D | D |
| 44832 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 53 | 65 253 | 7 328 | 1 790 | 626 | 4.6 | .5 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 36 | 47 837 | 5 400 | 1 324 | 453 | 3.4 | .7 |
| 45111 | Sporting goods stores | 19 | 21 547 | 2 743 | 622 | 215 | 7.4 | 1.1 |
| 451110 | Sporting goods stores | 19 | 21 547 | 2 743 | 622 | 215 | 7.4 | 1.1 |
| 4511101 | General-line sporting goods stores | 6 | 15 362 | 1 806 | 449 | 138 | 9.7 | – |
| 4511102 | Specialty-line sporting goods stores | 13 | 6 185 | 937 | 173 | 77 | 1.8 | 3.7 |
| 45112 | Hobby, toy, & game stores | 9 | 18 784 | 1 708 | 411 | 152 | – | .6 |
| 451120 | Hobby, toy, & game stores | 9 | 18 784 | 1 708 | 411 | 152 | – | .6 |
| 45113 | Sewing, needlework, & piece goods stores | 4 | D | D | D | b | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 4 | D | D | D | b | D | D |
| 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 | 17 | 17 416 | 1 928 | 466 | 173 | 7.9 | – |
| 45121 | Book stores & news dealers | 11 | 10 608 | 1 310 | 325 | 111 | 12.9 | – |
| 451211 | Book stores | 10 | D | D | D | c | D | D |
| 4512111 | Book stores, general | 4 | 7 038 | 780 | 198 | 74 | – | – |
| 4512112 | Specialty book stores | 5 | D | D | D | b | D | D |
| 451212 | News dealers & newsstands | 1 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 6 | 6 808 | 618 | 141 | 62 | – | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 6 | 6 808 | 618 | 141 | 62 | – | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **MODESTO, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 16 | D | D | D | g | D | D |
| 4521 | Department stores (incl leased depts) ## | 10 | 287 255 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 10 | 287 255 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 10 | 286 098 | 24 974 | 5 980 | 1 936 | – | – |
| 45211 | Department stores (excl leased depts) | 10 | 286 098 | 24 974 | 5 980 | 1 936 | – | – |
| 452110 | Department stores (excl leased depts) | 10 | 286 098 | 24 974 | 5 980 | 1 936 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 4 | D | D | D | f | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 3 | D | D | D | f | D | D |
| 4521103 | National chain department stores (excl leased depts) | 3 | D | D | D | f | D | D |
| 4529 | Other general merchandise stores | 6 | D | D | D | e | D | D |
| 45291 | Warehouse clubs & superstores | 1 | D | D | D | c | D | D |
| 452910 | Warehouse clubs & superstores | 1 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 5 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 5 | D | D | D | c | D | D |
| 4529901 | Variety stores | 2 | D | D | D | b | D | D |
| 4529902 | Catalog showrooms | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 87 | D | D | D | f | D | D |
| 4531 | Florists | 17 | 5 155 | 1 027 | 263 | 144 | 27.5 | 9.7 |
| 45311 | Florists | 17 | 5 155 | 1 027 | 263 | 144 | 27.5 | 9.7 |
| 453110 | Florists | 17 | 5 155 | 1 027 | 263 | 144 | 27.5 | 9.7 |
| 4532 | Office supplies, stationery, & gift stores | 24 | 41 169 | 3 793 | 928 | 270 | 4.4 | 2.7 |
| 45321 | Office supplies & stationery stores | 6 | 33 633 | 2 769 | 702 | 166 | 2.0 | – |
| 453210 | Office supplies & stationery stores | 6 | 33 633 | 2 769 | 702 | 166 | 2.0 | – |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 5 | D | D | D | c | D | D |
| 45322 | Gift, novelty, & souvenir stores | 18 | 7 536 | 1 024 | 226 | 104 | 15.2 | 14.7 |
| 453220 | Gift, novelty, & souvenir stores | 18 | 7 536 | 1 024 | 226 | 104 | 15.2 | 14.7 |
| 4533 | Used merchandise stores | 14 | 3 647 | 746 | 196 | 70 | 2.6 | 17.8 |
| 45331 | Used merchandise stores | 14 | 3 647 | 746 | 196 | 70 | 2.6 | 17.8 |
| 453310 | Used merchandise stores | 14 | 3 647 | 746 | 196 | 70 | 2.6 | 17.8 |
| 4539 | Other miscellaneous store retailers | 32 | D | D | D | e | D | D |
| 45391 | Pet & pet supplies stores | 6 | 8 004 | 616 | 159 | 74 | – | 7.5 |
| 453910 | Pet & pet supplies stores | 6 | 8 004 | 616 | 159 | 74 | – | 7.5 |
| 45399 | All other miscellaneous store retailers | 26 | D | D | D | c | D | D |
| 454 | Nonstore retailers | 14 | 23 886 | 3 074 | 692 | 178 | – | 1.3 |
| 4542 | Vending machine operators | 2 | D | D | D | c | D | D |
| 45421 | Vending machine operators | 2 | D | D | D | c | D | D |
| 454210 | Vending machine operators | 2 | D | D | D | c | D | D |
| 4543 | Direct selling establishments | 10 | 4 936 | 703 | 183 | 71 | – | 6.3 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 2 | D | D | D | a | D | D |
| | **MONROVIA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **141** | **553 209** | **48 306** | **12 430** | **2 617** | **3.2** | **2.6** |
| 441 | Motor vehicle & parts dealers | 18 | 234 502 | 14 194 | 3 459 | 535 | .2 | 1.5 |
| 4411 | Automobile dealers | 7 | D | D | D | e | D | D |
| 44111 | New car dealers | 6 | 223 112 | 12 869 | 3 143 | 436 | – | – |
| 441110 | New car dealers | 6 | 223 112 | 12 869 | 3 143 | 436 | – | – |
| 4413 | Automotive parts, accessories, & tire stores | 10 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 9 | 7 250 | 850 | 181 | 42 | 6.5 | 5.7 |
| 441310 | Automotive parts & accessories stores | 9 | 7 250 | 850 | 181 | 42 | 6.5 | 5.7 |
| 442 | Furniture & home furnishings stores | 6 | 4 040 | 764 | 179 | 29 | 38.4 | – |
| 4421 | Furniture stores | 3 | 2 066 | 346 | 87 | 13 | D | – |
| 44211 | Furniture stores | 3 | 2 066 | 346 | 87 | 13 | D | – |
| 442110 | Furniture stores | 3 | 2 066 | 346 | 87 | 13 | D | – |
| 4422 | Home furnishings stores | 3 | 1 974 | 418 | 92 | 16 | D | – |
| 443 | Electronics & appliance stores | 7 | 30 884 | 1 664 | 412 | 121 | 4.0 | 9.9 |
| 4431 | Electronics & appliance stores | 7 | 30 884 | 1 664 | 412 | 121 | 4.0 | 9.9 |
| 44311 | Appliance, television, & other electronics stores | 5 | D | D | D | a | D | D |
| 443112 | Radio, television, & other electronics stores | 3 | D | D | D | a | D | D |
| 44312 | Computer & software stores | 2 | D | D | D | c | D | D |
| 443120 | Computer & software stores | 2 | D | D | D | c | D | D |
| 444 | Building material & garden equipment & supplies dealers | 17 | 88 098 | 12 640 | 3 764 | 671 | 2.0 | – |
| 4441 | Building material & supplies dealers | 16 | D | D | D | f | D | D |
| 44411 | Home centers | 2 | D | D | D | f | D | D |
| 444110 | Home centers | 2 | D | D | D | f | D | D |
| 44419 | Other building material dealers | 9 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 9 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **MONROVIA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 445 | Food & beverage stores | 17 | 95 765 | 10 554 | 2 568 | 529 | .7 | 1.2 |
| 4451 | Grocery stores | 10 | D | D | D | e | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 8 | 88 344 | 9 601 | 2 358 | 458 | .3 | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 8 | 88 344 | 9 601 | 2 358 | 458 | .3 | – |
| 4452 | Specialty food stores | 3 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 13 | 13 629 | 1 532 | 326 | 89 | .4 | 3.0 |
| 4461 | Health & personal care stores | 13 | 13 629 | 1 532 | 326 | 89 | .4 | 3.0 |
| 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 | 9 | 18 673 | 630 | 156 | 49 | 30.1 | 2.1 |
| 4471 | Gasoline stations | 9 | 18 673 | 630 | 156 | 49 | 30.1 | 2.1 |
| 44719 | Other gasoline stations | 5 | 11 415 | 416 | 95 | 28 | 32.1 | – |
| 447190 | Other gasoline stations | 5 | 11 415 | 416 | 95 | 28 | 32.1 | – |
| 448 | Clothing & clothing accessories stores | 14 | 10 459 | 1 079 | 268 | 104 | 9.6 | 9.0 |
| 4481 | Clothing stores | 7 | 8 246 | 821 | 204 | 81 | 7.8 | 8.0 |
| 451 | Sporting goods, hobby, book, & music stores | 12 | 16 592 | 1 597 | 396 | 138 | 4.5 | 2.1 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 11 | D | D | D | c | 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 | 3 | 696 | 74 | 13 | 3 | 86.2 | 13.8 |
| 451140 | Musical instrument & supplies stores | 3 | 696 | 74 | 13 | 3 | 86.2 | 13.8 |
| 452 | General merchandise stores | 2 | D | D | D | c | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 20 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 9 | 11 791 | 894 | 220 | 68 | 2.4 | 4.7 |
| 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 |
| 4533 | Used merchandise stores | 3 | 1 469 | 229 | 56 | 17 | – | 18.3 |
| 45331 | Used merchandise stores | 3 | 1 469 | 229 | 56 | 17 | – | 18.3 |
| 453310 | Used merchandise stores | 3 | 1 469 | 229 | 56 | 17 | – | 18.3 |
| 4539 | Other miscellaneous store retailers | 6 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 6 | D | D | D | b | D | D |
| 4541 | Electronic shopping & mail-order houses | 4 | 4 027 | 758 | 145 | 33 | 10.6 | 89.4 |
| 45411 | Electronic shopping & mail-order houses | 4 | 4 027 | 758 | 145 | 33 | 10.6 | 89.4 |
| 454110 | Electronic shopping & mail-order houses | 4 | 4 027 | 758 | 145 | 33 | 10.6 | 89.4 |
| 4543 | Direct selling establishments | 2 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 2 | D | D | D | a | D | D |
| 454390 | Other direct selling establishments | 2 | D | D | D | a | D | D |
| | **MONTCLAIR, CA** | | | | | | | |
| **44-45** | **Retail trade** | **290** | **709 913** | **84 807** | **21 285** | **5 363** | **7.0** | **3.0** |
| 441 | Motor vehicle & parts dealers | 35 | 125 523 | 19 435 | 4 656 | 602 | 17.4 | 5.4 |
| 4411 | Automobile dealers | 11 | 94 980 | 14 564 | 3 483 | 382 | 20.9 | 6.4 |
| 44112 | Used car dealers | 4 | 9 125 | 885 | 204 | 35 | 14.9 | – |
| 441120 | Used car dealers | 4 | 9 125 | 885 | 204 | 35 | 14.9 | – |
| 4412 | Other motor vehicle dealers | 3 | 13 451 | 2 050 | 486 | 69 | 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 | 2 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 2 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 21 | 17 092 | 2 821 | 687 | 151 | 7.8 | 4.1 |
| 44131 | Automotive parts & accessories stores | 12 | 9 822 | 1 625 | 387 | 94 | 8.9 | 3.6 |
| 441310 | Automotive parts & accessories stores | 12 | 9 822 | 1 625 | 387 | 94 | 8.9 | 3.6 |
| 44132 | Tire dealers | 9 | 7 270 | 1 196 | 300 | 57 | 6.3 | 4.8 |
| 441320 | Tire dealers | 9 | 7 270 | 1 196 | 300 | 57 | 6.3 | 4.8 |
| 442 | Furniture & home furnishings stores | 30 | 35 484 | 4 068 | 1 026 | 216 | 9.2 | 9.6 |
| 4421 | Furniture stores | 14 | 17 746 | 2 308 | 586 | 102 | 3.5 | 17.5 |
| 44211 | Furniture stores | 14 | 17 746 | 2 308 | 586 | 102 | 3.5 | 17.5 |
| 442110 | Furniture stores | 14 | 17 746 | 2 308 | 586 | 102 | 3.5 | 17.5 |
| 4422 | Home furnishings stores | 16 | 17 738 | 1 760 | 440 | 114 | 14.9 | 1.7 |
| 44221 | Floor covering stores | 6 | 5 494 | 445 | 120 | 17 | 42.0 | 5.6 |
| 442210 | Floor covering stores | 6 | 5 494 | 445 | 120 | 17 | 42.0 | 5.6 |
| 44229 | Other home furnishings stores | 10 | 12 244 | 1 315 | 320 | 97 | 2.8 | – |
| 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **MONTCLAIR, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 443 | Electronics & appliance stores | 18 | 60 056 | 4 947 | 1 382 | 248 | 5.9 | 1.5 |
| 4431 | Electronics & appliance stores | 18 | 60 056 | 4 947 | 1 382 | 248 | 5.9 | 1.5 |
| 44311 | Appliance, television, & other electronics stores | 9 | D | D | D | c | D | D |
| 443112 | Radio, television, & other electronics stores | 7 | D | D | D | c | D | D |
| 44312 | Computer & software stores | 8 | 30 858 | 2 045 | 621 | 105 | 11.4 | 3.0 |
| 443120 | Computer & software stores | 8 | 30 858 | 2 045 | 621 | 105 | 11.4 | 3.0 |
| 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 | 12 | 29 737 | 3 184 | 759 | 212 | 2.6 | 1.0 |
| 4441 | Building material & supplies dealers | 12 | 29 737 | 3 184 | 759 | 212 | 2.6 | 1.0 |
| 44411 | Home centers | 1 | D | D | D | c | D | D |
| 444110 | Home centers | 1 | D | D | D | c | 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 | 2 | D | D | D | b | D | D |
| 444130 | Hardware stores | 2 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 7 | 7 947 | 770 | 190 | 51 | 9.8 | 3.7 |
| 444190 | Other building material dealers | 7 | 7 947 | 770 | 190 | 51 | 9.8 | 3.7 |
| 445 | Food & beverage stores | 20 | 33 836 | 3 112 | 735 | 204 | 11.7 | .6 |
| 4451 | Grocery stores | 12 | 30 226 | 2 770 | 652 | 160 | 8.6 | .5 |
| 4452 | Specialty food stores | 5 | 2 590 | 308 | 77 | 40 | 13.2 | 2.4 |
| 446 | Health & personal care stores | 17 | 12 997 | 2 195 | 515 | 140 | 24.0 | 2.7 |
| 4461 | Health & personal care stores | 17 | 12 997 | 2 195 | 515 | 140 | 24.0 | 2.7 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 4 | D | D | D | b | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 4 | D | D | D | b | D | D |
| 44613 | Optical goods stores | 7 | 4 036 | 645 | 162 | 51 | – | 8.5 |
| 446130 | Optical goods stores | 7 | 4 036 | 645 | 162 | 51 | – | 8.5 |
| 447 | Gasoline stations | 9 | 14 666 | 555 | 122 | 81 | 23.2 | 2.0 |
| 448 | Clothing & clothing accessories stores | 91 | 128 477 | 18 438 | 4 989 | 1 499 | .5 | 5.9 |
| 4481 | Clothing stores | 48 | 96 844 | 14 026 | 3 848 | 1 227 | .2 | 3.5 |
| 44811 | Men's clothing stores | 6 | 5 525 | 719 | 146 | 41 | – | 53.3 |
| 448110 | Men's clothing stores | 6 | 5 525 | 719 | 146 | 41 | – | 53.3 |
| 44812 | Women's clothing stores | 20 | 17 810 | 2 223 | 609 | 217 | – | 2.2 |
| 448120 | Women's clothing stores | 20 | 17 810 | 2 223 | 609 | 217 | – | 2.2 |
| 44813 | Children's & infants' clothing stores | 4 | 4 596 | 454 | 104 | 43 | 4.6 | – |
| 448130 | Children's & infants' clothing stores | 4 | 4 596 | 454 | 104 | 43 | 4.6 | – |
| 44814 | Family clothing stores | 7 | 60 119 | 9 652 | 2 750 | 831 | – | – |
| 448140 | Family clothing stores | 7 | 60 119 | 9 652 | 2 750 | 831 | – | – |
| 44815 | Clothing accessories stores | 4 | 1 423 | 257 | 62 | 19 | – | – |
| 448150 | Clothing accessories stores | 4 | 1 423 | 257 | 62 | 19 | – | – |
| 44819 | Other clothing stores | 7 | 7 371 | 721 | 177 | 76 | – | – |
| 448190 | Other clothing stores | 7 | 7 371 | 721 | 177 | 76 | – | – |
| 4482 | Shoe stores | 27 | 16 579 | 2 165 | 522 | 156 | .4 | 8.1 |
| 44821 | Shoe stores | 27 | 16 579 | 2 165 | 522 | 156 | .4 | 8.1 |
| 448210 | Shoe stores | 27 | 16 579 | 2 165 | 522 | 156 | .4 | 8.1 |
| 4482101 | Men's shoe stores | 2 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 9 | 4 011 | 563 | 136 | 53 | – | 33.4 |
| 4482103 | Children's & juveniles' shoe stores | 2 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 9 | 5 717 | 704 | 178 | 50 | 1.2 | – |
| 4482105 | Athletic footwear stores | 5 | 5 063 | 642 | 145 | 38 | – | – |
| 4483 | Jewelry, luggage, & leather goods stores | 16 | 15 054 | 2 247 | 619 | 116 | 2.6 | 19.1 |
| 44831 | Jewelry stores | 13 | 13 894 | 2 098 | 581 | 102 | 2.8 | 20.7 |
| 448310 | Jewelry stores | 13 | 13 894 | 2 098 | 581 | 102 | 2.8 | 20.7 |
| 44832 | Luggage & leather goods stores | 3 | 1 160 | 149 | 38 | 14 | – | – |
| 448320 | Luggage & leather goods stores | 3 | 1 160 | 149 | 38 | 14 | – | – |
| 451 | Sporting goods, hobby, book, & music stores | 16 | 27 673 | 2 333 | 571 | 244 | 12.0 | 1.4 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 10 | 21 349 | 1 573 | 386 | 176 | 15.5 | – |
| 45111 | Sporting goods stores | 4 | D | D | D | b | D | D |
| 451110 | Sporting goods stores | 4 | D | D | D | b | D | D |
| 4511101 | General-line sporting goods stores | 1 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 4 | 14 549 | 846 | 205 | 67 | 17.1 | – |
| 451120 | Hobby, toy, & game stores | 4 | 14 549 | 846 | 205 | 67 | 17.1 | – |
| 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 | 6 | 6 324 | 760 | 185 | 68 | – | 5.9 |
| 45121 | Book stores & news dealers | 4 | D | D | D | b | D | D |
| 451211 | Book stores | 4 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 4 | D | D | D | b | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 2 | D | D | D | a | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 2 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **MONTCLAIR, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 10 | D | D | D | g | D | D |
| 4521 | Department stores (incl leased depts) ## | 6 | 175 479 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 6 | 175 479 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 6 | 173 176 | 18 608 | 4 541 | 1 262 | – | – |
| 45211 | Department stores (excl leased depts) | 6 | 173 176 | 18 608 | 4 541 | 1 262 | – | – |
| 452110 | Department stores (excl leased depts) | 6 | 173 176 | 18 608 | 4 541 | 1 262 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4521103 | National chain department stores (excl leased depts) | 3 | 98 833 | 10 959 | 2 673 | 674 | – | – |
| 4529 | Other general merchandise stores | 4 | D | D | D | c | 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 |
| 4529902 | Catalog showrooms | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 28 | D | D | D | e | D | D |
| 4532 | Office supplies, stationery, & gift stores | 16 | 14 590 | 2 018 | 510 | 184 | 9.0 | .9 |
| 45321 | Office supplies & stationery stores | 4 | 6 600 | 1 012 | 272 | 71 | 14.8 | – |
| 453210 | Office supplies & stationery stores | 4 | 6 600 | 1 012 | 272 | 71 | 14.8 | – |
| 4532102 | Office supplies stores | 4 | 6 600 | 1 012 | 272 | 71 | 14.8 | – |
| 45322 | Gift, novelty, & souvenir stores | 12 | 7 990 | 1 006 | 238 | 113 | 4.3 | 1.7 |
| 453220 | Gift, novelty, & souvenir stores | 12 | 7 990 | 1 006 | 238 | 113 | 4.3 | 1.7 |
| 4533 | Used merchandise stores | 5 | 6 385 | 2 241 | 529 | 174 | .5 | 17.6 |
| 45331 | Used merchandise stores | 5 | 6 385 | 2 241 | 529 | 174 | .5 | 17.6 |
| 453310 | Used merchandise stores | 5 | 6 385 | 2 241 | 529 | 174 | .5 | 17.6 |
| 4539 | Other miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 4 | 875 | 165 | 44 | 17 | 60.6 | – |
| 454 | Nonstore retailers | 4 | 5 471 | 911 | 158 | 32 | 65.4 | – |
| 4541 | Electronic shopping & mail-order houses | 1 | D | D | D | a | D | D |
| 45411 | Electronic shopping & mail-order houses | 1 | D | D | D | a | D | D |
| 454110 | Electronic shopping & mail-order houses | 1 | D | D | D | a | D | D |
| | **MONTEBELLO, CA** | | | | | | | |
| **44-45** | **Retail trade** | **242** | **629 975** | **62 235** | **14 780** | **3 468** | **16.6** | **2.3** |
| 441 | Motor vehicle & parts dealers | 20 | 92 748 | 11 883 | 2 824 | 380 | 77.2 | 1.1 |
| 4411 | Automobile dealers | 3 | 69 422 | 7 787 | 1 830 | 219 | 100.0 | – |
| 4413 | Automotive parts, accessories, & tire stores | 16 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 9 | D | D | D | c | D | D |
| 441310 | Automotive parts & accessories stores | 9 | D | D | D | c | D | D |
| 44132 | Tire dealers | 7 | 11 678 | 1 878 | 424 | 52 | 15.8 | – |
| 441320 | Tire dealers | 7 | 11 678 | 1 878 | 424 | 52 | 15.8 | – |
| 442 | Furniture & home furnishings stores | 10 | D | D | D | b | D | D |
| 4422 | Home furnishings stores | 8 | 3 819 | 581 | 143 | 39 | 9.1 | 7.0 |
| 44229 | Other home furnishings stores | 5 | 1 972 | 274 | 67 | 27 | – | 13.6 |
| 443 | Electronics & appliance stores | 7 | 21 535 | 1 888 | 482 | 113 | – | .6 |
| 4431 | Electronics & appliance stores | 7 | 21 535 | 1 888 | 482 | 113 | – | .6 |
| 44311 | Appliance, television, & other electronics stores | 4 | D | D | D | c | D | D |
| 443112 | Radio, television, & other electronics stores | 4 | D | D | D | c | 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 | 6 | 53 647 | 4 354 | 1 122 | 182 | .4 | 1.1 |
| 4441 | Building material & supplies dealers | 6 | 53 647 | 4 354 | 1 122 | 182 | .4 | 1.1 |
| 44411 | Home centers | 1 | D | D | D | b | D | D |
| 444110 | Home centers | 1 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 3 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 3 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 31 | 74 546 | 8 237 | 1 873 | 376 | 5.8 | .6 |
| 4451 | Grocery stores | 17 | D | D | D | e | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 15 | 69 353 | 7 832 | 1 778 | 332 | 1.5 | .7 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 15 | 69 353 | 7 832 | 1 778 | 332 | 1.5 | .7 |
| 4452 | Specialty food stores | 8 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 28 | 32 049 | 5 193 | 1 272 | 231 | 11.0 | 14.8 |
| 4461 | Health & personal care stores | 28 | 32 049 | 5 193 | 1 272 | 231 | 11.0 | 14.8 |
| 44611 | Pharmacies & drug stores | 15 | 26 999 | 3 865 | 972 | 158 | 10.5 | 14.6 |
| 446110 | Pharmacies & drug stores | 15 | 26 999 | 3 865 | 972 | 158 | 10.5 | 14.6 |
| 4461101 | Pharmacies & drug stores | 15 | 26 999 | 3 865 | 972 | 158 | 10.5 | 14.6 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 4 | 1 973 | 276 | 80 | 28 | – | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 4 | 1 973 | 276 | 80 | 28 | – | – |
| 44613 | Optical goods stores | 6 | 1 469 | 631 | 130 | 31 | – | 14.5 |
| 446130 | Optical goods stores | 6 | 1 469 | 631 | 130 | 31 | – | 14.5 |
| 44619 | Other health & personal care stores | 3 | 1 608 | 421 | 90 | 14 | D | 36.6 |
| 446191 | Food (health) supplement stores | 2 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **MONTEBELLO, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 447 | Gasoline stations | 16 | 38 853 | 1 443 | 319 | 95 | 52.9 | 2.8 |
| 4471 | Gasoline stations | 16 | 38 853 | 1 443 | 319 | 95 | 52.9 | 2.8 |
| 44711 | Gasoline stations with convenience stores | 6 | 13 556 | 717 | 157 | 50 | 43.3 | – |
| 447110 | Gasoline stations with convenience stores | 6 | 13 556 | 717 | 157 | 50 | 43.3 | – |
| 44719 | Other gasoline stations | 10 | 25 297 | 726 | 162 | 45 | 58.1 | 4.4 |
| 447190 | Other gasoline stations | 10 | 25 297 | 726 | 162 | 45 | 58.1 | 4.4 |
| 448 | Clothing & clothing accessories stores | 74 | 65 616 | 8 996 | 1 850 | 605 | 3.4 | 6.5 |
| 4481 | Clothing stores | 43 | 43 752 | 6 141 | 1 220 | 432 | 4.2 | 2.7 |
| 44811 | Men's clothing stores | 6 | D | D | D | b | D | D |
| 448110 | Men's clothing stores | 6 | D | D | D | b | D | D |
| 44812 | Women's clothing stores | 22 | 13 512 | 1 707 | 420 | 182 | 5.2 | 2.2 |
| 448120 | Women's clothing stores | 22 | 13 512 | 1 707 | 420 | 182 | 5.2 | 2.2 |
| 44814 | Family clothing stores | 5 | 11 500 | 942 | 227 | 75 | – | – |
| 448140 | Family clothing stores | 5 | 11 500 | 942 | 227 | 75 | – | – |
| 44819 | Other clothing stores | 8 | 15 325 | 2 887 | 419 | 119 | 3.6 | – |
| 448190 | Other clothing stores | 8 | 15 325 | 2 887 | 419 | 119 | 3.6 | – |
| 4482 | Shoe stores | 22 | 15 406 | 1 771 | 378 | 119 | – | 13.9 |
| 44821 | Shoe stores | 22 | 15 406 | 1 771 | 378 | 119 | – | 13.9 |
| 448210 | Shoe stores | 22 | 15 406 | 1 771 | 378 | 119 | – | 13.9 |
| 4482101 | Men's shoe stores | 2 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 6 | 3 460 | 432 | 110 | 39 | – | 61.4 |
| 4482103 | Children's & juveniles' shoe stores | 2 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 7 | 4 167 | 472 | 114 | 26 | – | – |
| 4482105 | Athletic footwear stores | 5 | 5 827 | 603 | 92 | 40 | – | – |
| 4483 | Jewelry, luggage, & leather goods stores | 9 | 6 458 | 1 084 | 252 | 54 | 6.3 | 14.5 |
| 44831 | Jewelry stores | 8 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 8 | D | D | D | b | D | D |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 12 | 17 962 | 1 235 | 306 | 111 | 3.1 | .1 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 6 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 2 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 2 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 6 | D | D | D | b | D | D |
| 45121 | Book stores & news dealers | 1 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 5 | 3 304 | 367 | 94 | 37 | 2.0 | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 5 | 3 304 | 367 | 94 | 37 | 2.0 | – |
| 452 | General merchandise stores | 13 | D | D | D | g | D | D |
| 4521 | Department stores (incl leased depts) ## | 4 | 113 116 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 4 | 113 116 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 4 | 111 455 | 10 944 | 2 616 | 811 | – | – |
| 45211 | Department stores (excl leased depts) | 4 | 111 455 | 10 944 | 2 616 | 811 | – | – |
| 452110 | Department stores (excl leased depts) | 4 | 111 455 | 10 944 | 2 616 | 811 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4521103 | National chain department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4529 | Other general merchandise stores | 9 | D | D | D | e | D | D |
| 45291 | Warehouse clubs & superstores | 1 | D | D | D | c | D | D |
| 452910 | Warehouse clubs & superstores | 1 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 8 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 8 | D | D | D | b | D | D |
| 4529901 | Variety stores | 2 | D | D | D | b | D | D |
| 4529902 | Catalog showrooms | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 21 | D | D | D | c | D | D |
| 4531 | Florists | 4 | 1 644 | 348 | 83 | 45 | 5.0 | – |
| 45311 | Florists | 4 | 1 644 | 348 | 83 | 45 | 5.0 | – |
| 453110 | Florists | 4 | 1 644 | 348 | 83 | 45 | 5.0 | – |
| 4532 | Office supplies, stationery, & gift stores | 13 | 12 222 | 1 122 | 277 | 126 | 3.6 | 1.8 |
| 45321 | Office supplies & stationery stores | 2 | D | D | D | b | D | D |
| 453210 | Office supplies & stationery stores | 2 | D | D | D | b | D | D |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | b | D | D |
| 45322 | Gift, novelty, & souvenir stores | 11 | D | D | D | b | D | D |
| 453220 | Gift, novelty, & souvenir stores | 11 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 4 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 2 | D | D | D | b | D | D |
| 453910 | Pet & pet supplies stores | 2 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 4 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 2 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 2 | D | D | D | a | D | D |
| 454390 | Other direct selling establishments | 2 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **MONTEREY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **264** | **380 976** | **44 501** | **10 801** | **2 785** | **7.1** | **8.4** |
| 441 | Motor vehicle & parts dealers | 13 | 30 074 | 2 751 | 794 | 117 | 3.0 | 3.1 |
| 4412 | Other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | a | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 18 | 14 789 | 2 155 | 533 | 104 | 6.4 | 11.7 |
| 4421 | Furniture stores | 9 | 10 140 | 1 448 | 351 | 64 | – | 17.1 |
| 44211 | Furniture stores | 9 | 10 140 | 1 448 | 351 | 64 | – | 17.1 |
| 442110 | Furniture stores | 9 | 10 140 | 1 448 | 351 | 64 | – | 17.1 |
| 4422 | Home furnishings stores | 9 | 4 649 | 707 | 182 | 40 | 20.4 | – |
| 44221 | Floor covering stores | 6 | 3 256 | 574 | 146 | 26 | 13.3 | – |
| 442210 | Floor covering stores | 6 | 3 256 | 574 | 146 | 26 | 13.3 | – |
| 44229 | Other home furnishings stores | 3 | 1 393 | 133 | 36 | 14 | D | – |
| 443 | Electronics & appliance stores | 14 | 14 451 | 2 035 | 488 | 91 | 8.9 | 14.4 |
| 4431 | Electronics & appliance stores | 14 | 14 451 | 2 035 | 488 | 91 | 8.9 | 14.4 |
| 44311 | Appliance, television, & other electronics stores | 4 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 4 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 7 | 9 089 | 1 107 | 256 | 44 | – | 22.8 |
| 443120 | Computer & software stores | 7 | 9 089 | 1 107 | 256 | 44 | – | 22.8 |
| 44313 | Camera & photographic supplies stores | 3 | D | D | D | a | D | D |
| 443130 | Camera & photographic supplies stores | 3 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 8 | 10 172 | 1 697 | 411 | 69 | 1.6 | – |
| 4441 | Building material & supplies dealers | 5 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 4 | 8 205 | 1 289 | 325 | 51 | 2.0 | – |
| 444190 | Other building material dealers | 4 | 8 205 | 1 289 | 325 | 51 | 2.0 | – |
| 445 | Food & beverage stores | 40 | 90 562 | 10 548 | 2 425 | 677 | 3.8 | 21.4 |
| 4451 | Grocery stores | 20 | 79 404 | 8 689 | 2 015 | 531 | 1.3 | 22.8 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 15 | 76 214 | 8 352 | 1 946 | 510 | .9 | 23.8 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 15 | 76 214 | 8 352 | 1 946 | 510 | .9 | 23.8 |
| 4452 | Specialty food stores | 14 | 8 247 | 1 494 | 324 | 118 | 12.7 | 15.5 |
| 446 | Health & personal care stores | 20 | 42 323 | 5 470 | 1 325 | 253 | 2.6 | .8 |
| 4461 | Health & personal care stores | 20 | 42 323 | 5 470 | 1 325 | 253 | 2.6 | .8 |
| 44611 | Pharmacies & drug stores | 8 | 36 286 | 4 483 | 1 084 | 188 | 1.4 | – |
| 446110 | Pharmacies & drug stores | 8 | 36 286 | 4 483 | 1 084 | 188 | 1.4 | – |
| 4461101 | Pharmacies & drug stores | 7 | D | D | D | c | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 4 | 1 472 | 222 | 40 | 11 | 21.9 | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 4 | 1 472 | 222 | 40 | 11 | 21.9 | – |
| 44613 | Optical goods stores | 5 | 3 378 | 536 | 141 | 41 | – | – |
| 446130 | Optical goods stores | 5 | 3 378 | 536 | 141 | 41 | – | – |
| 447 | Gasoline stations | 21 | 30 432 | 1 766 | 362 | 113 | 10.3 | 11.0 |
| 4471 | Gasoline stations | 21 | 30 432 | 1 766 | 362 | 113 | 10.3 | 11.0 |
| 44711 | Gasoline stations with convenience stores | 10 | 13 576 | 802 | 153 | 50 | 3.7 | 10.2 |
| 447110 | Gasoline stations with convenience stores | 10 | 13 576 | 802 | 153 | 50 | 3.7 | 10.2 |
| 44719 | Other gasoline stations | 11 | 16 856 | 964 | 209 | 63 | 15.6 | 11.7 |
| 447190 | Other gasoline stations | 11 | 16 856 | 964 | 209 | 63 | 15.6 | 11.7 |
| 448 | Clothing & clothing accessories stores | 47 | 30 465 | 3 895 | 931 | 271 | 9.3 | 4.5 |
| 4481 | Clothing stores | 29 | 23 177 | 2 700 | 674 | 190 | 9.1 | .5 |
| 44811 | Men's clothing stores | 4 | 3 680 | 488 | 130 | 20 | 4.0 | – |
| 448110 | Men's clothing stores | 4 | 3 680 | 488 | 130 | 20 | 4.0 | – |
| 44813 | Children's & infants' clothing stores | 1 | D | D | D | a | D | D |
| 448130 | Children's & infants' clothing stores | 1 | D | D | D | a | D | D |
| 44815 | Clothing accessories stores | 2 | D | D | D | a | D | D |
| 448150 | Clothing accessories stores | 2 | D | D | D | a | D | D |
| 44819 | Other clothing stores | 4 | 3 733 | 497 | 121 | 43 | 14.9 | – |
| 448190 | Other clothing stores | 4 | 3 733 | 497 | 121 | 43 | 14.9 | – |
| 4482105 | Athletic footwear stores | 2 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 9 | 3 532 | 708 | 135 | 39 | 20.3 | 28.2 |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **MONTEREY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 31 | 23 067 | 3 158 | 801 | 276 | 8.5 | 4.7 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 20 | 12 625 | 1 832 | 438 | 150 | .9 | 8.6 |
| 45111 | Sporting goods stores | 15 | 10 141 | 1 413 | 308 | 100 | 1.2 | 5.1 |
| 451110 | Sporting goods stores | 15 | 10 141 | 1 413 | 308 | 100 | 1.2 | 5.1 |
| 4511101 | General-line sporting goods stores | 4 | 5 320 | 560 | 133 | 33 | – | – |
| 4511102 | Specialty-line sporting goods stores | 11 | 4 821 | 853 | 175 | 67 | 2.5 | 10.8 |
| 45112 | Hobby, toy, & game stores | 4 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 4 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 11 | 10 442 | 1 326 | 363 | 126 | 17.7 | – |
| 45121 | Book stores & news dealers | 7 | D | D | D | b | D | D |
| 451211 | Book stores | 7 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 5 | 5 658 | 802 | 227 | 69 | 32.6 | – |
| 4512113 | College book stores | 2 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 4 | D | D | D | b | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 4 | D | D | D | b | D | D |
| 452 | General merchandise stores | 3 | D | D | D | f | D | D |
| 4521 | Department stores (incl leased depts) ## | 2 | D | N | N | N | D | D |
| 45211 | Department stores (incl leased depts) ## | 2 | D | N | N | N | D | D |
| 4521 | Department stores (excl leased depts) | 2 | D | D | D | f | D | D |
| 45211 | Department stores (excl leased depts) | 2 | D | D | D | f | D | D |
| 452110 | Department stores (excl leased depts) | 2 | D | D | D | f | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | f | D | D |
| 453 | Miscellaneous store retailers | 43 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 25 | D | D | D | c | D | D |
| 45322 | Gift, novelty, & souvenir stores | 24 | 8 031 | 1 444 | 310 | 128 | 35.1 | 1.7 |
| 453220 | Gift, novelty, & souvenir stores | 24 | 8 031 | 1 444 | 310 | 128 | 35.1 | 1.7 |
| 4533 | Used merchandise stores | 6 | 2 148 | 289 | 72 | 34 | 2.0 | – |
| 45331 | Used merchandise stores | 6 | 2 148 | 289 | 72 | 34 | 2.0 | – |
| 453310 | Used merchandise stores | 6 | 2 148 | 289 | 72 | 34 | 2.0 | – |
| 4539 | Other miscellaneous store retailers | 9 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 1 | D | D | D | b | D | D |
| 453910 | Pet & pet supplies stores | 1 | D | D | D | b | D | D |
| 45392 | Art dealers | 4 | 1 562 | 227 | 72 | 19 | 35.5 | – |
| 453920 | Art dealers | 4 | 1 562 | 227 | 72 | 19 | 35.5 | – |
| 45399 | All other miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 6 | 10 264 | 2 096 | 482 | 61 | 62.7 | 14.7 |
| 4543 | Direct selling establishments | 3 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 3 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 3 | D | D | D | b | D | D |
| | **MONTEREY PARK, CA** | | | | | | | |
| **44-45** | **Retail trade** | **169** | **275 250** | **26 151** | **6 394** | **1 683** | **26.0** | **5.8** |
| 441 | Motor vehicle & parts dealers | 13 | 31 287 | 2 985 | 682 | 164 | 10.6 | 3.5 |
| 442 | Furniture & home furnishings stores | 6 | 5 058 | 675 | 168 | 33 | 66.0 | 10.9 |
| 4422 | Home furnishings stores | 4 | D | D | D | b | D | D |
| 44221 | Floor covering stores | 3 | 2 842 | 356 | 86 | 20 | D | 19.5 |
| 442210 | Floor covering stores | 3 | 2 842 | 356 | 86 | 20 | D | 19.5 |
| 443 | Electronics & appliance stores | 16 | 27 205 | 2 448 | 623 | 134 | 38.8 | 3.7 |
| 4431 | Electronics & appliance stores | 16 | 27 205 | 2 448 | 623 | 134 | 38.8 | 3.7 |
| 44311 | Appliance, television, & other electronics stores | 9 | 18 594 | 1 689 | 445 | 105 | 16.9 | 5.4 |
| 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 | 5 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 5 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 4 | 1 644 | 208 | 50 | 13 | 67.2 | – |
| 445 | Food & beverage stores | 29 | 108 581 | 9 693 | 2 464 | 640 | 25.0 | 5.0 |
| 4451 | Grocery stores | 19 | 105 198 | 9 331 | 2 374 | 598 | 25.0 | 4.7 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 14 | 102 903 | 9 125 | 2 324 | 569 | 25.5 | 3.5 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 14 | 102 903 | 9 125 | 2 324 | 569 | 25.5 | 3.5 |
| 4452 | Specialty food stores | 9 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 25 | 42 004 | 5 323 | 1 230 | 279 | 16.6 | 3.4 |
| 4461 | Health & personal care stores | 25 | 42 004 | 5 323 | 1 230 | 279 | 16.6 | 3.4 |
| 44611 | Pharmacies & drug stores | 11 | 35 102 | 4 401 | 1 053 | 228 | 15.1 | 3.7 |
| 446110 | Pharmacies & drug stores | 11 | 35 102 | 4 401 | 1 053 | 228 | 15.1 | 3.7 |
| 4461101 | Pharmacies & drug stores | 11 | 35 102 | 4 401 | 1 053 | 228 | 15.1 | 3.7 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 6 | 3 739 | 399 | 58 | 28 | 25.1 | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 6 | 3 739 | 399 | 58 | 28 | 25.1 | – |
| 44619 | Other health & personal care stores | 4 | 2 136 | 414 | 93 | 14 | 6.6 | 4.8 |
| 446191 | Food (health) supplement stores | 4 | 2 136 | 414 | 93 | 14 | 6.6 | 4.8 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **MONTEREY PARK, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 447 | Gasoline stations | 13 | 23 385 | 1 267 | 309 | 80 | 24.9 | 6.9 |
| 4471 | Gasoline stations | 13 | 23 385 | 1 267 | 309 | 80 | 24.9 | 6.9 |
| 44719 | Other gasoline stations | 10 | D | D | D | b | D | D |
| 447190 | Other gasoline stations | 10 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 25 | 11 675 | 1 700 | 433 | 133 | 21.0 | 4.6 |
| 4481 | Clothing stores | 12 | 7 026 | 965 | 234 | 87 | 18.8 | – |
| 44815 | Clothing accessories stores | 4 | D | D | D | a | D | D |
| 448150 | Clothing accessories stores | 4 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 6 | 1 906 | 432 | 112 | 25 | 23.0 | 28.2 |
| 451 | Sporting goods, hobby, book, & music stores | 12 | 13 485 | 1 140 | 260 | 103 | 42.4 | 2.5 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 6 | 7 788 | 606 | 123 | 46 | 66.2 | – |
| 4511101 | General-line sporting goods stores | 1 | D | D | D | a | D | D |
| 45113 | Sewing, needlework, & piece goods stores | 1 | D | D | D | a | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 1 | D | D | D | a | 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 | 6 | 5 697 | 534 | 137 | 57 | 9.9 | 6.0 |
| 45122 | Prerecorded tape, compact disc, & record stores | 2 | D | D | D | b | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 2 | D | D | D | b | D | D |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 16 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 5 | 1 075 | 72 | 17 | 7 | 92.9 | 1.1 |
| 45391 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 9 | D | D | D | b | D | D |
| 4541 | Electronic shopping & mail-order houses | 4 | 2 916 | 171 | 31 | 18 | 83.3 | 16.7 |
| 45411 | Electronic shopping & mail-order houses | 4 | 2 916 | 171 | 31 | 18 | 83.3 | 16.7 |
| 454110 | Electronic shopping & mail-order houses | 4 | 2 916 | 171 | 31 | 18 | 83.3 | 16.7 |
| 4543 | Direct selling establishments | 3 | 4 928 | 191 | 77 | 52 | D | 65.7 |
| 45439 | Other direct selling establishments | 3 | 4 928 | 191 | 77 | 52 | D | 65.7 |
| 454390 | Other direct selling establishments | 3 | 4 928 | 191 | 77 | 52 | D | 65.7 |
| | **MONTE SERENO, CA** | | | | | | | |
| **44-45** | **Retail trade** | **2** | **D** | **D** | **D** | **a** | **D** | **D** |
| 441 | Motor vehicle & parts dealers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **MOORPARK, CA** | | | | | | | |
| **44-45** | **Retail trade** | **33** | **77 859** | **9 513** | **2 530** | **452** | **5.4** | **2.2** |
| 441 | Motor vehicle & parts dealers | 8 | 17 957 | 2 340 | 492 | 87 | 4.4 | – |
| 4413 | Automotive parts, accessories, & tire stores | 7 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 6 | D | D | D | b | D | D |
| 441310 | Automotive parts & accessories stores | 6 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 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 | 2 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 8 | D | D | D | e | D | D |
| 4451 | Grocery stores | 6 | 41 171 | 4 957 | 1 325 | 254 | – | – |
| 44511 | Supermarkets & other grocery (except convenience) stores | 6 | 41 171 | 4 957 | 1 325 | 254 | – | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 6 | 41 171 | 4 957 | 1 325 | 254 | – | – |
| 4452 | Specialty food stores | 1 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 4 | D | D | D | b | D | D |
| 447 | Gasoline stations | 3 | 9 382 | 603 | 140 | 44 | D | – |
| 448 | Clothing & clothing accessories stores | 3 | 300 | 67 | 22 | 7 | D | 22.0 |
| 453 | Miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **MORAGA TOWN, CA** | | | | | | | |
| **44-45** | **Retail trade** | **35** | **78 601** | **8 651** | **1 956** | **528** | **4.9** | **3.9** |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 4 | 2 452 | 374 | 79 | 11 | 10.6 | – |
| 445 | Food & beverage stores | 6 | 38 944 | 4 829 | 1 069 | 262 | – | – |
| 4451 | Grocery stores | 6 | 38 944 | 4 829 | 1 069 | 262 | – | – |
| 446 | Health & personal care stores | 4 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 4 | D | D | D | b | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 5 | 9 977 | 528 | 120 | 34 | 28.7 | 14.3 |
| 448 | Clothing & clothing accessories stores | 5 | 9 126 | 912 | 202 | 74 | .9 | 2.7 |
| 4481 | Clothing stores | 4 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 4 | 2 635 | 292 | 69 | 25 | 12.9 | – |
| 4512 | Book, periodical, & music stores | 2 | D | D | D | a | D | D |
| 45121 | Book stores & news dealers | 2 | D | D | D | a | D | D |
| 451211 | Book stores | 2 | D | D | D | a | D | D |
| 4512113 | College book stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 5 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 1 | D | D | D | a | D | D |
| | **MORENO VALLEY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **277** | **691 220** | **74 948** | **16 561** | **3 997** | **3.9** | **4.5** |
| 441 | Motor vehicle & parts dealers | 30 | 148 091 | 18 067 | 2 758 | 411 | 1.3 | 8.1 |
| 4411 | Automobile dealers | 6 | D | D | D | c | D | D |
| 44111 | New car dealers | 5 | 125 529 | 13 988 | 1 849 | 235 | – | 8.7 |
| 441110 | New car dealers | 5 | 125 529 | 13 988 | 1 849 | 235 | – | 8.7 |
| 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 | 22 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 13 | 12 544 | 2 329 | 529 | 117 | 1.3 | .5 |
| 441310 | Automotive parts & accessories stores | 13 | 12 544 | 2 329 | 529 | 117 | 1.3 | .5 |
| 44132 | Tire dealers | 9 | D | D | D | b | D | D |
| 441320 | Tire dealers | 9 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 17 | 10 018 | 1 597 | 394 | 97 | 6.8 | 37.8 |
| 4421 | Furniture stores | 10 | 7 113 | 1 100 | 288 | 55 | 9.6 | 53.2 |
| 44211 | Furniture stores | 10 | 7 113 | 1 100 | 288 | 55 | 9.6 | 53.2 |
| 442110 | Furniture stores | 10 | 7 113 | 1 100 | 288 | 55 | 9.6 | 53.2 |
| 4422 | Home furnishings stores | 7 | 2 905 | 497 | 106 | 42 | – | – |
| 44229 | Other home furnishings stores | 5 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 12 | 18 273 | 1 779 | 419 | 117 | 11.4 | 8.8 |
| 4431 | Electronics & appliance stores | 12 | 18 273 | 1 779 | 419 | 117 | 11.4 | 8.8 |
| 44311 | Appliance, television, & other electronics stores | 7 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 6 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 3 | 3 475 | 284 | 59 | 18 | D | 40.3 |
| 443120 | Computer & software stores | 3 | 3 475 | 284 | 59 | 18 | D | 40.3 |
| 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 | 10 | 49 054 | 5 743 | 1 457 | 306 | 2.8 | – |
| 4441 | Building material & supplies dealers | 8 | D | D | D | e | D | D |
| 44411 | Home centers | 2 | D | D | D | c | D | D |
| 444110 | Home centers | 2 | D | D | D | c | D | D |
| 44412 | Paint & wallpaper stores | 2 | D | D | D | a | D | D |
| 444120 | Paint & wallpaper stores | 2 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 33 | 154 154 | 15 801 | 3 822 | 772 | 3.7 | .5 |
| 4451 | Grocery stores | 18 | 147 870 | 15 436 | 3 739 | 735 | 1.9 | .3 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 13 | 144 518 | 15 142 | 3 683 | 713 | .5 | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 13 | 144 518 | 15 142 | 3 683 | 713 | .5 | – |
| 4452 | Specialty food stores | 5 | 1 845 | 158 | 33 | 14 | 29.1 | – |
| 446 | Health & personal care stores | 23 | 33 525 | 5 515 | 1 382 | 275 | 1.8 | 11.4 |
| 4461 | Health & personal care stores | 23 | 33 525 | 5 515 | 1 382 | 275 | 1.8 | 11.4 |
| 44611 | Pharmacies & drug stores | 10 | 27 578 | 4 451 | 1 093 | 196 | 1.5 | 12.5 |
| 446110 | Pharmacies & drug stores | 10 | 27 578 | 4 451 | 1 093 | 196 | 1.5 | 12.5 |
| 4461101 | Pharmacies & drug stores | 10 | 27 578 | 4 451 | 1 093 | 196 | 1.5 | 12.5 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 5 | 3 501 | 480 | 147 | 50 | – | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 5 | 3 501 | 480 | 147 | 50 | – | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **MORENO VALLEY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 447 | Gasoline stations | 24 | 49 697 | 2 338 | 574 | 194 | 11.0 | 6.1 |
| 4471 | Gasoline stations | 24 | 49 697 | 2 338 | 574 | 194 | 11.0 | 6.1 |
| 44711 | Gasoline stations with convenience stores | 15 | 26 270 | 1 172 | 287 | 102 | 5.1 | 9.5 |
| 447110 | Gasoline stations with convenience stores | 15 | 26 270 | 1 172 | 287 | 102 | 5.1 | 9.5 |
| 44719 | Other gasoline stations | 9 | 23 427 | 1 166 | 287 | 92 | 17.7 | 2.3 |
| 447190 | Other gasoline stations | 9 | 23 427 | 1 166 | 287 | 92 | 17.7 | 2.3 |
| 448 | Clothing & clothing accessories stores | 58 | 31 645 | 4 215 | 1 022 | 372 | 10.9 | 5.4 |
| 4481 | Clothing stores | 32 | 19 942 | 2 623 | 635 | 269 | 13.0 | 3.6 |
| 44812 | Women's clothing stores | 16 | 8 815 | 1 294 | 309 | 144 | 21.9 | .6 |
| 448120 | Women's clothing stores | 16 | 8 815 | 1 294 | 309 | 144 | 21.9 | .6 |
| 44813 | Children's & infants' clothing stores | 2 | D | D | D | b | D | D |
| 448130 | Children's & infants' clothing stores | 2 | D | D | D | b | D | D |
| 44819 | Other clothing stores | 5 | 1 424 | 296 | 78 | 32 | 15.0 | – |
| 448190 | Other clothing stores | 5 | 1 424 | 296 | 78 | 32 | 15.0 | – |
| 4482 | Shoe stores | 16 | 6 114 | 806 | 198 | 59 | – | 2.1 |
| 44821 | Shoe stores | 16 | 6 114 | 806 | 198 | 59 | – | 2.1 |
| 448210 | Shoe stores | 16 | 6 114 | 806 | 198 | 59 | – | 2.1 |
| 4482103 | Children's & juveniles' shoe stores | 2 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 8 | 3 321 | 403 | 97 | 33 | – | – |
| 4482105 | Athletic footwear stores | 4 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 10 | 5 589 | 786 | 189 | 44 | 15.3 | 15.9 |
| 44831 | Jewelry stores | 9 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 9 | D | D | D | b | D | D |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 21 | 20 140 | 2 182 | 505 | 194 | 7.4 | 2.3 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 11 | 13 964 | 1 480 | 333 | 129 | 7.3 | 2.2 |
| 45111 | Sporting goods stores | 7 | 4 166 | 681 | 140 | 52 | 24.5 | 7.2 |
| 451110 | Sporting goods stores | 7 | 4 166 | 681 | 140 | 52 | 24.5 | 7.2 |
| 4511101 | General-line sporting goods stores | 4 | 2 854 | 356 | 63 | 27 | 35.8 | – |
| 45112 | Hobby, toy, & game stores | 2 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 2 | D | D | D | b | D | D |
| 45113 | Sewing, needlework, & piece goods stores | 1 | D | D | D | b | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 1 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 10 | 6 176 | 702 | 172 | 65 | 7.7 | 2.5 |
| 45121 | Book stores & news dealers | 4 | 2 689 | 311 | 81 | 25 | 11.7 | – |
| 451211 | Book stores | 3 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 3 | D | D | D | b | D | D |
| 451212 | News dealers & newsstands | 1 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 6 | 3 487 | 391 | 91 | 40 | 4.6 | 4.4 |
| 451220 | Prerecorded tape, compact disc, & record stores | 6 | 3 487 | 391 | 91 | 40 | 4.6 | 4.4 |
| 452 | General merchandise stores | 11 | D | D | D | g | D | D |
| 4521 | Department stores (incl leased depts) ## | 6 | 102 435 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 6 | 102 435 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 6 | 101 236 | 12 039 | 2 859 | 877 | – | – |
| 45211 | Department stores (excl leased depts) | 6 | 101 236 | 12 039 | 2 859 | 877 | – | – |
| 452110 | Department stores (excl leased depts) | 6 | 101 236 | 12 039 | 2 859 | 877 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 3 | 36 958 | 4 401 | 1 065 | 331 | – | – |
| 4521103 | National chain department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4529 | Other general merchandise stores | 5 | 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 |
| 45299 | All other general merchandise stores | 4 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 4 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 34 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 16 | 6 281 | 784 | 188 | 103 | 25.1 | 20.4 |
| 45321 | Office supplies & stationery stores | 3 | 763 | 107 | 27 | 13 | D | 6.3 |
| 453210 | Office supplies & stationery stores | 3 | 763 | 107 | 27 | 13 | D | 6.3 |
| 4532102 | Office supplies stores | 3 | 763 | 107 | 27 | 13 | D | 6.3 |
| 45322 | Gift, novelty, & souvenir stores | 13 | 5 518 | 677 | 161 | 90 | 18.8 | 22.4 |
| 453220 | Gift, novelty, & souvenir stores | 13 | 5 518 | 677 | 161 | 90 | 18.8 | 22.4 |
| 4533 | Used merchandise stores | 3 | 825 | 193 | 56 | 26 | – | 9.1 |
| 45331 | Used merchandise stores | 3 | 825 | 193 | 56 | 26 | – | 9.1 |
| 453310 | Used merchandise stores | 3 | 825 | 193 | 56 | 26 | – | 9.1 |
| 4539 | Other miscellaneous store retailers | 11 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 10 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 4 | 896 | 188 | 48 | 22 | 94.4 | 5.6 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **MORGAN HILL, CA** | | | | | | | |
| **44-45** | **Retail trade** | **94** | **278 822** | **28 420** | **6 153** | **1 453** | **4.3** | **3.4** |
| 441 | Motor vehicle & parts dealers | 7 | 62 839 | 5 955 | 1 240 | 175 | – | .4 |
| 4412 | Other motor vehicle dealers | 4 | D | D | D | c | D | D |
| 44121 | Recreational vehicle dealers | 3 | D | D | D | c | D | D |
| 441210 | Recreational vehicle dealers | 3 | D | D | D | c | D | D |
| 442 | Furniture & home furnishings stores | 4 | 1 414 | 130 | 27 | 9 | 51.8 | – |
| 443 | Electronics & appliance stores | 6 | 16 865 | 2 191 | 489 | 72 | 9.0 | – |
| 4431 | Electronics & appliance stores | 6 | 16 865 | 2 191 | 489 | 72 | 9.0 | – |
| 44312 | Computer & software stores | 2 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 2 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 6 | D | D | D | b | D | D |
| 4441 | Building material & supplies dealers | 5 | 23 822 | 3 486 | 620 | 81 | – | – |
| 44419 | Other building material dealers | 5 | 23 822 | 3 486 | 620 | 81 | – | – |
| 444190 | Other building material dealers | 5 | 23 822 | 3 486 | 620 | 81 | – | – |
| 445 | Food & beverage stores | 12 | 70 618 | 7 401 | 1 629 | 376 | 4.3 | .4 |
| 4451 | Grocery stores | 8 | D | D | D | e | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 6 | 67 992 | 7 216 | 1 585 | 357 | 1.8 | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 6 | 67 992 | 7 216 | 1 585 | 357 | 1.8 | – |
| 446 | Health & personal care stores | 8 | 17 211 | 1 939 | 451 | 94 | 4.1 | 41.4 |
| 4461 | Health & personal care stores | 8 | 17 211 | 1 939 | 451 | 94 | 4.1 | 41.4 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 446191 | Food (health) supplement stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 7 | 17 450 | 950 | 172 | 56 | 15.1 | 3.3 |
| 44711 | Gasoline stations with convenience stores | 2 | D | D | D | a | D | D |
| 447110 | Gasoline stations with convenience stores | 2 | D | D | D | a | D | D |
| 448 | Clothing & clothing accessories stores | 14 | 8 171 | 683 | 168 | 64 | 9.9 | 2.0 |
| 4481 | Clothing stores | 7 | 6 341 | 530 | 124 | 47 | 3.6 | 2.6 |
| 451 | Sporting goods, hobby, book, & music stores | 10 | 6 136 | 664 | 167 | 93 | 14.5 | 12.5 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 8 | D | D | D | b | D | D |
| 4511101 | General-line sporting goods stores | 2 | 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 | 2 | D | D | D | b | D | D |
| 452 | General merchandise stores | 3 | D | D | D | e | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 14 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 1 | D | D | D | a | D | D |
| 45331 | Used merchandise stores | 1 | D | D | D | a | D | D |
| 453310 | Used merchandise stores | 1 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 3 | D | D | D | a | D | D |
| | **MORRO BAY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **92** | **91 554** | **9 686** | **2 247** | **608** | **6.8** | **15.4** |
| 441 | Motor vehicle & parts dealers | 7 | 4 064 | 830 | 227 | 44 | 17.8 | 3.4 |
| 442 | Furniture & home furnishings stores | 5 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 3 | 1 518 | 222 | 53 | 16 | D | 22.3 |
| 4431 | Electronics & appliance stores | 3 | 1 518 | 222 | 53 | 16 | D | 22.3 |
| 444 | Building material & garden equipment & supplies dealers | 6 | 3 920 | 396 | 101 | 27 | – | 10.4 |
| 445 | Food & beverage stores | 13 | 37 265 | 4 109 | 915 | 173 | 2.2 | 10.7 |
| 4451 | Grocery stores | 8 | D | D | D | c | D | D |
| 4452 | Specialty food stores | 4 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 8 | 11 149 | 1 306 | 304 | 77 | 9.7 | 56.6 |
| 4461 | Health & personal care stores | 8 | 11 149 | 1 306 | 304 | 77 | 9.7 | 56.6 |
| 447 | Gasoline stations | 11 | 21 870 | 1 096 | 232 | 78 | 1.7 | 6.4 |
| 4471 | Gasoline stations | 11 | 21 870 | 1 096 | 232 | 78 | 1.7 | 6.4 |
| 44711 | Gasoline stations with convenience stores | 6 | 13 091 | 798 | 167 | 54 | – | 10.7 |
| 447110 | Gasoline stations with convenience stores | 6 | 13 091 | 798 | 167 | 54 | – | 10.7 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **MORRO BAY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores | 8 | 1 402 | 194 | 45 | 27 | 75.8 | 1.9 |
| 451 | Sporting goods, hobby, book, & music stores | 10 | 3 071 | 298 | 74 | 33 | 7.3 | .9 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 8 | D | D | D | b | D | D |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 18 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 9 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 45322 | Gift, novelty, & souvenir stores | 8 | 2 952 | 656 | 139 | 58 | 38.1 | 29.2 |
| 453220 | Gift, novelty, & souvenir stores | 8 | 2 952 | 656 | 139 | 58 | 38.1 | 29.2 |
| 4539 | Other miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 45392 | Art dealers | 3 | 400 | 57 | 13 | 4 | D | 25.0 |
| 453920 | Art dealers | 3 | 400 | 57 | 13 | 4 | D | 25.0 |
| 45399 | All other miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |
| | **MOUNTAIN VIEW, CA** | | | | | | | |
| **44-45** | **Retail trade** | **296** | **977 592** | **98 788** | **22 850** | **4 458** | **9.4** | **6.5** |
| 441 | Motor vehicle & parts dealers | 22 | 84 746 | 9 255 | 2 086 | 227 | 3.7 | .7 |
| 4411 | Automobile dealers | 2 | D | D | D | b | D | D |
| 4412 | Other motor vehicle dealers | 3 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 441221 | Motorcycle dealers | 2 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 17 | 16 419 | 2 468 | 607 | 113 | 16.7 | – |
| 44131 | Automotive parts & accessories stores | 10 | 10 018 | 1 162 | 294 | 65 | 11.2 | – |
| 441310 | Automotive parts & accessories stores | 10 | 10 018 | 1 162 | 294 | 65 | 11.2 | – |
| 44132 | Tire dealers | 7 | 6 401 | 1 306 | 313 | 48 | 25.3 | – |
| 441320 | Tire dealers | 7 | 6 401 | 1 306 | 313 | 48 | 25.3 | – |
| 442 | Furniture & home furnishings stores | 17 | 72 624 | 10 062 | 2 165 | 190 | .7 | .6 |
| 4421 | Furniture stores | 10 | 64 332 | 8 819 | 1 868 | 127 | .8 | – |
| 44211 | Furniture stores | 10 | 64 332 | 8 819 | 1 868 | 127 | .8 | – |
| 442110 | Furniture stores | 10 | 64 332 | 8 819 | 1 868 | 127 | .8 | – |
| 4422 | Home furnishings stores | 7 | 8 292 | 1 243 | 297 | 63 | – | 5.6 |
| 44229 | Other home furnishings stores | 4 | 5 573 | 747 | 182 | 46 | – | – |
| 442299 | All other home furnishings stores | 3 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 33 | 129 109 | 10 964 | 2 237 | 283 | 40.1 | 25.5 |
| 4431 | Electronics & appliance stores | 33 | 129 109 | 10 964 | 2 237 | 283 | 40.1 | 25.5 |
| 44311 | Appliance, television, & other electronics stores | 15 | D | D | D | c | D | D |
| 443111 | Household appliance stores | 5 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 10 | 25 279 | 2 124 | 474 | 106 | 2.0 | 11.5 |
| 44312 | Computer & software stores | 17 | 95 217 | 7 501 | 1 422 | 116 | 53.7 | 31.5 |
| 443120 | Computer & software stores | 17 | 95 217 | 7 501 | 1 422 | 116 | 53.7 | 31.5 |
| 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 | 25 | 53 154 | 9 738 | 2 161 | 380 | 6.5 | 3.4 |
| 4441 | Building material & supplies dealers | 21 | 45 814 | 8 326 | 1 867 | 330 | 7.6 | 4.0 |
| 44412 | Paint & wallpaper stores | 6 | 10 923 | 2 396 | 537 | 87 | – | 8.8 |
| 444120 | Paint & wallpaper stores | 6 | 10 923 | 2 396 | 537 | 87 | – | 8.8 |
| 44413 | Hardware stores | 4 | 18 223 | 2 326 | 518 | 120 | – | 4.8 |
| 444130 | Hardware stores | 4 | 18 223 | 2 326 | 518 | 120 | – | 4.8 |
| 44419 | Other building material dealers | 11 | 16 668 | 3 604 | 812 | 123 | 20.8 | – |
| 444190 | Other building material dealers | 11 | 16 668 | 3 604 | 812 | 123 | 20.8 | – |
| 4442 | Lawn & garden equipment & supplies stores | 4 | 7 340 | 1 412 | 294 | 50 | – | – |
| 44422 | Nursery & garden centers | 3 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 3 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 39 | 130 769 | 14 868 | 3 175 | 740 | 6.8 | 4.2 |
| 4451 | Grocery stores | 26 | 120 490 | 13 982 | 2 897 | 684 | 6.0 | 4.3 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 18 | 114 752 | 13 477 | 2 788 | 653 | 5.6 | 3.6 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 18 | 114 752 | 13 477 | 2 788 | 653 | 5.6 | 3.6 |
| 44512 | Convenience stores | 8 | 5 738 | 505 | 109 | 31 | 13.6 | 18.4 |
| 445120 | Convenience stores | 8 | 5 738 | 505 | 109 | 31 | 13.6 | 18.4 |
| 4452 | Specialty food stores | 7 | 2 642 | 415 | 135 | 31 | 13.6 | 13.2 |
| 4453 | Beer, wine, & liquor stores | 6 | 7 637 | 471 | 143 | 25 | 17.8 | – |
| 44531 | Beer, wine, & liquor stores | 6 | 7 637 | 471 | 143 | 25 | 17.8 | – |
| 445310 | Beer, wine, & liquor stores | 6 | 7 637 | 471 | 143 | 25 | 17.8 | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **MOUNTAIN VIEW, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 446 | Health & personal care stores | 25 | 85 869 | 12 015 | 3 099 | 551 | 2.7 | 11.1 |
| 4461 | Health & personal care stores | 25 | 85 869 | 12 015 | 3 099 | 551 | 2.7 | 11.1 |
| 44611 | Pharmacies & drug stores | 11 | 76 521 | 10 211 | 2 682 | 470 | 1.3 | 11.3 |
| 446110 | Pharmacies & drug stores | 11 | 76 521 | 10 211 | 2 682 | 470 | 1.3 | 11.3 |
| 4461101 | Pharmacies & drug stores | 11 | 76 521 | 10 211 | 2 682 | 470 | 1.3 | 11.3 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 4 | 2 123 | 240 | 55 | 18 | – | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 4 | 2 123 | 240 | 55 | 18 | – | – |
| 44613 | Optical goods stores | 4 | 1 520 | 298 | 71 | 13 | 26.4 | – |
| 446130 | Optical goods stores | 4 | 1 520 | 298 | 71 | 13 | 26.4 | – |
| 44619 | Other health & personal care stores | 6 | 5 705 | 1 266 | 291 | 50 | 15.3 | 15.6 |
| 446191 | Food (health) supplement stores | 5 | D | D | D | b | D | D |
| 446199 | All other health & personal care stores | 1 | D | D | D | b | D | D |
| 447 | Gasoline stations | 21 | 58 044 | 2 350 | 563 | 144 | 21.3 | 8.3 |
| 4471 | Gasoline stations | 21 | 58 044 | 2 350 | 563 | 144 | 21.3 | 8.3 |
| 44711 | Gasoline stations with convenience stores | 6 | 20 035 | 979 | 222 | 54 | 27.0 | .1 |
| 447110 | Gasoline stations with convenience stores | 6 | 20 035 | 979 | 222 | 54 | 27.0 | .1 |
| 44719 | Other gasoline stations | 15 | 38 009 | 1 371 | 341 | 90 | 18.3 | 12.7 |
| 447190 | Other gasoline stations | 15 | 38 009 | 1 371 | 341 | 90 | 18.3 | 12.7 |
| 448 | Clothing & clothing accessories stores | 24 | 23 722 | 2 593 | 652 | 165 | 5.7 | 3.4 |
| 4481 | Clothing stores | 11 | 18 422 | 1 744 | 426 | 118 | 5.4 | – |
| 44814 | Family clothing stores | 5 | 13 607 | 1 160 | 279 | 85 | 2.3 | – |
| 448140 | Family clothing stores | 5 | 13 607 | 1 160 | 279 | 85 | 2.3 | – |
| 44819 | Other clothing stores | 1 | D | D | D | a | D | D |
| 448190 | Other clothing stores | 1 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 7 | 2 375 | 452 | 134 | 22 | 14.9 | 2.2 |
| 44832 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 34 | 48 856 | 5 766 | 1 474 | 376 | 8.6 | 7.0 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 23 | 21 650 | 2 790 | 760 | 179 | 19.5 | 5.0 |
| 45111 | Sporting goods stores | 15 | 13 732 | 1 490 | 346 | 101 | 14.5 | 3.8 |
| 451110 | Sporting goods stores | 15 | 13 732 | 1 490 | 346 | 101 | 14.5 | 3.8 |
| 4511101 | General-line sporting goods stores | 5 | 3 828 | 273 | 65 | 30 | 26.9 | 13.5 |
| 4511102 | Specialty-line sporting goods stores | 10 | 9 904 | 1 217 | 281 | 71 | 9.6 | – |
| 45112 | Hobby, toy, & game stores | 3 | 3 287 | 459 | 154 | 15 | D | – |
| 451120 | Hobby, toy, & game stores | 3 | 3 287 | 459 | 154 | 15 | D | – |
| 45113 | Sewing, needlework, & piece goods stores | 3 | D | D | D | b | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 3 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 11 | 27 206 | 2 976 | 714 | 197 | – | 8.5 |
| 45121 | Book stores & news dealers | 8 | D | D | D | c | D | D |
| 451211 | Book stores | 7 | D | D | D | c | D | D |
| 4512111 | Book stores, general | 5 | 9 068 | 1 232 | 288 | 85 | – | 21.8 |
| 4512112 | Specialty book stores | 2 | D | D | D | b | D | D |
| 451212 | News dealers & newsstands | 1 | 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 | 7 | D | D | D | g | D | D |
| 4521 | Department stores (incl leased depts) ## | 4 | 111 718 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 4 | 111 718 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 4 | 110 694 | 10 504 | 2 512 | 761 | – | – |
| 45211 | Department stores (excl leased depts) | 4 | 110 694 | 10 504 | 2 512 | 761 | – | – |
| 452110 | Department stores (excl leased depts) | 4 | 110 694 | 10 504 | 2 512 | 761 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4521103 | National chain department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 4529 | Other general merchandise stores | 3 | D | D | D | e | D | D |
| 45291 | Warehouse clubs & superstores | 1 | D | D | D | c | D | D |
| 452910 | Warehouse clubs & superstores | 1 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 2 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | c | D | D |
| 4529902 | Catalog showrooms | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 33 | D | D | D | c | D | D |
| 4531 | Florists | 9 | 2 470 | 451 | 110 | 46 | 28.3 | 29.2 |
| 45311 | Florists | 9 | 2 470 | 451 | 110 | 46 | 28.3 | 29.2 |
| 453110 | Florists | 9 | 2 470 | 451 | 110 | 46 | 28.3 | 29.2 |
| 4532 | Office supplies, stationery, & gift stores | 12 | 40 711 | 2 096 | 540 | 142 | 1.6 | – |
| 45321 | Office supplies & stationery stores | 5 | 38 961 | 1 854 | 479 | 117 | – | – |
| 453210 | Office supplies & stationery stores | 5 | 38 961 | 1 854 | 479 | 117 | – | – |
| 4532102 | Office supplies stores | 5 | 38 961 | 1 854 | 479 | 117 | – | – |
| 4533 | Used merchandise stores | 3 | 1 879 | 318 | 66 | 24 | – | – |
| 45331 | Used merchandise stores | 3 | 1 879 | 318 | 66 | 24 | – | – |
| 453310 | Used merchandise stores | 3 | 1 879 | 318 | 66 | 24 | – | – |
| 4539 | Other miscellaneous store retailers | 9 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 5 | D | D | D | b | D | D |
| 453910 | Pet & pet supplies stores | 5 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 4 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **MOUNTAIN VIEW, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 454 | Nonstore retailers | 16 | 14 585 | 1 794 | 440 | 77 | 14.5 | 8.7 |
| 4541 | Electronic shopping & mail-order houses | 8 | 11 641 | 1 389 | 353 | 54 | 8.2 | 10.4 |
| 45411 | Electronic shopping & mail-order houses | 8 | 11 641 | 1 389 | 353 | 54 | 8.2 | 10.4 |
| 454110 | Electronic shopping & mail-order houses | 8 | 11 641 | 1 389 | 353 | 54 | 8.2 | 10.4 |
| 4542 | Vending machine operators | 5 | 1 843 | 303 | 61 | 17 | 60.2 | – |
| 45421 | Vending machine operators | 5 | 1 843 | 303 | 61 | 17 | 60.2 | – |
| 454210 | Vending machine operators | 5 | 1 843 | 303 | 61 | 17 | 60.2 | – |
| | **MOUNT SHASTA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **56** | **47 184** | **5 691** | **1 340** | **411** | **12.6** | **12.4** |
| 441 | Motor vehicle & parts dealers | 6 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 3 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 5 | 3 092 | 540 | 112 | 40 | 38.4 | – |
| 445 | Food & beverage stores | 9 | 17 208 | 1 576 | 347 | 133 | 4.3 | 18.3 |
| 4452 | Specialty food stores | 2 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 3 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 3 | D | D | D | b | D | D |
| 446191 | Food (health) supplement stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 2 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 7 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 9 | 2 891 | 345 | 82 | 53 | 18.9 | 17.9 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 8 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 8 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |
| | **MURRIETA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **69** | **212 140** | **20 272** | **5 503** | **1 176** | **2.5** | **5.5** |
| 441 | Motor vehicle & parts dealers | 6 | 3 867 | 652 | 132 | 42 | 10.9 | – |
| 442 | Furniture & home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 5 | D | D | D | c | D | D |
| 4431 | Electronics & appliance stores | 5 | D | D | D | c | D | D |
| 44311 | Appliance, television, & other electronics stores | 4 | D | D | D | c | D | D |
| 443112 | Radio, television, & other electronics stores | 2 | D | D | D | c | D | D |
| 444 | Building material & garden equipment & supplies dealers | 10 | 67 883 | 7 594 | 1 900 | 328 | .2 | – |
| 4441 | Building material & supplies dealers | 7 | 66 466 | 7 318 | 1 833 | 311 | .2 | – |
| 44411 | Home centers | 2 | D | D | D | e | D | D |
| 444110 | Home centers | 2 | D | D | D | e | D | D |
| 445 | Food & beverage stores | 7 | 32 945 | 3 532 | 1 364 | 183 | 4.2 | 1.0 |
| 4451 | Grocery stores | 6 | D | D | D | c | D | D |
| 446 | Health & personal care stores | 7 | D | D | D | c | D | D |
| 4461 | Health & personal care stores | 7 | D | D | D | c | D | D |
| 44619 | Other health & personal care stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 8 | 21 070 | 800 | 193 | 58 | .7 | 14.0 |
| 4471 | Gasoline stations | 8 | 21 070 | 800 | 193 | 58 | .7 | 14.0 |
| 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 | 6 | D | D | D | b | D | D |
| 4481 | Clothing stores | 4 | D | D | D | b | D | D |
| 44813 | Children's & infants' clothing stores | 1 | D | D | D | a | D | D |
| 448130 | Children's & infants' clothing stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 5 | 6 989 | 1 165 | 270 | 75 | 16.5 | .3 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 5 | 6 989 | 1 165 | 270 | 75 | 16.5 | .3 |
| 45111 | Sporting goods stores | 5 | 6 989 | 1 165 | 270 | 75 | 16.5 | .3 |
| 451110 | Sporting goods stores | 5 | 6 989 | 1 165 | 270 | 75 | 16.5 | .3 |
| 4511101 | General-line sporting goods stores | 3 | D | D | D | b | D | D |
| 452 | General merchandise stores | 2 | D | D | D | b | D | D |
| 45299 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 4529902 | Catalog showrooms | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **MURRIETA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 8 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 2 | D | D | D | b | 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 |
| 4539 | Other miscellaneous store retailers | 4 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 2 | D | D | D | b | D | D |
| 453910 | Pet & pet supplies stores | 2 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 3 | D | D | D | a | D | D |
| | **NAPA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **319** | **648 828** | **69 594** | **16 270** | **3 712** | **8.4** | **7.3** |
| 441 | Motor vehicle & parts dealers | 26 | 137 415 | 12 379 | 2 934 | 406 | 15.2 | 24.6 |
| 4411 | Automobile dealers | 10 | 116 210 | 9 118 | 2 122 | 255 | 15.4 | 29.0 |
| 44111 | New car dealers | 7 | 112 513 | 8 633 | 1 991 | 237 | 15.7 | 30.0 |
| 441110 | New car dealers | 7 | 112 513 | 8 633 | 1 991 | 237 | 15.7 | 30.0 |
| 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 |
| 4413 | Automotive parts, accessories, & tire stores | 14 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 8 | 11 512 | 1 947 | 497 | 98 | – | .3 |
| 441310 | Automotive parts & accessories stores | 8 | 11 512 | 1 947 | 497 | 98 | – | .3 |
| 44132 | Tire dealers | 6 | D | D | D | b | D | D |
| 441320 | Tire dealers | 6 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 18 | 14 305 | 1 820 | 444 | 114 | 10.6 | 7.2 |
| 4421 | Furniture stores | 5 | 4 831 | 678 | 169 | 32 | 10.6 | – |
| 44211 | Furniture stores | 5 | 4 831 | 678 | 169 | 32 | 10.6 | – |
| 442110 | Furniture stores | 5 | 4 831 | 678 | 169 | 32 | 10.6 | – |
| 4422 | Home furnishings stores | 13 | 9 474 | 1 142 | 275 | 82 | 10.7 | 10.8 |
| 44221 | Floor covering stores | 5 | 3 861 | 455 | 101 | 25 | – | 26.5 |
| 442210 | Floor covering stores | 5 | 3 861 | 455 | 101 | 25 | – | 26.5 |
| 44229 | Other home furnishings stores | 8 | 5 613 | 687 | 174 | 57 | 18.0 | – |
| 442299 | All other home furnishings stores | 8 | 5 613 | 687 | 174 | 57 | 18.0 | – |
| 443 | Electronics & appliance stores | 19 | D | D | D | b | D | D |
| 4431 | Electronics & appliance stores | 19 | D | D | D | b | D | D |
| 44311 | Appliance, television, & other electronics stores | 8 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 5 | 2 011 | 340 | 92 | 22 | 11.8 | – |
| 44312 | Computer & software stores | 9 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 9 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 26 | 59 355 | 7 829 | 1 832 | 312 | 10.7 | – |
| 4441 | Building material & supplies dealers | 22 | 55 264 | 7 125 | 1 669 | 266 | 11.4 | – |
| 44412 | Paint & wallpaper stores | 4 | D | D | D | b | D | D |
| 444120 | Paint & wallpaper stores | 4 | D | D | D | b | D | D |
| 44413 | Hardware stores | 3 | D | D | D | c | D | D |
| 444130 | Hardware stores | 3 | D | D | D | c | D | D |
| 44419 | Other building material dealers | 15 | D | D | D | c | D | D |
| 444190 | Other building material dealers | 15 | D | D | D | c | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 4 | 4 091 | 704 | 163 | 46 | – | – |
| 44422 | Nursery & garden centers | 4 | 4 091 | 704 | 163 | 46 | – | – |
| 444220 | Nursery & garden centers | 4 | 4 091 | 704 | 163 | 46 | – | – |
| 445 | Food & beverage stores | 40 | 162 214 | 20 120 | 4 525 | 947 | 6.1 | 1.5 |
| 4451 | Grocery stores | 30 | 148 480 | 18 076 | 4 087 | 892 | 5.3 | 1.6 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 23 | 143 351 | 17 670 | 3 989 | 844 | 4.4 | .8 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 23 | 143 351 | 17 670 | 3 989 | 844 | 4.4 | .8 |
| 44512 | Convenience stores | 7 | 5 129 | 406 | 98 | 48 | 31.5 | 24.4 |
| 445120 | Convenience stores | 7 | 5 129 | 406 | 98 | 48 | 31.5 | 24.4 |
| 4452 | Specialty food stores | 4 | 2 145 | 258 | 43 | 19 | – | – |
| 4453 | Beer, wine, & liquor stores | 6 | 11 589 | 1 786 | 395 | 36 | 16.8 | – |
| 44531 | Beer, wine, & liquor stores | 6 | 11 589 | 1 786 | 395 | 36 | 16.8 | – |
| 445310 | Beer, wine, & liquor stores | 6 | 11 589 | 1 786 | 395 | 36 | 16.8 | – |
| 446 | Health & personal care stores | 28 | 39 277 | 6 115 | 1 472 | 274 | 15.8 | 2.7 |
| 4461 | Health & personal care stores | 28 | 39 277 | 6 115 | 1 472 | 274 | 15.8 | 2.7 |
| 44611 | Pharmacies & drug stores | 10 | 32 221 | 4 656 | 1 122 | 205 | 14.9 | – |
| 446110 | Pharmacies & drug stores | 10 | 32 221 | 4 656 | 1 122 | 205 | 14.9 | – |
| 4461101 | Pharmacies & drug stores | 9 | D | D | D | c | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 4 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 4 | D | D | D | a | D | D |
| 44613 | Optical goods stores | 4 | D | D | D | b | D | D |
| 446130 | Optical goods stores | 4 | D | D | D | b | D | D |
| 44619 | Other health & personal care stores | 10 | D | D | D | b | D | D |
| 446191 | Food (health) supplement stores | 4 | D | D | D | a | D | D |
| 446199 | All other health & personal care stores | 6 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **NAPA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 447 | Gasoline stations | 20 | 55 739 | 2 135 | 425 | 144 | .4 | 6.2 |
| 4471 | Gasoline stations | 20 | 55 739 | 2 135 | 425 | 144 | .4 | 6.2 |
| 44711 | Gasoline stations with convenience stores | 12 | 36 016 | 1 329 | 247 | 81 | – | 7.5 |
| 447110 | Gasoline stations with convenience stores | 12 | 36 016 | 1 329 | 247 | 81 | – | 7.5 |
| 44719 | Other gasoline stations | 8 | 19 723 | 806 | 178 | 63 | 1.2 | 3.6 |
| 447190 | Other gasoline stations | 8 | 19 723 | 806 | 178 | 63 | 1.2 | 3.6 |
| 448 | Clothing & clothing accessories stores | 59 | 47 634 | 4 865 | 1 185 | 395 | 4.2 | 5.4 |
| 4481 | Clothing stores | 38 | 34 159 | 3 430 | 841 | 279 | 4.5 | 4.3 |
| 44811 | Men's clothing stores | 5 | D | D | D | b | D | D |
| 448110 | Men's clothing stores | 5 | D | D | D | b | D | D |
| 44812 | Women's clothing stores | 20 | 14 569 | 1 379 | 353 | 131 | 7.8 | 8.3 |
| 448120 | Women's clothing stores | 20 | 14 569 | 1 379 | 353 | 131 | 7.8 | 8.3 |
| 44814 | Family clothing stores | 5 | 10 306 | 906 | 239 | 73 | – | – |
| 448140 | Family clothing stores | 5 | 10 306 | 906 | 239 | 73 | – | – |
| 44815 | Clothing accessories stores | 4 | D | D | D | a | D | D |
| 448150 | Clothing accessories stores | 4 | D | D | D | a | D | D |
| 44819 | Other clothing stores | 2 | D | D | D | a | D | D |
| 448190 | Other clothing stores | 2 | D | D | D | a | D | D |
| 4482 | Shoe stores | 13 | 10 509 | 1 020 | 237 | 85 | – | – |
| 44821 | Shoe stores | 13 | 10 509 | 1 020 | 237 | 85 | – | – |
| 448210 | Shoe stores | 13 | 10 509 | 1 020 | 237 | 85 | – | – |
| 4482101 | Men's shoe stores | 3 | D | D | D | b | D | D |
| 4482102 | Women's shoe stores | 2 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 7 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 8 | 2 966 | 415 | 107 | 31 | 16.3 | 36.2 |
| 44832 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 29 | 18 201 | 2 087 | 541 | 209 | 5.6 | 3.0 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 21 | 11 995 | 1 327 | 354 | 155 | 8.0 | 4.6 |
| 45111 | Sporting goods stores | 10 | 6 205 | 539 | 142 | 63 | 6.6 | 8.9 |
| 451110 | Sporting goods stores | 10 | 6 205 | 539 | 142 | 63 | 6.6 | 8.9 |
| 4511101 | General-line sporting goods stores | 2 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 7 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 7 | D | D | D | b | D | D |
| 45113 | Sewing, needlework, & piece goods stores | 3 | D | D | D | b | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 3 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 8 | 6 206 | 760 | 187 | 54 | 1.2 | – |
| 45121 | Book stores & news dealers | 6 | D | D | D | b | D | D |
| 451211 | Book stores | 6 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 4 | D | D | D | b | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 2 | D | D | D | b | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 2 | D | D | D | b | D | D |
| 452 | General merchandise stores | 6 | D | D | D | e | D | D |
| 4521 | Department stores (incl leased depts) ## | 5 | 69 090 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 5 | 69 090 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 5 | 68 614 | 6 174 | 1 536 | 479 | – | – |
| 45211 | Department stores (excl leased depts) | 5 | 68 614 | 6 174 | 1 536 | 479 | – | – |
| 452110 | Department stores (excl leased depts) | 5 | 68 614 | 6 174 | 1 536 | 479 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | c | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 37 | D | D | D | c | D | D |
| 4531 | Florists | 6 | 2 715 | 600 | 138 | 50 | 6.6 | – |
| 45311 | Florists | 6 | 2 715 | 600 | 138 | 50 | 6.6 | – |
| 453110 | Florists | 6 | 2 715 | 600 | 138 | 50 | 6.6 | – |
| 4532 | Office supplies, stationery, & gift stores | 12 | 14 751 | 1 480 | 260 | 112 | – | 2.1 |
| 45321 | Office supplies & stationery stores | 4 | D | D | D | b | D | D |
| 453210 | Office supplies & stationery stores | 4 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 4 | D | D | D | b | D | D |
| 45322 | Gift, novelty, & souvenir stores | 8 | D | D | D | b | D | D |
| 453220 | Gift, novelty, & souvenir stores | 8 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 6 | 1 711 | 382 | 99 | 44 | 20.8 | 14.6 |
| 45331 | Used merchandise stores | 6 | 1 711 | 382 | 99 | 44 | 20.8 | 14.6 |
| 453310 | Used merchandise stores | 6 | 1 711 | 382 | 99 | 44 | 20.8 | 14.6 |
| 4539 | Other miscellaneous store retailers | 13 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 4 | 2 597 | 176 | 43 | 14 | 19.1 | – |
| 453910 | Pet & pet supplies stores | 4 | 2 597 | 176 | 43 | 14 | 19.1 | – |
| 45399 | All other miscellaneous store retailers | 9 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 11 | 11 475 | 1 391 | 327 | 109 | 24.6 | .7 |
| 4541 | Electronic shopping & mail-order houses | 5 | 6 996 | 824 | 173 | 50 | 14.5 | – |
| 45411 | Electronic shopping & mail-order houses | 5 | 6 996 | 824 | 173 | 50 | 14.5 | – |
| 454110 | Electronic shopping & mail-order houses | 5 | 6 996 | 824 | 173 | 50 | 14.5 | – |
| 4543 | Direct selling establishments | 5 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 5 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 5 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **NATIONAL CITY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **324** | **1 052 263** | **105 686** | **25 076** | **5 030** | **5.0** | **3.2** |
| 441 | Motor vehicle & parts dealers | 57 | 539 116 | 51 139 | 11 736 | 1 603 | 4.9 | .2 |
| 4411 | Automobile dealers | 27 | 505 867 | 46 077 | 10 469 | 1 373 | 4.7 | .1 |
| 44111 | New car dealers | 16 | 487 488 | 44 408 | 10 039 | 1 309 | 3.4 | – |
| 441110 | New car dealers | 16 | 487 488 | 44 408 | 10 039 | 1 309 | 3.4 | – |
| 44112 | Used car dealers | 11 | 18 379 | 1 669 | 430 | 64 | 38.6 | 1.8 |
| 441120 | Used car dealers | 11 | 18 379 | 1 669 | 430 | 64 | 38.6 | 1.8 |
| 4412 | Other motor vehicle dealers | 5 | 8 019 | 473 | 149 | 33 | 7.3 | 3.2 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 5 | 8 019 | 473 | 149 | 33 | 7.3 | 3.2 |
| 441221 | Motorcycle dealers | 5 | 8 019 | 473 | 149 | 33 | 7.3 | 3.2 |
| 4413 | Automotive parts, accessories, & tire stores | 25 | 25 230 | 4 589 | 1 118 | 197 | 7.0 | 1.0 |
| 44131 | Automotive parts & accessories stores | 20 | 20 284 | 3 365 | 818 | 147 | 8.8 | 1.3 |
| 441310 | Automotive parts & accessories stores | 20 | 20 284 | 3 365 | 818 | 147 | 8.8 | 1.3 |
| 44132 | Tire dealers | 5 | 4 946 | 1 224 | 300 | 50 | – | – |
| 441320 | Tire dealers | 5 | 4 946 | 1 224 | 300 | 50 | – | – |
| 442 | Furniture & home furnishings stores | 19 | 21 268 | 3 522 | 809 | 142 | 12.7 | 3.2 |
| 4421 | Furniture stores | 13 | 7 005 | 1 305 | 294 | 67 | 31.6 | 9.8 |
| 44211 | Furniture stores | 13 | 7 005 | 1 305 | 294 | 67 | 31.6 | 9.8 |
| 442110 | Furniture stores | 13 | 7 005 | 1 305 | 294 | 67 | 31.6 | 9.8 |
| 4422 | Home furnishings stores | 6 | 14 263 | 2 217 | 515 | 75 | 3.5 | – |
| 44221 | Floor covering stores | 5 | D | D | D | b | D | D |
| 442210 | Floor covering stores | 5 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 13 | 23 961 | 2 514 | 652 | 136 | 6.3 | 2.0 |
| 4431 | Electronics & appliance stores | 13 | 23 961 | 2 514 | 652 | 136 | 6.3 | 2.0 |
| 44311 | Appliance, television, & other electronics stores | 10 | 21 753 | 2 345 | 615 | 123 | 5.3 | 2.2 |
| 443111 | Household appliance stores | 5 | 2 589 | 441 | 100 | 22 | 44.6 | – |
| 443112 | Radio, television, & other electronics stores | 5 | 19 164 | 1 904 | 515 | 101 | – | 2.5 |
| 44312 | Computer & software stores | 2 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 2 | 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 | 13 | D | D | D | e | D | D |
| 4441 | Building material & supplies dealers | 13 | D | D | D | e | D | D |
| 44419 | Other building material dealers | 7 | D | D | D | e | D | D |
| 444190 | Other building material dealers | 7 | D | D | D | e | D | D |
| 445 | Food & beverage stores | 37 | 68 992 | 7 579 | 1 858 | 517 | 12.4 | 18.0 |
| 4451 | Grocery stores | 22 | 62 824 | 6 947 | 1 700 | 461 | 9.2 | 19.5 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 17 | 58 200 | 6 434 | 1 573 | 409 | 6.7 | 21.1 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 17 | 58 200 | 6 434 | 1 573 | 409 | 6.7 | 21.1 |
| 44512 | Convenience stores | 5 | 4 624 | 513 | 127 | 52 | 40.7 | – |
| 445120 | Convenience stores | 5 | 4 624 | 513 | 127 | 52 | 40.7 | – |
| 4452 | Specialty food stores | 7 | 3 054 | 383 | 95 | 34 | 11.3 | – |
| 446 | Health & personal care stores | 19 | 29 596 | 4 139 | 979 | 224 | 2.9 | 5.9 |
| 4461 | Health & personal care stores | 19 | 29 596 | 4 139 | 979 | 224 | 2.9 | 5.9 |
| 44611 | Pharmacies & drug stores | 8 | 22 564 | 3 064 | 718 | 159 | – | 1.5 |
| 446110 | Pharmacies & drug stores | 8 | 22 564 | 3 064 | 718 | 159 | – | 1.5 |
| 4461101 | Pharmacies & drug stores | 6 | D | D | D | c | D | D |
| 4461102 | Proprietary stores | 2 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 4 | D | D | D | b | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 4 | D | D | D | b | D | D |
| 44613 | Optical goods stores | 6 | 3 650 | 733 | 178 | 38 | 5.9 | 23.4 |
| 446130 | Optical goods stores | 6 | 3 650 | 733 | 178 | 38 | 5.9 | 23.4 |
| 447 | Gasoline stations | 18 | 29 340 | 1 141 | 244 | 80 | 9.0 | 9.8 |
| 4471 | Gasoline stations | 18 | 29 340 | 1 141 | 244 | 80 | 9.0 | 9.8 |
| 44719 | Other gasoline stations | 14 | 25 468 | 1 042 | 224 | 69 | 2.2 | 11.3 |
| 447190 | Other gasoline stations | 14 | 25 468 | 1 042 | 224 | 69 | 2.2 | 11.3 |
| 448 | Clothing & clothing accessories stores | 91 | 70 065 | 8 757 | 2 352 | 668 | 9.7 | 12.4 |
| 4481 | Clothing stores | 54 | 39 641 | 4 450 | 1 048 | 444 | 11.9 | 11.9 |
| 44811 | Men's clothing stores | 7 | 5 207 | 565 | 161 | 64 | 12.1 | 71.7 |
| 448110 | Men's clothing stores | 7 | 5 207 | 565 | 161 | 64 | 12.1 | 71.7 |
| 44812 | Women's clothing stores | 23 | 15 071 | 1 917 | 458 | 206 | 24.2 | 2.3 |
| 448120 | Women's clothing stores | 23 | 15 071 | 1 917 | 458 | 206 | 24.2 | 2.3 |
| 44813 | Children's & infants' clothing stores | 4 | 1 657 | 151 | 55 | 17 | 4.2 | .5 |
| 448130 | Children's & infants' clothing stores | 4 | 1 657 | 151 | 55 | 17 | 4.2 | .5 |
| 44814 | Family clothing stores | 9 | 11 031 | 890 | 143 | 66 | – | 1.7 |
| 448140 | Family clothing stores | 9 | 11 031 | 890 | 143 | 66 | – | 1.7 |
| 44815 | Clothing accessories stores | 4 | 1 319 | 205 | 45 | 14 | 27.0 | 32.8 |
| 448150 | Clothing accessories stores | 4 | 1 319 | 205 | 45 | 14 | 27.0 | 32.8 |
| 44819 | Other clothing stores | 7 | 5 356 | 722 | 186 | 77 | – | – |
| 448190 | Other clothing stores | 7 | 5 356 | 722 | 186 | 77 | – | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **NATIONAL CITY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores—Con. | | | | | | | |
| 4482 | Shoe stores | 21 | 14 981 | 1 456 | 339 | 110 | 1.4 | 12.3 |
| 44821 | Shoe stores | 21 | 14 981 | 1 456 | 339 | 110 | 1.4 | 12.3 |
| 448210 | Shoe stores | 21 | 14 981 | 1 456 | 339 | 110 | 1.4 | 12.3 |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 5 | 2 739 | 300 | 65 | 24 | 7.4 | 67.2 |
| 4482103 | Children's & juveniles' shoe stores | 2 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 8 | 5 176 | 499 | 126 | 37 | – | – |
| 4482105 | Athletic footwear stores | 5 | 5 183 | 461 | 101 | 31 | – | – |
| 4483 | Jewelry, luggage, & leather goods stores | 16 | 15 443 | 2 851 | 965 | 114 | 12.0 | 13.7 |
| 44831 | Jewelry stores | 16 | 15 443 | 2 851 | 965 | 114 | 12.0 | 13.7 |
| 448310 | Jewelry stores | 16 | 15 443 | 2 851 | 965 | 114 | 12.0 | 13.7 |
| 451 | Sporting goods, hobby, book, & music stores | 20 | 26 277 | 3 107 | 780 | 231 | 4.3 | .2 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 11 | 21 344 | 2 416 | 611 | 156 | 2.7 | .3 |
| 45112 | Hobby, toy, & game stores | 2 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 2 | D | D | D | b | D | D |
| 45113 | Sewing, needlework, & piece goods stores | 4 | 5 318 | 1 222 | 353 | 56 | – | – |
| 451130 | Sewing, needlework, & piece goods stores | 4 | 5 318 | 1 222 | 353 | 56 | – | – |
| 4512 | Book, periodical, & music stores | 9 | 4 933 | 691 | 169 | 75 | 11.3 | – |
| 45121 | Book stores & news dealers | 4 | 1 381 | 343 | 82 | 32 | 31.9 | – |
| 45122 | Prerecorded tape, compact disc, & record stores | 5 | 3 552 | 348 | 87 | 43 | 3.2 | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 5 | 3 552 | 348 | 87 | 43 | 3.2 | – |
| 452 | General merchandise stores | 11 | 134 321 | 14 310 | 3 472 | 968 | .4 | 2.5 |
| 4521 | Department stores (incl leased depts) ## | 5 | 130 146 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 5 | 130 146 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 5 | 129 012 | 13 704 | 3 349 | 924 | – | – |
| 45211 | Department stores (excl leased depts) | 5 | 129 012 | 13 704 | 3 349 | 924 | – | – |
| 452110 | Department stores (excl leased depts) | 5 | 129 012 | 13 704 | 3 349 | 924 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 1 | D | D | D | e | D | D |
| 4521103 | National chain department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 6 | 5 309 | 606 | 123 | 44 | 9.6 | 62.7 |
| 452990 | All other general merchandise stores | 6 | 5 309 | 606 | 123 | 44 | 9.6 | 62.7 |
| 4529903 | Miscellaneous general merchandise stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 24 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 14 | 12 574 | 1 341 | 365 | 135 | 1.2 | .6 |
| 45321 | Office supplies & stationery stores | 3 | 8 545 | 782 | 223 | 52 | – | – |
| 453210 | Office supplies & stationery stores | 3 | 8 545 | 782 | 223 | 52 | – | – |
| 4532102 | Office supplies stores | 3 | 8 545 | 782 | 223 | 52 | – | – |
| 45322 | Gift, novelty, & souvenir stores | 11 | 4 029 | 559 | 142 | 83 | 3.7 | 1.9 |
| 453220 | Gift, novelty, & souvenir stores | 11 | 4 029 | 559 | 142 | 83 | 3.7 | 1.9 |
| 4539 | Other miscellaneous store retailers | 7 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 5 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |
| | **NEEDLES, CA** | | | | | | | |
| **44-45** | **Retail trade** | **36** | **71 768** | **5 323** | **1 243** | **299** | **2.5** | **4.8** |
| 441 | Motor vehicle & parts dealers | 3 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 3 | 1 497 | 130 | 28 | 8 | – | – |
| 445 | Food & beverage stores | 9 | 11 035 | 1 301 | 331 | 85 | 4.4 | .4 |
| 446 | Health & personal care stores | 1 | D | D | D | b | D | D |
| 447 | Gasoline stations | 11 | 31 421 | 1 665 | 379 | 101 | 2.6 | 10.5 |
| 4471 | Gasoline stations | 11 | 31 421 | 1 665 | 379 | 101 | 2.6 | 10.5 |
| 44711 | Gasoline stations with convenience stores | 4 | 20 077 | 583 | 138 | 44 | 4.0 | – |
| 447110 | Gasoline stations with convenience stores | 4 | 20 077 | 583 | 138 | 44 | 4.0 | – |
| 44719 | Other gasoline stations | 7 | 11 344 | 1 082 | 241 | 57 | – | 29.2 |
| 447190 | Other gasoline stations | 7 | 11 344 | 1 082 | 241 | 57 | – | 29.2 |
| 448 | Clothing & clothing accessories stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **NEVADA CITY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **55** | **42 134** | **5 729** | **1 363** | **362** | **17.6** | **1.5** |
| 441 | Motor vehicle & parts dealers | 3 | 4 445 | 788 | 202 | 37 | – | – |
| 442 | Furniture & home furnishings stores | 4 | 3 259 | 501 | 103 | 26 | 2.5 | – |
| 4421 | Furniture stores | 1 | D | D | D | a | D | D |
| 44211 | Furniture stores | 1 | D | D | D | a | D | D |
| 442110 | Furniture stores | 1 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 7 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 2 | D | D | D | b | D | D |
| 44619 | Other health & personal care stores | 1 | D | D | D | b | D | D |
| 446191 | Food (health) supplement stores | 1 | D | D | D | b | D | D |
| 447 | Gasoline stations | 3 | 2 552 | 237 | 70 | 14 | – | – |
| 448 | Clothing & clothing accessories stores | 9 | 2 178 | 171 | 41 | 24 | 68.9 | 2.7 |
| 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 | 15 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 8 | 1 670 | 270 | 58 | 35 | 77.8 | 1.3 |
| 4533 | Used merchandise stores | 3 | D | D | D | a | D | D |
| 45331 | Used merchandise stores | 3 | D | D | D | a | D | D |
| 453310 | Used merchandise stores | 3 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 7 | 4 640 | 727 | 185 | 29 | 8.3 | 2.6 |
| 4543 | Direct selling establishments | 3 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 1 | D | D | D | a | D | D |
| | **NEWARK, CA** | | | | | | | |
| **44-45** | **Retail trade** | **218** | **626 840** | **60 185** | **14 473** | **3 470** | **2.9** | **2.4** |
| 441 | Motor vehicle & parts dealers | 15 | 184 898 | 15 972 | 3 988 | 420 | .7 | .5 |
| 4411 | Automobile dealers | 5 | D | D | D | e | D | D |
| 44111 | New car dealers | 3 | 179 345 | 15 100 | 3 737 | 367 | – | – |
| 441110 | New car dealers | 3 | 179 345 | 15 100 | 3 737 | 367 | – | – |
| 442 | Furniture & home furnishings stores | 6 | D | D | D | b | D | D |
| 4422 | Home furnishings stores | 4 | 2 303 | 384 | 99 | 42 | 1.0 | – |
| 44229 | Other home furnishings stores | 4 | 2 303 | 384 | 99 | 42 | 1.0 | – |
| 443 | Electronics & appliance stores | 7 | 30 181 | 2 572 | 612 | 149 | – | – |
| 4431 | Electronics & appliance stores | 7 | 30 181 | 2 572 | 612 | 149 | – | – |
| 44311 | Appliance, television, & other electronics stores | 3 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 3 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 3 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 3 | D | D | D | b | D | D |
| 44313 | Camera & photographic supplies stores | 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 | 10 | 29 867 | 4 058 | 890 | 146 | 3.0 | – |
| 4441 | Building material & supplies dealers | 10 | 29 867 | 4 058 | 890 | 146 | 3.0 | – |
| 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 | 7 | 21 260 | 2 602 | 587 | 75 | 4.3 | – |
| 444190 | Other building material dealers | 7 | 21 260 | 2 602 | 587 | 75 | 4.3 | – |
| 445 | Food & beverage stores | 23 | 95 990 | 9 832 | 2 177 | 530 | 5.0 | 1.4 |
| 4451 | Grocery stores | 12 | D | D | D | e | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 10 | 87 551 | 9 103 | 2 002 | 455 | 1.1 | 1.1 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 10 | 87 551 | 9 103 | 2 002 | 455 | 1.1 | 1.1 |
| 4452 | Specialty food stores | 8 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 16 | 15 358 | 2 264 | 546 | 182 | .2 | 4.9 |
| 4461 | Health & personal care stores | 16 | 15 358 | 2 264 | 546 | 182 | .2 | 4.9 |
| 4461102 | Proprietary stores | 1 | D | D | D | b | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 3 | 1 750 | 334 | 88 | 25 | – | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 3 | 1 750 | 334 | 88 | 25 | – | – |
| 44613 | Optical goods stores | 6 | 3 157 | 544 | 131 | 29 | – | – |
| 446130 | Optical goods stores | 6 | 3 157 | 544 | 131 | 29 | – | – |
| 446191 | Food (health) supplement stores | 3 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **NEWARK, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 447 | Gasoline stations | 11 | 21 884 | 660 | 177 | 63 | 11.1 | 18.7 |
| 4471 | Gasoline stations | 11 | 21 884 | 660 | 177 | 63 | 11.1 | 18.7 |
| 44711 | Gasoline stations with convenience stores | 5 | 10 128 | 393 | 110 | 42 | – | 14.9 |
| 447110 | Gasoline stations with convenience stores | 5 | 10 128 | 393 | 110 | 42 | – | 14.9 |
| 44719 | Other gasoline stations | 6 | 11 756 | 267 | 67 | 21 | 20.6 | 21.9 |
| 447190 | Other gasoline stations | 6 | 11 756 | 267 | 67 | 21 | 20.6 | 21.9 |
| 448 | Clothing & clothing accessories stores | 76 | 57 636 | 6 936 | 1 732 | 560 | 7.1 | 5.0 |
| 4481 | Clothing stores | 43 | 33 535 | 3 814 | 962 | 371 | 4.8 | 2.8 |
| 44811 | Men's clothing stores | 6 | 6 191 | 875 | 248 | 56 | 17.2 | 7.7 |
| 448110 | Men's clothing stores | 6 | 6 191 | 875 | 248 | 56 | 17.2 | 7.7 |
| 44812 | Women's clothing stores | 20 | 8 437 | 1 141 | 316 | 137 | 2.5 | 1.0 |
| 448120 | Women's clothing stores | 20 | 8 437 | 1 141 | 316 | 137 | 2.5 | 1.0 |
| 44813 | Children's & infants' clothing stores | 3 | D | D | D | b | D | D |
| 448130 | Children's & infants' clothing stores | 3 | D | D | D | b | D | D |
| 44814 | Family clothing stores | 6 | 9 576 | 889 | 189 | 78 | – | .2 |
| 448140 | Family clothing stores | 6 | 9 576 | 889 | 189 | 78 | – | .2 |
| 44815 | Clothing accessories stores | 4 | D | D | D | a | D | D |
| 448150 | Clothing accessories stores | 4 | D | D | D | a | D | D |
| 44819 | Other clothing stores | 4 | 4 761 | 439 | 106 | 48 | – | – |
| 448190 | Other clothing stores | 4 | 4 761 | 439 | 106 | 48 | – | – |
| 4482 | Shoe stores | 18 | 11 590 | 1 472 | 357 | 111 | 5.9 | – |
| 44821 | Shoe stores | 18 | 11 590 | 1 472 | 357 | 111 | 5.9 | – |
| 448210 | Shoe stores | 18 | 11 590 | 1 472 | 357 | 111 | 5.9 | – |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 3 | 890 | 176 | 38 | 15 | – | – |
| 4482103 | Children's & juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 9 | 6 533 | 782 | 196 | 50 | 10.5 | – |
| 4482105 | Athletic footwear stores | 4 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 15 | 12 511 | 1 650 | 413 | 78 | 14.5 | 15.6 |
| 44831 | Jewelry stores | 14 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 14 | D | D | D | b | D | D |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 19 | 25 832 | 2 079 | 482 | 169 | 6.4 | 3.9 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 10 | 16 727 | 1 116 | 269 | 94 | 8.5 | .5 |
| 45112 | Hobby, toy, & game stores | 5 | 15 043 | 908 | 226 | 73 | 8.1 | .6 |
| 451120 | Hobby, toy, & game stores | 5 | 15 043 | 908 | 226 | 73 | 8.1 | .6 |
| 4512 | Book, periodical, & music stores | 9 | 9 105 | 963 | 213 | 75 | 2.7 | 10.2 |
| 45121 | Book stores & news dealers | 6 | 4 334 | 508 | 115 | 39 | 5.6 | 21.5 |
| 451211 | Book stores | 6 | 4 334 | 508 | 115 | 39 | 5.6 | 21.5 |
| 4512111 | Book stores, general | 4 | D | D | D | a | D | D |
| 4512112 | Specialty book stores | 2 | D | D | D | b | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 3 | 4 771 | 455 | 98 | 36 | – | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 3 | 4 771 | 455 | 98 | 36 | – | – |
| 452 | General merchandise stores | 7 | D | D | D | f | D | D |
| 4521 | Department stores (incl leased depts) ## | 5 | 129 810 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 5 | 129 810 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 5 | 128 489 | 10 782 | 2 696 | 837 | – | – |
| 45211 | Department stores (excl leased depts) | 5 | 128 489 | 10 782 | 2 696 | 837 | – | – |
| 452110 | Department stores (excl leased depts) | 5 | 128 489 | 10 782 | 2 696 | 837 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4521103 | National chain department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 4529902 | Catalog showrooms | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 26 | D | D | D | e | D | D |
| 4532 | Office supplies, stationery, & gift stores | 15 | 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 | 13 | 6 451 | 922 | 202 | 125 | 2.9 | .2 |
| 453220 | Gift, novelty, & souvenir stores | 13 | 6 451 | 922 | 202 | 125 | 2.9 | .2 |
| 4533 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 45331 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 453310 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 7 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 2 | D | D | D | b | D | D |
| 453910 | Pet & pet supplies stores | 2 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 4 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **NEWMAN, CA** | | | | | | | |
| **44-45** | **Retail trade** | **23** | **38 781** | **4 461** | **1 082** | **268** | **23.7** | **–** |
| 441 | Motor vehicle & parts dealers | 4 | 9 785 | 1 310 | 324 | 62 | 58.4 | – |
| 444 | Building material & garden equipment & supplies dealers | 4 | 3 891 | 471 | 118 | 30 | – | – |
| 445 | Food & beverage stores | 6 | D | D | D | c | D | D |
| 446 | Health & personal care stores | 2 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 2 | D | D | D | b | D | D |
| 447 | Gasoline stations | 3 | 2 806 | 85 | 33 | 12 | D | – |
| 448 | Clothing & clothing accessories stores | 3 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 1 | D | D | D | a | D | D |
| | **NEWPORT BEACH, CA** | | | | | | | |
| **44-45** | **Retail trade** | **440** | **1 140 188** | **125 089** | **29 598** | **5 947** | **6.7** | **5.6** |
| 441 | Motor vehicle & parts dealers | 35 | 328 816 | 23 915 | 5 499 | 543 | 2.6 | 3.8 |
| 4411 | Automobile dealers | 6 | D | D | D | e | D | D |
| 44111 | New car dealers | 4 | 268 940 | 19 533 | 4 592 | 362 | – | 3.5 |
| 441110 | New car dealers | 4 | 268 940 | 19 533 | 4 592 | 362 | – | 3.5 |
| 4412 | Other motor vehicle dealers | 24 | 57 573 | 4 051 | 840 | 167 | 13.5 | 4.9 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 24 | 57 573 | 4 051 | 840 | 167 | 13.5 | 4.9 |
| 441222 | Boat dealers | 22 | D | D | D | c | D | D |
| 441229 | All other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 34 | 35 299 | 5 447 | 1 191 | 236 | 3.0 | 7.3 |
| 4421 | Furniture stores | 11 | 6 897 | 1 286 | 331 | 49 | 12.3 | 14.4 |
| 44211 | Furniture stores | 11 | 6 897 | 1 286 | 331 | 49 | 12.3 | 14.4 |
| 442110 | Furniture stores | 11 | 6 897 | 1 286 | 331 | 49 | 12.3 | 14.4 |
| 4422 | Home furnishings stores | 23 | 28 402 | 4 161 | 860 | 187 | .8 | 5.6 |
| 44221 | Floor covering stores | 5 | 8 050 | 1 491 | 273 | 24 | – | 2.5 |
| 442210 | Floor covering stores | 5 | 8 050 | 1 491 | 273 | 24 | – | 2.5 |
| 44229 | Other home furnishings stores | 18 | 20 352 | 2 670 | 587 | 163 | 1.1 | 6.8 |
| 442299 | All other home furnishings stores | 18 | 20 352 | 2 670 | 587 | 163 | 1.1 | 6.8 |
| 443 | Electronics & appliance stores | 13 | 39 442 | 5 363 | 1 155 | 179 | 5.7 | .6 |
| 4431 | Electronics & appliance stores | 13 | 39 442 | 5 363 | 1 155 | 179 | 5.7 | .6 |
| 44311 | Appliance, television, & other electronics stores | 7 | 20 620 | 1 935 | 434 | 83 | 4.5 | .2 |
| 443112 | Radio, television, & other electronics stores | 6 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 3 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 3 | D | D | D | b | D | D |
| 44313 | Camera & photographic supplies stores | 3 | D | D | D | a | D | D |
| 443130 | Camera & photographic supplies stores | 3 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 15 | 24 278 | 3 875 | 867 | 200 | 12.5 | .2 |
| 4441 | Building material & supplies dealers | 10 | 11 487 | 1 473 | 352 | 69 | 21.8 | – |
| 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 | 6 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 6 | D | D | D | b | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 5 | 12 791 | 2 402 | 515 | 131 | 4.2 | .5 |
| 44422 | Nursery & garden centers | 4 | D | D | D | c | D | D |
| 444220 | Nursery & garden centers | 4 | D | D | D | c | D | D |
| 445 | Food & beverage stores | 41 | 170 610 | 20 362 | 4 758 | 912 | 5.9 | .8 |
| 4451 | Grocery stores | 19 | 153 587 | 17 617 | 4 042 | 718 | 2.9 | .4 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 11 | 145 602 | 16 801 | 3 877 | 672 | 2.1 | .4 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 11 | 145 602 | 16 801 | 3 877 | 672 | 2.1 | .4 |
| 44512 | Convenience stores | 8 | 7 985 | 816 | 165 | 46 | 17.1 | – |
| 445120 | Convenience stores | 8 | 7 985 | 816 | 165 | 46 | 17.1 | – |
| 4452 | Specialty food stores | 11 | 9 302 | 2 007 | 540 | 122 | 14.2 | 7.2 |
| 4453 | Beer, wine, & liquor stores | 11 | 7 721 | 738 | 176 | 72 | 55.8 | – |
| 44531 | Beer, wine, & liquor stores | 11 | 7 721 | 738 | 176 | 72 | 55.8 | – |
| 445310 | Beer, wine, & liquor stores | 11 | 7 721 | 738 | 176 | 72 | 55.8 | – |
| 446 | Health & personal care stores | 38 | 51 245 | 7 093 | 1 770 | 348 | 8.0 | 6.7 |
| 4461 | Health & personal care stores | 38 | 51 245 | 7 093 | 1 770 | 348 | 8.0 | 6.7 |
| 44611 | Pharmacies & drug stores | 13 | 38 993 | 4 657 | 1 156 | 231 | 4.0 | 1.8 |
| 446110 | Pharmacies & drug stores | 13 | 38 993 | 4 657 | 1 156 | 231 | 4.0 | 1.8 |
| 4461101 | Pharmacies & drug stores | 13 | 38 993 | 4 657 | 1 156 | 231 | 4.0 | 1.8 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 8 | 2 559 | 440 | 111 | 27 | 2.2 | 2.3 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 8 | 2 559 | 440 | 111 | 27 | 2.2 | 2.3 |
| 44613 | Optical goods stores | 8 | 3 326 | 705 | 177 | 30 | 28.4 | 2.7 |
| 446130 | Optical goods stores | 8 | 3 326 | 705 | 177 | 30 | 28.4 | 2.7 |
| 44619 | Other health & personal care stores | 9 | 6 367 | 1 291 | 326 | 60 | 24.4 | 39.9 |
| 446191 | Food (health) supplement stores | 5 | 4 701 | 835 | 224 | 47 | 27.0 | 51.7 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **NEWPORT BEACH, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 447 | Gasoline stations | 21 | 53 218 | 3 304 | 692 | 252 | 23.9 | 1.8 |
| 4471 | Gasoline stations | 21 | 53 218 | 3 304 | 692 | 252 | 23.9 | 1.8 |
| 44711 | Gasoline stations with convenience stores | 7 | 19 048 | 1 121 | 216 | 52 | 36.8 | 4.9 |
| 447110 | Gasoline stations with convenience stores | 7 | 19 048 | 1 121 | 216 | 52 | 36.8 | 4.9 |
| 44719 | Other gasoline stations | 14 | 34 170 | 2 183 | 476 | 200 | 16.7 | – |
| 447190 | Other gasoline stations | 14 | 34 170 | 2 183 | 476 | 200 | 16.7 | – |
| 448 | Clothing & clothing accessories stores | 119 | 131 802 | 17 897 | 4 307 | 931 | 17.3 | 5.6 |
| 4481 | Clothing stores | 94 | 103 259 | 14 047 | 3 317 | 797 | 19.5 | 6.3 |
| 44811 | Men's clothing stores | 15 | 23 495 | 3 795 | 950 | 141 | 8.2 | .4 |
| 448110 | Men's clothing stores | 15 | 23 495 | 3 795 | 950 | 141 | 8.2 | .4 |
| 44812 | Women's clothing stores | 46 | 56 769 | 6 811 | 1 638 | 435 | 22.1 | 10.0 |
| 448120 | Women's clothing stores | 46 | 56 769 | 6 811 | 1 638 | 435 | 22.1 | 10.0 |
| 44813 | Children's & infants' clothing stores | 3 | D | D | D | b | D | D |
| 448130 | Children's & infants' clothing stores | 3 | D | D | D | b | D | D |
| 44819 | Other clothing stores | 21 | 13 441 | 2 252 | 454 | 147 | 25.7 | 4.5 |
| 448190 | Other clothing stores | 21 | 13 441 | 2 252 | 454 | 147 | 25.7 | 4.5 |
| 4482102 | Women's shoe stores | 3 | 2 642 | 396 | 98 | 21 | – | – |
| 4482103 | Children's & juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 4482105 | Athletic footwear stores | 2 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 18 | 23 899 | 3 104 | 801 | 88 | 11.0 | .1 |
| 44831 | Jewelry stores | 15 | 21 609 | 2 879 | 751 | 71 | 8.2 | .1 |
| 448310 | Jewelry stores | 15 | 21 609 | 2 879 | 751 | 71 | 8.2 | .1 |
| 44832 | Luggage & leather goods stores | 3 | 2 290 | 225 | 50 | 17 | D | – |
| 448320 | Luggage & leather goods stores | 3 | 2 290 | 225 | 50 | 17 | D | – |
| 451 | Sporting goods, hobby, book, & music stores | 31 | 28 887 | 3 221 | 870 | 335 | 7.6 | 24.5 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 21 | 15 816 | 1 932 | 505 | 151 | 10.2 | 16.4 |
| 45111 | Sporting goods stores | 15 | 11 831 | 1 643 | 443 | 115 | 5.3 | 21.9 |
| 451110 | Sporting goods stores | 15 | 11 831 | 1 643 | 443 | 115 | 5.3 | 21.9 |
| 4511102 | Specialty-line sporting goods stores | 14 | D | D | D | c | 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 |
| 4512 | Book, periodical, & music stores | 10 | 13 071 | 1 289 | 365 | 184 | 4.4 | 34.3 |
| 45121 | Book stores & news dealers | 6 | 9 120 | 937 | 256 | 143 | 4.8 | 27.6 |
| 451211 | Book stores | 6 | 9 120 | 937 | 256 | 143 | 4.8 | 27.6 |
| 4512111 | Book stores, general | 3 | 5 828 | 667 | 157 | 53 | D | – |
| 4512112 | Specialty book stores | 2 | D | D | D | a | D | D |
| 4512113 | College book stores | 1 | D | D | D | b | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 4 | 3 951 | 352 | 109 | 41 | 3.2 | 49.7 |
| 451220 | Prerecorded tape, compact disc, & record stores | 4 | 3 951 | 352 | 109 | 41 | 3.2 | 49.7 |
| 452 | General merchandise stores | 6 | D | D | D | g | D | D |
| 4521 | Department stores (incl leased depts) ## | 5 | 229 827 | N | N | N | – | 11.4 |
| 45211 | Department stores (incl leased depts) ## | 5 | 229 827 | N | N | N | – | 11.4 |
| 4521 | Department stores (excl leased depts) | 5 | 223 784 | 28 449 | 6 975 | 1 570 | – | 11.7 |
| 45211 | Department stores (excl leased depts) | 5 | 223 784 | 28 449 | 6 975 | 1 570 | – | 11.7 |
| 452110 | Department stores (excl leased depts) | 5 | 223 784 | 28 449 | 6 975 | 1 570 | – | 11.7 |
| 4521101 | Conventional department stores (excl leased depts) | 5 | 223 784 | 28 449 | 6 975 | 1 570 | – | 11.7 |
| 453 | Miscellaneous store retailers | 75 | D | D | D | e | D | D |
| 4531 | Florists | 16 | 4 872 | 832 | 225 | 65 | 21.8 | 9.8 |
| 45311 | Florists | 16 | 4 872 | 832 | 225 | 65 | 21.8 | 9.8 |
| 453110 | Florists | 16 | 4 872 | 832 | 225 | 65 | 21.8 | 9.8 |
| 4532 | Office supplies, stationery, & gift stores | 37 | 18 987 | 2 334 | 549 | 206 | 9.4 | 7.1 |
| 45321 | Office supplies & stationery stores | 6 | 10 076 | 1 012 | 259 | 64 | – | 1.6 |
| 453210 | Office supplies & stationery stores | 6 | 10 076 | 1 012 | 259 | 64 | – | 1.6 |
| 4532101 | Stationery stores | 2 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 4 | D | D | D | b | D | D |
| 45322 | Gift, novelty, & souvenir stores | 31 | 8 911 | 1 322 | 290 | 142 | 20.1 | 13.3 |
| 453220 | Gift, novelty, & souvenir stores | 31 | 8 911 | 1 322 | 290 | 142 | 20.1 | 13.3 |
| 4533 | Used merchandise stores | 5 | 2 162 | 333 | 78 | 15 | – | 5.1 |
| 45331 | Used merchandise stores | 5 | 2 162 | 333 | 78 | 15 | – | 5.1 |
| 453310 | Used merchandise stores | 5 | 2 162 | 333 | 78 | 15 | – | 5.1 |
| 4539 | Other miscellaneous store retailers | 17 | D | D | D | c | D | D |
| 45391 | Pet & pet supplies stores | 7 | D | D | D | b | D | D |
| 453910 | Pet & pet supplies stores | 7 | D | D | D | b | D | D |
| 45392 | Art dealers | 3 | 1 355 | 269 | 63 | 12 | – | – |
| 453920 | Art dealers | 3 | 1 355 | 269 | 63 | 12 | – | – |
| 45393 | Manufactured (mobile) home dealers | 2 | D | D | D | a | D | D |
| 453930 | Manufactured (mobile) home dealers | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 5 | 2 176 | 224 | 55 | 22 | 74.5 | – |
| 454 | Nonstore retailers | 12 | 14 366 | 1 429 | 372 | 46 | 9.9 | .2 |
| 4541 | Electronic shopping & mail-order houses | 8 | 13 632 | 1 117 | 314 | 39 | 10.4 | – |
| 45411 | Electronic shopping & mail-order houses | 8 | 13 632 | 1 117 | 314 | 39 | 10.4 | – |
| 454110 | Electronic shopping & mail-order houses | 8 | 13 632 | 1 117 | 314 | 39 | 10.4 | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **NORCO, CA** | | | | | | | |
| **44-45** | **Retail trade** | **61** | **301 853** | **25 627** | **5 614** | **930** | **2.7** | **1.3** |
| 441 | Motor vehicle & parts dealers | 14 | 182 103 | 14 933 | 3 157 | 360 | 1.2 | – |
| 4411 | Automobile dealers | 7 | D | D | D | e | D | D |
| 44111 | New car dealers | 5 | 178 068 | 14 347 | 3 015 | 332 | – | – |
| 441110 | New car dealers | 5 | 178 068 | 14 347 | 3 015 | 332 | – | – |
| 442 | Furniture & home furnishings stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 10 | 23 559 | 2 626 | 530 | 103 | .5 | 4.2 |
| 4441 | Building material & supplies dealers | 4 | 17 372 | 2 079 | 427 | 73 | – | – |
| 44419 | Other building material dealers | 2 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 2 | D | D | D | b | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 6 | 6 187 | 547 | 103 | 30 | 1.9 | 16.0 |
| 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 | 8 | 34 623 | 3 078 | 735 | 142 | 2.0 | 6.2 |
| 4451 | Grocery stores | 7 | D | D | D | c | D | D |
| 446 | Health & personal care stores | 2 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 2 | D | D | D | b | D | D |
| 447 | Gasoline stations | 7 | 16 731 | 730 | 179 | 59 | 20.2 | .6 |
| 448 | Clothing & clothing accessories stores | 4 | 1 013 | 141 | 33 | 8 | 88.1 | – |
| 451 | Sporting goods, hobby, book, & music stores | 4 | 4 676 | 638 | 161 | 24 | 8.0 | – |
| 4511 | Sporting goods, hobby, & musical instrument stores | 4 | 4 676 | 638 | 161 | 24 | 8.0 | – |
| 45111 | Sporting goods stores | 4 | 4 676 | 638 | 161 | 24 | 8.0 | – |
| 451110 | Sporting goods stores | 4 | 4 676 | 638 | 161 | 24 | 8.0 | – |
| 4511101 | General-line sporting goods stores | 3 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 9 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 2 | D | D | D | a | D | D |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **NORWALK, CA** | | | | | | | |
| **44-45** | **Retail trade** | **172** | **630 111** | **57 397** | **13 349** | **2 810** | **25.7** | **5.3** |
| 441 | Motor vehicle & parts dealers | 28 | 216 768 | 21 762 | 4 897 | 616 | 59.1 | 1.0 |
| 4411 | Automobile dealers | 5 | D | D | D | e | D | D |
| 44111 | New car dealers | 4 | 189 922 | 17 995 | 4 022 | 442 | 65.8 | – |
| 441110 | New car dealers | 4 | 189 922 | 17 995 | 4 022 | 442 | 65.8 | – |
| 44112 | Used car dealers | 1 | D | D | D | a | D | D |
| 441120 | Used car dealers | 1 | D | D | D | a | D | D |
| 4412 | Other motor vehicle dealers | 3 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 1 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 20 | 13 726 | 2 500 | 574 | 131 | 16.7 | 16.5 |
| 44131 | Automotive parts & accessories stores | 14 | 10 960 | 1 843 | 410 | 104 | 13.3 | 20.6 |
| 441310 | Automotive parts & accessories stores | 14 | 10 960 | 1 843 | 410 | 104 | 13.3 | 20.6 |
| 442 | Furniture & home furnishings stores | 8 | D | D | D | b | D | D |
| 4421 | Furniture stores | 6 | 1 891 | 103 | 22 | 13 | 79.4 | – |
| 44211 | Furniture stores | 6 | 1 891 | 103 | 22 | 13 | 79.4 | – |
| 442110 | Furniture stores | 6 | 1 891 | 103 | 22 | 13 | 79.4 | – |
| 443 | Electronics & appliance stores | 5 | 15 231 | 1 428 | 356 | 73 | 3.3 | – |
| 4431 | Electronics & appliance stores | 5 | 15 231 | 1 428 | 356 | 73 | 3.3 | – |
| 44311 | Appliance, television, & other electronics stores | 4 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 3 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 9 | 9 973 | 1 503 | 622 | 142 | 34.1 | 3.8 |
| 445 | Food & beverage stores | 35 | 137 535 | 14 894 | 3 246 | 927 | 4.2 | 10.0 |
| 4451 | Grocery stores | 22 | D | D | D | f | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 20 | 131 034 | 14 334 | 3 100 | 875 | 2.5 | 9.6 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 20 | 131 034 | 14 334 | 3 100 | 875 | 2.5 | 9.6 |
| 4452 | Specialty food stores | 4 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **NORWALK, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 446 | Health & personal care stores | 10 | 22 510 | 2 874 | 633 | 131 | 5.9 | 4.0 |
| 4461 | Health & personal care stores | 10 | 22 510 | 2 874 | 633 | 131 | 5.9 | 4.0 |
| 44611 | Pharmacies & drug stores | 7 | 20 482 | 2 710 | 608 | 121 | – | 4.4 |
| 446110 | Pharmacies & drug stores | 7 | 20 482 | 2 710 | 608 | 121 | – | 4.4 |
| 4461101 | Pharmacies & drug stores | 6 | D | D | D | c | D | D |
| 4461102 | Proprietary stores | 1 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 44619 | Other health & personal care stores | 1 | D | D | D | a | D | D |
| 446191 | Food (health) supplement stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 26 | 46 755 | 2 316 | 592 | 193 | 36.2 | 26.5 |
| 4471 | Gasoline stations | 26 | 46 755 | 2 316 | 592 | 193 | 36.2 | 26.5 |
| 44711 | Gasoline stations with convenience stores | 10 | 17 050 | 443 | 108 | 47 | 10.0 | 16.9 |
| 447110 | Gasoline stations with convenience stores | 10 | 17 050 | 443 | 108 | 47 | 10.0 | 16.9 |
| 44719 | Other gasoline stations | 16 | 29 705 | 1 873 | 484 | 146 | 51.1 | 32.0 |
| 447190 | Other gasoline stations | 16 | 29 705 | 1 873 | 484 | 146 | 51.1 | 32.0 |
| 448 | Clothing & clothing accessories stores | 20 | 9 535 | 1 412 | 341 | 109 | 10.8 | 1.0 |
| 4481 | Clothing stores | 10 | 5 034 | 512 | 121 | 61 | 7.6 | 1.9 |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 7 | 6 298 | 704 | 188 | 70 | 2.6 | – |
| 4511 | Sporting goods, hobby, & musical instrument stores | 4 | D | D | D | b | D | D |
| 45113 | Sewing, needlework, & piece goods stores | 1 | D | D | D | a | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 1 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 3 | D | D | D | b | D | D |
| 4512113 | College book stores | 1 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 2 | D | D | D | b | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 2 | D | D | D | b | D | D |
| 452 | General merchandise stores | 4 | 149 642 | 8 782 | 2 099 | 412 | – | 1.5 |
| 4521103 | National chain department stores (excl leased depts) | 1 | D | D | D | b | D | D |
| 4529 | Other general merchandise stores | 3 | D | D | D | e | D | D |
| 45291 | Warehouse clubs & superstores | 1 | D | D | D | e | D | D |
| 452910 | Warehouse clubs & superstores | 1 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 4529901 | Variety stores | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 17 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 4 | 8 063 | 596 | 145 | 42 | 14.3 | 13.5 |
| 45321 | Office supplies & stationery stores | 3 | D | D | D | b | D | D |
| 453210 | Office supplies & stationery stores | 3 | D | D | D | b | D | D |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 2 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 3 | 1 880 | 403 | 80 | 27 | D | 17.1 |
| 45331 | Used merchandise stores | 3 | 1 880 | 403 | 80 | 27 | D | 17.1 |
| 453310 | Used merchandise stores | 3 | 1 880 | 403 | 80 | 27 | D | 17.1 |
| 4539 | Other miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 3 | 860 | 161 | 37 | 19 | 100.0 | – |
| | **NOVATO, CA** | | | | | | | |
| **44-45** | **Retail trade** | **192** | **543 750** | **59 468** | **13 794** | **2 619** | **7.4** | **4.8** |
| 441 | Motor vehicle & parts dealers | 18 | 99 161 | 10 210 | 2 748 | 330 | 14.5 | 16.6 |
| 4411 | Automobile dealers | 6 | 89 608 | 8 370 | 2 311 | 247 | 14.6 | 18.4 |
| 4413 | Automotive parts, accessories, & tire stores | 10 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 8 | 5 524 | 918 | 228 | 50 | 13.6 | – |
| 441310 | Automotive parts & accessories stores | 8 | 5 524 | 918 | 228 | 50 | 13.6 | – |
| 44132 | Tire dealers | 2 | D | D | D | b | D | D |
| 441320 | Tire dealers | 2 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 4 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 15 | 17 419 | 3 092 | 677 | 100 | 15.8 | 3.7 |
| 4431 | Electronics & appliance stores | 15 | 17 419 | 3 092 | 677 | 100 | 15.8 | 3.7 |
| 44311 | Appliance, television, & other electronics stores | 5 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 4 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 9 | 13 752 | 2 412 | 443 | 60 | 12.8 | 4.6 |
| 443120 | Computer & software stores | 9 | 13 752 | 2 412 | 443 | 60 | 12.8 | 4.6 |
| 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **NOVATO, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 444 | Building material & garden equipment & supplies dealers | 15 | 21 864 | 4 108 | 907 | 132 | 6.6 | 2.4 |
| 4441 | Building material & supplies dealers | 12 | 19 068 | 3 589 | 796 | 109 | 7.6 | 2.7 |
| 44413 | Hardware stores | 1 | D | D | D | b | D | D |
| 444130 | Hardware stores | 1 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 8 | 14 454 | 2 644 | 551 | 75 | 9.6 | 3.6 |
| 444190 | Other building material dealers | 8 | 14 454 | 2 644 | 551 | 75 | 9.6 | 3.6 |
| 4442 | Lawn & garden equipment & supplies stores | 3 | 2 796 | 519 | 111 | 23 | – | – |
| 445 | Food & beverage stores | 24 | 96 465 | 12 602 | 2 706 | 628 | 1.4 | 1.1 |
| 4451 | Grocery stores | 14 | 86 619 | 11 032 | 2 358 | 560 | .8 | .9 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 10 | 84 333 | 10 742 | 2 292 | 529 | .2 | .3 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 10 | 84 333 | 10 742 | 2 292 | 529 | .2 | .3 |
| 4452 | Specialty food stores | 6 | 6 524 | 1 209 | 271 | 45 | 10.5 | – |
| 446 | Health & personal care stores | 18 | 28 527 | 4 148 | 1 001 | 182 | 6.0 | 1.2 |
| 4461 | Health & personal care stores | 18 | 28 527 | 4 148 | 1 001 | 182 | 6.0 | 1.2 |
| 44611 | Pharmacies & drug stores | 7 | 25 421 | 3 622 | 875 | 153 | 3.6 | – |
| 446110 | Pharmacies & drug stores | 7 | 25 421 | 3 622 | 875 | 153 | 3.6 | – |
| 4461101 | Pharmacies & drug stores | 6 | D | D | D | c | D | D |
| 4461102 | Proprietary stores | 1 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 44619 | Other health & personal care stores | 7 | 1 928 | 303 | 72 | 15 | 36.2 | 17.1 |
| 446191 | Food (health) supplement stores | 3 | 1 091 | 142 | 31 | 8 | D | 28.3 |
| 447 | Gasoline stations | 15 | 35 023 | 1 902 | 440 | 110 | 23.5 | 3.2 |
| 4471 | Gasoline stations | 15 | 35 023 | 1 902 | 440 | 110 | 23.5 | 3.2 |
| 44711 | Gasoline stations with convenience stores | 4 | 11 591 | 572 | 97 | 20 | – | – |
| 447110 | Gasoline stations with convenience stores | 4 | 11 591 | 572 | 97 | 20 | – | – |
| 44719 | Other gasoline stations | 11 | 23 432 | 1 330 | 343 | 90 | 35.1 | 4.9 |
| 447190 | Other gasoline stations | 11 | 23 432 | 1 330 | 343 | 90 | 35.1 | 4.9 |
| 448 | Clothing & clothing accessories stores | 23 | 21 577 | 2 323 | 537 | 166 | 8.2 | 3.3 |
| 4481 | Clothing stores | 16 | 19 622 | 1 963 | 463 | 138 | 8.1 | 3.7 |
| 44814 | Family clothing stores | 7 | 15 956 | 1 379 | 334 | 89 | 1.4 | 2.3 |
| 448140 | Family clothing stores | 7 | 15 956 | 1 379 | 334 | 89 | 1.4 | 2.3 |
| 451 | Sporting goods, hobby, book, & music stores | 15 | 15 583 | 1 874 | 473 | 163 | 7.4 | 3.9 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 10 | 10 442 | 1 399 | 338 | 105 | 9.0 | – |
| 45111 | Sporting goods stores | 5 | 5 408 | 570 | 126 | 46 | 2.6 | – |
| 451110 | Sporting goods stores | 5 | 5 408 | 570 | 126 | 46 | 2.6 | – |
| 4511101 | General-line sporting goods stores | 1 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 3 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 3 | D | D | D | b | D | D |
| 45113 | Sewing, needlework, & piece goods stores | 1 | D | D | D | a | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 1 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 5 | 5 141 | 475 | 135 | 58 | 4.0 | 11.8 |
| 45121 | Book stores & news dealers | 2 | D | D | D | b | D | D |
| 451211 | Book stores | 2 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 2 | D | D | D | b | D | D |
| 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 | 3 | D | D | D | e | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 4529 | Other general merchandise stores | 2 | D | D | D | e | D | D |
| 45291 | Warehouse clubs & superstores | 1 | D | D | D | c | D | D |
| 452910 | Warehouse clubs & superstores | 1 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 26 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 11 | D | D | D | b | 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 |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 10 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 3 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 3 | D | D | D | a | D | D |
| 45392 | Art dealers | 1 | D | D | D | a | D | D |
| 453920 | Art dealers | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 16 | 27 497 | 7 761 | 1 636 | 175 | 20.9 | .7 |
| 4541 | Electronic shopping & mail-order houses | 11 | 25 513 | 7 532 | 1 581 | 163 | 19.4 | .7 |
| 45411 | Electronic shopping & mail-order houses | 11 | 25 513 | 7 532 | 1 581 | 163 | 19.4 | .7 |
| 454110 | Electronic shopping & mail-order houses | 11 | 25 513 | 7 532 | 1 581 | 163 | 19.4 | .7 |
| 454319 | Other fuel dealers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **OAKDALE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **65** | **95 335** | **9 364** | **2 226** | **574** | **12.3** | **16.0** |
| 441 | Motor vehicle & parts dealers | 9 | 19 929 | 1 971 | 503 | 80 | 1.5 | 5.3 |
| 4413 | Automotive parts, accessories, & tire stores | 6 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 4 | 4 203 | 400 | 110 | 24 | – | 25.1 |
| 441310 | Automotive parts & accessories stores | 4 | 4 203 | 400 | 110 | 24 | – | 25.1 |
| 442 | Furniture & home furnishings stores | 4 | 3 285 | 619 | 139 | 25 | 1.8 | 20.6 |
| 4422 | Home furnishings stores | 3 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 10 | 15 935 | 1 651 | 383 | 83 | 18.7 | – |
| 4441 | Building material & supplies dealers | 6 | 8 453 | 1 054 | 234 | 46 | 13.8 | – |
| 44419 | Other building material dealers | 3 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 3 | D | D | D | b | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 4 | 7 482 | 597 | 149 | 37 | 24.1 | – |
| 44422 | Nursery & garden centers | 3 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 3 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 10 | 17 019 | 1 427 | 300 | 70 | 10.6 | 77.1 |
| 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 | 4 | 8 082 | 237 | 65 | 27 | – | – |
| 448 | Clothing & clothing accessories stores | 9 | 1 706 | 127 | 29 | 19 | 44.4 | – |
| 451 | Sporting goods, hobby, book, & music stores | 5 | 456 | 32 | 10 | 6 | 61.6 | 28.9 |
| 452 | General merchandise stores | 1 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 6 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 1 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 1 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 1 | D | D | D | b | D | D |
| | **OAKLAND, CA** | | | | | | | |
| **44-45** | **Retail trade** | **1 030** | **2 146 503** | **213 132** | **49 814** | **10 190** | **16.7** | **5.0** |
| 441 | Motor vehicle & parts dealers | 88 | 725 361 | 56 271 | 13 348 | 1 544 | 21.8 | 1.8 |
| 4411 | Automobile dealers | 28 | 623 151 | 38 294 | 9 014 | 897 | 24.6 | 1.2 |
| 44111 | New car dealers | 17 | 617 317 | 37 820 | 8 918 | 869 | 24.6 | 1.0 |
| 441110 | New car dealers | 17 | 617 317 | 37 820 | 8 918 | 869 | 24.6 | 1.0 |
| 44112 | Used car dealers | 11 | 5 834 | 474 | 96 | 28 | 26.6 | 28.5 |
| 441120 | Used car dealers | 11 | 5 834 | 474 | 96 | 28 | 26.6 | 28.5 |
| 4412 | Other motor vehicle dealers | 12 | 22 847 | 3 220 | 766 | 107 | 2.6 | 1.3 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 10 | D | D | D | c | D | D |
| 441221 | Motorcycle dealers | 6 | 11 508 | 1 885 | 435 | 48 | 4.0 | 1.0 |
| 441222 | Boat dealers | 3 | 10 055 | 1 009 | 239 | 47 | – | – |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 48 | 79 363 | 14 757 | 3 568 | 540 | 5.2 | 6.7 |
| 44131 | Automotive parts & accessories stores | 36 | 64 181 | 11 861 | 2 909 | 437 | 2.0 | 7.9 |
| 441310 | Automotive parts & accessories stores | 36 | 64 181 | 11 861 | 2 909 | 437 | 2.0 | 7.9 |
| 44132 | Tire dealers | 12 | 15 182 | 2 896 | 659 | 103 | 18.6 | 1.9 |
| 441320 | Tire dealers | 12 | 15 182 | 2 896 | 659 | 103 | 18.6 | 1.9 |
| 442 | Furniture & home furnishings stores | 52 | 51 540 | 7 749 | 1 968 | 435 | 14.4 | 13.6 |
| 4421 | Furniture stores | 26 | 33 472 | 5 094 | 1 456 | 305 | 14.9 | 11.9 |
| 44211 | Furniture stores | 26 | 33 472 | 5 094 | 1 456 | 305 | 14.9 | 11.9 |
| 442110 | Furniture stores | 26 | 33 472 | 5 094 | 1 456 | 305 | 14.9 | 11.9 |
| 4422 | Home furnishings stores | 26 | 18 068 | 2 655 | 512 | 130 | 13.6 | 16.7 |
| 44221 | Floor covering stores | 12 | 9 557 | 1 533 | 253 | 62 | 7.0 | 20.6 |
| 442210 | Floor covering stores | 12 | 9 557 | 1 533 | 253 | 62 | 7.0 | 20.6 |
| 44229 | Other home furnishings stores | 14 | 8 511 | 1 122 | 259 | 68 | 20.9 | 12.4 |
| 442299 | All other home furnishings stores | 12 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 35 | 38 947 | 7 014 | 1 456 | 227 | 16.1 | 14.5 |
| 4431 | Electronics & appliance stores | 35 | 38 947 | 7 014 | 1 456 | 227 | 16.1 | 14.5 |
| 44311 | Appliance, television, & other electronics stores | 21 | 16 023 | 2 201 | 541 | 95 | 6.6 | 14.1 |
| 443111 | Household appliance stores | 9 | 4 680 | 526 | 151 | 25 | 16.8 | 47.3 |
| 443112 | Radio, television, & other electronics stores | 12 | 11 343 | 1 675 | 390 | 70 | 2.4 | .4 |
| 44312 | Computer & software stores | 10 | 19 615 | 4 237 | 785 | 105 | 22.9 | 17.4 |
| 443120 | Computer & software stores | 10 | 19 615 | 4 237 | 785 | 105 | 22.9 | 17.4 |
| 44313 | Camera & photographic supplies stores | 4 | 3 309 | 576 | 130 | 27 | 21.7 | – |
| 443130 | Camera & photographic supplies stores | 4 | 3 309 | 576 | 130 | 27 | 21.7 | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **OAKLAND, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 444 | Building material & garden equipment & supplies dealers | 69 | 192 337 | 21 508 | 5 176 | 761 | 3.1 | 6.1 |
| 4441 | Building material & supplies dealers | 65 | 188 736 | 21 078 | 5 085 | 736 | 3.1 | 6.2 |
| 44411 | Home centers | 3 | 18 035 | 2 285 | 559 | 124 | D | 14.2 |
| 444110 | Home centers | 3 | 18 035 | 2 285 | 559 | 124 | D | 14.2 |
| 44412 | Paint & wallpaper stores | 8 | 12 598 | 1 806 | 383 | 60 | 2.2 | – |
| 444120 | Paint & wallpaper stores | 8 | 12 598 | 1 806 | 383 | 60 | 2.2 | – |
| 44413 | Hardware stores | 16 | 15 256 | 2 877 | 703 | 133 | 7.9 | 11.9 |
| 444130 | Hardware stores | 16 | 15 256 | 2 877 | 703 | 133 | 7.9 | 11.9 |
| 44419 | Other building material dealers | 38 | 142 847 | 14 110 | 3 440 | 419 | 1.6 | 5.2 |
| 444190 | Other building material dealers | 38 | 142 847 | 14 110 | 3 440 | 419 | 1.6 | 5.2 |
| 4442 | Lawn & garden equipment & supplies stores | 4 | 3 601 | 430 | 91 | 25 | – | – |
| 44422 | Nursery & garden centers | 4 | 3 601 | 430 | 91 | 25 | – | – |
| 444220 | Nursery & garden centers | 4 | 3 601 | 430 | 91 | 25 | – | – |
| 445 | Food & beverage stores | 287 | 548 674 | 49 533 | 11 111 | 2 848 | 17.6 | 6.4 |
| 4451 | Grocery stores | 159 | 464 313 | 41 342 | 9 205 | 2 313 | 12.7 | 6.0 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 125 | 444 335 | 39 919 | 8 893 | 2 193 | 11.0 | 5.6 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 125 | 444 335 | 39 919 | 8 893 | 2 193 | 11.0 | 5.6 |
| 44512 | Convenience stores | 34 | 19 978 | 1 423 | 312 | 120 | 49.0 | 15.1 |
| 445120 | Convenience stores | 34 | 19 978 | 1 423 | 312 | 120 | 49.0 | 15.1 |
| 4452 | Specialty food stores | 59 | 46 961 | 5 950 | 1 370 | 373 | 41.1 | 2.1 |
| 4453 | Beer, wine, & liquor stores | 69 | 37 400 | 2 241 | 536 | 162 | 48.8 | 15.9 |
| 44531 | Beer, wine, & liquor stores | 69 | 37 400 | 2 241 | 536 | 162 | 48.8 | 15.9 |
| 445310 | Beer, wine, & liquor stores | 69 | 37 400 | 2 241 | 536 | 162 | 48.8 | 15.9 |
| 446 | Health & personal care stores | 88 | 150 857 | 23 865 | 5 591 | 1 123 | 8.2 | 4.0 |
| 4461 | Health & personal care stores | 88 | 150 857 | 23 865 | 5 591 | 1 123 | 8.2 | 4.0 |
| 44611 | Pharmacies & drug stores | 54 | 130 977 | 20 813 | 4 892 | 992 | 5.2 | 3.7 |
| 446110 | Pharmacies & drug stores | 54 | 130 977 | 20 813 | 4 892 | 992 | 5.2 | 3.7 |
| 4461101 | Pharmacies & drug stores | 50 | 129 559 | 20 617 | 4 848 | 980 | 5.2 | 3.3 |
| 4461102 | Proprietary stores | 4 | 1 418 | 196 | 44 | 12 | – | 41.5 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 10 | 4 924 | 451 | 98 | 33 | 45.0 | 2.3 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 10 | 4 924 | 451 | 98 | 33 | 45.0 | 2.3 |
| 44613 | Optical goods stores | 10 | 3 247 | 465 | 118 | 24 | 53.7 | 8.7 |
| 446130 | Optical goods stores | 10 | 3 247 | 465 | 118 | 24 | 53.7 | 8.7 |
| 44619 | Other health & personal care stores | 14 | 11 709 | 2 136 | 483 | 74 | 14.4 | 6.1 |
| 446191 | Food (health) supplement stores | 5 | 6 387 | 756 | 163 | 37 | 13.2 | 4.0 |
| 446199 | All other health & personal care stores | 9 | 5 322 | 1 380 | 320 | 37 | 15.8 | 8.6 |
| 447 | Gasoline stations | 77 | 162 259 | 7 572 | 1 700 | 561 | 25.4 | 6.8 |
| 4471 | Gasoline stations | 77 | 162 259 | 7 572 | 1 700 | 561 | 25.4 | 6.8 |
| 44711 | Gasoline stations with convenience stores | 40 | 89 229 | 3 799 | 830 | 268 | 23.0 | 8.2 |
| 447110 | Gasoline stations with convenience stores | 40 | 89 229 | 3 799 | 830 | 268 | 23.0 | 8.2 |
| 44719 | Other gasoline stations | 37 | 73 030 | 3 773 | 870 | 293 | 28.3 | 5.2 |
| 447190 | Other gasoline stations | 37 | 73 030 | 3 773 | 870 | 293 | 28.3 | 5.2 |
| 448 | Clothing & clothing accessories stores | 109 | 46 498 | 5 827 | 1 329 | 449 | 27.6 | 10.0 |
| 4481 | Clothing stores | 59 | 25 675 | 3 021 | 701 | 255 | 22.6 | 7.3 |
| 44811 | Men's clothing stores | 8 | 5 734 | 656 | 171 | 24 | 15.4 | 8.7 |
| 448110 | Men's clothing stores | 8 | 5 734 | 656 | 171 | 24 | 15.4 | 8.7 |
| 44812 | Women's clothing stores | 26 | 9 904 | 1 260 | 299 | 104 | 37.9 | 4.4 |
| 448120 | Women's clothing stores | 26 | 9 904 | 1 260 | 299 | 104 | 37.9 | 4.4 |
| 44813 | Children's & infants' clothing stores | 5 | 1 276 | 191 | 47 | 23 | 31.6 | – |
| 448130 | Children's & infants' clothing stores | 5 | 1 276 | 191 | 47 | 23 | 31.6 | – |
| 44815 | Clothing accessories stores | 2 | D | D | D | a | D | D |
| 448150 | Clothing accessories stores | 2 | D | D | D | a | D | D |
| 44819 | Other clothing stores | 9 | 2 281 | 385 | 79 | 31 | 12.1 | 21.0 |
| 448190 | Other clothing stores | 9 | 2 281 | 385 | 79 | 31 | 12.1 | 21.0 |
| 4482 | Shoe stores | 25 | 13 021 | 1 527 | 347 | 109 | 17.7 | 10.6 |
| 44821 | Shoe stores | 25 | 13 021 | 1 527 | 347 | 109 | 17.7 | 10.6 |
| 448210 | Shoe stores | 25 | 13 021 | 1 527 | 347 | 109 | 17.7 | 10.6 |
| 4482102 | Women's shoe stores | 2 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 17 | 8 245 | 1 024 | 240 | 69 | 7.3 | 16.4 |
| 4482105 | Athletic footwear stores | 4 | 3 665 | 362 | 76 | 28 | 22.0 | – |
| 4483 | Jewelry, luggage, & leather goods stores | 25 | 7 802 | 1 279 | 281 | 85 | 60.2 | 17.8 |
| 44831 | Jewelry stores | 23 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 23 | D | D | D | b | D | D |
| 44832 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **OAKLAND, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 60 | 41 132 | 6 267 | 1 462 | 402 | 12.8 | 6.0 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 32 | 19 348 | 3 537 | 784 | 195 | 20.5 | 6.6 |
| 45111 | Sporting goods stores | 14 | 8 446 | 1 410 | 286 | 91 | 35.6 | 4.3 |
| 451110 | Sporting goods stores | 14 | 8 446 | 1 410 | 286 | 91 | 35.6 | 4.3 |
| 4511101 | General-line sporting goods stores | 4 | 2 227 | 483 | 42 | 19 | 35.7 | – |
| 4511102 | Specialty-line sporting goods stores | 10 | 6 219 | 927 | 244 | 72 | 35.5 | 5.8 |
| 45113 | Sewing, needlework, & piece goods stores | 6 | 3 460 | 847 | 202 | 43 | 16.0 | 1.1 |
| 451130 | Sewing, needlework, & piece goods stores | 6 | 3 460 | 847 | 202 | 43 | 16.0 | 1.1 |
| 45114 | Musical instrument & supplies stores | 7 | 6 358 | 1 148 | 266 | 46 | 2.4 | .9 |
| 451140 | Musical instrument & supplies stores | 7 | 6 358 | 1 148 | 266 | 46 | 2.4 | .9 |
| 4512 | Book, periodical, & music stores | 28 | 21 784 | 2 730 | 678 | 207 | 5.9 | 5.5 |
| 45121 | Book stores & news dealers | 18 | 19 794 | 2 463 | 606 | 182 | 5.8 | 3.4 |
| 451211 | Book stores | 17 | D | D | D | c | D | D |
| 4512111 | Book stores, general | 11 | 13 328 | 1 596 | 383 | 117 | 8.7 | 5.0 |
| 4512112 | Specialty book stores | 2 | D | D | D | b | D | D |
| 4512113 | College book stores | 4 | D | D | D | b | D | D |
| 451212 | News dealers & newsstands | 1 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 10 | 1 990 | 267 | 72 | 25 | 7.1 | 26.2 |
| 451220 | Prerecorded tape, compact disc, & record stores | 10 | 1 990 | 267 | 72 | 25 | 7.1 | 26.2 |
| 452 | General merchandise stores | 13 | D | D | D | f | D | D |
| 4521103 | National chain department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 4529 | Other general merchandise stores | 12 | D | D | D | f | D | D |
| 45291 | Warehouse clubs & superstores | 1 | D | D | D | f | D | D |
| 452910 | Warehouse clubs & superstores | 1 | D | D | D | f | D | D |
| 45299 | All other general merchandise stores | 11 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 11 | D | D | D | c | D | D |
| 4529901 | Variety stores | 4 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 7 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 130 | D | D | D | f | D | D |
| 4531 | Florists | 27 | 7 316 | 1 407 | 335 | 139 | 26.8 | 25.4 |
| 45311 | Florists | 27 | 7 316 | 1 407 | 335 | 139 | 26.8 | 25.4 |
| 453110 | Florists | 27 | 7 316 | 1 407 | 335 | 139 | 26.8 | 25.4 |
| 4532 | Office supplies, stationery, & gift stores | 46 | 33 276 | 4 715 | 1 082 | 300 | 8.1 | 8.1 |
| 45321 | Office supplies & stationery stores | 13 | 16 906 | 1 891 | 433 | 100 | 4.1 | 1.3 |
| 453210 | Office supplies & stationery stores | 13 | 16 906 | 1 891 | 433 | 100 | 4.1 | 1.3 |
| 4532101 | Stationery stores | 3 | 801 | 129 | 31 | 9 | D | 11.5 |
| 4532102 | Office supplies stores | 10 | 16 105 | 1 762 | 402 | 91 | 1.5 | .7 |
| 45322 | Gift, novelty, & souvenir stores | 33 | 16 370 | 2 824 | 649 | 200 | 12.2 | 15.2 |
| 453220 | Gift, novelty, & souvenir stores | 33 | 16 370 | 2 824 | 649 | 200 | 12.2 | 15.2 |
| 4533 | Used merchandise stores | 29 | 18 294 | 2 597 | 682 | 153 | 5.4 | 9.4 |
| 45331 | Used merchandise stores | 29 | 18 294 | 2 597 | 682 | 153 | 5.4 | 9.4 |
| 453310 | Used merchandise stores | 29 | 18 294 | 2 597 | 682 | 153 | 5.4 | 9.4 |
| 4539 | Other miscellaneous store retailers | 28 | D | D | D | c | D | D |
| 45391 | Pet & pet supplies stores | 8 | 5 435 | 595 | 148 | 34 | 18.6 | 6.4 |
| 453910 | Pet & pet supplies stores | 8 | 5 435 | 595 | 148 | 34 | 18.6 | 6.4 |
| 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 | 17 | D | D | D | c | D | D |
| 454 | Nonstore retailers | 22 | 30 478 | 5 283 | 1 277 | 180 | 12.6 | .9 |
| 4541 | Electronic shopping & mail-order houses | 5 | 7 334 | 1 582 | 335 | 60 | 1.5 | – |
| 45411 | Electronic shopping & mail-order houses | 5 | 7 334 | 1 582 | 335 | 60 | 1.5 | – |
| 454110 | Electronic shopping & mail-order houses | 5 | 7 334 | 1 582 | 335 | 60 | 1.5 | – |
| 4542 | Vending machine operators | 6 | 10 478 | 2 097 | 695 | 66 | 4.1 | 1.1 |
| 45421 | Vending machine operators | 6 | 10 478 | 2 097 | 695 | 66 | 4.1 | 1.1 |
| 454210 | Vending machine operators | 6 | 10 478 | 2 097 | 695 | 66 | 4.1 | 1.1 |
| 4543 | Direct selling establishments | 11 | 12 666 | 1 604 | 247 | 54 | 26.0 | 1.4 |
| 45439 | Other direct selling establishments | 11 | 12 666 | 1 604 | 247 | 54 | 26.0 | 1.4 |
| 454390 | Other direct selling establishments | 11 | 12 666 | 1 604 | 247 | 54 | 26.0 | 1.4 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **OCEANSIDE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **388** | **781 180** | **82 394** | **19 486** | **4 916** | **10.5** | **5.0** |
| 441 | Motor vehicle & parts dealers | 48 | 75 190 | 10 946 | 2 548 | 433 | 12.9 | 8.6 |
| 44112 | Used car dealers | 6 | 4 896 | 527 | 114 | 19 | 11.5 | 1.9 |
| 441120 | Used car dealers | 6 | 4 896 | 527 | 114 | 19 | 11.5 | 1.9 |
| 4412 | Other motor vehicle dealers | 8 | 14 087 | 2 374 | 362 | 66 | 6.2 | 2.1 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 7 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 6 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 28 | 32 032 | 5 550 | 1 281 | 251 | 6.2 | 2.3 |
| 44131 | Automotive parts & accessories stores | 17 | 20 069 | 3 298 | 736 | 161 | 5.4 | 2.5 |
| 441310 | Automotive parts & accessories stores | 17 | 20 069 | 3 298 | 736 | 161 | 5.4 | 2.5 |
| 44132 | Tire dealers | 11 | 11 963 | 2 252 | 545 | 90 | 7.7 | 1.9 |
| 441320 | Tire dealers | 11 | 11 963 | 2 252 | 545 | 90 | 7.7 | 1.9 |
| 442 | Furniture & home furnishings stores | 29 | 28 138 | 2 972 | 733 | 183 | 15.9 | 2.5 |
| 4421 | Furniture stores | 14 | 6 320 | 724 | 228 | 49 | 43.3 | 11.3 |
| 44211 | Furniture stores | 14 | 6 320 | 724 | 228 | 49 | 43.3 | 11.3 |
| 442110 | Furniture stores | 14 | 6 320 | 724 | 228 | 49 | 43.3 | 11.3 |
| 4422 | Home furnishings stores | 15 | 21 818 | 2 248 | 505 | 134 | 7.9 | – |
| 44221 | Floor covering stores | 6 | 3 922 | 427 | 107 | 16 | 44.1 | – |
| 442210 | Floor covering stores | 6 | 3 922 | 427 | 107 | 16 | 44.1 | – |
| 44229 | Other home furnishings stores | 9 | 17 896 | 1 821 | 398 | 118 | – | – |
| 442299 | All other home furnishings stores | 7 | D | D | D | c | D | D |
| 443 | Electronics & appliance stores | 21 | 38 482 | 4 013 | 1 001 | 192 | 9.0 | – |
| 4431 | Electronics & appliance stores | 21 | 38 482 | 4 013 | 1 001 | 192 | 9.0 | – |
| 44311 | Appliance, television, & other electronics stores | 14 | D | D | D | b | D | D |
| 443111 | Household appliance stores | 5 | 5 669 | 834 | 222 | 48 | 3.1 | – |
| 443112 | Radio, television, & other electronics stores | 9 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 6 | 25 221 | 2 206 | 542 | 98 | 4.8 | – |
| 443120 | Computer & software stores | 6 | 25 221 | 2 206 | 542 | 98 | 4.8 | – |
| 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 | 13 | 23 333 | 3 696 | 844 | 177 | 6.5 | 2.0 |
| 4442 | Lawn & garden equipment & supplies stores | 6 | D | D | D | c | D | D |
| 44422 | Nursery & garden centers | 5 | 16 487 | 2 472 | 499 | 102 | 5.5 | – |
| 444220 | Nursery & garden centers | 5 | 16 487 | 2 472 | 499 | 102 | 5.5 | – |
| 445 | Food & beverage stores | 59 | 207 900 | 22 435 | 5 194 | 1 087 | 5.7 | 5.4 |
| 4451 | Grocery stores | 41 | 200 011 | 21 681 | 5 005 | 1 000 | 3.2 | 5.2 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 28 | 193 459 | 21 055 | 4 850 | 938 | 2.1 | 4.9 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 28 | 193 459 | 21 055 | 4 850 | 938 | 2.1 | 4.9 |
| 44512 | Convenience stores | 13 | 6 552 | 626 | 155 | 62 | 35.1 | 13.7 |
| 445120 | Convenience stores | 13 | 6 552 | 626 | 155 | 62 | 35.1 | 13.7 |
| 4452 | Specialty food stores | 6 | 2 471 | 362 | 100 | 45 | 68.6 | 22.4 |
| 4453 | Beer, wine, & liquor stores | 12 | 5 418 | 392 | 89 | 42 | 67.1 | 6.7 |
| 44531 | Beer, wine, & liquor stores | 12 | 5 418 | 392 | 89 | 42 | 67.1 | 6.7 |
| 445310 | Beer, wine, & liquor stores | 12 | 5 418 | 392 | 89 | 42 | 67.1 | 6.7 |
| 446 | Health & personal care stores | 28 | 45 437 | 6 609 | 1 609 | 313 | 6.7 | 1.0 |
| 4461 | Health & personal care stores | 28 | 45 437 | 6 609 | 1 609 | 313 | 6.7 | 1.0 |
| 44611 | Pharmacies & drug stores | 13 | 37 845 | 5 537 | 1 361 | 240 | 6.0 | – |
| 446110 | Pharmacies & drug stores | 13 | 37 845 | 5 537 | 1 361 | 240 | 6.0 | – |
| 4461101 | Pharmacies & drug stores | 12 | D | D | D | c | D | D |
| 4461102 | Proprietary stores | 1 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 5 | 1 482 | 302 | 75 | 14 | 20.4 | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 5 | 1 482 | 302 | 75 | 14 | 20.4 | – |
| 44619 | Other health & personal care stores | 7 | 4 880 | 530 | 125 | 49 | 6.6 | 9.7 |
| 446191 | Food (health) supplement stores | 4 | D | D | D | b | D | D |
| 446199 | All other health & personal care stores | 3 | D | D | D | b | D | D |
| 447 | Gasoline stations | 33 | 78 776 | 3 760 | 883 | 313 | 10.7 | 15.3 |
| 4471 | Gasoline stations | 33 | 78 776 | 3 760 | 883 | 313 | 10.7 | 15.3 |
| 44711 | Gasoline stations with convenience stores | 15 | 34 817 | 1 488 | 356 | 123 | 4.1 | 20.9 |
| 447110 | Gasoline stations with convenience stores | 15 | 34 817 | 1 488 | 356 | 123 | 4.1 | 20.9 |
| 44719 | Other gasoline stations | 18 | 43 959 | 2 272 | 527 | 190 | 15.9 | 10.9 |
| 447190 | Other gasoline stations | 18 | 43 959 | 2 272 | 527 | 190 | 15.9 | 10.9 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **OCEANSIDE, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores | 48 | 30 851 | 3 298 | 848 | 284 | 8.9 | 1.5 |
| 4481 | Clothing stores | 30 | 21 648 | 2 251 | 584 | 205 | 10.2 | 2.2 |
| 44811 | Men's clothing stores | 4 | 2 908 | 396 | 123 | 20 | 20.4 | 5.6 |
| 448110 | Men's clothing stores | 4 | 2 908 | 396 | 123 | 20 | 20.4 | 5.6 |
| 44814 | Family clothing stores | 4 | D | D | D | b | D | D |
| 448140 | Family clothing stores | 4 | D | D | D | b | D | D |
| 44819 | Other clothing stores | 8 | 2 121 | 335 | 92 | 32 | 15.1 | 14.9 |
| 448190 | Other clothing stores | 8 | 2 121 | 335 | 92 | 32 | 15.1 | 14.9 |
| 4482 | Shoe stores | 14 | 8 134 | 856 | 222 | 70 | – | – |
| 44821 | Shoe stores | 14 | 8 134 | 856 | 222 | 70 | – | – |
| 448210 | Shoe stores | 14 | 8 134 | 856 | 222 | 70 | – | – |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 10 | 4 114 | 405 | 105 | 35 | – | – |
| 4482105 | Athletic footwear stores | 3 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 38 | 57 847 | 5 757 | 1 278 | 427 | 29.8 | – |
| 4511 | Sporting goods, hobby, & musical instrument stores | 30 | 50 417 | 5 049 | 1 109 | 343 | 31.6 | .1 |
| 45111 | Sporting goods stores | 15 | 35 158 | 3 380 | 743 | 219 | 43.8 | – |
| 451110 | Sporting goods stores | 15 | 35 158 | 3 380 | 743 | 219 | 43.8 | – |
| 4511101 | General-line sporting goods stores | 6 | 10 278 | 1 377 | 357 | 98 | 7.6 | – |
| 4511102 | Specialty-line sporting goods stores | 9 | 24 880 | 2 003 | 386 | 121 | 58.8 | – |
| 45112 | Hobby, toy, & game stores | 5 | 11 926 | 957 | 194 | 74 | 2.4 | .2 |
| 451120 | Hobby, toy, & game stores | 5 | 11 926 | 957 | 194 | 74 | 2.4 | .2 |
| 45113 | Sewing, needlework, & piece goods stores | 5 | 2 478 | 509 | 124 | 35 | – | – |
| 451130 | Sewing, needlework, & piece goods stores | 5 | 2 478 | 509 | 124 | 35 | – | – |
| 45114 | Musical instrument & supplies stores | 5 | 855 | 203 | 48 | 15 | 29.9 | – |
| 451140 | Musical instrument & supplies stores | 5 | 855 | 203 | 48 | 15 | 29.9 | – |
| 4512 | Book, periodical, & music stores | 8 | 7 430 | 708 | 169 | 84 | 17.3 | – |
| 45121 | Book stores & news dealers | 4 | 4 151 | 386 | 90 | 45 | 24.7 | – |
| 451211 | Book stores | 4 | 4 151 | 386 | 90 | 45 | 24.7 | – |
| 4512111 | Book stores, general | 2 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 2 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 4 | 3 279 | 322 | 79 | 39 | 8.0 | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 4 | 3 279 | 322 | 79 | 39 | 8.0 | – |
| 452 | General merchandise stores | 12 | 143 108 | 12 296 | 3 007 | 1 065 | .1 | 3.7 |
| 4521 | Department stores (incl leased depts) ## | 5 | 134 921 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 5 | 134 921 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 5 | 133 073 | 11 181 | 2 681 | 946 | – | – |
| 45211 | Department stores (excl leased depts) | 5 | 133 073 | 11 181 | 2 681 | 946 | – | – |
| 452110 | Department stores (excl leased depts) | 5 | 133 073 | 11 181 | 2 681 | 946 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 4 | D | D | D | f | D | D |
| 45299 | All other general merchandise stores | 7 | 10 035 | 1 115 | 326 | 119 | .9 | 52.3 |
| 452990 | All other general merchandise stores | 7 | 10 035 | 1 115 | 326 | 119 | .9 | 52.3 |
| 4529902 | Catalog showrooms | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 6 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 42 | 32 278 | 3 906 | 862 | 292 | 22.0 | 5.4 |
| 4531 | Florists | 8 | 1 456 | 300 | 76 | 30 | 64.0 | 12.2 |
| 45311 | Florists | 8 | 1 456 | 300 | 76 | 30 | 64.0 | 12.2 |
| 453110 | Florists | 8 | 1 456 | 300 | 76 | 30 | 64.0 | 12.2 |
| 4532 | Office supplies, stationery, & gift stores | 12 | 14 336 | 1 328 | 278 | 91 | 3.3 | 3.3 |
| 45321 | Office supplies & stationery stores | 3 | D | D | D | b | D | D |
| 453210 | Office supplies & stationery stores | 3 | D | D | D | b | D | D |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 2 | D | D | D | b | D | D |
| 45322 | Gift, novelty, & souvenir stores | 9 | D | D | D | b | D | D |
| 453220 | Gift, novelty, & souvenir stores | 9 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 5 | 2 248 | 801 | 180 | 49 | 43.6 | – |
| 45331 | Used merchandise stores | 5 | 2 248 | 801 | 180 | 49 | 43.6 | – |
| 453310 | Used merchandise stores | 5 | 2 248 | 801 | 180 | 49 | 43.6 | – |
| 4539 | Other miscellaneous store retailers | 17 | 14 238 | 1 477 | 328 | 122 | 33.2 | 7.7 |
| 45391 | Pet & pet supplies stores | 5 | 6 626 | 790 | 184 | 77 | .3 | – |
| 453910 | Pet & pet supplies stores | 5 | 6 626 | 790 | 184 | 77 | .3 | – |
| 45392 | Art dealers | 2 | D | D | D | a | D | D |
| 453920 | Art dealers | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 10 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 17 | 19 840 | 2 706 | 679 | 150 | 61.2 | 1.9 |
| 4541 | Electronic shopping & mail-order houses | 6 | 12 769 | 836 | 129 | 31 | 85.8 | – |
| 45411 | Electronic shopping & mail-order houses | 6 | 12 769 | 836 | 129 | 31 | 85.8 | – |
| 454110 | Electronic shopping & mail-order houses | 6 | 12 769 | 836 | 129 | 31 | 85.8 | – |
| 4543 | Direct selling establishments | 9 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 9 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **OJAI, CA** | | | | | | | |
| **44-45** | **Retail trade** | **59** | **81 111** | **9 101** | **2 118** | **516** | **14.4** | **4.7** |
| 441 | Motor vehicle & parts dealers | 4 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 1 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 2 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 7 | 37 511 | 4 101 | 888 | 187 | 8.2 | .9 |
| 4451 | Grocery stores | 5 | D | D | D | c | D | D |
| 446 | Health & personal care stores | 5 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 5 | D | D | D | b | D | D |
| 447 | Gasoline stations | 5 | 7 937 | 489 | 101 | 30 | 2.5 | 37.1 |
| 448 | Clothing & clothing accessories stores | 11 | 5 165 | 895 | 222 | 75 | 11.0 | – |
| 4481 | Clothing stores | 8 | 4 322 | 726 | 180 | 64 | 8.2 | – |
| 44819 | Other clothing stores | 1 | D | D | D | b | D | D |
| 448190 | Other clothing stores | 1 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 4 | D | D | D | a | D | D |
| 452 | General merchandise stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 12 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 4 | D | D | D | b | D | D |
| | **ONTARIO, CA** | | | | | | | |
| **44-45** | **Retail trade** | **461** | **1 769 058** | **152 056** | **35 537** | **7 653** | **7.6** | **3.4** |
| 441 | Motor vehicle & parts dealers | 74 | 808 346 | 61 579 | 13 983 | 1 652 | 7.5 | .6 |
| 4411 | Automobile dealers | 28 | 736 762 | 51 025 | 11 603 | 1 254 | 6.7 | .4 |
| 44111 | New car dealers | 20 | 729 337 | 50 486 | 11 472 | 1 225 | 6.5 | .2 |
| 441110 | New car dealers | 20 | 729 337 | 50 486 | 11 472 | 1 225 | 6.5 | .2 |
| 44112 | Used car dealers | 8 | 7 425 | 539 | 131 | 29 | 31.4 | 21.8 |
| 441120 | Used car dealers | 8 | 7 425 | 539 | 131 | 29 | 31.4 | 21.8 |
| 4412 | Other motor vehicle dealers | 9 | 26 290 | 2 799 | 577 | 107 | 13.5 | – |
| 44121 | Recreational vehicle dealers | 5 | 6 885 | 904 | 190 | 37 | 20.3 | – |
| 441210 | Recreational vehicle dealers | 5 | 6 885 | 904 | 190 | 37 | 20.3 | – |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 4 | 19 405 | 1 895 | 387 | 70 | 11.1 | – |
| 441221 | Motorcycle dealers | 1 | D | D | D | b | D | D |
| 441222 | Boat dealers | 2 | D | D | D | b | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 37 | 45 294 | 7 755 | 1 803 | 291 | 17.1 | 4.5 |
| 44131 | Automotive parts & accessories stores | 27 | 22 468 | 4 888 | 1 156 | 207 | 4.5 | 8.8 |
| 441310 | Automotive parts & accessories stores | 27 | 22 468 | 4 888 | 1 156 | 207 | 4.5 | 8.8 |
| 44132 | Tire dealers | 10 | 22 826 | 2 867 | 647 | 84 | 29.5 | .2 |
| 441320 | Tire dealers | 10 | 22 826 | 2 867 | 647 | 84 | 29.5 | .2 |
| 442 | Furniture & home furnishings stores | 28 | 52 058 | 4 824 | 1 236 | 264 | 24.2 | 4.8 |
| 4421 | Furniture stores | 12 | 23 466 | 2 307 | 530 | 124 | 6.9 | 10.6 |
| 44211 | Furniture stores | 12 | 23 466 | 2 307 | 530 | 124 | 6.9 | 10.6 |
| 442110 | Furniture stores | 12 | 23 466 | 2 307 | 530 | 124 | 6.9 | 10.6 |
| 4422 | Home furnishings stores | 16 | 28 592 | 2 517 | 706 | 140 | 38.3 | – |
| 44221 | Floor covering stores | 6 | 4 973 | 707 | 222 | 27 | 3.4 | .1 |
| 442210 | Floor covering stores | 6 | 4 973 | 707 | 222 | 27 | 3.4 | .1 |
| 44229 | Other home furnishings stores | 10 | 23 619 | 1 810 | 484 | 113 | 45.7 | – |
| 442291 | Window treatment stores | 2 | D | D | D | a | D | D |
| 442299 | All other home furnishings stores | 8 | D | D | D | c | D | D |
| 443 | Electronics & appliance stores | 13 | 17 976 | 1 920 | 403 | 76 | .8 | 2.7 |
| 4431 | Electronics & appliance stores | 13 | 17 976 | 1 920 | 403 | 76 | .8 | 2.7 |
| 44311 | Appliance, television, & other electronics stores | 9 | 9 463 | 1 430 | 283 | 47 | 1.4 | 5.1 |
| 443111 | Household appliance stores | 3 | D | D | D | a | D | D |
| 443112 | Radio, television, & other electronics stores | 6 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 2 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 2 | D | D | D | a | D | D |
| 44313 | Camera & photographic supplies stores | 2 | D | D | D | a | D | D |
| 443130 | Camera & photographic supplies stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 29 | D | D | D | e | D | D |
| 4441 | Building material & supplies dealers | 27 | 99 731 | 7 931 | 1 893 | 280 | – | 7.7 |
| 44412 | Paint & wallpaper stores | 7 | 12 774 | 1 431 | 316 | 53 | – | – |
| 444120 | Paint & wallpaper stores | 7 | 12 774 | 1 431 | 316 | 53 | – | – |
| 44419 | Other building material dealers | 17 | 84 135 | 6 045 | 1 478 | 211 | – | 9.2 |
| 444190 | Other building material dealers | 17 | 84 135 | 6 045 | 1 478 | 211 | – | 9.2 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **ONTARIO, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 445 | Food & beverage stores | 63 | 215 294 | 20 294 | 4 564 | 1 066 | 18.8 | 1.8 |
| 4451 | Grocery stores | 37 | 205 045 | 19 197 | 4 330 | 987 | 16.5 | 1.7 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 24 | 189 510 | 18 281 | 4 140 | 904 | 11.8 | 1.3 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 24 | 189 510 | 18 281 | 4 140 | 904 | 11.8 | 1.3 |
| 44512 | Convenience stores | 13 | 15 535 | 916 | 190 | 83 | 73.8 | 6.2 |
| 445120 | Convenience stores | 13 | 15 535 | 916 | 190 | 83 | 73.8 | 6.2 |
| 4452 | Specialty food stores | 15 | 7 087 | 961 | 206 | 66 | 54.6 | 5.9 |
| 446 | Health & personal care stores | 35 | 35 586 | 5 987 | 1 567 | 350 | 11.9 | 2.0 |
| 4461 | Health & personal care stores | 35 | 35 586 | 5 987 | 1 567 | 350 | 11.9 | 2.0 |
| 44611 | Pharmacies & drug stores | 15 | 26 404 | 4 380 | 1 145 | 241 | 12.1 | 1.1 |
| 446110 | Pharmacies & drug stores | 15 | 26 404 | 4 380 | 1 145 | 241 | 12.1 | 1.1 |
| 4461101 | Pharmacies & drug stores | 15 | 26 404 | 4 380 | 1 145 | 241 | 12.1 | 1.1 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 9 | 3 893 | 480 | 133 | 41 | 16.7 | .7 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 9 | 3 893 | 480 | 133 | 41 | 16.7 | .7 |
| 44613 | Optical goods stores | 7 | 3 872 | 697 | 193 | 51 | – | – |
| 446130 | Optical goods stores | 7 | 3 872 | 697 | 193 | 51 | – | – |
| 44619 | Other health & personal care stores | 4 | 1 417 | 430 | 96 | 17 | 26.7 | 29.1 |
| 447 | Gasoline stations | 43 | 127 803 | 9 541 | 2 231 | 740 | 4.4 | 11.4 |
| 4471 | Gasoline stations | 43 | 127 803 | 9 541 | 2 231 | 740 | 4.4 | 11.4 |
| 44711 | Gasoline stations with convenience stores | 21 | 49 543 | 2 353 | 468 | 167 | 3.3 | 7.6 |
| 447110 | Gasoline stations with convenience stores | 21 | 49 543 | 2 353 | 468 | 167 | 3.3 | 7.6 |
| 44719 | Other gasoline stations | 22 | 78 260 | 7 188 | 1 763 | 573 | 5.1 | 13.9 |
| 447190 | Other gasoline stations | 22 | 78 260 | 7 188 | 1 763 | 573 | 5.1 | 13.9 |
| 448 | Clothing & clothing accessories stores | 91 | 135 596 | 15 304 | 3 737 | 1 393 | 1.0 | 14.4 |
| 4481 | Clothing stores | 53 | 102 217 | 11 162 | 2 713 | 1 051 | .6 | 15.7 |
| 44811 | Men's clothing stores | 8 | 5 592 | 753 | 187 | 51 | 1.8 | 19.0 |
| 448110 | Men's clothing stores | 8 | 5 592 | 753 | 187 | 51 | 1.8 | 19.0 |
| 44812 | Women's clothing stores | 20 | 30 892 | 3 423 | 816 | 315 | 1.0 | 48.4 |
| 448120 | Women's clothing stores | 20 | 30 892 | 3 423 | 816 | 315 | 1.0 | 48.4 |
| 44813 | Children's & infants' clothing stores | 2 | D | D | D | a | D | D |
| 448130 | Children's & infants' clothing stores | 2 | D | D | D | a | D | D |
| 44814 | Family clothing stores | 16 | 57 184 | 5 987 | 1 460 | 589 | .3 | – |
| 448140 | Family clothing stores | 16 | 57 184 | 5 987 | 1 460 | 589 | .3 | – |
| 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 | 4 | 4 606 | 479 | 121 | 56 | – | – |
| 448190 | Other clothing stores | 4 | 4 606 | 479 | 121 | 56 | – | – |
| 4482 | Shoe stores | 28 | 26 997 | 3 089 | 786 | 287 | .8 | 13.0 |
| 44821 | Shoe stores | 28 | 26 997 | 3 089 | 786 | 287 | .8 | 13.0 |
| 448210 | Shoe stores | 28 | 26 997 | 3 089 | 786 | 287 | .8 | 13.0 |
| 4482101 | Men's shoe stores | 3 | 1 241 | 157 | 24 | 11 | – | 9.7 |
| 4482102 | Women's shoe stores | 5 | 5 672 | 693 | 183 | 69 | – | 57.8 |
| 4482104 | Family shoe stores | 17 | 11 152 | 1 064 | 257 | 82 | 1.9 | 1.1 |
| 4482105 | Athletic footwear stores | 3 | 8 932 | 1 175 | 322 | 125 | – | – |
| 4483 | Jewelry, luggage, & leather goods stores | 10 | 6 382 | 1 053 | 238 | 55 | 8.3 | – |
| 44832 | Luggage & leather goods stores | 4 | 3 541 | 429 | 104 | 34 | – | – |
| 448320 | Luggage & leather goods stores | 4 | 3 541 | 429 | 104 | 34 | – | – |
| 451 | Sporting goods, hobby, book, & music stores | 21 | 34 987 | 3 631 | 869 | 285 | 1.5 | .1 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 11 | 22 567 | 2 207 | 490 | 163 | .6 | – |
| 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 | 1 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 7 | 13 931 | 1 026 | 181 | 68 | – | – |
| 451120 | Hobby, toy, & game stores | 7 | 13 931 | 1 026 | 181 | 68 | – | – |
| 45113 | Sewing, needlework, & piece goods stores | 1 | D | D | D | a | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 1 | D | D | D | a | D | D |
| 45114 | Musical instrument & supplies stores | 1 | D | D | D | a | D | D |
| 451140 | Musical instrument & supplies stores | 1 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 10 | 12 420 | 1 424 | 379 | 122 | 3.0 | .3 |
| 45121 | Book stores & news dealers | 5 | 2 684 | 424 | 138 | 53 | – | 1.3 |
| 451211 | Book stores | 4 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 3 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 1 | D | D | D | a | D | D |
| 451212 | News dealers & newsstands | 1 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 5 | 9 736 | 1 000 | 241 | 69 | 3.9 | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 5 | 9 736 | 1 000 | 241 | 69 | 3.9 | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **ONTARIO, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 8 | D | D | D | g | D | D |
| 4521 | Department stores (incl leased depts) ## | 5 | 111 552 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 5 | 111 552 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 5 | 109 889 | 12 321 | 2 956 | 999 | – | – |
| 45211 | Department stores (excl leased depts) | 5 | 109 889 | 12 321 | 2 956 | 999 | – | – |
| 452110 | Department stores (excl leased depts) | 5 | 109 889 | 12 321 | 2 956 | 999 | – | – |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 4 | D | D | D | f | D | D |
| 4521103 | National chain department stores (excl leased depts) | 1 | D | D | D | c | 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 |
| 4529901 | Variety stores | 2 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 45 | D | D | D | e | D | D |
| 4531 | Florists | 4 | 2 239 | 649 | 150 | 57 | 12.9 | – |
| 45311 | Florists | 4 | 2 239 | 649 | 150 | 57 | 12.9 | – |
| 453110 | Florists | 4 | 2 239 | 649 | 150 | 57 | 12.9 | – |
| 4532 | Office supplies, stationery, & gift stores | 17 | 10 201 | 1 538 | 362 | 137 | 45.2 | 6.3 |
| 45321 | Office supplies & stationery stores | 4 | 4 572 | 455 | 103 | 27 | 84.2 | – |
| 453210 | Office supplies & stationery stores | 4 | 4 572 | 455 | 103 | 27 | 84.2 | – |
| 4532102 | Office supplies stores | 4 | 4 572 | 455 | 103 | 27 | 84.2 | – |
| 45322 | Gift, novelty, & souvenir stores | 13 | 5 629 | 1 083 | 259 | 110 | 13.6 | 11.5 |
| 453220 | Gift, novelty, & souvenir stores | 13 | 5 629 | 1 083 | 259 | 110 | 13.6 | 11.5 |
| 4533 | Used merchandise stores | 4 | 1 699 | 523 | 79 | 43 | – | 19.0 |
| 45331 | Used merchandise stores | 4 | 1 699 | 523 | 79 | 43 | – | 19.0 |
| 453310 | Used merchandise stores | 4 | 1 699 | 523 | 79 | 43 | – | 19.0 |
| 4539 | Other miscellaneous store retailers | 20 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 18 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 11 | 98 192 | 3 475 | 950 | 156 | 1.0 | .9 |
| 4541 | Electronic shopping & mail-order houses | 4 | 91 531 | 2 630 | 740 | 102 | – | – |
| 45411 | Electronic shopping & mail-order houses | 4 | 91 531 | 2 630 | 740 | 102 | – | – |
| 454110 | Electronic shopping & mail-order houses | 4 | 91 531 | 2 630 | 740 | 102 | – | – |
| 4543 | Direct selling establishments | 4 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 3 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 3 | D | D | D | b | D | D |
| | **ORANGE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **484** | **1 227 329** | **123 810** | **29 585** | **5 519** | **5.4** | **4.4** |
| 441 | Motor vehicle & parts dealers | 47 | 442 233 | 36 224 | 8 611 | 856 | .5 | 1.4 |
| 4411 | Automobile dealers | 9 | 398 902 | 29 017 | 6 804 | 526 | – | 1.1 |
| 44111 | New car dealers | 5 | 395 111 | 28 770 | 6 740 | 510 | – | 1.0 |
| 441110 | New car dealers | 5 | 395 111 | 28 770 | 6 740 | 510 | – | 1.0 |
| 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 |
| 4413 | Automotive parts, accessories, & tire stores | 36 | D | D | D | e | D | D |
| 44131 | Automotive parts & accessories stores | 30 | 34 008 | 5 417 | 1 405 | 264 | 6.4 | 5.5 |
| 441310 | Automotive parts & accessories stores | 30 | 34 008 | 5 417 | 1 405 | 264 | 6.4 | 5.5 |
| 44132 | Tire dealers | 6 | D | D | D | b | D | D |
| 441320 | Tire dealers | 6 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 41 | 30 379 | 4 716 | 1 150 | 248 | 29.5 | 6.0 |
| 4421 | Furniture stores | 14 | 9 310 | 1 128 | 254 | 51 | 34.9 | 11.1 |
| 44211 | Furniture stores | 14 | 9 310 | 1 128 | 254 | 51 | 34.9 | 11.1 |
| 442110 | Furniture stores | 14 | 9 310 | 1 128 | 254 | 51 | 34.9 | 11.1 |
| 4422 | Home furnishings stores | 27 | 21 069 | 3 588 | 896 | 197 | 27.1 | 3.7 |
| 44221 | Floor covering stores | 10 | 5 311 | 1 027 | 259 | 47 | 31.0 | 14.6 |
| 442210 | Floor covering stores | 10 | 5 311 | 1 027 | 259 | 47 | 31.0 | 14.6 |
| 44229 | Other home furnishings stores | 17 | 15 758 | 2 561 | 637 | 150 | 25.7 | – |
| 442299 | All other home furnishings stores | 15 | D | D | D | c | D | D |
| 443 | Electronics & appliance stores | 18 | 35 549 | 4 050 | 1 009 | 201 | 3.1 | 6.4 |
| 4431 | Electronics & appliance stores | 18 | 35 549 | 4 050 | 1 009 | 201 | 3.1 | 6.4 |
| 44311 | Appliance, television, & other electronics stores | 10 | 27 500 | 2 802 | 695 | 147 | 2.4 | 7.9 |
| 443112 | Radio, television, & other electronics stores | 8 | D | D | D | c | D | D |
| 44312 | Computer & software stores | 4 | 2 657 | 470 | 128 | 16 | 16.0 | – |
| 443120 | Computer & software stores | 4 | 2 657 | 470 | 128 | 16 | 16.0 | – |
| 44313 | Camera & photographic supplies stores | 4 | 5 392 | 778 | 186 | 38 | – | 1.9 |
| 443130 | Camera & photographic supplies stores | 4 | 5 392 | 778 | 186 | 38 | – | 1.9 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **ORANGE, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 444 | Building material & garden equipment & supplies dealers | 32 | 101 019 | 10 370 | 2 615 | 341 | 3.9 | .1 |
| 4441 | Building material & supplies dealers | 28 | 96 026 | 9 640 | 2 447 | 310 | 3.2 | .1 |
| 44412 | Paint & wallpaper stores | 4 | 4 135 | 464 | 114 | 23 | 7.6 | – |
| 444120 | Paint & wallpaper stores | 4 | 4 135 | 464 | 114 | 23 | 7.6 | – |
| 44413 | Hardware stores | 7 | 4 434 | 612 | 124 | 33 | 1.2 | 2.4 |
| 444130 | Hardware stores | 7 | 4 434 | 612 | 124 | 33 | 1.2 | 2.4 |
| 44419 | Other building material dealers | 17 | 87 457 | 8 564 | 2 209 | 254 | 3.1 | – |
| 444190 | Other building material dealers | 17 | 87 457 | 8 564 | 2 209 | 254 | 3.1 | – |
| 4442 | Lawn & garden equipment & supplies stores | 4 | 4 993 | 730 | 168 | 31 | 17.5 | – |
| 44422 | Nursery & garden centers | 4 | 4 993 | 730 | 168 | 31 | 17.5 | – |
| 444220 | Nursery & garden centers | 4 | 4 993 | 730 | 168 | 31 | 17.5 | – |
| 445 | Food & beverage stores | 53 | 208 912 | 20 923 | 4 876 | 988 | 4.8 | 2.3 |
| 4451 | Grocery stores | 31 | 187 049 | 19 497 | 4 499 | 891 | 2.7 | 1.1 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 21 | 179 934 | 18 880 | 4 340 | 840 | .7 | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 21 | 179 934 | 18 880 | 4 340 | 840 | .7 | – |
| 44512 | Convenience stores | 10 | 7 115 | 617 | 159 | 51 | 53.1 | 28.1 |
| 445120 | Convenience stores | 10 | 7 115 | 617 | 159 | 51 | 53.1 | 28.1 |
| 4452 | Specialty food stores | 13 | 7 667 | 909 | 248 | 64 | 38.7 | 15.8 |
| 4453 | Beer, wine, & liquor stores | 9 | 14 196 | 517 | 129 | 33 | 14.4 | 10.3 |
| 44531 | Beer, wine, & liquor stores | 9 | 14 196 | 517 | 129 | 33 | 14.4 | 10.3 |
| 445310 | Beer, wine, & liquor stores | 9 | 14 196 | 517 | 129 | 33 | 14.4 | 10.3 |
| 446 | Health & personal care stores | 44 | 81 240 | 11 140 | 2 858 | 479 | 5.8 | 12.0 |
| 4461 | Health & personal care stores | 44 | 81 240 | 11 140 | 2 858 | 479 | 5.8 | 12.0 |
| 44611 | Pharmacies & drug stores | 23 | 72 271 | 9 501 | 2 422 | 399 | 4.4 | 11.6 |
| 446110 | Pharmacies & drug stores | 23 | 72 271 | 9 501 | 2 422 | 399 | 4.4 | 11.6 |
| 4461101 | Pharmacies & drug stores | 22 | D | D | D | e | D | D |
| 4461102 | Proprietary stores | 1 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 6 | 3 073 | 298 | 96 | 21 | 10.4 | 2.4 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 6 | 3 073 | 298 | 96 | 21 | 10.4 | 2.4 |
| 44613 | Optical goods stores | 7 | 2 545 | 519 | 125 | 25 | 35.2 | 28.7 |
| 446130 | Optical goods stores | 7 | 2 545 | 519 | 125 | 25 | 35.2 | 28.7 |
| 44619 | Other health & personal care stores | 8 | 3 351 | 822 | 215 | 34 | 10.6 | 16.0 |
| 446191 | Food (health) supplement stores | 2 | D | D | D | a | D | D |
| 446199 | All other health & personal care stores | 6 | D | D | D | b | D | D |
| 447 | Gasoline stations | 34 | 72 200 | 3 287 | 622 | 210 | 22.8 | 15.4 |
| 4471 | Gasoline stations | 34 | 72 200 | 3 287 | 622 | 210 | 22.8 | 15.4 |
| 44711 | Gasoline stations with convenience stores | 17 | 40 555 | 1 398 | 213 | 72 | 21.2 | 4.0 |
| 447110 | Gasoline stations with convenience stores | 17 | 40 555 | 1 398 | 213 | 72 | 21.2 | 4.0 |
| 44719 | Other gasoline stations | 17 | 31 645 | 1 889 | 409 | 138 | 24.9 | 30.0 |
| 447190 | Other gasoline stations | 17 | 31 645 | 1 889 | 409 | 138 | 24.9 | 30.0 |
| 448 | Clothing & clothing accessories stores | 72 | 33 076 | 4 472 | 1 055 | 334 | 18.5 | 12.3 |
| 4481 | Clothing stores | 39 | 18 505 | 2 400 | 557 | 199 | 29.3 | 9.5 |
| 44811 | Men's clothing stores | 5 | 2 690 | 325 | 101 | 18 | 19.7 | 43.3 |
| 448110 | Men's clothing stores | 5 | 2 690 | 325 | 101 | 18 | 19.7 | 43.3 |
| 44815 | Clothing accessories stores | 6 | 1 748 | 296 | 60 | 26 | 72.4 | 1.4 |
| 448150 | Clothing accessories stores | 6 | 1 748 | 296 | 60 | 26 | 72.4 | 1.4 |
| 44819 | Other clothing stores | 10 | 2 743 | 390 | 85 | 29 | 48.1 | 17.6 |
| 448190 | Other clothing stores | 10 | 2 743 | 390 | 85 | 29 | 48.1 | 17.6 |
| 4482 | Shoe stores | 15 | 7 823 | 816 | 189 | 69 | – | 11.8 |
| 44821 | Shoe stores | 15 | 7 823 | 816 | 189 | 69 | – | 11.8 |
| 448210 | Shoe stores | 15 | 7 823 | 816 | 189 | 69 | – | 11.8 |
| 4482101 | Men's shoe stores | 2 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 3 | 1 551 | 142 | 30 | 11 | – | – |
| 4482104 | Family shoe stores | 8 | 4 954 | 492 | 118 | 48 | – | 7.6 |
| 4483 | Jewelry, luggage, & leather goods stores | 18 | 6 748 | 1 256 | 309 | 66 | 10.3 | 20.8 |
| 44831 | Jewelry stores | 16 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 16 | D | D | D | b | D | D |
| 44832 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **ORANGE, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 36 | 29 209 | 3 731 | 878 | 307 | 10.7 | 12.2 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 25 | 21 002 | 2 807 | 632 | 216 | 14.4 | 9.9 |
| 45111 | Sporting goods stores | 9 | 9 098 | 1 016 | 280 | 86 | 10.7 | 8.4 |
| 451110 | Sporting goods stores | 9 | 9 098 | 1 016 | 280 | 86 | 10.7 | 8.4 |
| 4511101 | General-line sporting goods stores | 2 | D | D | D | b | D | D |
| 4511102 | Specialty-line sporting goods stores | 7 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 8 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 8 | D | D | D | b | D | D |
| 45113 | Sewing, needlework, & piece goods stores | 6 | 6 781 | 1 238 | 255 | 82 | – | 4.0 |
| 451130 | Sewing, needlework, & piece goods stores | 6 | 6 781 | 1 238 | 255 | 82 | – | 4.0 |
| 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 | 11 | 8 207 | 924 | 246 | 91 | 1.0 | 18.3 |
| 45121 | Book stores & news dealers | 6 | 4 853 | 519 | 143 | 42 | – | 11.3 |
| 451211 | Book stores | 5 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 3 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 1 | 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 |
| 45122 | Prerecorded tape, compact disc, & record stores | 5 | 3 354 | 405 | 103 | 49 | 2.4 | 28.3 |
| 451220 | Prerecorded tape, compact disc, & record stores | 5 | 3 354 | 405 | 103 | 49 | 2.4 | 28.3 |
| 452 | General merchandise stores | 9 | 106 823 | 11 058 | 2 748 | 860 | – | 3.1 |
| 4521 | Department stores (incl leased depts) ## | 5 | 100 365 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 5 | 100 365 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 5 | 99 445 | 10 221 | 2 548 | 802 | – | – |
| 45211 | Department stores (excl leased depts) | 5 | 99 445 | 10 221 | 2 548 | 802 | – | – |
| 452110 | Department stores (excl leased depts) | 5 | 99 445 | 10 221 | 2 548 | 802 | – | – |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 3 | D | D | D | e | D | D |
| 4521103 | National chain department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 4 | 7 378 | 837 | 200 | 58 | – | 45.4 |
| 452990 | All other general merchandise stores | 4 | 7 378 | 837 | 200 | 58 | – | 45.4 |
| 4529903 | Miscellaneous general merchandise stores | 4 | 7 378 | 837 | 200 | 58 | – | 45.4 |
| 453 | Miscellaneous store retailers | 75 | 61 968 | 10 960 | 2 513 | 580 | 7.0 | 4.6 |
| 4532 | Office supplies, stationery, & gift stores | 22 | 37 029 | 6 779 | 1 539 | 249 | .9 | 2.7 |
| 45321 | Office supplies & stationery stores | 8 | 32 569 | 6 008 | 1 337 | 160 | – | 2.0 |
| 453210 | Office supplies & stationery stores | 8 | 32 569 | 6 008 | 1 337 | 160 | – | 2.0 |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 7 | D | D | D | c | D | D |
| 45322 | Gift, novelty, & souvenir stores | 14 | 4 460 | 771 | 202 | 89 | 7.4 | 7.7 |
| 453220 | Gift, novelty, & souvenir stores | 14 | 4 460 | 771 | 202 | 89 | 7.4 | 7.7 |
| 4533 | Used merchandise stores | 17 | 8 389 | 1 697 | 383 | 135 | 4.1 | 6.2 |
| 45331 | Used merchandise stores | 17 | 8 389 | 1 697 | 383 | 135 | 4.1 | 6.2 |
| 453310 | Used merchandise stores | 17 | 8 389 | 1 697 | 383 | 135 | 4.1 | 6.2 |
| 4539 | Other miscellaneous store retailers | 29 | 15 818 | 2 316 | 551 | 178 | 20.2 | 7.9 |
| 45391 | Pet & pet supplies stores | 7 | 4 946 | 728 | 160 | 62 | 18.2 | – |
| 453910 | Pet & pet supplies stores | 7 | 4 946 | 728 | 160 | 62 | 18.2 | – |
| 45392 | Art dealers | 2 | D | D | D | a | D | D |
| 453920 | Art dealers | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 18 | 8 973 | 1 478 | 369 | 111 | 8.2 | 12.1 |
| 454 | Nonstore retailers | 23 | 24 721 | 2 879 | 650 | 115 | 22.9 | 18.0 |
| 4541 | Electronic shopping & mail-order houses | 8 | 16 024 | 1 484 | 333 | 54 | 21.1 | 21.5 |
| 45411 | Electronic shopping & mail-order houses | 8 | 16 024 | 1 484 | 333 | 54 | 21.1 | 21.5 |
| 454110 | Electronic shopping & mail-order houses | 8 | 16 024 | 1 484 | 333 | 54 | 21.1 | 21.5 |
| 4542 | Vending machine operators | 4 | D | D | D | a | D | D |
| 45421 | Vending machine operators | 4 | D | D | D | a | D | D |
| 454210 | Vending machine operators | 4 | D | D | D | a | D | D |
| 4543 | Direct selling establishments | 11 | D | D | D | b | D | D |
| 454319 | Other fuel dealers | 1 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 10 | 6 705 | 1 129 | 261 | 53 | 8.7 | 15.1 |
| 454390 | Other direct selling establishments | 10 | 6 705 | 1 129 | 261 | 53 | 8.7 | 15.1 |
| | **ORANGE COVE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **9** | **11 230** | **1 149** | **261** | **77** | **27.1** | **9.3** |
| 441 | Motor vehicle & parts dealers | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 4 | D | D | D | b | D | D |
| 447 | Gasoline stations | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **ORINDA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **39** | **58 395** | **6 992** | **1 493** | **368** | **8.2** | **15.2** |
| 442 | Furniture & home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 3 | 274 | 97 | 35 | 7 | – | – |
| 444 | Building material & garden equipment & supplies dealers | 3 | 4 572 | 898 | 145 | 21 | – | – |
| 445 | Food & beverage stores | 1 | D | D | D | c | D | D |
| 446 | Health & personal care stores | 4 | 8 446 | 1 194 | 284 | 56 | 2.7 | 24.3 |
| 4461 | Health & personal care stores | 4 | 8 446 | 1 194 | 284 | 56 | 2.7 | 24.3 |
| 447 | Gasoline stations | 4 | 10 421 | 401 | 98 | 22 | 23.2 | 59.3 |
| 448 | Clothing & clothing accessories stores | 5 | 2 203 | 641 | 173 | 33 | 8.1 | 2.4 |
| 451 | Sporting goods, hobby, book, & music stores | 4 | D | D | D | b | D | D |
| 45121 | Book stores & news dealers | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 11 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 4 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 3 | 1 540 | 260 | 58 | 15 | D | – |
| 453210 | Office supplies & stationery stores | 3 | 1 540 | 260 | 58 | 15 | D | – |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 2 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 45392 | Art dealers | 1 | D | D | D | a | D | D |
| 453920 | Art dealers | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |
| | **ORLAND, CA** | | | | | | | |
| **44-45** | **Retail trade** | **35** | **45 886** | **4 995** | **1 207** | **281** | **4.8** | **10.0** |
| 441 | Motor vehicle & parts dealers | 7 | 8 625 | 1 269 | 348 | 70 | 7.8 | 7.1 |
| 444 | Building material & garden equipment & supplies dealers | 7 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 8 | 12 218 | 1 062 | 259 | 87 | 3.0 | 4.4 |
| 4452 | Specialty food stores | 3 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 1 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 1 | D | D | D | b | D | D |
| 447 | Gasoline stations | 7 | 12 934 | 681 | 124 | 35 | 8.8 | 24.3 |
| 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 |
| 448 | Clothing & clothing accessories stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 2 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **OROVILLE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **118** | **220 475** | **23 700** | **5 598** | **1 320** | **15.0** | **2.6** |
| 441 | Motor vehicle & parts dealers | 19 | 36 823 | 3 501 | 851 | 184 | 28.3 | 2.9 |
| 4412 | Other motor vehicle dealers | 4 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 3 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 9 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 7 | 6 280 | 1 005 | 241 | 64 | 9.8 | – |
| 441310 | Automotive parts & accessories stores | 7 | 6 280 | 1 005 | 241 | 64 | 9.8 | – |
| 442 | Furniture & home furnishings stores | 5 | 2 960 | 558 | 124 | 23 | 1.9 | – |
| 443 | Electronics & appliance stores | 4 | 2 750 | 390 | 78 | 25 | 28.7 | – |
| 4431 | Electronics & appliance stores | 4 | 2 750 | 390 | 78 | 25 | 28.7 | – |
| 44311 | Appliance, television, & other electronics stores | 4 | 2 750 | 390 | 78 | 25 | 28.7 | – |
| 443112 | Radio, television, & other electronics stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 12 | 10 623 | 1 704 | 271 | 73 | 21.2 | – |
| 4441 | Building material & supplies dealers | 9 | 8 870 | 1 529 | 237 | 57 | 12.6 | – |
| 44419 | Other building material dealers | 6 | 6 753 | 1 178 | 144 | 36 | 3.7 | – |
| 444190 | Other building material dealers | 6 | 6 753 | 1 178 | 144 | 36 | 3.7 | – |
| 445 | Food & beverage stores | 15 | 61 349 | 7 656 | 1 806 | 378 | 24.3 | .8 |
| 4451 | Grocery stores | 11 | 59 356 | 7 414 | 1 753 | 355 | 25.1 | .8 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 8 | 57 873 | 7 288 | 1 710 | 343 | 25.8 | .1 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 8 | 57 873 | 7 288 | 1 710 | 343 | 25.8 | .1 |
| 4452 | Specialty food stores | 1 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 10 | 20 204 | 3 231 | 818 | 131 | 6.3 | – |
| 4461 | Health & personal care stores | 10 | 20 204 | 3 231 | 818 | 131 | 6.3 | – |
| 44611 | Pharmacies & drug stores | 7 | 19 615 | 3 154 | 798 | 123 | 5.6 | – |
| 446110 | Pharmacies & drug stores | 7 | 19 615 | 3 154 | 798 | 123 | 5.6 | – |
| 4461101 | Pharmacies & drug stores | 7 | 19 615 | 3 154 | 798 | 123 | 5.6 | – |
| 447 | Gasoline stations | 17 | 30 170 | 1 244 | 298 | 111 | 8.0 | 11.9 |
| 4471 | Gasoline stations | 17 | 30 170 | 1 244 | 298 | 111 | 8.0 | 11.9 |
| 44711 | Gasoline stations with convenience stores | 13 | 26 971 | 1 070 | 260 | 97 | 1.3 | 9.1 |
| 447110 | Gasoline stations with convenience stores | 13 | 26 971 | 1 070 | 260 | 97 | 1.3 | 9.1 |
| 448 | Clothing & clothing accessories stores | 8 | 3 181 | 338 | 75 | 37 | 9.7 | 4.0 |
| 451 | Sporting goods, hobby, book, & music stores | 9 | 3 818 | 387 | 94 | 30 | 5.7 | 1.4 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 6 | D | D | D | a | D | D |
| 452 | General merchandise stores | 3 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 1 | D | D | D | a | D | D |
| 452990 | All other general merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 14 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 8 | D | D | D | b | D | D |
| 45393 | Manufactured (mobile) home dealers | 2 | D | D | D | a | D | D |
| 453930 | Manufactured (mobile) home dealers | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 5 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |
| | **OXNARD, CA** | | | | | | | |
| **44-45** | **Retail trade** | **487** | **1 398 691** | **135 780** | **31 639** | **6 821** | **5.6** | **2.9** |
| 441 | Motor vehicle & parts dealers | 59 | 372 260 | 30 382 | 7 009 | 976 | 2.2 | 1.3 |
| 4411 | Automobile dealers | 19 | D | D | D | f | D | D |
| 44111 | New car dealers | 12 | 322 763 | 22 533 | 5 159 | 615 | .9 | .5 |
| 441110 | New car dealers | 12 | 322 763 | 22 533 | 5 159 | 615 | .9 | .5 |
| 44112 | Used car dealers | 7 | D | D | D | b | D | D |
| 441120 | Used car dealers | 7 | D | D | D | b | D | D |
| 4412 | Other motor vehicle dealers | 12 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 11 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 2 | D | D | D | a | D | D |
| 441222 | Boat dealers | 8 | D | D | D | b | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 28 | 26 595 | 4 725 | 1 134 | 233 | 11.1 | 11.2 |
| 44131 | Automotive parts & accessories stores | 19 | 17 938 | 3 082 | 723 | 177 | 6.9 | 7.3 |
| 441310 | Automotive parts & accessories stores | 19 | 17 938 | 3 082 | 723 | 177 | 6.9 | 7.3 |
| 44132 | Tire dealers | 9 | 8 657 | 1 643 | 411 | 56 | 19.7 | 19.2 |
| 441320 | Tire dealers | 9 | 8 657 | 1 643 | 411 | 56 | 19.7 | 19.2 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **OXNARD, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 442 | Furniture & home furnishings stores | 40 | 44 247 | 6 473 | 1 507 | 301 | 7.7 | 10.6 |
| 4421 | Furniture stores | 16 | 31 333 | 4 367 | 1 030 | 171 | 2.6 | 7.1 |
| 44211 | Furniture stores | 16 | 31 333 | 4 367 | 1 030 | 171 | 2.6 | 7.1 |
| 442110 | Furniture stores | 16 | 31 333 | 4 367 | 1 030 | 171 | 2.6 | 7.1 |
| 4422 | Home furnishings stores | 24 | 12 914 | 2 106 | 477 | 130 | 20.0 | 18.9 |
| 44221 | Floor covering stores | 11 | 5 844 | 1 198 | 239 | 56 | 31.4 | 31.3 |
| 442210 | Floor covering stores | 11 | 5 844 | 1 198 | 239 | 56 | 31.4 | 31.3 |
| 44229 | Other home furnishings stores | 13 | 7 070 | 908 | 238 | 74 | 10.5 | 8.6 |
| 442299 | All other home furnishings stores | 12 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 19 | 68 959 | 4 633 | 1 065 | 269 | 5.6 | .2 |
| 4431 | Electronics & appliance stores | 19 | 68 959 | 4 633 | 1 065 | 269 | 5.6 | .2 |
| 44311 | Appliance, television, & other electronics stores | 15 | D | D | D | c | D | D |
| 443111 | Household appliance stores | 4 | D | D | D | a | D | D |
| 443112 | Radio, television, & other electronics stores | 11 | 37 695 | 2 664 | 637 | 150 | 4.3 | .3 |
| 44312 | Computer & software stores | 4 | D | D | D | c | D | D |
| 443120 | Computer & software stores | 4 | D | D | D | c | D | D |
| 444 | Building material & garden equipment & supplies dealers | 39 | 125 968 | 15 118 | 3 439 | 499 | 3.1 | .3 |
| 4441 | Building material & supplies dealers | 30 | 68 478 | 7 671 | 1 766 | 313 | 5.6 | .5 |
| 44411 | Home centers | 1 | D | D | D | c | D | D |
| 444110 | Home centers | 1 | D | D | D | c | D | D |
| 44412 | Paint & wallpaper stores | 6 | D | D | D | b | D | D |
| 444120 | Paint & wallpaper stores | 6 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 18 | 31 492 | 3 349 | 733 | 110 | 10.9 | 1.1 |
| 444190 | Other building material dealers | 18 | 31 492 | 3 349 | 733 | 110 | 10.9 | 1.1 |
| 4442 | Lawn & garden equipment & supplies stores | 9 | 57 490 | 7 447 | 1 673 | 186 | – | – |
| 44422 | Nursery & garden centers | 9 | 57 490 | 7 447 | 1 673 | 186 | – | – |
| 444220 | Nursery & garden centers | 9 | 57 490 | 7 447 | 1 673 | 186 | – | – |
| 445 | Food & beverage stores | 78 | 199 186 | 21 129 | 5 117 | 1 085 | 9.9 | 2.8 |
| 4451 | Grocery stores | 49 | 182 761 | 19 449 | 4 695 | 938 | 6.5 | 3.0 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 38 | 173 700 | 18 571 | 4 499 | 880 | 4.6 | 2.4 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 38 | 173 700 | 18 571 | 4 499 | 880 | 4.6 | 2.4 |
| 44512 | Convenience stores | 11 | 9 061 | 878 | 196 | 58 | 42.0 | 14.1 |
| 445120 | Convenience stores | 11 | 9 061 | 878 | 196 | 58 | 42.0 | 14.1 |
| 4452 | Specialty food stores | 15 | 9 456 | 970 | 241 | 92 | 51.2 | – |
| 4453 | Beer, wine, & liquor stores | 14 | 6 969 | 710 | 181 | 55 | 42.1 | 2.6 |
| 44531 | Beer, wine, & liquor stores | 14 | 6 969 | 710 | 181 | 55 | 42.1 | 2.6 |
| 445310 | Beer, wine, & liquor stores | 14 | 6 969 | 710 | 181 | 55 | 42.1 | 2.6 |
| 446 | Health & personal care stores | 30 | 49 301 | 6 490 | 1 549 | 366 | 10.0 | 4.2 |
| 4461 | Health & personal care stores | 30 | 49 301 | 6 490 | 1 549 | 366 | 10.0 | 4.2 |
| 44611 | Pharmacies & drug stores | 17 | 43 302 | 5 585 | 1 314 | 296 | 10.5 | 3.4 |
| 446110 | Pharmacies & drug stores | 17 | 43 302 | 5 585 | 1 314 | 296 | 10.5 | 3.4 |
| 4461101 | Pharmacies & drug stores | 16 | D | D | D | e | D | D |
| 4461102 | Proprietary stores | 1 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 3 | 1 233 | 193 | 48 | 14 | – | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 3 | 1 233 | 193 | 48 | 14 | – | – |
| 44613 | Optical goods stores | 4 | 1 619 | 242 | 67 | 13 | 23.9 | – |
| 446130 | Optical goods stores | 4 | 1 619 | 242 | 67 | 13 | 23.9 | – |
| 44619 | Other health & personal care stores | 6 | 3 147 | 470 | 120 | 43 | – | 19.4 |
| 446191 | Food (health) supplement stores | 4 | D | D | D | b | D | D |
| 447 | Gasoline stations | 33 | 69 856 | 2 785 | 592 | 212 | 32.5 | 9.0 |
| 4471 | Gasoline stations | 33 | 69 856 | 2 785 | 592 | 212 | 32.5 | 9.0 |
| 44711 | Gasoline stations with convenience stores | 11 | 22 979 | 875 | 197 | 81 | 8.2 | 9.5 |
| 447110 | Gasoline stations with convenience stores | 11 | 22 979 | 875 | 197 | 81 | 8.2 | 9.5 |
| 44719 | Other gasoline stations | 22 | 46 877 | 1 910 | 395 | 131 | 44.3 | 8.8 |
| 447190 | Other gasoline stations | 22 | 46 877 | 1 910 | 395 | 131 | 44.3 | 8.8 |
| 448 | Clothing & clothing accessories stores | 95 | 63 972 | 8 113 | 1 936 | 608 | 13.4 | 5.9 |
| 4481 | Clothing stores | 58 | 41 541 | 4 834 | 1 106 | 414 | 15.7 | 6.0 |
| 44811 | Men's clothing stores | 15 | 7 299 | 1 160 | 223 | 82 | 46.4 | 15.0 |
| 448110 | Men's clothing stores | 15 | 7 299 | 1 160 | 223 | 82 | 46.4 | 15.0 |
| 44812 | Women's clothing stores | 18 | 8 072 | 1 099 | 273 | 111 | 20.7 | 7.1 |
| 448120 | Women's clothing stores | 18 | 8 072 | 1 099 | 273 | 111 | 20.7 | 7.1 |
| 44813 | Children's & infants' clothing stores | 2 | D | D | D | a | D | D |
| 448130 | Children's & infants' clothing stores | 2 | D | D | D | a | D | D |
| 44814 | Family clothing stores | 14 | 20 565 | 1 863 | 456 | 160 | .7 | 3.1 |
| 448140 | Family clothing stores | 14 | 20 565 | 1 863 | 456 | 160 | .7 | 3.1 |
| 44815 | Clothing accessories stores | 5 | D | D | D | b | D | D |
| 448150 | Clothing accessories stores | 5 | D | D | D | b | D | D |
| 44819 | Other clothing stores | 4 | 2 439 | 241 | 60 | 26 | – | – |
| 448190 | Other clothing stores | 4 | 2 439 | 241 | 60 | 26 | – | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **OXNARD, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores—Con. | | | | | | | |
| 4482 | Shoe stores | 21 | 12 391 | 1 265 | 296 | 101 | 12.0 | 3.1 |
| 44821 | Shoe stores | 21 | 12 391 | 1 265 | 296 | 101 | 12.0 | 3.1 |
| 448210 | Shoe stores | 21 | 12 391 | 1 265 | 296 | 101 | 12.0 | 3.1 |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 3 | D | D | D | b | D | D |
| 4482104 | Family shoe stores | 13 | 6 766 | 677 | 153 | 52 | 21.9 | – |
| 4482105 | Athletic footwear stores | 4 | 3 464 | 319 | 77 | 24 | – | – |
| 4483 | Jewelry, luggage, & leather goods stores | 16 | 10 040 | 2 014 | 534 | 93 | 5.7 | 8.8 |
| 44831 | Jewelry stores | 14 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 14 | D | D | D | b | D | D |
| 44832 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 27 | 30 080 | 3 453 | 821 | 331 | .7 | 1.0 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 19 | 25 080 | 2 827 | 658 | 263 | .2 | .1 |
| 45111 | Sporting goods stores | 9 | 19 316 | 2 180 | 499 | 186 | – | .2 |
| 451110 | Sporting goods stores | 9 | 19 316 | 2 180 | 499 | 186 | – | .2 |
| 4511101 | General-line sporting goods stores | 3 | 16 025 | 1 685 | 416 | 151 | – | – |
| 45112 | Hobby, toy, & game stores | 4 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 4 | D | D | D | b | D | D |
| 45113 | Sewing, needlework, & piece goods stores | 3 | D | D | D | b | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 3 | D | D | D | b | D | D |
| 45114 | Musical instrument & supplies stores | 3 | 1 654 | 149 | 47 | 12 | – | – |
| 451140 | Musical instrument & supplies stores | 3 | 1 654 | 149 | 47 | 12 | – | – |
| 4512 | Book, periodical, & music stores | 8 | 5 000 | 626 | 163 | 68 | 3.3 | 5.4 |
| 45121 | Book stores & news dealers | 3 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 2 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 5 | D | D | D | b | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 5 | D | D | D | b | D | D |
| 452 | General merchandise stores | 13 | D | D | D | g | D | D |
| 4521 | Department stores (incl leased depts) ## | 6 | 154 282 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 6 | 154 282 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 6 | 151 348 | 18 002 | 4 274 | 1 162 | – | – |
| 45211 | Department stores (excl leased depts) | 6 | 151 348 | 18 002 | 4 274 | 1 162 | – | – |
| 452110 | Department stores (excl leased depts) | 6 | 151 348 | 18 002 | 4 274 | 1 162 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | c | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 3 | D | D | D | f | D | D |
| 4521103 | National chain department stores (excl leased depts) | 1 | D | D | D | e | D | D |
| 4529 | Other general merchandise stores | 7 | D | D | D | e | 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 | 5 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 5 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 3 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 45 | D | D | D | e | D | D |
| 4531 | Florists | 9 | 3 268 | 654 | 161 | 71 | 13.3 | 67.9 |
| 45311 | Florists | 9 | 3 268 | 654 | 161 | 71 | 13.3 | 67.9 |
| 453110 | Florists | 9 | 3 268 | 654 | 161 | 71 | 13.3 | 67.9 |
| 4532 | Office supplies, stationery, & gift stores | 18 | 12 799 | 1 326 | 365 | 127 | 11.5 | 1.0 |
| 45321 | Office supplies & stationery stores | 4 | 9 519 | 1 018 | 306 | 80 | – | – |
| 453210 | Office supplies & stationery stores | 4 | 9 519 | 1 018 | 306 | 80 | – | – |
| 4532102 | Office supplies stores | 4 | 9 519 | 1 018 | 306 | 80 | – | – |
| 45322 | Gift, novelty, & souvenir stores | 14 | 3 280 | 308 | 59 | 47 | 44.9 | 4.0 |
| 453220 | Gift, novelty, & souvenir stores | 14 | 3 280 | 308 | 59 | 47 | 44.9 | 4.0 |
| 4533 | Used merchandise stores | 6 | 8 898 | 2 237 | 215 | 63 | 2.6 | 72.6 |
| 45331 | Used merchandise stores | 6 | 8 898 | 2 237 | 215 | 63 | 2.6 | 72.6 |
| 453310 | Used merchandise stores | 6 | 8 898 | 2 237 | 215 | 63 | 2.6 | 72.6 |
| 4539 | Other miscellaneous store retailers | 12 | D | D | D | c | D | D |
| 45391 | Pet & pet supplies stores | 4 | 6 134 | 715 | 197 | 68 | – | 16.7 |
| 453910 | Pet & pet supplies stores | 4 | 6 134 | 715 | 197 | 68 | – | 16.7 |
| 45399 | All other miscellaneous store retailers | 8 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 9 | 18 442 | 4 417 | 1 037 | 186 | 1.8 | .1 |
| 4541 | Electronic shopping & mail-order houses | 2 | D | D | D | b | D | D |
| 45411 | Electronic shopping & mail-order houses | 2 | D | D | D | b | D | D |
| 454110 | Electronic shopping & mail-order houses | 2 | D | D | D | b | D | D |
| 4542 | Vending machine operators | 1 | D | D | D | a | D | D |
| 45421 | Vending machine operators | 1 | D | D | D | a | D | D |
| 454210 | Vending machine operators | 1 | D | D | D | a | D | D |
| 4543 | Direct selling establishments | 6 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 5 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 5 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **PACIFICA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **70** | **127 263** | **12 063** | **2 602** | **721** | **15.3** | **4.4** |
| 441 | Motor vehicle & parts dealers | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 4 | 4 233 | 578 | 142 | 38 | 50.5 | .5 |
| 445 | Food & beverage stores | 17 | 65 271 | 6 794 | 1 432 | 349 | 6.7 | – |
| 4451 | Grocery stores | 13 | 63 004 | 6 665 | 1 400 | 330 | 4.5 | – |
| 44511 | Supermarkets & other grocery (except convenience) stores | 8 | 60 137 | 6 447 | 1 348 | 314 | 3.2 | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 8 | 60 137 | 6 447 | 1 348 | 314 | 3.2 | – |
| 4452 | Specialty food stores | 1 | 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 |
| 446191 | Food (health) supplement stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 8 | 27 235 | 1 264 | 226 | 93 | 29.4 | 18.4 |
| 4471 | Gasoline stations | 8 | 27 235 | 1 264 | 226 | 93 | 29.4 | 18.4 |
| 44711 | Gasoline stations with convenience stores | 3 | 10 714 | 343 | 70 | 46 | D | – |
| 447110 | Gasoline stations with convenience stores | 3 | 10 714 | 343 | 70 | 46 | D | – |
| 44719 | Other gasoline stations | 5 | 16 521 | 921 | 156 | 47 | 44.8 | 30.3 |
| 447190 | Other gasoline stations | 5 | 16 521 | 921 | 156 | 47 | 44.8 | 30.3 |
| 448 | Clothing & clothing accessories stores | 6 | 6 759 | 613 | 153 | 49 | 2.9 | – |
| 4481 | Clothing stores | 2 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 7 | 2 533 | 280 | 71 | 23 | 37.1 | 5.0 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 3 | 1 743 | 181 | 47 | 14 | D | – |
| 45114 | Musical instrument & supplies stores | 1 | D | D | D | a | D | D |
| 451140 | Musical instrument & supplies stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 9 | 2 842 | 330 | 75 | 37 | 46.8 | 2.7 |
| 4539 | Other miscellaneous store retailers | 3 | 1 494 | 183 | 45 | 21 | D | – |
| 45392 | Art dealers | 1 | D | D | D | a | D | D |
| 453920 | Art dealers | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 8 | 2 600 | 289 | 67 | 13 | 64.7 | 6.5 |
| | **PACIFIC GROVE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **111** | **125 168** | **13 535** | **3 141** | **811** | **11.3** | **3.8** |
| 441 | Motor vehicle & parts dealers | 3 | 3 937 | 182 | 46 | 10 | D | 17.8 |
| 442 | Furniture & home furnishings stores | 8 | D | D | D | b | D | D |
| 4422 | Home furnishings stores | 6 | 3 359 | 562 | 129 | 39 | 25.1 | 4.4 |
| 44229 | Other home furnishings stores | 6 | 3 359 | 562 | 129 | 39 | 25.1 | 4.4 |
| 442299 | All other home furnishings stores | 6 | 3 359 | 562 | 129 | 39 | 25.1 | 4.4 |
| 443 | Electronics & appliance stores | 2 | 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 | 10 | 23 425 | 2 532 | 582 | 102 | 3.0 | 4.0 |
| 4441 | Building material & supplies dealers | 8 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 5 | 18 604 | 1 927 | 449 | 65 | – | .3 |
| 444190 | Other building material dealers | 5 | 18 604 | 1 927 | 449 | 65 | – | .3 |
| 445 | Food & beverage stores | 16 | 45 468 | 4 502 | 1 001 | 232 | 10.5 | 2.5 |
| 4451 | Grocery stores | 10 | D | D | D | c | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 9 | 42 345 | 4 198 | 936 | 205 | 9.5 | 1.8 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 9 | 42 345 | 4 198 | 936 | 205 | 9.5 | 1.8 |
| 4452 | Specialty food stores | 2 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 8 | 11 165 | 1 619 | 392 | 91 | 9.3 | .1 |
| 4461 | Health & personal care stores | 8 | 11 165 | 1 619 | 392 | 91 | 9.3 | .1 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 44619 | Other health & personal care stores | 3 | D | D | D | b | D | D |
| 446191 | Food (health) supplement stores | 2 | D | D | D | b | D | D |
| 447 | Gasoline stations | 4 | 6 939 | 550 | 132 | 32 | 9.3 | – |

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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **PACIFIC GROVE, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores | 31 | 18 850 | 2 073 | 504 | 176 | .2 | 8.3 |
| 4481 | Clothing stores | 20 | 10 952 | 1 265 | 319 | 105 | .4 | 9.6 |
| 44813 | Children's & infants' clothing stores | 1 | D | D | D | a | D | D |
| 448130 | Children's & infants' clothing stores | 1 | D | D | D | a | D | D |
| 44819 | Other clothing stores | 4 | 2 656 | 353 | 82 | 30 | – | – |
| 448190 | Other clothing stores | 4 | 2 656 | 353 | 82 | 30 | – | – |
| 4482 | Shoe stores | 6 | 6 568 | 474 | 118 | 39 | – | – |
| 44821 | Shoe stores | 6 | 6 568 | 474 | 118 | 39 | – | – |
| 448210 | Shoe stores | 6 | 6 568 | 474 | 118 | 39 | – | – |
| 4482105 | Athletic footwear stores | 1 | D | D | D | a | D | D |
| 44832 | Luggage & leather goods stores | 3 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 3 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 8 | 3 813 | 500 | 116 | 43 | 30.6 | – |
| 4511 | Sporting goods, hobby, & musical instrument stores | 4 | 2 004 | 229 | 51 | 15 | 10.5 | – |
| 45114 | Musical instrument & supplies stores | 1 | D | D | D | a | D | D |
| 451140 | Musical instrument & supplies stores | 1 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 4 | 1 809 | 271 | 65 | 28 | 52.8 | – |
| 45121 | Book stores & news dealers | 4 | 1 809 | 271 | 65 | 28 | 52.8 | – |
| 4512111 | Book stores, general | 4 | 1 809 | 271 | 65 | 28 | 52.8 | – |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 19 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 7 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 7 | 1 689 | 275 | 63 | 19 | 1.8 | 12.8 |
| 45331 | Used merchandise stores | 7 | 1 689 | 275 | 63 | 19 | 1.8 | 12.8 |
| 453310 | Used merchandise stores | 7 | 1 689 | 275 | 63 | 19 | 1.8 | 12.8 |
| 4539 | Other miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **PALMDALE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **208** | **542 953** | **53 312** | **12 487** | **2 852** | **3.4** | **6.3** |
| 441 | Motor vehicle & parts dealers | 29 | 149 000 | 15 826 | 3 734 | 511 | 1.2 | 6.7 |
| 4411 | Automobile dealers | 8 | D | D | D | e | D | D |
| 44111 | New car dealers | 7 | 127 041 | 11 713 | 2 857 | 348 | .1 | 6.1 |
| 441110 | New car dealers | 7 | 127 041 | 11 713 | 2 857 | 348 | .1 | 6.1 |
| 4412 | Other motor vehicle dealers | 3 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 441222 | Boat dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 18 | 17 617 | 3 405 | 776 | 146 | 7.7 | 2.0 |
| 44131 | Automotive parts & accessories stores | 11 | 11 063 | 1 707 | 399 | 88 | 5.6 | 1.3 |
| 441310 | Automotive parts & accessories stores | 11 | 11 063 | 1 707 | 399 | 88 | 5.6 | 1.3 |
| 44132 | Tire dealers | 7 | 6 554 | 1 698 | 377 | 58 | 11.1 | 3.1 |
| 441320 | Tire dealers | 7 | 6 554 | 1 698 | 377 | 58 | 11.1 | 3.1 |
| 442 | Furniture & home furnishings stores | 6 | 1 868 | 265 | 56 | 19 | 56.6 | 8.9 |
| 443 | Electronics & appliance stores | 12 | 33 940 | 2 365 | 605 | 174 | 4.0 | 6.7 |
| 4431 | Electronics & appliance stores | 12 | 33 940 | 2 365 | 605 | 174 | 4.0 | 6.7 |
| 44311 | Appliance, television, & other electronics stores | 5 | D | D | D | c | D | D |
| 443112 | Radio, television, & other electronics stores | 5 | D | D | D | c | D | D |
| 44312 | Computer & software stores | 7 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 7 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 9 | 12 243 | 1 167 | 332 | 83 | .7 | 4.1 |
| 4441 | Building material & supplies dealers | 8 | D | D | D | b | D | D |
| 44412 | Paint & wallpaper stores | 2 | D | D | D | a | D | D |
| 444120 | Paint & wallpaper stores | 2 | D | D | D | a | D | D |
| 44419 | Other building material dealers | 5 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 5 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 31 | 173 822 | 17 187 | 3 908 | 826 | 1.0 | 2.5 |
| 4451 | Grocery stores | 16 | 168 501 | 16 841 | 3 820 | 791 | .4 | 1.3 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 13 | 166 731 | 16 688 | 3 781 | 777 | .4 | 1.1 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 13 | 166 731 | 16 688 | 3 781 | 777 | .4 | 1.1 |
| 4452 | Specialty food stores | 6 | 1 331 | 236 | 65 | 22 | 14.8 | 22.2 |
| 446 | Health & personal care stores | 20 | 29 037 | 4 550 | 1 117 | 228 | 3.8 | 7.4 |
| 4461 | Health & personal care stores | 20 | 29 037 | 4 550 | 1 117 | 228 | 3.8 | 7.4 |
| 44611 | Pharmacies & drug stores | 11 | 24 478 | 3 501 | 869 | 174 | – | 4.2 |
| 446110 | Pharmacies & drug stores | 11 | 24 478 | 3 501 | 869 | 174 | – | 4.2 |
| 4461101 | Pharmacies & drug stores | 10 | D | D | D | c | D | D |
| 44613 | Optical goods stores | 5 | 2 780 | 749 | 178 | 27 | 29.9 | – |
| 446130 | Optical goods stores | 5 | 2 780 | 749 | 178 | 27 | 29.9 | – |
| 44619 | Other health & personal care stores | 3 | D | D | D | b | D | D |
| 446191 | Food (health) supplement stores | 2 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **PALMDALE, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 447 | Gasoline stations | 23 | 56 716 | 2 290 | 432 | 164 | 11.4 | 14.1 |
| 4471 | Gasoline stations | 23 | 56 716 | 2 290 | 432 | 164 | 11.4 | 14.1 |
| 44711 | Gasoline stations with convenience stores | 16 | 40 260 | 1 274 | 250 | 99 | 16.1 | 6.6 |
| 447110 | Gasoline stations with convenience stores | 16 | 40 260 | 1 274 | 250 | 99 | 16.1 | 6.6 |
| 44719 | Other gasoline stations | 7 | 16 456 | 1 016 | 182 | 65 | – | 32.6 |
| 447190 | Other gasoline stations | 7 | 16 456 | 1 016 | 182 | 65 | – | 32.6 |
| 448 | Clothing & clothing accessories stores | 25 | 13 051 | 1 916 | 439 | 192 | 3.0 | 11.0 |
| 4481 | Clothing stores | 12 | 6 637 | 784 | 180 | 103 | 1.2 | 1.7 |
| 44815 | Clothing accessories stores | 4 | 626 | 113 | 21 | 12 | 12.9 | – |
| 448150 | Clothing accessories stores | 4 | 626 | 113 | 21 | 12 | 12.9 | – |
| 44819 | Other clothing stores | 2 | D | D | D | a | D | D |
| 448190 | Other clothing stores | 2 | D | D | D | a | D | D |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 8 | 5 078 | 940 | 216 | 73 | 6.1 | 26.1 |
| 44831 | Jewelry stores | 7 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 7 | D | D | D | b | D | D |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | b | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 15 | 4 338 | 579 | 126 | 50 | 22.8 | 12.0 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 11 | 1 848 | 331 | 49 | 23 | 53.6 | 28.2 |
| 4512 | Book, periodical, & music stores | 4 | 2 490 | 248 | 77 | 27 | – | – |
| 45121 | Book stores & news dealers | 4 | 2 490 | 248 | 77 | 27 | – | – |
| 451211 | Book stores | 4 | 2 490 | 248 | 77 | 27 | – | – |
| 4512111 | Book stores, general | 2 | D | D | D | a | D | D |
| 4512112 | Specialty book stores | 2 | D | D | D | a | D | D |
| 452 | General merchandise stores | 8 | 55 875 | 5 397 | 1 354 | 434 | .9 | 7.1 |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 5 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 5 | D | D | D | b | D | D |
| 4529902 | Catalog showrooms | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 26 | 10 834 | 1 361 | 294 | 121 | 13.5 | 10.0 |
| 4532 | Office supplies, stationery, & gift stores | 9 | 6 218 | 786 | 175 | 70 | 2.4 | 5.5 |
| 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 |
| 4533 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 45331 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 453310 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 12 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 9 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 4 | 2 229 | 409 | 90 | 50 | 65.8 | – |
| | **PALM DESERT, CA** | | | | | | | |
| **44-45** | **Retail trade** | **364** | **669 665** | **71 691** | **17 766** | **4 024** | **9.9** | **2.0** |
| 441 | Motor vehicle & parts dealers | 9 | D | D | D | c | D | D |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 8 | 7 838 | 1 881 | 361 | 96 | 3.1 | 6.9 |
| 44131 | Automotive parts & accessories stores | 5 | 4 944 | 893 | 222 | 78 | 4.9 | – |
| 441310 | Automotive parts & accessories stores | 5 | 4 944 | 893 | 222 | 78 | 4.9 | – |
| 442 | Furniture & home furnishings stores | 36 | 35 168 | 4 717 | 1 173 | 215 | 17.6 | 3.2 |
| 4421 | Furniture stores | 14 | 12 832 | 1 666 | 367 | 70 | 23.3 | 5.3 |
| 44211 | Furniture stores | 14 | 12 832 | 1 666 | 367 | 70 | 23.3 | 5.3 |
| 442110 | Furniture stores | 14 | 12 832 | 1 666 | 367 | 70 | 23.3 | 5.3 |
| 4422 | Home furnishings stores | 22 | 22 336 | 3 051 | 806 | 145 | 14.4 | 1.9 |
| 44221 | Floor covering stores | 4 | 4 685 | 1 035 | 258 | 26 | 29.3 | – |
| 442210 | Floor covering stores | 4 | 4 685 | 1 035 | 258 | 26 | 29.3 | – |
| 44229 | Other home furnishings stores | 18 | 17 651 | 2 016 | 548 | 119 | 10.4 | 2.5 |
| 442291 | Window treatment stores | 3 | 1 674 | 226 | 45 | 9 | – | 13.5 |
| 442299 | All other home furnishings stores | 15 | 15 977 | 1 790 | 503 | 110 | 11.5 | 1.3 |
| 443 | Electronics & appliance stores | 20 | 71 658 | 5 564 | 1 104 | 197 | 8.7 | .4 |
| 4431 | Electronics & appliance stores | 20 | 71 658 | 5 564 | 1 104 | 197 | 8.7 | .4 |
| 44311 | Appliance, television, & other electronics stores | 14 | 67 619 | 4 916 | 942 | 168 | 8.4 | .4 |
| 443111 | Household appliance stores | 2 | D | D | D | a | D | D |
| 443112 | Radio, television, & other electronics stores | 12 | D | D | D | c | D | D |
| 44312 | Computer & software stores | 4 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 4 | 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 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **PALM DESERT, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 444 | Building material & garden equipment & supplies dealers | 22 | 44 727 | 6 790 | 1 849 | 278 | 4.7 | 3.2 |
| 4441 | Building material & supplies dealers | 17 | 39 834 | 5 768 | 1 538 | 235 | 3.6 | 3.6 |
| 44411 | Home centers | 1 | D | D | D | c | D | D |
| 444110 | Home centers | 1 | D | D | D | c | D | D |
| 44419 | Other building material dealers | 13 | 21 998 | 2 810 | 716 | 93 | 6.6 | 1.8 |
| 444190 | Other building material dealers | 13 | 21 998 | 2 810 | 716 | 93 | 6.6 | 1.8 |
| 4442 | Lawn & garden equipment & supplies stores | 5 | 4 893 | 1 022 | 311 | 43 | 13.2 | – |
| 44422 | Nursery & garden centers | 3 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 3 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 20 | 117 498 | 12 190 | 3 119 | 613 | 1.6 | .1 |
| 4451 | Grocery stores | 12 | D | D | D | f | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 10 | 110 992 | 11 558 | 2 980 | 563 | – | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 10 | 110 992 | 11 558 | 2 980 | 563 | – | – |
| 4452 | Specialty food stores | 4 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 26 | 33 485 | 3 513 | 902 | 202 | 14.4 | 3.0 |
| 4461 | Health & personal care stores | 26 | 33 485 | 3 513 | 902 | 202 | 14.4 | 3.0 |
| 44611 | Pharmacies & drug stores | 7 | 19 377 | 1 931 | 502 | 106 | 18.4 | – |
| 446110 | Pharmacies & drug stores | 7 | 19 377 | 1 931 | 502 | 106 | 18.4 | – |
| 4461101 | Pharmacies & drug stores | 7 | 19 377 | 1 931 | 502 | 106 | 18.4 | – |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 5 | 2 030 | 349 | 103 | 27 | 3.9 | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 5 | 2 030 | 349 | 103 | 27 | 3.9 | – |
| 44613 | Optical goods stores | 8 | 9 372 | 948 | 224 | 51 | 2.8 | 4.2 |
| 446130 | Optical goods stores | 8 | 9 372 | 948 | 224 | 51 | 2.8 | 4.2 |
| 44619 | Other health & personal care stores | 6 | 2 706 | 285 | 73 | 18 | 33.4 | 22.2 |
| 446191 | Food (health) supplement stores | 4 | D | D | D | a | D | D |
| 447 | Gasoline stations | 13 | 34 693 | 2 087 | 548 | 135 | 35.5 | 2.9 |
| 4471 | Gasoline stations | 13 | 34 693 | 2 087 | 548 | 135 | 35.5 | 2.9 |
| 44711 | Gasoline stations with convenience stores | 6 | 20 361 | 966 | 245 | 65 | – | – |
| 447110 | Gasoline stations with convenience stores | 6 | 20 361 | 966 | 245 | 65 | – | – |
| 44719 | Other gasoline stations | 7 | 14 332 | 1 121 | 303 | 70 | 85.9 | 7.1 |
| 447190 | Other gasoline stations | 7 | 14 332 | 1 121 | 303 | 70 | 85.9 | 7.1 |
| 448 | Clothing & clothing accessories stores | 119 | 97 531 | 11 597 | 2 878 | 741 | 19.8 | 4.1 |
| 4481 | Clothing stores | 85 | 72 460 | 8 186 | 2 082 | 575 | 19.6 | 4.4 |
| 44811 | Men's clothing stores | 11 | 5 751 | 770 | 190 | 50 | 8.8 | 17.5 |
| 448110 | Men's clothing stores | 11 | 5 751 | 770 | 190 | 50 | 8.8 | 17.5 |
| 44812 | Women's clothing stores | 43 | 27 573 | 3 431 | 927 | 238 | 29.6 | 6.1 |
| 448120 | Women's clothing stores | 43 | 27 573 | 3 431 | 927 | 238 | 29.6 | 6.1 |
| 44813 | Children's & infants' clothing stores | 4 | 2 657 | 291 | 66 | 30 | 15.4 | – |
| 448130 | Children's & infants' clothing stores | 4 | 2 657 | 291 | 66 | 30 | 15.4 | – |
| 44814 | Family clothing stores | 12 | 30 084 | 2 867 | 700 | 187 | 14.4 | .2 |
| 448140 | Family clothing stores | 12 | 30 084 | 2 867 | 700 | 187 | 14.4 | .2 |
| 44815 | Clothing accessories stores | 5 | 1 112 | 224 | 52 | 17 | – | – |
| 448150 | Clothing accessories stores | 5 | 1 112 | 224 | 52 | 17 | – | – |
| 44819 | Other clothing stores | 10 | 5 283 | 603 | 147 | 53 | 16.1 | 8.3 |
| 448190 | Other clothing stores | 10 | 5 283 | 603 | 147 | 53 | 16.1 | 8.3 |
| 4482 | Shoe stores | 18 | 10 567 | 1 176 | 273 | 76 | 14.1 | 5.1 |
| 44821 | Shoe stores | 18 | 10 567 | 1 176 | 273 | 76 | 14.1 | 5.1 |
| 448210 | Shoe stores | 18 | 10 567 | 1 176 | 273 | 76 | 14.1 | 5.1 |
| 4482102 | Women's shoe stores | 9 | 5 384 | 635 | 145 | 35 | 27.8 | 10.0 |
| 4482103 | Children's & juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 4482105 | Athletic footwear stores | 3 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 16 | 14 504 | 2 235 | 523 | 90 | 24.7 | 2.1 |
| 44831 | Jewelry stores | 14 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 14 | D | D | D | b | D | D |
| 44832 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 33 | 45 199 | 4 383 | 1 065 | 335 | 20.5 | .5 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 23 | 34 657 | 3 446 | 838 | 250 | 26.0 | .4 |
| 45111 | Sporting goods stores | 16 | 19 530 | 1 892 | 478 | 118 | 45.4 | – |
| 451110 | Sporting goods stores | 16 | 19 530 | 1 892 | 478 | 118 | 45.4 | – |
| 4511101 | General-line sporting goods stores | 5 | 8 269 | 981 | 257 | 76 | 9.1 | – |
| 4511102 | Specialty-line sporting goods stores | 11 | 11 261 | 911 | 221 | 42 | 72.1 | – |
| 45112 | Hobby, toy, & game stores | 4 | 12 951 | 1 246 | 272 | 93 | – | 1.1 |
| 451120 | Hobby, toy, & game stores | 4 | 12 951 | 1 246 | 272 | 93 | – | 1.1 |
| 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 |
| 45114 | Musical instrument & supplies stores | 1 | D | D | D | a | D | D |
| 451140 | Musical instrument & 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **PALM DESERT, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores—Con. | | | | | | | |
| 4512 | Book, periodical, & music stores | 10 | 10 542 | 937 | 227 | 85 | 2.7 | .8 |
| 45121 | Book stores & news dealers | 5 | 8 077 | 689 | 155 | 59 | 1.1 | – |
| 451211 | Book stores | 5 | 8 077 | 689 | 155 | 59 | 1.1 | – |
| 4512111 | Book stores, general | 4 | D | D | D | b | D | D |
| 4512113 | College book stores | 1 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 5 | 2 465 | 248 | 72 | 26 | 7.8 | 3.5 |
| 451220 | Prerecorded tape, compact disc, & record stores | 5 | 2 465 | 248 | 72 | 26 | 7.8 | 3.5 |
| 452 | General merchandise stores | 12 | 132 440 | 13 411 | 3 370 | 832 | – | 1.0 |
| 4521 | Department stores (incl leased depts) ## | 5 | 128 413 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 5 | 128 413 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 5 | 126 915 | 12 978 | 3 263 | 803 | – | – |
| 45211 | Department stores (excl leased depts) | 5 | 126 915 | 12 978 | 3 263 | 803 | – | – |
| 452110 | Department stores (excl leased depts) | 5 | 126 915 | 12 978 | 3 263 | 803 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 3 | D | D | D | f | D | D |
| 4521103 | National chain department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 7 | 5 525 | 433 | 107 | 29 | .8 | 23.3 |
| 452990 | All other general merchandise stores | 7 | 5 525 | 433 | 107 | 29 | .8 | 23.3 |
| 4529903 | Miscellaneous general merchandise stores | 7 | 5 525 | 433 | 107 | 29 | .8 | 23.3 |
| 453 | Miscellaneous store retailers | 47 | D | D | D | e | D | D |
| 4531 | Florists | 7 | 2 179 | 456 | 126 | 42 | 29.9 | 13.9 |
| 45311 | Florists | 7 | 2 179 | 456 | 126 | 42 | 29.9 | 13.9 |
| 453110 | Florists | 7 | 2 179 | 456 | 126 | 42 | 29.9 | 13.9 |
| 4532 | Office supplies, stationery, & gift stores | 15 | 19 247 | 1 511 | 385 | 121 | 7.7 | .5 |
| 45321 | Office supplies & stationery stores | 3 | D | D | D | b | D | D |
| 453210 | Office supplies & stationery stores | 3 | D | D | D | b | D | D |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 2 | D | D | D | b | D | D |
| 45322 | Gift, novelty, & souvenir stores | 12 | D | D | D | b | D | D |
| 453220 | Gift, novelty, & souvenir stores | 12 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 4 | 3 012 | 356 | 81 | 17 | 18.4 | 1.7 |
| 45331 | Used merchandise stores | 4 | 3 012 | 356 | 81 | 17 | 18.4 | 1.7 |
| 453310 | Used merchandise stores | 4 | 3 012 | 356 | 81 | 17 | 18.4 | 1.7 |
| 4539 | Other miscellaneous store retailers | 21 | D | D | D | c | D | D |
| 45391 | Pet & pet supplies stores | 3 | D | D | D | b | D | D |
| 453910 | Pet & pet supplies stores | 3 | D | D | D | b | D | D |
| 45392 | Art dealers | 7 | 5 574 | 658 | 212 | 24 | 11.7 | – |
| 453920 | Art dealers | 7 | 5 574 | 658 | 212 | 24 | 11.7 | – |
| 45399 | All other miscellaneous store retailers | 11 | D | D | D | c | D | D |
| 454 | Nonstore retailers | 7 | D | D | D | a | D | D |
| 4541 | Electronic shopping & mail-order houses | 2 | D | D | D | a | D | D |
| 45411 | Electronic shopping & mail-order houses | 2 | D | D | D | a | D | D |
| 454110 | Electronic shopping & mail-order houses | 2 | D | D | D | a | D | D |
| | **PALM SPRINGS, CA** | | | | | | | |
| **44-45** | **Retail trade** | **225** | **438 099** | **49 069** | **11 995** | **2 759** | **8.2** | **6.1** |
| 441 | Motor vehicle & parts dealers | 14 | 112 063 | 10 274 | 2 513 | 309 | .5 | – |
| 4411 | Automobile dealers | 5 | 100 540 | 8 445 | 2 080 | 230 | – | – |
| 44111 | New car dealers | 5 | 100 540 | 8 445 | 2 080 | 230 | – | – |
| 441110 | New car dealers | 5 | 100 540 | 8 445 | 2 080 | 230 | – | – |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 8 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 5 | 5 669 | 822 | 202 | 46 | 10.2 | – |
| 441310 | Automotive parts & accessories stores | 5 | 5 669 | 822 | 202 | 46 | 10.2 | – |
| 442 | Furniture & home furnishings stores | 14 | 7 651 | 1 001 | 267 | 53 | 35.0 | .3 |
| 4421 | Furniture stores | 5 | 2 321 | 284 | 62 | 11 | 100.0 | – |
| 44211 | Furniture stores | 5 | 2 321 | 284 | 62 | 11 | 100.0 | – |
| 442110 | Furniture stores | 5 | 2 321 | 284 | 62 | 11 | 100.0 | – |
| 4422 | Home furnishings stores | 9 | 5 330 | 717 | 205 | 42 | 6.7 | .4 |
| 44229 | Other home furnishings stores | 8 | D | D | D | b | D | D |
| 442299 | All other home furnishings stores | 8 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 6 | 3 580 | 509 | 137 | 31 | 58.7 | – |
| 4431 | Electronics & appliance stores | 6 | 3 580 | 509 | 137 | 31 | 58.7 | – |
| 44311 | Appliance, television, & other electronics stores | 4 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 3 | 2 094 | 327 | 92 | 23 | D | – |
| 444 | Building material & garden equipment & supplies dealers | 13 | 18 913 | 2 357 | 555 | 97 | 11.2 | .7 |
| 4441 | Building material & supplies dealers | 10 | 16 617 | 2 034 | 485 | 85 | 12.7 | – |
| 44419 | Other building material dealers | 7 | 10 715 | 1 215 | 283 | 46 | 19.7 | – |
| 444190 | Other building material dealers | 7 | 10 715 | 1 215 | 283 | 46 | 19.7 | – |
| 4442 | Lawn & garden equipment & supplies stores | 3 | 2 296 | 323 | 70 | 12 | – | 5.7 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **PALM SPRINGS, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 445 | Food & beverage stores | 24 | 113 151 | 13 859 | 3 455 | 950 | 1.5 | 2.9 |
| 4451 | Grocery stores | 13 | D | D | D | f | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 11 | 107 404 | 13 290 | 3 296 | 904 | – | 1.2 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 11 | 107 404 | 13 290 | 3 296 | 904 | – | 1.2 |
| 4452 | Specialty food stores | 3 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 20 | 28 036 | 3 604 | 903 | 200 | 14.1 | .6 |
| 4461 | Health & personal care stores | 20 | 28 036 | 3 604 | 903 | 200 | 14.1 | .6 |
| 44611 | Pharmacies & drug stores | 9 | 24 297 | 2 805 | 743 | 164 | 9.4 | .7 |
| 446110 | Pharmacies & drug stores | 9 | 24 297 | 2 805 | 743 | 164 | 9.4 | .7 |
| 4461101 | Pharmacies & drug stores | 9 | 24 297 | 2 805 | 743 | 164 | 9.4 | .7 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 3 | 555 | 151 | 32 | 8 | D | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 3 | 555 | 151 | 32 | 8 | D | – |
| 44613 | Optical goods stores | 5 | 2 233 | 493 | 83 | 18 | 40.5 | – |
| 446130 | Optical goods stores | 5 | 2 233 | 493 | 83 | 18 | 40.5 | – |
| 447 | Gasoline stations | 19 | 49 517 | 2 709 | 612 | 192 | 4.3 | 8.6 |
| 4471 | Gasoline stations | 19 | 49 517 | 2 709 | 612 | 192 | 4.3 | 8.6 |
| 44711 | Gasoline stations with convenience stores | 6 | 13 505 | 619 | 113 | 50 | 11.7 | – |
| 447110 | Gasoline stations with convenience stores | 6 | 13 505 | 619 | 113 | 50 | 11.7 | – |
| 44719 | Other gasoline stations | 13 | 36 012 | 2 090 | 499 | 142 | 1.5 | 11.9 |
| 447190 | Other gasoline stations | 13 | 36 012 | 2 090 | 499 | 142 | 1.5 | 11.9 |
| 448 | Clothing & clothing accessories stores | 55 | 45 052 | 6 771 | 1 701 | 373 | 23.3 | 35.5 |
| 4481 | Clothing stores | 37 | 32 080 | 5 133 | 1 263 | 294 | 10.5 | 48.9 |
| 44812 | Women's clothing stores | 24 | 26 683 | 4 327 | 1 066 | 232 | 10.9 | 58.6 |
| 448120 | Women's clothing stores | 24 | 26 683 | 4 327 | 1 066 | 232 | 10.9 | 58.6 |
| 44819 | Other clothing stores | 3 | 1 615 | 234 | 52 | 19 | – | – |
| 448190 | Other clothing stores | 3 | 1 615 | 234 | 52 | 19 | – | – |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 1 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 9 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 7 | 8 793 | 1 106 | 303 | 44 | 73.0 | 3.8 |
| 44831 | Jewelry stores | 7 | 8 793 | 1 106 | 303 | 44 | 73.0 | 3.8 |
| 448310 | Jewelry stores | 7 | 8 793 | 1 106 | 303 | 44 | 73.0 | 3.8 |
| 451 | Sporting goods, hobby, book, & music stores | 9 | 12 096 | 1 528 | 346 | 102 | 47.0 | .6 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 4 | 7 911 | 1 078 | 251 | 64 | 69.1 | .9 |
| 45111 | Sporting goods stores | 2 | D | D | D | b | D | D |
| 451110 | Sporting goods stores | 2 | D | D | D | b | D | D |
| 4511102 | Specialty-line sporting goods stores | 1 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 5 | 4 185 | 450 | 95 | 38 | 5.2 | – |
| 45121 | Book stores & news dealers | 4 | D | D | D | b | D | D |
| 451211 | Book stores | 4 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 3 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | c | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 46 | D | D | D | e | D | D |
| 4531 | Florists | 3 | 1 623 | 312 | 82 | 26 | D | – |
| 45311 | Florists | 3 | 1 623 | 312 | 82 | 26 | D | – |
| 453110 | Florists | 3 | 1 623 | 312 | 82 | 26 | D | – |
| 4532 | Office supplies, stationery, & gift stores | 15 | 12 361 | 1 393 | 341 | 106 | 15.4 | 4.3 |
| 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 | 13 | D | D | D | b | D | D |
| 453220 | Gift, novelty, & souvenir stores | 13 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 6 | 6 199 | 1 104 | 255 | 88 | 12.1 | 3.1 |
| 45331 | Used merchandise stores | 6 | 6 199 | 1 104 | 255 | 88 | 12.1 | 3.1 |
| 453310 | Used merchandise stores | 6 | 6 199 | 1 104 | 255 | 88 | 12.1 | 3.1 |
| 4539 | Other miscellaneous store retailers | 22 | D | D | D | c | D | D |
| 45392 | Art dealers | 7 | 7 235 | 1 214 | 267 | 41 | 9.7 | 24.6 |
| 453920 | Art dealers | 7 | 7 235 | 1 214 | 267 | 41 | 9.7 | 24.6 |
| 45399 | All other miscellaneous store retailers | 13 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 4 | 1 736 | 196 | 48 | 12 | – | 6.2 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **PALO ALTO, CA** | | | | | | | |
| **44-45** | **Retail trade** | **307** | **1 337 719** | **139 863** | **32 175** | **6 097** | **2.9** | **5.1** |
| 441 | Motor vehicle & parts dealers | 17 | 422 264 | 22 494 | 4 481 | 433 | 1.3 | 7.4 |
| 4411 | Automobile dealers | 8 | 415 963 | 21 305 | 4 237 | 399 | 1.1 | 7.2 |
| 44111 | New car dealers | 8 | 415 963 | 21 305 | 4 237 | 399 | 1.1 | 7.2 |
| 441110 | New car dealers | 8 | 415 963 | 21 305 | 4 237 | 399 | 1.1 | 7.2 |
| 4413 | Automotive parts, accessories, & tire stores | 9 | 6 301 | 1 189 | 244 | 34 | 18.3 | 22.2 |
| 44131 | Automotive parts & accessories stores | 7 | D | D | D | b | D | D |
| 441310 | Automotive parts & accessories stores | 7 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 25 | 36 065 | 4 294 | 901 | 222 | 10.2 | 14.4 |
| 4421 | Furniture stores | 9 | 10 721 | 1 037 | 239 | 48 | 1.9 | 17.9 |
| 44211 | Furniture stores | 9 | 10 721 | 1 037 | 239 | 48 | 1.9 | 17.9 |
| 442110 | Furniture stores | 9 | 10 721 | 1 037 | 239 | 48 | 1.9 | 17.9 |
| 4422 | Home furnishings stores | 16 | 25 344 | 3 257 | 662 | 174 | 13.7 | 13.0 |
| 44221 | Floor covering stores | 3 | 6 359 | 816 | 170 | 21 | D | – |
| 442210 | Floor covering stores | 3 | 6 359 | 816 | 170 | 21 | D | – |
| 44229 | Other home furnishings stores | 13 | 18 985 | 2 441 | 492 | 153 | 2.6 | 17.3 |
| 442299 | All other home furnishings stores | 13 | 18 985 | 2 441 | 492 | 153 | 2.6 | 17.3 |
| 443 | Electronics & appliance stores | 23 | 157 903 | 12 232 | 2 762 | 406 | 4.7 | 2.3 |
| 4431 | Electronics & appliance stores | 23 | 157 903 | 12 232 | 2 762 | 406 | 4.7 | 2.3 |
| 44311 | Appliance, television, & other electronics stores | 8 | 10 046 | 1 831 | 393 | 65 | 8.3 | – |
| 443111 | Household appliance stores | 3 | 2 245 | 443 | 114 | 16 | D | – |
| 443112 | Radio, television, & other electronics stores | 5 | 7 801 | 1 388 | 279 | 49 | 7.6 | – |
| 44312 | Computer & software stores | 10 | 132 165 | 9 222 | 2 121 | 271 | 5.0 | – |
| 443120 | Computer & software stores | 10 | 132 165 | 9 222 | 2 121 | 271 | 5.0 | – |
| 44313 | Camera & photographic supplies stores | 5 | 15 692 | 1 179 | 248 | 70 | – | 22.8 |
| 443130 | Camera & photographic supplies stores | 5 | 15 692 | 1 179 | 248 | 70 | – | 22.8 |
| 444 | Building material & garden equipment & supplies dealers | 9 | 10 397 | 1 873 | 467 | 66 | 11.0 | – |
| 4442 | Lawn & garden equipment & supplies stores | 3 | 2 423 | 353 | 90 | 12 | D | – |
| 44422 | Nursery & garden centers | 2 | D | D | D | a | D | D |
| 444220 | Nursery & garden centers | 2 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 29 | 110 863 | 14 831 | 3 197 | 675 | 4.3 | 8.2 |
| 4451 | Grocery stores | 20 | 102 358 | 13 578 | 2 883 | 596 | 3.1 | 8.9 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 15 | 96 545 | 12 732 | 2 696 | 550 | .6 | 7.8 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 15 | 96 545 | 12 732 | 2 696 | 550 | .6 | 7.8 |
| 44512 | Convenience stores | 5 | 5 813 | 846 | 187 | 46 | 44.9 | 27.8 |
| 445120 | Convenience stores | 5 | 5 813 | 846 | 187 | 46 | 44.9 | 27.8 |
| 4452 | Specialty food stores | 7 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 22 | 41 759 | 6 030 | 1 436 | 280 | 10.1 | – |
| 4461 | Health & personal care stores | 22 | 41 759 | 6 030 | 1 436 | 280 | 10.1 | – |
| 44611 | Pharmacies & drug stores | 6 | 27 455 | 3 214 | 759 | 150 | 11.1 | – |
| 446110 | Pharmacies & drug stores | 6 | 27 455 | 3 214 | 759 | 150 | 11.1 | – |
| 4461101 | Pharmacies & drug stores | 6 | 27 455 | 3 214 | 759 | 150 | 11.1 | – |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 4 | 3 144 | 391 | 95 | 33 | – | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 4 | 3 144 | 391 | 95 | 33 | – | – |
| 44613 | Optical goods stores | 8 | 4 905 | 837 | 198 | 47 | 24.3 | – |
| 446130 | Optical goods stores | 8 | 4 905 | 837 | 198 | 47 | 24.3 | – |
| 44619 | Other health & personal care stores | 4 | 6 255 | 1 588 | 384 | 50 | – | – |
| 446191 | Food (health) supplement stores | 1 | D | D | D | b | D | D |
| 447 | Gasoline stations | 10 | 29 848 | 1 895 | 436 | 83 | – | – |
| 4471 | Gasoline stations | 10 | 29 848 | 1 895 | 436 | 83 | – | – |
| 44711 | Gasoline stations with convenience stores | 3 | 11 263 | 734 | 182 | 31 | – | – |
| 447110 | Gasoline stations with convenience stores | 3 | 11 263 | 734 | 182 | 31 | – | – |
| 44719 | Other gasoline stations | 7 | 18 585 | 1 161 | 254 | 52 | – | – |
| 447190 | Other gasoline stations | 7 | 18 585 | 1 161 | 254 | 52 | – | – |
| 448 | Clothing & clothing accessories stores | 71 | 209 924 | 29 560 | 7 462 | 1 623 | 2.8 | 4.5 |
| 4481 | Clothing stores | 43 | 166 103 | 22 643 | 5 793 | 1 402 | 1.4 | 4.7 |
| 44811 | Men's clothing stores | 7 | 10 980 | 1 407 | 399 | 47 | – | – |
| 448110 | Men's clothing stores | 7 | 10 980 | 1 407 | 399 | 47 | – | – |
| 44812 | Women's clothing stores | 22 | 23 388 | 2 723 | 591 | 175 | 9.9 | 14.5 |
| 448120 | Women's clothing stores | 22 | 23 388 | 2 723 | 591 | 175 | 9.9 | 14.5 |
| 44813 | Children's & infants' clothing stores | 3 | D | D | D | b | D | D |
| 448130 | Children's & infants' clothing stores | 3 | D | D | D | b | D | D |
| 44814 | Family clothing stores | 7 | 119 808 | 17 387 | 4 547 | 1 074 | – | – |
| 448140 | Family clothing stores | 7 | 119 808 | 17 387 | 4 547 | 1 074 | – | – |
| 44815 | Clothing accessories stores | 2 | D | D | D | a | D | D |
| 448150 | Clothing accessories stores | 2 | D | D | D | a | D | D |
| 44819 | Other clothing stores | 2 | D | D | D | b | D | D |
| 448190 | Other clothing stores | 2 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **PALO ALTO, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores—Con. | | | | | | | |
| 4482 | Shoe stores | 12 | 12 830 | 1 928 | 419 | 97 | – | – |
| 44821 | Shoe stores | 12 | 12 830 | 1 928 | 419 | 97 | – | – |
| 448210 | Shoe stores | 12 | 12 830 | 1 928 | 419 | 97 | – | – |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 3 | D | D | D | a | D | D |
| 4482103 | Children's & juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 3 | 4 732 | 829 | 175 | 32 | – | – |
| 4482105 | Athletic footwear stores | 4 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 16 | 30 991 | 4 989 | 1 250 | 124 | 11.6 | 5.2 |
| 44831 | Jewelry stores | 14 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 14 | D | D | D | b | D | D |
| 44832 | Luggage & leather goods stores | 2 | D | D | D | b | D | D |
| 448320 | Luggage & leather goods stores | 2 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 28 | 36 855 | 5 834 | 1 211 | 340 | 3.8 | 21.5 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 19 | 21 508 | 3 130 | 784 | 191 | 6.6 | 19.6 |
| 45111 | Sporting goods stores | 11 | 15 963 | 2 360 | 585 | 160 | 1.6 | 21.6 |
| 451110 | Sporting goods stores | 11 | 15 963 | 2 360 | 585 | 160 | 1.6 | 21.6 |
| 4511101 | General-line sporting goods stores | 3 | 4 356 | 595 | 135 | 43 | D | – |
| 4511102 | Specialty-line sporting goods stores | 8 | 11 607 | 1 765 | 450 | 117 | – | 29.7 |
| 45114 | Musical instrument & supplies stores | 5 | 4 660 | 658 | 178 | 23 | 6.0 | 16.3 |
| 451140 | Musical instrument & supplies stores | 5 | 4 660 | 658 | 178 | 23 | 6.0 | 16.3 |
| 4512 | Book, periodical, & music stores | 9 | 15 347 | 2 704 | 427 | 149 | – | 24.2 |
| 45121 | Book stores & news dealers | 9 | 15 347 | 2 704 | 427 | 149 | – | 24.2 |
| 451211 | Book stores | 6 | 12 846 | 1 560 | 318 | 120 | – | 28.9 |
| 4512111 | Book stores, general | 1 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 5 | D | D | D | b | D | D |
| 451212 | News dealers & newsstands | 3 | 2 501 | 1 144 | 109 | 29 | – | – |
| 452 | General merchandise stores | 6 | D | D | D | g | D | D |
| 4521 | Department stores (incl leased depts) ## | 4 | D | N | N | N | D | D |
| 45211 | Department stores (incl leased depts) ## | 4 | D | N | N | N | D | D |
| 4521 | Department stores (excl leased depts) | 4 | D | D | D | g | D | D |
| 45211 | Department stores (excl leased depts) | 4 | D | D | D | g | D | D |
| 452110 | Department stores (excl leased depts) | 4 | D | D | D | g | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 4 | D | D | D | g | D | D |
| 45299 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 4529901 | Variety stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 49 | D | D | D | e | D | D |
| 4531 | Florists | 10 | 3 069 | 526 | 121 | 45 | 8.1 | 24.5 |
| 45311 | Florists | 10 | 3 069 | 526 | 121 | 45 | 8.1 | 24.5 |
| 453110 | Florists | 10 | 3 069 | 526 | 121 | 45 | 8.1 | 24.5 |
| 4532 | Office supplies, stationery, & gift stores | 12 | 9 324 | 1 294 | 246 | 104 | – | 5.1 |
| 45321 | Office supplies & stationery stores | 3 | 2 866 | 367 | 84 | 32 | – | – |
| 453210 | Office supplies & stationery stores | 3 | 2 866 | 367 | 84 | 32 | – | – |
| 4532102 | Office supplies stores | 3 | 2 866 | 367 | 84 | 32 | – | – |
| 45322 | Gift, novelty, & souvenir stores | 9 | 6 458 | 927 | 162 | 72 | – | 7.4 |
| 453220 | Gift, novelty, & souvenir stores | 9 | 6 458 | 927 | 162 | 72 | – | 7.4 |
| 4533 | Used merchandise stores | 13 | 3 532 | 556 | 126 | 40 | 35.6 | 4.0 |
| 45331 | Used merchandise stores | 13 | 3 532 | 556 | 126 | 40 | 35.6 | 4.0 |
| 453310 | Used merchandise stores | 13 | 3 532 | 556 | 126 | 40 | 35.6 | 4.0 |
| 4539 | Other miscellaneous store retailers | 14 | D | D | D | c | D | D |
| 45391 | Pet & pet supplies stores | 2 | D | D | D | b | D | D |
| 453910 | Pet & pet supplies stores | 2 | D | D | D | b | D | D |
| 45392 | Art dealers | 6 | 2 506 | 609 | 145 | 29 | 23.7 | – |
| 453920 | Art dealers | 6 | 2 506 | 609 | 145 | 29 | 23.7 | – |
| 45399 | All other miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 18 | D | D | D | b | D | D |
| 4541 | Electronic shopping & mail-order houses | 7 | 10 566 | 3 540 | 734 | 71 | 19.4 | – |
| 45411 | Electronic shopping & mail-order houses | 7 | 10 566 | 3 540 | 734 | 71 | 19.4 | – |
| 454110 | Electronic shopping & mail-order houses | 7 | 10 566 | 3 540 | 734 | 71 | 19.4 | – |
| 4542 | Vending machine operators | 11 | D | D | D | b | D | D |
| 45421 | Vending machine operators | 11 | D | D | D | b | D | D |
| 454210 | Vending machine operators | 11 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **PALOS VERDES ESTATES, CA** | | | | | | | |
| **44-45** | **Retail trade** | **17** | **10 063** | **957** | **213** | **86** | **55.9** | **15.7** |
| 441 | Motor vehicle & parts dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 2 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 2 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 3 | 2 160 | 105 | 27 | 9 | 42.7 | 57.3 |
| 448 | Clothing & clothing accessories stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 2 | D | D | D | a | D | D |
| 45114 | Musical instrument & supplies stores | 1 | D | D | D | a | D | D |
| 451140 | Musical instrument & supplies stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **PARADISE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **84** | **120 913** | **13 297** | **2 904** | **859** | **10.5** | **2.1** |
| 441 | Motor vehicle & parts dealers | 9 | 6 599 | 986 | 256 | 50 | 6.4 | 16.5 |
| 4412 | Other motor vehicle dealers | 4 | 1 864 | 126 | 27 | 8 | 9.7 | – |
| 442 | Furniture & home furnishings stores | 4 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 5 | 1 966 | 299 | 79 | 24 | 26.2 | 4.1 |
| 4431 | Electronics & appliance stores | 5 | 1 966 | 299 | 79 | 24 | 26.2 | 4.1 |
| 444 | Building material & garden equipment & supplies dealers | 10 | 12 816 | 1 900 | 344 | 107 | 23.5 | .2 |
| 4441 | Building material & supplies dealers | 7 | 10 962 | 1 578 | 277 | 84 | 21.2 | .3 |
| 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 | 4 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 4 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 13 | 41 746 | 4 853 | 1 051 | 276 | 7.6 | .7 |
| 4451 | Grocery stores | 8 | 40 015 | 4 705 | 1 024 | 258 | 7.9 | – |
| 44511 | Supermarkets & other grocery (except convenience) stores | 8 | 40 015 | 4 705 | 1 024 | 258 | 7.9 | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 8 | 40 015 | 4 705 | 1 024 | 258 | 7.9 | – |
| 446 | Health & personal care stores | 9 | 20 698 | 2 631 | 629 | 136 | .6 | – |
| 4461 | Health & personal care stores | 9 | 20 698 | 2 631 | 629 | 136 | .6 | – |
| 44611 | Pharmacies & drug stores | 5 | 19 767 | 2 517 | 605 | 120 | – | – |
| 446110 | Pharmacies & drug stores | 5 | 19 767 | 2 517 | 605 | 120 | – | – |
| 4461101 | Pharmacies & drug stores | 5 | 19 767 | 2 517 | 605 | 120 | – | – |
| 447 | Gasoline stations | 8 | 17 612 | 585 | 134 | 54 | 14.0 | – |
| 44711 | Gasoline stations with convenience stores | 8 | 17 612 | 585 | 134 | 54 | 14.0 | – |
| 447110 | Gasoline stations with convenience stores | 8 | 17 612 | 585 | 134 | 54 | 14.0 | – |
| 448 | Clothing & clothing accessories stores | 5 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 5 | 1 948 | 123 | 18 | 18 | 2.1 | 11.8 |
| 45121 | Book stores & news dealers | 1 | D | D | D | a | D | D |
| 4512113 | College book stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 2 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 11 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 3 | 909 | 193 | 42 | 20 | – | 32.1 |
| 45331 | Used merchandise stores | 3 | 909 | 193 | 42 | 20 | – | 32.1 |
| 453310 | Used merchandise stores | 3 | 909 | 193 | 42 | 20 | – | 32.1 |
| 4539 | Other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 3 | 3 205 | 447 | 32 | 8 | D | – |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **PARAMOUNT, CA** | | | | | | | |
| **44-45** | **Retail trade** | **115** | **230 158** | **24 533** | **6 480** | **1 515** | **9.5** | **16.5** |
| 441 | Motor vehicle & parts dealers | 21 | 21 813 | 3 038 | 769 | 146 | 16.3 | 11.1 |
| 4412 | Other motor vehicle dealers | 2 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 2 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | b | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 18 | 14 234 | 2 056 | 494 | 113 | 20.7 | 13.0 |
| 44131 | Automotive parts & accessories stores | 15 | 11 804 | 1 674 | 400 | 93 | 5.2 | 14.9 |
| 441310 | Automotive parts & accessories stores | 15 | 11 804 | 1 674 | 400 | 93 | 5.2 | 14.9 |
| 442 | Furniture & home furnishings stores | 6 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 5 | 2 862 | 208 | 39 | 13 | 67.2 | 2.3 |
| 4431 | Electronics & appliance stores | 5 | 2 862 | 208 | 39 | 13 | 67.2 | 2.3 |
| 44311 | Appliance, television, & other electronics stores | 5 | 2 862 | 208 | 39 | 13 | 67.2 | 2.3 |
| 443112 | Radio, television, & other electronics stores | 5 | 2 862 | 208 | 39 | 13 | 67.2 | 2.3 |
| 444 | Building material & garden equipment & supplies dealers | 7 | 20 633 | 2 488 | 596 | 90 | – | 2.3 |
| 4441 | Building material & supplies dealers | 7 | 20 633 | 2 488 | 596 | 90 | – | 2.3 |
| 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 | 5 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 5 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 26 | 75 931 | 8 054 | 1 938 | 422 | 4.3 | 35.9 |
| 4451 | Grocery stores | 17 | D | D | D | e | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 15 | 71 188 | 7 564 | 1 817 | 391 | 1.7 | 37.7 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 15 | 71 188 | 7 564 | 1 817 | 391 | 1.7 | 37.7 |
| 4452 | Specialty food stores | 2 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 8 | D | D | D | c | D | D |
| 4461 | Health & personal care stores | 8 | D | D | D | c | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 10 | 22 928 | 646 | 146 | 53 | 26.8 | 3.7 |
| 4471 | Gasoline stations | 10 | 22 928 | 646 | 146 | 53 | 26.8 | 3.7 |
| 44711 | Gasoline stations with convenience stores | 4 | 10 334 | 431 | 103 | 36 | – | – |
| 447110 | Gasoline stations with convenience stores | 4 | 10 334 | 431 | 103 | 36 | – | – |
| 44719 | Other gasoline stations | 6 | 12 594 | 215 | 43 | 17 | 48.8 | 6.7 |
| 447190 | Other gasoline stations | 6 | 12 594 | 215 | 43 | 17 | 48.8 | 6.7 |
| 448 | Clothing & clothing accessories stores | 10 | 3 646 | 321 | 74 | 47 | 29.2 | 18.1 |
| 451 | Sporting goods, hobby, book, & music stores | 7 | 4 405 | 355 | 72 | 27 | 75.2 | 24.8 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 5 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 2 | D | D | D | a | D | D |
| 452 | General merchandise stores | 4 | 52 807 | 5 302 | 1 168 | 487 | – | 3.8 |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 1 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 3 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 3 | D | D | D | b | D | D |
| 4529901 | Variety stores | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 7 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 3 | 2 300 | 435 | 137 | 26 | D | – |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 4533 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 45331 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 453310 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 4 | 3 590 | 616 | 151 | 23 | 18.9 | – |
| | **PARLIER, CA** | | | | | | | |
| **44-45** | **Retail trade** | **14** | **12 346** | **1 140** | **246** | **80** | **35.5** | **6.1** |
| 441 | Motor vehicle & parts dealers | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 2 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 8 | 8 298 | 889 | 186 | 67 | 52.8 | 4.9 |
| 447 | Gasoline stations | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 1 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **PASADENA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **567** | **1 553 081** | **160 943** | **38 587** | **8 330** | **6.1** | **3.6** |
| 441 | Motor vehicle & parts dealers | 40 | 470 423 | 39 897 | 9 565 | 1 136 | 1.6 | 2.8 |
| 4411 | Automobile dealers | 15 | 437 584 | 34 160 | 8 205 | 905 | .7 | 2.7 |
| 44111 | New car dealers | 11 | 432 707 | 33 779 | 8 111 | 884 | – | 2.7 |
| 441110 | New car dealers | 11 | 432 707 | 33 779 | 8 111 | 884 | – | 2.7 |
| 44112 | Used car dealers | 4 | 4 877 | 381 | 94 | 21 | 59.0 | – |
| 441120 | Used car dealers | 4 | 4 877 | 381 | 94 | 21 | 59.0 | – |
| 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 |
| 441222 | Boat dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 23 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 14 | 14 474 | 3 157 | 777 | 131 | 24.0 | 2.7 |
| 441310 | Automotive parts & accessories stores | 14 | 14 474 | 3 157 | 777 | 131 | 24.0 | 2.7 |
| 44132 | Tire dealers | 9 | D | D | D | b | D | D |
| 441320 | Tire dealers | 9 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 51 | 67 983 | 9 459 | 2 320 | 499 | 7.1 | 4.2 |
| 4421 | Furniture stores | 20 | 34 011 | 4 949 | 1 224 | 201 | 6.5 | 6.4 |
| 44211 | Furniture stores | 20 | 34 011 | 4 949 | 1 224 | 201 | 6.5 | 6.4 |
| 442110 | Furniture stores | 20 | 34 011 | 4 949 | 1 224 | 201 | 6.5 | 6.4 |
| 4422 | Home furnishings stores | 31 | 33 972 | 4 510 | 1 096 | 298 | 7.8 | 2.1 |
| 44221 | Floor covering stores | 10 | 5 386 | 1 050 | 265 | 42 | 19.0 | 2.9 |
| 442210 | Floor covering stores | 10 | 5 386 | 1 050 | 265 | 42 | 19.0 | 2.9 |
| 44229 | Other home furnishings stores | 21 | 28 586 | 3 460 | 831 | 256 | 5.7 | 1.9 |
| 442299 | All other home furnishings stores | 20 | D | D | D | e | D | D |
| 443 | Electronics & appliance stores | 36 | 71 702 | 8 655 | 2 084 | 326 | 17.2 | 5.2 |
| 4431 | Electronics & appliance stores | 36 | 71 702 | 8 655 | 2 084 | 326 | 17.2 | 5.2 |
| 44311 | Appliance, television, & other electronics stores | 15 | 30 868 | 4 530 | 1 044 | 162 | 23.8 | .1 |
| 443111 | Household appliance stores | 4 | 2 754 | 298 | 71 | 24 | 56.8 | – |
| 443112 | Radio, television, & other electronics stores | 11 | 28 114 | 4 232 | 973 | 138 | 20.6 | .2 |
| 44312 | Computer & software stores | 15 | 35 659 | 3 539 | 903 | 136 | 11.8 | 5.2 |
| 443120 | Computer & software stores | 15 | 35 659 | 3 539 | 903 | 136 | 11.8 | 5.2 |
| 44313 | Camera & photographic supplies stores | 6 | 5 175 | 586 | 137 | 28 | 14.7 | 36.0 |
| 443130 | Camera & photographic supplies stores | 6 | 5 175 | 586 | 137 | 28 | 14.7 | 36.0 |
| 444 | Building material & garden equipment & supplies dealers | 35 | 60 506 | 9 831 | 2 406 | 426 | 20.1 | – |
| 4441 | Building material & supplies dealers | 26 | 53 088 | 8 522 | 2 108 | 335 | 20.4 | – |
| 44412 | Paint & wallpaper stores | 3 | 6 140 | 1 441 | 330 | 53 | – | – |
| 444120 | Paint & wallpaper stores | 3 | 6 140 | 1 441 | 330 | 53 | – | – |
| 44413 | Hardware stores | 6 | 19 743 | 2 931 | 821 | 154 | .3 | – |
| 444130 | Hardware stores | 6 | 19 743 | 2 931 | 821 | 154 | .3 | – |
| 44419 | Other building material dealers | 17 | 27 205 | 4 150 | 957 | 128 | 39.6 | – |
| 444190 | Other building material dealers | 17 | 27 205 | 4 150 | 957 | 128 | 39.6 | – |
| 4442 | Lawn & garden equipment & supplies stores | 9 | 7 418 | 1 309 | 298 | 91 | 17.8 | – |
| 44422 | Nursery & garden centers | 9 | 7 418 | 1 309 | 298 | 91 | 17.8 | – |
| 444220 | Nursery & garden centers | 9 | 7 418 | 1 309 | 298 | 91 | 17.8 | – |
| 445 | Food & beverage stores | 79 | 277 088 | 28 957 | 6 584 | 1 435 | 7.7 | 2.1 |
| 4451 | Grocery stores | 49 | 261 925 | 27 554 | 6 252 | 1 296 | 4.9 | 1.3 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 40 | 257 599 | 27 214 | 6 172 | 1 260 | 4.2 | 1.2 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 40 | 257 599 | 27 214 | 6 172 | 1 260 | 4.2 | 1.2 |
| 44512 | Convenience stores | 9 | 4 326 | 340 | 80 | 36 | 49.0 | 8.9 |
| 445120 | Convenience stores | 9 | 4 326 | 340 | 80 | 36 | 49.0 | 8.9 |
| 4452 | Specialty food stores | 15 | 5 979 | 962 | 233 | 100 | 22.7 | 14.3 |
| 4453 | Beer, wine, & liquor stores | 15 | 9 184 | 441 | 99 | 39 | 77.6 | 15.0 |
| 44531 | Beer, wine, & liquor stores | 15 | 9 184 | 441 | 99 | 39 | 77.6 | 15.0 |
| 445310 | Beer, wine, & liquor stores | 15 | 9 184 | 441 | 99 | 39 | 77.6 | 15.0 |
| 446 | Health & personal care stores | 51 | 52 797 | 8 021 | 1 937 | 422 | 11.1 | 3.3 |
| 4461 | Health & personal care stores | 51 | 52 797 | 8 021 | 1 937 | 422 | 11.1 | 3.3 |
| 44611 | Pharmacies & drug stores | 21 | 42 137 | 6 011 | 1 434 | 299 | 7.9 | 1.5 |
| 446110 | Pharmacies & drug stores | 21 | 42 137 | 6 011 | 1 434 | 299 | 7.9 | 1.5 |
| 4461101 | Pharmacies & drug stores | 21 | 42 137 | 6 011 | 1 434 | 299 | 7.9 | 1.5 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 6 | 2 737 | 545 | 147 | 43 | 14.4 | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 6 | 2 737 | 545 | 147 | 43 | 14.4 | – |
| 44613 | Optical goods stores | 11 | 2 823 | 650 | 155 | 31 | 30.6 | 5.9 |
| 446130 | Optical goods stores | 11 | 2 823 | 650 | 155 | 31 | 30.6 | 5.9 |
| 44619 | Other health & personal care stores | 13 | 5 100 | 815 | 201 | 49 | 25.4 | 18.3 |
| 446191 | Food (health) supplement stores | 6 | 2 983 | 316 | 63 | 22 | 35.4 | 26.7 |
| 446199 | All other health & personal care stores | 7 | 2 117 | 499 | 138 | 27 | 11.2 | 6.3 |
| 447 | Gasoline stations | 27 | 63 587 | 2 316 | 495 | 158 | 14.1 | 5.5 |
| 4471 | Gasoline stations | 27 | 63 587 | 2 316 | 495 | 158 | 14.1 | 5.5 |
| 44711 | Gasoline stations with convenience stores | 14 | 33 263 | 1 529 | 338 | 95 | 12.2 | 4.4 |
| 447110 | Gasoline stations with convenience stores | 14 | 33 263 | 1 529 | 338 | 95 | 12.2 | 4.4 |
| 44719 | Other gasoline stations | 13 | 30 324 | 787 | 157 | 63 | 16.3 | 6.7 |
| 447190 | Other gasoline stations | 13 | 30 324 | 787 | 157 | 63 | 16.3 | 6.7 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **PASADENA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores | 101 | 84 623 | 10 990 | 2 756 | 852 | 8.1 | 7.4 |
| 4481 | Clothing stores | 66 | 60 860 | 7 243 | 1 848 | 602 | 7.2 | 5.7 |
| 44811 | Men's clothing stores | 9 | 6 441 | 1 126 | 298 | 89 | 6.1 | 23.8 |
| 448110 | Men's clothing stores | 9 | 6 441 | 1 126 | 298 | 89 | 6.1 | 23.8 |
| 44812 | Women's clothing stores | 34 | 20 360 | 2 797 | 740 | 233 | 13.5 | 6.1 |
| 448120 | Women's clothing stores | 34 | 20 360 | 2 797 | 740 | 233 | 13.5 | 6.1 |
| 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 | 10 | 26 973 | 2 489 | 609 | 204 | .8 | 2.3 |
| 448140 | Family clothing stores | 10 | 26 973 | 2 489 | 609 | 204 | .8 | 2.3 |
| 44819 | Other clothing stores | 7 | 3 823 | 450 | 109 | 42 | 9.3 | 1.8 |
| 448190 | Other clothing stores | 7 | 3 823 | 450 | 109 | 42 | 9.3 | 1.8 |
| 4482 | Shoe stores | 20 | 17 624 | 2 750 | 652 | 146 | 3.8 | 9.6 |
| 44821 | Shoe stores | 20 | 17 624 | 2 750 | 652 | 146 | 3.8 | 9.6 |
| 448210 | Shoe stores | 20 | 17 624 | 2 750 | 652 | 146 | 3.8 | 9.6 |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 4482103 | Children's & juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 14 | 14 703 | 2 317 | 549 | 115 | 4.5 | 11.2 |
| 4482105 | Athletic footwear stores | 3 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 15 | 6 139 | 997 | 256 | 104 | 29.7 | 17.3 |
| 44831 | Jewelry stores | 14 | D | D | D | c | D | D |
| 448310 | Jewelry stores | 14 | D | D | D | c | D | D |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 46 | 70 529 | 9 415 | 2 145 | 779 | 10.3 | 3.7 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 23 | 24 978 | 3 808 | 901 | 256 | 14.6 | 3.4 |
| 45111 | Sporting goods stores | 8 | 7 758 | 1 109 | 294 | 73 | 7.7 | 3.5 |
| 451110 | Sporting goods stores | 8 | 7 758 | 1 109 | 294 | 73 | 7.7 | 3.5 |
| 4511102 | Specialty-line sporting goods stores | 7 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 9 | 13 607 | 2 113 | 468 | 137 | 15.1 | – |
| 451120 | Hobby, toy, & game stores | 9 | 13 607 | 2 113 | 468 | 137 | 15.1 | – |
| 45113 | Sewing, needlework, & piece goods stores | 3 | 1 249 | 217 | 50 | 22 | D | – |
| 451130 | Sewing, needlework, & piece goods stores | 3 | 1 249 | 217 | 50 | 22 | D | – |
| 45114 | Musical instrument & supplies stores | 3 | 2 364 | 369 | 89 | 24 | D | 24.1 |
| 451140 | Musical instrument & supplies stores | 3 | 2 364 | 369 | 89 | 24 | D | 24.1 |
| 4512 | Book, periodical, & music stores | 23 | 45 551 | 5 607 | 1 244 | 523 | 7.9 | 3.9 |
| 45121 | Book stores & news dealers | 13 | 30 452 | 3 935 | 843 | 378 | 3.1 | 5.8 |
| 451211 | Book stores | 11 | D | D | D | e | D | D |
| 4512111 | Book stores, general | 5 | 20 044 | 2 550 | 502 | 168 | – | 8.8 |
| 4512112 | Specialty book stores | 4 | D | D | D | b | D | D |
| 4512113 | College book stores | 2 | D | D | D | c | D | D |
| 451212 | News dealers & newsstands | 2 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 10 | 15 099 | 1 672 | 401 | 145 | 17.6 | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 10 | 15 099 | 1 672 | 401 | 145 | 17.6 | – |
| 452 | General merchandise stores | 8 | 265 545 | 25 048 | 6 233 | 1 683 | – | 1.1 |
| 4521 | Department stores (incl leased depts) ## | 5 | 257 737 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 5 | 257 737 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 5 | 257 116 | 24 220 | 6 038 | 1 616 | – | – |
| 45211 | Department stores (excl leased depts) | 5 | 257 116 | 24 220 | 6 038 | 1 616 | – | – |
| 452110 | Department stores (excl leased depts) | 5 | 257 116 | 24 220 | 6 038 | 1 616 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | e | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 2 | D | D | D | f | D | D |
| 4521103 | National chain department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 3 | 8 429 | 828 | 195 | 67 | – | 35.9 |
| 452990 | All other general merchandise stores | 3 | 8 429 | 828 | 195 | 67 | – | 35.9 |
| 4529901 | Variety stores | 2 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 78 | 53 543 | 5 960 | 1 393 | 440 | 8.6 | 14.2 |
| 4531 | Florists | 11 | 4 773 | 763 | 147 | 42 | 11.7 | 12.3 |
| 45311 | Florists | 11 | 4 773 | 763 | 147 | 42 | 11.7 | 12.3 |
| 453110 | Florists | 11 | 4 773 | 763 | 147 | 42 | 11.7 | 12.3 |
| 4532 | Office supplies, stationery, & gift stores | 29 | 29 599 | 2 591 | 609 | 218 | 10.6 | 10.4 |
| 45321 | Office supplies & stationery stores | 9 | 23 316 | 1 607 | 392 | 110 | 6.8 | 5.3 |
| 453210 | Office supplies & stationery stores | 9 | 23 316 | 1 607 | 392 | 110 | 6.8 | 5.3 |
| 4532101 | Stationery stores | 2 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 7 | D | D | D | b | D | D |
| 45322 | Gift, novelty, & souvenir stores | 20 | 6 283 | 984 | 217 | 108 | 24.7 | 29.3 |
| 453220 | Gift, novelty, & souvenir stores | 20 | 6 283 | 984 | 217 | 108 | 24.7 | 29.3 |
| 4533 | Used merchandise stores | 18 | 5 888 | 962 | 236 | 67 | 11.5 | 7.0 |
| 45331 | Used merchandise stores | 18 | 5 888 | 962 | 236 | 67 | 11.5 | 7.0 |
| 453310 | Used merchandise stores | 18 | 5 888 | 962 | 236 | 67 | 11.5 | 7.0 |
| 4539 | Other miscellaneous store retailers | 20 | 13 283 | 1 644 | 401 | 113 | 1.8 | 26.5 |
| 45391 | Pet & pet supplies stores | 7 | 5 636 | 693 | 178 | 49 | .9 | 5.7 |
| 453910 | Pet & pet supplies stores | 7 | 5 636 | 693 | 178 | 49 | .9 | 5.7 |
| 45392 | Art dealers | 3 | 2 410 | 294 | 78 | 17 | – | 9.5 |
| 453920 | Art dealers | 3 | 2 410 | 294 | 78 | 17 | – | 9.5 |
| 45399 | All other miscellaneous store retailers | 10 | 5 237 | 657 | 145 | 47 | 3.6 | 56.8 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **PASADENA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 454 | Nonstore retailers | 15 | 14 755 | 2 394 | 669 | 174 | 19.5 | 38.3 |
| 4541 | Electronic shopping & mail-order houses | 6 | 9 587 | 1 078 | 312 | 55 | 12.3 | 49.0 |
| 45411 | Electronic shopping & mail-order houses | 6 | 9 587 | 1 078 | 312 | 55 | 12.3 | 49.0 |
| 454110 | Electronic shopping & mail-order houses | 6 | 9 587 | 1 078 | 312 | 55 | 12.3 | 49.0 |
| 4543 | Direct selling establishments | 8 | D | D | D | c | D | D |
| 454319 | Other fuel dealers | 1 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 7 | D | D | D | c | D | D |
| 454390 | Other direct selling establishments | 7 | D | D | D | c | D | D |
| | **PATTERSON, CA** | | | | | | | |
| **44-45** | **Retail trade** | **36** | **90 716** | **7 553** | **1 704** | **344** | **3.3** | **2.2** |
| 441 | Motor vehicle & parts dealers | 6 | 55 635 | 4 038 | 856 | 107 | 1.9 | .8 |
| 4411 | Automobile dealers | 3 | 52 918 | 3 666 | 774 | 87 | – | – |
| 442 | Furniture & home furnishings stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 6 | 4 131 | 438 | 89 | 28 | 38.2 | 8.8 |
| 445 | Food & beverage stores | 10 | 14 847 | 1 808 | 407 | 105 | – | 6.5 |
| 4452 | Specialty food stores | 1 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 1 | D | D | D | b | D | D |
| 447 | Gasoline stations | 7 | 9 425 | 458 | 110 | 38 | – | – |
| 451 | Sporting goods, hobby, book, & music stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 2 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **PERRIS, CA** | | | | | | | |
| **44-45** | **Retail trade** | **66** | **470 997** | **39 576** | **9 966** | **2 544** | **62.6** | **1.3** |
| 441 | Motor vehicle & parts dealers | 11 | 39 521 | 2 893 | 685 | 125 | 5.3 | .2 |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 8 | 6 758 | 1 094 | 276 | 57 | – | 1.4 |
| 44131 | Automotive parts & accessories stores | 5 | 5 475 | 798 | 208 | 46 | – | – |
| 441310 | Automotive parts & accessories stores | 5 | 5 475 | 798 | 208 | 46 | – | – |
| 443 | Electronics & appliance stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 5 | D | D | D | b | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 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 |
| 445 | Food & beverage stores | 14 | 65 695 | 6 405 | 1 504 | 251 | 6.9 | 2.5 |
| 4451 | Grocery stores | 10 | D | D | D | c | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 9 | 62 857 | 6 300 | 1 478 | 238 | 2.9 | 2.5 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 9 | 62 857 | 6 300 | 1 478 | 238 | 2.9 | 2.5 |
| 4452 | Specialty food stores | 4 | 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 | 11 | 25 983 | 1 277 | 289 | 79 | 42.4 | – |
| 4471 | Gasoline stations | 11 | 25 983 | 1 277 | 289 | 79 | 42.4 | – |
| 44711 | Gasoline stations with convenience stores | 4 | 11 310 | 440 | 91 | 30 | 78.2 | – |
| 447110 | Gasoline stations with convenience stores | 4 | 11 310 | 440 | 91 | 30 | 78.2 | – |
| 44719 | Other gasoline stations | 7 | 14 673 | 837 | 198 | 49 | 14.8 | – |
| 447190 | Other gasoline stations | 7 | 14 673 | 837 | 198 | 49 | 14.8 | – |
| 448 | Clothing & clothing accessories stores | 4 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 1 | D | D | D | a | D | D |
| 4511 | Sporting goods, hobby, & musical instrument stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 3 | 41 411 | 4 418 | 1 055 | 408 | – | 5.5 |
| 45299 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **PERRIS, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 454 | Nonstore retailers | 3 | D | D | D | g | D | D |
| 4541 | Electronic shopping & mail-order houses | 2 | D | D | D | g | D | D |
| 45411 | Electronic shopping & mail-order houses | 2 | D | D | D | g | D | D |
| 454110 | Electronic shopping & mail-order houses | 2 | D | D | D | g | D | D |
| | **PETALUMA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **276** | **618 586** | **65 661** | **14 832** | **3 307** | **5.2** | **8.6** |
| 441 | Motor vehicle & parts dealers | 25 | 203 005 | 17 308 | 3 844 | 528 | 1.1 | 13.6 |
| 4411 | Automobile dealers | 5 | 177 584 | 13 452 | 2 930 | 379 | – | 13.7 |
| 44111 | New car dealers | 5 | 177 584 | 13 452 | 2 930 | 379 | – | 13.7 |
| 441110 | New car dealers | 5 | 177 584 | 13 452 | 2 930 | 379 | – | 13.7 |
| 4412 | Other motor vehicle dealers | 4 | 10 284 | 869 | 205 | 40 | 18.2 | 21.5 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 4 | 10 284 | 869 | 205 | 40 | 18.2 | 21.5 |
| 441221 | Motorcycle dealers | 2 | D | D | D | a | D | D |
| 441222 | Boat dealers | 2 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 16 | 15 137 | 2 987 | 709 | 109 | 2.6 | 7.7 |
| 44131 | Automotive parts & accessories stores | 10 | 9 769 | 1 676 | 384 | 69 | 4.0 | 12.0 |
| 441310 | Automotive parts & accessories stores | 10 | 9 769 | 1 676 | 384 | 69 | 4.0 | 12.0 |
| 44132 | Tire dealers | 6 | 5 368 | 1 311 | 325 | 40 | – | – |
| 441320 | Tire dealers | 6 | 5 368 | 1 311 | 325 | 40 | – | – |
| 442 | Furniture & home furnishings stores | 22 | 13 372 | 1 966 | 484 | 123 | 12.2 | 6.5 |
| 4421 | Furniture stores | 6 | 4 563 | 731 | 181 | 35 | 8.5 | 2.1 |
| 44211 | Furniture stores | 6 | 4 563 | 731 | 181 | 35 | 8.5 | 2.1 |
| 442110 | Furniture stores | 6 | 4 563 | 731 | 181 | 35 | 8.5 | 2.1 |
| 4422 | Home furnishings stores | 16 | 8 809 | 1 235 | 303 | 88 | 14.1 | 8.8 |
| 44221 | Floor covering stores | 4 | 3 106 | 527 | 128 | 26 | 9.9 | 2.9 |
| 442210 | Floor covering stores | 4 | 3 106 | 527 | 128 | 26 | 9.9 | 2.9 |
| 44229 | Other home furnishings stores | 12 | 5 703 | 708 | 175 | 62 | 16.4 | 11.9 |
| 442299 | All other home furnishings stores | 11 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 12 | 10 223 | 1 498 | 198 | 49 | 29.3 | .3 |
| 4431 | Electronics & appliance stores | 12 | 10 223 | 1 498 | 198 | 49 | 29.3 | .3 |
| 44311 | Appliance, television, & other electronics stores | 5 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 4 | 2 813 | 491 | 30 | 12 | 54.4 | – |
| 44312 | Computer & software stores | 4 | 6 347 | 799 | 116 | 25 | 18.7 | – |
| 443120 | Computer & software stores | 4 | 6 347 | 799 | 116 | 25 | 18.7 | – |
| 444 | Building material & garden equipment & supplies dealers | 24 | 54 890 | 7 549 | 1 702 | 323 | 1.1 | 9.1 |
| 4441 | Building material & supplies dealers | 18 | 36 154 | 5 746 | 1 382 | 247 | 1.0 | 8.2 |
| 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 | 3 | D | D | D | c | D | D |
| 444130 | Hardware stores | 3 | D | D | D | c | D | D |
| 44419 | Other building material dealers | 13 | 17 339 | 2 875 | 719 | 126 | 2.1 | 17.2 |
| 444190 | Other building material dealers | 13 | 17 339 | 2 875 | 719 | 126 | 2.1 | 17.2 |
| 4442 | Lawn & garden equipment & supplies stores | 6 | 18 736 | 1 803 | 320 | 76 | 1.2 | 10.9 |
| 44422 | Nursery & garden centers | 5 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 5 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 23 | 120 259 | 12 897 | 3 009 | 720 | 3.2 | 3.7 |
| 4451 | Grocery stores | 14 | D | D | D | f | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 13 | 112 738 | 12 305 | 2 876 | 649 | .9 | 3.6 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 13 | 112 738 | 12 305 | 2 876 | 649 | .9 | 3.6 |
| 4452 | Specialty food stores | 5 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 19 | 25 766 | 3 750 | 925 | 199 | 1.9 | 1.7 |
| 4461 | Health & personal care stores | 19 | 25 766 | 3 750 | 925 | 199 | 1.9 | 1.7 |
| 44611 | Pharmacies & drug stores | 7 | 20 632 | 2 652 | 659 | 125 | – | – |
| 446110 | Pharmacies & drug stores | 7 | 20 632 | 2 652 | 659 | 125 | – | – |
| 4461101 | Pharmacies & drug stores | 6 | D | D | D | c | D | D |
| 4461102 | Proprietary stores | 1 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 8 | 2 425 | 466 | 108 | 35 | 20.6 | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 8 | 2 425 | 466 | 108 | 35 | 20.6 | – |
| 44619 | Other health & personal care stores | 3 | D | D | D | b | D | D |
| 446199 | All other health & personal care stores | 2 | D | D | D | b | D | D |
| 447 | Gasoline stations | 21 | 50 188 | 2 273 | 573 | 150 | 14.7 | 17.1 |
| 4471 | Gasoline stations | 21 | 50 188 | 2 273 | 573 | 150 | 14.7 | 17.1 |
| 44711 | Gasoline stations with convenience stores | 8 | 25 902 | 851 | 187 | 65 | 28.2 | – |
| 447110 | Gasoline stations with convenience stores | 8 | 25 902 | 851 | 187 | 65 | 28.2 | – |
| 44719 | Other gasoline stations | 13 | 24 286 | 1 422 | 386 | 85 | .4 | 35.3 |
| 447190 | Other gasoline stations | 13 | 24 286 | 1 422 | 386 | 85 | .4 | 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **PETALUMA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores | 55 | 33 929 | 3 958 | 958 | 319 | 6.0 | 15.1 |
| 4481 | Clothing stores | 36 | 24 389 | 2 832 | 696 | 245 | 5.4 | 19.0 |
| 44812 | Women's clothing stores | 14 | 9 924 | 1 352 | 323 | 114 | .7 | 37.4 |
| 448120 | Women's clothing stores | 14 | 9 924 | 1 352 | 323 | 114 | .7 | 37.4 |
| 44813 | Children's & infants' clothing stores | 2 | D | D | D | a | D | D |
| 448130 | Children's & infants' clothing stores | 2 | D | D | D | a | D | D |
| 44814 | Family clothing stores | 8 | 10 119 | 885 | 215 | 64 | 4.8 | – |
| 448140 | Family clothing stores | 8 | 10 119 | 885 | 215 | 64 | 4.8 | – |
| 44819 | Other clothing stores | 8 | D | D | D | b | D | D |
| 448190 | Other clothing stores | 8 | D | D | D | b | D | D |
| 4482 | Shoe stores | 12 | 7 824 | 765 | 173 | 51 | – | 1.3 |
| 44821 | Shoe stores | 12 | 7 824 | 765 | 173 | 51 | – | 1.3 |
| 448210 | Shoe stores | 12 | 7 824 | 765 | 173 | 51 | – | 1.3 |
| 4482101 | Men's shoe stores | 2 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 2 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 6 | D | D | D | b | D | D |
| 4482105 | Athletic footwear stores | 2 | D | D | D | a | D | D |
| 44832 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 24 | 12 405 | 1 484 | 357 | 152 | 20.1 | – |
| 4511 | Sporting goods, hobby, & musical instrument stores | 16 | 7 859 | 915 | 228 | 103 | 20.4 | – |
| 45111 | Sporting goods stores | 9 | 4 923 | 523 | 128 | 48 | 20.9 | – |
| 451110 | Sporting goods stores | 9 | 4 923 | 523 | 128 | 48 | 20.9 | – |
| 4511101 | General-line sporting goods stores | 4 | 3 000 | 297 | 91 | 33 | 18.2 | – |
| 45113 | Sewing, needlework, & piece goods stores | 3 | D | D | D | b | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 3 | 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 | 4 546 | 569 | 129 | 49 | 19.6 | – |
| 45121 | Book stores & news dealers | 5 | 2 618 | 414 | 93 | 30 | 16.2 | – |
| 451211 | Book stores | 5 | 2 618 | 414 | 93 | 30 | 16.2 | – |
| 4512111 | Book stores, general | 4 | D | D | D | b | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 3 | 1 928 | 155 | 36 | 19 | D | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 3 | 1 928 | 155 | 36 | 19 | D | – |
| 452 | General merchandise stores | 5 | D | D | D | e | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 36 | D | D | D | c | D | D |
| 4531 | Florists | 5 | 1 378 | 317 | 73 | 35 | 46.2 | – |
| 45311 | Florists | 5 | 1 378 | 317 | 73 | 35 | 46.2 | – |
| 453110 | Florists | 5 | 1 378 | 317 | 73 | 35 | 46.2 | – |
| 4532 | Office supplies, stationery, & gift stores | 20 | D | D | D | c | 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 |
| 4532101 | Stationery stores | 2 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 45322 | Gift, novelty, & souvenir stores | 17 | 12 788 | 2 335 | 367 | 118 | 21.9 | 2.1 |
| 453220 | Gift, novelty, & souvenir stores | 17 | 12 788 | 2 335 | 367 | 118 | 21.9 | 2.1 |
| 4533 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 9 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 6 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 10 | 38 167 | 6 087 | 1 290 | 222 | 10.9 | .5 |
| 4541 | Electronic shopping & mail-order houses | 4 | 25 432 | 3 998 | 924 | 192 | 15.1 | – |
| 45411 | Electronic shopping & mail-order houses | 4 | 25 432 | 3 998 | 924 | 192 | 15.1 | – |
| 454110 | Electronic shopping & mail-order houses | 4 | 25 432 | 3 998 | 924 | 192 | 15.1 | – |
| 4543 | Direct selling establishments | 6 | 12 735 | 2 089 | 366 | 30 | 2.5 | 1.4 |
| 45431 | Fuel dealers | 2 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 2 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 4 | D | D | D | a | D | D |
| 454390 | Other direct selling establishments | 4 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **PICO RIVERA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **108** | **303 857** | **33 778** | **7 871** | **1 554** | **5.8** | **2.2** |
| 441 | Motor vehicle & parts dealers | 12 | 6 985 | 1 213 | 270 | 68 | 6.3 | 2.1 |
| 4413 | Automotive parts, accessories, & tire stores | 12 | 6 985 | 1 213 | 270 | 68 | 6.3 | 2.1 |
| 44131 | Automotive parts & accessories stores | 8 | 6 212 | 942 | 234 | 59 | – | 2.0 |
| 441310 | Automotive parts & accessories stores | 8 | 6 212 | 942 | 234 | 59 | – | 2.0 |
| 442 | Furniture & home furnishings stores | 4 | 43 081 | 9 777 | 2 200 | 256 | – | – |
| 4421 | Furniture stores | 3 | D | D | D | c | D | D |
| 44211 | Furniture stores | 3 | D | D | D | c | D | D |
| 442110 | Furniture stores | 3 | D | D | D | c | D | D |
| 4422 | Home furnishings stores | 1 | D | D | D | c | D | D |
| 44221 | Floor covering stores | 1 | D | D | D | c | D | D |
| 442210 | Floor covering stores | 1 | D | D | D | c | D | D |
| 443 | Electronics & appliance stores | 3 | 1 150 | 32 | 5 | 5 | D | – |
| 444 | Building material & garden equipment & supplies dealers | 8 | 49 527 | 4 747 | 1 160 | 199 | 2.3 | .6 |
| 4441 | Building material & supplies dealers | 7 | D | D | D | c | D | D |
| 44411 | Home centers | 2 | D | D | D | c | D | D |
| 444110 | Home centers | 2 | D | D | D | c | D | D |
| 44419 | Other building material dealers | 4 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 4 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 31 | 73 144 | 8 154 | 1 803 | 367 | 6.8 | 3.4 |
| 4451 | Grocery stores | 17 | 66 644 | 7 393 | 1 620 | 315 | 2.3 | 3.6 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 12 | 63 346 | 7 249 | 1 587 | 298 | 1.5 | .8 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 12 | 63 346 | 7 249 | 1 587 | 298 | 1.5 | .8 |
| 4452 | Specialty food stores | 6 | 3 636 | 560 | 134 | 37 | 26.3 | 2.6 |
| 446 | Health & personal care stores | 11 | 16 465 | 1 933 | 415 | 121 | 23.3 | 3.2 |
| 4461 | Health & personal care stores | 11 | 16 465 | 1 933 | 415 | 121 | 23.3 | 3.2 |
| 447 | Gasoline stations | 11 | 17 721 | 436 | 60 | 21 | 21.4 | 1.2 |
| 44719 | Other gasoline stations | 8 | 13 630 | 326 | 45 | 17 | 27.8 | 1.6 |
| 447190 | Other gasoline stations | 8 | 13 630 | 326 | 45 | 17 | 27.8 | 1.6 |
| 448 | Clothing & clothing accessories stores | 11 | 5 166 | 657 | 127 | 41 | 47.0 | 7.2 |
| 4482104 | Family shoe stores | 5 | 4 035 | 485 | 93 | 30 | 57.4 | – |
| 451 | Sporting goods, hobby, book, & music stores | 3 | D | D | D | a | D | D |
| 4511 | Sporting goods, hobby, & musical instrument stores | 2 | D | D | D | a | D | D |
| 4511101 | General-line sporting goods stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 5 | 32 886 | 3 744 | 923 | 317 | – | 8.1 |
| 4521103 | National chain department stores (excl leased depts) | 1 | D | D | D | b | D | D |
| 45299 | All other general merchandise stores | 3 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 3 | D | D | D | b | D | D |
| 4529901 | Variety stores | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 7 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | b | D | D |
| 4541 | Electronic shopping & mail-order houses | 1 | D | D | D | b | D | D |
| 45411 | Electronic shopping & mail-order houses | 1 | D | D | D | b | D | D |
| 454110 | Electronic shopping & mail-order houses | 1 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 1 | D | D | D | a | D | D |
| 45431 | Fuel dealers | 1 | D | D | D | a | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 1 | D | D | D | a | D | D |
| | **PIEDMONT, CA** | | | | | | | |
| **44-45** | **Retail trade** | **10** | **12 389** | **2 123** | **399** | **86** | **13.3** | **4.0** |
| 442 | Furniture & home furnishings stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 1 | 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 | 3 112 | 366 | 69 | 16 | D | 15.9 |
| 448 | Clothing & clothing accessories stores | 3 | 1 033 | 90 | 20 | 12 | D | – |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **PINOLE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **74** | **200 477** | **20 096** | **5 039** | **1 341** | **2.5** | **1.9** |
| 441 | Motor vehicle & parts dealers | 6 | 6 441 | 1 229 | 373 | 60 | – | 11.1 |
| 4413 | Automotive parts, accessories, & tire stores | 6 | 6 441 | 1 229 | 373 | 60 | – | 11.1 |
| 442 | Furniture & home furnishings stores | 6 | 9 099 | 835 | 289 | 92 | – | 8.3 |
| 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 |
| 4422 | Home furnishings stores | 4 | D | D | D | b | D | D |
| 44229 | Other home furnishings stores | 2 | D | D | D | b | D | D |
| 442299 | All other home furnishings stores | 2 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 2 | D | D | D | b | D | D |
| 4431 | Electronics & appliance stores | 2 | D | D | D | b | D | D |
| 44311 | Appliance, television, & other electronics stores | 2 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 2 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 3 | D | D | D | b | D | D |
| 4441 | Building material & 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 | 50 902 | 5 213 | 1 196 | 290 | 2.3 | 1.3 |
| 4451 | Grocery stores | 4 | D | D | D | e | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 4 | D | D | D | e | D | D |
| 445110 | Supermarkets & other grocery (except convenience) stores | 4 | D | D | D | e | D | D |
| 446 | Health & personal care stores | 9 | 15 670 | 2 018 | 505 | 63 | 8.7 | 1.7 |
| 4461 | Health & personal care stores | 9 | 15 670 | 2 018 | 505 | 63 | 8.7 | 1.7 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 44619 | Other health & personal care stores | 4 | D | D | D | a | D | D |
| 447 | Gasoline stations | 10 | 23 600 | 959 | 234 | 75 | 8.4 | – |
| 4471 | Gasoline stations | 10 | 23 600 | 959 | 234 | 75 | 8.4 | – |
| 44711 | Gasoline stations with convenience stores | 5 | 16 394 | 435 | 106 | 31 | 7.9 | – |
| 447110 | Gasoline stations with convenience stores | 5 | 16 394 | 435 | 106 | 31 | 7.9 | – |
| 448 | Clothing & clothing accessories stores | 8 | 7 492 | 674 | 161 | 64 | – | 1.2 |
| 4481 | Clothing stores | 3 | 5 090 | 436 | 99 | 50 | – | – |
| 451 | Sporting goods, hobby, book, & music stores | 6 | 6 350 | 669 | 155 | 57 | 4.2 | 15.1 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 3 | D | D | D | b | D | D |
| 4511101 | General-line sporting goods stores | 1 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 3 | D | D | D | b | D | D |
| 45121 | Book stores & news dealers | 2 | D | D | D | a | D | D |
| 451211 | Book stores | 2 | D | D | D | a | D | D |
| 4512111 | Book stores, general | 2 | D | D | D | a | D | D |
| 452 | General merchandise stores | 4 | D | D | D | e | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4529902 | Catalog showrooms | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 10 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 2 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| | **PISMO BEACH, CA** | | | | | | | |
| **44-45** | **Retail trade** | **94** | **101 940** | **11 952** | **2 768** | **888** | **7.4** | **6.2** |
| 441 | Motor vehicle & parts dealers | 2 | D | D | D | a | D | D |
| 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 |
| 442 | Furniture & home furnishings stores | 9 | 4 801 | 527 | 114 | 68 | 7.8 | 7.2 |
| 4422 | Home furnishings stores | 8 | D | D | D | b | D | D |
| 44229 | Other home furnishings stores | 7 | D | D | D | b | D | D |
| 442299 | All other 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 | 2 | 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 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **PISMO BEACH, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 445 | Food & beverage stores | 11 | 36 642 | 4 494 | 1 094 | 290 | 2.0 | .9 |
| 4451 | Grocery stores | 8 | D | D | D | e | D | D |
| 446 | Health & personal care stores | 7 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 7 | D | D | D | b | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 3 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 39 | 23 044 | 2 450 | 537 | 232 | 5.4 | .7 |
| 4481 | Clothing stores | 27 | 15 711 | 1 702 | 383 | 174 | 7.9 | 1.1 |
| 44819 | Other clothing stores | 4 | D | D | D | a | D | D |
| 448190 | Other clothing stores | 4 | D | D | D | a | D | D |
| 4482 | Shoe stores | 8 | 5 696 | 481 | 93 | 36 | – | – |
| 44821 | Shoe stores | 8 | 5 696 | 481 | 93 | 36 | – | – |
| 448210 | Shoe stores | 8 | 5 696 | 481 | 93 | 36 | – | – |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 2 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 4 | 3 472 | 220 | 34 | 16 | – | – |
| 44832 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 4 | D | D | D | b | D | D |
| 451212 | News dealers & newsstands | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 12 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 3 | 1 540 | 199 | 48 | 22 | – | – |
| 45392 | Art dealers | 1 | D | D | D | a | D | D |
| 453920 | Art dealers | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 3 | 570 | 78 | 19 | 6 | – | – |
| | **PITTSBURG, CA** | | | | | | | |
| **44-45** | **Retail trade** | **111** | **368 971** | **38 567** | **9 009** | **2 158** | **2.8** | **3.5** |
| 441 | Motor vehicle & parts dealers | 17 | 80 421 | 9 896 | 2 261 | 292 | 2.1 | 3.1 |
| 4411 | Automobile dealers | 5 | D | D | D | c | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 12 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 10 | 8 872 | 1 405 | 352 | 79 | 15.4 | 17.6 |
| 441310 | Automotive parts & accessories stores | 10 | 8 872 | 1 405 | 352 | 79 | 15.4 | 17.6 |
| 442 | Furniture & home furnishings stores | 5 | D | D | D | b | D | D |
| 4421 | Furniture stores | 3 | 2 391 | 209 | 52 | 14 | D | – |
| 44211 | Furniture stores | 3 | 2 391 | 209 | 52 | 14 | D | – |
| 442110 | Furniture stores | 3 | 2 391 | 209 | 52 | 14 | D | – |
| 443 | Electronics & appliance stores | 4 | 757 | 154 | 35 | 10 | 11.1 | 5.7 |
| 444 | Building material & garden equipment & supplies dealers | 12 | 64 242 | 6 263 | 1 570 | 244 | – | – |
| 4441 | Building material & supplies dealers | 10 | D | D | D | c | D | D |
| 44411 | Home centers | 1 | D | D | D | c | D | D |
| 444110 | Home centers | 1 | D | D | D | c | D | D |
| 44419 | Other building material dealers | 6 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 6 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 16 | 76 297 | 8 550 | 1 868 | 496 | 3.7 | 11.2 |
| 4451 | Grocery stores | 12 | 73 887 | 8 370 | 1 834 | 471 | 2.3 | 11.6 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 9 | 73 102 | 8 341 | 1 828 | 466 | 1.4 | 11.6 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 9 | 73 102 | 8 341 | 1 828 | 466 | 1.4 | 11.6 |
| 4452 | Specialty food stores | 1 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 10 | 12 975 | 1 753 | 414 | 106 | 2.6 | 2.1 |
| 4461 | Health & personal care stores | 10 | 12 975 | 1 753 | 414 | 106 | 2.6 | 2.1 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 9 | 13 761 | 536 | 107 | 32 | 16.9 | 5.9 |
| 448 | Clothing & clothing accessories stores | 14 | 20 577 | 2 300 | 541 | 215 | 3.7 | 3.3 |
| 4481 | Clothing stores | 8 | 18 424 | 2 051 | 490 | 194 | 3.4 | – |
| 44814 | Family clothing stores | 4 | 16 178 | 1 671 | 402 | 161 | – | – |
| 448140 | Family clothing stores | 4 | 16 178 | 1 671 | 402 | 161 | – | – |
| 44819 | Other clothing stores | 1 | D | D | D | b | D | D |
| 448190 | Other clothing stores | 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **PITTSBURG, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 5 | 13 503 | 1 163 | 259 | 87 | – | – |
| 4511 | Sporting goods, hobby, & musical instrument stores | 4 | D | D | D | b | D | D |
| 4511101 | General-line sporting goods stores | 1 | D | D | D | a | D | D |
| 45112 | Hobby, toy, & game stores | 1 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 1 | 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 |
| 452 | General merchandise stores | 6 | 71 076 | 6 297 | 1 588 | 559 | .4 | – |
| 4521 | Department stores (incl leased depts) ## | 2 | D | N | N | N | D | D |
| 45211 | Department stores (incl leased depts) ## | 2 | D | N | N | N | D | D |
| 4521 | Department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 45211 | Department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 452110 | Department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 4 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 4 | D | D | D | b | D | D |
| 4529902 | Catalog showrooms | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 10 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 1 | D | D | D | a | D | D |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 4533 | Used merchandise stores | 3 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 3 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 3 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 6 | 5 871 | 556 | 136 | 39 | 1.4 | – |
| 45391 | Pet & pet supplies stores | 1 | D | D | D | b | D | D |
| 453910 | Pet & pet supplies stores | 1 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 5 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 3 | 509 | 108 | 25 | 26 | 100.0 | – |
| | **PLACENTIA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **110** | **334 568** | **38 135** | **8 975** | **1 525** | **11.7** | **10.0** |
| 441 | Motor vehicle & parts dealers | 9 | 94 144 | 7 039 | 1 647 | 211 | 5.2 | 27.4 |
| 4411 | Automobile dealers | 4 | 89 239 | 5 691 | 1 335 | 153 | 4.1 | 28.9 |
| 442 | Furniture & home furnishings stores | 8 | 17 446 | 3 652 | 1 196 | 103 | 1.9 | 4.1 |
| 4421 | Furniture stores | 4 | D | D | D | b | D | D |
| 44211 | Furniture stores | 4 | D | D | D | b | D | D |
| 442110 | Furniture stores | 4 | D | D | D | b | D | D |
| 4422 | Home furnishings stores | 4 | D | D | D | b | D | D |
| 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 | 8 | 30 926 | 2 891 | 632 | 103 | 45.8 | – |
| 4431 | Electronics & appliance stores | 8 | 30 926 | 2 891 | 632 | 103 | 45.8 | – |
| 44311 | Appliance, television, & other electronics stores | 5 | 7 217 | 718 | 59 | 18 | 35.6 | – |
| 443111 | Household appliance stores | 1 | D | D | D | a | D | D |
| 443112 | Radio, television, & other electronics stores | 4 | D | D | D | a | D | D |
| 44312 | Computer & software stores | 3 | 23 709 | 2 173 | 573 | 85 | D | – |
| 443120 | Computer & software stores | 3 | 23 709 | 2 173 | 573 | 85 | D | – |
| 444 | Building material & garden equipment & supplies dealers | 13 | 39 126 | 6 668 | 1 194 | 132 | 4.2 | 1.1 |
| 4441 | Building material & supplies dealers | 12 | D | D | D | c | D | D |
| 44412 | Paint & wallpaper stores | 1 | D | D | D | a | D | D |
| 444120 | Paint & wallpaper stores | 1 | D | D | D | a | D | D |
| 44419 | Other building material dealers | 11 | D | D | D | c | D | D |
| 444190 | Other building material dealers | 11 | D | D | D | c | D | D |
| 445 | Food & beverage stores | 16 | 47 428 | 5 131 | 1 217 | 254 | 7.2 | 2.1 |
| 4451 | Grocery stores | 13 | 46 258 | 4 988 | 1 185 | 244 | 6.6 | 1.6 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 8 | 43 269 | 4 792 | 1 137 | 228 | 1.0 | .9 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 8 | 43 269 | 4 792 | 1 137 | 228 | 1.0 | .9 |
| 446 | Health & personal care stores | 10 | 25 922 | 3 986 | 992 | 164 | 2.5 | – |
| 4461 | Health & personal care stores | 10 | 25 922 | 3 986 | 992 | 164 | 2.5 | – |
| 44611 | Pharmacies & drug stores | 7 | 25 250 | 3 890 | 971 | 159 | 1.2 | – |
| 446110 | Pharmacies & drug stores | 7 | 25 250 | 3 890 | 971 | 159 | 1.2 | – |
| 4461101 | Pharmacies & drug stores | 7 | 25 250 | 3 890 | 971 | 159 | 1.2 | – |
| 447 | Gasoline stations | 10 | 37 548 | 1 436 | 309 | 78 | 18.3 | – |
| 4471 | Gasoline stations | 10 | 37 548 | 1 436 | 309 | 78 | 18.3 | – |
| 44711 | Gasoline stations with convenience stores | 6 | 15 237 | 750 | 204 | 56 | 45.0 | – |
| 447110 | Gasoline stations with convenience stores | 6 | 15 237 | 750 | 204 | 56 | 45.0 | – |
| 44719 | Other gasoline stations | 4 | 22 311 | 686 | 105 | 22 | – | – |
| 447190 | Other gasoline stations | 4 | 22 311 | 686 | 105 | 22 | – | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **PLACENTIA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores | 5 | 7 155 | 802 | 206 | 52 | 6.7 | – |
| 4481 | Clothing stores | 3 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 8 | 9 155 | 984 | 273 | 83 | 26.7 | .6 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 6 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 1 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 1 | D | D | D | b | D | D |
| 45113 | Sewing, needlework, & piece goods stores | 1 | D | D | D | a | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 1 | D | D | D | a | 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 |
| 4512111 | Book stores, general | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | b | D | D |
| 45299 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 16 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 5 | D | D | D | c | D | D |
| 45321 | Office supplies & stationery stores | 3 | 12 526 | 2 493 | 686 | 162 | D | – |
| 453210 | Office supplies & stationery stores | 3 | 12 526 | 2 493 | 686 | 162 | D | – |
| 4532102 | Office supplies stores | 3 | 12 526 | 2 493 | 686 | 162 | D | – |
| 4533 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 6 | 1 863 | 490 | 60 | 26 | 6.5 | – |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 6 | 5 805 | 1 464 | 320 | 76 | 1.7 | 41.0 |
| 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 | 1 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 1 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 1 | D | D | D | b | D | D |
| | **PLACERVILLE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **150** | **299 104** | **29 605** | **6 571** | **1 627** | **9.3** | **7.7** |
| 441 | Motor vehicle & parts dealers | 20 | 63 986 | 6 416 | 1 370 | 203 | 7.6 | 4.3 |
| 4412 | Other motor vehicle dealers | 3 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 3 | D | D | D | a | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 12 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 8 | 8 369 | 1 473 | 354 | 78 | 3.5 | 5.1 |
| 441310 | Automotive parts & accessories stores | 8 | 8 369 | 1 473 | 354 | 78 | 3.5 | 5.1 |
| 442 | Furniture & home furnishings stores | 7 | 6 115 | 707 | 158 | 33 | 5.9 | 24.4 |
| 4422 | Home furnishings stores | 5 | D | D | D | b | D | D |
| 44221 | Floor covering stores | 3 | 4 014 | 550 | 118 | 17 | – | – |
| 442210 | Floor covering stores | 3 | 4 014 | 550 | 118 | 17 | – | – |
| 443 | Electronics & appliance stores | 5 | 4 369 | 415 | 102 | 20 | 15.2 | 6.2 |
| 4431 | Electronics & appliance stores | 5 | 4 369 | 415 | 102 | 20 | 15.2 | 6.2 |
| 44311 | Appliance, television, & other electronics stores | 4 | D | D | D | a | D | D |
| 443111 | Household appliance stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 20 | 30 663 | 3 365 | 727 | 156 | 7.6 | 2.4 |
| 4441 | Building material & supplies dealers | 17 | 27 123 | 3 054 | 668 | 129 | 8.6 | 2.7 |
| 44412 | Paint & wallpaper stores | 4 | D | D | D | a | D | D |
| 444120 | Paint & wallpaper stores | 4 | D | D | D | a | D | D |
| 44419 | Other building material dealers | 9 | 17 116 | 1 458 | 307 | 53 | 7.5 | 4.1 |
| 444190 | Other building material dealers | 9 | 17 116 | 1 458 | 307 | 53 | 7.5 | 4.1 |
| 4442 | Lawn & garden equipment & supplies stores | 3 | 3 540 | 311 | 59 | 27 | – | – |
| 44422 | Nursery & garden centers | 2 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 2 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 10 | 87 357 | 9 552 | 2 148 | 492 | 7.9 | – |
| 4451 | Grocery stores | 8 | D | D | D | e | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 7 | 85 786 | 9 434 | 2 130 | 478 | 6.2 | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 7 | 85 786 | 9 434 | 2 130 | 478 | 6.2 | – |
| 446 | Health & personal care stores | 11 | 24 790 | 3 135 | 732 | 164 | 6.1 | 9.2 |
| 4461 | Health & personal care stores | 11 | 24 790 | 3 135 | 732 | 164 | 6.1 | 9.2 |
| 44611 | Pharmacies & drug stores | 5 | 22 166 | 2 744 | 627 | 133 | 3.4 | 10.3 |
| 446110 | Pharmacies & drug stores | 5 | 22 166 | 2 744 | 627 | 133 | 3.4 | 10.3 |
| 4461101 | Pharmacies & drug stores | 5 | 22 166 | 2 744 | 627 | 133 | 3.4 | 10.3 |
| 44619 | Other health & personal care stores | 4 | D | D | D | b | D | D |
| 446191 | Food (health) supplement stores | 2 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **PLACERVILLE, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 447 | Gasoline stations | 13 | 29 239 | 1 379 | 303 | 87 | 16.4 | 38.3 |
| 4471 | Gasoline stations | 13 | 29 239 | 1 379 | 303 | 87 | 16.4 | 38.3 |
| 44711 | Gasoline stations with convenience stores | 6 | 12 960 | 451 | 92 | 42 | 15.0 | 19.0 |
| 447110 | Gasoline stations with convenience stores | 6 | 12 960 | 451 | 92 | 42 | 15.0 | 19.0 |
| 44719 | Other gasoline stations | 7 | 16 279 | 928 | 211 | 45 | 17.4 | 53.5 |
| 447190 | Other gasoline stations | 7 | 16 279 | 928 | 211 | 45 | 17.4 | 53.5 |
| 448 | Clothing & clothing accessories stores | 20 | 5 724 | 688 | 152 | 69 | 34.3 | 14.3 |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 10 | 2 398 | 307 | 72 | 47 | 41.1 | – |
| 4511 | Sporting goods, hobby, & musical instrument stores | 9 | D | D | D | b | D | D |
| 45113 | Sewing, needlework, & piece goods stores | 3 | D | D | D | b | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 3 | D | D | D | b | D | D |
| 452 | General merchandise stores | 3 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 27 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 12 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 4 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 4 | D | D | D | a | D | D |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 3 | D | D | D | a | D | D |
| 45322 | Gift, novelty, & souvenir stores | 8 | 3 677 | 474 | 77 | 57 | 78.0 | – |
| 453220 | Gift, novelty, & souvenir stores | 8 | 3 677 | 474 | 77 | 57 | 78.0 | – |
| 4533 | Used merchandise stores | 5 | 867 | 165 | 38 | 14 | – | 5.3 |
| 45331 | Used merchandise stores | 5 | 867 | 165 | 38 | 14 | – | 5.3 |
| 453310 | Used merchandise stores | 5 | 867 | 165 | 38 | 14 | – | 5.3 |
| 4539 | Other miscellaneous store retailers | 7 | D | D | D | a | D | D |
| 45392 | Art dealers | 1 | D | D | D | a | D | D |
| 453920 | Art dealers | 1 | D | D | D | a | D | D |
| 45393 | Manufactured (mobile) home dealers | 2 | D | D | D | a | D | D |
| 453930 | Manufactured (mobile) home dealers | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 4 | 6 800 | 688 | 178 | 24 | .8 | 10.1 |
| 4543 | Direct selling establishments | 1 | D | D | D | a | D | D |
| 45431 | Fuel dealers | 1 | D | D | D | a | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 1 | D | D | D | a | D | D |
| | **PLEASANT HILL, CA** | | | | | | | |
| **44-45** | **Retail trade** | **159** | **382 202** | **36 187** | **8 313** | **2 383** | **4.7** | **7.5** |
| 441 | Motor vehicle & parts dealers | 12 | 14 311 | 2 329 | 612 | 115 | – | 33.9 |
| 4413 | Automotive parts, accessories, & tire stores | 12 | 14 311 | 2 329 | 612 | 115 | – | 33.9 |
| 44131 | Automotive parts & accessories stores | 10 | D | D | D | c | D | D |
| 441310 | Automotive parts & accessories stores | 10 | D | D | D | c | D | D |
| 442 | Furniture & home furnishings stores | 10 | 16 361 | 1 829 | 469 | 97 | – | 3.2 |
| 4421 | Furniture stores | 5 | 7 220 | 679 | 156 | 29 | – | – |
| 44211 | Furniture stores | 5 | 7 220 | 679 | 156 | 29 | – | – |
| 442110 | Furniture stores | 5 | 7 220 | 679 | 156 | 29 | – | – |
| 4422 | Home furnishings stores | 5 | 9 141 | 1 150 | 313 | 68 | – | 5.7 |
| 44229 | Other home furnishings stores | 4 | D | D | D | b | D | D |
| 442299 | All other home furnishings stores | 3 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 9 | 34 914 | 2 736 | 683 | 132 | 24.7 | 7.9 |
| 4431 | Electronics & appliance stores | 9 | 34 914 | 2 736 | 683 | 132 | 24.7 | 7.9 |
| 44311 | Appliance, television, & other electronics stores | 3 | D | D | D | b | D | D |
| 443111 | Household appliance stores | 1 | D | D | D | a | D | D |
| 44312 | Computer & software stores | 6 | D | D | D | c | D | D |
| 443120 | Computer & software stores | 6 | D | D | D | c | D | D |
| 444 | Building material & garden equipment & supplies dealers | 10 | 20 806 | 2 614 | 630 | 108 | .7 | 11.8 |
| 4441 | Building material & supplies dealers | 9 | D | D | D | c | D | D |
| 44412 | Paint & wallpaper stores | 3 | D | D | D | b | D | D |
| 444120 | Paint & wallpaper stores | 3 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 4 | 14 417 | 1 595 | 353 | 44 | 1.0 | – |
| 444190 | Other building material dealers | 4 | 14 417 | 1 595 | 353 | 44 | 1.0 | – |
| 445 | Food & beverage stores | 18 | 55 456 | 6 199 | 854 | 322 | 3.8 | 5.4 |
| 4451 | Grocery stores | 14 | 52 556 | 5 970 | 795 | 296 | 2.2 | 5.1 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 9 | 50 068 | 5 791 | 751 | 275 | 1.1 | 3.1 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 9 | 50 068 | 5 791 | 751 | 275 | 1.1 | 3.1 |
| 4452 | Specialty food stores | 3 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 10 | 11 484 | 1 475 | 342 | 134 | 1.7 | 18.1 |
| 4461 | Health & personal care stores | 10 | 11 484 | 1 475 | 342 | 134 | 1.7 | 18.1 |
| 4461102 | Proprietary stores | 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **PLEASANT HILL, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 447 | Gasoline stations | 15 | 45 240 | 2 302 | 563 | 142 | 7.3 | 17.8 |
| 4471 | Gasoline stations | 15 | 45 240 | 2 302 | 563 | 142 | 7.3 | 17.8 |
| 44711 | Gasoline stations with convenience stores | 6 | 15 008 | 479 | 87 | 23 | – | 28.4 |
| 447110 | Gasoline stations with convenience stores | 6 | 15 008 | 479 | 87 | 23 | – | 28.4 |
| 44719 | Other gasoline stations | 9 | 30 232 | 1 823 | 476 | 119 | 10.9 | 12.6 |
| 447190 | Other gasoline stations | 9 | 30 232 | 1 823 | 476 | 119 | 10.9 | 12.6 |
| 448 | Clothing & clothing accessories stores | 15 | 20 226 | 2 009 | 481 | 136 | 1.5 | 9.7 |
| 4481 | Clothing stores | 9 | 17 620 | 1 795 | 427 | 121 | 1.8 | 11.2 |
| 44811 | Men's clothing stores | 3 | 4 483 | 644 | 178 | 20 | – | 12.4 |
| 448110 | Men's clothing stores | 3 | 4 483 | 644 | 178 | 20 | – | 12.4 |
| 44814 | Family clothing stores | 3 | D | D | D | b | D | D |
| 448140 | Family clothing stores | 3 | D | D | D | b | D | D |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 22 | 50 781 | 4 573 | 1 158 | 415 | .6 | 2.1 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 15 | 37 857 | 3 270 | 840 | 272 | .8 | 2.9 |
| 45111 | Sporting goods stores | 5 | 4 232 | 602 | 152 | 36 | 4.2 | 2.2 |
| 451110 | Sporting goods stores | 5 | 4 232 | 602 | 152 | 36 | 4.2 | 2.2 |
| 4511102 | Specialty-line sporting goods stores | 4 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 6 | 22 950 | 1 539 | 394 | 107 | .5 | 2.9 |
| 451120 | Hobby, toy, & game stores | 6 | 22 950 | 1 539 | 394 | 107 | .5 | 2.9 |
| 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 |
| 45114 | Musical instrument & supplies stores | 2 | D | D | D | b | D | D |
| 451140 | Musical instrument & supplies stores | 2 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 7 | 12 924 | 1 303 | 318 | 143 | – | – |
| 45121 | Book stores & news dealers | 5 | D | D | D | c | D | D |
| 451211 | Book stores | 5 | D | D | D | c | D | D |
| 4512111 | Book stores, general | 1 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 3 | D | D | D | b | D | D |
| 4512113 | College book stores | 1 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 2 | D | D | D | b | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 2 | D | D | D | b | D | D |
| 452 | General merchandise stores | 9 | 92 896 | 7 888 | 2 024 | 605 | – | – |
| 4521 | Department stores (incl leased depts) ## | 4 | D | N | N | N | D | D |
| 45211 | Department stores (incl leased depts) ## | 4 | D | N | N | N | D | D |
| 4521 | Department stores (excl leased depts) | 4 | D | D | D | f | D | D |
| 45211 | Department stores (excl leased depts) | 4 | D | D | D | f | D | D |
| 452110 | Department stores (excl leased depts) | 4 | D | D | D | f | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4521103 | National chain department stores (excl leased depts) | 1 | D | D | D | b | D | D |
| 45299 | All other general merchandise stores | 5 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 5 | D | D | D | b | D | D |
| 4529902 | Catalog showrooms | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 24 | 18 065 | 1 988 | 458 | 155 | 10.1 | 8.2 |
| 4532 | Office supplies, stationery, & gift stores | 5 | 6 748 | 517 | 152 | 46 | 5.6 | – |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 6 | 2 616 | 382 | 81 | 33 | 46.3 | 15.6 |
| 45331 | Used merchandise stores | 6 | 2 616 | 382 | 81 | 33 | 46.3 | 15.6 |
| 453310 | Used merchandise stores | 6 | 2 616 | 382 | 81 | 33 | 46.3 | 15.6 |
| 4539 | Other miscellaneous store retailers | 11 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 5 | 4 729 | 572 | 135 | 56 | – | 12.5 |
| 453910 | Pet & pet supplies stores | 5 | 4 729 | 572 | 135 | 56 | – | 12.5 |
| 45399 | All other miscellaneous store retailers | 6 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 5 | 1 662 | 245 | 39 | 22 | 69.2 | 30.8 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **PLEASANTON, CA** | | | | | | | |
| **44-45** | **Retail trade** | **349** | **1 068 161** | **107 476** | **25 457** | **5 665** | **3.4** | **3.1** |
| 441 | Motor vehicle & parts dealers | 19 | 250 293 | 19 239 | 4 494 | 461 | .9 | – |
| 4411 | Automobile dealers | 10 | D | D | D | e | D | D |
| 44111 | New car dealers | 9 | 239 359 | 17 528 | 4 121 | 388 | – | – |
| 441110 | New car dealers | 9 | 239 359 | 17 528 | 4 121 | 388 | – | – |
| 4413 | Automotive parts, accessories, & tire stores | 9 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 6 | 4 268 | 560 | 85 | 19 | 17.2 | – |
| 441310 | Automotive parts & accessories stores | 6 | 4 268 | 560 | 85 | 19 | 17.2 | – |
| 44132 | Tire dealers | 3 | D | D | D | b | D | D |
| 441320 | Tire dealers | 3 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 35 | 42 889 | 6 097 | 1 311 | 258 | 12.4 | 19.7 |
| 4421 | Furniture stores | 15 | 24 422 | 3 205 | 770 | 102 | 18.6 | 27.0 |
| 44211 | Furniture stores | 15 | 24 422 | 3 205 | 770 | 102 | 18.6 | 27.0 |
| 442110 | Furniture stores | 15 | 24 422 | 3 205 | 770 | 102 | 18.6 | 27.0 |
| 4422 | Home furnishings stores | 20 | 18 467 | 2 892 | 541 | 156 | 4.1 | 9.9 |
| 44221 | Floor covering stores | 6 | 4 272 | 1 536 | 194 | 39 | 4.6 | – |
| 442210 | Floor covering stores | 6 | 4 272 | 1 536 | 194 | 39 | 4.6 | – |
| 44229 | Other home furnishings stores | 14 | 14 195 | 1 356 | 347 | 117 | 4.0 | 12.9 |
| 442299 | All other home furnishings stores | 13 | D | D | D | c | D | D |
| 443 | Electronics & appliance stores | 27 | 70 237 | 5 990 | 1 337 | 285 | 4.0 | 9.8 |
| 4431 | Electronics & appliance stores | 27 | 70 237 | 5 990 | 1 337 | 285 | 4.0 | 9.8 |
| 44311 | Appliance, television, & other electronics stores | 10 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 10 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 15 | 62 993 | 3 988 | 806 | 207 | 4.4 | 10.2 |
| 443120 | Computer & software stores | 15 | 62 993 | 3 988 | 806 | 207 | 4.4 | 10.2 |
| 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 | 82 334 | 9 178 | 2 170 | 349 | 5.7 | 1.2 |
| 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 | 10 | D | D | D | c | D | D |
| 444190 | Other building material dealers | 10 | D | D | D | c | D | D |
| 445 | Food & beverage stores | 39 | 133 049 | 15 645 | 3 589 | 841 | 4.9 | 3.6 |
| 4451 | Grocery stores | 20 | 119 050 | 13 708 | 3 121 | 671 | 4.1 | 2.8 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 12 | 111 369 | 12 792 | 2 913 | 616 | .1 | 1.0 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 12 | 111 369 | 12 792 | 2 913 | 616 | .1 | 1.0 |
| 44512 | Convenience stores | 8 | 7 681 | 916 | 208 | 55 | 60.9 | 28.7 |
| 445120 | Convenience stores | 8 | 7 681 | 916 | 208 | 55 | 60.9 | 28.7 |
| 4452 | Specialty food stores | 14 | 8 691 | 1 546 | 357 | 131 | 16.5 | 8.0 |
| 4453 | Beer, wine, & liquor stores | 5 | 5 308 | 391 | 111 | 39 | 4.4 | 12.5 |
| 44531 | Beer, wine, & liquor stores | 5 | 5 308 | 391 | 111 | 39 | 4.4 | 12.5 |
| 445310 | Beer, wine, & liquor stores | 5 | 5 308 | 391 | 111 | 39 | 4.4 | 12.5 |
| 446 | Health & personal care stores | 35 | 41 597 | 7 767 | 1 916 | 377 | 7.8 | 2.0 |
| 4461 | Health & personal care stores | 35 | 41 597 | 7 767 | 1 916 | 377 | 7.8 | 2.0 |
| 44611 | Pharmacies & drug stores | 9 | 27 697 | 5 398 | 1 356 | 225 | 2.9 | – |
| 446110 | Pharmacies & drug stores | 9 | 27 697 | 5 398 | 1 356 | 225 | 2.9 | – |
| 4461101 | Pharmacies & drug stores | 7 | D | D | D | c | D | D |
| 4461102 | Proprietary stores | 2 | D | D | D | b | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 9 | 4 518 | 651 | 143 | 53 | 17.3 | 3.2 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 9 | 4 518 | 651 | 143 | 53 | 17.3 | 3.2 |
| 44613 | Optical goods stores | 9 | 6 458 | 1 073 | 267 | 59 | 7.7 | – |
| 446130 | Optical goods stores | 9 | 6 458 | 1 073 | 267 | 59 | 7.7 | – |
| 44619 | Other health & personal care stores | 8 | 2 924 | 645 | 150 | 40 | 40.0 | 23.3 |
| 446191 | Food (health) supplement stores | 3 | 936 | 121 | 22 | 10 | 27.2 | 72.8 |
| 446199 | All other health & personal care stores | 5 | 1 988 | 524 | 128 | 30 | 46.0 | – |
| 447 | Gasoline stations | 19 | 47 368 | 3 258 | 756 | 169 | 7.7 | 10.1 |
| 4471 | Gasoline stations | 19 | 47 368 | 3 258 | 756 | 169 | 7.7 | 10.1 |
| 44711 | Gasoline stations with convenience stores | 5 | 13 688 | 941 | 182 | 67 | 4.8 | – |
| 447110 | Gasoline stations with convenience stores | 5 | 13 688 | 941 | 182 | 67 | 4.8 | – |
| 44719 | Other gasoline stations | 14 | 33 680 | 2 317 | 574 | 102 | 8.9 | 14.1 |
| 447190 | Other gasoline stations | 14 | 33 680 | 2 317 | 574 | 102 | 8.9 | 14.1 |

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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **PLEASANTON, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores | 72 | 130 540 | 18 739 | 4 844 | 1 392 | .4 | 2.6 |
| 4481 | Clothing stores | 51 | 115 365 | 16 726 | 4 356 | 1 267 | .1 | 2.1 |
| 44811 | Men's clothing stores | 5 | 5 638 | 581 | 165 | 42 | – | 1.3 |
| 448110 | Men's clothing stores | 5 | 5 638 | 581 | 165 | 42 | – | 1.3 |
| 44812 | Women's clothing stores | 19 | 16 219 | 2 080 | 499 | 177 | .6 | 5.3 |
| 448120 | Women's clothing stores | 19 | 16 219 | 2 080 | 499 | 177 | .6 | 5.3 |
| 44813 | Children's & infants' clothing stores | 2 | D | D | D | b | D | D |
| 448130 | Children's & infants' clothing stores | 2 | D | D | D | b | D | D |
| 44814 | Family clothing stores | 15 | 81 035 | 12 742 | 3 371 | 924 | – | 1.6 |
| 448140 | Family clothing stores | 15 | 81 035 | 12 742 | 3 371 | 924 | – | 1.6 |
| 44815 | Clothing accessories stores | 5 | D | D | D | a | D | D |
| 448150 | Clothing accessories stores | 5 | D | D | D | a | D | D |
| 44819 | Other clothing stores | 5 | 8 476 | 842 | 198 | 79 | – | – |
| 448190 | Other clothing stores | 5 | 8 476 | 842 | 198 | 79 | – | – |
| 4482 | Shoe stores | 12 | 7 990 | 964 | 248 | 79 | – | – |
| 44821 | Shoe stores | 12 | 7 990 | 964 | 248 | 79 | – | – |
| 448210 | Shoe stores | 12 | 7 990 | 964 | 248 | 79 | – | – |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 4 | D | D | D | b | D | D |
| 4482103 | Children's & juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 4482105 | Athletic footwear stores | 3 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 9 | 7 185 | 1 049 | 240 | 46 | 5.0 | 13.4 |
| 44831 | Jewelry stores | 8 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 8 | D | D | D | b | D | D |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 24 | 19 982 | 2 214 | 438 | 164 | 12.5 | .2 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 18 | 11 954 | 1 410 | 266 | 112 | 19.5 | .4 |
| 45111 | Sporting goods stores | 10 | 6 451 | 869 | 181 | 51 | 30.2 | – |
| 451110 | Sporting goods stores | 10 | 6 451 | 869 | 181 | 51 | 30.2 | – |
| 4511101 | General-line sporting goods stores | 4 | 3 326 | 423 | 94 | 29 | 27.0 | – |
| 45112 | Hobby, toy, & game stores | 6 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 6 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 6 | 8 028 | 804 | 172 | 52 | 2.1 | – |
| 45121 | Book stores & news dealers | 3 | D | D | D | b | D | D |
| 451211 | Book stores | 3 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 2 | D | D | D | a | D | D |
| 4512112 | Specialty book stores | 1 | 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 | 8 | 213 580 | 13 905 | 3 336 | 972 | – | – |
| 4521 | Department stores (incl leased depts) ## | 4 | 206 594 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 4 | 206 594 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 4 | 205 037 | 13 202 | 3 025 | 863 | – | – |
| 45211 | Department stores (excl leased depts) | 4 | 205 037 | 13 202 | 3 025 | 863 | – | – |
| 452110 | Department stores (excl leased depts) | 4 | 205 037 | 13 202 | 3 025 | 863 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 4521103 | National chain department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 4 | 8 543 | 703 | 311 | 109 | – | – |
| 452990 | All other general merchandise stores | 4 | 8 543 | 703 | 311 | 109 | – | – |
| 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 | 48 | 31 454 | 4 005 | 930 | 358 | 14.1 | 9.6 |
| 4531 | Florists | 7 | 1 885 | 503 | 108 | 41 | 46.8 | .3 |
| 45311 | Florists | 7 | 1 885 | 503 | 108 | 41 | 46.8 | .3 |
| 453110 | Florists | 7 | 1 885 | 503 | 108 | 41 | 46.8 | .3 |
| 4532 | Office supplies, stationery, & gift stores | 24 | 22 986 | 2 617 | 577 | 231 | 7.2 | 8.4 |
| 45321 | Office supplies & stationery stores | 5 | 12 975 | 1 324 | 293 | 87 | – | 14.8 |
| 453210 | Office supplies & stationery stores | 5 | 12 975 | 1 324 | 293 | 87 | – | 14.8 |
| 4532102 | Office supplies stores | 5 | 12 975 | 1 324 | 293 | 87 | – | 14.8 |
| 45322 | Gift, novelty, & souvenir stores | 19 | 10 011 | 1 293 | 284 | 144 | 16.6 | – |
| 453220 | Gift, novelty, & souvenir stores | 19 | 10 011 | 1 293 | 284 | 144 | 16.6 | – |
| 4533 | Used merchandise stores | 3 | 1 122 | 143 | 40 | 16 | – | 5.1 |
| 45331 | Used merchandise stores | 3 | 1 122 | 143 | 40 | 16 | – | 5.1 |
| 453310 | Used merchandise stores | 3 | 1 122 | 143 | 40 | 16 | – | 5.1 |
| 4539 | Other miscellaneous store retailers | 14 | 5 461 | 742 | 205 | 70 | 34.8 | 18.7 |
| 45391 | Pet & pet supplies stores | 5 | 808 | 121 | 28 | 18 | 65.0 | – |
| 453910 | Pet & pet supplies stores | 5 | 808 | 121 | 28 | 18 | 65.0 | – |
| 45392 | Art dealers | 2 | D | D | D | a | D | D |
| 453920 | Art dealers | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 7 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 9 | 4 838 | 1 439 | 336 | 39 | 15.2 | 2.8 |
| 4543 | Direct selling establishments | 5 | 3 945 | 1 263 | 305 | 31 | 8.5 | – |
| 45439 | Other direct selling establishments | 5 | 3 945 | 1 263 | 305 | 31 | 8.5 | – |
| 454390 | Other direct selling establishments | 5 | 3 945 | 1 263 | 305 | 31 | 8.5 | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **POMONA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **269** | **599 474** | **63 634** | **14 240** | **3 216** | **11.3** | **6.2** |
| 441 | Motor vehicle & parts dealers | 47 | 192 539 | 17 898 | 4 489 | 590 | 2.2 | 3.3 |
| 4411 | Automobile dealers | 12 | 159 772 | 12 186 | 2 947 | 359 | 1.4 | 3.6 |
| 44111 | New car dealers | 8 | 158 965 | 12 076 | 2 873 | 353 | 1.3 | 3.5 |
| 441110 | New car dealers | 8 | 158 965 | 12 076 | 2 873 | 353 | 1.3 | 3.5 |
| 4412 | Other motor vehicle dealers | 3 | 5 895 | 864 | 207 | 34 | D | – |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 3 | 5 895 | 864 | 207 | 34 | D | – |
| 441222 | Boat dealers | 2 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 32 | 26 872 | 4 848 | 1 335 | 197 | 6.5 | 2.6 |
| 44131 | Automotive parts & accessories stores | 23 | 23 040 | 4 027 | 1 157 | 162 | 6.2 | 2.2 |
| 441310 | Automotive parts & accessories stores | 23 | 23 040 | 4 027 | 1 157 | 162 | 6.2 | 2.2 |
| 44132 | Tire dealers | 9 | 3 832 | 821 | 178 | 35 | 8.0 | 4.8 |
| 441320 | Tire dealers | 9 | 3 832 | 821 | 178 | 35 | 8.0 | 4.8 |
| 442 | Furniture & home furnishings stores | 5 | 6 549 | 793 | 192 | 36 | 6.3 | 2.8 |
| 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 | 8 | 23 292 | 2 569 | 601 | 112 | 3.1 | 8.8 |
| 4431 | Electronics & appliance stores | 8 | 23 292 | 2 569 | 601 | 112 | 3.1 | 8.8 |
| 44311 | Appliance, television, & other electronics stores | 6 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 6 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 2 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 2 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 19 | 51 965 | 7 902 | 1 300 | 260 | 6.9 | 1.0 |
| 4441 | Building material & supplies dealers | 17 | D | D | D | e | D | D |
| 44411 | Home centers | 3 | 27 165 | 4 312 | 702 | 166 | – | – |
| 444110 | Home centers | 3 | 27 165 | 4 312 | 702 | 166 | – | – |
| 44419 | Other building material dealers | 13 | 23 944 | 3 532 | 583 | 87 | 12.5 | 2.2 |
| 444190 | Other building material dealers | 13 | 23 944 | 3 532 | 583 | 87 | 12.5 | 2.2 |
| 445 | Food & beverage stores | 51 | 126 719 | 12 671 | 3 149 | 846 | 14.1 | 3.1 |
| 4451 | Grocery stores | 38 | 123 216 | 12 536 | 3 116 | 829 | 12.0 | 2.8 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 30 | 119 713 | 12 308 | 3 065 | 804 | 9.9 | 2.5 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 30 | 119 713 | 12 308 | 3 065 | 804 | 9.9 | 2.5 |
| 4452 | Specialty food stores | 4 | 828 | 57 | 15 | 4 | 100.0 | – |
| 446 | Health & personal care stores | 33 | 29 321 | 4 724 | 1 067 | 222 | 21.6 | 3.5 |
| 4461 | Health & personal care stores | 33 | 29 321 | 4 724 | 1 067 | 222 | 21.6 | 3.5 |
| 44611 | Pharmacies & drug stores | 21 | 24 727 | 3 568 | 806 | 178 | 18.8 | 2.2 |
| 446110 | Pharmacies & drug stores | 21 | 24 727 | 3 568 | 806 | 178 | 18.8 | 2.2 |
| 4461101 | Pharmacies & drug stores | 21 | 24 727 | 3 568 | 806 | 178 | 18.8 | 2.2 |
| 44619 | Other health & personal care stores | 6 | 3 243 | 926 | 196 | 29 | 37.2 | – |
| 446199 | All other health & personal care stores | 6 | 3 243 | 926 | 196 | 29 | 37.2 | – |
| 447 | Gasoline stations | 44 | 90 203 | 6 309 | 1 175 | 347 | 30.4 | 20.9 |
| 4471 | Gasoline stations | 44 | 90 203 | 6 309 | 1 175 | 347 | 30.4 | 20.9 |
| 44711 | Gasoline stations with convenience stores | 22 | 39 604 | 1 492 | 240 | 91 | 16.2 | 10.3 |
| 447110 | Gasoline stations with convenience stores | 22 | 39 604 | 1 492 | 240 | 91 | 16.2 | 10.3 |
| 44719 | Other gasoline stations | 22 | 50 599 | 4 817 | 935 | 256 | 41.4 | 29.2 |
| 447190 | Other gasoline stations | 22 | 50 599 | 4 817 | 935 | 256 | 41.4 | 29.2 |
| 448 | Clothing & clothing accessories stores | 13 | 4 749 | 969 | 204 | 51 | 37.2 | 8.6 |
| 451 | Sporting goods, hobby, book, & music stores | 10 | 21 053 | 2 003 | 476 | 154 | – | 2.4 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 8 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 2 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 2 | 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 | 2 | D | D | D | b | D | D |
| 45121 | Book stores & news dealers | 2 | D | D | D | b | D | D |
| 451211 | Book stores | 2 | D | D | D | b | D | D |
| 4512113 | College book stores | 2 | D | D | D | b | D | D |
| 452 | General merchandise stores | 10 | 35 346 | 4 614 | 839 | 395 | 3.3 | 7.9 |
| 45299 | All other general merchandise stores | 9 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 9 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 4 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **POMONA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 24 | 9 605 | 2 035 | 453 | 135 | 29.8 | 7.1 |
| 4532 | Office supplies, stationery, & gift stores | 3 | D | D | D | a | D | D |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 4533 | Used merchandise stores | 7 | 1 777 | 487 | 108 | 49 | 37.8 | 23.9 |
| 45331 | Used merchandise stores | 7 | 1 777 | 487 | 108 | 49 | 37.8 | 23.9 |
| 453310 | Used merchandise stores | 7 | 1 777 | 487 | 108 | 49 | 37.8 | 23.9 |
| 4539 | Other miscellaneous store retailers | 8 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 3 | D | D | D | b | D | D |
| 453910 | Pet & pet supplies stores | 3 | D | D | D | b | D | D |
| 45392 | Art dealers | 1 | D | D | D | a | D | D |
| 453920 | Art dealers | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 4 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 5 | 8 133 | 1 147 | 295 | 68 | 19.0 | – |
| 4541 | Electronic shopping & mail-order houses | 1 | D | D | D | b | D | D |
| 45411 | Electronic shopping & mail-order houses | 1 | D | D | D | b | D | D |
| 454110 | Electronic shopping & mail-order houses | 1 | D | D | D | b | D | D |
| | **PORTERVILLE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **165** | **340 611** | **35 107** | **8 690** | **2 097** | **7.5** | **2.2** |
| 441 | Motor vehicle & parts dealers | 34 | 90 722 | 8 537 | 2 117 | 375 | 7.9 | 2.1 |
| 4411 | Automobile dealers | 15 | 74 057 | 5 933 | 1 529 | 213 | 2.2 | 1.1 |
| 44112 | Used car dealers | 8 | 11 812 | 1 030 | 397 | 42 | 14.0 | .2 |
| 441120 | Used car dealers | 8 | 11 812 | 1 030 | 397 | 42 | 14.0 | .2 |
| 4413 | Automotive parts, accessories, & tire stores | 17 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 13 | 12 100 | 1 853 | 416 | 109 | 44.5 | 3.7 |
| 441310 | Automotive parts & accessories stores | 13 | 12 100 | 1 853 | 416 | 109 | 44.5 | 3.7 |
| 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 | 5 550 | 1 092 | 242 | 93 | 22.1 | – |
| 4421 | Furniture stores | 3 | 2 635 | 438 | 113 | 41 | D | – |
| 44211 | Furniture stores | 3 | 2 635 | 438 | 113 | 41 | D | – |
| 442110 | Furniture stores | 3 | 2 635 | 438 | 113 | 41 | D | – |
| 4422 | Home furnishings stores | 3 | 2 915 | 654 | 129 | 52 | – | – |
| 443 | Electronics & appliance stores | 10 | 4 357 | 417 | 103 | 25 | 22.4 | 17.9 |
| 4431 | Electronics & appliance stores | 10 | 4 357 | 417 | 103 | 25 | 22.4 | 17.9 |
| 44311 | Appliance, television, & other electronics stores | 7 | D | D | D | a | D | D |
| 443112 | Radio, television, & other electronics stores | 4 | D | D | D | a | D | D |
| 44312 | Computer & software stores | 3 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 3 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 13 | 10 796 | 1 724 | 681 | 88 | 8.8 | – |
| 4441 | Building material & supplies dealers | 9 | 9 270 | 1 348 | 538 | 61 | 5.7 | – |
| 44419 | Other building material dealers | 5 | 6 026 | 464 | 101 | 24 | 8.8 | – |
| 444190 | Other building material dealers | 5 | 6 026 | 464 | 101 | 24 | 8.8 | – |
| 445 | Food & beverage stores | 17 | D | D | D | e | D | D |
| 4451 | Grocery stores | 16 | D | D | D | e | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 15 | 82 873 | 7 875 | 1 833 | 371 | 6.0 | 1.1 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 15 | 82 873 | 7 875 | 1 833 | 371 | 6.0 | 1.1 |
| 446 | Health & personal care stores | 12 | 22 291 | 3 129 | 740 | 158 | 15.0 | – |
| 4461 | Health & personal care stores | 12 | 22 291 | 3 129 | 740 | 158 | 15.0 | – |
| 44611 | Pharmacies & drug stores | 7 | 20 737 | 2 931 | 696 | 146 | 13.4 | – |
| 446110 | Pharmacies & drug stores | 7 | 20 737 | 2 931 | 696 | 146 | 13.4 | – |
| 4461101 | Pharmacies & drug stores | 7 | 20 737 | 2 931 | 696 | 146 | 13.4 | – |
| 447 | Gasoline stations | 16 | 22 638 | 1 823 | 414 | 124 | 8.0 | 13.1 |
| 4471 | Gasoline stations | 16 | 22 638 | 1 823 | 414 | 124 | 8.0 | 13.1 |
| 44711 | Gasoline stations with convenience stores | 11 | 19 331 | 1 405 | 326 | 96 | 5.2 | 14.0 |
| 447110 | Gasoline stations with convenience stores | 11 | 19 331 | 1 405 | 326 | 96 | 5.2 | 14.0 |
| 448 | Clothing & clothing accessories stores | 20 | 10 833 | 1 585 | 434 | 119 | 12.2 | 1.6 |
| 4481 | Clothing stores | 11 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 5 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 10 | 2 834 | 344 | 80 | 33 | 1.9 | 9.0 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 6 | 2 299 | 275 | 63 | 25 | – | 5.1 |

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[1] | Estimated[2] |
| | **PORTERVILLE, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 6 | 77 943 | 7 256 | 1 742 | 614 | .3 | – |
| 4521 | Department stores (incl leased depts) ## | 3 | D | N | N | N | D | D |
| 45211 | Department stores (incl leased depts) ## | 3 | D | N | N | N | D | D |
| 4521 | Department stores (excl leased depts) | 3 | D | D | D | f | D | D |
| 45211 | Department stores (excl leased depts) | 3 | D | D | D | f | D | D |
| 452110 | Department stores (excl leased depts) | 3 | D | D | D | f | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 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 | 17 | 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 | 7 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 5 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 4 | 2 345 | 378 | 86 | 15 | – | – |
| | **PORT HUENEME, CA** | | | | | | | |
| **44-45** | **Retail trade** | **23** | **44 319** | **4 669** | **1 082** | **226** | **3.9** | **3.0** |
| 441 | Motor vehicle & parts dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 1 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 4 | D | D | D | c | D | D |
| 4451 | Grocery stores | 2 | D | D | D | c | D | D |
| 446 | Health & personal care stores | 5 | 9 459 | 1 137 | 282 | 56 | 2.7 | 2.5 |
| 4461 | Health & personal care stores | 5 | 9 459 | 1 137 | 282 | 56 | 2.7 | 2.5 |
| 447 | Gasoline stations | 2 | D | D | D | a | D | D |
| 448 | Clothing & clothing accessories stores | 4 | 786 | 67 | 14 | 4 | 96.9 | – |
| 451 | Sporting goods, hobby, book, & music stores | 3 | 566 | 50 | 11 | 8 | – | – |
| 453 | Miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 1 | D | D | D | a | D | D |
| | **PORTOLA VALLEY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **9** | **7 921** | **1 154** | **224** | **53** | **66.0** | **12.6** |
| 444 | Building material & garden equipment & supplies dealers | 2 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 4 | 4 482 | 639 | 129 | 30 | 73.2 | – |
| 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 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **POWAY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **139** | **442 784** | **38 891** | **9 509** | **2 036** | **3.6** | **10.0** |
| 441 | Motor vehicle & parts dealers | 22 | 207 066 | 15 545 | 3 941 | 525 | – | 17.2 |
| 4411 | Automobile dealers | 11 | D | D | D | e | D | D |
| 44111 | New car dealers | 9 | 183 214 | 12 910 | 3 351 | 408 | – | 19.4 |
| 441110 | New car dealers | 9 | 183 214 | 12 910 | 3 351 | 408 | – | 19.4 |
| 4412 | Other motor vehicle dealers | 2 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 2 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 9 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 5 | 7 949 | 1 004 | 217 | 47 | 1.2 | – |
| 441310 | Automotive parts & accessories stores | 5 | 7 949 | 1 004 | 217 | 47 | 1.2 | – |
| 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 | 2 584 | 513 | 112 | 23 | 28.6 | 1.7 |
| 4422 | Home furnishings stores | 5 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 3 | 1 527 | 302 | 64 | 16 | 100.0 | – |
| 4431 | Electronics & appliance stores | 3 | 1 527 | 302 | 64 | 16 | 100.0 | – |
| 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 | 11 | 15 495 | 2 010 | 393 | 75 | 6.2 | 1.0 |
| 4441 | Building material & supplies dealers | 9 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 8 | 12 936 | 1 753 | 341 | 61 | 7.4 | 1.2 |
| 444190 | Other building material dealers | 8 | 12 936 | 1 753 | 341 | 61 | 7.4 | 1.2 |
| 445 | Food & beverage stores | 14 | 75 575 | 7 580 | 1 912 | 395 | 2.0 | .5 |
| 4451 | Grocery stores | 9 | D | D | D | e | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 7 | 71 547 | 7 347 | 1 863 | 374 | .2 | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 7 | 71 547 | 7 347 | 1 863 | 374 | .2 | – |
| 446 | Health & personal care stores | 9 | 14 450 | 1 949 | 497 | 101 | 23.2 | – |
| 4461 | Health & personal care stores | 9 | 14 450 | 1 949 | 497 | 101 | 23.2 | – |
| 447 | Gasoline stations | 10 | 26 561 | 1 106 | 268 | 81 | – | 13.3 |
| 4471 | Gasoline stations | 10 | 26 561 | 1 106 | 268 | 81 | – | 13.3 |
| 44711 | Gasoline stations with convenience stores | 5 | 11 985 | 473 | 109 | 46 | – | – |
| 447110 | Gasoline stations with convenience stores | 5 | 11 985 | 473 | 109 | 46 | – | – |
| 44719 | Other gasoline stations | 5 | 14 576 | 633 | 159 | 35 | – | 24.2 |
| 447190 | Other gasoline stations | 5 | 14 576 | 633 | 159 | 35 | – | 24.2 |
| 448 | Clothing & clothing accessories stores | 14 | 5 043 | 711 | 126 | 50 | 34.8 | 12.2 |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 4 | 2 051 | 356 | 48 | 12 | 70.6 | 29.4 |
| 451 | Sporting goods, hobby, book, & music stores | 16 | 11 724 | 1 550 | 368 | 140 | 26.4 | 1.2 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 13 | 9 604 | 1 331 | 321 | 121 | 32.2 | .1 |
| 45111 | Sporting goods stores | 6 | 4 277 | 585 | 138 | 30 | 63.3 | – |
| 451110 | Sporting goods stores | 6 | 4 277 | 585 | 138 | 30 | 63.3 | – |
| 4511102 | Specialty-line sporting goods stores | 5 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 5 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 5 | D | D | D | b | D | D |
| 45113 | Sewing, needlework, & piece goods stores | 1 | D | D | D | b | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 1 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 3 | 2 120 | 219 | 47 | 19 | – | 6.5 |
| 452 | General merchandise stores | 5 | 67 531 | 6 206 | 1 510 | 486 | – | 5.1 |
| 4521 | Department stores (incl leased depts) ## | 2 | D | N | N | N | D | D |
| 45211 | Department stores (incl leased depts) ## | 2 | D | N | N | N | D | D |
| 4521 | Department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 45211 | Department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 452110 | Department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 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 | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 25 | 13 431 | 1 301 | 292 | 132 | 19.9 | 1.2 |
| 4533 | Used merchandise stores | 1 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 1 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 1 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 14 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 4 | 2 857 | 372 | 79 | 50 | 17.3 | – |
| 453910 | Pet & pet supplies stores | 4 | 2 857 | 372 | 79 | 50 | 17.3 | – |
| 45393 | Manufactured (mobile) home dealers | 1 | D | D | D | a | D | D |
| 453930 | Manufactured (mobile) home dealers | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 9 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 4 | 1 797 | 118 | 26 | 12 | 13.0 | 5.5 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **RANCHO CUCAMONGA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **233** | **708 931** | **70 487** | **17 178** | **3 947** | **4.3** | **3.0** |
| 441 | Motor vehicle & parts dealers | 21 | 30 674 | 4 040 | 932 | 168 | 5.7 | 8.9 |
| 4413 | Automotive parts, accessories, & tire stores | 17 | 28 514 | 3 862 | 901 | 154 | 1.6 | 6.6 |
| 44131 | Automotive parts & accessories stores | 7 | 11 585 | 2 074 | 476 | 98 | – | .5 |
| 441310 | Automotive parts & accessories stores | 7 | 11 585 | 2 074 | 476 | 98 | – | .5 |
| 44132 | Tire dealers | 10 | 16 929 | 1 788 | 425 | 56 | 2.7 | 10.7 |
| 441320 | Tire dealers | 10 | 16 929 | 1 788 | 425 | 56 | 2.7 | 10.7 |
| 442 | Furniture & home furnishings stores | 16 | 8 663 | 1 551 | 402 | 85 | 20.2 | 12.5 |
| 4421 | Furniture stores | 5 | 2 707 | 244 | 60 | 19 | 6.1 | 12.6 |
| 44211 | Furniture stores | 5 | 2 707 | 244 | 60 | 19 | 6.1 | 12.6 |
| 442110 | Furniture stores | 5 | 2 707 | 244 | 60 | 19 | 6.1 | 12.6 |
| 4422 | Home furnishings stores | 11 | 5 956 | 1 307 | 342 | 66 | 26.7 | 12.5 |
| 44221 | Floor covering stores | 7 | 5 027 | 1 170 | 302 | 52 | 28.0 | 14.8 |
| 442210 | Floor covering stores | 7 | 5 027 | 1 170 | 302 | 52 | 28.0 | 14.8 |
| 443 | Electronics & appliance stores | 12 | 44 180 | 3 273 | 760 | 188 | .9 | 1.3 |
| 4431 | Electronics & appliance stores | 12 | 44 180 | 3 273 | 760 | 188 | .9 | 1.3 |
| 44311 | Appliance, television, & other electronics stores | 8 | 41 889 | 3 071 | 710 | 177 | .7 | 1.3 |
| 443112 | Radio, television, & other electronics stores | 7 | D | D | D | c | D | D |
| 44312 | Computer & software stores | 3 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 3 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 21 | 73 748 | 8 208 | 1 898 | 322 | 5.7 | 4.0 |
| 4441 | Building material & supplies dealers | 17 | 71 894 | 7 957 | 1 843 | 306 | 5.0 | 4.1 |
| 44411 | Home centers | 1 | D | D | D | c | D | D |
| 444110 | Home centers | 1 | D | D | D | c | D | D |
| 44413 | Hardware stores | 7 | D | D | D | b | D | D |
| 444130 | Hardware stores | 7 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 9 | 23 136 | 2 636 | 687 | 74 | 14.4 | – |
| 444190 | Other building material dealers | 9 | 23 136 | 2 636 | 687 | 74 | 14.4 | – |
| 445 | Food & beverage stores | 28 | 173 966 | 17 500 | 4 088 | 806 | 3.2 | .6 |
| 4451 | Grocery stores | 21 | 168 141 | 16 921 | 4 002 | 760 | 2.0 | .2 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 13 | 164 196 | 16 584 | 3 924 | 718 | .7 | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 13 | 164 196 | 16 584 | 3 924 | 718 | .7 | – |
| 4452 | Specialty food stores | 4 | 4 027 | 504 | 80 | 42 | 27.3 | – |
| 446 | Health & personal care stores | 23 | 37 646 | 5 026 | 1 479 | 239 | 9.0 | 2.2 |
| 4461 | Health & personal care stores | 23 | 37 646 | 5 026 | 1 479 | 239 | 9.0 | 2.2 |
| 44611 | Pharmacies & drug stores | 15 | 27 886 | 3 858 | 1 001 | 174 | 8.7 | 2.5 |
| 446110 | Pharmacies & drug stores | 15 | 27 886 | 3 858 | 1 001 | 174 | 8.7 | 2.5 |
| 4461101 | Pharmacies & drug stores | 15 | 27 886 | 3 858 | 1 001 | 174 | 8.7 | 2.5 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 44619 | Other health & personal care stores | 3 | 8 000 | 936 | 426 | 51 | D | – |
| 446199 | All other health & personal care stores | 2 | D | D | D | b | D | D |
| 447 | Gasoline stations | 22 | 56 387 | 2 915 | 640 | 206 | 5.4 | 2.7 |
| 4471 | Gasoline stations | 22 | 56 387 | 2 915 | 640 | 206 | 5.4 | 2.7 |
| 44711 | Gasoline stations with convenience stores | 12 | 31 358 | 1 275 | 266 | 77 | – | 1.0 |
| 447110 | Gasoline stations with convenience stores | 12 | 31 358 | 1 275 | 266 | 77 | – | 1.0 |
| 44719 | Other gasoline stations | 10 | 25 029 | 1 640 | 374 | 129 | 12.1 | 4.9 |
| 447190 | Other gasoline stations | 10 | 25 029 | 1 640 | 374 | 129 | 12.1 | 4.9 |
| 448 | Clothing & clothing accessories stores | 21 | 16 839 | 1 916 | 473 | 162 | 6.8 | – |
| 4481 | Clothing stores | 16 | D | D | D | c | D | D |
| 44813 | Children's & infants' clothing stores | 2 | D | D | D | b | D | D |
| 448130 | Children's & infants' clothing stores | 2 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 21 | 26 335 | 3 102 | 790 | 248 | 3.4 | .3 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 14 | 17 906 | 2 284 | 597 | 179 | 2.4 | .4 |
| 45111 | Sporting goods stores | 7 | 9 959 | 1 232 | 330 | 89 | .7 | .7 |
| 451110 | Sporting goods stores | 7 | 9 959 | 1 232 | 330 | 89 | .7 | .7 |
| 4511101 | General-line sporting goods stores | 2 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 3 | 4 807 | 540 | 134 | 45 | – | – |
| 451120 | Hobby, toy, & game stores | 3 | 4 807 | 540 | 134 | 45 | – | – |
| 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 |
| 45114 | Musical instrument & supplies stores | 2 | D | D | D | b | D | D |
| 451140 | Musical instrument & supplies stores | 2 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 7 | 8 429 | 818 | 193 | 69 | 5.5 | – |
| 45121 | Book stores & news dealers | 4 | 5 976 | 567 | 131 | 45 | 3.9 | – |
| 451211 | Book stores | 3 | 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 |
| 451212 | News dealers & newsstands | 1 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 3 | 2 453 | 251 | 62 | 24 | D | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 3 | 2 453 | 251 | 62 | 24 | D | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **RANCHO CUCAMONGA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 10 | 199 531 | 15 329 | 3 750 | 1 101 | – | 3.6 |
| 4521 | Department stores (incl leased depts) ## | 4 | 114 717 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 4 | 114 717 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 4 | 113 111 | 9 542 | 2 286 | 794 | – | – |
| 45211 | Department stores (excl leased depts) | 4 | 113 111 | 9 542 | 2 286 | 794 | – | – |
| 452110 | Department stores (excl leased depts) | 4 | 113 111 | 9 542 | 2 286 | 794 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 2 | D | D | D | f | D | D |
| 4529 | Other general merchandise stores | 6 | 86 420 | 5 787 | 1 464 | 307 | – | 8.2 |
| 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 | 5 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 5 | D | D | D | c | D | D |
| 4529902 | Catalog showrooms | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 3 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 25 | D | D | D | e | D | D |
| 4531 | Florists | 4 | 1 631 | 259 | 68 | 35 | 18.6 | – |
| 45311 | Florists | 4 | 1 631 | 259 | 68 | 35 | 18.6 | – |
| 453110 | Florists | 4 | 1 631 | 259 | 68 | 35 | 18.6 | – |
| 4532 | Office supplies, stationery, & gift stores | 9 | 10 647 | 1 481 | 382 | 112 | 9.1 | – |
| 45321 | Office supplies & stationery stores | 2 | D | D | D | b | D | D |
| 453210 | Office supplies & stationery stores | 2 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 2 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 11 | 12 028 | 1 193 | 299 | 103 | 1.8 | 21.0 |
| 45391 | Pet & pet supplies stores | 4 | 6 402 | 658 | 165 | 59 | – | .8 |
| 453910 | Pet & pet supplies stores | 4 | 6 402 | 658 | 165 | 59 | – | .8 |
| 45399 | All other miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 13 | D | D | D | c | D | D |
| 4541 | Electronic shopping & mail-order houses | 6 | 8 106 | 1 574 | 373 | 60 | 4.1 | 11.9 |
| 45411 | Electronic shopping & mail-order houses | 6 | 8 106 | 1 574 | 373 | 60 | 4.1 | 11.9 |
| 454110 | Electronic shopping & mail-order houses | 6 | 8 106 | 1 574 | 373 | 60 | 4.1 | 11.9 |
| 4543 | Direct selling establishments | 5 | 7 367 | 2 994 | 809 | 84 | 87.7 | – |
| 45439 | Other direct selling establishments | 5 | 7 367 | 2 994 | 809 | 84 | 87.7 | – |
| 454390 | Other direct selling establishments | 5 | 7 367 | 2 994 | 809 | 84 | 87.7 | – |
| | **RANCHO MIRAGE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **70** | **248 417** | **23 237** | **6 138** | **1 026** | **5.3** | **1.5** |
| 441 | Motor vehicle & parts dealers | 4 | D | D | D | b | D | D |
| 4412 | Other motor vehicle dealers | 2 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 2 | D | D | D | b | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 21 | 33 454 | 5 156 | 1 237 | 166 | 16.9 | 9.8 |
| 4421 | Furniture stores | 15 | 23 835 | 3 597 | 968 | 118 | 13.6 | 12.0 |
| 44211 | Furniture stores | 15 | 23 835 | 3 597 | 968 | 118 | 13.6 | 12.0 |
| 442110 | Furniture stores | 15 | 23 835 | 3 597 | 968 | 118 | 13.6 | 12.0 |
| 4422 | Home furnishings stores | 6 | 9 619 | 1 559 | 269 | 48 | 25.2 | 4.3 |
| 44221 | Floor covering stores | 3 | 4 576 | 1 056 | 133 | 23 | D | 9.1 |
| 442210 | Floor covering stores | 3 | 4 576 | 1 056 | 133 | 23 | D | 9.1 |
| 44229 | Other home furnishings stores | 3 | 5 043 | 503 | 136 | 25 | D | – |
| 442299 | All other home furnishings stores | 3 | 5 043 | 503 | 136 | 25 | D | – |
| 444 | Building material & garden equipment & supplies dealers | 4 | D | D | D | e | D | D |
| 4441 | Building material & supplies dealers | 4 | 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 |
| 445 | Food & beverage stores | 4 | D | D | D | c | D | D |
| 4452 | Specialty food stores | 1 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 7 | 11 469 | 1 621 | 403 | 67 | 8.1 | – |
| 4461 | Health & personal care stores | 7 | 11 469 | 1 621 | 403 | 67 | 8.1 | – |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 44619 | Other health & personal care stores | 3 | 1 658 | 419 | 104 | 16 | D | – |
| 447 | Gasoline stations | 4 | D | D | D | a | D | D |
| 448 | Clothing & clothing accessories stores | 11 | 7 013 | 1 023 | 250 | 60 | 8.2 | 5.6 |
| 4481 | Clothing stores | 9 | D | D | D | b | D | D |
| 44819 | Other clothing stores | 3 | 1 310 | 193 | 63 | 19 | – | – |
| 448190 | Other clothing stores | 3 | 1 310 | 193 | 63 | 19 | – | – |
| 451 | Sporting goods, hobby, book, & music stores | 6 | 3 197 | 429 | 125 | 18 | 37.4 | – |
| 4511 | Sporting goods, hobby, & musical instrument stores | 6 | 3 197 | 429 | 125 | 18 | 37.4 | – |
| 45114 | Musical instrument & supplies stores | 1 | D | D | D | a | D | D |
| 451140 | Musical instrument & 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **RANCHO MIRAGE, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 1 | D | D | D | c | D | D |
| 4529 | Other general merchandise stores | 1 | 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 |
| 453 | Miscellaneous store retailers | 8 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 4 | 1 527 | 290 | 73 | 19 | 35.2 | – |
| 45331 | Used merchandise stores | 4 | 1 527 | 290 | 73 | 19 | 35.2 | – |
| 453310 | Used merchandise stores | 4 | 1 527 | 290 | 73 | 19 | 35.2 | – |
| 4539 | Other miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 45392 | Art dealers | 2 | D | D | D | a | D | D |
| 453920 | Art dealers | 2 | D | D | D | a | D | D |
| | **RANCHO PALOS VERDES, CA** | | | | | | | |
| **44-45** | **Retail trade** | **49** | **109 722** | **10 751** | **2 632** | **595** | **4.7** | **2.6** |
| 441 | Motor vehicle & parts dealers | 2 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 2 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 2 | D | D | D | a | D | D |
| 4431 | Electronics & appliance stores | 2 | D | D | D | a | D | D |
| 44311 | Appliance, television, & other electronics stores | 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 |
| 44419 | Other building material dealers | 1 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 1 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 10 | 76 550 | 7 170 | 1 784 | 361 | 1.6 | .8 |
| 4451 | Grocery stores | 5 | 74 719 | 7 036 | 1 755 | 342 | – | – |
| 44511 | Supermarkets & other grocery (except convenience) stores | 5 | 74 719 | 7 036 | 1 755 | 342 | – | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 5 | 74 719 | 7 036 | 1 755 | 342 | – | – |
| 446 | Health & personal care stores | 3 | D | D | D | b | D | D |
| 447 | Gasoline stations | 6 | 10 145 | 744 | 163 | 55 | 13.3 | – |
| 448 | Clothing & clothing accessories stores | 8 | 1 382 | 219 | 50 | 16 | 23.1 | 10.9 |
| 451 | Sporting goods, hobby, book, & music stores | 2 | D | D | D | a | D | D |
| 4511 | Sporting goods, hobby, & musical instrument stores | 1 | D | D | D | a | D | D |
| 4512113 | College book stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 10 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |
| | **RED BLUFF, CA** | | | | | | | |
| **44-45** | **Retail trade** | **97** | **211 823** | **21 807** | **5 361** | **1 223** | **8.7** | **6.1** |
| 441 | Motor vehicle & parts dealers | 18 | 59 982 | 5 241 | 1 293 | 189 | 5.1 | 16.2 |
| 4412 | Other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 10 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 7 | 6 414 | 907 | 217 | 40 | 15.4 | – |
| 441310 | Automotive parts & accessories stores | 7 | 6 414 | 907 | 217 | 40 | 15.4 | – |
| 44132 | Tire dealers | 3 | D | D | D | b | D | D |
| 441320 | Tire dealers | 3 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 6 | D | D | D | b | D | D |
| 4421 | Furniture stores | 3 | 2 181 | 271 | 58 | 13 | – | – |
| 44211 | Furniture stores | 3 | 2 181 | 271 | 58 | 13 | – | – |
| 442110 | Furniture stores | 3 | 2 181 | 271 | 58 | 13 | – | – |
| 4422 | Home furnishings stores | 3 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 3 | D | D | D | a | D | D |
| 4431 | Electronics & appliance stores | 3 | D | D | D | a | D | D |
| 44312 | Computer & software stores | 1 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 12 | 10 699 | 1 563 | 376 | 103 | 59.2 | 10.2 |
| 4441 | Building material & supplies dealers | 10 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 4 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 4 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **RED BLUFF, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 445 | Food & beverage stores | 12 | 51 709 | 7 061 | 1 682 | 317 | 3.2 | .9 |
| 4451 | Grocery stores | 9 | D | D | D | e | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 7 | 48 956 | 6 852 | 1 631 | 297 | – | .9 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 7 | 48 956 | 6 852 | 1 631 | 297 | – | .9 |
| 446 | Health & personal care stores | 5 | D | D | D | b | D | D |
| 447 | Gasoline stations | 13 | 28 026 | 1 241 | 282 | 102 | 14.4 | – |
| 4471 | Gasoline stations | 13 | 28 026 | 1 241 | 282 | 102 | 14.4 | – |
| 44711 | Gasoline stations with convenience stores | 10 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 10 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 5 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 2 | D | D | D | a | D | D |
| 452 | General merchandise stores | 4 | D | D | D | e | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 1 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 3 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 3 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 13 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 3 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 4 | 5 094 | 556 | 138 | 23 | 3.0 | .9 |
| 4543 | Direct selling establishments | 2 | D | D | D | b | D | D |
| 45431 | Fuel dealers | 2 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 2 | D | D | D | b | D | D |
| | **REDDING, CA** | | | | | | | |
| **44-45** | **Retail trade** | **501** | **1 128 293** | **115 615** | **26 774** | **6 513** | **3.2** | **3.2** |
| 441 | Motor vehicle & parts dealers | 69 | 240 583 | 23 210 | 5 390 | 961 | 2.9 | 2.3 |
| 4411 | Automobile dealers | 20 | 170 878 | 13 189 | 3 253 | 536 | 3.1 | .7 |
| 44111 | New car dealers | 8 | D | D | D | e | D | D |
| 441110 | New car dealers | 8 | D | D | D | e | D | D |
| 44112 | Used car dealers | 12 | D | D | D | b | D | D |
| 441120 | Used car dealers | 12 | D | D | D | b | D | D |
| 4412 | Other motor vehicle dealers | 15 | 29 931 | 3 030 | 644 | 128 | 3.3 | – |
| 44121 | Recreational vehicle dealers | 4 | D | D | D | b | D | D |
| 441210 | Recreational vehicle dealers | 4 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 11 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 4 | 7 106 | 796 | 177 | 33 | – | – |
| 441222 | Boat dealers | 6 | D | D | D | b | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 34 | 39 774 | 6 991 | 1 493 | 297 | 1.6 | 10.7 |
| 44131 | Automotive parts & accessories stores | 23 | D | D | D | c | D | D |
| 441310 | Automotive parts & accessories stores | 23 | D | D | D | c | D | D |
| 44132 | Tire dealers | 11 | D | D | D | b | D | D |
| 441320 | Tire dealers | 11 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 38 | 23 734 | 3 080 | 634 | 167 | 14.4 | 8.2 |
| 4421 | Furniture stores | 18 | 11 674 | 1 652 | 301 | 87 | 11.6 | 4.4 |
| 44211 | Furniture stores | 18 | 11 674 | 1 652 | 301 | 87 | 11.6 | 4.4 |
| 442110 | Furniture stores | 18 | 11 674 | 1 652 | 301 | 87 | 11.6 | 4.4 |
| 4422 | Home furnishings stores | 20 | 12 060 | 1 428 | 333 | 80 | 17.0 | 11.8 |
| 44221 | Floor covering stores | 8 | 6 919 | 903 | 208 | 37 | 11.1 | 17.0 |
| 442210 | Floor covering stores | 8 | 6 919 | 903 | 208 | 37 | 11.1 | 17.0 |
| 44229 | Other home furnishings stores | 12 | 5 141 | 525 | 125 | 43 | 25.1 | 4.9 |
| 442299 | All other home furnishings stores | 10 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 29 | D | D | D | c | D | D |
| 4431 | Electronics & appliance stores | 29 | D | D | D | c | D | D |
| 44311 | Appliance, television, & other electronics stores | 17 | D | D | D | c | D | D |
| 443111 | Household appliance stores | 4 | 5 930 | 802 | 197 | 44 | – | – |
| 443112 | Radio, television, & other electronics stores | 13 | D | D | D | c | D | D |
| 44312 | Computer & software stores | 10 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 10 | 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 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **REDDING, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 444 | Building material & garden equipment & supplies dealers | 47 | 139 523 | 16 548 | 3 726 | 673 | .7 | .2 |
| 4441 | Building material & supplies dealers | 42 | 138 118 | 16 278 | 3 647 | 653 | .7 | .2 |
| 44411 | Home centers | 2 | D | D | D | c | D | D |
| 444110 | Home centers | 2 | D | D | D | c | 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 | 6 | D | D | D | b | D | D |
| 444130 | Hardware stores | 6 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 28 | 86 796 | 10 418 | 2 181 | 330 | .2 | .3 |
| 444190 | Other building material dealers | 28 | 86 796 | 10 418 | 2 181 | 330 | .2 | .3 |
| 445 | Food & beverage stores | 37 | 194 815 | 19 455 | 4 503 | 1 039 | 1.1 | 1.2 |
| 4451 | Grocery stores | 24 | D | D | D | f | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 19 | 182 959 | 18 580 | 4 293 | 950 | .4 | .8 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 19 | 182 959 | 18 580 | 4 293 | 950 | .4 | .8 |
| 4452 | Specialty food stores | 6 | D | D | D | b | D | D |
| 4453 | Beer, wine, & liquor stores | 7 | D | D | D | b | D | D |
| 44531 | Beer, wine, & liquor stores | 7 | D | D | D | b | D | D |
| 445310 | Beer, wine, & liquor stores | 7 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 36 | 51 899 | 7 923 | 1 883 | 382 | 8.5 | 3.5 |
| 4461 | Health & personal care stores | 36 | 51 899 | 7 923 | 1 883 | 382 | 8.5 | 3.5 |
| 44611 | Pharmacies & drug stores | 17 | D | D | D | e | D | D |
| 446110 | Pharmacies & drug stores | 17 | D | D | D | e | D | D |
| 4461101 | Pharmacies & drug stores | 16 | 39 670 | 5 438 | 1 247 | 253 | 11.2 | 3.0 |
| 4461102 | Proprietary stores | 1 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 6 | 2 126 | 451 | 110 | 45 | – | 13.0 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 6 | 2 126 | 451 | 110 | 45 | – | 13.0 |
| 44613 | Optical goods stores | 4 | 2 266 | 408 | 112 | 30 | – | – |
| 446130 | Optical goods stores | 4 | 2 266 | 408 | 112 | 30 | – | – |
| 44619 | Other health & personal care stores | 9 | D | D | D | b | D | D |
| 446199 | All other health & personal care stores | 8 | D | D | D | b | D | D |
| 447 | Gasoline stations | 55 | 93 973 | 7 227 | 1 675 | 483 | 11.9 | 11.4 |
| 4471 | Gasoline stations | 55 | 93 973 | 7 227 | 1 675 | 483 | 11.9 | 11.4 |
| 44711 | Gasoline stations with convenience stores | 39 | 67 209 | 3 801 | 863 | 278 | 12.1 | 11.1 |
| 447110 | Gasoline stations with convenience stores | 39 | 67 209 | 3 801 | 863 | 278 | 12.1 | 11.1 |
| 44719 | Other gasoline stations | 16 | 26 764 | 3 426 | 812 | 205 | 11.5 | 12.2 |
| 447190 | Other gasoline stations | 16 | 26 764 | 3 426 | 812 | 205 | 11.5 | 12.2 |
| 448 | Clothing & clothing accessories stores | 58 | 30 898 | 3 452 | 835 | 305 | 3.2 | 2.7 |
| 4481 | Clothing stores | 33 | 21 176 | 2 119 | 520 | 205 | 3.7 | 3.3 |
| 44814 | Family clothing stores | 9 | 13 635 | 1 125 | 274 | 110 | .7 | 1.0 |
| 448140 | Family clothing stores | 9 | 13 635 | 1 125 | 274 | 110 | .7 | 1.0 |
| 44819 | Other clothing stores | 5 | 887 | 130 | 19 | 11 | 14.1 | 17.8 |
| 448190 | Other clothing stores | 5 | 887 | 130 | 19 | 11 | 14.1 | 17.8 |
| 4482 | Shoe stores | 19 | 6 935 | 804 | 179 | 72 | 3.2 | – |
| 44821 | Shoe stores | 19 | 6 935 | 804 | 179 | 72 | 3.2 | – |
| 448210 | Shoe stores | 19 | 6 935 | 804 | 179 | 72 | 3.2 | – |
| 4482101 | Men's shoe stores | 2 | D | D | D | a | D | D |
| 4482103 | Children's & juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 14 | 4 907 | 508 | 108 | 49 | 4.5 | – |
| 4482105 | Athletic footwear stores | 2 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 6 | 2 787 | 529 | 136 | 28 | – | 5.1 |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 43 | D | D | D | e | D | D |
| 4511 | Sporting goods, hobby, & musical instrument stores | 31 | D | D | D | e | D | D |
| 45111 | Sporting goods stores | 18 | D | D | D | c | D | D |
| 451110 | Sporting goods stores | 18 | D | D | D | c | D | D |
| 4511101 | General-line sporting goods stores | 8 | D | D | D | b | D | D |
| 4511102 | Specialty-line sporting goods stores | 10 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 6 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 6 | D | D | D | b | D | D |
| 45113 | Sewing, needlework, & piece goods stores | 3 | 2 848 | 359 | 117 | 51 | – | – |
| 451130 | Sewing, needlework, & piece goods stores | 3 | 2 848 | 359 | 117 | 51 | – | – |
| 45114 | Musical instrument & supplies stores | 4 | 1 604 | 171 | 39 | 11 | – | – |
| 451140 | Musical instrument & supplies stores | 4 | 1 604 | 171 | 39 | 11 | – | – |
| 4512 | Book, periodical, & music stores | 12 | D | D | D | b | D | D |
| 45121 | Book stores & news dealers | 8 | D | D | D | b | D | D |
| 451211 | Book stores | 8 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 6 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 2 | D | D | D | b | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 4 | 2 923 | 292 | 78 | 26 | – | 35.8 |
| 451220 | Prerecorded tape, compact disc, & record stores | 4 | 2 923 | 292 | 78 | 26 | – | 35.8 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **REDDING, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 18 | D | D | D | g | D | D |
| 4521 | Department stores (incl leased depts) ## | 8 | 153 532 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 8 | 153 532 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 8 | 151 755 | 15 043 | 3 535 | 1 245 | – | – |
| 45211 | Department stores (excl leased depts) | 8 | 151 755 | 15 043 | 3 535 | 1 245 | – | – |
| 452110 | Department stores (excl leased depts) | 8 | 151 755 | 15 043 | 3 535 | 1 245 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | b | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 4 | 85 394 | 7 641 | 1 751 | 723 | – | – |
| 4521103 | National chain department stores (excl leased depts) | 3 | D | D | D | e | D | D |
| 4529 | Other general merchandise stores | 10 | D | D | D | e | D | D |
| 45291 | Warehouse clubs & superstores | 1 | D | D | D | c | D | D |
| 452910 | Warehouse clubs & superstores | 1 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 9 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 9 | D | D | D | c | D | D |
| 4529901 | Variety stores | 3 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 6 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 56 | D | D | D | e | D | D |
| 4531 | Florists | 7 | D | D | D | b | D | D |
| 45311 | Florists | 7 | D | D | D | b | D | D |
| 453110 | Florists | 7 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 18 | 20 369 | 1 701 | 388 | 129 | 3.9 | 14.1 |
| 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 |
| 45322 | Gift, novelty, & souvenir stores | 12 | D | D | D | b | D | D |
| 453220 | Gift, novelty, & souvenir stores | 12 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 13 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 13 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 13 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 18 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 7 | 2 789 | 387 | 80 | 35 | 15.6 | .3 |
| 453910 | Pet & pet supplies stores | 7 | 2 789 | 387 | 80 | 35 | 15.6 | .3 |
| 45393 | Manufactured (mobile) home dealers | 1 | D | D | D | a | D | D |
| 453930 | Manufactured (mobile) home dealers | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 9 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 15 | 7 691 | 1 341 | 331 | 78 | 34.3 | .1 |
| 4541 | Electronic shopping & mail-order houses | 3 | D | D | D | b | D | D |
| 45411 | Electronic shopping & mail-order houses | 3 | D | D | D | b | D | D |
| 454110 | Electronic shopping & mail-order houses | 3 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 9 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 2 | D | D | D | a | D | D |
| | **REDLANDS, CA** | | | | | | | |
| **44-45** | **Retail trade** | **208** | **560 804** | **60 442** | **14 193** | **3 313** | **14.7** | **3.8** |
| 441 | Motor vehicle & parts dealers | 25 | 167 601 | 17 954 | 4 048 | 578 | 30.4 | 5.6 |
| 4411 | Automobile dealers | 9 | D | D | D | e | D | D |
| 44111 | New car dealers | 8 | 144 392 | 14 408 | 3 309 | 438 | 32.9 | 3.0 |
| 441110 | New car dealers | 8 | 144 392 | 14 408 | 3 309 | 438 | 32.9 | 3.0 |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 15 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 10 | 13 096 | 2 057 | 376 | 85 | 6.4 | 38.7 |
| 441310 | Automotive parts & accessories stores | 10 | 13 096 | 2 057 | 376 | 85 | 6.4 | 38.7 |
| 44132 | Tire dealers | 5 | D | D | D | b | D | D |
| 441320 | Tire dealers | 5 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 12 | 6 990 | 1 329 | 344 | 83 | 18.9 | 4.2 |
| 4421 | Furniture stores | 5 | 3 073 | 543 | 164 | 26 | 13.9 | 6.7 |
| 44211 | Furniture stores | 5 | 3 073 | 543 | 164 | 26 | 13.9 | 6.7 |
| 442110 | Furniture stores | 5 | 3 073 | 543 | 164 | 26 | 13.9 | 6.7 |
| 4422 | Home furnishings stores | 7 | 3 917 | 786 | 180 | 57 | 22.9 | 2.2 |
| 44229 | Other home furnishings stores | 4 | 1 571 | 172 | 48 | 15 | 3.2 | 5.6 |
| 443 | Electronics & appliance stores | 10 | 12 456 | 1 495 | 350 | 63 | 22.1 | – |
| 4431 | Electronics & appliance stores | 10 | 12 456 | 1 495 | 350 | 63 | 22.1 | – |
| 44311 | Appliance, television, & other electronics stores | 6 | 4 748 | 615 | 137 | 31 | 8.6 | – |
| 443111 | Household appliance stores | 2 | D | D | D | a | D | D |
| 443112 | Radio, television, & other electronics stores | 4 | D | D | D | a | D | D |
| 44312 | Computer & software stores | 3 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 3 | D | D | D | b | D | D |
| 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **REDLANDS, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 444 | Building material & garden equipment & supplies dealers | 14 | 28 467 | 3 317 | 800 | 141 | 8.2 | 1.1 |
| 4441 | Building material & supplies dealers | 11 | 26 823 | 3 110 | 751 | 125 | 2.6 | 1.2 |
| 44419 | Other building material dealers | 6 | 20 275 | 2 176 | 519 | 60 | .8 | 1.5 |
| 444190 | Other building material dealers | 6 | 20 275 | 2 176 | 519 | 60 | .8 | 1.5 |
| 445 | Food & beverage stores | 23 | 124 654 | 13 441 | 3 215 | 666 | 3.1 | .2 |
| 4451 | Grocery stores | 15 | 121 725 | 13 105 | 3 135 | 633 | 1.9 | – |
| 44511 | Supermarkets & other grocery (except convenience) stores | 11 | 119 301 | 12 901 | 3 092 | 609 | 1.1 | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 11 | 119 301 | 12 901 | 3 092 | 609 | 1.1 | – |
| 4452 | Specialty food stores | 3 | 885 | 105 | 25 | 13 | D | 24.1 |
| 446 | Health & personal care stores | 15 | 32 096 | 4 432 | 1 147 | 189 | .7 | 3.0 |
| 4461 | Health & personal care stores | 15 | 32 096 | 4 432 | 1 147 | 189 | .7 | 3.0 |
| 44611 | Pharmacies & drug stores | 9 | 29 635 | 4 115 | 1 073 | 166 | – | 1.5 |
| 446110 | Pharmacies & drug stores | 9 | 29 635 | 4 115 | 1 073 | 166 | – | 1.5 |
| 4461101 | Pharmacies & drug stores | 9 | 29 635 | 4 115 | 1 073 | 166 | – | 1.5 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 18 | 29 546 | 1 406 | 337 | 136 | 28.0 | 5.2 |
| 4471 | Gasoline stations | 18 | 29 546 | 1 406 | 337 | 136 | 28.0 | 5.2 |
| 44711 | Gasoline stations with convenience stores | 9 | 17 855 | 731 | 180 | 79 | 20.6 | 4.2 |
| 447110 | Gasoline stations with convenience stores | 9 | 17 855 | 731 | 180 | 79 | 20.6 | 4.2 |
| 44719 | Other gasoline stations | 9 | 11 691 | 675 | 157 | 57 | 39.1 | 6.8 |
| 447190 | Other gasoline stations | 9 | 11 691 | 675 | 157 | 57 | 39.1 | 6.8 |
| 448 | Clothing & clothing accessories stores | 21 | 13 788 | 1 317 | 309 | 114 | 18.2 | 5.0 |
| 4481 | Clothing stores | 7 | 9 405 | 768 | 179 | 63 | 8.7 | 6.5 |
| 451 | Sporting goods, hobby, book, & music stores | 24 | 22 705 | 3 185 | 666 | 287 | 16.0 | 17.5 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 12 | 8 252 | 1 145 | 261 | 94 | 26.7 | .8 |
| 45111 | Sporting goods stores | 5 | 3 971 | 454 | 101 | 38 | 55.5 | – |
| 451110 | Sporting goods stores | 5 | 3 971 | 454 | 101 | 38 | 55.5 | – |
| 45113 | Sewing, needlework, & piece goods stores | 3 | D | D | D | b | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 3 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 12 | 14 453 | 2 040 | 405 | 193 | 9.9 | 27.0 |
| 45121 | Book stores & news dealers | 8 | 11 001 | 1 654 | 300 | 154 | 6.7 | 35.5 |
| 451211 | Book stores | 7 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 4 | 2 339 | 217 | 53 | 25 | 31.3 | – |
| 4512112 | Specialty book stores | 2 | D | D | D | b | D | D |
| 4512113 | College book stores | 1 | D | D | D | a | D | D |
| 451212 | News dealers & newsstands | 1 | D | D | D | b | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 4 | 3 452 | 386 | 105 | 39 | 20.2 | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 4 | 3 452 | 386 | 105 | 39 | 20.2 | – |
| 452 | General merchandise stores | 5 | D | D | D | f | D | D |
| 4521 | Department stores (incl leased depts) ## | 4 | 102 034 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 4 | 102 034 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 4 | 100 460 | 9 454 | 2 254 | 819 | – | – |
| 45211 | Department stores (excl leased depts) | 4 | 100 460 | 9 454 | 2 254 | 819 | – | – |
| 452110 | Department stores (excl leased depts) | 4 | 100 460 | 9 454 | 2 254 | 819 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | c | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 2 | D | D | D | f | D | D |
| 45299 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 38 | D | D | D | c | D | D |
| 4531 | Florists | 7 | 1 936 | 388 | 95 | 47 | 22.1 | 33.1 |
| 45311 | Florists | 7 | 1 936 | 388 | 95 | 47 | 22.1 | 33.1 |
| 453110 | Florists | 7 | 1 936 | 388 | 95 | 47 | 22.1 | 33.1 |
| 4532 | Office supplies, stationery, & gift stores | 11 | 3 743 | 515 | 122 | 53 | 78.2 | 2.2 |
| 45321 | Office supplies & stationery stores | 3 | 1 500 | 202 | 39 | 22 | D | – |
| 453210 | Office supplies & stationery stores | 3 | 1 500 | 202 | 39 | 22 | D | – |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 2 | D | D | D | a | D | D |
| 4533 | Used merchandise stores | 7 | 1 876 | 331 | 78 | 24 | 61.8 | 14.8 |
| 45331 | Used merchandise stores | 7 | 1 876 | 331 | 78 | 24 | 61.8 | 14.8 |
| 453310 | Used merchandise stores | 7 | 1 876 | 331 | 78 | 24 | 61.8 | 14.8 |
| 4539 | Other miscellaneous store retailers | 13 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 4 | 2 047 | 260 | 61 | 24 | 10.9 | – |
| 453910 | Pet & pet supplies stores | 4 | 2 047 | 260 | 61 | 24 | 10.9 | – |
| 45399 | All other miscellaneous store retailers | 9 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 3 | 4 576 | 526 | 121 | 24 | D | – |
| 4541 | Electronic shopping & mail-order houses | 3 | 4 576 | 526 | 121 | 24 | D | – |
| 45411 | Electronic shopping & mail-order houses | 3 | 4 576 | 526 | 121 | 24 | D | – |
| 454110 | Electronic shopping & mail-order houses | 3 | 4 576 | 526 | 121 | 24 | D | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **REDONDO BEACH, CA** | | | | | | | |
| **44-45** | **Retail trade** | **287** | **538 537** | **62 782** | **15 629** | **3 968** | **7.0** | **6.0** |
| 441 | Motor vehicle & parts dealers | 11 | 23 712 | 2 988 | 665 | 115 | 4.4 | 18.2 |
| 4412 | Other motor vehicle dealers | 2 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 2 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 7 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 6 | 10 103 | 1 646 | 365 | 70 | 6.1 | – |
| 441310 | Automotive parts & accessories stores | 6 | 10 103 | 1 646 | 365 | 70 | 6.1 | – |
| 442 | Furniture & home furnishings stores | 15 | 24 894 | 3 245 | 872 | 171 | 7.7 | – |
| 4421 | Furniture stores | 3 | D | D | D | b | D | D |
| 44211 | Furniture stores | 3 | D | D | D | b | D | D |
| 442110 | Furniture stores | 3 | D | D | D | b | D | D |
| 4422 | Home furnishings stores | 12 | D | D | D | b | D | D |
| 44229 | Other home furnishings stores | 10 | 6 599 | 715 | 183 | 63 | 15.6 | – |
| 442299 | All other home furnishings stores | 8 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 16 | 46 456 | 3 983 | 1 061 | 161 | 5.4 | 1.7 |
| 4431 | Electronics & appliance stores | 16 | 46 456 | 3 983 | 1 061 | 161 | 5.4 | 1.7 |
| 44311 | Appliance, television, & other electronics stores | 11 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 9 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 4 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 4 | D | D | D | b | 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 | 11 | 9 815 | 1 664 | 423 | 69 | 23.6 | – |
| 4441 | Building material & supplies dealers | 10 | D | D | D | b | D | D |
| 44413 | Hardware stores | 4 | 5 170 | 808 | 210 | 38 | 14.1 | – |
| 444130 | Hardware stores | 4 | 5 170 | 808 | 210 | 38 | 14.1 | – |
| 445 | Food & beverage stores | 38 | 121 582 | 12 633 | 3 073 | 674 | 5.3 | 8.2 |
| 4451 | Grocery stores | 20 | 112 260 | 11 546 | 2 765 | 575 | 2.0 | 8.6 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 14 | 107 843 | 11 137 | 2 664 | 543 | .1 | 8.9 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 14 | 107 843 | 11 137 | 2 664 | 543 | .1 | 8.9 |
| 44512 | Convenience stores | 6 | 4 417 | 409 | 101 | 32 | 46.5 | – |
| 445120 | Convenience stores | 6 | 4 417 | 409 | 101 | 32 | 46.5 | – |
| 4452 | Specialty food stores | 8 | 5 055 | 975 | 283 | 83 | – | 5.9 |
| 446 | Health & personal care stores | 24 | 35 985 | 4 616 | 1 183 | 334 | 5.5 | 26.7 |
| 4461 | Health & personal care stores | 24 | 35 985 | 4 616 | 1 183 | 334 | 5.5 | 26.7 |
| 44611 | Pharmacies & drug stores | 13 | 31 523 | 3 872 | 1 047 | 283 | 5.0 | 29.8 |
| 446110 | Pharmacies & drug stores | 13 | 31 523 | 3 872 | 1 047 | 283 | 5.0 | 29.8 |
| 4461101 | Pharmacies & drug stores | 13 | 31 523 | 3 872 | 1 047 | 283 | 5.0 | 29.8 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 5 | 2 842 | 426 | 103 | 32 | – | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 5 | 2 842 | 426 | 103 | 32 | – | – |
| 447 | Gasoline stations | 18 | 36 693 | 2 154 | 430 | 151 | 3.6 | 7.9 |
| 4471 | Gasoline stations | 18 | 36 693 | 2 154 | 430 | 151 | 3.6 | 7.9 |
| 44719 | Other gasoline stations | 13 | 29 643 | 1 608 | 353 | 135 | 4.5 | 7.1 |
| 447190 | Other gasoline stations | 13 | 29 643 | 1 608 | 353 | 135 | 4.5 | 7.1 |
| 448 | Clothing & clothing accessories stores | 74 | 121 217 | 18 380 | 4 819 | 1 251 | 5.9 | 1.2 |
| 4481 | Clothing stores | 50 | 101 591 | 15 695 | 4 164 | 1 099 | 6.7 | .7 |
| 44811 | Men's clothing stores | 6 | 2 823 | 303 | 67 | 27 | 39.2 | 3.6 |
| 448110 | Men's clothing stores | 6 | 2 823 | 303 | 67 | 27 | 39.2 | 3.6 |
| 44812 | Women's clothing stores | 21 | 16 338 | 2 152 | 516 | 191 | 27.0 | 1.3 |
| 448120 | Women's clothing stores | 21 | 16 338 | 2 152 | 516 | 191 | 27.0 | 1.3 |
| 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 | 8 | 74 346 | 12 280 | 3 380 | 800 | .1 | .3 |
| 448140 | Family clothing stores | 8 | 74 346 | 12 280 | 3 380 | 800 | .1 | .3 |
| 44819 | Other clothing stores | 9 | 5 748 | 621 | 134 | 56 | 14.5 | 3.9 |
| 448190 | Other clothing stores | 9 | 5 748 | 621 | 134 | 56 | 14.5 | 3.9 |
| 4482 | Shoe stores | 16 | 13 636 | 1 870 | 448 | 104 | – | 4.6 |
| 44821 | Shoe stores | 16 | 13 636 | 1 870 | 448 | 104 | – | 4.6 |
| 448210 | Shoe stores | 16 | 13 636 | 1 870 | 448 | 104 | – | 4.6 |
| 4482102 | Women's shoe stores | 5 | D | D | D | b | D | D |
| 4482103 | Children's & juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 7 | 7 740 | 1 198 | 283 | 44 | – | 2.5 |
| 4482105 | Athletic footwear stores | 3 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 8 | 5 990 | 815 | 207 | 48 | 5.6 | 1.1 |
| 44831 | Jewelry stores | 7 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 7 | 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **REDONDO BEACH, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 16 | 17 549 | 2 213 | 457 | 140 | 15.8 | 5.4 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 12 | 14 324 | 1 907 | 383 | 112 | 17.4 | 6.7 |
| 45111 | Sporting goods stores | 8 | 9 439 | 1 091 | 239 | 73 | 15.6 | 10.1 |
| 451110 | Sporting goods stores | 8 | 9 439 | 1 091 | 239 | 73 | 15.6 | 10.1 |
| 4511101 | General-line sporting goods stores | 2 | D | D | D | a | D | D |
| 4511102 | Specialty-line sporting goods stores | 6 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 3 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 3 | D | D | D | b | D | D |
| 45113 | Sewing, needlework, & piece goods stores | 1 | D | D | D | a | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 1 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 4 | 3 225 | 306 | 74 | 28 | 8.7 | – |
| 45121 | Book stores & news dealers | 1 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 3 | D | D | D | a | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 3 | D | D | D | a | D | D |
| 452 | General merchandise stores | 6 | D | D | D | f | D | D |
| 4521 | Department stores (incl leased depts) ## | 2 | D | N | N | N | D | D |
| 45211 | Department stores (incl leased depts) ## | 2 | D | N | N | N | D | D |
| 4521 | Department stores (excl leased depts) | 2 | D | D | D | f | D | D |
| 45211 | Department stores (excl leased depts) | 2 | D | D | D | f | D | D |
| 452110 | Department stores (excl leased depts) | 2 | D | D | D | f | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | f | D | D |
| 453 | Miscellaneous store retailers | 51 | D | D | D | e | D | D |
| 4531 | Florists | 10 | 2 349 | 456 | 112 | 50 | 35.1 | .9 |
| 45311 | Florists | 10 | 2 349 | 456 | 112 | 50 | 35.1 | .9 |
| 453110 | Florists | 10 | 2 349 | 456 | 112 | 50 | 35.1 | .9 |
| 4532 | Office supplies, stationery, & gift stores | 22 | D | D | D | c | D | D |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 45322 | Gift, novelty, & souvenir stores | 21 | 6 721 | 1 044 | 279 | 138 | 5.9 | 6.2 |
| 453220 | Gift, novelty, & souvenir stores | 21 | 6 721 | 1 044 | 279 | 138 | 5.9 | 6.2 |
| 4533 | Used merchandise stores | 8 | 2 697 | 632 | 156 | 51 | 4.6 | 24.6 |
| 45331 | Used merchandise stores | 8 | 2 697 | 632 | 156 | 51 | 4.6 | 24.6 |
| 453310 | Used merchandise stores | 8 | 2 697 | 632 | 156 | 51 | 4.6 | 24.6 |
| 4539 | Other miscellaneous store retailers | 11 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 4 | D | D | D | b | D | D |
| 453910 | Pet & pet supplies stores | 4 | D | D | D | b | D | D |
| 45392 | Art dealers | 3 | 1 107 | 138 | 51 | 11 | D | – |
| 453920 | Art dealers | 3 | 1 107 | 138 | 51 | 11 | D | – |
| 45399 | All other miscellaneous store retailers | 4 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 7 | D | D | D | b | D | D |
| | **REDWOOD CITY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **256** | **1 097 195** | **104 493** | **24 740** | **4 199** | **8.2** | **5.7** |
| 441 | Motor vehicle & parts dealers | 34 | 378 318 | 34 839 | 8 797 | 910 | 9.2 | 8.6 |
| 4411 | Automobile dealers | 13 | D | D | D | f | D | D |
| 44111 | New car dealers | 12 | 344 492 | 29 450 | 7 513 | 697 | 8.5 | 9.5 |
| 441110 | New car dealers | 12 | 344 492 | 29 450 | 7 513 | 697 | 8.5 | 9.5 |
| 4412 | Other motor vehicle dealers | 5 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 3 | D | D | D | a | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 16 | 28 792 | 4 965 | 1 231 | 201 | 6.9 | – |
| 44131 | Automotive parts & accessories stores | 10 | 19 139 | 2 676 | 707 | 126 | 8.2 | – |
| 441310 | Automotive parts & accessories stores | 10 | 19 139 | 2 676 | 707 | 126 | 8.2 | – |
| 44132 | Tire dealers | 6 | 9 653 | 2 289 | 524 | 75 | 4.3 | – |
| 441320 | Tire dealers | 6 | 9 653 | 2 289 | 524 | 75 | 4.3 | – |
| 442 | Furniture & home furnishings stores | 11 | 12 840 | 2 539 | 457 | 77 | 22.5 | – |
| 4421 | Furniture stores | 6 | 8 574 | 1 877 | 298 | 48 | 15.7 | – |
| 44211 | Furniture stores | 6 | 8 574 | 1 877 | 298 | 48 | 15.7 | – |
| 442110 | Furniture stores | 6 | 8 574 | 1 877 | 298 | 48 | 15.7 | – |
| 4422 | Home furnishings stores | 5 | 4 266 | 662 | 159 | 29 | 36.1 | – |
| 44229 | Other home furnishings stores | 3 | D | D | D | b | D | D |
| 442299 | All other home furnishings stores | 3 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 19 | 30 846 | 3 386 | 907 | 110 | 17.4 | 6.0 |
| 4431 | Electronics & appliance stores | 19 | 30 846 | 3 386 | 907 | 110 | 17.4 | 6.0 |
| 44311 | Appliance, television, & other electronics stores | 14 | 27 479 | 2 925 | 772 | 97 | 10.6 | 6.4 |
| 443111 | Household appliance stores | 5 | 14 379 | 1 079 | 189 | 30 | – | .6 |
| 443112 | Radio, television, & other electronics stores | 9 | 13 100 | 1 846 | 583 | 67 | 22.3 | 12.8 |
| 44312 | Computer & software stores | 5 | 3 367 | 461 | 135 | 13 | 72.8 | 2.9 |
| 443120 | Computer & software stores | 5 | 3 367 | 461 | 135 | 13 | 72.8 | 2.9 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **REDWOOD CITY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 444 | Building material & garden equipment & supplies dealers | 19 | 86 626 | 13 603 | 3 133 | 349 | 26.1 | 5.8 |
| 4441 | Building material & supplies dealers | 15 | 72 934 | 10 625 | 2 442 | 271 | 30.5 | 6.8 |
| 44413 | Hardware stores | 3 | D | D | D | c | D | D |
| 444130 | Hardware stores | 3 | D | D | D | c | D | D |
| 44419 | Other building material dealers | 10 | 53 251 | 8 099 | 1 871 | 152 | 41.8 | 9.4 |
| 444190 | Other building material dealers | 10 | 53 251 | 8 099 | 1 871 | 152 | 41.8 | 9.4 |
| 4442 | Lawn & garden equipment & supplies stores | 4 | 13 692 | 2 978 | 691 | 78 | 2.5 | – |
| 44422 | Nursery & garden centers | 4 | 13 692 | 2 978 | 691 | 78 | 2.5 | – |
| 444220 | Nursery & garden centers | 4 | 13 692 | 2 978 | 691 | 78 | 2.5 | – |
| 445 | Food & beverage stores | 36 | 229 225 | 17 939 | 3 809 | 804 | 3.0 | 3.8 |
| 4451 | Grocery stores | 24 | 207 492 | 15 856 | 3 395 | 717 | 2.9 | 3.5 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 16 | 202 646 | 15 467 | 3 307 | 688 | 1.8 | 3.6 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 16 | 202 646 | 15 467 | 3 307 | 688 | 1.8 | 3.6 |
| 44512 | Convenience stores | 8 | 4 846 | 389 | 88 | 29 | 48.7 | – |
| 445120 | Convenience stores | 8 | 4 846 | 389 | 88 | 29 | 48.7 | – |
| 4452 | Specialty food stores | 7 | 10 632 | 1 067 | 223 | 53 | 2.9 | 4.0 |
| 4453 | Beer, wine, & liquor stores | 5 | 11 101 | 1 016 | 191 | 34 | 3.5 | 8.9 |
| 44531 | Beer, wine, & liquor stores | 5 | 11 101 | 1 016 | 191 | 34 | 3.5 | 8.9 |
| 445310 | Beer, wine, & liquor stores | 5 | 11 101 | 1 016 | 191 | 34 | 3.5 | 8.9 |
| 446 | Health & personal care stores | 13 | 34 464 | 6 166 | 1 457 | 217 | – | 3.5 |
| 4461 | Health & personal care stores | 13 | 34 464 | 6 166 | 1 457 | 217 | – | 3.5 |
| 44611 | Pharmacies & drug stores | 6 | 31 108 | 5 711 | 1 353 | 189 | – | 2.8 |
| 446110 | Pharmacies & drug stores | 6 | 31 108 | 5 711 | 1 353 | 189 | – | 2.8 |
| 4461101 | Pharmacies & drug stores | 6 | 31 108 | 5 711 | 1 353 | 189 | – | 2.8 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 44619 | Other health & personal care stores | 4 | D | D | D | a | D | D |
| 446191 | Food (health) supplement stores | 4 | D | D | D | a | D | D |
| 447 | Gasoline stations | 22 | 44 934 | 1 956 | 468 | 113 | 16.3 | 11.2 |
| 4471 | Gasoline stations | 22 | 44 934 | 1 956 | 468 | 113 | 16.3 | 11.2 |
| 44711 | Gasoline stations with convenience stores | 8 | 20 615 | 985 | 218 | 47 | – | – |
| 447110 | Gasoline stations with convenience stores | 8 | 20 615 | 985 | 218 | 47 | – | – |
| 44719 | Other gasoline stations | 14 | 24 319 | 971 | 250 | 66 | 30.1 | 20.7 |
| 447190 | Other gasoline stations | 14 | 24 319 | 971 | 250 | 66 | 30.1 | 20.7 |
| 448 | Clothing & clothing accessories stores | 30 | 41 811 | 4 040 | 949 | 271 | 2.2 | 4.0 |
| 4481 | Clothing stores | 19 | 34 949 | 3 263 | 751 | 224 | 2.0 | 3.1 |
| 44813 | Children's & infants' clothing stores | 3 | 4 562 | 442 | 90 | 33 | – | 8.3 |
| 448130 | Children's & infants' clothing stores | 3 | 4 562 | 442 | 90 | 33 | – | 8.3 |
| 44814 | Family clothing stores | 7 | 24 948 | 2 192 | 491 | 144 | – | – |
| 448140 | Family clothing stores | 7 | 24 948 | 2 192 | 491 | 144 | – | – |
| 44819 | Other clothing stores | 2 | D | D | D | a | D | D |
| 448190 | Other clothing stores | 2 | D | D | D | a | D | D |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 5 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 4 | 2 561 | 410 | 112 | 20 | 8.2 | 23.5 |
| 451 | Sporting goods, hobby, book, & music stores | 20 | 43 894 | 3 797 | 923 | 329 | 6.2 | .3 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 17 | 36 758 | 3 172 | 773 | 260 | 7.4 | .3 |
| 45111 | Sporting goods stores | 8 | 12 972 | 1 127 | 272 | 94 | 12.2 | .6 |
| 451110 | Sporting goods stores | 8 | 12 972 | 1 127 | 272 | 94 | 12.2 | .6 |
| 4511101 | General-line sporting goods stores | 5 | 7 156 | 567 | 134 | 42 | 22.1 | 1.1 |
| 4511102 | Specialty-line sporting goods stores | 3 | 5 816 | 560 | 138 | 52 | – | – |
| 45112 | Hobby, toy, & game stores | 3 | D | D | D | c | D | D |
| 451120 | Hobby, toy, & game stores | 3 | 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 |
| 4512 | Book, periodical, & music stores | 3 | 7 136 | 625 | 150 | 69 | – | – |
| 45121 | Book stores & news dealers | 1 | D | D | D | b | D | D |
| 451211 | Book stores | 1 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 1 | D | D | D | b | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 2 | D | D | D | b | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 2 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **REDWOOD CITY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 5 | 157 253 | 10 737 | 2 575 | 655 | – | 1.9 |
| 4521 | Department stores (incl leased depts) ## | 3 | D | N | N | N | D | D |
| 45211 | Department stores (incl leased depts) ## | 3 | D | N | N | N | D | D |
| 4521 | Department stores (excl leased depts) | 3 | D | D | D | e | D | D |
| 45211 | Department stores (excl leased depts) | 3 | D | D | D | e | D | D |
| 452110 | Department stores (excl leased depts) | 3 | D | D | D | e | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4529 | Other general merchandise stores | 2 | 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 |
| 45299 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 38 | 32 401 | 4 892 | 1 173 | 330 | 10.4 | 9.7 |
| 4531 | Florists | 7 | 1 604 | 332 | 82 | 35 | 48.4 | 7.0 |
| 45311 | Florists | 7 | 1 604 | 332 | 82 | 35 | 48.4 | 7.0 |
| 453110 | Florists | 7 | 1 604 | 332 | 82 | 35 | 48.4 | 7.0 |
| 4532 | Office supplies, stationery, & gift stores | 9 | 17 511 | 2 242 | 541 | 134 | 3.9 | 5.6 |
| 45321 | Office supplies & stationery stores | 4 | 13 615 | 1 743 | 422 | 87 | – | – |
| 453210 | Office supplies & stationery stores | 4 | 13 615 | 1 743 | 422 | 87 | – | – |
| 4532102 | Office supplies stores | 4 | 13 615 | 1 743 | 422 | 87 | – | – |
| 45322 | Gift, novelty, & souvenir stores | 5 | 3 896 | 499 | 119 | 47 | 17.5 | 25.1 |
| 453220 | Gift, novelty, & souvenir stores | 5 | 3 896 | 499 | 119 | 47 | 17.5 | 25.1 |
| 4533 | Used merchandise stores | 11 | 5 882 | 1 438 | 327 | 110 | 23.0 | 13.8 |
| 45331 | Used merchandise stores | 11 | 5 882 | 1 438 | 327 | 110 | 23.0 | 13.8 |
| 453310 | Used merchandise stores | 11 | 5 882 | 1 438 | 327 | 110 | 23.0 | 13.8 |
| 4539 | Other miscellaneous store retailers | 11 | 7 404 | 880 | 223 | 51 | 7.6 | 17.0 |
| 45391 | Pet & pet supplies stores | 4 | 3 789 | 425 | 108 | 32 | 8.6 | 12.4 |
| 453910 | Pet & pet supplies stores | 4 | 3 789 | 425 | 108 | 32 | 8.6 | 12.4 |
| 45392 | Art dealers | 1 | D | D | D | a | D | D |
| 453920 | Art dealers | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 6 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 9 | 4 583 | 599 | 92 | 34 | 76.6 | – |
| 4541 | Electronic shopping & mail-order houses | 4 | 3 828 | 549 | 83 | 24 | 89.5 | – |
| 45411 | Electronic shopping & mail-order houses | 4 | 3 828 | 549 | 83 | 24 | 89.5 | – |
| 454110 | Electronic shopping & mail-order houses | 4 | 3 828 | 549 | 83 | 24 | 89.5 | – |
| | **REEDLEY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **69** | **104 123** | **11 024** | **2 470** | **584** | **16.5** | **13.4** |
| 441 | Motor vehicle & parts dealers | 12 | 24 542 | 3 152 | 732 | 119 | 27.2 | 5.9 |
| 4413 | Automotive parts, accessories, & tire stores | 7 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 5 | D | D | D | b | D | D |
| 441310 | Automotive parts & accessories stores | 5 | D | D | D | b | D | D |
| 44132 | Tire dealers | 2 | D | D | D | b | D | D |
| 441320 | Tire dealers | 2 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 4 | 5 642 | 957 | 217 | 42 | 9.0 | – |
| 4442 | Lawn & garden equipment & supplies stores | 2 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 12 | 31 944 | 3 307 | 674 | 187 | 3.3 | 4.0 |
| 4451 | Grocery stores | 9 | 30 632 | 3 141 | 636 | 168 | 3.1 | .2 |
| 446 | Health & personal care stores | 4 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 4 | D | D | D | b | D | D |
| 447 | Gasoline stations | 6 | 17 527 | 566 | 115 | 45 | 24.9 | – |
| 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 | 11 | 3 517 | 386 | 90 | 37 | 42.6 | – |
| 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 | 10 | 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 |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **RIALTO, CA** | | | | | | | |
| **44-45** | **Retail trade** | **115** | **313 889** | **28 985** | **6 906** | **1 708** | **5.2** | **5.6** |
| 441 | Motor vehicle & parts dealers | 13 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 12 | 9 449 | 1 713 | 425 | 88 | 4.9 | 2.1 |
| 44131 | Automotive parts & accessories stores | 9 | 6 865 | 1 121 | 285 | 67 | 6.8 | 2.9 |
| 441310 | Automotive parts & accessories stores | 9 | 6 865 | 1 121 | 285 | 67 | 6.8 | 2.9 |
| 442 | Furniture & home furnishings stores | 5 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 4 | 1 455 | 170 | 42 | 12 | – | 27.8 |
| 4431 | Electronics & appliance stores | 4 | 1 455 | 170 | 42 | 12 | – | 27.8 |
| 443112 | Radio, television, & other electronics stores | 3 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 6 | 18 895 | 1 152 | 283 | 42 | 6.2 | – |
| 4441 | Building material & supplies dealers | 4 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 2 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 2 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 23 | 133 886 | 13 531 | 3 342 | 661 | 3.9 | 8.1 |
| 4451 | Grocery stores | 18 | 132 300 | 13 450 | 3 320 | 647 | 3.0 | 7.9 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 12 | 127 636 | 13 169 | 3 248 | 610 | .2 | 8.1 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 12 | 127 636 | 13 169 | 3 248 | 610 | .2 | 8.1 |
| 44512 | Convenience stores | 6 | 4 664 | 281 | 72 | 37 | 80.2 | 2.0 |
| 445120 | Convenience stores | 6 | 4 664 | 281 | 72 | 37 | 80.2 | 2.0 |
| 446 | Health & personal care stores | 12 | 17 779 | 2 770 | 690 | 153 | 10.6 | 2.3 |
| 4461 | Health & personal care stores | 12 | 17 779 | 2 770 | 690 | 153 | 10.6 | 2.3 |
| 4461102 | Proprietary stores | 1 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 16 | 36 288 | 1 160 | 254 | 99 | 14.4 | 5.0 |
| 4471 | Gasoline stations | 16 | 36 288 | 1 160 | 254 | 99 | 14.4 | 5.0 |
| 44711 | Gasoline stations with convenience stores | 10 | 23 801 | 906 | 206 | 78 | – | 1.1 |
| 447110 | Gasoline stations with convenience stores | 10 | 23 801 | 906 | 206 | 78 | – | 1.1 |
| 44719 | Other gasoline stations | 6 | 12 487 | 254 | 48 | 21 | 41.7 | 12.4 |
| 447190 | Other gasoline stations | 6 | 12 487 | 254 | 48 | 21 | 41.7 | 12.4 |
| 448 | Clothing & clothing accessories stores | 14 | 4 928 | 658 | 158 | 76 | 7.6 | 10.1 |
| 4481 | Clothing stores | 10 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 9 | 4 125 | 676 | 188 | 97 | 27.5 | – |
| 4511 | Sporting goods, hobby, & musical instrument stores | 5 | 2 343 | 386 | 116 | 42 | 10.3 | – |
| 45113 | Sewing, needlework, & piece goods stores | 3 | D | D | D | b | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 3 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 4 | 1 782 | 290 | 72 | 55 | 50.1 | – |
| 452 | General merchandise stores | 2 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 8 | D | D | D | a | D | D |
| 4533 | Used merchandise stores | 1 | D | D | D | a | D | D |
| 45331 | Used merchandise stores | 1 | D | D | D | a | D | D |
| 453310 | Used merchandise stores | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 3 | 45 813 | 2 677 | 503 | 66 | – | – |
| 4542 | Vending machine operators | 1 | D | D | D | b | D | D |
| 45421 | Vending machine operators | 1 | D | D | D | b | D | D |
| 454210 | Vending machine operators | 1 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 2 | D | D | D | b | D | D |
| 45431 | Fuel dealers | 2 | D | D | D | b | D | D |
| 454311 | Heating oil dealers | 1 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **RICHMOND, CA** | | | | | | | |
| **44-45** | **Retail trade** | **224** | **453 732** | **45 627** | **11 063** | **2 510** | **8.9** | **9.5** |
| 441 | Motor vehicle & parts dealers | 26 | 45 725 | 4 455 | 1 140 | 168 | 13.5 | 57.5 |
| 44112 | Used car dealers | 6 | D | D | D | b | D | D |
| 441120 | Used car dealers | 6 | D | D | D | b | D | D |
| 4412 | Other motor vehicle dealers | 7 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 6 | 3 307 | 286 | 50 | 17 | 84.5 | – |
| 441222 | Boat dealers | 6 | 3 307 | 286 | 50 | 17 | 84.5 | – |
| 4413 | Automotive parts, accessories, & tire stores | 10 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 8 | 6 686 | 1 280 | 273 | 48 | 2.0 | 33.0 |
| 441310 | Automotive parts & accessories stores | 8 | 6 686 | 1 280 | 273 | 48 | 2.0 | 33.0 |
| 442 | Furniture & home furnishings stores | 14 | 8 458 | 1 595 | 320 | 65 | 29.5 | .7 |
| 4422 | Home furnishings stores | 9 | D | D | D | b | D | D |
| 44221 | Floor covering stores | 7 | 6 268 | 1 228 | 241 | 36 | 19.3 | – |
| 442210 | Floor covering stores | 7 | 6 268 | 1 228 | 241 | 36 | 19.3 | – |
| 443 | Electronics & appliance stores | 6 | D | D | D | b | D | D |
| 4431 | Electronics & appliance stores | 6 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 2 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 2 | 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 | 13 | D | D | D | c | D | D |
| 4441 | Building material & supplies dealers | 12 | 37 342 | 4 900 | 1 143 | 120 | 2.1 | 3.4 |
| 44419 | Other building material dealers | 5 | 34 038 | 4 456 | 1 060 | 89 | – | – |
| 444190 | Other building material dealers | 5 | 34 038 | 4 456 | 1 060 | 89 | – | – |
| 445 | Food & beverage stores | 39 | 59 503 | 7 061 | 1 657 | 435 | 14.1 | 7.7 |
| 4451 | Grocery stores | 26 | 53 211 | 6 743 | 1 584 | 403 | 8.6 | 7.8 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 22 | 50 899 | 6 555 | 1 535 | 382 | 6.1 | 6.5 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 22 | 50 899 | 6 555 | 1 535 | 382 | 6.1 | 6.5 |
| 4452 | Specialty food stores | 7 | 2 267 | 163 | 36 | 17 | 52.5 | 15.7 |
| 446 | Health & personal care stores | 24 | 23 531 | 3 942 | 996 | 247 | 20.0 | 4.3 |
| 4461 | Health & personal care stores | 24 | 23 531 | 3 942 | 996 | 247 | 20.0 | 4.3 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 44613 | Optical goods stores | 6 | D | D | D | b | D | D |
| 446130 | Optical goods stores | 6 | D | D | D | b | D | D |
| 44619 | Other health & personal care stores | 7 | 5 406 | 1 085 | 242 | 49 | – | 2.5 |
| 446191 | Food (health) supplement stores | 3 | D | D | D | b | D | D |
| 447 | Gasoline stations | 19 | 29 782 | 962 | 207 | 82 | 44.8 | 16.3 |
| 4471 | Gasoline stations | 19 | 29 782 | 962 | 207 | 82 | 44.8 | 16.3 |
| 44711 | Gasoline stations with convenience stores | 10 | 14 883 | 502 | 93 | 40 | 14.1 | 28.9 |
| 447110 | Gasoline stations with convenience stores | 10 | 14 883 | 502 | 93 | 40 | 14.1 | 28.9 |
| 44719 | Other gasoline stations | 9 | 14 899 | 460 | 114 | 42 | 75.4 | 3.7 |
| 447190 | Other gasoline stations | 9 | 14 899 | 460 | 114 | 42 | 75.4 | 3.7 |
| 448 | Clothing & clothing accessories stores | 37 | 26 006 | 3 152 | 774 | 263 | 3.0 | 6.4 |
| 4481 | Clothing stores | 24 | 18 197 | 2 022 | 502 | 202 | 4.3 | 3.0 |
| 44814 | Family clothing stores | 5 | 9 538 | 740 | 183 | 81 | – | 4.9 |
| 448140 | Family clothing stores | 5 | 9 538 | 740 | 183 | 81 | – | 4.9 |
| 44819 | Other clothing stores | 6 | 2 658 | 371 | 91 | 33 | 2.8 | .5 |
| 448190 | Other clothing stores | 6 | 2 658 | 371 | 91 | 33 | 2.8 | .5 |
| 4482 | Shoe stores | 9 | 5 533 | 631 | 146 | 44 | – | 6.1 |
| 44821 | Shoe stores | 9 | 5 533 | 631 | 146 | 44 | – | 6.1 |
| 448210 | Shoe stores | 9 | 5 533 | 631 | 146 | 44 | – | 6.1 |
| 4482101 | Men's shoe stores | 2 | D | D | D | a | D | D |
| 4482105 | Athletic footwear stores | 2 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 4 | 2 276 | 499 | 126 | 17 | – | 34.2 |
| 451 | Sporting goods, hobby, book, & music stores | 11 | 15 927 | 1 522 | 426 | 122 | .7 | 2.2 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 9 | D | D | D | c | D | D |
| 45112 | Hobby, toy, & game stores | 4 | 10 502 | 888 | 241 | 72 | – | – |
| 451120 | Hobby, toy, & game stores | 4 | 10 502 | 888 | 241 | 72 | – | – |
| 45113 | Sewing, needlework, & piece goods stores | 1 | D | D | D | a | D | D |
| 451130 | Sewing, needlework, & piece 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **RICHMOND, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 6 | D | D | D | f | D | D |
| 4521 | Department stores (incl leased depts) ## | 4 | 83 568 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 4 | 83 568 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 4 | 82 946 | 9 193 | 2 320 | 609 | – | – |
| 45211 | Department stores (excl leased depts) | 4 | 82 946 | 9 193 | 2 320 | 609 | – | – |
| 452110 | Department stores (excl leased depts) | 4 | 82 946 | 9 193 | 2 320 | 609 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 4521103 | National chain department stores (excl leased depts) | 3 | D | D | D | e | D | D |
| 4529 | Other general merchandise stores | 2 | 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 |
| 453 | Miscellaneous store retailers | 16 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 6 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 3 | 2 839 | 876 | 228 | 45 | – | – |
| 453210 | Office supplies & stationery stores | 3 | 2 839 | 876 | 228 | 45 | – | – |
| 4532102 | Office supplies stores | 3 | 2 839 | 876 | 228 | 45 | – | – |
| 4533 | Used merchandise stores | 6 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 6 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 6 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 13 | 15 505 | 1 935 | 440 | 73 | 9.7 | 8.7 |
| 4541 | Electronic shopping & mail-order houses | 4 | D | D | D | a | D | D |
| 45411 | Electronic shopping & mail-order houses | 4 | D | D | D | a | D | D |
| 454110 | Electronic shopping & mail-order houses | 4 | D | D | D | a | D | D |
| 4543 | Direct selling establishments | 7 | 11 875 | 1 490 | 355 | 44 | 9.3 | 9.2 |
| 45431 | Fuel dealers | 2 | D | D | D | a | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 1 | D | D | D | a | D | D |
| 454319 | Other fuel dealers | 1 | D | D | D | a | 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 |
| | **RIDGECREST, CA** | | | | | | | |
| **44-45** | **Retail trade** | **97** | **202 958** | **20 807** | **5 069** | **1 388** | **7.3** | **5.2** |
| 441 | Motor vehicle & parts dealers | 18 | 49 113 | 4 518 | 1 097 | 218 | 3.7 | 4.8 |
| 4412 | Other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 12 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 8 | 6 018 | 946 | 234 | 56 | – | – |
| 441310 | Automotive parts & accessories stores | 8 | 6 018 | 946 | 234 | 56 | – | – |
| 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 | 9 | 5 806 | 720 | 174 | 48 | 46.6 | 6.0 |
| 4421 | Furniture stores | 4 | 4 014 | 506 | 127 | 34 | 35.7 | – |
| 44211 | Furniture stores | 4 | 4 014 | 506 | 127 | 34 | 35.7 | – |
| 442110 | Furniture stores | 4 | 4 014 | 506 | 127 | 34 | 35.7 | – |
| 443 | Electronics & appliance stores | 4 | 8 510 | 664 | 185 | 45 | 4.5 | 54.9 |
| 4431 | Electronics & appliance stores | 4 | 8 510 | 664 | 185 | 45 | 4.5 | 54.9 |
| 44311 | Appliance, television, & other electronics stores | 2 | D | D | D | a | D | D |
| 443111 | Household appliance stores | 1 | D | D | D | a | D | D |
| 44312 | Computer & software stores | 2 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 2 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 4 | 5 007 | 769 | 192 | 57 | – | – |
| 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 | 51 249 | 6 193 | 1 422 | 271 | 2.9 | – |
| 4451 | Grocery stores | 8 | 50 541 | 6 146 | 1 411 | 264 | 1.6 | – |
| 44511 | Supermarkets & other grocery (except convenience) stores | 5 | 48 634 | 5 960 | 1 365 | 237 | .6 | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 5 | 48 634 | 5 960 | 1 365 | 237 | .6 | – |
| 446 | Health & personal care stores | 7 | 9 680 | 1 061 | 264 | 58 | 43.9 | 6.8 |
| 4461 | Health & personal care stores | 7 | 9 680 | 1 061 | 264 | 58 | 43.9 | 6.8 |
| 446191 | Food (health) supplement stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 11 | 14 903 | 738 | 175 | 87 | 18.3 | 11.9 |
| 44711 | Gasoline stations with convenience stores | 7 | 12 715 | 571 | 131 | 63 | 20.1 | – |
| 447110 | Gasoline stations with convenience stores | 7 | 12 715 | 571 | 131 | 63 | 20.1 | – |
| 448 | Clothing & clothing accessories stores | 9 | 2 640 | 448 | 108 | 38 | 29.4 | 14.2 |
| 451 | Sporting goods, hobby, book, & music stores | 7 | 1 924 | 297 | 89 | 42 | 2.6 | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **RIDGECREST, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 3 | 47 048 | 4 483 | 1 131 | 433 | – | – |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 11 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 3 | 2 194 | 248 | 61 | 20 | D | – |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 3 | D | D | D | a | D | D |
| | **RIO DELL, CA** | | | | | | | |
| **44-45** | **Retail trade** | **8** | **6 762** | **828** | **196** | **60** | **60.9** | **–** |
| 445 | Food & beverage stores | 3 | 3 239 | 356 | 85 | 35 | 100.0 | – |
| 447 | Gasoline stations | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **RIO VISTA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **15** | **44 152** | **3 756** | **826** | **159** | **34.0** | **2.0** |
| 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 | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 2 | D | D | D | b | D | D |
| 447 | Gasoline stations | 2 | D | D | D | a | D | D |
| 448 | Clothing & clothing accessories stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 2 | D | D | D | a | D | D |
| | **RIPON, CA** | | | | | | | |
| **44-45** | **Retail trade** | **23** | **52 790** | **3 234** | **786** | **181** | **11.1** | **11.3** |
| 441 | Motor vehicle & parts dealers | 3 | 1 775 | 210 | 52 | 10 | 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 | 1 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 2 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 3 | 6 188 | 840 | 207 | 40 | D | – |
| 4461 | Health & personal care stores | 3 | 6 188 | 840 | 207 | 40 | D | – |
| 447 | Gasoline stations | 8 | 38 563 | 1 477 | 353 | 75 | 4.1 | 11.2 |
| 4471 | Gasoline stations | 8 | 38 563 | 1 477 | 353 | 75 | 4.1 | 11.2 |
| 44719 | Other gasoline stations | 3 | D | D | D | b | D | D |
| 447190 | Other gasoline stations | 3 | 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 |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **RIVERBANK, CA** | | | | | | | |
| **44-45** | **Retail trade** | **23** | **54 328** | **4 987** | **1 156** | **334** | **50.3** | **7.0** |
| 441 | Motor vehicle & parts dealers | 4 | 4 564 | 231 | 61 | 15 | 23.4 | 16.7 |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 441222 | Boat dealers | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 3 | 7 539 | 443 | 125 | 27 | D | – |
| 4442 | Lawn & garden equipment & supplies stores | 1 | D | D | D | a | D | D |
| 44422 | Nursery & garden centers | 1 | D | D | D | a | D | D |
| 444220 | Nursery & garden centers | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 9 | D | D | D | c | D | D |
| 4451 | Grocery stores | 8 | 31 134 | 3 464 | 756 | 232 | 82.7 | 9.8 |
| 446 | Health & personal care stores | 1 | D | D | D | b | D | D |
| 447 | Gasoline stations | 4 | 8 166 | 363 | 90 | 34 | – | – |
| 448 | Clothing & clothing accessories stores | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **RIVERSIDE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **800** | **2 279 336** | **219 703** | **53 114** | **11 452** | **6.0** | **5.5** |
| 441 | Motor vehicle & parts dealers | 122 | 833 172 | 64 519 | 15 444 | 2 052 | 5.4 | 7.9 |
| 4411 | Automobile dealers | 31 | 703 908 | 48 064 | 11 776 | 1 331 | 4.1 | 8.3 |
| 44111 | New car dealers | 23 | 691 316 | 47 211 | 11 612 | 1 302 | 3.4 | 8.1 |
| 441110 | New car dealers | 23 | 691 316 | 47 211 | 11 612 | 1 302 | 3.4 | 8.1 |
| 44112 | Used car dealers | 8 | 12 592 | 853 | 164 | 29 | 44.9 | 22.9 |
| 441120 | Used car dealers | 8 | 12 592 | 853 | 164 | 29 | 44.9 | 22.9 |
| 4412 | Other motor vehicle dealers | 13 | 42 185 | 4 071 | 779 | 135 | 19.0 | 11.6 |
| 44121 | Recreational vehicle dealers | 3 | 14 773 | 1 351 | 224 | 38 | D | 4.8 |
| 441210 | Recreational vehicle dealers | 3 | 14 773 | 1 351 | 224 | 38 | D | 4.8 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 10 | 27 412 | 2 720 | 555 | 97 | 22.3 | 15.2 |
| 441221 | Motorcycle dealers | 3 | D | D | D | b | D | D |
| 441222 | Boat dealers | 4 | 12 045 | 836 | 154 | 31 | 39.6 | 34.5 |
| 441229 | All other motor vehicle dealers | 3 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 78 | 87 079 | 12 384 | 2 889 | 586 | 8.9 | 2.4 |
| 44131 | Automotive parts & accessories stores | 54 | 65 129 | 8 017 | 1 930 | 420 | 8.4 | 2.1 |
| 441310 | Automotive parts & accessories stores | 54 | 65 129 | 8 017 | 1 930 | 420 | 8.4 | 2.1 |
| 44132 | Tire dealers | 24 | 21 950 | 4 367 | 959 | 166 | 10.5 | 3.0 |
| 441320 | Tire dealers | 24 | 21 950 | 4 367 | 959 | 166 | 10.5 | 3.0 |
| 442 | Furniture & home furnishings stores | 39 | 34 225 | 5 044 | 1 309 | 267 | 11.3 | 2.6 |
| 4421 | Furniture stores | 15 | 16 805 | 2 208 | 520 | 98 | 11.1 | 4.0 |
| 44211 | Furniture stores | 15 | 16 805 | 2 208 | 520 | 98 | 11.1 | 4.0 |
| 442110 | Furniture stores | 15 | 16 805 | 2 208 | 520 | 98 | 11.1 | 4.0 |
| 4422 | Home furnishings stores | 24 | 17 420 | 2 836 | 789 | 169 | 11.5 | 1.3 |
| 44221 | Floor covering stores | 12 | 8 211 | 1 382 | 444 | 79 | 14.1 | 2.7 |
| 442210 | Floor covering stores | 12 | 8 211 | 1 382 | 444 | 79 | 14.1 | 2.7 |
| 44229 | Other home furnishings stores | 12 | 9 209 | 1 454 | 345 | 90 | 9.3 | – |
| 442291 | Window treatment stores | 2 | D | D | D | b | D | D |
| 442299 | All other home furnishings stores | 10 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 41 | 91 103 | 8 583 | 2 155 | 441 | 7.1 | 4.1 |
| 4431 | Electronics & appliance stores | 41 | 91 103 | 8 583 | 2 155 | 441 | 7.1 | 4.1 |
| 44311 | Appliance, television, & other electronics stores | 24 | 73 307 | 7 040 | 1 679 | 359 | 2.4 | .9 |
| 443111 | Household appliance stores | 8 | 13 980 | 1 830 | 384 | 80 | 2.7 | 4.1 |
| 443112 | Radio, television, & other electronics stores | 16 | 59 327 | 5 210 | 1 295 | 279 | 2.4 | .1 |
| 44312 | Computer & software stores | 13 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 13 | D | D | D | b | 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 | 51 | 192 266 | 17 715 | 4 073 | 521 | 3.5 | .1 |
| 4441 | Building material & supplies dealers | 42 | 180 771 | 16 305 | 3 742 | 464 | 3.1 | .1 |
| 44411 | Home centers | 4 | 45 603 | 5 558 | 918 | 157 | – | – |
| 444110 | Home centers | 4 | 45 603 | 5 558 | 918 | 157 | – | – |
| 44412 | Paint & wallpaper stores | 3 | 5 941 | 476 | 125 | 18 | – | – |
| 444120 | Paint & wallpaper stores | 3 | 5 941 | 476 | 125 | 18 | – | – |
| 44413 | Hardware stores | 5 | 3 952 | 487 | 113 | 26 | 23.7 | 1.1 |
| 444130 | Hardware stores | 5 | 3 952 | 487 | 113 | 26 | 23.7 | 1.1 |
| 44419 | Other building material dealers | 30 | 125 275 | 9 784 | 2 586 | 263 | 3.8 | .1 |
| 444190 | Other building material dealers | 30 | 125 275 | 9 784 | 2 586 | 263 | 3.8 | .1 |
| 4442 | Lawn & garden equipment & supplies stores | 9 | 11 495 | 1 410 | 331 | 57 | 8.9 | – |
| 44421 | Outdoor power equipment stores | 5 | 2 208 | 435 | 97 | 20 | 46.2 | – |
| 444210 | Outdoor power equipment stores | 5 | 2 208 | 435 | 97 | 20 | 46.2 | – |
| 44422 | Nursery & garden centers | 4 | 9 287 | 975 | 234 | 37 | – | – |
| 444220 | Nursery & garden centers | 4 | 9 287 | 975 | 234 | 37 | – | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **RIVERSIDE, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 445 | Food & beverage stores | 101 | 327 622 | 31 558 | 7 541 | 1 579 | 6.4 | .9 |
| 4451 | Grocery stores | 62 | 309 762 | 30 057 | 7 179 | 1 432 | 4.5 | .6 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 42 | 288 801 | 28 728 | 6 865 | 1 288 | 1.5 | .6 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 42 | 288 801 | 28 728 | 6 865 | 1 288 | 1.5 | .6 |
| 44512 | Convenience stores | 20 | 20 961 | 1 329 | 314 | 144 | 44.6 | – |
| 445120 | Convenience stores | 20 | 20 961 | 1 329 | 314 | 144 | 44.6 | – |
| 4452 | Specialty food stores | 18 | 6 996 | 771 | 197 | 80 | 12.8 | 10.2 |
| 4453 | Beer, wine, & liquor stores | 21 | 10 864 | 730 | 165 | 67 | 57.3 | 2.7 |
| 44531 | Beer, wine, & liquor stores | 21 | 10 864 | 730 | 165 | 67 | 57.3 | 2.7 |
| 445310 | Beer, wine, & liquor stores | 21 | 10 864 | 730 | 165 | 67 | 57.3 | 2.7 |
| 446 | Health & personal care stores | 67 | 93 660 | 17 265 | 4 222 | 728 | 4.3 | 7.9 |
| 4461 | Health & personal care stores | 67 | 93 660 | 17 265 | 4 222 | 728 | 4.3 | 7.9 |
| 44611 | Pharmacies & drug stores | 28 | 75 788 | 13 200 | 3 304 | 534 | 4.6 | 7.4 |
| 446110 | Pharmacies & drug stores | 28 | 75 788 | 13 200 | 3 304 | 534 | 4.6 | 7.4 |
| 4461101 | Pharmacies & drug stores | 28 | 75 788 | 13 200 | 3 304 | 534 | 4.6 | 7.4 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 11 | 4 937 | 670 | 157 | 52 | – | 10.0 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 11 | 4 937 | 670 | 157 | 52 | – | 10.0 |
| 44613 | Optical goods stores | 12 | 3 732 | 609 | 133 | 41 | 5.8 | 8.6 |
| 446130 | Optical goods stores | 12 | 3 732 | 609 | 133 | 41 | 5.8 | 8.6 |
| 44619 | Other health & personal care stores | 16 | 9 203 | 2 786 | 628 | 101 | 4.0 | 10.2 |
| 446191 | Food (health) supplement stores | 6 | 4 992 | 961 | 228 | 45 | 5.4 | 17.2 |
| 446199 | All other health & personal care stores | 10 | 4 211 | 1 825 | 400 | 56 | 2.2 | 1.8 |
| 447 | Gasoline stations | 69 | 124 899 | 5 159 | 1 149 | 396 | 22.7 | 14.1 |
| 4471 | Gasoline stations | 69 | 124 899 | 5 159 | 1 149 | 396 | 22.7 | 14.1 |
| 44711 | Gasoline stations with convenience stores | 30 | 56 474 | 2 342 | 437 | 165 | 21.3 | 6.2 |
| 447110 | Gasoline stations with convenience stores | 30 | 56 474 | 2 342 | 437 | 165 | 21.3 | 6.2 |
| 44719 | Other gasoline stations | 39 | 68 425 | 2 817 | 712 | 231 | 23.8 | 20.5 |
| 447190 | Other gasoline stations | 39 | 68 425 | 2 817 | 712 | 231 | 23.8 | 20.5 |
| 448 | Clothing & clothing accessories stores | 117 | 125 113 | 18 978 | 5 043 | 1 507 | 5.2 | 7.0 |
| 4481 | Clothing stores | 58 | 86 458 | 13 131 | 3 580 | 1 173 | 2.2 | 1.7 |
| 44811 | Men's clothing stores | 7 | 4 559 | 603 | 132 | 51 | – | 16.3 |
| 448110 | Men's clothing stores | 7 | 4 559 | 603 | 132 | 51 | – | 16.3 |
| 44812 | Women's clothing stores | 25 | 14 455 | 1 760 | 412 | 187 | 8.4 | 1.2 |
| 448120 | Women's clothing stores | 25 | 14 455 | 1 760 | 412 | 187 | 8.4 | 1.2 |
| 44813 | Children's & infants' clothing stores | 2 | D | D | D | a | D | D |
| 448130 | Children's & infants' clothing stores | 2 | D | D | D | a | D | D |
| 44814 | Family clothing stores | 11 | 56 613 | 8 997 | 2 543 | 806 | .8 | .9 |
| 448140 | Family clothing stores | 11 | 56 613 | 8 997 | 2 543 | 806 | .8 | .9 |
| 44815 | Clothing accessories stores | 4 | D | D | D | a | D | D |
| 448150 | Clothing accessories stores | 4 | D | D | D | a | D | D |
| 44819 | Other clothing stores | 9 | 9 167 | 1 539 | 438 | 104 | 2.5 | – |
| 448190 | Other clothing stores | 9 | 9 167 | 1 539 | 438 | 104 | 2.5 | – |
| 4482 | Shoe stores | 33 | 15 533 | 1 966 | 478 | 146 | 17.6 | 5.3 |
| 44821 | Shoe stores | 33 | 15 533 | 1 966 | 478 | 146 | 17.6 | 5.3 |
| 448210 | Shoe stores | 33 | 15 533 | 1 966 | 478 | 146 | 17.6 | 5.3 |
| 4482101 | Men's shoe stores | 5 | 1 617 | 281 | 64 | 18 | 28.1 | – |
| 4482102 | Women's shoe stores | 3 | 1 571 | 213 | 59 | 16 | – | 50.4 |
| 4482104 | Family shoe stores | 19 | 7 084 | 847 | 217 | 68 | .8 | .5 |
| 4482105 | Athletic footwear stores | 6 | 5 261 | 625 | 138 | 44 | 42.4 | – |
| 4483 | Jewelry, luggage, & leather goods stores | 26 | 23 122 | 3 881 | 985 | 188 | 8.1 | 28.1 |
| 44831 | Jewelry stores | 24 | D | D | D | c | D | D |
| 448310 | Jewelry stores | 24 | D | D | D | c | D | D |
| 44832 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 57 | 55 734 | 5 181 | 1 189 | 516 | 8.9 | 3.1 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 37 | 41 244 | 3 806 | 859 | 379 | 8.3 | 2.9 |
| 45111 | Sporting goods stores | 15 | 17 617 | 1 721 | 387 | 183 | 11.5 | 5.4 |
| 451110 | Sporting goods stores | 15 | 17 617 | 1 721 | 387 | 183 | 11.5 | 5.4 |
| 4511101 | General-line sporting goods stores | 4 | 9 375 | 933 | 220 | 110 | – | – |
| 4511102 | Specialty-line sporting goods stores | 11 | 8 242 | 788 | 167 | 73 | 24.5 | 11.6 |
| 45112 | Hobby, toy, & game stores | 11 | 18 051 | 1 505 | 346 | 127 | 2.5 | 1.4 |
| 451120 | Hobby, toy, & game stores | 11 | 18 051 | 1 505 | 346 | 127 | 2.5 | 1.4 |
| 45113 | Sewing, needlework, & piece goods stores | 8 | 3 229 | 436 | 90 | 62 | 2.0 | – |
| 451130 | Sewing, needlework, & piece goods stores | 8 | 3 229 | 436 | 90 | 62 | 2.0 | – |
| 45114 | Musical instrument & supplies stores | 3 | 2 347 | 144 | 36 | 7 | D | – |
| 451140 | Musical instrument & supplies stores | 3 | 2 347 | 144 | 36 | 7 | D | – |
| 4512 | Book, periodical, & music stores | 20 | 14 490 | 1 375 | 330 | 137 | 10.5 | 3.6 |
| 45121 | Book stores & news dealers | 14 | 9 051 | 806 | 188 | 77 | 16.8 | 5.8 |
| 451211 | Book stores | 14 | 9 051 | 806 | 188 | 77 | 16.8 | 5.8 |
| 4512111 | Book stores, general | 9 | 6 458 | 551 | 131 | 49 | – | 8.2 |
| 4512112 | Specialty book stores | 3 | D | D | D | a | D | D |
| 4512113 | College book stores | 2 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 6 | 5 439 | 569 | 142 | 60 | – | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 6 | 5 439 | 569 | 142 | 60 | – | – |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **RIVERSIDE, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 20 | 310 620 | 31 171 | 7 551 | 2 435 | .4 | 2.1 |
| 4521 | Department stores (incl leased depts) ## | 12 | 270 385 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 12 | 270 385 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 12 | 265 510 | 27 741 | 6 636 | 2 129 | – | – |
| 45211 | Department stores (excl leased depts) | 12 | 265 510 | 27 741 | 6 636 | 2 129 | – | – |
| 452110 | Department stores (excl leased depts) | 12 | 265 510 | 27 741 | 6 636 | 2 129 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 4 | D | D | D | f | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 6 | 145 808 | 14 524 | 3 422 | 1 176 | – | – |
| 4521103 | National chain department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4529 | Other general merchandise stores | 8 | 45 110 | 3 430 | 915 | 306 | 3.0 | 14.7 |
| 45299 | All other general merchandise stores | 7 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 7 | D | D | D | c | D | D |
| 4529902 | Catalog showrooms | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 5 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 99 | 65 750 | 9 482 | 2 228 | 804 | 10.5 | 13.8 |
| 4531 | Florists | 17 | 4 253 | 830 | 194 | 123 | 32.3 | 13.5 |
| 45311 | Florists | 17 | 4 253 | 830 | 194 | 123 | 32.3 | 13.5 |
| 453110 | Florists | 17 | 4 253 | 830 | 194 | 123 | 32.3 | 13.5 |
| 4532 | Office supplies, stationery, & gift stores | 37 | 33 327 | 4 218 | 1 006 | 342 | 6.0 | 13.4 |
| 45321 | Office supplies & stationery stores | 9 | 20 863 | 2 574 | 645 | 174 | 3.4 | 19.1 |
| 453210 | Office supplies & stationery stores | 9 | 20 863 | 2 574 | 645 | 174 | 3.4 | 19.1 |
| 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 | 28 | 12 464 | 1 644 | 361 | 168 | 10.4 | 3.9 |
| 453220 | Gift, novelty, & souvenir stores | 28 | 12 464 | 1 644 | 361 | 168 | 10.4 | 3.9 |
| 4533 | Used merchandise stores | 13 | 4 958 | 1 751 | 422 | 159 | 10.5 | 5.6 |
| 45331 | Used merchandise stores | 13 | 4 958 | 1 751 | 422 | 159 | 10.5 | 5.6 |
| 453310 | Used merchandise stores | 13 | 4 958 | 1 751 | 422 | 159 | 10.5 | 5.6 |
| 4539 | Other miscellaneous store retailers | 32 | 23 212 | 2 683 | 606 | 180 | 13.0 | 16.2 |
| 45391 | Pet & pet supplies stores | 8 | 9 994 | 1 139 | 277 | 86 | 9.6 | .9 |
| 453910 | Pet & pet supplies stores | 8 | 9 994 | 1 139 | 277 | 86 | 9.6 | .9 |
| 45399 | All other miscellaneous store retailers | 24 | 13 218 | 1 544 | 329 | 94 | 15.6 | 27.8 |
| 454 | Nonstore retailers | 17 | 25 172 | 5 048 | 1 210 | 206 | 8.4 | 7.2 |
| 4541 | Electronic shopping & mail-order houses | 5 | D | D | D | b | D | D |
| 45411 | Electronic shopping & mail-order houses | 5 | D | D | D | b | D | D |
| 454110 | Electronic shopping & mail-order houses | 5 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 10 | 17 067 | 4 014 | 973 | 161 | 3.1 | 10.6 |
| 45439 | Other direct selling establishments | 10 | 17 067 | 4 014 | 973 | 161 | 3.1 | 10.6 |
| 454390 | Other direct selling establishments | 10 | 17 067 | 4 014 | 973 | 161 | 3.1 | 10.6 |
| | **ROCKLIN, CA** | | | | | | | |
| **44-45** | **Retail trade** | **84** | **217 112** | **24 181** | **5 428** | **1 365** | **4.8** | **1.7** |
| 441 | Motor vehicle & parts dealers | 15 | 20 385 | 2 898 | 587 | 121 | 5.0 | – |
| 4412 | Other motor vehicle dealers | 2 | 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 | 1 | D | D | D | a | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 12 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 9 | 6 536 | 1 034 | 223 | 51 | 14.9 | – |
| 441310 | Automotive parts & accessories stores | 9 | 6 536 | 1 034 | 223 | 51 | 14.9 | – |
| 442 | Furniture & home furnishings stores | 6 | 6 868 | 457 | 118 | 40 | 4.5 | – |
| 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 | 5 | 5 336 | 702 | 137 | 37 | 12.8 | 19.7 |
| 4431 | Electronics & appliance stores | 5 | 5 336 | 702 | 137 | 37 | 12.8 | 19.7 |
| 44311 | Appliance, television, & other electronics stores | 2 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 3 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 3 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 8 | 18 358 | 2 241 | 411 | 74 | 8.7 | 5.4 |
| 4441 | Building material & supplies dealers | 8 | 18 358 | 2 241 | 411 | 74 | 8.7 | 5.4 |
| 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 | 6 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 6 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 9 | D | D | D | e | D | D |
| 4451 | Grocery stores | 7 | 66 471 | 7 842 | 1 788 | 347 | .7 | .5 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 4 | 65 679 | 7 823 | 1 785 | 342 | – | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 4 | 65 679 | 7 823 | 1 785 | 342 | – | – |
| 4452 | Specialty food stores | 2 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **ROCKLIN, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 446 | Health & personal care stores | 8 | 10 153 | 1 888 | 399 | 66 | .3 | 5.3 |
| 4461 | Health & personal care stores | 8 | 10 153 | 1 888 | 399 | 66 | .3 | 5.3 |
| 447 | Gasoline stations | 9 | 20 106 | 1 045 | 290 | 90 | – | .2 |
| 4471 | Gasoline stations | 9 | 20 106 | 1 045 | 290 | 90 | – | .2 |
| 44711 | Gasoline stations with convenience stores | 5 | 14 406 | 537 | 137 | 59 | – | – |
| 447110 | Gasoline stations with convenience stores | 5 | 14 406 | 537 | 137 | 59 | – | – |
| 448 | Clothing & clothing accessories stores | 4 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 6 | 3 132 | 446 | 86 | 33 | 18.7 | .4 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 5 | D | D | D | b | D | D |
| 45113 | Sewing, needlework, & piece goods stores | 1 | D | D | D | b | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 1 | D | D | D | b | D | D |
| 4512113 | College book stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 2 | D | D | D | e | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 5 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 45392 | Art dealers | 2 | D | D | D | a | D | D |
| 453920 | Art dealers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 7 | 6 996 | 1 043 | 236 | 38 | 53.2 | 10.4 |
| 4541 | Electronic shopping & mail-order houses | 3 | 3 723 | 422 | 81 | 14 | 100.0 | – |
| 45411 | Electronic shopping & mail-order houses | 3 | 3 723 | 422 | 81 | 14 | 100.0 | – |
| 454110 | Electronic shopping & mail-order houses | 3 | 3 723 | 422 | 81 | 14 | 100.0 | – |
| 4543 | Direct selling establishments | 4 | 3 273 | 621 | 155 | 24 | – | 22.2 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 2 | D | D | D | a | D | D |
| | **ROHNERT PARK, CA** | | | | | | | |
| **44-45** | **Retail trade** | **108** | **390 755** | **40 694** | **9 889** | **2 203** | **1.4** | **9.6** |
| 441 | Motor vehicle & parts dealers | 14 | 16 939 | 2 382 | 592 | 110 | 12.6 | 30.5 |
| 4412 | Other motor vehicle dealers | 3 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 3 | D | D | D | b | D | D |
| 441222 | Boat dealers | 2 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 10 | 12 330 | 1 782 | 445 | 81 | 5.9 | 32.6 |
| 44131 | Automotive parts & accessories stores | 7 | 10 433 | 1 355 | 340 | 61 | .2 | 38.5 |
| 441310 | Automotive parts & accessories stores | 7 | 10 433 | 1 355 | 340 | 61 | .2 | 38.5 |
| 442 | Furniture & home furnishings stores | 6 | 17 829 | 1 947 | 563 | 127 | – | 8.8 |
| 4421 | Furniture stores | 3 | 10 230 | 1 008 | 288 | 44 | – | 15.3 |
| 44211 | Furniture stores | 3 | 10 230 | 1 008 | 288 | 44 | – | 15.3 |
| 442110 | Furniture stores | 3 | 10 230 | 1 008 | 288 | 44 | – | 15.3 |
| 4422 | Home furnishings stores | 3 | 7 599 | 939 | 275 | 83 | – | – |
| 44229 | Other home furnishings stores | 1 | D | D | D | b | D | D |
| 442299 | All other home furnishings stores | 1 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 5 | 8 516 | 832 | 157 | 28 | – | – |
| 4431 | Electronics & appliance stores | 5 | 8 516 | 832 | 157 | 28 | – | – |
| 44312 | Computer & software stores | 3 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 3 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 7 | 70 925 | 6 956 | 1 648 | 286 | – | .1 |
| 4441 | Building material & supplies dealers | 6 | 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 |
| 44412 | Paint & wallpaper stores | 1 | D | D | D | a | D | D |
| 444120 | Paint & wallpaper stores | 1 | D | D | D | a | 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 | 14 | 97 231 | 10 165 | 2 152 | 458 | 2.1 | 4.7 |
| 4451 | Grocery stores | 14 | 97 231 | 10 165 | 2 152 | 458 | 2.1 | 4.7 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 9 | 94 745 | 9 990 | 2 114 | 441 | – | 4.8 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 9 | 94 745 | 9 990 | 2 114 | 441 | – | 4.8 |
| 446 | Health & personal care stores | 9 | 18 154 | 2 555 | 643 | 132 | – | 41.2 |
| 4461 | Health & personal care stores | 9 | 18 154 | 2 555 | 643 | 132 | – | 41.2 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 44619 | Other health & personal care stores | 2 | D | D | D | b | D | D |
| 446199 | All other health & personal care stores | 1 | D | D | D | b | D | D |
| 447 | Gasoline stations | 6 | 16 756 | 717 | 167 | 61 | – | 10.1 |
| 44719 | Other gasoline stations | 5 | D | D | D | b | D | D |
| 447190 | Other gasoline stations | 5 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **ROHNERT PARK, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores | 8 | 9 026 | 987 | 239 | 67 | 5.5 | 20.9 |
| 4481 | Clothing stores | 3 | 6 477 | 628 | 156 | 45 | D | – |
| 4483 | Jewelry, luggage, & leather goods stores | 3 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 15 | 14 888 | 1 546 | 480 | 126 | 2.3 | 5.1 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 12 | 8 951 | 978 | 326 | 91 | 3.8 | 8.5 |
| 45111 | Sporting goods stores | 7 | 6 510 | 628 | 235 | 42 | 3.9 | 11.7 |
| 451110 | Sporting goods stores | 7 | 6 510 | 628 | 235 | 42 | 3.9 | 11.7 |
| 4511102 | Specialty-line sporting goods stores | 6 | 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 | 3 | 5 937 | 568 | 154 | 35 | – | – |
| 45121 | Book stores & news dealers | 2 | D | D | D | b | D | D |
| 451211 | Book stores | 2 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 1 | D | D | D | a | D | D |
| 4512113 | College book stores | 1 | D | D | D | b | D | D |
| 452 | General merchandise stores | 3 | D | D | D | f | D | D |
| 4521 | Department stores (incl leased depts) ## | 2 | D | N | N | N | D | D |
| 45211 | Department stores (incl leased depts) ## | 2 | D | N | N | N | D | D |
| 4521 | Department stores (excl leased depts) | 2 | D | D | D | f | D | D |
| 45211 | Department stores (excl leased depts) | 2 | D | D | D | f | D | D |
| 452110 | Department stores (excl leased depts) | 2 | D | D | D | f | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 2 | D | D | D | f | D | D |
| 453 | Miscellaneous store retailers | 13 | D | D | D | c | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 4533 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 3 | 6 709 | 902 | 233 | 69 | – | 9.1 |
| 453910 | Pet & pet supplies stores | 3 | 6 709 | 902 | 233 | 69 | – | 9.1 |
| 45399 | All other miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 8 | 37 827 | 4 682 | 1 254 | 148 | 1.5 | 35.8 |
| 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 |
| | **ROLLING HILLS ESTATES, CA** | | | | | | | |
| **44-45** | **Retail trade** | **69** | **94 532** | **12 011** | **2 919** | **814** | **8.4** | **20.3** |
| 441 | Motor vehicle & parts dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 13 | 5 796 | 544 | 140 | 77 | 8.5 | 6.7 |
| 4422 | Home furnishings stores | 10 | D | D | D | b | D | D |
| 44229 | Other home furnishings stores | 8 | 4 880 | 459 | 113 | 68 | .3 | 7.5 |
| 442299 | All other home furnishings stores | 8 | 4 880 | 459 | 113 | 68 | .3 | 7.5 |
| 443 | Electronics & appliance stores | 2 | 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 | 2 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 4 | D | D | D | c | D | D |
| 4452 | Specialty food stores | 4 | D | D | D | c | D | D |
| 446 | Health & personal care stores | 7 | 18 641 | 2 108 | 505 | 114 | 8.1 | 3.9 |
| 4461 | Health & personal care stores | 7 | 18 641 | 2 108 | 505 | 114 | 8.1 | 3.9 |
| 447 | Gasoline stations | 3 | 9 989 | 623 | 129 | 31 | – | – |
| 448 | Clothing & clothing accessories stores | 21 | 23 362 | 2 838 | 701 | 204 | 13.3 | 15.1 |
| 4481 | Clothing stores | 11 | 14 250 | 1 557 | 378 | 138 | 16.0 | – |
| 44813 | Children's & infants' clothing stores | 1 | D | D | D | a | D | D |
| 448130 | Children's & infants' clothing stores | 1 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 7 | 7 758 | 1 064 | 272 | 51 | 10.5 | 45.3 |
| 44831 | Jewelry stores | 6 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 6 | D | D | D | b | D | D |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 4 | 2 837 | 281 | 63 | 28 | 38.9 | 18.5 |
| 4512 | Book, periodical, & music stores | 2 | D | D | D | a | D | D |
| 45121 | Book stores & news dealers | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 2 | D | D | D | b | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **ROLLING HILLS ESTATES, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 9 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 45391 | Pet & pet supplies stores | 1 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **ROSEMEAD, CA** | | | | | | | |
| **44-45** | **Retail trade** | **134** | **190 051** | **18 057** | **4 376** | **1 155** | **26.0** | **5.0** |
| 441 | Motor vehicle & parts dealers | 25 | 49 433 | 2 686 | 621 | 127 | 54.8 | .1 |
| 44112 | Used car dealers | 2 | D | D | D | a | D | D |
| 441120 | Used car dealers | 2 | D | D | D | a | D | D |
| 4412 | Other motor vehicle dealers | 2 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 2 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 2 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 20 | 14 412 | 1 436 | 364 | 81 | 39.9 | .5 |
| 44131 | Automotive parts & accessories stores | 16 | 12 363 | 1 061 | 278 | 66 | 45.9 | .6 |
| 441310 | Automotive parts & accessories stores | 16 | 12 363 | 1 061 | 278 | 66 | 45.9 | .6 |
| 442 | Furniture & home furnishings stores | 6 | D | D | D | b | D | D |
| 44229 | Other home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 4 | 818 | 157 | 31 | 8 | 1.3 | 28.9 |
| 444 | Building material & garden equipment & supplies dealers | 5 | D | D | D | b | D | D |
| 4441 | Building material & supplies dealers | 4 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 3 | 11 136 | 1 573 | 441 | 49 | D | – |
| 444190 | Other building material dealers | 3 | 11 136 | 1 573 | 441 | 49 | D | – |
| 445 | Food & beverage stores | 24 | 55 250 | 6 116 | 1 463 | 416 | 15.1 | 1.8 |
| 4451 | Grocery stores | 16 | 52 644 | 5 904 | 1 407 | 396 | 12.6 | .2 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 9 | 47 457 | 5 438 | 1 300 | 356 | 6.6 | .3 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 9 | 47 457 | 5 438 | 1 300 | 356 | 6.6 | .3 |
| 44512 | Convenience stores | 7 | 5 187 | 466 | 107 | 40 | 68.2 | – |
| 445120 | Convenience stores | 7 | 5 187 | 466 | 107 | 40 | 68.2 | – |
| 4452 | Specialty food stores | 5 | 1 551 | 170 | 46 | 16 | 41.3 | 54.7 |
| 446 | Health & personal care stores | 17 | 17 889 | 1 868 | 451 | 110 | 32.3 | 10.4 |
| 4461 | Health & personal care stores | 17 | 17 889 | 1 868 | 451 | 110 | 32.3 | 10.4 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 44613 | Optical goods stores | 4 | D | D | D | b | D | D |
| 446130 | Optical goods stores | 4 | D | D | D | b | D | D |
| 447 | Gasoline stations | 8 | 8 998 | 422 | 91 | 41 | 9.9 | 23.3 |
| 448 | Clothing & clothing accessories stores | 15 | 8 345 | 966 | 241 | 83 | 14.5 | 8.5 |
| 4481 | Clothing stores | 7 | D | D | D | b | D | D |
| 44813 | Children's & infants' clothing stores | 1 | D | D | D | b | D | D |
| 448130 | Children's & infants' clothing stores | 1 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 12 | 15 413 | 1 593 | 363 | 130 | .5 | 12.9 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 11 | D | D | D | c | D | D |
| 45112 | Hobby, toy, & game stores | 4 | 12 829 | 1 105 | 249 | 93 | – | 5.8 |
| 451120 | Hobby, toy, & game stores | 4 | 12 829 | 1 105 | 249 | 93 | – | 5.8 |
| 45113 | Sewing, needlework, & piece goods stores | 3 | 1 615 | 310 | 69 | 26 | – | 21.4 |
| 451130 | Sewing, needlework, & piece goods stores | 3 | 1 615 | 310 | 69 | 26 | – | 21.4 |
| 452 | General merchandise stores | 5 | 15 906 | 2 003 | 494 | 129 | 10.6 | 4.9 |
| 4521103 | National chain department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 4 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 4 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 4 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 11 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 5 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 2 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 4 | 1 391 | 146 | 36 | 10 | 93.9 | 2.8 |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **ROSEVILLE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **279** | **1 545 866** | **134 668** | **31 104** | **5 514** | **2.1** | **2.2** |
| 441 | Motor vehicle & parts dealers | 50 | 838 337 | 67 438 | 14 962 | 1 807 | 1.0 | .6 |
| 4411 | Automobile dealers | 30 | 761 336 | 59 276 | 13 350 | 1 464 | .8 | .6 |
| 44111 | New car dealers | 18 | 741 201 | 58 158 | 12 906 | 1 400 | .1 | .2 |
| 441110 | New car dealers | 18 | 741 201 | 58 158 | 12 906 | 1 400 | .1 | .2 |
| 44112 | Used car dealers | 12 | 20 135 | 1 118 | 444 | 64 | 27.7 | 15.6 |
| 441120 | Used car dealers | 12 | 20 135 | 1 118 | 444 | 64 | 27.7 | 15.6 |
| 4412 | Other motor vehicle dealers | 6 | 49 543 | 4 611 | 751 | 172 | .3 | – |
| 44121 | Recreational vehicle dealers | 2 | D | D | D | c | D | D |
| 441210 | Recreational vehicle dealers | 2 | D | D | D | c | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 4 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 3 | D | D | D | b | D | D |
| 441222 | Boat dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 14 | 27 458 | 3 551 | 861 | 171 | 6.6 | .7 |
| 44131 | Automotive parts & accessories stores | 9 | 20 133 | 2 007 | 524 | 113 | 8.9 | 1.0 |
| 441310 | Automotive parts & accessories stores | 9 | 20 133 | 2 007 | 524 | 113 | 8.9 | 1.0 |
| 44132 | Tire dealers | 5 | 7 325 | 1 544 | 337 | 58 | – | – |
| 441320 | Tire dealers | 5 | 7 325 | 1 544 | 337 | 58 | – | – |
| 442 | Furniture & home furnishings stores | 18 | 23 424 | 2 370 | 606 | 142 | 17.8 | 4.8 |
| 4421 | Furniture stores | 4 | 3 530 | 421 | 158 | 21 | 89.9 | – |
| 44211 | Furniture stores | 4 | 3 530 | 421 | 158 | 21 | 89.9 | – |
| 442110 | Furniture stores | 4 | 3 530 | 421 | 158 | 21 | 89.9 | – |
| 4422 | Home furnishings stores | 14 | 19 894 | 1 949 | 448 | 121 | 5.0 | 5.6 |
| 44221 | Floor covering stores | 6 | 10 385 | 936 | 198 | 41 | 6.7 | 4.3 |
| 442210 | Floor covering stores | 6 | 10 385 | 936 | 198 | 41 | 6.7 | 4.3 |
| 44229 | Other home furnishings stores | 8 | 9 509 | 1 013 | 250 | 80 | 3.1 | 7.1 |
| 442291 | Window treatment stores | 2 | D | D | D | a | D | D |
| 442299 | All other home furnishings stores | 6 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 14 | 16 917 | 1 665 | 418 | 79 | 17.5 | 1.3 |
| 4431 | Electronics & appliance stores | 14 | 16 917 | 1 665 | 418 | 79 | 17.5 | 1.3 |
| 44311 | Appliance, television, & other electronics stores | 5 | D | D | D | a | D | D |
| 443111 | Household appliance stores | 2 | D | D | D | a | D | D |
| 44312 | Computer & software stores | 7 | 10 852 | 943 | 244 | 52 | 21.7 | – |
| 443120 | Computer & software stores | 7 | 10 852 | 943 | 244 | 52 | 21.7 | – |
| 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 | 12 | 97 869 | 9 513 | 2 415 | 428 | 1.6 | – |
| 4441 | Building material & supplies dealers | 11 | D | D | D | e | D | D |
| 44411 | Home centers | 2 | D | D | D | e | D | D |
| 444110 | Home centers | 2 | 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 | 6 | 14 295 | 1 249 | 370 | 42 | 10.6 | – |
| 444190 | Other building material dealers | 6 | 14 295 | 1 249 | 370 | 42 | 10.6 | – |
| 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 |
| 445 | Food & beverage stores | 22 | 118 684 | 15 815 | 3 750 | 667 | 1.5 | 1.8 |
| 4451 | Grocery stores | 18 | 115 833 | 15 549 | 3 681 | 649 | 1.6 | 1.8 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 9 | 111 028 | 14 989 | 3 573 | 604 | .3 | .9 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 9 | 111 028 | 14 989 | 3 573 | 604 | .3 | .9 |
| 44512 | Convenience stores | 9 | 4 805 | 560 | 108 | 45 | 30.3 | 22.7 |
| 445120 | Convenience stores | 9 | 4 805 | 560 | 108 | 45 | 30.3 | 22.7 |
| 4452 | Specialty food stores | 3 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 20 | 48 753 | 8 528 | 1 995 | 303 | .5 | 27.8 |
| 4461 | Health & personal care stores | 20 | 48 753 | 8 528 | 1 995 | 303 | .5 | 27.8 |
| 44611 | Pharmacies & drug stores | 11 | 45 271 | 8 144 | 1 899 | 280 | – | 28.6 |
| 446110 | Pharmacies & drug stores | 11 | 45 271 | 8 144 | 1 899 | 280 | – | 28.6 |
| 4461101 | Pharmacies & drug stores | 9 | D | D | D | e | D | D |
| 4461102 | Proprietary stores | 2 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 3 | 958 | 163 | 41 | 15 | – | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 3 | 958 | 163 | 41 | 15 | – | – |
| 44619 | Other health & personal care stores | 4 | D | D | D | a | D | D |
| 447 | Gasoline stations | 25 | 59 173 | 2 623 | 583 | 195 | 6.8 | 4.9 |
| 4471 | Gasoline stations | 25 | 59 173 | 2 623 | 583 | 195 | 6.8 | 4.9 |
| 44711 | Gasoline stations with convenience stores | 16 | 41 865 | 1 540 | 354 | 117 | 2.5 | 4.8 |
| 447110 | Gasoline stations with convenience stores | 16 | 41 865 | 1 540 | 354 | 117 | 2.5 | 4.8 |
| 44719 | Other gasoline stations | 9 | 17 308 | 1 083 | 229 | 78 | 17.2 | 5.0 |
| 447190 | Other gasoline stations | 9 | 17 308 | 1 083 | 229 | 78 | 17.2 | 5.0 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **ROSEVILLE, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores | 33 | 37 570 | 3 891 | 868 | 295 | 6.9 | 8.3 |
| 4481 | Clothing stores | 22 | 30 754 | 2 883 | 672 | 228 | 2.1 | 9.0 |
| 44811 | Men's clothing stores | 4 | 3 054 | 564 | 145 | 17 | – | – |
| 448110 | Men's clothing stores | 4 | 3 054 | 564 | 145 | 17 | – | – |
| 44813 | Children's & infants' clothing stores | 2 | D | D | D | a | D | D |
| 448130 | Children's & infants' clothing stores | 2 | D | D | D | a | D | D |
| 44814 | Family clothing stores | 4 | 19 918 | 1 403 | 288 | 115 | – | – |
| 448140 | Family clothing stores | 4 | 19 918 | 1 403 | 288 | 115 | – | – |
| 44819 | Other clothing stores | 4 | D | D | D | b | D | D |
| 448190 | Other clothing stores | 4 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 4 | 3 706 | 693 | 122 | 35 | 52.5 | – |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | b | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 27 | 44 969 | 4 500 | 1 172 | 421 | 5.2 | 5.4 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 22 | 38 312 | 3 568 | 947 | 357 | 6.1 | 6.3 |
| 45111 | Sporting goods stores | 12 | 19 245 | 2 082 | 529 | 193 | 10.1 | 8.3 |
| 451110 | Sporting goods stores | 12 | 19 245 | 2 082 | 529 | 193 | 10.1 | 8.3 |
| 4511101 | General-line sporting goods stores | 7 | 16 621 | 1 701 | 440 | 158 | 11.7 | 4.7 |
| 45112 | Hobby, toy, & game stores | 6 | 16 592 | 1 174 | 323 | 131 | 2.4 | – |
| 451120 | Hobby, toy, & game stores | 6 | 16 592 | 1 174 | 323 | 131 | 2.4 | – |
| 45113 | Sewing, needlework, & piece goods stores | 3 | D | D | D | b | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 3 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 5 | 6 657 | 932 | 225 | 64 | – | – |
| 45121 | Book stores & news dealers | 2 | D | D | D | b | D | D |
| 451211 | Book stores | 2 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 1 | D | D | D | a | D | D |
| 4512112 | Specialty book stores | 1 | 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 | 7 | 205 370 | 12 396 | 3 017 | 827 | .3 | 1.1 |
| 4521 | Department stores (incl leased depts) ## | 2 | D | N | N | N | D | D |
| 45211 | Department stores (incl leased depts) ## | 2 | D | N | N | N | D | D |
| 4521 | Department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 45211 | Department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 452110 | Department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 4529 | Other general merchandise stores | 5 | D | D | D | e | 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 | 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 | 41 | 36 388 | 4 184 | 893 | 311 | 9.9 | 3.3 |
| 4531 | Florists | 9 | 2 650 | 812 | 125 | 61 | 26.4 | 25.6 |
| 45311 | Florists | 9 | 2 650 | 812 | 125 | 61 | 26.4 | 25.6 |
| 453110 | Florists | 9 | 2 650 | 812 | 125 | 61 | 26.4 | 25.6 |
| 4532 | Office supplies, stationery, & gift stores | 11 | 17 663 | 1 338 | 317 | 104 | 3.2 | .4 |
| 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 |
| 4533 | Used merchandise stores | 7 | 2 260 | 448 | 106 | 44 | 17.1 | 12.9 |
| 45331 | Used merchandise stores | 7 | 2 260 | 448 | 106 | 44 | 17.1 | 12.9 |
| 453310 | Used merchandise stores | 7 | 2 260 | 448 | 106 | 44 | 17.1 | 12.9 |
| 4539 | Other miscellaneous store retailers | 14 | 13 815 | 1 586 | 345 | 102 | 14.0 | 1.0 |
| 45391 | Pet & pet supplies stores | 4 | 8 879 | 735 | 151 | 59 | 3.4 | 1.0 |
| 453910 | Pet & pet supplies stores | 4 | 8 879 | 735 | 151 | 59 | 3.4 | 1.0 |
| 45392 | Art dealers | 1 | D | D | D | a | D | D |
| 453920 | Art dealers | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 8 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 10 | 18 412 | 1 745 | 425 | 39 | 3.5 | 2.1 |
| 4541 | Electronic shopping & mail-order houses | 5 | 17 713 | 1 640 | 398 | 30 | .8 | 1.0 |
| 45411 | Electronic shopping & mail-order houses | 5 | 17 713 | 1 640 | 398 | 30 | .8 | 1.0 |
| 454110 | Electronic shopping & mail-order houses | 5 | 17 713 | 1 640 | 398 | 30 | .8 | 1.0 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SACRAMENTO, CA** | | | | | | | |
| **44-45** | **Retail trade** | **1 296** | **3 039 615** | **329 744** | **79 452** | **18 093** | **6.7** | **6.3** |
| 441 | Motor vehicle & parts dealers | 137 | 531 847 | 53 781 | 13 027 | 1 918 | 2.1 | 10.9 |
| 4411 | Automobile dealers | 23 | 347 800 | 29 460 | 7 400 | 871 | – | 13.0 |
| 44111 | New car dealers | 14 | 341 830 | 28 840 | 7 249 | 838 | – | 13.0 |
| 441110 | New car dealers | 14 | 341 830 | 28 840 | 7 249 | 838 | – | 13.0 |
| 44112 | Used car dealers | 9 | 5 970 | 620 | 151 | 33 | 2.2 | 14.3 |
| 441120 | Used car dealers | 9 | 5 970 | 620 | 151 | 33 | 2.2 | 14.3 |
| 4412 | Other motor vehicle dealers | 26 | 49 972 | 4 527 | 932 | 175 | 14.0 | 6.2 |
| 44121 | Recreational vehicle dealers | 17 | 35 181 | 3 030 | 619 | 117 | 14.9 | 6.6 |
| 441210 | Recreational vehicle dealers | 17 | 35 181 | 3 030 | 619 | 117 | 14.9 | 6.6 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 9 | 14 791 | 1 497 | 313 | 58 | 11.8 | 5.1 |
| 441221 | Motorcycle dealers | 2 | D | D | D | b | D | D |
| 441222 | Boat dealers | 3 | 2 110 | 217 | 46 | 19 | D | – |
| 441229 | All other motor vehicle dealers | 4 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 88 | 134 075 | 19 794 | 4 695 | 872 | 3.1 | 7.4 |
| 44131 | Automotive parts & accessories stores | 53 | 98 069 | 13 222 | 3 138 | 615 | .8 | 8.7 |
| 441310 | Automotive parts & accessories stores | 53 | 98 069 | 13 222 | 3 138 | 615 | .8 | 8.7 |
| 44132 | Tire dealers | 35 | 36 006 | 6 572 | 1 557 | 257 | 9.3 | 3.6 |
| 441320 | Tire dealers | 35 | 36 006 | 6 572 | 1 557 | 257 | 9.3 | 3.6 |
| 442 | Furniture & home furnishings stores | 64 | 89 212 | 11 474 | 2 372 | 522 | 15.0 | 4.8 |
| 4421 | Furniture stores | 33 | 42 185 | 6 534 | 1 261 | 267 | 14.4 | 9.7 |
| 44211 | Furniture stores | 33 | 42 185 | 6 534 | 1 261 | 267 | 14.4 | 9.7 |
| 442110 | Furniture stores | 33 | 42 185 | 6 534 | 1 261 | 267 | 14.4 | 9.7 |
| 4422 | Home furnishings stores | 31 | 47 027 | 4 940 | 1 111 | 255 | 15.5 | .4 |
| 44221 | Floor covering stores | 14 | 30 775 | 3 127 | 684 | 120 | 8.1 | – |
| 442210 | Floor covering stores | 14 | 30 775 | 3 127 | 684 | 120 | 8.1 | – |
| 44229 | Other home furnishings stores | 17 | 16 252 | 1 813 | 427 | 135 | 29.6 | 1.0 |
| 442299 | All other home furnishings stores | 13 | 15 047 | 1 705 | 402 | 121 | 29.5 | .8 |
| 443 | Electronics & appliance stores | 53 | 159 825 | 14 087 | 3 711 | 739 | 4.7 | 5.8 |
| 4431 | Electronics & appliance stores | 53 | 159 825 | 14 087 | 3 711 | 739 | 4.7 | 5.8 |
| 44311 | Appliance, television, & other electronics stores | 31 | D | D | D | e | D | D |
| 443111 | Household appliance stores | 12 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 19 | 32 864 | 4 171 | 1 013 | 233 | 11.6 | 6.6 |
| 44312 | Computer & software stores | 18 | 115 019 | 8 288 | 2 288 | 390 | 1.3 | 6.1 |
| 443120 | Computer & software stores | 18 | 115 019 | 8 288 | 2 288 | 390 | 1.3 | 6.1 |
| 44313 | Camera & photographic supplies stores | 4 | D | D | D | a | D | D |
| 443130 | Camera & photographic supplies stores | 4 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 90 | 345 305 | 35 492 | 8 410 | 1 272 | 1.6 | .3 |
| 4441 | Building material & supplies dealers | 81 | 331 213 | 32 341 | 7 749 | 1 129 | 1.5 | .4 |
| 44411 | Home centers | 4 | 65 993 | 6 482 | 1 797 | 329 | – | – |
| 444110 | Home centers | 4 | 65 993 | 6 482 | 1 797 | 329 | – | – |
| 44412 | Paint & wallpaper stores | 13 | 19 811 | 2 790 | 606 | 91 | 3.4 | .9 |
| 444120 | Paint & wallpaper stores | 13 | 19 811 | 2 790 | 606 | 91 | 3.4 | .9 |
| 44413 | Hardware stores | 10 | 7 130 | 1 438 | 364 | 73 | 33.5 | – |
| 444130 | Hardware stores | 10 | 7 130 | 1 438 | 364 | 73 | 33.5 | – |
| 44419 | Other building material dealers | 54 | 238 279 | 21 631 | 4 982 | 636 | .9 | .4 |
| 444190 | Other building material dealers | 54 | 238 279 | 21 631 | 4 982 | 636 | .9 | .4 |
| 4442 | Lawn & garden equipment & supplies stores | 9 | 14 092 | 3 151 | 661 | 143 | 3.8 | – |
| 44421 | Outdoor power equipment stores | 4 | 3 901 | 335 | 82 | 15 | 13.7 | – |
| 444210 | Outdoor power equipment stores | 4 | 3 901 | 335 | 82 | 15 | 13.7 | – |
| 44422 | Nursery & garden centers | 5 | 10 191 | 2 816 | 579 | 128 | – | – |
| 444220 | Nursery & garden centers | 5 | 10 191 | 2 816 | 579 | 128 | – | – |
| 445 | Food & beverage stores | 200 | 591 594 | 67 676 | 15 887 | 3 535 | 11.4 | 5.0 |
| 4451 | Grocery stores | 130 | 560 801 | 64 592 | 15 172 | 3 202 | 9.6 | 4.6 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 100 | 547 202 | 63 653 | 14 966 | 3 095 | 8.2 | 4.4 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 100 | 547 202 | 63 653 | 14 966 | 3 095 | 8.2 | 4.4 |
| 44512 | Convenience stores | 30 | 13 599 | 939 | 206 | 107 | 67.3 | 12.0 |
| 445120 | Convenience stores | 30 | 13 599 | 939 | 206 | 107 | 67.3 | 12.0 |
| 4452 | Specialty food stores | 36 | 13 335 | 1 818 | 425 | 184 | 24.3 | 13.3 |
| 4453 | Beer, wine, & liquor stores | 34 | 17 458 | 1 266 | 290 | 149 | 57.2 | 13.1 |
| 44531 | Beer, wine, & liquor stores | 34 | 17 458 | 1 266 | 290 | 149 | 57.2 | 13.1 |
| 445310 | Beer, wine, & liquor stores | 34 | 17 458 | 1 266 | 290 | 149 | 57.2 | 13.1 |
| 446 | Health & personal care stores | 100 | 138 317 | 23 079 | 5 444 | 1 039 | 14.7 | 15.9 |
| 4461 | Health & personal care stores | 100 | 138 317 | 23 079 | 5 444 | 1 039 | 14.7 | 15.9 |
| 44611 | Pharmacies & drug stores | 40 | 108 969 | 18 018 | 4 287 | 748 | 14.4 | 17.2 |
| 446110 | Pharmacies & drug stores | 40 | 108 969 | 18 018 | 4 287 | 748 | 14.4 | 17.2 |
| 4461101 | Pharmacies & drug stores | 37 | 108 513 | 17 977 | 4 277 | 743 | 14.2 | 17.2 |
| 4461102 | Proprietary stores | 3 | 456 | 41 | 10 | 5 | D | 11.0 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 17 | 9 225 | 1 255 | 302 | 93 | 9.6 | 10.8 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 17 | 9 225 | 1 255 | 302 | 93 | 9.6 | 10.8 |
| 44613 | Optical goods stores | 21 | 9 849 | 1 599 | 363 | 91 | 14.4 | 4.3 |
| 446130 | Optical goods stores | 21 | 9 849 | 1 599 | 363 | 91 | 14.4 | 4.3 |
| 44619 | Other health & personal care stores | 22 | 10 274 | 2 207 | 492 | 107 | 22.1 | 17.5 |
| 446191 | Food (health) supplement stores | 8 | 3 465 | 541 | 113 | 52 | 55.5 | 35.4 |
| 446199 | All other health & personal care stores | 14 | 6 809 | 1 666 | 379 | 55 | 5.0 | 8.4 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SACRAMENTO, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 447 | Gasoline stations | 101 | 235 011 | 11 406 | 2 591 | 868 | 16.9 | 13.5 |
| 4471 | Gasoline stations | 101 | 235 011 | 11 406 | 2 591 | 868 | 16.9 | 13.5 |
| 44711 | Gasoline stations with convenience stores | 57 | 153 577 | 7 204 | 1 613 | 551 | 11.2 | 7.6 |
| 447110 | Gasoline stations with convenience stores | 57 | 153 577 | 7 204 | 1 613 | 551 | 11.2 | 7.6 |
| 44719 | Other gasoline stations | 44 | 81 434 | 4 202 | 978 | 317 | 27.5 | 24.8 |
| 447190 | Other gasoline stations | 44 | 81 434 | 4 202 | 978 | 317 | 27.5 | 24.8 |
| 448 | Clothing & clothing accessories stores | 204 | 274 392 | 37 653 | 9 430 | 2 706 | 2.5 | 4.3 |
| 4481 | Clothing stores | 113 | 216 871 | 28 793 | 7 281 | 2 195 | 1.3 | 3.5 |
| 44811 | Men's clothing stores | 15 | 16 020 | 2 137 | 524 | 102 | 4.1 | 12.7 |
| 448110 | Men's clothing stores | 15 | 16 020 | 2 137 | 524 | 102 | 4.1 | 12.7 |
| 44812 | Women's clothing stores | 45 | 40 623 | 4 575 | 1 039 | 350 | 4.5 | 4.2 |
| 448120 | Women's clothing stores | 45 | 40 623 | 4 575 | 1 039 | 350 | 4.5 | 4.2 |
| 44813 | Children's & infants' clothing stores | 7 | 7 919 | 857 | 205 | 85 | 1.1 | – |
| 448130 | Children's & infants' clothing stores | 7 | 7 919 | 857 | 205 | 85 | 1.1 | – |
| 44814 | Family clothing stores | 22 | 132 924 | 18 296 | 4 860 | 1 442 | .1 | 1.0 |
| 448140 | Family clothing stores | 22 | 132 924 | 18 296 | 4 860 | 1 442 | .1 | 1.0 |
| 44815 | Clothing accessories stores | 6 | 2 015 | 314 | 72 | 31 | – | – |
| 448150 | Clothing accessories stores | 6 | 2 015 | 314 | 72 | 31 | – | – |
| 44819 | Other clothing stores | 18 | 17 370 | 2 614 | 581 | 185 | 1.4 | 14.7 |
| 448190 | Other clothing stores | 18 | 17 370 | 2 614 | 581 | 185 | 1.4 | 14.7 |
| 4482 | Shoe stores | 50 | 26 640 | 3 356 | 777 | 243 | 3.4 | 4.7 |
| 44821 | Shoe stores | 50 | 26 640 | 3 356 | 777 | 243 | 3.4 | 4.7 |
| 448210 | Shoe stores | 50 | 26 640 | 3 356 | 777 | 243 | 3.4 | 4.7 |
| 4482101 | Men's shoe stores | 2 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 11 | 5 198 | 798 | 178 | 56 | 15.5 | 24.1 |
| 4482103 | Children's & juveniles' shoe stores | 3 | D | D | D | b | D | D |
| 4482104 | Family shoe stores | 27 | 11 568 | 1 388 | 309 | 108 | .8 | – |
| 4482105 | Athletic footwear stores | 7 | 7 237 | 767 | 189 | 49 | – | – |
| 4483 | Jewelry, luggage, & leather goods stores | 41 | 30 881 | 5 504 | 1 372 | 268 | 10.3 | 9.3 |
| 44831 | Jewelry stores | 36 | 28 030 | 5 137 | 1 282 | 240 | 10.5 | 6.9 |
| 448310 | Jewelry stores | 36 | 28 030 | 5 137 | 1 282 | 240 | 10.5 | 6.9 |
| 44832 | Luggage & leather goods stores | 5 | 2 851 | 367 | 90 | 28 | 8.5 | 33.2 |
| 448320 | Luggage & leather goods stores | 5 | 2 851 | 367 | 90 | 28 | 8.5 | 33.2 |
| 451 | Sporting goods, hobby, book, & music stores | 93 | 106 627 | 11 355 | 2 608 | 969 | 10.5 | 2.2 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 60 | 56 667 | 5 919 | 1 334 | 522 | 16.1 | 2.9 |
| 45111 | Sporting goods stores | 30 | 28 473 | 3 198 | 787 | 289 | 11.6 | 3.8 |
| 451110 | Sporting goods stores | 30 | 28 473 | 3 198 | 787 | 289 | 11.6 | 3.8 |
| 4511101 | General-line sporting goods stores | 9 | 15 489 | 1 480 | 335 | 147 | 7.8 | – |
| 4511102 | Specialty-line sporting goods stores | 21 | 12 984 | 1 718 | 452 | 142 | 16.2 | 8.4 |
| 45112 | Hobby, toy, & game stores | 17 | 22 964 | 1 999 | 396 | 147 | 18.9 | – |
| 451120 | Hobby, toy, & game stores | 17 | 22 964 | 1 999 | 396 | 147 | 18.9 | – |
| 45113 | Sewing, needlework, & piece goods stores | 10 | 3 630 | 559 | 114 | 72 | 29.9 | 15.5 |
| 451130 | Sewing, needlework, & piece goods stores | 10 | 3 630 | 559 | 114 | 72 | 29.9 | 15.5 |
| 45114 | Musical instrument & supplies stores | 3 | 1 600 | 163 | 37 | 14 | D | – |
| 451140 | Musical instrument & supplies stores | 3 | 1 600 | 163 | 37 | 14 | D | – |
| 4512 | Book, periodical, & music stores | 33 | 49 960 | 5 436 | 1 274 | 447 | 4.2 | 1.4 |
| 45121 | Book stores & news dealers | 19 | 31 019 | 3 467 | 807 | 279 | 6.8 | 1.9 |
| 451211 | Book stores | 16 | 29 172 | 3 139 | 723 | 264 | 7.3 | 2.0 |
| 4512111 | Book stores, general | 12 | 28 028 | 2 911 | 689 | 253 | 7.3 | 2.1 |
| 4512112 | Specialty book stores | 2 | D | D | D | a | D | D |
| 4512113 | College book stores | 2 | D | D | D | a | D | D |
| 451212 | News dealers & newsstands | 3 | 1 847 | 328 | 84 | 15 | – | – |
| 45122 | Prerecorded tape, compact disc, & record stores | 14 | 18 941 | 1 969 | 467 | 168 | – | .6 |
| 451220 | Prerecorded tape, compact disc, & record stores | 14 | 18 941 | 1 969 | 467 | 168 | – | .6 |
| 452 | General merchandise stores | 27 | 415 275 | 38 608 | 10 049 | 2 956 | – | 1.1 |
| 4521 | Department stores (incl leased depts) ## | 11 | 319 906 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 11 | 319 906 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 11 | 316 679 | 31 196 | 7 605 | 2 331 | – | – |
| 45211 | Department stores (excl leased depts) | 11 | 316 679 | 31 196 | 7 605 | 2 331 | – | – |
| 452110 | Department stores (excl leased depts) | 11 | 316 679 | 31 196 | 7 605 | 2 331 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 4 | D | D | D | g | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 5 | D | D | D | f | D | D |
| 4521103 | National chain department stores (excl leased depts) | 2 | D | D | D | f | D | D |
| 4529 | Other general merchandise stores | 16 | 98 596 | 7 412 | 2 444 | 625 | – | 4.5 |
| 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 | 14 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 14 | D | D | D | c | D | D |
| 4529901 | Variety stores | 6 | D | D | D | b | D | D |
| 4529902 | Catalog showrooms | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 7 | 8 905 | 1 300 | 322 | 102 | – | 49.6 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SACRAMENTO, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 183 | 105 424 | 14 370 | 3 507 | 1 197 | 9.1 | 14.0 |
| 4531 | Florists | 24 | 6 636 | 1 559 | 380 | 128 | 21.9 | 3.5 |
| 45311 | Florists | 24 | 6 636 | 1 559 | 380 | 128 | 21.9 | 3.5 |
| 453110 | Florists | 24 | 6 636 | 1 559 | 380 | 128 | 21.9 | 3.5 |
| 4532 | Office supplies, stationery, & gift stores | 81 | 59 384 | 6 771 | 1 603 | 601 | 8.8 | 15.4 |
| 45321 | Office supplies & stationery stores | 12 | 26 629 | 2 497 | 665 | 157 | 1.4 | 26.0 |
| 453210 | Office supplies & stationery stores | 12 | 26 629 | 2 497 | 665 | 157 | 1.4 | 26.0 |
| 4532102 | Office supplies stores | 11 | D | D | D | c | D | D |
| 45322 | Gift, novelty, & souvenir stores | 69 | 32 755 | 4 274 | 938 | 444 | 14.9 | 6.8 |
| 453220 | Gift, novelty, & souvenir stores | 69 | 32 755 | 4 274 | 938 | 444 | 14.9 | 6.8 |
| 4533 | Used merchandise stores | 26 | 10 887 | 2 222 | 543 | 201 | 10.3 | 17.6 |
| 45331 | Used merchandise stores | 26 | 10 887 | 2 222 | 543 | 201 | 10.3 | 17.6 |
| 453310 | Used merchandise stores | 26 | 10 887 | 2 222 | 543 | 201 | 10.3 | 17.6 |
| 4539 | Other miscellaneous store retailers | 52 | 28 517 | 3 818 | 981 | 267 | 6.1 | 11.9 |
| 45391 | Pet & pet supplies stores | 15 | 10 368 | 1 422 | 376 | 104 | 4.3 | 21.9 |
| 453910 | Pet & pet supplies stores | 15 | 10 368 | 1 422 | 376 | 104 | 4.3 | 21.9 |
| 45392 | Art dealers | 6 | 1 742 | 290 | 53 | 11 | 23.5 | – |
| 453920 | Art dealers | 6 | 1 742 | 290 | 53 | 11 | 23.5 | – |
| 45399 | All other miscellaneous store retailers | 29 | D | D | D | c | D | D |
| 454 | Nonstore retailers | 44 | 46 786 | 10 763 | 2 416 | 372 | 21.7 | 5.3 |
| 4541 | Electronic shopping & mail-order houses | 8 | D | D | D | b | D | D |
| 45411 | Electronic shopping & mail-order houses | 8 | D | D | D | b | D | D |
| 454110 | Electronic shopping & mail-order houses | 8 | D | D | D | b | D | D |
| 4542 | Vending machine operators | 14 | 17 487 | 2 686 | 556 | 109 | 30.3 | 1.1 |
| 45421 | Vending machine operators | 14 | 17 487 | 2 686 | 556 | 109 | 30.3 | 1.1 |
| 454210 | Vending machine operators | 14 | 17 487 | 2 686 | 556 | 109 | 30.3 | 1.1 |
| 4543 | Direct selling establishments | 22 | D | D | D | c | D | D |
| 45439 | Other direct selling establishments | 20 | 23 830 | 7 045 | 1 643 | 225 | 14.0 | 7.0 |
| 454390 | Other direct selling establishments | 20 | 23 830 | 7 045 | 1 643 | 225 | 14.0 | 7.0 |
| | **ST. HELENA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **75** | **116 717** | **13 160** | **2 982** | **619** | **20.3** | **5.1** |
| 441 | Motor vehicle & parts dealers | 6 | 21 059 | 2 247 | 550 | 71 | 35.3 | – |
| 442 | Furniture & home furnishings stores | 7 | D | D | D | b | D | D |
| 4421 | Furniture stores | 4 | D | D | D | b | D | D |
| 44211 | Furniture stores | 4 | D | D | D | b | D | D |
| 442110 | Furniture stores | 4 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 5 | 32 448 | 2 992 | 804 | 136 | – | – |
| 4441 | Building material & supplies dealers | 3 | D | D | D | c | D | D |
| 44411 | Home centers | 1 | D | D | D | b | D | D |
| 444110 | Home centers | 1 | D | D | D | b | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 2 | D | D | D | b | D | D |
| 44422 | Nursery & garden centers | 2 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 2 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 13 | 30 530 | 3 276 | 651 | 158 | 12.4 | 4.5 |
| 4452 | Specialty food stores | 4 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 5 | 4 508 | 386 | 89 | 30 | 90.8 | – |
| 447 | Gasoline stations | 3 | 5 916 | 425 | 86 | 25 | D | 53.6 |
| 448 | Clothing & clothing accessories stores | 17 | 9 858 | 1 700 | 324 | 80 | 27.8 | 9.6 |
| 4481 | Clothing stores | 10 | 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 |
| 4483 | Jewelry, luggage, & leather goods stores | 6 | D | D | D | b | D | D |
| 44831 | Jewelry stores | 6 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 6 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 4 | 1 089 | 142 | 30 | 11 | 19.5 | – |
| 453 | Miscellaneous store retailers | 13 | D | D | D | b | D | D |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 45392 | Art dealers | 2 | D | D | D | a | D | D |
| 453920 | Art dealers | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

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

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SALINAS, CA** | | | | | | | |
| **44-45** | **Retail trade** | **496** | **1 332 541** | **146 324** | **32 705** | **7 173** | **4.1** | **4.8** |
| 441 | Motor vehicle & parts dealers | 54 | 245 795 | 24 865 | 4 978 | 808 | 2.0 | .9 |
| 4411 | Automobile dealers | 17 | 202 094 | 17 400 | 3 391 | 478 | 1.0 | – |
| 44111 | New car dealers | 10 | 192 297 | 16 705 | 3 265 | 454 | – | – |
| 441110 | New car dealers | 10 | 192 297 | 16 705 | 3 265 | 454 | – | – |
| 44112 | Used car dealers | 7 | 9 797 | 695 | 126 | 24 | 20.8 | – |
| 441120 | Used car dealers | 7 | 9 797 | 695 | 126 | 24 | 20.8 | – |
| 4412 | Other motor vehicle dealers | 5 | 8 863 | 1 136 | 158 | 42 | – | – |
| 44121 | Recreational vehicle dealers | 2 | D | D | D | a | D | D |
| 441210 | Recreational vehicle dealers | 2 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 3 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 3 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 32 | 34 838 | 6 329 | 1 429 | 288 | 8.2 | 6.3 |
| 44131 | Automotive parts & accessories stores | 26 | 25 638 | 4 553 | 1 036 | 236 | 11.2 | 6.4 |
| 441310 | Automotive parts & accessories stores | 26 | 25 638 | 4 553 | 1 036 | 236 | 11.2 | 6.4 |
| 44132 | Tire dealers | 6 | 9 200 | 1 776 | 393 | 52 | – | 5.8 |
| 441320 | Tire dealers | 6 | 9 200 | 1 776 | 393 | 52 | – | 5.8 |
| 442 | Furniture & home furnishings stores | 24 | 23 565 | 3 854 | 1 074 | 144 | 13.4 | 9.1 |
| 4421 | Furniture stores | 9 | 7 435 | 853 | 202 | 43 | 29.7 | 28.8 |
| 44211 | Furniture stores | 9 | 7 435 | 853 | 202 | 43 | 29.7 | 28.8 |
| 442110 | Furniture stores | 9 | 7 435 | 853 | 202 | 43 | 29.7 | 28.8 |
| 4422 | Home furnishings stores | 15 | 16 130 | 3 001 | 872 | 101 | 5.9 | – |
| 44221 | Floor covering stores | 10 | 13 571 | 2 689 | 798 | 79 | 5.8 | – |
| 442210 | Floor covering stores | 10 | 13 571 | 2 689 | 798 | 79 | 5.8 | – |
| 44229 | Other home furnishings stores | 5 | 2 559 | 312 | 74 | 22 | 6.6 | – |
| 443 | Electronics & appliance stores | 22 | 30 330 | 3 754 | 930 | 183 | 2.1 | 10.3 |
| 4431 | Electronics & appliance stores | 22 | 30 330 | 3 754 | 930 | 183 | 2.1 | 10.3 |
| 44311 | Appliance, television, & other electronics stores | 15 | 25 219 | 3 066 | 771 | 151 | – | 12.4 |
| 443111 | Household appliance stores | 3 | 2 240 | 349 | 91 | 20 | – | – |
| 443112 | Radio, television, & other electronics stores | 12 | 22 979 | 2 717 | 680 | 131 | – | 13.6 |
| 44312 | Computer & software stores | 5 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 5 | D | D | D | a | 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 | 38 | 293 052 | 34 306 | 7 434 | 947 | 1.0 | – |
| 4441 | Building material & supplies dealers | 25 | D | D | D | f | D | D |
| 44411 | Home centers | 1 | D | D | D | c | D | D |
| 444110 | Home centers | 1 | D | D | D | c | D | D |
| 44412 | Paint & wallpaper stores | 4 | D | D | D | b | D | D |
| 444120 | Paint & wallpaper stores | 4 | D | D | D | b | D | D |
| 44413 | Hardware stores | 4 | 11 865 | 1 719 | 384 | 101 | 6.9 | – |
| 444130 | Hardware stores | 4 | 11 865 | 1 719 | 384 | 101 | 6.9 | – |
| 44419 | Other building material dealers | 16 | 83 450 | 7 660 | 1 908 | 242 | .9 | – |
| 444190 | Other building material dealers | 16 | 83 450 | 7 660 | 1 908 | 242 | .9 | – |
| 4442 | Lawn & garden equipment & supplies stores | 13 | D | D | D | e | 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 |
| 44422 | Nursery & garden centers | 11 | 153 429 | 19 764 | 3 919 | 392 | .1 | – |
| 444220 | Nursery & garden centers | 11 | 153 429 | 19 764 | 3 919 | 392 | .1 | – |
| 445 | Food & beverage stores | 81 | 229 152 | 22 969 | 4 974 | 1 199 | 6.2 | 7.3 |
| 4451 | Grocery stores | 51 | 215 139 | 21 823 | 4 702 | 1 092 | 3.6 | 7.7 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 31 | 195 287 | 19 525 | 4 252 | 942 | 2.2 | 7.3 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 31 | 195 287 | 19 525 | 4 252 | 942 | 2.2 | 7.3 |
| 44512 | Convenience stores | 20 | 19 852 | 2 298 | 450 | 150 | 17.3 | 11.6 |
| 445120 | Convenience stores | 20 | 19 852 | 2 298 | 450 | 150 | 17.3 | 11.6 |
| 4452 | Specialty food stores | 15 | 6 480 | 634 | 145 | 58 | 24.3 | – |
| 4453 | Beer, wine, & liquor stores | 15 | 7 533 | 512 | 127 | 49 | 66.6 | .7 |
| 44531 | Beer, wine, & liquor stores | 15 | 7 533 | 512 | 127 | 49 | 66.6 | .7 |
| 445310 | Beer, wine, & liquor stores | 15 | 7 533 | 512 | 127 | 49 | 66.6 | .7 |
| 446 | Health & personal care stores | 35 | 71 556 | 9 923 | 2 416 | 541 | 5.9 | 11.6 |
| 4461 | Health & personal care stores | 35 | 71 556 | 9 923 | 2 416 | 541 | 5.9 | 11.6 |
| 44611 | Pharmacies & drug stores | 18 | 63 505 | 8 515 | 2 068 | 445 | 2.7 | 11.8 |
| 446110 | Pharmacies & drug stores | 18 | 63 505 | 8 515 | 2 068 | 445 | 2.7 | 11.8 |
| 4461101 | Pharmacies & drug stores | 18 | 63 505 | 8 515 | 2 068 | 445 | 2.7 | 11.8 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 6 | 2 663 | 381 | 91 | 34 | 31.2 | 9.9 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 6 | 2 663 | 381 | 91 | 34 | 31.2 | 9.9 |
| 44613 | Optical goods stores | 5 | D | D | D | b | D | D |
| 446130 | Optical goods stores | 5 | D | D | D | b | 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 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SALINAS, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 447 | Gasoline stations | 42 | 98 395 | 4 721 | 1 045 | 286 | 15.4 | 12.5 |
| 4471 | Gasoline stations | 42 | 98 395 | 4 721 | 1 045 | 286 | 15.4 | 12.5 |
| 44711 | Gasoline stations with convenience stores | 12 | 24 775 | 1 050 | 222 | 76 | 21.2 | 8.2 |
| 447110 | Gasoline stations with convenience stores | 12 | 24 775 | 1 050 | 222 | 76 | 21.2 | 8.2 |
| 44719 | Other gasoline stations | 30 | 73 620 | 3 671 | 823 | 210 | 13.5 | 14.0 |
| 447190 | Other gasoline stations | 30 | 73 620 | 3 671 | 823 | 210 | 13.5 | 14.0 |
| 448 | Clothing & clothing accessories stores | 92 | 57 824 | 7 911 | 1 750 | 642 | 10.3 | 10.9 |
| 4481 | Clothing stores | 50 | 39 312 | 4 505 | 992 | 433 | 8.9 | 8.8 |
| 44811 | Men's clothing stores | 8 | 5 331 | 816 | 194 | 46 | 20.3 | 29.1 |
| 448110 | Men's clothing stores | 8 | 5 331 | 816 | 194 | 46 | 20.3 | 29.1 |
| 44812 | Women's clothing stores | 21 | 10 336 | 1 035 | 215 | 165 | 20.6 | 8.2 |
| 448120 | Women's clothing stores | 21 | 10 336 | 1 035 | 215 | 165 | 20.6 | 8.2 |
| 44814 | Family clothing stores | 10 | 18 319 | 1 920 | 409 | 159 | 1.6 | – |
| 448140 | Family clothing stores | 10 | 18 319 | 1 920 | 409 | 159 | 1.6 | – |
| 44815 | Clothing accessories stores | 3 | D | D | D | a | D | D |
| 448150 | Clothing accessories stores | 3 | D | D | D | a | D | D |
| 44819 | Other clothing stores | 6 | 4 557 | 596 | 141 | 48 | – | 13.7 |
| 448190 | Other clothing stores | 6 | 4 557 | 596 | 141 | 48 | – | 13.7 |
| 4482 | Shoe stores | 21 | 9 921 | 1 272 | 289 | 98 | – | 11.7 |
| 44821 | Shoe stores | 21 | 9 921 | 1 272 | 289 | 98 | – | 11.7 |
| 448210 | Shoe stores | 21 | 9 921 | 1 272 | 289 | 98 | – | 11.7 |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 1 | D | D | D | a | D | D |
| 4482103 | Children's & juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 14 | 5 646 | 650 | 159 | 58 | – | 7.2 |
| 4482105 | Athletic footwear stores | 4 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 21 | 8 591 | 2 134 | 469 | 111 | 28.2 | 19.7 |
| 44831 | Jewelry stores | 21 | 8 591 | 2 134 | 469 | 111 | 28.2 | 19.7 |
| 448310 | Jewelry stores | 21 | 8 591 | 2 134 | 469 | 111 | 28.2 | 19.7 |
| 451 | Sporting goods, hobby, book, & music stores | 32 | 32 235 | 3 388 | 824 | 291 | – | 2.7 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 21 | 25 165 | 2 609 | 647 | 220 | – | 3.5 |
| 45111 | Sporting goods stores | 10 | 6 232 | 725 | 196 | 61 | – | 13.9 |
| 451110 | Sporting goods stores | 10 | 6 232 | 725 | 196 | 61 | – | 13.9 |
| 4511101 | General-line sporting goods stores | 2 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 8 | 15 569 | 1 424 | 334 | 103 | – | – |
| 451120 | Hobby, toy, & game stores | 8 | 15 569 | 1 424 | 334 | 103 | – | – |
| 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 |
| 45114 | Musical instrument & supplies stores | 1 | D | D | D | a | D | D |
| 451140 | Musical instrument & supplies stores | 1 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 11 | 7 070 | 779 | 177 | 71 | – | – |
| 45121 | Book stores & news dealers | 4 | 3 031 | 324 | 75 | 27 | – | – |
| 451211 | Book stores | 4 | 3 031 | 324 | 75 | 27 | – | – |
| 4512111 | Book stores, general | 2 | D | D | D | a | D | D |
| 4512112 | Specialty book stores | 2 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 7 | 4 039 | 455 | 102 | 44 | – | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 7 | 4 039 | 455 | 102 | 44 | – | – |
| 452 | General merchandise stores | 13 | D | D | D | g | D | D |
| 4521 | Department stores (incl leased depts) ## | 8 | 177 497 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 8 | 177 497 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 8 | 175 161 | 18 484 | 4 498 | 1 329 | – | – |
| 45211 | Department stores (excl leased depts) | 8 | 175 161 | 18 484 | 4 498 | 1 329 | – | – |
| 452110 | Department stores (excl leased depts) | 8 | 175 161 | 18 484 | 4 498 | 1 329 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 3 | D | D | D | f | D | D |
| 4521103 | National chain department stores (excl leased depts) | 3 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 4 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 4 | D | D | D | c | D | D |
| 4529902 | Catalog showrooms | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 52 | D | D | D | e | D | D |
| 4531 | Florists | 7 | 2 465 | 555 | 137 | 52 | 21.2 | .7 |
| 45311 | Florists | 7 | 2 465 | 555 | 137 | 52 | 21.2 | .7 |
| 453110 | Florists | 7 | 2 465 | 555 | 137 | 52 | 21.2 | .7 |
| 4532 | Office supplies, stationery, & gift stores | 23 | 38 907 | 5 696 | 1 232 | 286 | 2.7 | 20.8 |
| 45321 | Office supplies & stationery stores | 8 | 33 210 | 4 815 | 1 026 | 198 | 1.7 | 23.9 |
| 453210 | Office supplies & stationery stores | 8 | 33 210 | 4 815 | 1 026 | 198 | 1.7 | 23.9 |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 7 | D | D | D | c | D | D |
| 45322 | Gift, novelty, & souvenir stores | 15 | 5 697 | 881 | 206 | 88 | 8.4 | 2.9 |
| 453220 | Gift, novelty, & souvenir stores | 15 | 5 697 | 881 | 206 | 88 | 8.4 | 2.9 |
| 4533 | Used merchandise stores | 8 | 2 250 | 576 | 142 | 63 | – | 17.1 |
| 45331 | Used merchandise stores | 8 | 2 250 | 576 | 142 | 63 | – | 17.1 |
| 453310 | Used merchandise stores | 8 | 2 250 | 576 | 142 | 63 | – | 17.1 |

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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SALINAS, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers—Con. | | | | | | | |
| 4539 | Other miscellaneous store retailers | 14 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 5 | 2 719 | 368 | 85 | 26 | 4.6 | 14.0 |
| 453910 | Pet & pet supplies stores | 5 | 2 719 | 368 | 85 | 26 | 4.6 | 14.0 |
| 45392 | Art dealers | 1 | D | D | D | a | D | D |
| 453920 | Art dealers | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 8 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 11 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 7 | 7 794 | 1 735 | 393 | 46 | 10.3 | 7.8 |
| 45439 | Other direct selling establishments | 7 | 7 794 | 1 735 | 393 | 46 | 10.3 | 7.8 |
| 454390 | Other direct selling establishments | 7 | 7 794 | 1 735 | 393 | 46 | 10.3 | 7.8 |
| | **SAN ANSELMO, CA** | | | | | | | |
| **44-45** | **Retail trade** | **75** | **96 614** | **12 461** | **2 893** | **616** | **15.0** | **3.3** |
| 441 | Motor vehicle & parts dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 3 | 5 884 | 456 | 113 | 27 | D | – |
| 4431 | Electronics & appliance stores | 3 | 5 884 | 456 | 113 | 27 | D | – |
| 44312 | Computer & software stores | 1 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 1 | D | D | D | a | 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 | 3 | 1 989 | 383 | 96 | 22 | D | 13.5 |
| 445 | Food & beverage stores | 11 | 52 155 | 7 468 | 1 731 | 308 | .9 | 1.1 |
| 4451 | Grocery stores | 6 | 50 219 | 7 322 | 1 694 | 298 | – | .5 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 6 | 50 219 | 7 322 | 1 694 | 298 | – | .5 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 6 | 50 219 | 7 322 | 1 694 | 298 | – | .5 |
| 446 | Health & personal care stores | 7 | 17 923 | 2 043 | 479 | 107 | 13.4 | 7.1 |
| 4461 | Health & personal care stores | 7 | 17 923 | 2 043 | 479 | 107 | 13.4 | 7.1 |
| 4461102 | Proprietary stores | 1 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 3 | 4 765 | 234 | 49 | 16 | D | – |
| 448 | Clothing & clothing accessories stores | 12 | 2 949 | 336 | 79 | 25 | 45.5 | 10.4 |
| 451 | Sporting goods, hobby, book, & music stores | 6 | 2 524 | 259 | 59 | 23 | 54.4 | – |
| 45121 | Book stores & news dealers | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 20 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 8 | 1 785 | 228 | 47 | 20 | 75.4 | – |
| 4533 | Used merchandise stores | 7 | 1 197 | 187 | 44 | 22 | 49.5 | – |
| 45331 | Used merchandise stores | 7 | 1 197 | 187 | 44 | 22 | 49.5 | – |
| 453310 | Used merchandise stores | 7 | 1 197 | 187 | 44 | 22 | 49.5 | – |
| 4539 | Other miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN BERNARDINO, CA** | | | | | | | |
| **44-45** | **Retail trade** | **640** | **1 903 908** | **181 032** | **44 164** | **9 571** | **5.1** | **8.9** |
| 441 | Motor vehicle & parts dealers | 88 | 613 121 | 53 712 | 12 701 | 1 781 | 3.3 | 13.9 |
| 4411 | Automobile dealers | 28 | 486 046 | 38 787 | 9 238 | 1 122 | 3.3 | 14.9 |
| 44111 | New car dealers | 18 | 473 860 | 37 930 | 9 032 | 1 089 | 2.8 | 15.0 |
| 441110 | New car dealers | 18 | 473 860 | 37 930 | 9 032 | 1 089 | 2.8 | 15.0 |
| 44112 | Used car dealers | 10 | 12 186 | 857 | 206 | 33 | 25.4 | 14.3 |
| 441120 | Used car dealers | 10 | 12 186 | 857 | 206 | 33 | 25.4 | 14.3 |
| 4412 | Other motor vehicle dealers | 8 | 64 835 | 5 773 | 1 448 | 270 | 1.0 | 2.0 |
| 44121 | Recreational vehicle dealers | 4 | 19 177 | 1 360 | 325 | 55 | – | 6.7 |
| 441210 | Recreational vehicle dealers | 4 | 19 177 | 1 360 | 325 | 55 | – | 6.7 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 4 | 45 658 | 4 413 | 1 123 | 215 | 1.4 | – |
| 441221 | Motorcycle dealers | 2 | D | D | D | c | D | D |
| 441222 | Boat dealers | 1 | D | D | D | a | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 52 | 62 240 | 9 152 | 2 015 | 389 | 5.7 | 18.6 |
| 44131 | Automotive parts & accessories stores | 34 | 46 185 | 6 188 | 1 340 | 267 | 2.0 | 23.6 |
| 441310 | Automotive parts & accessories stores | 34 | 46 185 | 6 188 | 1 340 | 267 | 2.0 | 23.6 |
| 44132 | Tire dealers | 18 | 16 055 | 2 964 | 675 | 122 | 16.2 | 4.2 |
| 441320 | Tire dealers | 18 | 16 055 | 2 964 | 675 | 122 | 16.2 | 4.2 |
| 442 | Furniture & home furnishings stores | 42 | 52 601 | 7 267 | 1 837 | 370 | 18.5 | 2.3 |
| 4421 | Furniture stores | 18 | 36 115 | 4 871 | 1 246 | 238 | 24.7 | – |
| 44211 | Furniture stores | 18 | 36 115 | 4 871 | 1 246 | 238 | 24.7 | – |
| 442110 | Furniture stores | 18 | 36 115 | 4 871 | 1 246 | 238 | 24.7 | – |
| 4422 | Home furnishings stores | 24 | 16 486 | 2 396 | 591 | 132 | 4.9 | 7.3 |
| 44221 | Floor covering stores | 13 | 11 161 | 1 713 | 428 | 76 | 5.6 | 8.7 |
| 442210 | Floor covering stores | 13 | 11 161 | 1 713 | 428 | 76 | 5.6 | 8.7 |
| 44229 | Other home furnishings stores | 11 | 5 325 | 683 | 163 | 56 | 3.4 | 4.6 |
| 442299 | All other home furnishings stores | 8 | 4 015 | 555 | 137 | 45 | 4.5 | 6.1 |
| 443 | Electronics & appliance stores | 26 | 89 745 | 6 302 | 1 495 | 397 | 1.0 | 6.4 |
| 4431 | Electronics & appliance stores | 26 | 89 745 | 6 302 | 1 495 | 397 | 1.0 | 6.4 |
| 44311 | Appliance, television, & other electronics stores | 19 | 59 543 | 4 638 | 1 119 | 309 | 1.2 | 2.6 |
| 443111 | Household appliance stores | 6 | 4 747 | 341 | 78 | 20 | 8.6 | .5 |
| 443112 | Radio, television, & other electronics stores | 13 | 54 796 | 4 297 | 1 041 | 289 | .6 | 2.8 |
| 44312 | Computer & software stores | 6 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 6 | D | D | D | b | 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 | 40 | 245 017 | 21 513 | 5 494 | 877 | 1.1 | 1.1 |
| 4441 | Building material & supplies dealers | 38 | D | D | D | f | D | D |
| 44411 | Home centers | 5 | D | D | D | f | D | D |
| 444110 | Home centers | 5 | D | D | D | f | D | D |
| 44412 | Paint & wallpaper stores | 6 | 9 354 | 1 232 | 268 | 40 | – | – |
| 444120 | Paint & wallpaper stores | 6 | 9 354 | 1 232 | 268 | 40 | – | – |
| 44413 | Hardware stores | 7 | D | D | D | b | D | D |
| 444130 | Hardware stores | 7 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 20 | 119 535 | 8 910 | 2 231 | 268 | 1.3 | 1.8 |
| 444190 | Other building material dealers | 20 | 119 535 | 8 910 | 2 231 | 268 | 1.3 | 1.8 |
| 445 | Food & beverage stores | 88 | 222 231 | 22 814 | 5 707 | 1 298 | 11.9 | 3.3 |
| 4451 | Grocery stores | 59 | 209 686 | 21 912 | 5 496 | 1 204 | 8.4 | 2.5 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 44 | 198 628 | 20 888 | 5 254 | 1 109 | 5.6 | 1.3 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 44 | 198 628 | 20 888 | 5 254 | 1 109 | 5.6 | 1.3 |
| 44512 | Convenience stores | 15 | 11 058 | 1 024 | 242 | 95 | 58.9 | 23.8 |
| 445120 | Convenience stores | 15 | 11 058 | 1 024 | 242 | 95 | 58.9 | 23.8 |
| 4452 | Specialty food stores | 10 | 6 277 | 661 | 151 | 54 | 80.2 | .8 |
| 4453 | Beer, wine, & liquor stores | 19 | 6 268 | 241 | 60 | 40 | 62.3 | 32.1 |
| 44531 | Beer, wine, & liquor stores | 19 | 6 268 | 241 | 60 | 40 | 62.3 | 32.1 |
| 445310 | Beer, wine, & liquor stores | 19 | 6 268 | 241 | 60 | 40 | 62.3 | 32.1 |
| 446 | Health & personal care stores | 47 | 69 065 | 11 840 | 2 866 | 505 | 3.3 | 39.1 |
| 4461 | Health & personal care stores | 47 | 69 065 | 11 840 | 2 866 | 505 | 3.3 | 39.1 |
| 44611 | Pharmacies & drug stores | 17 | 55 720 | 9 457 | 2 292 | 379 | 1.7 | 45.2 |
| 446110 | Pharmacies & drug stores | 17 | 55 720 | 9 457 | 2 292 | 379 | 1.7 | 45.2 |
| 4461101 | Pharmacies & drug stores | 17 | 55 720 | 9 457 | 2 292 | 379 | 1.7 | 45.2 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 5 | 1 205 | 135 | 33 | 14 | 18.8 | 20.2 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 5 | 1 205 | 135 | 33 | 14 | 18.8 | 20.2 |
| 44613 | Optical goods stores | 9 | 2 258 | 411 | 95 | 25 | – | 14.6 |
| 446130 | Optical goods stores | 9 | 2 258 | 411 | 95 | 25 | – | 14.6 |
| 44619 | Other health & personal care stores | 16 | 9 882 | 1 837 | 446 | 87 | 11.1 | 12.6 |
| 446191 | Food (health) supplement stores | 7 | 5 411 | 867 | 210 | 45 | 2.7 | 23.1 |
| 446199 | All other health & personal care stores | 9 | 4 471 | 970 | 236 | 42 | 21.3 | – |

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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN BERNARDINO, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 447 | Gasoline stations | 65 | 111 155 | 5 095 | 1 148 | 422 | 18.9 | 16.7 |
| 4471 | Gasoline stations | 65 | 111 155 | 5 095 | 1 148 | 422 | 18.9 | 16.7 |
| 44711 | Gasoline stations with convenience stores | 37 | 73 230 | 3 363 | 804 | 289 | 16.2 | 13.0 |
| 447110 | Gasoline stations with convenience stores | 37 | 73 230 | 3 363 | 804 | 289 | 16.2 | 13.0 |
| 44719 | Other gasoline stations | 28 | 37 925 | 1 732 | 344 | 133 | 24.2 | 23.7 |
| 447190 | Other gasoline stations | 28 | 37 925 | 1 732 | 344 | 133 | 24.2 | 23.7 |
| 448 | Clothing & clothing accessories stores | 103 | 56 704 | 7 649 | 1 954 | 634 | 11.2 | 8.0 |
| 4481 | Clothing stores | 59 | 36 008 | 4 596 | 1 122 | 424 | 10.7 | 8.8 |
| 44811 | Men's clothing stores | 9 | 5 917 | 817 | 214 | 62 | 7.8 | 26.8 |
| 448110 | Men's clothing stores | 9 | 5 917 | 817 | 214 | 62 | 7.8 | 26.8 |
| 44812 | Women's clothing stores | 25 | 9 787 | 1 452 | 353 | 168 | 21.7 | .8 |
| 448120 | Women's clothing stores | 25 | 9 787 | 1 452 | 353 | 168 | 21.7 | .8 |
| 44814 | Family clothing stores | 9 | 14 524 | 1 232 | 292 | 103 | 5.5 | 7.8 |
| 448140 | Family clothing stores | 9 | 14 524 | 1 232 | 292 | 103 | 5.5 | 7.8 |
| 44815 | Clothing accessories stores | 7 | D | D | D | b | D | D |
| 448150 | Clothing accessories stores | 7 | D | D | D | b | D | D |
| 44819 | Other clothing stores | 8 | 3 595 | 570 | 138 | 51 | 13.1 | 2.5 |
| 448190 | Other clothing stores | 8 | 3 595 | 570 | 138 | 51 | 13.1 | 2.5 |
| 4482 | Shoe stores | 19 | 9 515 | 1 179 | 298 | 94 | 6.3 | – |
| 44821 | Shoe stores | 19 | 9 515 | 1 179 | 298 | 94 | 6.3 | – |
| 448210 | Shoe stores | 19 | 9 515 | 1 179 | 298 | 94 | 6.3 | – |
| 4482101 | Men's shoe stores | 4 | 818 | 113 | 28 | 10 | – | – |
| 4482104 | Family shoe stores | 10 | 6 149 | 736 | 190 | 60 | 9.7 | – |
| 4482105 | Athletic footwear stores | 5 | 2 548 | 330 | 80 | 24 | – | – |
| 4483 | Jewelry, luggage, & leather goods stores | 25 | 11 181 | 1 874 | 534 | 116 | 16.8 | 12.1 |
| 44831 | Jewelry stores | 23 | D | D | D | c | D | D |
| 448310 | Jewelry stores | 23 | D | D | D | c | D | D |
| 44832 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 46 | 43 368 | 5 173 | 1 217 | 513 | 8.6 | 4.7 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 30 | 30 851 | 3 397 | 832 | 354 | 8.9 | 4.4 |
| 45111 | Sporting goods stores | 13 | 17 548 | 1 709 | 414 | 168 | 13.0 | .9 |
| 451110 | Sporting goods stores | 13 | 17 548 | 1 709 | 414 | 168 | 13.0 | .9 |
| 4511101 | General-line sporting goods stores | 6 | 11 083 | 1 057 | 269 | 123 | 4.1 | – |
| 4511102 | Specialty-line sporting goods stores | 7 | 6 465 | 652 | 145 | 45 | 28.1 | 2.4 |
| 45112 | Hobby, toy, & game stores | 10 | 3 245 | 639 | 134 | 47 | 2.6 | 37.3 |
| 451120 | Hobby, toy, & game stores | 10 | 3 245 | 639 | 134 | 47 | 2.6 | 37.3 |
| 45113 | Sewing, needlework, & piece goods stores | 4 | 1 992 | 309 | 118 | 40 | – | – |
| 451130 | Sewing, needlework, & piece goods stores | 4 | 1 992 | 309 | 118 | 40 | – | – |
| 45114 | Musical instrument & supplies stores | 3 | 8 066 | 740 | 166 | 99 | D | – |
| 451140 | Musical instrument & supplies stores | 3 | 8 066 | 740 | 166 | 99 | D | – |
| 4512 | Book, periodical, & music stores | 16 | 12 517 | 1 776 | 385 | 159 | 7.8 | 5.4 |
| 45121 | Book stores & news dealers | 9 | 9 005 | 1 261 | 254 | 94 | 8.7 | .3 |
| 451211 | Book stores | 9 | 9 005 | 1 261 | 254 | 94 | 8.7 | .3 |
| 4512111 | Book stores, general | 6 | 3 669 | 443 | 121 | 44 | 12.9 | .8 |
| 4512112 | Specialty book stores | 2 | D | D | D | a | D | D |
| 4512113 | College book stores | 1 | D | D | D | b | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 7 | 3 512 | 515 | 131 | 65 | 5.7 | 18.5 |
| 451220 | Prerecorded tape, compact disc, & record stores | 7 | 3 512 | 515 | 131 | 65 | 5.7 | 18.5 |
| 452 | General merchandise stores | 24 | 345 813 | 32 448 | 8 066 | 2 227 | .3 | 2.8 |
| 4521 | Department stores (incl leased depts) ## | 11 | 209 955 | N | N | N | – | 1.5 |
| 45211 | Department stores (incl leased depts) ## | 11 | 209 955 | N | N | N | – | 1.5 |
| 4521 | Department stores (excl leased depts) | 11 | 207 972 | 23 881 | 6 051 | 1 754 | – | 1.6 |
| 45211 | Department stores (excl leased depts) | 11 | 207 972 | 23 881 | 6 051 | 1 754 | – | 1.6 |
| 452110 | Department stores (excl leased depts) | 11 | 207 972 | 23 881 | 6 051 | 1 754 | – | 1.6 |
| 4521101 | Conventional department stores (excl leased depts) | 5 | D | D | D | f | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 4 | 113 407 | 12 111 | 2 918 | 926 | – | – |
| 4521103 | National chain department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4529 | Other general merchandise stores | 13 | 137 841 | 8 567 | 2 015 | 473 | .9 | 4.8 |
| 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 | 11 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 11 | 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 | 5 | D | D | D | b | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN BERNARDINO, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 66 | 52 749 | 7 004 | 1 651 | 534 | 6.3 | 6.3 |
| 4531 | Florists | 11 | 2 020 | 357 | 60 | 34 | 52.2 | 3.4 |
| 45311 | Florists | 11 | 2 020 | 357 | 60 | 34 | 52.2 | 3.4 |
| 453110 | Florists | 11 | 2 020 | 357 | 60 | 34 | 52.2 | 3.4 |
| 4532 | Office supplies, stationery, & gift stores | 20 | 26 634 | 2 291 | 590 | 201 | 2.9 | 1.8 |
| 45321 | Office supplies & stationery stores | 3 | D | D | D | c | D | D |
| 453210 | Office supplies & stationery stores | 3 | D | D | D | c | D | D |
| 4532102 | Office supplies stores | 3 | D | D | D | c | D | D |
| 45322 | Gift, novelty, & souvenir stores | 17 | D | D | D | b | D | D |
| 453220 | Gift, novelty, & souvenir stores | 17 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 14 | 5 620 | 2 264 | 524 | 172 | – | 21.7 |
| 45331 | Used merchandise stores | 14 | 5 620 | 2 264 | 524 | 172 | – | 21.7 |
| 453310 | Used merchandise stores | 14 | 5 620 | 2 264 | 524 | 172 | – | 21.7 |
| 4539 | Other miscellaneous store retailers | 21 | 18 475 | 2 092 | 477 | 127 | 8.2 | 8.3 |
| 45391 | Pet & pet supplies stores | 7 | 8 641 | 721 | 187 | 59 | 8.2 | 13.3 |
| 453910 | Pet & pet supplies stores | 7 | 8 641 | 721 | 187 | 59 | 8.2 | 13.3 |
| 45393 | Manufactured (mobile) home dealers | 2 | D | D | D | a | D | D |
| 453930 | Manufactured (mobile) home dealers | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 12 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 5 | 2 339 | 215 | 28 | 13 | 1.0 | 76.7 |
| | **SAN BRUNO, CA** | | | | | | | |
| **44-45** | **Retail trade** | **138** | **656 572** | **57 941** | **14 251** | **2 833** | **5.3** | **2.9** |
| 441 | Motor vehicle & parts dealers | 11 | 152 977 | 11 654 | 2 797 | 289 | 1.3 | – |
| 4411 | Automobile dealers | 3 | 147 602 | 10 316 | 2 483 | 236 | – | – |
| 44111 | New car dealers | 3 | 147 602 | 10 316 | 2 483 | 236 | – | – |
| 441110 | New car dealers | 3 | 147 602 | 10 316 | 2 483 | 236 | – | – |
| 442 | Furniture & home furnishings stores | 7 | 10 641 | 1 737 | 653 | 72 | 10.8 | 8.3 |
| 4421 | Furniture stores | 3 | D | D | D | b | D | D |
| 44211 | Furniture stores | 3 | D | D | D | b | D | D |
| 442110 | Furniture stores | 3 | D | D | D | b | D | D |
| 4422 | Home furnishings stores | 4 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 11 | 76 138 | 5 351 | 1 282 | 197 | 1.1 | 15.4 |
| 4431 | Electronics & appliance stores | 11 | 76 138 | 5 351 | 1 282 | 197 | 1.1 | 15.4 |
| 44311 | Appliance, television, & other electronics stores | 2 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 2 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 7 | 71 322 | 3 647 | 855 | 140 | 1.2 | 11.0 |
| 443120 | Computer & software stores | 7 | 71 322 | 3 647 | 855 | 140 | 1.2 | 11.0 |
| 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 | 3 | D | D | D | b | D | D |
| 4441 | Building material & supplies dealers | 2 | D | D | D | b | D | D |
| 44413 | Hardware stores | 1 | D | D | D | a | D | D |
| 444130 | Hardware stores | 1 | D | D | D | a | D | D |
| 44419 | Other building material dealers | 1 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 1 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 18 | 54 846 | 5 720 | 1 333 | 294 | 5.8 | – |
| 4451 | Grocery stores | 12 | 50 651 | 5 476 | 1 289 | 279 | 3.1 | – |
| 44511 | Supermarkets & other grocery (except convenience) stores | 7 | D | D | D | c | D | D |
| 445110 | Supermarkets & other grocery (except convenience) stores | 7 | D | D | D | c | D | D |
| 44512 | Convenience stores | 5 | D | D | D | b | D | D |
| 445120 | Convenience stores | 5 | D | D | D | b | D | D |
| 4452 | Specialty food stores | 3 | 2 537 | 166 | 19 | 6 | D | – |
| 446 | Health & personal care stores | 14 | 17 053 | 1 900 | 451 | 108 | 5.1 | 5.4 |
| 4461 | Health & personal care stores | 14 | 17 053 | 1 900 | 451 | 108 | 5.1 | 5.4 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 10 | 45 587 | 1 867 | 379 | 102 | 54.1 | 6.0 |
| 4471 | Gasoline stations | 10 | 45 587 | 1 867 | 379 | 102 | 54.1 | 6.0 |
| 44711 | Gasoline stations with convenience stores | 5 | 16 504 | 776 | 137 | 28 | – | – |
| 447110 | Gasoline stations with convenience stores | 5 | 16 504 | 776 | 137 | 28 | – | – |
| 44719 | Other gasoline stations | 5 | 29 083 | 1 091 | 242 | 74 | 84.8 | 9.4 |
| 447190 | Other gasoline stations | 5 | 29 083 | 1 091 | 242 | 74 | 84.8 | 9.4 |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN BRUNO, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores | 31 | 22 664 | 2 399 | 617 | 206 | 6.2 | 7.3 |
| 4481 | Clothing stores | 19 | 14 032 | 1 281 | 341 | 140 | 4.4 | 5.2 |
| 4482 | Shoe stores | 6 | 5 492 | 662 | 165 | 41 | – | 5.1 |
| 44821 | Shoe stores | 6 | 5 492 | 662 | 165 | 41 | – | 5.1 |
| 448210 | Shoe stores | 6 | 5 492 | 662 | 165 | 41 | – | 5.1 |
| 4482104 | Family shoe stores | 3 | D | D | D | b | D | D |
| 4482105 | Athletic footwear stores | 2 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 6 | 3 140 | 456 | 111 | 25 | 25.3 | 20.0 |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 10 | 18 633 | 2 863 | 690 | 116 | .8 | 1.5 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 6 | 15 083 | 2 436 | 579 | 83 | 1.0 | 1.8 |
| 45114 | Musical instrument & supplies stores | 2 | D | D | D | b | D | D |
| 451140 | Musical instrument & supplies stores | 2 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 4 | 3 550 | 427 | 111 | 33 | – | – |
| 45121 | Book stores & news dealers | 2 | D | D | D | a | D | D |
| 4512112 | Specialty book stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 4 | 237 701 | 21 486 | 5 297 | 1 298 | – | – |
| 4521 | Department stores (incl leased depts) ## | 3 | D | N | N | N | D | D |
| 45211 | Department stores (incl leased depts) ## | 3 | D | N | N | N | D | D |
| 4521 | Department stores (excl leased depts) | 3 | D | D | D | g | D | D |
| 45211 | Department stores (excl leased depts) | 3 | D | D | D | g | D | D |
| 452110 | Department stores (excl leased depts) | 3 | D | D | D | g | D | D |
| 4521103 | National chain department stores (excl leased depts) | 3 | D | D | D | g | D | D |
| 4529 | Other general merchandise stores | 1 | 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 |
| 453 | Miscellaneous store retailers | 16 | D | D | D | c | D | D |
| 4532102 | Office supplies stores | 2 | D | D | D | a | D | D |
| 4533 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 45331 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 453310 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 6 | 5 423 | 601 | 161 | 51 | 3.2 | – |
| 45391 | Pet & pet supplies stores | 3 | 2 709 | 338 | 94 | 28 | D | – |
| 453910 | Pet & pet supplies stores | 3 | 2 709 | 338 | 94 | 28 | D | – |
| 45399 | All other miscellaneous store retailers | 3 | 2 714 | 263 | 67 | 23 | – | – |
| 454 | Nonstore retailers | 3 | D | D | D | a | D | D |
| | **SAN BUENAVENTURA (VENTURA), CA** | | | | | | | |
| **44-45** | **Retail trade** | **483** | **1 249 786** | **128 162** | **30 909** | **6 334** | **8.2** | **3.8** |
| 441 | Motor vehicle & parts dealers | 76 | 454 435 | 41 786 | 9 659 | 1 327 | 9.6 | 6.1 |
| 4411 | Automobile dealers | 24 | 382 575 | 32 706 | 7 584 | 923 | 5.8 | 5.4 |
| 44111 | New car dealers | 16 | 369 215 | 31 800 | 7 387 | 884 | 5.0 | 4.0 |
| 441110 | New car dealers | 16 | 369 215 | 31 800 | 7 387 | 884 | 5.0 | 4.0 |
| 44112 | Used car dealers | 8 | 13 360 | 906 | 197 | 39 | 29.2 | 43.5 |
| 441120 | Used car dealers | 8 | 13 360 | 906 | 197 | 39 | 29.2 | 43.5 |
| 4412 | Other motor vehicle dealers | 15 | 37 745 | 3 582 | 803 | 165 | 45.8 | 10.9 |
| 44121 | Recreational vehicle dealers | 4 | 17 926 | 1 991 | 461 | 75 | 95.8 | – |
| 441210 | Recreational vehicle dealers | 4 | 17 926 | 1 991 | 461 | 75 | 95.8 | – |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 11 | 19 819 | 1 591 | 342 | 90 | .5 | 20.8 |
| 441221 | Motorcycle dealers | 4 | 10 159 | 723 | 172 | 31 | – | 8.1 |
| 441222 | Boat dealers | 7 | 9 660 | 868 | 170 | 59 | 1.1 | 34.1 |
| 4413 | Automotive parts, accessories, & tire stores | 37 | 34 115 | 5 498 | 1 272 | 239 | 12.3 | 8.0 |
| 44131 | Automotive parts & accessories stores | 23 | 24 985 | 3 699 | 841 | 166 | 7.8 | 6.9 |
| 441310 | Automotive parts & accessories stores | 23 | 24 985 | 3 699 | 841 | 166 | 7.8 | 6.9 |
| 44132 | Tire dealers | 14 | 9 130 | 1 799 | 431 | 73 | 24.7 | 10.9 |
| 441320 | Tire dealers | 14 | 9 130 | 1 799 | 431 | 73 | 24.7 | 10.9 |
| 442 | Furniture & home furnishings stores | 33 | 34 047 | 5 175 | 1 257 | 255 | 12.9 | 2.0 |
| 4421 | Furniture stores | 14 | 11 757 | 1 633 | 392 | 91 | 23.7 | 2.3 |
| 44211 | Furniture stores | 14 | 11 757 | 1 633 | 392 | 91 | 23.7 | 2.3 |
| 442110 | Furniture stores | 14 | 11 757 | 1 633 | 392 | 91 | 23.7 | 2.3 |
| 4422 | Home furnishings stores | 19 | 22 290 | 3 542 | 865 | 164 | 7.2 | 1.9 |
| 44221 | Floor covering stores | 7 | 12 283 | 2 316 | 545 | 75 | – | 2.1 |
| 442210 | Floor covering stores | 7 | 12 283 | 2 316 | 545 | 75 | – | 2.1 |
| 44229 | Other home furnishings stores | 12 | 10 007 | 1 226 | 320 | 89 | 16.0 | 1.7 |
| 442299 | All other home furnishings stores | 11 | D | D | D | b | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN BUENAVENTURA (VENTURA), CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 443 | Electronics & appliance stores | 27 | 55 069 | 6 503 | 1 523 | 276 | 20.6 | 2.6 |
| 4431 | Electronics & appliance stores | 27 | 55 069 | 6 503 | 1 523 | 276 | 20.6 | 2.6 |
| 44311 | Appliance, television, & other electronics stores | 14 | 37 174 | 4 056 | 1 049 | 194 | 20.5 | 3.8 |
| 443111 | Household appliance stores | 2 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 12 | D | D | D | c | D | D |
| 44312 | Computer & software stores | 9 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 9 | D | D | D | b | D | D |
| 44313 | Camera & photographic supplies stores | 4 | D | D | D | a | D | D |
| 443130 | Camera & photographic supplies stores | 4 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 32 | 98 405 | 10 354 | 2 852 | 356 | 2.4 | .1 |
| 4441 | Building material & supplies dealers | 30 | D | D | D | e | D | D |
| 44412 | Paint & wallpaper stores | 4 | D | D | D | a | D | D |
| 444120 | Paint & wallpaper stores | 4 | D | D | D | a | D | D |
| 44419 | Other building material dealers | 22 | 77 173 | 6 851 | 1 980 | 195 | 3.0 | .2 |
| 444190 | Other building material dealers | 22 | 77 173 | 6 851 | 1 980 | 195 | 3.0 | .2 |
| 4442 | Lawn & garden equipment & supplies stores | 2 | D | D | D | b | D | D |
| 44422 | Nursery & garden centers | 2 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 2 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 55 | 213 766 | 21 692 | 5 062 | 1 052 | 3.5 | 1.0 |
| 4451 | Grocery stores | 30 | 198 389 | 19 520 | 4 416 | 897 | 2.9 | .2 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 21 | 191 465 | 18 903 | 4 258 | 856 | 1.6 | .2 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 21 | 191 465 | 18 903 | 4 258 | 856 | 1.6 | .2 |
| 44512 | Convenience stores | 9 | 6 924 | 617 | 158 | 41 | 40.1 | – |
| 445120 | Convenience stores | 9 | 6 924 | 617 | 158 | 41 | 40.1 | – |
| 4452 | Specialty food stores | 10 | 4 671 | 763 | 160 | 89 | 15.3 | .6 |
| 4453 | Beer, wine, & liquor stores | 15 | 10 706 | 1 409 | 486 | 66 | 9.2 | 16.6 |
| 44531 | Beer, wine, & liquor stores | 15 | 10 706 | 1 409 | 486 | 66 | 9.2 | 16.6 |
| 445310 | Beer, wine, & liquor stores | 15 | 10 706 | 1 409 | 486 | 66 | 9.2 | 16.6 |
| 446 | Health & personal care stores | 33 | 60 902 | 8 064 | 1 836 | 456 | 15.2 | .7 |
| 4461 | Health & personal care stores | 33 | 60 902 | 8 064 | 1 836 | 456 | 15.2 | .7 |
| 44611 | Pharmacies & drug stores | 14 | 50 516 | 6 326 | 1 426 | 324 | 17.7 | – |
| 446110 | Pharmacies & drug stores | 14 | 50 516 | 6 326 | 1 426 | 324 | 17.7 | – |
| 4461101 | Pharmacies & drug stores | 14 | 50 516 | 6 326 | 1 426 | 324 | 17.7 | – |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 4 | 2 031 | 374 | 87 | 25 | – | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 4 | 2 031 | 374 | 87 | 25 | – | – |
| 44613 | Optical goods stores | 7 | 3 421 | 746 | 187 | 54 | .7 | 4.7 |
| 446130 | Optical goods stores | 7 | 3 421 | 746 | 187 | 54 | .7 | 4.7 |
| 44619 | Other health & personal care stores | 8 | 4 934 | 618 | 136 | 53 | 5.3 | 5.4 |
| 446191 | Food (health) supplement stores | 4 | 3 542 | 376 | 88 | 35 | 7.4 | 7.5 |
| 447 | Gasoline stations | 28 | 62 530 | 2 705 | 571 | 208 | 16.2 | 1.1 |
| 4471 | Gasoline stations | 28 | 62 530 | 2 705 | 571 | 208 | 16.2 | 1.1 |
| 44711 | Gasoline stations with convenience stores | 11 | 26 397 | 1 182 | 226 | 82 | – | 2.4 |
| 447110 | Gasoline stations with convenience stores | 11 | 26 397 | 1 182 | 226 | 82 | – | 2.4 |
| 44719 | Other gasoline stations | 17 | 36 133 | 1 523 | 345 | 126 | 28.0 | .2 |
| 447190 | Other gasoline stations | 17 | 36 133 | 1 523 | 345 | 126 | 28.0 | .2 |
| 448 | Clothing & clothing accessories stores | 58 | 40 714 | 5 158 | 1 375 | 384 | 13.6 | 9.3 |
| 4481 | Clothing stores | 34 | 30 849 | 3 506 | 910 | 277 | 12.9 | 9.5 |
| 44811 | Men's clothing stores | 5 | 3 450 | 408 | 106 | 26 | 18.2 | – |
| 448110 | Men's clothing stores | 5 | 3 450 | 408 | 106 | 26 | 18.2 | – |
| 44813 | Children's & infants' clothing stores | 2 | D | D | D | b | D | D |
| 448130 | Children's & infants' clothing stores | 2 | D | D | D | b | D | D |
| 44814 | Family clothing stores | 4 | 9 859 | 736 | 179 | 69 | 4.9 | 1.1 |
| 448140 | Family clothing stores | 4 | 9 859 | 736 | 179 | 69 | 4.9 | 1.1 |
| 44815 | Clothing accessories stores | 2 | D | D | D | a | D | D |
| 448150 | Clothing accessories stores | 2 | D | D | D | a | D | D |
| 44819 | Other clothing stores | 6 | 7 619 | 1 239 | 366 | 60 | 14.9 | 27.6 |
| 448190 | Other clothing stores | 6 | 7 619 | 1 239 | 366 | 60 | 14.9 | 27.6 |
| 4482 | Shoe stores | 16 | 5 915 | 701 | 187 | 57 | – | 8.3 |
| 44821 | Shoe stores | 16 | 5 915 | 701 | 187 | 57 | – | 8.3 |
| 448210 | Shoe stores | 16 | 5 915 | 701 | 187 | 57 | – | 8.3 |
| 4482102 | Women's shoe stores | 3 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 10 | D | D | D | b | D | D |
| 4482105 | Athletic footwear stores | 3 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 8 | 3 950 | 951 | 278 | 50 | 38.7 | 9.8 |
| 44831 | Jewelry stores | 7 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 7 | 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN BUENAVENTURA (VENTURA), CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 42 | 42 963 | 4 568 | 1 179 | 401 | 3.9 | 1.7 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 20 | 25 147 | 2 385 | 575 | 183 | 1.9 | 2.6 |
| 45111 | Sporting goods stores | 13 | D | D | D | b | D | D |
| 451110 | Sporting goods stores | 13 | D | D | D | b | D | D |
| 4511101 | General-line sporting goods stores | 3 | D | D | D | b | D | D |
| 4511102 | Specialty-line sporting goods stores | 10 | 4 318 | 489 | 106 | 42 | 10.8 | 8.4 |
| 45112 | Hobby, toy, & game stores | 5 | 16 009 | 1 227 | 284 | 86 | – | – |
| 451120 | Hobby, toy, & game stores | 5 | 16 009 | 1 227 | 284 | 86 | – | – |
| 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 | 22 | 17 816 | 2 183 | 604 | 218 | 6.9 | .5 |
| 45121 | Book stores & news dealers | 15 | 11 337 | 1 318 | 389 | 151 | 7.0 | – |
| 451211 | Book stores | 12 | D | D | D | c | D | D |
| 4512111 | Book stores, general | 8 | 9 660 | 959 | 239 | 96 | 1.9 | – |
| 4512112 | Specialty book stores | 4 | D | D | D | b | D | D |
| 451212 | News dealers & newsstands | 3 | D | D | D | b | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 7 | 6 479 | 865 | 215 | 67 | 6.8 | 1.5 |
| 451220 | Prerecorded tape, compact disc, & record stores | 7 | 6 479 | 865 | 215 | 67 | 6.8 | 1.5 |
| 452 | General merchandise stores | 10 | 129 490 | 13 322 | 3 437 | 982 | – | 3.3 |
| 4521 | Department stores (incl leased depts) ## | 6 | 120 717 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 6 | 120 717 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 6 | 120 134 | 11 914 | 3 012 | 872 | – | – |
| 45211 | Department stores (excl leased depts) | 6 | 120 134 | 11 914 | 3 012 | 872 | – | – |
| 452110 | Department stores (excl leased depts) | 6 | 120 134 | 11 914 | 3 012 | 872 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4521103 | National chain department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 4 | 9 356 | 1 408 | 425 | 110 | – | 45.1 |
| 452990 | All other general merchandise stores | 4 | 9 356 | 1 408 | 425 | 110 | – | 45.1 |
| 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 | 72 | 40 133 | 5 857 | 1 440 | 510 | 13.2 | 11.7 |
| 4531 | Florists | 13 | 1 714 | 259 | 64 | 35 | 47.5 | 9.2 |
| 45311 | Florists | 13 | 1 714 | 259 | 64 | 35 | 47.5 | 9.2 |
| 453110 | Florists | 13 | 1 714 | 259 | 64 | 35 | 47.5 | 9.2 |
| 4532 | Office supplies, stationery, & gift stores | 22 | 20 179 | 2 112 | 521 | 171 | 11.2 | 3.6 |
| 45321 | Office supplies & stationery stores | 5 | 13 865 | 1 082 | 304 | 82 | – | – |
| 453210 | Office supplies & stationery stores | 5 | 13 865 | 1 082 | 304 | 82 | – | – |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 4 | D | D | D | b | D | D |
| 45322 | Gift, novelty, & souvenir stores | 17 | 6 314 | 1 030 | 217 | 89 | 35.8 | 11.6 |
| 453220 | Gift, novelty, & souvenir stores | 17 | 6 314 | 1 030 | 217 | 89 | 35.8 | 11.6 |
| 4533 | Used merchandise stores | 17 | 8 414 | 2 451 | 580 | 197 | .7 | 23.7 |
| 45331 | Used merchandise stores | 17 | 8 414 | 2 451 | 580 | 197 | .7 | 23.7 |
| 453310 | Used merchandise stores | 17 | 8 414 | 2 451 | 580 | 197 | .7 | 23.7 |
| 4539 | Other miscellaneous store retailers | 20 | 9 826 | 1 035 | 275 | 107 | 21.9 | 18.3 |
| 45391 | Pet & pet supplies stores | 10 | 5 339 | 541 | 154 | 56 | 34.9 | 9.6 |
| 453910 | Pet & pet supplies stores | 10 | 5 339 | 541 | 154 | 56 | 34.9 | 9.6 |
| 45399 | All other miscellaneous store retailers | 8 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 17 | 17 332 | 2 978 | 718 | 127 | 8.4 | 5.3 |
| 4541 | Electronic shopping & mail-order houses | 8 | 8 426 | 897 | 198 | 38 | 4.6 | 3.9 |
| 45411 | Electronic shopping & mail-order houses | 8 | 8 426 | 897 | 198 | 38 | 4.6 | 3.9 |
| 454110 | Electronic shopping & mail-order houses | 8 | 8 426 | 897 | 198 | 38 | 4.6 | 3.9 |
| 4543 | Direct selling establishments | 6 | 7 920 | 1 882 | 472 | 80 | 13.6 | 6.8 |
| 45439 | Other direct selling establishments | 6 | 7 920 | 1 882 | 472 | 80 | 13.6 | 6.8 |
| 454390 | Other direct selling establishments | 6 | 7 920 | 1 882 | 472 | 80 | 13.6 | 6.8 |
| | **SAN CARLOS, CA** | | | | | | | |
| **44-45** | **Retail trade** | **142** | **315 907** | **36 403** | **9 250** | **1 503** | **6.3** | **1.8** |
| 441 | Motor vehicle & parts dealers | 9 | 13 011 | 1 284 | 241 | 57 | 19.3 | – |
| 442 | Furniture & home furnishings stores | 18 | 19 743 | 2 602 | 592 | 94 | 4.0 | 12.1 |
| 4421 | Furniture stores | 6 | 10 152 | 1 140 | 273 | 42 | 4.4 | 18.0 |
| 44211 | Furniture stores | 6 | 10 152 | 1 140 | 273 | 42 | 4.4 | 18.0 |
| 442110 | Furniture stores | 6 | 10 152 | 1 140 | 273 | 42 | 4.4 | 18.0 |
| 4422 | Home furnishings stores | 12 | 9 591 | 1 462 | 319 | 52 | 3.6 | 5.9 |
| 44221 | Floor covering stores | 7 | 6 090 | 1 048 | 230 | 34 | 5.7 | 4.1 |
| 442210 | Floor covering stores | 7 | 6 090 | 1 048 | 230 | 34 | 5.7 | 4.1 |
| 44229 | Other home furnishings stores | 5 | 3 501 | 414 | 89 | 18 | – | 9.2 |
| 442291 | Window treatment stores | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 9 | 5 558 | 622 | 134 | 29 | 21.9 | 9.8 |
| 4431 | Electronics & appliance stores | 9 | 5 558 | 622 | 134 | 29 | 21.9 | 9.8 |
| 44312 | Computer & software stores | 3 | 3 800 | 401 | 88 | 13 | – | – |
| 443120 | Computer & software stores | 3 | 3 800 | 401 | 88 | 13 | – | – |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN CARLOS, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 444 | Building material & garden equipment & supplies dealers | 24 | 145 592 | 16 930 | 4 750 | 502 | .7 | – |
| 4441 | Building material & supplies dealers | 23 | D | D | D | e | D | D |
| 44411 | Home centers | 1 | D | D | D | e | D | D |
| 444110 | Home centers | 1 | D | D | D | e | D | D |
| 44412 | Paint & wallpaper stores | 4 | D | D | D | b | D | D |
| 444120 | Paint & wallpaper stores | 4 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 15 | 56 887 | 7 899 | 2 496 | 154 | 1.4 | – |
| 444190 | Other building material dealers | 15 | 56 887 | 7 899 | 2 496 | 154 | 1.4 | – |
| 4442 | Lawn & garden equipment & supplies stores | 1 | D | D | D | a | D | D |
| 44422 | Nursery & garden centers | 1 | D | D | D | a | D | D |
| 444220 | Nursery & garden centers | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 7 | 40 008 | 4 550 | 1 105 | 206 | .1 | – |
| 4451 | Grocery stores | 6 | D | D | D | c | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 5 | D | D | D | c | D | D |
| 445110 | Supermarkets & other grocery (except convenience) stores | 5 | D | D | D | c | D | D |
| 446 | Health & personal care stores | 10 | 29 688 | 3 515 | 856 | 162 | 8.5 | – |
| 4461 | Health & personal care stores | 10 | 29 688 | 3 515 | 856 | 162 | 8.5 | – |
| 44611 | Pharmacies & drug stores | 6 | 28 159 | 3 272 | 793 | 150 | 7.4 | – |
| 446110 | Pharmacies & drug stores | 6 | 28 159 | 3 272 | 793 | 150 | 7.4 | – |
| 4461101 | Pharmacies & drug stores | 6 | 28 159 | 3 272 | 793 | 150 | 7.4 | – |
| 447 | Gasoline stations | 8 | 21 279 | 1 486 | 371 | 98 | 24.3 | – |
| 4471 | Gasoline stations | 8 | 21 279 | 1 486 | 371 | 98 | 24.3 | – |
| 44711 | Gasoline stations with convenience stores | 1 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 1 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 17 | 8 077 | 1 410 | 293 | 67 | 22.7 | 16.0 |
| 4481 | Clothing stores | 10 | D | D | D | b | D | D |
| 44815 | Clothing accessories stores | 2 | D | D | D | a | D | D |
| 448150 | Clothing accessories stores | 2 | D | D | D | a | D | D |
| 44819 | Other clothing stores | 2 | D | D | D | a | D | D |
| 448190 | Other clothing stores | 2 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 5 | 3 694 | 709 | 149 | 23 | 25.8 | 13.8 |
| 44831 | Jewelry stores | 5 | 3 694 | 709 | 149 | 23 | 25.8 | 13.8 |
| 448310 | Jewelry stores | 5 | 3 694 | 709 | 149 | 23 | 25.8 | 13.8 |
| 451 | Sporting goods, hobby, book, & music stores | 11 | 17 437 | 1 534 | 320 | 110 | 14.5 | 1.9 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 8 | D | D | D | b | D | D |
| 45111 | Sporting goods stores | 7 | 15 237 | 1 285 | 273 | 91 | 8.4 | – |
| 451110 | Sporting goods stores | 7 | 15 237 | 1 285 | 273 | 91 | 8.4 | – |
| 4511102 | Specialty-line sporting goods stores | 7 | 15 237 | 1 285 | 273 | 91 | 8.4 | – |
| 4512 | Book, periodical, & music stores | 3 | D | D | D | a | D | D |
| 45121 | Book stores & news dealers | 2 | D | D | D | a | D | D |
| 4512112 | Specialty book stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 2 | D | D | D | b | D | D |
| 45299 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 25 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 8 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 2 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 2 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 2 | D | D | D | a | D | D |
| 4533 | Used merchandise stores | 3 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 3 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 3 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 10 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 4 | 2 051 | 461 | 126 | 28 | – | 1.2 |
| 453910 | Pet & pet supplies stores | 4 | 2 051 | 461 | 126 | 28 | – | 1.2 |
| 45392 | Art dealers | 1 | D | D | D | a | D | D |
| 453920 | Art dealers | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 5 | 1 917 | 186 | 35 | 9 | 38.1 | 1.7 |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN CLEMENTE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **173** | **286 739** | **27 546** | **6 406** | **1 587** | **16.6** | **4.3** |
| 441 | Motor vehicle & parts dealers | 14 | 20 645 | 2 644 | 531 | 105 | 20.9 | 18.6 |
| 4413 | Automotive parts, accessories, & tire stores | 11 | 18 930 | 2 551 | 501 | 101 | 19.5 | 14.5 |
| 44131 | Automotive parts & accessories stores | 7 | 15 993 | 1 876 | 344 | 77 | 19.1 | 17.1 |
| 441310 | Automotive parts & accessories stores | 7 | 15 993 | 1 876 | 344 | 77 | 19.1 | 17.1 |
| 442 | Furniture & home furnishings stores | 6 | D | D | D | b | D | D |
| 4422 | Home furnishings stores | 5 | D | D | D | b | D | D |
| 44229 | Other home furnishings stores | 4 | 3 349 | 445 | 99 | 29 | – | – |
| 442299 | All other home furnishings stores | 4 | 3 349 | 445 | 99 | 29 | – | – |
| 443 | Electronics & appliance stores | 7 | 11 732 | 987 | 209 | 44 | 65.7 | .6 |
| 4431 | Electronics & appliance stores | 7 | 11 732 | 987 | 209 | 44 | 65.7 | .6 |
| 44311 | Appliance, television, & other electronics stores | 5 | D | D | D | b | D | D |
| 443111 | Household appliance stores | 3 | D | D | D | a | D | D |
| 443112 | Radio, television, & other electronics stores | 2 | D | D | D | a | D | D |
| 44312 | Computer & software stores | 2 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 11 | 32 890 | 1 939 | 514 | 71 | 4.6 | .7 |
| 4441 | Building material & supplies dealers | 10 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 8 | 29 063 | 1 358 | 390 | 38 | 1.9 | .8 |
| 444190 | Other building material dealers | 8 | 29 063 | 1 358 | 390 | 38 | 1.9 | .8 |
| 445 | Food & beverage stores | 22 | 98 810 | 9 865 | 2 372 | 512 | 4.7 | .9 |
| 4451 | Grocery stores | 13 | 94 781 | 9 425 | 2 275 | 463 | 3.7 | .9 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 9 | 92 014 | 9 201 | 2 219 | 440 | 1.7 | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 9 | 92 014 | 9 201 | 2 219 | 440 | 1.7 | – |
| 4452 | Specialty food stores | 5 | 1 606 | 238 | 55 | 25 | 14.3 | .2 |
| 446 | Health & personal care stores | 20 | 23 809 | 2 958 | 652 | 160 | 21.8 | 3.9 |
| 4461 | Health & personal care stores | 20 | 23 809 | 2 958 | 652 | 160 | 21.8 | 3.9 |
| 44611 | Pharmacies & drug stores | 10 | 19 503 | 2 077 | 475 | 114 | 18.9 | 2.9 |
| 446110 | Pharmacies & drug stores | 10 | 19 503 | 2 077 | 475 | 114 | 18.9 | 2.9 |
| 4461101 | Pharmacies & drug stores | 10 | 19 503 | 2 077 | 475 | 114 | 18.9 | 2.9 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 44619 | Other health & personal care stores | 6 | 3 252 | 649 | 137 | 29 | 14.4 | 11.4 |
| 446191 | Food (health) supplement stores | 3 | 838 | 92 | 22 | 11 | 55.7 | 44.3 |
| 446199 | All other health & personal care stores | 3 | 2 414 | 557 | 115 | 18 | – | – |
| 447 | Gasoline stations | 17 | 41 026 | 1 565 | 349 | 94 | 35.4 | 1.0 |
| 4471 | Gasoline stations | 17 | 41 026 | 1 565 | 349 | 94 | 35.4 | 1.0 |
| 44711 | Gasoline stations with convenience stores | 8 | 17 470 | 671 | 145 | 48 | 25.9 | – |
| 447110 | Gasoline stations with convenience stores | 8 | 17 470 | 671 | 145 | 48 | 25.9 | – |
| 44719 | Other gasoline stations | 9 | 23 556 | 894 | 204 | 46 | 42.5 | 1.8 |
| 447190 | Other gasoline stations | 9 | 23 556 | 894 | 204 | 46 | 42.5 | 1.8 |
| 448 | Clothing & clothing accessories stores | 20 | 7 029 | 1 021 | 232 | 88 | 23.2 | 14.7 |
| 4481 | Clothing stores | 13 | 4 845 | 754 | 164 | 65 | 21.4 | 21.3 |
| 44813 | Children's & infants' clothing stores | 2 | D | D | D | a | D | D |
| 448130 | Children's & infants' clothing stores | 2 | D | D | D | a | D | D |
| 44819 | Other clothing stores | 4 | 943 | 229 | 56 | 18 | 74.5 | – |
| 448190 | Other clothing stores | 4 | 943 | 229 | 56 | 18 | 74.5 | – |
| 451 | Sporting goods, hobby, book, & music stores | 13 | 8 948 | 1 412 | 336 | 68 | 9.5 | 16.3 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 11 | D | D | D | b | D | D |
| 45111 | Sporting goods stores | 5 | 5 979 | 1 019 | 223 | 33 | 1.1 | 18.8 |
| 451110 | Sporting goods stores | 5 | 5 979 | 1 019 | 223 | 33 | 1.1 | 18.8 |
| 4511102 | Specialty-line sporting goods stores | 3 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 2 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 23 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 9 | 6 762 | 1 522 | 313 | 183 | 72.3 | 19.5 |
| 45321 | Office supplies & stationery stores | 2 | D | D | D | c | D | D |
| 453210 | Office supplies & stationery stores | 2 | D | D | D | c | D | D |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | c | D | D |
| 4539 | Other miscellaneous store retailers | 5 | D | D | D | a | D | D |
| 45391 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 19 | 15 506 | 1 462 | 386 | 49 | 8.4 | 10.6 |
| 4541 | Electronic shopping & mail-order houses | 10 | 12 264 | 984 | 272 | 32 | 1.4 | 11.1 |
| 45411 | Electronic shopping & mail-order houses | 10 | 12 264 | 984 | 272 | 32 | 1.4 | 11.1 |
| 454110 | Electronic shopping & mail-order houses | 10 | 12 264 | 984 | 272 | 32 | 1.4 | 11.1 |
| 45439 | Other direct selling establishments | 6 | 2 373 | 385 | 98 | 14 | 22.7 | – |
| 454390 | Other direct selling establishments | 6 | 2 373 | 385 | 98 | 14 | 22.7 | – |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN DIEGO, CA** | | | | | | | |
| **44-45** | **Retail trade** | **4 128** | **10 018 185** | **1 020 345** | **240 481** | **54 308** | **7.2** | **6.4** |
| 441 | Motor vehicle & parts dealers | 365 | 2 377 836 | 197 636 | 45 522 | 6 486 | 6.3 | 6.7 |
| 4411 | Automobile dealers | 131 | 1 955 155 | 141 844 | 32 091 | 4 066 | 6.3 | 7.5 |
| 44111 | New car dealers | 65 | 1 784 438 | 137 702 | 31 284 | 3 875 | 5.3 | 8.0 |
| 441110 | New car dealers | 65 | 1 784 438 | 137 702 | 31 284 | 3 875 | 5.3 | 8.0 |
| 44112 | Used car dealers | 66 | 170 717 | 4 142 | 807 | 191 | 16.5 | 2.4 |
| 441120 | Used car dealers | 66 | 170 717 | 4 142 | 807 | 191 | 16.5 | 2.4 |
| 4412 | Other motor vehicle dealers | 49 | 193 013 | 15 945 | 3 797 | 591 | 7.7 | 1.9 |
| 44121 | Recreational vehicle dealers | 6 | 93 583 | 5 842 | 1 616 | 227 | 1.2 | – |
| 441210 | Recreational vehicle dealers | 6 | 93 583 | 5 842 | 1 616 | 227 | 1.2 | – |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 43 | 99 430 | 10 103 | 2 181 | 364 | 13.9 | 3.8 |
| 441221 | Motorcycle dealers | 12 | D | D | D | c | D | D |
| 441222 | Boat dealers | 28 | 66 534 | 7 255 | 1 622 | 248 | 15.7 | 1.1 |
| 441229 | All other motor vehicle dealers | 3 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 185 | 229 668 | 39 847 | 9 634 | 1 829 | 5.3 | 4.6 |
| 44131 | Automotive parts & accessories stores | 123 | 176 551 | 28 791 | 6 940 | 1 385 | 3.8 | 4.9 |
| 441310 | Automotive parts & accessories stores | 123 | 176 551 | 28 791 | 6 940 | 1 385 | 3.8 | 4.9 |
| 44132 | Tire dealers | 62 | 53 117 | 11 056 | 2 694 | 444 | 10.3 | 3.4 |
| 441320 | Tire dealers | 62 | 53 117 | 11 056 | 2 694 | 444 | 10.3 | 3.4 |
| 442 | Furniture & home furnishings stores | 275 | 374 944 | 53 267 | 12 285 | 2 443 | 9.7 | 12.4 |
| 4421 | Furniture stores | 124 | 177 639 | 26 533 | 6 280 | 1 048 | 7.9 | 18.1 |
| 44211 | Furniture stores | 124 | 177 639 | 26 533 | 6 280 | 1 048 | 7.9 | 18.1 |
| 442110 | Furniture stores | 124 | 177 639 | 26 533 | 6 280 | 1 048 | 7.9 | 18.1 |
| 4422 | Home furnishings stores | 151 | 197 305 | 26 734 | 6 005 | 1 395 | 11.4 | 7.3 |
| 44221 | Floor covering stores | 61 | 85 515 | 13 100 | 2 739 | 439 | 16.0 | 9.4 |
| 442210 | Floor covering stores | 61 | 85 515 | 13 100 | 2 739 | 439 | 16.0 | 9.4 |
| 44229 | Other home furnishings stores | 90 | 111 790 | 13 634 | 3 266 | 956 | 7.8 | 5.6 |
| 442291 | Window treatment stores | 7 | 4 845 | 723 | 139 | 34 | 7.8 | – |
| 442299 | All other home furnishings stores | 83 | 106 945 | 12 911 | 3 127 | 922 | 7.8 | 5.9 |
| 443 | Electronics & appliance stores | 246 | 667 939 | 62 861 | 14 592 | 2 661 | 8.5 | 7.7 |
| 4431 | Electronics & appliance stores | 246 | 667 939 | 62 861 | 14 592 | 2 661 | 8.5 | 7.7 |
| 44311 | Appliance, television, & other electronics stores | 141 | 206 967 | 24 844 | 6 364 | 1 219 | 9.2 | 13.9 |
| 443111 | Household appliance stores | 36 | 44 105 | 5 466 | 1 521 | 268 | 7.0 | 10.1 |
| 443112 | Radio, television, & other electronics stores | 105 | 162 862 | 19 378 | 4 843 | 951 | 9.8 | 14.9 |
| 44312 | Computer & software stores | 94 | 446 173 | 36 251 | 7 811 | 1 357 | 8.3 | 4.9 |
| 443120 | Computer & software stores | 94 | 446 173 | 36 251 | 7 811 | 1 357 | 8.3 | 4.9 |
| 44313 | Camera & photographic supplies stores | 11 | 14 799 | 1 766 | 417 | 85 | 5.4 | 8.3 |
| 443130 | Camera & photographic supplies stores | 11 | 14 799 | 1 766 | 417 | 85 | 5.4 | 8.3 |
| 444 | Building material & garden equipment & supplies dealers | 188 | 753 972 | 86 540 | 20 566 | 3 152 | 2.3 | 1.6 |
| 4441 | Building material & supplies dealers | 167 | 731 419 | 82 038 | 19 552 | 2 902 | 2.0 | .8 |
| 44411 | Home centers | 9 | D | D | D | g | D | D |
| 444110 | Home centers | 9 | D | D | D | g | D | D |
| 44412 | Paint & wallpaper stores | 28 | 50 359 | 5 849 | 1 346 | 220 | .7 | 1.9 |
| 444120 | Paint & wallpaper stores | 28 | 50 359 | 5 849 | 1 346 | 220 | .7 | 1.9 |
| 44413 | Hardware stores | 28 | D | D | D | e | D | D |
| 444130 | Hardware stores | 28 | D | D | D | e | D | D |
| 44419 | Other building material dealers | 102 | 386 830 | 42 279 | 9 982 | 1 251 | 1.6 | .9 |
| 444190 | Other building material dealers | 102 | 386 830 | 42 279 | 9 982 | 1 251 | 1.6 | .9 |
| 4442 | Lawn & garden equipment & supplies stores | 21 | 22 553 | 4 502 | 1 014 | 250 | 12.7 | 27.2 |
| 44421 | Outdoor power equipment stores | 4 | 3 742 | 691 | 169 | 38 | 17.1 | – |
| 444210 | Outdoor power equipment stores | 4 | 3 742 | 691 | 169 | 38 | 17.1 | – |
| 44422 | Nursery & garden centers | 17 | 18 811 | 3 811 | 845 | 212 | 11.9 | 32.6 |
| 444220 | Nursery & garden centers | 17 | 18 811 | 3 811 | 845 | 212 | 11.9 | 32.6 |
| 445 | Food & beverage stores | 589 | 1 657 035 | 166 819 | 39 291 | 9 538 | 7.9 | 7.7 |
| 4451 | Grocery stores | 356 | 1 517 378 | 155 718 | 36 734 | 8 471 | 5.2 | 7.5 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 236 | 1 439 650 | 149 386 | 35 225 | 7 832 | 3.9 | 6.8 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 236 | 1 439 650 | 149 386 | 35 225 | 7 832 | 3.9 | 6.8 |
| 44512 | Convenience stores | 120 | 77 728 | 6 332 | 1 509 | 639 | 30.5 | 19.9 |
| 445120 | Convenience stores | 120 | 77 728 | 6 332 | 1 509 | 639 | 30.5 | 19.9 |
| 4452 | Specialty food stores | 102 | 65 479 | 6 433 | 1 417 | 608 | 19.9 | 9.5 |
| 4453 | Beer, wine, & liquor stores | 131 | 74 178 | 4 668 | 1 140 | 459 | 52.2 | 10.6 |
| 44531 | Beer, wine, & liquor stores | 131 | 74 178 | 4 668 | 1 140 | 459 | 52.2 | 10.6 |
| 445310 | Beer, wine, & liquor stores | 131 | 74 178 | 4 668 | 1 140 | 459 | 52.2 | 10.6 |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN DIEGO, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 446 | Health & personal care stores | 306 | 493 978 | 72 943 | 18 049 | 3 574 | 8.0 | 4.1 |
| 4461 | Health & personal care stores | 306 | 493 978 | 72 943 | 18 049 | 3 574 | 8.0 | 4.1 |
| 44611 | Pharmacies & drug stores | 133 | 377 926 | 52 051 | 13 054 | 2 503 | 5.4 | 3.0 |
| 446110 | Pharmacies & drug stores | 133 | 377 926 | 52 051 | 13 054 | 2 503 | 5.4 | 3.0 |
| 4461101 | Pharmacies & drug stores | 127 | 375 516 | 51 547 | 12 930 | 2 459 | 5.4 | 3.0 |
| 4461102 | Proprietary stores | 6 | 2 410 | 504 | 124 | 44 | 13.6 | – |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 42 | 21 100 | 3 057 | 761 | 234 | 15.7 | 4.5 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 42 | 21 100 | 3 057 | 761 | 234 | 15.7 | 4.5 |
| 44613 | Optical goods stores | 66 | 28 447 | 6 035 | 1 588 | 288 | 12.5 | 13.3 |
| 446130 | Optical goods stores | 66 | 28 447 | 6 035 | 1 588 | 288 | 12.5 | 13.3 |
| 44619 | Other health & personal care stores | 65 | 66 505 | 11 800 | 2 646 | 549 | 18.4 | 6.1 |
| 446191 | Food (health) supplement stores | 36 | 41 376 | 6 029 | 1 415 | 333 | 5.7 | 9.9 |
| 446199 | All other health & personal care stores | 29 | 25 129 | 5 771 | 1 231 | 216 | 39.5 | – |
| 447 | Gasoline stations | 272 | 664 622 | 35 549 | 8 234 | 2 603 | 15.4 | 10.4 |
| 4471 | Gasoline stations | 272 | 664 622 | 35 549 | 8 234 | 2 603 | 15.4 | 10.4 |
| 44711 | Gasoline stations with convenience stores | 135 | 360 701 | 16 762 | 3 876 | 1 261 | 15.4 | 5.2 |
| 447110 | Gasoline stations with convenience stores | 135 | 360 701 | 16 762 | 3 876 | 1 261 | 15.4 | 5.2 |
| 44719 | Other gasoline stations | 137 | 303 921 | 18 787 | 4 358 | 1 342 | 15.4 | 16.5 |
| 447190 | Other gasoline stations | 137 | 303 921 | 18 787 | 4 358 | 1 342 | 15.4 | 16.5 |
| 448 | Clothing & clothing accessories stores | 714 | 894 407 | 113 461 | 27 993 | 7 697 | 6.7 | 8.2 |
| 4481 | Clothing stores | 426 | 703 758 | 90 933 | 22 677 | 6 335 | 4.9 | 8.0 |
| 44811 | Men's clothing stores | 43 | 48 819 | 6 736 | 1 734 | 340 | 9.1 | 11.8 |
| 448110 | Men's clothing stores | 43 | 48 819 | 6 736 | 1 734 | 340 | 9.1 | 11.8 |
| 44812 | Women's clothing stores | 183 | 159 617 | 20 016 | 4 584 | 1 368 | 8.6 | 28.5 |
| 448120 | Women's clothing stores | 183 | 159 617 | 20 016 | 4 584 | 1 368 | 8.6 | 28.5 |
| 44813 | Children's & infants' clothing stores | 12 | 11 101 | 1 104 | 259 | 116 | 6.9 | – |
| 448130 | Children's & infants' clothing stores | 12 | 11 101 | 1 104 | 259 | 116 | 6.9 | – |
| 44814 | Family clothing stores | 102 | 437 195 | 57 099 | 14 667 | 4 047 | 2.1 | .4 |
| 448140 | Family clothing stores | 102 | 437 195 | 57 099 | 14 667 | 4 047 | 2.1 | .4 |
| 44815 | Clothing accessories stores | 26 | 5 343 | 1 007 | 255 | 83 | 19.8 | 19.5 |
| 448150 | Clothing accessories stores | 26 | 5 343 | 1 007 | 255 | 83 | 19.8 | 19.5 |
| 44819 | Other clothing stores | 60 | 41 683 | 4 971 | 1 178 | 381 | 13.1 | 5.7 |
| 448190 | Other clothing stores | 60 | 41 683 | 4 971 | 1 178 | 381 | 13.1 | 5.7 |
| 4482 | Shoe stores | 140 | 82 566 | 8 653 | 2 107 | 690 | 5.4 | 5.5 |
| 44821 | Shoe stores | 140 | 82 566 | 8 653 | 2 107 | 690 | 5.4 | 5.5 |
| 448210 | Shoe stores | 140 | 82 566 | 8 653 | 2 107 | 690 | 5.4 | 5.5 |
| 4482101 | Men's shoe stores | 10 | 4 696 | 614 | 162 | 42 | 27.9 | – |
| 4482102 | Women's shoe stores | 25 | 13 616 | 1 838 | 455 | 155 | 8.3 | 14.2 |
| 4482104 | Family shoe stores | 83 | 37 117 | 3 742 | 902 | 320 | 4.5 | 6.7 |
| 4482105 | Athletic footwear stores | 22 | 27 137 | 2 459 | 588 | 173 | 1.3 | .6 |
| 4483 | Jewelry, luggage, & leather goods stores | 148 | 108 083 | 13 875 | 3 209 | 672 | 19.5 | 11.6 |
| 44831 | Jewelry stores | 128 | 94 887 | 12 317 | 2 829 | 557 | 20.6 | 12.4 |
| 448310 | Jewelry stores | 128 | 94 887 | 12 317 | 2 829 | 557 | 20.6 | 12.4 |
| 44832 | Luggage & leather goods stores | 20 | 13 196 | 1 558 | 380 | 115 | 12.1 | 5.5 |
| 448320 | Luggage & leather goods stores | 20 | 13 196 | 1 558 | 380 | 115 | 12.1 | 5.5 |
| 451 | Sporting goods, hobby, book, & music stores | 343 | 379 191 | 41 265 | 9 520 | 3 445 | 10.1 | 6.7 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 219 | 239 449 | 26 084 | 5 888 | 2 067 | 12.0 | 6.9 |
| 45111 | Sporting goods stores | 129 | 146 154 | 16 262 | 3 684 | 1 186 | 14.8 | 4.0 |
| 451110 | Sporting goods stores | 129 | 146 154 | 16 262 | 3 684 | 1 186 | 14.8 | 4.0 |
| 4511101 | General-line sporting goods stores | 37 | 63 187 | 7 225 | 1 747 | 569 | 5.1 | 1.9 |
| 4511102 | Specialty-line sporting goods stores | 92 | 82 967 | 9 037 | 1 937 | 617 | 22.2 | 5.6 |
| 45112 | Hobby, toy, & game stores | 51 | 57 651 | 5 660 | 1 209 | 496 | 4.9 | 10.0 |
| 451120 | Hobby, toy, & game stores | 51 | 57 651 | 5 660 | 1 209 | 496 | 4.9 | 10.0 |
| 45113 | Sewing, needlework, & piece goods stores | 22 | 11 701 | 1 671 | 412 | 178 | 8.4 | 13.0 |
| 451130 | Sewing, needlework, & piece goods stores | 22 | 11 701 | 1 671 | 412 | 178 | 8.4 | 13.0 |
| 45114 | Musical instrument & supplies stores | 17 | 23 943 | 2 491 | 583 | 207 | 13.9 | 13.6 |
| 451140 | Musical instrument & supplies stores | 17 | 23 943 | 2 491 | 583 | 207 | 13.9 | 13.6 |
| 4512 | Book, periodical, & music stores | 124 | 139 742 | 15 181 | 3 632 | 1 378 | 6.8 | 6.4 |
| 45121 | Book stores & news dealers | 85 | 88 891 | 9 857 | 2 363 | 884 | 7.4 | 6.9 |
| 451211 | Book stores | 82 | 87 151 | 9 765 | 2 334 | 869 | 6.3 | 7.1 |
| 4512111 | Book stores, general | 49 | 48 945 | 5 135 | 1 243 | 472 | 7.7 | 11.7 |
| 4512112 | Specialty book stores | 22 | 11 342 | 1 647 | 396 | 120 | 8.4 | 3.4 |
| 4512113 | College book stores | 11 | 26 864 | 2 983 | 695 | 277 | 2.9 | .2 |
| 451212 | News dealers & newsstands | 3 | 1 740 | 92 | 29 | 15 | D | – |
| 45122 | Prerecorded tape, compact disc, & record stores | 39 | 50 851 | 5 324 | 1 269 | 494 | 5.7 | 5.5 |
| 451220 | Prerecorded tape, compact disc, & record stores | 39 | 50 851 | 5 324 | 1 269 | 494 | 5.7 | 5.5 |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN DIEGO, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 75 | 1 111 533 | 94 604 | 22 180 | 6 398 | .4 | 1.5 |
| 4521 | Department stores (incl leased depts) ## | 28 | 746 240 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 28 | 746 240 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 28 | 732 506 | 72 107 | 16 765 | 5 153 | – | – |
| 45211 | Department stores (excl leased depts) | 28 | 732 506 | 72 107 | 16 765 | 5 153 | – | – |
| 452110 | Department stores (excl leased depts) | 28 | 732 506 | 72 107 | 16 765 | 5 153 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 14 | 327 582 | 32 988 | 8 124 | 2 035 | – | – |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 11 | 306 164 | 27 308 | 5 817 | 2 366 | – | – |
| 4521103 | National chain department stores (excl leased depts) | 3 | 98 760 | 11 811 | 2 824 | 752 | – | – |
| 4529 | Other general merchandise stores | 47 | 379 027 | 22 497 | 5 415 | 1 245 | 1.2 | 4.3 |
| 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 | 43 | D | D | D | e | D | D |
| 452990 | All other general merchandise stores | 43 | D | D | D | e | D | D |
| 4529901 | Variety stores | 14 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 29 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 591 | 354 063 | 51 259 | 12 063 | 4 115 | 14.5 | 7.6 |
| 4531 | Florists | 96 | 28 004 | 6 633 | 1 505 | 557 | 27.1 | 9.7 |
| 45311 | Florists | 96 | 28 004 | 6 633 | 1 505 | 557 | 27.1 | 9.7 |
| 453110 | Florists | 96 | 28 004 | 6 633 | 1 505 | 557 | 27.1 | 9.7 |
| 4532 | Office supplies, stationery, & gift stores | 220 | 181 198 | 20 831 | 4 929 | 1 728 | 10.0 | 5.4 |
| 45321 | Office supplies & stationery stores | 35 | 97 972 | 8 847 | 2 369 | 556 | 2.2 | 2.8 |
| 453210 | Office supplies & stationery stores | 35 | 97 972 | 8 847 | 2 369 | 556 | 2.2 | 2.8 |
| 4532101 | Stationery stores | 6 | 5 564 | 1 220 | 293 | 81 | – | 3.1 |
| 4532102 | Office supplies stores | 29 | 92 408 | 7 627 | 2 076 | 475 | 2.3 | 2.8 |
| 45322 | Gift, novelty, & souvenir stores | 185 | 83 226 | 11 984 | 2 560 | 1 172 | 19.3 | 8.4 |
| 453220 | Gift, novelty, & souvenir stores | 185 | 83 226 | 11 984 | 2 560 | 1 172 | 19.3 | 8.4 |
| 4533 | Used merchandise stores | 96 | 41 888 | 9 966 | 2 307 | 827 | 15.4 | 12.5 |
| 45331 | Used merchandise stores | 96 | 41 888 | 9 966 | 2 307 | 827 | 15.4 | 12.5 |
| 453310 | Used merchandise stores | 96 | 41 888 | 9 966 | 2 307 | 827 | 15.4 | 12.5 |
| 4539 | Other miscellaneous store retailers | 179 | 102 973 | 13 829 | 3 322 | 1 003 | 18.5 | 8.9 |
| 45391 | Pet & pet supplies stores | 45 | 35 806 | 5 133 | 1 216 | 457 | 11.3 | 5.6 |
| 453910 | Pet & pet supplies stores | 45 | 35 806 | 5 133 | 1 216 | 457 | 11.3 | 5.6 |
| 45392 | Art dealers | 52 | 28 568 | 3 875 | 1 022 | 238 | 21.0 | 12.0 |
| 453920 | Art dealers | 52 | 28 568 | 3 875 | 1 022 | 238 | 21.0 | 12.0 |
| 45399 | All other miscellaneous store retailers | 81 | D | D | D | e | D | D |
| 454 | Nonstore retailers | 164 | 288 665 | 44 141 | 10 186 | 2 196 | 11.2 | 3.1 |
| 4541 | Electronic shopping & mail-order houses | 70 | 175 792 | 23 835 | 5 336 | 778 | 13.7 | 1.7 |
| 45411 | Electronic shopping & mail-order houses | 70 | 175 792 | 23 835 | 5 336 | 778 | 13.7 | 1.7 |
| 454110 | Electronic shopping & mail-order houses | 70 | 175 792 | 23 835 | 5 336 | 778 | 13.7 | 1.7 |
| 4542 | Vending machine operators | 16 | D | D | D | c | D | D |
| 45421 | Vending machine operators | 16 | D | D | D | c | D | D |
| 454210 | Vending machine operators | 16 | D | D | D | c | D | D |
| 4543 | Direct selling establishments | 78 | D | D | D | g | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 2 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 76 | 88 415 | 16 703 | 3 979 | 1 272 | 7.5 | 6.6 |
| 454390 | Other direct selling establishments | 76 | 88 415 | 16 703 | 3 979 | 1 272 | 7.5 | 6.6 |
| | **SAN DIMAS, CA** | | | | | | | |
| **44-45** | **Retail trade** | **101** | **210 677** | **22 285** | **5 298** | **1 295** | **5.6** | **4.7** |
| 441 | Motor vehicle & parts dealers | 4 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 4 | D | D | D | b | D | D |
| 44132 | Tire dealers | 3 | D | D | D | b | D | D |
| 441320 | Tire dealers | 3 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 11 | 17 991 | 3 159 | 772 | 122 | 3.7 | – |
| 4421 | Furniture stores | 5 | 13 345 | 2 042 | 534 | 83 | 5.0 | – |
| 44211 | Furniture stores | 5 | 13 345 | 2 042 | 534 | 83 | 5.0 | – |
| 442110 | Furniture stores | 5 | 13 345 | 2 042 | 534 | 83 | 5.0 | – |
| 4422 | Home furnishings stores | 6 | 4 646 | 1 117 | 238 | 39 | – | – |
| 44221 | Floor covering stores | 3 | 3 506 | 897 | 183 | 23 | – | – |
| 442210 | Floor covering stores | 3 | 3 506 | 897 | 183 | 23 | – | – |
| 443 | Electronics & appliance stores | 7 | 6 047 | 1 034 | 201 | 35 | 2.1 | – |
| 4431 | Electronics & appliance stores | 7 | 6 047 | 1 034 | 201 | 35 | 2.1 | – |
| 44311 | Appliance, television, & other electronics stores | 3 | 1 606 | 497 | 89 | 16 | – | – |
| 443112 | Radio, television, & other electronics stores | 3 | 1 606 | 497 | 89 | 16 | – | – |
| 44312 | Computer & software stores | 4 | 4 441 | 537 | 112 | 19 | 2.9 | – |
| 443120 | Computer & software stores | 4 | 4 441 | 537 | 112 | 19 | 2.9 | – |
| 444 | Building material & garden equipment & supplies dealers | 9 | 12 356 | 1 240 | 286 | 43 | 13.9 | – |
| 4442 | Lawn & garden equipment & supplies stores | 4 | 7 332 | 575 | 130 | 18 | 3.0 | – |
| 44421 | Outdoor power equipment stores | 2 | D | D | D | a | D | D |
| 444210 | Outdoor power equipment stores | 2 | D | D | D | a | D | D |
| 44422 | Nursery & garden centers | 2 | D | D | D | a | D | D |
| 444220 | Nursery & garden centers | 2 | D | D | D | a | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN DIMAS, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 445 | Food & beverage stores | 10 | 49 908 | 5 202 | 1 254 | 247 | 1.4 | – |
| 4451 | Grocery stores | 7 | D | D | D | c | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 5 | 47 071 | 4 981 | 1 197 | 226 | – | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 5 | 47 071 | 4 981 | 1 197 | 226 | – | – |
| 446 | Health & personal care stores | 11 | 19 666 | 2 615 | 643 | 112 | 9.5 | 36.5 |
| 4461 | Health & personal care stores | 11 | 19 666 | 2 615 | 643 | 112 | 9.5 | 36.5 |
| 44619 | Other health & personal care stores | 3 | D | D | D | a | D | D |
| 446191 | Food (health) supplement stores | 2 | D | D | D | a | D | D |
| 446199 | All other health & personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 9 | 16 282 | 529 | 144 | 56 | 26.5 | 7.1 |
| 44711 | Gasoline stations with convenience stores | 5 | 11 708 | 345 | 70 | 31 | 36.9 | 5.7 |
| 447110 | Gasoline stations with convenience stores | 5 | 11 708 | 345 | 70 | 31 | 36.9 | 5.7 |
| 448 | Clothing & clothing accessories stores | 15 | 16 165 | 1 409 | 280 | 100 | 2.3 | 8.4 |
| 4481 | Clothing stores | 9 | 13 727 | 1 145 | 190 | 78 | 2.7 | 2.7 |
| 44814 | Family clothing stores | 3 | 11 439 | 865 | 114 | 36 | D | – |
| 448140 | Family clothing stores | 3 | 11 439 | 865 | 114 | 36 | D | – |
| 451 | Sporting goods, hobby, book, & music stores | 10 | 15 137 | 1 496 | 336 | 153 | 3.9 | – |
| 4511 | Sporting goods, hobby, & musical instrument stores | 6 | 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 | 1 | D | D | D | b | D | D |
| 4511102 | Specialty-line sporting goods stores | 1 | D | D | D | b | D | D |
| 45113 | Sewing, needlework, & piece goods stores | 1 | D | D | D | b | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 1 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 4 | D | D | D | b | D | D |
| 45121 | Book stores & news dealers | 2 | D | D | D | b | D | D |
| 451211 | Book stores | 2 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 2 | D | D | D | b | D | D |
| 452 | General merchandise stores | 2 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 1 | D | D | D | a | D | D |
| 452990 | All other general merchandise stores | 1 | D | D | D | a | D | D |
| 4529903 | Miscellaneous general merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 8 | D | D | D | c | D | D |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 3 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 1 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 5 | 1 476 | 340 | 42 | 9 | 53.7 | 1.6 |
| | **SAN FERNANDO, CA** | | | | | | | |
| **44-45** | **Retail trade** | **113** | **303 091** | **27 849** | **6 797** | **1 562** | **10.8** | **7.7** |
| 441 | Motor vehicle & parts dealers | 16 | 71 236 | 6 152 | 1 447 | 250 | 8.9 | 19.0 |
| 4411 | Automobile dealers | 6 | 56 405 | 3 807 | 875 | 139 | – | 24.0 |
| 4413 | Automotive parts, accessories, & tire stores | 10 | 14 831 | 2 345 | 572 | 111 | 42.9 | – |
| 44131 | Automotive parts & accessories stores | 8 | D | D | D | b | D | D |
| 441310 | Automotive parts & accessories stores | 8 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 8 | 9 190 | 1 912 | 563 | 114 | 72.2 | 5.0 |
| 4421 | Furniture stores | 8 | 9 190 | 1 912 | 563 | 114 | 72.2 | 5.0 |
| 44211 | Furniture stores | 8 | 9 190 | 1 912 | 563 | 114 | 72.2 | 5.0 |
| 442110 | Furniture stores | 8 | 9 190 | 1 912 | 563 | 114 | 72.2 | 5.0 |
| 443 | Electronics & appliance stores | 6 | 5 275 | 824 | 200 | 53 | 83.0 | 12.7 |
| 4431 | Electronics & appliance stores | 6 | 5 275 | 824 | 200 | 53 | 83.0 | 12.7 |
| 44311 | Appliance, television, & other electronics stores | 6 | 5 275 | 824 | 200 | 53 | 83.0 | 12.7 |
| 443112 | Radio, television, & other electronics stores | 4 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 8 | 59 299 | 6 019 | 1 529 | 288 | 2.0 | .4 |
| 4441 | Building material & supplies dealers | 8 | 59 299 | 6 019 | 1 529 | 288 | 2.0 | .4 |
| 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 | 6 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 6 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 16 | 65 592 | 5 339 | 1 340 | 326 | 5.3 | .8 |
| 4451 | Grocery stores | 8 | 62 432 | 5 025 | 1 262 | 298 | 4.5 | – |
| 44511 | Supermarkets & other grocery (except convenience) stores | 8 | 62 432 | 5 025 | 1 262 | 298 | 4.5 | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 8 | 62 432 | 5 025 | 1 262 | 298 | 4.5 | – |
| 446 | Health & personal care stores | 2 | D | D | D | a | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN FERNANDO, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 447 | Gasoline stations | 4 | 8 288 | 355 | 66 | 24 | 15.6 | 28.4 |
| 448 | Clothing & clothing accessories stores | 30 | 22 523 | 2 452 | 545 | 190 | 24.7 | 15.8 |
| 4481 | Clothing stores | 21 | 15 679 | 1 729 | 376 | 144 | 34.7 | 3.9 |
| 44813 | Children's & infants' clothing stores | 2 | D | D | D | a | D | D |
| 448130 | Children's & infants' clothing stores | 2 | D | D | D | a | D | D |
| 44814 | Family clothing stores | 7 | 11 985 | 1 174 | 287 | 90 | 17.9 | 2.8 |
| 448140 | Family clothing stores | 7 | 11 985 | 1 174 | 287 | 90 | 17.9 | 2.8 |
| 4482105 | Athletic footwear stores | 1 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 3 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 4 | 3 249 | 379 | 103 | 37 | – | 8.9 |
| 4512 | Book, periodical, & music stores | 3 | D | D | D | b | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 2 | D | D | D | b | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 2 | D | D | D | b | D | D |
| 452 | General merchandise stores | 4 | D | D | D | c | D | D |
| 4529 | Other general merchandise stores | 4 | 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 |
| 453 | Miscellaneous store retailers | 12 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 2 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 3 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 3 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 3 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 3 | 3 989 | 329 | 71 | 13 | D | – |
| 4543 | Direct selling establishments | 2 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 2 | D | D | D | a | D | D |
| 454390 | Other direct selling establishments | 2 | D | D | D | a | D | D |
| | **SAN FRANCISCO, CA** | | | | | | | |
| **44-45** | **Retail trade** | **3 841** | **6 795 006** | **830 599** | **193 128** | **39 693** | **11.5** | **11.0** |
| 441 | Motor vehicle & parts dealers | 126 | 647 342 | 69 723 | 16 017 | 1 842 | 11.8 | 17.0 |
| 4411 | Automobile dealers | 31 | 533 104 | 49 942 | 11 423 | 1 069 | 12.5 | 19.2 |
| 44111 | New car dealers | 22 | 526 799 | 49 603 | 11 349 | 1 053 | 12.3 | 19.3 |
| 441110 | New car dealers | 22 | 526 799 | 49 603 | 11 349 | 1 053 | 12.3 | 19.3 |
| 4412 | Other motor vehicle dealers | 19 | 28 055 | 4 088 | 922 | 134 | 7.5 | 5.6 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 19 | 28 055 | 4 088 | 922 | 134 | 7.5 | 5.6 |
| 441221 | Motorcycle dealers | 11 | 22 495 | 3 314 | 771 | 100 | 4.0 | 1.4 |
| 441222 | Boat dealers | 6 | D | D | D | b | D | D |
| 441229 | All other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 76 | 86 183 | 15 693 | 3 672 | 639 | 8.9 | 7.0 |
| 44131 | Automotive parts & accessories stores | 63 | 72 468 | 12 563 | 2 919 | 528 | 8.0 | 4.9 |
| 441310 | Automotive parts & accessories stores | 63 | 72 468 | 12 563 | 2 919 | 528 | 8.0 | 4.9 |
| 44132 | Tire dealers | 13 | 13 715 | 3 130 | 753 | 111 | 13.5 | 18.0 |
| 441320 | Tire dealers | 13 | 13 715 | 3 130 | 753 | 111 | 13.5 | 18.0 |
| 442 | Furniture & home furnishings stores | 275 | 344 533 | 48 870 | 10 800 | 2 019 | 11.9 | 14.9 |
| 4421 | Furniture stores | 110 | 125 713 | 19 289 | 4 650 | 723 | 11.7 | 7.5 |
| 44211 | Furniture stores | 110 | 125 713 | 19 289 | 4 650 | 723 | 11.7 | 7.5 |
| 442110 | Furniture stores | 110 | 125 713 | 19 289 | 4 650 | 723 | 11.7 | 7.5 |
| 4422 | Home furnishings stores | 165 | 218 820 | 29 581 | 6 150 | 1 296 | 12.0 | 19.2 |
| 44221 | Floor covering stores | 50 | 53 897 | 7 806 | 1 727 | 259 | 26.6 | 5.1 |
| 442210 | Floor covering stores | 50 | 53 897 | 7 806 | 1 727 | 259 | 26.6 | 5.1 |
| 44229 | Other home furnishings stores | 115 | 164 923 | 21 775 | 4 423 | 1 037 | 7.3 | 23.8 |
| 442291 | Window treatment stores | 10 | 5 476 | 576 | 141 | 43 | 5.9 | 10.1 |
| 442299 | All other home furnishings stores | 105 | 159 447 | 21 199 | 4 282 | 994 | 7.3 | 24.2 |
| 443 | Electronics & appliance stores | 192 | 296 625 | 30 950 | 7 089 | 1 280 | 16.6 | 14.2 |
| 4431 | Electronics & appliance stores | 192 | 296 625 | 30 950 | 7 089 | 1 280 | 16.6 | 14.2 |
| 44311 | Appliance, television, & other electronics stores | 99 | 151 064 | 17 893 | 4 247 | 815 | 9.0 | 6.7 |
| 443111 | Household appliance stores | 22 | 29 501 | 3 294 | 683 | 155 | 9.6 | 7.1 |
| 443112 | Radio, television, & other electronics stores | 77 | 121 563 | 14 599 | 3 564 | 660 | 8.8 | 6.6 |
| 44312 | Computer & software stores | 53 | 104 595 | 8 762 | 1 833 | 262 | 22.3 | 25.7 |
| 443120 | Computer & software stores | 53 | 104 595 | 8 762 | 1 833 | 262 | 22.3 | 25.7 |
| 44313 | Camera & photographic supplies stores | 40 | 40 966 | 4 295 | 1 009 | 203 | 29.9 | 12.3 |
| 443130 | Camera & photographic supplies stores | 40 | 40 966 | 4 295 | 1 009 | 203 | 29.9 | 12.3 |

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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN FRANCISCO, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 444 | Building material & garden equipment & supplies dealers | 159 | 399 657 | 53 599 | 11 946 | 1 790 | 18.3 | 4.7 |
| 4441 | Building material & supplies dealers | 136 | 374 819 | 48 753 | 10 956 | 1 576 | 19.2 | 4.3 |
| 44411 | Home centers | 4 | D | D | D | c | D | D |
| 444110 | Home centers | 4 | D | D | D | c | D | D |
| 44412 | Paint & wallpaper stores | 21 | D | D | D | c | D | D |
| 444120 | Paint & wallpaper stores | 21 | D | D | D | c | D | D |
| 44413 | Hardware stores | 36 | 55 478 | 8 979 | 1 941 | 415 | 28.0 | 16.1 |
| 444130 | Hardware stores | 36 | 55 478 | 8 979 | 1 941 | 415 | 28.0 | 16.1 |
| 44419 | Other building material dealers | 75 | 250 420 | 29 494 | 6 777 | 801 | 8.1 | 2.3 |
| 444190 | Other building material dealers | 75 | 250 420 | 29 494 | 6 777 | 801 | 8.1 | 2.3 |
| 4442 | Lawn & garden equipment & supplies stores | 23 | 24 838 | 4 846 | 990 | 214 | 5.7 | 10.7 |
| 44422 | Nursery & garden centers | 21 | D | D | D | c | D | D |
| 444220 | Nursery & garden centers | 21 | D | D | D | c | D | D |
| 445 | Food & beverage stores | 681 | 1 265 916 | 132 808 | 29 806 | 7 028 | 14.0 | 8.4 |
| 4451 | Grocery stores | 391 | 1 013 167 | 108 211 | 24 220 | 5 419 | 11.7 | 7.9 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 341 | 967 215 | 103 767 | 23 136 | 5 167 | 11.0 | 7.1 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 341 | 967 215 | 103 767 | 23 136 | 5 167 | 11.0 | 7.1 |
| 44512 | Convenience stores | 50 | 45 952 | 4 444 | 1 084 | 252 | 25.0 | 25.0 |
| 445120 | Convenience stores | 50 | 45 952 | 4 444 | 1 084 | 252 | 25.0 | 25.0 |
| 4452 | Specialty food stores | 199 | 157 619 | 17 976 | 4 128 | 1 269 | 25.2 | 10.2 |
| 4453 | Beer, wine, & liquor stores | 91 | 95 130 | 6 621 | 1 458 | 340 | 20.0 | 10.9 |
| 44531 | Beer, wine, & liquor stores | 91 | 95 130 | 6 621 | 1 458 | 340 | 20.0 | 10.9 |
| 445310 | Beer, wine, & liquor stores | 91 | 95 130 | 6 621 | 1 458 | 340 | 20.0 | 10.9 |
| 446 | Health & personal care stores | 288 | 464 315 | 65 942 | 15 582 | 3 126 | 10.5 | 4.6 |
| 4461 | Health & personal care stores | 288 | 464 315 | 65 942 | 15 582 | 3 126 | 10.5 | 4.6 |
| 44611 | Pharmacies & drug stores | 113 | 355 235 | 47 804 | 11 382 | 1 980 | 8.5 | 2.9 |
| 446110 | Pharmacies & drug stores | 113 | 355 235 | 47 804 | 11 382 | 1 980 | 8.5 | 2.9 |
| 4461101 | Pharmacies & drug stores | 100 | 343 559 | 46 138 | 10 968 | 1 899 | 8.7 | 2.6 |
| 4461102 | Proprietary stores | 13 | 11 676 | 1 666 | 414 | 81 | 3.4 | 13.8 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 49 | 28 113 | 4 449 | 1 130 | 327 | 11.2 | 6.2 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 49 | 28 113 | 4 449 | 1 130 | 327 | 11.2 | 6.2 |
| 44613 | Optical goods stores | 43 | 30 614 | 5 406 | 1 203 | 328 | 10.1 | 1.7 |
| 446130 | Optical goods stores | 43 | 30 614 | 5 406 | 1 203 | 328 | 10.1 | 1.7 |
| 44619 | Other health & personal care stores | 83 | 50 353 | 8 283 | 1 867 | 491 | 24.8 | 17.0 |
| 446191 | Food (health) supplement stores | 64 | 39 971 | 5 367 | 1 193 | 385 | 23.6 | 19.8 |
| 446199 | All other health & personal care stores | 19 | 10 382 | 2 916 | 674 | 106 | 29.4 | 6.1 |
| 447 | Gasoline stations | 120 | 275 572 | 15 931 | 3 645 | 999 | 21.8 | 7.8 |
| 4471 | Gasoline stations | 120 | 275 572 | 15 931 | 3 645 | 999 | 21.8 | 7.8 |
| 44711 | Gasoline stations with convenience stores | 32 | 72 469 | 3 869 | 801 | 233 | 1.2 | 3.1 |
| 447110 | Gasoline stations with convenience stores | 32 | 72 469 | 3 869 | 801 | 233 | 1.2 | 3.1 |
| 44719 | Other gasoline stations | 88 | 203 103 | 12 062 | 2 844 | 766 | 29.2 | 9.4 |
| 447190 | Other gasoline stations | 88 | 203 103 | 12 062 | 2 844 | 766 | 29.2 | 9.4 |
| 448 | Clothing & clothing accessories stores | 836 | 1 264 904 | 178 970 | 42 727 | 9 487 | 7.4 | 13.6 |
| 4481 | Clothing stores | 532 | 945 447 | 138 491 | 33 447 | 7 684 | 6.0 | 14.9 |
| 44811 | Men's clothing stores | 85 | 95 564 | 17 632 | 4 166 | 692 | 8.8 | 6.1 |
| 448110 | Men's clothing stores | 85 | 95 564 | 17 632 | 4 166 | 692 | 8.8 | 6.1 |
| 44812 | Women's clothing stores | 211 | 262 860 | 36 887 | 8 579 | 1 844 | 11.9 | 36.5 |
| 448120 | Women's clothing stores | 211 | 262 860 | 36 887 | 8 579 | 1 844 | 11.9 | 36.5 |
| 44813 | Children's & infants' clothing stores | 20 | 21 659 | 2 821 | 623 | 258 | 6.1 | – |
| 448130 | Children's & infants' clothing stores | 20 | 21 659 | 2 821 | 623 | 258 | 6.1 | – |
| 44814 | Family clothing stores | 128 | 494 781 | 70 886 | 17 620 | 4 290 | 2.3 | 6.2 |
| 448140 | Family clothing stores | 128 | 494 781 | 70 886 | 17 620 | 4 290 | 2.3 | 6.2 |
| 44815 | Clothing accessories stores | 34 | 23 552 | 3 332 | 837 | 192 | .8 | 11.5 |
| 448150 | Clothing accessories stores | 34 | 23 552 | 3 332 | 837 | 192 | .8 | 11.5 |
| 44819 | Other clothing stores | 54 | 47 031 | 6 933 | 1 622 | 408 | 9.3 | 13.3 |
| 448190 | Other clothing stores | 54 | 47 031 | 6 933 | 1 622 | 408 | 9.3 | 13.3 |
| 4482 | Shoe stores | 107 | 132 449 | 18 055 | 3 888 | 933 | 4.8 | 5.2 |
| 44821 | Shoe stores | 107 | 132 449 | 18 055 | 3 888 | 933 | 4.8 | 5.2 |
| 448210 | Shoe stores | 107 | 132 449 | 18 055 | 3 888 | 933 | 4.8 | 5.2 |
| 4482101 | Men's shoe stores | 11 | D | D | D | b | D | D |
| 4482102 | Women's shoe stores | 34 | 43 775 | 6 499 | 1 222 | 289 | 4.3 | 10.2 |
| 4482103 | Children's & juveniles' shoe stores | 4 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 41 | 39 358 | 5 329 | 1 247 | 278 | 7.8 | 2.7 |
| 4482105 | Athletic footwear stores | 17 | 36 951 | 4 500 | 987 | 286 | 1.3 | 3.6 |
| 4483 | Jewelry, luggage, & leather goods stores | 197 | 187 008 | 22 424 | 5 392 | 870 | 16.5 | 13.0 |
| 44831 | Jewelry stores | 169 | 153 707 | 19 249 | 4 650 | 715 | 18.0 | 15.0 |
| 448310 | Jewelry stores | 169 | 153 707 | 19 249 | 4 650 | 715 | 18.0 | 15.0 |
| 44832 | Luggage & leather goods stores | 28 | 33 301 | 3 175 | 742 | 155 | 9.6 | 3.7 |
| 448320 | Luggage & leather goods stores | 28 | 33 301 | 3 175 | 742 | 155 | 9.6 | 3.7 |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN FRANCISCO, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 288 | 387 150 | 48 581 | 11 921 | 3 096 | 10.1 | 5.8 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 145 | 165 731 | 22 082 | 5 361 | 1 309 | 13.4 | 7.9 |
| 45111 | Sporting goods stores | 69 | 73 958 | 9 655 | 2 353 | 518 | 11.9 | 14.1 |
| 451110 | Sporting goods stores | 69 | 73 958 | 9 655 | 2 353 | 518 | 11.9 | 14.1 |
| 4511101 | General-line sporting goods stores | 15 | 21 061 | 2 381 | 591 | 178 | 21.1 | .4 |
| 4511102 | Specialty-line sporting goods stores | 54 | 52 897 | 7 274 | 1 762 | 340 | 8.2 | 19.5 |
| 45112 | Hobby, toy, & game stores | 35 | 49 416 | 6 456 | 1 452 | 436 | 8.2 | .1 |
| 451120 | Hobby, toy, & game stores | 35 | 49 416 | 6 456 | 1 452 | 436 | 8.2 | .1 |
| 45113 | Sewing, needlework, & piece goods stores | 20 | 16 398 | 2 893 | 681 | 169 | 10.2 | 15.0 |
| 451130 | Sewing, needlework, & piece goods stores | 20 | 16 398 | 2 893 | 681 | 169 | 10.2 | 15.0 |
| 45114 | Musical instrument & supplies stores | 21 | 25 959 | 3 078 | 875 | 186 | 29.5 | .8 |
| 451140 | Musical instrument & supplies stores | 21 | 25 959 | 3 078 | 875 | 186 | 29.5 | .8 |
| 4512 | Book, periodical, & music stores | 143 | 221 419 | 26 499 | 6 560 | 1 787 | 7.6 | 4.3 |
| 45121 | Book stores & news dealers | 101 | 133 169 | 16 965 | 4 186 | 1 141 | 10.3 | 6.2 |
| 451211 | Book stores | 86 | D | D | D | g | D | D |
| 4512111 | Book stores, general | 63 | 83 133 | 11 022 | 2 690 | 634 | 14.1 | 6.6 |
| 4512112 | Specialty book stores | 17 | D | D | D | c | D | D |
| 4512113 | College book stores | 6 | D | D | D | e | D | D |
| 451212 | News dealers & newsstands | 15 | D | D | D | b | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 42 | 88 250 | 9 534 | 2 374 | 646 | 3.4 | 1.4 |
| 451220 | Prerecorded tape, compact disc, & record stores | 42 | 88 250 | 9 534 | 2 374 | 646 | 3.4 | 1.4 |
| 452 | General merchandise stores | 43 | 649 621 | 70 914 | 17 732 | 3 139 | .6 | 1.4 |
| 4521 | Department stores (incl leased depts) ## | 4 | 419 098 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 4 | 419 098 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 4 | 416 699 | 56 370 | 14 247 | 2 426 | – | – |
| 45211 | Department stores (excl leased depts) | 4 | 416 699 | 56 370 | 14 247 | 2 426 | – | – |
| 452110 | Department stores (excl leased depts) | 4 | 416 699 | 56 370 | 14 247 | 2 426 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 4 | 416 699 | 56 370 | 14 247 | 2 426 | – | – |
| 4529 | Other general merchandise stores | 39 | 232 922 | 14 544 | 3 485 | 713 | 1.6 | 3.9 |
| 45291 | Warehouse clubs & superstores | 1 | D | D | D | e | D | D |
| 452910 | Warehouse clubs & superstores | 1 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 38 | D | D | D | e | D | D |
| 452990 | All other general merchandise stores | 38 | D | D | D | e | D | D |
| 4529901 | Variety stores | 16 | D | D | D | c | D | D |
| 4529903 | Miscellaneous general merchandise stores | 22 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 708 | 523 351 | 76 698 | 17 046 | 4 394 | 16.8 | 19.9 |
| 4531 | Florists | 98 | 25 950 | 4 718 | 1 105 | 326 | 31.6 | 23.7 |
| 45311 | Florists | 98 | 25 950 | 4 718 | 1 105 | 326 | 31.6 | 23.7 |
| 453110 | Florists | 98 | 25 950 | 4 718 | 1 105 | 326 | 31.6 | 23.7 |
| 4532 | Office supplies, stationery, & gift stores | 289 | 231 346 | 33 014 | 7 533 | 2 121 | 12.8 | 27.5 |
| 45321 | Office supplies & stationery stores | 38 | 69 972 | 7 864 | 1 909 | 404 | 7.9 | 15.0 |
| 453210 | Office supplies & stationery stores | 38 | 69 972 | 7 864 | 1 909 | 404 | 7.9 | 15.0 |
| 4532101 | Stationery stores | 9 | 5 788 | 1 000 | 232 | 61 | 60.2 | .5 |
| 4532102 | Office supplies stores | 29 | 64 184 | 6 864 | 1 677 | 343 | 3.2 | 16.3 |
| 45322 | Gift, novelty, & souvenir stores | 251 | 161 374 | 25 150 | 5 624 | 1 717 | 14.9 | 33.0 |
| 453220 | Gift, novelty, & souvenir stores | 251 | 161 374 | 25 150 | 5 624 | 1 717 | 14.9 | 33.0 |
| 4533 | Used merchandise stores | 132 | 83 636 | 14 964 | 3 326 | 891 | 16.0 | 14.7 |
| 45331 | Used merchandise stores | 132 | 83 636 | 14 964 | 3 326 | 891 | 16.0 | 14.7 |
| 453310 | Used merchandise stores | 132 | 83 636 | 14 964 | 3 326 | 891 | 16.0 | 14.7 |
| 4539 | Other miscellaneous store retailers | 189 | 182 419 | 24 002 | 5 082 | 1 056 | 20.2 | 12.2 |
| 45391 | Pet & pet supplies stores | 29 | 34 148 | 4 374 | 958 | 256 | 58.4 | 4.1 |
| 453910 | Pet & pet supplies stores | 29 | 34 148 | 4 374 | 958 | 256 | 58.4 | 4.1 |
| 45392 | Art dealers | 92 | 98 607 | 12 558 | 2 563 | 423 | 8.5 | 16.6 |
| 453920 | Art dealers | 92 | 98 607 | 12 558 | 2 563 | 423 | 8.5 | 16.6 |
| 45399 | All other miscellaneous store retailers | 68 | 49 664 | 7 070 | 1 561 | 377 | 17.0 | 9.0 |
| 454 | Nonstore retailers | 125 | 276 020 | 37 613 | 8 817 | 1 493 | 11.5 | 24.9 |
| 4541 | Electronic shopping & mail-order houses | 67 | 212 476 | 26 411 | 6 188 | 878 | 9.9 | 26.1 |
| 45411 | Electronic shopping & mail-order houses | 67 | 212 476 | 26 411 | 6 188 | 878 | 9.9 | 26.1 |
| 454110 | Electronic shopping & mail-order houses | 67 | 212 476 | 26 411 | 6 188 | 878 | 9.9 | 26.1 |
| 4542 | Vending machine operators | 14 | D | D | D | b | D | D |
| 45421 | Vending machine operators | 14 | D | D | D | b | D | D |
| 454210 | Vending machine operators | 14 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 44 | D | D | D | f | D | D |
| 45439 | Other direct selling establishments | 43 | 58 141 | 10 260 | 2 402 | 562 | 15.7 | 22.2 |
| 454390 | Other direct selling establishments | 43 | 58 141 | 10 260 | 2 402 | 562 | 15.7 | 22.2 |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN GABRIEL, CA** | | | | | | | |
| **44-45** | **Retail trade** | **173** | **306 743** | **26 730** | **6 145** | **1 475** | **21.2** | **8.7** |
| 441 | Motor vehicle & parts dealers | 14 | 111 861 | 8 530 | 1 927 | 287 | 1.2 | 1.5 |
| 4411 | Automobile dealers | 5 | 92 735 | 6 571 | 1 492 | 202 | – | .4 |
| 4413 | Automotive parts, accessories, & tire stores | 9 | 19 126 | 1 959 | 435 | 85 | 7.0 | 6.7 |
| 44131 | Automotive parts & accessories stores | 8 | D | D | D | b | D | D |
| 441310 | Automotive parts & accessories stores | 8 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 18 | 10 617 | 1 170 | 266 | 78 | 82.4 | 13.5 |
| 4421 | Furniture stores | 7 | 3 878 | 463 | 102 | 26 | 77.3 | 22.7 |
| 44211 | Furniture stores | 7 | 3 878 | 463 | 102 | 26 | 77.3 | 22.7 |
| 442110 | Furniture stores | 7 | 3 878 | 463 | 102 | 26 | 77.3 | 22.7 |
| 4422 | Home furnishings stores | 11 | 6 739 | 707 | 164 | 52 | 85.3 | 8.2 |
| 44229 | Other home furnishings stores | 7 | 5 098 | 459 | 98 | 31 | 91.2 | .3 |
| 442299 | All other home furnishings stores | 5 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 13 | 17 111 | 1 493 | 359 | 48 | 16.5 | 12.6 |
| 4431 | Electronics & appliance stores | 13 | 17 111 | 1 493 | 359 | 48 | 16.5 | 12.6 |
| 44311 | Appliance, television, & other electronics stores | 7 | 13 746 | 1 219 | 290 | 39 | 3.1 | 8.8 |
| 443111 | Household appliance stores | 1 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 6 | D | D | D | a | D | D |
| 44312 | Computer & software stores | 6 | 3 365 | 274 | 69 | 9 | 71.5 | 28.5 |
| 443120 | Computer & software stores | 6 | 3 365 | 274 | 69 | 9 | 71.5 | 28.5 |
| 444 | Building material & garden equipment & supplies dealers | 15 | 14 769 | 2 465 | 509 | 99 | 9.8 | 2.5 |
| 4441 | Building material & supplies dealers | 12 | D | D | D | b | D | D |
| 44413 | Hardware stores | 3 | D | D | D | b | D | D |
| 444130 | Hardware stores | 3 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 9 | 9 248 | 1 327 | 266 | 51 | 10.7 | – |
| 444190 | Other building material dealers | 9 | 9 248 | 1 327 | 266 | 51 | 10.7 | – |
| 445 | Food & beverage stores | 24 | 79 077 | 8 347 | 1 936 | 628 | 32.3 | .8 |
| 4451 | Grocery stores | 10 | D | D | D | f | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 8 | 72 017 | 7 570 | 1 765 | 549 | 31.2 | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 8 | 72 017 | 7 570 | 1 765 | 549 | 31.2 | – |
| 4452 | Specialty food stores | 9 | 4 986 | 619 | 141 | 52 | 44.8 | 6.9 |
| 446 | Health & personal care stores | 14 | 8 481 | 1 217 | 324 | 69 | 39.4 | 4.9 |
| 4461 | Health & personal care stores | 14 | 8 481 | 1 217 | 324 | 69 | 39.4 | 4.9 |
| 447 | Gasoline stations | 14 | 36 683 | 706 | 149 | 55 | 14.8 | 47.3 |
| 4471 | Gasoline stations | 14 | 36 683 | 706 | 149 | 55 | 14.8 | 47.3 |
| 44719 | Other gasoline stations | 11 | 31 161 | 499 | 107 | 42 | 17.4 | 55.7 |
| 447190 | Other gasoline stations | 11 | 31 161 | 499 | 107 | 42 | 17.4 | 55.7 |
| 448 | Clothing & clothing accessories stores | 25 | 7 342 | 1 102 | 250 | 73 | 37.9 | 26.1 |
| 4481 | Clothing stores | 16 | 5 200 | 734 | 167 | 59 | 33.0 | 35.4 |
| 44819 | Other clothing stores | 4 | 1 130 | 279 | 50 | 17 | 65.8 | – |
| 448190 | Other clothing stores | 4 | 1 130 | 279 | 50 | 17 | 65.8 | – |
| 4483 | Jewelry, luggage, & leather goods stores | 7 | D | D | D | a | D | D |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 15 | 12 291 | 684 | 184 | 54 | 87.9 | 1.6 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 7 | 9 002 | 384 | 94 | 29 | 97.8 | 2.2 |
| 45111 | Sporting goods stores | 6 | D | D | D | b | D | D |
| 451110 | Sporting goods stores | 6 | D | D | D | b | D | D |
| 4511102 | Specialty-line sporting goods stores | 5 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 1 | D | D | D | a | D | D |
| 451120 | Hobby, toy, & game stores | 1 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 8 | 3 289 | 300 | 90 | 25 | 60.8 | – |
| 4512113 | College book stores | 1 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 3 | 2 253 | 180 | 62 | 16 | D | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 3 | 2 253 | 180 | 62 | 16 | D | – |
| 452 | General merchandise stores | 3 | D | D | D | b | D | D |
| 45299 | All other general merchandise stores | 3 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 3 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 3 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 14 | D | D | D | b | D | D |
| 4531 | Florists | 7 | 1 426 | 270 | 66 | 29 | 45.5 | – |
| 45311 | Florists | 7 | 1 426 | 270 | 66 | 29 | 45.5 | – |
| 453110 | Florists | 7 | 1 426 | 270 | 66 | 29 | 45.5 | – |
| 4539 | Other miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 4 | D | D | D | b | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SANGER, CA** | | | | | | | |
| **44-45** | **Retail trade** | **54** | **108 015** | **10 633** | **2 670** | **701** | **22.9** | **1.8** |
| 441 | Motor vehicle & parts dealers | 11 | 43 221 | 3 130 | 720 | 130 | 43.5 | – |
| 442 | Furniture & home furnishings stores | 3 | D | D | D | b | D | D |
| 4421 | Furniture stores | 2 | D | D | D | b | D | D |
| 44211 | Furniture stores | 2 | D | D | D | b | D | D |
| 442110 | Furniture stores | 2 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 5 | D | D | D | b | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 1 | D | D | D | a | D | D |
| 44422 | Nursery & garden centers | 1 | D | D | D | a | D | D |
| 444220 | Nursery & garden centers | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 9 | D | D | D | c | D | D |
| 446 | Health & personal care stores | 3 | D | D | D | b | D | D |
| 447 | Gasoline stations | 7 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 8 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 3 | D | D | D | c | D | D |
| 4529 | Other general merchandise stores | 3 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **SAN JACINTO, CA** | | | | | | | |
| **44-45** | **Retail trade** | **39** | **59 684** | **5 436** | **1 276** | **292** | **22.3** | **3.0** |
| 441 | Motor vehicle & parts dealers | 5 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 3 | 1 192 | 258 | 73 | 16 | D | – |
| 444 | Building material & garden equipment & supplies dealers | 6 | 4 470 | 407 | 121 | 18 | 37.7 | .6 |
| 445 | Food & beverage stores | 4 | D | D | D | c | D | D |
| 446 | Health & personal care stores | 3 | 2 125 | 186 | 40 | 9 | D | 4.6 |
| 447 | Gasoline stations | 11 | 19 476 | 1 165 | 219 | 98 | 39.7 | – |
| 4471 | Gasoline stations | 11 | 19 476 | 1 165 | 219 | 98 | 39.7 | – |
| 44711 | Gasoline stations with convenience stores | 9 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 9 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **SAN JOAQUIN, CA** | | | | | | | |
| **44-45** | **Retail trade** | **5** | **5 420** | **455** | **105** | **37** | **58.1** | **–** |
| 444 | Building material & garden equipment & supplies dealers | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 1 | D | D | D | b | D | D |
| 447 | Gasoline stations | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN JOSE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **2 169** | **6 905 044** | **700 491** | **163 752** | **34 278** | **6.7** | **7.1** |
| 441 | Motor vehicle & parts dealers | 222 | 1 851 639 | 172 162 | 38 051 | 4 278 | 5.7 | 12.7 |
| 4411 | Automobile dealers | 67 | 1 598 677 | 134 448 | 29 181 | 2 821 | 5.8 | 13.6 |
| 44111 | New car dealers | 37 | 1 547 165 | 132 083 | 28 667 | 2 705 | 5.0 | 13.8 |
| 441110 | New car dealers | 37 | 1 547 165 | 132 083 | 28 667 | 2 705 | 5.0 | 13.8 |
| 44112 | Used car dealers | 30 | 51 512 | 2 365 | 514 | 116 | 31.1 | 8.8 |
| 441120 | Used car dealers | 30 | 51 512 | 2 365 | 514 | 116 | 31.1 | 8.8 |
| 4412 | Other motor vehicle dealers | 19 | 41 187 | 4 708 | 1 016 | 171 | 10.1 | 11.8 |
| 44121 | Recreational vehicle dealers | 3 | 8 049 | 990 | 181 | 40 | D | – |
| 441210 | Recreational vehicle dealers | 3 | 8 049 | 990 | 181 | 40 | D | – |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 16 | 33 138 | 3 718 | 835 | 131 | 8.6 | 14.7 |
| 441221 | Motorcycle dealers | 8 | 17 045 | 1 925 | 375 | 56 | 5.3 | 6.0 |
| 441222 | Boat dealers | 4 | D | D | D | b | D | D |
| 441229 | All other motor vehicle dealers | 4 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 136 | 211 775 | 33 006 | 7 854 | 1 286 | 4.1 | 6.4 |
| 44131 | Automotive parts & accessories stores | 100 | 174 171 | 25 276 | 5 990 | 1 011 | 2.8 | 4.8 |
| 441310 | Automotive parts & accessories stores | 100 | 174 171 | 25 276 | 5 990 | 1 011 | 2.8 | 4.8 |
| 44132 | Tire dealers | 36 | 37 604 | 7 730 | 1 864 | 275 | 10.1 | 13.5 |
| 441320 | Tire dealers | 36 | 37 604 | 7 730 | 1 864 | 275 | 10.1 | 13.5 |
| 442 | Furniture & home furnishings stores | 118 | 166 122 | 20 041 | 4 678 | 1 045 | 10.3 | 5.4 |
| 4421 | Furniture stores | 54 | 69 754 | 7 352 | 1 859 | 325 | 18.6 | 5.1 |
| 44211 | Furniture stores | 54 | 69 754 | 7 352 | 1 859 | 325 | 18.6 | 5.1 |
| 442110 | Furniture stores | 54 | 69 754 | 7 352 | 1 859 | 325 | 18.6 | 5.1 |
| 4422 | Home furnishings stores | 64 | 96 368 | 12 689 | 2 819 | 720 | 4.3 | 5.7 |
| 44221 | Floor covering stores | 22 | 31 159 | 5 643 | 1 142 | 133 | 5.0 | 4.4 |
| 442210 | Floor covering stores | 22 | 31 159 | 5 643 | 1 142 | 133 | 5.0 | 4.4 |
| 44229 | Other home furnishings stores | 42 | 65 209 | 7 046 | 1 677 | 587 | 4.0 | 6.3 |
| 442291 | Window treatment stores | 5 | 4 013 | 463 | 73 | 25 | 26.3 | 5.5 |
| 442299 | All other home furnishings stores | 37 | 61 196 | 6 583 | 1 604 | 562 | 2.5 | 6.3 |
| 443 | Electronics & appliance stores | 145 | 430 779 | 39 245 | 9 548 | 1 522 | 9.9 | 10.0 |
| 4431 | Electronics & appliance stores | 145 | 430 779 | 39 245 | 9 548 | 1 522 | 9.9 | 10.0 |
| 44311 | Appliance, television, & other electronics stores | 87 | 190 472 | 23 465 | 5 836 | 913 | 6.2 | 10.7 |
| 443111 | Household appliance stores | 21 | 26 401 | 2 475 | 557 | 113 | 8.2 | 6.0 |
| 443112 | Radio, television, & other electronics stores | 66 | 164 071 | 20 990 | 5 279 | 800 | 5.9 | 11.5 |
| 44312 | Computer & software stores | 50 | 234 527 | 14 748 | 3 484 | 554 | 12.7 | 9.7 |
| 443120 | Computer & software stores | 50 | 234 527 | 14 748 | 3 484 | 554 | 12.7 | 9.7 |
| 44313 | Camera & photographic supplies stores | 8 | 5 780 | 1 032 | 228 | 55 | 18.1 | – |
| 443130 | Camera & photographic supplies stores | 8 | 5 780 | 1 032 | 228 | 55 | 18.1 | – |
| 444 | Building material & garden equipment & supplies dealers | 129 | 472 188 | 55 492 | 13 362 | 1 977 | 3.4 | 6.5 |
| 4441 | Building material & supplies dealers | 109 | 449 847 | 52 793 | 12 764 | 1 859 | 3.4 | 6.5 |
| 44411 | Home centers | 4 | D | D | D | c | D | D |
| 444110 | Home centers | 4 | D | D | D | c | D | D |
| 44412 | Paint & wallpaper stores | 11 | D | D | D | c | D | D |
| 444120 | Paint & wallpaper stores | 11 | D | D | D | c | D | D |
| 44413 | Hardware stores | 21 | 105 775 | 13 738 | 3 050 | 724 | 1.4 | 3.5 |
| 444130 | Hardware stores | 21 | 105 775 | 13 738 | 3 050 | 724 | 1.4 | 3.5 |
| 44419 | Other building material dealers | 73 | 266 534 | 30 280 | 7 323 | 755 | 4.5 | 8.3 |
| 444190 | Other building material dealers | 73 | 266 534 | 30 280 | 7 323 | 755 | 4.5 | 8.3 |
| 4442 | Lawn & garden equipment & supplies stores | 20 | 22 341 | 2 699 | 598 | 118 | 3.3 | 5.7 |
| 44421 | Outdoor power equipment stores | 7 | 9 041 | 652 | 133 | 20 | 7.1 | 14.1 |
| 444210 | Outdoor power equipment stores | 7 | 9 041 | 652 | 133 | 20 | 7.1 | 14.1 |
| 44422 | Nursery & garden centers | 13 | 13 300 | 2 047 | 465 | 98 | .8 | – |
| 444220 | Nursery & garden centers | 13 | 13 300 | 2 047 | 465 | 98 | .8 | – |
| 445 | Food & beverage stores | 340 | 1 214 440 | 128 123 | 28 547 | 6 905 | 8.8 | 4.1 |
| 4451 | Grocery stores | 209 | 1 128 149 | 120 308 | 26 786 | 6 270 | 6.9 | 4.0 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 160 | 1 084 045 | 116 233 | 25 835 | 5 923 | 5.2 | 3.9 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 160 | 1 084 045 | 116 233 | 25 835 | 5 923 | 5.2 | 3.9 |
| 44512 | Convenience stores | 49 | 44 104 | 4 075 | 951 | 347 | 48.1 | 7.1 |
| 445120 | Convenience stores | 49 | 44 104 | 4 075 | 951 | 347 | 48.1 | 7.1 |
| 4452 | Specialty food stores | 64 | 43 454 | 5 730 | 1 231 | 450 | 17.1 | 7.4 |
| 4453 | Beer, wine, & liquor stores | 67 | 42 837 | 2 085 | 530 | 185 | 51.0 | 3.7 |
| 44531 | Beer, wine, & liquor stores | 67 | 42 837 | 2 085 | 530 | 185 | 51.0 | 3.7 |
| 445310 | Beer, wine, & liquor stores | 67 | 42 837 | 2 085 | 530 | 185 | 51.0 | 3.7 |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN JOSE, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 446 | Health & personal care stores | 187 | 334 741 | 48 720 | 11 900 | 2 848 | 6.1 | 4.8 |
| 4461 | Health & personal care stores | 187 | 334 741 | 48 720 | 11 900 | 2 848 | 6.1 | 4.8 |
| 44611 | Pharmacies & drug stores | 90 | 282 915 | 39 767 | 9 792 | 2 287 | 5.4 | 3.7 |
| 446110 | Pharmacies & drug stores | 90 | 282 915 | 39 767 | 9 792 | 2 287 | 5.4 | 3.7 |
| 4461101 | Pharmacies & drug stores | 84 | 279 995 | 39 283 | 9 681 | 2 246 | 5.3 | 3.7 |
| 4461102 | Proprietary stores | 6 | 2 920 | 484 | 111 | 41 | 15.3 | – |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 23 | 13 054 | 1 667 | 413 | 150 | .7 | 8.5 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 23 | 13 054 | 1 667 | 413 | 150 | .7 | 8.5 |
| 44613 | Optical goods stores | 38 | 23 303 | 3 850 | 933 | 234 | 7.7 | 10.8 |
| 446130 | Optical goods stores | 38 | 23 303 | 3 850 | 933 | 234 | 7.7 | 10.8 |
| 44619 | Other health & personal care stores | 36 | 15 469 | 3 436 | 762 | 177 | 21.1 | 12.5 |
| 446191 | Food (health) supplement stores | 16 | 5 282 | 524 | 118 | 60 | 52.7 | 27.6 |
| 446199 | All other health & personal care stores | 20 | 10 187 | 2 912 | 644 | 117 | 4.7 | 4.6 |
| 447 | Gasoline stations | 166 | 441 303 | 19 721 | 4 629 | 1 357 | 18.3 | 8.0 |
| 4471 | Gasoline stations | 166 | 441 303 | 19 721 | 4 629 | 1 357 | 18.3 | 8.0 |
| 44711 | Gasoline stations with convenience stores | 43 | 104 456 | 4 691 | 1 061 | 267 | 6.8 | 16.8 |
| 447110 | Gasoline stations with convenience stores | 43 | 104 456 | 4 691 | 1 061 | 267 | 6.8 | 16.8 |
| 44719 | Other gasoline stations | 123 | 336 847 | 15 030 | 3 568 | 1 090 | 21.8 | 5.3 |
| 447190 | Other gasoline stations | 123 | 336 847 | 15 030 | 3 568 | 1 090 | 21.8 | 5.3 |
| 448 | Clothing & clothing accessories stores | 357 | 451 835 | 55 942 | 13 794 | 3 890 | 6.4 | 5.4 |
| 4481 | Clothing stores | 186 | 330 891 | 40 458 | 10 358 | 3 056 | 4.6 | 4.2 |
| 44811 | Men's clothing stores | 34 | 29 222 | 4 578 | 1 100 | 233 | 6.8 | 11.9 |
| 448110 | Men's clothing stores | 34 | 29 222 | 4 578 | 1 100 | 233 | 6.8 | 11.9 |
| 44812 | Women's clothing stores | 71 | 57 572 | 6 410 | 1 569 | 643 | 5.2 | 8.5 |
| 448120 | Women's clothing stores | 71 | 57 572 | 6 410 | 1 569 | 643 | 5.2 | 8.5 |
| 44813 | Children's & infants' clothing stores | 6 | 8 710 | 1 007 | 270 | 104 | – | – |
| 448130 | Children's & infants' clothing stores | 6 | 8 710 | 1 007 | 270 | 104 | – | – |
| 44814 | Family clothing stores | 41 | 209 197 | 25 409 | 6 728 | 1 846 | 3.8 | 1.0 |
| 448140 | Family clothing stores | 41 | 209 197 | 25 409 | 6 728 | 1 846 | 3.8 | 1.0 |
| 44815 | Clothing accessories stores | 11 | 4 522 | 762 | 196 | 65 | – | 27.2 |
| 448150 | Clothing accessories stores | 11 | 4 522 | 762 | 196 | 65 | – | 27.2 |
| 44819 | Other clothing stores | 23 | 21 668 | 2 292 | 495 | 165 | 10.8 | 10.4 |
| 448190 | Other clothing stores | 23 | 21 668 | 2 292 | 495 | 165 | 10.8 | 10.4 |
| 4482 | Shoe stores | 89 | 62 998 | 7 488 | 1 644 | 470 | – | 7.7 |
| 44821 | Shoe stores | 89 | 62 998 | 7 488 | 1 644 | 470 | – | 7.7 |
| 448210 | Shoe stores | 89 | 62 998 | 7 488 | 1 644 | 470 | – | 7.7 |
| 4482101 | Men's shoe stores | 8 | D | D | D | b | D | D |
| 4482102 | Women's shoe stores | 13 | 8 292 | 1 221 | 229 | 61 | – | 19.7 |
| 4482103 | Children's & juveniles' shoe stores | 9 | D | D | D | b | D | D |
| 4482104 | Family shoe stores | 45 | 27 884 | 3 304 | 748 | 210 | – | 3.0 |
| 4482105 | Athletic footwear stores | 14 | 19 168 | 1 859 | 394 | 126 | – | 10.2 |
| 4483 | Jewelry, luggage, & leather goods stores | 82 | 57 946 | 7 996 | 1 792 | 364 | 23.7 | 9.4 |
| 44831 | Jewelry stores | 72 | 48 224 | 6 873 | 1 579 | 297 | 25.9 | 11.3 |
| 448310 | Jewelry stores | 72 | 48 224 | 6 873 | 1 579 | 297 | 25.9 | 11.3 |
| 44832 | Luggage & leather goods stores | 10 | 9 722 | 1 123 | 213 | 67 | 12.7 | – |
| 448320 | Luggage & leather goods stores | 10 | 9 722 | 1 123 | 213 | 67 | 12.7 | – |
| 451 | Sporting goods, hobby, book, & music stores | 154 | 256 314 | 26 967 | 6 858 | 2 094 | 6.5 | 2.8 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 106 | 178 641 | 18 863 | 4 632 | 1 384 | 7.8 | 3.3 |
| 45111 | Sporting goods stores | 52 | 61 340 | 7 422 | 1 780 | 527 | 11.5 | .8 |
| 451110 | Sporting goods stores | 52 | 61 340 | 7 422 | 1 780 | 527 | 11.5 | .8 |
| 4511101 | General-line sporting goods stores | 20 | 39 182 | 4 685 | 1 078 | 307 | 11.1 | – |
| 4511102 | Specialty-line sporting goods stores | 32 | 22 158 | 2 737 | 702 | 220 | 12.1 | 2.3 |
| 45112 | Hobby, toy, & game stores | 29 | 78 476 | 6 711 | 1 586 | 504 | 6.3 | 6.2 |
| 451120 | Hobby, toy, & game stores | 29 | 78 476 | 6 711 | 1 586 | 504 | 6.3 | 6.2 |
| 45113 | Sewing, needlework, & piece goods stores | 10 | 10 127 | 1 333 | 367 | 146 | 2.3 | .4 |
| 451130 | Sewing, needlework, & piece goods stores | 10 | 10 127 | 1 333 | 367 | 146 | 2.3 | .4 |
| 45114 | Musical instrument & supplies stores | 15 | 28 698 | 3 397 | 899 | 207 | 6.0 | 1.6 |
| 451140 | Musical instrument & supplies stores | 15 | 28 698 | 3 397 | 899 | 207 | 6.0 | 1.6 |
| 4512 | Book, periodical, & music stores | 48 | 77 673 | 8 104 | 2 226 | 710 | 3.5 | 1.5 |
| 45121 | Book stores & news dealers | 29 | 52 589 | 5 621 | 1 582 | 481 | 4.7 | .8 |
| 451211 | Book stores | 29 | 52 589 | 5 621 | 1 582 | 481 | 4.7 | .8 |
| 4512111 | Book stores, general | 22 | 35 779 | 3 425 | 835 | 289 | 7.0 | .7 |
| 4512112 | Specialty book stores | 4 | D | D | D | b | D | D |
| 4512113 | College book stores | 3 | D | D | D | c | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 19 | 25 084 | 2 483 | 644 | 229 | .7 | 3.1 |
| 451220 | Prerecorded tape, compact disc, & record stores | 19 | 25 084 | 2 483 | 644 | 229 | .7 | 3.1 |

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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN JOSE, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 43 | 960 133 | 85 400 | 20 994 | 5 662 | – | .9 |
| 4521 | Department stores (incl leased depts) ## | 18 | 641 274 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 18 | 641 274 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 18 | 637 947 | 63 565 | 15 226 | 4 141 | – | – |
| 45211 | Department stores (excl leased depts) | 18 | 637 947 | 63 565 | 15 226 | 4 141 | – | – |
| 452110 | Department stores (excl leased depts) | 18 | 637 947 | 63 565 | 15 226 | 4 141 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 5 | D | D | D | g | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 7 | 195 754 | 17 192 | 3 922 | 1 374 | – | – |
| 4521103 | National chain department stores (excl leased depts) | 6 | D | D | D | g | D | D |
| 4529 | Other general merchandise stores | 25 | 322 186 | 21 835 | 5 768 | 1 521 | – | 2.7 |
| 45291 | Warehouse clubs & superstores | 3 | D | D | D | g | D | D |
| 452910 | Warehouse clubs & superstores | 3 | D | D | D | g | D | D |
| 45299 | All other general merchandise stores | 22 | D | D | D | f | D | D |
| 452990 | All other general merchandise stores | 22 | D | D | D | f | D | D |
| 4529901 | Variety stores | 9 | D | D | D | c | D | D |
| 4529902 | Catalog showrooms | 3 | D | D | D | c | D | D |
| 4529903 | Miscellaneous general merchandise stores | 10 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 235 | 184 496 | 25 054 | 5 984 | 1 984 | 8.3 | 12.3 |
| 4531 | Florists | 42 | 14 030 | 2 587 | 657 | 243 | 18.9 | 26.6 |
| 45311 | Florists | 42 | 14 030 | 2 587 | 657 | 243 | 18.9 | 26.6 |
| 453110 | Florists | 42 | 14 030 | 2 587 | 657 | 243 | 18.9 | 26.6 |
| 4532 | Office supplies, stationery, & gift stores | 98 | 84 199 | 9 460 | 2 194 | 890 | 7.3 | 10.6 |
| 45321 | Office supplies & stationery stores | 27 | 48 239 | 4 657 | 1 098 | 325 | 4.0 | 9.2 |
| 453210 | Office supplies & stationery stores | 27 | 48 239 | 4 657 | 1 098 | 325 | 4.0 | 9.2 |
| 4532101 | Stationery stores | 5 | 3 334 | 317 | 115 | 44 | 50.6 | 16.3 |
| 4532102 | Office supplies stores | 22 | 44 905 | 4 340 | 983 | 281 | .5 | 8.7 |
| 45322 | Gift, novelty, & souvenir stores | 71 | 35 960 | 4 803 | 1 096 | 565 | 11.7 | 12.3 |
| 453220 | Gift, novelty, & souvenir stores | 71 | 35 960 | 4 803 | 1 096 | 565 | 11.7 | 12.3 |
| 4533 | Used merchandise stores | 18 | 13 416 | 5 390 | 1 241 | 372 | 8.1 | 14.0 |
| 45331 | Used merchandise stores | 18 | 13 416 | 5 390 | 1 241 | 372 | 8.1 | 14.0 |
| 453310 | Used merchandise stores | 18 | 13 416 | 5 390 | 1 241 | 372 | 8.1 | 14.0 |
| 4539 | Other miscellaneous store retailers | 77 | 72 851 | 7 617 | 1 892 | 479 | 7.4 | 11.3 |
| 45391 | Pet & pet supplies stores | 24 | 20 667 | 3 345 | 989 | 229 | 7.0 | 5.4 |
| 453910 | Pet & pet supplies stores | 24 | 20 667 | 3 345 | 989 | 229 | 7.0 | 5.4 |
| 45392 | Art dealers | 8 | 7 572 | 1 016 | 229 | 44 | 21.5 | 59.5 |
| 453920 | Art dealers | 8 | 7 572 | 1 016 | 229 | 44 | 21.5 | 59.5 |
| 45393 | Manufactured (mobile) home dealers | 4 | D | D | D | a | D | D |
| 453930 | Manufactured (mobile) home dealers | 4 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 41 | D | D | D | c | D | D |
| 454 | Nonstore retailers | 73 | 141 054 | 23 624 | 5 407 | 716 | 6.1 | 3.9 |
| 4541 | Electronic shopping & mail-order houses | 21 | 82 841 | 13 583 | 2 976 | 301 | 4.1 | .6 |
| 45411 | Electronic shopping & mail-order houses | 21 | 82 841 | 13 583 | 2 976 | 301 | 4.1 | .6 |
| 454110 | Electronic shopping & mail-order houses | 21 | 82 841 | 13 583 | 2 976 | 301 | 4.1 | .6 |
| 4542 | Vending machine operators | 24 | 20 915 | 3 168 | 721 | 121 | 18.6 | 16.4 |
| 45421 | Vending machine operators | 24 | 20 915 | 3 168 | 721 | 121 | 18.6 | 16.4 |
| 454210 | Vending machine operators | 24 | 20 915 | 3 168 | 721 | 121 | 18.6 | 16.4 |
| 4543 | Direct selling establishments | 28 | 37 298 | 6 873 | 1 710 | 294 | 3.6 | 4.4 |
| 45431 | Fuel dealers | 3 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 3 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 25 | D | D | D | e | D | D |
| 454390 | Other direct selling establishments | 25 | D | D | D | e | D | D |
| | **SAN JUAN CAPISTRANO, CA** | | | | | | | |
| **44-45** | **Retail trade** | **122** | **326 924** | **32 402** | **7 070** | **1 427** | **10.7** | **7.4** |
| 441 | Motor vehicle & parts dealers | 10 | 162 912 | 12 036 | 2 557 | 260 | 3.7 | 4.4 |
| 4411 | Automobile dealers | 7 | 161 310 | 11 666 | 2 475 | 250 | 3.7 | 4.2 |
| 44111 | New car dealers | 7 | 161 310 | 11 666 | 2 475 | 250 | 3.7 | 4.2 |
| 441110 | New car dealers | 7 | 161 310 | 11 666 | 2 475 | 250 | 3.7 | 4.2 |
| 442 | Furniture & home furnishings stores | 6 | 1 912 | 388 | 81 | 18 | – | 9.9 |
| 443 | Electronics & appliance stores | 4 | 2 151 | 347 | 79 | 15 | 14.2 | 22.8 |
| 4431 | Electronics & appliance stores | 4 | 2 151 | 347 | 79 | 15 | 14.2 | 22.8 |
| 44311 | Appliance, television, & other electronics stores | 4 | 2 151 | 347 | 79 | 15 | 14.2 | 22.8 |
| 444 | Building material & garden equipment & supplies dealers | 10 | 16 504 | 2 933 | 666 | 122 | 1.2 | 27.7 |
| 4441 | Building material & supplies dealers | 7 | 11 747 | 2 035 | 471 | 82 | .2 | – |
| 44412 | Paint & wallpaper stores | 1 | D | D | D | a | D | D |
| 444120 | Paint & wallpaper stores | 1 | D | D | D | a | 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 | 4 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 4 | D | D | D | b | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 3 | 4 757 | 898 | 195 | 40 | 3.7 | 96.3 |
| 44422 | Nursery & garden centers | 3 | 4 757 | 898 | 195 | 40 | 3.7 | 96.3 |
| 444220 | Nursery & garden centers | 3 | 4 757 | 898 | 195 | 40 | 3.7 | 96.3 |

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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN JUAN CAPISTRANO, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 445 | Food & beverage stores | 14 | 60 448 | 7 799 | 1 799 | 469 | 12.3 | 1.8 |
| 4451 | Grocery stores | 9 | 53 595 | 6 431 | 1 439 | 392 | 13.9 | 2.0 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 6 | 51 957 | 6 321 | 1 410 | 381 | 13.2 | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 6 | 51 957 | 6 321 | 1 410 | 381 | 13.2 | – |
| 4452 | Specialty food stores | 3 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 11 | 13 594 | 1 758 | 391 | 144 | 13.9 | 31.5 |
| 4461 | Health & personal care stores | 11 | 13 594 | 1 758 | 391 | 144 | 13.9 | 31.5 |
| 44613 | Optical goods stores | 2 | D | D | D | b | D | D |
| 446130 | Optical goods stores | 2 | D | D | D | b | D | D |
| 447 | Gasoline stations | 9 | 24 219 | 966 | 240 | 71 | 32.0 | 6.7 |
| 4471 | Gasoline stations | 9 | 24 219 | 966 | 240 | 71 | 32.0 | 6.7 |
| 44711 | Gasoline stations with convenience stores | 5 | 14 871 | 588 | 136 | 45 | 33.9 | – |
| 447110 | Gasoline stations with convenience stores | 5 | 14 871 | 588 | 136 | 45 | 33.9 | – |
| 448 | Clothing & clothing accessories stores | 16 | 16 304 | 1 698 | 346 | 104 | 10.8 | 3.1 |
| 4481 | Clothing stores | 10 | 13 576 | 1 034 | 257 | 88 | 9.0 | 3.2 |
| 44814 | Family clothing stores | 3 | D | D | D | b | D | D |
| 448140 | Family clothing stores | 3 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 8 | 3 374 | 397 | 96 | 37 | 11.8 | 4.5 |
| 4512 | Book, periodical, & music stores | 2 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 2 | D | D | D | b | D | D |
| 45299 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 28 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 8 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 45322 | Gift, novelty, & souvenir stores | 7 | 3 600 | 541 | 146 | 42 | 3.3 | 10.1 |
| 453220 | Gift, novelty, & souvenir stores | 7 | 3 600 | 541 | 146 | 42 | 3.3 | 10.1 |
| 4533 | Used merchandise stores | 5 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 5 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 5 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 10 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 2 | D | D | D | b | D | D |
| 453910 | Pet & pet supplies stores | 2 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 7 | 2 632 | 1 111 | 222 | 18 | 6.9 | – |
| 454 | Nonstore retailers | 4 | 5 531 | 1 217 | 141 | 23 | 53.8 | 5.3 |
| 4543 | Direct selling establishments | 2 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 2 | D | D | D | a | D | D |
| 454390 | Other direct selling establishments | 2 | D | D | D | a | D | D |
| | **SAN LEANDRO, CA** | | | | | | | |
| **44-45** | **Retail trade** | **351** | **1 116 667** | **113 940** | **26 756** | **5 952** | **5.6** | **5.8** |
| 441 | Motor vehicle & parts dealers | 34 | 175 201 | 16 896 | 4 031 | 565 | 10.6 | 3.3 |
| 4411 | Automobile dealers | 9 | 113 314 | 7 417 | 1 717 | 211 | 12.2 | .7 |
| 44111 | New car dealers | 5 | 108 940 | 7 056 | 1 683 | 196 | 10.8 | – |
| 441110 | New car dealers | 5 | 108 940 | 7 056 | 1 683 | 196 | 10.8 | – |
| 4412 | Other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 23 | D | D | D | e | D | D |
| 44131 | Automotive parts & accessories stores | 14 | 50 664 | 7 428 | 1 811 | 284 | – | 9.3 |
| 441310 | Automotive parts & accessories stores | 14 | 50 664 | 7 428 | 1 811 | 284 | – | 9.3 |
| 44132 | Tire dealers | 9 | D | D | D | b | D | D |
| 441320 | Tire dealers | 9 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 32 | 50 276 | 9 468 | 2 173 | 430 | 9.7 | 17.0 |
| 4421 | Furniture stores | 13 | 33 248 | 7 107 | 1 584 | 265 | 8.0 | 24.1 |
| 44211 | Furniture stores | 13 | 33 248 | 7 107 | 1 584 | 265 | 8.0 | 24.1 |
| 442110 | Furniture stores | 13 | 33 248 | 7 107 | 1 584 | 265 | 8.0 | 24.1 |
| 4422 | Home furnishings stores | 19 | 17 028 | 2 361 | 589 | 165 | 12.9 | 3.2 |
| 44221 | Floor covering stores | 7 | 6 390 | 1 190 | 272 | 41 | 30.4 | – |
| 442210 | Floor covering stores | 7 | 6 390 | 1 190 | 272 | 41 | 30.4 | – |
| 44229 | Other home furnishings stores | 12 | 10 638 | 1 171 | 317 | 124 | 2.4 | 5.1 |
| 442299 | All other home furnishings stores | 10 | D | D | D | c | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN LEANDRO, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 443 | Electronics & appliance stores | 14 | 8 316 | 905 | 241 | 57 | 4.4 | 26.6 |
| 4431 | Electronics & appliance stores | 14 | 8 316 | 905 | 241 | 57 | 4.4 | 26.6 |
| 44311 | Appliance, television, & other electronics stores | 10 | 6 218 | 698 | 180 | 37 | 2.5 | 13.9 |
| 443111 | Household appliance stores | 5 | D | D | D | a | D | D |
| 443112 | Radio, television, & other electronics stores | 5 | D | D | D | a | D | D |
| 44312 | Computer & software stores | 3 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 3 | 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 | 31 | 144 816 | 19 998 | 4 534 | 583 | 5.2 | .3 |
| 4441 | Building material & supplies dealers | 27 | D | D | D | f | D | D |
| 44411 | Home centers | 1 | D | D | D | c | D | D |
| 444110 | Home centers | 1 | D | D | D | c | D | D |
| 44413 | Hardware stores | 5 | D | D | D | b | D | D |
| 444130 | Hardware stores | 5 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 21 | 80 368 | 12 776 | 2 750 | 275 | 9.0 | .5 |
| 444190 | Other building material dealers | 21 | 80 368 | 12 776 | 2 750 | 275 | 9.0 | .5 |
| 4442 | Lawn & garden equipment & supplies stores | 4 | D | D | D | b | D | D |
| 44421 | Outdoor power equipment stores | 3 | D | D | D | b | D | D |
| 444210 | Outdoor power equipment stores | 3 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 46 | 170 758 | 16 975 | 3 568 | 937 | 6.4 | 2.0 |
| 4451 | Grocery stores | 29 | 159 917 | 15 593 | 3 257 | 823 | 5.5 | .6 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 18 | 153 871 | 15 203 | 3 163 | 785 | 3.5 | .6 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 18 | 153 871 | 15 203 | 3 163 | 785 | 3.5 | .6 |
| 44512 | Convenience stores | 11 | 6 046 | 390 | 94 | 38 | 56.2 | – |
| 445120 | Convenience stores | 11 | 6 046 | 390 | 94 | 38 | 56.2 | – |
| 4452 | Specialty food stores | 9 | 5 745 | 885 | 197 | 90 | 26.1 | 19.6 |
| 446 | Health & personal care stores | 27 | 55 425 | 7 634 | 1 876 | 444 | 3.8 | 2.5 |
| 4461 | Health & personal care stores | 27 | 55 425 | 7 634 | 1 876 | 444 | 3.8 | 2.5 |
| 44611 | Pharmacies & drug stores | 12 | 49 299 | 6 282 | 1 552 | 370 | 3.2 | – |
| 446110 | Pharmacies & drug stores | 12 | 49 299 | 6 282 | 1 552 | 370 | 3.2 | – |
| 4461101 | Pharmacies & drug stores | 12 | 49 299 | 6 282 | 1 552 | 370 | 3.2 | – |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 4 | 1 875 | 317 | 80 | 24 | – | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 4 | 1 875 | 317 | 80 | 24 | – | – |
| 44619 | Other health & personal care stores | 8 | 3 209 | 847 | 200 | 36 | – | 30.3 |
| 446191 | Food (health) supplement stores | 4 | D | D | D | a | D | D |
| 447 | Gasoline stations | 26 | 54 712 | 2 023 | 463 | 173 | 9.6 | 9.7 |
| 4471 | Gasoline stations | 26 | 54 712 | 2 023 | 463 | 173 | 9.6 | 9.7 |
| 44719 | Other gasoline stations | 21 | 47 697 | 1 866 | 439 | 164 | 9.0 | 10.0 |
| 447190 | Other gasoline stations | 21 | 47 697 | 1 866 | 439 | 164 | 9.0 | 10.0 |
| 448 | Clothing & clothing accessories stores | 70 | 99 983 | 10 801 | 2 761 | 894 | 2.9 | 12.4 |
| 4481 | Clothing stores | 38 | 73 602 | 6 757 | 1 860 | 660 | 2.0 | 2.6 |
| 44811 | Men's clothing stores | 5 | 4 664 | 567 | 149 | 31 | 1.3 | 15.0 |
| 448110 | Men's clothing stores | 5 | 4 664 | 567 | 149 | 31 | 1.3 | 15.0 |
| 44812 | Women's clothing stores | 14 | 16 902 | 1 371 | 333 | 124 | 6.3 | 6.8 |
| 448120 | Women's clothing stores | 14 | 16 902 | 1 371 | 333 | 124 | 6.3 | 6.8 |
| 44814 | Family clothing stores | 11 | 48 502 | 4 404 | 1 277 | 458 | – | – |
| 448140 | Family clothing stores | 11 | 48 502 | 4 404 | 1 277 | 458 | – | – |
| 44815 | Clothing accessories stores | 4 | D | D | D | a | D | D |
| 448150 | Clothing accessories stores | 4 | D | D | D | a | D | D |
| 44819 | Other clothing stores | 3 | 2 380 | 255 | 65 | 23 | D | – |
| 448190 | Other clothing stores | 3 | 2 380 | 255 | 65 | 23 | D | – |
| 4482 | Shoe stores | 21 | 13 154 | 1 491 | 337 | 109 | – | 3.8 |
| 44821 | Shoe stores | 21 | 13 154 | 1 491 | 337 | 109 | – | 3.8 |
| 448210 | Shoe stores | 21 | 13 154 | 1 491 | 337 | 109 | – | 3.8 |
| 4482101 | Men's shoe stores | 2 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 3 | D | D | D | b | D | D |
| 4482103 | Children's & juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 10 | 3 857 | 452 | 112 | 37 | – | 6.1 |
| 4482105 | Athletic footwear stores | 5 | 5 857 | 591 | 121 | 34 | – | – |
| 4483 | Jewelry, luggage, & leather goods stores | 11 | 13 227 | 2 553 | 564 | 125 | 11.1 | 75.1 |
| 44831 | Jewelry stores | 11 | 13 227 | 2 553 | 564 | 125 | 11.1 | 75.1 |
| 448310 | Jewelry stores | 11 | 13 227 | 2 553 | 564 | 125 | 11.1 | 75.1 |

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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN LEANDRO, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 18 | 35 573 | 3 507 | 855 | 251 | 15.4 | .8 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 13 | 32 141 | 3 113 | 757 | 225 | 16.8 | .9 |
| 45111 | Sporting goods stores | 6 | 20 997 | 1 917 | 472 | 138 | 3.0 | .8 |
| 451110 | Sporting goods stores | 6 | 20 997 | 1 917 | 472 | 138 | 3.0 | .8 |
| 4511101 | General-line sporting goods stores | 3 | D | D | D | b | D | D |
| 4511102 | Specialty-line sporting goods stores | 3 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 5 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 5 | D | D | D | b | D | D |
| 45114 | Musical instrument & supplies stores | 1 | D | D | D | b | D | D |
| 451140 | Musical instrument & supplies stores | 1 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 5 | 3 432 | 394 | 98 | 26 | 2.7 | – |
| 45121 | Book stores & news dealers | 3 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 2 | D | D | D | a | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 2 | D | D | D | a | D | D |
| 452 | General merchandise stores | 9 | D | D | D | g | D | D |
| 4521 | Department stores (incl leased depts) ## | 4 | 106 431 | N | N | N | – | 15.9 |
| 45211 | Department stores (incl leased depts) ## | 4 | 106 431 | N | N | N | – | 15.9 |
| 4521 | Department stores (excl leased depts) | 4 | 105 861 | 10 402 | 2 608 | 730 | – | 16.0 |
| 45211 | Department stores (excl leased depts) | 4 | 105 861 | 10 402 | 2 608 | 730 | – | 16.0 |
| 452110 | Department stores (excl leased depts) | 4 | 105 861 | 10 402 | 2 608 | 730 | – | 16.0 |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4521103 | National chain department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 4529 | Other general merchandise stores | 5 | D | D | D | e | D | D |
| 45291 | Warehouse clubs & superstores | 1 | D | D | D | e | D | D |
| 452910 | Warehouse clubs & superstores | 1 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 4 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 4 | D | D | D | c | D | D |
| 4529902 | Catalog showrooms | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 30 | D | D | D | e | D | D |
| 4531 | Florists | 7 | 2 334 | 553 | 135 | 49 | 43.9 | 8.1 |
| 45311 | Florists | 7 | 2 334 | 553 | 135 | 49 | 43.9 | 8.1 |
| 453110 | Florists | 7 | 2 334 | 553 | 135 | 49 | 43.9 | 8.1 |
| 4532 | Office supplies, stationery, & gift stores | 14 | 22 336 | 1 903 | 534 | 177 | 2.3 | 9.8 |
| 45321 | Office supplies & stationery stores | 5 | 19 117 | 1 396 | 394 | 98 | – | 5.7 |
| 453210 | Office supplies & stationery stores | 5 | 19 117 | 1 396 | 394 | 98 | – | 5.7 |
| 4532102 | Office supplies stores | 5 | 19 117 | 1 396 | 394 | 98 | – | 5.7 |
| 45322 | Gift, novelty, & souvenir stores | 9 | 3 219 | 507 | 140 | 79 | 15.8 | 34.0 |
| 453220 | Gift, novelty, & souvenir stores | 9 | 3 219 | 507 | 140 | 79 | 15.8 | 34.0 |
| 4533 | Used merchandise stores | 5 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 5 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 5 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 4 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 1 | D | D | D | b | D | D |
| 453910 | Pet & pet supplies stores | 1 | D | D | D | b | D | D |
| 45392 | Art dealers | 1 | D | D | D | a | D | D |
| 453920 | Art dealers | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 14 | 24 625 | 3 928 | 742 | 131 | 11.0 | 1.7 |
| 4541 | Electronic shopping & mail-order houses | 4 | 4 910 | 637 | 134 | 27 | 23.9 | – |
| 45411 | Electronic shopping & mail-order houses | 4 | 4 910 | 637 | 134 | 27 | 23.9 | – |
| 454110 | Electronic shopping & mail-order houses | 4 | 4 910 | 637 | 134 | 27 | 23.9 | – |
| 4542 | Vending machine operators | 5 | D | D | D | b | D | D |
| 45421 | Vending machine operators | 5 | D | D | D | b | D | D |
| 454210 | Vending machine operators | 5 | D | D | D | b | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN LUIS OBISPO, CA** | | | | | | | |
| **44-45** | **Retail trade** | **319** | **606 062** | **62 781** | **14 784** | **3 845** | **5.1** | **4.4** |
| 441 | Motor vehicle & parts dealers | 26 | 178 271 | 16 699 | 3 310 | 568 | 2.1 | 4.1 |
| 4411 | Automobile dealers | 11 | 161 309 | 14 150 | 2 699 | 432 | 2.4 | 3.5 |
| 44111 | New car dealers | 11 | 161 309 | 14 150 | 2 699 | 432 | 2.4 | 3.5 |
| 441110 | New car dealers | 11 | 161 309 | 14 150 | 2 699 | 432 | 2.4 | 3.5 |
| 4412 | Other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 441221 | Motorcycle dealers | 2 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 13 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 8 | 6 535 | 1 068 | 287 | 77 | – | 6.5 |
| 441310 | Automotive parts & accessories stores | 8 | 6 535 | 1 068 | 287 | 77 | – | 6.5 |
| 44132 | Tire dealers | 5 | D | D | D | b | D | D |
| 441320 | Tire dealers | 5 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 29 | 22 786 | 2 757 | 590 | 145 | 11.9 | 11.0 |
| 4421 | Furniture stores | 14 | 12 706 | 1 497 | 343 | 77 | 6.9 | 15.1 |
| 44211 | Furniture stores | 14 | 12 706 | 1 497 | 343 | 77 | 6.9 | 15.1 |
| 442110 | Furniture stores | 14 | 12 706 | 1 497 | 343 | 77 | 6.9 | 15.1 |
| 4422 | Home furnishings stores | 15 | 10 080 | 1 260 | 247 | 68 | 18.1 | 5.9 |
| 44221 | Floor covering stores | 7 | 6 118 | 573 | 106 | 19 | 8.6 | 9.7 |
| 442210 | Floor covering stores | 7 | 6 118 | 573 | 106 | 19 | 8.6 | 9.7 |
| 44229 | Other home furnishings stores | 8 | 3 962 | 687 | 141 | 49 | 32.8 | – |
| 442299 | All other home furnishings stores | 7 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 14 | D | D | D | b | D | D |
| 4431 | Electronics & appliance stores | 14 | D | D | D | b | D | D |
| 44311 | Appliance, television, & other electronics stores | 9 | 5 768 | 782 | 184 | 42 | 20.3 | 7.8 |
| 443111 | Household appliance stores | 3 | 2 976 | 298 | 62 | 13 | D | – |
| 443112 | Radio, television, & other electronics stores | 6 | 2 792 | 484 | 122 | 29 | 24.9 | 16.0 |
| 44312 | Computer & software stores | 3 | 2 094 | 251 | 63 | 15 | – | – |
| 443120 | Computer & software stores | 3 | 2 094 | 251 | 63 | 15 | – | – |
| 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 | 23 | 34 107 | 4 385 | 1 015 | 205 | 1.0 | .4 |
| 4441 | Building material & supplies dealers | 18 | 32 175 | 4 126 | 962 | 186 | .7 | – |
| 44412 | Paint & wallpaper stores | 3 | D | D | D | b | D | D |
| 444120 | Paint & wallpaper stores | 3 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 14 | 22 824 | 2 541 | 589 | 107 | 1.0 | – |
| 444190 | Other building material dealers | 14 | 22 824 | 2 541 | 589 | 107 | 1.0 | – |
| 445 | Food & beverage stores | 36 | 101 130 | 11 773 | 3 458 | 809 | 8.5 | 9.3 |
| 4451 | Grocery stores | 24 | 90 813 | 10 791 | 3 264 | 707 | 3.6 | 10.4 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 15 | 86 360 | 10 332 | 3 147 | 643 | 2.4 | 9.7 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 15 | 86 360 | 10 332 | 3 147 | 643 | 2.4 | 9.7 |
| 44512 | Convenience stores | 9 | 4 453 | 459 | 117 | 64 | 26.0 | 23.7 |
| 445120 | Convenience stores | 9 | 4 453 | 459 | 117 | 64 | 26.0 | 23.7 |
| 4452 | Specialty food stores | 3 | 1 793 | 364 | 73 | 36 | – | – |
| 4453 | Beer, wine, & liquor stores | 9 | 8 524 | 618 | 121 | 66 | 63.2 | – |
| 44531 | Beer, wine, & liquor stores | 9 | 8 524 | 618 | 121 | 66 | 63.2 | – |
| 445310 | Beer, wine, & liquor stores | 9 | 8 524 | 618 | 121 | 66 | 63.2 | – |
| 446 | Health & personal care stores | 25 | 35 644 | 4 920 | 1 198 | 332 | 9.2 | 2.6 |
| 4461 | Health & personal care stores | 25 | 35 644 | 4 920 | 1 198 | 332 | 9.2 | 2.6 |
| 44611 | Pharmacies & drug stores | 7 | 26 860 | 3 461 | 826 | 206 | 4.3 | – |
| 446110 | Pharmacies & drug stores | 7 | 26 860 | 3 461 | 826 | 206 | 4.3 | – |
| 4461101 | Pharmacies & drug stores | 7 | 26 860 | 3 461 | 826 | 206 | 4.3 | – |
| 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 |
| 44613 | Optical goods stores | 7 | D | D | D | b | D | D |
| 446130 | Optical goods stores | 7 | D | D | D | b | D | D |
| 44619 | Other health & personal care stores | 8 | 5 067 | 954 | 241 | 69 | 41.9 | 8.4 |
| 446191 | Food (health) supplement stores | 4 | 3 770 | 550 | 130 | 51 | 56.3 | 7.3 |
| 447 | Gasoline stations | 19 | 35 927 | 1 590 | 360 | 123 | 8.4 | 11.8 |
| 4471 | Gasoline stations | 19 | 35 927 | 1 590 | 360 | 123 | 8.4 | 11.8 |
| 44711 | Gasoline stations with convenience stores | 4 | 10 657 | 501 | 91 | 27 | – | 8.3 |
| 447110 | Gasoline stations with convenience stores | 4 | 10 657 | 501 | 91 | 27 | – | 8.3 |
| 44719 | Other gasoline stations | 15 | 25 270 | 1 089 | 269 | 96 | 11.9 | 13.3 |
| 447190 | Other gasoline stations | 15 | 25 270 | 1 089 | 269 | 96 | 11.9 | 13.3 |

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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN LUIS OBISPO, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores | 52 | 34 565 | 4 282 | 1 126 | 390 | 5.6 | 1.5 |
| 4481 | Clothing stores | 26 | 22 649 | 2 577 | 698 | 254 | 6.1 | .5 |
| 44811 | Men's clothing stores | 4 | 2 965 | 331 | 81 | 35 | – | – |
| 448110 | Men's clothing stores | 4 | 2 965 | 331 | 81 | 35 | – | – |
| 44819 | Other clothing stores | 6 | D | D | D | b | D | D |
| 448190 | Other clothing stores | 6 | D | D | D | b | D | D |
| 4482 | Shoe stores | 12 | 6 088 | 803 | 198 | 70 | – | – |
| 44821 | Shoe stores | 12 | 6 088 | 803 | 198 | 70 | – | – |
| 448210 | Shoe stores | 12 | 6 088 | 803 | 198 | 70 | – | – |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 4482103 | Children's & juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 4482105 | Athletic footwear stores | 3 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 14 | 5 828 | 902 | 230 | 66 | 9.5 | 6.7 |
| 44831 | Jewelry stores | 12 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 12 | D | D | D | b | D | D |
| 44832 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 28 | 35 045 | 3 599 | 785 | 349 | 6.0 | – |
| 4511 | Sporting goods, hobby, & musical instrument stores | 17 | 22 207 | 2 457 | 514 | 222 | 1.2 | – |
| 45111 | Sporting goods stores | 10 | 15 699 | 1 429 | 288 | 126 | 1.8 | – |
| 451110 | Sporting goods stores | 10 | 15 699 | 1 429 | 288 | 126 | 1.8 | – |
| 4511101 | General-line sporting goods stores | 3 | D | D | D | b | D | D |
| 4511102 | Specialty-line sporting goods stores | 7 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 3 | 3 246 | 511 | 117 | 47 | – | – |
| 451120 | Hobby, toy, & game stores | 3 | 3 246 | 511 | 117 | 47 | – | – |
| 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 | 11 | 12 838 | 1 142 | 271 | 127 | 14.1 | – |
| 45121 | Book stores & news dealers | 8 | 8 970 | 786 | 198 | 86 | 20.2 | – |
| 451211 | Book stores | 6 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 3 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 2 | D | D | D | a | D | D |
| 4512113 | College book stores | 1 | D | D | D | a | D | D |
| 451212 | News dealers & newsstands | 2 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 3 | 3 868 | 356 | 73 | 41 | – | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 3 | 3 868 | 356 | 73 | 41 | – | – |
| 452 | General merchandise stores | 3 | D | D | D | e | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4521103 | National chain department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 52 | D | D | D | c | 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 |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | b | D | D |
| 45322 | Gift, novelty, & souvenir stores | 17 | 4 765 | 480 | 75 | 66 | 63.0 | 7.5 |
| 453220 | Gift, novelty, & souvenir stores | 17 | 4 765 | 480 | 75 | 66 | 63.0 | 7.5 |
| 4533 | Used merchandise stores | 9 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 9 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 9 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 15 | D | D | D | b | D | D |
| 45392 | Art dealers | 4 | D | D | D | a | D | D |
| 453920 | Art dealers | 4 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 7 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 12 | 37 075 | 3 892 | 825 | 180 | 1.5 | .2 |
| 4541 | Electronic shopping & mail-order houses | 6 | 31 711 | 2 503 | 502 | 116 | 1.8 | – |
| 45411 | Electronic shopping & mail-order houses | 6 | 31 711 | 2 503 | 502 | 116 | 1.8 | – |
| 454110 | Electronic shopping & mail-order houses | 6 | 31 711 | 2 503 | 502 | 116 | 1.8 | – |
| 4542 | Vending machine operators | 1 | D | D | D | a | D | D |
| 45421 | Vending machine operators | 1 | D | D | D | a | D | D |
| 454210 | Vending machine operators | 1 | D | D | D | a | D | D |
| 4543 | Direct selling establishments | 5 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 5 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 5 | D | D | D | b | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN MARCOS, CA** | | | | | | | |
| **44-45** | **Retail trade** | **229** | **525 120** | **48 656** | **10 784** | **2 275** | **5.0** | **7.4** |
| 441 | Motor vehicle & parts dealers | 23 | 60 718 | 5 497 | 1 084 | 211 | 7.6 | 6.0 |
| 4412 | Other motor vehicle dealers | 9 | 47 454 | 2 994 | 481 | 83 | 1.3 | .3 |
| 44121 | Recreational vehicle dealers | 9 | 47 454 | 2 994 | 481 | 83 | 1.3 | .3 |
| 441210 | Recreational vehicle dealers | 9 | 47 454 | 2 994 | 481 | 83 | 1.3 | .3 |
| 4413 | Automotive parts, accessories, & tire stores | 12 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 7 | 6 511 | 1 110 | 294 | 69 | – | 44.2 |
| 441310 | Automotive parts & accessories stores | 7 | 6 511 | 1 110 | 294 | 69 | – | 44.2 |
| 44132 | Tire dealers | 5 | D | D | D | b | D | D |
| 441320 | Tire dealers | 5 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 39 | 49 736 | 5 479 | 1 351 | 267 | 6.6 | 17.9 |
| 4421 | Furniture stores | 24 | 39 990 | 4 092 | 992 | 182 | 7.1 | 17.6 |
| 44211 | Furniture stores | 24 | 39 990 | 4 092 | 992 | 182 | 7.1 | 17.6 |
| 442110 | Furniture stores | 24 | 39 990 | 4 092 | 992 | 182 | 7.1 | 17.6 |
| 4422 | Home furnishings stores | 15 | 9 746 | 1 387 | 359 | 85 | 4.5 | 18.9 |
| 44221 | Floor covering stores | 8 | 5 344 | 799 | 210 | 35 | 3.4 | 1.3 |
| 442210 | Floor covering stores | 8 | 5 344 | 799 | 210 | 35 | 3.4 | 1.3 |
| 44229 | Other home furnishings stores | 7 | 4 402 | 588 | 149 | 50 | 6.0 | 40.2 |
| 442291 | Window treatment stores | 3 | 2 860 | 363 | 86 | 25 | – | 61.9 |
| 443 | Electronics & appliance stores | 10 | 48 464 | 2 652 | 476 | 124 | – | 6.9 |
| 4431 | Electronics & appliance stores | 10 | 48 464 | 2 652 | 476 | 124 | – | 6.9 |
| 44311 | Appliance, television, & other electronics stores | 5 | 6 090 | 602 | 145 | 28 | – | 5.3 |
| 443111 | Household appliance stores | 1 | D | D | D | a | D | D |
| 443112 | Radio, television, & other electronics stores | 4 | D | D | D | a | D | D |
| 44312 | Computer & software stores | 5 | 42 374 | 2 050 | 331 | 96 | – | 7.1 |
| 443120 | Computer & software stores | 5 | 42 374 | 2 050 | 331 | 96 | – | 7.1 |
| 444 | Building material & garden equipment & supplies dealers | 32 | 112 106 | 11 383 | 2 189 | 357 | 7.7 | .3 |
| 4441 | Building material & supplies dealers | 26 | 104 522 | 10 524 | 2 021 | 322 | 6.6 | .3 |
| 44411 | Home centers | 2 | D | D | D | c | D | D |
| 444110 | Home centers | 2 | D | D | D | c | D | D |
| 44413 | Hardware stores | 3 | 3 338 | 298 | 70 | 15 | D | – |
| 444130 | Hardware stores | 3 | 3 338 | 298 | 70 | 15 | D | – |
| 44419 | Other building material dealers | 18 | 85 683 | 8 124 | 1 463 | 192 | 6.7 | .4 |
| 444190 | Other building material dealers | 18 | 85 683 | 8 124 | 1 463 | 192 | 6.7 | .4 |
| 4442 | Lawn & garden equipment & supplies stores | 6 | 7 584 | 859 | 168 | 35 | 23.3 | – |
| 44421 | Outdoor power equipment stores | 3 | 2 803 | 226 | 49 | 10 | D | – |
| 444210 | Outdoor power equipment stores | 3 | 2 803 | 226 | 49 | 10 | D | – |
| 44422 | Nursery & garden centers | 3 | 4 781 | 633 | 119 | 25 | – | – |
| 444220 | Nursery & garden centers | 3 | 4 781 | 633 | 119 | 25 | – | – |
| 445 | Food & beverage stores | 18 | 66 027 | 7 349 | 1 740 | 346 | 2.2 | 1.1 |
| 4451 | Grocery stores | 11 | 64 256 | 7 227 | 1 716 | 335 | .6 | .8 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 7 | 62 538 | 7 047 | 1 677 | 317 | – | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 7 | 62 538 | 7 047 | 1 677 | 317 | – | – |
| 4452 | Specialty food stores | 3 | 919 | 87 | 20 | 9 | D | 14.7 |
| 446 | Health & personal care stores | 15 | 26 843 | 3 766 | 946 | 181 | .7 | 20.8 |
| 4461 | Health & personal care stores | 15 | 26 843 | 3 766 | 946 | 181 | .7 | 20.8 |
| 4461101 | Pharmacies & drug stores | 5 | 19 034 | 2 545 | 587 | 125 | – | – |
| 44619 | Other health & personal care stores | 7 | 7 216 | 1 125 | 334 | 50 | 2.6 | 76.4 |
| 446191 | Food (health) supplement stores | 5 | D | D | D | b | D | D |
| 447 | Gasoline stations | 14 | 32 072 | 1 483 | 352 | 112 | 5.7 | 15.6 |
| 4471 | Gasoline stations | 14 | 32 072 | 1 483 | 352 | 112 | 5.7 | 15.6 |
| 44711 | Gasoline stations with convenience stores | 7 | 18 623 | 754 | 178 | 59 | 9.8 | 6.1 |
| 447110 | Gasoline stations with convenience stores | 7 | 18 623 | 754 | 178 | 59 | 9.8 | 6.1 |
| 44719 | Other gasoline stations | 7 | 13 449 | 729 | 174 | 53 | – | 28.7 |
| 447190 | Other gasoline stations | 7 | 13 449 | 729 | 174 | 53 | – | 28.7 |
| 448 | Clothing & clothing accessories stores | 22 | 14 578 | 2 249 | 483 | 172 | 11.8 | 10.9 |
| 4481 | Clothing stores | 12 | 11 084 | 1 852 | 379 | 139 | 10.5 | 4.5 |
| 44813 | Children's & infants' clothing stores | 2 | D | D | D | b | D | D |
| 448130 | Children's & infants' clothing stores | 2 | 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 |
| 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 | 17 | 14 854 | 1 550 | 339 | 120 | 14.7 | 4.2 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 13 | 13 019 | 1 316 | 287 | 98 | 14.8 | 4.8 |
| 45114 | Musical instrument & supplies stores | 3 | 9 120 | 828 | 182 | 68 | D | – |
| 451140 | Musical instrument & supplies stores | 3 | 9 120 | 828 | 182 | 68 | D | – |
| 4512 | Book, periodical, & music stores | 4 | 1 835 | 234 | 52 | 22 | 13.9 | – |
| 4512112 | Specialty book 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN MARCOS, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 2 | D | D | D | c | D | D |
| 4529 | Other general merchandise stores | 2 | 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 |
| 45299 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 28 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 7 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 2 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 2 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 2 | D | D | D | a | D | D |
| 4533 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 45331 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 453310 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 12 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 3 | 2 117 | 324 | 93 | 40 | D | 11.6 |
| 453910 | Pet & pet supplies stores | 3 | 2 117 | 324 | 93 | 40 | D | 11.6 |
| 45393 | Manufactured (mobile) home dealers | 2 | D | D | D | a | D | D |
| 453930 | Manufactured (mobile) home dealers | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 6 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 9 | 9 129 | 1 293 | 369 | 63 | 7.2 | 9.3 |
| 4541 | Electronic shopping & mail-order houses | 5 | 3 756 | 800 | 245 | 42 | 10.3 | 19.0 |
| 45411 | Electronic shopping & mail-order houses | 5 | 3 756 | 800 | 245 | 42 | 10.3 | 19.0 |
| 454110 | Electronic shopping & mail-order houses | 5 | 3 756 | 800 | 245 | 42 | 10.3 | 19.0 |
| 4543 | Direct selling establishments | 4 | 5 373 | 493 | 124 | 21 | 5.0 | 2.5 |
| 45431 | Fuel dealers | 2 | D | D | D | a | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 2 | D | D | D | a | D | D |
| | **SAN MARINO, CA** | | | | | | | |
| **44-45** | **Retail trade** | **43** | **74 716** | **6 611** | **1 507** | **408** | **17.5** | **5.9** |
| 442 | Furniture & home furnishings stores | 3 | D | D | D | b | D | D |
| 4421 | Furniture stores | 1 | D | D | D | a | D | D |
| 44211 | Furniture stores | 1 | D | D | D | a | D | D |
| 442110 | Furniture stores | 1 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 1 | D | D | D | c | D | D |
| 4431 | Electronics & appliance stores | 1 | D | D | D | c | D | D |
| 44311 | Appliance, television, & other electronics stores | 1 | D | D | D | c | D | D |
| 443112 | Radio, television, & other electronics stores | 1 | D | D | D | c | D | D |
| 445 | Food & beverage stores | 3 | 1 107 | 413 | 75 | 21 | D | 6.4 |
| 446 | Health & personal care stores | 4 | 4 640 | 669 | 134 | 30 | 87.5 | 12.5 |
| 447 | Gasoline stations | 5 | 6 161 | 243 | 52 | 22 | 51.2 | 42.2 |
| 448 | Clothing & clothing accessories stores | 16 | 20 466 | 1 847 | 438 | 132 | 8.5 | 1.6 |
| 4481 | Clothing stores | 13 | D | D | D | c | D | D |
| 44814 | Family clothing stores | 1 | D | D | D | b | D | D |
| 448140 | Family clothing stores | 1 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 4 | 2 773 | 306 | 71 | 28 | 86.7 | 13.3 |
| 4512 | Book, periodical, & music stores | 2 | D | D | D | b | D | D |
| 45121 | Book stores & news dealers | 2 | D | D | D | b | D | D |
| 451211 | Book stores | 2 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 1 | D | D | D | b | D | D |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 2 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 2 | D | D | D | a | D | D |
| 4532101 | Stationery stores | 2 | D | D | D | a | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN MATEO, CA** | | | | | | | |
| **44-45** | **Retail trade** | **400** | **1 082 809** | **120 732** | **27 348** | **6 247** | **11.2** | **9.6** |
| 441 | Motor vehicle & parts dealers | 23 | 206 196 | 19 063 | 4 063 | 488 | 27.6 | 23.4 |
| 4411 | Automobile dealers | 9 | D | D | D | e | D | D |
| 44111 | New car dealers | 6 | 174 007 | 14 918 | 2 961 | 332 | 31.5 | 23.9 |
| 441110 | New car dealers | 6 | 174 007 | 14 918 | 2 961 | 332 | 31.5 | 23.9 |
| 44112 | Used car dealers | 3 | D | D | D | b | D | D |
| 441120 | Used car dealers | 3 | D | D | D | b | D | D |
| 4412 | Other motor vehicle dealers | 3 | 6 879 | 527 | 148 | 27 | – | 73.5 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 3 | 6 879 | 527 | 148 | 27 | – | 73.5 |
| 441221 | Motorcycle dealers | 3 | 6 879 | 527 | 148 | 27 | – | 73.5 |
| 4413 | Automotive parts, accessories, & tire stores | 11 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 8 | 9 681 | 1 311 | 337 | 72 | 20.7 | 16.4 |
| 441310 | Automotive parts & accessories stores | 8 | 9 681 | 1 311 | 337 | 72 | 20.7 | 16.4 |
| 44132 | Tire dealers | 3 | D | D | D | b | D | D |
| 441320 | Tire dealers | 3 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 28 | 59 424 | 8 090 | 1 942 | 462 | 7.6 | 4.7 |
| 4421 | Furniture stores | 9 | 29 481 | 4 510 | 1 013 | 206 | 3.7 | 6.3 |
| 44211 | Furniture stores | 9 | 29 481 | 4 510 | 1 013 | 206 | 3.7 | 6.3 |
| 442110 | Furniture stores | 9 | 29 481 | 4 510 | 1 013 | 206 | 3.7 | 6.3 |
| 4422 | Home furnishings stores | 19 | 29 943 | 3 580 | 929 | 256 | 11.5 | 3.1 |
| 44221 | Floor covering stores | 8 | 9 814 | 1 299 | 299 | 55 | 21.6 | 6.2 |
| 442210 | Floor covering stores | 8 | 9 814 | 1 299 | 299 | 55 | 21.6 | 6.2 |
| 44229 | Other home furnishings stores | 11 | 20 129 | 2 281 | 630 | 201 | 6.5 | 1.6 |
| 442291 | Window treatment stores | 2 | D | D | D | a | D | D |
| 442299 | All other home furnishings stores | 9 | D | D | D | c | D | D |
| 443 | Electronics & appliance stores | 25 | 77 335 | 7 151 | 1 639 | 261 | 20.8 | 7.7 |
| 4431 | Electronics & appliance stores | 25 | 77 335 | 7 151 | 1 639 | 261 | 20.8 | 7.7 |
| 44311 | Appliance, television, & other electronics stores | 12 | 57 065 | 5 008 | 1 263 | 196 | 16.4 | 4.4 |
| 443111 | Household appliance stores | 4 | 5 327 | 477 | 117 | 20 | 5.4 | 11.1 |
| 443112 | Radio, television, & other electronics stores | 8 | 51 738 | 4 531 | 1 146 | 176 | 17.6 | 3.7 |
| 44312 | Computer & software stores | 8 | 16 963 | 1 673 | 259 | 37 | 38.2 | 20.3 |
| 443120 | Computer & software stores | 8 | 16 963 | 1 673 | 259 | 37 | 38.2 | 20.3 |
| 44313 | Camera & photographic supplies stores | 5 | 3 307 | 470 | 117 | 28 | 7.7 | – |
| 443130 | Camera & photographic supplies stores | 5 | 3 307 | 470 | 117 | 28 | 7.7 | – |
| 444 | Building material & garden equipment & supplies dealers | 20 | 32 134 | 4 884 | 1 053 | 173 | 10.9 | 8.5 |
| 4441 | Building material & supplies dealers | 16 | 27 473 | 4 109 | 892 | 140 | 5.5 | 9.9 |
| 44412 | Paint & wallpaper stores | 4 | 4 435 | 649 | 139 | 30 | 22.5 | 22.6 |
| 444120 | Paint & wallpaper stores | 4 | 4 435 | 649 | 139 | 30 | 22.5 | 22.6 |
| 44413 | Hardware stores | 3 | D | D | D | b | D | D |
| 444130 | Hardware stores | 3 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 8 | 16 773 | 2 358 | 520 | 60 | 3.1 | 4.8 |
| 444190 | Other building material dealers | 8 | 16 773 | 2 358 | 520 | 60 | 3.1 | 4.8 |
| 4442 | Lawn & garden equipment & supplies stores | 4 | 4 661 | 775 | 161 | 33 | 42.6 | – |
| 44422 | Nursery & garden centers | 3 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 3 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 51 | 160 593 | 20 381 | 3 499 | 805 | 5.7 | 9.5 |
| 4451 | Grocery stores | 25 | D | D | D | f | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 23 | 143 586 | 18 734 | 3 114 | 697 | 3.0 | 8.2 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 23 | 143 586 | 18 734 | 3 114 | 697 | 3.0 | 8.2 |
| 4452 | Specialty food stores | 12 | D | D | D | b | D | D |
| 4453 | Beer, wine, & liquor stores | 14 | 8 232 | 545 | 118 | 32 | 46.1 | 17.5 |
| 44531 | Beer, wine, & liquor stores | 14 | 8 232 | 545 | 118 | 32 | 46.1 | 17.5 |
| 445310 | Beer, wine, & liquor stores | 14 | 8 232 | 545 | 118 | 32 | 46.1 | 17.5 |
| 446 | Health & personal care stores | 41 | 76 576 | 9 200 | 2 207 | 545 | 7.3 | 15.8 |
| 4461 | Health & personal care stores | 41 | 76 576 | 9 200 | 2 207 | 545 | 7.3 | 15.8 |
| 44611 | Pharmacies & drug stores | 15 | 57 933 | 6 781 | 1 554 | 360 | 7.6 | 18.5 |
| 446110 | Pharmacies & drug stores | 15 | 57 933 | 6 781 | 1 554 | 360 | 7.6 | 18.5 |
| 4461101 | Pharmacies & drug stores | 15 | 57 933 | 6 781 | 1 554 | 360 | 7.6 | 18.5 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 6 | 3 503 | 437 | 103 | 32 | 3.8 | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 6 | 3 503 | 437 | 103 | 32 | 3.8 | – |
| 44613 | Optical goods stores | 8 | 10 453 | 967 | 276 | 49 | 7.2 | 5.1 |
| 446130 | Optical goods stores | 8 | 10 453 | 967 | 276 | 49 | 7.2 | 5.1 |
| 44619 | Other health & personal care stores | 12 | 4 687 | 1 015 | 274 | 104 | 6.3 | 19.1 |
| 446191 | Food (health) supplement stores | 6 | 2 567 | 387 | 121 | 81 | 4.8 | 32.0 |
| 446199 | All other health & personal care stores | 6 | 2 120 | 628 | 153 | 23 | 8.2 | 3.6 |
| 447 | Gasoline stations | 25 | 57 341 | 3 093 | 712 | 217 | 28.2 | 12.5 |
| 4471 | Gasoline stations | 25 | 57 341 | 3 093 | 712 | 217 | 28.2 | 12.5 |
| 44711 | Gasoline stations with convenience stores | 5 | 11 296 | 437 | 76 | 32 | 41.1 | 6.4 |
| 447110 | Gasoline stations with convenience stores | 5 | 11 296 | 437 | 76 | 32 | 41.1 | 6.4 |
| 44719 | Other gasoline stations | 20 | 46 045 | 2 656 | 636 | 185 | 25.1 | 14.0 |
| 447190 | Other gasoline stations | 20 | 46 045 | 2 656 | 636 | 185 | 25.1 | 14.0 |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN MATEO, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores | 84 | 159 526 | 23 116 | 5 953 | 1 519 | 1.9 | 3.2 |
| 4481 | Clothing stores | 50 | 127 491 | 17 384 | 4 711 | 1 309 | 1.3 | 2.6 |
| 44811 | Men's clothing stores | 6 | 7 488 | 1 072 | 268 | 43 | 14.3 | – |
| 448110 | Men's clothing stores | 6 | 7 488 | 1 072 | 268 | 43 | 14.3 | – |
| 44812 | Women's clothing stores | 17 | 16 476 | 2 041 | 516 | 160 | 2.7 | 2.2 |
| 448120 | Women's clothing stores | 17 | 16 476 | 2 041 | 516 | 160 | 2.7 | 2.2 |
| 44813 | Children's & infants' clothing stores | 4 | 2 369 | 256 | 68 | 37 | – | 2.2 |
| 448130 | Children's & infants' clothing stores | 4 | 2 369 | 256 | 68 | 37 | – | 2.2 |
| 44814 | Family clothing stores | 12 | 95 159 | 13 220 | 3 687 | 1 016 | – | 2.6 |
| 448140 | Family clothing stores | 12 | 95 159 | 13 220 | 3 687 | 1 016 | – | 2.6 |
| 44815 | Clothing accessories stores | 7 | 1 699 | 323 | 75 | 24 | 8.2 | – |
| 448150 | Clothing accessories stores | 7 | 1 699 | 323 | 75 | 24 | 8.2 | – |
| 44819 | Other clothing stores | 4 | 4 300 | 472 | 97 | 29 | 1.5 | 9.9 |
| 448190 | Other clothing stores | 4 | 4 300 | 472 | 97 | 29 | 1.5 | 9.9 |
| 4482 | Shoe stores | 19 | 13 163 | 1 527 | 374 | 97 | – | 6.0 |
| 44821 | Shoe stores | 19 | 13 163 | 1 527 | 374 | 97 | – | 6.0 |
| 448210 | Shoe stores | 19 | 13 163 | 1 527 | 374 | 97 | – | 6.0 |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 6 | D | D | D | b | D | D |
| 4482103 | Children's & juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 8 | 4 313 | 381 | 90 | 28 | – | 3.9 |
| 4482105 | Athletic footwear stores | 3 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 15 | 18 872 | 4 205 | 868 | 113 | 7.4 | 5.3 |
| 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 | 2 | D | D | D | b | D | D |
| 448320 | Luggage & leather goods stores | 2 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 34 | 50 420 | 5 868 | 1 244 | 413 | 3.3 | 1.0 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 25 | 30 714 | 4 000 | 801 | 253 | 5.0 | 1.5 |
| 45111 | Sporting goods stores | 9 | 6 546 | 858 | 209 | 73 | 19.0 | 1.2 |
| 451110 | Sporting goods stores | 9 | 6 546 | 858 | 209 | 73 | 19.0 | 1.2 |
| 4511101 | General-line sporting goods stores | 5 | 4 140 | 394 | 90 | 36 | 30.0 | – |
| 45112 | Hobby, toy, & game stores | 12 | 20 463 | 2 591 | 509 | 154 | 1.4 | – |
| 451120 | Hobby, toy, & game stores | 12 | 20 463 | 2 591 | 509 | 154 | 1.4 | – |
| 45113 | Sewing, needlework, & piece goods stores | 1 | D | D | D | b | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 1 | D | D | D | b | D | D |
| 45114 | Musical instrument & supplies stores | 3 | D | D | D | a | D | D |
| 451140 | Musical instrument & supplies stores | 3 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 9 | 19 706 | 1 868 | 443 | 160 | .6 | .1 |
| 45121 | Book stores & news dealers | 5 | 8 912 | 1 002 | 221 | 79 | 1.4 | – |
| 451211 | Book stores | 5 | 8 912 | 1 002 | 221 | 79 | 1.4 | – |
| 4512111 | Book stores, general | 3 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 2 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 4 | 10 794 | 866 | 222 | 81 | – | .2 |
| 451220 | Prerecorded tape, compact disc, & record stores | 4 | 10 794 | 866 | 222 | 81 | – | .2 |
| 452 | General merchandise stores | 7 | D | D | D | f | D | D |
| 4521 | Department stores (incl leased depts) ## | 4 | 142 221 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 4 | 142 221 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 4 | 141 417 | 11 381 | 2 878 | 806 | – | – |
| 45211 | Department stores (excl leased depts) | 4 | 141 417 | 11 381 | 2 878 | 806 | – | – |
| 452110 | Department stores (excl leased depts) | 4 | 141 417 | 11 381 | 2 878 | 806 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4521103 | National chain department stores (excl leased depts) | 1 | D | D | D | c | 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 | 53 | D | D | D | e | D | D |
| 4531 | Florists | 6 | 6 821 | 1 861 | 431 | 117 | 1.6 | 24.7 |
| 45311 | Florists | 6 | 6 821 | 1 861 | 431 | 117 | 1.6 | 24.7 |
| 453110 | Florists | 6 | 6 821 | 1 861 | 431 | 117 | 1.6 | 24.7 |
| 4532 | Office supplies, stationery, & gift stores | 23 | 29 625 | 2 619 | 681 | 243 | 5.5 | 2.8 |
| 45321 | Office supplies & stationery stores | 5 | 17 267 | 1 246 | 341 | 84 | .4 | – |
| 453210 | Office supplies & stationery stores | 5 | 17 267 | 1 246 | 341 | 84 | .4 | – |
| 4532101 | Stationery stores | 3 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 2 | D | D | D | b | D | D |
| 45322 | Gift, novelty, & souvenir stores | 18 | 12 358 | 1 373 | 340 | 159 | 12.7 | 6.8 |
| 453220 | Gift, novelty, & souvenir stores | 18 | 12 358 | 1 373 | 340 | 159 | 12.7 | 6.8 |
| 4533 | Used merchandise stores | 10 | 4 004 | 592 | 155 | 50 | 28.7 | 5.6 |
| 45331 | Used merchandise stores | 10 | 4 004 | 592 | 155 | 50 | 28.7 | 5.6 |
| 453310 | Used merchandise stores | 10 | 4 004 | 592 | 155 | 50 | 28.7 | 5.6 |
| 4539 | Other miscellaneous store retailers | 14 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 6 | 3 006 | 433 | 96 | 24 | 17.2 | – |
| 453910 | Pet & pet supplies stores | 6 | 3 006 | 433 | 96 | 24 | 17.2 | – |
| 45399 | All other 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN MATEO, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 454 | Nonstore retailers | 9 | 7 536 | 1 562 | 502 | 47 | 11.1 | – |
| 4541 | Electronic shopping & mail-order houses | 4 | 2 667 | 589 | 319 | 20 | 25.0 | – |
| 45411 | Electronic shopping & mail-order houses | 4 | 2 667 | 589 | 319 | 20 | 25.0 | – |
| 454110 | Electronic shopping & mail-order houses | 4 | 2 667 | 589 | 319 | 20 | 25.0 | – |
| 4543 | Direct selling establishments | 3 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 3 | D | D | D | a | D | D |
| 454390 | Other direct selling establishments | 3 | D | D | D | a | D | D |
| | **SAN PABLO, CA** | | | | | | | |
| **44-45** | **Retail trade** | **139** | **315 209** | **31 733** | **7 235** | **1 552** | **11.7** | **4.0** |
| 441 | Motor vehicle & parts dealers | 15 | 141 535 | 11 977 | 2 907 | 351 | 9.0 | – |
| 4411 | Automobile dealers | 6 | 132 279 | 9 966 | 2 405 | 246 | 9.7 | – |
| 44111 | New car dealers | 6 | 132 279 | 9 966 | 2 405 | 246 | 9.7 | – |
| 441110 | New car dealers | 6 | 132 279 | 9 966 | 2 405 | 246 | 9.7 | – |
| 4413 | Automotive parts, accessories, & tire stores | 7 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 4 | 5 777 | 1 059 | 273 | 57 | – | – |
| 441310 | Automotive parts & accessories stores | 4 | 5 777 | 1 059 | 273 | 57 | – | – |
| 442 | Furniture & home furnishings stores | 6 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 7 | 13 826 | 1 510 | 316 | 79 | .7 | – |
| 4431 | Electronics & appliance stores | 7 | 13 826 | 1 510 | 316 | 79 | .7 | – |
| 44311 | Appliance, television, & other electronics stores | 4 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 2 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 2 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 6 | 12 138 | 1 822 | 403 | 60 | 5.3 | 12.8 |
| 4441 | Building material & supplies dealers | 5 | D | D | D | b | D | D |
| 44412 | Paint & wallpaper stores | 2 | D | D | D | a | D | D |
| 444120 | Paint & wallpaper stores | 2 | D | D | D | a | D | D |
| 44413 | Hardware stores | 1 | D | D | D | b | D | D |
| 444130 | Hardware stores | 1 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 35 | 75 776 | 7 429 | 1 483 | 306 | 17.9 | 2.3 |
| 4451 | Grocery stores | 25 | 70 480 | 6 911 | 1 372 | 274 | 15.2 | 2.4 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 19 | 67 813 | 6 822 | 1 353 | 263 | 12.1 | 2.3 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 19 | 67 813 | 6 822 | 1 353 | 263 | 12.1 | 2.3 |
| 4452 | Specialty food stores | 6 | 3 821 | 355 | 61 | 23 | 59.2 | – |
| 446 | Health & personal care stores | 13 | 16 698 | 2 316 | 622 | 218 | 2.6 | 10.8 |
| 4461 | Health & personal care stores | 13 | 16 698 | 2 316 | 622 | 218 | 2.6 | 10.8 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 5 | 1 289 | 195 | 35 | 11 | 33.4 | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 5 | 1 289 | 195 | 35 | 11 | 33.4 | – |
| 446191 | Food (health) supplement stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 6 | 15 972 | 1 278 | 268 | 62 | 26.7 | 19.1 |
| 44719 | Other gasoline stations | 4 | D | D | D | b | D | D |
| 447190 | Other gasoline stations | 4 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 22 | 16 323 | 2 197 | 609 | 183 | 10.0 | 7.7 |
| 4481 | Clothing stores | 12 | 9 433 | 1 263 | 356 | 120 | 7.9 | 13.3 |
| 44811 | Men's clothing stores | 6 | 4 795 | 719 | 199 | 67 | 15.6 | 26.2 |
| 448110 | Men's clothing stores | 6 | 4 795 | 719 | 199 | 67 | 15.6 | 26.2 |
| 4482103 | Children's & juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 4 | 2 540 | 449 | 127 | 28 | 34.9 | – |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 6 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 4 | D | D | D | b | D | D |
| 45121 | Book stores & news dealers | 3 | 2 850 | 488 | 49 | 11 | – | – |
| 451211 | Book stores | 3 | 2 850 | 488 | 49 | 11 | – | – |
| 4512111 | Book stores, general | 2 | D | D | D | a | D | D |
| 452 | General merchandise stores | 4 | D | D | D | b | D | D |
| 45299 | All other general merchandise stores | 4 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 4 | D | D | D | b | D | D |
| 4529901 | Variety stores | 3 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 18 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 9 | 2 759 | 514 | 96 | 68 | 2.5 | 7.9 |
| 4539 | Other miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 4 | D | D | D | b | D | D |
| 453910 | Pet & pet supplies stores | 4 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN RAFAEL, CA** | | | | | | | |
| **44-45** | **Retail trade** | **411** | **1 075 186** | **115 716** | **25 940** | **4 637** | **15.7** | **3.8** |
| 441 | Motor vehicle & parts dealers | 45 | 343 583 | 32 873 | 7 074 | 795 | 33.4 | 1.4 |
| 4411 | Automobile dealers | 19 | 310 309 | 27 659 | 5 851 | 600 | 36.2 | – |
| 44111 | New car dealers | 15 | 305 033 | 27 249 | 5 763 | 584 | 36.7 | – |
| 441110 | New car dealers | 15 | 305 033 | 27 249 | 5 763 | 584 | 36.7 | – |
| 44112 | Used car dealers | 4 | 5 276 | 410 | 88 | 16 | 3.3 | – |
| 441120 | Used car dealers | 4 | 5 276 | 410 | 88 | 16 | 3.3 | – |
| 4412 | Other motor vehicle dealers | 7 | 7 112 | 702 | 116 | 23 | 24.3 | 31.7 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 7 | 7 112 | 702 | 116 | 23 | 24.3 | 31.7 |
| 441221 | Motorcycle dealers | 1 | D | D | D | a | D | D |
| 441222 | Boat dealers | 6 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 19 | 26 162 | 4 512 | 1 107 | 172 | 3.6 | 10.1 |
| 44131 | Automotive parts & accessories stores | 14 | 16 957 | 2 857 | 731 | 118 | 5.5 | 15.5 |
| 441310 | Automotive parts & accessories stores | 14 | 16 957 | 2 857 | 731 | 118 | 5.5 | 15.5 |
| 44132 | Tire dealers | 5 | 9 205 | 1 655 | 376 | 54 | – | – |
| 441320 | Tire dealers | 5 | 9 205 | 1 655 | 376 | 54 | – | – |
| 442 | Furniture & home furnishings stores | 45 | 57 548 | 8 297 | 1 789 | 282 | 25.2 | 2.8 |
| 4421 | Furniture stores | 25 | 40 710 | 5 751 | 1 184 | 170 | 30.7 | 1.8 |
| 44211 | Furniture stores | 25 | 40 710 | 5 751 | 1 184 | 170 | 30.7 | 1.8 |
| 442110 | Furniture stores | 25 | 40 710 | 5 751 | 1 184 | 170 | 30.7 | 1.8 |
| 4422 | Home furnishings stores | 20 | 16 838 | 2 546 | 605 | 112 | 11.9 | 5.0 |
| 44221 | Floor covering stores | 8 | 7 889 | 1 520 | 356 | 43 | 16.3 | – |
| 442210 | Floor covering stores | 8 | 7 889 | 1 520 | 356 | 43 | 16.3 | – |
| 44229 | Other home furnishings stores | 12 | 8 949 | 1 026 | 249 | 69 | 8.0 | 9.5 |
| 442291 | Window treatment stores | 5 | D | D | D | a | D | D |
| 442299 | All other home furnishings stores | 7 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 24 | 41 515 | 3 955 | 856 | 178 | 9.7 | 6.1 |
| 4431 | Electronics & appliance stores | 24 | 41 515 | 3 955 | 856 | 178 | 9.7 | 6.1 |
| 44311 | Appliance, television, & other electronics stores | 14 | D | D | D | c | D | D |
| 443111 | Household appliance stores | 4 | D | D | D | a | D | D |
| 443112 | Radio, television, & other electronics stores | 10 | 22 321 | 2 354 | 533 | 111 | 4.9 | 7.3 |
| 44312 | Computer & software stores | 9 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 9 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 46 | 173 391 | 21 979 | 5 006 | 733 | .7 | 1.9 |
| 4441 | Building material & supplies dealers | 41 | 164 658 | 20 201 | 4 672 | 663 | .4 | 1.9 |
| 44411 | Home centers | 3 | D | D | D | c | D | D |
| 444110 | Home centers | 3 | D | D | D | c | D | D |
| 44412 | Paint & wallpaper stores | 5 | D | D | D | b | D | D |
| 444120 | Paint & wallpaper stores | 5 | D | D | D | b | D | D |
| 44413 | Hardware stores | 6 | 38 771 | 5 908 | 1 330 | 195 | 1.0 | – |
| 444130 | Hardware stores | 6 | 38 771 | 5 908 | 1 330 | 195 | 1.0 | – |
| 44419 | Other building material dealers | 27 | 78 698 | 9 210 | 2 115 | 277 | .2 | 3.2 |
| 444190 | Other building material dealers | 27 | 78 698 | 9 210 | 2 115 | 277 | .2 | 3.2 |
| 4442 | Lawn & garden equipment & supplies stores | 5 | 8 733 | 1 778 | 334 | 70 | 4.8 | – |
| 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 | 37 | 120 479 | 13 450 | 2 760 | 565 | 7.3 | 8.7 |
| 4451 | Grocery stores | 23 | 104 726 | 12 175 | 2 413 | 497 | 4.8 | 10.0 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 19 | 100 986 | 11 752 | 2 316 | 462 | 4.8 | 9.9 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 19 | 100 986 | 11 752 | 2 316 | 462 | 4.8 | 9.9 |
| 4452 | Specialty food stores | 8 | 2 457 | 502 | 128 | 27 | – | .6 |
| 4453 | Beer, wine, & liquor stores | 6 | 13 296 | 773 | 219 | 41 | 28.3 | – |
| 44531 | Beer, wine, & liquor stores | 6 | 13 296 | 773 | 219 | 41 | 28.3 | – |
| 445310 | Beer, wine, & liquor stores | 6 | 13 296 | 773 | 219 | 41 | 28.3 | – |
| 446 | Health & personal care stores | 26 | 39 160 | 4 526 | 1 020 | 281 | 2.2 | 11.0 |
| 4461 | Health & personal care stores | 26 | 39 160 | 4 526 | 1 020 | 281 | 2.2 | 11.0 |
| 44611 | Pharmacies & drug stores | 7 | 30 403 | 3 057 | 707 | 179 | – | 9.5 |
| 446110 | Pharmacies & drug stores | 7 | 30 403 | 3 057 | 707 | 179 | – | 9.5 |
| 4461101 | Pharmacies & drug stores | 7 | 30 403 | 3 057 | 707 | 179 | – | 9.5 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 5 | 1 998 | 273 | 74 | 21 | – | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 5 | 1 998 | 273 | 74 | 21 | – | – |
| 44613 | Optical goods stores | 11 | 3 513 | 695 | 96 | 26 | 24.7 | 25.1 |
| 446130 | Optical goods stores | 11 | 3 513 | 695 | 96 | 26 | 24.7 | 25.1 |
| 44619 | Other health & personal care stores | 3 | 3 246 | 501 | 143 | 55 | – | 16.7 |
| 446191 | Food (health) supplement stores | 3 | 3 246 | 501 | 143 | 55 | – | 16.7 |
| 447 | Gasoline stations | 13 | 44 614 | 1 846 | 401 | 122 | 3.3 | 8.6 |
| 4471 | Gasoline stations | 13 | 44 614 | 1 846 | 401 | 122 | 3.3 | 8.6 |
| 44711 | Gasoline stations with convenience stores | 8 | 28 192 | 1 149 | 233 | 53 | 5.2 | – |
| 447110 | Gasoline stations with convenience stores | 8 | 28 192 | 1 149 | 233 | 53 | 5.2 | – |
| 44719 | Other gasoline stations | 5 | 16 422 | 697 | 168 | 69 | – | 23.4 |
| 447190 | Other gasoline stations | 5 | 16 422 | 697 | 168 | 69 | – | 23.4 |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN RAFAEL, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores | 53 | 28 874 | 3 638 | 953 | 274 | 9.0 | 10.5 |
| 4481 | Clothing stores | 31 | 19 710 | 2 271 | 614 | 190 | 5.9 | 9.8 |
| 44811 | Men's clothing stores | 3 | 3 188 | 430 | 120 | 12 | D | – |
| 448110 | Men's clothing stores | 3 | 3 188 | 430 | 120 | 12 | D | – |
| 44815 | Clothing accessories stores | 3 | D | D | D | a | D | D |
| 448150 | Clothing accessories stores | 3 | D | D | D | a | D | D |
| 44819 | Other clothing stores | 4 | D | D | D | b | D | D |
| 448190 | Other clothing stores | 4 | D | D | D | b | D | D |
| 4482101 | Men's shoe stores | 2 | D | D | D | a | D | D |
| 4482103 | Children's & juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 11 | 5 404 | 872 | 218 | 42 | 23.5 | 19.6 |
| 44831 | Jewelry stores | 9 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 9 | D | D | D | b | D | D |
| 44832 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 42 | 65 293 | 7 405 | 1 658 | 408 | 10.1 | 3.2 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 27 | 45 662 | 5 263 | 1 091 | 254 | 12.0 | .2 |
| 45111 | Sporting goods stores | 16 | 25 176 | 3 413 | 660 | 137 | 18.8 | .3 |
| 451110 | Sporting goods stores | 16 | 25 176 | 3 413 | 660 | 137 | 18.8 | .3 |
| 4511101 | General-line sporting goods stores | 8 | 9 514 | 1 239 | 322 | 69 | 6.0 | .9 |
| 4511102 | Specialty-line sporting goods stores | 8 | 15 662 | 2 174 | 338 | 68 | 26.5 | – |
| 45112 | Hobby, toy, & game stores | 5 | 12 640 | 854 | 189 | 61 | 3.4 | – |
| 451120 | Hobby, toy, & game stores | 5 | 12 640 | 854 | 189 | 61 | 3.4 | – |
| 45113 | Sewing, needlework, & piece goods stores | 2 | D | D | D | a | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 2 | D | D | D | a | D | D |
| 45114 | Musical instrument & supplies stores | 4 | D | D | D | b | D | D |
| 451140 | Musical instrument & supplies stores | 4 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 15 | 19 631 | 2 142 | 567 | 154 | 5.6 | 10.2 |
| 45121 | Book stores & news dealers | 7 | D | D | D | c | D | D |
| 451211 | Book stores | 7 | D | D | D | c | D | D |
| 4512111 | Book stores, general | 4 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 2 | D | D | D | a | D | D |
| 4512113 | College book stores | 1 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 8 | D | D | D | b | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 8 | D | D | D | b | D | D |
| 452 | General merchandise stores | 6 | 98 406 | 9 506 | 2 403 | 521 | – | – |
| 4521 | Department stores (incl leased depts) ## | 3 | 90 430 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 3 | 90 430 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 3 | 89 658 | 8 112 | 2 006 | 458 | – | – |
| 45211 | Department stores (excl leased depts) | 3 | 89 658 | 8 112 | 2 006 | 458 | – | – |
| 452110 | Department stores (excl leased depts) | 3 | 89 658 | 8 112 | 2 006 | 458 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4521103 | National chain department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 3 | 8 748 | 1 394 | 397 | 63 | – | – |
| 452990 | All other general merchandise stores | 3 | 8 748 | 1 394 | 397 | 63 | – | – |
| 4529903 | Miscellaneous general merchandise stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 56 | 44 594 | 5 008 | 1 273 | 365 | 12.1 | 6.7 |
| 4531 | Florists | 7 | D | D | D | b | D | D |
| 45311 | Florists | 7 | D | D | D | b | D | D |
| 453110 | Florists | 7 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 18 | 27 432 | 2 001 | 613 | 167 | 9.2 | 1.5 |
| 45321 | Office supplies & stationery stores | 7 | 24 099 | 1 547 | 518 | 101 | 4.1 | – |
| 453210 | Office supplies & stationery stores | 7 | 24 099 | 1 547 | 518 | 101 | 4.1 | – |
| 4532101 | Stationery stores | 2 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 5 | D | D | D | b | D | D |
| 45322 | Gift, novelty, & souvenir stores | 11 | 3 333 | 454 | 95 | 66 | 46.7 | 12.5 |
| 453220 | Gift, novelty, & souvenir stores | 11 | 3 333 | 454 | 95 | 66 | 46.7 | 12.5 |
| 4533 | Used merchandise stores | 14 | 3 604 | 768 | 155 | 66 | 18.0 | 28.6 |
| 45331 | Used merchandise stores | 14 | 3 604 | 768 | 155 | 66 | 18.0 | 28.6 |
| 453310 | Used merchandise stores | 14 | 3 604 | 768 | 155 | 66 | 18.0 | 28.6 |
| 4539 | Other miscellaneous store retailers | 17 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 5 | 4 008 | 468 | 112 | 36 | 18.2 | 8.1 |
| 453910 | Pet & pet supplies stores | 5 | 4 008 | 468 | 112 | 36 | 18.2 | 8.1 |
| 45399 | All other miscellaneous store retailers | 11 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 18 | 17 729 | 3 233 | 747 | 113 | 49.9 | 10.1 |
| 4541 | Electronic shopping & mail-order houses | 8 | 14 394 | 2 346 | 570 | 82 | 60.4 | 7.5 |
| 45411 | Electronic shopping & mail-order houses | 8 | 14 394 | 2 346 | 570 | 82 | 60.4 | 7.5 |
| 454110 | Electronic shopping & mail-order houses | 8 | 14 394 | 2 346 | 570 | 82 | 60.4 | 7.5 |
| 4543 | Direct selling establishments | 9 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 9 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN RAMON, CA** | | | | | | | |
| **44-45** | **Retail trade** | **143** | **380 038** | **38 748** | **9 034** | **1 962** | **8.3** | **4.9** |
| 441 | Motor vehicle & parts dealers | 9 | 21 327 | 1 730 | 403 | 50 | 7.2 | 1.3 |
| 44112 | Used car dealers | 2 | D | D | D | a | D | D |
| 441120 | Used car dealers | 2 | D | D | D | a | D | D |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 441222 | Boat dealers | 1 | D | D | D | a | D | D |
| 44131 | Automotive parts & accessories stores | 4 | 4 330 | 685 | 160 | 27 | 5.5 | – |
| 441310 | Automotive parts & accessories stores | 4 | 4 330 | 685 | 160 | 27 | 5.5 | – |
| 442 | Furniture & home furnishings stores | 16 | 38 237 | 3 098 | 687 | 93 | 10.5 | 4.3 |
| 4421 | Furniture stores | 4 | 22 816 | 1 914 | 444 | 50 | 2.8 | – |
| 44211 | Furniture stores | 4 | 22 816 | 1 914 | 444 | 50 | 2.8 | – |
| 442110 | Furniture stores | 4 | 22 816 | 1 914 | 444 | 50 | 2.8 | – |
| 4422 | Home furnishings stores | 12 | 15 421 | 1 184 | 243 | 43 | 21.7 | 10.6 |
| 44221 | Floor covering stores | 6 | 12 581 | 902 | 179 | 23 | 19.6 | 1.2 |
| 442210 | Floor covering stores | 6 | 12 581 | 902 | 179 | 23 | 19.6 | 1.2 |
| 44229 | Other home furnishings stores | 6 | 2 840 | 282 | 64 | 20 | 31.1 | 52.4 |
| 442291 | Window treatment stores | 4 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 7 | 4 414 | 764 | 181 | 28 | 19.1 | – |
| 4431 | Electronics & appliance stores | 7 | 4 414 | 764 | 181 | 28 | 19.1 | – |
| 44312 | Computer & software stores | 3 | 3 230 | 416 | 104 | 15 | D | – |
| 443120 | Computer & software stores | 3 | 3 230 | 416 | 104 | 15 | D | – |
| 444 | Building material & garden equipment & supplies dealers | 9 | 51 396 | 6 569 | 1 415 | 266 | 8.6 | .5 |
| 4441 | Building material & supplies dealers | 8 | D | D | D | c | D | D |
| 44411 | Home centers | 1 | D | D | D | c | D | D |
| 444110 | Home centers | 1 | D | D | D | c | D | D |
| 44413 | Hardware stores | 3 | D | D | D | b | D | D |
| 444130 | Hardware stores | 3 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 20 | 111 719 | 12 232 | 2 964 | 636 | 8.3 | 1.5 |
| 4451 | Grocery stores | 11 | D | D | D | f | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 9 | 105 988 | 11 712 | 2 835 | 593 | 6.3 | .5 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 9 | 105 988 | 11 712 | 2 835 | 593 | 6.3 | .5 |
| 4452 | Specialty food stores | 5 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 13 | 25 780 | 3 456 | 817 | 191 | 1.2 | 2.8 |
| 4461 | Health & personal care stores | 13 | 25 780 | 3 456 | 817 | 191 | 1.2 | 2.8 |
| 44611 | Pharmacies & drug stores | 7 | 23 654 | 3 155 | 739 | 167 | – | .7 |
| 446110 | Pharmacies & drug stores | 7 | 23 654 | 3 155 | 739 | 167 | – | .7 |
| 4461101 | Pharmacies & drug stores | 7 | 23 654 | 3 155 | 739 | 167 | – | .7 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 3 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 3 | D | D | D | a | D | D |
| 447 | Gasoline stations | 12 | 28 999 | 1 922 | 474 | 83 | 11.1 | 18.3 |
| 4471 | Gasoline stations | 12 | 28 999 | 1 922 | 474 | 83 | 11.1 | 18.3 |
| 44711 | Gasoline stations with convenience stores | 4 | 15 158 | 787 | 192 | 33 | 14.0 | 9.0 |
| 447110 | Gasoline stations with convenience stores | 4 | 15 158 | 787 | 192 | 33 | 14.0 | 9.0 |
| 44719 | Other gasoline stations | 8 | 13 841 | 1 135 | 282 | 50 | 8.0 | 28.4 |
| 447190 | Other gasoline stations | 8 | 13 841 | 1 135 | 282 | 50 | 8.0 | 28.4 |
| 448 | Clothing & clothing accessories stores | 14 | 13 366 | 1 459 | 338 | 87 | 13.0 | .5 |
| 4481 | Clothing stores | 5 | 9 677 | 867 | 228 | 57 | 1.3 | – |
| 44811 | Men's clothing stores | 1 | D | D | D | a | D | D |
| 448110 | Men's clothing stores | 1 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 1 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 5 | 2 240 | 331 | 61 | 13 | 59.3 | 3.2 |
| 451 | Sporting goods, hobby, book, & music stores | 11 | 16 632 | 1 539 | 417 | 129 | 16.2 | – |
| 4511 | Sporting goods, hobby, & musical instrument stores | 9 | D | D | D | b | D | D |
| 45111 | Sporting goods stores | 5 | 7 455 | 625 | 170 | 63 | 23.3 | – |
| 451110 | Sporting goods stores | 5 | 7 455 | 625 | 170 | 63 | 23.3 | – |
| 4511101 | General-line sporting goods stores | 2 | 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 |
| 45114 | Musical instrument & supplies stores | 1 | D | D | D | a | D | D |
| 451140 | Musical instrument & supplies stores | 1 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 2 | D | D | D | b | D | D |
| 45121 | Book stores & news dealers | 1 | D | D | D | b | D | D |
| 451211 | Book stores | 1 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 1 | D | D | D | b | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 1 | D | D | D | a | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | c | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAN RAMON, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 25 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 9 | 18 578 | 1 449 | 300 | 81 | 4.3 | 3.8 |
| 45321 | Office supplies & stationery stores | 4 | 15 999 | 1 295 | 269 | 61 | – | 2.7 |
| 453210 | Office supplies & stationery stores | 4 | 15 999 | 1 295 | 269 | 61 | – | 2.7 |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 3 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 10 | D | D | D | b | D | D |
| 45392 | Art dealers | 3 | 1 046 | 77 | 17 | 8 | 100.0 | – |
| 453920 | Art dealers | 3 | 1 046 | 77 | 17 | 8 | 100.0 | – |
| 45399 | All other miscellaneous store retailers | 4 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 6 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 3 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 3 | D | D | D | a | D | D |
| 454390 | Other direct selling establishments | 3 | D | D | D | a | D | D |
| | **SANTA ANA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **876** | **2 302 616** | **232 101** | **53 754** | **11 543** | **7.2** | **5.6** |
| 441 | Motor vehicle & parts dealers | 113 | 517 345 | 43 828 | 9 855 | 1 453 | 11.5 | 4.1 |
| 4411 | Automobile dealers | 38 | 393 550 | 25 683 | 5 866 | 751 | 8.0 | 3.0 |
| 44111 | New car dealers | 14 | 336 752 | 22 230 | 5 291 | 581 | 1.3 | 2.3 |
| 441110 | New car dealers | 14 | 336 752 | 22 230 | 5 291 | 581 | 1.3 | 2.3 |
| 44112 | Used car dealers | 24 | 56 798 | 3 453 | 575 | 170 | 47.6 | 7.4 |
| 441120 | Used car dealers | 24 | 56 798 | 3 453 | 575 | 170 | 47.6 | 7.4 |
| 4412 | Other motor vehicle dealers | 15 | 40 568 | 4 722 | 895 | 132 | 56.4 | 9.6 |
| 44121 | Recreational vehicle dealers | 3 | D | D | D | a | D | D |
| 441210 | Recreational vehicle dealers | 3 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 12 | D | D | D | c | D | D |
| 441221 | Motorcycle dealers | 8 | 31 474 | 3 454 | 668 | 102 | 63.6 | 7.8 |
| 441229 | All other motor vehicle dealers | 3 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 60 | 83 227 | 13 423 | 3 094 | 570 | 5.8 | 6.7 |
| 44131 | Automotive parts & accessories stores | 44 | 54 128 | 9 529 | 2 182 | 444 | 7.1 | 8.4 |
| 441310 | Automotive parts & accessories stores | 44 | 54 128 | 9 529 | 2 182 | 444 | 7.1 | 8.4 |
| 44132 | Tire dealers | 16 | 29 099 | 3 894 | 912 | 126 | 3.6 | 3.4 |
| 441320 | Tire dealers | 16 | 29 099 | 3 894 | 912 | 126 | 3.6 | 3.4 |
| 442 | Furniture & home furnishings stores | 64 | 77 505 | 9 892 | 2 219 | 509 | 10.6 | 5.9 |
| 4421 | Furniture stores | 35 | 46 449 | 5 493 | 1 225 | 265 | 9.7 | 8.6 |
| 44211 | Furniture stores | 35 | 46 449 | 5 493 | 1 225 | 265 | 9.7 | 8.6 |
| 442110 | Furniture stores | 35 | 46 449 | 5 493 | 1 225 | 265 | 9.7 | 8.6 |
| 4422 | Home furnishings stores | 29 | 31 056 | 4 399 | 994 | 244 | 12.1 | 1.8 |
| 44221 | Floor covering stores | 15 | 19 884 | 2 942 | 584 | 112 | 13.9 | 2.0 |
| 442210 | Floor covering stores | 15 | 19 884 | 2 942 | 584 | 112 | 13.9 | 2.0 |
| 44229 | Other home furnishings stores | 14 | 11 172 | 1 457 | 410 | 132 | 8.9 | 1.5 |
| 442299 | All other home furnishings stores | 13 | D | D | D | c | D | D |
| 443 | Electronics & appliance stores | 51 | 87 671 | 10 650 | 2 528 | 397 | 29.3 | 8.8 |
| 4431 | Electronics & appliance stores | 51 | 87 671 | 10 650 | 2 528 | 397 | 29.3 | 8.8 |
| 44311 | Appliance, television, & other electronics stores | 26 | 43 684 | 5 784 | 1 033 | 198 | 41.0 | 17.3 |
| 443111 | Household appliance stores | 9 | 12 405 | 1 499 | 314 | 60 | 60.4 | 17.1 |
| 443112 | Radio, television, & other electronics stores | 17 | 31 279 | 4 285 | 719 | 138 | 33.3 | 17.4 |
| 44312 | Computer & software stores | 21 | 40 647 | 4 412 | 1 387 | 167 | 15.9 | .3 |
| 443120 | Computer & software stores | 21 | 40 647 | 4 412 | 1 387 | 167 | 15.9 | .3 |
| 44313 | Camera & photographic supplies stores | 4 | 3 340 | 454 | 108 | 32 | 40.2 | – |
| 443130 | Camera & photographic supplies stores | 4 | 3 340 | 454 | 108 | 32 | 40.2 | – |
| 444 | Building material & garden equipment & supplies dealers | 53 | 229 234 | 23 776 | 5 487 | 886 | .5 | .4 |
| 4441 | Building material & supplies dealers | 41 | 196 205 | 20 219 | 4 710 | 787 | .4 | .5 |
| 44411 | Home centers | 1 | D | D | D | e | D | D |
| 444110 | Home centers | 1 | D | D | D | e | D | D |
| 44412 | Paint & wallpaper stores | 7 | 16 699 | 1 504 | 380 | 53 | – | – |
| 444120 | Paint & wallpaper stores | 7 | 16 699 | 1 504 | 380 | 53 | – | – |
| 44413 | Hardware stores | 6 | D | D | D | c | D | D |
| 444130 | Hardware stores | 6 | D | D | D | c | D | D |
| 44419 | Other building material dealers | 27 | 90 989 | 9 366 | 1 963 | 350 | .9 | – |
| 444190 | Other building material dealers | 27 | 90 989 | 9 366 | 1 963 | 350 | .9 | – |
| 4442 | Lawn & garden equipment & supplies stores | 12 | 33 029 | 3 557 | 777 | 99 | 1.0 | – |
| 44421 | Outdoor power equipment stores | 4 | 9 652 | 1 341 | 302 | 37 | 3.5 | – |
| 444210 | Outdoor power equipment stores | 4 | 9 652 | 1 341 | 302 | 37 | 3.5 | – |
| 44422 | Nursery & garden centers | 8 | 23 377 | 2 216 | 475 | 62 | – | – |
| 444220 | Nursery & garden centers | 8 | 23 377 | 2 216 | 475 | 62 | – | – |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SANTA ANA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 445 | Food & beverage stores | 124 | 433 144 | 44 976 | 9 715 | 2 136 | 4.6 | 6.3 |
| 4451 | Grocery stores | 80 | 373 285 | 39 718 | 8 452 | 1 817 | 3.3 | 7.1 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 54 | 354 643 | 38 258 | 8 084 | 1 691 | 1.5 | 6.6 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 54 | 354 643 | 38 258 | 8 084 | 1 691 | 1.5 | 6.6 |
| 44512 | Convenience stores | 26 | 18 642 | 1 460 | 368 | 126 | 38.7 | 17.8 |
| 445120 | Convenience stores | 26 | 18 642 | 1 460 | 368 | 126 | 38.7 | 17.8 |
| 4452 | Specialty food stores | 27 | 33 402 | 3 999 | 955 | 246 | 12.2 | 1.7 |
| 4453 | Beer, wine, & liquor stores | 17 | 26 457 | 1 259 | 308 | 73 | 13.7 | 1.1 |
| 44531 | Beer, wine, & liquor stores | 17 | 26 457 | 1 259 | 308 | 73 | 13.7 | 1.1 |
| 445310 | Beer, wine, & liquor stores | 17 | 26 457 | 1 259 | 308 | 73 | 13.7 | 1.1 |
| 446 | Health & personal care stores | 61 | 80 330 | 11 489 | 2 833 | 535 | 8.4 | 6.5 |
| 4461 | Health & personal care stores | 61 | 80 330 | 11 489 | 2 833 | 535 | 8.4 | 6.5 |
| 44611 | Pharmacies & drug stores | 31 | 64 551 | 8 962 | 2 239 | 406 | 8.8 | 6.1 |
| 446110 | Pharmacies & drug stores | 31 | 64 551 | 8 962 | 2 239 | 406 | 8.8 | 6.1 |
| 4461101 | Pharmacies & drug stores | 31 | 64 551 | 8 962 | 2 239 | 406 | 8.8 | 6.1 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 13 | 6 181 | 754 | 191 | 50 | 8.4 | 5.1 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 13 | 6 181 | 754 | 191 | 50 | 8.4 | 5.1 |
| 44613 | Optical goods stores | 6 | 5 949 | 1 018 | 223 | 47 | 4.1 | 3.5 |
| 446130 | Optical goods stores | 6 | 5 949 | 1 018 | 223 | 47 | 4.1 | 3.5 |
| 44619 | Other health & personal care stores | 11 | 3 649 | 755 | 180 | 32 | 8.8 | 19.7 |
| 446191 | Food (health) supplement stores | 5 | 1 351 | 161 | 37 | 9 | 18.3 | 48.9 |
| 446199 | All other health & personal care stores | 6 | 2 298 | 594 | 143 | 23 | 3.3 | 2.6 |
| 447 | Gasoline stations | 61 | 121 821 | 5 242 | 1 102 | 391 | 14.5 | 22.1 |
| 4471 | Gasoline stations | 61 | 121 821 | 5 242 | 1 102 | 391 | 14.5 | 22.1 |
| 44711 | Gasoline stations with convenience stores | 23 | 53 453 | 2 173 | 489 | 142 | 1.4 | 16.4 |
| 447110 | Gasoline stations with convenience stores | 23 | 53 453 | 2 173 | 489 | 142 | 1.4 | 16.4 |
| 44719 | Other gasoline stations | 38 | 68 368 | 3 069 | 613 | 249 | 24.8 | 26.6 |
| 447190 | Other gasoline stations | 38 | 68 368 | 3 069 | 613 | 249 | 24.8 | 26.6 |
| 448 | Clothing & clothing accessories stores | 165 | 200 999 | 26 825 | 6 882 | 1 860 | 5.7 | 7.0 |
| 4481 | Clothing stores | 111 | 169 750 | 21 903 | 5 656 | 1 614 | 5.7 | 6.2 |
| 44811 | Men's clothing stores | 21 | 14 706 | 1 764 | 440 | 116 | 13.4 | 20.4 |
| 448110 | Men's clothing stores | 21 | 14 706 | 1 764 | 440 | 116 | 13.4 | 20.4 |
| 44812 | Women's clothing stores | 40 | 27 483 | 3 227 | 825 | 284 | 4.7 | 15.5 |
| 448120 | Women's clothing stores | 40 | 27 483 | 3 227 | 825 | 284 | 4.7 | 15.5 |
| 44813 | Children's & infants' clothing stores | 8 | 10 895 | 1 088 | 239 | 89 | 8.8 | – |
| 448130 | Children's & infants' clothing stores | 8 | 10 895 | 1 088 | 239 | 89 | 8.8 | – |
| 44814 | Family clothing stores | 22 | 98 953 | 13 767 | 3 528 | 942 | 3.7 | .2 |
| 448140 | Family clothing stores | 22 | 98 953 | 13 767 | 3 528 | 942 | 3.7 | .2 |
| 44815 | Clothing accessories stores | 6 | 1 635 | 314 | 92 | 25 | – | 13.5 |
| 448150 | Clothing accessories stores | 6 | 1 635 | 314 | 92 | 25 | – | 13.5 |
| 44819 | Other clothing stores | 14 | 16 078 | 1 743 | 532 | 158 | 11.3 | 18.0 |
| 448190 | Other clothing stores | 14 | 16 078 | 1 743 | 532 | 158 | 11.3 | 18.0 |
| 4482 | Shoe stores | 31 | 16 619 | 2 131 | 457 | 120 | 4.4 | 20.1 |
| 44821 | Shoe stores | 31 | 16 619 | 2 131 | 457 | 120 | 4.4 | 20.1 |
| 448210 | Shoe stores | 31 | 16 619 | 2 131 | 457 | 120 | 4.4 | 20.1 |
| 4482101 | Men's shoe stores | 2 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 7 | 3 217 | 376 | 87 | 30 | 6.4 | 30.9 |
| 4482103 | Children's & juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 17 | 5 828 | 689 | 157 | 48 | 7.2 | 12.1 |
| 4482105 | Athletic footwear stores | 4 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 23 | 14 630 | 2 791 | 769 | 126 | 7.6 | 1.8 |
| 44831 | Jewelry stores | 21 | D | D | D | c | D | D |
| 448310 | Jewelry stores | 21 | D | D | D | c | D | D |
| 44832 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 42 | 77 893 | 9 949 | 2 274 | 645 | 3.6 | 3.1 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 27 | 51 951 | 5 149 | 1 252 | 402 | .8 | 2.8 |
| 45111 | Sporting goods stores | 15 | 27 898 | 3 061 | 714 | 240 | 1.5 | 4.6 |
| 451110 | Sporting goods stores | 15 | 27 898 | 3 061 | 714 | 240 | 1.5 | 4.6 |
| 4511101 | General-line sporting goods stores | 6 | 12 343 | 1 326 | 320 | 112 | – | 10.3 |
| 4511102 | Specialty-line sporting goods stores | 9 | 15 555 | 1 735 | 394 | 128 | 2.7 | – |
| 45112 | Hobby, toy, & game stores | 7 | 17 820 | 1 252 | 313 | 108 | – | 1.1 |
| 451120 | Hobby, toy, & game stores | 7 | 17 820 | 1 252 | 313 | 108 | – | 1.1 |
| 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 |
| 45114 | Musical instrument & supplies stores | 3 | D | D | D | a | D | D |
| 451140 | Musical instrument & supplies stores | 3 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 15 | 25 942 | 4 800 | 1 022 | 243 | 9.1 | 3.6 |
| 45121 | Book stores & news dealers | 8 | 17 816 | 4 162 | 873 | 186 | 12.0 | 5.2 |
| 451211 | Book stores | 8 | 17 816 | 4 162 | 873 | 186 | 12.0 | 5.2 |
| 4512111 | Book stores, general | 6 | D | D | D | c | D | D |
| 4512112 | Specialty book stores | 1 | D | D | D | b | D | D |
| 4512113 | College book stores | 1 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 7 | 8 126 | 638 | 149 | 57 | 2.8 | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 7 | 8 126 | 638 | 149 | 57 | 2.8 | – |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SANTA ANA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 21 | 333 749 | 25 747 | 6 261 | 1 654 | .5 | 2.2 |
| 4521 | Department stores (incl leased depts) ## | 7 | 174 743 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 7 | 174 743 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 7 | 173 327 | 16 553 | 4 037 | 1 173 | – | – |
| 45211 | Department stores (excl leased depts) | 7 | 173 327 | 16 553 | 4 037 | 1 173 | – | – |
| 452110 | Department stores (excl leased depts) | 7 | 173 327 | 16 553 | 4 037 | 1 173 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | f | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 4 | 77 739 | 6 696 | 1 665 | 531 | – | – |
| 4529 | Other general merchandise stores | 14 | 160 422 | 9 194 | 2 224 | 481 | 1.0 | 4.6 |
| 45291 | Warehouse clubs & superstores | 1 | D | D | D | e | D | D |
| 452910 | Warehouse clubs & superstores | 1 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 13 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 13 | D | D | D | c | D | D |
| 4529901 | Variety stores | 3 | D | D | D | b | D | D |
| 4529902 | Catalog showrooms | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 9 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 85 | 68 409 | 9 344 | 2 148 | 639 | 7.3 | 6.2 |
| 4531 | Florists | 14 | 5 387 | 860 | 202 | 69 | 14.1 | 16.9 |
| 45311 | Florists | 14 | 5 387 | 860 | 202 | 69 | 14.1 | 16.9 |
| 453110 | Florists | 14 | 5 387 | 860 | 202 | 69 | 14.1 | 16.9 |
| 4532 | Office supplies, stationery, & gift stores | 37 | 40 282 | 4 088 | 964 | 316 | 8.5 | 3.4 |
| 45321 | Office supplies & stationery stores | 10 | 21 334 | 1 948 | 443 | 105 | 2.8 | 4.8 |
| 453210 | Office supplies & stationery stores | 10 | 21 334 | 1 948 | 443 | 105 | 2.8 | 4.8 |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 9 | D | D | D | c | D | D |
| 45322 | Gift, novelty, & souvenir stores | 27 | 18 948 | 2 140 | 521 | 211 | 14.8 | 1.8 |
| 453220 | Gift, novelty, & souvenir stores | 27 | 18 948 | 2 140 | 521 | 211 | 14.8 | 1.8 |
| 4533 | Used merchandise stores | 14 | 12 701 | 2 920 | 667 | 171 | – | 14.7 |
| 45331 | Used merchandise stores | 14 | 12 701 | 2 920 | 667 | 171 | – | 14.7 |
| 453310 | Used merchandise stores | 14 | 12 701 | 2 920 | 667 | 171 | – | 14.7 |
| 4539 | Other miscellaneous store retailers | 20 | 10 039 | 1 476 | 315 | 83 | 8.3 | 1.1 |
| 45391 | Pet & pet supplies stores | 4 | 1 203 | 185 | 26 | 12 | 32.5 | 8.8 |
| 453910 | Pet & pet supplies stores | 4 | 1 203 | 185 | 26 | 12 | 32.5 | 8.8 |
| 45392 | Art dealers | 4 | 2 649 | 218 | 39 | 10 | 10.0 | – |
| 453920 | Art dealers | 4 | 2 649 | 218 | 39 | 10 | 10.0 | – |
| 45399 | All other miscellaneous store retailers | 11 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 36 | 74 516 | 10 383 | 2 450 | 438 | 6.9 | 8.4 |
| 4541 | Electronic shopping & mail-order houses | 16 | 37 843 | 4 633 | 1 042 | 210 | 8.7 | 9.1 |
| 45411 | Electronic shopping & mail-order houses | 16 | 37 843 | 4 633 | 1 042 | 210 | 8.7 | 9.1 |
| 454110 | Electronic shopping & mail-order houses | 16 | 37 843 | 4 633 | 1 042 | 210 | 8.7 | 9.1 |
| 4543 | Direct selling establishments | 18 | D | D | D | c | D | D |
| 45439 | Other direct selling establishments | 17 | 36 257 | 5 707 | 1 398 | 226 | 4.8 | 7.1 |
| 454390 | Other direct selling establishments | 17 | 36 257 | 5 707 | 1 398 | 226 | 4.8 | 7.1 |
| | **SANTA BARBARA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **655** | **1 220 392** | **143 310** | **32 392** | **7 589** | **6.5** | **4.5** |
| 441 | Motor vehicle & parts dealers | 39 | 225 644 | 19 728 | 4 778 | 664 | 1.0 | 2.9 |
| 4411 | Automobile dealers | 10 | 195 387 | 15 226 | 3 747 | 445 | .3 | .1 |
| 44111 | New car dealers | 7 | 192 935 | 15 064 | 3 710 | 436 | .3 | – |
| 441110 | New car dealers | 7 | 192 935 | 15 064 | 3 710 | 436 | .3 | – |
| 4412 | Other motor vehicle dealers | 8 | 9 411 | 982 | 209 | 67 | 6.5 | 9.3 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 7 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 2 | D | D | D | a | D | D |
| 441222 | Boat dealers | 5 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 21 | 20 846 | 3 520 | 822 | 152 | 5.0 | 25.7 |
| 44131 | Automotive parts & accessories stores | 11 | 14 588 | 1 968 | 471 | 98 | 7.1 | 36.0 |
| 441310 | Automotive parts & accessories stores | 11 | 14 588 | 1 968 | 471 | 98 | 7.1 | 36.0 |
| 44132 | Tire dealers | 10 | 6 258 | 1 552 | 351 | 54 | – | 1.7 |
| 441320 | Tire dealers | 10 | 6 258 | 1 552 | 351 | 54 | – | 1.7 |
| 442 | Furniture & home furnishings stores | 58 | 51 481 | 7 020 | 1 589 | 371 | 8.3 | 5.0 |
| 4421 | Furniture stores | 18 | 16 763 | 2 484 | 604 | 98 | 3.1 | 5.9 |
| 44211 | Furniture stores | 18 | 16 763 | 2 484 | 604 | 98 | 3.1 | 5.9 |
| 442110 | Furniture stores | 18 | 16 763 | 2 484 | 604 | 98 | 3.1 | 5.9 |
| 4422 | Home furnishings stores | 40 | 34 718 | 4 536 | 985 | 273 | 10.8 | 4.5 |
| 44221 | Floor covering stores | 11 | 9 768 | 1 581 | 348 | 60 | 20.2 | 1.6 |
| 442210 | Floor covering stores | 11 | 9 768 | 1 581 | 348 | 60 | 20.2 | 1.6 |
| 44229 | Other home furnishings stores | 29 | 24 950 | 2 955 | 637 | 213 | 7.1 | 5.7 |
| 442291 | Window treatment stores | 3 | 1 374 | 197 | 46 | 9 | – | – |
| 442299 | All other home furnishings stores | 26 | 23 576 | 2 758 | 591 | 204 | 7.5 | 6.0 |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SANTA BARBARA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 443 | Electronics & appliance stores | 30 | 54 945 | 6 353 | 1 417 | 234 | 13.0 | .9 |
| 4431 | Electronics & appliance stores | 30 | 54 945 | 6 353 | 1 417 | 234 | 13.0 | .9 |
| 44311 | Appliance, television, & other electronics stores | 14 | 35 612 | 3 431 | 924 | 164 | 9.4 | – |
| 443111 | Household appliance stores | 4 | 3 458 | 314 | 74 | 14 | – | – |
| 443112 | Radio, television, & other electronics stores | 10 | 32 154 | 3 117 | 850 | 150 | 10.4 | – |
| 44312 | Computer & software stores | 10 | 11 051 | 2 224 | 321 | 32 | 33.1 | 4.6 |
| 443120 | Computer & software stores | 10 | 11 051 | 2 224 | 321 | 32 | 33.1 | 4.6 |
| 44313 | Camera & photographic supplies stores | 6 | 8 282 | 698 | 172 | 38 | 2.0 | – |
| 443130 | Camera & photographic supplies stores | 6 | 8 282 | 698 | 172 | 38 | 2.0 | – |
| 444 | Building material & garden equipment & supplies dealers | 40 | 71 031 | 9 351 | 2 254 | 349 | 8.0 | 2.4 |
| 4441 | Building material & supplies dealers | 34 | 66 860 | 8 606 | 2 084 | 303 | 8.5 | 2.6 |
| 44412 | Paint & wallpaper stores | 6 | D | D | D | b | D | D |
| 444120 | Paint & wallpaper stores | 6 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 24 | 48 024 | 5 410 | 1 347 | 190 | 7.5 | – |
| 444190 | Other building material dealers | 24 | 48 024 | 5 410 | 1 347 | 190 | 7.5 | – |
| 4442 | Lawn & garden equipment & supplies stores | 6 | 4 171 | 745 | 170 | 46 | – | – |
| 44422 | Nursery & garden centers | 6 | 4 171 | 745 | 170 | 46 | – | – |
| 444220 | Nursery & garden centers | 6 | 4 171 | 745 | 170 | 46 | – | – |
| 445 | Food & beverage stores | 81 | 226 579 | 24 413 | 5 489 | 1 234 | 8.1 | 6.3 |
| 4451 | Grocery stores | 44 | 201 873 | 21 939 | 4 966 | 1 046 | 6.2 | 5.4 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 26 | 190 255 | 21 127 | 4 748 | 965 | 2.7 | 5.7 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 26 | 190 255 | 21 127 | 4 748 | 965 | 2.7 | 5.7 |
| 44512 | Convenience stores | 18 | 11 618 | 812 | 218 | 81 | 63.6 | .8 |
| 445120 | Convenience stores | 18 | 11 618 | 812 | 218 | 81 | 63.6 | .8 |
| 4452 | Specialty food stores | 17 | 8 985 | 1 332 | 317 | 116 | 7.5 | 6.4 |
| 4453 | Beer, wine, & liquor stores | 20 | 15 721 | 1 142 | 206 | 72 | 32.7 | 18.8 |
| 44531 | Beer, wine, & liquor stores | 20 | 15 721 | 1 142 | 206 | 72 | 32.7 | 18.8 |
| 445310 | Beer, wine, & liquor stores | 20 | 15 721 | 1 142 | 206 | 72 | 32.7 | 18.8 |
| 446 | Health & personal care stores | 54 | 92 167 | 12 797 | 3 060 | 765 | 7.4 | 4.5 |
| 4461 | Health & personal care stores | 54 | 92 167 | 12 797 | 3 060 | 765 | 7.4 | 4.5 |
| 44611 | Pharmacies & drug stores | 21 | 70 964 | 8 545 | 2 107 | 424 | 2.2 | 2.0 |
| 446110 | Pharmacies & drug stores | 21 | 70 964 | 8 545 | 2 107 | 424 | 2.2 | 2.0 |
| 4461101 | Pharmacies & drug stores | 20 | D | D | D | e | D | D |
| 4461102 | Proprietary stores | 1 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 8 | D | D | D | b | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 8 | D | D | D | b | D | D |
| 44613 | Optical goods stores | 11 | D | D | D | b | D | D |
| 446130 | Optical goods stores | 11 | D | D | D | b | D | D |
| 44619 | Other health & personal care stores | 14 | 10 155 | 1 820 | 405 | 175 | 25.8 | 26.8 |
| 446191 | Food (health) supplement stores | 9 | 8 041 | 1 420 | 308 | 158 | 22.3 | 33.3 |
| 446199 | All other health & personal care stores | 5 | 2 114 | 400 | 97 | 17 | 39.1 | 2.4 |
| 447 | Gasoline stations | 28 | 39 292 | 1 915 | 380 | 136 | 23.8 | 12.9 |
| 4471 | Gasoline stations | 28 | 39 292 | 1 915 | 380 | 136 | 23.8 | 12.9 |
| 44711 | Gasoline stations with convenience stores | 11 | 19 220 | 862 | 141 | 50 | – | .8 |
| 447110 | Gasoline stations with convenience stores | 11 | 19 220 | 862 | 141 | 50 | – | .8 |
| 44719 | Other gasoline stations | 17 | 20 072 | 1 053 | 239 | 86 | 46.5 | 24.5 |
| 447190 | Other gasoline stations | 17 | 20 072 | 1 053 | 239 | 86 | 46.5 | 24.5 |
| 448 | Clothing & clothing accessories stores | 127 | 145 535 | 20 042 | 5 098 | 1 460 | 6.3 | 4.6 |
| 4481 | Clothing stores | 86 | 119 043 | 16 325 | 4 270 | 1 281 | 5.4 | 3.1 |
| 44811 | Men's clothing stores | 11 | 7 011 | 890 | 235 | 61 | 13.4 | 10.7 |
| 448110 | Men's clothing stores | 11 | 7 011 | 890 | 235 | 61 | 13.4 | 10.7 |
| 44812 | Women's clothing stores | 31 | 21 897 | 3 024 | 700 | 246 | 10.2 | 9.1 |
| 448120 | Women's clothing stores | 31 | 21 897 | 3 024 | 700 | 246 | 10.2 | 9.1 |
| 44813 | Children's & infants' clothing stores | 5 | 5 012 | 450 | 97 | 50 | 15.5 | – |
| 448130 | Children's & infants' clothing stores | 5 | 5 012 | 450 | 97 | 50 | 15.5 | – |
| 44814 | Family clothing stores | 19 | 76 747 | 10 836 | 2 946 | 825 | 2.5 | 1.3 |
| 448140 | Family clothing stores | 19 | 76 747 | 10 836 | 2 946 | 825 | 2.5 | 1.3 |
| 44815 | Clothing accessories stores | 8 | 1 441 | 257 | 63 | 27 | 30.2 | – |
| 448150 | Clothing accessories stores | 8 | 1 441 | 257 | 63 | 27 | 30.2 | – |
| 44819 | Other clothing stores | 12 | 6 935 | 868 | 229 | 72 | 2.9 | – |
| 448190 | Other clothing stores | 12 | 6 935 | 868 | 229 | 72 | 2.9 | – |
| 4482 | Shoe stores | 22 | 10 638 | 1 420 | 301 | 99 | – | 9.3 |
| 44821 | Shoe stores | 22 | 10 638 | 1 420 | 301 | 99 | – | 9.3 |
| 448210 | Shoe stores | 22 | 10 638 | 1 420 | 301 | 99 | – | 9.3 |
| 4482101 | Men's shoe stores | 2 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 5 | D | D | D | b | D | D |
| 4482104 | Family shoe stores | 11 | D | D | D | b | D | D |
| 4482105 | Athletic footwear stores | 4 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 19 | 15 854 | 2 297 | 527 | 80 | 16.7 | 12.7 |
| 44831 | Jewelry stores | 16 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 16 | D | D | D | b | D | D |
| 44832 | Luggage & leather goods stores | 3 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 3 | D | D | D | a | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SANTA BARBARA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 63 | 57 195 | 6 780 | 1 587 | 546 | 7.9 | 8.0 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 39 | 33 914 | 3 621 | 665 | 265 | 12.2 | 8.1 |
| 45111 | Sporting goods stores | 21 | 22 404 | 2 423 | 418 | 171 | 6.9 | 8.3 |
| 451110 | Sporting goods stores | 21 | 22 404 | 2 423 | 418 | 171 | 6.9 | 8.3 |
| 4511101 | General-line sporting goods stores | 3 | 7 942 | 628 | 129 | 49 | – | 21.8 |
| 4511102 | Specialty-line sporting goods stores | 18 | 14 462 | 1 795 | 289 | 122 | 10.8 | .9 |
| 45112 | Hobby, toy, & game stores | 7 | 6 126 | 472 | 84 | 47 | – | 14.4 |
| 451120 | Hobby, toy, & game stores | 7 | 6 126 | 472 | 84 | 47 | – | 14.4 |
| 45113 | Sewing, needlework, & piece goods stores | 6 | D | D | D | b | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 6 | D | D | D | b | D | D |
| 45114 | Musical instrument & supplies stores | 5 | D | D | D | b | D | D |
| 451140 | Musical instrument & supplies stores | 5 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 24 | 23 281 | 3 159 | 922 | 281 | 1.6 | 7.7 |
| 45121 | Book stores & news dealers | 16 | 13 915 | 2 323 | 707 | 194 | .8 | .3 |
| 451211 | Book stores | 12 | D | D | D | c | D | D |
| 4512111 | Book stores, general | 8 | 11 124 | 1 713 | 447 | 132 | 1.1 | – |
| 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 | 8 | 9 366 | 836 | 215 | 87 | 2.8 | 18.8 |
| 451220 | Prerecorded tape, compact disc, & record stores | 8 | 9 366 | 836 | 215 | 87 | 2.8 | 18.8 |
| 452 | General merchandise stores | 5 | D | D | D | f | D | D |
| 4521 | Department stores (incl leased depts) ## | 3 | D | N | N | N | D | D |
| 45211 | Department stores (incl leased depts) ## | 3 | D | N | N | N | D | D |
| 4521 | Department stores (excl leased depts) | 3 | D | D | D | f | D | D |
| 45211 | Department stores (excl leased depts) | 3 | D | D | D | f | D | D |
| 452110 | Department stores (excl leased depts) | 3 | D | D | D | f | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4521103 | National chain department stores (excl leased depts) | 1 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 105 | D | D | D | f | D | D |
| 4531 | Florists | 13 | 3 786 | 741 | 170 | 86 | 38.4 | 7.7 |
| 45311 | Florists | 13 | 3 786 | 741 | 170 | 86 | 38.4 | 7.7 |
| 453110 | Florists | 13 | 3 786 | 741 | 170 | 86 | 38.4 | 7.7 |
| 4532 | Office supplies, stationery, & gift stores | 44 | 30 182 | 3 357 | 817 | 305 | 17.4 | 9.4 |
| 45321 | Office supplies & stationery stores | 6 | 15 079 | 1 100 | 283 | 92 | 4.6 | 3.6 |
| 453210 | Office supplies & stationery stores | 6 | 15 079 | 1 100 | 283 | 92 | 4.6 | 3.6 |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 5 | D | D | D | b | D | D |
| 45322 | Gift, novelty, & souvenir stores | 38 | 15 103 | 2 257 | 534 | 213 | 30.2 | 15.2 |
| 453220 | Gift, novelty, & souvenir stores | 38 | 15 103 | 2 257 | 534 | 213 | 30.2 | 15.2 |
| 4533 | Used merchandise stores | 17 | 4 849 | 1 321 | 300 | 102 | 26.1 | 12.8 |
| 45331 | Used merchandise stores | 17 | 4 849 | 1 321 | 300 | 102 | 26.1 | 12.8 |
| 453310 | Used merchandise stores | 17 | 4 849 | 1 321 | 300 | 102 | 26.1 | 12.8 |
| 4539 | Other miscellaneous store retailers | 31 | D | D | D | c | D | D |
| 45391 | Pet & pet supplies stores | 11 | 4 537 | 436 | 78 | 46 | 26.1 | 3.6 |
| 453910 | Pet & pet supplies stores | 11 | 4 537 | 436 | 78 | 46 | 26.1 | 3.6 |
| 45392 | Art dealers | 6 | 7 532 | 774 | 153 | 25 | .6 | 60.9 |
| 453920 | Art dealers | 6 | 7 532 | 774 | 153 | 25 | .6 | 60.9 |
| 45399 | All other miscellaneous store retailers | 14 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 25 | 113 953 | 18 610 | 2 859 | 579 | 1.3 | .2 |
| 4541 | Electronic shopping & mail-order houses | 15 | 71 541 | 10 559 | 890 | 277 | 1.1 | .3 |
| 45411 | Electronic shopping & mail-order houses | 15 | 71 541 | 10 559 | 890 | 277 | 1.1 | .3 |
| 454110 | Electronic shopping & mail-order houses | 15 | 71 541 | 10 559 | 890 | 277 | 1.1 | .3 |
| 4543 | Direct selling establishments | 8 | D | D | D | e | D | D |
| 454311 | Heating oil dealers | 1 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 7 | 38 310 | 7 642 | 1 862 | 286 | – | – |
| 454390 | Other direct selling establishments | 7 | 38 310 | 7 642 | 1 862 | 286 | – | – |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SANTA CLARA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **414** | **1 758 653** | **187 604** | **44 053** | **6 703** | **4.5** | **6.4** |
| 441 | Motor vehicle & parts dealers | 59 | 661 994 | 67 686 | 15 700 | 1 513 | 1.4 | 1.8 |
| 4411 | Automobile dealers | 20 | 607 253 | 58 167 | 13 468 | 1 135 | 1.0 | .8 |
| 44111 | New car dealers | 16 | 598 326 | 58 038 | 13 446 | 1 130 | .6 | .9 |
| 441110 | New car dealers | 16 | 598 326 | 58 038 | 13 446 | 1 130 | .6 | .9 |
| 44112 | Used car dealers | 4 | 8 927 | 129 | 22 | 5 | 26.6 | – |
| 441120 | Used car dealers | 4 | 8 927 | 129 | 22 | 5 | 26.6 | – |
| 4412 | Other motor vehicle dealers | 4 | 3 563 | 446 | 106 | 24 | – | – |
| 44121 | Recreational vehicle dealers | 2 | D | D | D | a | D | D |
| 441210 | Recreational vehicle dealers | 2 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 35 | 51 178 | 9 073 | 2 126 | 354 | 5.6 | 12.8 |
| 44131 | Automotive parts & accessories stores | 25 | 41 750 | 7 022 | 1 674 | 280 | 6.4 | 13.8 |
| 441310 | Automotive parts & accessories stores | 25 | 41 750 | 7 022 | 1 674 | 280 | 6.4 | 13.8 |
| 44132 | Tire dealers | 10 | 9 428 | 2 051 | 452 | 74 | 1.9 | 8.5 |
| 441320 | Tire dealers | 10 | 9 428 | 2 051 | 452 | 74 | 1.9 | 8.5 |
| 442 | Furniture & home furnishings stores | 34 | 114 633 | 15 739 | 3 691 | 601 | 5.1 | 4.2 |
| 4421 | Furniture stores | 18 | 79 445 | 10 510 | 2 380 | 312 | 2.7 | 5.0 |
| 44211 | Furniture stores | 18 | 79 445 | 10 510 | 2 380 | 312 | 2.7 | 5.0 |
| 442110 | Furniture stores | 18 | 79 445 | 10 510 | 2 380 | 312 | 2.7 | 5.0 |
| 4422 | Home furnishings stores | 16 | 35 188 | 5 229 | 1 311 | 289 | 10.5 | 2.2 |
| 44221 | Floor covering stores | 8 | 16 590 | 3 157 | 754 | 130 | 18.1 | – |
| 442210 | Floor covering stores | 8 | 16 590 | 3 157 | 754 | 130 | 18.1 | – |
| 44229 | Other home furnishings stores | 8 | 18 598 | 2 072 | 557 | 159 | 3.7 | 4.1 |
| 442299 | All other home furnishings stores | 8 | 18 598 | 2 072 | 557 | 159 | 3.7 | 4.1 |
| 443 | Electronics & appliance stores | 48 | 225 974 | 20 647 | 5 066 | 600 | 9.8 | 8.9 |
| 4431 | Electronics & appliance stores | 48 | 225 974 | 20 647 | 5 066 | 600 | 9.8 | 8.9 |
| 44311 | Appliance, television, & other electronics stores | 13 | 53 979 | 6 840 | 1 967 | 190 | 6.8 | 4.6 |
| 443111 | Household appliance stores | 2 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 11 | D | D | D | c | D | D |
| 44312 | Computer & software stores | 32 | 169 079 | 13 261 | 2 980 | 382 | 10.9 | 10.4 |
| 443120 | Computer & software stores | 32 | 169 079 | 13 261 | 2 980 | 382 | 10.9 | 10.4 |
| 44313 | Camera & photographic supplies stores | 3 | 2 916 | 546 | 119 | 28 | – | – |
| 443130 | Camera & photographic supplies stores | 3 | 2 916 | 546 | 119 | 28 | – | – |
| 444 | Building material & garden equipment & supplies dealers | 28 | 122 482 | 14 649 | 3 623 | 513 | 1.3 | .3 |
| 4441 | Building material & supplies dealers | 25 | 121 673 | 14 542 | 3 602 | 504 | 1.2 | .1 |
| 44411 | Home centers | 1 | D | D | D | c | D | D |
| 444110 | Home centers | 1 | D | D | D | c | 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 | 5 | D | D | D | c | D | D |
| 444130 | Hardware stores | 5 | D | D | D | c | D | D |
| 44419 | Other building material dealers | 17 | 68 992 | 8 853 | 2 143 | 210 | .4 | .3 |
| 444190 | Other building material dealers | 17 | 68 992 | 8 853 | 2 143 | 210 | .4 | .3 |
| 445 | Food & beverage stores | 62 | 160 702 | 17 199 | 3 906 | 943 | 7.7 | 17.1 |
| 4451 | Grocery stores | 47 | 147 089 | 16 173 | 3 633 | 884 | 6.4 | 16.7 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 28 | 131 672 | 14 949 | 3 349 | 782 | 2.6 | 17.0 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 28 | 131 672 | 14 949 | 3 349 | 782 | 2.6 | 17.0 |
| 44512 | Convenience stores | 19 | 15 417 | 1 224 | 284 | 102 | 38.9 | 13.9 |
| 445120 | Convenience stores | 19 | 15 417 | 1 224 | 284 | 102 | 38.9 | 13.9 |
| 4452 | Specialty food stores | 2 | D | D | D | a | D | D |
| 4453 | Beer, wine, & liquor stores | 13 | D | D | D | b | D | D |
| 44531 | Beer, wine, & liquor stores | 13 | D | D | D | b | D | D |
| 445310 | Beer, wine, & liquor stores | 13 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 16 | 61 922 | 8 350 | 2 054 | 483 | .5 | 3.6 |
| 4461 | Health & personal care stores | 16 | 61 922 | 8 350 | 2 054 | 483 | .5 | 3.6 |
| 44611 | Pharmacies & drug stores | 12 | 59 288 | 8 022 | 1 979 | 456 | .5 | 1.2 |
| 446110 | Pharmacies & drug stores | 12 | 59 288 | 8 022 | 1 979 | 456 | .5 | 1.2 |
| 4461101 | Pharmacies & drug stores | 12 | 59 288 | 8 022 | 1 979 | 456 | .5 | 1.2 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | b | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | b | D | D |
| 447 | Gasoline stations | 27 | 69 056 | 2 434 | 595 | 164 | 19.1 | 14.9 |
| 4471 | Gasoline stations | 27 | 69 056 | 2 434 | 595 | 164 | 19.1 | 14.9 |
| 44711 | Gasoline stations with convenience stores | 6 | 13 617 | 333 | 93 | 45 | 16.5 | 28.0 |
| 447110 | Gasoline stations with convenience stores | 6 | 13 617 | 333 | 93 | 45 | 16.5 | 28.0 |
| 44719 | Other gasoline stations | 21 | 55 439 | 2 101 | 502 | 119 | 19.8 | 11.7 |
| 447190 | Other gasoline stations | 21 | 55 439 | 2 101 | 502 | 119 | 19.8 | 11.7 |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SANTA CLARA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores | 37 | 40 531 | 5 212 | 1 104 | 271 | 12.7 | 7.2 |
| 4481 | Clothing stores | 24 | 23 651 | 3 491 | 785 | 195 | 20.2 | .4 |
| 44811 | Men's clothing stores | 5 | 7 233 | 1 058 | 265 | 33 | 31.7 | – |
| 448110 | Men's clothing stores | 5 | 7 233 | 1 058 | 265 | 33 | 31.7 | – |
| 44819 | Other clothing stores | 4 | 4 681 | 1 058 | 164 | 48 | 12.1 | 1.9 |
| 448190 | Other clothing stores | 4 | 4 681 | 1 058 | 164 | 48 | 12.1 | 1.9 |
| 4483 | Jewelry, luggage, & leather goods stores | 6 | 14 476 | 1 581 | 282 | 64 | 2.6 | 19.4 |
| 44831 | Jewelry stores | 6 | 14 476 | 1 581 | 282 | 64 | 2.6 | 19.4 |
| 448310 | Jewelry stores | 6 | 14 476 | 1 581 | 282 | 64 | 2.6 | 19.4 |
| 451 | Sporting goods, hobby, book, & music stores | 30 | 38 372 | 5 434 | 1 065 | 267 | 6.1 | .7 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 21 | 30 078 | 3 700 | 734 | 192 | 7.8 | .9 |
| 45111 | Sporting goods stores | 13 | 16 234 | 2 075 | 423 | 118 | 2.7 | 1.7 |
| 451110 | Sporting goods stores | 13 | 16 234 | 2 075 | 423 | 118 | 2.7 | 1.7 |
| 4511101 | General-line sporting goods stores | 3 | 1 831 | 220 | 48 | 28 | D | – |
| 4511102 | Specialty-line sporting goods stores | 10 | 14 403 | 1 855 | 375 | 90 | – | 2.0 |
| 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 |
| 45114 | Musical instrument & supplies stores | 5 | 10 184 | 1 263 | 233 | 47 | 2.4 | – |
| 451140 | Musical instrument & supplies stores | 5 | 10 184 | 1 263 | 233 | 47 | 2.4 | – |
| 4512 | Book, periodical, & music stores | 9 | 8 294 | 1 734 | 331 | 75 | – | – |
| 45121 | Book stores & news dealers | 5 | 4 549 | 1 352 | 229 | 41 | – | – |
| 451211 | Book stores | 5 | 4 549 | 1 352 | 229 | 41 | – | – |
| 4512111 | Book stores, general | 4 | D | D | D | b | D | D |
| 4512113 | College book stores | 1 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 4 | 3 745 | 382 | 102 | 34 | – | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 4 | 3 745 | 382 | 102 | 34 | – | – |
| 452 | General merchandise stores | 5 | 165 048 | 11 264 | 2 787 | 656 | – | .3 |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 4529 | Other general merchandise stores | 3 | D | D | D | e | D | D |
| 45291 | Warehouse clubs & superstores | 1 | D | D | D | c | D | D |
| 452910 | Warehouse clubs & superstores | 1 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 2 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | c | D | D |
| 4529903 | Miscellaneous general merchandise stores | 2 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 32 | 43 126 | 7 133 | 2 057 | 396 | 3.4 | 27.7 |
| 4531 | Florists | 4 | 2 955 | 718 | 180 | 38 | 10.9 | – |
| 45311 | Florists | 4 | 2 955 | 718 | 180 | 38 | 10.9 | – |
| 453110 | Florists | 4 | 2 955 | 718 | 180 | 38 | 10.9 | – |
| 4532 | Office supplies, stationery, & gift stores | 14 | 18 752 | 2 005 | 483 | 201 | 4.2 | 7.0 |
| 45321 | Office supplies & stationery stores | 6 | 14 604 | 1 355 | 346 | 93 | – | 1.8 |
| 453210 | Office supplies & stationery stores | 6 | 14 604 | 1 355 | 346 | 93 | – | 1.8 |
| 4532102 | Office supplies stores | 6 | 14 604 | 1 355 | 346 | 93 | – | 1.8 |
| 45322 | Gift, novelty, & souvenir stores | 8 | 4 148 | 650 | 137 | 108 | 18.8 | 25.4 |
| 453220 | Gift, novelty, & souvenir stores | 8 | 4 148 | 650 | 137 | 108 | 18.8 | 25.4 |
| 4533 | Used merchandise stores | 5 | 11 742 | 2 576 | 752 | 88 | – | 80.7 |
| 45331 | Used merchandise stores | 5 | 11 742 | 2 576 | 752 | 88 | – | 80.7 |
| 453310 | Used merchandise stores | 5 | 11 742 | 2 576 | 752 | 88 | – | 80.7 |
| 4539 | Other miscellaneous store retailers | 9 | 9 677 | 1 834 | 642 | 69 | 3.8 | 12.0 |
| 45391 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 7 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 36 | 54 813 | 11 857 | 2 405 | 296 | 10.5 | 35.9 |
| 4541 | Electronic shopping & mail-order houses | 7 | 35 710 | 7 578 | 1 414 | 143 | 4.6 | 48.6 |
| 45411 | Electronic shopping & mail-order houses | 7 | 35 710 | 7 578 | 1 414 | 143 | 4.6 | 48.6 |
| 454110 | Electronic shopping & mail-order houses | 7 | 35 710 | 7 578 | 1 414 | 143 | 4.6 | 48.6 |
| 4542 | Vending machine operators | 19 | D | D | D | b | D | D |
| 45421 | Vending machine operators | 19 | D | D | D | b | D | D |
| 454210 | Vending machine operators | 19 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 10 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 10 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 10 | D | D | D | b | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SANTA CLARITA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **297** | **736 605** | **66 850** | **16 993** | **3 720** | **9.1** | **20.3** |
| 441 | Motor vehicle & parts dealers | 41 | 172 159 | 11 719 | 2 792 | 448 | 9.7 | 73.2 |
| 4411 | Automobile dealers | 8 | 138 139 | 6 988 | 1 636 | 207 | 9.2 | 87.4 |
| 44111 | New car dealers | 3 | D | D | D | c | D | D |
| 441110 | New car dealers | 3 | D | D | D | c | D | D |
| 44112 | Used car dealers | 5 | D | D | D | a | D | D |
| 441120 | Used car dealers | 5 | D | D | D | a | D | D |
| 4412 | Other motor vehicle dealers | 4 | 6 174 | 845 | 203 | 50 | 15.8 | – |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 4 | 6 174 | 845 | 203 | 50 | 15.8 | – |
| 441221 | Motorcycle dealers | 4 | 6 174 | 845 | 203 | 50 | 15.8 | – |
| 4413 | Automotive parts, accessories, & tire stores | 29 | 27 846 | 3 886 | 953 | 191 | 11.2 | 18.9 |
| 44131 | Automotive parts & accessories stores | 19 | 20 165 | 2 599 | 648 | 132 | 9.6 | 22.8 |
| 441310 | Automotive parts & accessories stores | 19 | 20 165 | 2 599 | 648 | 132 | 9.6 | 22.8 |
| 44132 | Tire dealers | 10 | 7 681 | 1 287 | 305 | 59 | 15.3 | 8.6 |
| 441320 | Tire dealers | 10 | 7 681 | 1 287 | 305 | 59 | 15.3 | 8.6 |
| 442 | Furniture & home furnishings stores | 14 | 25 015 | 2 635 | 568 | 121 | 42.0 | – |
| 4421 | Furniture stores | 7 | 14 687 | 1 641 | 330 | 55 | 67.7 | – |
| 44211 | Furniture stores | 7 | 14 687 | 1 641 | 330 | 55 | 67.7 | – |
| 442110 | Furniture stores | 7 | 14 687 | 1 641 | 330 | 55 | 67.7 | – |
| 4422 | Home furnishings stores | 7 | 10 328 | 994 | 238 | 66 | 5.4 | – |
| 44229 | Other home furnishings stores | 5 | D | D | D | b | D | D |
| 442299 | All other home furnishings stores | 3 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 11 | 35 308 | 2 053 | 552 | 143 | 11.7 | – |
| 4431 | Electronics & appliance stores | 11 | 35 308 | 2 053 | 552 | 143 | 11.7 | – |
| 44311 | Appliance, television, & other electronics stores | 7 | 34 171 | 1 847 | 439 | 128 | 10.1 | – |
| 443111 | Household appliance stores | 3 | D | D | D | a | D | D |
| 443112 | Radio, television, & other electronics stores | 4 | D | D | D | c | D | D |
| 44312 | Computer & software stores | 4 | 1 137 | 206 | 113 | 15 | 60.5 | – |
| 443120 | Computer & software stores | 4 | 1 137 | 206 | 113 | 15 | 60.5 | – |
| 444 | Building material & garden equipment & supplies dealers | 23 | 32 000 | 5 323 | 1 943 | 367 | 12.6 | .7 |
| 4441 | Building material & supplies dealers | 19 | 26 955 | 4 396 | 1 727 | 310 | 11.7 | .8 |
| 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 | 12 | 14 816 | 1 509 | 365 | 56 | 10.0 | .9 |
| 444190 | Other building material dealers | 12 | 14 816 | 1 509 | 365 | 56 | 10.0 | .9 |
| 4442 | Lawn & garden equipment & supplies stores | 4 | 5 045 | 927 | 216 | 57 | 16.9 | – |
| 44422 | Nursery & garden centers | 3 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 3 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 38 | 160 119 | 16 853 | 4 250 | 852 | 4.9 | 8.4 |
| 4451 | Grocery stores | 21 | 153 374 | 16 099 | 4 102 | 791 | 2.9 | 7.8 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 13 | 146 206 | 15 542 | 3 976 | 732 | .3 | 8.2 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 13 | 146 206 | 15 542 | 3 976 | 732 | .3 | 8.2 |
| 44512 | Convenience stores | 8 | 7 168 | 557 | 126 | 59 | 56.5 | – |
| 445120 | Convenience stores | 8 | 7 168 | 557 | 126 | 59 | 56.5 | – |
| 4452 | Specialty food stores | 6 | 1 452 | 527 | 95 | 31 | 68.9 | .5 |
| 4453 | Beer, wine, & liquor stores | 11 | 5 293 | 227 | 53 | 30 | 43.2 | 26.4 |
| 44531 | Beer, wine, & liquor stores | 11 | 5 293 | 227 | 53 | 30 | 43.2 | 26.4 |
| 445310 | Beer, wine, & liquor stores | 11 | 5 293 | 227 | 53 | 30 | 43.2 | 26.4 |
| 446 | Health & personal care stores | 31 | 50 834 | 7 139 | 1 808 | 333 | 4.2 | 1.5 |
| 4461 | Health & personal care stores | 31 | 50 834 | 7 139 | 1 808 | 333 | 4.2 | 1.5 |
| 44611 | Pharmacies & drug stores | 15 | 45 489 | 6 370 | 1 627 | 287 | 3.1 | .3 |
| 446110 | Pharmacies & drug stores | 15 | 45 489 | 6 370 | 1 627 | 287 | 3.1 | .3 |
| 4461101 | Pharmacies & drug stores | 13 | D | D | D | e | D | D |
| 4461102 | Proprietary stores | 2 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 5 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 5 | D | D | D | a | D | D |
| 44619 | Other health & personal care stores | 9 | 4 490 | 614 | 141 | 34 | 15.8 | 13.2 |
| 446191 | Food (health) supplement stores | 6 | 2 991 | 365 | 90 | 24 | 12.4 | 4.6 |
| 447 | Gasoline stations | 27 | 69 408 | 2 675 | 637 | 198 | 16.6 | 11.0 |
| 4471 | Gasoline stations | 27 | 69 408 | 2 675 | 637 | 198 | 16.6 | 11.0 |
| 44711 | Gasoline stations with convenience stores | 14 | 48 247 | 1 805 | 455 | 138 | 10.5 | 3.0 |
| 447110 | Gasoline stations with convenience stores | 14 | 48 247 | 1 805 | 455 | 138 | 10.5 | 3.0 |
| 44719 | Other gasoline stations | 13 | 21 161 | 870 | 182 | 60 | 30.6 | 29.3 |
| 447190 | Other gasoline stations | 13 | 21 161 | 870 | 182 | 60 | 30.6 | 29.3 |
| 448 | Clothing & clothing accessories stores | 23 | 14 559 | 1 733 | 451 | 140 | 14.1 | – |
| 4481 | Clothing stores | 12 | 11 361 | 1 271 | 345 | 97 | 9.1 | – |
| 44819 | Other clothing stores | 3 | 2 713 | 302 | 74 | 22 | D | – |
| 448190 | Other clothing stores | 3 | 2 713 | 302 | 74 | 22 | D | – |
| 4483 | Jewelry, luggage, & leather goods stores | 6 | 2 041 | 268 | 53 | 25 | 50.1 | – |

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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SANTA CLARITA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 30 | 24 790 | 2 340 | 587 | 201 | 13.9 | 1.3 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 16 | 16 655 | 1 488 | 395 | 108 | 9.1 | 1.3 |
| 45111 | Sporting goods stores | 8 | 4 139 | 710 | 204 | 31 | 27.6 | 4.0 |
| 451110 | Sporting goods stores | 8 | 4 139 | 710 | 204 | 31 | 27.6 | 4.0 |
| 45112 | Hobby, toy, & game stores | 6 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 6 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 14 | 8 135 | 852 | 192 | 93 | 23.8 | 1.1 |
| 45121 | Book stores & news dealers | 8 | 3 239 | 413 | 79 | 45 | 48.2 | – |
| 451211 | Book stores | 6 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 4 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 2 | D | D | D | a | D | D |
| 451212 | News dealers & newsstands | 2 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 6 | 4 896 | 439 | 113 | 48 | 7.6 | 1.9 |
| 451220 | Prerecorded tape, compact disc, & record stores | 6 | 4 896 | 439 | 113 | 48 | 7.6 | 1.9 |
| 452 | General merchandise stores | 6 | 118 868 | 9 793 | 2 344 | 573 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 4521103 | National chain department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 4529 | Other general merchandise stores | 4 | 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 |
| 45299 | All other general merchandise stores | 3 | 4 450 | 640 | 142 | 40 | – | – |
| 452990 | All other general merchandise stores | 3 | 4 450 | 640 | 142 | 40 | – | – |
| 4529901 | Variety stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 46 | D | D | D | e | D | D |
| 4531 | Florists | 7 | 2 001 | 434 | 97 | 48 | 38.5 | – |
| 45311 | Florists | 7 | 2 001 | 434 | 97 | 48 | 38.5 | – |
| 453110 | Florists | 7 | 2 001 | 434 | 97 | 48 | 38.5 | – |
| 4532 | Office supplies, stationery, & gift stores | 17 | 9 563 | 1 211 | 286 | 107 | 16.8 | 1.9 |
| 45321 | Office supplies & stationery stores | 5 | 4 717 | 534 | 135 | 42 | 4.3 | 1.7 |
| 453210 | Office supplies & stationery stores | 5 | 4 717 | 534 | 135 | 42 | 4.3 | 1.7 |
| 4532102 | Office supplies stores | 5 | 4 717 | 534 | 135 | 42 | 4.3 | 1.7 |
| 45322 | Gift, novelty, & souvenir stores | 12 | 4 846 | 677 | 151 | 65 | 29.0 | 2.0 |
| 453220 | Gift, novelty, & souvenir stores | 12 | 4 846 | 677 | 151 | 65 | 29.0 | 2.0 |
| 4539 | Other miscellaneous store retailers | 18 | D | D | D | c | D | D |
| 45391 | Pet & pet supplies stores | 7 | 4 161 | 507 | 108 | 62 | 6.1 | 13.7 |
| 453910 | Pet & pet supplies stores | 7 | 4 161 | 507 | 108 | 62 | 6.1 | 13.7 |
| 45393 | Manufactured (mobile) home dealers | 4 | 12 854 | 935 | 227 | 46 | 6.3 | – |
| 453930 | Manufactured (mobile) home dealers | 4 | 12 854 | 935 | 227 | 46 | 6.3 | – |
| 45399 | All other miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 7 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 6 | 2 519 | 772 | 158 | 24 | – | 7.2 |
| 454390 | Other direct selling establishments | 6 | 2 519 | 772 | 158 | 24 | – | 7.2 |
| | **SANTA CRUZ, CA** | | | | | | | |
| **44-45** | **Retail trade** | **282** | **578 918** | **62 313** | **13 934** | **3 626** | **5.8** | **5.0** |
| 441 | Motor vehicle & parts dealers | 20 | 124 186 | 11 306 | 2 476 | 346 | 1.0 | .5 |
| 4411 | Automobile dealers | 5 | D | D | D | c | D | D |
| 4412 | Other motor vehicle dealers | 5 | 16 650 | 903 | 156 | 45 | 2.9 | – |
| 44121 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 441210 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 4 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 2 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 10 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 8 | D | D | D | b | D | D |
| 441310 | Automotive parts & accessories stores | 8 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 15 | 10 250 | 2 111 | 434 | 131 | 15.6 | – |
| 4421 | Furniture stores | 7 | 3 572 | 485 | 111 | 31 | 27.9 | – |
| 44211 | Furniture stores | 7 | 3 572 | 485 | 111 | 31 | 27.9 | – |
| 442110 | Furniture stores | 7 | 3 572 | 485 | 111 | 31 | 27.9 | – |
| 4422 | Home furnishings stores | 8 | 6 678 | 1 626 | 323 | 100 | 9.0 | – |
| 44229 | Other home furnishings stores | 6 | D | D | D | b | D | D |
| 442299 | All other home furnishings stores | 6 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 13 | 16 091 | 1 839 | 390 | 68 | 13.3 | 5.1 |
| 4431 | Electronics & appliance stores | 13 | 16 091 | 1 839 | 390 | 68 | 13.3 | 5.1 |
| 44311 | Appliance, television, & other electronics stores | 5 | 9 953 | 1 177 | 244 | 33 | 14.6 | 7.4 |
| 443111 | Household appliance stores | 1 | D | D | D | a | D | D |
| 443112 | Radio, television, & other electronics stores | 4 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 6 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 6 | D | D | D | b | D | D |
| 44313 | Camera & photographic supplies stores | 2 | D | D | D | a | D | D |
| 443130 | Camera & photographic supplies stores | 2 | D | D | D | a | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SANTA CRUZ, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 444 | Building material & garden equipment & supplies dealers | 15 | 34 687 | 5 244 | 1 231 | 541 | 3.9 | 1.2 |
| 4441 | Building material & supplies dealers | 14 | D | D | D | f | D | D |
| 44412 | Paint & wallpaper stores | 2 | D | D | D | b | D | D |
| 444120 | Paint & wallpaper stores | 2 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 9 | 28 536 | 4 294 | 1 020 | 497 | 2.8 | 1.4 |
| 444190 | Other building material dealers | 9 | 28 536 | 4 294 | 1 020 | 497 | 2.8 | 1.4 |
| 445 | Food & beverage stores | 39 | 104 020 | 11 544 | 2 566 | 676 | 7.2 | 11.9 |
| 4451 | Grocery stores | 22 | 93 243 | 10 329 | 2 289 | 577 | 5.2 | 12.9 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 17 | 88 609 | 9 896 | 2 182 | 537 | 5.5 | 12.4 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 17 | 88 609 | 9 896 | 2 182 | 537 | 5.5 | 12.4 |
| 44512 | Convenience stores | 5 | 4 634 | 433 | 107 | 40 | – | 22.5 |
| 445120 | Convenience stores | 5 | 4 634 | 433 | 107 | 40 | – | 22.5 |
| 4452 | Specialty food stores | 9 | 4 404 | 575 | 123 | 50 | 19.4 | 7.1 |
| 4453 | Beer, wine, & liquor stores | 8 | 6 373 | 640 | 154 | 49 | 27.4 | – |
| 44531 | Beer, wine, & liquor stores | 8 | 6 373 | 640 | 154 | 49 | 27.4 | – |
| 445310 | Beer, wine, & liquor stores | 8 | 6 373 | 640 | 154 | 49 | 27.4 | – |
| 446 | Health & personal care stores | 21 | 53 055 | 8 408 | 1 924 | 469 | 2.1 | 3.8 |
| 4461 | Health & personal care stores | 21 | 53 055 | 8 408 | 1 924 | 469 | 2.1 | 3.8 |
| 44611 | Pharmacies & drug stores | 10 | 35 518 | 4 764 | 1 093 | 206 | .9 | .8 |
| 446110 | Pharmacies & drug stores | 10 | 35 518 | 4 764 | 1 093 | 206 | .9 | .8 |
| 4461101 | Pharmacies & drug stores | 10 | 35 518 | 4 764 | 1 093 | 206 | .9 | .8 |
| 44619 | Other health & personal care stores | 8 | D | D | D | c | D | D |
| 446191 | Food (health) supplement stores | 4 | D | D | D | c | D | D |
| 446199 | All other health & personal care stores | 4 | D | D | D | b | D | D |
| 447 | Gasoline stations | 17 | 45 196 | 1 765 | 387 | 117 | 12.9 | 13.5 |
| 4471 | Gasoline stations | 17 | 45 196 | 1 765 | 387 | 117 | 12.9 | 13.5 |
| 44711 | Gasoline stations with convenience stores | 8 | 21 933 | 1 009 | 205 | 71 | – | 13.6 |
| 447110 | Gasoline stations with convenience stores | 8 | 21 933 | 1 009 | 205 | 71 | – | 13.6 |
| 44719 | Other gasoline stations | 9 | 23 263 | 756 | 182 | 46 | 25.0 | 13.5 |
| 447190 | Other gasoline stations | 9 | 23 263 | 756 | 182 | 46 | 25.0 | 13.5 |
| 448 | Clothing & clothing accessories stores | 41 | 22 644 | 4 043 | 789 | 339 | 21.0 | 13.3 |
| 4481 | Clothing stores | 23 | 14 625 | 2 775 | 505 | 251 | 23.0 | 19.4 |
| 44819 | Other clothing stores | 8 | 4 802 | 1 265 | 195 | 107 | 56.1 | – |
| 448190 | Other clothing stores | 8 | 4 802 | 1 265 | 195 | 107 | 56.1 | – |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 2 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 11 | 5 128 | 735 | 175 | 42 | 27.2 | 3.5 |
| 44831 | Jewelry stores | 11 | 5 128 | 735 | 175 | 42 | 27.2 | 3.5 |
| 448310 | Jewelry stores | 11 | 5 128 | 735 | 175 | 42 | 27.2 | 3.5 |
| 451 | Sporting goods, hobby, book, & music stores | 39 | 31 517 | 4 112 | 1 031 | 343 | 12.7 | 2.8 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 26 | 18 006 | 2 373 | 597 | 198 | 14.0 | 3.2 |
| 45111 | Sporting goods stores | 19 | 13 029 | 1 630 | 403 | 127 | 15.7 | 4.4 |
| 451110 | Sporting goods stores | 19 | 13 029 | 1 630 | 403 | 127 | 15.7 | 4.4 |
| 4511101 | General-line sporting goods stores | 3 | 3 993 | 303 | 90 | 26 | D | – |
| 4511102 | Specialty-line sporting goods stores | 16 | 9 036 | 1 327 | 313 | 101 | 21.3 | 6.4 |
| 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 |
| 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 | 13 | 13 511 | 1 739 | 434 | 145 | 10.8 | 2.2 |
| 45121 | Book stores & news dealers | 8 | 8 512 | 1 322 | 311 | 103 | 10.9 | 3.5 |
| 451211 | Book stores | 8 | 8 512 | 1 322 | 311 | 103 | 10.9 | 3.5 |
| 4512111 | Book stores, general | 7 | D | D | D | c | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 5 | 4 999 | 417 | 123 | 42 | 10.7 | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 5 | 4 999 | 417 | 123 | 42 | 10.7 | – |
| 452 | General merchandise stores | 3 | 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 |
| 453 | Miscellaneous store retailers | 47 | D | D | D | e | D | D |
| 4531 | Florists | 6 | 1 531 | 304 | 72 | 39 | 38.6 | – |
| 45311 | Florists | 6 | 1 531 | 304 | 72 | 39 | 38.6 | – |
| 453110 | Florists | 6 | 1 531 | 304 | 72 | 39 | 38.6 | – |
| 4532 | Office supplies, stationery, & gift stores | 13 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 45322 | Gift, novelty, & souvenir stores | 12 | 4 780 | 902 | 142 | 76 | 39.7 | – |
| 453220 | Gift, novelty, & souvenir stores | 12 | 4 780 | 902 | 142 | 76 | 39.7 | – |
| 4533 | Used merchandise stores | 11 | 5 595 | 1 626 | 234 | 83 | 5.6 | .9 |
| 45331 | Used merchandise stores | 11 | 5 595 | 1 626 | 234 | 83 | 5.6 | .9 |
| 453310 | Used merchandise stores | 11 | 5 595 | 1 626 | 234 | 83 | 5.6 | .9 |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SANTA CRUZ, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers—Con. | | | | | | | |
| 4539 | Other miscellaneous store retailers | 17 | D | D | D | b | D | D |
| 45392 | Art dealers | 2 | D | D | D | a | D | D |
| 453920 | Art dealers | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 14 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 12 | 14 179 | 2 590 | 697 | 78 | 5.7 | 3.1 |
| 4541 | Electronic shopping & mail-order houses | 3 | D | D | D | b | D | D |
| 45411 | Electronic shopping & mail-order houses | 3 | D | D | D | b | D | D |
| 454110 | Electronic shopping & mail-order houses | 3 | D | D | D | b | D | D |
| 454319 | Other fuel dealers | 1 | D | D | D | a | D | D |
| | **SANTA FE SPRINGS, CA** | | | | | | | |
| **44-45** | **Retail trade** | **169** | **405 420** | **50 983** | **11 122** | **2 133** | **16.3** | **5.4** |
| 441 | Motor vehicle & parts dealers | 34 | D | D | D | f | D | D |
| 4412 | Other motor vehicle dealers | 3 | D | D | D | c | D | D |
| 44121 | Recreational vehicle dealers | 2 | D | D | D | c | D | D |
| 441210 | Recreational vehicle dealers | 2 | D | D | D | c | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 31 | 63 148 | 12 867 | 3 036 | 479 | 3.4 | 7.1 |
| 44131 | Automotive parts & accessories stores | 24 | 27 774 | 4 959 | 1 267 | 223 | 7.8 | 16.1 |
| 441310 | Automotive parts & accessories stores | 24 | 27 774 | 4 959 | 1 267 | 223 | 7.8 | 16.1 |
| 44132 | Tire dealers | 7 | 35 374 | 7 908 | 1 769 | 256 | – | – |
| 441320 | Tire dealers | 7 | 35 374 | 7 908 | 1 769 | 256 | – | – |
| 442 | Furniture & home furnishings stores | 9 | 36 234 | 3 959 | 720 | 84 | .4 | 10.1 |
| 4421 | Furniture stores | 5 | 8 947 | 876 | 98 | 20 | 1.5 | 40.8 |
| 44211 | Furniture stores | 5 | 8 947 | 876 | 98 | 20 | 1.5 | 40.8 |
| 442110 | Furniture stores | 5 | 8 947 | 876 | 98 | 20 | 1.5 | 40.8 |
| 4422 | Home furnishings stores | 4 | 27 287 | 3 083 | 622 | 64 | – | – |
| 44221 | Floor covering stores | 3 | D | D | D | b | D | D |
| 442210 | Floor covering stores | 3 | D | D | D | b | D | D |
| 44229 | Other home furnishings stores | 1 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 11 | 43 537 | 3 031 | 606 | 127 | 18.6 | 2.3 |
| 4431 | Electronics & appliance stores | 11 | 43 537 | 3 031 | 606 | 127 | 18.6 | 2.3 |
| 44311 | Appliance, television, & other electronics stores | 6 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 6 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 4 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 4 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 13 | 13 763 | 2 225 | 422 | 86 | 21.1 | 8.3 |
| 4441 | Building material & supplies dealers | 13 | 13 763 | 2 225 | 422 | 86 | 21.1 | 8.3 |
| 44419 | Other building material dealers | 8 | 10 710 | 1 745 | 315 | 63 | 25.6 | – |
| 444190 | Other building material dealers | 8 | 10 710 | 1 745 | 315 | 63 | 25.6 | – |
| 445 | Food & beverage stores | 11 | 41 865 | 4 928 | 996 | 194 | 3.5 | .4 |
| 4451 | Grocery stores | 9 | D | D | D | c | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 7 | 40 405 | 4 831 | 971 | 183 | 2.2 | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 7 | 40 405 | 4 831 | 971 | 183 | 2.2 | – |
| 446 | Health & personal care stores | 7 | 13 020 | 2 524 | 665 | 130 | 3.9 | .3 |
| 4461 | Health & personal care stores | 7 | 13 020 | 2 524 | 665 | 130 | 3.9 | .3 |
| 44619 | Other health & personal care stores | 5 | D | D | D | b | D | D |
| 446199 | All other health & personal care stores | 3 | D | D | D | b | D | D |
| 447 | Gasoline stations | 17 | 36 453 | 1 047 | 251 | 89 | 54.2 | 11.9 |
| 4471 | Gasoline stations | 17 | 36 453 | 1 047 | 251 | 89 | 54.2 | 11.9 |
| 44711 | Gasoline stations with convenience stores | 7 | 20 233 | 631 | 156 | 46 | 51.4 | 9.1 |
| 447110 | Gasoline stations with convenience stores | 7 | 20 233 | 631 | 156 | 46 | 51.4 | 9.1 |
| 44719 | Other gasoline stations | 10 | 16 220 | 416 | 95 | 43 | 57.6 | 15.4 |
| 447190 | Other gasoline stations | 10 | 16 220 | 416 | 95 | 43 | 57.6 | 15.4 |
| 448 | Clothing & clothing accessories stores | 23 | 11 907 | 1 299 | 363 | 120 | 59.3 | 4.0 |
| 4481 | Clothing stores | 15 | D | D | D | b | D | D |
| 44819 | Other clothing stores | 2 | D | D | D | a | D | D |
| 448190 | Other clothing stores | 2 | D | D | D | a | D | D |
| 4482 | Shoe stores | 6 | 5 451 | 418 | 117 | 26 | 73.0 | – |
| 44821 | Shoe stores | 6 | 5 451 | 418 | 117 | 26 | 73.0 | – |
| 448210 | Shoe stores | 6 | 5 451 | 418 | 117 | 26 | 73.0 | – |
| 4482104 | Family shoe stores | 5 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 11 | 8 619 | 1 556 | 431 | 122 | 62.2 | 17.5 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 10 | D | D | D | c | D | D |
| 45111 | Sporting goods stores | 6 | 6 888 | 1 307 | 376 | 99 | 64.6 | 11.2 |
| 451110 | Sporting goods stores | 6 | 6 888 | 1 307 | 376 | 99 | 64.6 | 11.2 |
| 4511102 | Specialty-line sporting goods stores | 4 | D | D | D | b | D | D |
| 45114 | Musical instrument & supplies stores | 1 | D | D | D | a | D | D |
| 451140 | Musical instrument & 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SANTA FE SPRINGS, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 3 | 45 576 | 4 221 | 946 | 305 | – | 4.6 |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 11 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 5 | 5 360 | 1 069 | 239 | 28 | 12.1 | – |
| 45321 | Office supplies & stationery stores | 5 | 5 360 | 1 069 | 239 | 28 | 12.1 | – |
| 453210 | Office supplies & stationery stores | 5 | 5 360 | 1 069 | 239 | 28 | 12.1 | – |
| 4532102 | Office supplies stores | 5 | 5 360 | 1 069 | 239 | 28 | 12.1 | – |
| 4539 | Other miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 19 | 42 763 | 5 118 | 1 036 | 175 | 38.8 | 6.5 |
| 4541 | Electronic shopping & mail-order houses | 10 | 28 456 | 2 348 | 428 | 83 | 51.5 | 9.5 |
| 45411 | Electronic shopping & mail-order houses | 10 | 28 456 | 2 348 | 428 | 83 | 51.5 | 9.5 |
| 454110 | Electronic shopping & mail-order houses | 10 | 28 456 | 2 348 | 428 | 83 | 51.5 | 9.5 |
| 4542 | Vending machine operators | 3 | D | D | D | b | D | D |
| 45421 | Vending machine operators | 3 | D | D | D | b | D | D |
| 454210 | Vending machine operators | 3 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 6 | D | D | D | b | D | D |
| 45431 | Fuel dealers | 3 | D | D | D | a | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 3 | D | D | D | a | D | D |
| | **SANTA MARIA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **353** | **810 501** | **89 519** | **21 878** | **4 928** | **9.4** | **2.8** |
| 441 | Motor vehicle & parts dealers | 47 | 207 201 | 22 462 | 5 303 | 770 | 25.0 | .5 |
| 4411 | Automobile dealers | 14 | 174 307 | 16 244 | 3 969 | 474 | 26.6 | – |
| 44111 | New car dealers | 9 | 170 028 | 15 890 | 3 898 | 457 | 26.7 | – |
| 441110 | New car dealers | 9 | 170 028 | 15 890 | 3 898 | 457 | 26.7 | – |
| 4412 | Other motor vehicle dealers | 2 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 2 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | a | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 31 | D | D | D | e | D | D |
| 44131 | Automotive parts & accessories stores | 22 | 20 108 | 3 360 | 792 | 193 | 7.6 | 5.6 |
| 441310 | Automotive parts & accessories stores | 22 | 20 108 | 3 360 | 792 | 193 | 7.6 | 5.6 |
| 44132 | Tire dealers | 9 | D | D | D | b | D | D |
| 441320 | Tire dealers | 9 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 21 | 23 253 | 3 478 | 732 | 149 | 11.3 | 16.7 |
| 4421 | Furniture stores | 9 | 8 056 | 1 203 | 228 | 52 | 7.2 | – |
| 44211 | Furniture stores | 9 | 8 056 | 1 203 | 228 | 52 | 7.2 | – |
| 442110 | Furniture stores | 9 | 8 056 | 1 203 | 228 | 52 | 7.2 | – |
| 4422 | Home furnishings stores | 12 | 15 197 | 2 275 | 504 | 97 | 13.5 | 25.5 |
| 44221 | Floor covering stores | 7 | 10 363 | 1 962 | 435 | 70 | 19.8 | – |
| 442210 | Floor covering stores | 7 | 10 363 | 1 962 | 435 | 70 | 19.8 | – |
| 44229 | Other home furnishings stores | 5 | 4 834 | 313 | 69 | 27 | – | 80.2 |
| 442299 | All other home furnishings stores | 5 | 4 834 | 313 | 69 | 27 | – | 80.2 |
| 443 | Electronics & appliance stores | 18 | 23 208 | 2 625 | 592 | 156 | 3.8 | 1.5 |
| 4431 | Electronics & appliance stores | 18 | 23 208 | 2 625 | 592 | 156 | 3.8 | 1.5 |
| 44311 | Appliance, television, & other electronics stores | 13 | 19 196 | 2 237 | 507 | 135 | 4.1 | 1.8 |
| 443112 | Radio, television, & other electronics stores | 10 | D | D | D | c | D | D |
| 44312 | Computer & software stores | 5 | 4 012 | 388 | 85 | 21 | 2.4 | – |
| 443120 | Computer & software stores | 5 | 4 012 | 388 | 85 | 21 | 2.4 | – |
| 444 | Building material & garden equipment & supplies dealers | 32 | 106 810 | 12 200 | 3 158 | 501 | .8 | – |
| 4441 | Building material & supplies dealers | 24 | 87 321 | 9 139 | 2 451 | 423 | .4 | – |
| 44411 | Home centers | 2 | D | D | D | c | D | D |
| 444110 | Home centers | 2 | D | D | D | c | D | D |
| 44412 | Paint & wallpaper stores | 4 | D | D | D | a | D | D |
| 444120 | Paint & wallpaper stores | 4 | D | D | D | a | D | D |
| 44413 | Hardware stores | 3 | 11 756 | 1 585 | 376 | 88 | – | – |
| 444130 | Hardware stores | 3 | 11 756 | 1 585 | 376 | 88 | – | – |
| 44419 | Other building material dealers | 15 | 43 715 | 4 931 | 1 472 | 157 | .7 | – |
| 444190 | Other building material dealers | 15 | 43 715 | 4 931 | 1 472 | 157 | .7 | – |
| 4442 | Lawn & garden equipment & supplies stores | 8 | 19 489 | 3 061 | 707 | 78 | 2.6 | – |
| 44422 | Nursery & garden centers | 7 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SANTA MARIA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 445 | Food & beverage stores | 37 | 141 052 | 13 044 | 3 058 | 740 | 7.2 | 1.7 |
| 4451 | Grocery stores | 24 | 134 432 | 12 336 | 2 870 | 661 | 5.4 | 1.8 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 13 | 126 828 | 11 560 | 2 670 | 594 | 2.3 | .3 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 13 | 126 828 | 11 560 | 2 670 | 594 | 2.3 | .3 |
| 44512 | Convenience stores | 11 | 7 604 | 776 | 200 | 67 | 57.0 | 26.2 |
| 445120 | Convenience stores | 11 | 7 604 | 776 | 200 | 67 | 57.0 | 26.2 |
| 4452 | Specialty food stores | 8 | 3 641 | 391 | 118 | 37 | 47.7 | – |
| 446 | Health & personal care stores | 27 | 46 186 | 5 938 | 1 374 | 301 | 4.7 | 1.3 |
| 4461 | Health & personal care stores | 27 | 46 186 | 5 938 | 1 374 | 301 | 4.7 | 1.3 |
| 44611 | Pharmacies & drug stores | 12 | 40 895 | 4 835 | 1 102 | 239 | 3.8 | .5 |
| 446110 | Pharmacies & drug stores | 12 | 40 895 | 4 835 | 1 102 | 239 | 3.8 | .5 |
| 4461101 | Pharmacies & drug stores | 12 | 40 895 | 4 835 | 1 102 | 239 | 3.8 | .5 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 44613 | Optical goods stores | 8 | 2 957 | 716 | 181 | 41 | 20.4 | 2.6 |
| 446130 | Optical goods stores | 8 | 2 957 | 716 | 181 | 41 | 20.4 | 2.6 |
| 44619 | Other health & personal care stores | 5 | D | D | D | a | D | D |
| 446191 | Food (health) supplement stores | 3 | 1 330 | 234 | 51 | 11 | – | 22.7 |
| 447 | Gasoline stations | 22 | 52 061 | 2 623 | 617 | 204 | 3.6 | 14.5 |
| 4471 | Gasoline stations | 22 | 52 061 | 2 623 | 617 | 204 | 3.6 | 14.5 |
| 44711 | Gasoline stations with convenience stores | 7 | 24 298 | 985 | 214 | 73 | – | 3.9 |
| 447110 | Gasoline stations with convenience stores | 7 | 24 298 | 985 | 214 | 73 | – | 3.9 |
| 44719 | Other gasoline stations | 15 | 27 763 | 1 638 | 403 | 131 | 6.7 | 23.7 |
| 447190 | Other gasoline stations | 15 | 27 763 | 1 638 | 403 | 131 | 6.7 | 23.7 |
| 448 | Clothing & clothing accessories stores | 60 | 33 573 | 4 274 | 1 013 | 316 | 5.6 | 7.2 |
| 4481 | Clothing stores | 27 | 19 462 | 2 050 | 445 | 177 | 2.6 | 10.3 |
| 44813 | Children's & infants' clothing stores | 2 | D | D | D | a | D | D |
| 448130 | Children's & infants' clothing stores | 2 | D | D | D | a | D | D |
| 44814 | Family clothing stores | 7 | 10 936 | 1 033 | 171 | 71 | .5 | .3 |
| 448140 | Family clothing stores | 7 | 10 936 | 1 033 | 171 | 71 | .5 | .3 |
| 44815 | Clothing accessories stores | 3 | 574 | 103 | 24 | 9 | D | – |
| 448150 | Clothing accessories stores | 3 | 574 | 103 | 24 | 9 | D | – |
| 44819 | Other clothing stores | 2 | D | D | D | a | D | D |
| 448190 | Other clothing stores | 2 | D | D | D | a | D | D |
| 4482 | Shoe stores | 17 | 7 277 | 825 | 199 | 63 | 4.4 | – |
| 44821 | Shoe stores | 17 | 7 277 | 825 | 199 | 63 | 4.4 | – |
| 448210 | Shoe stores | 17 | 7 277 | 825 | 199 | 63 | 4.4 | – |
| 4482101 | Men's shoe stores | 2 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 13 | 4 295 | 450 | 110 | 42 | 7.4 | – |
| 4483 | Jewelry, luggage, & leather goods stores | 16 | 6 834 | 1 399 | 369 | 76 | 15.4 | 6.2 |
| 44831 | Jewelry stores | 16 | 6 834 | 1 399 | 369 | 76 | 15.4 | 6.2 |
| 448310 | Jewelry stores | 16 | 6 834 | 1 399 | 369 | 76 | 15.4 | 6.2 |
| 451 | Sporting goods, hobby, book, & music stores | 29 | 18 400 | 3 558 | 854 | 313 | 2.7 | 1.8 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 16 | 11 043 | 1 544 | 350 | 164 | 3.4 | 1.3 |
| 4511101 | General-line sporting goods stores | 4 | 3 005 | 275 | 48 | 30 | – | .6 |
| 45112 | Hobby, toy, & game stores | 5 | 4 900 | 713 | 177 | 63 | 7.6 | – |
| 451120 | Hobby, toy, & game stores | 5 | 4 900 | 713 | 177 | 63 | 7.6 | – |
| 45113 | Sewing, needlework, & piece goods stores | 3 | D | D | D | b | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 3 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 13 | 7 357 | 2 014 | 504 | 149 | 1.7 | 2.4 |
| 45121 | Book stores & news dealers | 7 | D | D | D | c | D | D |
| 451211 | Book stores | 7 | D | D | D | c | D | D |
| 4512111 | Book stores, general | 5 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 1 | D | D | D | a | D | D |
| 4512113 | College book stores | 1 | D | D | D | b | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 6 | D | D | D | b | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 6 | D | D | D | b | D | D |
| 452 | General merchandise stores | 13 | D | D | D | g | D | D |
| 4521 | Department stores (incl leased depts) ## | 8 | 116 501 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 8 | 116 501 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 8 | 115 013 | 11 786 | 2 915 | 958 | – | – |
| 45211 | Department stores (excl leased depts) | 8 | 115 013 | 11 786 | 2 915 | 958 | – | – |
| 452110 | Department stores (excl leased depts) | 8 | 115 013 | 11 786 | 2 915 | 958 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 3 | D | D | D | e | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4521103 | National chain department stores (excl leased depts) | 3 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 5 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 5 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SANTA MARIA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 37 | D | D | D | e | D | D |
| 4531 | Florists | 7 | 1 592 | 315 | 80 | 40 | 35.7 | – |
| 45311 | Florists | 7 | 1 592 | 315 | 80 | 40 | 35.7 | – |
| 453110 | Florists | 7 | 1 592 | 315 | 80 | 40 | 35.7 | – |
| 4532 | Office supplies, stationery, & gift stores | 13 | 15 719 | 1 156 | 293 | 98 | 4.8 | 3.8 |
| 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 |
| 4533 | Used merchandise stores | 8 | 3 416 | 1 161 | 303 | 114 | – | – |
| 45331 | Used merchandise stores | 8 | 3 416 | 1 161 | 303 | 114 | – | – |
| 453310 | Used merchandise stores | 8 | 3 416 | 1 161 | 303 | 114 | – | – |
| 4539 | Other miscellaneous store retailers | 9 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 4 | 2 424 | 110 | 26 | 15 | 14.9 | – |
| 453910 | Pet & pet supplies stores | 4 | 2 424 | 110 | 26 | 15 | 14.9 | – |
| 45399 | All other miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 10 | 14 533 | 4 094 | 1 389 | 170 | 12.9 | – |
| 4541 | Electronic shopping & mail-order houses | 1 | D | D | D | c | D | D |
| 45411 | Electronic shopping & mail-order houses | 1 | D | D | D | c | D | D |
| 454110 | Electronic shopping & mail-order houses | 1 | D | D | D | c | D | D |
| 4543 | Direct selling establishments | 7 | D | D | D | b | D | D |
| 45431 | Fuel dealers | 2 | D | D | D | a | D | D |
| 454311 | Heating oil dealers | 1 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 5 | 3 100 | 731 | 187 | 32 | 60.3 | – |
| 454390 | Other direct selling establishments | 5 | 3 100 | 731 | 187 | 32 | 60.3 | – |
| | **SANTA MONICA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **726** | **2 200 324** | **190 021** | **41 430** | **8 018** | **7.8** | **5.2** |
| 441 | Motor vehicle & parts dealers | 53 | 1 023 784 | 44 736 | 9 744 | 1 226 | 4.9 | 2.9 |
| 4411 | Automobile dealers | 27 | 985 149 | 38 967 | 8 402 | 1 010 | 5.0 | 2.6 |
| 44111 | New car dealers | 20 | 964 072 | 38 429 | 8 271 | 972 | 4.9 | 2.2 |
| 441110 | New car dealers | 20 | 964 072 | 38 429 | 8 271 | 972 | 4.9 | 2.2 |
| 44112 | Used car dealers | 7 | 21 077 | 538 | 131 | 38 | 6.8 | 20.7 |
| 441120 | Used car dealers | 7 | 21 077 | 538 | 131 | 38 | 6.8 | 20.7 |
| 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 |
| 441221 | Motorcycle dealers | 2 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 24 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 15 | 23 402 | 2 771 | 647 | 114 | 6.5 | 8.0 |
| 441310 | Automotive parts & accessories stores | 15 | 23 402 | 2 771 | 647 | 114 | 6.5 | 8.0 |
| 44132 | Tire dealers | 9 | D | D | D | b | D | D |
| 441320 | Tire dealers | 9 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 55 | 60 936 | 7 800 | 1 687 | 401 | 20.3 | 4.7 |
| 4421 | Furniture stores | 20 | 19 393 | 2 230 | 465 | 94 | 18.3 | 3.6 |
| 44211 | Furniture stores | 20 | 19 393 | 2 230 | 465 | 94 | 18.3 | 3.6 |
| 442110 | Furniture stores | 20 | 19 393 | 2 230 | 465 | 94 | 18.3 | 3.6 |
| 4422 | Home furnishings stores | 35 | 41 543 | 5 570 | 1 222 | 307 | 21.2 | 5.1 |
| 44221 | Floor covering stores | 8 | 8 029 | 879 | 192 | 46 | 23.0 | 4.1 |
| 442210 | Floor covering stores | 8 | 8 029 | 879 | 192 | 46 | 23.0 | 4.1 |
| 44229 | Other home furnishings stores | 27 | 33 514 | 4 691 | 1 030 | 261 | 20.8 | 5.4 |
| 442299 | All other home furnishings stores | 26 | D | D | D | e | D | D |
| 443 | Electronics & appliance stores | 44 | 95 696 | 10 767 | 2 048 | 317 | 17.8 | 18.6 |
| 4431 | Electronics & appliance stores | 44 | 95 696 | 10 767 | 2 048 | 317 | 17.8 | 18.6 |
| 44311 | Appliance, television, & other electronics stores | 25 | D | D | D | c | D | D |
| 443111 | Household appliance stores | 10 | 19 742 | 2 061 | 481 | 85 | 7.7 | 10.2 |
| 443112 | Radio, television, & other electronics stores | 15 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 15 | 58 332 | 6 731 | 1 100 | 141 | 21.4 | 16.0 |
| 443120 | Computer & software stores | 15 | 58 332 | 6 731 | 1 100 | 141 | 21.4 | 16.0 |
| 44313 | Camera & photographic supplies stores | 4 | D | D | D | a | D | D |
| 443130 | Camera & photographic supplies stores | 4 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 35 | 74 807 | 10 254 | 2 573 | 409 | 6.9 | 1.1 |
| 4441 | Building material & supplies dealers | 30 | 70 333 | 9 777 | 2 478 | 377 | 6.7 | .9 |
| 44412 | Paint & wallpaper stores | 5 | 8 294 | 1 726 | 372 | 58 | – | 4.4 |
| 444120 | Paint & wallpaper stores | 5 | 8 294 | 1 726 | 372 | 58 | – | 4.4 |
| 44419 | Other building material dealers | 20 | 60 028 | 7 697 | 2 017 | 304 | 6.3 | – |
| 444190 | Other building material dealers | 20 | 60 028 | 7 697 | 2 017 | 304 | 6.3 | – |
| 4442 | Lawn & garden equipment & supplies stores | 5 | 4 474 | 477 | 95 | 32 | 9.4 | 3.4 |
| 44422 | Nursery & garden centers | 4 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 4 | D | D | D | b | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SANTA MONICA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 445 | Food & beverage stores | 58 | 185 297 | 19 371 | 4 740 | 1 040 | 4.8 | 2.4 |
| 4451 | Grocery stores | 27 | 169 903 | 18 230 | 4 460 | 910 | 1.0 | .6 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 22 | 163 792 | 17 705 | 4 336 | 875 | .6 | .7 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 22 | 163 792 | 17 705 | 4 336 | 875 | .6 | .7 |
| 44512 | Convenience stores | 5 | 6 111 | 525 | 124 | 35 | 11.6 | – |
| 445120 | Convenience stores | 5 | 6 111 | 525 | 124 | 35 | 11.6 | – |
| 4452 | Specialty food stores | 12 | 4 590 | 544 | 134 | 61 | 25.8 | 4.2 |
| 4453 | Beer, wine, & liquor stores | 19 | 10 804 | 597 | 146 | 69 | 55.9 | 29.3 |
| 44531 | Beer, wine, & liquor stores | 19 | 10 804 | 597 | 146 | 69 | 55.9 | 29.3 |
| 445310 | Beer, wine, & liquor stores | 19 | 10 804 | 597 | 146 | 69 | 55.9 | 29.3 |
| 446 | Health & personal care stores | 54 | 100 905 | 13 522 | 3 322 | 653 | 13.1 | 12.6 |
| 4461 | Health & personal care stores | 54 | 100 905 | 13 522 | 3 322 | 653 | 13.1 | 12.6 |
| 44611 | Pharmacies & drug stores | 20 | 66 891 | 7 377 | 1 681 | 360 | 14.8 | 13.7 |
| 446110 | Pharmacies & drug stores | 20 | 66 891 | 7 377 | 1 681 | 360 | 14.8 | 13.7 |
| 4461101 | Pharmacies & drug stores | 18 | D | D | D | e | D | D |
| 4461102 | Proprietary stores | 2 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 4 | 3 678 | 529 | 99 | 39 | – | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 4 | 3 678 | 529 | 99 | 39 | – | – |
| 44613 | Optical goods stores | 16 | 9 394 | 1 614 | 346 | 66 | 20.2 | 12.5 |
| 446130 | Optical goods stores | 16 | 9 394 | 1 614 | 346 | 66 | 20.2 | 12.5 |
| 44619 | Other health & personal care stores | 14 | 20 942 | 4 002 | 1 196 | 188 | 6.6 | 11.5 |
| 446191 | Food (health) supplement stores | 8 | 15 788 | 2 600 | 659 | 137 | 8.8 | 3.6 |
| 446199 | All other health & personal care stores | 6 | 5 154 | 1 402 | 537 | 51 | – | 35.8 |
| 447 | Gasoline stations | 17 | 40 689 | 2 272 | 500 | 116 | 10.1 | .6 |
| 4471 | Gasoline stations | 17 | 40 689 | 2 272 | 500 | 116 | 10.1 | .6 |
| 44711 | Gasoline stations with convenience stores | 9 | 22 078 | 1 122 | 257 | 72 | 1.6 | – |
| 447110 | Gasoline stations with convenience stores | 9 | 22 078 | 1 122 | 257 | 72 | 1.6 | – |
| 44719 | Other gasoline stations | 8 | 18 611 | 1 150 | 243 | 44 | 20.2 | 1.3 |
| 447190 | Other gasoline stations | 8 | 18 611 | 1 150 | 243 | 44 | 20.2 | 1.3 |
| 448 | Clothing & clothing accessories stores | 180 | 171 912 | 21 905 | 4 714 | 1 335 | 16.0 | 5.6 |
| 4481 | Clothing stores | 118 | 133 096 | 16 216 | 3 493 | 1 018 | 14.4 | 5.2 |
| 44811 | Men's clothing stores | 15 | 16 259 | 2 326 | 478 | 127 | 22.8 | 2.7 |
| 448110 | Men's clothing stores | 15 | 16 259 | 2 326 | 478 | 127 | 22.8 | 2.7 |
| 44812 | Women's clothing stores | 56 | 44 844 | 6 345 | 1 269 | 341 | 28.2 | 9.1 |
| 448120 | Women's clothing stores | 56 | 44 844 | 6 345 | 1 269 | 341 | 28.2 | 9.1 |
| 44813 | Children's & infants' clothing stores | 7 | 6 818 | 681 | 149 | 64 | 12.1 | 6.1 |
| 448130 | Children's & infants' clothing stores | 7 | 6 818 | 681 | 149 | 64 | 12.1 | 6.1 |
| 44814 | Family clothing stores | 20 | 54 502 | 5 672 | 1 324 | 405 | .6 | 2.0 |
| 448140 | Family clothing stores | 20 | 54 502 | 5 672 | 1 324 | 405 | .6 | 2.0 |
| 44819 | Other clothing stores | 16 | 10 215 | 1 149 | 263 | 76 | 13.1 | 7.0 |
| 448190 | Other clothing stores | 16 | 10 215 | 1 149 | 263 | 76 | 13.1 | 7.0 |
| 4482 | Shoe stores | 34 | 24 306 | 3 347 | 699 | 221 | 10.2 | 6.7 |
| 44821 | Shoe stores | 34 | 24 306 | 3 347 | 699 | 221 | 10.2 | 6.7 |
| 448210 | Shoe stores | 34 | 24 306 | 3 347 | 699 | 221 | 10.2 | 6.7 |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 9 | D | D | D | b | D | D |
| 4482103 | Children's & juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 17 | 11 187 | 1 556 | 298 | 122 | 19.6 | .7 |
| 4482105 | Athletic footwear stores | 6 | 7 057 | 883 | 179 | 47 | – | – |
| 4483 | Jewelry, luggage, & leather goods stores | 28 | 14 510 | 2 342 | 522 | 96 | 40.3 | 7.2 |
| 44831 | Jewelry stores | 26 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 26 | D | D | D | b | D | D |
| 44832 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 61 | 108 083 | 12 618 | 2 900 | 730 | 6.7 | 6.9 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 28 | 59 166 | 6 578 | 1 482 | 382 | 7.8 | 6.0 |
| 45111 | Sporting goods stores | 14 | 25 821 | 3 291 | 763 | 167 | 5.4 | 1.3 |
| 451110 | Sporting goods stores | 14 | 25 821 | 3 291 | 763 | 167 | 5.4 | 1.3 |
| 4511101 | General-line sporting goods stores | 4 | 6 744 | 524 | 111 | 41 | 17.4 | – |
| 4511102 | Specialty-line sporting goods stores | 10 | 19 077 | 2 767 | 652 | 126 | 1.2 | 1.7 |
| 45112 | Hobby, toy, & game stores | 9 | 24 392 | 2 134 | 425 | 131 | 7.8 | 13.3 |
| 451120 | Hobby, toy, & game stores | 9 | 24 392 | 2 134 | 425 | 131 | 7.8 | 13.3 |
| 45113 | Sewing, needlework, & piece goods stores | 1 | D | D | D | b | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 1 | D | D | D | b | D | D |
| 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 | 33 | 48 917 | 6 040 | 1 418 | 348 | 5.5 | 7.9 |
| 45121 | Book stores & news dealers | 21 | 35 942 | 4 341 | 1 026 | 256 | 6.0 | 6.7 |
| 451211 | Book stores | 18 | 33 417 | 4 137 | 994 | 241 | 5.3 | 7.2 |
| 4512111 | Book stores, general | 13 | 29 298 | 3 606 | 899 | 209 | 6.0 | 6.3 |
| 4512112 | Specialty book stores | 4 | D | D | D | b | D | D |
| 451212 | News dealers & newsstands | 3 | 2 525 | 204 | 32 | 15 | D | – |
| 45122 | Prerecorded tape, compact disc, & record stores | 12 | 12 975 | 1 699 | 392 | 92 | 4.0 | 11.2 |
| 451220 | Prerecorded tape, compact disc, & record stores | 12 | 12 975 | 1 699 | 392 | 92 | 4.0 | 11.2 |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SANTA MONICA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 11 | 108 644 | 12 058 | 3 005 | 709 | .7 | .6 |
| 4521 | Department stores (incl leased depts) ## | 3 | 98 622 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 3 | 98 622 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 3 | 97 743 | 10 850 | 2 672 | 629 | – | – |
| 45211 | Department stores (excl leased depts) | 3 | 97 743 | 10 850 | 2 672 | 629 | – | – |
| 452110 | Department stores (excl leased depts) | 3 | 97 743 | 10 850 | 2 672 | 629 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4521103 | National chain department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 8 | 10 901 | 1 208 | 333 | 80 | 7.3 | 6.2 |
| 452990 | All other general merchandise stores | 8 | 10 901 | 1 208 | 333 | 80 | 7.3 | 6.2 |
| 4529901 | Variety stores | 3 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 5 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 131 | 118 312 | 14 120 | 3 317 | 629 | 20.4 | 16.2 |
| 4531 | Florists | 14 | 4 735 | 847 | 158 | 51 | 30.7 | 38.7 |
| 45311 | Florists | 14 | 4 735 | 847 | 158 | 51 | 30.7 | 38.7 |
| 453110 | Florists | 14 | 4 735 | 847 | 158 | 51 | 30.7 | 38.7 |
| 4532 | Office supplies, stationery, & gift stores | 42 | 23 402 | 3 951 | 837 | 265 | 22.7 | 2.6 |
| 45321 | Office supplies & stationery stores | 8 | 3 505 | 458 | 103 | 38 | 50.2 | – |
| 453210 | Office supplies & stationery stores | 8 | 3 505 | 458 | 103 | 38 | 50.2 | – |
| 4532101 | Stationery stores | 5 | 1 987 | 208 | 48 | 20 | 78.6 | – |
| 4532102 | Office supplies stores | 3 | 1 518 | 250 | 55 | 18 | D | – |
| 45322 | Gift, novelty, & souvenir stores | 34 | 19 897 | 3 493 | 734 | 227 | 17.8 | 3.0 |
| 453220 | Gift, novelty, & souvenir stores | 34 | 19 897 | 3 493 | 734 | 227 | 17.8 | 3.0 |
| 4533 | Used merchandise stores | 18 | 9 578 | 1 145 | 269 | 53 | 60.2 | 4.4 |
| 45331 | Used merchandise stores | 18 | 9 578 | 1 145 | 269 | 53 | 60.2 | 4.4 |
| 453310 | Used merchandise stores | 18 | 9 578 | 1 145 | 269 | 53 | 60.2 | 4.4 |
| 4539 | Other miscellaneous store retailers | 57 | 80 597 | 8 177 | 2 053 | 260 | 14.4 | 20.3 |
| 45391 | Pet & pet supplies stores | 10 | 12 922 | 1 347 | 200 | 83 | 27.9 | 28.9 |
| 453910 | Pet & pet supplies stores | 10 | 12 922 | 1 347 | 200 | 83 | 27.9 | 28.9 |
| 45392 | Art dealers | 28 | 19 654 | 2 005 | 428 | 67 | 34.4 | 11.0 |
| 453920 | Art dealers | 28 | 19 654 | 2 005 | 428 | 67 | 34.4 | 11.0 |
| 45399 | All other miscellaneous store retailers | 18 | D | D | D | c | D | D |
| 454 | Nonstore retailers | 27 | 111 259 | 20 598 | 2 880 | 453 | 1.6 | 8.9 |
| 4541 | Electronic shopping & mail-order houses | 12 | 95 977 | 15 257 | 2 279 | 215 | .8 | 9.7 |
| 45411 | Electronic shopping & mail-order houses | 12 | 95 977 | 15 257 | 2 279 | 215 | .8 | 9.7 |
| 454110 | Electronic shopping & mail-order houses | 12 | 95 977 | 15 257 | 2 279 | 215 | .8 | 9.7 |
| 4543 | Direct selling establishments | 15 | 15 282 | 5 341 | 601 | 238 | 6.5 | 4.0 |
| 45439 | Other direct selling establishments | 15 | 15 282 | 5 341 | 601 | 238 | 6.5 | 4.0 |
| 454390 | Other direct selling establishments | 15 | 15 282 | 5 341 | 601 | 238 | 6.5 | 4.0 |
| | **SANTA PAULA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **72** | **124 400** | **7 426** | **1 829** | **515** | **22.5** | **2.7** |
| 441 | Motor vehicle & parts dealers | 13 | 43 315 | 2 436 | 656 | 108 | 42.8 | 6.0 |
| 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 | 3 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 7 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 5 | 4 437 | 514 | 103 | 24 | 27.5 | 41.4 |
| 441310 | Automotive parts & accessories stores | 5 | 4 437 | 514 | 103 | 24 | 27.5 | 41.4 |
| 442 | Furniture & home furnishings stores | 1 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 7 | 7 911 | 1 013 | 199 | 45 | 8.2 | 1.7 |
| 44412 | Paint & wallpaper stores | 1 | D | D | D | a | D | D |
| 444120 | Paint & wallpaper stores | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 18 | 9 103 | 663 | 137 | 63 | 45.7 | 2.6 |
| 4452 | Specialty food stores | 4 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 7 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 7 | D | D | D | b | D | D |
| 447 | Gasoline stations | 8 | 41 215 | 547 | 116 | 38 | 6.3 | .2 |
| 4471 | Gasoline stations | 8 | 41 215 | 547 | 116 | 38 | 6.3 | .2 |
| 44711 | Gasoline stations with convenience stores | 3 | 10 258 | 330 | 64 | 19 | D | – |
| 447110 | Gasoline stations with convenience stores | 3 | 10 258 | 330 | 64 | 19 | D | – |
| 44719 | Other gasoline stations | 5 | 30 957 | 217 | 52 | 19 | .2 | .3 |
| 447190 | Other gasoline stations | 5 | 30 957 | 217 | 52 | 19 | .2 | .3 |
| 448 | Clothing & clothing accessories stores | 3 | 2 066 | 189 | 47 | 18 | – | – |
| 451 | Sporting goods, hobby, book, & music stores | 4 | D | D | D | a | D | D |
| 452 | General merchandise stores | 3 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 5 | D | D | D | a | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SANTA PAULA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 454 | Nonstore retailers | 2 | D | D | D | b | D | D |
| | **SANTA ROSA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **758** | **2 118 799** | **220 455** | **51 008** | **10 653** | **8.0** | **3.6** |
| 441 | Motor vehicle & parts dealers | 75 | 526 845 | 57 449 | 12 632 | 1 605 | 17.3 | 1.3 |
| 4411 | Automobile dealers | 25 | 461 327 | 46 719 | 10 235 | 1 163 | 18.3 | .5 |
| 44111 | New car dealers | 15 | 450 058 | 45 524 | 9 916 | 1 125 | 18.6 | .2 |
| 441110 | New car dealers | 15 | 450 058 | 45 524 | 9 916 | 1 125 | 18.6 | .2 |
| 44112 | Used car dealers | 10 | 11 269 | 1 195 | 319 | 38 | 5.4 | 9.8 |
| 441120 | Used car dealers | 10 | 11 269 | 1 195 | 319 | 38 | 5.4 | 9.8 |
| 4412 | Other motor vehicle dealers | 8 | 10 595 | 680 | 159 | 35 | 5.5 | 10.2 |
| 44121 | Recreational vehicle dealers | 3 | 7 183 | 384 | 101 | 17 | – | 14.1 |
| 441210 | Recreational vehicle dealers | 3 | 7 183 | 384 | 101 | 17 | – | 14.1 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 5 | 3 412 | 296 | 58 | 18 | 17.2 | 2.0 |
| 441221 | Motorcycle dealers | 3 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 42 | 54 923 | 10 050 | 2 238 | 407 | 11.5 | 6.6 |
| 44131 | Automotive parts & accessories stores | 28 | 32 555 | 5 109 | 1 206 | 255 | 15.2 | 11.2 |
| 441310 | Automotive parts & accessories stores | 28 | 32 555 | 5 109 | 1 206 | 255 | 15.2 | 11.2 |
| 44132 | Tire dealers | 14 | 22 368 | 4 941 | 1 032 | 152 | 6.0 | – |
| 441320 | Tire dealers | 14 | 22 368 | 4 941 | 1 032 | 152 | 6.0 | – |
| 442 | Furniture & home furnishings stores | 62 | 75 828 | 11 018 | 2 575 | 440 | 18.6 | 5.9 |
| 4421 | Furniture stores | 27 | 43 074 | 5 709 | 1 361 | 207 | 6.5 | 3.7 |
| 44211 | Furniture stores | 27 | 43 074 | 5 709 | 1 361 | 207 | 6.5 | 3.7 |
| 442110 | Furniture stores | 27 | 43 074 | 5 709 | 1 361 | 207 | 6.5 | 3.7 |
| 4422 | Home furnishings stores | 35 | 32 754 | 5 309 | 1 214 | 233 | 34.5 | 8.8 |
| 44221 | Floor covering stores | 5 | 14 687 | 2 645 | 563 | 86 | 48.8 | 9.3 |
| 442210 | Floor covering stores | 5 | 14 687 | 2 645 | 563 | 86 | 48.8 | 9.3 |
| 44229 | Other home furnishings stores | 30 | 18 067 | 2 664 | 651 | 147 | 22.9 | 8.4 |
| 442291 | Window treatment stores | 5 | D | D | D | a | D | D |
| 442299 | All other home furnishings stores | 25 | D | D | D | c | D | D |
| 443 | Electronics & appliance stores | 41 | 101 610 | 9 489 | 2 519 | 458 | 3.9 | 17.4 |
| 4431 | Electronics & appliance stores | 41 | 101 610 | 9 489 | 2 519 | 458 | 3.9 | 17.4 |
| 44311 | Appliance, television, & other electronics stores | 24 | 80 494 | 7 147 | 1 812 | 348 | 2.9 | 17.2 |
| 443111 | Household appliance stores | 7 | 7 394 | 1 091 | 262 | 39 | 23.3 | 11.9 |
| 443112 | Radio, television, & other electronics stores | 17 | 73 100 | 6 056 | 1 550 | 309 | .9 | 17.7 |
| 44312 | Computer & software stores | 14 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 14 | D | D | D | b | D | D |
| 44313 | Camera & photographic supplies stores | 3 | D | D | D | b | D | D |
| 443130 | Camera & photographic supplies stores | 3 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 60 | 177 971 | 18 302 | 4 271 | 694 | 5.0 | .6 |
| 4441 | Building material & supplies dealers | 51 | 172 726 | 17 500 | 4 079 | 649 | 4.6 | .6 |
| 44411 | Home centers | 1 | D | D | D | b | D | D |
| 444110 | Home centers | 1 | D | D | D | b | D | D |
| 44412 | Paint & wallpaper stores | 8 | D | D | D | b | D | D |
| 444120 | Paint & wallpaper stores | 8 | D | D | D | b | D | D |
| 44413 | Hardware stores | 11 | 28 434 | 3 553 | 736 | 146 | 9.8 | – |
| 444130 | Hardware stores | 11 | 28 434 | 3 553 | 736 | 146 | 9.8 | – |
| 44419 | Other building material dealers | 31 | 121 202 | 10 895 | 2 635 | 358 | 1.2 | .9 |
| 444190 | Other building material dealers | 31 | 121 202 | 10 895 | 2 635 | 358 | 1.2 | .9 |
| 4442 | Lawn & garden equipment & supplies stores | 9 | 5 245 | 802 | 192 | 45 | 17.0 | .7 |
| 44422 | Nursery & garden centers | 6 | 4 422 | 727 | 174 | 40 | 10.2 | – |
| 444220 | Nursery & garden centers | 6 | 4 422 | 727 | 174 | 40 | 10.2 | – |
| 445 | Food & beverage stores | 70 | 333 274 | 35 697 | 7 861 | 1 897 | 2.5 | 3.2 |
| 4451 | Grocery stores | 48 | 316 604 | 33 565 | 7 345 | 1 791 | 2.4 | 3.1 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 37 | 307 577 | 32 730 | 7 156 | 1 712 | 1.8 | 2.6 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 37 | 307 577 | 32 730 | 7 156 | 1 712 | 1.8 | 2.6 |
| 44512 | Convenience stores | 11 | 9 027 | 835 | 189 | 79 | 23.1 | 21.2 |
| 445120 | Convenience stores | 11 | 9 027 | 835 | 189 | 79 | 23.1 | 21.2 |
| 4452 | Specialty food stores | 14 | 5 350 | 966 | 237 | 71 | 6.3 | 13.6 |
| 4453 | Beer, wine, & liquor stores | 8 | 11 320 | 1 166 | 279 | 35 | 3.7 | .5 |
| 44531 | Beer, wine, & liquor stores | 8 | 11 320 | 1 166 | 279 | 35 | 3.7 | .5 |
| 445310 | Beer, wine, & liquor stores | 8 | 11 320 | 1 166 | 279 | 35 | 3.7 | .5 |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SANTA ROSA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 446 | Health & personal care stores | 67 | 116 238 | 19 452 | 4 635 | 885 | 5.2 | 1.4 |
| 4461 | Health & personal care stores | 67 | 116 238 | 19 452 | 4 635 | 885 | 5.2 | 1.4 |
| 44611 | Pharmacies & drug stores | 25 | 90 458 | 14 745 | 3 511 | 654 | 1.7 | – |
| 446110 | Pharmacies & drug stores | 25 | 90 458 | 14 745 | 3 511 | 654 | 1.7 | – |
| 4461101 | Pharmacies & drug stores | 23 | D | D | D | f | D | D |
| 4461102 | Proprietary stores | 2 | D | D | D | b | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 11 | 4 946 | 686 | 180 | 54 | 2.4 | 5.7 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 11 | 4 946 | 686 | 180 | 54 | 2.4 | 5.7 |
| 44613 | Optical goods stores | 12 | 6 253 | 971 | 217 | 52 | – | 14.9 |
| 446130 | Optical goods stores | 12 | 6 253 | 971 | 217 | 52 | – | 14.9 |
| 44619 | Other health & personal care stores | 19 | 14 581 | 3 050 | 727 | 125 | 29.5 | 2.7 |
| 446191 | Food (health) supplement stores | 6 | 4 517 | 722 | 166 | 57 | 61.8 | 8.7 |
| 446199 | All other health & personal care stores | 13 | 10 064 | 2 328 | 561 | 68 | 15.0 | – |
| 447 | Gasoline stations | 39 | 96 129 | 4 368 | 1 038 | 276 | 12.1 | 17.8 |
| 4471 | Gasoline stations | 39 | 96 129 | 4 368 | 1 038 | 276 | 12.1 | 17.8 |
| 44711 | Gasoline stations with convenience stores | 18 | 45 196 | 1 648 | 348 | 118 | 21.7 | 9.6 |
| 447110 | Gasoline stations with convenience stores | 18 | 45 196 | 1 648 | 348 | 118 | 21.7 | 9.6 |
| 44719 | Other gasoline stations | 21 | 50 933 | 2 720 | 690 | 158 | 3.5 | 25.1 |
| 447190 | Other gasoline stations | 21 | 50 933 | 2 720 | 690 | 158 | 3.5 | 25.1 |
| 448 | Clothing & clothing accessories stores | 143 | 106 829 | 12 115 | 2 863 | 999 | 10.6 | 6.3 |
| 4481 | Clothing stores | 81 | 75 465 | 7 222 | 1 776 | 684 | 9.1 | 5.1 |
| 44811 | Men's clothing stores | 13 | 8 279 | 1 003 | 287 | 60 | 8.4 | 18.1 |
| 448110 | Men's clothing stores | 13 | 8 279 | 1 003 | 287 | 60 | 8.4 | 18.1 |
| 44812 | Women's clothing stores | 33 | 17 176 | 1 903 | 465 | 192 | 23.5 | 11.0 |
| 448120 | Women's clothing stores | 33 | 17 176 | 1 903 | 465 | 192 | 23.5 | 11.0 |
| 44813 | Children's & infants' clothing stores | 3 | 2 377 | 253 | 56 | 33 | D | – |
| 448130 | Children's & infants' clothing stores | 3 | 2 377 | 253 | 56 | 33 | D | – |
| 44814 | Family clothing stores | 14 | 37 041 | 2 948 | 714 | 280 | 4.0 | .5 |
| 448140 | Family clothing stores | 14 | 37 041 | 2 948 | 714 | 280 | 4.0 | .5 |
| 44815 | Clothing accessories stores | 4 | 965 | 160 | 36 | 16 | 11.9 | – |
| 448150 | Clothing accessories stores | 4 | 965 | 160 | 36 | 16 | 11.9 | – |
| 44819 | Other clothing stores | 14 | 9 627 | 955 | 218 | 103 | 1.8 | 2.9 |
| 448190 | Other clothing stores | 14 | 9 627 | 955 | 218 | 103 | 1.8 | 2.9 |
| 4482 | Shoe stores | 32 | 16 190 | 2 160 | 500 | 176 | 5.2 | 6.9 |
| 44821 | Shoe stores | 32 | 16 190 | 2 160 | 500 | 176 | 5.2 | 6.9 |
| 448210 | Shoe stores | 32 | 16 190 | 2 160 | 500 | 176 | 5.2 | 6.9 |
| 4482102 | Women's shoe stores | 8 | D | D | D | b | D | D |
| 4482103 | Children's & juveniles' shoe stores | 2 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 17 | 7 437 | 843 | 188 | 83 | 11.2 | .6 |
| 4482105 | Athletic footwear stores | 5 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 30 | 15 174 | 2 733 | 587 | 139 | 24.0 | 11.3 |
| 44831 | Jewelry stores | 27 | D | D | D | c | D | D |
| 448310 | Jewelry stores | 27 | D | D | D | c | 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 | 69 | 75 354 | 8 778 | 2 139 | 720 | 6.5 | 5.3 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 46 | 50 510 | 6 037 | 1 456 | 467 | 8.4 | 2.9 |
| 45111 | Sporting goods stores | 21 | 25 082 | 3 098 | 730 | 257 | 12.2 | 5.1 |
| 451110 | Sporting goods stores | 21 | 25 082 | 3 098 | 730 | 257 | 12.2 | 5.1 |
| 4511101 | General-line sporting goods stores | 8 | 16 578 | 1 669 | 454 | 160 | 2.8 | 6.0 |
| 4511102 | Specialty-line sporting goods stores | 13 | 8 504 | 1 429 | 276 | 97 | 30.5 | 3.3 |
| 45112 | Hobby, toy, & game stores | 14 | 17 748 | 1 477 | 337 | 126 | 5.3 | – |
| 451120 | Hobby, toy, & game stores | 14 | 17 748 | 1 477 | 337 | 126 | 5.3 | – |
| 45113 | Sewing, needlework, & piece goods stores | 6 | 4 447 | 612 | 177 | 53 | – | .1 |
| 451130 | Sewing, needlework, & piece goods stores | 6 | 4 447 | 612 | 177 | 53 | – | .1 |
| 45114 | Musical instrument & supplies stores | 5 | 3 233 | 850 | 212 | 31 | 7.8 | 5.7 |
| 451140 | Musical instrument & supplies stores | 5 | 3 233 | 850 | 212 | 31 | 7.8 | 5.7 |
| 4512 | Book, periodical, & music stores | 23 | 24 844 | 2 741 | 683 | 253 | 2.8 | 10.1 |
| 45121 | Book stores & news dealers | 12 | 14 403 | 1 765 | 444 | 157 | 4.8 | 17.5 |
| 451211 | Book stores | 10 | D | D | D | c | D | D |
| 4512111 | Book stores, general | 9 | 12 399 | 1 413 | 360 | 135 | 5.6 | 13.8 |
| 451212 | News dealers & newsstands | 2 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 11 | 10 441 | 976 | 239 | 96 | – | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 11 | 10 441 | 976 | 239 | 96 | – | – |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SANTA ROSA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 15 | D | D | D | g | D | D |
| 4521 | Department stores (incl leased depts) ## | 8 | 230 130 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 8 | 230 130 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 8 | 228 253 | 22 249 | 5 302 | 1 399 | – | – |
| 45211 | Department stores (excl leased depts) | 8 | 228 253 | 22 249 | 5 302 | 1 399 | – | – |
| 452110 | Department stores (excl leased depts) | 8 | 228 253 | 22 249 | 5 302 | 1 399 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 4 | 99 052 | 9 922 | 2 380 | 563 | – | – |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4521103 | National chain department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4529 | Other general merchandise stores | 7 | D | D | D | e | D | D |
| 45291 | Warehouse clubs & superstores | 1 | D | D | D | e | D | D |
| 452910 | Warehouse clubs & superstores | 1 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 6 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 6 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 4 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 93 | D | D | D | f | D | D |
| 4531 | Florists | 12 | 3 903 | 544 | 154 | 68 | 22.6 | 2.8 |
| 45311 | Florists | 12 | 3 903 | 544 | 154 | 68 | 22.6 | 2.8 |
| 453110 | Florists | 12 | 3 903 | 544 | 154 | 68 | 22.6 | 2.8 |
| 4532 | Office supplies, stationery, & gift stores | 39 | 45 149 | 4 044 | 1 004 | 369 | 4.4 | 2.2 |
| 45321 | Office supplies & stationery stores | 10 | 31 994 | 2 279 | 628 | 162 | 1.9 | – |
| 453210 | Office supplies & stationery stores | 10 | 31 994 | 2 279 | 628 | 162 | 1.9 | – |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 9 | D | D | D | c | D | D |
| 45322 | Gift, novelty, & souvenir stores | 29 | 13 155 | 1 765 | 376 | 207 | 10.3 | 7.5 |
| 453220 | Gift, novelty, & souvenir stores | 29 | 13 155 | 1 765 | 376 | 207 | 10.3 | 7.5 |
| 4533 | Used merchandise stores | 12 | 2 727 | 604 | 141 | 61 | 18.1 | 10.7 |
| 45331 | Used merchandise stores | 12 | 2 727 | 604 | 141 | 61 | 18.1 | 10.7 |
| 453310 | Used merchandise stores | 12 | 2 727 | 604 | 141 | 61 | 18.1 | 10.7 |
| 4539 | Other miscellaneous store retailers | 30 | D | D | D | c | D | D |
| 45391 | Pet & pet supplies stores | 6 | 3 256 | 412 | 99 | 27 | 19.4 | – |
| 453910 | Pet & pet supplies stores | 6 | 3 256 | 412 | 99 | 27 | 19.4 | – |
| 45392 | Art dealers | 3 | 1 204 | 162 | 33 | 10 | D | – |
| 453920 | Art dealers | 3 | 1 204 | 162 | 33 | 10 | 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 |
| 45399 | All other miscellaneous store retailers | 17 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 24 | 34 792 | 5 132 | 1 157 | 215 | 7.2 | .9 |
| 4542 | Vending machine operators | 3 | D | D | D | b | D | D |
| 45421 | Vending machine operators | 3 | D | D | D | b | D | D |
| 454210 | Vending machine operators | 3 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 16 | D | D | D | c | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 1 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 15 | 24 868 | 3 425 | 758 | 136 | 2.4 | .1 |
| 454390 | Other direct selling establishments | 15 | 24 868 | 3 425 | 758 | 136 | 2.4 | .1 |
| | **SANTEE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **125** | **401 538** | **40 103** | **9 406** | **2 234** | **3.5** | **1.5** |
| 441 | Motor vehicle & parts dealers | 18 | 22 797 | 4 070 | 921 | 179 | 4.9 | 13.9 |
| 4412 | Other motor vehicle dealers | 5 | D | D | D | b | D | D |
| 44121 | Recreational vehicle dealers | 3 | 9 006 | 1 513 | 337 | 59 | – | 29.4 |
| 441210 | Recreational vehicle dealers | 3 | 9 006 | 1 513 | 337 | 59 | – | 29.4 |
| 4413 | Automotive parts, accessories, & tire stores | 11 | 11 998 | 2 411 | 550 | 111 | 6.9 | – |
| 44131 | Automotive parts & accessories stores | 8 | 8 838 | 1 682 | 377 | 83 | 9.3 | – |
| 441310 | Automotive parts & accessories stores | 8 | 8 838 | 1 682 | 377 | 83 | 9.3 | – |
| 442 | Furniture & home furnishings stores | 3 | D | D | D | a | D | D |
| 4421 | Furniture stores | 2 | D | D | D | a | D | D |
| 44211 | Furniture stores | 2 | D | D | D | a | D | D |
| 442110 | Furniture stores | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 5 | 2 522 | 384 | 94 | 20 | 18.9 | – |
| 4431 | Electronics & appliance stores | 5 | 2 522 | 384 | 94 | 20 | 18.9 | – |
| 44311 | Appliance, television, & other electronics stores | 4 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 9 | 62 201 | 7 301 | 1 875 | 287 | – | .2 |
| 4441 | Building material & supplies dealers | 8 | 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 |
| 44412 | Paint & wallpaper stores | 2 | D | D | D | a | D | D |
| 444120 | Paint & wallpaper stores | 2 | D | D | D | a | D | D |
| 44419 | Other building material dealers | 5 | D | D | D | c | D | D |
| 444190 | Other building material dealers | 5 | D | D | D | c | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SANTEE, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 445 | Food & beverage stores | 14 | D | D | D | e | D | D |
| 4451 | Grocery stores | 12 | 63 836 | 5 920 | 1 416 | 307 | 4.5 | .4 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 5 | 58 749 | 5 441 | 1 299 | 267 | .4 | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 5 | 58 749 | 5 441 | 1 299 | 267 | .4 | – |
| 44512 | Convenience stores | 7 | 5 087 | 479 | 117 | 40 | 51.8 | 4.9 |
| 445120 | Convenience stores | 7 | 5 087 | 479 | 117 | 40 | 51.8 | 4.9 |
| 446 | Health & personal care stores | 10 | 18 800 | 2 631 | 621 | 134 | 2.8 | 1.2 |
| 4461 | Health & personal care stores | 10 | 18 800 | 2 631 | 621 | 134 | 2.8 | 1.2 |
| 44613 | Optical goods stores | 3 | 1 982 | 367 | 77 | 16 | D | – |
| 446130 | Optical goods stores | 3 | 1 982 | 367 | 77 | 16 | D | – |
| 44619 | Other health & personal care stores | 2 | D | D | D | a | D | D |
| 446191 | Food (health) supplement stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 10 | 17 437 | 745 | 171 | 60 | – | 3.9 |
| 44711 | Gasoline stations with convenience stores | 7 | 11 324 | 572 | 131 | 46 | – | .7 |
| 447110 | Gasoline stations with convenience stores | 7 | 11 324 | 572 | 131 | 46 | – | .7 |
| 448 | Clothing & clothing accessories stores | 7 | 8 249 | 683 | 169 | 64 | 5.8 | – |
| 4481 | Clothing stores | 4 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 11 | 4 763 | 652 | 171 | 70 | 1.2 | 16.4 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 10 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 3 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 3 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 5 | 149 359 | 11 209 | 2 509 | 729 | .2 | – |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 2 | D | D | D | f | 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 |
| 45299 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 24 | 22 226 | 1 894 | 495 | 175 | 16.4 | 1.4 |
| 4531 | Florists | 4 | 2 494 | 204 | 59 | 14 | 100.0 | – |
| 45311 | Florists | 4 | 2 494 | 204 | 59 | 14 | 100.0 | – |
| 453110 | Florists | 4 | 2 494 | 204 | 59 | 14 | 100.0 | – |
| 4532 | Office supplies, stationery, & gift stores | 6 | 8 454 | 669 | 184 | 57 | 3.2 | 1.3 |
| 45321 | Office supplies & stationery stores | 2 | D | D | D | b | D | D |
| 453210 | Office supplies & stationery stores | 2 | D | D | D | b | D | D |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 5 | 1 078 | 341 | 112 | 60 | 10.1 | 19.7 |
| 45331 | Used merchandise stores | 5 | 1 078 | 341 | 112 | 60 | 10.1 | 19.7 |
| 453310 | Used merchandise stores | 5 | 1 078 | 341 | 112 | 60 | 10.1 | 19.7 |
| 4539 | Other miscellaneous store retailers | 9 | 10 200 | 680 | 140 | 44 | 7.5 | – |
| 45391 | Pet & pet supplies stores | 5 | 2 832 | 273 | 50 | 30 | 18.4 | – |
| 453910 | Pet & pet supplies stores | 5 | 2 832 | 273 | 50 | 30 | 18.4 | – |
| 45393 | Manufactured (mobile) home dealers | 1 | D | D | D | a | D | D |
| 453930 | Manufactured (mobile) home dealers | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 9 | D | D | D | c | D | D |
| 4541 | Electronic shopping & mail-order houses | 5 | 18 538 | 1 383 | 330 | 98 | 1.6 | 1.6 |
| 45411 | Electronic shopping & mail-order houses | 5 | 18 538 | 1 383 | 330 | 98 | 1.6 | 1.6 |
| 454110 | Electronic shopping & mail-order houses | 5 | 18 538 | 1 383 | 330 | 98 | 1.6 | 1.6 |
| 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 | 2 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 2 | D | D | D | b | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|---|---|---|---|---|---|---|---|---|
| | | | | | | | From administrative records[1] | Estimated[2] |
| | **SARATOGA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **64** | **102 701** | **12 073** | **2 271** | **569** | **17.5** | **11.3** |
| 441 | Motor vehicle & parts dealers | 5 | 4 226 | 631 | 136 | 24 | 26.5 | – |
| 4412 | Other motor vehicle dealers | 3 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 7 | 14 174 | 389 | 87 | 33 | 1.4 | – |
| 4422 | Home furnishings stores | 7 | 14 174 | 389 | 87 | 33 | 1.4 | – |
| 44229 | Other home furnishings stores | 6 | D | D | D | b | D | D |
| 442299 | All other home furnishings stores | 5 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 2 | D | D | D | b | D | D |
| 4431 | Electronics & appliance stores | 2 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 2 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 2 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 5 | 4 987 | 765 | 148 | 30 | 75.2 | – |
| 44419 | Other building material dealers | 4 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 4 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 9 | 38 043 | 5 887 | 1 087 | 230 | 8.9 | 6.8 |
| 4451 | Grocery stores | 3 | 32 008 | 5 325 | 932 | 181 | D | – |
| 4452 | Specialty food stores | 4 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 4 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 4 | D | D | D | b | D | D |
| 447 | Gasoline stations | 5 | 7 592 | 367 | 85 | 35 | 38.8 | – |
| 448 | Clothing & clothing accessories stores | 2 | D | D | D | a | D | D |
| 44815 | Clothing accessories stores | 1 | D | D | D | a | D | D |
| 448150 | Clothing accessories stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 10 | 6 789 | 808 | 164 | 62 | 41.3 | 1.8 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 6 | 2 289 | 281 | 48 | 16 | 80.8 | – |
| 45113 | Sewing, needlework, & piece goods stores | 3 | 739 | 77 | 16 | 8 | D | – |
| 451130 | Sewing, needlework, & piece goods stores | 3 | 739 | 77 | 16 | 8 | D | – |
| 4512 | Book, periodical, & music stores | 4 | 4 500 | 527 | 116 | 46 | 21.2 | 2.6 |
| 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 | a | D | D |
| 453 | Miscellaneous store retailers | 11 | D | D | D | b | D | D |
| 4531 | Florists | 4 | 1 945 | 543 | 85 | 28 | 12.3 | 5.3 |
| 45311 | Florists | 4 | 1 945 | 543 | 85 | 28 | 12.3 | 5.3 |
| 453110 | Florists | 4 | 1 945 | 543 | 85 | 28 | 12.3 | 5.3 |
| 4533 | Used merchandise stores | 4 | 1 000 | 94 | 13 | 27 | 57.5 | 15.8 |
| 45331 | Used merchandise stores | 4 | 1 000 | 94 | 13 | 27 | 57.5 | 15.8 |
| 453310 | Used merchandise stores | 4 | 1 000 | 94 | 13 | 27 | 57.5 | 15.8 |
| 454 | Nonstore retailers | 4 | 3 280 | 410 | 47 | 4 | – | 73.2 |
| | **SAUSALITO, CA** | | | | | | | |
| **44-45** | **Retail trade** | **102** | **83 489** | **12 389** | **2 341** | **518** | **17.4** | **11.5** |
| 441 | Motor vehicle & parts dealers | 8 | 9 438 | 1 378 | 305 | 47 | 17.5 | 11.7 |
| 4412 | Other motor vehicle dealers | 8 | 9 438 | 1 378 | 305 | 47 | 17.5 | 11.7 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 8 | 9 438 | 1 378 | 305 | 47 | 17.5 | 11.7 |
| 441222 | Boat dealers | 7 | D | D | D | b | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 3 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 6 | 20 760 | 2 945 | 297 | 126 | – | 15.8 |
| 4452 | Specialty food stores | 1 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 5 | 4 527 | 564 | 121 | 23 | 31.4 | 13.7 |
| 4461102 | Proprietary stores | 1 | D | D | D | a | D | D |
| 44619 | Other health & personal care stores | 2 | D | D | D | a | D | D |
| 446191 | Food (health) supplement stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 2 | D | D | D | b | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SAUSALITO, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores | 35 | 19 660 | 3 486 | 704 | 133 | 25.0 | 7.2 |
| 4481 | Clothing stores | 27 | 13 778 | 2 384 | 448 | 98 | 25.4 | 10.1 |
| 44811 | Men's clothing stores | 3 | 5 299 | 1 324 | 203 | 25 | – | – |
| 448110 | Men's clothing stores | 3 | 5 299 | 1 324 | 203 | 25 | – | – |
| 44819 | Other clothing stores | 2 | D | D | D | a | D | D |
| 448190 | Other clothing stores | 2 | D | D | D | a | D | D |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 7 | D | D | D | b | D | D |
| 44831 | Jewelry stores | 6 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 6 | D | D | D | b | D | D |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 4 | 867 | 121 | 26 | 10 | 48.0 | 51.7 |
| 452 | General merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 28 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 12 | D | D | D | b | D | D |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 45322 | Gift, novelty, & souvenir stores | 11 | 5 168 | 553 | 148 | 28 | 62.8 | 25.6 |
| 453220 | Gift, novelty, & souvenir stores | 11 | 5 168 | 553 | 148 | 28 | 62.8 | 25.6 |
| 4533 | Used merchandise stores | 1 | D | D | D | a | D | D |
| 45331 | Used merchandise stores | 1 | D | D | D | a | D | D |
| 453310 | Used merchandise stores | 1 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 13 | D | D | D | b | D | D |
| 45392 | Art dealers | 9 | 6 361 | 895 | 199 | 30 | 6.2 | 20.8 |
| 453920 | Art dealers | 9 | 6 361 | 895 | 199 | 30 | 6.2 | 20.8 |
| 45399 | All other miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 7 | D | D | D | a | D | D |
| 4541 | Electronic shopping & mail-order houses | 4 | D | D | D | a | D | D |
| 45411 | Electronic shopping & mail-order houses | 4 | D | D | D | a | D | D |
| 454110 | Electronic shopping & mail-order houses | 4 | D | D | D | a | D | D |
| | **SCOTTS VALLEY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **68** | **151 247** | **16 563** | **3 750** | **899** | **1.9** | **8.5** |
| 441 | Motor vehicle & parts dealers | 8 | 36 563 | 3 025 | 676 | 99 | .3 | 1.5 |
| 4412 | Other motor vehicle dealers | 1 | 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 |
| 442 | Furniture & home furnishings stores | 3 | 2 890 | 839 | 83 | 33 | – | – |
| 4422 | Home furnishings stores | 2 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 2 | D | D | D | a | D | D |
| 4431 | Electronics & appliance stores | 2 | D | D | D | a | D | D |
| 44311 | Appliance, television, & other electronics stores | 2 | D | D | D | a | D | D |
| 443112 | Radio, television, & other electronics stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 5 | 8 793 | 1 384 | 297 | 62 | – | 6.1 |
| 44419 | Other building material dealers | 2 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 2 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 10 | 44 639 | 5 472 | 1 288 | 314 | 1.6 | 11.1 |
| 4451 | Grocery stores | 5 | D | D | D | e | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 4 | 40 419 | 5 027 | 1 177 | 268 | – | 5.3 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 4 | 40 419 | 5 027 | 1 177 | 268 | – | 5.3 |
| 4452 | Specialty food stores | 2 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 5 | 17 048 | 1 924 | 448 | 101 | – | – |
| 4461 | Health & personal care stores | 5 | 17 048 | 1 924 | 448 | 101 | – | – |
| 44619 | Other health & personal care stores | 3 | D | D | D | b | D | D |
| 446199 | All other health & personal care stores | 3 | D | D | D | b | D | D |
| 447 | Gasoline stations | 8 | 16 209 | 1 094 | 323 | 44 | – | 29.7 |
| 448 | Clothing & clothing accessories stores | 9 | 3 835 | 496 | 115 | 56 | 10.2 | 21.5 |
| 4481 | Clothing stores | 5 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 4 | D | D | D | b | D | D |
| 452 | General merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 9 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 3 | D | D | D | a | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SCOTTS VALLEY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 454 | Nonstore retailers | 4 | 6 388 | 821 | 159 | 30 | 1.5 | – |
| 4543 | Direct selling establishments | 3 | D | D | D | b | D | D |
| 45431 | Fuel dealers | 2 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 2 | D | D | D | b | D | D |
| | **SEAL BEACH, CA** | | | | | | | |
| **44-45** | **Retail trade** | **75** | **123 045** | **12 921** | **2 973** | **749** | **18.5** | **1.2** |
| 441 | Motor vehicle & parts dealers | 4 | 1 813 | 398 | 77 | 21 | 29.1 | – |
| 442 | Furniture & home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 3 | 2 367 | 442 | 86 | 27 | – | – |
| 445 | Food & beverage stores | 10 | 40 369 | 4 228 | 1 001 | 229 | 3.6 | 2.1 |
| 4451 | Grocery stores | 7 | D | D | D | c | D | D |
| 446 | Health & personal care stores | 5 | D | D | D | c | D | D |
| 4461 | Health & personal care stores | 5 | D | D | D | c | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 13 | 39 475 | 3 003 | 709 | 165 | 41.8 | – |
| 4471 | Gasoline stations | 13 | 39 475 | 3 003 | 709 | 165 | 41.8 | – |
| 44719 | Other gasoline stations | 10 | 35 228 | 2 700 | 678 | 157 | 44.7 | – |
| 447190 | Other gasoline stations | 10 | 35 228 | 2 700 | 678 | 157 | 44.7 | – |
| 448 | Clothing & clothing accessories stores | 10 | 4 534 | 631 | 142 | 41 | 23.2 | .7 |
| 4481 | Clothing stores | 7 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 9 | 9 493 | 1 045 | 215 | 67 | 6.1 | – |
| 4511 | Sporting goods, hobby, & musical instrument stores | 8 | D | D | D | b | D | D |
| 45111 | Sporting goods stores | 6 | 7 031 | 717 | 181 | 47 | 6.9 | – |
| 451110 | Sporting goods stores | 6 | 7 031 | 717 | 181 | 47 | 6.9 | – |
| 4511102 | Specialty-line sporting goods stores | 6 | 7 031 | 717 | 181 | 47 | 6.9 | – |
| 452 | General merchandise stores | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 14 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 9 | D | D | D | b | D | D |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **SEASIDE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **83** | **353 343** | **32 505** | **7 420** | **1 204** | **3.9** | **.9** |
| 441 | Motor vehicle & parts dealers | 27 | 285 593 | 25 148 | 5 682 | 718 | 3.0 | .1 |
| 4411 | Automobile dealers | 16 | D | D | D | f | D | D |
| 44111 | New car dealers | 14 | 271 928 | 22 938 | 5 151 | 611 | 3.0 | – |
| 441110 | New car dealers | 14 | 271 928 | 22 938 | 5 151 | 611 | 3.0 | – |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 10 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 9 | D | D | D | b | D | D |
| 441310 | Automotive parts & accessories stores | 9 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 8 | 6 471 | 1 343 | 328 | 62 | – | 4.4 |
| 4422 | Home furnishings stores | 5 | 4 665 | 967 | 235 | 39 | – | 4.6 |
| 44221 | Floor covering stores | 4 | D | D | D | b | D | D |
| 442210 | Floor covering stores | 4 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 4 | 8 444 | 968 | 294 | 33 | 10.2 | 7.0 |
| 4431 | Electronics & appliance stores | 4 | 8 444 | 968 | 294 | 33 | 10.2 | 7.0 |
| 44311 | Appliance, television, & other electronics stores | 3 | D | D | D | b | D | D |
| 443111 | Household appliance stores | 2 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 1 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 6 | 7 755 | 941 | 207 | 39 | 3.1 | – |
| 44412 | Paint & wallpaper stores | 2 | D | D | D | b | D | D |
| 444120 | Paint & wallpaper stores | 2 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 10 | 6 334 | 651 | 136 | 46 | 45.2 | 5.1 |
| 4452 | Specialty food stores | 1 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 3 | 2 172 | 315 | 15 | 8 | D | – |
| 447 | Gasoline stations | 4 | 7 580 | 379 | 114 | 26 | – | 14.0 |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SEASIDE, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 5 | 1 711 | 200 | 42 | 23 | 41.7 | – |
| 45113 | Sewing, needlework, & piece goods stores | 1 | D | D | D | a | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 12 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 2 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 4 | 1 356 | 331 | 81 | 30 | – | 28.3 |
| 45331 | Used merchandise stores | 4 | 1 356 | 331 | 81 | 30 | – | 28.3 |
| 453310 | Used merchandise stores | 4 | 1 356 | 331 | 81 | 30 | – | 28.3 |
| 4539 | Other miscellaneous store retailers | 4 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 1 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **SEBASTOPOL, CA** | | | | | | | |
| **44-45** | **Retail trade** | **83** | **135 341** | **15 510** | **3 582** | **871** | **13.3** | **2.8** |
| 441 | Motor vehicle & parts dealers | 7 | 16 826 | 2 470 | 589 | 92 | 24.2 | – |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 4 | 1 492 | 249 | 71 | 13 | 30.4 | 2.2 |
| 443 | Electronics & appliance stores | 4 | 1 348 | 240 | 57 | 15 | 100.0 | – |
| 4431 | Electronics & appliance stores | 4 | 1 348 | 240 | 57 | 15 | 100.0 | – |
| 444 | Building material & garden equipment & supplies dealers | 4 | 3 975 | 733 | 194 | 39 | – | 16.3 |
| 445 | Food & beverage stores | 18 | 61 859 | 7 169 | 1 570 | 383 | 9.7 | 2.9 |
| 4451 | Grocery stores | 11 | D | D | D | e | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 9 | 57 652 | 6 700 | 1 473 | 333 | 8.7 | .5 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 9 | 57 652 | 6 700 | 1 473 | 333 | 8.7 | .5 |
| 4452 | Specialty food stores | 3 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 8 | 19 543 | 2 304 | 561 | 116 | 4.1 | 2.2 |
| 4461 | Health & personal care stores | 8 | 19 543 | 2 304 | 561 | 116 | 4.1 | 2.2 |
| 447 | Gasoline stations | 8 | 17 304 | 626 | 167 | 43 | – | .9 |
| 448 | Clothing & clothing accessories stores | 9 | 2 005 | 206 | 46 | 27 | 53.9 | 24.3 |
| 451 | Sporting goods, hobby, book, & music stores | 6 | 2 334 | 351 | 85 | 31 | – | – |
| 4512 | Book, periodical, & music stores | 3 | D | D | D | b | D | D |
| 45121 | Book stores & news dealers | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 11 | 5 007 | 541 | 88 | 49 | 15.7 | 4.2 |
| 4533 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 45331 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 453310 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 45391 | Pet & pet supplies stores | 1 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 4 | 3 648 | 621 | 154 | 63 | 94.5 | – |
| 4543 | Direct selling establishments | 1 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 1 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 1 | D | D | D | b | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SELMA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **70** | **209 795** | **17 609** | **4 175** | **1 015** | **3.3** | **11.7** |
| 441 | Motor vehicle & parts dealers | 14 | 98 001 | 7 363 | 1 881 | 306 | – | 7.8 |
| 4411 | Automobile dealers | 6 | D | D | D | c | D | D |
| 4412 | Other motor vehicle dealers | 1 | 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 |
| 44131 | Automotive parts & accessories stores | 7 | D | D | D | b | D | D |
| 441310 | Automotive parts & accessories stores | 7 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 4 | D | D | D | b | D | D |
| 4421 | Furniture stores | 3 | 2 126 | 360 | 90 | 23 | D | – |
| 44211 | Furniture stores | 3 | 2 126 | 360 | 90 | 23 | D | – |
| 442110 | Furniture stores | 3 | 2 126 | 360 | 90 | 23 | D | – |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 6 | D | D | D | b | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 3 | D | D | D | b | D | D |
| 44422 | Nursery & garden centers | 2 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 2 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 14 | 34 502 | 2 994 | 696 | 167 | 8.7 | 9.0 |
| 4451 | Grocery stores | 10 | D | D | D | c | D | D |
| 446 | Health & personal care stores | 4 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 4 | D | D | D | b | D | D |
| 447 | Gasoline stations | 9 | 14 167 | 755 | 149 | 51 | – | 41.6 |
| 44711 | Gasoline stations with convenience stores | 5 | 10 378 | 511 | 110 | 34 | – | 29.1 |
| 447110 | Gasoline stations with convenience stores | 5 | 10 378 | 511 | 110 | 34 | – | 29.1 |
| 448 | Clothing & clothing accessories stores | 8 | D | D | D | b | D | D |
| 4481 | Clothing stores | 4 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 2 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 7 | D | D | D | b | D | D |
| | **SHAFTER, CA** | | | | | | | |
| **44-45** | **Retail trade** | **31** | **70 468** | **5 453** | **1 247** | **382** | **21.2** | **1.8** |
| 441 | Motor vehicle & parts dealers | 8 | 33 674 | 2 539 | 587 | 133 | 2.1 | 2.8 |
| 444 | Building material & garden equipment & supplies dealers | 3 | 17 684 | 957 | 231 | 40 | – | – |
| 4442 | Lawn & garden equipment & supplies stores | 2 | D | D | D | b | D | D |
| 44422 | Nursery & garden centers | 2 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 2 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 10 | 12 598 | 1 241 | 250 | 131 | 92.5 | .5 |
| 446 | Health & personal care stores | 1 | D | D | D | b | D | D |
| 447 | Gasoline stations | 2 | D | D | D | a | D | D |
| 448 | Clothing & clothing accessories stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 4 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **SHASTA LAKE, CA *** | | | | | | | |
| **44-45** | **Retail trade** | **15** | **17 174** | **1 798** | **419** | **117** | **8.5** | **–** |
| 441 | Motor vehicle & parts dealers | 3 | D | D | D | a | D | D |
| 4412 | Other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 4 | 1 537 | 205 | 49 | 14 | – | – |
| 445 | Food & beverage stores | 2 | D | D | D | b | D | D |
| 447 | Gasoline stations | 3 | 5 034 | 288 | 69 | 19 | – | – |
| 453 | Miscellaneous store retailers | 2 | D | D | D | a | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SIERRA MADRE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **24** | **10 177** | **1 026** | **237** | **94** | **32.4** | **5.4** |
| 442 | Furniture & home furnishings stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 2 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 4 | 4 813 | 555 | 133 | 44 | – | 8.1 |
| 4452 | Specialty food stores | 1 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 1 | D | D | D | a | D | D |
| 448 | Clothing & clothing accessories stores | 5 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 9 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **SIGNAL HILL, CA** | | | | | | | |
| **44-45** | **Retail trade** | **73** | **590 242** | **50 019** | **12 415** | **1 955** | **4.1** | **.6** |
| 441 | Motor vehicle & parts dealers | 19 | 245 551 | 21 048 | 4 952 | 608 | 8.0 | .1 |
| 4411 | Automobile dealers | 10 | D | D | D | f | D | D |
| 44111 | New car dealers | 7 | 237 015 | 20 145 | 4 731 | 566 | 7.9 | – |
| 441110 | New car dealers | 7 | 237 015 | 20 145 | 4 731 | 566 | 7.9 | – |
| 442 | Furniture & home furnishings stores | 3 | 1 358 | 366 | 88 | 15 | D | – |
| 443 | Electronics & appliance stores | 5 | 11 890 | 2 627 | 678 | 76 | 1.1 | .8 |
| 4431 | Electronics & appliance stores | 5 | 11 890 | 2 627 | 678 | 76 | 1.1 | .8 |
| 44311 | Appliance, television, & other electronics stores | 5 | 11 890 | 2 627 | 678 | 76 | 1.1 | .8 |
| 443111 | Household appliance stores | 3 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 2 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 12 | 112 363 | 11 550 | 3 122 | 387 | 1.1 | – |
| 4441 | Building material & supplies dealers | 11 | 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 |
| 44412 | Paint & wallpaper stores | 2 | D | D | D | b | D | D |
| 444120 | Paint & wallpaper stores | 2 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 8 | D | D | D | c | D | D |
| 444190 | Other building material dealers | 8 | D | D | D | c | D | D |
| 445 | Food & beverage stores | 5 | 20 902 | 2 079 | 508 | 113 | 1.7 | – |
| 446 | Health & personal care stores | 5 | 3 751 | 833 | 287 | 41 | 25.0 | – |
| 44619 | Other health & personal care stores | 3 | D | D | D | b | D | D |
| 446199 | All other health & personal care stores | 2 | D | D | D | b | D | D |
| 447 | Gasoline stations | 2 | D | D | D | a | D | D |
| 448 | Clothing & clothing accessories stores | 5 | 5 241 | 480 | 138 | 49 | 1.9 | 45.5 |
| 44819 | Other clothing stores | 1 | D | D | D | b | D | D |
| 448190 | Other clothing stores | 1 | D | D | D | b | D | D |
| 4482105 | Athletic footwear stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 3 | D | D | D | b | D | D |
| 4511 | Sporting goods, hobby, & musical instrument stores | 3 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 1 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 1 | D | D | D | b | D | D |
| 452 | General merchandise stores | 2 | D | D | D | e | D | D |
| 4529 | Other general merchandise stores | 1 | D | D | D | e | D | D |
| 45291 | Warehouse clubs & superstores | 1 | D | D | D | e | D | D |
| 452910 | Warehouse clubs & superstores | 1 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 1 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 3 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 1 | D | D | D | b | D | D |
| 453910 | Pet & pet supplies stores | 1 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 6 | 3 194 | 235 | 52 | 11 | 23.9 | 27.7 |
| 4541 | Electronic shopping & mail-order houses | 3 | 2 789 | 213 | 50 | 8 | D | 24.1 |
| 45411 | Electronic shopping & mail-order houses | 3 | 2 789 | 213 | 50 | 8 | D | 24.1 |
| 454110 | Electronic shopping & mail-order houses | 3 | 2 789 | 213 | 50 | 8 | D | 24.1 |

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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SIMI VALLEY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **279** | **852 368** | **68 994** | **15 899** | **3 806** | **10.5** | **6.3** |
| 441 | Motor vehicle & parts dealers | 30 | 303 324 | 18 819 | 4 249 | 642 | 12.8 | 9.2 |
| 4411 | Automobile dealers | 8 | 241 664 | 11 444 | 2 487 | 328 | 14.9 | 9.6 |
| 44111 | New car dealers | 8 | 241 664 | 11 444 | 2 487 | 328 | 14.9 | 9.6 |
| 441110 | New car dealers | 8 | 241 664 | 11 444 | 2 487 | 328 | 14.9 | 9.6 |
| 4412 | Other motor vehicle dealers | 4 | 9 886 | 954 | 253 | 42 | 24.9 | – |
| 44121 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 441210 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 3 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 2 | D | D | D | b | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 18 | 51 774 | 6 421 | 1 509 | 272 | .7 | 9.3 |
| 44131 | Automotive parts & accessories stores | 10 | 18 900 | 3 589 | 832 | 153 | – | 25.4 |
| 441310 | Automotive parts & accessories stores | 10 | 18 900 | 3 589 | 832 | 153 | – | 25.4 |
| 44132 | Tire dealers | 8 | 32 874 | 2 832 | 677 | 119 | 1.1 | – |
| 441320 | Tire dealers | 8 | 32 874 | 2 832 | 677 | 119 | 1.1 | – |
| 442 | Furniture & home furnishings stores | 18 | 9 966 | 1 606 | 364 | 70 | 14.8 | 10.3 |
| 4421 | Furniture stores | 8 | 3 551 | 551 | 139 | 26 | 29.7 | – |
| 44211 | Furniture stores | 8 | 3 551 | 551 | 139 | 26 | 29.7 | – |
| 442110 | Furniture stores | 8 | 3 551 | 551 | 139 | 26 | 29.7 | – |
| 4422 | Home furnishings stores | 10 | 6 415 | 1 055 | 225 | 44 | 6.6 | 16.1 |
| 44221 | Floor covering stores | 6 | 4 964 | 694 | 173 | 25 | 8.6 | 17.4 |
| 442210 | Floor covering stores | 6 | 4 964 | 694 | 173 | 25 | 8.6 | 17.4 |
| 44229 | Other home furnishings stores | 4 | 1 451 | 361 | 52 | 19 | – | 11.4 |
| 443 | Electronics & appliance stores | 13 | 9 470 | 1 143 | 246 | 55 | 46.7 | 7.7 |
| 4431 | Electronics & appliance stores | 13 | 9 470 | 1 143 | 246 | 55 | 46.7 | 7.7 |
| 44311 | Appliance, television, & other electronics stores | 7 | 6 032 | 755 | 175 | 44 | 56.3 | 2.5 |
| 443112 | Radio, television, & other electronics stores | 5 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 6 | 3 438 | 388 | 71 | 11 | 29.9 | 16.8 |
| 443120 | Computer & software stores | 6 | 3 438 | 388 | 71 | 11 | 29.9 | 16.8 |
| 444 | Building material & garden equipment & supplies dealers | 13 | 54 286 | 5 130 | 1 235 | 267 | .9 | .4 |
| 4441 | Building material & supplies dealers | 11 | 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 | 5 | 22 245 | 2 142 | 504 | 85 | – | – |
| 444190 | Other building material dealers | 5 | 22 245 | 2 142 | 504 | 85 | – | – |
| 445 | Food & beverage stores | 31 | 154 488 | 16 394 | 3 549 | 786 | 5.1 | 3.3 |
| 4451 | Grocery stores | 20 | 149 101 | 16 009 | 3 448 | 740 | 3.5 | 3.4 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 13 | 145 982 | 15 767 | 3 393 | 712 | 2.9 | 3.4 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 13 | 145 982 | 15 767 | 3 393 | 712 | 2.9 | 3.4 |
| 4452 | Specialty food stores | 7 | 3 170 | 331 | 89 | 40 | 27.8 | – |
| 446 | Health & personal care stores | 26 | 43 322 | 5 539 | 1 374 | 357 | 12.7 | 6.7 |
| 4461 | Health & personal care stores | 26 | 43 322 | 5 539 | 1 374 | 357 | 12.7 | 6.7 |
| 44611 | Pharmacies & drug stores | 18 | 40 101 | 5 153 | 1 291 | 325 | 10.7 | 6.6 |
| 446110 | Pharmacies & drug stores | 18 | 40 101 | 5 153 | 1 291 | 325 | 10.7 | 6.6 |
| 4461101 | Pharmacies & drug stores | 16 | D | D | D | e | D | D |
| 4461102 | Proprietary stores | 2 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 5 | 1 307 | 232 | 51 | 22 | 5.8 | 18.4 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 5 | 1 307 | 232 | 51 | 22 | 5.8 | 18.4 |
| 44619 | Other health & personal care stores | 3 | 1 914 | 154 | 32 | 10 | D | – |
| 446191 | Food (health) supplement stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 27 | 62 080 | 2 416 | 534 | 184 | 31.3 | 11.2 |
| 4471 | Gasoline stations | 27 | 62 080 | 2 416 | 534 | 184 | 31.3 | 11.2 |
| 44711 | Gasoline stations with convenience stores | 11 | 26 554 | 1 176 | 242 | 88 | 12.2 | – |
| 447110 | Gasoline stations with convenience stores | 11 | 26 554 | 1 176 | 242 | 88 | 12.2 | – |
| 44719 | Other gasoline stations | 16 | 35 526 | 1 240 | 292 | 96 | 45.6 | 19.6 |
| 447190 | Other gasoline stations | 16 | 35 526 | 1 240 | 292 | 96 | 45.6 | 19.6 |
| 448 | Clothing & clothing accessories stores | 32 | 22 364 | 2 455 | 563 | 216 | 7.1 | 4.7 |
| 4481 | Clothing stores | 20 | 18 494 | 1 883 | 449 | 181 | 6.2 | 3.9 |
| 44813 | Children's & infants' clothing stores | 2 | D | D | D | a | D | D |
| 448130 | Children's & infants' clothing stores | 2 | D | D | D | a | D | D |
| 44814 | Family clothing stores | 4 | 11 694 | 999 | 253 | 87 | – | – |
| 448140 | Family clothing stores | 4 | 11 694 | 999 | 253 | 87 | – | – |
| 4482104 | Family shoe stores | 8 | D | D | D | b | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SIMI VALLEY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 29 | 26 684 | 2 670 | 660 | 229 | 22.9 | 12.9 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 19 | 14 136 | 1 619 | 410 | 148 | 16.3 | 1.0 |
| 45111 | Sporting goods stores | 7 | 5 369 | 589 | 137 | 49 | 5.0 | – |
| 451110 | Sporting goods stores | 7 | 5 369 | 589 | 137 | 49 | 5.0 | – |
| 4511101 | General-line sporting goods stores | 2 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 7 | 5 088 | 509 | 141 | 47 | 9.3 | 1.6 |
| 451120 | Hobby, toy, & game stores | 7 | 5 088 | 509 | 141 | 47 | 9.3 | 1.6 |
| 45113 | Sewing, needlework, & piece goods stores | 3 | D | D | D | b | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 3 | 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 | 10 | 12 548 | 1 051 | 250 | 81 | 30.4 | 26.3 |
| 45121 | Book stores & news dealers | 5 | 3 262 | 367 | 74 | 35 | – | – |
| 451211 | Book stores | 4 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 2 | D | D | D | a | D | D |
| 4512112 | Specialty book stores | 2 | D | D | D | a | D | D |
| 451212 | News dealers & newsstands | 1 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 5 | 9 286 | 684 | 176 | 46 | 41.1 | 35.6 |
| 451220 | Prerecorded tape, compact disc, & record stores | 5 | 9 286 | 684 | 176 | 46 | 41.1 | 35.6 |
| 452 | General merchandise stores | 6 | 134 087 | 9 099 | 2 215 | 677 | – | 2.5 |
| 4521 | Department stores (incl leased depts) ## | 3 | D | N | N | N | D | D |
| 45211 | Department stores (incl leased depts) ## | 3 | D | N | N | N | D | D |
| 4521 | Department stores (excl leased depts) | 3 | D | D | D | e | D | D |
| 45211 | Department stores (excl leased depts) | 3 | D | D | D | e | D | D |
| 452110 | Department stores (excl leased depts) | 3 | D | D | D | e | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 2 | D | D | D | e | 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 |
| 45299 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 39 | 23 934 | 2 655 | 669 | 262 | 10.5 | 5.6 |
| 4532 | Office supplies, stationery, & gift stores | 13 | 10 671 | 1 098 | 279 | 97 | 13.4 | 6.9 |
| 45321 | Office supplies & stationery stores | 5 | 7 705 | 647 | 160 | 52 | – | 4.4 |
| 453210 | Office supplies & stationery stores | 5 | 7 705 | 647 | 160 | 52 | – | 4.4 |
| 4532102 | Office supplies stores | 4 | D | D | D | b | D | D |
| 45322 | Gift, novelty, & souvenir stores | 8 | 2 966 | 451 | 119 | 45 | 48.2 | 13.5 |
| 453220 | Gift, novelty, & souvenir stores | 8 | 2 966 | 451 | 119 | 45 | 48.2 | 13.5 |
| 4533 | Used merchandise stores | 6 | 1 513 | 202 | 64 | 28 | 17.2 | 1.2 |
| 45331 | Used merchandise stores | 6 | 1 513 | 202 | 64 | 28 | 17.2 | 1.2 |
| 453310 | Used merchandise stores | 6 | 1 513 | 202 | 64 | 28 | 17.2 | 1.2 |
| 4539 | Other miscellaneous store retailers | 14 | D | D | D | c | D | D |
| 45391 | Pet & pet supplies stores | 6 | 7 252 | 787 | 186 | 79 | 7.9 | – |
| 453910 | Pet & pet supplies stores | 6 | 7 252 | 787 | 186 | 79 | 7.9 | – |
| 45399 | All other miscellaneous store retailers | 7 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 15 | 8 363 | 1 068 | 241 | 61 | 12.7 | – |
| 4541 | Electronic shopping & mail-order houses | 7 | 4 772 | 688 | 148 | 37 | 4.5 | – |
| 45411 | Electronic shopping & mail-order houses | 7 | 4 772 | 688 | 148 | 37 | 4.5 | – |
| 454110 | Electronic shopping & mail-order houses | 7 | 4 772 | 688 | 148 | 37 | 4.5 | – |
| 4543 | Direct selling establishments | 4 | D | D | D | a | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 1 | D | D | D | a | D | D |
| | **SOLANA BEACH, CA** | | | | | | | |
| **44-45** | **Retail trade** | **89** | **122 700** | **13 344** | **2 925** | **732** | **12.9** | **6.1** |
| 441 | Motor vehicle & parts dealers | 2 | D | D | D | b | D | D |
| 44132 | Tire dealers | 1 | D | D | D | a | D | D |
| 441320 | Tire dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 15 | 11 429 | 1 746 | 295 | 65 | 12.9 | 10.6 |
| 4421 | Furniture stores | 9 | 6 522 | 971 | 135 | 28 | 15.2 | 12.8 |
| 44211 | Furniture stores | 9 | 6 522 | 971 | 135 | 28 | 15.2 | 12.8 |
| 442110 | Furniture stores | 9 | 6 522 | 971 | 135 | 28 | 15.2 | 12.8 |
| 4422 | Home furnishings stores | 6 | 4 907 | 775 | 160 | 37 | 9.8 | 7.6 |
| 44221 | Floor covering stores | 3 | 4 382 | 686 | 140 | 27 | D | – |
| 442210 | Floor covering stores | 3 | 4 382 | 686 | 140 | 27 | D | – |
| 443 | Electronics & appliance stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 5 | 13 316 | 1 522 | 344 | 72 | 3.1 | 1.5 |
| 4441 | Building material & supplies dealers | 2 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 1 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 1 | D | D | D | b | D | D |
| 4442 | Lawn & 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SOLANA BEACH, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 445 | Food & beverage stores | 9 | 20 779 | 1 980 | 460 | 122 | 14.2 | – |
| 446 | Health & personal care stores | 7 | 16 314 | 1 829 | 448 | 69 | 11.4 | 23.2 |
| 4461 | Health & personal care stores | 7 | 16 314 | 1 829 | 448 | 69 | 11.4 | 23.2 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 44619 | Other health & personal care stores | 4 | D | D | D | b | D | D |
| 446191 | Food (health) supplement stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 4 | 11 395 | 411 | 93 | 35 | 28.7 | .3 |
| 448 | Clothing & clothing accessories stores | 14 | 20 547 | 1 749 | 422 | 136 | 6.6 | 4.3 |
| 4481 | Clothing stores | 10 | 18 911 | 1 582 | 385 | 126 | 4.5 | 3.7 |
| 44814 | Family clothing stores | 2 | D | D | D | b | D | D |
| 448140 | Family clothing stores | 2 | D | D | D | b | D | D |
| 44819 | Other clothing stores | 2 | D | D | D | a | D | D |
| 448190 | Other clothing stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 8 | 6 008 | 983 | 198 | 70 | 16.6 | 1.3 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 8 | 6 008 | 983 | 198 | 70 | 16.6 | 1.3 |
| 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 |
| 453 | Miscellaneous store retailers | 14 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 4 | 8 154 | 777 | 245 | 49 | – | – |
| 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 |
| 4533 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 45331 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 453310 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 6 | D | D | D | a | D | D |
| 45391 | Pet & pet supplies stores | 1 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 1 | D | D | D | a | D | D |
| 45392 | Art dealers | 2 | D | D | D | a | D | D |
| 453920 | Art dealers | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 3 | 774 | 150 | 13 | 1 | D | – |
| 454 | Nonstore retailers | 9 | D | D | D | b | D | D |
| 4541 | Electronic shopping & mail-order houses | 3 | 2 924 | 766 | 80 | 9 | D | – |
| 45411 | Electronic shopping & mail-order houses | 3 | 2 924 | 766 | 80 | 9 | D | – |
| 454110 | Electronic shopping & mail-order houses | 3 | 2 924 | 766 | 80 | 9 | D | – |
| | **SOLEDAD, CA** | | | | | | | |
| **44-45** | **Retail trade** | **19** | **22 921** | **2 642** | **597** | **134** | **23.2** | **4.0** |
| 441 | Motor vehicle & parts dealers | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 2 | D | D | D | b | D | D |
| 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 |
| 445 | Food & beverage stores | 7 | 7 790 | 665 | 147 | 45 | 57.3 | – |
| 446 | Health & personal care stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 3 | 3 244 | 178 | 43 | 13 | – | 23.6 |
| 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 |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SOLVANG, CA** | | | | | | | |
| **44-45** | **Retail trade** | **116** | **60 744** | **8 619** | **2 095** | **701** | **16.0** | **6.4** |
| 441 | Motor vehicle & parts dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 11 | D | D | D | b | D | D |
| 4422 | Home furnishings stores | 10 | 3 859 | 551 | 127 | 43 | 16.1 | 2.5 |
| 44229 | Other home furnishings stores | 10 | 3 859 | 551 | 127 | 43 | 16.1 | 2.5 |
| 442299 | All other home furnishings stores | 10 | 3 859 | 551 | 127 | 43 | 16.1 | 2.5 |
| 444 | Building material & garden equipment & supplies dealers | 2 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 10 | 15 522 | 1 906 | 446 | 138 | 3.3 | – |
| 4452 | Specialty food stores | 7 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 8 | 2 510 | 369 | 118 | 62 | 15.5 | 14.5 |
| 448 | Clothing & clothing accessories stores | 36 | 16 811 | 2 297 | 530 | 192 | 20.8 | 12.3 |
| 4481 | Clothing stores | 27 | 11 429 | 1 669 | 380 | 137 | 25.2 | 6.7 |
| 44815 | Clothing accessories stores | 3 | 1 400 | 134 | 32 | 10 | D | – |
| 448150 | Clothing accessories stores | 3 | 1 400 | 134 | 32 | 10 | D | – |
| 44819 | Other clothing stores | 8 | 2 203 | 285 | 76 | 30 | – | – |
| 448190 | Other clothing stores | 8 | 2 203 | 285 | 76 | 30 | – | – |
| 4482104 | Family shoe stores | 3 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 5 | 1 959 | 230 | 51 | 29 | 31.2 | 22.2 |
| 451 | Sporting goods, hobby, book, & music stores | 9 | 2 204 | 453 | 121 | 41 | 29.3 | 7.2 |
| 452 | General merchandise stores | 3 | D | D | D | b | D | D |
| 45299 | All other general merchandise stores | 3 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 3 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 36 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 24 | D | D | D | b | D | D |
| 45322 | Gift, novelty, & souvenir stores | 23 | 7 360 | 1 008 | 244 | 97 | 45.1 | 9.2 |
| 453220 | Gift, novelty, & souvenir stores | 23 | 7 360 | 1 008 | 244 | 97 | 45.1 | 9.2 |
| 4533 | Used merchandise stores | 4 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 4 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 4 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 5 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| | **SONOMA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **91** | **143 291** | **17 293** | **3 923** | **888** | **8.5** | **21.9** |
| 441 | Motor vehicle & parts dealers | 7 | 23 803 | 2 496 | 611 | 84 | 2.1 | 34.9 |
| 442 | Furniture & home furnishings stores | 4 | 1 731 | 242 | 54 | 17 | 45.8 | – |
| 443 | Electronics & appliance stores | 4 | 2 510 | 345 | 84 | 14 | – | 22.3 |
| 4431 | Electronics & appliance stores | 4 | 2 510 | 345 | 84 | 14 | – | 22.3 |
| 44312 | Computer & software stores | 2 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 4 | 13 919 | 1 564 | 360 | 81 | – | 1.0 |
| 4441 | Building material & supplies dealers | 4 | 13 919 | 1 564 | 360 | 81 | – | 1.0 |
| 44411 | Home centers | 1 | D | D | D | b | D | D |
| 444110 | Home centers | 1 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 10 | 51 676 | 6 418 | 1 355 | 275 | 6.1 | 23.6 |
| 4451 | Grocery stores | 5 | D | D | D | e | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 4 | 46 336 | 6 066 | 1 295 | 260 | – | 25.2 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 4 | 46 336 | 6 066 | 1 295 | 260 | – | 25.2 |
| 446 | Health & personal care stores | 6 | D | D | D | c | D | D |
| 4461 | Health & personal care stores | 6 | D | D | D | c | D | D |
| 44611 | Pharmacies & drug stores | 4 | 21 518 | 2 472 | 594 | 135 | 16.2 | 32.9 |
| 446110 | Pharmacies & drug stores | 4 | 21 518 | 2 472 | 594 | 135 | 16.2 | 32.9 |
| 4461101 | Pharmacies & drug stores | 4 | 21 518 | 2 472 | 594 | 135 | 16.2 | 32.9 |
| 447 | Gasoline stations | 6 | 9 575 | 1 127 | 212 | 54 | – | – |
| 448 | Clothing & clothing accessories stores | 19 | 7 340 | 1 020 | 263 | 94 | 28.8 | 17.3 |
| 4481 | Clothing stores | 12 | 5 405 | 682 | 184 | 62 | 39.1 | 6.4 |
| 44819 | Other clothing stores | 2 | D | D | D | a | D | D |
| 448190 | Other clothing stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 8 | 3 608 | 387 | 95 | 46 | 2.8 | 20.0 |
| 4512 | Book, periodical, & music stores | 4 | 2 398 | 266 | 72 | 32 | – | 9.0 |
| 45121 | Book stores & news dealers | 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SONOMA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 23 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 11 | 2 844 | 398 | 96 | 21 | 32.3 | 27.4 |
| 45322 | Gift, novelty, & souvenir stores | 11 | 2 844 | 398 | 96 | 21 | 32.3 | 27.4 |
| 453220 | Gift, novelty, & souvenir stores | 11 | 2 844 | 398 | 96 | 21 | 32.3 | 27.4 |
| 4539 | Other miscellaneous store retailers | 8 | D | D | D | b | D | D |
| 45392 | Art dealers | 3 | 426 | 68 | 14 | 10 | D | 31.9 |
| 453920 | Art dealers | 3 | 426 | 68 | 14 | 10 | D | 31.9 |
| 45399 | All other miscellaneous store retailers | 4 | D | D | D | b | D | D |
| | **SONORA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **119** | **243 490** | **25 874** | **5 769** | **1 642** | **9.1** | **3.0** |
| 441 | Motor vehicle & parts dealers | 10 | 12 602 | 1 360 | 292 | 54 | 78.6 | .6 |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 7 | D | D | D | b | D | D |
| 4422 | Home furnishings stores | 5 | 3 891 | 463 | 115 | 24 | 8.7 | – |
| 44221 | Floor covering stores | 3 | D | D | D | a | D | D |
| 442210 | Floor covering stores | 3 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 3 | 1 041 | 174 | 42 | 10 | 100.0 | – |
| 444 | Building material & garden equipment & supplies dealers | 9 | 23 550 | 3 367 | 773 | 170 | 1.4 | 1.2 |
| 4441 | Building material & supplies dealers | 8 | D | D | D | c | D | D |
| 44413 | Hardware stores | 1 | D | D | D | b | D | D |
| 444130 | Hardware stores | 1 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 5 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 5 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 9 | 72 112 | 7 048 | 1 565 | 367 | .2 | 6.4 |
| 4451 | Grocery stores | 6 | 71 729 | 7 024 | 1 559 | 364 | – | 6.2 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 6 | 71 729 | 7 024 | 1 559 | 364 | – | 6.2 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 6 | 71 729 | 7 024 | 1 559 | 364 | – | 6.2 |
| 446 | Health & personal care stores | 13 | 23 310 | 2 861 | 669 | 136 | – | 5.0 |
| 4461 | Health & personal care stores | 13 | 23 310 | 2 861 | 669 | 136 | – | 5.0 |
| 44611 | Pharmacies & drug stores | 6 | D | D | D | c | D | D |
| 446110 | Pharmacies & drug stores | 6 | D | D | D | c | D | D |
| 4461101 | Pharmacies & drug stores | 6 | D | D | D | c | D | D |
| 44619 | Other health & personal care stores | 3 | D | D | D | a | D | D |
| 446191 | Food (health) supplement stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 12 | 24 288 | 1 711 | 350 | 114 | 16.9 | 1.7 |
| 4471 | Gasoline stations | 12 | 24 288 | 1 711 | 350 | 114 | 16.9 | 1.7 |
| 44711 | Gasoline stations with convenience stores | 9 | 21 136 | 1 185 | 242 | 92 | 14.0 | – |
| 447110 | Gasoline stations with convenience stores | 9 | 21 136 | 1 185 | 242 | 92 | 14.0 | – |
| 448 | Clothing & clothing accessories stores | 17 | 7 743 | 867 | 213 | 63 | 26.2 | .7 |
| 4481 | Clothing stores | 9 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 9 | 4 950 | 602 | 136 | 56 | 36.0 | 2.4 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 8 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 4 | 56 316 | 4 991 | 1 126 | 488 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | b | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 21 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 8 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 10 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 5 | 1 243 | 346 | 37 | 22 | – | 2.9 |
| 453910 | Pet & pet supplies stores | 5 | 1 243 | 346 | 37 | 22 | – | 2.9 |
| 45399 | All other miscellaneous store retailers | 5 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 5 | 6 441 | 1 146 | 204 | 40 | 7.3 | .7 |
| 4543 | Direct selling establishments | 2 | D | D | D | b | D | D |
| 45431 | Fuel dealers | 2 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 2 | D | D | D | b | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SOUTH EL MONTE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **87** | **138 581** | **15 749** | **3 418** | **778** | **33.1** | **12.0** |
| 441 | Motor vehicle & parts dealers | 20 | 41 432 | 4 330 | 994 | 178 | 17.4 | 14.0 |
| 44112 | Used car dealers | 7 | 20 545 | 899 | 240 | 52 | 23.7 | 23.3 |
| 441120 | Used car dealers | 7 | 20 545 | 899 | 240 | 52 | 23.7 | 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 |
| 4413 | Automotive parts, accessories, & tire stores | 10 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 9 | 14 656 | 2 362 | 610 | 92 | 1.1 | .9 |
| 441310 | Automotive parts & accessories stores | 9 | 14 656 | 2 362 | 610 | 92 | 1.1 | .9 |
| 442 | Furniture & home furnishings stores | 8 | 11 464 | 1 059 | 199 | 65 | 83.1 | – |
| 4421 | Furniture stores | 5 | 9 522 | 870 | 174 | 57 | 100.0 | – |
| 44211 | Furniture stores | 5 | 9 522 | 870 | 174 | 57 | 100.0 | – |
| 442110 | Furniture stores | 5 | 9 522 | 870 | 174 | 57 | 100.0 | – |
| 4422 | Home furnishings stores | 3 | 1 942 | 189 | 25 | 8 | – | – |
| 444 | Building material & garden equipment & supplies dealers | 12 | 22 817 | 3 297 | 740 | 132 | 27.1 | 32.2 |
| 4441 | Building material & supplies dealers | 10 | D | D | D | c | D | D |
| 44412 | Paint & wallpaper stores | 1 | D | D | D | b | D | D |
| 444120 | Paint & wallpaper stores | 1 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 8 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 8 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 11 | 12 135 | 1 416 | 212 | 51 | 15.4 | .4 |
| 4452 | Specialty food stores | 1 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 4 | 10 016 | 1 425 | 353 | 90 | 83.4 | – |
| 4461 | Health & personal care stores | 4 | 10 016 | 1 425 | 353 | 90 | 83.4 | – |
| 44613 | Optical goods stores | 1 | D | D | D | a | D | D |
| 446130 | Optical goods stores | 1 | D | D | D | a | D | D |
| 44619 | Other health & personal care stores | 1 | D | D | D | b | D | D |
| 446191 | Food (health) supplement stores | 1 | D | D | D | b | D | D |
| 447 | Gasoline stations | 9 | 21 169 | 976 | 136 | 44 | 25.3 | 12.1 |
| 4471 | Gasoline stations | 9 | 21 169 | 976 | 136 | 44 | 25.3 | 12.1 |
| 44711 | Gasoline stations with convenience stores | 4 | 10 989 | 286 | 71 | 22 | – | 23.4 |
| 447110 | Gasoline stations with convenience stores | 4 | 10 989 | 286 | 71 | 22 | – | 23.4 |
| 448 | Clothing & clothing accessories stores | 8 | 2 220 | 234 | 55 | 28 | 19.1 | 22.0 |
| 451 | Sporting goods, hobby, book, & music stores | 3 | 1 171 | 187 | 106 | 58 | D | 4.7 |
| 452 | General merchandise stores | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 6 | D | D | D | a | D | D |
| 4532 | Office supplies, stationery, & gift stores | 2 | D | D | D | a | D | D |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 4 | 13 881 | 2 642 | 578 | 112 | 40.7 | – |
| 4541 | Electronic shopping & mail-order houses | 2 | D | D | D | b | D | D |
| 45411 | Electronic shopping & mail-order houses | 2 | D | D | D | b | D | D |
| 454110 | Electronic shopping & mail-order houses | 2 | D | D | D | b | D | D |
| 4542 | Vending machine operators | 1 | D | D | D | b | D | D |
| 45421 | Vending machine operators | 1 | D | D | D | b | D | D |
| 454210 | Vending machine operators | 1 | D | D | D | b | D | D |
| | **SOUTH GATE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **154** | **361 145** | **31 951** | **6 890** | **1 738** | **13.1** | **2.7** |
| 441 | Motor vehicle & parts dealers | 40 | 112 024 | 10 326 | 2 107 | 412 | 17.9 | 2.7 |
| 4411 | Automobile dealers | 21 | 81 359 | 5 975 | 1 031 | 247 | 23.1 | 3.5 |
| 44112 | Used car dealers | 17 | 34 729 | 2 019 | 479 | 93 | 40.2 | 8.1 |
| 441120 | Used car dealers | 17 | 34 729 | 2 019 | 479 | 93 | 40.2 | 8.1 |
| 4412 | Other motor vehicle dealers | 2 | D | D | D | b | D | D |
| 44121 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 441210 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 1 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 17 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 14 | 16 517 | 2 729 | 649 | 114 | 4.8 | 1.1 |
| 441310 | Automotive parts & accessories stores | 14 | 16 517 | 2 729 | 649 | 114 | 4.8 | 1.1 |
| 442 | Furniture & home furnishings stores | 8 | D | D | D | a | D | D |
| 4421 | Furniture stores | 7 | 1 912 | 232 | 43 | 16 | 94.4 | 3.2 |
| 44211 | Furniture stores | 7 | 1 912 | 232 | 43 | 16 | 94.4 | 3.2 |
| 442110 | Furniture stores | 7 | 1 912 | 232 | 43 | 16 | 94.4 | 3.2 |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SOUTH GATE, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 443 | Electronics & appliance stores | 6 | 3 996 | 363 | 80 | 15 | 25.8 | 36.3 |
| 4431 | Electronics & appliance stores | 6 | 3 996 | 363 | 80 | 15 | 25.8 | 36.3 |
| 44311 | Appliance, television, & other electronics stores | 4 | D | D | D | a | D | D |
| 443112 | Radio, television, & other electronics stores | 2 | D | D | D | a | 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 | 6 | 2 760 | 510 | 125 | 37 | 53.4 | – |
| 445 | Food & beverage stores | 34 | 82 604 | 8 317 | 1 676 | 426 | 9.6 | 4.1 |
| 4451 | Grocery stores | 22 | 75 908 | 7 743 | 1 551 | 392 | 7.9 | 4.1 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 18 | 71 723 | 7 392 | 1 468 | 367 | 7.0 | 4.4 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 18 | 71 723 | 7 392 | 1 468 | 367 | 7.0 | 4.4 |
| 4452 | Specialty food stores | 6 | 5 461 | 509 | 113 | 26 | 16.0 | .5 |
| 446 | Health & personal care stores | 9 | D | D | D | c | D | D |
| 4461 | Health & personal care stores | 9 | D | D | D | c | D | D |
| 44611 | Pharmacies & drug stores | 8 | 25 998 | 3 270 | 826 | 173 | 5.7 | – |
| 446110 | Pharmacies & drug stores | 8 | 25 998 | 3 270 | 826 | 173 | 5.7 | – |
| 4461101 | Pharmacies & drug stores | 8 | 25 998 | 3 270 | 826 | 173 | 5.7 | – |
| 447 | Gasoline stations | 16 | 32 247 | 914 | 204 | 70 | 30.9 | 1.4 |
| 4471 | Gasoline stations | 16 | 32 247 | 914 | 204 | 70 | 30.9 | 1.4 |
| 44711 | Gasoline stations with convenience stores | 9 | 21 287 | 648 | 142 | 47 | 4.6 | .4 |
| 447110 | Gasoline stations with convenience stores | 9 | 21 287 | 648 | 142 | 47 | 4.6 | .4 |
| 448 | Clothing & clothing accessories stores | 13 | 7 267 | 826 | 206 | 81 | 23.3 | 1.9 |
| 4481 | Clothing stores | 5 | D | D | D | b | D | D |
| 4482105 | Athletic footwear stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 7 | 2 553 | 607 | 68 | 31 | 9.2 | 1.6 |
| 4512 | Book, periodical, & music stores | 3 | D | D | D | b | 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 | 6 | D | D | D | e | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 1 | D | D | D | e | D | D |
| 4529 | Other general merchandise stores | 5 | 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 |
| 453 | Miscellaneous store retailers | 8 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 2 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **SOUTH LAKE TAHOE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **173** | **281 266** | **30 823** | **7 092** | **1 691** | **13.3** | **3.1** |
| 441 | Motor vehicle & parts dealers | 13 | 35 715 | 3 865 | 868 | 143 | 50.0 | .5 |
| 4413 | Automotive parts, accessories, & tire stores | 7 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 5 | 5 147 | 907 | 205 | 40 | 2.5 | .7 |
| 441310 | Automotive parts & accessories stores | 5 | 5 147 | 907 | 205 | 40 | 2.5 | .7 |
| 442 | Furniture & home furnishings stores | 11 | D | D | D | b | D | D |
| 4422 | Home furnishings stores | 9 | 7 398 | 1 040 | 237 | 58 | 30.5 | 13.9 |
| 44229 | Other home furnishings stores | 6 | 4 914 | 529 | 131 | 34 | – | 16.3 |
| 442299 | All other home furnishings stores | 6 | 4 914 | 529 | 131 | 34 | – | 16.3 |
| 443 | Electronics & appliance stores | 9 | 8 719 | 1 240 | 319 | 66 | 30.8 | 21.4 |
| 4431 | Electronics & appliance stores | 9 | 8 719 | 1 240 | 319 | 66 | 30.8 | 21.4 |
| 44311 | Appliance, television, & other electronics stores | 5 | 7 223 | 1 052 | 247 | 49 | 27.5 | 18.0 |
| 443111 | Household appliance stores | 2 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 3 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 3 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 3 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 13 | 28 589 | 3 230 | 631 | 114 | 4.9 | – |
| 4441 | Building material & supplies dealers | 12 | D | D | D | c | D | D |
| 44419 | Other building material dealers | 8 | 24 471 | 2 582 | 489 | 89 | 5.5 | – |
| 444190 | Other building material dealers | 8 | 24 471 | 2 582 | 489 | 89 | 5.5 | – |
| 445 | Food & beverage stores | 23 | 99 771 | 11 860 | 2 692 | 578 | 2.8 | 1.5 |
| 4451 | Grocery stores | 11 | 93 775 | 11 288 | 2 555 | 519 | .6 | 1.6 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 6 | 89 437 | 10 989 | 2 482 | 495 | .3 | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 6 | 89 437 | 10 989 | 2 482 | 495 | .3 | – |
| 44512 | Convenience stores | 5 | 4 338 | 299 | 73 | 24 | 5.6 | 33.6 |
| 445120 | Convenience stores | 5 | 4 338 | 299 | 73 | 24 | 5.6 | 33.6 |
| 4452 | Specialty food stores | 4 | 987 | 182 | 48 | 21 | 54.4 | – |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SOUTH LAKE TAHOE, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 446 | Health & personal care stores | 8 | 14 458 | 1 418 | 365 | 97 | 10.4 | 3.3 |
| 4461 | Health & personal care stores | 8 | 14 458 | 1 418 | 365 | 97 | 10.4 | 3.3 |
| 446191 | Food (health) supplement stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 14 | 31 001 | 1 461 | 327 | 74 | 6.3 | 6.7 |
| 4471 | Gasoline stations | 14 | 31 001 | 1 461 | 327 | 74 | 6.3 | 6.7 |
| 44711 | Gasoline stations with convenience stores | 6 | 13 486 | 895 | 222 | 44 | – | – |
| 447110 | Gasoline stations with convenience stores | 6 | 13 486 | 895 | 222 | 44 | – | – |
| 44719 | Other gasoline stations | 8 | 17 515 | 566 | 105 | 30 | 11.2 | 11.8 |
| 447190 | Other gasoline stations | 8 | 17 515 | 566 | 105 | 30 | 11.2 | 11.8 |
| 448 | Clothing & clothing accessories stores | 39 | 23 112 | 2 652 | 653 | 206 | 5.2 | 3.3 |
| 4481 | Clothing stores | 27 | 17 672 | 1 905 | 490 | 161 | 6.8 | 1.7 |
| 44819 | Other clothing stores | 11 | 5 198 | 656 | 190 | 61 | 10.4 | – |
| 448190 | Other clothing stores | 11 | 5 198 | 656 | 190 | 61 | 10.4 | – |
| 4483 | Jewelry, luggage, & leather goods stores | 6 | 2 185 | 505 | 102 | 24 | – | 20.7 |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 16 | 9 597 | 1 359 | 394 | 125 | 6.8 | – |
| 4511 | Sporting goods, hobby, & musical instrument stores | 11 | D | D | D | c | D | D |
| 45111 | Sporting goods stores | 9 | 7 808 | 1 120 | 337 | 105 | 5.8 | – |
| 451110 | Sporting goods stores | 9 | 7 808 | 1 120 | 337 | 105 | 5.8 | – |
| 4511101 | General-line sporting goods stores | 6 | 6 300 | 961 | 314 | 94 | 5.1 | – |
| 4512 | Book, periodical, & music stores | 5 | D | D | D | a | D | D |
| 45121 | Book stores & news dealers | 3 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 20 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 6 | 3 835 | 545 | 130 | 26 | 22.6 | – |
| 4543 | Direct selling establishments | 4 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 3 | 1 969 | 340 | 83 | 11 | – | – |
| | **SOUTH PASADENA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **64** | **136 350** | **15 428** | **3 539** | **836** | **5.1** | **5.0** |
| 441 | Motor vehicle & parts dealers | 2 | D | D | D | a | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 5 | 2 119 | 290 | 62 | 15 | 37.5 | – |
| 4422 | Home furnishings stores | 4 | D | D | D | a | D | D |
| 44229 | Other home furnishings stores | 3 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 3 | 824 | 100 | 25 | 5 | – | 10.6 |
| 444 | Building material & garden equipment & supplies dealers | 6 | 13 066 | 2 166 | 469 | 108 | 9.4 | 1.3 |
| 4441 | Building material & supplies dealers | 4 | 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 |
| 445 | Food & beverage stores | 11 | 85 290 | 9 503 | 2 180 | 441 | .4 | .3 |
| 4451 | Grocery stores | 6 | D | D | D | e | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 5 | 83 361 | 9 276 | 2 126 | 427 | – | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 5 | 83 361 | 9 276 | 2 126 | 427 | – | – |
| 446 | Health & personal care stores | 4 | 11 897 | 1 402 | 334 | 116 | – | 18.7 |
| 4461 | Health & personal care stores | 4 | 11 897 | 1 402 | 334 | 116 | – | 18.7 |
| 446191 | Food (health) supplement stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 5 | 12 259 | 395 | 86 | 25 | 15.8 | – |
| 448 | Clothing & clothing accessories stores | 9 | 4 084 | 582 | 130 | 39 | 28.3 | 50.4 |
| 4481 | Clothing stores | 5 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 6 | 2 187 | 228 | 58 | 22 | 22.1 | 29.6 |
| 453 | Miscellaneous store retailers | 11 | 2 738 | 513 | 129 | 44 | 34.1 | 14.3 |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4533 | Used merchandise stores | 4 | 1 254 | 305 | 82 | 18 | 7.4 | – |
| 45331 | Used merchandise stores | 4 | 1 254 | 305 | 82 | 18 | 7.4 | – |
| 453310 | Used merchandise stores | 4 | 1 254 | 305 | 82 | 18 | 7.4 | – |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SOUTH SAN FRANCISCO, CA** | | | | | | | |
| **44-45** | **Retail trade** | **187** | **585 904** | **56 574** | **12 566** | **2 558** | **5.3** | **9.7** |
| 441 | Motor vehicle & parts dealers | 28 | 99 448 | 11 048 | 2 256 | 332 | .3 | .2 |
| 4411 | Automobile dealers | 4 | 57 390 | 5 369 | 908 | 128 | – | .2 |
| 44112 | Used car dealers | 2 | D | D | D | b | D | D |
| 441120 | Used car dealers | 2 | D | D | D | b | D | D |
| 4412 | Other motor vehicle dealers | 4 | 8 261 | 738 | 195 | 30 | 1.4 | – |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 3 | D | D | D | b | D | D |
| 441222 | Boat dealers | 2 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 20 | 33 797 | 4 941 | 1 153 | 174 | .6 | .2 |
| 44131 | Automotive parts & accessories stores | 14 | 27 023 | 3 360 | 771 | 138 | .4 | .3 |
| 441310 | Automotive parts & accessories stores | 14 | 27 023 | 3 360 | 771 | 138 | .4 | .3 |
| 44132 | Tire dealers | 6 | 6 774 | 1 581 | 382 | 36 | 1.6 | – |
| 441320 | Tire dealers | 6 | 6 774 | 1 581 | 382 | 36 | 1.6 | – |
| 442 | Furniture & home furnishings stores | 13 | 25 800 | 3 624 | 824 | 132 | 6.5 | 3.4 |
| 4421 | Furniture stores | 6 | 24 359 | 3 457 | 794 | 122 | 6.0 | – |
| 44211 | Furniture stores | 6 | 24 359 | 3 457 | 794 | 122 | 6.0 | – |
| 442110 | Furniture stores | 6 | 24 359 | 3 457 | 794 | 122 | 6.0 | – |
| 443 | Electronics & appliance stores | 7 | 12 197 | 1 070 | 187 | 39 | 1.6 | 3.4 |
| 4431 | Electronics & appliance stores | 7 | 12 197 | 1 070 | 187 | 39 | 1.6 | 3.4 |
| 44312 | Computer & software stores | 6 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 6 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 21 | 60 642 | 8 489 | 1 922 | 256 | 5.7 | 25.7 |
| 4441 | Building material & supplies dealers | 19 | D | D | D | e | D | D |
| 44412 | Paint & wallpaper stores | 1 | D | D | D | a | D | D |
| 444120 | Paint & wallpaper stores | 1 | D | D | D | a | D | D |
| 44413 | Hardware stores | 3 | D | D | D | b | D | D |
| 444130 | Hardware stores | 3 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 15 | 48 161 | 6 532 | 1 489 | 164 | 5.8 | 13.4 |
| 444190 | Other building material dealers | 15 | 48 161 | 6 532 | 1 489 | 164 | 5.8 | 13.4 |
| 445 | Food & beverage stores | 33 | 98 237 | 8 862 | 1 786 | 510 | 6.5 | 1.3 |
| 4451 | Grocery stores | 22 | 89 674 | 8 060 | 1 607 | 457 | 3.8 | 1.5 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 16 | 86 151 | 7 761 | 1 548 | 438 | 1.2 | 1.3 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 16 | 86 151 | 7 761 | 1 548 | 438 | 1.2 | 1.3 |
| 4452 | Specialty food stores | 5 | 4 871 | 396 | 87 | 26 | 34.2 | – |
| 446 | Health & personal care stores | 10 | 36 526 | 4 777 | 1 092 | 241 | 15.2 | 4.3 |
| 4461 | Health & personal care stores | 10 | 36 526 | 4 777 | 1 092 | 241 | 15.2 | 4.3 |
| 44611 | Pharmacies & drug stores | 6 | 32 312 | 4 090 | 955 | 203 | 4.1 | 4.9 |
| 446110 | Pharmacies & drug stores | 6 | 32 312 | 4 090 | 955 | 203 | 4.1 | 4.9 |
| 4461101 | Pharmacies & drug stores | 6 | 32 312 | 4 090 | 955 | 203 | 4.1 | 4.9 |
| 44619 | Other health & personal care stores | 4 | 4 214 | 687 | 137 | 38 | 100.0 | – |
| 446191 | Food (health) supplement stores | 1 | D | D | D | b | D | D |
| 447 | Gasoline stations | 17 | 47 019 | 1 847 | 457 | 111 | 11.5 | 7.8 |
| 4471 | Gasoline stations | 17 | 47 019 | 1 847 | 457 | 111 | 11.5 | 7.8 |
| 44711 | Gasoline stations with convenience stores | 4 | 13 638 | 426 | 103 | 25 | – | .9 |
| 447110 | Gasoline stations with convenience stores | 4 | 13 638 | 426 | 103 | 25 | – | .9 |
| 44719 | Other gasoline stations | 13 | 33 381 | 1 421 | 354 | 86 | 16.2 | 10.6 |
| 447190 | Other gasoline stations | 13 | 33 381 | 1 421 | 354 | 86 | 16.2 | 10.6 |
| 448 | Clothing & clothing accessories stores | 8 | 2 829 | 307 | 87 | 38 | 24.1 | 29.4 |
| 451 | Sporting goods, hobby, book, & music stores | 9 | 16 040 | 2 232 | 559 | 100 | 3.4 | – |
| 4511 | Sporting goods, hobby, & musical instrument stores | 5 | 6 610 | 1 119 | 302 | 51 | – | – |
| 45111 | Sporting goods stores | 3 | D | D | D | b | D | D |
| 451110 | Sporting goods stores | 3 | D | D | D | b | D | D |
| 4511102 | Specialty-line sporting goods stores | 2 | 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 | 4 | 9 430 | 1 113 | 257 | 49 | 5.7 | – |
| 45121 | Book stores & news dealers | 2 | D | D | D | b | D | D |
| 451211 | Book stores | 2 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 1 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 1 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 2 | D | D | D | b | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 2 | D | D | D | b | D | D |
| 452 | General merchandise stores | 4 | D | D | D | e | D | D |
| 4529 | Other general merchandise stores | 4 | D | D | D | e | D | D |
| 45291 | Warehouse clubs & superstores | 1 | D | D | D | c | D | D |
| 452910 | Warehouse clubs & superstores | 1 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 3 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 3 | D | D | D | c | D | D |
| 4529902 | Catalog showrooms | 1 | D | D | D | c | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SOUTH SAN FRANCISCO, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 26 | D | D | D | e | D | D |
| 4532 | Office supplies, stationery, & gift stores | 10 | D | D | D | e | 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 |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 2 | D | D | D | b | D | D |
| 45322 | Gift, novelty, & souvenir stores | 7 | 23 897 | 3 252 | 716 | 219 | 1.7 | 37.7 |
| 453220 | Gift, novelty, & souvenir stores | 7 | 23 897 | 3 252 | 716 | 219 | 1.7 | 37.7 |
| 4533 | Used merchandise stores | 3 | 1 601 | 478 | 120 | 36 | – | 15.9 |
| 45331 | Used merchandise stores | 3 | 1 601 | 478 | 120 | 36 | – | 15.9 |
| 453310 | Used merchandise stores | 3 | 1 601 | 478 | 120 | 36 | – | 15.9 |
| 4539 | Other miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 1 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 11 | 47 769 | 3 040 | 698 | 130 | 6.3 | 47.6 |
| 4541 | Electronic shopping & mail-order houses | 5 | 36 447 | 1 080 | 231 | 41 | 4.3 | 58.6 |
| 45411 | Electronic shopping & mail-order houses | 5 | 36 447 | 1 080 | 231 | 41 | 4.3 | 58.6 |
| 454110 | Electronic shopping & mail-order houses | 5 | 36 447 | 1 080 | 231 | 41 | 4.3 | 58.6 |
| 4543 | Direct selling establishments | 5 | 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 |
| | **STANTON, CA** | | | | | | | |
| **44-45** | **Retail trade** | **96** | **238 912** | **21 568** | **5 037** | **1 136** | **9.7** | **3.9** |
| 441 | Motor vehicle & parts dealers | 13 | 18 173 | 1 776 | 442 | 66 | 15.0 | 10.8 |
| 4412 | Other motor vehicle dealers | 6 | D | D | D | b | D | D |
| 44121 | Recreational vehicle dealers | 4 | 11 253 | 1 037 | 275 | 30 | – | – |
| 441210 | Recreational vehicle dealers | 4 | 11 253 | 1 037 | 275 | 30 | – | – |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 3 | 791 | 94 | 26 | 7 | D | 27.1 |
| 443 | Electronics & appliance stores | 6 | 2 796 | 294 | 70 | 15 | 54.1 | 16.0 |
| 4431 | Electronics & appliance stores | 6 | 2 796 | 294 | 70 | 15 | 54.1 | 16.0 |
| 44312 | Computer & software stores | 3 | 1 282 | 78 | 15 | 4 | 100.0 | – |
| 443120 | Computer & software stores | 3 | 1 282 | 78 | 15 | 4 | 100.0 | – |
| 444 | Building material & garden equipment & supplies dealers | 10 | 27 711 | 2 961 | 578 | 96 | 1.3 | 3.4 |
| 4441 | Building material & supplies dealers | 9 | D | D | D | b | D | D |
| 44412 | Paint & wallpaper stores | 1 | D | D | D | a | D | D |
| 444120 | Paint & wallpaper stores | 1 | D | D | D | a | D | D |
| 44419 | Other building material dealers | 8 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 8 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 20 | 61 055 | 5 929 | 1 466 | 311 | 12.7 | 1.0 |
| 4451 | Grocery stores | 14 | 56 031 | 5 614 | 1 380 | 273 | 4.8 | 1.1 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 9 | 54 428 | 5 439 | 1 340 | 258 | 4.7 | 1.1 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 9 | 54 428 | 5 439 | 1 340 | 258 | 4.7 | 1.1 |
| 4452 | Specialty food stores | 2 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 6 | 15 826 | 1 932 | 483 | 72 | – | – |
| 4461 | Health & personal care stores | 6 | 15 826 | 1 932 | 483 | 72 | – | – |
| 44613 | Optical goods stores | 2 | D | D | D | b | D | D |
| 446130 | Optical goods stores | 2 | D | D | D | b | D | D |
| 447 | Gasoline stations | 7 | 23 630 | 589 | 95 | 27 | 20.5 | – |
| 4471 | Gasoline stations | 7 | 23 630 | 589 | 95 | 27 | 20.5 | – |
| 44719 | Other gasoline stations | 4 | 17 396 | 326 | 87 | 23 | 13.2 | – |
| 447190 | Other gasoline stations | 4 | 17 396 | 326 | 87 | 23 | 13.2 | – |
| 448 | Clothing & clothing accessories stores | 7 | 3 115 | 568 | 124 | 52 | 6.2 | – |
| 451 | Sporting goods, hobby, book, & music stores | 4 | 4 617 | 389 | 94 | 43 | – | 15.0 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 3 | D | D | D | b | D | D |
| 45114 | Musical instrument & supplies stores | 1 | D | D | D | a | D | D |
| 451140 | Musical instrument & supplies stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 5 | D | D | D | e | D | D |
| 4521103 | National chain department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 4529 | Other general merchandise stores | 4 | 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 |
| 45299 | All other general merchandise stores | 3 | D | D | D | a | D | D |
| 452990 | All other general merchandise stores | 3 | D | D | D | a | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **STANTON, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 13 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 7 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 2 | D | D | D | b | D | D |
| 453910 | Pet & pet supplies stores | 2 | D | D | D | b | D | D |
| 45393 | Manufactured (mobile) home dealers | 3 | 5 947 | 321 | 84 | 7 | 84.3 | 15.7 |
| 453930 | Manufactured (mobile) home dealers | 3 | 5 947 | 321 | 84 | 7 | 84.3 | 15.7 |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |
| | **STOCKTON, CA** | | | | | | | |
| **44-45** | **Retail trade** | **742** | **1 771 380** | **178 164** | **42 408** | **9 842** | **6.2** | **6.7** |
| 441 | Motor vehicle & parts dealers | 88 | 386 377 | 35 383 | 8 525 | 1 190 | 4.7 | 17.7 |
| 4411 | Automobile dealers | 30 | 324 338 | 24 938 | 6 103 | 694 | 4.7 | 19.3 |
| 44111 | New car dealers | 13 | 297 830 | 22 946 | 5 607 | 612 | 3.3 | 20.7 |
| 441110 | New car dealers | 13 | 297 830 | 22 946 | 5 607 | 612 | 3.3 | 20.7 |
| 44112 | Used car dealers | 17 | 26 508 | 1 992 | 496 | 82 | 21.1 | 3.2 |
| 441120 | Used car dealers | 17 | 26 508 | 1 992 | 496 | 82 | 21.1 | 3.2 |
| 4412 | Other motor vehicle dealers | 6 | 8 306 | 773 | 143 | 35 | 1.5 | 7.3 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 4 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 2 | D | D | D | a | D | D |
| 441222 | Boat dealers | 2 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 52 | 53 733 | 9 672 | 2 279 | 461 | 4.9 | 9.5 |
| 44131 | Automotive parts & accessories stores | 36 | 37 117 | 5 757 | 1 409 | 322 | 6.4 | 9.0 |
| 441310 | Automotive parts & accessories stores | 36 | 37 117 | 5 757 | 1 409 | 322 | 6.4 | 9.0 |
| 44132 | Tire dealers | 16 | 16 616 | 3 915 | 870 | 139 | 1.6 | 10.4 |
| 441320 | Tire dealers | 16 | 16 616 | 3 915 | 870 | 139 | 1.6 | 10.4 |
| 442 | Furniture & home furnishings stores | 33 | 36 436 | 4 938 | 1 111 | 232 | 15.1 | 20.6 |
| 4421 | Furniture stores | 14 | 21 247 | 1 802 | 377 | 76 | 17.3 | 30.5 |
| 44211 | Furniture stores | 14 | 21 247 | 1 802 | 377 | 76 | 17.3 | 30.5 |
| 442110 | Furniture stores | 14 | 21 247 | 1 802 | 377 | 76 | 17.3 | 30.5 |
| 4422 | Home furnishings stores | 19 | 15 189 | 3 136 | 734 | 156 | 12.1 | 6.8 |
| 44221 | Floor covering stores | 7 | 9 837 | 2 414 | 571 | 95 | – | 3.4 |
| 442210 | Floor covering stores | 7 | 9 837 | 2 414 | 571 | 95 | – | 3.4 |
| 44229 | Other home furnishings stores | 12 | 5 352 | 722 | 163 | 61 | 34.4 | 13.0 |
| 442291 | Window treatment stores | 5 | 2 119 | 298 | 63 | 26 | 51.3 | 25.4 |
| 442299 | All other home furnishings stores | 7 | 3 233 | 424 | 100 | 35 | 23.3 | 4.9 |
| 443 | Electronics & appliance stores | 28 | 49 409 | 5 662 | 1 398 | 277 | 4.6 | 2.8 |
| 4431 | Electronics & appliance stores | 28 | 49 409 | 5 662 | 1 398 | 277 | 4.6 | 2.8 |
| 44311 | Appliance, television, & other electronics stores | 18 | 34 986 | 3 634 | 923 | 173 | 3.9 | .3 |
| 443111 | Household appliance stores | 8 | 2 765 | 505 | 98 | 21 | 32.6 | 3.3 |
| 443112 | Radio, television, & other electronics stores | 10 | 32 221 | 3 129 | 825 | 152 | 1.4 | – |
| 44312 | Computer & software stores | 8 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 8 | D | D | D | b | D | D |
| 44313 | Camera & photographic supplies stores | 2 | D | D | D | b | D | D |
| 443130 | Camera & photographic supplies stores | 2 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 50 | 217 412 | 21 037 | 5 143 | 851 | .7 | 1.0 |
| 4441 | Building material & supplies dealers | 40 | 172 922 | 18 483 | 4 527 | 767 | .9 | 1.2 |
| 44411 | Home centers | 3 | D | D | D | e | D | D |
| 444110 | Home centers | 3 | D | D | D | e | D | D |
| 44412 | Paint & wallpaper stores | 7 | D | D | D | b | D | D |
| 444120 | Paint & wallpaper stores | 7 | D | D | D | b | D | D |
| 44413 | Hardware stores | 7 | 17 238 | 2 429 | 551 | 128 | .5 | – |
| 444130 | Hardware stores | 7 | 17 238 | 2 429 | 551 | 128 | .5 | – |
| 44419 | Other building material dealers | 23 | 87 992 | 8 827 | 2 149 | 271 | 1.1 | 2.4 |
| 444190 | Other building material dealers | 23 | 87 992 | 8 827 | 2 149 | 271 | 1.1 | 2.4 |
| 4442 | Lawn & garden equipment & supplies stores | 10 | 44 490 | 2 554 | 616 | 84 | – | – |
| 44422 | Nursery & garden centers | 7 | 43 170 | 2 423 | 585 | 76 | – | – |
| 444220 | Nursery & garden centers | 7 | 43 170 | 2 423 | 585 | 76 | – | – |
| 445 | Food & beverage stores | 138 | 328 567 | 31 936 | 6 736 | 1 770 | 9.8 | 2.6 |
| 4451 | Grocery stores | 95 | 305 326 | 30 189 | 6 328 | 1 607 | 8.1 | 2.1 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 83 | 300 123 | 29 844 | 6 260 | 1 572 | 7.2 | 1.8 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 83 | 300 123 | 29 844 | 6 260 | 1 572 | 7.2 | 1.8 |
| 44512 | Convenience stores | 12 | 5 203 | 345 | 68 | 35 | 56.3 | 20.9 |
| 445120 | Convenience stores | 12 | 5 203 | 345 | 68 | 35 | 56.3 | 20.9 |
| 4452 | Specialty food stores | 15 | 9 973 | 857 | 188 | 61 | 37.1 | 7.0 |
| 4453 | Beer, wine, & liquor stores | 28 | 13 268 | 890 | 220 | 102 | 29.8 | 9.6 |
| 44531 | Beer, wine, & liquor stores | 28 | 13 268 | 890 | 220 | 102 | 29.8 | 9.6 |
| 445310 | Beer, wine, & liquor stores | 28 | 13 268 | 890 | 220 | 102 | 29.8 | 9.6 |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **STOCKTON, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 446 | Health & personal care stores | 76 | 110 396 | 18 051 | 5 065 | 913 | 14.3 | 9.8 |
| 4461 | Health & personal care stores | 76 | 110 396 | 18 051 | 5 065 | 913 | 14.3 | 9.8 |
| 44611 | Pharmacies & drug stores | 41 | 93 788 | 14 775 | 4 274 | 745 | 15.8 | 7.0 |
| 446110 | Pharmacies & drug stores | 41 | 93 788 | 14 775 | 4 274 | 745 | 15.8 | 7.0 |
| 4461101 | Pharmacies & drug stores | 40 | D | D | D | f | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 4 | 2 449 | 454 | 99 | 24 | – | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 4 | 2 449 | 454 | 99 | 24 | – | – |
| 44613 | Optical goods stores | 13 | 6 625 | 1 302 | 326 | 81 | 3.9 | 31.2 |
| 446130 | Optical goods stores | 13 | 6 625 | 1 302 | 326 | 81 | 3.9 | 31.2 |
| 44619 | Other health & personal care stores | 18 | 7 534 | 1 520 | 366 | 63 | 9.2 | 28.9 |
| 446191 | Food (health) supplement stores | 4 | 1 812 | 178 | 30 | 14 | 17.4 | 82.6 |
| 446199 | All other health & personal care stores | 14 | 5 722 | 1 342 | 336 | 49 | 6.6 | 11.8 |
| 447 | Gasoline stations | 55 | 114 715 | 5 410 | 1 195 | 427 | 20.2 | 4.9 |
| 4471 | Gasoline stations | 55 | 114 715 | 5 410 | 1 195 | 427 | 20.2 | 4.9 |
| 44711 | Gasoline stations with convenience stores | 31 | 73 631 | 2 835 | 632 | 236 | 9.6 | 6.7 |
| 447110 | Gasoline stations with convenience stores | 31 | 73 631 | 2 835 | 632 | 236 | 9.6 | 6.7 |
| 44719 | Other gasoline stations | 24 | 41 084 | 2 575 | 563 | 191 | 39.1 | 1.7 |
| 447190 | Other gasoline stations | 24 | 41 084 | 2 575 | 563 | 191 | 39.1 | 1.7 |
| 448 | Clothing & clothing accessories stores | 117 | 84 793 | 11 363 | 2 665 | 868 | 6.5 | 6.6 |
| 4481 | Clothing stores | 68 | 56 414 | 6 613 | 1 542 | 592 | 7.9 | 5.1 |
| 44811 | Men's clothing stores | 12 | 8 834 | 1 335 | 338 | 88 | 17.4 | 10.4 |
| 448110 | Men's clothing stores | 12 | 8 834 | 1 335 | 338 | 88 | 17.4 | 10.4 |
| 44812 | Women's clothing stores | 25 | 17 292 | 2 293 | 543 | 257 | 14.2 | 11.1 |
| 448120 | Women's clothing stores | 25 | 17 292 | 2 293 | 543 | 257 | 14.2 | 11.1 |
| 44814 | Family clothing stores | 12 | 22 810 | 2 118 | 454 | 163 | .2 | .3 |
| 448140 | Family clothing stores | 12 | 22 810 | 2 118 | 454 | 163 | .2 | .3 |
| 44815 | Clothing accessories stores | 4 | D | D | D | a | D | D |
| 448150 | Clothing accessories stores | 4 | D | D | D | a | D | D |
| 44819 | Other clothing stores | 13 | 6 555 | 687 | 163 | 63 | 3.8 | – |
| 448190 | Other clothing stores | 13 | 6 555 | 687 | 163 | 63 | 3.8 | – |
| 4482 | Shoe stores | 26 | 13 952 | 1 761 | 408 | 124 | 3.5 | 2.2 |
| 44821 | Shoe stores | 26 | 13 952 | 1 761 | 408 | 124 | 3.5 | 2.2 |
| 448210 | Shoe stores | 26 | 13 952 | 1 761 | 408 | 124 | 3.5 | 2.2 |
| 4482102 | Women's shoe stores | 3 | D | D | D | a | D | D |
| 4482103 | Children's & juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 15 | 8 182 | 1 013 | 240 | 78 | 6.0 | – |
| 4482105 | Athletic footwear stores | 7 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 23 | 14 427 | 2 989 | 715 | 152 | 4.0 | 16.6 |
| 44831 | Jewelry stores | 22 | D | D | D | c | D | D |
| 448310 | Jewelry stores | 22 | D | D | D | c | D | D |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 49 | 48 342 | 6 347 | 1 487 | 524 | 3.4 | 4.1 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 33 | 35 845 | 4 010 | 944 | 337 | 1.2 | 1.5 |
| 45111 | Sporting goods stores | 17 | 13 975 | 1 700 | 408 | 134 | .9 | 2.3 |
| 451110 | Sporting goods stores | 17 | 13 975 | 1 700 | 408 | 134 | .9 | 2.3 |
| 4511101 | General-line sporting goods stores | 4 | 8 810 | 983 | 228 | 78 | – | .5 |
| 4511102 | Specialty-line sporting goods stores | 13 | 5 165 | 717 | 180 | 56 | 2.4 | 5.5 |
| 45112 | Hobby, toy, & game stores | 10 | 17 106 | 1 467 | 339 | 138 | 1.7 | 1.2 |
| 451120 | Hobby, toy, & game stores | 10 | 17 106 | 1 467 | 339 | 138 | 1.7 | 1.2 |
| 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 |
| 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 | 16 | 12 497 | 2 337 | 543 | 187 | 9.9 | 11.7 |
| 45121 | Book stores & news dealers | 11 | 9 218 | 1 975 | 446 | 148 | 13.4 | – |
| 451211 | Book stores | 8 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 8 | D | D | D | b | D | D |
| 451212 | News dealers & newsstands | 3 | D | D | D | b | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 5 | 3 279 | 362 | 97 | 39 | – | 44.4 |
| 451220 | Prerecorded tape, compact disc, & record stores | 5 | 3 279 | 362 | 97 | 39 | – | 44.4 |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **STOCKTON, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 19 | D | D | D | g | D | D |
| 4521 | Department stores (incl leased depts) ## | 11 | 233 455 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 11 | 233 455 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 11 | 230 809 | 23 084 | 5 310 | 1 775 | – | – |
| 45211 | Department stores (excl leased depts) | 11 | 230 809 | 23 084 | 5 310 | 1 775 | – | – |
| 452110 | Department stores (excl leased depts) | 11 | 230 809 | 23 084 | 5 310 | 1 775 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 4 | D | D | D | e | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 4 | D | D | D | f | D | D |
| 4521103 | National chain department stores (excl leased depts) | 3 | 63 060 | 6 878 | 1 679 | 503 | – | – |
| 4529 | Other general merchandise stores | 8 | D | D | D | e | D | D |
| 45291 | Warehouse clubs & superstores | 1 | D | D | D | c | D | D |
| 452910 | Warehouse clubs & superstores | 1 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 7 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 7 | D | D | D | c | D | D |
| 4529901 | Variety stores | 3 | 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 | 76 | D | D | D | f | D | D |
| 4531 | Florists | 15 | 4 272 | 848 | 220 | 89 | 13.1 | 27.3 |
| 45311 | Florists | 15 | 4 272 | 848 | 220 | 89 | 13.1 | 27.3 |
| 453110 | Florists | 15 | 4 272 | 848 | 220 | 89 | 13.1 | 27.3 |
| 4532 | Office supplies, stationery, & gift stores | 26 | 24 690 | 2 155 | 531 | 193 | 2.9 | 6.1 |
| 45321 | Office supplies & stationery stores | 4 | D | D | D | b | D | D |
| 453210 | Office supplies & stationery stores | 4 | D | D | D | b | D | D |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 3 | 17 353 | 1 051 | 278 | 79 | – | – |
| 45322 | Gift, novelty, & souvenir stores | 22 | D | D | D | c | D | D |
| 453220 | Gift, novelty, & souvenir stores | 22 | D | D | D | c | D | D |
| 4533 | Used merchandise stores | 9 | 7 006 | 2 721 | 639 | 156 | 1.6 | 10.1 |
| 45331 | Used merchandise stores | 9 | 7 006 | 2 721 | 639 | 156 | 1.6 | 10.1 |
| 453310 | Used merchandise stores | 9 | 7 006 | 2 721 | 639 | 156 | 1.6 | 10.1 |
| 4539 | Other miscellaneous store retailers | 26 | D | D | D | c | D | D |
| 45391 | Pet & pet supplies stores | 5 | 7 383 | 983 | 253 | 81 | – | – |
| 453910 | Pet & pet supplies stores | 5 | 7 383 | 983 | 253 | 81 | – | – |
| 45399 | All other miscellaneous store retailers | 19 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 13 | 10 029 | 1 701 | 435 | 97 | .2 | 5.9 |
| 4541 | Electronic shopping & mail-order houses | 4 | D | D | D | b | D | D |
| 45411 | Electronic shopping & mail-order houses | 4 | D | D | D | b | D | D |
| 454110 | Electronic shopping & mail-order houses | 4 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 8 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 8 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 8 | D | D | D | b | D | D |
| | **SUISUN CITY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **37** | **65 688** | **7 043** | **1 613** | **360** | **5.0** | **6.1** |
| 441 | Motor vehicle & parts dealers | 3 | 2 036 | 362 | 92 | 16 | D | – |
| 443 | Electronics & appliance stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 5 | 5 800 | 852 | 208 | 41 | 1.6 | – |
| 445 | Food & beverage stores | 6 | 30 032 | 3 871 | 898 | 176 | – | 5.3 |
| 4451 | Grocery stores | 4 | D | D | D | c | D | D |
| 446 | Health & personal care stores | 1 | D | D | D | b | D | D |
| 447 | Gasoline stations | 5 | 17 757 | 542 | 138 | 42 | – | 13.1 |
| 44711 | Gasoline stations with convenience stores | 3 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 3 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 4 | D | D | D | a | 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 | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 6 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 45391 | Pet & pet supplies stores | 3 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 3 | 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 | 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SUNNYVALE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **373** | **1 659 757** | **150 335** | **35 305** | **6 319** | **4.2** | **2.6** |
| 441 | Motor vehicle & parts dealers | 43 | 529 225 | 47 388 | 11 092 | 1 253 | 3.8 | 1.3 |
| 4411 | Automobile dealers | 25 | 499 643 | 43 050 | 9 953 | 1 106 | 3.6 | 1.4 |
| 44111 | New car dealers | 19 | 491 589 | 42 516 | 9 829 | 1 088 | 3.7 | 1.1 |
| 441110 | New car dealers | 19 | 491 589 | 42 516 | 9 829 | 1 088 | 3.7 | 1.1 |
| 44112 | Used car dealers | 6 | 8 054 | 534 | 124 | 18 | – | 17.8 |
| 441120 | Used car dealers | 6 | 8 054 | 534 | 124 | 18 | – | 17.8 |
| 4412 | Other motor vehicle dealers | 5 | 15 035 | 1 617 | 458 | 41 | – | – |
| 44121 | Recreational vehicle dealers | 2 | D | D | D | a | D | D |
| 441210 | Recreational vehicle dealers | 2 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 3 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 2 | D | D | D | b | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 13 | 14 547 | 2 721 | 681 | 106 | 12.5 | .2 |
| 44131 | Automotive parts & accessories stores | 8 | 11 101 | 1 783 | 468 | 74 | 16.3 | .2 |
| 441310 | Automotive parts & accessories stores | 8 | 11 101 | 1 783 | 468 | 74 | 16.3 | .2 |
| 44132 | Tire dealers | 5 | 3 446 | 938 | 213 | 32 | – | – |
| 441320 | Tire dealers | 5 | 3 446 | 938 | 213 | 32 | – | – |
| 442 | Furniture & home furnishings stores | 20 | 18 177 | 2 201 | 595 | 127 | 16.4 | .6 |
| 4421 | Furniture stores | 7 | 8 543 | 877 | 268 | 34 | 31.0 | 1.3 |
| 44211 | Furniture stores | 7 | 8 543 | 877 | 268 | 34 | 31.0 | 1.3 |
| 442110 | Furniture stores | 7 | 8 543 | 877 | 268 | 34 | 31.0 | 1.3 |
| 4422 | Home furnishings stores | 13 | 9 634 | 1 324 | 327 | 93 | 3.4 | – |
| 44229 | Other home furnishings stores | 9 | 7 467 | 933 | 234 | 77 | 4.4 | – |
| 442299 | All other home furnishings stores | 8 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 34 | 252 113 | 19 846 | 4 679 | 674 | 4.2 | 2.5 |
| 4431 | Electronics & appliance stores | 34 | 252 113 | 19 846 | 4 679 | 674 | 4.2 | 2.5 |
| 44311 | Appliance, television, & other electronics stores | 12 | D | D | D | c | D | D |
| 443112 | Radio, television, & other electronics stores | 11 | D | D | D | c | D | D |
| 44312 | Computer & software stores | 20 | 210 492 | 16 250 | 3 771 | 545 | 4.8 | 2.8 |
| 443120 | Computer & software stores | 20 | 210 492 | 16 250 | 3 771 | 545 | 4.8 | 2.8 |
| 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 | 23 | 170 115 | 18 379 | 4 672 | 610 | .8 | 2.7 |
| 4441 | Building material & supplies dealers | 19 | D | D | D | f | D | D |
| 44411 | Home centers | 1 | D | D | D | c | D | D |
| 444110 | Home centers | 1 | D | D | D | c | D | D |
| 44413 | Hardware stores | 2 | D | D | D | c | D | D |
| 444130 | Hardware stores | 2 | D | D | D | c | D | D |
| 44419 | Other building material dealers | 15 | 97 302 | 10 887 | 2 754 | 232 | 1.3 | 3.8 |
| 444190 | Other building material dealers | 15 | 97 302 | 10 887 | 2 754 | 232 | 1.3 | 3.8 |
| 4442 | Lawn & garden equipment & supplies stores | 4 | D | D | D | b | D | D |
| 44422 | Nursery & garden centers | 3 | 2 298 | 443 | 105 | 34 | D | 37.1 |
| 444220 | Nursery & garden centers | 3 | 2 298 | 443 | 105 | 34 | D | 37.1 |
| 445 | Food & beverage stores | 51 | 232 952 | 23 632 | 5 023 | 1 275 | 7.1 | 3.2 |
| 4451 | Grocery stores | 35 | 221 265 | 22 538 | 4 768 | 1 171 | 4.6 | 3.0 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 22 | 207 939 | 21 371 | 4 534 | 1 093 | 3.8 | 1.4 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 22 | 207 939 | 21 371 | 4 534 | 1 093 | 3.8 | 1.4 |
| 44512 | Convenience stores | 13 | 13 326 | 1 167 | 234 | 78 | 16.2 | 27.6 |
| 445120 | Convenience stores | 13 | 13 326 | 1 167 | 234 | 78 | 16.2 | 27.6 |
| 4452 | Specialty food stores | 8 | 6 848 | 851 | 198 | 90 | 53.1 | 4.1 |
| 446 | Health & personal care stores | 25 | 54 697 | 6 119 | 1 508 | 364 | 7.3 | 11.8 |
| 4461 | Health & personal care stores | 25 | 54 697 | 6 119 | 1 508 | 364 | 7.3 | 11.8 |
| 44611 | Pharmacies & drug stores | 10 | 48 861 | 5 401 | 1 324 | 291 | 7.3 | 10.0 |
| 446110 | Pharmacies & drug stores | 10 | 48 861 | 5 401 | 1 324 | 291 | 7.3 | 10.0 |
| 4461101 | Pharmacies & drug stores | 10 | 48 861 | 5 401 | 1 324 | 291 | 7.3 | 10.0 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 44613 | Optical goods stores | 6 | 2 550 | 308 | 86 | 26 | 6.9 | – |
| 446130 | Optical goods stores | 6 | 2 550 | 308 | 86 | 26 | 6.9 | – |
| 44619 | Other health & personal care stores | 8 | D | D | D | b | D | D |
| 446191 | Food (health) supplement stores | 4 | D | D | D | a | D | D |
| 447 | Gasoline stations | 25 | 52 680 | 2 946 | 701 | 173 | 9.8 | 6.3 |
| 4471 | Gasoline stations | 25 | 52 680 | 2 946 | 701 | 173 | 9.8 | 6.3 |
| 44711 | Gasoline stations with convenience stores | 9 | 14 684 | 728 | 177 | 41 | – | 7.7 |
| 447110 | Gasoline stations with convenience stores | 9 | 14 684 | 728 | 177 | 41 | – | 7.7 |
| 44719 | Other gasoline stations | 16 | 37 996 | 2 218 | 524 | 132 | 13.6 | 5.8 |
| 447190 | Other gasoline stations | 16 | 37 996 | 2 218 | 524 | 132 | 13.6 | 5.8 |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **SUNNYVALE, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores | 55 | 43 686 | 5 081 | 1 194 | 396 | 8.8 | 7.2 |
| 4481 | Clothing stores | 33 | 32 032 | 3 254 | 783 | 303 | 8.6 | 5.1 |
| 44811 | Men's clothing stores | 5 | D | D | D | a | D | D |
| 448110 | Men's clothing stores | 5 | D | D | D | a | D | D |
| 44812 | Women's clothing stores | 15 | 11 819 | 1 226 | 287 | 157 | 12.9 | 2.0 |
| 448120 | Women's clothing stores | 15 | 11 819 | 1 226 | 287 | 157 | 12.9 | 2.0 |
| 44813 | Children's & infants' clothing stores | 1 | D | D | D | a | D | D |
| 448130 | Children's & infants' clothing stores | 1 | D | D | D | a | D | D |
| 44814 | Family clothing stores | 4 | 10 962 | 977 | 244 | 75 | – | 9.4 |
| 448140 | Family clothing stores | 4 | 10 962 | 977 | 244 | 75 | – | 9.4 |
| 44819 | Other clothing stores | 6 | 2 979 | 327 | 69 | 30 | 35.5 | 4.8 |
| 448190 | Other clothing stores | 6 | 2 979 | 327 | 69 | 30 | 35.5 | 4.8 |
| 4482 | Shoe stores | 12 | 6 871 | 906 | 186 | 52 | 2.2 | 9.5 |
| 44821 | Shoe stores | 12 | 6 871 | 906 | 186 | 52 | 2.2 | 9.5 |
| 448210 | Shoe stores | 12 | 6 871 | 906 | 186 | 52 | 2.2 | 9.5 |
| 4482101 | Men's shoe stores | 3 | 1 196 | 197 | 46 | 8 | – | – |
| 4482102 | Women's shoe stores | 2 | D | D | D | a | D | D |
| 4482103 | Children's & juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 4482105 | Athletic footwear stores | 3 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 10 | 4 783 | 921 | 225 | 41 | 19.3 | 18.6 |
| 44831 | Jewelry stores | 9 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 9 | D | D | D | b | D | D |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 35 | 61 232 | 6 222 | 1 419 | 406 | .8 | 2.7 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 19 | 42 507 | 4 062 | 987 | 299 | .4 | 3.7 |
| 45111 | Sporting goods stores | 11 | 18 824 | 2 094 | 519 | 164 | – | 7.8 |
| 451110 | Sporting goods stores | 11 | 18 824 | 2 094 | 519 | 164 | – | 7.8 |
| 4511101 | General-line sporting goods stores | 3 | D | D | D | c | D | D |
| 4511102 | Specialty-line sporting goods stores | 8 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 4 | 22 828 | 1 879 | 442 | 124 | – | – |
| 451120 | Hobby, toy, & game stores | 4 | 22 828 | 1 879 | 442 | 124 | – | – |
| 4512 | Book, periodical, & music stores | 16 | 18 725 | 2 160 | 432 | 107 | 1.7 | .4 |
| 45121 | Book stores & news dealers | 11 | 12 893 | 1 271 | 211 | 53 | 2.5 | .6 |
| 451211 | Book stores | 8 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 6 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 2 | D | D | D | a | D | D |
| 451212 | News dealers & newsstands | 3 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 5 | 5 832 | 889 | 221 | 54 | – | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 5 | 5 832 | 889 | 221 | 54 | – | – |
| 452 | General merchandise stores | 6 | D | D | D | f | D | D |
| 4521 | Department stores (incl leased depts) ## | 3 | 66 998 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 3 | 66 998 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 3 | 66 309 | 7 204 | 1 801 | 439 | – | – |
| 45211 | Department stores (excl leased depts) | 3 | 66 309 | 7 204 | 1 801 | 439 | – | – |
| 452110 | Department stores (excl leased depts) | 3 | 66 309 | 7 204 | 1 801 | 439 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 4521103 | National chain department stores (excl leased depts) | 2 | 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 |
| 453 | Miscellaneous store retailers | 39 | D | D | D | e | D | D |
| 4531 | Florists | 14 | 4 396 | 797 | 195 | 58 | 29.3 | 18.4 |
| 45311 | Florists | 14 | 4 396 | 797 | 195 | 58 | 29.3 | 18.4 |
| 453110 | Florists | 14 | 4 396 | 797 | 195 | 58 | 29.3 | 18.4 |
| 4532 | Office supplies, stationery, & gift stores | 11 | 11 879 | 1 151 | 291 | 110 | 8.7 | 4.3 |
| 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 | 9 | D | D | D | b | D | D |
| 453220 | Gift, novelty, & souvenir stores | 9 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 3 | 1 317 | 214 | 42 | 15 | – | 23.8 |
| 45331 | Used merchandise stores | 3 | 1 317 | 214 | 42 | 15 | – | 23.8 |
| 453310 | Used merchandise stores | 3 | 1 317 | 214 | 42 | 15 | – | 23.8 |
| 4539 | Other miscellaneous store retailers | 11 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 3 | D | D | D | b | D | D |
| 453910 | Pet & pet supplies stores | 3 | D | D | D | b | D | D |
| 45393 | Manufactured (mobile) home dealers | 2 | D | D | D | a | D | D |
| 453930 | Manufactured (mobile) home dealers | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 17 | 14 811 | 2 135 | 487 | 88 | 8.7 | – |
| 4541 | Electronic shopping & mail-order houses | 7 | 13 455 | 1 693 | 378 | 68 | 3.9 | – |
| 45411 | Electronic shopping & mail-order houses | 7 | 13 455 | 1 693 | 378 | 68 | 3.9 | – |
| 454110 | Electronic shopping & mail-order houses | 7 | 13 455 | 1 693 | 378 | 68 | 3.9 | – |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|---|---|---|---|---|---|---|---|---|
| | | | | | | | From administrative records[1] | Estimated[2] |
| | **SUSANVILLE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **80** | **132 763** | **13 738** | **3 057** | **881** | **7.4** | **7.0** |
| 441 | Motor vehicle & parts dealers | 13 | 30 032 | 3 139 | 765 | 133 | 3.8 | 21.9 |
| 44112 | Used car dealers | 2 | D | D | D | b | D | D |
| 441120 | Used car dealers | 2 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 8 | 6 374 | 1 056 | 273 | 51 | 3.3 | 42.1 |
| 442 | Furniture & home furnishings stores | 4 | 2 960 | 488 | 101 | 30 | 36.4 | – |
| 4421 | Furniture stores | 1 | D | D | D | a | D | D |
| 44211 | Furniture stores | 1 | D | D | D | a | D | D |
| 442110 | Furniture 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 | 9 | 8 780 | 880 | 179 | 45 | 17.7 | – |
| 4441 | Building material & supplies dealers | 9 | 8 780 | 880 | 179 | 45 | 17.7 | – |
| 44419 | Other building material dealers | 6 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 6 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 12 | D | D | D | c | D | D |
| 4451 | Grocery stores | 11 | 33 173 | 3 420 | 694 | 210 | 8.9 | .4 |
| 446 | Health & personal care stores | 3 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 3 | D | D | D | b | D | D |
| 447 | Gasoline stations | 10 | 12 719 | 888 | 207 | 70 | 5.5 | 15.9 |
| 448 | Clothing & clothing accessories stores | 10 | 5 510 | 729 | 176 | 48 | 8.0 | 1.2 |
| 4481 | Clothing stores | 4 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 3 | 512 | 49 | 10 | 8 | D | 19.9 |
| 452 | General merchandise stores | 3 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 7 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 3 | 3 573 | 435 | 117 | 25 | D | – |
| 4543 | Direct selling establishments | 3 | 3 573 | 435 | 117 | 25 | D | – |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 3 | 3 573 | 435 | 117 | 25 | D | – |
| | **TAFT, CA** | | | | | | | |
| **44-45** | **Retail trade** | **41** | **69 025** | **6 320** | **1 513** | **498** | **7.7** | **20.7** |
| 441 | Motor vehicle & parts dealers | 10 | 16 891 | 1 682 | 379 | 83 | 4.5 | 75.9 |
| 443 | Electronics & appliance stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 3 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 9 | 21 197 | 1 975 | 485 | 137 | 16.6 | 3.4 |
| 4452 | Specialty food stores | 2 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 3 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 3 | D | D | D | b | D | D |
| 447 | Gasoline stations | 3 | 3 815 | 160 | 35 | 20 | D | – |
| 448 | Clothing & clothing accessories stores | 3 | 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 | c | D | D |
| 453 | Miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **TEHACHAPI, CA** | | | | | | | |
| **44-45** | **Retail trade** | **49** | **81 450** | **10 008** | **2 304** | **513** | **4.2** | **5.5** |
| 441 | Motor vehicle & parts dealers | 6 | 1 597 | 412 | 43 | 14 | 27.6 | 7.1 |
| 442 | Furniture & home furnishings stores | 1 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 4 | 553 | 58 | 18 | 8 | 97.6 | – |
| 444 | Building material & garden equipment & supplies dealers | 6 | 9 971 | 2 740 | 675 | 68 | 2.2 | – |
| 4441 | Building material & supplies dealers | 6 | 9 971 | 2 740 | 675 | 68 | 2.2 | – |
| 44419 | Other building material dealers | 3 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 3 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 3 | D | D | D | c | D | D |
| 4451 | Grocery stores | 2 | D | D | D | c | D | D |
| 446 | Health & personal care stores | 5 | 7 499 | 763 | 177 | 52 | 11.2 | 24.9 |
| 4461 | Health & personal care stores | 5 | 7 499 | 763 | 177 | 52 | 11.2 | 24.9 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 8 | 10 593 | 521 | 124 | 48 | 5.6 | 22.4 |
| 448 | Clothing & clothing accessories stores | 4 | 789 | 103 | 18 | 9 | 15.6 | – |
| 451 | Sporting goods, hobby, book, & music stores | 3 | 213 | 34 | 8 | 3 | 87.8 | 12.2 |
| 452 | General merchandise stores | 2 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 1 | D | D | D | a | D | D |
| | **TEMECULA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **211** | **687 692** | **63 008** | **14 632** | **2 817** | **3.5** | **1.7** |
| 441 | Motor vehicle & parts dealers | 34 | 281 969 | 27 119 | 6 120 | 739 | .6 | .8 |
| 4411 | Automobile dealers | 10 | D | D | D | f | D | D |
| 44111 | New car dealers | 8 | 249 594 | 21 298 | 4 840 | 499 | – | .1 |
| 441110 | New car dealers | 8 | 249 594 | 21 298 | 4 840 | 499 | – | .1 |
| 4412 | Other motor vehicle dealers | 2 | 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 |
| 4413 | Automotive parts, accessories, & tire stores | 22 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 15 | 21 218 | 3 569 | 838 | 147 | 2.6 | 3.4 |
| 441310 | Automotive parts & accessories stores | 15 | 21 218 | 3 569 | 838 | 147 | 2.6 | 3.4 |
| 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 | 16 | 14 387 | 1 801 | 249 | 61 | 23.1 | 5.0 |
| 4421 | Furniture stores | 8 | 4 508 | 335 | 53 | 16 | 58.5 | 15.9 |
| 44211 | Furniture stores | 8 | 4 508 | 335 | 53 | 16 | 58.5 | 15.9 |
| 442110 | Furniture stores | 8 | 4 508 | 335 | 53 | 16 | 58.5 | 15.9 |
| 4422 | Home furnishings stores | 8 | 9 879 | 1 466 | 196 | 45 | 6.9 | – |
| 44221 | Floor covering stores | 3 | 6 197 | 1 068 | 107 | 22 | D | – |
| 442210 | Floor covering stores | 3 | 6 197 | 1 068 | 107 | 22 | D | – |
| 44229 | Other home furnishings stores | 5 | 3 682 | 398 | 89 | 23 | 12.4 | – |
| 442299 | All other home furnishings stores | 4 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 7 | 6 663 | 731 | 150 | 40 | 39.8 | – |
| 4431 | Electronics & appliance stores | 7 | 6 663 | 731 | 150 | 40 | 39.8 | – |
| 44311 | Appliance, television, & other electronics stores | 6 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 5 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 1 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 15 | 25 322 | 3 698 | 777 | 124 | .3 | .8 |
| 4441 | Building material & supplies dealers | 11 | 16 467 | 2 700 | 613 | 80 | – | 1.2 |
| 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 | 2 | D | D | D | b | D | D |
| 444130 | Hardware stores | 2 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 7 | 8 668 | 1 373 | 307 | 31 | – | 2.4 |
| 444190 | Other building material dealers | 7 | 8 668 | 1 373 | 307 | 31 | – | 2.4 |
| 4442 | Lawn & garden equipment & supplies stores | 4 | 8 855 | 998 | 164 | 44 | .8 | – |
| 44422 | Nursery & garden centers | 4 | 8 855 | 998 | 164 | 44 | .8 | – |
| 444220 | Nursery & garden centers | 4 | 8 855 | 998 | 164 | 44 | .8 | – |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **TEMECULA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 445 | Food & beverage stores | 17 | 106 485 | 11 054 | 2 866 | 499 | 2.5 | .3 |
| 4451 | Grocery stores | 10 | D | D | D | e | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 8 | 102 277 | 10 398 | 2 689 | 438 | .6 | .2 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 8 | 102 277 | 10 398 | 2 689 | 438 | .6 | .2 |
| 4452 | Specialty food stores | 4 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 12 | 13 484 | 1 560 | 405 | 85 | 5.1 | 7.5 |
| 4461 | Health & personal care stores | 12 | 13 484 | 1 560 | 405 | 85 | 5.1 | 7.5 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 3 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 3 | D | D | D | a | D | D |
| 44619 | Other health & personal care stores | 5 | 2 866 | 216 | 48 | 20 | 18.6 | 11.5 |
| 446191 | Food (health) supplement stores | 3 | D | D | D | a | D | D |
| 447 | Gasoline stations | 12 | 35 659 | 1 740 | 385 | 141 | – | 7.3 |
| 4471 | Gasoline stations | 12 | 35 659 | 1 740 | 385 | 141 | – | 7.3 |
| 44711 | Gasoline stations with convenience stores | 5 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 5 | D | D | D | b | D | D |
| 44719 | Other gasoline stations | 7 | D | D | D | b | D | D |
| 447190 | Other gasoline stations | 7 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 28 | 19 285 | 2 034 | 458 | 177 | 29.0 | 4.6 |
| 4481 | Clothing stores | 18 | 14 862 | 1 435 | 319 | 144 | 31.2 | 3.2 |
| 4483 | Jewelry, luggage, & leather goods stores | 6 | 2 472 | 424 | 101 | 21 | 38.5 | 17.0 |
| 451 | Sporting goods, hobby, book, & music stores | 21 | 9 580 | 1 079 | 271 | 121 | 16.0 | 1.8 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 17 | 7 157 | 827 | 208 | 92 | 16.3 | 2.4 |
| 45112 | Hobby, toy, & game stores | 6 | 4 082 | 440 | 109 | 41 | 4.0 | – |
| 451120 | Hobby, toy, & game stores | 6 | 4 082 | 440 | 109 | 41 | 4.0 | – |
| 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 |
| 45114 | Musical instrument & supplies stores | 1 | D | D | D | a | D | D |
| 451140 | Musical instrument & supplies stores | 1 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 4 | 2 423 | 252 | 63 | 29 | 15.1 | – |
| 4512112 | Specialty book stores | 2 | D | D | D | a | D | D |
| 452 | General merchandise stores | 4 | D | D | D | f | D | D |
| 4521 | Department stores (incl leased depts) ## | 3 | D | N | N | N | D | D |
| 45211 | Department stores (incl leased depts) ## | 3 | D | N | N | N | D | D |
| 4521 | Department stores (excl leased depts) | 3 | D | D | D | e | D | D |
| 45211 | Department stores (excl leased depts) | 3 | D | D | D | e | D | D |
| 452110 | Department stores (excl leased depts) | 3 | D | D | D | e | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4529 | Other general merchandise stores | 1 | 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 |
| 453 | Miscellaneous store retailers | 34 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 14 | 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 |
| 45322 | Gift, novelty, & souvenir stores | 12 | 3 925 | 333 | 73 | 43 | 41.8 | 6.6 |
| 453220 | Gift, novelty, & souvenir stores | 12 | 3 925 | 333 | 73 | 43 | 41.8 | 6.6 |
| 4533 | Used merchandise stores | 6 | 2 880 | 329 | 77 | 36 | 12.5 | 6.9 |
| 45331 | Used merchandise stores | 6 | 2 880 | 329 | 77 | 36 | 12.5 | 6.9 |
| 453310 | Used merchandise stores | 6 | 2 880 | 329 | 77 | 36 | 12.5 | 6.9 |
| 4539 | Other miscellaneous store retailers | 10 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 8 | 3 378 | 480 | 119 | 34 | 45.0 | 5.1 |
| 454 | Nonstore retailers | 11 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 10 | 7 592 | 904 | 203 | 63 | 13.1 | 38.7 |
| 45431 | Fuel dealers | 3 | 4 253 | 409 | 101 | 20 | D | 65.1 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 2 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 7 | 3 339 | 495 | 102 | 43 | 17.7 | 5.0 |
| 454390 | Other direct selling establishments | 7 | 3 339 | 495 | 102 | 43 | 17.7 | 5.0 |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **TEMPLE CITY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **89** | **142 382** | **14 918** | **3 428** | **1 033** | **12.1** | **7.4** |
| 441 | Motor vehicle & parts dealers | 5 | 8 134 | 1 277 | 295 | 58 | – | 1.3 |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 441222 | Boat dealers | 1 | D | D | D | a | D | D |
| 44131 | Automotive parts & accessories stores | 3 | D | D | D | b | D | D |
| 441310 | Automotive parts & accessories stores | 3 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 7 | 3 539 | 447 | 101 | 23 | 45.4 | 9.4 |
| 4422 | Home furnishings stores | 7 | 3 539 | 447 | 101 | 23 | 45.4 | 9.4 |
| 44229 | Other home furnishings stores | 6 | D | D | D | a | D | D |
| 442291 | Window treatment stores | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 6 | 5 690 | 468 | 134 | 27 | 3.5 | 88.4 |
| 4431 | Electronics & appliance stores | 6 | 5 690 | 468 | 134 | 27 | 3.5 | 88.4 |
| 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 | 2 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 9 | 36 702 | 4 197 | 919 | 191 | 6.6 | – |
| 4451 | Grocery stores | 6 | D | D | D | c | D | D |
| 446 | Health & personal care stores | 11 | 12 759 | 1 654 | 407 | 129 | 18.2 | .5 |
| 4461 | Health & personal care stores | 11 | 12 759 | 1 654 | 407 | 129 | 18.2 | .5 |
| 4461102 | Proprietary stores | 1 | D | D | D | a | D | D |
| 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 | 9 | 17 168 | 1 076 | 242 | 103 | 33.6 | 11.0 |
| 44719 | Other gasoline stations | 7 | D | D | D | b | D | D |
| 447190 | Other gasoline stations | 7 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 20 | 15 920 | 1 802 | 406 | 144 | 20.1 | 18.0 |
| 4481 | Clothing stores | 12 | 11 845 | 1 319 | 289 | 118 | 11.8 | 20.3 |
| 4482104 | Family shoe stores | 5 | 3 366 | 309 | 73 | 19 | 32.7 | 14.0 |
| 451 | Sporting goods, hobby, book, & music stores | 5 | D | D | D | b | D | D |
| 452 | General merchandise stores | 2 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 1 | D | D | D | a | D | D |
| 452990 | All other general merchandise stores | 1 | D | D | D | a | D | D |
| 4529901 | Variety stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 9 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 1 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 4 | 2 086 | 267 | 43 | 6 | 54.7 | – |
| | **THOUSAND OAKS, CA** | | | | | | | |
| **44-45** | **Retail trade** | **504** | **1 706 440** | **153 149** | **35 963** | **7 185** | **3.9** | **1.9** |
| 441 | Motor vehicle & parts dealers | 52 | 763 790 | 55 703 | 12 841 | 1 319 | 1.0 | .5 |
| 4411 | Automobile dealers | 20 | D | D | D | g | D | D |
| 44111 | New car dealers | 19 | 729 229 | 49 642 | 11 480 | 1 083 | .2 | – |
| 441110 | New car dealers | 19 | 729 229 | 49 642 | 11 480 | 1 083 | .2 | – |
| 4412 | Other motor vehicle dealers | 5 | 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 |
| 4413 | Automotive parts, accessories, & tire stores | 27 | 27 647 | 5 657 | 1 263 | 218 | 7.6 | 13.0 |
| 44131 | Automotive parts & accessories stores | 17 | 15 189 | 2 580 | 585 | 110 | 3.2 | 23.6 |
| 441310 | Automotive parts & accessories stores | 17 | 15 189 | 2 580 | 585 | 110 | 3.2 | 23.6 |
| 44132 | Tire dealers | 10 | 12 458 | 3 077 | 678 | 108 | 13.0 | – |
| 441320 | Tire dealers | 10 | 12 458 | 3 077 | 678 | 108 | 13.0 | – |
| 442 | Furniture & home furnishings stores | 40 | 55 215 | 6 821 | 1 356 | 292 | 6.2 | 6.7 |
| 4421 | Furniture stores | 17 | 23 771 | 3 173 | 673 | 106 | 2.9 | 14.9 |
| 44211 | Furniture stores | 17 | 23 771 | 3 173 | 673 | 106 | 2.9 | 14.9 |
| 442110 | Furniture stores | 17 | 23 771 | 3 173 | 673 | 106 | 2.9 | 14.9 |
| 4422 | Home furnishings stores | 23 | 31 444 | 3 648 | 683 | 186 | 8.6 | .5 |
| 44221 | Floor covering stores | 9 | 10 253 | 1 286 | 211 | 42 | 23.4 | – |
| 442210 | Floor covering stores | 9 | 10 253 | 1 286 | 211 | 42 | 23.4 | – |
| 44229 | Other home furnishings stores | 14 | 21 191 | 2 362 | 472 | 144 | 1.5 | .7 |
| 442299 | All other home furnishings stores | 11 | 20 020 | 2 254 | 449 | 136 | 1.6 | .8 |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **THOUSAND OAKS, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 443 | Electronics & appliance stores | 25 | 62 369 | 5 102 | 1 264 | 288 | 4.6 | 1.4 |
| 4431 | Electronics & appliance stores | 25 | 62 369 | 5 102 | 1 264 | 288 | 4.6 | 1.4 |
| 44311 | Appliance, television, & other electronics stores | 16 | 57 536 | 4 508 | 1 099 | 239 | 1.8 | 1.5 |
| 443112 | Radio, television, & other electronics stores | 11 | 55 673 | 4 267 | 1 041 | 227 | .2 | .9 |
| 44312 | Computer & software stores | 5 | 2 486 | 261 | 81 | 27 | 56.2 | – |
| 443120 | Computer & software stores | 5 | 2 486 | 261 | 81 | 27 | 56.2 | – |
| 44313 | Camera & photographic supplies stores | 4 | 2 347 | 333 | 84 | 22 | 18.9 | – |
| 443130 | Camera & photographic supplies stores | 4 | 2 347 | 333 | 84 | 22 | 18.9 | – |
| 444 | Building material & garden equipment & supplies dealers | 25 | 92 544 | 9 604 | 2 363 | 451 | 2.5 | 4.4 |
| 4441 | Building material & supplies dealers | 21 | 88 336 | 9 013 | 2 224 | 421 | 2.6 | 3.6 |
| 44411 | Home centers | 1 | D | D | D | c | D | D |
| 444110 | Home centers | 1 | D | D | D | c | D | D |
| 44412 | Paint & wallpaper stores | 2 | D | D | D | b | D | D |
| 444120 | Paint & wallpaper stores | 2 | D | D | D | b | D | D |
| 44413 | Hardware stores | 3 | D | D | D | b | D | D |
| 444130 | Hardware stores | 3 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 15 | 20 174 | 2 072 | 512 | 97 | 11.3 | – |
| 444190 | Other building material dealers | 15 | 20 174 | 2 072 | 512 | 97 | 11.3 | – |
| 4442 | Lawn & garden equipment & supplies stores | 4 | 4 208 | 591 | 139 | 30 | – | 21.0 |
| 44422 | Nursery & garden centers | 4 | 4 208 | 591 | 139 | 30 | – | 21.0 |
| 444220 | Nursery & garden centers | 4 | 4 208 | 591 | 139 | 30 | – | 21.0 |
| 445 | Food & beverage stores | 47 | 229 663 | 25 828 | 6 013 | 1 251 | 3.8 | 1.2 |
| 4451 | Grocery stores | 26 | 210 308 | 22 859 | 5 313 | 1 036 | 1.9 | .3 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 20 | 205 907 | 22 526 | 5 232 | 1 012 | .4 | .3 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 20 | 205 907 | 22 526 | 5 232 | 1 012 | .4 | .3 |
| 44512 | Convenience stores | 6 | 4 401 | 333 | 81 | 24 | 75.0 | – |
| 445120 | Convenience stores | 6 | 4 401 | 333 | 81 | 24 | 75.0 | – |
| 4452 | Specialty food stores | 8 | 11 952 | 2 532 | 597 | 176 | .4 | .3 |
| 4453 | Beer, wine, & liquor stores | 13 | 7 403 | 437 | 103 | 39 | 61.7 | 27.3 |
| 44531 | Beer, wine, & liquor stores | 13 | 7 403 | 437 | 103 | 39 | 61.7 | 27.3 |
| 445310 | Beer, wine, & liquor stores | 13 | 7 403 | 437 | 103 | 39 | 61.7 | 27.3 |
| 446 | Health & personal care stores | 52 | 75 379 | 9 685 | 2 372 | 551 | 13.2 | 1.5 |
| 4461 | Health & personal care stores | 52 | 75 379 | 9 685 | 2 372 | 551 | 13.2 | 1.5 |
| 44611 | Pharmacies & drug stores | 22 | 56 446 | 7 059 | 1 768 | 386 | 8.5 | 1.1 |
| 446110 | Pharmacies & drug stores | 22 | 56 446 | 7 059 | 1 768 | 386 | 8.5 | 1.1 |
| 4461101 | Pharmacies & drug stores | 20 | D | D | D | e | D | D |
| 4461102 | Proprietary stores | 2 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 11 | 4 110 | 601 | 119 | 39 | – | 2.4 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 11 | 4 110 | 601 | 119 | 39 | – | 2.4 |
| 44613 | Optical goods stores | 11 | 8 852 | 1 127 | 300 | 72 | 30.7 | 1.2 |
| 446130 | Optical goods stores | 11 | 8 852 | 1 127 | 300 | 72 | 30.7 | 1.2 |
| 44619 | Other health & personal care stores | 8 | 5 971 | 898 | 185 | 54 | 40.3 | 5.8 |
| 446191 | Food (health) supplement stores | 4 | 4 819 | 617 | 141 | 45 | 37.2 | 7.2 |
| 447 | Gasoline stations | 27 | 53 793 | 2 005 | 426 | 142 | 33.9 | 13.5 |
| 4471 | Gasoline stations | 27 | 53 793 | 2 005 | 426 | 142 | 33.9 | 13.5 |
| 44711 | Gasoline stations with convenience stores | 9 | 10 952 | 525 | 96 | 36 | 8.1 | 24.0 |
| 447110 | Gasoline stations with convenience stores | 9 | 10 952 | 525 | 96 | 36 | 8.1 | 24.0 |
| 44719 | Other gasoline stations | 18 | 42 841 | 1 480 | 330 | 106 | 40.5 | 10.8 |
| 447190 | Other gasoline stations | 18 | 42 841 | 1 480 | 330 | 106 | 40.5 | 10.8 |
| 448 | Clothing & clothing accessories stores | 94 | 86 743 | 10 109 | 2 418 | 758 | 3.3 | 4.3 |
| 4481 | Clothing stores | 53 | 57 264 | 5 972 | 1 421 | 509 | 2.5 | 4.8 |
| 44811 | Men's clothing stores | 5 | 5 229 | 514 | 135 | 38 | – | – |
| 448110 | Men's clothing stores | 5 | 5 229 | 514 | 135 | 38 | – | – |
| 44812 | Women's clothing stores | 24 | 19 302 | 2 432 | 600 | 204 | 4.1 | 14.1 |
| 448120 | Women's clothing stores | 24 | 19 302 | 2 432 | 600 | 204 | 4.1 | 14.1 |
| 44813 | Children's & infants' clothing stores | 6 | D | D | D | b | D | D |
| 448130 | Children's & infants' clothing stores | 6 | D | D | D | b | D | D |
| 44814 | Family clothing stores | 8 | 20 851 | 1 749 | 398 | 159 | – | – |
| 448140 | Family clothing stores | 8 | 20 851 | 1 749 | 398 | 159 | – | – |
| 44815 | Clothing accessories stores | 2 | D | D | D | a | D | D |
| 448150 | Clothing accessories stores | 2 | D | D | D | a | D | D |
| 44819 | Other clothing stores | 8 | 6 351 | 677 | 161 | 48 | 9.4 | – |
| 448190 | Other clothing stores | 8 | 6 351 | 677 | 161 | 48 | 9.4 | – |
| 4482 | Shoe stores | 25 | 15 415 | 1 964 | 461 | 146 | 1.0 | .3 |
| 44821 | Shoe stores | 25 | 15 415 | 1 964 | 461 | 146 | 1.0 | .3 |
| 448210 | Shoe stores | 25 | 15 415 | 1 964 | 461 | 146 | 1.0 | .3 |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 4 | 1 403 | 179 | 43 | 25 | – | – |
| 4482103 | Children's & juveniles' shoe stores | 2 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 15 | 7 836 | 1 020 | 261 | 77 | 1.9 | .5 |
| 4482105 | Athletic footwear 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **THOUSAND OAKS, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores—Con. | | | | | | | |
| 4483 | Jewelry, luggage, & leather goods stores | 16 | 14 064 | 2 173 | 536 | 103 | 9.2 | 7.2 |
| 44831 | Jewelry stores | 15 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 15 | D | D | D | b | D | D |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 51 | 61 273 | 5 689 | 1 316 | 486 | 8.1 | 3.6 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 32 | 40 880 | 3 540 | 786 | 279 | 11.3 | .4 |
| 45111 | Sporting goods stores | 17 | 17 368 | 1 825 | 396 | 130 | 10.9 | .2 |
| 451110 | Sporting goods stores | 17 | 17 368 | 1 825 | 396 | 130 | 10.9 | .2 |
| 4511101 | General-line sporting goods stores | 5 | 6 629 | 511 | 125 | 56 | 15.8 | – |
| 4511102 | Specialty-line sporting goods stores | 12 | 10 739 | 1 314 | 271 | 74 | 7.8 | .4 |
| 45112 | Hobby, toy, & game stores | 10 | 19 244 | 1 311 | 279 | 120 | 4.0 | – |
| 451120 | Hobby, toy, & game stores | 10 | 19 244 | 1 311 | 279 | 120 | 4.0 | – |
| 45113 | Sewing, needlework, & piece goods stores | 2 | D | D | D | a | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 2 | D | D | D | a | D | D |
| 45114 | Musical instrument & supplies stores | 3 | D | D | D | a | D | D |
| 451140 | Musical instrument & supplies stores | 3 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 19 | 20 393 | 2 149 | 530 | 207 | 1.7 | 10.1 |
| 45121 | Book stores & news dealers | 12 | 12 224 | 1 314 | 309 | 124 | 2.8 | – |
| 451211 | Book stores | 10 | D | D | D | c | D | D |
| 4512111 | Book stores, general | 7 | 9 679 | 1 050 | 243 | 101 | 3.5 | – |
| 4512112 | Specialty book stores | 2 | D | D | D | a | D | D |
| 4512113 | College book stores | 1 | D | D | D | a | D | D |
| 451212 | News dealers & newsstands | 2 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 7 | 8 169 | 835 | 221 | 83 | – | 25.2 |
| 451220 | Prerecorded tape, compact disc, & record stores | 7 | 8 169 | 835 | 221 | 83 | – | 25.2 |
| 452 | General merchandise stores | 10 | 166 087 | 15 670 | 3 971 | 1 167 | .4 | – |
| 4521 | Department stores (incl leased depts) ## | 6 | 166 609 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 6 | 166 609 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 6 | 163 521 | 15 308 | 3 735 | 1 082 | – | – |
| 45211 | Department stores (excl leased depts) | 6 | 163 521 | 15 308 | 3 735 | 1 082 | – | – |
| 452110 | Department stores (excl leased depts) | 6 | 163 521 | 15 308 | 3 735 | 1 082 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 3 | 102 057 | 8 256 | 1 983 | 539 | – | – |
| 4521103 | National chain department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 4 | 2 566 | 362 | 236 | 85 | 24.8 | 1.3 |
| 452990 | All other general merchandise stores | 4 | 2 566 | 362 | 236 | 85 | 24.8 | 1.3 |
| 4529902 | Catalog showrooms | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 64 | 44 857 | 4 815 | 1 127 | 398 | 9.1 | 5.0 |
| 4531 | Florists | 12 | 2 624 | 360 | 65 | 36 | 59.3 | 8.5 |
| 45311 | Florists | 12 | 2 624 | 360 | 65 | 36 | 59.3 | 8.5 |
| 453110 | Florists | 12 | 2 624 | 360 | 65 | 36 | 59.3 | 8.5 |
| 4532 | Office supplies, stationery, & gift stores | 30 | 29 336 | 2 957 | 724 | 241 | 3.1 | 3.4 |
| 45321 | Office supplies & stationery stores | 7 | 18 678 | 1 562 | 425 | 114 | – | 1.5 |
| 453210 | Office supplies & stationery stores | 7 | 18 678 | 1 562 | 425 | 114 | – | 1.5 |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 6 | D | D | D | c | D | D |
| 45322 | Gift, novelty, & souvenir stores | 23 | 10 658 | 1 395 | 299 | 127 | 8.6 | 6.8 |
| 453220 | Gift, novelty, & souvenir stores | 23 | 10 658 | 1 395 | 299 | 127 | 8.6 | 6.8 |
| 4539 | Other miscellaneous store retailers | 21 | D | D | D | c | D | D |
| 45391 | Pet & pet supplies stores | 8 | 6 340 | 732 | 161 | 56 | 17.2 | – |
| 453910 | Pet & pet supplies stores | 8 | 6 340 | 732 | 161 | 56 | 17.2 | – |
| 45392 | Art dealers | 2 | D | D | D | a | D | D |
| 453920 | Art dealers | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 11 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 17 | 14 727 | 2 118 | 496 | 82 | 7.3 | .3 |
| 4541 | Electronic shopping & mail-order houses | 8 | 9 743 | 1 746 | 409 | 47 | 6.2 | – |
| 45411 | Electronic shopping & mail-order houses | 8 | 9 743 | 1 746 | 409 | 47 | 6.2 | – |
| 454110 | Electronic shopping & mail-order houses | 8 | 9 743 | 1 746 | 409 | 47 | 6.2 | – |
| 4543 | Direct selling establishments | 7 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 7 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **TIBURON, CA** | | | | | | | |
| **44-45** | **Retail trade** | **27** | **14 936** | **2 650** | **547** | **128** | **20.0** | **7.6** |
| 442 | Furniture & home furnishings stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 2 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 5 | 6 311 | 780 | 188 | 37 | 16.0 | – |
| 446 | Health & personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 2 | D | D | D | a | D | D |
| 448 | Clothing & clothing accessories stores | 6 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 6 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 3 | 1 942 | 910 | 172 | 34 | D | – |
| | **TORRANCE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **794** | **3 023 276** | **265 019** | **62 634** | **12 773** | **5.7** | **4.5** |
| 441 | Motor vehicle & parts dealers | 64 | 802 971 | 69 521 | 15 953 | 1 704 | 4.8 | 6.9 |
| 4411 | Automobile dealers | 26 | D | D | D | g | D | D |
| 44111 | New car dealers | 24 | 714 224 | 60 109 | 13 748 | 1 311 | 4.9 | 6.8 |
| 441110 | New car dealers | 24 | 714 224 | 60 109 | 13 748 | 1 311 | 4.9 | 6.8 |
| 4412 | Other motor vehicle dealers | 9 | D | D | D | b | D | D |
| 44121 | Recreational vehicle dealers | 3 | D | D | D | a | D | D |
| 441210 | Recreational vehicle dealers | 3 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 6 | 9 042 | 623 | 80 | 16 | – | 47.2 |
| 441221 | Motorcycle dealers | 2 | D | D | D | a | D | D |
| 441222 | Boat dealers | 3 | 2 105 | 136 | 26 | 6 | – | – |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 29 | 77 172 | 8 343 | 2 017 | 360 | 4.7 | 3.2 |
| 44131 | Automotive parts & accessories stores | 21 | 68 106 | 6 932 | 1 696 | 294 | 1.8 | 3.5 |
| 441310 | Automotive parts & accessories stores | 21 | 68 106 | 6 932 | 1 696 | 294 | 1.8 | 3.5 |
| 44132 | Tire dealers | 8 | 9 066 | 1 411 | 321 | 66 | 26.3 | .9 |
| 441320 | Tire dealers | 8 | 9 066 | 1 411 | 321 | 66 | 26.3 | .9 |
| 442 | Furniture & home furnishings stores | 68 | 97 577 | 11 353 | 2 575 | 517 | 8.8 | 9.2 |
| 4421 | Furniture stores | 29 | 53 507 | 5 758 | 1 282 | 209 | 10.1 | 13.8 |
| 44211 | Furniture stores | 29 | 53 507 | 5 758 | 1 282 | 209 | 10.1 | 13.8 |
| 442110 | Furniture stores | 29 | 53 507 | 5 758 | 1 282 | 209 | 10.1 | 13.8 |
| 4422 | Home furnishings stores | 39 | 44 070 | 5 595 | 1 293 | 308 | 7.4 | 3.6 |
| 44221 | Floor covering stores | 17 | 13 029 | 2 477 | 500 | 111 | 19.6 | 6.9 |
| 442210 | Floor covering stores | 17 | 13 029 | 2 477 | 500 | 111 | 19.6 | 6.9 |
| 44229 | Other home furnishings stores | 22 | 31 041 | 3 118 | 793 | 197 | 2.2 | 2.2 |
| 442299 | All other home furnishings stores | 20 | D | D | D | c | D | D |
| 443 | Electronics & appliance stores | 47 | 147 334 | 13 960 | 3 710 | 629 | 8.7 | 8.1 |
| 4431 | Electronics & appliance stores | 47 | 147 334 | 13 960 | 3 710 | 629 | 8.7 | 8.1 |
| 44311 | Appliance, television, & other electronics stores | 23 | 106 290 | 9 117 | 2 250 | 449 | 3.7 | 1.2 |
| 443111 | Household appliance stores | 5 | 22 982 | 1 776 | 449 | 66 | 8.3 | – |
| 443112 | Radio, television, & other electronics stores | 18 | 83 308 | 7 341 | 1 801 | 383 | 2.4 | 1.5 |
| 44312 | Computer & software stores | 19 | 35 818 | 4 108 | 1 298 | 136 | 23.0 | 26.5 |
| 443120 | Computer & software stores | 19 | 35 818 | 4 108 | 1 298 | 136 | 23.0 | 26.5 |
| 44313 | Camera & photographic supplies stores | 5 | 5 226 | 735 | 162 | 44 | 11.6 | 23.6 |
| 443130 | Camera & photographic supplies stores | 5 | 5 226 | 735 | 162 | 44 | 11.6 | 23.6 |
| 444 | Building material & garden equipment & supplies dealers | 33 | 141 712 | 15 554 | 3 677 | 641 | 2.3 | .8 |
| 4441 | Building material & supplies dealers | 28 | 133 872 | 14 572 | 3 423 | 574 | 1.5 | .8 |
| 44411 | Home centers | 1 | D | D | D | e | D | D |
| 444110 | Home centers | 1 | D | D | D | e | D | D |
| 44412 | Paint & wallpaper stores | 4 | D | D | D | a | D | D |
| 444120 | Paint & wallpaper stores | 4 | 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 | 17 | 49 283 | 6 230 | 1 399 | 197 | .6 | 2.2 |
| 444190 | Other building material dealers | 17 | 49 283 | 6 230 | 1 399 | 197 | .6 | 2.2 |
| 4442 | Lawn & garden equipment & supplies stores | 5 | 7 840 | 982 | 254 | 67 | 15.9 | – |
| 44421 | Outdoor power equipment stores | 2 | D | D | D | a | D | D |
| 444210 | Outdoor power equipment stores | 2 | D | D | D | a | D | D |
| 44422 | Nursery & garden centers | 3 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **TORRANCE, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 445 | Food & beverage stores | 74 | 268 447 | 28 456 | 6 737 | 1 499 | 5.7 | 1.7 |
| 4451 | Grocery stores | 41 | 252 492 | 26 799 | 6 324 | 1 357 | 4.4 | 1.1 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 29 | 243 940 | 25 955 | 6 118 | 1 275 | 2.5 | .4 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 29 | 243 940 | 25 955 | 6 118 | 1 275 | 2.5 | .4 |
| 44512 | Convenience stores | 12 | 8 552 | 844 | 206 | 82 | 58.9 | 22.1 |
| 445120 | Convenience stores | 12 | 8 552 | 844 | 206 | 82 | 58.9 | 22.1 |
| 4452 | Specialty food stores | 15 | 8 157 | 1 143 | 276 | 93 | 3.9 | 5.5 |
| 4453 | Beer, wine, & liquor stores | 18 | 7 798 | 514 | 137 | 49 | 49.0 | 17.4 |
| 44531 | Beer, wine, & liquor stores | 18 | 7 798 | 514 | 137 | 49 | 49.0 | 17.4 |
| 445310 | Beer, wine, & liquor stores | 18 | 7 798 | 514 | 137 | 49 | 49.0 | 17.4 |
| 446 | Health & personal care stores | 69 | 132 220 | 15 695 | 3 770 | 778 | 10.0 | 2.0 |
| 4461 | Health & personal care stores | 69 | 132 220 | 15 695 | 3 770 | 778 | 10.0 | 2.0 |
| 44611 | Pharmacies & drug stores | 30 | 101 152 | 11 172 | 2 704 | 544 | 8.4 | .4 |
| 446110 | Pharmacies & drug stores | 30 | 101 152 | 11 172 | 2 704 | 544 | 8.4 | .4 |
| 4461101 | Pharmacies & drug stores | 30 | 101 152 | 11 172 | 2 704 | 544 | 8.4 | .4 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 13 | 6 957 | 914 | 225 | 74 | 35.2 | 12.9 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 13 | 6 957 | 914 | 225 | 74 | 35.2 | 12.9 |
| 44613 | Optical goods stores | 17 | 10 304 | 1 719 | 433 | 95 | 7.3 | 4.5 |
| 446130 | Optical goods stores | 17 | 10 304 | 1 719 | 433 | 95 | 7.3 | 4.5 |
| 44619 | Other health & personal care stores | 9 | 13 807 | 1 890 | 408 | 65 | 10.8 | 6.8 |
| 446191 | Food (health) supplement stores | 4 | 9 081 | 1 135 | 225 | 39 | – | 10.3 |
| 446199 | All other health & personal care stores | 5 | 4 726 | 755 | 183 | 26 | 31.6 | – |
| 447 | Gasoline stations | 48 | 99 429 | 3 890 | 906 | 267 | 28.8 | 22.6 |
| 4471 | Gasoline stations | 48 | 99 429 | 3 890 | 906 | 267 | 28.8 | 22.6 |
| 44711 | Gasoline stations with convenience stores | 14 | 30 425 | 898 | 185 | 62 | 24.3 | 16.0 |
| 447110 | Gasoline stations with convenience stores | 14 | 30 425 | 898 | 185 | 62 | 24.3 | 16.0 |
| 44719 | Other gasoline stations | 34 | 69 004 | 2 992 | 721 | 205 | 30.8 | 25.6 |
| 447190 | Other gasoline stations | 34 | 69 004 | 2 992 | 721 | 205 | 30.8 | 25.6 |
| 448 | Clothing & clothing accessories stores | 185 | 197 968 | 22 638 | 5 622 | 1 690 | 9.4 | 6.9 |
| 4481 | Clothing stores | 115 | 142 609 | 15 456 | 3 855 | 1 296 | 11.1 | 4.7 |
| 44811 | Men's clothing stores | 12 | 10 535 | 1 382 | 345 | 74 | 28.9 | 16.5 |
| 448110 | Men's clothing stores | 12 | 10 535 | 1 382 | 345 | 74 | 28.9 | 16.5 |
| 44812 | Women's clothing stores | 50 | 39 787 | 5 230 | 1 372 | 491 | 22.3 | 11.6 |
| 448120 | Women's clothing stores | 50 | 39 787 | 5 230 | 1 372 | 491 | 22.3 | 11.6 |
| 44813 | Children's & infants' clothing stores | 7 | 8 253 | 724 | 160 | 67 | 7.7 | – |
| 448130 | Children's & infants' clothing stores | 7 | 8 253 | 724 | 160 | 67 | 7.7 | – |
| 44814 | Family clothing stores | 21 | 68 539 | 6 147 | 1 487 | 502 | 3.3 | .4 |
| 448140 | Family clothing stores | 21 | 68 539 | 6 147 | 1 487 | 502 | 3.3 | .4 |
| 44815 | Clothing accessories stores | 7 | 1 370 | 272 | 72 | 22 | 14.4 | 2.2 |
| 448150 | Clothing accessories stores | 7 | 1 370 | 272 | 72 | 22 | 14.4 | 2.2 |
| 44819 | Other clothing stores | 18 | 14 125 | 1 701 | 419 | 140 | 5.7 | .4 |
| 448190 | Other clothing stores | 18 | 14 125 | 1 701 | 419 | 140 | 5.7 | .4 |
| 4482 | Shoe stores | 45 | 29 773 | 3 646 | 899 | 248 | 5.6 | 11.8 |
| 44821 | Shoe stores | 45 | 29 773 | 3 646 | 899 | 248 | 5.6 | 11.8 |
| 448210 | Shoe stores | 45 | 29 773 | 3 646 | 899 | 248 | 5.6 | 11.8 |
| 4482101 | Men's shoe stores | 5 | 2 375 | 344 | 76 | 17 | – | – |
| 4482102 | Women's shoe stores | 10 | 6 842 | 854 | 212 | 69 | 21.4 | 25.1 |
| 4482103 | Children's & juveniles' shoe stores | 3 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 21 | 11 697 | 1 438 | 367 | 96 | 1.7 | 14.5 |
| 4482105 | Athletic footwear stores | 6 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 25 | 25 586 | 3 536 | 868 | 146 | 4.2 | 13.6 |
| 44831 | Jewelry stores | 23 | D | D | D | c | D | D |
| 448310 | Jewelry stores | 23 | D | D | D | c | D | D |
| 44832 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 70 | 131 351 | 12 993 | 3 150 | 992 | 11.2 | 3.0 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 50 | 89 270 | 8 404 | 2 000 | 647 | 14.3 | .7 |
| 45111 | Sporting goods stores | 23 | 48 461 | 4 638 | 1 129 | 352 | 19.7 | .4 |
| 451110 | Sporting goods stores | 23 | 48 461 | 4 638 | 1 129 | 352 | 19.7 | .4 |
| 4511101 | General-line sporting goods stores | 9 | 25 195 | 2 805 | 722 | 249 | 3.3 | .5 |
| 4511102 | Specialty-line sporting goods stores | 14 | 23 266 | 1 833 | 407 | 103 | 37.4 | .3 |
| 45112 | Hobby, toy, & game stores | 19 | 34 274 | 2 737 | 636 | 215 | 5.6 | 1.2 |
| 451120 | Hobby, toy, & game stores | 19 | 34 274 | 2 737 | 636 | 215 | 5.6 | 1.2 |
| 45113 | Sewing, needlework, & piece goods stores | 6 | D | D | D | b | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 6 | D | D | D | b | D | D |
| 45114 | Musical instrument & supplies stores | 2 | D | D | D | a | D | D |
| 451140 | Musical instrument & supplies stores | 2 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 20 | 42 081 | 4 589 | 1 150 | 345 | 4.6 | 7.8 |
| 45121 | Book stores & news dealers | 11 | 22 470 | 2 616 | 641 | 184 | 8.6 | .1 |
| 451211 | Book stores | 10 | D | D | D | c | D | D |
| 4512111 | Book stores, general | 7 | 18 286 | 2 057 | 516 | 144 | – | – |
| 4512112 | Specialty book stores | 3 | D | D | D | b | D | D |
| 451212 | News dealers & newsstands | 1 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 9 | 19 611 | 1 973 | 509 | 161 | – | 16.6 |
| 451220 | Prerecorded tape, compact disc, & record stores | 9 | 19 611 | 1 973 | 509 | 161 | – | 16.6 |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **TORRANCE, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 15 | 410 255 | 35 605 | 8 800 | 2 465 | – | .7 |
| 4521 | Department stores (incl leased depts) ## | 8 | 322 199 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 8 | 322 199 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 8 | 318 567 | 30 830 | 7 668 | 2 105 | – | – |
| 45211 | Department stores (excl leased depts) | 8 | 318 567 | 30 830 | 7 668 | 2 105 | – | – |
| 452110 | Department stores (excl leased depts) | 8 | 318 567 | 30 830 | 7 668 | 2 105 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 3 | 135 459 | 13 014 | 3 286 | 817 | – | – |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4521103 | National chain department stores (excl leased depts) | 3 | D | D | D | f | D | D |
| 4529 | Other general merchandise stores | 7 | 91 688 | 4 775 | 1 132 | 360 | – | 3.2 |
| 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 | 6 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 6 | D | D | D | c | D | D |
| 4529901 | Variety stores | 1 | D | D | D | b | D | D |
| 4529902 | Catalog showrooms | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 4 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 85 | 83 792 | 10 146 | 2 547 | 809 | 10.7 | 5.6 |
| 4531 | Florists | 9 | 3 444 | 803 | 206 | 49 | 4.5 | 10.2 |
| 45311 | Florists | 9 | 3 444 | 803 | 206 | 49 | 4.5 | 10.2 |
| 453110 | Florists | 9 | 3 444 | 803 | 206 | 49 | 4.5 | 10.2 |
| 4532 | Office supplies, stationery, & gift stores | 38 | 50 182 | 5 762 | 1 491 | 480 | 6.1 | 2.9 |
| 45321 | Office supplies & stationery stores | 12 | 36 323 | 3 937 | 1 050 | 306 | 1.1 | – |
| 453210 | Office supplies & stationery stores | 12 | 36 323 | 3 937 | 1 050 | 306 | 1.1 | – |
| 4532101 | Stationery stores | 2 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 10 | D | D | D | e | D | D |
| 45322 | Gift, novelty, & souvenir stores | 26 | 13 859 | 1 825 | 441 | 174 | 19.1 | 10.4 |
| 453220 | Gift, novelty, & souvenir stores | 26 | 13 859 | 1 825 | 441 | 174 | 19.1 | 10.4 |
| 4533 | Used merchandise stores | 9 | 5 031 | 595 | 142 | 80 | 49.3 | 3.3 |
| 45331 | Used merchandise stores | 9 | 5 031 | 595 | 142 | 80 | 49.3 | 3.3 |
| 453310 | Used merchandise stores | 9 | 5 031 | 595 | 142 | 80 | 49.3 | 3.3 |
| 4539 | Other miscellaneous store retailers | 29 | 25 135 | 2 986 | 708 | 200 | 13.0 | 11.0 |
| 45391 | Pet & pet supplies stores | 9 | 12 398 | 1 518 | 367 | 92 | 3.1 | .6 |
| 453910 | Pet & pet supplies stores | 9 | 12 398 | 1 518 | 367 | 92 | 3.1 | .6 |
| 45399 | All other miscellaneous store retailers | 18 | D | D | D | c | D | D |
| 454 | Nonstore retailers | 36 | 510 220 | 25 208 | 5 187 | 782 | 1.9 | .7 |
| 4541 | Electronic shopping & mail-order houses | 19 | D | D | D | f | D | D |
| 45411 | Electronic shopping & mail-order houses | 19 | D | D | D | f | D | D |
| 454110 | Electronic shopping & mail-order houses | 19 | D | D | D | f | D | D |
| 4543 | Direct selling establishments | 12 | D | D | D | c | D | D |
| 45439 | Other direct selling establishments | 12 | D | D | D | c | D | D |
| 454390 | Other direct selling establishments | 12 | D | D | D | c | D | D |
| | **TRACY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **196** | **400 953** | **38 357** | **9 024** | **2 464** | **4.3** | **7.9** |
| 441 | Motor vehicle & parts dealers | 19 | 96 971 | 8 780 | 1 919 | 260 | .1 | 1.6 |
| 4411 | Automobile dealers | 5 | D | D | D | c | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 12 | 11 402 | 2 161 | 498 | 86 | .7 | 8.8 |
| 44131 | Automotive parts & accessories stores | 7 | 7 291 | 1 147 | 266 | 49 | 1.1 | 13.8 |
| 441310 | Automotive parts & accessories stores | 7 | 7 291 | 1 147 | 266 | 49 | 1.1 | 13.8 |
| 44132 | Tire dealers | 5 | 4 111 | 1 014 | 232 | 37 | – | – |
| 441320 | Tire dealers | 5 | 4 111 | 1 014 | 232 | 37 | – | – |
| 442 | Furniture & home furnishings stores | 9 | 6 825 | 878 | 207 | 63 | .6 | – |
| 4422 | Home furnishings stores | 7 | D | D | D | b | D | D |
| 44229 | Other home furnishings stores | 6 | D | D | D | b | D | D |
| 442299 | All other home furnishings stores | 5 | 4 479 | 529 | 141 | 48 | – | – |
| 443 | Electronics & appliance stores | 11 | 11 564 | 1 064 | 233 | 50 | 8.3 | 1.0 |
| 4431 | Electronics & appliance stores | 11 | 11 564 | 1 064 | 233 | 50 | 8.3 | 1.0 |
| 44311 | Appliance, television, & other electronics stores | 7 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 5 | 6 183 | 475 | 117 | 18 | 10.0 | 1.9 |
| 44312 | Computer & software stores | 3 | 4 114 | 450 | 80 | 22 | D | – |
| 443120 | Computer & software stores | 3 | 4 114 | 450 | 80 | 22 | D | – |
| 444 | Building material & garden equipment & supplies dealers | 9 | 11 382 | 1 338 | 306 | 65 | 5.3 | – |
| 4441 | Building material & supplies dealers | 9 | 11 382 | 1 338 | 306 | 65 | 5.3 | – |
| 44419 | Other building material dealers | 7 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 7 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 19 | 87 777 | 8 052 | 2 032 | 517 | 3.2 | 9.5 |
| 4451 | Grocery stores | 15 | 85 749 | 7 879 | 1 984 | 501 | 1.7 | 9.4 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 12 | 83 492 | 7 730 | 1 956 | 492 | 1.0 | 8.8 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 12 | 83 492 | 7 730 | 1 956 | 492 | 1.0 | 8.8 |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **TRACY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 446 | Health & personal care stores | 18 | 27 165 | 3 280 | 730 | 207 | 5.4 | 6.5 |
| 4461 | Health & personal care stores | 18 | 27 165 | 3 280 | 730 | 207 | 5.4 | 6.5 |
| 44611 | Pharmacies & drug stores | 7 | 24 051 | 2 774 | 594 | 155 | 6.0 | 5.6 |
| 446110 | Pharmacies & drug stores | 7 | 24 051 | 2 774 | 594 | 155 | 6.0 | 5.6 |
| 4461101 | Pharmacies & drug stores | 7 | 24 051 | 2 774 | 594 | 155 | 6.0 | 5.6 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 3 | 1 242 | 211 | 61 | 15 | – | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 3 | 1 242 | 211 | 61 | 15 | – | – |
| 44613 | Optical goods stores | 6 | D | D | D | b | D | D |
| 446130 | Optical goods stores | 6 | D | D | D | b | D | D |
| 447 | Gasoline stations | 15 | 35 674 | 1 315 | 246 | 88 | 25.4 | 15.5 |
| 4471 | Gasoline stations | 15 | 35 674 | 1 315 | 246 | 88 | 25.4 | 15.5 |
| 44711 | Gasoline stations with convenience stores | 7 | 23 336 | 620 | 99 | 37 | 22.2 | 3.6 |
| 447110 | Gasoline stations with convenience stores | 7 | 23 336 | 620 | 99 | 37 | 22.2 | 3.6 |
| 44719 | Other gasoline stations | 8 | 12 338 | 695 | 147 | 51 | 31.4 | 37.9 |
| 447190 | Other gasoline stations | 8 | 12 338 | 695 | 147 | 51 | 31.4 | 37.9 |
| 448 | Clothing & clothing accessories stores | 47 | 38 098 | 4 431 | 1 085 | 386 | 1.9 | .4 |
| 4481 | Clothing stores | 27 | 27 190 | 3 244 | 815 | 289 | – | .1 |
| 44814 | Family clothing stores | 9 | 15 028 | 1 698 | 424 | 152 | – | .2 |
| 448140 | Family clothing stores | 9 | 15 028 | 1 698 | 424 | 152 | – | .2 |
| 44819 | Other clothing stores | 3 | D | D | D | b | D | D |
| 448190 | Other clothing stores | 3 | D | D | D | b | D | D |
| 4482 | Shoe stores | 11 | 8 115 | 662 | 146 | 60 | – | – |
| 44821 | Shoe stores | 11 | 8 115 | 662 | 146 | 60 | – | – |
| 448210 | Shoe stores | 11 | 8 115 | 662 | 146 | 60 | – | – |
| 4482104 | Family shoe stores | 8 | 4 018 | 301 | 57 | 28 | – | – |
| 4482105 | Athletic footwear stores | 2 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 9 | 2 793 | 525 | 124 | 37 | 25.6 | 4.2 |
| 44832 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 11 | 5 727 | 854 | 188 | 96 | 5.9 | – |
| 4511 | Sporting goods, hobby, & musical instrument stores | 7 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 4 | D | D | D | b | D | D |
| 45121 | Book stores & news dealers | 3 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 2 | D | D | D | b | D | D |
| 451212 | News dealers & newsstands | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 6 | D | D | D | f | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 3 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 29 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 13 | 18 004 | 1 685 | 444 | 114 | .6 | 70.5 |
| 45321 | Office supplies & stationery stores | 3 | 15 611 | 1 274 | 361 | 77 | – | 80.4 |
| 453210 | Office supplies & stationery stores | 3 | 15 611 | 1 274 | 361 | 77 | – | 80.4 |
| 4532102 | Office supplies stores | 3 | 15 611 | 1 274 | 361 | 77 | – | 80.4 |
| 4539 | Other miscellaneous store retailers | 10 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 5 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 3 | 390 | 150 | 32 | 6 | 81.5 | 18.5 |
| | **TRUCKEE, CA *** | | | | | | | |
| **44-45** | **Retail trade** | **56** | **66 087** | **6 714** | **1 638** | **395** | **7.9** | **.3** |
| 441 | Motor vehicle & parts dealers | 4 | 3 673 | 465 | 111 | 20 | – | – |
| 442 | Furniture & home furnishings stores | 3 | 885 | 130 | 30 | 11 | D | – |
| 443 | Electronics & appliance stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 6 | 6 568 | 651 | 128 | 24 | 16.6 | – |
| 445 | Food & beverage stores | 4 | 15 567 | 1 664 | 382 | 89 | .3 | – |
| 446 | Health & personal care stores | 2 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 2 | D | D | D | b | D | D |
| 4461102 | Proprietary stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 5 | 12 311 | 834 | 255 | 47 | – | – |
| 44711 | Gasoline stations with convenience stores | 4 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 4 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 16 | 9 716 | 884 | 210 | 69 | 26.0 | – |
| 4481 | Clothing stores | 10 | 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 |
| 4483 | Jewelry, luggage, & leather goods stores | 3 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 5 | D | D | D | b | D | D |
| 45121 | Book stores & news dealers | 3 | 1 225 | 244 | 50 | 25 | – | – |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **TRUCKEE, CA *—Con.** | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 3 | 3 518 | 346 | 82 | 11 | D | – |
| 4543 | Direct selling establishments | 3 | 3 518 | 346 | 82 | 11 | D | – |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 2 | D | D | D | a | D | D |
| 454319 | Other fuel dealers | 1 | D | D | D | a | D | D |
| | **TULARE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **154** | **315 517** | **35 412** | **8 437** | **2 095** | **14.9** | **3.5** |
| 441 | Motor vehicle & parts dealers | 25 | 77 434 | 6 595 | 1 594 | 282 | 2.4 | .5 |
| 4411 | Automobile dealers | 9 | D | D | D | c | D | D |
| 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 | 14 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 9 | 7 697 | 896 | 210 | 60 | 6.1 | – |
| 441310 | Automotive parts & accessories stores | 9 | 7 697 | 896 | 210 | 60 | 6.1 | – |
| 44132 | Tire dealers | 5 | D | D | D | b | D | D |
| 441320 | Tire dealers | 5 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 13 | 13 954 | 1 971 | 483 | 118 | 4.9 | 12.4 |
| 4421 | Furniture stores | 6 | 7 636 | 979 | 249 | 55 | 9.0 | 22.7 |
| 44211 | Furniture stores | 6 | 7 636 | 979 | 249 | 55 | 9.0 | 22.7 |
| 442110 | Furniture stores | 6 | 7 636 | 979 | 249 | 55 | 9.0 | 22.7 |
| 4422 | Home furnishings stores | 7 | 6 318 | 992 | 234 | 63 | – | – |
| 44229 | Other home furnishings stores | 5 | D | D | D | b | D | D |
| 442299 | All other home furnishings stores | 5 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 5 | D | D | D | a | D | D |
| 4431 | Electronics & appliance stores | 5 | D | D | D | a | D | D |
| 44311 | Appliance, television, & other electronics stores | 3 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 13 | 35 383 | 6 584 | 1 486 | 261 | 4.9 | – |
| 4441 | Building material & supplies dealers | 8 | 30 099 | 5 895 | 1 314 | 235 | 3.9 | – |
| 44413 | Hardware stores | 1 | D | D | D | c | D | D |
| 444130 | Hardware stores | 1 | D | D | D | c | D | D |
| 44419 | Other building material dealers | 7 | D | D | D | c | D | D |
| 444190 | Other building material dealers | 7 | D | D | D | c | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 5 | 5 284 | 689 | 172 | 26 | 10.6 | – |
| 44422 | Nursery & garden centers | 5 | 5 284 | 689 | 172 | 26 | 10.6 | – |
| 444220 | Nursery & garden centers | 5 | 5 284 | 689 | 172 | 26 | 10.6 | – |
| 445 | Food & beverage stores | 23 | 66 662 | 6 746 | 1 613 | 395 | 38.0 | 2.8 |
| 4451 | Grocery stores | 18 | 65 342 | 6 563 | 1 576 | 376 | 37.8 | 2.8 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 14 | 63 649 | 6 432 | 1 550 | 364 | 38.0 | 2.5 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 14 | 63 649 | 6 432 | 1 550 | 364 | 38.0 | 2.5 |
| 4452 | Specialty food stores | 3 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 9 | 19 971 | 2 376 | 582 | 132 | 19.0 | – |
| 4461 | Health & personal care stores | 9 | 19 971 | 2 376 | 582 | 132 | 19.0 | – |
| 4461101 | Pharmacies & drug stores | 5 | 19 102 | 2 228 | 545 | 119 | 19.2 | – |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 11 | 20 338 | 965 | 274 | 96 | 47.6 | 17.5 |
| 4471 | Gasoline stations | 11 | 20 338 | 965 | 274 | 96 | 47.6 | 17.5 |
| 44711 | Gasoline stations with convenience stores | 8 | 17 249 | 865 | 244 | 83 | 47.1 | 11.7 |
| 447110 | Gasoline stations with convenience stores | 8 | 17 249 | 865 | 244 | 83 | 47.1 | 11.7 |
| 448 | Clothing & clothing accessories stores | 29 | 16 163 | 1 904 | 419 | 158 | 11.1 | 1.5 |
| 4481 | Clothing stores | 17 | 10 794 | 1 237 | 262 | 102 | 13.3 | 2.3 |
| 44811 | Men's clothing stores | 2 | D | D | D | a | D | D |
| 448110 | Men's clothing stores | 2 | D | D | D | a | D | D |
| 44819 | Other clothing stores | 4 | D | D | D | a | D | D |
| 448190 | Other clothing stores | 4 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 7 | D | D | D | b | D | D |
| 44832 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 7 | 4 077 | 438 | 107 | 41 | 11.2 | – |
| 4511 | Sporting goods, hobby, & musical instrument stores | 5 | D | D | D | b | D | D |
| 45114 | Musical instrument & supplies stores | 1 | D | D | D | a | D | D |
| 451140 | Musical instrument & supplies stores | 1 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 2 | D | D | D | a | D | D |
| 451212 | News dealers & newsstands | 1 | D | D | D | a | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **TULARE, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 3 | 52 101 | 5 614 | 1 394 | 478 | – | – |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 13 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 5 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 4 | 1 032 | 224 | 56 | 14 | 10.8 | – |
| 454 | Nonstore retailers | 3 | 3 481 | 1 254 | 256 | 61 | – | 68.6 |
| 4542 | Vending machine operators | 1 | D | D | D | b | D | D |
| 45421 | Vending machine operators | 1 | D | D | D | b | D | D |
| 454210 | Vending machine operators | 1 | D | D | D | b | D | D |
| | **TURLOCK, CA** | | | | | | | |
| **44-45** | **Retail trade** | **166** | **352 643** | **34 596** | **8 088** | **1 898** | **7.3** | **2.0** |
| 441 | Motor vehicle & parts dealers | 27 | 94 278 | 9 455 | 2 117 | 311 | 8.5 | .2 |
| 4411 | Automobile dealers | 10 | 78 131 | 7 388 | 1 661 | 206 | 4.7 | – |
| 44112 | Used car dealers | 6 | 6 938 | 348 | 86 | 15 | 52.4 | – |
| 441120 | Used car dealers | 6 | 6 938 | 348 | 86 | 15 | 52.4 | – |
| 4413 | Automotive parts, accessories, & tire stores | 15 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 10 | 8 496 | 1 051 | 279 | 56 | 7.2 | 1.5 |
| 441310 | Automotive parts & accessories stores | 10 | 8 496 | 1 051 | 279 | 56 | 7.2 | 1.5 |
| 44132 | Tire dealers | 5 | D | D | D | b | D | D |
| 441320 | Tire dealers | 5 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 7 | 6 222 | 1 212 | 297 | 53 | 12.2 | 17.3 |
| 4421 | Furniture stores | 3 | 3 818 | 450 | 85 | 29 | – | 28.2 |
| 44211 | Furniture stores | 3 | 3 818 | 450 | 85 | 29 | – | 28.2 |
| 442110 | Furniture stores | 3 | 3 818 | 450 | 85 | 29 | – | 28.2 |
| 4422 | Home furnishings stores | 4 | 2 404 | 762 | 212 | 24 | 31.4 | – |
| 443 | Electronics & appliance stores | 5 | D | D | D | b | D | D |
| 4431 | Electronics & appliance stores | 5 | D | D | D | b | D | D |
| 44311 | Appliance, television, & other electronics stores | 4 | D | D | D | b | D | D |
| 443111 | Household appliance stores | 2 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 11 | 32 857 | 2 353 | 577 | 92 | 1.5 | – |
| 44419 | Other building material dealers | 2 | D | D | D | a | D | D |
| 444190 | Other building material dealers | 2 | D | D | D | a | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 7 | D | D | D | b | D | D |
| 44422 | Nursery & garden centers | 6 | 25 066 | 1 671 | 428 | 65 | 2.0 | – |
| 444220 | Nursery & garden centers | 6 | 25 066 | 1 671 | 428 | 65 | 2.0 | – |
| 445 | Food & beverage stores | 20 | 76 090 | 7 696 | 1 761 | 391 | 6.4 | 1.3 |
| 4451 | Grocery stores | 17 | D | D | D | e | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 15 | 73 734 | 7 409 | 1 713 | 364 | 6.4 | 1.3 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 15 | 73 734 | 7 409 | 1 713 | 364 | 6.4 | 1.3 |
| 446 | Health & personal care stores | 18 | 19 880 | 2 950 | 699 | 152 | 16.1 | 6.1 |
| 4461 | Health & personal care stores | 18 | 19 880 | 2 950 | 699 | 152 | 16.1 | 6.1 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 44619 | Other health & personal care stores | 4 | 1 653 | 192 | 48 | 16 | 30.1 | 13.7 |
| 446191 | Food (health) supplement stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 18 | 35 760 | 1 687 | 414 | 128 | 9.5 | 7.7 |
| 4471 | Gasoline stations | 18 | 35 760 | 1 687 | 414 | 128 | 9.5 | 7.7 |
| 44711 | Gasoline stations with convenience stores | 11 | 18 495 | 888 | 193 | 84 | 15.5 | 11.1 |
| 447110 | Gasoline stations with convenience stores | 11 | 18 495 | 888 | 193 | 84 | 15.5 | 11.1 |
| 44719 | Other gasoline stations | 7 | 17 265 | 799 | 221 | 44 | 3.2 | 4.1 |
| 447190 | Other gasoline stations | 7 | 17 265 | 799 | 221 | 44 | 3.2 | 4.1 |
| 448 | Clothing & clothing accessories stores | 18 | 14 714 | 2 011 | 369 | 169 | 14.0 | 1.3 |
| 4481 | Clothing stores | 11 | 12 278 | 1 592 | 243 | 146 | 11.0 | – |
| 44814 | Family clothing stores | 6 | 11 030 | 1 380 | 203 | 127 | 7.2 | – |
| 448140 | Family clothing stores | 6 | 11 030 | 1 380 | 203 | 127 | 7.2 | – |
| 451 | Sporting goods, hobby, book, & music stores | 12 | 5 444 | 594 | 146 | 60 | 29.9 | – |
| 4511 | Sporting goods, hobby, & musical instrument stores | 10 | D | D | D | b | D | D |
| 4511101 | General-line sporting goods stores | 5 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 2 | D | D | D | a | D | D |
| 452 | General merchandise stores | 3 | D | D | D | e | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 1 | D | D | D | e | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **TURLOCK, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 19 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 7 | 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 | 2 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 5 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 8 | 4 018 | 481 | 118 | 36 | 9.0 | 2.1 |
| 4543 | Direct selling establishments | 6 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 2 | D | D | D | b | D | D |
| 454319 | Other fuel dealers | 1 | D | D | D | a | D | D |
| | **TUSTIN, CA** | | | | | | | |
| **44-45** | **Retail trade** | **235** | **1 691 653** | **138 307** | **31 731** | **4 916** | **7.5** | **2.2** |
| 441 | Motor vehicle & parts dealers | 30 | 1 002 395 | 75 381 | 17 056 | 1 673 | 10.9 | .8 |
| 4411 | Automobile dealers | 17 | 981 429 | 72 662 | 16 454 | 1 572 | 10.9 | .5 |
| 44111 | New car dealers | 17 | 981 429 | 72 662 | 16 454 | 1 572 | 10.9 | .5 |
| 441110 | New car dealers | 17 | 981 429 | 72 662 | 16 454 | 1 572 | 10.9 | .5 |
| 4412 | Other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 11 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 8 | 14 851 | 1 501 | 343 | 67 | 2.8 | 19.1 |
| 441310 | Automotive parts & accessories stores | 8 | 14 851 | 1 501 | 343 | 67 | 2.8 | 19.1 |
| 44132 | Tire dealers | 3 | D | D | D | b | D | D |
| 441320 | Tire dealers | 3 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 16 | 57 372 | 5 443 | 1 166 | 271 | 4.7 | 6.2 |
| 4421 | Furniture stores | 10 | 54 352 | 4 998 | 1 054 | 240 | 2.4 | 6.0 |
| 44211 | Furniture stores | 10 | 54 352 | 4 998 | 1 054 | 240 | 2.4 | 6.0 |
| 442110 | Furniture stores | 10 | 54 352 | 4 998 | 1 054 | 240 | 2.4 | 6.0 |
| 4422 | Home furnishings stores | 6 | 3 020 | 445 | 112 | 31 | 46.2 | 10.7 |
| 44229 | Other home furnishings stores | 6 | 3 020 | 445 | 112 | 31 | 46.2 | 10.7 |
| 442299 | All other home furnishings stores | 6 | 3 020 | 445 | 112 | 31 | 46.2 | 10.7 |
| 443 | Electronics & appliance stores | 13 | 100 958 | 6 023 | 1 570 | 251 | .2 | 8.9 |
| 4431 | Electronics & appliance stores | 13 | 100 958 | 6 023 | 1 570 | 251 | .2 | 8.9 |
| 44311 | Appliance, television, & other electronics stores | 7 | 19 857 | 2 254 | 595 | 81 | 1.2 | .6 |
| 443112 | Radio, television, & other electronics stores | 7 | 19 857 | 2 254 | 595 | 81 | 1.2 | .6 |
| 44312 | Computer & software stores | 6 | 81 101 | 3 769 | 975 | 170 | – | 10.9 |
| 443120 | Computer & software stores | 6 | 81 101 | 3 769 | 975 | 170 | – | 10.9 |
| 444 | Building material & garden equipment & supplies dealers | 11 | 87 018 | 9 842 | 2 232 | 338 | – | .3 |
| 4441 | Building material & supplies dealers | 10 | 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 | 6 | D | D | D | c | D | D |
| 444190 | Other building material dealers | 6 | D | D | D | c | D | D |
| 445 | Food & beverage stores | 28 | 116 664 | 13 303 | 2 960 | 590 | 1.9 | 2.3 |
| 4451 | Grocery stores | 20 | 113 125 | 12 999 | 2 875 | 566 | .4 | .9 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 13 | 108 418 | 12 519 | 2 777 | 534 | .3 | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 13 | 108 418 | 12 519 | 2 777 | 534 | .3 | – |
| 44512 | Convenience stores | 7 | 4 707 | 480 | 98 | 32 | 1.0 | 20.8 |
| 445120 | Convenience stores | 7 | 4 707 | 480 | 98 | 32 | 1.0 | 20.8 |
| 4452 | Specialty food stores | 3 | 1 321 | 208 | 62 | 12 | 23.7 | 76.3 |
| 446 | Health & personal care stores | 21 | 46 130 | 5 594 | 1 328 | 258 | 3.1 | 12.8 |
| 4461 | Health & personal care stores | 21 | 46 130 | 5 594 | 1 328 | 258 | 3.1 | 12.8 |
| 44611 | Pharmacies & drug stores | 13 | 42 440 | 4 907 | 1 190 | 228 | 2.6 | 13.8 |
| 446110 | Pharmacies & drug stores | 13 | 42 440 | 4 907 | 1 190 | 228 | 2.6 | 13.8 |
| 4461101 | Pharmacies & drug stores | 13 | 42 440 | 4 907 | 1 190 | 228 | 2.6 | 13.8 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 44619 | Other health & personal care stores | 4 | 1 583 | 302 | 75 | 15 | – | 1.0 |
| 446191 | Food (health) supplement stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 13 | 34 795 | 1 682 | 359 | 104 | 4.6 | 5.8 |
| 4471 | Gasoline stations | 13 | 34 795 | 1 682 | 359 | 104 | 4.6 | 5.8 |
| 44711 | Gasoline stations with convenience stores | 8 | 22 655 | 1 055 | 201 | 62 | 7.1 | – |
| 447110 | Gasoline stations with convenience stores | 8 | 22 655 | 1 055 | 201 | 62 | 7.1 | – |
| 44719 | Other gasoline stations | 5 | 12 140 | 627 | 158 | 42 | – | 16.6 |
| 447190 | Other gasoline stations | 5 | 12 140 | 627 | 158 | 42 | – | 16.6 |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **TUSTIN, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores | 32 | 58 240 | 5 996 | 1 403 | 349 | 1.9 | 4.5 |
| 4481 | Clothing stores | 23 | 39 484 | 3 523 | 846 | 275 | 2.8 | 4.1 |
| 44813 | Children's & infants' clothing stores | 2 | D | D | D | b | D | D |
| 448130 | Children's & infants' clothing stores | 2 | D | D | D | b | D | D |
| 44814 | Family clothing stores | 7 | 27 025 | 2 167 | 520 | 163 | – | 5.2 |
| 448140 | Family clothing stores | 7 | 27 025 | 2 167 | 520 | 163 | – | 5.2 |
| 44819 | Other clothing stores | 2 | D | D | D | a | D | D |
| 448190 | Other clothing stores | 2 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 2 | D | D | D | b | D | D |
| 44831 | Jewelry stores | 2 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 2 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 22 | 40 829 | 3 933 | 994 | 352 | 4.4 | 2.5 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 14 | 30 700 | 2 884 | 725 | 253 | 1.4 | .1 |
| 45111 | Sporting goods stores | 8 | D | D | D | c | D | D |
| 451110 | Sporting goods stores | 8 | D | D | D | c | D | D |
| 4511101 | General-line sporting goods stores | 4 | D | D | D | c | D | D |
| 45112 | Hobby, toy, & game stores | 2 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 2 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 8 | 10 129 | 1 049 | 269 | 99 | 13.5 | 10.0 |
| 45121 | Book stores & news dealers | 4 | 3 291 | 348 | 95 | 36 | 18.4 | .7 |
| 451211 | Book stores | 3 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 3 | D | D | D | b | D | D |
| 451212 | News dealers & newsstands | 1 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 4 | 6 838 | 701 | 174 | 63 | 11.2 | 14.4 |
| 451220 | Prerecorded tape, compact disc, & record stores | 4 | 6 838 | 701 | 174 | 63 | 11.2 | 14.4 |
| 452 | General merchandise stores | 3 | 125 552 | 7 531 | 1 866 | 500 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 4529 | Other general merchandise stores | 1 | 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 |
| 453 | Miscellaneous store retailers | 32 | 14 558 | 2 616 | 544 | 154 | 34.9 | 9.5 |
| 4532 | Office supplies, stationery, & gift stores | 9 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 4533 | Used merchandise stores | 3 | 922 | 97 | 20 | 11 | D | 16.2 |
| 45331 | Used merchandise stores | 3 | 922 | 97 | 20 | 11 | D | 16.2 |
| 453310 | Used merchandise stores | 3 | 922 | 97 | 20 | 11 | D | 16.2 |
| 4539 | Other miscellaneous store retailers | 15 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 5 | 3 881 | 490 | 111 | 38 | 6.9 | 18.6 |
| 453910 | Pet & pet supplies stores | 5 | 3 881 | 490 | 111 | 38 | 6.9 | 18.6 |
| 45392 | Art dealers | 2 | D | D | D | a | D | D |
| 453920 | Art dealers | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 8 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 14 | 7 142 | 963 | 253 | 76 | 35.3 | 14.0 |
| 4541 | Electronic shopping & mail-order houses | 6 | D | D | D | b | D | D |
| 45411 | Electronic shopping & mail-order houses | 6 | D | D | D | b | D | D |
| 454110 | Electronic shopping & mail-order houses | 6 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 7 | 3 962 | 576 | 171 | 48 | 11.3 | 9.7 |
| 45439 | Other direct selling establishments | 7 | 3 962 | 576 | 171 | 48 | 11.3 | 9.7 |
| 454390 | Other direct selling establishments | 7 | 3 962 | 576 | 171 | 48 | 11.3 | 9.7 |
| | **TWENTYNINE PALMS, CA** | | | | | | | |
| **44-45** | **Retail trade** | **39** | **43 529** | **5 254** | **1 279** | **347** | **14.6** | **2.1** |
| 441 | Motor vehicle & parts dealers | 6 | 4 648 | 785 | 187 | 48 | 4.5 | 3.4 |
| 442 | Furniture & home furnishings stores | 4 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 2 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 7 | 21 255 | 2 283 | 570 | 131 | 20.0 | – |
| 446 | Health & personal care stores | 2 | D | D | D | b | D | D |
| 447 | Gasoline stations | 5 | 6 309 | 410 | 96 | 39 | – | – |
| 448 | Clothing & clothing accessories stores | 4 | 60 | 17 | 6 | 9 | 15.0 | 11.7 |
| 451 | Sporting goods, hobby, book, & music stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 6 | D | D | D | a | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **UKIAH, CA** | | | | | | | |
| **44-45** | **Retail trade** | **159** | **314 329** | **34 345** | **7 716** | **2 057** | **11.9** | **3.0** |
| 441 | Motor vehicle & parts dealers | 19 | 37 826 | 4 300 | 943 | 179 | 32.1 | .3 |
| 4412 | Other motor vehicle dealers | 3 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 441221 | Motorcycle dealers | 2 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 10 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 7 | 6 813 | 1 491 | 322 | 79 | 16.9 | – |
| 441310 | Automotive parts & accessories stores | 7 | 6 813 | 1 491 | 322 | 79 | 16.9 | – |
| 442 | Furniture & home furnishings stores | 5 | D | D | D | b | D | D |
| 4421 | Furniture stores | 3 | 3 120 | 269 | 68 | 16 | D | – |
| 44211 | Furniture stores | 3 | 3 120 | 269 | 68 | 16 | D | – |
| 442110 | Furniture stores | 3 | 3 120 | 269 | 68 | 16 | D | – |
| 443 | Electronics & appliance stores | 7 | 4 619 | 683 | 113 | 42 | 26.6 | – |
| 4431 | Electronics & appliance stores | 7 | 4 619 | 683 | 113 | 42 | 26.6 | – |
| 44311 | Appliance, television, & other electronics stores | 6 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 4 | D | D | D | b | 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 | 17 | 38 292 | 4 774 | 1 197 | 224 | 7.3 | .1 |
| 4441 | Building material & supplies dealers | 14 | D | D | D | c | D | D |
| 44411 | Home centers | 2 | D | D | D | c | D | D |
| 444110 | Home centers | 2 | D | D | D | c | D | D |
| 44412 | Paint & wallpaper stores | 3 | D | D | D | a | D | D |
| 444120 | Paint & wallpaper stores | 3 | D | D | D | a | D | D |
| 44419 | Other building material dealers | 8 | 13 026 | 1 266 | 346 | 49 | 15.7 | – |
| 444190 | Other building material dealers | 8 | 13 026 | 1 266 | 346 | 49 | 15.7 | – |
| 4442 | Lawn & garden equipment & supplies stores | 3 | D | D | D | a | D | D |
| 44422 | Nursery & garden centers | 3 | D | D | D | a | D | D |
| 444220 | Nursery & garden centers | 3 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 16 | 64 771 | 8 532 | 1 722 | 378 | 6.7 | 1.5 |
| 4451 | Grocery stores | 9 | 61 168 | 7 996 | 1 597 | 341 | 5.0 | .1 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 9 | 61 168 | 7 996 | 1 597 | 341 | 5.0 | .1 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 9 | 61 168 | 7 996 | 1 597 | 341 | 5.0 | .1 |
| 4452 | Specialty food stores | 3 | 925 | 302 | 78 | 22 | – | – |
| 446 | Health & personal care stores | 12 | 18 982 | 2 206 | 528 | 117 | 19.7 | 4.5 |
| 4461 | Health & personal care stores | 12 | 18 982 | 2 206 | 528 | 117 | 19.7 | 4.5 |
| 44619 | Other health & personal care stores | 4 | 2 398 | 363 | 89 | 25 | 11.6 | 9.5 |
| 446191 | Food (health) supplement stores | 3 | D | D | D | b | D | D |
| 447 | Gasoline stations | 20 | 37 802 | 1 314 | 259 | 80 | 17.4 | 8.2 |
| 4471 | Gasoline stations | 20 | 37 802 | 1 314 | 259 | 80 | 17.4 | 8.2 |
| 44711 | Gasoline stations with convenience stores | 7 | 17 824 | 656 | 124 | 42 | 5.0 | 14.9 |
| 447110 | Gasoline stations with convenience stores | 7 | 17 824 | 656 | 124 | 42 | 5.0 | 14.9 |
| 44719 | Other gasoline stations | 13 | 19 978 | 658 | 135 | 38 | 28.4 | 2.2 |
| 447190 | Other gasoline stations | 13 | 19 978 | 658 | 135 | 38 | 28.4 | 2.2 |
| 448 | Clothing & clothing accessories stores | 16 | 5 018 | 724 | 140 | 60 | 40.2 | 5.8 |
| 4481 | Clothing stores | 9 | 3 190 | 535 | 102 | 41 | 45.3 | 8.3 |
| 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 | 11 | 6 329 | 614 | 146 | 74 | 6.1 | 28.3 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 9 | D | D | D | b | D | D |
| 45111 | Sporting goods stores | 5 | 3 970 | 291 | 71 | 31 | 9.8 | 37.9 |
| 451110 | Sporting goods stores | 5 | 3 970 | 291 | 71 | 31 | 9.8 | 37.9 |
| 4511101 | General-line sporting goods stores | 3 | D | D | D | b | D | D |
| 452 | General merchandise stores | 7 | D | D | D | f | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | b | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 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 | 23 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 9 | 4 232 | 339 | 39 | 20 | 10.0 | 6.6 |
| 45321 | Office supplies & stationery stores | 2 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 2 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 4533 | Used merchandise stores | 5 | 1 843 | 349 | 85 | 40 | 40.4 | 22.8 |
| 45331 | Used merchandise stores | 5 | 1 843 | 349 | 85 | 40 | 40.4 | 22.8 |
| 453310 | Used merchandise stores | 5 | 1 843 | 349 | 85 | 40 | 40.4 | 22.8 |
| 4539 | Other miscellaneous store retailers | 7 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 5 | D | D | D | a | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **UKIAH, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 454 | Nonstore retailers | 6 | 20 852 | 3 101 | 748 | 142 | 5.2 | .5 |
| 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 |
| | **UNION CITY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **88** | **510 879** | **49 597** | **11 353** | **2 227** | **2.9** | **2.3** |
| 441 | Motor vehicle & parts dealers | 6 | 28 367 | 2 181 | 532 | 108 | 1.2 | – |
| 4413 | Automotive parts, accessories, & tire stores | 6 | 28 367 | 2 181 | 532 | 108 | 1.2 | – |
| 44131 | Automotive parts & accessories stores | 4 | D | D | D | b | D | D |
| 441310 | Automotive parts & accessories stores | 4 | D | D | D | b | D | D |
| 44132 | Tire dealers | 2 | D | D | D | b | D | D |
| 441320 | Tire dealers | 2 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 3 | 7 838 | 950 | 156 | 21 | – | 69.3 |
| 4421 | Furniture stores | 2 | D | D | D | a | D | D |
| 44211 | Furniture stores | 2 | D | D | D | a | D | D |
| 442110 | Furniture stores | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 8 | 2 832 | 291 | 63 | 14 | 45.0 | 24.4 |
| 4431 | Electronics & appliance stores | 8 | 2 832 | 291 | 63 | 14 | 45.0 | 24.4 |
| 44312 | Computer & software stores | 3 | 1 473 | 63 | 11 | 3 | 78.1 | 21.9 |
| 443120 | Computer & software stores | 3 | 1 473 | 63 | 11 | 3 | 78.1 | 21.9 |
| 444 | Building material & garden equipment & supplies dealers | 4 | 65 822 | 7 720 | 1 766 | 255 | .3 | – |
| 4441 | Building material & supplies dealers | 4 | 65 822 | 7 720 | 1 766 | 255 | .3 | – |
| 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 | 3 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 3 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 22 | 85 132 | 7 853 | 1 717 | 450 | 4.0 | 2.9 |
| 4451 | Grocery stores | 16 | 82 885 | 7 776 | 1 704 | 436 | 1.8 | 2.5 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 11 | 79 692 | 7 578 | 1 653 | 416 | .1 | .4 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 11 | 79 692 | 7 578 | 1 653 | 416 | .1 | .4 |
| 446 | Health & personal care stores | 6 | D | D | D | c | D | D |
| 4461 | Health & personal care stores | 6 | D | D | D | c | D | D |
| 44611 | Pharmacies & drug stores | 4 | 19 739 | 3 127 | 589 | 159 | – | – |
| 446110 | Pharmacies & drug stores | 4 | 19 739 | 3 127 | 589 | 159 | – | – |
| 4461101 | Pharmacies & drug stores | 4 | 19 739 | 3 127 | 589 | 159 | – | – |
| 447 | Gasoline stations | 13 | 37 104 | 1 468 | 295 | 93 | 19.2 | 6.1 |
| 4471 | Gasoline stations | 13 | 37 104 | 1 468 | 295 | 93 | 19.2 | 6.1 |
| 44711 | Gasoline stations with convenience stores | 7 | 21 490 | 801 | 150 | 56 | 5.6 | 1.3 |
| 447110 | Gasoline stations with convenience stores | 7 | 21 490 | 801 | 150 | 56 | 5.6 | 1.3 |
| 44719 | Other gasoline stations | 6 | 15 614 | 667 | 145 | 37 | 38.0 | 12.7 |
| 447190 | Other gasoline stations | 6 | 15 614 | 667 | 145 | 37 | 38.0 | 12.7 |
| 448 | Clothing & clothing accessories stores | 10 | 6 355 | 909 | 188 | 70 | 15.5 | 1.0 |
| 4481 | Clothing stores | 5 | D | D | D | b | D | D |
| 44819 | Other clothing stores | 1 | D | D | D | b | D | D |
| 448190 | Other clothing stores | 1 | D | D | D | b | D | D |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 3 | D | D | D | e | D | D |
| 4521 | Department stores (incl leased depts) ## | 1 | D | N | N | N | D | D |
| 45211 | Department stores (incl leased depts) ## | 1 | D | N | N | N | D | D |
| 4521 | Department stores (excl leased depts) | 1 | D | D | D | e | D | D |
| 45211 | Department stores (excl leased depts) | 1 | D | D | D | e | D | D |
| 452110 | Department stores (excl leased depts) | 1 | D | D | D | e | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 1 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 7 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 5 | D | D | D | f | D | D |
| 4541 | Electronic shopping & mail-order houses | 2 | D | D | D | e | D | D |
| 45411 | Electronic shopping & mail-order houses | 2 | D | D | D | e | D | D |
| 454110 | Electronic shopping & mail-order houses | 2 | D | D | D | e | D | D |
| 4543 | Direct selling establishments | 2 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 2 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 2 | D | D | D | b | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **UPLAND, CA** | | | | | | | |
| **44-45** | **Retail trade** | **224** | **528 405** | **54 295** | **12 716** | **2 684** | **7.0** | **7.3** |
| 441 | Motor vehicle & parts dealers | 18 | 104 918 | 11 105 | 2 447 | 277 | 2.2 | 2.6 |
| 4411 | Automobile dealers | 4 | 79 047 | 6 499 | 1 544 | 152 | 1.2 | – |
| 44112 | Used car dealers | 2 | D | D | D | a | D | D |
| 441120 | Used car dealers | 2 | D | D | D | a | D | D |
| 4412 | Other motor vehicle dealers | 1 | 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 |
| 4413 | Automotive parts, accessories, & tire stores | 13 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 8 | 7 302 | 1 273 | 293 | 53 | 17.5 | 28.4 |
| 441310 | Automotive parts & accessories stores | 8 | 7 302 | 1 273 | 293 | 53 | 17.5 | 28.4 |
| 44132 | Tire dealers | 5 | D | D | D | b | D | D |
| 441320 | Tire dealers | 5 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 19 | 14 398 | 1 531 | 370 | 74 | 18.7 | 2.6 |
| 4421 | Furniture stores | 11 | 5 491 | 477 | 144 | 29 | 17.2 | 6.9 |
| 44211 | Furniture stores | 11 | 5 491 | 477 | 144 | 29 | 17.2 | 6.9 |
| 442110 | Furniture stores | 11 | 5 491 | 477 | 144 | 29 | 17.2 | 6.9 |
| 4422 | Home furnishings stores | 8 | 8 907 | 1 054 | 226 | 45 | 19.6 | – |
| 44221 | Floor covering stores | 6 | D | D | D | b | D | D |
| 442210 | Floor covering stores | 6 | D | D | D | b | D | D |
| 44229 | Other home furnishings stores | 2 | D | D | D | a | D | D |
| 442299 | All other home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 14 | 13 855 | 1 062 | 248 | 57 | 16.5 | 6.4 |
| 4431 | Electronics & appliance stores | 14 | 13 855 | 1 062 | 248 | 57 | 16.5 | 6.4 |
| 44311 | Appliance, television, & other electronics stores | 8 | 8 177 | 711 | 166 | 37 | 15.4 | 2.1 |
| 443111 | Household appliance stores | 4 | 6 954 | 545 | 123 | 26 | 18.1 | – |
| 44312 | Computer & software stores | 6 | 5 678 | 351 | 82 | 20 | 18.1 | 12.5 |
| 443120 | Computer & software stores | 6 | 5 678 | 351 | 82 | 20 | 18.1 | 12.5 |
| 444 | Building material & garden equipment & supplies dealers | 18 | 62 842 | 6 527 | 1 595 | 289 | 1.5 | 5.1 |
| 4441 | Building material & supplies dealers | 13 | 60 708 | 6 138 | 1 500 | 268 | .6 | 4.6 |
| 44411 | Home centers | 1 | D | D | D | c | D | D |
| 444110 | Home centers | 1 | D | D | D | c | 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 | 2 | D | D | D | b | D | D |
| 444130 | Hardware stores | 2 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 8 | 9 866 | 1 177 | 229 | 41 | 3.6 | 2.1 |
| 444190 | Other building material dealers | 8 | 9 866 | 1 177 | 229 | 41 | 3.6 | 2.1 |
| 445 | Food & beverage stores | 29 | 129 682 | 14 321 | 3 387 | 661 | 1.6 | 4.4 |
| 4451 | Grocery stores | 23 | 126 285 | 14 053 | 3 330 | 638 | .9 | 4.6 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 15 | 120 681 | 13 493 | 3 208 | 590 | .2 | 4.7 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 15 | 120 681 | 13 493 | 3 208 | 590 | .2 | 4.7 |
| 44512 | Convenience stores | 8 | 5 604 | 560 | 122 | 48 | 16.0 | .7 |
| 445120 | Convenience stores | 8 | 5 604 | 560 | 122 | 48 | 16.0 | .7 |
| 4452 | Specialty food stores | 3 | 1 397 | 185 | 41 | 18 | D | – |
| 446 | Health & personal care stores | 24 | 32 542 | 4 351 | 1 070 | 182 | 8.0 | 1.9 |
| 4461 | Health & personal care stores | 24 | 32 542 | 4 351 | 1 070 | 182 | 8.0 | 1.9 |
| 44611 | Pharmacies & drug stores | 14 | 28 167 | 3 484 | 873 | 145 | 6.8 | 2.2 |
| 446110 | Pharmacies & drug stores | 14 | 28 167 | 3 484 | 873 | 145 | 6.8 | 2.2 |
| 4461101 | Pharmacies & drug stores | 14 | 28 167 | 3 484 | 873 | 145 | 6.8 | 2.2 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 3 | 1 973 | 232 | 52 | 17 | – | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 3 | 1 973 | 232 | 52 | 17 | – | – |
| 447 | Gasoline stations | 21 | 56 311 | 2 367 | 473 | 140 | 23.4 | 25.5 |
| 4471 | Gasoline stations | 21 | 56 311 | 2 367 | 473 | 140 | 23.4 | 25.5 |
| 44719 | Other gasoline stations | 15 | 49 181 | 2 082 | 423 | 128 | 26.3 | 28.9 |
| 447190 | Other gasoline stations | 15 | 49 181 | 2 082 | 423 | 128 | 26.3 | 28.9 |
| 448 | Clothing & clothing accessories stores | 17 | 8 290 | 1 110 | 284 | 82 | 37.1 | 19.2 |
| 4481 | Clothing stores | 8 | 4 317 | 624 | 173 | 50 | 12.8 | 29.3 |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 6 | 2 977 | 365 | 77 | 23 | 84.9 | – |
| 451 | Sporting goods, hobby, book, & music stores | 14 | 16 472 | 2 149 | 551 | 155 | 10.8 | 7.1 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 7 | D | D | D | c | D | D |
| 45111 | Sporting goods stores | 6 | 13 267 | 1 857 | 485 | 119 | 13.0 | 7.5 |
| 451110 | Sporting goods stores | 6 | 13 267 | 1 857 | 485 | 119 | 13.0 | 7.5 |
| 4511101 | General-line sporting goods stores | 3 | 10 437 | 1 408 | 357 | 92 | – | 9.6 |
| 4512 | Book, periodical, & music stores | 7 | D | D | D | b | D | D |
| 45121 | Book stores & news dealers | 5 | D | D | D | a | D | D |
| 4512112 | Specialty book stores | 2 | D | D | D | a | D | D |
| 451212 | News dealers & newsstands | 1 | D | D | D | a | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **UPLAND, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 5 | 61 126 | 5 856 | 1 372 | 504 | – | 4.7 |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 1 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 3 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 3 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 39 | 21 185 | 2 787 | 660 | 222 | 19.9 | 8.2 |
| 4532 | Office supplies, stationery, & gift stores | 11 | 10 421 | 901 | 218 | 65 | 13.5 | 1.3 |
| 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 |
| 45322 | Gift, novelty, & souvenir stores | 8 | D | D | D | b | D | D |
| 453220 | Gift, novelty, & souvenir stores | 8 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 4 | 1 506 | 433 | 94 | 45 | 100.0 | – |
| 45331 | Used merchandise stores | 4 | 1 506 | 433 | 94 | 45 | 100.0 | – |
| 453310 | Used merchandise stores | 4 | 1 506 | 433 | 94 | 45 | 100.0 | – |
| 4539 | Other miscellaneous store retailers | 16 | 8 192 | 1 280 | 311 | 95 | 7.8 | 19.5 |
| 45391 | Pet & pet supplies stores | 4 | 1 789 | 405 | 108 | 33 | 10.8 | – |
| 453910 | Pet & pet supplies stores | 4 | 1 789 | 405 | 108 | 33 | 10.8 | – |
| 45392 | Art dealers | 1 | D | D | D | a | D | D |
| 453920 | Art dealers | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 11 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 6 | 6 784 | 1 129 | 259 | 41 | 23.8 | 45.3 |
| 4542 | Vending machine operators | 3 | D | D | D | b | D | D |
| 45421 | Vending machine operators | 3 | D | D | D | b | D | D |
| 454210 | Vending machine operators | 3 | D | D | D | b | D | D |
| | **VACAVILLE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **302** | **701 460** | **66 971** | **15 589** | **3 830** | **2.4** | **2.6** |
| 441 | Motor vehicle & parts dealers | 34 | 179 116 | 16 319 | 3 937 | 485 | 1.8 | 1.0 |
| 4411 | Automobile dealers | 7 | D | D | D | e | D | D |
| 44111 | New car dealers | 6 | 152 691 | 11 592 | 2 850 | 271 | – | – |
| 441110 | New car dealers | 6 | 152 691 | 11 592 | 2 850 | 271 | – | – |
| 4412 | Other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 44121 | Recreational vehicle dealers | 2 | D | D | D | a | D | D |
| 441210 | Recreational vehicle dealers | 2 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 25 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 13 | D | D | D | c | D | D |
| 441310 | Automotive parts & accessories stores | 13 | D | D | D | c | D | D |
| 44132 | Tire dealers | 12 | 11 196 | 2 349 | 477 | 96 | 11.8 | 6.3 |
| 441320 | Tire dealers | 12 | 11 196 | 2 349 | 477 | 96 | 11.8 | 6.3 |
| 442 | Furniture & home furnishings stores | 34 | 27 799 | 3 910 | 794 | 205 | 8.5 | 4.2 |
| 4421 | Furniture stores | 13 | 12 325 | 1 514 | 344 | 76 | 9.5 | 5.9 |
| 44211 | Furniture stores | 13 | 12 325 | 1 514 | 344 | 76 | 9.5 | 5.9 |
| 442110 | Furniture stores | 13 | 12 325 | 1 514 | 344 | 76 | 9.5 | 5.9 |
| 4422 | Home furnishings stores | 21 | 15 474 | 2 396 | 450 | 129 | 7.7 | 2.8 |
| 44229 | Other home furnishings stores | 15 | 12 869 | 1 522 | 351 | 111 | 1.7 | – |
| 442299 | All other home furnishings stores | 14 | D | D | D | c | D | D |
| 443 | Electronics & appliance stores | 12 | 6 067 | 784 | 240 | 72 | 7.1 | 2.5 |
| 4431 | Electronics & appliance stores | 12 | 6 067 | 784 | 240 | 72 | 7.1 | 2.5 |
| 44311 | Appliance, television, & other electronics stores | 10 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 6 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 11 | 41 216 | 4 589 | 1 015 | 224 | 1.9 | – |
| 4441 | Building material & supplies dealers | 9 | D | D | D | c | D | D |
| 44411 | Home centers | 1 | D | D | D | c | D | D |
| 444110 | Home centers | 1 | D | D | D | c | D | D |
| 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 | 5 | 12 277 | 1 148 | 234 | 46 | 1.8 | – |
| 444190 | Other building material dealers | 5 | 12 277 | 1 148 | 234 | 46 | 1.8 | – |
| 445 | Food & beverage stores | 22 | 130 299 | 14 404 | 3 256 | 740 | 2.7 | 6.3 |
| 4451 | Grocery stores | 15 | 127 920 | 14 130 | 3 188 | 706 | 1.7 | 6.5 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 12 | 123 672 | 13 722 | 3 102 | 670 | 1.6 | 6.7 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 12 | 123 672 | 13 722 | 3 102 | 670 | 1.6 | 6.7 |
| 4452 | Specialty food stores | 4 | D | D | D | b | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **VACAVILLE, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 446 | Health & personal care stores | 18 | 25 944 | 3 939 | 953 | 221 | 1.3 | .4 |
| 4461 | Health & personal care stores | 18 | 25 944 | 3 939 | 953 | 221 | 1.3 | .4 |
| 4461101 | Pharmacies & drug stores | 5 | 18 909 | 3 047 | 737 | 163 | – | – |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 5 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 5 | D | D | D | a | D | D |
| 44619 | Other health & personal care stores | 5 | 4 162 | 448 | 115 | 28 | 7.2 | 2.5 |
| 446191 | Food (health) supplement stores | 3 | D | D | D | a | D | D |
| 446199 | All other health & personal care stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 25 | 50 180 | 2 182 | 504 | 156 | .5 | 8.7 |
| 4471 | Gasoline stations | 25 | 50 180 | 2 182 | 504 | 156 | .5 | 8.7 |
| 44711 | Gasoline stations with convenience stores | 11 | 28 822 | 1 178 | 250 | 81 | – | 4.6 |
| 447110 | Gasoline stations with convenience stores | 11 | 28 822 | 1 178 | 250 | 81 | – | 4.6 |
| 44719 | Other gasoline stations | 14 | 21 358 | 1 004 | 254 | 75 | 1.1 | 14.2 |
| 447190 | Other gasoline stations | 14 | 21 358 | 1 004 | 254 | 75 | 1.1 | 14.2 |
| 448 | Clothing & clothing accessories stores | 70 | 65 548 | 6 175 | 1 377 | 473 | 1.7 | .9 |
| 4481 | Clothing stores | 42 | 45 805 | 4 243 | 939 | 321 | .5 | 1.1 |
| 44811 | Men's clothing stores | 5 | 3 603 | 358 | 90 | 27 | – | – |
| 448110 | Men's clothing stores | 5 | 3 603 | 358 | 90 | 27 | – | – |
| 44812 | Women's clothing stores | 17 | 9 362 | 1 156 | 260 | 94 | 1.8 | 4.5 |
| 448120 | Women's clothing stores | 17 | 9 362 | 1 156 | 260 | 94 | 1.8 | 4.5 |
| 44813 | Children's & infants' clothing stores | 2 | D | D | D | a | D | D |
| 448130 | Children's & infants' clothing stores | 2 | D | D | D | a | D | D |
| 44814 | Family clothing stores | 10 | 27 034 | 2 162 | 450 | 148 | – | – |
| 448140 | Family clothing stores | 10 | 27 034 | 2 162 | 450 | 148 | – | – |
| 44815 | Clothing accessories stores | 3 | D | D | D | a | D | D |
| 448150 | Clothing accessories stores | 3 | D | D | D | a | D | D |
| 44819 | Other clothing stores | 5 | D | D | D | b | D | D |
| 448190 | Other clothing stores | 5 | D | D | D | b | D | D |
| 4482 | Shoe stores | 15 | 13 126 | 1 144 | 267 | 103 | – | – |
| 44821 | Shoe stores | 15 | 13 126 | 1 144 | 267 | 103 | – | – |
| 448210 | Shoe stores | 15 | 13 126 | 1 144 | 267 | 103 | – | – |
| 4482101 | Men's shoe stores | 2 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 3 | D | D | D | b | D | D |
| 4482104 | Family shoe stores | 9 | 7 233 | 652 | 147 | 52 | – | – |
| 4482105 | Athletic footwear stores | 1 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 13 | 6 617 | 788 | 171 | 49 | 13.0 | .9 |
| 44831 | Jewelry stores | 7 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 7 | D | D | D | b | D | D |
| 44832 | Luggage & leather goods stores | 6 | D | D | D | b | D | D |
| 448320 | Luggage & leather goods stores | 6 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 29 | 29 822 | 3 583 | 833 | 335 | 6.9 | 3.8 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 21 | 22 595 | 2 795 | 640 | 251 | 9.1 | 5.0 |
| 45111 | Sporting goods stores | 12 | 14 737 | 1 723 | 424 | 154 | 9.8 | 1.0 |
| 451110 | Sporting goods stores | 12 | 14 737 | 1 723 | 424 | 154 | 9.8 | 1.0 |
| 4511101 | General-line sporting goods stores | 4 | 10 423 | 989 | 254 | 108 | – | – |
| 4511102 | Specialty-line sporting goods stores | 8 | 4 314 | 734 | 170 | 46 | 33.6 | 3.3 |
| 45112 | Hobby, toy, & game stores | 7 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 7 | 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 | 8 | 7 227 | 788 | 193 | 84 | – | – |
| 45121 | Book stores & news dealers | 6 | D | D | D | b | D | D |
| 451211 | Book stores | 6 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 4 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 2 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 2 | D | D | D | b | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 2 | D | D | D | b | D | D |
| 452 | General merchandise stores | 5 | D | D | D | f | D | D |
| 4521 | Department stores (incl leased depts) ## | 3 | D | N | N | N | D | D |
| 45211 | Department stores (incl leased depts) ## | 3 | D | N | N | N | D | D |
| 4521 | Department stores (excl leased depts) | 3 | D | D | D | f | D | D |
| 45211 | Department stores (excl leased depts) | 3 | D | D | D | f | D | D |
| 452110 | Department stores (excl leased depts) | 3 | D | D | D | f | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | b | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4529 | Other general merchandise stores | 2 | 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 |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **VACAVILLE, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 37 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 12 | 10 808 | 959 | 257 | 89 | 3.8 | 4.3 |
| 45321 | Office supplies & stationery stores | 4 | D | D | D | b | D | D |
| 453210 | Office supplies & stationery stores | 4 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 4 | D | D | D | b | D | D |
| 45322 | Gift, novelty, & souvenir stores | 8 | D | D | D | b | D | D |
| 453220 | Gift, novelty, & souvenir stores | 8 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 6 | 1 023 | 158 | 39 | 16 | 13.8 | 3.9 |
| 45331 | Used merchandise stores | 6 | 1 023 | 158 | 39 | 16 | 13.8 | 3.9 |
| 453310 | Used merchandise stores | 6 | 1 023 | 158 | 39 | 16 | 13.8 | 3.9 |
| 4539 | Other miscellaneous store retailers | 15 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 45393 | Manufactured (mobile) home dealers | 1 | D | D | D | a | D | D |
| 453930 | Manufactured (mobile) home dealers | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 11 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 5 | D | D | D | a | D | D |
| | **VALLEJO, CA** | | | | | | | |
| **44-45** | **Retail trade** | **279** | **791 025** | **83 227** | **19 288** | **4 187** | **4.5** | **4.2** |
| 441 | Motor vehicle & parts dealers | 39 | 227 693 | 24 017 | 5 649 | 717 | 1.6 | 2.4 |
| 4411 | Automobile dealers | 14 | D | D | D | e | D | D |
| 44111 | New car dealers | 12 | 199 282 | 19 403 | 4 581 | 486 | – | 1.1 |
| 441110 | New car dealers | 12 | 199 282 | 19 403 | 4 581 | 486 | – | 1.1 |
| 4412 | Other motor vehicle dealers | 8 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 7 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 4 | 7 477 | 908 | 215 | 66 | – | 19.1 |
| 441222 | Boat dealers | 3 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 17 | 17 770 | 2 960 | 689 | 140 | 12.8 | 10.3 |
| 44131 | Automotive parts & accessories stores | 12 | 15 620 | 2 364 | 548 | 115 | 2.7 | 10.4 |
| 441310 | Automotive parts & accessories stores | 12 | 15 620 | 2 364 | 548 | 115 | 2.7 | 10.4 |
| 442 | Furniture & home furnishings stores | 16 | 12 321 | 1 643 | 346 | 79 | 3.8 | 13.1 |
| 4421 | Furniture stores | 10 | 7 537 | 885 | 189 | 46 | 4.2 | 21.4 |
| 44211 | Furniture stores | 10 | 7 537 | 885 | 189 | 46 | 4.2 | 21.4 |
| 442110 | Furniture stores | 10 | 7 537 | 885 | 189 | 46 | 4.2 | 21.4 |
| 4422 | Home furnishings stores | 6 | 4 784 | 758 | 157 | 33 | 3.1 | – |
| 44221 | Floor covering stores | 4 | D | D | D | a | D | D |
| 442210 | Floor covering stores | 4 | D | D | D | a | D | D |
| 44229 | Other home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 17 | 6 343 | 1 216 | 305 | 64 | 17.8 | 8.2 |
| 4431 | Electronics & appliance stores | 17 | 6 343 | 1 216 | 305 | 64 | 17.8 | 8.2 |
| 44311 | Appliance, television, & other electronics stores | 15 | D | D | D | b | D | D |
| 443111 | Household appliance stores | 8 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 7 | 3 000 | 568 | 158 | 30 | 9.1 | – |
| 444 | Building material & garden equipment & supplies dealers | 18 | 57 115 | 7 015 | 1 664 | 279 | 1.9 | .2 |
| 4441 | Building material & supplies dealers | 16 | D | D | D | e | D | D |
| 44411 | Home centers | 1 | D | D | D | c | D | D |
| 444110 | Home centers | 1 | D | D | D | c | D | D |
| 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 | 5 | 12 852 | 1 472 | 329 | 61 | – | – |
| 444130 | Hardware stores | 5 | 12 852 | 1 472 | 329 | 61 | – | – |
| 44419 | Other building material dealers | 8 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 8 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 45 | 161 593 | 17 558 | 3 934 | 944 | 4.9 | 3.8 |
| 4451 | Grocery stores | 27 | 152 338 | 16 659 | 3 706 | 834 | 1.7 | 3.3 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 19 | 148 114 | 16 430 | 3 652 | 809 | .5 | 2.4 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 19 | 148 114 | 16 430 | 3 652 | 809 | .5 | 2.4 |
| 4452 | Specialty food stores | 6 | 3 494 | 640 | 176 | 87 | 31.5 | – |
| 4453 | Beer, wine, & liquor stores | 12 | 5 761 | 259 | 52 | 23 | 73.5 | 20.0 |
| 44531 | Beer, wine, & liquor stores | 12 | 5 761 | 259 | 52 | 23 | 73.5 | 20.0 |
| 445310 | Beer, wine, & liquor stores | 12 | 5 761 | 259 | 52 | 23 | 73.5 | 20.0 |
| 446 | Health & personal care stores | 22 | 40 420 | 8 819 | 1 964 | 336 | 1.9 | 21.5 |
| 4461 | Health & personal care stores | 22 | 40 420 | 8 819 | 1 964 | 336 | 1.9 | 21.5 |
| 44611 | Pharmacies & drug stores | 10 | 31 663 | 7 403 | 1 673 | 275 | – | 24.6 |
| 446110 | Pharmacies & drug stores | 10 | 31 663 | 7 403 | 1 673 | 275 | – | 24.6 |
| 4461101 | Pharmacies & drug stores | 10 | 31 663 | 7 403 | 1 673 | 275 | – | 24.6 |
| 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 |
| 44619 | Other health & personal care stores | 7 | 7 265 | 1 173 | 237 | 42 | 10.6 | 12.1 |
| 446191 | Food (health) supplement stores | 3 | D | D | D | a | D | D |
| 446199 | All other health & personal care stores | 4 | D | D | D | b | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **VALLEJO, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 447 | Gasoline stations | 33 | 71 368 | 2 739 | 597 | 219 | 21.5 | 8.2 |
| 4471 | Gasoline stations | 33 | 71 368 | 2 739 | 597 | 219 | 21.5 | 8.2 |
| 44711 | Gasoline stations with convenience stores | 21 | 40 795 | 1 405 | 305 | 125 | 15.8 | 14.4 |
| 447110 | Gasoline stations with convenience stores | 21 | 40 795 | 1 405 | 305 | 125 | 15.8 | 14.4 |
| 44719 | Other gasoline stations | 12 | 30 573 | 1 334 | 292 | 94 | 29.0 | – |
| 447190 | Other gasoline stations | 12 | 30 573 | 1 334 | 292 | 94 | 29.0 | – |
| 448 | Clothing & clothing accessories stores | 28 | 16 554 | 1 887 | 445 | 160 | 15.3 | 9.0 |
| 4481 | Clothing stores | 15 | 13 582 | 1 427 | 328 | 126 | 16.8 | 5.1 |
| 44814 | Family clothing stores | 4 | D | D | D | b | D | D |
| 448140 | Family clothing stores | 4 | D | D | D | b | D | D |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 17 | 16 423 | 1 717 | 476 | 170 | 1.0 | .2 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 14 | 14 004 | 1 460 | 411 | 129 | 1.2 | .2 |
| 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 |
| 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 | 3 | 2 419 | 257 | 65 | 41 | – | – |
| 4512112 | Specialty book stores | 2 | D | D | D | a | D | D |
| 452 | General merchandise stores | 8 | 155 040 | 11 810 | 2 811 | 849 | .1 | 1.4 |
| 4521 | Department stores (incl leased depts) ## | 3 | D | N | N | N | D | D |
| 45211 | Department stores (incl leased depts) ## | 3 | D | N | N | N | D | D |
| 4521 | Department stores (excl leased depts) | 3 | D | D | D | f | D | D |
| 45211 | Department stores (excl leased depts) | 3 | D | D | D | f | D | D |
| 452110 | Department stores (excl leased depts) | 3 | D | D | D | f | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | b | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4529 | Other general merchandise stores | 5 | D | D | D | e | D | D |
| 45291 | Warehouse clubs & superstores | 1 | D | D | D | c | D | D |
| 452910 | Warehouse clubs & superstores | 1 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 4 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 4 | D | D | D | b | D | D |
| 4529902 | Catalog showrooms | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 30 | 19 032 | 3 224 | 720 | 306 | 9.2 | 4.5 |
| 4531 | Florists | 5 | 1 663 | 374 | 89 | 36 | 15.7 | – |
| 45311 | Florists | 5 | 1 663 | 374 | 89 | 36 | 15.7 | – |
| 453110 | Florists | 5 | 1 663 | 374 | 89 | 36 | 15.7 | – |
| 4532 | Office supplies, stationery, & gift stores | 12 | 10 015 | 1 446 | 294 | 151 | 10.1 | 4.8 |
| 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 | 2 | D | D | D | b | D | D |
| 45322 | Gift, novelty, & souvenir stores | 9 | D | D | D | c | D | D |
| 453220 | Gift, novelty, & souvenir stores | 9 | D | D | D | c | D | D |
| 4533 | Used merchandise stores | 5 | 3 699 | 811 | 193 | 74 | – | 10.0 |
| 45331 | Used merchandise stores | 5 | 3 699 | 811 | 193 | 74 | – | 10.0 |
| 453310 | Used merchandise stores | 5 | 3 699 | 811 | 193 | 74 | – | 10.0 |
| 4539 | Other miscellaneous store retailers | 8 | 3 655 | 593 | 144 | 45 | 13.1 | – |
| 45391 | Pet & pet supplies stores | 3 | 2 778 | 379 | 94 | 32 | – | – |
| 453910 | Pet & pet supplies stores | 3 | 2 778 | 379 | 94 | 32 | – | – |
| 45399 | All other miscellaneous store retailers | 5 | 877 | 214 | 50 | 13 | 54.5 | – |
| 454 | Nonstore retailers | 6 | 7 123 | 1 582 | 377 | 64 | 14.7 | – |
| 4543 | Direct selling establishments | 4 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 3 | 5 411 | 1 362 | 324 | 49 | D | – |
| 454390 | Other direct selling establishments | 3 | 5 411 | 1 362 | 324 | 49 | D | – |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **VERNON, CA *** | | | | | | | |
| **44-45** | **Retail trade** | **36** | **86 876** | **11 622** | **2 665** | **429** | **9.8** | **4.9** |
| 441 | Motor vehicle & parts dealers | 6 | 14 670 | 1 674 | 410 | 64 | 23.4 | – |
| 4413 | Automotive parts, accessories, & tire stores | 6 | 14 670 | 1 674 | 410 | 64 | 23.4 | – |
| 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 | 3 | 1 605 | 242 | 57 | 14 | D | 24.0 |
| 444 | Building material & garden equipment & supplies dealers | 6 | 30 951 | 3 957 | 1 201 | 89 | – | – |
| 4441 | Building material & supplies dealers | 6 | 30 951 | 3 957 | 1 201 | 89 | – | – |
| 44419 | Other building material dealers | 4 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 4 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 3 | 4 135 | 484 | 99 | 20 | – | 8.1 |
| 4452 | Specialty food stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 5 | 11 269 | 699 | 167 | 47 | 44.1 | – |
| 44711 | Gasoline stations with convenience stores | 2 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 2 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 5 | 13 676 | 3 512 | 470 | 137 | – | 25.4 |
| 4481 | Clothing stores | 4 | D | D | D | c | D | D |
| 44812 | Women's clothing stores | 3 | D | D | D | c | D | D |
| 448120 | Women's clothing stores | 3 | D | D | D | c | D | D |
| 44819 | Other clothing stores | 1 | D | D | D | a | D | D |
| 448190 | Other clothing stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 5 | 8 923 | 565 | 142 | 30 | – | – |
| 45299 | All other general merchandise stores | 5 | 8 923 | 565 | 142 | 30 | – | – |
| 452990 | All other general merchandise stores | 5 | 8 923 | 565 | 142 | 30 | – | – |
| 4529903 | Miscellaneous general merchandise stores | 5 | 8 923 | 565 | 142 | 30 | – | – |
| 453 | Miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **VICTORVILLE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **304** | **839 923** | **80 969** | **19 650** | **4 766** | **4.7** | **3.6** |
| 441 | Motor vehicle & parts dealers | 37 | 176 940 | 17 616 | 4 251 | 583 | 11.6 | 2.3 |
| 4411 | Automobile dealers | 11 | 147 315 | 13 694 | 3 316 | 387 | 11.6 | .4 |
| 44111 | New car dealers | 8 | 144 785 | 13 674 | 3 311 | 383 | 10.5 | – |
| 441110 | New car dealers | 8 | 144 785 | 13 674 | 3 311 | 383 | 10.5 | – |
| 4412 | Other motor vehicle dealers | 4 | 9 462 | 949 | 205 | 36 | 25.9 | – |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 3 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 3 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 22 | 20 163 | 2 973 | 730 | 160 | 4.8 | 17.4 |
| 44131 | Automotive parts & accessories stores | 13 | 12 838 | 1 687 | 427 | 105 | 2.7 | 19.4 |
| 441310 | Automotive parts & accessories stores | 13 | 12 838 | 1 687 | 427 | 105 | 2.7 | 19.4 |
| 44132 | Tire dealers | 9 | 7 325 | 1 286 | 303 | 55 | 8.5 | 14.0 |
| 441320 | Tire dealers | 9 | 7 325 | 1 286 | 303 | 55 | 8.5 | 14.0 |
| 442 | Furniture & home furnishings stores | 22 | 13 863 | 1 881 | 458 | 107 | 19.8 | 2.0 |
| 4421 | Furniture stores | 12 | 9 229 | 1 093 | 263 | 61 | 22.9 | 3.0 |
| 44211 | Furniture stores | 12 | 9 229 | 1 093 | 263 | 61 | 22.9 | 3.0 |
| 442110 | Furniture stores | 12 | 9 229 | 1 093 | 263 | 61 | 22.9 | 3.0 |
| 4422 | Home furnishings stores | 10 | 4 634 | 788 | 195 | 46 | 13.7 | – |
| 44221 | Floor covering stores | 6 | 2 894 | 542 | 128 | 25 | 10.3 | – |
| 442210 | Floor covering stores | 6 | 2 894 | 542 | 128 | 25 | 10.3 | – |
| 44229 | Other home furnishings stores | 4 | 1 740 | 246 | 67 | 21 | 19.3 | – |
| 443 | Electronics & appliance stores | 12 | 48 222 | 3 463 | 822 | 212 | 1.4 | – |
| 4431 | Electronics & appliance stores | 12 | 48 222 | 3 463 | 822 | 212 | 1.4 | – |
| 44311 | Appliance, television, & other electronics stores | 7 | 45 862 | 3 163 | 753 | 190 | .1 | – |
| 443111 | Household appliance stores | 1 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 6 | D | D | D | c | D | D |
| 44312 | Computer & software stores | 4 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 4 | 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 | 10 | 59 650 | 6 804 | 1 646 | 338 | 1.0 | – |
| 4441 | Building material & supplies dealers | 9 | D | D | D | e | D | D |
| 44411 | Home centers | 3 | 47 876 | 5 745 | 1 402 | 297 | – | – |
| 444110 | Home centers | 3 | 47 876 | 5 745 | 1 402 | 297 | – | – |
| 44419 | Other building material dealers | 4 | 10 673 | 829 | 182 | 30 | – | – |
| 444190 | Other building material dealers | 4 | 10 673 | 829 | 182 | 30 | – | – |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **VICTORVILLE, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 445 | Food & beverage stores | 25 | 142 034 | 13 376 | 3 331 | 622 | 2.3 | .3 |
| 4451 | Grocery stores | 17 | 139 345 | 13 169 | 3 287 | 596 | 1.7 | .1 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 10 | 137 399 | 13 087 | 3 268 | 588 | .7 | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 10 | 137 399 | 13 087 | 3 268 | 588 | .7 | – |
| 4452 | Specialty food stores | 4 | 1 342 | 162 | 37 | 22 | 9.8 | 5.7 |
| 446 | Health & personal care stores | 22 | 32 805 | 4 647 | 1 214 | 247 | 4.6 | 3.3 |
| 4461 | Health & personal care stores | 22 | 32 805 | 4 647 | 1 214 | 247 | 4.6 | 3.3 |
| 44611 | Pharmacies & drug stores | 9 | 26 424 | 3 835 | 1 001 | 177 | 5.0 | – |
| 446110 | Pharmacies & drug stores | 9 | 26 424 | 3 835 | 1 001 | 177 | 5.0 | – |
| 4461101 | Pharmacies & drug stores | 9 | 26 424 | 3 835 | 1 001 | 177 | 5.0 | – |
| 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 |
| 44613 | Optical goods stores | 6 | 3 276 | 445 | 128 | 38 | – | – |
| 446130 | Optical goods stores | 6 | 3 276 | 445 | 128 | 38 | – | – |
| 44619 | Other health & personal care stores | 4 | D | D | D | a | D | D |
| 446191 | Food (health) supplement stores | 4 | D | D | D | a | D | D |
| 447 | Gasoline stations | 27 | 53 716 | 2 422 | 577 | 197 | 13.7 | 28.6 |
| 4471 | Gasoline stations | 27 | 53 716 | 2 422 | 577 | 197 | 13.7 | 28.6 |
| 44711 | Gasoline stations with convenience stores | 14 | 35 300 | 1 258 | 287 | 132 | 5.8 | 19.8 |
| 447110 | Gasoline stations with convenience stores | 14 | 35 300 | 1 258 | 287 | 132 | 5.8 | 19.8 |
| 44719 | Other gasoline stations | 13 | 18 416 | 1 164 | 290 | 65 | 28.8 | 45.6 |
| 447190 | Other gasoline stations | 13 | 18 416 | 1 164 | 290 | 65 | 28.8 | 45.6 |
| 448 | Clothing & clothing accessories stores | 63 | 32 041 | 3 845 | 913 | 383 | 2.9 | 8.9 |
| 4481 | Clothing stores | 33 | 20 129 | 2 223 | 538 | 262 | 3.5 | 10.8 |
| 44814 | Family clothing stores | 7 | 9 352 | 889 | 209 | 89 | 7.1 | – |
| 448140 | Family clothing stores | 7 | 9 352 | 889 | 209 | 89 | 7.1 | – |
| 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 | 2 | D | D | D | a | D | D |
| 448190 | Other clothing stores | 2 | D | D | D | a | D | D |
| 4482 | Shoe stores | 19 | 6 367 | 725 | 179 | 63 | .9 | – |
| 44821 | Shoe stores | 19 | 6 367 | 725 | 179 | 63 | .9 | – |
| 448210 | Shoe stores | 19 | 6 367 | 725 | 179 | 63 | .9 | – |
| 4482104 | Family shoe stores | 14 | D | D | D | b | D | D |
| 4482105 | Athletic footwear stores | 4 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 11 | 5 545 | 897 | 196 | 58 | 2.8 | 12.0 |
| 44831 | Jewelry stores | 10 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 10 | D | D | D | b | D | D |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 31 | 28 392 | 3 094 | 754 | 299 | 4.4 | 5.6 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 20 | 21 616 | 2 237 | 529 | 194 | 4.8 | 1.3 |
| 45111 | Sporting goods stores | 7 | 5 346 | 598 | 146 | 51 | 5.4 | – |
| 451110 | Sporting goods stores | 7 | 5 346 | 598 | 146 | 51 | 5.4 | – |
| 4511101 | General-line sporting goods stores | 2 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 5 | 11 744 | 1 101 | 242 | 87 | – | 1.0 |
| 451120 | Hobby, toy, & game stores | 5 | 11 744 | 1 101 | 242 | 87 | – | 1.0 |
| 45113 | Sewing, needlework, & piece goods stores | 5 | 3 786 | 444 | 123 | 48 | – | 4.5 |
| 451130 | Sewing, needlework, & piece goods stores | 5 | 3 786 | 444 | 123 | 48 | – | 4.5 |
| 45114 | Musical instrument & supplies stores | 3 | 740 | 94 | 18 | 8 | 100.0 | – |
| 451140 | Musical instrument & supplies stores | 3 | 740 | 94 | 18 | 8 | 100.0 | – |
| 4512 | Book, periodical, & music stores | 11 | 6 776 | 857 | 225 | 105 | 3.2 | 19.2 |
| 45121 | Book stores & news dealers | 6 | 2 812 | 392 | 100 | 59 | 7.8 | 19.3 |
| 451211 | Book stores | 5 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 5 | D | D | D | b | D | D |
| 451212 | News dealers & newsstands | 1 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 5 | 3 964 | 465 | 125 | 46 | – | 19.1 |
| 451220 | Prerecorded tape, compact disc, & record stores | 5 | 3 964 | 465 | 125 | 46 | – | 19.1 |
| 452 | General merchandise stores | 12 | 219 757 | 19 645 | 4 747 | 1 489 | – | 1.9 |
| 4521 | Department stores (incl leased depts) ## | 8 | 148 411 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 8 | 148 411 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 8 | 147 052 | 15 100 | 3 606 | 1 238 | – | – |
| 45211 | Department stores (excl leased depts) | 8 | 147 052 | 15 100 | 3 606 | 1 238 | – | – |
| 452110 | Department stores (excl leased depts) | 8 | 147 052 | 15 100 | 3 606 | 1 238 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | c | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 3 | 78 528 | 7 359 | 1 688 | 654 | – | – |
| 4521103 | National chain department stores (excl leased depts) | 3 | D | D | D | e | D | D |
| 4529 | Other general merchandise stores | 4 | 72 705 | 4 545 | 1 141 | 251 | – | 5.6 |
| 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 | 3 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 3 | D | D | D | b | D | D |
| 4529902 | Catalog showrooms | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 2 | D | D | D | b | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **VICTORVILLE, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 38 | 28 320 | 3 390 | 764 | 267 | 2.9 | 1.9 |
| 4531 | Florists | 4 | 1 433 | 265 | 66 | 36 | – | – |
| 45311 | Florists | 4 | 1 433 | 265 | 66 | 36 | – | – |
| 453110 | Florists | 4 | 1 433 | 265 | 66 | 36 | – | – |
| 4532 | Office supplies, stationery, & gift stores | 15 | 11 551 | 1 338 | 315 | 118 | 2.9 | 2.2 |
| 45321 | Office supplies & stationery stores | 6 | 9 185 | 1 056 | 253 | 71 | – | 1.4 |
| 453210 | Office supplies & stationery stores | 6 | 9 185 | 1 056 | 253 | 71 | – | 1.4 |
| 4532101 | Stationery stores | 2 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 4 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 5 | 1 490 | 495 | 117 | 39 | – | 18.6 |
| 45331 | Used merchandise stores | 5 | 1 490 | 495 | 117 | 39 | – | 18.6 |
| 453310 | Used merchandise stores | 5 | 1 490 | 495 | 117 | 39 | – | 18.6 |
| 4539 | Other miscellaneous store retailers | 14 | 13 846 | 1 292 | 266 | 74 | 3.5 | – |
| 45391 | Pet & pet supplies stores | 2 | D | D | D | b | D | D |
| 453910 | Pet & pet supplies stores | 2 | D | D | D | b | D | D |
| 45392 | Art dealers | 1 | D | D | D | a | D | D |
| 453920 | Art dealers | 1 | D | D | D | a | D | D |
| 45393 | Manufactured (mobile) home dealers | 2 | D | D | D | a | D | D |
| 453930 | Manufactured (mobile) home dealers | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 9 | 2 074 | 316 | 66 | 20 | 16.8 | .3 |
| 454 | Nonstore retailers | 5 | 4 183 | 786 | 173 | 22 | – | 1.7 |
| 4543 | Direct selling establishments | 5 | 4 183 | 786 | 173 | 22 | – | 1.7 |
| 45439 | Other direct selling establishments | 4 | D | D | D | a | D | D |
| 454390 | Other direct selling establishments | 4 | D | D | D | a | D | D |
| | **VILLA PARK, CA** | | | | | | | |
| **44-45** | **Retail trade** | **6** | **21 255** | **2 473** | **636** | **115** | **–** | **2.7** |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 2 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 1 | D | D | D | b | D | D |
| 447 | Gasoline stations | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 1 | D | D | D | a | D | D |
| | **VISALIA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **436** | **1 042 924** | **100 744** | **24 193** | **6 124** | **7.3** | **3.9** |
| 441 | Motor vehicle & parts dealers | 61 | 214 574 | 17 936 | 4 175 | 845 | 17.3 | 4.6 |
| 4411 | Automobile dealers | 24 | 178 845 | 12 380 | 2 914 | 563 | 18.0 | 2.2 |
| 44111 | New car dealers | 11 | 163 182 | 11 634 | 2 738 | 524 | 16.9 | 2.3 |
| 441110 | New car dealers | 11 | 163 182 | 11 634 | 2 738 | 524 | 16.9 | 2.3 |
| 44112 | Used car dealers | 13 | 15 663 | 746 | 176 | 39 | 30.3 | .9 |
| 441120 | Used car dealers | 13 | 15 663 | 746 | 176 | 39 | 30.3 | .9 |
| 4412 | Other motor vehicle dealers | 6 | 5 536 | 558 | 117 | 31 | 5.8 | 3.9 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 5 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 4 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 31 | 30 193 | 4 998 | 1 144 | 251 | 14.8 | 19.6 |
| 44131 | Automotive parts & accessories stores | 20 | 21 835 | 3 548 | 785 | 187 | 15.7 | 23.7 |
| 441310 | Automotive parts & accessories stores | 20 | 21 835 | 3 548 | 785 | 187 | 15.7 | 23.7 |
| 44132 | Tire dealers | 11 | 8 358 | 1 450 | 359 | 64 | 12.7 | 8.8 |
| 441320 | Tire dealers | 11 | 8 358 | 1 450 | 359 | 64 | 12.7 | 8.8 |
| 442 | Furniture & home furnishings stores | 33 | 26 905 | 4 705 | 999 | 226 | 18.2 | 5.6 |
| 4421 | Furniture stores | 13 | 13 687 | 1 941 | 464 | 109 | 17.6 | 5.4 |
| 44211 | Furniture stores | 13 | 13 687 | 1 941 | 464 | 109 | 17.6 | 5.4 |
| 442110 | Furniture stores | 13 | 13 687 | 1 941 | 464 | 109 | 17.6 | 5.4 |
| 4422 | Home furnishings stores | 20 | 13 218 | 2 764 | 535 | 117 | 18.8 | 5.9 |
| 44221 | Floor covering stores | 10 | 8 756 | 2 284 | 428 | 83 | 12.9 | 8.9 |
| 442210 | Floor covering stores | 10 | 8 756 | 2 284 | 428 | 83 | 12.9 | 8.9 |
| 44229 | Other home furnishings stores | 10 | 4 462 | 480 | 107 | 34 | 30.2 | – |
| 442291 | Window treatment stores | 3 | 1 581 | 169 | 40 | 9 | D | – |
| 442299 | All other home furnishings stores | 7 | 2 881 | 311 | 67 | 25 | 18.4 | – |
| 443 | Electronics & appliance stores | 20 | 25 614 | 2 759 | 663 | 169 | 7.3 | 6.5 |
| 4431 | Electronics & appliance stores | 20 | 25 614 | 2 759 | 663 | 169 | 7.3 | 6.5 |
| 44311 | Appliance, television, & other electronics stores | 16 | 23 786 | 2 556 | 612 | 152 | 4.9 | 7.0 |
| 443111 | Household appliance stores | 5 | 2 475 | 224 | 36 | 13 | 18.7 | – |
| 443112 | Radio, television, & other electronics stores | 11 | 21 311 | 2 332 | 576 | 139 | 3.3 | 7.9 |
| 44312 | Computer & software stores | 2 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 2 | D | D | D | a | 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 |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **VISALIA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 444 | Building material & garden equipment & supplies dealers | 30 | 124 319 | 12 681 | 3 252 | 578 | 1.8 | 1.8 |
| 4441 | Building material & supplies dealers | 24 | 120 465 | 12 141 | 3 136 | 555 | 1.7 | 1.8 |
| 44411 | Home centers | 3 | D | D | D | e | D | D |
| 444110 | Home centers | 3 | D | D | D | e | D | D |
| 44412 | Paint & wallpaper stores | 4 | D | D | D | b | D | D |
| 444120 | Paint & wallpaper stores | 4 | D | D | D | b | D | D |
| 44413 | Hardware stores | 2 | D | D | D | b | D | D |
| 444130 | Hardware stores | 2 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 15 | 54 384 | 5 078 | 1 278 | 168 | 2.1 | 4.0 |
| 444190 | Other building material dealers | 15 | 54 384 | 5 078 | 1 278 | 168 | 2.1 | 4.0 |
| 4442 | Lawn & garden equipment & supplies stores | 6 | 3 854 | 540 | 116 | 23 | 3.1 | – |
| 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 | 43 | 186 967 | 17 846 | 4 138 | 1 073 | 5.6 | 2.3 |
| 4451 | Grocery stores | 26 | 180 611 | 16 627 | 3 854 | 966 | 4.5 | 1.7 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 21 | 177 070 | 16 291 | 3 797 | 938 | 4.6 | 1.6 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 21 | 177 070 | 16 291 | 3 797 | 938 | 4.6 | 1.6 |
| 4452 | Specialty food stores | 12 | 4 095 | 1 033 | 238 | 90 | 36.3 | 21.4 |
| 446 | Health & personal care stores | 36 | 46 304 | 6 377 | 1 544 | 344 | 5.9 | 12.7 |
| 4461 | Health & personal care stores | 36 | 46 304 | 6 377 | 1 544 | 344 | 5.9 | 12.7 |
| 44611 | Pharmacies & drug stores | 16 | 39 117 | 4 953 | 1 202 | 264 | 7.0 | 13.9 |
| 446110 | Pharmacies & drug stores | 16 | 39 117 | 4 953 | 1 202 | 264 | 7.0 | 13.9 |
| 4461101 | Pharmacies & drug stores | 16 | 39 117 | 4 953 | 1 202 | 264 | 7.0 | 13.9 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 5 | D | D | D | b | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 5 | D | D | D | b | D | D |
| 44613 | Optical goods stores | 5 | 2 551 | 498 | 114 | 25 | – | – |
| 446130 | Optical goods stores | 5 | 2 551 | 498 | 114 | 25 | – | – |
| 44619 | Other health & personal care stores | 10 | D | D | D | b | D | D |
| 446191 | Food (health) supplement stores | 4 | D | D | D | a | D | D |
| 447 | Gasoline stations | 34 | 61 464 | 3 033 | 682 | 251 | 14.4 | 12.2 |
| 4471 | Gasoline stations | 34 | 61 464 | 3 033 | 682 | 251 | 14.4 | 12.2 |
| 44711 | Gasoline stations with convenience stores | 23 | 46 064 | 2 256 | 515 | 188 | 18.6 | 7.2 |
| 447110 | Gasoline stations with convenience stores | 23 | 46 064 | 2 256 | 515 | 188 | 18.6 | 7.2 |
| 44719 | Other gasoline stations | 11 | 15 400 | 777 | 167 | 63 | 1.9 | 27.1 |
| 447190 | Other gasoline stations | 11 | 15 400 | 777 | 167 | 63 | 1.9 | 27.1 |
| 448 | Clothing & clothing accessories stores | 72 | 41 807 | 5 113 | 1 276 | 427 | 2.4 | 4.7 |
| 4481 | Clothing stores | 42 | 28 301 | 3 529 | 860 | 308 | 2.2 | 3.5 |
| 44811 | Men's clothing stores | 8 | D | D | D | b | D | D |
| 448110 | Men's clothing stores | 8 | D | D | D | b | D | D |
| 44814 | Family clothing stores | 7 | 11 275 | 1 079 | 250 | 83 | – | .6 |
| 448140 | Family clothing stores | 7 | 11 275 | 1 079 | 250 | 83 | – | .6 |
| 44815 | Clothing accessories stores | 3 | D | D | D | a | D | D |
| 448150 | Clothing accessories stores | 3 | D | D | D | a | D | D |
| 44819 | Other clothing stores | 5 | 4 495 | 627 | 172 | 52 | .9 | – |
| 448190 | Other clothing stores | 5 | 4 495 | 627 | 172 | 52 | .9 | – |
| 4482 | Shoe stores | 17 | 8 537 | 870 | 213 | 82 | – | – |
| 44821 | Shoe stores | 17 | 8 537 | 870 | 213 | 82 | – | – |
| 448210 | Shoe stores | 17 | 8 537 | 870 | 213 | 82 | – | – |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 2 | D | D | D | a | D | D |
| 4482103 | Children's & juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 9 | D | D | D | b | D | D |
| 4482105 | Athletic footwear stores | 4 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 13 | 4 969 | 714 | 203 | 37 | 7.6 | 19.2 |
| 44831 | Jewelry stores | 13 | 4 969 | 714 | 203 | 37 | 7.6 | 19.2 |
| 448310 | Jewelry stores | 13 | 4 969 | 714 | 203 | 37 | 7.6 | 19.2 |
| 451 | Sporting goods, hobby, book, & music stores | 34 | 34 235 | 3 795 | 891 | 323 | 2.8 | 4.7 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 26 | 27 055 | 3 190 | 761 | 269 | 3.1 | 4.7 |
| 45111 | Sporting goods stores | 15 | 11 579 | 1 543 | 386 | 114 | 5.4 | – |
| 451110 | Sporting goods stores | 15 | 11 579 | 1 543 | 386 | 114 | 5.4 | – |
| 4511101 | General-line sporting goods stores | 8 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 6 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 6 | D | D | D | b | D | D |
| 45113 | Sewing, needlework, & piece goods stores | 3 | D | D | D | b | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 3 | 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 | 7 180 | 605 | 130 | 54 | 1.7 | 4.7 |
| 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 | a | 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 |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **VISALIA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 12 | D | D | D | g | D | D |
| 4521 | Department stores (incl leased depts) ## | 8 | 167 583 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 8 | 167 583 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 8 | 165 450 | 16 740 | 4 140 | 1 297 | – | – |
| 45211 | Department stores (excl leased depts) | 8 | 165 450 | 16 740 | 4 140 | 1 297 | – | – |
| 452110 | Department stores (excl leased depts) | 8 | 165 450 | 16 740 | 4 140 | 1 297 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 3 | D | D | D | f | D | D |
| 4521103 | National chain department stores (excl leased depts) | 3 | D | D | D | e | D | D |
| 4529 | Other general merchandise stores | 4 | 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 |
| 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 | 46 | D | D | D | e | D | D |
| 4531 | Florists | 8 | 1 706 | 472 | 126 | 68 | 44.5 | 16.9 |
| 45311 | Florists | 8 | 1 706 | 472 | 126 | 68 | 44.5 | 16.9 |
| 453110 | Florists | 8 | 1 706 | 472 | 126 | 68 | 44.5 | 16.9 |
| 4532 | Office supplies, stationery, & gift stores | 18 | 19 109 | 1 896 | 430 | 135 | 15.4 | .9 |
| 45321 | Office supplies & stationery stores | 5 | 14 887 | 1 195 | 325 | 83 | 10.0 | – |
| 453210 | Office supplies & stationery stores | 5 | 14 887 | 1 195 | 325 | 83 | 10.0 | – |
| 4532102 | Office supplies stores | 5 | 14 887 | 1 195 | 325 | 83 | 10.0 | – |
| 45322 | Gift, novelty, & souvenir stores | 13 | 4 222 | 701 | 105 | 52 | 34.3 | 4.2 |
| 453220 | Gift, novelty, & souvenir stores | 13 | 4 222 | 701 | 105 | 52 | 34.3 | 4.2 |
| 4533 | Used merchandise stores | 4 | 1 734 | 299 | 77 | 27 | – | 18.2 |
| 45331 | Used merchandise stores | 4 | 1 734 | 299 | 77 | 27 | – | 18.2 |
| 453310 | Used merchandise stores | 4 | 1 734 | 299 | 77 | 27 | – | 18.2 |
| 4539 | Other miscellaneous store retailers | 16 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 3 | 2 402 | 338 | 86 | 21 | – | – |
| 453910 | Pet & pet supplies stores | 3 | 2 402 | 338 | 86 | 21 | – | – |
| 45392 | Art dealers | 1 | D | D | D | a | D | D |
| 453920 | Art dealers | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 12 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 15 | D | D | D | b | D | D |
| 4541 | Electronic shopping & mail-order houses | 4 | D | D | D | b | D | D |
| 45411 | Electronic shopping & mail-order houses | 4 | D | D | D | b | D | D |
| 454110 | Electronic shopping & mail-order houses | 4 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 7 | 3 053 | 538 | 314 | 24 | 7.1 | 15.3 |
| 45439 | Other direct selling establishments | 7 | 3 053 | 538 | 314 | 24 | 7.1 | 15.3 |
| 454390 | Other direct selling establishments | 7 | 3 053 | 538 | 314 | 24 | 7.1 | 15.3 |
| | **VISTA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **233** | **665 633** | **61 462** | **14 504** | **3 212** | **5.3** | **3.0** |
| 441 | Motor vehicle & parts dealers | 22 | 126 744 | 10 550 | 2 466 | 323 | 1.4 | .1 |
| 4411 | Automobile dealers | 6 | D | D | D | c | D | D |
| 44111 | New car dealers | 3 | D | D | D | c | D | D |
| 441110 | New car dealers | 3 | D | D | D | c | D | D |
| 4412 | Other motor vehicle dealers | 4 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 3 | D | D | D | a | D | D |
| 441222 | Boat dealers | 2 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 12 | 10 000 | 1 644 | 413 | 91 | 6.3 | .5 |
| 44131 | Automotive parts & accessories stores | 7 | 4 648 | 468 | 140 | 47 | 6.1 | 1.2 |
| 441310 | Automotive parts & accessories stores | 7 | 4 648 | 468 | 140 | 47 | 6.1 | 1.2 |
| 44132 | Tire dealers | 5 | 5 352 | 1 176 | 273 | 44 | 6.5 | – |
| 441320 | Tire dealers | 5 | 5 352 | 1 176 | 273 | 44 | 6.5 | – |
| 442 | Furniture & home furnishings stores | 11 | 7 513 | 1 017 | 234 | 42 | 27.1 | 4.2 |
| 4421 | Furniture stores | 7 | 4 606 | 706 | 167 | 31 | 28.5 | 6.9 |
| 44211 | Furniture stores | 7 | 4 606 | 706 | 167 | 31 | 28.5 | 6.9 |
| 442110 | Furniture stores | 7 | 4 606 | 706 | 167 | 31 | 28.5 | 6.9 |
| 4422 | Home furnishings stores | 4 | 2 907 | 311 | 67 | 11 | 24.8 | – |
| 44221 | Floor covering stores | 4 | 2 907 | 311 | 67 | 11 | 24.8 | – |
| 442210 | Floor covering stores | 4 | 2 907 | 311 | 67 | 11 | 24.8 | – |
| 443 | Electronics & appliance stores | 8 | 23 579 | 2 041 | 473 | 91 | – | .2 |
| 4431 | Electronics & appliance stores | 8 | 23 579 | 2 041 | 473 | 91 | – | .2 |
| 44311 | Appliance, television, & other electronics stores | 7 | D | D | D | b | D | D |
| 443111 | Household appliance stores | 1 | D | D | D | a | D | D |
| 443112 | Radio, television, & other electronics stores | 6 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 1 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 1 | D | D | D | a | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **VISTA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 444 | Building material & garden equipment & supplies dealers | 21 | 55 510 | 5 773 | 1 248 | 267 | 18.4 | – |
| 4441 | Building material & supplies dealers | 19 | 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 |
| 44412 | Paint & wallpaper stores | 6 | D | D | D | b | D | D |
| 444120 | Paint & wallpaper stores | 6 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 11 | 23 847 | 2 213 | 417 | 89 | 41.7 | – |
| 444190 | Other building material dealers | 11 | 23 847 | 2 213 | 417 | 89 | 41.7 | – |
| 445 | Food & beverage stores | 36 | 139 890 | 13 734 | 3 301 | 690 | 3.1 | 2.0 |
| 4451 | Grocery stores | 22 | 131 102 | 13 030 | 3 116 | 622 | 1.2 | 1.6 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 18 | 129 051 | 12 814 | 3 058 | 598 | – | 1.3 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 18 | 129 051 | 12 814 | 3 058 | 598 | – | 1.3 |
| 4452 | Specialty food stores | 6 | 4 693 | 513 | 141 | 52 | 5.4 | – |
| 446 | Health & personal care stores | 20 | 30 095 | 4 431 | 1 121 | 180 | 11.9 | – |
| 4461 | Health & personal care stores | 20 | 30 095 | 4 431 | 1 121 | 180 | 11.9 | – |
| 44611 | Pharmacies & drug stores | 10 | 26 765 | 3 624 | 941 | 147 | 10.8 | – |
| 446110 | Pharmacies & drug stores | 10 | 26 765 | 3 624 | 941 | 147 | 10.8 | – |
| 4461101 | Pharmacies & drug stores | 9 | D | D | D | c | D | D |
| 4461102 | Proprietary stores | 1 | D | D | D | a | D | D |
| 44619 | Other health & personal care stores | 5 | 2 000 | 552 | 113 | 18 | 25.9 | – |
| 447 | Gasoline stations | 27 | 66 481 | 2 853 | 686 | 224 | 8.5 | 8.6 |
| 4471 | Gasoline stations | 27 | 66 481 | 2 853 | 686 | 224 | 8.5 | 8.6 |
| 44711 | Gasoline stations with convenience stores | 16 | 40 932 | 1 544 | 378 | 133 | 12.8 | .8 |
| 447110 | Gasoline stations with convenience stores | 16 | 40 932 | 1 544 | 378 | 133 | 12.8 | .8 |
| 44719 | Other gasoline stations | 11 | 25 549 | 1 309 | 308 | 91 | 1.7 | 21.1 |
| 447190 | Other gasoline stations | 11 | 25 549 | 1 309 | 308 | 91 | 1.7 | 21.1 |
| 448 | Clothing & clothing accessories stores | 21 | 15 249 | 1 357 | 256 | 94 | 13.9 | 11.3 |
| 4481 | Clothing stores | 14 | 13 200 | 1 161 | 220 | 83 | 13.3 | 13.1 |
| 44819 | Other clothing stores | 4 | 2 618 | 122 | 21 | 11 | 33.3 | 66.0 |
| 448190 | Other clothing stores | 4 | 2 618 | 122 | 21 | 11 | 33.3 | 66.0 |
| 451 | Sporting goods, hobby, book, & music stores | 18 | 13 525 | 2 083 | 525 | 106 | 15.7 | .3 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 13 | 11 714 | 1 897 | 490 | 88 | 18.2 | – |
| 45112 | Hobby, toy, & game stores | 1 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 1 | 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 |
| 45114 | Musical instrument & supplies stores | 3 | D | D | D | a | D | D |
| 451140 | Musical instrument & supplies stores | 3 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 5 | 1 811 | 186 | 35 | 18 | – | 2.3 |
| 4512113 | College book stores | 2 | D | D | D | a | D | D |
| 452 | General merchandise stores | 7 | 141 812 | 10 561 | 2 513 | 787 | – | 4.2 |
| 4521 | Department stores (incl leased depts) ## | 2 | D | N | N | N | D | D |
| 45211 | Department stores (incl leased depts) ## | 2 | D | N | N | N | D | D |
| 4521 | Department stores (excl leased depts) | 2 | D | D | D | f | D | D |
| 45211 | Department stores (excl leased depts) | 2 | D | D | D | f | D | D |
| 452110 | Department stores (excl leased depts) | 2 | D | D | D | f | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 2 | D | D | D | f | D | D |
| 4529 | Other general merchandise stores | 5 | 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 |
| 45299 | All other general merchandise stores | 4 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 4 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 3 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 33 | 24 805 | 2 841 | 717 | 226 | 12.5 | 13.4 |
| 4531 | Florists | 5 | 1 429 | 296 | 79 | 28 | 53.3 | 8.9 |
| 45311 | Florists | 5 | 1 429 | 296 | 79 | 28 | 53.3 | 8.9 |
| 453110 | Florists | 5 | 1 429 | 296 | 79 | 28 | 53.3 | 8.9 |
| 4532 | Office supplies, stationery, & gift stores | 11 | 12 397 | 1 008 | 286 | 71 | 11.3 | 5.1 |
| 45321 | Office supplies & stationery stores | 4 | 10 551 | 793 | 225 | 42 | 6.1 | – |
| 453210 | Office supplies & stationery stores | 4 | 10 551 | 793 | 225 | 42 | 6.1 | – |
| 4532102 | Office supplies stores | 4 | 10 551 | 793 | 225 | 42 | 6.1 | – |
| 4533 | Used merchandise stores | 8 | 1 585 | 389 | 88 | 37 | 38.5 | 29.1 |
| 45331 | Used merchandise stores | 8 | 1 585 | 389 | 88 | 37 | 38.5 | 29.1 |
| 453310 | Used merchandise stores | 8 | 1 585 | 389 | 88 | 37 | 38.5 | 29.1 |
| 4539 | Other miscellaneous store retailers | 9 | 9 394 | 1 148 | 264 | 90 | 3.4 | 22.5 |
| 45391 | Pet & pet supplies stores | 3 | 6 347 | 820 | 200 | 76 | – | 8.3 |
| 453910 | Pet & pet supplies stores | 3 | 6 347 | 820 | 200 | 76 | – | 8.3 |
| 45399 | All other miscellaneous store retailers | 6 | 3 047 | 328 | 64 | 14 | 10.6 | 52.0 |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **VISTA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 454 | Nonstore retailers | 9 | 20 430 | 4 221 | 964 | 182 | 1.5 | – |
| 4541 | Electronic shopping & mail-order houses | 5 | 9 453 | 1 172 | 301 | 64 | 3.1 | – |
| 45411 | Electronic shopping & mail-order houses | 5 | 9 453 | 1 172 | 301 | 64 | 3.1 | – |
| 454110 | Electronic shopping & mail-order houses | 5 | 9 453 | 1 172 | 301 | 64 | 3.1 | – |
| 4542 | Vending machine operators | 1 | D | D | D | b | D | D |
| 45421 | Vending machine operators | 1 | D | D | D | b | D | D |
| 454210 | Vending machine operators | 1 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 3 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 3 | D | D | D | b | D | D |
| | **WALNUT, CA** | | | | | | | |
| **44-45** | **Retail trade** | **60** | **91 433** | **9 866** | **2 341** | **553** | **19.2** | **3.9** |
| 441 | Motor vehicle & parts dealers | 8 | 4 881 | 900 | 245 | 40 | – | 24.9 |
| 442 | Furniture & home furnishings stores | 1 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 8 | 5 292 | 326 | 58 | 18 | 66.6 | 1.9 |
| 4431 | Electronics & appliance stores | 8 | 5 292 | 326 | 58 | 18 | 66.6 | 1.9 |
| 44312 | Computer & software stores | 7 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 7 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 4 | 1 676 | 165 | 35 | 9 | 28.5 | – |
| 445 | Food & beverage stores | 6 | 43 849 | 5 360 | 1 241 | 240 | 2.0 | 1.1 |
| 4451 | Grocery stores | 4 | D | D | D | c | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 3 | 42 496 | 5 272 | 1 217 | 231 | – | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 3 | 42 496 | 5 272 | 1 217 | 231 | – | – |
| 446 | Health & personal care stores | 2 | D | D | D | b | D | D |
| 447 | Gasoline stations | 6 | 16 204 | 979 | 237 | 82 | 26.1 | – |
| 44719 | Other gasoline stations | 5 | D | D | D | b | D | D |
| 447190 | Other gasoline stations | 5 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 8 | 2 182 | 315 | 43 | 16 | 51.4 | 4.5 |
| 44815 | Clothing accessories stores | 1 | D | D | D | a | D | D |
| 448150 | Clothing accessories stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 4 | 780 | 119 | 22 | 9 | 95.3 | 4.7 |
| 453 | Miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 3 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 3 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 7 | 9 177 | 609 | 135 | 36 | 66.2 | – |
| 4541 | Electronic shopping & mail-order houses | 4 | 3 930 | 447 | 101 | 28 | 21.1 | – |
| 45411 | Electronic shopping & mail-order houses | 4 | 3 930 | 447 | 101 | 28 | 21.1 | – |
| 454110 | Electronic shopping & mail-order houses | 4 | 3 930 | 447 | 101 | 28 | 21.1 | – |
| 4543 | Direct selling establishments | 3 | 5 247 | 162 | 34 | 8 | 100.0 | – |
| 45439 | Other direct selling establishments | 3 | 5 247 | 162 | 34 | 8 | 100.0 | – |
| 454390 | Other direct selling establishments | 3 | 5 247 | 162 | 34 | 8 | 100.0 | – |
| | **WALNUT CREEK, CA** | | | | | | | |
| **44-45** | **Retail trade** | **339** | **1 240 911** | **132 784** | **30 869** | **5 859** | **3.4** | **2.9** |
| 441 | Motor vehicle & parts dealers | 28 | 502 572 | 46 314 | 10 236 | 942 | .1 | .3 |
| 4411 | Automobile dealers | 14 | 483 378 | 42 818 | 9 488 | 840 | – | – |
| 44111 | New car dealers | 14 | 483 378 | 42 818 | 9 488 | 840 | – | – |
| 441110 | New car dealers | 14 | 483 378 | 42 818 | 9 488 | 840 | – | – |
| 4412 | Other motor vehicle dealers | 2 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 2 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 2 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 12 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 6 | D | D | D | b | D | D |
| 441310 | Automotive parts & accessories stores | 6 | D | D | D | b | D | D |
| 44132 | Tire dealers | 6 | 7 714 | 1 650 | 392 | 50 | 6.3 | – |
| 441320 | Tire dealers | 6 | 7 714 | 1 650 | 392 | 50 | 6.3 | – |
| 442 | Furniture & home furnishings stores | 29 | 42 764 | 5 413 | 1 313 | 336 | 8.1 | 2.3 |
| 4421 | Furniture stores | 6 | 4 939 | 476 | 105 | 31 | 9.6 | .7 |
| 44211 | Furniture stores | 6 | 4 939 | 476 | 105 | 31 | 9.6 | .7 |
| 442110 | Furniture stores | 6 | 4 939 | 476 | 105 | 31 | 9.6 | .7 |
| 4422 | Home furnishings stores | 23 | 37 825 | 4 937 | 1 208 | 305 | 7.9 | 2.5 |
| 44221 | Floor covering stores | 4 | 5 134 | 699 | 141 | 19 | 5.4 | – |
| 442210 | Floor covering stores | 4 | 5 134 | 699 | 141 | 19 | 5.4 | – |
| 44229 | Other home furnishings stores | 19 | 32 691 | 4 238 | 1 067 | 286 | 8.2 | 2.9 |
| 442291 | Window treatment stores | 2 | D | D | D | a | D | D |
| 442299 | All other home furnishings stores | 17 | D | D | D | e | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **WALNUT CREEK, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 443 | Electronics & appliance stores | 22 | 35 823 | 3 648 | 804 | 151 | 20.0 | 4.3 |
| 4431 | Electronics & appliance stores | 22 | 35 823 | 3 648 | 804 | 151 | 20.0 | 4.3 |
| 44311 | Appliance, television, & other electronics stores | 12 | D | D | D | b | D | D |
| 443111 | Household appliance stores | 4 | D | D | D | a | D | D |
| 443112 | Radio, television, & other electronics stores | 8 | 15 361 | 1 905 | 525 | 74 | – | – |
| 44312 | Computer & software stores | 8 | 13 208 | 755 | 166 | 35 | 42.3 | 11.7 |
| 443120 | Computer & software stores | 8 | 13 208 | 755 | 166 | 35 | 42.3 | 11.7 |
| 44313 | Camera & photographic supplies stores | 2 | D | D | D | b | D | D |
| 443130 | Camera & photographic supplies stores | 2 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 14 | 43 332 | 5 846 | 1 415 | 243 | 5.1 | 17.2 |
| 4441 | Building material & supplies dealers | 11 | D | D | D | c | D | D |
| 44411 | Home centers | 2 | D | D | D | c | D | D |
| 444110 | Home centers | 2 | D | D | D | c | D | D |
| 44412 | Paint & wallpaper stores | 3 | 6 165 | 809 | 183 | 27 | D | – |
| 444120 | Paint & wallpaper stores | 3 | 6 165 | 809 | 183 | 27 | D | – |
| 44419 | Other building material dealers | 5 | 20 962 | 2 554 | 666 | 87 | – | 35.6 |
| 444190 | Other building material dealers | 5 | 20 962 | 2 554 | 666 | 87 | – | 35.6 |
| 445 | Food & beverage stores | 24 | 153 662 | 17 506 | 3 667 | 920 | .5 | 1.0 |
| 4451 | Grocery stores | 18 | 138 956 | 16 096 | 3 282 | 832 | .5 | .9 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 12 | 134 508 | 15 714 | 3 194 | 806 | .3 | .7 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 12 | 134 508 | 15 714 | 3 194 | 806 | .3 | .7 |
| 44512 | Convenience stores | 6 | 4 448 | 382 | 88 | 26 | 5.8 | 6.9 |
| 445120 | Convenience stores | 6 | 4 448 | 382 | 88 | 26 | 5.8 | 6.9 |
| 4452 | Specialty food stores | 4 | D | D | D | b | D | D |
| 4453 | Beer, wine, & liquor stores | 2 | D | D | D | b | D | D |
| 44531 | Beer, wine, & liquor stores | 2 | D | D | D | b | D | D |
| 445310 | Beer, wine, & liquor stores | 2 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 39 | 72 260 | 11 285 | 2 765 | 517 | 5.5 | 1.2 |
| 4461 | Health & personal care stores | 39 | 72 260 | 11 285 | 2 765 | 517 | 5.5 | 1.2 |
| 44611 | Pharmacies & drug stores | 14 | 56 205 | 8 399 | 2 018 | 361 | 6.1 | .1 |
| 446110 | Pharmacies & drug stores | 14 | 56 205 | 8 399 | 2 018 | 361 | 6.1 | .1 |
| 4461101 | Pharmacies & drug stores | 13 | D | D | D | e | D | D |
| 4461102 | Proprietary stores | 1 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 7 | 4 335 | 671 | 204 | 64 | 2.2 | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 7 | 4 335 | 671 | 204 | 64 | 2.2 | – |
| 44613 | Optical goods stores | 9 | 2 843 | 497 | 121 | 28 | 9.3 | 15.5 |
| 446130 | Optical goods stores | 9 | 2 843 | 497 | 121 | 28 | 9.3 | 15.5 |
| 44619 | Other health & personal care stores | 9 | 8 877 | 1 718 | 422 | 64 | 2.2 | 4.0 |
| 446191 | Food (health) supplement stores | 3 | D | D | D | b | D | D |
| 446199 | All other health & personal care stores | 6 | D | D | D | b | D | D |
| 447 | Gasoline stations | 18 | 48 553 | 2 653 | 616 | 150 | 21.9 | 14.1 |
| 4471 | Gasoline stations | 18 | 48 553 | 2 653 | 616 | 150 | 21.9 | 14.1 |
| 44711 | Gasoline stations with convenience stores | 7 | 22 979 | 1 142 | 247 | 72 | 33.1 | 4.7 |
| 447110 | Gasoline stations with convenience stores | 7 | 22 979 | 1 142 | 247 | 72 | 33.1 | 4.7 |
| 44719 | Other gasoline stations | 11 | 25 574 | 1 511 | 369 | 78 | 11.8 | 22.6 |
| 447190 | Other gasoline stations | 11 | 25 574 | 1 511 | 369 | 78 | 11.8 | 22.6 |
| 448 | Clothing & clothing accessories stores | 81 | 174 054 | 24 471 | 6 409 | 1 599 | 3.6 | 3.1 |
| 4481 | Clothing stores | 56 | 157 036 | 22 651 | 5 995 | 1 511 | 2.9 | 3.1 |
| 44811 | Men's clothing stores | 5 | 5 995 | 863 | 245 | 40 | 44.6 | – |
| 448110 | Men's clothing stores | 5 | 5 995 | 863 | 245 | 40 | 44.6 | – |
| 44812 | Women's clothing stores | 26 | 18 725 | 2 363 | 602 | 175 | 6.1 | 10.6 |
| 448120 | Women's clothing stores | 26 | 18 725 | 2 363 | 602 | 175 | 6.1 | 10.6 |
| 44813 | Children's & infants' clothing stores | 3 | 5 834 | 578 | 137 | 78 | – | – |
| 448130 | Children's & infants' clothing stores | 3 | 5 834 | 578 | 137 | 78 | – | – |
| 44814 | Family clothing stores | 8 | 120 540 | 18 096 | 4 828 | 1 157 | – | 1.1 |
| 448140 | Family clothing stores | 8 | 120 540 | 18 096 | 4 828 | 1 157 | – | 1.1 |
| 44815 | Clothing accessories stores | 4 | 1 537 | 242 | 59 | 20 | – | 69.4 |
| 448150 | Clothing accessories stores | 4 | 1 537 | 242 | 59 | 20 | – | 69.4 |
| 44819 | Other clothing stores | 10 | 4 405 | 509 | 124 | 41 | 16.6 | 10.7 |
| 448190 | Other clothing stores | 10 | 4 405 | 509 | 124 | 41 | 16.6 | 10.7 |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 4482105 | Athletic footwear stores | 2 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 14 | 12 029 | 1 142 | 251 | 42 | 13.6 | 5.3 |
| 44831 | Jewelry stores | 11 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 11 | D | D | D | b | D | D |
| 44832 | Luggage & leather goods stores | 3 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 3 | D | D | D | a | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **WALNUT CREEK, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 21 | 32 707 | 3 366 | 741 | 254 | 2.3 | 7.7 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 14 | 17 853 | 2 023 | 432 | 135 | 3.4 | 13.7 |
| 45111 | Sporting goods stores | 6 | 12 516 | 1 225 | 283 | 85 | – | 14.2 |
| 451110 | Sporting goods stores | 6 | 12 516 | 1 225 | 283 | 85 | – | 14.2 |
| 4511101 | General-line sporting goods stores | 2 | D | D | D | b | D | D |
| 4511102 | Specialty-line sporting goods stores | 4 | D | D | D | b | D | D |
| 45113 | Sewing, needlework, & piece goods stores | 1 | D | D | D | a | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 1 | D | D | D | a | D | D |
| 45114 | Musical instrument & supplies stores | 5 | D | D | D | a | D | D |
| 451140 | Musical instrument & supplies stores | 5 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 7 | 14 854 | 1 343 | 309 | 119 | .9 | .5 |
| 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 | 3 | D | D | D | b | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 2 | D | D | D | b | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 2 | D | D | D | b | D | D |
| 452 | General merchandise stores | 4 | 98 073 | 6 628 | 1 561 | 394 | – | – |
| 4521 | Department stores (incl leased depts) ## | 2 | D | N | N | N | D | D |
| 45211 | Department stores (incl leased depts) ## | 2 | D | N | N | N | D | D |
| 4521 | Department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 45211 | Department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 452110 | Department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 46 | D | D | D | e | D | D |
| 4531 | Florists | 6 | 1 539 | 392 | 93 | 23 | 33.5 | – |
| 45311 | Florists | 6 | 1 539 | 392 | 93 | 23 | 33.5 | – |
| 453110 | Florists | 6 | 1 539 | 392 | 93 | 23 | 33.5 | – |
| 4532 | Office supplies, stationery, & gift stores | 14 | 8 600 | 1 218 | 302 | 95 | 11.9 | 6.2 |
| 45321 | Office supplies & stationery stores | 5 | 4 433 | 712 | 177 | 44 | – | – |
| 453210 | Office supplies & stationery stores | 5 | 4 433 | 712 | 177 | 44 | – | – |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 4 | D | D | D | b | D | D |
| 45322 | Gift, novelty, & souvenir stores | 9 | 4 167 | 506 | 125 | 51 | 24.5 | 12.7 |
| 453220 | Gift, novelty, & souvenir stores | 9 | 4 167 | 506 | 125 | 51 | 24.5 | 12.7 |
| 4533 | Used merchandise stores | 7 | 5 435 | 733 | 227 | 61 | 7.0 | – |
| 45331 | Used merchandise stores | 7 | 5 435 | 733 | 227 | 61 | 7.0 | – |
| 453310 | Used merchandise stores | 7 | 5 435 | 733 | 227 | 61 | 7.0 | – |
| 4539 | Other miscellaneous store retailers | 19 | D | D | D | c | D | D |
| 45391 | Pet & pet supplies stores | 4 | 3 096 | 259 | 61 | 18 | 18.0 | – |
| 453910 | Pet & pet supplies stores | 4 | 3 096 | 259 | 61 | 18 | 18.0 | – |
| 45392 | Art dealers | 3 | D | D | D | b | D | D |
| 453920 | Art dealers | 3 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 12 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 13 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 7 | 3 392 | 678 | 173 | 37 | 30.5 | 51.1 |
| 45439 | Other direct selling establishments | 7 | 3 392 | 678 | 173 | 37 | 30.5 | 51.1 |
| 454390 | Other direct selling establishments | 7 | 3 392 | 678 | 173 | 37 | 30.5 | 51.1 |
| | **WASCO, CA** | | | | | | | |
| **44-45** | **Retail trade** | **40** | **43 462** | **4 482** | **1 012** | **377** | **16.0** | **7.2** |
| 441 | Motor vehicle & parts dealers | 8 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 2 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 9 | 16 962 | 1 521 | 351 | 99 | 8.1 | 18.2 |
| 446 | Health & personal care stores | 1 | D | D | D | b | D | D |
| 447 | Gasoline stations | 6 | 3 969 | 246 | 59 | 23 | 47.4 | – |
| 448 | Clothing & clothing accessories stores | 6 | D | D | D | b | D | D |
| 452 | General merchandise stores | 3 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 5 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 1 | D | D | D | a | D | D |
| 45331 | Used merchandise stores | 1 | D | D | D | a | D | D |
| 453310 | Used merchandise stores | 1 | D | D | D | a | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **WATERFORD, CA** | | | | | | | |
| **44-45** | **Retail trade** | **10** | **34 431** | **3 864** | **940** | **207** | **7.1** | **8.2** |
| 441 | Motor vehicle & parts dealers | 4 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 2 | D | D | D | b | D | D |
| 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 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 1 | D | D | D | a | D | D |
| | **WATSONVILLE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **142** | **302 065** | **31 518** | **6 900** | **1 551** | **10.9** | **11.1** |
| 441 | Motor vehicle & parts dealers | 26 | 98 657 | 8 184 | 1 915 | 315 | 13.6 | 20.8 |
| 4411 | Automobile dealers | 8 | 81 624 | 5 602 | 1 278 | 159 | 12.2 | 23.9 |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 16 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 12 | 13 035 | 2 021 | 491 | 126 | 22.9 | 4.9 |
| 441310 | Automotive parts & accessories stores | 12 | 13 035 | 2 021 | 491 | 126 | 22.9 | 4.9 |
| 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 | 3 | D | D | D | b | D | D |
| 4421 | Furniture stores | 2 | D | D | D | b | D | D |
| 44211 | Furniture stores | 2 | D | D | D | b | D | D |
| 442110 | Furniture stores | 2 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 2 | D | D | D | a | D | D |
| 4431 | Electronics & appliance stores | 2 | D | D | D | a | D | D |
| 44311 | Appliance, television, & other electronics stores | 2 | D | D | D | a | D | D |
| 443111 | Household appliance stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 15 | 31 648 | 3 736 | 1 019 | 138 | 3.1 | – |
| 4441 | Building material & supplies dealers | 11 | 29 111 | 3 398 | 919 | 122 | 1.3 | – |
| 44419 | Other building material dealers | 7 | 27 281 | 3 056 | 827 | 104 | – | – |
| 444190 | Other building material dealers | 7 | 27 281 | 3 056 | 827 | 104 | – | – |
| 4442 | Lawn & garden equipment & supplies stores | 4 | 2 537 | 338 | 100 | 16 | 24.3 | – |
| 445 | Food & beverage stores | 26 | 67 010 | 7 147 | 1 660 | 371 | 4.1 | 12.6 |
| 4451 | Grocery stores | 20 | 64 127 | 6 938 | 1 616 | 349 | 3.5 | 12.3 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 15 | 61 602 | 6 820 | 1 590 | 334 | 2.8 | 10.3 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 15 | 61 602 | 6 820 | 1 590 | 334 | 2.8 | 10.3 |
| 4452 | Specialty food stores | 2 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 8 | D | D | D | c | D | D |
| 4461 | Health & personal care stores | 8 | D | D | D | c | D | D |
| 44611 | Pharmacies & drug stores | 7 | 23 503 | 3 015 | 749 | 179 | 7.0 | – |
| 446110 | Pharmacies & drug stores | 7 | 23 503 | 3 015 | 749 | 179 | 7.0 | – |
| 4461101 | Pharmacies & drug stores | 7 | 23 503 | 3 015 | 749 | 179 | 7.0 | – |
| 447 | Gasoline stations | 9 | 30 531 | 871 | 191 | 89 | 37.2 | – |
| 4471 | Gasoline stations | 9 | 30 531 | 871 | 191 | 89 | 37.2 | – |
| 44711 | Gasoline stations with convenience stores | 4 | 18 571 | 469 | 81 | 31 | – | – |
| 447110 | Gasoline stations with convenience stores | 4 | 18 571 | 469 | 81 | 31 | – | – |
| 44719 | Other gasoline stations | 5 | 11 960 | 402 | 110 | 58 | 94.9 | – |
| 447190 | Other gasoline stations | 5 | 11 960 | 402 | 110 | 58 | 94.9 | – |
| 448 | Clothing & clothing accessories stores | 23 | 8 858 | 1 424 | 338 | 118 | 19.9 | 10.3 |
| 4481 | Clothing stores | 10 | 4 537 | 617 | 145 | 57 | 20.4 | 13.6 |
| 451 | Sporting goods, hobby, book, & music stores | 9 | 3 407 | 297 | 74 | 35 | – | .4 |
| 4512 | Book, periodical, & music stores | 4 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 3 | 1 839 | 183 | 43 | 16 | – | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 3 | 1 839 | 183 | 43 | 16 | – | – |
| 452 | General merchandise stores | 2 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 12 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 4 | D | D | D | b | D | D |
| 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 |
| 4533 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 45331 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 453310 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **WATSONVILLE, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 454 | Nonstore retailers | 7 | 14 892 | 2 272 | 370 | 111 | – | 9.9 |
| 4541 | Electronic shopping & mail-order houses | 2 | D | D | D | b | D | D |
| 45411 | Electronic shopping & mail-order houses | 2 | D | D | D | b | D | D |
| 454110 | Electronic shopping & mail-order houses | 2 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 5 | 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 |
| | **WEED, CA** | | | | | | | |
| **44-45** | **Retail trade** | **24** | **23 202** | **2 222** | **447** | **150** | **32.1** | **5.4** |
| 441 | Motor vehicle & parts dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 2 | D | D | D | a | D | D |
| 4421 | Furniture stores | 2 | D | D | D | a | D | D |
| 44211 | Furniture stores | 2 | D | D | D | a | D | D |
| 442110 | Furniture stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 3 | 3 120 | 442 | 71 | 17 | 100.0 | – |
| 445 | Food & beverage stores | 4 | 6 199 | 625 | 142 | 47 | 12.6 | 9.1 |
| 446 | Health & personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 7 | 9 933 | 648 | 111 | 55 | 12.2 | 6.1 |
| 448 | Clothing & clothing accessories stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 5 | D | D | D | a | D | D |
| | **WEST COVINA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **297** | **972 756** | **88 274** | **21 728** | **5 218** | **8.2** | **7.9** |
| 441 | Motor vehicle & parts dealers | 22 | 325 734 | 24 282 | 6 017 | 755 | 12.2 | 7.2 |
| 4411 | Automobile dealers | 11 | 311 050 | 22 067 | 5 489 | 641 | 12.3 | 7.2 |
| 44111 | New car dealers | 11 | 311 050 | 22 067 | 5 489 | 641 | 12.3 | 7.2 |
| 441110 | New car dealers | 11 | 311 050 | 22 067 | 5 489 | 641 | 12.3 | 7.2 |
| 4413 | Automotive parts, accessories, & tire stores | 11 | 14 684 | 2 215 | 528 | 114 | 9.7 | 6.8 |
| 44131 | Automotive parts & accessories stores | 7 | 11 770 | 1 453 | 353 | 88 | 10.1 | 8.4 |
| 441310 | Automotive parts & accessories stores | 7 | 11 770 | 1 453 | 353 | 88 | 10.1 | 8.4 |
| 442 | Furniture & home furnishings stores | 15 | 17 813 | 2 368 | 552 | 138 | 3.5 | 1.7 |
| 4421 | Furniture stores | 5 | 9 700 | 1 318 | 325 | 63 | – | – |
| 44211 | Furniture stores | 5 | 9 700 | 1 318 | 325 | 63 | – | – |
| 442110 | Furniture stores | 5 | 9 700 | 1 318 | 325 | 63 | – | – |
| 4422 | Home furnishings stores | 10 | 8 113 | 1 050 | 227 | 75 | 7.7 | 3.8 |
| 44229 | Other home furnishings stores | 7 | 7 473 | 973 | 223 | 67 | 3.9 | – |
| 442299 | All other home furnishings stores | 7 | 7 473 | 973 | 223 | 67 | 3.9 | – |
| 443 | Electronics & appliance stores | 13 | 52 615 | 4 435 | 1 090 | 266 | .4 | – |
| 4431 | Electronics & appliance stores | 13 | 52 615 | 4 435 | 1 090 | 266 | .4 | – |
| 44311 | Appliance, television, & other electronics stores | 7 | 49 910 | 4 061 | 987 | 233 | .4 | – |
| 443112 | Radio, television, & other electronics stores | 4 | 48 192 | 3 759 | 913 | 218 | – | – |
| 44312 | Computer & software stores | 3 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 3 | D | D | D | a | D | D |
| 44313 | Camera & photographic supplies stores | 3 | D | D | D | a | D | D |
| 443130 | Camera & photographic supplies stores | 3 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 6 | 14 656 | 1 375 | 336 | 53 | – | – |
| 4441 | Building material & supplies dealers | 5 | D | D | D | b | D | D |
| 44412 | Paint & wallpaper stores | 4 | D | D | D | b | D | D |
| 444120 | Paint & wallpaper stores | 4 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 32 | 130 905 | 13 510 | 3 295 | 703 | 4.3 | 21.5 |
| 4451 | Grocery stores | 22 | 127 741 | 13 224 | 3 218 | 660 | 3.2 | 21.8 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 16 | 120 374 | 12 423 | 3 020 | 620 | 1.2 | 22.5 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 16 | 120 374 | 12 423 | 3 020 | 620 | 1.2 | 22.5 |
| 44512 | Convenience stores | 6 | 7 367 | 801 | 198 | 40 | 34.4 | 10.0 |
| 445120 | Convenience stores | 6 | 7 367 | 801 | 198 | 40 | 34.4 | 10.0 |
| 4452 | Specialty food stores | 5 | 1 513 | 228 | 62 | 29 | 2.3 | 10.7 |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **WEST COVINA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 446 | Health & personal care stores | 31 | 47 532 | 6 590 | 1 592 | 318 | 9.9 | 13.6 |
| 4461 | Health & personal care stores | 31 | 47 532 | 6 590 | 1 592 | 318 | 9.9 | 13.6 |
| 44611 | Pharmacies & drug stores | 15 | 39 767 | 5 275 | 1 263 | 228 | 11.3 | 13.1 |
| 446110 | Pharmacies & drug stores | 15 | 39 767 | 5 275 | 1 263 | 228 | 11.3 | 13.1 |
| 4461101 | Pharmacies & drug stores | 15 | 39 767 | 5 275 | 1 263 | 228 | 11.3 | 13.1 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 4 | 1 900 | 255 | 82 | 29 | – | 4.8 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 4 | 1 900 | 255 | 82 | 29 | – | 4.8 |
| 44613 | Optical goods stores | 7 | 3 896 | 680 | 155 | 44 | – | 6.5 |
| 446130 | Optical goods stores | 7 | 3 896 | 680 | 155 | 44 | – | 6.5 |
| 44619 | Other health & personal care stores | 5 | 1 969 | 380 | 92 | 17 | 10.8 | 47.1 |
| 446191 | Food (health) supplement stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 26 | 56 503 | 1 900 | 362 | 126 | 35.0 | 12.6 |
| 4471 | Gasoline stations | 26 | 56 503 | 1 900 | 362 | 126 | 35.0 | 12.6 |
| 44711 | Gasoline stations with convenience stores | 9 | 16 379 | 599 | 97 | 37 | 36.4 | – |
| 447110 | Gasoline stations with convenience stores | 9 | 16 379 | 599 | 97 | 37 | 36.4 | – |
| 44719 | Other gasoline stations | 17 | 40 124 | 1 301 | 265 | 89 | 34.4 | 17.8 |
| 447190 | Other gasoline stations | 17 | 40 124 | 1 301 | 265 | 89 | 34.4 | 17.8 |
| 448 | Clothing & clothing accessories stores | 88 | 77 500 | 8 518 | 2 101 | 689 | 4.9 | 6.4 |
| 4481 | Clothing stores | 47 | 51 511 | 5 267 | 1 310 | 473 | 1.7 | 1.1 |
| 44811 | Men's clothing stores | 10 | 5 129 | 770 | 216 | 55 | 5.8 | 9.9 |
| 448110 | Men's clothing stores | 10 | 5 129 | 770 | 216 | 55 | 5.8 | 9.9 |
| 44812 | Women's clothing stores | 15 | 11 477 | 1 571 | 391 | 142 | – | – |
| 448120 | Women's clothing stores | 15 | 11 477 | 1 571 | 391 | 142 | – | – |
| 44813 | Children's & infants' clothing stores | 3 | 1 055 | 103 | 22 | 12 | D | – |
| 448130 | Children's & infants' clothing stores | 3 | 1 055 | 103 | 22 | 12 | D | – |
| 44814 | Family clothing stores | 8 | 27 223 | 2 127 | 515 | 192 | – | – |
| 448140 | Family clothing stores | 8 | 27 223 | 2 127 | 515 | 192 | – | – |
| 44815 | Clothing accessories stores | 5 | 1 469 | 261 | 66 | 29 | – | – |
| 448150 | Clothing accessories stores | 5 | 1 469 | 261 | 66 | 29 | – | – |
| 44819 | Other clothing stores | 6 | 5 158 | 435 | 100 | 43 | 3.4 | .8 |
| 448190 | Other clothing stores | 6 | 5 158 | 435 | 100 | 43 | 3.4 | .8 |
| 4482 | Shoe stores | 27 | 16 147 | 1 846 | 420 | 144 | 15.5 | 10.3 |
| 44821 | Shoe stores | 27 | 16 147 | 1 846 | 420 | 144 | 15.5 | 10.3 |
| 448210 | Shoe stores | 27 | 16 147 | 1 846 | 420 | 144 | 15.5 | 10.3 |
| 4482101 | Men's shoe stores | 3 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 4 | 1 782 | 229 | 46 | 18 | – | 73.0 |
| 4482103 | Children's & juveniles' shoe stores | 2 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 12 | 7 544 | 840 | 218 | 54 | – | – |
| 4482105 | Athletic footwear stores | 6 | 5 274 | 509 | 101 | 54 | 41.9 | 6.8 |
| 4483 | Jewelry, luggage, & leather goods stores | 14 | 9 842 | 1 405 | 371 | 72 | 4.5 | 28.1 |
| 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 |
| 451 | Sporting goods, hobby, book, & music stores | 22 | 33 063 | 3 799 | 992 | 303 | 5.3 | 4.4 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 14 | 19 602 | 2 524 | 664 | 186 | 6.5 | 7.4 |
| 45111 | Sporting goods stores | 8 | 14 444 | 1 800 | 475 | 125 | 7.0 | 10.0 |
| 451110 | Sporting goods stores | 8 | 14 444 | 1 800 | 475 | 125 | 7.0 | 10.0 |
| 4511101 | General-line sporting goods stores | 3 | 10 518 | 1 451 | 380 | 96 | – | 7.2 |
| 4511102 | Specialty-line sporting goods stores | 5 | 3 926 | 349 | 95 | 29 | 25.7 | 17.4 |
| 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 |
| 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 | 13 461 | 1 275 | 328 | 117 | 3.5 | – |
| 45121 | Book stores & news dealers | 4 | 5 520 | 544 | 145 | 48 | 5.1 | – |
| 451211 | Book stores | 4 | 5 520 | 544 | 145 | 48 | 5.1 | – |
| 4512111 | Book stores, general | 3 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 1 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 4 | 7 941 | 731 | 183 | 69 | 2.4 | – |
| 451220 | Prerecorded tape, compact disc, & record stores | 4 | 7 941 | 731 | 183 | 69 | 2.4 | – |
| 452 | General merchandise stores | 12 | 193 687 | 18 582 | 4 714 | 1 564 | .1 | 2.1 |
| 4521 | Department stores (incl leased depts) ## | 7 | 192 061 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 7 | 192 061 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 7 | 188 735 | 17 978 | 4 463 | 1 476 | – | – |
| 45211 | Department stores (excl leased depts) | 7 | 188 735 | 17 978 | 4 463 | 1 476 | – | – |
| 452110 | Department stores (excl leased depts) | 7 | 188 735 | 17 978 | 4 463 | 1 476 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 3 | 79 905 | 7 559 | 1 855 | 593 | – | – |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4521103 | National chain department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 5 | 4 952 | 604 | 251 | 88 | 4.0 | 80.4 |
| 452990 | All other general merchandise stores | 5 | 4 952 | 604 | 251 | 88 | 4.0 | 80.4 |
| 4529902 | Catalog showrooms | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 4 | D | D | D | b | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **WEST COVINA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 25 | 16 798 | 2 236 | 549 | 219 | 10.2 | 8.1 |
| 4531 | Florists | 7 | 2 192 | 373 | 86 | 34 | 45.5 | 5.5 |
| 45311 | Florists | 7 | 2 192 | 373 | 86 | 34 | 45.5 | 5.5 |
| 453110 | Florists | 7 | 2 192 | 373 | 86 | 34 | 45.5 | 5.5 |
| 4532 | Office supplies, stationery, & gift stores | 13 | 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 |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | b | D | D |
| 45322 | Gift, novelty, & souvenir stores | 11 | 6 360 | 881 | 219 | 114 | – | 13.9 |
| 453220 | Gift, novelty, & souvenir stores | 11 | 6 360 | 881 | 219 | 114 | – | 13.9 |
| 4539 | Other miscellaneous store retailers | 5 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 1 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 3 | 1 036 | 162 | 47 | 14 | 64.8 | 35.2 |
| 454 | Nonstore retailers | 5 | 5 950 | 679 | 128 | 84 | 21.3 | – |
| 4543 | Direct selling establishments | 2 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 2 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 2 | D | D | D | b | D | D |
| | **WEST HOLLYWOOD, CA** | | | | | | | |
| **44-45** | **Retail trade** | **324** | **571 210** | **69 242** | **15 846** | **2 794** | **11.8** | **6.2** |
| 441 | Motor vehicle & parts dealers | 7 | 51 071 | 2 700 | 741 | 87 | 1.4 | 9.2 |
| 44112 | Used car dealers | 1 | D | D | D | a | D | D |
| 441120 | Used car dealers | 1 | D | D | D | a | D | D |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 441222 | Boat dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 64 | 88 466 | 13 721 | 2 619 | 412 | 10.1 | 9.7 |
| 4421 | Furniture stores | 27 | 42 267 | 7 279 | 1 475 | 187 | 12.6 | 2.9 |
| 44211 | Furniture stores | 27 | 42 267 | 7 279 | 1 475 | 187 | 12.6 | 2.9 |
| 442110 | Furniture stores | 27 | 42 267 | 7 279 | 1 475 | 187 | 12.6 | 2.9 |
| 4422 | Home furnishings stores | 37 | 46 199 | 6 442 | 1 144 | 225 | 7.8 | 15.9 |
| 44221 | Floor covering stores | 21 | 27 064 | 4 089 | 605 | 125 | 5.1 | 26.6 |
| 442210 | Floor covering stores | 21 | 27 064 | 4 089 | 605 | 125 | 5.1 | 26.6 |
| 44229 | Other home furnishings stores | 16 | 19 135 | 2 353 | 539 | 100 | 11.7 | .8 |
| 442299 | All other home furnishings stores | 14 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 11 | 10 199 | 1 616 | 404 | 67 | 38.5 | – |
| 4431 | Electronics & appliance stores | 11 | 10 199 | 1 616 | 404 | 67 | 38.5 | – |
| 44311 | Appliance, television, & other electronics stores | 8 | 7 783 | 1 188 | 291 | 44 | 36.2 | – |
| 443112 | Radio, television, & other electronics stores | 8 | 7 783 | 1 188 | 291 | 44 | 36.2 | – |
| 44312 | Computer & software stores | 2 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 2 | 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 | 22 | 30 941 | 5 254 | 1 270 | 167 | 20.6 | 1.0 |
| 4441 | Building material & supplies dealers | 19 | 30 227 | 5 162 | 1 245 | 160 | 20.6 | – |
| 44412 | Paint & wallpaper stores | 1 | D | D | D | a | D | D |
| 444120 | Paint & wallpaper stores | 1 | D | D | D | a | D | D |
| 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 | 13 | 17 127 | 2 431 | 572 | 59 | 36.3 | – |
| 444190 | Other building material dealers | 13 | 17 127 | 2 431 | 572 | 59 | 36.3 | – |
| 445 | Food & beverage stores | 33 | 187 085 | 19 107 | 4 477 | 889 | 1.9 | 2.3 |
| 4451 | Grocery stores | 19 | 178 308 | 17 974 | 4 292 | 823 | .8 | 1.1 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 16 | 175 147 | 17 724 | 4 229 | 805 | .7 | 1.1 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 16 | 175 147 | 17 724 | 4 229 | 805 | .7 | 1.1 |
| 4452 | Specialty food stores | 3 | 511 | 78 | 13 | 8 | 59.1 | 40.9 |
| 4453 | Beer, wine, & liquor stores | 11 | 8 266 | 1 055 | 172 | 58 | 21.8 | 26.5 |
| 44531 | Beer, wine, & liquor stores | 11 | 8 266 | 1 055 | 172 | 58 | 21.8 | 26.5 |
| 445310 | Beer, wine, & liquor stores | 11 | 8 266 | 1 055 | 172 | 58 | 21.8 | 26.5 |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **WEST HOLLYWOOD, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 446 | Health & personal care stores | 37 | 55 746 | 8 462 | 2 305 | 272 | 23.2 | 4.4 |
| 4461 | Health & personal care stores | 37 | 55 746 | 8 462 | 2 305 | 272 | 23.2 | 4.4 |
| 44611 | Pharmacies & drug stores | 19 | 45 600 | 5 701 | 1 173 | 206 | 25.8 | 2.3 |
| 446110 | Pharmacies & drug stores | 19 | 45 600 | 5 701 | 1 173 | 206 | 25.8 | 2.3 |
| 4461101 | Pharmacies & drug stores | 17 | D | D | D | c | D | D |
| 4461102 | Proprietary stores | 2 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 3 | 1 005 | 114 | 24 | 6 | D | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 3 | 1 005 | 114 | 24 | 6 | D | – |
| 44613 | Optical goods stores | 7 | 4 503 | 1 953 | 882 | 26 | 17.6 | 16.2 |
| 446130 | Optical goods stores | 7 | 4 503 | 1 953 | 882 | 26 | 17.6 | 16.2 |
| 44619 | Other health & personal care stores | 8 | 4 638 | 694 | 226 | 34 | 3.6 | 15.0 |
| 446191 | Food (health) supplement stores | 5 | 2 386 | 293 | 77 | 19 | 7.0 | 29.2 |
| 446199 | All other health & personal care stores | 3 | 2 252 | 401 | 149 | 15 | – | – |
| 447 | Gasoline stations | 6 | 16 061 | 567 | 126 | 35 | 33.9 | 1.0 |
| 448 | Clothing & clothing accessories stores | 59 | 55 264 | 8 345 | 1 740 | 300 | 19.4 | 12.9 |
| 4481 | Clothing stores | 38 | 38 847 | 6 738 | 1 379 | 240 | 17.9 | 12.5 |
| 44811 | Men's clothing stores | 8 | 6 601 | 1 126 | 219 | 29 | 35.4 | – |
| 448110 | Men's clothing stores | 8 | 6 601 | 1 126 | 219 | 29 | 35.4 | – |
| 44812 | Women's clothing stores | 19 | 25 386 | 4 287 | 820 | 142 | 9.1 | 16.9 |
| 448120 | Women's clothing stores | 19 | 25 386 | 4 287 | 820 | 142 | 9.1 | 16.9 |
| 44815 | Clothing accessories stores | 2 | D | D | D | a | D | D |
| 448150 | Clothing accessories stores | 2 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 4 | 1 772 | 244 | 66 | 16 | 50.4 | – |
| 4483 | Jewelry, luggage, & leather goods stores | 13 | 12 953 | 1 136 | 243 | 32 | 21.2 | 17.5 |
| 44831 | Jewelry stores | 13 | 12 953 | 1 136 | 243 | 32 | 21.2 | 17.5 |
| 448310 | Jewelry stores | 13 | 12 953 | 1 136 | 243 | 32 | 21.2 | 17.5 |
| 451 | Sporting goods, hobby, book, & music stores | 14 | 27 914 | 3 612 | 834 | 261 | 2.0 | 9.6 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 3 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 11 | D | D | D | c | D | D |
| 45121 | Book stores & news dealers | 6 | 11 177 | 1 949 | 443 | 140 | – | 23.9 |
| 451211 | Book stores | 6 | 11 177 | 1 949 | 443 | 140 | – | 23.9 |
| 4512111 | Book stores, general | 6 | 11 177 | 1 949 | 443 | 140 | – | 23.9 |
| 45122 | Prerecorded tape, compact disc, & record stores | 5 | D | D | D | c | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 5 | D | D | D | c | D | D |
| 452 | General merchandise stores | 1 | D | D | D | b | D | D |
| 45299 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 4529901 | Variety stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 57 | D | D | D | c | D | D |
| 4531 | Florists | 9 | 4 518 | 889 | 221 | 59 | 33.3 | 7.7 |
| 45311 | Florists | 9 | 4 518 | 889 | 221 | 59 | 33.3 | 7.7 |
| 453110 | Florists | 9 | 4 518 | 889 | 221 | 59 | 33.3 | 7.7 |
| 4532 | Office supplies, stationery, & gift stores | 12 | 4 741 | 665 | 157 | 61 | 18.6 | 9.6 |
| 45321 | Office supplies & stationery stores | 3 | 1 265 | 162 | 42 | 12 | D | – |
| 453210 | Office supplies & stationery stores | 3 | 1 265 | 162 | 42 | 12 | D | – |
| 4532101 | Stationery stores | 3 | 1 265 | 162 | 42 | 12 | D | – |
| 45322 | Gift, novelty, & souvenir stores | 9 | 3 476 | 503 | 115 | 49 | 9.8 | 13.1 |
| 453220 | Gift, novelty, & souvenir stores | 9 | 3 476 | 503 | 115 | 49 | 9.8 | 13.1 |
| 4533 | Used merchandise stores | 15 | 9 868 | 665 | 145 | 40 | 71.3 | .1 |
| 45331 | Used merchandise stores | 15 | 9 868 | 665 | 145 | 40 | 71.3 | .1 |
| 453310 | Used merchandise stores | 15 | 9 868 | 665 | 145 | 40 | 71.3 | .1 |
| 4539 | Other miscellaneous store retailers | 21 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 4 | 3 111 | 261 | 51 | 16 | 12.1 | – |
| 453910 | Pet & pet supplies stores | 4 | 3 111 | 261 | 51 | 16 | 12.1 | – |
| 45392 | Art dealers | 15 | 7 035 | 810 | 220 | 33 | 7.5 | 15.0 |
| 453920 | Art dealers | 15 | 7 035 | 810 | 220 | 33 | 7.5 | 15.0 |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 13 | 12 934 | 1 901 | 391 | 62 | 28.4 | 6.7 |
| 4541 | Electronic shopping & mail-order houses | 9 | 10 392 | 1 310 | 315 | 43 | 30.9 | 8.4 |
| 45411 | Electronic shopping & mail-order houses | 9 | 10 392 | 1 310 | 315 | 43 | 30.9 | 8.4 |
| 454110 | Electronic shopping & mail-order houses | 9 | 10 392 | 1 310 | 315 | 43 | 30.9 | 8.4 |
| 45439 | Other direct selling establishments | 3 | D | D | D | a | D | D |
| 454390 | Other direct selling establishments | 3 | D | D | D | a | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|---|---|---|---|---|---|---|---|---|
| | | | | | | | From administrative records[1] | Estimated[2] |
| | **WESTLAKE VILLAGE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **48** | **154 298** | **12 930** | **3 250** | **604** | **4.9** | **2.2** |
| 442 | Furniture & home furnishings stores | 5 | D | D | D | b | D | D |
| 44229 | Other home furnishings stores | 4 | 1 595 | 223 | 48 | 25 | 62.7 | 37.3 |
| 443 | Electronics & appliance stores | 3 | 3 530 | 1 249 | 337 | 29 | D | 31.8 |
| 4431 | Electronics & appliance stores | 3 | 3 530 | 1 249 | 337 | 29 | D | 31.8 |
| 44312 | Computer & software stores | 2 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 2 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 7 | 8 759 | 1 556 | 278 | 39 | 18.8 | 7.9 |
| 4441 | Building material & supplies dealers | 7 | 8 759 | 1 556 | 278 | 39 | 18.8 | 7.9 |
| 44419 | Other building material dealers | 5 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 5 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 6 | 16 431 | 2 503 | 619 | 116 | 4.5 | 1.0 |
| 446 | Health & personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 2 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 5 | 1 966 | 280 | 110 | 16 | 47.9 | – |
| 44813 | Children's & infants' clothing stores | 1 | D | D | D | a | D | D |
| 448130 | Children's & infants' clothing stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 4 | 2 658 | 242 | 106 | 12 | 12.1 | 27.7 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 3 | D | D | D | a | D | D |
| 452 | General merchandise stores | 2 | D | D | D | e | D | D |
| 4529 | Other general merchandise stores | 2 | D | D | D | e | D | D |
| 45291 | Warehouse clubs & superstores | 1 | D | D | D | c | D | D |
| 452910 | Warehouse clubs & superstores | 1 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 10 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 45392 | Art dealers | 1 | D | D | D | a | D | D |
| 453920 | Art dealers | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 3 | D | D | D | b | D | D |
| 4541 | Electronic shopping & mail-order houses | 1 | D | D | D | a | D | D |
| 45411 | Electronic shopping & mail-order houses | 1 | D | D | D | a | D | D |
| 454110 | Electronic shopping & mail-order houses | 1 | D | D | D | a | D | D |
| | **WESTMINSTER, CA** | | | | | | | |
| **44-45** | **Retail trade** | **444** | **1 051 857** | **92 986** | **21 867** | **5 042** | **11.5** | **3.7** |
| 441 | Motor vehicle & parts dealers | 35 | 392 193 | 30 300 | 6 545 | 764 | 3.8 | 1.0 |
| 4411 | Automobile dealers | 12 | 367 811 | 26 302 | 5 696 | 593 | 3.2 | .5 |
| 44111 | New car dealers | 8 | 351 144 | 26 039 | 5 659 | 580 | – | .6 |
| 441110 | New car dealers | 8 | 351 144 | 26 039 | 5 659 | 580 | – | .6 |
| 44112 | Used car dealers | 4 | 16 667 | 263 | 37 | 13 | 68.9 | – |
| 441120 | Used car dealers | 4 | 16 667 | 263 | 37 | 13 | 68.9 | – |
| 4412 | Other motor vehicle dealers | 3 | 6 957 | 1 056 | 216 | 33 | D | 17.2 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 3 | 6 957 | 1 056 | 216 | 33 | D | 17.2 |
| 441221 | Motorcycle dealers | 3 | 6 957 | 1 056 | 216 | 33 | D | 17.2 |
| 4413 | Automotive parts, accessories, & tire stores | 20 | 17 425 | 2 942 | 633 | 138 | 14.0 | 4.7 |
| 44131 | Automotive parts & accessories stores | 11 | 10 516 | 1 715 | 422 | 101 | 1.6 | 4.1 |
| 441310 | Automotive parts & accessories stores | 11 | 10 516 | 1 715 | 422 | 101 | 1.6 | 4.1 |
| 44132 | Tire dealers | 9 | 6 909 | 1 227 | 211 | 37 | 32.9 | 5.6 |
| 441320 | Tire dealers | 9 | 6 909 | 1 227 | 211 | 37 | 32.9 | 5.6 |
| 442 | Furniture & home furnishings stores | 22 | 16 602 | 2 445 | 560 | 119 | 29.0 | – |
| 4421 | Furniture stores | 10 | 7 385 | 860 | 202 | 34 | 48.7 | – |
| 44211 | Furniture stores | 10 | 7 385 | 860 | 202 | 34 | 48.7 | – |
| 442110 | Furniture stores | 10 | 7 385 | 860 | 202 | 34 | 48.7 | – |
| 4422 | Home furnishings stores | 12 | 9 217 | 1 585 | 358 | 85 | 13.3 | – |
| 44221 | Floor covering stores | 6 | 3 373 | 757 | 142 | 26 | 25.0 | – |
| 442210 | Floor covering stores | 6 | 3 373 | 757 | 142 | 26 | 25.0 | – |
| 44229 | Other home furnishings stores | 6 | 5 844 | 828 | 216 | 59 | 6.5 | – |
| 442299 | All other home furnishings stores | 6 | 5 844 | 828 | 216 | 59 | 6.5 | – |
| 443 | Electronics & appliance stores | 22 | 55 706 | 4 891 | 1 161 | 289 | 1.6 | 9.4 |
| 4431 | Electronics & appliance stores | 22 | 55 706 | 4 891 | 1 161 | 289 | 1.6 | 9.4 |
| 44311 | Appliance, television, & other electronics stores | 12 | 48 338 | 3 783 | 896 | 241 | .1 | 2.8 |
| 443112 | Radio, television, & other electronics stores | 11 | D | D | D | c | D | D |
| 44312 | Computer & software stores | 8 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 8 | 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 |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **WESTMINSTER, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 444 | Building material & garden equipment & supplies dealers | 16 | 64 390 | 6 712 | 1 755 | 269 | 1.7 | 6.5 |
| 4441 | Building material & supplies dealers | 15 | 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 |
| 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 | 11 | 18 873 | 2 143 | 482 | 75 | 4.4 | 22.1 |
| 444190 | Other building material dealers | 11 | 18 873 | 2 143 | 482 | 75 | 4.4 | 22.1 |
| 445 | Food & beverage stores | 45 | 190 741 | 16 819 | 4 140 | 1 136 | 18.5 | 1.1 |
| 4451 | Grocery stores | 31 | 181 984 | 16 286 | 4 018 | 1 095 | 18.4 | .8 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 26 | 179 369 | 16 083 | 3 961 | 1 076 | 18.3 | .2 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 26 | 179 369 | 16 083 | 3 961 | 1 076 | 18.3 | .2 |
| 4452 | Specialty food stores | 11 | 7 162 | 452 | 104 | 34 | 12.8 | 8.0 |
| 446 | Health & personal care stores | 57 | 53 678 | 5 217 | 1 277 | 326 | 52.5 | 5.4 |
| 4461 | Health & personal care stores | 57 | 53 678 | 5 217 | 1 277 | 326 | 52.5 | 5.4 |
| 44611 | Pharmacies & drug stores | 35 | 44 729 | 4 061 | 995 | 246 | 58.5 | 3.9 |
| 446110 | Pharmacies & drug stores | 35 | 44 729 | 4 061 | 995 | 246 | 58.5 | 3.9 |
| 4461101 | Pharmacies & drug stores | 34 | D | D | D | c | D | D |
| 4461102 | Proprietary stores | 1 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 9 | 4 274 | 439 | 88 | 32 | 35.5 | 10.8 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 9 | 4 274 | 439 | 88 | 32 | 35.5 | 10.8 |
| 44613 | Optical goods stores | 8 | 3 734 | 569 | 153 | 37 | 4.1 | 5.8 |
| 446130 | Optical goods stores | 8 | 3 734 | 569 | 153 | 37 | 4.1 | 5.8 |
| 446191 | Food (health) supplement stores | 3 | D | D | D | a | D | D |
| 447 | Gasoline stations | 22 | 48 880 | 1 322 | 256 | 91 | 28.0 | 18.1 |
| 4471 | Gasoline stations | 22 | 48 880 | 1 322 | 256 | 91 | 28.0 | 18.1 |
| 44711 | Gasoline stations with convenience stores | 6 | 10 112 | 281 | 62 | 25 | 21.0 | 15.2 |
| 447110 | Gasoline stations with convenience stores | 6 | 10 112 | 281 | 62 | 25 | 21.0 | 15.2 |
| 44719 | Other gasoline stations | 16 | 38 768 | 1 041 | 194 | 66 | 29.8 | 18.8 |
| 447190 | Other gasoline stations | 16 | 38 768 | 1 041 | 194 | 66 | 29.8 | 18.8 |
| 448 | Clothing & clothing accessories stores | 115 | 69 670 | 8 077 | 1 910 | 649 | 19.4 | 4.0 |
| 4481 | Clothing stores | 45 | 33 721 | 4 116 | 988 | 389 | 8.5 | .7 |
| 44811 | Men's clothing stores | 5 | 3 264 | 500 | 114 | 47 | 39.2 | – |
| 448110 | Men's clothing stores | 5 | 3 264 | 500 | 114 | 47 | 39.2 | – |
| 44812 | Women's clothing stores | 23 | 16 999 | 2 211 | 549 | 211 | 6.2 | 1.3 |
| 448120 | Women's clothing stores | 23 | 16 999 | 2 211 | 549 | 211 | 6.2 | 1.3 |
| 44813 | Children's & infants' clothing stores | 3 | D | D | D | b | D | D |
| 448130 | Children's & infants' clothing stores | 3 | D | D | D | b | D | D |
| 44819 | Other clothing stores | 7 | 5 379 | 633 | 147 | 56 | 6.4 | – |
| 448190 | Other clothing stores | 7 | 5 379 | 633 | 147 | 56 | 6.4 | – |
| 4482 | Shoe stores | 32 | 15 293 | 1 798 | 421 | 140 | 2.2 | 6.2 |
| 44821 | Shoe stores | 32 | 15 293 | 1 798 | 421 | 140 | 2.2 | 6.2 |
| 448210 | Shoe stores | 32 | 15 293 | 1 798 | 421 | 140 | 2.2 | 6.2 |
| 4482101 | Men's shoe stores | 5 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 8 | 2 782 | 364 | 86 | 42 | 2.8 | 24.9 |
| 4482103 | Children's & juveniles' shoe stores | 2 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 11 | 6 349 | 686 | 175 | 53 | 2.5 | – |
| 4482105 | Athletic footwear stores | 6 | 3 591 | 348 | 77 | 29 | – | – |
| 4483 | Jewelry, luggage, & leather goods stores | 38 | 20 656 | 2 163 | 501 | 120 | 49.9 | 7.8 |
| 44831 | Jewelry stores | 36 | D | D | D | c | D | D |
| 448310 | Jewelry stores | 36 | D | D | D | c | D | D |
| 44832 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 48 | 29 721 | 3 330 | 771 | 235 | 8.2 | 15.3 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 30 | 17 077 | 1 902 | 418 | 139 | 13.0 | 8.7 |
| 45111 | Sporting goods stores | 12 | 11 609 | 1 243 | 270 | 70 | 4.3 | 11.2 |
| 451110 | Sporting goods stores | 12 | 11 609 | 1 243 | 270 | 70 | 4.3 | 11.2 |
| 4511101 | General-line sporting goods stores | 4 | 3 255 | 320 | 65 | 31 | 9.9 | 2.0 |
| 4511102 | Specialty-line sporting goods stores | 8 | 8 354 | 923 | 205 | 39 | 2.1 | 14.8 |
| 45112 | Hobby, toy, & game stores | 7 | 2 982 | 341 | 66 | 34 | 25.2 | 1.4 |
| 451120 | Hobby, toy, & game stores | 7 | 2 982 | 341 | 66 | 34 | 25.2 | 1.4 |
| 45113 | Sewing, needlework, & piece goods stores | 10 | D | D | D | b | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 10 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 18 | 12 644 | 1 428 | 353 | 96 | 1.7 | 24.2 |
| 45121 | Book stores & news dealers | 7 | 7 569 | 882 | 191 | 37 | 1.9 | 35.5 |
| 451211 | Book stores | 7 | 7 569 | 882 | 191 | 37 | 1.9 | 35.5 |
| 4512111 | Book stores, general | 5 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 2 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 11 | 5 075 | 546 | 162 | 59 | 1.3 | 7.4 |
| 451220 | Prerecorded tape, compact disc, & record stores | 11 | 5 075 | 546 | 162 | 59 | 1.3 | 7.4 |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **WESTMINSTER, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 9 | 89 826 | 9 855 | 2 476 | 821 | – | 3.3 |
| 4521 | Department stores (incl leased depts) ## | 3 | 85 384 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 3 | 85 384 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 3 | 84 019 | 9 204 | 2 187 | 719 | – | – |
| 45211 | Department stores (excl leased depts) | 3 | 84 019 | 9 204 | 2 187 | 719 | – | – |
| 452110 | Department stores (excl leased depts) | 3 | 84 019 | 9 204 | 2 187 | 719 | – | – |
| 4521103 | National chain department stores (excl leased depts) | 2 | D | D | D | f | D | D |
| 45299 | All other general merchandise stores | 6 | 5 807 | 651 | 289 | 102 | – | 50.6 |
| 452990 | All other general merchandise stores | 6 | 5 807 | 651 | 289 | 102 | – | 50.6 |
| 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 | 42 | 17 600 | 3 001 | 729 | 287 | 12.2 | 8.4 |
| 4532 | Office supplies, stationery, & gift stores | 20 | 8 266 | 1 077 | 265 | 138 | 3.6 | 5.0 |
| 45322 | Gift, novelty, & souvenir stores | 20 | 8 266 | 1 077 | 265 | 138 | 3.6 | 5.0 |
| 453220 | Gift, novelty, & souvenir stores | 20 | 8 266 | 1 077 | 265 | 138 | 3.6 | 5.0 |
| 4533 | Used merchandise stores | 3 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 3 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 3 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 13 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 9 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 11 | 22 850 | 1 017 | 287 | 56 | 16.7 | 1.8 |
| 4541 | Electronic shopping & mail-order houses | 8 | 22 204 | 969 | 275 | 53 | 15.4 | 1.8 |
| 45411 | Electronic shopping & mail-order houses | 8 | 22 204 | 969 | 275 | 53 | 15.4 | 1.8 |
| 454110 | Electronic shopping & mail-order houses | 8 | 22 204 | 969 | 275 | 53 | 15.4 | 1.8 |
| | **WEST SACRAMENTO, CA** | | | | | | | |
| **44-45** | **Retail trade** | **101** | **215 748** | **22 973** | **5 349** | **1 098** | **4.9** | **3.7** |
| 441 | Motor vehicle & parts dealers | 23 | 58 808 | 6 235 | 1 622 | 231 | .5 | .8 |
| 4412 | Other motor vehicle dealers | 3 | D | D | D | a | D | D |
| 44121 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 441210 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 18 | 43 302 | 5 451 | 1 471 | 199 | .4 | – |
| 44131 | Automotive parts & accessories stores | 12 | 20 254 | 3 249 | 762 | 127 | .8 | – |
| 441310 | Automotive parts & accessories stores | 12 | 20 254 | 3 249 | 762 | 127 | .8 | – |
| 44132 | Tire dealers | 6 | 23 048 | 2 202 | 709 | 72 | – | – |
| 441320 | Tire dealers | 6 | 23 048 | 2 202 | 709 | 72 | – | – |
| 442 | Furniture & home furnishings stores | 2 | D | D | D | b | D | D |
| 4422 | Home furnishings stores | 2 | D | D | D | b | D | D |
| 44229 | Other home furnishings stores | 2 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 4 | 4 111 | 675 | 161 | 43 | – | 45.8 |
| 4431 | Electronics & appliance stores | 4 | 4 111 | 675 | 161 | 43 | – | 45.8 |
| 44311 | Appliance, television, & other electronics stores | 4 | 4 111 | 675 | 161 | 43 | – | 45.8 |
| 443112 | Radio, television, & other electronics stores | 4 | 4 111 | 675 | 161 | 43 | – | 45.8 |
| 444 | Building material & garden equipment & supplies dealers | 9 | 27 249 | 3 939 | 1 007 | 130 | – | – |
| 4441 | Building material & supplies dealers | 9 | 27 249 | 3 939 | 1 007 | 130 | – | – |
| 44413 | Hardware stores | 4 | 4 756 | 816 | 192 | 36 | – | – |
| 444130 | Hardware stores | 4 | 4 756 | 816 | 192 | 36 | – | – |
| 44419 | Other building material dealers | 5 | 22 493 | 3 123 | 815 | 94 | – | – |
| 444190 | Other building material dealers | 5 | 22 493 | 3 123 | 815 | 94 | – | – |
| 445 | Food & beverage stores | 14 | 52 530 | 6 174 | 1 328 | 302 | 7.6 | – |
| 4451 | Grocery stores | 13 | D | D | D | e | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 10 | 50 240 | 6 031 | 1 298 | 289 | 6.1 | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 10 | 50 240 | 6 031 | 1 298 | 289 | 6.1 | – |
| 446 | Health & personal care stores | 4 | 4 187 | 724 | 142 | 42 | – | – |
| 447 | Gasoline stations | 17 | 38 765 | 1 864 | 447 | 152 | 4.5 | 7.8 |
| 4471 | Gasoline stations | 17 | 38 765 | 1 864 | 447 | 152 | 4.5 | 7.8 |
| 44711 | Gasoline stations with convenience stores | 13 | 27 228 | 1 316 | 329 | 117 | 6.4 | 11.2 |
| 447110 | Gasoline stations with convenience stores | 13 | 27 228 | 1 316 | 329 | 117 | 6.4 | 11.2 |
| 44719 | Other gasoline stations | 4 | 11 537 | 548 | 118 | 35 | – | – |
| 447190 | Other gasoline stations | 4 | 11 537 | 548 | 118 | 35 | – | – |
| 448 | Clothing & clothing accessories stores | 7 | 5 175 | 524 | 83 | 26 | 49.2 | – |
| 4481 | Clothing stores | 3 | 4 190 | 387 | 49 | 15 | D | – |
| 44819 | Other clothing stores | 1 | D | D | D | a | D | D |
| 448190 | Other clothing stores | 1 | D | D | D | a | D | D |
| 4482101 | Men's shoe 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **WEST SACRAMENTO, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 4 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 3 | 2 810 | 515 | 88 | 35 | D | – |
| 45121 | Book stores & news dealers | 3 | 2 810 | 515 | 88 | 35 | D | – |
| 451211 | Book stores | 2 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 1 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 1 | D | D | D | a | D | D |
| 451212 | News dealers & newsstands | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 2 | D | D | D | b | D | D |
| 45299 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 11 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 8 | D | D | D | b | D | D |
| 45393 | Manufactured (mobile) home dealers | 3 | 8 487 | 559 | 93 | 21 | – | – |
| 453930 | Manufactured (mobile) home dealers | 3 | 8 487 | 559 | 93 | 21 | – | – |
| 45399 | All other miscellaneous store retailers | 4 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 4 | 1 515 | 220 | 62 | 17 | 64.2 | 19.3 |
| | **WHITTIER, CA** | | | | | | | |
| **44-45** | **Retail trade** | **247** | **618 093** | **64 613** | **15 048** | **3 181** | **7.7** | **6.7** |
| 441 | Motor vehicle & parts dealers | 24 | 220 573 | 21 324 | 4 736 | 572 | 1.2 | 7.6 |
| 4411 | Automobile dealers | 12 | D | D | D | e | D | D |
| 44111 | New car dealers | 10 | 207 455 | 19 184 | 4 247 | 482 | .2 | 7.8 |
| 441110 | New car dealers | 10 | 207 455 | 19 184 | 4 247 | 482 | .2 | 7.8 |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 1 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 11 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 7 | 5 238 | 880 | 203 | 38 | 23.2 | 12.9 |
| 441310 | Automotive parts & accessories stores | 7 | 5 238 | 880 | 203 | 38 | 23.2 | 12.9 |
| 442 | Furniture & home furnishings stores | 15 | 9 306 | 1 518 | 367 | 71 | 10.3 | 9.6 |
| 4421 | Furniture stores | 7 | 6 374 | 1 143 | 263 | 51 | 7.9 | 8.0 |
| 44211 | Furniture stores | 7 | 6 374 | 1 143 | 263 | 51 | 7.9 | 8.0 |
| 442110 | Furniture stores | 7 | 6 374 | 1 143 | 263 | 51 | 7.9 | 8.0 |
| 4422 | Home furnishings stores | 8 | 2 932 | 375 | 104 | 20 | 15.5 | 13.1 |
| 443 | Electronics & appliance stores | 8 | 3 645 | 389 | 81 | 24 | 5.2 | 19.3 |
| 4431 | Electronics & appliance stores | 8 | 3 645 | 389 | 81 | 24 | 5.2 | 19.3 |
| 44311 | Appliance, television, & other electronics stores | 5 | 1 891 | 257 | 58 | 16 | 3.4 | 11.7 |
| 443112 | Radio, television, & other electronics stores | 5 | 1 891 | 257 | 58 | 16 | 3.4 | 11.7 |
| 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 | 12 | 27 539 | 3 967 | 878 | 163 | 43.3 | .8 |
| 4441 | Building material & supplies dealers | 11 | 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 | 7 | 16 567 | 1 731 | 370 | 57 | 70.4 | 1.3 |
| 444190 | Other building material dealers | 7 | 16 567 | 1 731 | 370 | 57 | 70.4 | 1.3 |
| 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 |
| 445 | Food & beverage stores | 31 | 135 254 | 13 461 | 3 106 | 648 | 2.2 | 8.3 |
| 4451 | Grocery stores | 16 | 127 048 | 12 856 | 2 955 | 597 | .8 | 8.7 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 13 | 125 033 | 12 627 | 2 901 | 581 | .7 | 8.9 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 13 | 125 033 | 12 627 | 2 901 | 581 | .7 | 8.9 |
| 4452 | Specialty food stores | 4 | 2 082 | 176 | 46 | 16 | 6.8 | – |
| 4453 | Beer, wine, & liquor stores | 11 | 6 124 | 429 | 105 | 35 | 29.7 | 2.6 |
| 44531 | Beer, wine, & liquor stores | 11 | 6 124 | 429 | 105 | 35 | 29.7 | 2.6 |
| 445310 | Beer, wine, & liquor stores | 11 | 6 124 | 429 | 105 | 35 | 29.7 | 2.6 |
| 446 | Health & personal care stores | 28 | 44 868 | 6 628 | 1 688 | 318 | 15.6 | 2.6 |
| 4461 | Health & personal care stores | 28 | 44 868 | 6 628 | 1 688 | 318 | 15.6 | 2.6 |
| 44611 | Pharmacies & drug stores | 12 | 35 208 | 4 697 | 1 218 | 220 | 19.5 | – |
| 446110 | Pharmacies & drug stores | 12 | 35 208 | 4 697 | 1 218 | 220 | 19.5 | – |
| 4461101 | Pharmacies & drug stores | 11 | D | D | D | c | D | D |
| 4461102 | Proprietary stores | 1 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 44613 | Optical goods stores | 5 | 2 918 | 634 | 154 | 33 | – | 15.1 |
| 446130 | Optical goods stores | 5 | 2 918 | 634 | 154 | 33 | – | 15.1 |
| 44619 | Other health & personal care stores | 9 | D | D | D | b | D | D |
| 446191 | Food (health) supplement stores | 4 | D | D | D | a | D | D |
| 446199 | All other health & personal care stores | 5 | D | D | D | b | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **WHITTIER, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 447 | Gasoline stations | 17 | 36 978 | 1 308 | 228 | 73 | 38.5 | 5.5 |
| 4471 | Gasoline stations | 17 | 36 978 | 1 308 | 228 | 73 | 38.5 | 5.5 |
| 44711 | Gasoline stations with convenience stores | 3 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 3 | D | D | D | b | D | D |
| 44719 | Other gasoline stations | 14 | D | D | D | b | D | D |
| 447190 | Other gasoline stations | 14 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 51 | 33 554 | 3 740 | 843 | 299 | 13.2 | 10.0 |
| 4481 | Clothing stores | 25 | 22 521 | 2 142 | 482 | 195 | 12.1 | 6.1 |
| 44814 | Family clothing stores | 8 | 15 244 | 1 268 | 277 | 106 | 3.9 | – |
| 448140 | Family clothing stores | 8 | 15 244 | 1 268 | 277 | 106 | 3.9 | – |
| 44819 | Other clothing stores | 3 | 1 591 | 183 | 39 | 18 | D | – |
| 448190 | Other clothing stores | 3 | 1 591 | 183 | 39 | 18 | D | – |
| 4482 | Shoe stores | 16 | 6 988 | 1 110 | 247 | 75 | 13.4 | 10.7 |
| 44821 | Shoe stores | 16 | 6 988 | 1 110 | 247 | 75 | 13.4 | 10.7 |
| 448210 | Shoe stores | 16 | 6 988 | 1 110 | 247 | 75 | 13.4 | 10.7 |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 4482103 | Children's & juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 10 | 4 305 | 800 | 179 | 50 | 21.7 | 6.6 |
| 4482105 | Athletic footwear stores | 3 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 10 | 4 045 | 488 | 114 | 29 | 19.1 | 30.4 |
| 44831 | Jewelry stores | 7 | 3 693 | 474 | 111 | 25 | 14.0 | 33.3 |
| 448310 | Jewelry stores | 7 | 3 693 | 474 | 111 | 25 | 14.0 | 33.3 |
| 44832 | Luggage & leather goods stores | 3 | 352 | 14 | 3 | 4 | D | – |
| 448320 | Luggage & leather goods stores | 3 | 352 | 14 | 3 | 4 | D | – |
| 451 | Sporting goods, hobby, book, & music stores | 22 | 13 915 | 1 721 | 430 | 183 | 2.6 | 8.6 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 13 | 6 641 | 949 | 263 | 99 | 5.4 | 8.2 |
| 45112 | Hobby, toy, & game stores | 3 | 2 549 | 360 | 92 | 35 | – | – |
| 451120 | Hobby, toy, & game stores | 3 | 2 549 | 360 | 92 | 35 | – | – |
| 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 | 9 | 7 274 | 772 | 167 | 84 | – | 9.0 |
| 45121 | Book stores & news dealers | 4 | 4 006 | 387 | 69 | 33 | – | 8.9 |
| 451211 | Book stores | 3 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 1 | 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 |
| 45122 | Prerecorded tape, compact disc, & record stores | 5 | 3 268 | 385 | 98 | 51 | – | 9.2 |
| 451220 | Prerecorded tape, compact disc, & record stores | 5 | 3 268 | 385 | 98 | 51 | – | 9.2 |
| 452 | General merchandise stores | 7 | 64 928 | 7 152 | 1 853 | 569 | .4 | 4.3 |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 4521103 | National chain department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 4 | 9 215 | 1 012 | 307 | 100 | 2.7 | 30.3 |
| 452990 | All other general merchandise stores | 4 | 9 215 | 1 012 | 307 | 100 | 2.7 | 30.3 |
| 4529902 | Catalog showrooms | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 28 | D | D | D | c | D | D |
| 4531 | Florists | 5 | 1 919 | 358 | 72 | 39 | 9.6 | – |
| 45311 | Florists | 5 | 1 919 | 358 | 72 | 39 | 9.6 | – |
| 453110 | Florists | 5 | 1 919 | 358 | 72 | 39 | 9.6 | – |
| 4532 | Office supplies, stationery, & gift stores | 9 | 12 918 | 1 196 | 316 | 104 | 2.8 | 4.6 |
| 45321 | Office supplies & stationery stores | 3 | 10 597 | 884 | 239 | 63 | – | – |
| 453210 | Office supplies & stationery stores | 3 | 10 597 | 884 | 239 | 63 | – | – |
| 4532102 | Office supplies stores | 3 | 10 597 | 884 | 239 | 63 | – | – |
| 4533 | Used merchandise stores | 3 | 1 063 | 191 | 45 | 29 | D | 11.0 |
| 45331 | Used merchandise stores | 3 | 1 063 | 191 | 45 | 29 | D | 11.0 |
| 453310 | Used merchandise stores | 3 | 1 063 | 191 | 45 | 29 | D | 11.0 |
| 4539 | Other miscellaneous store retailers | 11 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 3 | 2 746 | 269 | 69 | 28 | D | – |
| 453910 | Pet & pet supplies stores | 3 | 2 746 | 269 | 69 | 28 | D | – |
| 45399 | All other miscellaneous store retailers | 8 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 4 | D | D | D | b | D | D |
| 4541 | Electronic shopping & mail-order houses | 1 | D | D | D | b | D | D |
| 45411 | Electronic shopping & mail-order houses | 1 | D | D | D | b | D | D |
| 454110 | Electronic shopping & mail-order houses | 1 | D | D | D | b | D | D |
| | **WILLIAMS, CA** | | | | | | | |
| **44-45** | **Retail trade** | **6** | **12 020** | **574** | **166** | **47** | **21.5** | **–** |
| 445 | Food & beverage stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 3 | 8 929 | 292 | 98 | 31 | D | – |
| 44711 | Gasoline stations with convenience stores | 3 | 8 929 | 292 | 98 | 31 | D | – |
| 447110 | Gasoline stations with convenience stores | 3 | 8 929 | 292 | 98 | 31 | D | – |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **WILLITS, CA** | | | | | | | |
| **44-45** | **Retail trade** | **65** | **116 188** | **11 804** | **2 498** | **679** | **11.2** | **4.7** |
| 441 | Motor vehicle & parts dealers | 5 | 8 414 | 1 038 | 228 | 58 | 74.4 | – |
| 442 | Furniture & home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 6 | 1 834 | 202 | 37 | 14 | 59.3 | – |
| 4431 | Electronics & appliance stores | 6 | 1 834 | 202 | 37 | 14 | 59.3 | – |
| 444 | Building material & garden equipment & supplies dealers | 7 | D | D | D | c | D | D |
| 4441 | Building material & supplies dealers | 6 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 5 | 12 216 | 1 698 | 383 | 72 | .7 | – |
| 444190 | Other building material dealers | 5 | 12 216 | 1 698 | 383 | 72 | .7 | – |
| 4442 | Lawn & garden equipment & supplies stores | 1 | D | D | D | a | D | D |
| 44422 | Nursery & garden centers | 1 | D | D | D | a | D | D |
| 444220 | Nursery & garden centers | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 9 | 53 579 | 5 506 | 1 116 | 303 | 1.6 | 2.8 |
| 4451 | Grocery stores | 7 | D | D | D | e | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 5 | D | D | D | e | D | D |
| 445110 | Supermarkets & other grocery (except convenience) stores | 5 | D | D | D | e | D | D |
| 446 | Health & personal care stores | 5 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 5 | D | D | D | b | D | D |
| 447 | Gasoline stations | 9 | 20 611 | 810 | 174 | 50 | – | 14.7 |
| 4471 | Gasoline stations | 9 | 20 611 | 810 | 174 | 50 | – | 14.7 |
| 44711 | Gasoline stations with convenience stores | 6 | 17 764 | 636 | 133 | 38 | – | 9.6 |
| 447110 | Gasoline stations with convenience stores | 6 | 17 764 | 636 | 133 | 38 | – | 9.6 |
| 448 | Clothing & clothing accessories stores | 3 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 3 | D | D | D | a | D | D |
| 452 | General merchandise stores | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 12 | D | D | D | b | D | D |
| 4531 | Florists | 4 | 1 649 | 216 | 40 | 17 | 3.5 | – |
| 45311 | Florists | 4 | 1 649 | 216 | 40 | 17 | 3.5 | – |
| 453110 | Florists | 4 | 1 649 | 216 | 40 | 17 | 3.5 | – |
| 4539 | Other miscellaneous store retailers | 3 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |
| | **WILLOWS, CA** | | | | | | | |
| **44-45** | **Retail trade** | **31** | **45 197** | **5 047** | **1 181** | **404** | **17.1** | **2.3** |
| 441 | Motor vehicle & parts dealers | 6 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 5 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 4 | 13 498 | 1 507 | 374 | 124 | 3.5 | – |
| 446 | Health & personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 3 | D | D | D | a | D | D |
| 448 | Clothing & clothing accessories stores | 4 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|---|---|---|---|---|---|---|---|---|
| | | | | | | | From administrative records[1] | Estimated[2] |
| | **WINDSOR, CA *** | | | | | | | |
| **44-45** | **Retail trade** | **17** | **62 237** | **8 073** | **1 705** | **337** | **2.6** | **.7** |
| 441 | Motor vehicle & parts dealers | 1 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 6 | 11 303 | 1 641 | 331 | 58 | 10.6 | – |
| 4441 | Building material & supplies dealers | 4 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 3 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 3 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 3 | D | D | D | c | D | D |
| 4451 | Grocery stores | 2 | D | D | D | c | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 2 | D | D | D | c | D | D |
| 445110 | Supermarkets & other grocery (except convenience) stores | 2 | D | D | D | c | D | D |
| 446 | Health & personal care stores | 2 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 3 | 720 | 73 | 21 | 7 | D | 34.4 |
| | **WINTERS, CA** | | | | | | | |
| **44-45** | **Retail trade** | **11** | **11 884** | **1 305** | **311** | **114** | **3.6** | **6.4** |
| 441 | Motor vehicle & parts dealers | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 3 | 6 036 | 846 | 196 | 60 | D | – |
| 447 | Gasoline stations | 3 | 4 331 | 202 | 51 | 24 | – | – |
| 448 | Clothing & clothing accessories stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **WOODLAKE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **13** | **11 868** | **1 167** | **272** | **73** | **22.4** | **13.1** |
| 441 | Motor vehicle & parts dealers | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 3 | 2 149 | 351 | 89 | 17 | – | – |
| 445 | Food & beverage stores | 5 | 6 545 | 692 | 156 | 47 | 26.2 | – |
| 446 | Health & personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **WOODLAND, CA** | | | | | | | |
| **44-45** | **Retail trade** | **165** | **406 528** | **43 613** | **9 492** | **2 372** | **4.5** | **5.3** |
| 441 | Motor vehicle & parts dealers | 22 | 94 345 | 8 309 | 1 840 | 319 | 6.8 | 1.2 |
| 4411 | Automobile dealers | 7 | D | D | D | c | D | D |
| 4412 | Other motor vehicle dealers | 3 | D | D | D | a | D | D |
| 44121 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 441210 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 12 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 7 | 7 028 | 1 086 | 267 | 63 | 7.0 | – |
| 441310 | Automotive parts & accessories stores | 7 | 7 028 | 1 086 | 267 | 63 | 7.0 | – |
| 44132 | Tire dealers | 5 | D | D | D | b | D | D |
| 441320 | Tire dealers | 5 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 4 | 4 522 | 603 | 137 | 30 | 15.8 | – |
| 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 | 9 | 5 600 | 640 | 166 | 32 | 4.7 | 9.2 |
| 4431 | Electronics & appliance stores | 9 | 5 600 | 640 | 166 | 32 | 4.7 | 9.2 |
| 44311 | Appliance, television, & other electronics stores | 6 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 3 | D | D | D | a | D | D |
| 44312 | Computer & software stores | 3 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 3 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 17 | 46 632 | 6 205 | 1 449 | 280 | – | – |
| 4441 | Building material & supplies dealers | 11 | 38 044 | 4 725 | 1 156 | 198 | – | – |
| 44413 | Hardware stores | 3 | D | D | D | c | D | D |
| 444130 | Hardware stores | 3 | D | D | D | c | D | D |
| 44419 | Other building material dealers | 6 | 26 689 | 2 666 | 677 | 87 | – | – |
| 444190 | Other building material dealers | 6 | 26 689 | 2 666 | 677 | 87 | – | – |
| 4442 | Lawn & garden equipment & supplies stores | 6 | 8 588 | 1 480 | 293 | 82 | – | – |
| 44422 | Nursery & garden centers | 5 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 5 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 18 | 91 022 | 11 050 | 2 447 | 558 | 7.1 | 15.2 |
| 4451 | Grocery stores | 13 | D | D | D | f | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 11 | 87 142 | 10 702 | 2 361 | 529 | 7.4 | 14.8 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 11 | 87 142 | 10 702 | 2 361 | 529 | 7.4 | 14.8 |
| 4452 | Specialty food stores | 4 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 9 | 20 938 | 2 442 | 533 | 116 | – | 1.4 |
| 4461 | Health & personal care stores | 9 | 20 938 | 2 442 | 533 | 116 | – | 1.4 |
| 44611 | Pharmacies & drug stores | 4 | D | D | D | c | D | D |
| 446110 | Pharmacies & drug stores | 4 | D | D | D | c | D | D |
| 4461101 | Pharmacies & drug stores | 4 | D | D | D | c | D | D |
| 447 | Gasoline stations | 18 | 34 297 | 1 882 | 403 | 109 | 6.3 | 10.0 |
| 4471 | Gasoline stations | 18 | 34 297 | 1 882 | 403 | 109 | 6.3 | 10.0 |
| 44711 | Gasoline stations with convenience stores | 10 | 17 550 | 692 | 121 | 50 | 5.4 | 19.5 |
| 447110 | Gasoline stations with convenience stores | 10 | 17 550 | 692 | 121 | 50 | 5.4 | 19.5 |
| 44719 | Other gasoline stations | 8 | 16 747 | 1 190 | 282 | 59 | 7.3 | – |
| 447190 | Other gasoline stations | 8 | 16 747 | 1 190 | 282 | 59 | 7.3 | – |
| 448 | Clothing & clothing accessories stores | 27 | 11 878 | 1 654 | 395 | 174 | – | 14.4 |
| 4481 | Clothing stores | 15 | 8 056 | 1 008 | 240 | 124 | – | 14.6 |
| 44815 | Clothing accessories stores | 2 | D | D | D | a | D | D |
| 448150 | Clothing accessories stores | 2 | D | D | D | a | D | D |
| 44819 | Other clothing stores | 2 | D | D | D | a | D | D |
| 448190 | Other clothing stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 12 | 5 949 | 654 | 152 | 89 | – | – |
| 4511 | Sporting goods, hobby, & musical instrument stores | 8 | 3 685 | 414 | 92 | 70 | – | – |
| 45113 | Sewing, needlework, & piece goods stores | 1 | D | D | D | b | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 1 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 4 | 2 264 | 240 | 60 | 19 | – | – |
| 45121 | Book stores & news dealers | 3 | D | D | D | a | D | D |
| 4512111 | Book stores, general | 2 | D | D | D | a | D | D |
| 452 | General merchandise stores | 9 | D | D | D | f | D | D |
| 4521 | Department stores (incl leased depts) ## | 6 | 75 591 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 6 | 75 591 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 6 | 74 994 | 7 695 | 1 395 | 509 | – | – |
| 45211 | Department stores (excl leased depts) | 6 | 74 994 | 7 695 | 1 395 | 509 | – | – |
| 452110 | Department stores (excl leased depts) | 6 | 74 994 | 7 695 | 1 395 | 509 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | c | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 3 | 47 086 | 4 897 | 706 | 267 | – | – |
| 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 |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **WOODLAND, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 16 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 4533 | Used merchandise stores | 3 | 2 627 | 270 | 44 | 15 | D | 22.5 |
| 45331 | Used merchandise stores | 3 | 2 627 | 270 | 44 | 15 | D | 22.5 |
| 453310 | Used merchandise stores | 3 | 2 627 | 270 | 44 | 15 | D | 22.5 |
| 4539 | Other miscellaneous store retailers | 7 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 5 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 4 | 6 268 | 1 160 | 272 | 38 | – | – |
| 4543 | Direct selling establishments | 4 | 6 268 | 1 160 | 272 | 38 | – | – |
| 45439 | Other direct selling establishments | 3 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 3 | D | D | D | b | D | D |
| | **WOODSIDE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **13** | **26 776** | **4 449** | **973** | **155** | **7.0** | **13.7** |
| 441 | Motor vehicle & parts dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 2 | D | D | D | a | D | D |
| 4421 | Furniture stores | 2 | D | D | D | a | D | D |
| 44211 | Furniture stores | 2 | D | D | D | a | D | D |
| 442110 | Furniture stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 2 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 1 | 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 |
| | **YORBA LINDA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **116** | **371 257** | **34 114** | **7 481** | **1 726** | **5.8** | **2.0** |
| 441 | Motor vehicle & parts dealers | 11 | 34 717 | 4 623 | 1 006 | 139 | 6.3 | 7.1 |
| 4413 | Automotive parts, accessories, & tire stores | 9 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 4 | 4 537 | 903 | 210 | 44 | – | – |
| 441310 | Automotive parts & accessories stores | 4 | 4 537 | 903 | 210 | 44 | – | – |
| 44132 | Tire dealers | 5 | D | D | D | b | D | D |
| 441320 | Tire dealers | 5 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 6 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 6 | 79 657 | 2 920 | 398 | 56 | – | .8 |
| 4431 | Electronics & appliance stores | 6 | 79 657 | 2 920 | 398 | 56 | – | .8 |
| 44311 | Appliance, television, & other electronics stores | 3 | D | D | D | a | D | D |
| 443112 | Radio, television, & other electronics stores | 2 | D | D | D | a | D | D |
| 44312 | Computer & software stores | 2 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 2 | D | D | D | b | 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 | 9 | 17 049 | 4 262 | 910 | 268 | 11.0 | 7.7 |
| 4441 | Building material & supplies dealers | 6 | 11 511 | 3 275 | 793 | 186 | 1.9 | – |
| 44413 | Hardware stores | 3 | D | D | D | b | D | D |
| 444130 | Hardware stores | 3 | D | D | D | b | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 3 | 5 538 | 987 | 117 | 82 | D | 23.6 |
| 44422 | Nursery & garden centers | 2 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 2 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 12 | 78 787 | 9 387 | 2 240 | 463 | 2.7 | .7 |
| 4451 | Grocery stores | 10 | D | D | D | e | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 9 | 77 424 | 9 206 | 2 189 | 451 | 1.0 | .7 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 9 | 77 424 | 9 206 | 2 189 | 451 | 1.0 | .7 |
| 446 | Health & personal care stores | 11 | 17 468 | 2 355 | 537 | 122 | 14.8 | 3.8 |
| 4461 | Health & personal care stores | 11 | 17 468 | 2 355 | 537 | 122 | 14.8 | 3.8 |
| 44619 | Other health & personal care stores | 4 | 1 414 | 306 | 40 | 16 | 28.4 | – |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **YORBA LINDA, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 447 | Gasoline stations | 8 | 21 363 | 936 | 199 | 90 | 19.8 | 2.6 |
| 4471 | Gasoline stations | 8 | 21 363 | 936 | 199 | 90 | 19.8 | 2.6 |
| 44711 | Gasoline stations with convenience stores | 3 | 9 556 | 242 | 53 | 30 | – | – |
| 447110 | Gasoline stations with convenience stores | 3 | 9 556 | 242 | 53 | 30 | – | – |
| 44719 | Other gasoline stations | 5 | 11 807 | 694 | 146 | 60 | 35.8 | 4.7 |
| 447190 | Other gasoline stations | 5 | 11 807 | 694 | 146 | 60 | 35.8 | 4.7 |
| 448 | Clothing & clothing accessories stores | 9 | D | D | D | b | D | D |
| 4481 | Clothing stores | 5 | 4 273 | 320 | 42 | 29 | 55.8 | – |
| 44813 | Children's & infants' clothing stores | 2 | D | D | D | a | D | D |
| 448130 | Children's & infants' clothing stores | 2 | D | D | D | a | D | D |
| 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 | 11 | 13 687 | 1 956 | 404 | 148 | 3.1 | – |
| 4511 | Sporting goods, hobby, & musical instrument stores | 10 | D | D | D | c | D | D |
| 45111 | Sporting goods stores | 4 | 8 248 | 1 201 | 296 | 68 | .7 | – |
| 451110 | Sporting goods stores | 4 | 8 248 | 1 201 | 296 | 68 | .7 | – |
| 4511101 | General-line sporting goods stores | 2 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 4 | 2 975 | 481 | 42 | 35 | 12.3 | – |
| 451120 | Hobby, toy, & game stores | 4 | 2 975 | 481 | 42 | 35 | 12.3 | – |
| 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 |
| 452 | General merchandise stores | 1 | D | D | D | c | D | D |
| 4529 | Other general merchandise stores | 1 | 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 |
| 453 | Miscellaneous store retailers | 23 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 10 | 10 548 | 864 | 203 | 87 | 7.8 | 5.8 |
| 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 | 8 | D | D | D | b | D | D |
| 453220 | Gift, novelty, & souvenir stores | 8 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 9 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 4 | 4 056 | 432 | 103 | 40 | 11.0 | – |
| 453910 | Pet & pet supplies stores | 4 | 4 056 | 432 | 103 | 40 | 11.0 | – |
| 45399 | All other miscellaneous store retailers | 3 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 9 | 5 698 | 716 | 187 | 31 | 35.5 | – |
| 4541 | Electronic shopping & mail-order houses | 4 | 3 628 | 420 | 112 | 14 | 16.6 | – |
| 45411 | Electronic shopping & mail-order houses | 4 | 3 628 | 420 | 112 | 14 | 16.6 | – |
| 454110 | Electronic shopping & mail-order houses | 4 | 3 628 | 420 | 112 | 14 | 16.6 | – |
| | **YOUNTVILLE, CA** | | | | | | | |
| **44-45** | **Retail trade** | **25** | **12 582** | **1 358** | **277** | **111** | **36.4** | **20.9** |
| 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 |
| 447 | Gasoline stations | 2 | D | D | D | a | D | D |
| 448 | Clothing & clothing accessories stores | 5 | 2 240 | 245 | 57 | 20 | 61.6 | 7.0 |
| 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 | 10 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 45392 | Art dealers | 1 | D | D | D | a | D | D |
| 453920 | Art dealers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **YREKA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **71** | **123 713** | **12 062** | **2 930** | **773** | **6.5** | **4.8** |
| 441 | Motor vehicle & parts dealers | 9 | 26 004 | 2 551 | 697 | 107 | 8.1 | – |
| 4413 | Automotive parts, accessories, & tire stores | 6 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 3 | 4 229 | 632 | 155 | 35 | – | – |
| 441310 | Automotive parts & accessories stores | 3 | 4 229 | 632 | 155 | 35 | – | – |
| 443 | Electronics & appliance stores | 3 | 1 605 | 213 | 48 | 15 | D | – |
| 4431 | Electronics & appliance stores | 3 | 1 605 | 213 | 48 | 15 | D | – |
| 444 | Building material & garden equipment & supplies dealers | 8 | 5 488 | 578 | 138 | 45 | 3.8 | 6.0 |
| 445 | Food & beverage stores | 8 | 33 321 | 3 722 | 859 | 197 | – | – |
| 4451 | Grocery stores | 8 | 33 321 | 3 722 | 859 | 197 | – | – |
| 446 | Health & personal care stores | 4 | 4 750 | 800 | 179 | 39 | – | .3 |
| 4461 | Health & personal care stores | 4 | 4 750 | 800 | 179 | 39 | – | .3 |
| 447 | Gasoline stations | 8 | 19 149 | 908 | 258 | 75 | 15.8 | 26.4 |
| 4471 | Gasoline stations | 8 | 19 149 | 908 | 258 | 75 | 15.8 | 26.4 |
| 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 |
| 448 | Clothing & clothing accessories stores | 8 | 4 887 | 551 | 126 | 53 | 13.6 | – |
| 4481 | Clothing stores | 4 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 4 | D | D | D | a | D | D |
| 452 | General merchandise stores | 2 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 16 | 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 | 5 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **YUBA CITY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **231** | **528 785** | **54 747** | **12 663** | **3 273** | **5.2** | **2.4** |
| 441 | Motor vehicle & parts dealers | 33 | 69 086 | 7 137 | 1 618 | 318 | 4.3 | – |
| 4412 | Other motor vehicle dealers | 7 | D | D | D | b | D | D |
| 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 | 4 | D | D | D | a | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | a | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 18 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 14 | D | D | D | c | D | D |
| 441310 | Automotive parts & accessories stores | 14 | D | D | D | c | D | D |
| 44132 | Tire dealers | 4 | 4 148 | 684 | 162 | 30 | 21.7 | – |
| 441320 | Tire dealers | 4 | 4 148 | 684 | 162 | 30 | 21.7 | – |
| 442 | Furniture & home furnishings stores | 16 | 13 431 | 2 095 | 499 | 107 | 6.0 | 5.6 |
| 4421 | Furniture stores | 5 | 7 297 | 1 154 | 266 | 52 | – | 8.5 |
| 44211 | Furniture stores | 5 | 7 297 | 1 154 | 266 | 52 | – | 8.5 |
| 442110 | Furniture stores | 5 | 7 297 | 1 154 | 266 | 52 | – | 8.5 |
| 4422 | Home furnishings stores | 11 | 6 134 | 941 | 233 | 55 | 13.2 | 2.2 |
| 44221 | Floor covering stores | 6 | 4 964 | 814 | 203 | 38 | 16.3 | 1.3 |
| 442210 | Floor covering stores | 6 | 4 964 | 814 | 203 | 38 | 16.3 | 1.3 |
| 443 | Electronics & appliance stores | 14 | D | D | D | b | D | D |
| 4431 | Electronics & appliance stores | 14 | D | D | D | b | D | D |
| 44311 | Appliance, television, & other electronics stores | 9 | D | D | D | b | D | D |
| 443111 | Household appliance stores | 3 | D | D | D | a | D | D |
| 443112 | Radio, television, & other electronics stores | 6 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 4 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 4 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 16 | 42 836 | 5 637 | 1 310 | 254 | 5.8 | – |
| 4441 | Building material & supplies dealers | 12 | 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 | 8 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 8 | D | D | D | b | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 4 | D | D | D | b | D | D |
| 44422 | Nursery & garden centers | 4 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 4 | D | D | D | b | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **YUBA CITY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 445 | Food & beverage stores | 27 | 127 406 | 13 331 | 3 013 | 601 | 11.2 | .1 |
| 4451 | Grocery stores | 22 | 126 331 | 13 228 | 3 000 | 589 | 11.3 | .1 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 14 | 113 589 | 12 648 | 2 899 | 539 | 3.3 | – |
| 445110 | Supermarkets & other grocery (except convenience) stores | 14 | 113 589 | 12 648 | 2 899 | 539 | 3.3 | – |
| 44512 | Convenience stores | 8 | 12 742 | 580 | 101 | 50 | 82.6 | 1.3 |
| 445120 | Convenience stores | 8 | 12 742 | 580 | 101 | 50 | 82.6 | 1.3 |
| 446 | Health & personal care stores | 17 | 27 970 | 4 056 | 1 001 | 201 | 5.1 | .5 |
| 4461 | Health & personal care stores | 17 | 27 970 | 4 056 | 1 001 | 201 | 5.1 | .5 |
| 44611 | Pharmacies & drug stores | 4 | 22 875 | 2 871 | 719 | 137 | 6.3 | – |
| 446110 | Pharmacies & drug stores | 4 | 22 875 | 2 871 | 719 | 137 | 6.3 | – |
| 4461101 | Pharmacies & drug stores | 4 | 22 875 | 2 871 | 719 | 137 | 6.3 | – |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 4 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 4 | D | D | D | a | D | D |
| 44613 | Optical goods stores | 4 | D | D | D | a | D | D |
| 446130 | Optical goods stores | 4 | D | D | D | a | D | D |
| 44619 | Other health & personal care stores | 5 | D | D | D | b | D | D |
| 446191 | Food (health) supplement stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 13 | 18 079 | 1 106 | 250 | 88 | 14.3 | 3.6 |
| 44711 | Gasoline stations with convenience stores | 8 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 8 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 37 | D | D | D | e | D | D |
| 4481 | Clothing stores | 16 | D | D | D | c | D | D |
| 4482 | Shoe stores | 12 | 12 286 | 1 440 | 290 | 118 | – | 38.2 |
| 44821 | Shoe stores | 12 | 12 286 | 1 440 | 290 | 118 | – | 38.2 |
| 448210 | Shoe stores | 12 | 12 286 | 1 440 | 290 | 118 | – | 38.2 |
| 4482104 | Family shoe stores | 10 | D | D | D | c | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 9 | D | D | D | b | D | D |
| 44831 | Jewelry stores | 9 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 9 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 17 | D | D | D | c | D | D |
| 4511 | Sporting goods, hobby, & musical instrument stores | 12 | D | D | D | b | D | D |
| 4511101 | General-line sporting goods stores | 2 | D | D | D | a | D | D |
| 45112 | Hobby, toy, & game stores | 3 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 3 | D | D | D | b | D | D |
| 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 | 5 | D | D | D | b | D | D |
| 45121 | Book stores & news dealers | 3 | D | D | D | a | D | D |
| 4512111 | Book stores, general | 2 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 2 | D | D | D | b | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 2 | D | D | D | b | D | D |
| 452 | General merchandise stores | 9 | 162 059 | 13 768 | 3 254 | 1 079 | – | 1.3 |
| 4521 | Department stores (incl leased depts) ## | 6 | D | N | N | N | D | D |
| 45211 | Department stores (incl leased depts) ## | 6 | D | N | N | N | D | D |
| 4521 | Department stores (excl leased depts) | 6 | D | D | D | f | D | D |
| 45211 | Department stores (excl leased depts) | 6 | D | D | D | f | D | D |
| 452110 | Department stores (excl leased depts) | 6 | D | D | D | f | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 3 | D | D | D | f | D | D |
| 4521103 | National chain department stores (excl leased depts) | 2 | D | D | D | c | D | D |
| 4529 | Other general merchandise stores | 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 |
| 45299 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 28 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 9 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 45331 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 453310 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 12 | D | D | D | b | D | D |
| 45393 | Manufactured (mobile) home dealers | 1 | D | D | D | a | D | D |
| 453930 | Manufactured (mobile) home dealers | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 9 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 4 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 4 | D | D | D | b | D | D |
| 454311 | Heating oil dealers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **YUCAIPA, CA** | | | | | | | |
| **44-45** | **Retail trade** | **79** | **108 607** | **10 697** | **2 510** | **646** | **16.4** | **7.7** |
| 441 | Motor vehicle & parts dealers | 12 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 11 | 6 289 | 967 | 235 | 51 | 16.3 | 13.9 |
| 44131 | Automotive parts & accessories stores | 8 | 5 139 | 706 | 170 | 42 | 11.6 | 17.0 |
| 441310 | Automotive parts & accessories stores | 8 | 5 139 | 706 | 170 | 42 | 11.6 | 17.0 |
| 442 | Furniture & home furnishings stores | 1 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 4 | 1 772 | 214 | 51 | 13 | – | – |
| 4431 | Electronics & appliance stores | 4 | 1 772 | 214 | 51 | 13 | – | – |
| 444 | Building material & garden equipment & supplies dealers | 7 | 5 301 | 771 | 190 | 55 | 8.2 | 1.2 |
| 44413 | Hardware stores | 3 | 4 459 | 571 | 135 | 46 | D | – |
| 444130 | Hardware stores | 3 | 4 459 | 571 | 135 | 46 | D | – |
| 445 | Food & beverage stores | 15 | 49 634 | 5 371 | 1 239 | 262 | 6.5 | 2.9 |
| 4451 | Grocery stores | 9 | 47 063 | 5 137 | 1 181 | 236 | 4.9 | 3.0 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 4 | 43 716 | 4 940 | 1 147 | 216 | – | .9 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 4 | 43 716 | 4 940 | 1 147 | 216 | – | .9 |
| 4452 | Specialty food stores | 3 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 6 | 10 998 | 1 528 | 381 | 87 | 8.0 | – |
| 4461 | Health & personal care stores | 6 | 10 998 | 1 528 | 381 | 87 | 8.0 | – |
| 447 | Gasoline stations | 16 | 28 326 | 1 210 | 277 | 92 | 35.6 | 10.7 |
| 4471 | Gasoline stations | 16 | 28 326 | 1 210 | 277 | 92 | 35.6 | 10.7 |
| 44711 | Gasoline stations with convenience stores | 8 | 14 996 | 373 | 80 | 39 | 25.1 | 16.8 |
| 447110 | Gasoline stations with convenience stores | 8 | 14 996 | 373 | 80 | 39 | 25.1 | 16.8 |
| 44719 | Other gasoline stations | 8 | 13 330 | 837 | 197 | 53 | 47.4 | 3.7 |
| 447190 | Other gasoline stations | 8 | 13 330 | 837 | 197 | 53 | 47.4 | 3.7 |
| 448 | Clothing & clothing accessories stores | 5 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 3 | 1 170 | 104 | 18 | 9 | D | – |
| 452 | General merchandise stores | 1 | D | D | D | b | D | D |
| 45299 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 8 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **YUCCA VALLEY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **72** | **159 869** | **16 757** | **3 897** | **993** | **9.6** | **7.1** |
| 441 | Motor vehicle & parts dealers | 13 | 36 508 | 4 037 | 848 | 135 | 8.9 | 1.4 |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 3 | 1 154 | 146 | 32 | 13 | 100.0 | – |
| 443 | Electronics & appliance stores | 4 | 1 316 | 224 | 53 | 11 | 100.0 | – |
| 4431 | Electronics & appliance stores | 4 | 1 316 | 224 | 53 | 11 | 100.0 | – |
| 444 | Building material & garden equipment & supplies dealers | 4 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 2 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 2 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 7 | D | D | D | c | D | D |
| 4451 | Grocery stores | 6 | D | D | D | c | D | D |
| 446 | Health & personal care stores | 4 | 5 124 | 739 | 165 | 40 | 3.4 | – |
| 4461 | Health & personal care stores | 4 | 5 124 | 739 | 165 | 40 | 3.4 | – |
| 447 | Gasoline stations | 7 | 14 565 | 466 | 100 | 39 | 17.6 | 2.5 |
| 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 | 9 | 6 285 | 682 | 170 | 58 | 5.4 | – |
| 4481 | Clothing stores | 4 | 5 302 | 567 | 137 | 45 | 2.5 | – |
| 451 | Sporting goods, hobby, book, & music stores | 2 | D | D | D | a | D | D |
| 452 | General merchandise stores | 3 | 40 141 | 4 241 | 958 | 406 | – | 4.9 |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 1 | D | D | D | b | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **YUCCA VALLEY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 10 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 1 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 6 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 6 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 4 | 2 989 | 538 | 136 | 19 | – | 58.8 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 4 | 2 989 | 538 | 136 | 19 | – | 58.8 |
| | **BALANCE OF ALAMEDA COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **239** | **440 216** | **46 700** | **10 770** | **2 389** | **15.5** | **4.5** |
| 441 | Motor vehicle & parts dealers | 27 | D | D | D | c | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 20 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 16 | D | D | D | b | D | D |
| 441310 | Automotive parts & accessories stores | 16 | 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 | 13 | D | D | D | b | D | D |
| 4422 | Home furnishings stores | 10 | D | D | D | b | D | D |
| 44221 | Floor covering stores | 7 | D | D | D | b | D | D |
| 442210 | Floor covering stores | 7 | D | D | D | b | D | D |
| 44229 | Other home furnishings stores | 3 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 15 | 18 703 | 2 160 | 478 | 99 | 4.1 | 4.4 |
| 4431 | Electronics & appliance stores | 15 | 18 703 | 2 160 | 478 | 99 | 4.1 | 4.4 |
| 44311 | Appliance, television, & other electronics stores | 8 | D | D | D | b | D | D |
| 443111 | Household appliance stores | 3 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 5 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 5 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 5 | D | D | D | a | 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 | 21 | D | D | D | e | D | D |
| 4441 | Building material & supplies dealers | 17 | D | D | D | c | 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 | 5 | D | D | D | c | D | D |
| 444130 | Hardware stores | 5 | D | D | D | c | D | D |
| 44419 | Other building material dealers | 6 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 6 | D | D | D | b | D | D |
| 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 | 38 | D | D | D | f | D | D |
| 4451 | Grocery stores | 25 | D | D | D | f | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 18 | D | D | D | f | D | D |
| 445110 | Supermarkets & other grocery (except convenience) stores | 18 | D | D | D | f | D | D |
| 4453 | Beer, wine, & liquor stores | 12 | D | D | D | b | D | D |
| 44531 | Beer, wine, & liquor stores | 12 | D | D | D | b | D | D |
| 445310 | Beer, wine, & liquor stores | 12 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 14 | 52 818 | 6 079 | 1 387 | 288 | 4.3 | 10.3 |
| 4461 | Health & personal care stores | 14 | 52 818 | 6 079 | 1 387 | 288 | 4.3 | 10.3 |
| 44611 | Pharmacies & drug stores | 9 | 50 859 | 5 744 | 1 312 | 261 | 4.2 | 10.2 |
| 446110 | Pharmacies & drug stores | 9 | 50 859 | 5 744 | 1 312 | 261 | 4.2 | 10.2 |
| 4461101 | Pharmacies & drug stores | 8 | D | D | D | e | D | D |
| 44619 | Other health & personal care stores | 3 | D | D | D | a | D | D |
| 446191 | Food (health) supplement stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 26 | D | D | D | c | D | D |
| 4471 | Gasoline stations | 26 | D | D | D | c | D | D |
| 44711 | Gasoline stations with convenience stores | 14 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 14 | D | D | D | b | D | D |
| 44719 | Other gasoline stations | 12 | D | D | D | b | D | D |
| 447190 | Other gasoline stations | 12 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 22 | D | D | D | c | D | D |
| 4481 | Clothing stores | 16 | D | D | D | c | D | D |
| 44813 | Children's & infants' clothing stores | 2 | D | D | D | a | D | D |
| 448130 | Children's & infants' clothing stores | 2 | D | D | D | a | D | D |
| 44819 | Other clothing stores | 3 | 1 683 | 182 | 45 | 19 | D | – |
| 448190 | Other clothing stores | 3 | 1 683 | 182 | 45 | 19 | D | – |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF ALAMEDA COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 21 | D | D | D | c | D | D |
| 4511 | Sporting goods, hobby, & musical instrument stores | 14 | 9 443 | 1 300 | 260 | 145 | 21.3 | 10.4 |
| 45111 | Sporting goods stores | 9 | D | D | D | c | D | D |
| 451110 | Sporting goods stores | 9 | D | D | D | c | D | D |
| 4511101 | General-line sporting goods stores | 4 | D | D | D | b | D | D |
| 4511102 | Specialty-line sporting goods stores | 5 | 4 750 | 756 | 124 | 72 | 27.0 | – |
| 45113 | Sewing, needlework, & piece goods stores | 3 | 1 143 | 159 | 46 | 33 | D | 25.6 |
| 451130 | Sewing, needlework, & piece goods stores | 3 | 1 143 | 159 | 46 | 33 | D | 25.6 |
| 4512 | Book, periodical, & music stores | 7 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 2 | D | D | D | b | 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 | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 32 | D | D | D | c | D | D |
| 4531 | Florists | 7 | 1 497 | 336 | 86 | 28 | 30.6 | 20.4 |
| 45311 | Florists | 7 | 1 497 | 336 | 86 | 28 | 30.6 | 20.4 |
| 453110 | Florists | 7 | 1 497 | 336 | 86 | 28 | 30.6 | 20.4 |
| 4532 | Office supplies, stationery, & gift stores | 9 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 4533 | Used merchandise stores | 6 | 3 428 | 926 | 245 | 67 | 7.2 | – |
| 45331 | Used merchandise stores | 6 | 3 428 | 926 | 245 | 67 | 7.2 | – |
| 453310 | Used merchandise stores | 6 | 3 428 | 926 | 245 | 67 | 7.2 | – |
| 4539 | Other miscellaneous store retailers | 10 | 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 |
| 45399 | All other miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 8 | D | D | D | b | D | D |
| | **BALANCE OF ALPINE COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **7** | **2 303** | **228** | **66** | **28** | **54.0** | **.4** |
| 441 | Motor vehicle & parts dealers | 1 | D | D | D | a | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 1 | D | D | D | a | D | D |
| | **BALANCE OF AMADOR COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **101** | **406 346** | **16 998** | **3 912** | **1 038** | **4.8** | **3.2** |
| 441 | Motor vehicle & parts dealers | 14 | D | D | D | c | D | D |
| 4411 | Automobile dealers | 4 | D | D | D | c | D | D |
| 44111 | New car dealers | 2 | D | D | D | b | D | D |
| 441110 | New car dealers | 2 | D | D | D | b | D | D |
| 44112 | Used car dealers | 2 | D | D | D | b | D | D |
| 441120 | Used car dealers | 2 | D | D | D | b | D | D |
| 4412 | Other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 44131 | Automotive parts & accessories stores | 7 | D | D | D | b | D | D |
| 441310 | Automotive parts & accessories stores | 7 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 6 | 3 888 | 737 | 216 | 33 | – | 8.7 |
| 4422 | Home furnishings stores | 4 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 16 | D | D | D | b | D | D |
| 4441 | Building material & supplies dealers | 10 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 4 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 4 | D | D | D | b | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 6 | 5 081 | 464 | 96 | 35 | 7.5 | 11.6 |
| 44422 | Nursery & garden centers | 4 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 4 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 13 | D | D | D | c | D | D |
| 4451 | Grocery stores | 8 | D | D | D | c | D | D |
| 4452 | Specialty food stores | 2 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 4 | D | D | D | b | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF AMADOR COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 447 | Gasoline stations | 16 | D | D | D | c | D | D |
| 4471 | Gasoline stations | 16 | D | D | D | c | D | D |
| 44711 | Gasoline stations with convenience stores | 10 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 10 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 8 | 2 219 | 185 | 44 | 20 | 83.6 | – |
| 451 | Sporting goods, hobby, book, & music stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 2 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 13 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 6 | D | D | D | a | D | D |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 45391 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 8 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 7 | D | D | D | b | D | D |
| 45431 | Fuel dealers | 5 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 4 | D | D | D | b | D | D |
| | **BALANCE OF BUTTE COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **126** | **113 558** | **12 362** | **2 753** | **679** | **15.5** | **10.1** |
| 441 | Motor vehicle & parts dealers | 15 | 8 183 | 1 064 | 215 | 45 | 53.9 | 4.4 |
| 4412 | Other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 7 | D | D | D | a | D | D |
| 4422 | Home furnishings stores | 4 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 7 | D | D | D | b | D | D |
| 4431 | Electronics & appliance stores | 7 | D | D | D | b | D | D |
| 44311 | Appliance, television, & other electronics stores | 4 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 2 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 2 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 15 | 39 174 | 4 342 | 910 | 131 | 3.8 | 7.3 |
| 4442 | Lawn & garden equipment & supplies stores | 8 | 34 118 | 3 786 | 789 | 91 | 1.4 | 4.9 |
| 44422 | Nursery & garden centers | 8 | 34 118 | 3 786 | 789 | 91 | 1.4 | 4.9 |
| 444220 | Nursery & garden centers | 8 | 34 118 | 3 786 | 789 | 91 | 1.4 | 4.9 |
| 445 | Food & beverage stores | 22 | 19 102 | 1 813 | 437 | 151 | 23.0 | 10.6 |
| 4452 | Specialty food stores | 3 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 6 | D | D | D | b | D | D |
| 447 | Gasoline stations | 15 | 17 267 | 965 | 202 | 75 | 7.4 | 12.4 |
| 44711 | Gasoline stations with convenience stores | 13 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 13 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 11 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 11 | D | D | D | b | D | D |
| 4511 | Sporting goods, hobby, & musical instrument stores | 10 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 3 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 3 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 3 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 7 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 45393 | Manufactured (mobile) home dealers | 2 | D | D | D | a | D | D |
| 453930 | Manufactured (mobile) home dealers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 7 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 4 | D | D | D | a | D | D |
| 454311 | Heating oil dealers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|---|---|---|---|---|---|---|---|---|
| | | | | | | | From administrative records[1] | Estimated[2] |
| | **BALANCE OF CALAVERAS COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **119** | **111 679** | **11 567** | **2 577** | **725** | **22.0** | **8.3** |
| 441 | Motor vehicle & parts dealers | 9 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 7 | 2 269 | 370 | 79 | 19 | 76.2 | 23.8 |
| 443 | Electronics & appliance stores | 2 | D | D | D | a | D | D |
| 4431 | Electronics & appliance stores | 2 | D | D | D | a | D | D |
| 44311 | Appliance, television, & other electronics stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 21 | D | D | D | c | D | D |
| 4441 | Building material & supplies dealers | 16 | D | D | D | c | D | D |
| 44413 | Hardware stores | 6 | 10 460 | 1 254 | 258 | 80 | 10.3 | – |
| 444130 | Hardware stores | 6 | 10 460 | 1 254 | 258 | 80 | 10.3 | – |
| 44419 | Other building material dealers | 10 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 10 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 14 | D | D | D | c | D | D |
| 446 | Health & personal care stores | 10 | 15 217 | 1 732 | 387 | 102 | 24.2 | 4.9 |
| 4461 | Health & personal care stores | 10 | 15 217 | 1 732 | 387 | 102 | 24.2 | 4.9 |
| 447 | Gasoline stations | 17 | 22 120 | 1 253 | 313 | 97 | 14.8 | 27.3 |
| 4471 | Gasoline stations | 17 | 22 120 | 1 253 | 313 | 97 | 14.8 | 27.3 |
| 44711 | Gasoline stations with convenience stores | 14 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 14 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 8 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 5 | D | D | D | a | D | D |
| 452 | General merchandise stores | 5 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 16 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 5 | 6 046 | 786 | 196 | 34 | 5.9 | – |
| 4543 | Direct selling establishments | 3 | D | D | D | b | D | D |
| 45431 | Fuel dealers | 2 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 2 | D | D | D | b | D | D |
| | **BALANCE OF COLUSA COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **21** | **18 668** | **1 651** | **389** | **117** | **38.8** | **11.0** |
| 441 | Motor vehicle & parts dealers | 4 | 9 042 | 914 | 222 | 42 | 40.0 | 7.0 |
| 444 | Building material & garden equipment & supplies dealers | 2 | D | D | D | a | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 1 | D | D | D | a | D | D |
| 44422 | Nursery & garden centers | 1 | D | D | D | a | D | D |
| 444220 | Nursery & garden centers | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 6 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 5 | 1 638 | 170 | 42 | 24 | 63.7 | 23.0 |
| 451 | Sporting goods, hobby, book, & music stores | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF CONTRA COSTA COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **287** | **498 933** | **47 432** | **10 573** | **2 529** | **12.8** | **5.4** |
| 441 | Motor vehicle & parts dealers | 37 | 58 452 | 7 698 | 1 972 | 255 | 19.8 | 5.8 |
| 44112 | Used car dealers | 4 | 22 506 | 1 198 | 402 | 29 | 18.5 | – |
| 441120 | Used car dealers | 4 | 22 506 | 1 198 | 402 | 29 | 18.5 | – |
| 4412 | Other motor vehicle dealers | 12 | D | D | D | b | D | D |
| 44121 | Recreational vehicle dealers | 6 | D | D | D | b | D | D |
| 441210 | Recreational vehicle dealers | 6 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 6 | D | D | D | b | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 18 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 12 | D | D | D | c | D | D |
| 441310 | Automotive parts & accessories stores | 12 | D | D | D | c | D | D |
| 44132 | Tire dealers | 6 | 4 964 | 625 | 146 | 26 | 20.8 | 1.1 |
| 441320 | Tire dealers | 6 | 4 964 | 625 | 146 | 26 | 20.8 | 1.1 |
| 442 | Furniture & home furnishings stores | 16 | D | D | D | b | D | D |
| 4421 | Furniture stores | 3 | D | D | D | b | D | D |
| 44211 | Furniture stores | 3 | D | D | D | b | D | D |
| 442110 | Furniture stores | 3 | D | D | D | b | D | D |
| 4422 | Home furnishings stores | 13 | D | D | D | b | D | D |
| 44221 | Floor covering stores | 7 | D | D | D | b | D | D |
| 442210 | Floor covering stores | 7 | D | D | D | b | D | D |
| 44229 | Other home furnishings stores | 6 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 6 | D | D | D | a | D | D |
| 4431 | Electronics & appliance stores | 6 | D | D | D | a | D | D |
| 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 | 30 | D | D | D | e | D | D |
| 4441 | Building material & supplies dealers | 20 | 88 603 | 4 785 | 1 147 | 203 | – | 3.2 |
| 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 | 4 | 12 819 | 1 642 | 350 | 81 | – | 4.4 |
| 444130 | Hardware stores | 4 | 12 819 | 1 642 | 350 | 81 | – | 4.4 |
| 44419 | Other building material dealers | 13 | 72 786 | 2 700 | 700 | 108 | – | 2.5 |
| 444190 | Other building material dealers | 13 | 72 786 | 2 700 | 700 | 108 | – | 2.5 |
| 4442 | Lawn & garden equipment & supplies stores | 10 | 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 |
| 44422 | Nursery & garden centers | 8 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 8 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 56 | D | D | D | f | D | D |
| 4451 | Grocery stores | 41 | D | D | D | f | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 26 | D | D | D | f | D | D |
| 445110 | Supermarkets & other grocery (except convenience) stores | 26 | D | D | D | f | D | D |
| 44512 | Convenience stores | 15 | D | D | D | b | D | D |
| 445120 | Convenience stores | 15 | D | D | D | b | D | D |
| 4452 | Specialty food stores | 7 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 18 | 16 771 | 2 008 | 602 | 130 | 25.5 | 8.8 |
| 4461 | Health & personal care stores | 18 | 16 771 | 2 008 | 602 | 130 | 25.5 | 8.8 |
| 4461102 | Proprietary stores | 1 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 44619 | Other health & personal care stores | 5 | D | D | D | a | D | D |
| 446191 | Food (health) supplement stores | 3 | D | D | D | a | D | D |
| 447 | Gasoline stations | 40 | D | D | D | c | D | D |
| 4471 | Gasoline stations | 40 | D | D | D | c | D | D |
| 44711 | Gasoline stations with convenience stores | 22 | 42 389 | 1 571 | 371 | 115 | 19.1 | 8.5 |
| 447110 | Gasoline stations with convenience stores | 22 | 42 389 | 1 571 | 371 | 115 | 19.1 | 8.5 |
| 44719 | Other gasoline stations | 18 | D | D | D | c | D | D |
| 447190 | Other gasoline stations | 18 | D | D | D | c | D | D |
| 448 | Clothing & clothing accessories stores | 17 | D | D | D | b | D | D |
| 4481 | Clothing stores | 9 | D | D | D | b | D | D |
| 44813 | Children's & infants' clothing stores | 1 | D | D | D | a | D | D |
| 448130 | Children's & infants' clothing stores | 1 | D | D | D | a | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF CONTRA COSTA COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 23 | D | D | D | c | D | D |
| 4511 | Sporting goods, hobby, & musical instrument stores | 21 | D | D | D | c | D | D |
| 45111 | Sporting goods stores | 15 | D | D | D | b | D | D |
| 451110 | Sporting goods stores | 15 | D | D | D | b | D | D |
| 4511101 | General-line sporting goods stores | 5 | D | D | D | a | D | D |
| 4511102 | Specialty-line sporting goods stores | 10 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 3 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 3 | D | D | D | b | D | D |
| 45113 | Sewing, needlework, & piece goods stores | 3 | D | D | D | b | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 3 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 2 | D | D | D | b | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 1 | D | D | D | a | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | c | D | D |
| 4529 | Other general merchandise stores | 1 | 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 |
| 453 | Miscellaneous store retailers | 29 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 8 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 2 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 2 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 2 | D | D | D | a | D | D |
| 4533 | Used merchandise stores | 4 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 4 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 4 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 10 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 8 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 14 | D | D | D | b | D | D |
| 4541 | Electronic shopping & mail-order houses | 5 | D | D | D | b | D | D |
| 45411 | Electronic shopping & mail-order houses | 5 | D | D | D | b | D | D |
| 454110 | Electronic shopping & mail-order houses | 5 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 7 | D | D | D | b | D | D |
| 45431 | Fuel dealers | 5 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 4 | D | D | D | b | D | D |
| 454319 | Other fuel dealers | 1 | D | D | D | a | D | D |
| | **BALANCE OF DEL NORTE COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **38** | **46 641** | **4 996** | **1 124** | **385** | **23.7** | **2.0** |
| 441 | Motor vehicle & parts dealers | 3 | 1 730 | 431 | 76 | 17 | D | – |
| 442 | Furniture & home furnishings stores | 1 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 7 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 9 | 8 726 | 792 | 180 | 65 | 60.7 | 8.6 |
| 447 | Gasoline stations | 7 | D | D | D | b | D | D |
| 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 |
| 448 | Clothing & clothing accessories stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 2 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 45393 | Manufactured (mobile) home dealers | 2 | D | D | D | a | D | D |
| 453930 | Manufactured (mobile) home dealers | 2 | D | D | D | a | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF EL DORADO COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **223** | **346 394** | **30 718** | **6 647** | **1 576** | **25.4** | **9.6** |
| 441 | Motor vehicle & parts dealers | 20 | 71 682 | 5 635 | 1 259 | 219 | 29.9 | .1 |
| 4411 | Automobile dealers | 7 | D | D | D | c | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 12 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 9 | 5 310 | 733 | 141 | 38 | 22.8 | – |
| 441310 | Automotive parts & accessories stores | 9 | 5 310 | 733 | 141 | 38 | 22.8 | – |
| 442 | Furniture & home furnishings stores | 6 | D | D | D | a | D | D |
| 4422 | Home furnishings stores | 6 | D | D | D | a | D | D |
| 44229 | Other home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 10 | 3 491 | 582 | 114 | 24 | 70.6 | 21.1 |
| 4431 | Electronics & appliance stores | 10 | 3 491 | 582 | 114 | 24 | 70.6 | 21.1 |
| 44311 | Appliance, television, & other electronics stores | 7 | D | D | D | a | D | D |
| 443112 | Radio, television, & other electronics stores | 4 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 31 | 28 870 | 3 167 | 715 | 170 | 28.2 | 2.1 |
| 4441 | Building material & supplies dealers | 21 | D | D | D | c | D | D |
| 44413 | Hardware stores | 7 | D | D | D | b | D | D |
| 444130 | Hardware stores | 7 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 12 | 15 052 | 1 507 | 375 | 64 | 21.3 | – |
| 444190 | Other building material dealers | 12 | 15 052 | 1 507 | 375 | 64 | 21.3 | – |
| 4442 | Lawn & garden equipment & supplies stores | 10 | D | D | D | b | D | D |
| 44422 | Nursery & garden centers | 9 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 9 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 28 | 90 103 | 11 090 | 2 475 | 505 | 6.5 | 4.5 |
| 4451 | Grocery stores | 21 | D | D | D | e | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 13 | 84 624 | 10 789 | 2 427 | 476 | 2.3 | 4.7 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 13 | 84 624 | 10 789 | 2 427 | 476 | 2.3 | 4.7 |
| 4452 | Specialty food stores | 5 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 9 | 15 576 | 1 683 | 372 | 94 | 4.7 | 59.3 |
| 4461 | Health & personal care stores | 9 | 15 576 | 1 683 | 372 | 94 | 4.7 | 59.3 |
| 4461102 | Proprietary stores | 3 | D | D | D | a | D | D |
| 447 | Gasoline stations | 34 | 69 920 | 3 541 | 747 | 249 | 12.9 | 14.8 |
| 4471 | Gasoline stations | 34 | 69 920 | 3 541 | 747 | 249 | 12.9 | 14.8 |
| 44711 | Gasoline stations with convenience stores | 25 | 44 185 | 2 569 | 511 | 178 | 14.9 | 9.3 |
| 447110 | Gasoline stations with convenience stores | 25 | 44 185 | 2 569 | 511 | 178 | 14.9 | 9.3 |
| 44719 | Other gasoline stations | 9 | 25 735 | 972 | 236 | 71 | 9.5 | 24.3 |
| 447190 | Other gasoline stations | 9 | 25 735 | 972 | 236 | 71 | 9.5 | 24.3 |
| 448 | Clothing & clothing accessories stores | 18 | 31 929 | 794 | 110 | 52 | 89.8 | 2.7 |
| 44819 | Other clothing stores | 2 | D | D | D | a | D | D |
| 448190 | Other clothing stores | 2 | D | D | D | a | D | D |
| 4482 | Shoe stores | 5 | D | D | D | b | D | D |
| 44821 | Shoe stores | 5 | D | D | D | b | D | D |
| 448210 | Shoe stores | 5 | D | D | D | b | D | D |
| 4482104 | Family shoe stores | 3 | D | D | D | a | D | D |
| 4482105 | Athletic footwear stores | 2 | D | D | D | a | D | D |
| 44832 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 15 | 2 725 | 318 | 65 | 40 | 37.4 | 16.2 |
| 4512 | Book, periodical, & music stores | 7 | D | D | D | b | D | D |
| 452 | General merchandise stores | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 29 | D | D | D | c | D | D |
| 4531 | Florists | 11 | 1 671 | 368 | 62 | 33 | 69.6 | 10.4 |
| 45311 | Florists | 11 | 1 671 | 368 | 62 | 33 | 69.6 | 10.4 |
| 453110 | Florists | 11 | 1 671 | 368 | 62 | 33 | 69.6 | 10.4 |
| 4533 | Used merchandise stores | 3 | D | D | D | a | D | D |
| 45331 | Used merchandise stores | 3 | D | D | D | a | D | D |
| 453310 | Used merchandise stores | 3 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 11 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 8 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 21 | 20 020 | 2 217 | 460 | 97 | 24.1 | 26.7 |
| 4541 | Electronic shopping & mail-order houses | 4 | D | D | D | a | D | D |
| 45411 | Electronic shopping & mail-order houses | 4 | D | D | D | a | D | D |
| 454110 | Electronic shopping & mail-order houses | 4 | D | D | D | a | D | D |
| 4543 | Direct selling establishments | 15 | D | D | D | b | D | D |
| 45431 | Fuel dealers | 11 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 9 | D | D | D | b | D | D |
| 454319 | Other fuel dealers | 2 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 4 | D | D | D | a | D | D |
| 454390 | Other direct selling establishments | 4 | D | D | D | a | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF FRESNO COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **286** | **427 350** | **41 947** | **9 026** | **1 989** | **21.9** | **5.6** |
| 441 | Motor vehicle & parts dealers | 36 | 68 855 | 5 222 | 1 105 | 218 | 47.1 | 4.6 |
| 44112 | Used car dealers | 6 | D | D | D | a | D | D |
| 441120 | Used car dealers | 6 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 25 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 20 | D | D | D | c | D | D |
| 441310 | Automotive parts & accessories stores | 20 | D | D | D | c | D | D |
| 44132 | Tire dealers | 5 | D | D | D | b | D | D |
| 441320 | Tire dealers | 5 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 3 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 5 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 45 | 136 514 | 14 822 | 2 818 | 445 | 5.1 | .6 |
| 4441 | Building material & supplies dealers | 20 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 14 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 14 | D | D | D | b | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 25 | D | D | D | e | D | D |
| 44422 | Nursery & garden centers | 24 | D | D | D | e | D | D |
| 444220 | Nursery & garden centers | 24 | D | D | D | e | D | D |
| 445 | Food & beverage stores | 92 | D | D | D | f | D | D |
| 4451 | Grocery stores | 78 | D | D | D | f | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 52 | D | D | D | f | D | D |
| 445110 | Supermarkets & other grocery (except convenience) stores | 52 | D | D | D | f | D | D |
| 44512 | Convenience stores | 26 | D | D | D | b | D | D |
| 445120 | Convenience stores | 26 | D | D | D | b | D | D |
| 4452 | Specialty food stores | 8 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 10 | D | D | D | c | D | D |
| 4461 | Health & personal care stores | 10 | D | D | D | c | D | D |
| 447 | Gasoline stations | 45 | D | D | D | c | D | D |
| 4471 | Gasoline stations | 45 | D | D | D | c | D | D |
| 44711 | Gasoline stations with convenience stores | 24 | D | D | D | c | D | D |
| 447110 | Gasoline stations with convenience stores | 24 | D | D | D | c | D | D |
| 44719 | Other gasoline stations | 21 | D | D | D | c | D | D |
| 447190 | Other gasoline stations | 21 | D | D | D | c | D | D |
| 448 | Clothing & clothing accessories stores | 6 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 6 | 1 656 | 295 | 48 | 27 | 90.0 | – |
| 452 | General merchandise stores | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 22 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 7 | D | D | D | a | 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 |
| 45392 | Art dealers | 2 | D | D | D | a | D | D |
| 453920 | Art dealers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 14 | D | D | D | c | D | D |
| 4542 | Vending machine operators | 3 | D | D | D | b | D | D |
| 45421 | Vending machine operators | 3 | D | D | D | b | D | D |
| 454210 | Vending machine operators | 3 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 9 | D | D | D | b | D | D |
| 45431 | Fuel dealers | 6 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 6 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 3 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 3 | D | D | D | b | D | D |
| | **BALANCE OF GLENN COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **13** | **7 834** | **414** | **79** | **35** | **80.2** | **–** |
| 441 | Motor vehicle & parts dealers | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 6 | 2 154 | 94 | 16 | 8 | 86.3 | – |
| 447 | Gasoline stations | 2 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF HUMBOLDT COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **197** | **247 671** | **26 574** | **5 941** | **1 731** | **18.7** | **5.4** |
| 441 | Motor vehicle & parts dealers | 18 | 45 240 | 5 018 | 1 177 | 192 | 5.5 | 5.8 |
| 44112 | Used car dealers | 3 | D | D | D | b | D | D |
| 441120 | Used car dealers | 3 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 10 | 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 | 3 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 28 | 35 399 | 5 403 | 1 162 | 271 | 14.0 | 3.1 |
| 4441 | Building material & supplies dealers | 19 | D | D | D | c | D | D |
| 44413 | Hardware stores | 7 | D | D | D | b | D | D |
| 444130 | Hardware stores | 7 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 10 | D | D | D | c | D | D |
| 444190 | Other building material dealers | 10 | D | D | D | c | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 9 | D | D | D | c | D | D |
| 44421 | Outdoor power equipment stores | 2 | D | D | D | b | D | D |
| 444210 | Outdoor power equipment stores | 2 | D | D | D | b | D | D |
| 44422 | Nursery & garden centers | 7 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 7 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 46 | D | D | D | f | D | D |
| 4451 | Grocery stores | 33 | D | D | D | f | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 27 | D | D | D | f | D | D |
| 445110 | Supermarkets & other grocery (except convenience) stores | 27 | D | D | D | f | D | D |
| 4452 | Specialty food stores | 10 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 14 | D | D | D | c | D | D |
| 4461 | Health & personal care stores | 14 | D | D | D | c | D | D |
| 44619 | Other health & personal care stores | 2 | D | D | D | a | D | D |
| 446191 | Food (health) supplement stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 35 | D | D | D | c | D | D |
| 4471 | Gasoline stations | 35 | D | D | D | c | D | D |
| 44711 | Gasoline stations with convenience stores | 21 | D | D | D | c | D | D |
| 447110 | Gasoline stations with convenience stores | 21 | D | D | D | c | D | D |
| 44719 | Other gasoline stations | 14 | D | D | D | b | D | D |
| 447190 | Other gasoline stations | 14 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 7 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 8 | D | D | D | b | D | D |
| 452 | General merchandise stores | 4 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 3 | D | D | D | a | D | D |
| 452990 | All other general merchandise stores | 3 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 21 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 12 | 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 | 3 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 12 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 7 | D | D | D | b | D | D |
| 45431 | Fuel dealers | 6 | D | D | D | a | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 6 | D | D | D | a | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF IMPERIAL COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **55** | **118 095** | **10 740** | **2 478** | **566** | **12.9** | **3.4** |
| 441 | Motor vehicle & parts dealers | 4 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 10 | D | D | D | c | D | D |
| 44419 | Other building material dealers | 2 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 2 | D | D | D | b | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 7 | 46 414 | 3 459 | 896 | 107 | 12.5 | – |
| 44422 | Nursery & garden centers | 7 | 46 414 | 3 459 | 896 | 107 | 12.5 | – |
| 444220 | Nursery & garden centers | 7 | 46 414 | 3 459 | 896 | 107 | 12.5 | – |
| 445 | Food & beverage stores | 13 | D | D | D | c | D | D |
| 4451 | Grocery stores | 11 | D | D | D | c | D | D |
| 447 | Gasoline stations | 12 | D | D | D | b | D | D |
| 44711 | Gasoline stations with convenience stores | 8 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 8 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 6 | 1 671 | 180 | 41 | 15 | 13.3 | 86.1 |
| 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 | 4 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 1 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |
| | **BALANCE OF INYO COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **53** | **49 372** | **5 122** | **1 170** | **348** | **24.4** | **8.9** |
| 441 | Motor vehicle & parts dealers | 3 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 4 | 2 281 | 336 | 78 | 27 | – | 8.4 |
| 445 | Food & beverage stores | 8 | D | D | D | b | D | D |
| 4452 | Specialty food stores | 1 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 19 | 18 236 | 1 115 | 255 | 104 | 35.1 | 8.1 |
| 44711 | Gasoline stations with convenience stores | 10 | 14 131 | 867 | 196 | 77 | 39.4 | .7 |
| 447110 | Gasoline stations with convenience stores | 10 | 14 131 | 867 | 196 | 77 | 39.4 | .7 |
| 448 | Clothing & clothing accessories stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 2 | D | D | D | b | D | D |
| 45299 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 7 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 5 | D | D | D | b | D | D |
| 45322 | Gift, novelty, & souvenir stores | 5 | D | D | D | b | D | D |
| 453220 | Gift, novelty, & souvenir stores | 5 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 3 | D | D | D | a | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF KERN COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **600** | **1 154 581** | **112 292** | **26 179** | **5 950** | **10.3** | **5.9** |
| 441 | Motor vehicle & parts dealers | 85 | D | D | D | f | D | D |
| 4411 | Automobile dealers | 21 | D | D | D | e | D | D |
| 44111 | New car dealers | 8 | 131 159 | 9 660 | 2 488 | 340 | .5 | – |
| 441110 | New car dealers | 8 | 131 159 | 9 660 | 2 488 | 340 | .5 | – |
| 44112 | Used car dealers | 13 | D | D | D | b | D | D |
| 441120 | Used car dealers | 13 | D | D | D | b | D | D |
| 4412 | Other motor vehicle dealers | 8 | D | D | D | b | D | D |
| 44121 | Recreational vehicle dealers | 2 | D | D | D | b | D | D |
| 441210 | Recreational vehicle dealers | 2 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 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 | 56 | D | D | D | e | D | D |
| 44131 | Automotive parts & accessories stores | 42 | D | D | D | e | D | D |
| 441310 | Automotive parts & accessories stores | 42 | D | D | D | e | D | D |
| 44132 | Tire dealers | 14 | D | D | D | b | D | D |
| 441320 | Tire dealers | 14 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 20 | D | D | D | c | D | D |
| 4421 | Furniture stores | 9 | D | D | D | b | D | D |
| 44211 | Furniture stores | 9 | D | D | D | b | D | D |
| 442110 | Furniture stores | 9 | D | D | D | b | D | D |
| 4422 | Home furnishings stores | 11 | D | D | D | b | D | D |
| 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 | 11 | D | D | D | b | D | D |
| 4431 | Electronics & appliance stores | 11 | D | D | D | b | D | D |
| 44311 | Appliance, television, & other electronics stores | 7 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 6 | 1 747 | 196 | 47 | 16 | 14.1 | 8.1 |
| 444 | Building material & garden equipment & supplies dealers | 69 | 243 699 | 24 298 | 5 926 | 1 016 | 8.5 | 1.3 |
| 4441 | Building material & supplies dealers | 39 | D | D | D | f | D | D |
| 44411 | Home centers | 4 | 64 941 | 5 825 | 1 507 | 352 | – | – |
| 444110 | Home centers | 4 | 64 941 | 5 825 | 1 507 | 352 | – | – |
| 44413 | Hardware stores | 19 | D | D | D | c | D | D |
| 444130 | Hardware stores | 19 | D | D | D | c | D | D |
| 44419 | Other building material dealers | 16 | 56 324 | 5 596 | 1 523 | 198 | 6.2 | 5.1 |
| 444190 | Other building material dealers | 16 | 56 324 | 5 596 | 1 523 | 198 | 6.2 | 5.1 |
| 4442 | Lawn & garden equipment & supplies stores | 30 | D | D | D | e | D | D |
| 44421 | Outdoor power equipment stores | 6 | D | D | D | b | D | D |
| 444210 | Outdoor power equipment stores | 6 | D | D | D | b | D | D |
| 44422 | Nursery & garden centers | 24 | D | D | D | e | D | D |
| 444220 | Nursery & garden centers | 24 | D | D | D | e | D | D |
| 445 | Food & beverage stores | 155 | D | D | D | g | D | D |
| 4451 | Grocery stores | 113 | 241 457 | 25 102 | 5 711 | 1 439 | 12.8 | 8.0 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 79 | 218 568 | 23 462 | 5 325 | 1 265 | 10.4 | 6.3 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 79 | 218 568 | 23 462 | 5 325 | 1 265 | 10.4 | 6.3 |
| 44512 | Convenience stores | 34 | 22 889 | 1 640 | 386 | 174 | 35.9 | 23.6 |
| 445120 | Convenience stores | 34 | 22 889 | 1 640 | 386 | 174 | 35.9 | 23.6 |
| 4452 | Specialty food stores | 17 | D | D | D | b | D | D |
| 4453 | Beer, wine, & liquor stores | 25 | D | D | D | b | D | D |
| 44531 | Beer, wine, & liquor stores | 25 | D | D | D | b | D | D |
| 445310 | Beer, wine, & liquor stores | 25 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 30 | 66 246 | 9 230 | 2 179 | 462 | 17.7 | 1.5 |
| 4461 | Health & personal care stores | 30 | 66 246 | 9 230 | 2 179 | 462 | 17.7 | 1.5 |
| 44611 | Pharmacies & drug stores | 24 | D | D | D | e | D | D |
| 446110 | Pharmacies & drug stores | 24 | D | D | D | e | D | D |
| 4461101 | Pharmacies & drug stores | 24 | D | D | D | e | D | D |
| 446191 | Food (health) supplement stores | 3 | D | D | D | a | D | D |
| 447 | Gasoline stations | 103 | 217 730 | 13 874 | 3 037 | 922 | 11.4 | 12.3 |
| 4471 | Gasoline stations | 103 | 217 730 | 13 874 | 3 037 | 922 | 11.4 | 12.3 |
| 44711 | Gasoline stations with convenience stores | 65 | D | D | D | e | D | D |
| 447110 | Gasoline stations with convenience stores | 65 | D | D | D | e | D | D |
| 44719 | Other gasoline stations | 38 | D | D | D | e | D | D |
| 447190 | Other gasoline stations | 38 | D | D | D | e | D | D |
| 448 | Clothing & clothing accessories stores | 29 | D | D | D | c | D | D |
| 4481 | Clothing stores | 11 | D | D | D | b | D | D |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 11 | D | D | D | b | D | D |
| 4511 | Sporting goods, hobby, & musical instrument stores | 9 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 2 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 2 | D | D | D | b | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF KERN COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 15 | D | D | D | e | D | D |
| 4521 | Department stores (incl leased depts) ## | 3 | D | N | N | N | D | D |
| 45211 | Department stores (incl leased depts) ## | 3 | D | N | N | N | D | D |
| 4521 | Department stores (excl leased depts) | 3 | D | D | D | e | D | D |
| 45211 | Department stores (excl leased depts) | 3 | D | D | D | e | D | D |
| 452110 | Department stores (excl leased depts) | 3 | D | D | D | e | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | c | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 12 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 12 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 7 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 42 | D | D | D | c | D | D |
| 4531 | Florists | 10 | D | D | D | b | D | D |
| 45311 | Florists | 10 | D | D | D | b | D | D |
| 453110 | Florists | 10 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 12 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 4 | 1 118 | 344 | 79 | 17 | – | – |
| 453210 | Office supplies & stationery stores | 4 | 1 118 | 344 | 79 | 17 | – | – |
| 4532102 | Office supplies stores | 4 | 1 118 | 344 | 79 | 17 | – | – |
| 4533 | Used merchandise stores | 8 | 1 243 | 379 | 84 | 40 | 12.0 | 44.2 |
| 45331 | Used merchandise stores | 8 | 1 243 | 379 | 84 | 40 | 12.0 | 44.2 |
| 453310 | Used merchandise stores | 8 | 1 243 | 379 | 84 | 40 | 12.0 | 44.2 |
| 4539 | Other miscellaneous store retailers | 12 | D | D | D | b | D | D |
| 45393 | Manufactured (mobile) home dealers | 2 | D | D | D | a | D | D |
| 453930 | Manufactured (mobile) home dealers | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 8 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 30 | D | D | D | c | D | D |
| 4541 | Electronic shopping & mail-order houses | 5 | D | D | D | b | D | D |
| 45411 | Electronic shopping & mail-order houses | 5 | D | D | D | b | D | D |
| 454110 | Electronic shopping & mail-order houses | 5 | D | D | D | b | D | D |
| 4542 | Vending machine operators | 4 | D | D | D | b | D | D |
| 45421 | Vending machine operators | 4 | D | D | D | b | D | D |
| 454210 | Vending machine operators | 4 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 21 | D | D | D | c | D | D |
| 45431 | Fuel dealers | 11 | D | D | D | b | D | D |
| 454311 | Heating oil dealers | 2 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 9 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 10 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 10 | D | D | D | b | D | D |
| | **BALANCE OF KINGS COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **42** | **69 965** | **3 661** | **844** | **272** | **19.2** | **11.3** |
| 441 | Motor vehicle & parts dealers | 7 | 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 | 6 | D | D | D | b | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 3 | D | D | D | b | D | D |
| 44422 | Nursery & garden centers | 3 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 3 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 7 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 12 | D | D | D | c | D | D |
| 4471 | Gasoline stations | 12 | D | D | D | c | D | D |
| 44711 | Gasoline stations with convenience stores | 7 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 7 | D | D | D | b | D | D |
| 44719 | Other gasoline stations | 5 | D | D | D | b | D | D |
| 447190 | Other gasoline stations | 5 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 3 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 3 | D | D | D | a | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF LAKE COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **96** | **116 635** | **12 421** | **2 844** | **722** | **17.0** | **13.2** |
| 441 | Motor vehicle & parts dealers | 13 | D | D | D | b | D | D |
| 4412 | Other motor vehicle dealers | 3 | D | D | D | b | D | D |
| 44121 | Recreational vehicle dealers | 2 | D | D | D | a | D | D |
| 441210 | Recreational vehicle dealers | 2 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 5 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 9 | 8 073 | 1 172 | 281 | 47 | 7.4 | 2.8 |
| 44419 | Other building material dealers | 6 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 6 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 20 | D | D | D | e | D | D |
| 4451 | Grocery stores | 16 | 38 246 | 4 490 | 936 | 251 | 11.8 | 10.4 |
| 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 | 20 | 22 651 | 1 685 | 435 | 153 | 9.9 | 4.1 |
| 4471 | Gasoline stations | 20 | 22 651 | 1 685 | 435 | 153 | 9.9 | 4.1 |
| 44711 | Gasoline stations with convenience stores | 16 | D | D | D | c | D | D |
| 447110 | Gasoline stations with convenience stores | 16 | D | D | D | c | D | D |
| 448 | Clothing & clothing accessories stores | 4 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 6 | 635 | 121 | 24 | 14 | 80.9 | 19.1 |
| 451212 | News dealers & newsstands | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 5 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 3 | 3 277 | 113 | 24 | 5 | D | – |
| 45393 | Manufactured (mobile) home dealers | 2 | D | D | D | a | D | D |
| 453930 | Manufactured (mobile) home dealers | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 7 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 6 | D | D | D | b | D | D |
| 45431 | Fuel dealers | 6 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 6 | D | D | D | b | D | D |
| | **BALANCE OF LASSEN COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **26** | **26 419** | **1 786** | **407** | **151** | **28.1** | **10.3** |
| 444 | Building material & garden equipment & supplies dealers | 6 | 3 265 | 329 | 68 | 22 | 27.7 | 4.2 |
| 4442 | Lawn & garden equipment & supplies stores | 3 | D | D | D | a | D | D |
| 44422 | Nursery & garden centers | 2 | D | D | D | a | D | D |
| 444220 | Nursery & garden centers | 2 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 7 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 10 | 16 597 | 900 | 213 | 71 | 12.6 | 15.6 |
| 44711 | Gasoline stations with convenience stores | 9 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 9 | D | D | D | b | D | D |
| 452 | General merchandise stores | 2 | D | D | D | a | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF LOS ANGELES COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **1 798** | **3 538 029** | **331 871** | **77 103** | **19 477** | **16.1** | **9.9** |
| 441 | Motor vehicle & parts dealers | 211 | 731 223 | 55 787 | 11 119 | 2 022 | 18.7 | 20.8 |
| 4411 | Automobile dealers | 53 | 585 322 | 36 229 | 6 606 | 1 024 | 19.7 | 23.4 |
| 44111 | New car dealers | 17 | 498 730 | 33 542 | 5 959 | 898 | 14.1 | 26.4 |
| 441110 | New car dealers | 17 | 498 730 | 33 542 | 5 959 | 898 | 14.1 | 26.4 |
| 44112 | Used car dealers | 36 | 86 592 | 2 687 | 647 | 126 | 51.8 | 5.9 |
| 441120 | Used car dealers | 36 | 86 592 | 2 687 | 647 | 126 | 51.8 | 5.9 |
| 4412 | Other motor vehicle dealers | 14 | 43 229 | 4 132 | 871 | 153 | 4.9 | 12.5 |
| 44121 | Recreational vehicle dealers | 3 | 21 005 | 2 175 | 472 | 63 | – | – |
| 441210 | Recreational vehicle dealers | 3 | 21 005 | 2 175 | 472 | 63 | – | – |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 11 | 22 224 | 1 957 | 399 | 90 | 9.4 | 24.2 |
| 441221 | Motorcycle dealers | 2 | D | D | D | a | D | D |
| 441222 | Boat dealers | 7 | 19 575 | 1 691 | 333 | 75 | 4.4 | 27.5 |
| 441229 | All other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 144 | 102 672 | 15 426 | 3 642 | 845 | 18.6 | 9.7 |
| 44131 | Automotive parts & accessories stores | 114 | 83 279 | 12 101 | 2 930 | 703 | 16.7 | 9.9 |
| 441310 | Automotive parts & accessories stores | 114 | 83 279 | 12 101 | 2 930 | 703 | 16.7 | 9.9 |
| 44132 | Tire dealers | 30 | 19 393 | 3 325 | 712 | 142 | 26.8 | 9.1 |
| 441320 | Tire dealers | 30 | 19 393 | 3 325 | 712 | 142 | 26.8 | 9.1 |
| 442 | Furniture & home furnishings stores | 88 | 80 354 | 11 573 | 2 716 | 581 | 34.0 | 8.4 |
| 4421 | Furniture stores | 40 | 39 944 | 6 245 | 1 525 | 273 | 32.9 | 11.2 |
| 44211 | Furniture stores | 40 | 39 944 | 6 245 | 1 525 | 273 | 32.9 | 11.2 |
| 442110 | Furniture stores | 40 | 39 944 | 6 245 | 1 525 | 273 | 32.9 | 11.2 |
| 4422 | Home furnishings stores | 48 | 40 410 | 5 328 | 1 191 | 308 | 35.1 | 5.6 |
| 44221 | Floor covering stores | 17 | 20 734 | 2 437 | 554 | 113 | 64.2 | 5.3 |
| 442210 | Floor covering stores | 17 | 20 734 | 2 437 | 554 | 113 | 64.2 | 5.3 |
| 44229 | Other home furnishings stores | 31 | 19 676 | 2 891 | 637 | 195 | 4.5 | 6.0 |
| 442299 | All other home furnishings stores | 28 | D | D | D | c | D | D |
| 443 | Electronics & appliance stores | 72 | 107 637 | 11 156 | 2 833 | 552 | 30.4 | 6.9 |
| 4431 | Electronics & appliance stores | 72 | 107 637 | 11 156 | 2 833 | 552 | 30.4 | 6.9 |
| 44311 | Appliance, television, & other electronics stores | 38 | D | D | D | e | D | D |
| 443111 | Household appliance stores | 12 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 26 | 42 916 | 5 479 | 1 460 | 273 | 5.4 | 7.7 |
| 44312 | Computer & software stores | 31 | 57 301 | 4 577 | 1 115 | 205 | 49.2 | 7.1 |
| 443120 | Computer & software stores | 31 | 57 301 | 4 577 | 1 115 | 205 | 49.2 | 7.1 |
| 44313 | Camera & photographic supplies stores | 3 | D | D | D | a | D | D |
| 443130 | Camera & photographic supplies stores | 3 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 98 | 267 576 | 28 038 | 7 054 | 1 262 | 6.4 | 5.5 |
| 4441 | Building material & supplies dealers | 83 | 257 099 | 26 620 | 6 703 | 1 169 | 5.7 | 5.8 |
| 44411 | Home centers | 4 | D | D | D | e | D | D |
| 444110 | Home centers | 4 | D | D | D | e | 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 | 16 | D | D | D | c | D | D |
| 444130 | Hardware stores | 16 | D | D | D | c | D | D |
| 44419 | Other building material dealers | 54 | 132 852 | 14 429 | 3 583 | 492 | 5.9 | 5.1 |
| 444190 | Other building material dealers | 54 | 132 852 | 14 429 | 3 583 | 492 | 5.9 | 5.1 |
| 4442 | Lawn & garden equipment & supplies stores | 15 | 10 477 | 1 418 | 351 | 93 | 21.5 | .2 |
| 44422 | Nursery & garden centers | 13 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 13 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 366 | 816 792 | 83 909 | 20 049 | 4 861 | 11.8 | 4.5 |
| 4451 | Grocery stores | 212 | 744 371 | 78 821 | 18 780 | 4 300 | 8.4 | 2.6 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 165 | 709 316 | 76 189 | 18 138 | 4 069 | 6.6 | 2.0 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 165 | 709 316 | 76 189 | 18 138 | 4 069 | 6.6 | 2.0 |
| 44512 | Convenience stores | 47 | 35 055 | 2 632 | 642 | 231 | 46.3 | 14.8 |
| 445120 | Convenience stores | 47 | 35 055 | 2 632 | 642 | 231 | 46.3 | 14.8 |
| 4452 | Specialty food stores | 60 | 28 352 | 3 083 | 813 | 355 | 29.4 | 19.4 |
| 4453 | Beer, wine, & liquor stores | 94 | 44 069 | 2 005 | 456 | 206 | 57.9 | 26.2 |
| 44531 | Beer, wine, & liquor stores | 94 | 44 069 | 2 005 | 456 | 206 | 57.9 | 26.2 |
| 445310 | Beer, wine, & liquor stores | 94 | 44 069 | 2 005 | 456 | 206 | 57.9 | 26.2 |
| 446 | Health & personal care stores | 109 | 144 058 | 20 483 | 5 184 | 1 193 | 12.6 | 8.0 |
| 4461 | Health & personal care stores | 109 | 144 058 | 20 483 | 5 184 | 1 193 | 12.6 | 8.0 |
| 44611 | Pharmacies & drug stores | 57 | 121 468 | 16 752 | 4 264 | 940 | 11.5 | 7.6 |
| 446110 | Pharmacies & drug stores | 57 | 121 468 | 16 752 | 4 264 | 940 | 11.5 | 7.6 |
| 4461101 | Pharmacies & drug stores | 54 | D | D | D | f | D | D |
| 4461102 | Proprietary stores | 3 | D | D | D | b | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 20 | 9 122 | 1 294 | 296 | 96 | 13.4 | 4.6 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 20 | 9 122 | 1 294 | 296 | 96 | 13.4 | 4.6 |
| 44613 | Optical goods stores | 12 | 3 726 | 725 | 189 | 52 | 9.0 | 6.9 |
| 446130 | Optical goods stores | 12 | 3 726 | 725 | 189 | 52 | 9.0 | 6.9 |
| 44619 | Other health & personal care stores | 20 | 9 742 | 1 712 | 435 | 105 | 26.9 | 16.4 |
| 446191 | Food (health) supplement stores | 12 | 6 362 | 1 187 | 290 | 86 | 26.3 | 22.2 |
| 446199 | All other health & personal care stores | 8 | 3 380 | 525 | 145 | 19 | 28.1 | 5.4 |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF LOS ANGELES COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 447 | Gasoline stations | 195 | 440 200 | 18 009 | 3 819 | 1 271 | 37.1 | 12.3 |
| 4471 | Gasoline stations | 195 | 440 200 | 18 009 | 3 819 | 1 271 | 37.1 | 12.3 |
| 44711 | Gasoline stations with convenience stores | 75 | 154 590 | 5 810 | 1 200 | 420 | 12.9 | 13.4 |
| 447110 | Gasoline stations with convenience stores | 75 | 154 590 | 5 810 | 1 200 | 420 | 12.9 | 13.4 |
| 44719 | Other gasoline stations | 120 | 285 610 | 12 199 | 2 619 | 851 | 50.2 | 11.6 |
| 447190 | Other gasoline stations | 120 | 285 610 | 12 199 | 2 619 | 851 | 50.2 | 11.6 |
| 448 | Clothing & clothing accessories stores | 262 | D | D | D | g | D | D |
| 4481 | Clothing stores | 159 | D | D | D | g | D | D |
| 44811 | Men's clothing stores | 23 | D | D | D | c | D | D |
| 448110 | Men's clothing stores | 23 | D | D | D | c | D | D |
| 44812 | Women's clothing stores | 73 | 41 187 | 4 942 | 1 112 | 447 | 16.8 | 3.0 |
| 448120 | Women's clothing stores | 73 | 41 187 | 4 942 | 1 112 | 447 | 16.8 | 3.0 |
| 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 | 31 | 44 942 | 4 391 | 1 056 | 387 | 4.9 | 3.1 |
| 448140 | Family clothing stores | 31 | 44 942 | 4 391 | 1 056 | 387 | 4.9 | 3.1 |
| 44815 | Clothing accessories stores | 9 | 3 108 | 459 | 122 | 59 | 14.6 | 16.1 |
| 448150 | Clothing accessories stores | 9 | 3 108 | 459 | 122 | 59 | 14.6 | 16.1 |
| 44819 | Other clothing stores | 11 | 5 637 | 683 | 187 | 84 | 3.1 | 11.1 |
| 448190 | Other clothing stores | 11 | 5 637 | 683 | 187 | 84 | 3.1 | 11.1 |
| 4482 | Shoe stores | 72 | 33 341 | 3 482 | 825 | 286 | 16.9 | 4.3 |
| 44821 | Shoe stores | 72 | 33 341 | 3 482 | 825 | 286 | 16.9 | 4.3 |
| 448210 | Shoe stores | 72 | 33 341 | 3 482 | 825 | 286 | 16.9 | 4.3 |
| 4482101 | Men's shoe stores | 3 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 6 | 1 831 | 235 | 56 | 18 | 59.3 | 4.3 |
| 4482103 | Children's & juveniles' shoe stores | 2 | D | D | D | b | D | D |
| 4482104 | Family shoe stores | 49 | 18 645 | 1 898 | 450 | 178 | 2.8 | 7.2 |
| 4482105 | Athletic footwear stores | 12 | 10 674 | 1 057 | 251 | 61 | 31.4 | – |
| 4483 | Jewelry, luggage, & leather goods stores | 31 | 12 847 | 2 647 | 614 | 128 | 40.7 | 12.2 |
| 44831 | Jewelry stores | 28 | 11 494 | 2 214 | 516 | 105 | 45.5 | 13.6 |
| 448310 | Jewelry stores | 28 | 11 494 | 2 214 | 516 | 105 | 45.5 | 13.6 |
| 44832 | Luggage & leather goods stores | 3 | 1 353 | 433 | 98 | 23 | – | – |
| 448320 | Luggage & leather goods stores | 3 | 1 353 | 433 | 98 | 23 | – | – |
| 451 | Sporting goods, hobby, book, & music stores | 106 | 106 117 | 12 142 | 2 801 | 1 071 | 10.1 | 4.5 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 64 | 58 828 | 7 079 | 1 617 | 620 | 13.0 | 1.5 |
| 45111 | Sporting goods stores | 34 | 33 686 | 3 430 | 824 | 312 | 11.8 | 1.7 |
| 451110 | Sporting goods stores | 34 | 33 686 | 3 430 | 824 | 312 | 11.8 | 1.7 |
| 4511101 | General-line sporting goods stores | 16 | 24 248 | 2 352 | 562 | 221 | 4.6 | 1.9 |
| 4511102 | Specialty-line sporting goods stores | 18 | 9 438 | 1 078 | 262 | 91 | 30.0 | 1.1 |
| 45112 | Hobby, toy, & game stores | 21 | 17 605 | 2 593 | 541 | 208 | 12.0 | 1.9 |
| 451120 | Hobby, toy, & game stores | 21 | 17 605 | 2 593 | 541 | 208 | 12.0 | 1.9 |
| 45113 | Sewing, needlework, & piece goods stores | 6 | 6 203 | 841 | 211 | 90 | 4.1 | – |
| 451130 | Sewing, needlework, & piece goods stores | 6 | 6 203 | 841 | 211 | 90 | 4.1 | – |
| 45114 | Musical instrument & supplies stores | 3 | 1 334 | 215 | 41 | 10 | 100.0 | – |
| 451140 | Musical instrument & supplies stores | 3 | 1 334 | 215 | 41 | 10 | 100.0 | – |
| 4512 | Book, periodical, & music stores | 42 | 47 289 | 5 063 | 1 184 | 451 | 6.5 | 8.2 |
| 45121 | Book stores & news dealers | 23 | 28 089 | 3 340 | 783 | 292 | 2.5 | 3.4 |
| 451211 | Book stores | 21 | D | D | D | e | D | D |
| 4512111 | Book stores, general | 12 | 15 333 | 1 889 | 436 | 149 | 2.0 | 3.3 |
| 4512112 | Specialty book stores | 4 | D | D | D | b | D | D |
| 4512113 | College book stores | 5 | D | D | D | b | D | D |
| 451212 | News dealers & newsstands | 2 | D | D | D | b | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 19 | 19 200 | 1 723 | 401 | 159 | 12.4 | 15.3 |
| 451220 | Prerecorded tape, compact disc, & record stores | 19 | 19 200 | 1 723 | 401 | 159 | 12.4 | 15.3 |
| 452 | General merchandise stores | 45 | D | D | D | h | D | D |
| 4521 | Department stores (incl leased depts) ## | 14 | 340 545 | N | N | N | – | – |
| 45211 | Department stores (incl leased depts) ## | 14 | 340 545 | N | N | N | – | – |
| 4521 | Department stores (excl leased depts) | 14 | 335 024 | 31 959 | 7 905 | 2 759 | – | – |
| 45211 | Department stores (excl leased depts) | 14 | 335 024 | 31 959 | 7 905 | 2 759 | – | – |
| 452110 | Department stores (excl leased depts) | 14 | 335 024 | 31 959 | 7 905 | 2 759 | – | – |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | c | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 9 | 243 941 | 21 410 | 5 396 | 1 966 | – | – |
| 4521103 | National chain department stores (excl leased depts) | 3 | D | D | D | f | D | D |
| 4529 | Other general merchandise stores | 31 | D | D | D | f | D | D |
| 45291 | Warehouse clubs & superstores | 1 | D | D | D | c | D | D |
| 452910 | Warehouse clubs & superstores | 1 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 30 | 38 263 | 4 189 | 962 | 352 | 8.3 | 44.7 |
| 452990 | All other general merchandise stores | 30 | 38 263 | 4 189 | 962 | 352 | 8.3 | 44.7 |
| 4529901 | Variety stores | 8 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 22 | D | D | D | e | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF LOS ANGELES COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 169 | D | D | D | f | D | D |
| 4531 | Florists | 32 | D | D | D | c | D | D |
| 45311 | Florists | 32 | D | D | D | c | D | D |
| 453110 | Florists | 32 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 74 | D | D | D | e | D | D |
| 45321 | Office supplies & stationery stores | 11 | D | D | D | b | D | D |
| 453210 | Office supplies & stationery stores | 11 | D | D | D | b | D | D |
| 4532101 | Stationery stores | 3 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 8 | D | D | D | b | D | D |
| 45322 | Gift, novelty, & souvenir stores | 63 | D | D | D | e | D | D |
| 453220 | Gift, novelty, & souvenir stores | 63 | D | D | D | e | D | D |
| 4533 | Used merchandise stores | 21 | D | D | D | c | D | D |
| 45331 | Used merchandise stores | 21 | D | D | D | c | D | D |
| 453310 | Used merchandise stores | 21 | D | D | D | c | D | D |
| 4539 | Other miscellaneous store retailers | 42 | D | D | D | e | D | D |
| 45391 | Pet & pet supplies stores | 14 | 18 334 | 1 689 | 403 | 131 | 7.0 | .6 |
| 453910 | Pet & pet supplies stores | 14 | 18 334 | 1 689 | 403 | 131 | 7.0 | .6 |
| 45392 | Art dealers | 6 | D | D | D | a | D | D |
| 453920 | Art dealers | 6 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 22 | D | D | D | c | D | D |
| 454 | Nonstore retailers | 77 | 145 694 | 19 606 | 4 438 | 766 | 15.2 | 20.1 |
| 4541 | Electronic shopping & mail-order houses | 32 | 94 251 | 8 866 | 1 947 | 371 | 18.4 | 25.4 |
| 45411 | Electronic shopping & mail-order houses | 32 | 94 251 | 8 866 | 1 947 | 371 | 18.4 | 25.4 |
| 454110 | Electronic shopping & mail-order houses | 32 | 94 251 | 8 866 | 1 947 | 371 | 18.4 | 25.4 |
| 4542 | Vending machine operators | 14 | 12 333 | 2 282 | 424 | 64 | 8.0 | 1.6 |
| 45421 | Vending machine operators | 14 | 12 333 | 2 282 | 424 | 64 | 8.0 | 1.6 |
| 454210 | Vending machine operators | 14 | 12 333 | 2 282 | 424 | 64 | 8.0 | 1.6 |
| 4543 | Direct selling establishments | 31 | 39 110 | 8 458 | 2 067 | 331 | 9.8 | 13.1 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 4 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 27 | D | D | D | e | D | D |
| 454390 | Other direct selling establishments | 27 | D | D | D | e | D | D |
| | **BALANCE OF MADERA COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **143** | **180 741** | **18 167** | **4 054** | **1 044** | **14.1** | **9.1** |
| 441 | Motor vehicle & parts dealers | 18 | 37 731 | 3 439 | 761 | 139 | 3.0 | 11.3 |
| 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 |
| 4413 | Automotive parts, accessories, & tire stores | 10 | 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 | 5 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 10 | 4 323 | 993 | 246 | 43 | 28.7 | .1 |
| 4431 | Electronics & appliance stores | 10 | 4 323 | 993 | 246 | 43 | 28.7 | .1 |
| 44311 | Appliance, television, & other electronics stores | 6 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 3 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 4 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 4 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 18 | 11 350 | 1 142 | 240 | 72 | 53.2 | 1.2 |
| 4441 | Building material & supplies dealers | 14 | 10 041 | 1 058 | 222 | 63 | 59.5 | – |
| 44419 | Other building material dealers | 9 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 9 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 27 | 62 788 | 7 161 | 1 567 | 406 | 10.6 | 5.2 |
| 4451 | Grocery stores | 22 | D | D | D | e | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 15 | D | D | D | e | D | D |
| 445110 | Supermarkets & other grocery (except convenience) stores | 15 | D | D | D | e | D | D |
| 446 | Health & personal care stores | 4 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 4 | D | D | D | b | D | D |
| 447 | Gasoline stations | 23 | 28 137 | 1 794 | 350 | 126 | 8.4 | 23.6 |
| 4471 | Gasoline stations | 23 | 28 137 | 1 794 | 350 | 126 | 8.4 | 23.6 |
| 44711 | Gasoline stations with convenience stores | 14 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 14 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 3 | D | D | D | b | D | D |
| 4481 | Clothing stores | 2 | D | D | D | b | D | D |
| 44819 | Other clothing stores | 1 | D | D | D | b | D | D |
| 448190 | Other clothing stores | 1 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 6 | 1 265 | 132 | 35 | 19 | 42.8 | 14.9 |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF MADERA COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 4 | D | D | D | b | D | D |
| 45299 | All other general merchandise stores | 4 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 4 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 3 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 17 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 8 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 6 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 8 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 7 | D | D | D | b | D | D |
| 45431 | Fuel dealers | 6 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 6 | D | D | D | b | D | D |
| | **BALANCE OF MARIN COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **154** | **296 791** | **36 273** | **7 853** | **1 575** | **7.4** | **21.1** |
| 441 | Motor vehicle & parts dealers | 7 | D | D | D | c | D | D |
| 4411 | Automobile dealers | 4 | D | D | D | b | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 4 | D | D | D | b | D | D |
| 4421 | Furniture stores | 1 | D | D | D | b | D | D |
| 44211 | Furniture stores | 1 | D | D | D | b | D | D |
| 442110 | Furniture stores | 1 | D | D | D | b | D | D |
| 4422 | Home furnishings stores | 3 | D | D | D | b | D | D |
| 44229 | Other home furnishings stores | 3 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 7 | D | D | D | b | D | D |
| 4431 | Electronics & appliance stores | 7 | D | D | D | b | D | D |
| 44311 | Appliance, television, & other electronics stores | 5 | D | D | D | a | D | D |
| 443112 | Radio, television, & other electronics stores | 5 | 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 | 13 | D | D | D | c | D | D |
| 4441 | Building material & supplies dealers | 6 | D | D | D | c | D | D |
| 44419 | Other building material dealers | 5 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 5 | D | D | D | b | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 7 | D | D | D | b | D | D |
| 44422 | Nursery & garden centers | 7 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 7 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 35 | 107 150 | 13 788 | 2 998 | 715 | 9.6 | 28.3 |
| 4451 | Grocery stores | 26 | D | D | D | f | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 23 | 99 857 | 12 976 | 2 817 | 656 | 6.3 | 29.9 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 23 | 99 857 | 12 976 | 2 817 | 656 | 6.3 | 29.9 |
| 4452 | Specialty food stores | 6 | 3 325 | 493 | 100 | 33 | 28.7 | – |
| 446 | Health & personal care stores | 8 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 8 | D | D | D | b | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | b | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | b | D | D |
| 447 | Gasoline stations | 8 | 13 138 | 1 187 | 349 | 44 | 11.4 | 6.4 |
| 448 | Clothing & clothing accessories stores | 15 | D | D | D | b | D | D |
| 4481 | Clothing stores | 12 | D | D | D | b | D | D |
| 44813 | Children's & infants' clothing stores | 1 | D | D | D | a | D | D |
| 448130 | Children's & infants' clothing stores | 1 | D | D | D | a | D | D |
| 44814 | Family clothing stores | 2 | D | D | D | b | D | D |
| 448140 | Family clothing stores | 2 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 14 | D | D | D | c | D | D |
| 4511 | Sporting goods, hobby, & musical instrument stores | 9 | D | D | D | b | D | D |
| 45113 | Sewing, needlework, & piece goods stores | 3 | D | D | D | b | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 3 | D | D | D | b | D | D |
| 452 | General merchandise 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF MARIN COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 33 | D | D | D | c | 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 | 11 | 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 |
| 4532101 | Stationery stores | 2 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 45322 | Gift, novelty, & souvenir stores | 8 | D | D | D | b | D | D |
| 453220 | Gift, novelty, & souvenir stores | 8 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 6 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 6 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 6 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 8 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 3 | D | D | D | b | D | D |
| 453910 | Pet & pet supplies stores | 3 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 9 | D | D | D | c | D | D |
| 4541 | Electronic shopping & mail-order houses | 4 | D | D | D | b | D | D |
| 45411 | Electronic shopping & mail-order houses | 4 | D | D | D | b | D | D |
| 454110 | Electronic shopping & mail-order houses | 4 | D | D | D | b | D | D |
| | **BALANCE OF MARIPOSA COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **78** | **57 373** | **6 332** | **1 201** | **397** | **26.0** | **3.6** |
| 441 | Motor vehicle & parts dealers | 3 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 7 | D | D | D | b | D | D |
| 4441 | Building material & supplies dealers | 6 | 3 171 | 502 | 101 | 31 | 53.0 | 5.8 |
| 445 | Food & beverage stores | 17 | D | D | D | c | D | D |
| 446 | Health & personal care stores | 3 | 3 501 | 512 | 124 | 27 | 100.0 | – |
| 447 | Gasoline stations | 9 | 6 537 | 528 | 93 | 34 | 48.2 | – |
| 448 | Clothing & clothing accessories stores | 9 | 2 401 | 289 | 47 | 30 | 33.9 | 16.6 |
| 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 | 18 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 13 | D | D | D | b | D | D |
| 45322 | Gift, novelty, & souvenir stores | 12 | D | D | D | b | D | D |
| 453220 | Gift, novelty, & souvenir stores | 12 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 45392 | Art dealers | 2 | D | D | D | a | D | D |
| 453920 | Art dealers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 5 | 2 419 | 423 | 55 | 14 | 24.6 | – |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF MENDOCINO COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **192** | **208 034** | **21 416** | **4 608** | **1 265** | **19.4** | **10.6** |
| 441 | Motor vehicle & parts dealers | 17 | 67 976 | 4 849 | 1 063 | 186 | 14.9 | .9 |
| 4411 | Automobile dealers | 10 | D | D | D | c | D | D |
| 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 | 23 | D | D | D | c | D | D |
| 4441 | Building material & supplies dealers | 11 | D | D | D | c | D | D |
| 44419 | Other building material dealers | 9 | D | D | D | c | D | D |
| 444190 | Other building material dealers | 9 | D | D | D | c | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 12 | D | D | D | b | D | D |
| 44422 | Nursery & garden centers | 10 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 10 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 43 | 45 632 | 5 493 | 1 214 | 392 | 24.4 | 21.6 |
| 4451 | Grocery stores | 32 | D | D | D | e | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 30 | D | D | D | e | D | D |
| 445110 | Supermarkets & other grocery (except convenience) stores | 30 | D | D | D | e | D | D |
| 4452 | Specialty food stores | 8 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 5 | D | D | D | b | D | D |
| 44619 | Other health & personal care stores | 2 | D | D | D | b | D | D |
| 446191 | Food (health) supplement stores | 2 | D | D | D | b | D | D |
| 447 | Gasoline stations | 21 | 25 505 | 1 726 | 409 | 127 | 21.8 | 31.9 |
| 4471 | Gasoline stations | 21 | 25 505 | 1 726 | 409 | 127 | 21.8 | 31.9 |
| 44711 | Gasoline stations with convenience stores | 11 | 11 883 | 841 | 186 | 65 | 10.2 | 41.9 |
| 447110 | Gasoline stations with convenience stores | 11 | 11 883 | 841 | 186 | 65 | 10.2 | 41.9 |
| 44719 | Other gasoline stations | 10 | 13 622 | 885 | 223 | 62 | 32.0 | 23.2 |
| 447190 | Other gasoline stations | 10 | 13 622 | 885 | 223 | 62 | 32.0 | 23.2 |
| 448 | Clothing & clothing accessories stores | 14 | D | D | D | b | D | D |
| 4481 | Clothing stores | 12 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 6 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 4 | D | D | D | b | D | D |
| 45121 | Book stores & news dealers | 4 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 4 | D | D | D | b | D | D |
| 452 | General merchandise stores | 5 | 2 882 | 319 | 66 | 28 | 67.8 | .3 |
| 45299 | All other general merchandise stores | 5 | 2 882 | 319 | 66 | 28 | 67.8 | .3 |
| 452990 | All other general merchandise stores | 5 | 2 882 | 319 | 66 | 28 | 67.8 | .3 |
| 4529903 | Miscellaneous general merchandise stores | 5 | 2 882 | 319 | 66 | 28 | 67.8 | .3 |
| 453 | Miscellaneous store retailers | 33 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 19 | D | D | D | b | D | D |
| 45322 | Gift, novelty, & souvenir stores | 18 | D | D | D | b | D | D |
| 453220 | Gift, novelty, & souvenir stores | 18 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 9 | D | D | D | b | D | D |
| 45392 | Art dealers | 4 | 1 451 | 94 | 15 | 7 | 5.9 | 9.4 |
| 453920 | Art dealers | 4 | 1 451 | 94 | 15 | 7 | 5.9 | 9.4 |
| 45399 | All other miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 16 | D | D | D | c | D | D |
| 4541 | Electronic shopping & mail-order houses | 5 | D | D | D | b | D | D |
| 45411 | Electronic shopping & mail-order houses | 5 | D | D | D | b | D | D |
| 454110 | Electronic shopping & mail-order houses | 5 | D | D | D | b | D | D |
| 4542 | Vending machine operators | 2 | D | D | D | a | D | D |
| 45421 | Vending machine operators | 2 | D | D | D | a | D | D |
| 454210 | Vending machine operators | 2 | D | D | D | a | D | D |
| 4543 | Direct selling establishments | 9 | 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 |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|---|---|---|---|---|---|---|---|---|
| | | | | | | | From administrative records[1] | Estimated[2] |
| | **BALANCE OF MERCED COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **105** | **156 772** | **12 513** | **2 892** | **635** | **10.0** | **4.4** |
| 441 | Motor vehicle & parts dealers | 14 | D | D | D | b | D | D |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 44121 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 441210 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 2 | D | D | D | 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 | 19 | 68 922 | 5 645 | 1 315 | 177 | 2.5 | 1.8 |
| 4441 | Building material & supplies dealers | 9 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 4 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 4 | D | D | D | b | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 10 | D | D | D | b | D | D |
| 44422 | Nursery & garden centers | 10 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 10 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 28 | D | D | D | c | D | D |
| 446 | Health & personal care stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 16 | 49 359 | 3 217 | 707 | 183 | 5.1 | 1.9 |
| 4471 | Gasoline stations | 16 | 49 359 | 3 217 | 707 | 183 | 5.1 | 1.9 |
| 44711 | Gasoline stations with convenience stores | 12 | 20 781 | 857 | 166 | 62 | 12.2 | .3 |
| 447110 | Gasoline stations with convenience stores | 12 | 20 781 | 857 | 166 | 62 | 12.2 | .3 |
| 44719 | Other gasoline stations | 4 | 28 578 | 2 360 | 541 | 121 | – | 3.0 |
| 447190 | Other gasoline stations | 4 | 28 578 | 2 360 | 541 | 121 | – | 3.0 |
| 448 | Clothing & clothing accessories stores | 3 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 4 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 6 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 10 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 6 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 1 | D | D | D | a | D | D |
| 454319 | Other fuel dealers | 2 | D | D | D | a | D | D |
| | **BALANCE OF MODOC COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **11** | **4 981** | **429** | **103** | **63** | **85.5** | **–** |
| 441 | Motor vehicle & parts dealers | 1 | D | D | D | a | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 5 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 3 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **BALANCE OF MONO COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **24** | **16 682** | **1 539** | **274** | **91** | **48.2** | **12.4** |
| 445 | Food & beverage stores | 4 | D | D | D | b | D | D |
| 447 | Gasoline stations | 9 | 9 489 | 669 | 122 | 46 | 55.6 | 15.9 |
| 451 | Sporting goods, hobby, book, & music stores | 4 | 638 | 77 | 12 | 5 | – | 76.5 |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 5 | D | D | D | a | D | D |
| 4532 | Office supplies, stationery, & gift stores | 3 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF MONTEREY COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **199** | **444 490** | **40 844** | **8 563** | **1 819** | **5.8** | **5.5** |
| 441 | Motor vehicle & parts dealers | 13 | 9 158 | 1 266 | 279 | 61 | 3.7 | 4.1 |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 9 | D | D | D | b | D | D |
| 4422 | Home furnishings stores | 7 | D | D | D | a | D | D |
| 44229 | Other home furnishings stores | 6 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 4 | D | D | D | b | D | D |
| 4431 | Electronics & appliance stores | 4 | D | D | D | b | D | D |
| 44311 | Appliance, television, & other electronics stores | 4 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 3 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 32 | 89 502 | 11 492 | 2 600 | 435 | 3.9 | – |
| 4441 | Building material & supplies dealers | 14 | D | D | D | c | D | D |
| 44413 | Hardware stores | 3 | D | D | D | c | D | D |
| 444130 | Hardware stores | 3 | D | D | D | c | D | D |
| 44419 | Other building material dealers | 10 | 19 367 | 1 921 | 566 | 59 | 10.1 | – |
| 444190 | Other building material dealers | 10 | 19 367 | 1 921 | 566 | 59 | 10.1 | – |
| 4442 | Lawn & garden equipment & supplies stores | 18 | D | D | D | c | D | D |
| 44422 | Nursery & garden centers | 16 | 45 416 | 6 142 | 1 275 | 187 | 3.2 | – |
| 444220 | Nursery & garden centers | 16 | 45 416 | 6 142 | 1 275 | 187 | 3.2 | – |
| 445 | Food & beverage stores | 32 | D | D | D | e | D | D |
| 4451 | Grocery stores | 21 | D | D | D | e | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 16 | 83 322 | 9 120 | 1 886 | 424 | 6.0 | 4.5 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 16 | 83 322 | 9 120 | 1 886 | 424 | 6.0 | 4.5 |
| 4452 | Specialty food stores | 5 | D | D | D | b | 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 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 23 | 55 937 | 2 889 | 602 | 160 | 14.2 | 11.2 |
| 4471 | Gasoline stations | 23 | 55 937 | 2 889 | 602 | 160 | 14.2 | 11.2 |
| 44711 | Gasoline stations with convenience stores | 12 | 24 702 | 1 427 | 312 | 87 | 20.4 | 24.4 |
| 447110 | Gasoline stations with convenience stores | 12 | 24 702 | 1 427 | 312 | 87 | 20.4 | 24.4 |
| 44719 | Other gasoline stations | 11 | 31 235 | 1 462 | 290 | 73 | 9.3 | .9 |
| 447190 | Other gasoline stations | 11 | 31 235 | 1 462 | 290 | 73 | 9.3 | .9 |
| 448 | Clothing & clothing accessories stores | 25 | D | D | D | c | D | D |
| 4481 | Clothing stores | 18 | D | D | D | c | D | D |
| 44815 | Clothing accessories stores | 3 | D | D | D | a | D | D |
| 448150 | Clothing accessories stores | 3 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 5 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 8 | D | D | D | b | D | D |
| 4511 | Sporting goods, hobby, & musical instrument stores | 5 | D | D | D | b | D | D |
| 452 | General merchandise stores | 7 | D | D | D | c | D | D |
| 4529 | Other general merchandise stores | 6 | 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 |
| 453 | Miscellaneous store retailers | 29 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 10 | D | D | D | b | 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 |
| 4533 | Used merchandise stores | 4 | 912 | 50 | 11 | 4 | 50.2 | – |
| 45331 | Used merchandise stores | 4 | 912 | 50 | 11 | 4 | 50.2 | – |
| 453310 | Used merchandise stores | 4 | 912 | 50 | 11 | 4 | 50.2 | – |
| 4539 | Other miscellaneous store retailers | 10 | D | D | D | b | D | D |
| 45392 | Art dealers | 4 | D | D | D | a | D | D |
| 453920 | Art dealers | 4 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 5 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 11 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 7 | 13 085 | 1 563 | 366 | 62 | – | 38.3 |
| 45431 | Fuel dealers | 3 | 10 006 | 1 114 | 278 | 47 | – | 44.0 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 3 | 10 006 | 1 114 | 278 | 47 | – | 44.0 |
| 45439 | Other direct selling establishments | 4 | 3 079 | 449 | 88 | 15 | – | 19.7 |
| 454390 | Other direct selling establishments | 4 | 3 079 | 449 | 88 | 15 | – | 19.7 |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF NAPA COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **55** | **63 333** | **7 921** | **1 679** | **430** | **9.4** | **5.0** |
| 441 | Motor vehicle & parts dealers | 2 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 17 | D | D | D | c | D | D |
| 4453 | Beer, wine, & liquor stores | 5 | D | D | D | c | D | D |
| 44531 | Beer, wine, & liquor stores | 5 | D | D | D | c | D | D |
| 445310 | Beer, wine, & liquor stores | 5 | D | D | D | c | D | D |
| 446 | Health & personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 6 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 10 | 10 166 | 947 | 196 | 66 | 15.8 | 10.4 |
| 4481 | Clothing stores | 8 | D | D | D | b | D | D |
| 44815 | Clothing accessories stores | 2 | D | D | D | a | D | D |
| 448150 | Clothing accessories stores | 2 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 3 | D | D | D | a | D | D |
| 4512112 | Specialty book stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 8 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 45331 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 453310 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 45392 | Art dealers | 1 | D | D | D | a | D | D |
| 453920 | Art dealers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 5 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 2 | D | D | D | a | D | D |
| 45431 | Fuel dealers | 1 | D | D | D | a | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 1 | D | D | D | a | D | D |
| | **BALANCE OF NEVADA COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **142** | **175 420** | **20 599** | **4 598** | **1 204** | **14.9** | **8.4** |
| 441 | Motor vehicle & parts dealers | 11 | 8 850 | 1 501 | 306 | 66 | 24.8 | .6 |
| 4412 | Other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 8 | D | D | D | b | D | D |
| 44132 | Tire dealers | 5 | D | D | D | b | D | D |
| 441320 | Tire dealers | 5 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 10 | 6 611 | 706 | 165 | 43 | 37.3 | 13.3 |
| 4422 | Home furnishings stores | 9 | D | D | D | b | D | D |
| 44229 | Other home furnishings stores | 5 | D | D | D | b | D | D |
| 442299 | All other home furnishings stores | 4 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 6 | D | D | D | b | D | D |
| 4431 | Electronics & appliance stores | 6 | D | D | D | b | D | D |
| 44311 | Appliance, television, & other electronics stores | 2 | D | D | D | a | D | D |
| 443112 | Radio, television, & other electronics stores | 2 | D | D | D | a | D | D |
| 44312 | Computer & software stores | 4 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 4 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 19 | 46 950 | 6 763 | 1 581 | 305 | 2.4 | 1.9 |
| 4441 | Building material & supplies dealers | 16 | D | D | D | e | D | D |
| 44411 | Home centers | 1 | D | D | D | b | D | D |
| 444110 | Home centers | 1 | D | D | D | b | D | D |
| 44412 | Paint & wallpaper stores | 1 | D | D | D | a | D | D |
| 444120 | Paint & wallpaper stores | 1 | D | D | D | a | 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 | 12 | 25 249 | 3 356 | 787 | 148 | .5 | 3.5 |
| 444190 | Other building material dealers | 12 | 25 249 | 3 356 | 787 | 148 | .5 | 3.5 |
| 445 | Food & beverage stores | 22 | D | D | D | e | D | D |
| 4451 | Grocery stores | 18 | D | D | D | e | D | D |
| 446 | Health & personal care stores | 8 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 8 | D | D | D | b | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 44619 | Other health & personal care stores | 3 | D | D | D | b | D | D |
| 447 | Gasoline stations | 15 | 29 999 | 1 525 | 336 | 115 | 8.6 | 25.2 |
| 4471 | Gasoline stations | 15 | 29 999 | 1 525 | 336 | 115 | 8.6 | 25.2 |
| 44711 | Gasoline stations with convenience stores | 9 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 9 | D | D | D | b | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF NEVADA COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores | 13 | 8 146 | 962 | 200 | 62 | 50.6 | 13.2 |
| 4481 | Clothing stores | 12 | D | D | D | b | D | D |
| 44811 | Men's clothing stores | 2 | D | D | D | a | D | D |
| 448110 | Men's clothing stores | 2 | D | D | D | a | D | D |
| 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 | 11 | D | D | D | b | D | D |
| 4511 | Sporting goods, hobby, & musical instrument stores | 10 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 1 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 1 | D | D | D | b | D | D |
| 452 | General merchandise stores | 3 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 11 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 45391 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 13 | 12 112 | 2 006 | 447 | 77 | 6.8 | 9.1 |
| 4541 | Electronic shopping & mail-order houses | 3 | D | D | D | b | D | D |
| 45411 | Electronic shopping & mail-order houses | 3 | D | D | D | b | D | D |
| 454110 | Electronic shopping & mail-order houses | 3 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 10 | D | D | D | b | D | D |
| 45431 | Fuel dealers | 4 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 4 | D | D | D | b | D | D |
| | **BALANCE OF ORANGE COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **322** | **797 797** | **85 811** | **20 513** | **4 779** | **8.9** | **4.2** |
| 441 | Motor vehicle & parts dealers | 39 | D | D | D | e | D | D |
| 4411 | Automobile dealers | 18 | 76 837 | 5 479 | 1 281 | 175 | 14.7 | 5.6 |
| 44112 | Used car dealers | 11 | 21 613 | 1 058 | 206 | 56 | 46.8 | 8.0 |
| 441120 | Used car dealers | 11 | 21 613 | 1 058 | 206 | 56 | 46.8 | 8.0 |
| 4412 | Other motor vehicle dealers | 6 | D | D | D | b | D | D |
| 44121 | Recreational vehicle dealers | 3 | D | D | D | a | D | D |
| 441210 | Recreational vehicle dealers | 3 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 3 | D | D | D | b | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 15 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 9 | 6 441 | 969 | 239 | 50 | 13.8 | 31.7 |
| 441310 | Automotive parts & accessories stores | 9 | 6 441 | 969 | 239 | 50 | 13.8 | 31.7 |
| 44132 | Tire dealers | 6 | D | D | D | b | D | D |
| 441320 | Tire dealers | 6 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 22 | D | D | D | c | D | D |
| 4421 | Furniture stores | 7 | D | D | D | b | D | D |
| 44211 | Furniture stores | 7 | D | D | D | b | D | D |
| 442110 | Furniture stores | 7 | D | D | D | b | D | D |
| 4422 | Home furnishings stores | 15 | D | D | D | b | D | D |
| 44221 | Floor covering stores | 9 | D | D | D | b | D | D |
| 442210 | Floor covering stores | 9 | D | D | D | b | D | D |
| 44229 | Other home furnishings stores | 6 | D | D | D | b | D | D |
| 442299 | All other home furnishings stores | 6 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 8 | D | D | D | c | D | D |
| 4431 | Electronics & appliance stores | 8 | D | D | D | c | D | D |
| 44311 | Appliance, television, & other electronics stores | 4 | D | D | D | c | D | D |
| 443112 | Radio, television, & other electronics stores | 4 | D | D | D | c | D | D |
| 44312 | Computer & software stores | 3 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 3 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 14 | D | D | D | e | D | D |
| 4441 | Building material & supplies dealers | 10 | D | D | D | e | D | D |
| 44411 | Home centers | 2 | D | D | D | e | D | D |
| 444110 | Home centers | 2 | D | D | D | e | 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 | 5 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 5 | D | D | D | b | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 4 | D | D | D | a | D | D |
| 44422 | Nursery & garden centers | 3 | D | D | D | a | D | D |
| 444220 | Nursery & garden centers | 3 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 40 | D | D | D | g | D | D |
| 4451 | Grocery stores | 21 | D | D | D | g | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 16 | D | D | D | f | D | D |
| 445110 | Supermarkets & other grocery (except convenience) stores | 16 | D | D | D | f | D | D |
| 4452 | Specialty food stores | 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF ORANGE COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 446 | Health & personal care stores | 31 | D | D | D | e | D | D |
| 4461 | Health & personal care stores | 31 | D | D | D | e | D | D |
| 44611 | Pharmacies & drug stores | 13 | 42 145 | 5 633 | 1 479 | 204 | – | 6.3 |
| 446110 | Pharmacies & drug stores | 13 | 42 145 | 5 633 | 1 479 | 204 | – | 6.3 |
| 4461101 | Pharmacies & drug stores | 13 | 42 145 | 5 633 | 1 479 | 204 | – | 6.3 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 5 | 1 996 | 447 | 111 | 44 | 33.9 | – |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 5 | 1 996 | 447 | 111 | 44 | 33.9 | – |
| 44619 | Other health & personal care stores | 9 | D | D | D | b | D | D |
| 446191 | Food (health) supplement stores | 7 | 1 879 | 459 | 100 | 49 | 27.4 | 18.8 |
| 447 | Gasoline stations | 24 | D | D | D | c | D | D |
| 4471 | Gasoline stations | 24 | D | D | D | c | D | D |
| 44711 | Gasoline stations with convenience stores | 11 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 11 | D | D | D | b | D | D |
| 44719 | Other gasoline stations | 13 | D | D | D | c | D | D |
| 447190 | Other gasoline stations | 13 | D | D | D | c | D | D |
| 448 | Clothing & clothing accessories stores | 51 | D | D | D | e | D | D |
| 4481 | Clothing stores | 31 | 32 450 | 3 197 | 819 | 259 | 6.3 | 2.6 |
| 44813 | Children's & infants' clothing stores | 1 | D | D | D | b | D | D |
| 448130 | Children's & infants' clothing stores | 1 | D | D | D | b | D | D |
| 44814 | Family clothing stores | 8 | D | D | D | b | D | D |
| 448140 | Family clothing stores | 8 | D | D | D | b | D | D |
| 44819 | Other clothing stores | 5 | 809 | 136 | 32 | 15 | 55.7 | – |
| 448190 | Other clothing stores | 5 | 809 | 136 | 32 | 15 | 55.7 | – |
| 4482 | Shoe stores | 12 | 5 728 | 678 | 189 | 49 | – | 12.6 |
| 44821 | Shoe stores | 12 | 5 728 | 678 | 189 | 49 | – | 12.6 |
| 448210 | Shoe stores | 12 | 5 728 | 678 | 189 | 49 | – | 12.6 |
| 4482102 | Women's shoe stores | 2 | D | D | D | a | D | D |
| 4482105 | Athletic footwear stores | 3 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 8 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 20 | D | D | D | e | D | D |
| 4511 | Sporting goods, hobby, & musical instrument stores | 15 | D | D | D | e | D | D |
| 45111 | Sporting goods stores | 8 | 27 946 | 3 817 | 1 018 | 207 | 68.5 | 1.8 |
| 451110 | Sporting goods stores | 8 | 27 946 | 3 817 | 1 018 | 207 | 68.5 | 1.8 |
| 4511101 | General-line sporting goods stores | 4 | D | D | D | c | D | D |
| 4511102 | Specialty-line sporting goods stores | 4 | D | D | D | c | D | D |
| 45112 | Hobby, toy, & game stores | 6 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 6 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 5 | D | D | D | b | D | D |
| 45121 | Book stores & news dealers | 2 | D | D | D | a | D | D |
| 4512111 | Book stores, general | 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 | 11 | D | D | D | f | D | D |
| 4521 | Department stores (incl leased depts) ## | 4 | D | N | N | N | D | D |
| 45211 | Department stores (incl leased depts) ## | 4 | D | N | N | N | D | D |
| 4521 | Department stores (excl leased depts) | 4 | D | D | D | f | D | D |
| 45211 | Department stores (excl leased depts) | 4 | D | D | D | f | D | D |
| 452110 | Department stores (excl leased depts) | 4 | D | D | D | f | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 2 | D | D | D | e | D | D |
| 4529 | Other general merchandise stores | 7 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 6 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 6 | D | D | D | c | D | D |
| 4529902 | Catalog showrooms | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 4 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 45 | D | D | D | e | D | D |
| 4531 | Florists | 10 | D | D | D | b | D | D |
| 45311 | Florists | 10 | D | D | D | b | D | D |
| 453110 | Florists | 10 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 18 | D | D | D | c | D | D |
| 45321 | Office supplies & stationery stores | 6 | D | D | D | c | D | D |
| 453210 | Office supplies & stationery stores | 6 | D | D | D | c | D | D |
| 4532101 | Stationery stores | 2 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 4 | D | D | D | c | D | D |
| 45322 | Gift, novelty, & souvenir stores | 12 | D | D | D | b | D | D |
| 453220 | Gift, novelty, & souvenir stores | 12 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 4 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 4 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 4 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 13 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 5 | D | D | D | b | D | D |
| 453910 | Pet & pet supplies stores | 5 | 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 | 5 | D | D | D | b | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF ORANGE COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 454 | Nonstore retailers | 17 | D | D | D | c | D | D |
| 4541 | Electronic shopping & mail-order houses | 9 | 11 295 | 912 | 284 | 52 | 28.9 | 46.8 |
| 45411 | Electronic shopping & mail-order houses | 9 | 11 295 | 912 | 284 | 52 | 28.9 | 46.8 |
| 454110 | Electronic shopping & mail-order houses | 9 | 11 295 | 912 | 284 | 52 | 28.9 | 46.8 |
| 4543 | Direct selling establishments | 8 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 8 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 8 | D | D | D | b | D | D |
| | **BALANCE OF PLACER COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **269** | **372 663** | **40 378** | **9 318** | **2 135** | **21.1** | **10.5** |
| 441 | Motor vehicle & parts dealers | 28 | 60 571 | 6 828 | 1 752 | 235 | 40.1 | 6.4 |
| 4412 | Other motor vehicle dealers | 5 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 5 | D | D | D | b | D | D |
| 441222 | Boat dealers | 3 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 18 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 13 | D | D | D | b | D | D |
| 441310 | Automotive parts & accessories stores | 13 | D | D | D | b | D | D |
| 44132 | Tire dealers | 5 | D | D | D | b | D | D |
| 441320 | Tire dealers | 5 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 13 | 5 156 | 686 | 143 | 27 | 36.9 | 6.3 |
| 4421 | Furniture stores | 4 | D | D | D | a | D | D |
| 44211 | Furniture stores | 4 | D | D | D | a | D | D |
| 442110 | Furniture stores | 4 | D | D | D | a | D | D |
| 4422 | Home furnishings stores | 9 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 7 | 2 450 | 467 | 75 | 17 | 29.7 | – |
| 4431 | Electronics & appliance stores | 7 | 2 450 | 467 | 75 | 17 | 29.7 | – |
| 44312 | Computer & software stores | 6 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 6 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 29 | D | D | D | c | D | D |
| 4441 | Building material & supplies dealers | 22 | D | D | D | c | D | D |
| 44413 | Hardware stores | 10 | D | D | D | b | D | D |
| 444130 | Hardware stores | 10 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 11 | D | D | D | c | D | D |
| 444190 | Other building material dealers | 11 | D | D | D | c | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 7 | D | D | D | b | D | D |
| 44422 | Nursery & garden centers | 6 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 6 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 43 | D | D | D | f | D | D |
| 4451 | Grocery stores | 30 | D | D | D | f | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 18 | D | D | D | f | D | D |
| 445110 | Supermarkets & other grocery (except convenience) stores | 18 | D | D | D | f | D | D |
| 44512 | Convenience stores | 12 | D | D | D | b | D | D |
| 445120 | Convenience stores | 12 | D | D | D | b | D | D |
| 4452 | Specialty food stores | 8 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 16 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 16 | D | D | D | b | D | D |
| 44619 | Other health & personal care stores | 7 | D | D | D | b | D | D |
| 446191 | Food (health) supplement stores | 6 | D | D | D | b | D | D |
| 447 | Gasoline stations | 31 | D | D | D | e | D | D |
| 4471 | Gasoline stations | 31 | D | D | D | e | D | D |
| 44711 | Gasoline stations with convenience stores | 20 | D | D | D | c | D | D |
| 447110 | Gasoline stations with convenience stores | 20 | D | D | D | c | D | D |
| 44719 | Other gasoline stations | 11 | D | D | D | c | D | D |
| 447190 | Other gasoline stations | 11 | D | D | D | c | D | D |
| 448 | Clothing & clothing accessories stores | 27 | D | D | D | c | D | D |
| 4481 | Clothing stores | 20 | 15 500 | 1 503 | 412 | 139 | 14.5 | 9.4 |
| 44814 | Family clothing stores | 13 | 12 202 | 1 168 | 307 | 95 | 11.5 | 9.3 |
| 448140 | Family clothing stores | 13 | 12 202 | 1 168 | 307 | 95 | 11.5 | 9.3 |
| 44819 | Other clothing stores | 1 | D | D | D | b | D | D |
| 448190 | Other clothing stores | 1 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 28 | D | D | D | c | D | D |
| 4511 | Sporting goods, hobby, & musical instrument stores | 27 | D | D | D | c | D | D |
| 45111 | Sporting goods stores | 22 | D | D | D | c | D | D |
| 451110 | Sporting goods stores | 22 | D | D | D | c | D | D |
| 4511102 | Specialty-line sporting goods stores | 16 | D | D | D | c | D | D |
| 452 | General merchandise stores | 2 | D | D | D | a | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF PLACER COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 32 | D | D | D | c | D | D |
| 4531 | Florists | 7 | 1 523 | 236 | 45 | 18 | 64.1 | – |
| 45311 | Florists | 7 | 1 523 | 236 | 45 | 18 | 64.1 | – |
| 453110 | Florists | 7 | 1 523 | 236 | 45 | 18 | 64.1 | – |
| 4532 | Office supplies, stationery, & gift stores | 8 | D | D | D | b | 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 |
| 4539 | Other miscellaneous store retailers | 13 | 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 |
| 45392 | Art dealers | 4 | D | D | D | a | D | D |
| 453920 | Art dealers | 4 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 13 | D | D | D | b | D | D |
| 4541 | Electronic shopping & mail-order houses | 3 | D | D | D | b | D | D |
| 45411 | Electronic shopping & mail-order houses | 3 | D | D | D | b | D | D |
| 454110 | Electronic shopping & mail-order houses | 3 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 9 | D | D | D | b | D | D |
| 45431 | Fuel dealers | 6 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 5 | D | D | D | b | D | D |
| 454319 | Other fuel dealers | 1 | D | D | D | a | D | D |
| | **BALANCE OF PLUMAS COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **119** | **127 518** | **16 126** | **3 374** | **829** | **33.0** | **5.5** |
| 441 | Motor vehicle & parts dealers | 14 | 28 244 | 2 536 | 517 | 103 | 51.6 | .7 |
| 441229 | All other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 18 | 14 371 | 1 777 | 314 | 96 | 11.7 | – |
| 4441 | Building material & supplies dealers | 17 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 11 | 10 087 | 1 260 | 195 | 57 | 6.8 | – |
| 444190 | Other building material dealers | 11 | 10 087 | 1 260 | 195 | 57 | 6.8 | – |
| 445 | Food & beverage stores | 21 | 39 628 | 3 850 | 784 | 237 | 27.4 | 3.3 |
| 4452 | Specialty food stores | 4 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 7 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 7 | D | D | D | b | D | D |
| 447 | Gasoline stations | 18 | 17 516 | 1 171 | 263 | 92 | 40.7 | 20.1 |
| 448 | Clothing & clothing accessories stores | 8 | 1 972 | 303 | 61 | 22 | 51.8 | – |
| 451 | Sporting goods, hobby, book, & music stores | 9 | 973 | 104 | 24 | 20 | 83.1 | – |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 11 | 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 |
| 454 | Nonstore retailers | 8 | 13 311 | 5 073 | 1 140 | 160 | 2.2 | 11.9 |
| 4543 | Direct selling establishments | 8 | 13 311 | 5 073 | 1 140 | 160 | 2.2 | 11.9 |
| 45431 | Fuel dealers | 7 | D | D | D | c | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 7 | D | D | D | c | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF RIVERSIDE COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **598** | **1 084 163** | **102 933** | **25 090** | **5 970** | **9.5** | **8.0** |
| 441 | Motor vehicle & parts dealers | 63 | 131 772 | 13 203 | 3 759 | 477 | 12.0 | 6.9 |
| 4411 | Automobile dealers | 11 | 58 684 | 4 825 | 1 554 | 131 | 16.2 | 7.9 |
| 44112 | Used car dealers | 5 | 8 355 | 517 | 98 | 18 | 21.6 | – |
| 441120 | Used car dealers | 5 | 8 355 | 517 | 98 | 18 | 21.6 | – |
| 4412 | Other motor vehicle dealers | 14 | D | D | D | b | D | D |
| 44121 | Recreational vehicle dealers | 5 | D | D | D | b | D | D |
| 441210 | Recreational vehicle dealers | 5 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 9 | D | D | D | b | D | D |
| 441222 | Boat dealers | 5 | D | D | D | b | D | D |
| 441229 | All other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 38 | D | D | D | e | D | D |
| 44131 | Automotive parts & accessories stores | 27 | 45 295 | 4 466 | 1 399 | 194 | 5.4 | 2.5 |
| 441310 | Automotive parts & accessories stores | 27 | 45 295 | 4 466 | 1 399 | 194 | 5.4 | 2.5 |
| 44132 | Tire dealers | 11 | D | D | D | b | D | D |
| 441320 | Tire dealers | 11 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 28 | 38 677 | 3 802 | 830 | 192 | 8.8 | 21.3 |
| 4421 | Furniture stores | 9 | 6 489 | 753 | 173 | 36 | 29.4 | – |
| 44211 | Furniture stores | 9 | 6 489 | 753 | 173 | 36 | 29.4 | – |
| 442110 | Furniture stores | 9 | 6 489 | 753 | 173 | 36 | 29.4 | – |
| 4422 | Home furnishings stores | 19 | 32 188 | 3 049 | 657 | 156 | 4.7 | 25.6 |
| 44221 | Floor covering stores | 6 | 9 389 | 1 491 | 314 | 53 | 13.8 | – |
| 442210 | Floor covering stores | 6 | 9 389 | 1 491 | 314 | 53 | 13.8 | – |
| 44229 | Other home furnishings stores | 13 | 22 799 | 1 558 | 343 | 103 | .9 | 36.2 |
| 442299 | All other home furnishings stores | 13 | 22 799 | 1 558 | 343 | 103 | .9 | 36.2 |
| 443 | Electronics & appliance stores | 6 | 2 473 | 348 | 83 | 27 | 25.2 | 10.5 |
| 4431 | Electronics & appliance stores | 6 | 2 473 | 348 | 83 | 27 | 25.2 | 10.5 |
| 44311 | Appliance, television, & other electronics stores | 5 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 63 | D | D | D | f | D | D |
| 4441 | Building material & supplies dealers | 44 | 84 734 | 14 839 | 3 412 | 569 | 3.7 | 3.6 |
| 44412 | Paint & wallpaper stores | 3 | 7 664 | 608 | 148 | 18 | – | – |
| 444120 | Paint & wallpaper stores | 3 | 7 664 | 608 | 148 | 18 | – | – |
| 44413 | Hardware stores | 15 | 8 137 | 1 360 | 355 | 102 | 11.1 | 18.1 |
| 444130 | Hardware stores | 15 | 8 137 | 1 360 | 355 | 102 | 11.1 | 18.1 |
| 44419 | Other building material dealers | 26 | 68 933 | 12 871 | 2 909 | 449 | 3.3 | 2.3 |
| 444190 | Other building material dealers | 26 | 68 933 | 12 871 | 2 909 | 449 | 3.3 | 2.3 |
| 4442 | Lawn & garden equipment & supplies stores | 19 | D | D | D | b | D | D |
| 44422 | Nursery & garden centers | 19 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 19 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 102 | 295 275 | 30 482 | 7 372 | 1 616 | 8.2 | 3.4 |
| 4451 | Grocery stores | 75 | 281 588 | 29 231 | 7 056 | 1 444 | 5.7 | 3.3 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 55 | 270 725 | 28 282 | 6 827 | 1 355 | 4.0 | 2.4 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 55 | 270 725 | 28 282 | 6 827 | 1 355 | 4.0 | 2.4 |
| 44512 | Convenience stores | 20 | 10 863 | 949 | 229 | 89 | 48.6 | 24.0 |
| 445120 | Convenience stores | 20 | 10 863 | 949 | 229 | 89 | 48.6 | 24.0 |
| 4452 | Specialty food stores | 9 | 4 182 | 511 | 140 | 93 | 7.8 | 3.4 |
| 4453 | Beer, wine, & liquor stores | 18 | 9 505 | 740 | 176 | 79 | 81.3 | 7.6 |
| 44531 | Beer, wine, & liquor stores | 18 | 9 505 | 740 | 176 | 79 | 81.3 | 7.6 |
| 445310 | Beer, wine, & liquor stores | 18 | 9 505 | 740 | 176 | 79 | 81.3 | 7.6 |
| 446 | Health & personal care stores | 29 | 47 814 | 5 419 | 1 279 | 303 | 17.0 | 17.6 |
| 4461 | Health & personal care stores | 29 | 47 814 | 5 419 | 1 279 | 303 | 17.0 | 17.6 |
| 44611 | Pharmacies & drug stores | 14 | 40 112 | 4 689 | 1 092 | 231 | 9.5 | 19.9 |
| 446110 | Pharmacies & drug stores | 14 | 40 112 | 4 689 | 1 092 | 231 | 9.5 | 19.9 |
| 4461101 | Pharmacies & drug stores | 14 | 40 112 | 4 689 | 1 092 | 231 | 9.5 | 19.9 |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 5 | 2 360 | 307 | 77 | 34 | 34.3 | 1.7 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 5 | 2 360 | 307 | 77 | 34 | 34.3 | 1.7 |
| 44619 | Other health & personal care stores | 9 | D | D | D | b | D | D |
| 446191 | Food (health) supplement stores | 5 | D | D | D | b | D | D |
| 447 | Gasoline stations | 84 | 173 120 | 9 259 | 2 241 | 679 | 9.0 | 16.2 |
| 4471 | Gasoline stations | 84 | 173 120 | 9 259 | 2 241 | 679 | 9.0 | 16.2 |
| 44711 | Gasoline stations with convenience stores | 53 | 107 187 | 5 905 | 1 406 | 438 | 7.1 | 10.3 |
| 447110 | Gasoline stations with convenience stores | 53 | 107 187 | 5 905 | 1 406 | 438 | 7.1 | 10.3 |
| 44719 | Other gasoline stations | 31 | 65 933 | 3 354 | 835 | 241 | 12.2 | 25.7 |
| 447190 | Other gasoline stations | 31 | 65 933 | 3 354 | 835 | 241 | 12.2 | 25.7 |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF RIVERSIDE COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores | 102 | D | D | D | g | D | D |
| 4481 | Clothing stores | 67 | 110 050 | 8 778 | 1 996 | 852 | 2.3 | 10.9 |
| 44811 | Men's clothing stores | 9 | 29 949 | 1 756 | 419 | 340 | .4 | – |
| 448110 | Men's clothing stores | 9 | 29 949 | 1 756 | 419 | 340 | .4 | – |
| 44812 | Women's clothing stores | 31 | D | D | D | c | D | D |
| 448120 | Women's clothing stores | 31 | D | D | D | c | D | D |
| 44813 | Children's & infants' clothing stores | 1 | D | D | D | a | D | D |
| 448130 | Children's & infants' clothing stores | 1 | D | D | D | a | D | D |
| 44814 | Family clothing stores | 15 | 34 968 | 2 757 | 618 | 177 | .5 | – |
| 448140 | Family clothing stores | 15 | 34 968 | 2 757 | 618 | 177 | .5 | – |
| 44815 | Clothing accessories stores | 5 | 6 242 | 683 | 140 | 41 | 2.7 | 22.9 |
| 448150 | Clothing accessories stores | 5 | 6 242 | 683 | 140 | 41 | 2.7 | 22.9 |
| 44819 | Other clothing stores | 6 | 5 211 | 420 | 100 | 35 | 15.9 | 1.6 |
| 448190 | Other clothing stores | 6 | 5 211 | 420 | 100 | 35 | 15.9 | 1.6 |
| 4482 | Shoe stores | 25 | D | D | D | c | D | D |
| 44821 | Shoe stores | 25 | D | D | D | c | D | D |
| 448210 | Shoe stores | 25 | D | D | D | c | D | D |
| 4482101 | Men's shoe stores | 2 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 3 | D | D | D | b | D | D |
| 4482104 | Family shoe stores | 18 | D | D | D | b | D | D |
| 4482105 | Athletic footwear stores | 2 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 10 | 5 022 | 679 | 151 | 38 | 8.4 | 10.3 |
| 44832 | Luggage & leather goods stores | 4 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 4 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 25 | 17 491 | 1 837 | 445 | 180 | 9.8 | 8.5 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 18 | D | D | D | c | D | D |
| 4511101 | General-line sporting goods stores | 3 | D | D | D | a | D | D |
| 45112 | Hobby, toy, & game stores | 7 | 9 519 | 708 | 129 | 55 | 3.0 | – |
| 451120 | Hobby, toy, & game stores | 7 | 9 519 | 708 | 129 | 55 | 3.0 | – |
| 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 | 7 | D | D | D | b | D | D |
| 45121 | Book stores & news dealers | 4 | D | D | D | b | D | D |
| 451212 | News dealers & newsstands | 1 | D | D | D | b | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 3 | D | D | D | a | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 3 | D | D | D | a | D | D |
| 452 | General merchandise stores | 7 | D | D | D | e | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 3 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 60 | D | D | D | c | D | D |
| 4531 | Florists | 12 | 1 616 | 291 | 76 | 27 | 57.2 | 17.0 |
| 45311 | Florists | 12 | 1 616 | 291 | 76 | 27 | 57.2 | 17.0 |
| 453110 | Florists | 12 | 1 616 | 291 | 76 | 27 | 57.2 | 17.0 |
| 4532 | Office supplies, stationery, & gift stores | 15 | D | D | D | b | D | D |
| 45322 | Gift, novelty, & souvenir stores | 14 | D | D | D | b | D | D |
| 453220 | Gift, novelty, & souvenir stores | 14 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 6 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 6 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 6 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 27 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 6 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 6 | D | D | D | a | D | D |
| 45392 | Art dealers | 3 | 745 | 91 | 25 | 7 | D | – |
| 453920 | Art dealers | 3 | 745 | 91 | 25 | 7 | D | – |
| 45393 | Manufactured (mobile) home dealers | 9 | D | D | D | b | D | D |
| 453930 | Manufactured (mobile) home dealers | 9 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 9 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 29 | D | D | D | c | D | D |
| 4541 | Electronic shopping & mail-order houses | 8 | D | D | D | b | D | D |
| 45411 | Electronic shopping & mail-order houses | 8 | D | D | D | b | D | D |
| 454110 | Electronic shopping & mail-order houses | 8 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 17 | D | D | D | b | D | D |
| 45431 | Fuel dealers | 10 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 9 | D | D | D | b | D | D |
| 454319 | Other fuel dealers | 1 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 7 | 14 063 | 1 004 | 237 | 25 | 69.8 | – |
| 454390 | Other direct selling establishments | 7 | 14 063 | 1 004 | 237 | 25 | 69.8 | – |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF SACRAMENTO COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **2 097** | **5 966 701** | **614 006** | **147 284** | **31 448** | **4.5** | **6.1** |
| 441 | Motor vehicle & parts dealers | 257 | 1 474 008 | 146 000 | 34 583 | 4 587 | 3.1 | 4.9 |
| 4411 | Automobile dealers | 73 | D | D | D | h | D | D |
| 44111 | New car dealers | 46 | D | D | D | h | D | D |
| 441110 | New car dealers | 46 | D | D | D | h | D | D |
| 44112 | Used car dealers | 27 | 67 036 | 6 561 | 1 365 | 177 | 30.7 | 17.5 |
| 441120 | Used car dealers | 27 | 67 036 | 6 561 | 1 365 | 177 | 30.7 | 17.5 |
| 4412 | Other motor vehicle dealers | 35 | D | D | D | e | D | D |
| 44121 | Recreational vehicle dealers | 5 | D | D | D | b | D | D |
| 441210 | Recreational vehicle dealers | 5 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 30 | D | D | D | c | D | D |
| 441221 | Motorcycle dealers | 7 | D | D | D | b | D | D |
| 441222 | Boat dealers | 20 | D | D | D | c | D | D |
| 441229 | All other motor vehicle dealers | 3 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 149 | D | D | D | g | D | D |
| 44131 | Automotive parts & accessories stores | 92 | D | D | D | f | D | D |
| 441310 | Automotive parts & accessories stores | 92 | D | D | D | f | D | D |
| 44132 | Tire dealers | 57 | D | D | D | e | D | D |
| 441320 | Tire dealers | 57 | D | D | D | e | D | D |
| 442 | Furniture & home furnishings stores | 158 | 227 320 | 30 282 | 7 080 | 1 565 | 8.7 | 10.2 |
| 4421 | Furniture stores | 80 | 149 090 | 19 750 | 4 470 | 853 | 6.6 | 13.0 |
| 44211 | Furniture stores | 80 | 149 090 | 19 750 | 4 470 | 853 | 6.6 | 13.0 |
| 442110 | Furniture stores | 80 | 149 090 | 19 750 | 4 470 | 853 | 6.6 | 13.0 |
| 4422 | Home furnishings stores | 78 | 78 230 | 10 532 | 2 610 | 712 | 12.5 | 4.7 |
| 44221 | Floor covering stores | 35 | D | D | D | c | D | D |
| 442210 | Floor covering stores | 35 | D | D | D | c | D | D |
| 44229 | Other home furnishings stores | 43 | D | D | D | f | D | D |
| 442291 | Window treatment stores | 7 | 4 025 | 553 | 133 | 36 | .5 | 46.3 |
| 442299 | All other home furnishings stores | 36 | D | D | D | f | D | D |
| 443 | Electronics & appliance stores | 103 | 270 547 | 24 503 | 6 171 | 1 201 | 2.9 | 15.2 |
| 4431 | Electronics & appliance stores | 103 | 270 547 | 24 503 | 6 171 | 1 201 | 2.9 | 15.2 |
| 44311 | Appliance, television, & other electronics stores | 65 | D | D | D | f | D | D |
| 443111 | Household appliance stores | 20 | D | D | D | c | D | D |
| 443112 | Radio, television, & other electronics stores | 45 | D | D | D | f | D | D |
| 44312 | Computer & software stores | 34 | D | D | D | e | D | D |
| 443120 | Computer & software stores | 34 | D | D | D | e | 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 | 167 | 554 233 | 63 975 | 15 399 | 2 736 | 5.1 | 1.9 |
| 4441 | Building material & supplies dealers | 144 | D | D | D | g | D | D |
| 44411 | Home centers | 11 | 208 340 | 21 524 | 5 721 | 1 121 | .4 | – |
| 444110 | Home centers | 11 | 208 340 | 21 524 | 5 721 | 1 121 | .4 | – |
| 44412 | Paint & wallpaper stores | 22 | D | D | D | c | D | D |
| 444120 | Paint & wallpaper stores | 22 | D | D | D | c | D | D |
| 44413 | Hardware stores | 20 | D | D | D | c | D | D |
| 444130 | Hardware stores | 20 | D | D | D | c | D | D |
| 44419 | Other building material dealers | 91 | 251 700 | 29 951 | 6 856 | 1 011 | 2.7 | 3.1 |
| 444190 | Other building material dealers | 91 | 251 700 | 29 951 | 6 856 | 1 011 | 2.7 | 3.1 |
| 4442 | Lawn & garden equipment & supplies stores | 23 | D | D | D | c | D | D |
| 44421 | Outdoor power equipment stores | 7 | 22 599 | 1 666 | 456 | 69 | 13.9 | 1.0 |
| 444210 | Outdoor power equipment stores | 7 | 22 599 | 1 666 | 456 | 69 | 13.9 | 1.0 |
| 44422 | Nursery & garden centers | 16 | D | D | D | c | D | D |
| 444220 | Nursery & garden centers | 16 | D | D | D | c | D | D |
| 445 | Food & beverage stores | 240 | 1 042 851 | 120 954 | 28 418 | 5 768 | 4.4 | 6.5 |
| 4451 | Grocery stores | 158 | D | D | D | i | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 118 | D | D | D | i | D | D |
| 445110 | Supermarkets & other grocery (except convenience) stores | 118 | D | D | D | i | D | D |
| 44512 | Convenience stores | 40 | D | D | D | c | D | D |
| 445120 | Convenience stores | 40 | D | D | D | c | D | D |
| 4452 | Specialty food stores | 29 | D | D | D | c | D | D |
| 4453 | Beer, wine, & liquor stores | 53 | D | D | D | c | D | D |
| 44531 | Beer, wine, & liquor stores | 53 | D | D | D | c | D | D |
| 445310 | Beer, wine, & liquor stores | 53 | D | D | D | c | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF SACRAMENTO COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 446 | Health & personal care stores | 131 | D | D | D | g | D | D |
| 4461 | Health & personal care stores | 131 | D | D | D | g | D | D |
| 44611 | Pharmacies & drug stores | 49 | D | D | D | g | D | D |
| 446110 | Pharmacies & drug stores | 49 | D | D | D | g | D | D |
| 4461101 | Pharmacies & drug stores | 46 | 173 703 | 27 145 | 6 303 | 1 241 | 2.3 | 12.0 |
| 4461102 | Proprietary stores | 3 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 19 | 7 590 | 1 012 | 245 | 83 | 11.7 | 3.6 |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 19 | 7 590 | 1 012 | 245 | 83 | 11.7 | 3.6 |
| 44613 | Optical goods stores | 28 | 12 257 | 2 070 | 515 | 121 | 6.2 | 7.9 |
| 446130 | Optical goods stores | 28 | 12 257 | 2 070 | 515 | 121 | 6.2 | 7.9 |
| 44619 | Other health & personal care stores | 35 | 36 948 | 8 281 | 1 773 | 418 | 11.1 | 14.7 |
| 446191 | Food (health) supplement stores | 13 | D | D | D | c | D | D |
| 446199 | All other health & personal care stores | 22 | D | D | D | e | D | D |
| 447 | Gasoline stations | 177 | 449 789 | 20 831 | 4 884 | 1 643 | 9.9 | 8.5 |
| 4471 | Gasoline stations | 177 | 449 789 | 20 831 | 4 884 | 1 643 | 9.9 | 8.5 |
| 44711 | Gasoline stations with convenience stores | 126 | D | D | D | g | D | D |
| 447110 | Gasoline stations with convenience stores | 126 | D | D | D | g | D | D |
| 44719 | Other gasoline stations | 51 | D | D | D | f | D | D |
| 447190 | Other gasoline stations | 51 | D | D | D | f | D | D |
| 448 | Clothing & clothing accessories stores | 279 | D | D | D | g | D | D |
| 4481 | Clothing stores | 152 | 165 398 | 17 155 | 4 062 | 1 465 | 7.1 | 6.9 |
| 44811 | Men's clothing stores | 14 | 13 684 | 1 831 | 464 | 81 | 4.1 | 9.1 |
| 448110 | Men's clothing stores | 14 | 13 684 | 1 831 | 464 | 81 | 4.1 | 9.1 |
| 44812 | Women's clothing stores | 74 | 42 587 | 4 657 | 1 090 | 541 | 24.7 | 14.5 |
| 448120 | Women's clothing stores | 74 | 42 587 | 4 657 | 1 090 | 541 | 24.7 | 14.5 |
| 44813 | Children's & infants' clothing stores | 3 | D | D | D | b | D | D |
| 448130 | Children's & infants' clothing stores | 3 | D | D | D | b | D | D |
| 44814 | Family clothing stores | 32 | 92 050 | 7 964 | 1 886 | 626 | .1 | 1.7 |
| 448140 | Family clothing stores | 32 | 92 050 | 7 964 | 1 886 | 626 | .1 | 1.7 |
| 44815 | Clothing accessories stores | 9 | D | D | D | b | D | D |
| 448150 | Clothing accessories stores | 9 | D | D | D | b | D | D |
| 44819 | Other clothing stores | 20 | 12 820 | 1 679 | 371 | 130 | 3.2 | 18.5 |
| 448190 | Other clothing stores | 20 | 12 820 | 1 679 | 371 | 130 | 3.2 | 18.5 |
| 4482 | Shoe stores | 78 | D | D | D | e | D | D |
| 44821 | Shoe stores | 78 | D | D | D | e | D | D |
| 448210 | Shoe stores | 78 | D | D | D | e | D | D |
| 4482101 | Men's shoe stores | 5 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 7 | D | D | D | b | D | D |
| 4482103 | Children's & juveniles' shoe stores | 5 | D | D | D | b | D | D |
| 4482104 | Family shoe stores | 52 | D | D | D | c | D | D |
| 4482105 | Athletic footwear stores | 9 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 49 | 35 609 | 6 081 | 1 532 | 287 | 6.3 | 23.9 |
| 44831 | Jewelry stores | 44 | 33 119 | 5 763 | 1 465 | 267 | 6.8 | 24.6 |
| 448310 | Jewelry stores | 44 | 33 119 | 5 763 | 1 465 | 267 | 6.8 | 24.6 |
| 44832 | Luggage & leather goods stores | 5 | 2 490 | 318 | 67 | 20 | – | 14.1 |
| 448320 | Luggage & leather goods stores | 5 | 2 490 | 318 | 67 | 20 | – | 14.1 |
| 451 | Sporting goods, hobby, book, & music stores | 174 | D | D | D | g | D | D |
| 4511 | Sporting goods, hobby, & musical instrument stores | 132 | 161 674 | 18 774 | 4 641 | 1 412 | 10.6 | 3.2 |
| 45111 | Sporting goods stores | 69 | 81 102 | 9 387 | 2 196 | 641 | 12.4 | 5.5 |
| 451110 | Sporting goods stores | 69 | 81 102 | 9 387 | 2 196 | 641 | 12.4 | 5.5 |
| 4511101 | General-line sporting goods stores | 16 | 22 337 | 2 485 | 638 | 164 | 14.4 | 1.0 |
| 4511102 | Specialty-line sporting goods stores | 53 | 58 765 | 6 902 | 1 558 | 477 | 11.6 | 7.2 |
| 45112 | Hobby, toy, & game stores | 32 | D | D | D | e | D | D |
| 451120 | Hobby, toy, & game stores | 32 | D | D | D | e | D | D |
| 45113 | Sewing, needlework, & piece goods stores | 23 | 18 946 | 2 720 | 827 | 299 | 1.7 | 1.2 |
| 451130 | Sewing, needlework, & piece goods stores | 23 | 18 946 | 2 720 | 827 | 299 | 1.7 | 1.2 |
| 45114 | Musical instrument & supplies stores | 8 | D | D | D | c | D | D |
| 451140 | Musical instrument & supplies stores | 8 | D | D | D | c | D | D |
| 4512 | Book, periodical, & music stores | 42 | D | D | D | e | D | D |
| 45121 | Book stores & news dealers | 29 | D | D | D | c | D | D |
| 451211 | Book stores | 26 | D | D | D | c | D | D |
| 4512111 | Book stores, general | 18 | D | D | D | c | D | D |
| 4512112 | Specialty book stores | 7 | 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 | 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.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF SACRAMENTO COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 51 | D | D | D | i | D | D |
| 4521 | Department stores (incl leased depts) ## | 24 | 642 272 | N | N | N | – | 3.1 |
| 45211 | Department stores (incl leased depts) ## | 24 | 642 272 | N | N | N | – | 3.1 |
| 4521 | Department stores (excl leased depts) | 24 | 635 485 | 56 495 | 13 772 | 4 275 | – | 3.1 |
| 45211 | Department stores (excl leased depts) | 24 | 635 485 | 56 495 | 13 772 | 4 275 | – | 3.1 |
| 452110 | Department stores (excl leased depts) | 24 | 635 485 | 56 495 | 13 772 | 4 275 | – | 3.1 |
| 4521101 | Conventional department stores (excl leased depts) | 6 | D | D | D | f | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 11 | 261 208 | 21 647 | 5 346 | 1 991 | – | – |
| 4521103 | National chain department stores (excl leased depts) | 7 | D | D | D | g | D | D |
| 4529 | Other general merchandise stores | 27 | D | D | D | g | D | D |
| 45291 | Warehouse clubs & superstores | 5 | D | D | D | f | D | D |
| 452910 | Warehouse clubs & superstores | 5 | D | D | D | f | D | D |
| 45299 | All other general merchandise stores | 22 | D | D | D | e | D | D |
| 452990 | All other general merchandise stores | 22 | D | D | D | e | D | D |
| 4529901 | Variety stores | 6 | D | D | D | b | D | D |
| 4529902 | Catalog showrooms | 2 | D | D | D | c | D | D |
| 4529903 | Miscellaneous general merchandise stores | 14 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 271 | D | D | D | g | D | D |
| 4531 | Florists | 56 | D | D | D | c | D | D |
| 45311 | Florists | 56 | D | D | D | c | D | D |
| 453110 | Florists | 56 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 85 | D | D | D | f | D | D |
| 45321 | Office supplies & stationery stores | 21 | D | D | D | e | D | D |
| 453210 | Office supplies & stationery stores | 21 | D | D | D | e | D | D |
| 4532101 | Stationery stores | 4 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 17 | D | D | D | e | D | D |
| 45322 | Gift, novelty, & souvenir stores | 64 | D | D | D | e | D | D |
| 453220 | Gift, novelty, & souvenir stores | 64 | D | D | D | e | D | D |
| 4533 | Used merchandise stores | 38 | 19 565 | 6 060 | 1 470 | 437 | 13.6 | 2.3 |
| 45331 | Used merchandise stores | 38 | 19 565 | 6 060 | 1 470 | 437 | 13.6 | 2.3 |
| 453310 | Used merchandise stores | 38 | 19 565 | 6 060 | 1 470 | 437 | 13.6 | 2.3 |
| 4539 | Other miscellaneous store retailers | 92 | 77 475 | 7 831 | 1 789 | 548 | 13.8 | 4.4 |
| 45391 | Pet & pet supplies stores | 27 | D | D | D | c | D | D |
| 453910 | Pet & pet supplies stores | 27 | D | D | D | c | D | D |
| 45392 | Art dealers | 7 | D | D | D | a | D | D |
| 453920 | Art dealers | 7 | D | D | D | a | D | D |
| 45393 | Manufactured (mobile) home dealers | 4 | D | D | D | a | D | D |
| 453930 | Manufactured (mobile) home dealers | 4 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 54 | D | D | D | e | D | D |
| 454 | Nonstore retailers | 89 | D | D | D | f | 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 | 15 | 4 601 | 865 | 205 | 55 | 11.9 | 17.2 |
| 45421 | Vending machine operators | 15 | 4 601 | 865 | 205 | 55 | 11.9 | 17.2 |
| 454210 | Vending machine operators | 15 | 4 601 | 865 | 205 | 55 | 11.9 | 17.2 |
| 4543 | Direct selling establishments | 50 | D | D | D | e | D | D |
| 45431 | Fuel dealers | 10 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 7 | D | D | D | b | D | D |
| 454319 | Other fuel dealers | 3 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 40 | D | D | D | e | D | D |
| 454390 | Other direct selling establishments | 40 | D | D | D | e | D | D |
| | **BALANCE OF SAN BENITO COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **24** | **43 727** | **5 379** | **1 234** | **331** | **32.7** | **.7** |
| 441 | Motor vehicle & parts dealers | 4 | 3 008 | 417 | 93 | 19 | 30.9 | – |
| 4412 | Other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 5 | D | D | D | b | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 1 | D | D | D | a | D | D |
| 44422 | Nursery & garden centers | 1 | D | D | D | a | D | D |
| 444220 | Nursery & garden centers | 1 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 6 | D | D | D | b | D | D |
| 447 | Gasoline stations | 1 | 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 | 2 | D | D | D | a | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF SAN BENITO COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 4 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 2 | D | D | D | c | D | D |
| 45322 | Gift, novelty, & souvenir stores | 2 | D | D | D | c | D | D |
| 453220 | Gift, novelty, & souvenir stores | 2 | D | D | D | c | D | D |
| 4533 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 2 | D | D | D | b | D | D |
| | **BALANCE OF SAN BERNARDINO COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **523** | **703 091** | **66 652** | **15 339** | **4 014** | **17.3** | **11.2** |
| 441 | Motor vehicle & parts dealers | 82 | D | D | D | f | D | D |
| 4411 | Automobile dealers | 25 | D | D | D | c | D | D |
| 44112 | Used car dealers | 14 | D | D | D | b | D | D |
| 441120 | Used car dealers | 14 | D | D | D | b | D | D |
| 4412 | Other motor vehicle dealers | 5 | D | D | D | b | D | D |
| 44121 | Recreational vehicle dealers | 1 | D | D | D | b | D | D |
| 441210 | Recreational vehicle dealers | 1 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 4 | D | D | D | 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 | 52 | D | D | D | e | D | D |
| 44131 | Automotive parts & accessories stores | 37 | 31 130 | 4 772 | 1 312 | 248 | 21.8 | 3.2 |
| 441310 | Automotive parts & accessories stores | 37 | 31 130 | 4 772 | 1 312 | 248 | 21.8 | 3.2 |
| 44132 | Tire dealers | 15 | D | D | D | b | D | D |
| 441320 | Tire dealers | 15 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 15 | 10 447 | 1 391 | 269 | 78 | 25.5 | 12.8 |
| 4421 | Furniture stores | 7 | 8 006 | 1 078 | 204 | 53 | 11.1 | 16.0 |
| 44211 | Furniture stores | 7 | 8 006 | 1 078 | 204 | 53 | 11.1 | 16.0 |
| 442110 | Furniture stores | 7 | 8 006 | 1 078 | 204 | 53 | 11.1 | 16.0 |
| 4422 | Home furnishings stores | 8 | 2 441 | 313 | 65 | 25 | 72.7 | 2.5 |
| 443 | Electronics & appliance stores | 6 | D | D | D | b | D | D |
| 4431 | Electronics & appliance stores | 6 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 57 | 71 676 | 7 289 | 1 663 | 347 | 13.6 | 4.2 |
| 4441 | Building material & supplies dealers | 45 | 65 322 | 6 424 | 1 457 | 298 | 13.4 | 4.5 |
| 44412 | Paint & wallpaper stores | 3 | 3 862 | 429 | 104 | 22 | – | – |
| 444120 | Paint & wallpaper stores | 3 | 3 862 | 429 | 104 | 22 | – | – |
| 44413 | Hardware stores | 14 | D | D | D | b | D | D |
| 444130 | Hardware stores | 14 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 25 | 50 262 | 4 144 | 938 | 166 | 10.1 | .3 |
| 444190 | Other building material dealers | 25 | 50 262 | 4 144 | 938 | 166 | 10.1 | .3 |
| 4442 | Lawn & garden equipment & supplies stores | 12 | 6 354 | 865 | 206 | 49 | 16.3 | 1.3 |
| 44421 | Outdoor power equipment stores | 3 | D | D | D | a | D | D |
| 444210 | Outdoor power equipment stores | 3 | D | D | D | a | D | D |
| 44422 | Nursery & garden centers | 9 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 9 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 106 | 193 296 | 20 206 | 4 482 | 1 074 | 10.8 | 2.8 |
| 4451 | Grocery stores | 69 | 178 319 | 19 124 | 4 192 | 939 | 8.7 | 3.0 |
| 44511 | Supermarkets & other grocery (except convenience) stores | 46 | D | D | D | f | D | D |
| 445110 | Supermarkets & other grocery (except convenience) stores | 46 | D | D | D | f | D | D |
| 44512 | Convenience stores | 23 | D | D | D | b | D | D |
| 445120 | Convenience stores | 23 | D | D | D | b | D | D |
| 4452 | Specialty food stores | 13 | D | D | D | b | D | D |
| 4453 | Beer, wine, & liquor stores | 24 | D | D | D | b | D | D |
| 44531 | Beer, wine, & liquor stores | 24 | D | D | D | b | D | D |
| 445310 | Beer, wine, & liquor stores | 24 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 22 | 31 140 | 4 227 | 979 | 237 | 11.8 | 39.4 |
| 4461 | Health & personal care stores | 22 | 31 140 | 4 227 | 979 | 237 | 11.8 | 39.4 |
| 44611 | Pharmacies & drug stores | 10 | 26 690 | 3 473 | 818 | 188 | 6.0 | 41.8 |
| 446110 | Pharmacies & drug stores | 10 | 26 690 | 3 473 | 818 | 188 | 6.0 | 41.8 |
| 4461101 | Pharmacies & drug stores | 10 | 26 690 | 3 473 | 818 | 188 | 6.0 | 41.8 |
| 44619 | Other health & personal care stores | 6 | D | D | D | b | D | D |
| 446191 | Food (health) supplement stores | 5 | D | D | D | b | D | D |
| 447 | Gasoline stations | 84 | 139 661 | 7 944 | 1 873 | 611 | 11.7 | 18.9 |
| 4471 | Gasoline stations | 84 | 139 661 | 7 944 | 1 873 | 611 | 11.7 | 18.9 |
| 44711 | Gasoline stations with convenience stores | 54 | 94 220 | 5 814 | 1 388 | 437 | 8.9 | 18.5 |
| 447110 | Gasoline stations with convenience stores | 54 | 94 220 | 5 814 | 1 388 | 437 | 8.9 | 18.5 |
| 44719 | Other gasoline stations | 30 | 45 441 | 2 130 | 485 | 174 | 17.6 | 19.6 |
| 447190 | Other gasoline stations | 30 | 45 441 | 2 130 | 485 | 174 | 17.6 | 19.6 |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF SAN BERNARDINO COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores | 40 | D | D | D | c | D | D |
| 4481 | Clothing stores | 22 | D | D | D | c | D | D |
| 44819 | Other clothing stores | 3 | D | D | D | a | D | D |
| 448190 | Other clothing stores | 3 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 9 | 3 723 | 335 | 72 | 26 | – | – |
| 4483 | Jewelry, luggage, & leather goods stores | 9 | 2 561 | 313 | 70 | 28 | 59.3 | 21.7 |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 23 | D | D | D | c | D | D |
| 4511 | Sporting goods, hobby, & musical instrument stores | 12 | D | D | D | c | D | D |
| 45112 | Hobby, toy, & game stores | 2 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 2 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 11 | D | D | D | b | D | D |
| 45121 | Book stores & news dealers | 9 | D | D | D | b | D | D |
| 451211 | Book stores | 9 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 5 | 1 668 | 287 | 76 | 34 | 59.5 | – |
| 452 | General merchandise stores | 12 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 10 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 10 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 8 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 65 | D | D | D | e | D | D |
| 4531 | Florists | 13 | 2 722 | 481 | 88 | 49 | 74.0 | 15.7 |
| 45311 | Florists | 13 | 2 722 | 481 | 88 | 49 | 74.0 | 15.7 |
| 453110 | Florists | 13 | 2 722 | 481 | 88 | 49 | 74.0 | 15.7 |
| 4532 | Office supplies, stationery, & gift stores | 25 | D | D | D | c | D | D |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 45322 | Gift, novelty, & souvenir stores | 24 | D | D | D | c | D | D |
| 453220 | Gift, novelty, & souvenir stores | 24 | D | D | D | c | D | D |
| 4533 | Used merchandise stores | 5 | D | D | D | a | D | D |
| 45331 | Used merchandise stores | 5 | D | D | D | a | D | D |
| 453310 | Used merchandise stores | 5 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 22 | D | D | D | c | D | D |
| 45391 | Pet & pet supplies stores | 3 | D | D | D | b | D | D |
| 453910 | Pet & pet supplies stores | 3 | D | D | D | b | D | D |
| 45392 | Art dealers | 4 | 1 809 | 579 | 119 | 10 | 21.3 | 13.0 |
| 453920 | Art dealers | 4 | 1 809 | 579 | 119 | 10 | 21.3 | 13.0 |
| 45399 | All other miscellaneous store retailers | 13 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 11 | D | D | D | b | D | D |
| 4541 | Electronic shopping & mail-order houses | 3 | D | D | D | b | D | D |
| 45411 | Electronic shopping & mail-order houses | 3 | D | D | D | b | D | D |
| 454110 | Electronic shopping & mail-order houses | 3 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 6 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 2 | D | D | D | a | D | D |
| 454319 | Other fuel dealers | 1 | D | D | D | a | D | D |
| | **BALANCE OF SAN DIEGO COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **712** | **1 048 593** | **108 766** | **25 787** | **6 674** | **13.0** | **9.4** |
| 441 | Motor vehicle & parts dealers | 70 | 60 799 | 7 210 | 1 703 | 364 | 28.8 | 21.6 |
| 44112 | Used car dealers | 11 | D | D | D | b | D | D |
| 441120 | Used car dealers | 11 | D | D | D | b | D | D |
| 4412 | Other motor vehicle dealers | 9 | D | D | D | b | D | D |
| 44121 | Recreational vehicle dealers | 5 | D | D | D | a | D | D |
| 441210 | Recreational vehicle dealers | 5 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 4 | D | D | D | a | D | D |
| 441222 | Boat dealers | 1 | D | D | D | a | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 44 | D | D | D | e | D | D |
| 44131 | Automotive parts & accessories stores | 31 | D | D | D | c | D | D |
| 441310 | Automotive parts & accessories stores | 31 | D | D | D | c | D | D |
| 44132 | Tire dealers | 13 | D | D | D | b | D | D |
| 441320 | Tire dealers | 13 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 16 | D | D | D | b | D | D |
| 4422 | Home furnishings stores | 14 | D | D | D | b | D | D |
| 44221 | Floor covering stores | 9 | D | D | D | a | D | D |
| 442210 | Floor covering stores | 9 | D | D | D | a | D | D |
| 44229 | Other home furnishings stores | 5 | D | D | D | a | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF SAN DIEGO COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 443 | Electronics & appliance stores | 25 | D | D | D | c | D | D |
| 4431 | Electronics & appliance stores | 25 | D | D | D | c | D | D |
| 44311 | Appliance, television, & other electronics stores | 17 | D | D | D | c | D | D |
| 443111 | Household appliance stores | 5 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 12 | D | D | D | c | D | D |
| 44312 | Computer & software stores | 6 | 2 412 | 343 | 70 | 19 | 67.4 | 32.4 |
| 443120 | Computer & software stores | 6 | 2 412 | 343 | 70 | 19 | 67.4 | 32.4 |
| 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 | 74 | D | D | D | f | D | D |
| 4441 | Building material & supplies dealers | 46 | D | D | D | f | D | D |
| 44411 | Home centers | 3 | D | D | D | c | D | D |
| 444110 | Home centers | 3 | D | D | D | c | D | D |
| 44412 | Paint & wallpaper stores | 5 | D | D | D | b | D | D |
| 444120 | Paint & wallpaper stores | 5 | D | D | D | b | D | D |
| 44413 | Hardware stores | 11 | D | D | D | b | D | D |
| 444130 | Hardware stores | 11 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 27 | D | D | D | c | D | D |
| 444190 | Other building material dealers | 27 | D | D | D | c | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 28 | D | D | D | c | D | D |
| 44422 | Nursery & garden centers | 25 | D | D | D | c | D | D |
| 444220 | Nursery & garden centers | 25 | D | D | D | c | D | D |
| 445 | Food & beverage stores | 121 | D | D | D | g | D | D |
| 4451 | Grocery stores | 76 | D | D | D | g | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 46 | D | D | D | g | D | D |
| 445110 | Supermarkets & other grocery (except convenience) stores | 46 | D | D | D | g | D | D |
| 44512 | Convenience stores | 30 | D | D | D | e | D | D |
| 445120 | Convenience stores | 30 | D | D | D | e | D | D |
| 4452 | Specialty food stores | 16 | D | D | D | b | D | D |
| 4453 | Beer, wine, & liquor stores | 29 | D | D | D | b | D | D |
| 44531 | Beer, wine, & liquor stores | 29 | D | D | D | b | D | D |
| 445310 | Beer, wine, & liquor stores | 29 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 43 | D | D | D | f | D | D |
| 4461 | Health & personal care stores | 43 | D | D | D | f | D | D |
| 44611 | Pharmacies & drug stores | 29 | D | D | D | e | D | D |
| 446110 | Pharmacies & drug stores | 29 | D | D | D | e | D | D |
| 4461101 | Pharmacies & drug stores | 27 | D | D | D | e | D | D |
| 4461102 | Proprietary stores | 2 | D | D | D | a | D | D |
| 44619 | Other health & personal care stores | 9 | D | D | D | c | D | D |
| 446191 | Food (health) supplement stores | 4 | D | D | D | b | D | D |
| 446199 | All other health & personal care stores | 5 | D | D | D | b | D | D |
| 447 | Gasoline stations | 89 | D | D | D | f | D | D |
| 4471 | Gasoline stations | 89 | D | D | D | f | D | D |
| 44711 | Gasoline stations with convenience stores | 53 | 112 718 | 5 613 | 1 239 | 460 | 20.0 | 11.5 |
| 447110 | Gasoline stations with convenience stores | 53 | 112 718 | 5 613 | 1 239 | 460 | 20.0 | 11.5 |
| 44719 | Other gasoline stations | 36 | D | D | D | e | D | D |
| 447190 | Other gasoline stations | 36 | D | D | D | e | D | D |
| 448 | Clothing & clothing accessories stores | 66 | D | D | D | e | D | D |
| 4481 | Clothing stores | 33 | D | D | D | c | D | D |
| 44813 | Children's & infants' clothing stores | 4 | 1 590 | 187 | 45 | 28 | – | 2.4 |
| 448130 | Children's & infants' clothing stores | 4 | 1 590 | 187 | 45 | 28 | – | 2.4 |
| 44814 | Family clothing stores | 10 | D | D | D | c | D | D |
| 448140 | Family clothing stores | 10 | D | D | D | c | D | D |
| 44819 | Other clothing stores | 4 | 1 678 | 273 | 90 | 19 | 6.9 | 4.2 |
| 448190 | Other clothing stores | 4 | 1 678 | 273 | 90 | 19 | 6.9 | 4.2 |
| 4482 | Shoe stores | 21 | D | D | D | b | D | D |
| 44821 | Shoe stores | 21 | D | D | D | b | D | D |
| 448210 | Shoe stores | 21 | D | D | D | b | D | D |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 20 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 12 | D | D | D | b | D | D |
| 44831 | Jewelry stores | 12 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 12 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 25 | D | D | D | c | D | D |
| 4511 | Sporting goods, hobby, & musical instrument stores | 20 | D | D | D | c | D | D |
| 45112 | Hobby, toy, & game stores | 3 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 3 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 5 | D | D | D | a | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF SAN DIEGO COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 452 | General merchandise stores | 14 | D | D | D | f | D | D |
| 4521 | Department stores (incl leased depts) ## | 4 | D | N | N | N | D | D |
| 45211 | Department stores (incl leased depts) ## | 4 | D | N | N | N | D | D |
| 4521 | Department stores (excl leased depts) | 4 | D | D | D | f | D | D |
| 45211 | Department stores (excl leased depts) | 4 | D | D | D | f | D | D |
| 452110 | Department stores (excl leased depts) | 4 | D | D | D | f | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 4 | D | D | D | f | D | D |
| 45299 | All other general merchandise stores | 10 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 10 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 7 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 115 | D | D | D | e | D | D |
| 4531 | Florists | 28 | D | D | D | c | D | D |
| 45311 | Florists | 28 | D | D | D | c | D | D |
| 453110 | Florists | 28 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 32 | D | D | D | c | D | D |
| 45321 | Office supplies & stationery stores | 4 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 4 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 3 | D | D | D | a | D | D |
| 45322 | Gift, novelty, & souvenir stores | 28 | D | D | D | c | D | D |
| 453220 | Gift, novelty, & souvenir stores | 28 | D | D | D | c | D | D |
| 4533 | Used merchandise stores | 12 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 12 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 12 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 43 | D | D | D | c | D | D |
| 45391 | Pet & pet supplies stores | 14 | D | D | D | b | D | D |
| 453910 | Pet & pet supplies stores | 14 | D | D | D | b | D | D |
| 45392 | Art dealers | 8 | 578 | 156 | 30 | 18 | 52.6 | 29.8 |
| 453920 | Art dealers | 8 | 578 | 156 | 30 | 18 | 52.6 | 29.8 |
| 45399 | All other miscellaneous store retailers | 19 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 54 | D | D | D | e | D | D |
| 4541 | Electronic shopping & mail-order houses | 21 | D | D | D | c | D | D |
| 45411 | Electronic shopping & mail-order houses | 21 | D | D | D | c | D | D |
| 454110 | Electronic shopping & mail-order houses | 21 | D | D | D | c | D | D |
| 4542 | Vending machine operators | 4 | D | D | D | b | D | D |
| 45421 | Vending machine operators | 4 | D | D | D | b | D | D |
| 454210 | Vending machine operators | 4 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 29 | D | D | D | c | D | D |
| 45431 | Fuel dealers | 7 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 6 | D | D | D | b | D | D |
| 454319 | Other fuel dealers | 1 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 22 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 22 | D | D | D | b | D | D |
| | **BALANCE OF SAN JOAQUIN COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **227** | **480 042** | **47 178** | **10 636** | **2 092** | **13.9** | **9.5** |
| 441 | Motor vehicle & parts dealers | 30 | D | D | D | e | D | D |
| 4411 | Automobile dealers | 3 | D | D | D | c | D | D |
| 4412 | Other motor vehicle dealers | 13 | D | D | D | b | D | D |
| 44121 | Recreational vehicle dealers | 5 | D | D | D | b | D | D |
| 441210 | Recreational vehicle dealers | 5 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 8 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 2 | D | D | D | a | D | D |
| 441222 | Boat dealers | 3 | D | D | D | a | D | D |
| 441229 | All other motor vehicle dealers | 3 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 14 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 11 | D | D | D | b | D | D |
| 441310 | Automotive parts & accessories stores | 11 | D | D | D | b | D | D |
| 44132 | Tire dealers | 3 | D | D | D | b | D | D |
| 441320 | Tire dealers | 3 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 5 | D | D | D | b | D | D |
| 4421 | Furniture stores | 2 | D | D | D | a | D | D |
| 44211 | Furniture stores | 2 | D | D | D | a | D | D |
| 442110 | Furniture stores | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 3 | D | D | D | a | D | D |
| 4431 | Electronics & appliance stores | 3 | D | D | D | a | D | D |
| 44312 | Computer & software stores | 2 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 2 | D | D | D | a | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF SAN JOAQUIN COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 444 | Building material & garden equipment & supplies dealers | 39 | D | D | D | e | D | D |
| 4441 | Building material & supplies dealers | 23 | D | D | D | c | 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 | 17 | D | D | D | c | D | D |
| 444190 | Other building material dealers | 17 | D | D | D | c | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 16 | D | D | D | e | D | D |
| 44422 | Nursery & garden centers | 16 | D | D | D | e | D | D |
| 444220 | Nursery & garden centers | 16 | D | D | D | e | D | D |
| 445 | Food & beverage stores | 58 | 79 546 | 7 196 | 1 557 | 451 | 20.6 | 8.4 |
| 4451 | Grocery stores | 41 | D | D | D | e | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 29 | 63 973 | 6 367 | 1 387 | 358 | 11.8 | 8.0 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 29 | 63 973 | 6 367 | 1 387 | 358 | 11.8 | 8.0 |
| 44512 | Convenience stores | 12 | D | D | D | b | D | D |
| 445120 | Convenience stores | 12 | D | D | D | b | D | D |
| 4452 | Specialty food stores | 9 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 8 | D | D | D | c | D | D |
| 4461 | Health & personal care stores | 8 | D | D | D | c | D | D |
| 44619 | Other health & personal care stores | 2 | D | D | D | b | D | D |
| 446191 | Food (health) supplement stores | 1 | D | D | D | a | D | D |
| 446199 | All other health & personal care stores | 1 | D | D | D | b | D | D |
| 447 | Gasoline stations | 30 | 65 838 | 3 005 | 732 | 225 | 24.5 | 10.1 |
| 4471 | Gasoline stations | 30 | 65 838 | 3 005 | 732 | 225 | 24.5 | 10.1 |
| 44711 | Gasoline stations with convenience stores | 20 | D | D | D | c | D | D |
| 447110 | Gasoline stations with convenience stores | 20 | D | D | D | c | D | D |
| 44719 | Other gasoline stations | 10 | D | D | D | b | D | D |
| 447190 | Other gasoline stations | 10 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 5 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 8 | D | D | D | b | D | D |
| 4511 | Sporting goods, hobby, & musical instrument stores | 6 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 2 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 1 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 1 | D | D | D | b | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 1 | D | D | D | b | D | D |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 21 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 4 | 773 | 161 | 38 | 16 | – | – |
| 45331 | Used merchandise stores | 4 | 773 | 161 | 38 | 16 | – | – |
| 453310 | Used merchandise stores | 4 | 773 | 161 | 38 | 16 | – | – |
| 4539 | Other miscellaneous store retailers | 9 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 5 | D | D | D | b | D | D |
| 453910 | Pet & pet supplies stores | 5 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 19 | D | D | D | c | D | D |
| 4542 | Vending machine operators | 5 | D | D | D | b | D | D |
| 45421 | Vending machine operators | 5 | D | D | D | b | D | D |
| 454210 | Vending machine operators | 5 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 12 | D | D | D | b | D | D |
| 45431 | Fuel dealers | 6 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 5 | D | D | D | b | D | D |
| 454319 | Other fuel dealers | 1 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 6 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 6 | D | D | D | b | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF SAN LUIS OBISPO COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **237** | **210 949** | **24 338** | **5 387** | **1 401** | **14.5** | **7.4** |
| 441 | Motor vehicle & parts dealers | 15 | D | D | D | b | D | D |
| 4412 | Other motor vehicle dealers | 5 | D | D | D | b | D | D |
| 44121 | Recreational vehicle dealers | 2 | D | D | D | b | D | D |
| 441210 | Recreational vehicle dealers | 2 | D | D | D | b | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 10 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 8 | 5 425 | 842 | 200 | 47 | 35.4 | 1.7 |
| 441310 | Automotive parts & accessories stores | 8 | 5 425 | 842 | 200 | 47 | 35.4 | 1.7 |
| 442 | Furniture & home furnishings stores | 15 | D | D | D | b | D | D |
| 4421 | Furniture stores | 3 | D | D | D | b | D | D |
| 44211 | Furniture stores | 3 | D | D | D | b | D | D |
| 442110 | Furniture stores | 3 | D | D | D | b | D | D |
| 4422 | Home furnishings stores | 12 | D | D | D | b | D | D |
| 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 | 3 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 33 | D | D | D | e | D | D |
| 4441 | Building material & supplies dealers | 26 | D | D | D | c | D | D |
| 44413 | Hardware stores | 9 | D | D | D | c | D | D |
| 444130 | Hardware stores | 9 | D | D | D | c | D | D |
| 44419 | Other building material dealers | 15 | 25 328 | 2 379 | 618 | 90 | 15.7 | .4 |
| 444190 | Other building material dealers | 15 | 25 328 | 2 379 | 618 | 90 | 15.7 | .4 |
| 4442 | Lawn & garden equipment & supplies stores | 7 | D | D | D | b | D | D |
| 44422 | Nursery & garden centers | 5 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 5 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 43 | D | D | D | e | D | D |
| 4451 | Grocery stores | 23 | D | D | D | c | D | D |
| 44512 | Convenience stores | 7 | D | D | D | b | D | D |
| 445120 | Convenience stores | 7 | D | D | D | b | D | D |
| 4453 | Beer, wine, & liquor stores | 17 | D | D | D | b | D | D |
| 44531 | Beer, wine, & liquor stores | 17 | D | D | D | b | D | D |
| 445310 | Beer, wine, & liquor stores | 17 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 10 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 10 | D | D | D | b | D | D |
| 447 | Gasoline stations | 14 | 19 340 | 1 012 | 219 | 90 | 13.2 | 15.7 |
| 4471 | Gasoline stations | 14 | 19 340 | 1 012 | 219 | 90 | 13.2 | 15.7 |
| 44711 | Gasoline stations with convenience stores | 8 | 9 980 | 468 | 102 | 50 | 15.1 | 17.4 |
| 447110 | Gasoline stations with convenience stores | 8 | 9 980 | 468 | 102 | 50 | 15.1 | 17.4 |
| 448 | Clothing & clothing accessories stores | 21 | D | D | D | b | D | D |
| 4481 | Clothing stores | 12 | D | D | D | b | D | D |
| 44819 | Other clothing stores | 2 | D | D | D | a | D | D |
| 448190 | Other clothing stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 14 | D | D | D | b | D | D |
| 4511 | Sporting goods, hobby, & musical instrument stores | 8 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 6 | D | D | D | b | D | D |
| 45121 | Book stores & news dealers | 5 | 2 376 | 268 | 75 | 24 | 10.7 | – |
| 451211 | Book stores | 5 | 2 376 | 268 | 75 | 24 | 10.7 | – |
| 4512111 | Book stores, general | 5 | 2 376 | 268 | 75 | 24 | 10.7 | – |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 46 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 22 | D | D | D | b | D | D |
| 45322 | Gift, novelty, & souvenir stores | 22 | D | D | D | b | D | D |
| 453220 | Gift, novelty, & souvenir stores | 22 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 15 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 3 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 3 | D | D | D | a | D | D |
| 45392 | Art dealers | 7 | 2 734 | 420 | 98 | 30 | 22.2 | 32.3 |
| 453920 | Art dealers | 7 | 2 734 | 420 | 98 | 30 | 22.2 | 32.3 |
| 45399 | All other miscellaneous store retailers | 5 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 22 | D | D | D | c | D | D |
| 4541 | Electronic shopping & mail-order houses | 7 | D | D | D | b | D | D |
| 45411 | Electronic shopping & mail-order houses | 7 | D | D | D | b | D | D |
| 454110 | Electronic shopping & mail-order houses | 7 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 12 | D | D | D | c | D | D |
| 45431 | Fuel dealers | 4 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 4 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 8 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 8 | D | D | D | b | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF SAN MATEO COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **210** | **D** | **D** | **D** | **h** | **D** | **D** |
| 441 | Motor vehicle & parts dealers | 23 | D | D | D | f | D | D |
| 4411 | Automobile dealers | 15 | D | D | D | f | D | D |
| 44111 | New car dealers | 12 | 409 047 | 38 745 | 8 907 | 921 | 5.2 | 7.6 |
| 441110 | New car dealers | 12 | 409 047 | 38 745 | 8 907 | 921 | 5.2 | 7.6 |
| 44112 | Used car dealers | 3 | D | D | D | a | D | D |
| 441120 | Used car dealers | 3 | D | D | D | a | D | D |
| 4412 | Other motor vehicle dealers | 2 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 2 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | a | D | D |
| 441222 | Boat dealers | 1 | D | D | D | a | D | D |
| 44131 | Automotive parts & accessories stores | 6 | D | D | D | b | D | D |
| 441310 | Automotive parts & accessories stores | 6 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 11 | 9 631 | 1 322 | 297 | 68 | 9.8 | 8.1 |
| 4421 | Furniture stores | 5 | 4 504 | 496 | 104 | 18 | 15.6 | – |
| 44211 | Furniture stores | 5 | 4 504 | 496 | 104 | 18 | 15.6 | – |
| 442110 | Furniture stores | 5 | 4 504 | 496 | 104 | 18 | 15.6 | – |
| 4422 | Home furnishings stores | 6 | 5 127 | 826 | 193 | 50 | 4.7 | 15.3 |
| 44229 | Other home furnishings stores | 4 | D | D | D | b | D | D |
| 442299 | All other home furnishings stores | 4 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 6 | D | D | D | b | D | D |
| 4431 | Electronics & appliance stores | 6 | D | D | D | b | D | D |
| 44311 | Appliance, television, & other electronics stores | 4 | D | D | D | b | D | D |
| 443111 | Household appliance stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 25 | 115 609 | 12 263 | 3 056 | 503 | 3.4 | 4.4 |
| 4441 | Building material & supplies dealers | 19 | 107 655 | 11 445 | 2 818 | 441 | 3.0 | .6 |
| 44411 | Home centers | 1 | D | D | D | e | D | D |
| 444110 | Home centers | 1 | D | D | D | e | D | D |
| 44419 | Other building material dealers | 13 | D | D | D | c | D | D |
| 444190 | Other building material dealers | 13 | D | D | D | c | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 6 | 7 954 | 818 | 238 | 62 | 9.3 | 56.7 |
| 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 | 30 | 49 868 | 4 884 | 1 130 | 290 | 12.7 | 40.3 |
| 4451 | Grocery stores | 15 | D | D | D | c | D | D |
| 4452 | Specialty food stores | 12 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 9 | 22 449 | 3 027 | 733 | 164 | 9.3 | – |
| 4461 | Health & personal care stores | 9 | 22 449 | 3 027 | 733 | 164 | 9.3 | – |
| 4461101 | Pharmacies & drug stores | 4 | 18 873 | 2 351 | 568 | 131 | 8.7 | – |
| 44613 | Optical goods stores | 2 | D | D | D | b | D | D |
| 446130 | Optical goods stores | 2 | D | D | D | b | D | D |
| 447 | Gasoline stations | 20 | 46 018 | 3 082 | 748 | 162 | 8.2 | 19.9 |
| 4471 | Gasoline stations | 20 | 46 018 | 3 082 | 748 | 162 | 8.2 | 19.9 |
| 44711 | Gasoline stations with convenience stores | 6 | 16 434 | 510 | 119 | 37 | 2.7 | – |
| 447110 | Gasoline stations with convenience stores | 6 | 16 434 | 510 | 119 | 37 | 2.7 | – |
| 44719 | Other gasoline stations | 14 | 29 584 | 2 572 | 629 | 125 | 11.3 | 30.9 |
| 447190 | Other gasoline stations | 14 | 29 584 | 2 572 | 629 | 125 | 11.3 | 30.9 |
| 448 | Clothing & clothing accessories stores | 22 | D | D | D | e | D | D |
| 4481 | Clothing stores | 11 | D | D | D | e | D | D |
| 44811 | Men's clothing stores | 1 | D | D | D | a | D | D |
| 448110 | Men's clothing stores | 1 | D | D | D | a | D | D |
| 44813 | Children's & infants' clothing stores | 2 | D | D | D | b | D | D |
| 448130 | Children's & infants' clothing stores | 2 | D | D | D | b | D | D |
| 44814 | Family clothing stores | 4 | 39 982 | 3 176 | 885 | 294 | – | – |
| 448140 | Family clothing stores | 4 | 39 982 | 3 176 | 885 | 294 | – | – |
| 44815 | Clothing accessories stores | 2 | D | D | D | a | D | D |
| 448150 | Clothing accessories stores | 2 | D | D | D | a | D | D |
| 4482 | Shoe stores | 5 | D | D | D | b | D | D |
| 44821 | Shoe stores | 5 | D | D | D | b | D | D |
| 448210 | Shoe stores | 5 | D | D | D | b | D | D |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 4482105 | Athletic footwear stores | 2 | 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF SAN MATEO COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, & music stores | 16 | 36 362 | 3 727 | 1 055 | 272 | 2.5 | .1 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 11 | D | D | D | c | D | D |
| 45111 | Sporting goods stores | 5 | D | D | D | b | D | D |
| 451110 | Sporting goods stores | 5 | D | D | D | b | D | D |
| 4511102 | Specialty-line sporting goods stores | 4 | 4 091 | 488 | 164 | 25 | 14.0 | – |
| 45112 | Hobby, toy, & game stores | 3 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 3 | 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 | 5 | D | D | D | b | D | D |
| 45121 | Book stores & news dealers | 1 | D | D | D | b | D | D |
| 451211 | Book stores | 1 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 1 | D | D | D | b | D | D |
| 45122 | Prerecorded tape, compact disc, & record stores | 4 | D | D | D | b | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 4 | D | D | D | b | D | D |
| 452 | General merchandise stores | 8 | D | D | D | g | D | D |
| 4521 | Department stores (incl leased depts) ## | 3 | D | N | N | N | D | D |
| 45211 | Department stores (incl leased depts) ## | 3 | D | N | N | N | D | D |
| 4521 | Department stores (excl leased depts) | 3 | D | D | D | g | D | D |
| 45211 | Department stores (excl leased depts) | 3 | D | D | D | g | D | D |
| 452110 | Department stores (excl leased depts) | 3 | D | D | D | g | D | D |
| 4521102 | Discount or mass merchandising dept stores (excl leased depts) | 3 | D | D | D | g | D | D |
| 4529 | Other general merchandise stores | 5 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 5 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 5 | D | D | D | c | D | D |
| 4529903 | Miscellaneous general merchandise stores | 4 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 32 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 9 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 45322 | Gift, novelty, & souvenir stores | 8 | D | D | D | b | D | D |
| 453220 | Gift, novelty, & souvenir stores | 8 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 4 | D | D | D | a | D | D |
| 45331 | Used merchandise stores | 4 | D | D | D | a | D | D |
| 453310 | Used merchandise stores | 4 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 11 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 9 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 8 | D | D | D | b | D | D |
| 4541 | Electronic shopping & mail-order houses | 3 | D | D | D | a | D | D |
| 45411 | Electronic shopping & mail-order houses | 3 | D | D | D | a | D | D |
| 454110 | Electronic shopping & mail-order houses | 3 | D | D | D | a | D | D |
| | **BALANCE OF SANTA BARBARA COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **335** | **659 730** | **69 161** | **16 364** | **3 712** | **6.9** | **4.5** |
| 441 | Motor vehicle & parts dealers | 26 | D | D | D | e | D | D |
| 4411 | Automobile dealers | 9 | D | D | D | c | D | D |
| 44112 | Used car dealers | 3 | D | D | D | a | D | D |
| 441120 | Used car dealers | 3 | D | D | D | a | D | D |
| 4412 | Other motor vehicle dealers | 3 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 14 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 7 | D | D | D | c | D | D |
| 441310 | Automotive parts & accessories stores | 7 | 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 | 16 | D | D | D | b | D | D |
| 4421 | Furniture stores | 5 | D | D | D | b | D | D |
| 44211 | Furniture stores | 5 | D | D | D | b | D | D |
| 442110 | Furniture stores | 5 | D | D | D | b | D | D |
| 4422 | Home furnishings stores | 11 | 5 860 | 959 | 239 | 49 | 34.0 | – |
| 44229 | Other home furnishings stores | 8 | D | D | D | b | D | D |
| 442291 | Window treatment stores | 3 | 1 795 | 189 | 43 | 12 | D | – |
| 443 | Electronics & appliance stores | 14 | D | D | D | b | D | D |
| 4431 | Electronics & appliance stores | 14 | D | D | D | b | D | D |
| 44311 | Appliance, television, & other electronics stores | 6 | D | D | D | a | D | D |
| 443112 | Radio, television, & other electronics stores | 2 | D | D | D | a | D | D |
| 44312 | Computer & software stores | 6 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 6 | 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 |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF SANTA BARBARA COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 444 | Building material & garden equipment & supplies dealers | 39 | D | D | D | e | D | D |
| 4441 | Building material & supplies dealers | 27 | D | D | D | e | D | D |
| 44413 | Hardware stores | 7 | D | D | D | c | D | D |
| 444130 | Hardware stores | 7 | D | D | D | c | D | D |
| 44419 | Other building material dealers | 17 | 36 413 | 5 094 | 1 273 | 139 | 3.9 | 4.9 |
| 444190 | Other building material dealers | 17 | 36 413 | 5 094 | 1 273 | 139 | 3.9 | 4.9 |
| 4442 | Lawn & garden equipment & supplies stores | 12 | D | D | D | c | D | D |
| 44422 | Nursery & garden centers | 12 | D | D | D | c | D | D |
| 444220 | Nursery & garden centers | 12 | D | D | D | c | D | D |
| 445 | Food & beverage stores | 59 | 163 668 | 16 956 | 4 071 | 1 043 | 6.3 | 8.5 |
| 4451 | Grocery stores | 31 | D | D | D | f | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 25 | 148 209 | 15 461 | 3 691 | 891 | 2.8 | 8.3 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 25 | 148 209 | 15 461 | 3 691 | 891 | 2.8 | 8.3 |
| 4452 | Specialty food stores | 13 | D | D | D | b | D | D |
| 4453 | Beer, wine, & liquor stores | 15 | D | D | D | b | D | D |
| 44531 | Beer, wine, & liquor stores | 15 | D | D | D | b | D | D |
| 445310 | Beer, wine, & liquor stores | 15 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 15 | D | D | D | e | D | D |
| 4461 | Health & personal care stores | 15 | D | D | D | e | D | D |
| 44611 | Pharmacies & drug stores | 11 | D | D | D | e | D | D |
| 446110 | Pharmacies & drug stores | 11 | D | D | D | e | D | D |
| 4461101 | Pharmacies & drug stores | 11 | D | D | D | e | D | D |
| 44619 | Other health & personal care stores | 2 | D | D | D | a | D | D |
| 446199 | All other health & personal care stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 35 | D | D | D | e | D | D |
| 4471 | Gasoline stations | 35 | D | D | D | e | D | D |
| 44711 | Gasoline stations with convenience stores | 13 | D | D | D | c | D | D |
| 447110 | Gasoline stations with convenience stores | 13 | D | D | D | c | D | D |
| 44719 | Other gasoline stations | 22 | 26 605 | 2 571 | 590 | 212 | 29.2 | 11.1 |
| 447190 | Other gasoline stations | 22 | 26 605 | 2 571 | 590 | 212 | 29.2 | 11.1 |
| 448 | Clothing & clothing accessories stores | 33 | 18 017 | 2 472 | 558 | 144 | 12.8 | 6.0 |
| 4481 | Clothing stores | 18 | D | D | D | b | D | D |
| 44819 | Other clothing stores | 3 | D | D | D | a | D | D |
| 448190 | Other clothing stores | 3 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 8 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 6 | D | D | D | a | D | D |
| 44831 | Jewelry stores | 5 | D | D | D | a | D | D |
| 448310 | Jewelry stores | 5 | D | D | D | a | D | D |
| 44832 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage & leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 29 | D | D | D | e | D | D |
| 4511 | Sporting goods, hobby, & musical instrument stores | 24 | D | D | D | c | D | D |
| 45111 | Sporting goods stores | 20 | D | D | D | b | D | D |
| 451110 | Sporting goods stores | 20 | D | D | D | b | D | D |
| 4511102 | Specialty-line sporting goods stores | 16 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 2 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 2 | D | D | D | b | D | D |
| 45113 | Sewing, needlework, & piece goods stores | 1 | D | D | D | b | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 1 | D | D | D | b | D | D |
| 45114 | Musical instrument & supplies stores | 1 | D | D | D | a | D | D |
| 451140 | Musical instrument & supplies stores | 1 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 5 | 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 |
| 45122 | Prerecorded tape, compact disc, & record stores | 2 | D | D | D | b | D | D |
| 451220 | Prerecorded tape, compact disc, & record stores | 2 | D | D | D | b | D | D |
| 452 | General merchandise stores | 4 | D | D | D | e | 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 |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF SANTA BARBARA COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 50 | D | D | D | c | D | D |
| 4531 | Florists | 10 | 2 379 | 514 | 124 | 47 | 24.7 | 5.9 |
| 45311 | Florists | 10 | 2 379 | 514 | 124 | 47 | 24.7 | 5.9 |
| 453110 | Florists | 10 | 2 379 | 514 | 124 | 47 | 24.7 | 5.9 |
| 4532 | Office supplies, stationery, & gift stores | 12 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 45322 | Gift, novelty, & souvenir stores | 11 | D | D | D | b | D | D |
| 453220 | Gift, novelty, & souvenir stores | 11 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 13 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 13 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 13 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 15 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 5 | D | D | D | b | D | D |
| 453910 | Pet & pet supplies stores | 5 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 9 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 15 | D | D | D | b | D | D |
| 4541 | Electronic shopping & mail-order houses | 9 | D | D | D | b | D | D |
| 45411 | Electronic shopping & mail-order houses | 9 | D | D | D | b | D | D |
| 454110 | Electronic shopping & mail-order houses | 9 | D | D | D | b | D | D |
| | **BALANCE OF SANTA CLARA COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **188** | **312 502** | **34 244** | **8 143** | **2 154** | **11.7** | **22.9** |
| 441 | Motor vehicle & parts dealers | 24 | D | D | D | c | D | D |
| 44112 | Used car dealers | 9 | D | D | D | b | D | D |
| 441120 | Used car dealers | 9 | D | D | D | b | D | D |
| 4412 | Other motor vehicle dealers | 3 | D | D | D | b | D | D |
| 44121 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 441210 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | a | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 10 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 8 | 8 081 | 932 | 218 | 54 | 73.6 | – |
| 441310 | Automotive parts & accessories stores | 8 | 8 081 | 932 | 218 | 54 | 73.6 | – |
| 442 | Furniture & home furnishings stores | 9 | D | D | D | c | 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 |
| 4422 | Home furnishings stores | 6 | D | D | D | c | D | D |
| 44229 | Other home furnishings stores | 4 | D | D | D | c | D | D |
| 442299 | All other home furnishings stores | 4 | D | D | D | c | D | D |
| 443 | Electronics & appliance stores | 10 | D | D | D | b | D | D |
| 4431 | Electronics & appliance stores | 10 | D | D | D | b | D | D |
| 44311 | Appliance, television, & other electronics stores | 5 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 2 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 4 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 4 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 11 | D | D | D | b | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 6 | D | D | D | b | D | D |
| 44422 | Nursery & garden centers | 5 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 5 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 30 | 44 904 | 5 865 | 1 381 | 340 | 10.9 | 19.5 |
| 4451 | Grocery stores | 15 | D | D | D | e | D | D |
| 4452 | Specialty food stores | 7 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 8 | D | D | D | b | D | D |
| 4461 | Health & personal care stores | 8 | D | D | D | b | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 1 | D | D | D | a | D | D |
| 44619 | Other health & personal care stores | 3 | D | D | D | a | D | D |
| 446191 | Food (health) supplement stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 9 | 31 270 | 1 149 | 251 | 87 | 1.2 | 7.0 |
| 4471 | Gasoline stations | 9 | 31 270 | 1 149 | 251 | 87 | 1.2 | 7.0 |
| 44711 | Gasoline stations with convenience stores | 3 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 3 | D | D | D | b | D | D |
| 44719 | Other gasoline stations | 6 | D | D | D | b | D | D |
| 447190 | Other gasoline stations | 6 | D | D | D | b | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF SANTA CLARA COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 448 | Clothing & clothing accessories stores | 17 | D | D | D | c | D | D |
| 4481 | Clothing stores | 11 | D | D | D | c | D | D |
| 44811 | Men's clothing stores | 2 | D | D | D | b | D | D |
| 448110 | Men's clothing stores | 2 | D | D | D | b | D | D |
| 44814 | Family clothing stores | 3 | D | D | D | b | D | D |
| 448140 | Family clothing stores | 3 | D | D | D | b | D | D |
| 4482102 | Women's shoe stores | 1 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, & leather goods stores | 3 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 21 | 53 157 | 5 956 | 1 241 | 368 | 5.0 | 1.4 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 14 | D | D | D | c | D | D |
| 45111 | Sporting goods stores | 9 | D | D | D | b | D | D |
| 451110 | Sporting goods stores | 9 | D | D | D | b | D | D |
| 4511102 | Specialty-line sporting goods stores | 9 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 3 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 3 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 7 | D | D | D | e | D | D |
| 45121 | Book stores & news dealers | 6 | 41 335 | 4 709 | 1 000 | 250 | .6 | 1.0 |
| 451211 | Book stores | 6 | 41 335 | 4 709 | 1 000 | 250 | .6 | 1.0 |
| 4512111 | Book stores, general | 4 | D | D | D | b | D | D |
| 4512113 | College book stores | 2 | D | D | D | c | D | D |
| 452 | General merchandise stores | 2 | D | D | D | e | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 37 | D | D | D | e | D | D |
| 4531 | Florists | 6 | D | D | D | b | D | D |
| 45311 | Florists | 6 | D | D | D | b | D | D |
| 453110 | Florists | 6 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 18 | D | D | D | c | 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 |
| 4532101 | Stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 2 | D | D | D | a | D | D |
| 45322 | Gift, novelty, & souvenir stores | 15 | D | D | D | c | D | D |
| 453220 | Gift, novelty, & souvenir stores | 15 | D | D | D | c | D | D |
| 4533 | Used merchandise stores | 4 | 3 211 | 434 | 76 | 29 | 40.6 | 4.3 |
| 45331 | Used merchandise stores | 4 | 3 211 | 434 | 76 | 29 | 40.6 | 4.3 |
| 453310 | Used merchandise stores | 4 | 3 211 | 434 | 76 | 29 | 40.6 | 4.3 |
| 4539 | Other miscellaneous store retailers | 9 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 1 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 8 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 10 | 6 616 | 719 | 163 | 39 | 16.8 | .8 |
| 4541 | Electronic shopping & mail-order houses | 4 | D | D | D | b | D | D |
| 45411 | Electronic shopping & mail-order houses | 4 | D | D | D | b | D | D |
| 454110 | Electronic shopping & mail-order houses | 4 | D | D | D | b | D | D |
| | **BALANCE OF SANTA CRUZ COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **308** | **478 655** | **55 410** | **12 124** | **3 043** | **5.3** | **8.7** |
| 441 | Motor vehicle & parts dealers | 23 | D | D | D | c | D | D |
| 44112 | Used car dealers | 4 | D | D | D | b | D | D |
| 441120 | Used car dealers | 4 | D | D | D | b | D | D |
| 4412 | Other motor vehicle dealers | 7 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 5 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 4 | D | D | D | b | D | D |
| 441222 | Boat dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 12 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 9 | D | D | D | b | D | D |
| 441310 | Automotive parts & accessories stores | 9 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 27 | D | D | D | c | D | D |
| 4421 | Furniture stores | 5 | D | D | D | b | D | D |
| 44211 | Furniture stores | 5 | D | D | D | b | D | D |
| 442110 | Furniture stores | 5 | D | D | D | b | D | D |
| 4422 | Home furnishings stores | 22 | D | D | D | c | D | D |
| 44221 | Floor covering stores | 11 | D | D | D | b | D | D |
| 442210 | Floor covering stores | 11 | D | D | D | b | D | D |
| 44229 | Other home furnishings stores | 11 | D | D | D | b | D | D |
| 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF SANTA CRUZ COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 443 | Electronics & appliance stores | 9 | D | D | D | c | D | D |
| 4431 | Electronics & appliance stores | 9 | D | D | D | c | D | D |
| 44311 | Appliance, television, & other electronics stores | 7 | D | D | D | c | D | D |
| 443112 | Radio, television, & other electronics stores | 4 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 2 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 37 | 86 166 | 11 913 | 2 366 | 460 | 2.8 | 3.5 |
| 4441 | Building material & supplies dealers | 24 | D | D | D | e | D | D |
| 44413 | Hardware stores | 3 | D | D | D | b | D | D |
| 444130 | Hardware stores | 3 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 20 | D | D | D | c | D | D |
| 444190 | Other building material dealers | 20 | D | D | D | c | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 13 | D | D | D | c | D | D |
| 44422 | Nursery & garden centers | 13 | D | D | D | c | D | D |
| 444220 | Nursery & garden centers | 13 | D | D | D | c | D | D |
| 445 | Food & beverage stores | 49 | 144 157 | 16 121 | 3 530 | 829 | 5.0 | 5.5 |
| 4451 | Grocery stores | 27 | D | D | D | f | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 19 | 119 722 | 13 389 | 2 837 | 642 | .1 | 4.5 |
| 445110 | Supermarkets & other grocery (except convenience) stores | 19 | 119 722 | 13 389 | 2 837 | 642 | .1 | 4.5 |
| 44512 | Convenience stores | 8 | D | D | D | b | D | D |
| 445120 | Convenience stores | 8 | D | D | D | b | D | D |
| 4452 | Specialty food stores | 7 | D | D | D | b | D | D |
| 4453 | Beer, wine, & liquor stores | 15 | D | D | D | b | D | D |
| 44531 | Beer, wine, & liquor stores | 15 | D | D | D | b | D | D |
| 445310 | Beer, wine, & liquor stores | 15 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 23 | D | D | D | c | D | D |
| 4461 | Health & personal care stores | 23 | D | D | D | c | D | D |
| 44611 | Pharmacies & drug stores | 13 | D | D | D | c | D | D |
| 446110 | Pharmacies & drug stores | 13 | D | D | D | c | D | D |
| 4461101 | Pharmacies & drug stores | 13 | D | D | D | c | D | D |
| 44612 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, & perfume stores | 2 | D | D | D | a | D | D |
| 44619 | Other health & personal care stores | 5 | D | D | D | b | D | D |
| 446199 | All other health & personal care stores | 4 | D | D | D | b | D | D |
| 447 | Gasoline stations | 31 | 40 192 | 2 742 | 724 | 205 | 11.6 | 14.7 |
| 4471 | Gasoline stations | 31 | 40 192 | 2 742 | 724 | 205 | 11.6 | 14.7 |
| 44711 | Gasoline stations with convenience stores | 14 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 14 | D | D | D | b | D | D |
| 44719 | Other gasoline stations | 17 | D | D | D | c | D | D |
| 447190 | Other gasoline stations | 17 | D | D | D | c | D | D |
| 448 | Clothing & clothing accessories stores | 27 | 8 394 | 1 264 | 288 | 104 | 29.4 | 12.1 |
| 4481 | Clothing stores | 15 | D | D | D | b | D | D |
| 44819 | Other clothing stores | 4 | D | D | D | a | D | D |
| 448190 | Other clothing stores | 4 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 20 | D | D | D | c | D | D |
| 4511 | Sporting goods, hobby, & musical instrument stores | 14 | D | D | D | c | D | D |
| 45111 | Sporting goods stores | 11 | D | D | D | b | D | D |
| 451110 | Sporting goods stores | 11 | D | D | D | b | D | D |
| 4511101 | General-line sporting goods stores | 3 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 1 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 1 | D | D | D | b | D | D |
| 45113 | Sewing, needlework, & piece goods stores | 1 | D | D | D | b | D | D |
| 451130 | Sewing, needlework, & piece goods stores | 1 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 6 | D | D | D | b | D | D |
| 45121 | Book stores & news dealers | 6 | D | D | D | b | D | D |
| 451211 | Book stores | 5 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 2 | 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 | e | D | D |
| 45299 | All other general merchandise stores | 4 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 4 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF SANTA CRUZ COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 38 | D | D | D | c | D | D |
| 4531 | Florists | 11 | 3 445 | 662 | 155 | 50 | 9.1 | 33.6 |
| 45311 | Florists | 11 | 3 445 | 662 | 155 | 50 | 9.1 | 33.6 |
| 453110 | Florists | 11 | 3 445 | 662 | 155 | 50 | 9.1 | 33.6 |
| 4532 | Office supplies, stationery, & gift stores | 8 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 5 | D | D | D | b | D | D |
| 453210 | Office supplies & stationery stores | 5 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 5 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 5 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 5 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 5 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 14 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 5 | D | D | D | b | D | D |
| 453910 | Pet & pet supplies stores | 5 | D | D | D | b | D | D |
| 45393 | Manufactured (mobile) home dealers | 3 | D | D | D | a | D | D |
| 453930 | Manufactured (mobile) home dealers | 3 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 6 | 1 980 | 142 | 34 | 12 | – | 22.7 |
| 454 | Nonstore retailers | 18 | 6 050 | 834 | 184 | 51 | 14.8 | 52.9 |
| 4543 | Direct selling establishments | 10 | D | D | D | b | D | D |
| 454319 | Other fuel dealers | 1 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 8 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 8 | D | D | D | b | D | D |
| | **BALANCE OF SHASTA COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **136** | **136 735** | **14 204** | **3 156** | **964** | **17.0** | **10.5** |
| 441 | Motor vehicle & parts dealers | 12 | D | D | D | b | D | D |
| 4412 | Other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 6 | 2 022 | 484 | 73 | 28 | 9.3 | 1.9 |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 13 | 10 617 | 1 448 | 316 | 97 | 20.7 | 1.3 |
| 44413 | Hardware stores | 4 | D | D | D | b | D | D |
| 444130 | Hardware stores | 4 | D | D | D | b | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 6 | D | D | D | b | D | D |
| 44422 | Nursery & garden centers | 6 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 6 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 25 | D | D | D | e | D | D |
| 4451 | Grocery stores | 23 | D | D | D | e | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 21 | D | D | D | e | D | D |
| 445110 | Supermarkets & other grocery (except convenience) stores | 21 | D | D | D | e | D | D |
| 4452 | Specialty food stores | 1 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 11 | D | D | D | c | D | D |
| 4461 | Health & personal care stores | 11 | D | D | D | c | D | D |
| 447 | Gasoline stations | 32 | 33 550 | 2 185 | 474 | 175 | 19.1 | 22.0 |
| 4471 | Gasoline stations | 32 | 33 550 | 2 185 | 474 | 175 | 19.1 | 22.0 |
| 44711 | Gasoline stations with convenience stores | 25 | 28 387 | 1 924 | 408 | 146 | 19.5 | 15.4 |
| 447110 | Gasoline stations with convenience stores | 25 | 28 387 | 1 924 | 408 | 146 | 19.5 | 15.4 |
| 448 | Clothing & clothing accessories stores | 8 | 2 062 | 437 | 182 | 26 | 61.2 | 2.4 |
| 451 | Sporting goods, hobby, book, & music stores | 3 | D | D | D | a | D | D |
| 452 | General merchandise stores | 3 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 10 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 12 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 5 | D | D | D | b | D | D |
| 45431 | Fuel dealers | 3 | D | D | D | b | D | D |
| 454311 | Heating oil dealers | 1 | D | D | D | a | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 2 | D | D | D | a | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF SIERRA COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **13** | **8 826** | **913** | **205** | **64** | **37.7** | **26.4** |
| 441 | Motor vehicle & parts dealers | 1 | D | D | D | a | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 2 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 2 | D | D | D | b | D | D |
| 446 | Health & personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 5 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| | **BALANCE OF SISKIYOU COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **82** | **61 965** | **5 460** | **1 285** | **436** | **50.0** | **5.9** |
| 441 | Motor vehicle & parts dealers | 10 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 13 | 9 995 | 984 | 226 | 69 | 42.2 | – |
| 44419 | Other building material dealers | 6 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 6 | D | D | D | b | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 4 | D | D | D | a | D | D |
| 44422 | Nursery & garden centers | 4 | D | D | D | a | D | D |
| 444220 | Nursery & garden centers | 4 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 19 | 19 854 | 2 012 | 469 | 163 | 52.3 | 7.8 |
| 4452 | Specialty food stores | 2 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 5 | D | D | D | b | D | D |
| 447 | Gasoline stations | 18 | D | D | D | b | D | D |
| 44711 | Gasoline stations with convenience stores | 17 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 17 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 2 | D | D | D | a | D | D |
| 452 | General merchandise stores | 5 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 5 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 1 | D | D | D | a | D | D |
| | **BALANCE OF SOLANO COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **40** | **45 686** | **4 730** | **1 088** | **253** | **20.2** | **2.6** |
| 441 | Motor vehicle & parts dealers | 5 | D | D | D | b | D | D |
| 4412 | Other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 4 | D | D | D | b | D | D |
| 4422 | Home furnishings stores | 3 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 1 | D | D | D | b | D | D |
| 4431 | Electronics & appliance stores | 1 | D | D | D | b | D | D |
| 44311 | Appliance, television, & other electronics stores | 1 | D | D | D | b | D | D |
| 443111 | Household appliance stores | 1 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 9 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 6 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 6 | D | D | D | b | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 3 | D | D | D | a | D | D |
| 445 | Food & beverage stores | 5 | D | D | D | b | D | D |
| 4452 | Specialty food stores | 2 | D | D | D | b | D | D |
| 447 | Gasoline stations | 6 | D | D | D | b | D | D |
| 44711 | Gasoline stations with convenience stores | 5 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 5 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 1 | D | D | D | a | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF SOLANO COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 5 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 45391 | Pet & pet supplies stores | 1 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 3 | 1 090 | 106 | 21 | 5 | D | – |
| | **BALANCE OF SONOMA COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **333** | **435 556** | **49 457** | **11 140** | **2 616** | **13.5** | **9.0** |
| 441 | Motor vehicle & parts dealers | 40 | D | D | D | e | D | D |
| 44112 | Used car dealers | 10 | D | D | D | b | D | D |
| 441120 | Used car dealers | 10 | D | D | D | b | D | D |
| 4412 | Other motor vehicle dealers | 7 | D | D | D | b | D | D |
| 44121 | Recreational vehicle dealers | 6 | 8 867 | 1 045 | 225 | 41 | – | 14.6 |
| 441210 | Recreational vehicle dealers | 6 | 8 867 | 1 045 | 225 | 41 | – | 14.6 |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 18 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 14 | D | D | D | b | D | D |
| 441310 | Automotive parts & accessories stores | 14 | D | D | D | b | D | D |
| 442 | Furniture & home furnishings stores | 13 | D | D | D | b | D | D |
| 4421 | Furniture stores | 8 | D | D | D | b | D | D |
| 44211 | Furniture stores | 8 | D | D | D | b | D | D |
| 442110 | Furniture stores | 8 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 10 | D | D | D | b | D | D |
| 4431 | Electronics & appliance stores | 10 | D | D | D | b | D | D |
| 44311 | Appliance, television, & other electronics stores | 7 | D | D | D | b | D | D |
| 443111 | Household appliance stores | 5 | D | D | D | b | D | D |
| 443112 | Radio, television, & other electronics stores | 2 | D | D | D | b | D | D |
| 44312 | Computer & software stores | 3 | D | D | D | b | D | D |
| 443120 | Computer & software stores | 3 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 65 | D | D | D | f | D | D |
| 4441 | Building material & supplies dealers | 37 | 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 |
| 44412 | Paint & wallpaper stores | 3 | D | D | D | a | D | D |
| 444120 | Paint & wallpaper stores | 3 | D | D | D | a | D | D |
| 44413 | Hardware stores | 9 | D | D | D | b | D | D |
| 444130 | Hardware stores | 9 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 24 | D | D | D | c | D | D |
| 444190 | Other building material dealers | 24 | D | D | D | c | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 28 | D | D | D | c | D | D |
| 44422 | Nursery & garden centers | 27 | D | D | D | c | D | D |
| 444220 | Nursery & garden centers | 27 | D | D | D | c | D | D |
| 445 | Food & beverage stores | 76 | D | D | D | f | D | D |
| 4451 | Grocery stores | 47 | D | D | D | f | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 35 | D | D | D | e | D | D |
| 445110 | Supermarkets & other grocery (except convenience) stores | 35 | D | D | D | e | D | D |
| 44512 | Convenience stores | 12 | D | D | D | b | D | D |
| 445120 | Convenience stores | 12 | D | D | D | b | D | D |
| 4452 | Specialty food stores | 15 | D | D | D | c | D | D |
| 4453 | Beer, wine, & liquor stores | 14 | D | D | D | c | D | D |
| 44531 | Beer, wine, & liquor stores | 14 | D | D | D | c | D | D |
| 445310 | Beer, wine, & liquor stores | 14 | D | D | D | c | D | D |
| 446 | Health & personal care stores | 4 | D | D | D | b | D | D |
| 447 | Gasoline stations | 31 | 57 014 | 3 150 | 743 | 212 | 8.5 | 14.6 |
| 4471 | Gasoline stations | 31 | 57 014 | 3 150 | 743 | 212 | 8.5 | 14.6 |
| 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 |
| 44719 | Other gasoline stations | 14 | D | D | D | b | D | D |
| 447190 | Other gasoline stations | 14 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 9 | D | D | D | b | D | D |
| 4481 | Clothing stores | 6 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 15 | 4 878 | 629 | 147 | 63 | 13.5 | 16.3 |
| 4511 | Sporting goods, hobby, & musical instrument stores | 13 | D | D | D | b | D | D |
| 45111 | Sporting goods stores | 10 | 3 896 | 525 | 116 | 50 | 6.3 | 7.9 |
| 451110 | Sporting goods stores | 10 | 3 896 | 525 | 116 | 50 | 6.3 | 7.9 |
| 452 | General merchandise stores | 7 | D | D | D | b | D | D |
| 45299 | All other general merchandise stores | 7 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 7 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 6 | D | D | D | b | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF SONOMA COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 38 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, & gift stores | 11 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 4533 | Used merchandise stores | 11 | 5 076 | 1 136 | 242 | 101 | 2.3 | 14.8 |
| 45331 | Used merchandise stores | 11 | 5 076 | 1 136 | 242 | 101 | 2.3 | 14.8 |
| 453310 | Used merchandise stores | 11 | 5 076 | 1 136 | 242 | 101 | 2.3 | 14.8 |
| 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 | 6 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 25 | 39 899 | 3 812 | 911 | 135 | 4.5 | 1.0 |
| 4541 | Electronic shopping & mail-order houses | 9 | D | D | D | a | D | D |
| 45411 | Electronic shopping & mail-order houses | 9 | D | D | D | a | D | D |
| 454110 | Electronic shopping & mail-order houses | 9 | D | D | D | a | D | D |
| 4543 | Direct selling establishments | 15 | D | D | D | c | 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 | 5 | D | D | D | b | D | D |
| 454319 | Other fuel dealers | 1 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 8 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 8 | D | D | D | b | D | D |
| | **BALANCE OF STANISLAUS COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **250** | **611 260** | **54 917** | **12 928** | **2 665** | **13.8** | **1.9** |
| 441 | Motor vehicle & parts dealers | 39 | 200 413 | 17 331 | 4 172 | 616 | 15.2 | .9 |
| 4411 | Automobile dealers | 14 | 159 840 | 12 398 | 2 981 | 377 | 16.8 | .6 |
| 44111 | New car dealers | 9 | 142 354 | 11 457 | 2 803 | 339 | 16.7 | – |
| 441110 | New car dealers | 9 | 142 354 | 11 457 | 2 803 | 339 | 16.7 | – |
| 44112 | Used car dealers | 5 | 17 486 | 941 | 178 | 38 | 17.4 | 5.1 |
| 441120 | Used car dealers | 5 | 17 486 | 941 | 178 | 38 | 17.4 | 5.1 |
| 4412 | Other motor vehicle dealers | 3 | D | D | D | b | D | D |
| 44121 | Recreational vehicle dealers | 2 | D | D | D | b | D | D |
| 441210 | Recreational vehicle dealers | 2 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 22 | D | D | D | c | D | D |
| 44131 | Automotive parts & accessories stores | 13 | D | D | D | b | D | D |
| 441310 | Automotive parts & accessories stores | 13 | D | D | D | b | D | D |
| 44132 | Tire dealers | 9 | 8 771 | 1 600 | 357 | 71 | 29.7 | 1.0 |
| 441320 | Tire dealers | 9 | 8 771 | 1 600 | 357 | 71 | 29.7 | 1.0 |
| 442 | Furniture & home furnishings stores | 13 | D | D | D | b | D | D |
| 4421 | Furniture stores | 7 | D | D | D | b | D | D |
| 44211 | Furniture stores | 7 | D | D | D | b | D | D |
| 442110 | Furniture stores | 7 | D | D | D | b | D | D |
| 4422 | Home furnishings stores | 6 | D | D | D | b | D | D |
| 44221 | Floor covering stores | 5 | D | D | D | b | D | D |
| 442210 | Floor covering stores | 5 | D | D | D | b | D | D |
| 443 | Electronics & appliance stores | 11 | D | D | D | b | D | D |
| 4431 | Electronics & appliance stores | 11 | D | D | D | b | D | D |
| 44311 | Appliance, television, & other electronics stores | 7 | D | D | D | a | D | D |
| 443112 | Radio, television, & other electronics stores | 6 | D | D | D | a | D | D |
| 44312 | Computer & software stores | 4 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 4 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 39 | D | D | D | f | D | D |
| 4441 | Building material & supplies dealers | 24 | D | D | D | e | D | D |
| 44411 | Home centers | 1 | D | D | D | b | D | D |
| 444110 | Home centers | 1 | 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 |
| 44419 | Other building material dealers | 21 | D | D | D | e | D | D |
| 444190 | Other building material dealers | 21 | D | D | D | e | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 15 | D | D | D | c | D | D |
| 44422 | Nursery & garden centers | 14 | D | D | D | c | D | D |
| 444220 | Nursery & garden centers | 14 | D | D | D | c | D | D |
| 445 | Food & beverage stores | 48 | D | D | D | f | D | D |
| 4451 | Grocery stores | 35 | D | D | D | e | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 28 | D | D | D | e | D | D |
| 445110 | Supermarkets & other grocery (except convenience) stores | 28 | D | D | D | e | D | D |
| 4452 | Specialty food stores | 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[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF STANISLAUS COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 446 | Health & personal care stores | 12 | D | D | D | c | D | D |
| 4461 | Health & personal care stores | 12 | D | D | D | c | D | D |
| 44611 | Pharmacies & drug stores | 6 | 20 274 | 2 264 | 582 | 145 | 19.3 | .7 |
| 446110 | Pharmacies & drug stores | 6 | 20 274 | 2 264 | 582 | 145 | 19.3 | .7 |
| 4461101 | Pharmacies & drug stores | 6 | 20 274 | 2 264 | 582 | 145 | 19.3 | .7 |
| 44619 | Other health & personal care stores | 4 | D | D | D | b | D | D |
| 446199 | All other health & personal care stores | 2 | D | D | D | b | D | D |
| 447 | Gasoline stations | 24 | D | D | D | c | D | D |
| 4471 | Gasoline stations | 24 | D | D | D | c | D | D |
| 44711 | Gasoline stations with convenience stores | 17 | 26 072 | 1 144 | 257 | 89 | 23.0 | 2.2 |
| 447110 | Gasoline stations with convenience stores | 17 | 26 072 | 1 144 | 257 | 89 | 23.0 | 2.2 |
| 44719 | Other gasoline stations | 7 | D | D | D | b | D | D |
| 447190 | Other gasoline stations | 7 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 12 | D | D | D | b | D | D |
| 4481 | Clothing stores | 6 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 11 | D | D | D | b | D | D |
| 4511 | Sporting goods, hobby, & musical instrument stores | 5 | D | D | D | b | D | D |
| 45112 | Hobby, toy, & game stores | 2 | D | D | D | b | D | D |
| 451120 | Hobby, toy, & game stores | 2 | D | D | D | b | D | D |
| 4512 | Book, periodical, & music stores | 6 | D | D | D | b | D | D |
| 45121 | Book stores & news dealers | 4 | D | D | D | b | D | D |
| 451211 | Book stores | 3 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 1 | D | D | D | a | D | D |
| 4512113 | College book stores | 1 | D | D | D | a | D | D |
| 451212 | News dealers & newsstands | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 7 | D | D | D | c | D | D |
| 4521101 | Conventional department stores (excl leased depts) | 1 | D | D | D | b | D | D |
| 45299 | All other general merchandise stores | 6 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 6 | D | D | D | b | D | D |
| 4529903 | Miscellaneous general merchandise stores | 4 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 22 | D | D | D | c | D | D |
| 4531 | Florists | 4 | D | D | D | b | D | D |
| 45311 | Florists | 4 | D | D | D | b | D | D |
| 453110 | Florists | 4 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 4 | D | D | D | b | D | D |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 4533 | Used merchandise stores | 6 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 6 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 6 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 8 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 45393 | Manufactured (mobile) home dealers | 2 | D | D | D | a | D | D |
| 453930 | Manufactured (mobile) home dealers | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 12 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 7 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 2 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 5 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 5 | D | D | D | b | D | D |
| | **BALANCE OF SUTTER COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **45** | **66 050** | **5 464** | **1 536** | **275** | **9.6** | **8.4** |
| 441 | Motor vehicle & parts dealers | 6 | D | D | D | b | D | D |
| 4412 | Other motor vehicle dealers | 2 | D | D | D | b | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture & home furnishings stores | 10 | D | D | D | b | D | D |
| 4422 | Home furnishings stores | 8 | 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 |
| 4442 | Lawn & garden equipment & supplies stores | 3 | D | D | D | b | D | D |
| 44422 | Nursery & garden centers | 2 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 2 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 7 | 3 499 | 249 | 38 | 23 | 56.5 | – |
| 447 | Gasoline stations | 5 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 1 | D | D | D | a | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF SUTTER COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 7 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 5 | D | D | D | b | D | D |
| 45391 | Pet & pet supplies stores | 1 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 3 | D | D | D | a | D | D |
| | **BALANCE OF TEHAMA COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **29** | **20 283** | **1 762** | **403** | **137** | **24.1** | **15.0** |
| 441 | Motor vehicle & parts dealers | 2 | D | D | D | a | D | D |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 4 | 1 291 | 102 | 19 | 11 | 17.8 | – |
| 445 | Food & beverage stores | 11 | 7 995 | 635 | 119 | 56 | 30.9 | 33.6 |
| 446 | Health & personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 4 | 5 690 | 285 | 87 | 24 | 13.0 | 4.7 |
| 448 | Clothing & clothing accessories stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 3 | 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 |
| 454319 | Other fuel dealers | 1 | D | D | D | a | D | D |
| | **BALANCE OF TRINITY COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **54** | **38 922** | **4 558** | **968** | **334** | **30.8** | **9.3** |
| 441 | Motor vehicle & parts dealers | 4 | 3 099 | 390 | 112 | 39 | 63.5 | – |
| 443 | Electronics & appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 10 | 3 426 | 426 | 93 | 38 | 41.2 | 2.6 |
| 4441 | Building material & supplies dealers | 5 | 2 805 | 368 | 83 | 32 | 30.0 | 3.1 |
| 445 | Food & beverage stores | 10 | 15 320 | 1 934 | 379 | 144 | 25.1 | 2.4 |
| 446 | Health & personal care stores | 6 | D | D | D | b | D | D |
| 447 | Gasoline stations | 5 | 6 256 | 450 | 84 | 30 | 21.9 | 32.3 |
| 448 | Clothing & clothing accessories stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 4 | D | D | D | a | D | D |
| 452 | General merchandise stores | 3 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 5 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 4 | 3 805 | 381 | 101 | 25 | 42.5 | – |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 4 | 3 805 | 381 | 101 | 25 | 42.5 | – |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF TULARE COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **208** | **212 564** | **18 885** | **3 945** | **1 064** | **26.0** | **5.9** |
| 441 | Motor vehicle & parts dealers | 29 | D | D | D | c | D | D |
| 4412 | Other motor vehicle dealers | 4 | D | D | D | b | D | D |
| 44121 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 441210 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, & other motor vehicle dealers | 3 | D | D | D | b | D | D |
| 441222 | Boat dealers | 2 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 22 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 15 | D | D | D | b | D | D |
| 441310 | Automotive parts & accessories stores | 15 | D | D | D | b | D | D |
| 44132 | Tire dealers | 7 | 5 001 | 688 | 172 | 30 | 4.7 | 1.9 |
| 441320 | Tire dealers | 7 | 5 001 | 688 | 172 | 30 | 4.7 | 1.9 |
| 442 | Furniture & home furnishings stores | 6 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 23 | 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 |
| 4442 | Lawn & garden equipment & supplies stores | 13 | D | D | D | c | D | D |
| 44422 | Nursery & garden centers | 13 | D | D | D | c | D | D |
| 444220 | Nursery & garden centers | 13 | D | D | D | c | D | D |
| 445 | Food & beverage stores | 60 | D | D | D | e | D | D |
| 4451 | Grocery stores | 50 | D | D | D | e | D | D |
| 44512 | Convenience stores | 19 | D | D | D | b | D | D |
| 445120 | Convenience stores | 19 | D | D | D | b | D | D |
| 4452 | Specialty food stores | 6 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 5 | 4 134 | 466 | 134 | 33 | 100.0 | – |
| 447 | Gasoline stations | 44 | 46 014 | 2 026 | 478 | 181 | 32.9 | 10.9 |
| 4471 | Gasoline stations | 44 | 46 014 | 2 026 | 478 | 181 | 32.9 | 10.9 |
| 44711 | Gasoline stations with convenience stores | 36 | D | D | D | c | D | D |
| 447110 | Gasoline stations with convenience stores | 36 | D | D | D | c | D | D |
| 44719 | Other gasoline stations | 8 | D | D | D | b | D | D |
| 447190 | Other gasoline stations | 8 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 4 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 6 | 1 544 | 169 | 37 | 23 | 40.2 | – |
| 452 | General merchandise stores | 5 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 17 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 3 | 797 | 287 | 57 | 28 | – | – |
| 45331 | Used merchandise stores | 3 | 797 | 287 | 57 | 28 | – | – |
| 453310 | Used merchandise stores | 3 | 797 | 287 | 57 | 28 | – | – |
| 4539 | Other miscellaneous store retailers | 10 | D | D | D | b | D | D |
| 45393 | Manufactured (mobile) home dealers | 1 | D | D | D | b | D | D |
| 453930 | Manufactured (mobile) home dealers | 1 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 7 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 9 | 15 423 | 1 234 | 285 | 53 | 16.8 | 2.5 |
| 4543 | Direct selling establishments | 8 | D | D | D | b | D | D |
| 45431 | Fuel dealers | 5 | D | D | D | b | D | D |
| 454311 | Heating oil dealers | 2 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 3 | D | D | D | a | D | D |
| | **BALANCE OF TUOLUMNE COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **109** | **97 938** | **12 175** | **2 709** | **701** | **27.7** | **15.0** |
| 441 | Motor vehicle & parts dealers | 9 | 18 899 | 2 478 | 544 | 99 | .3 | 31.7 |
| 442 | Furniture & home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 6 | 6 274 | 617 | 92 | 24 | 10.4 | 34.0 |
| 4431 | Electronics & appliance stores | 6 | 6 274 | 617 | 92 | 24 | 10.4 | 34.0 |
| 44311 | Appliance, television, & other electronics stores | 4 | D | D | D | b | D | D |
| 443111 | Household appliance stores | 2 | D | D | D | a | D | D |
| 44312 | Computer & software stores | 2 | D | D | D | a | D | D |
| 443120 | Computer & software stores | 2 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 14 | 9 317 | 1 741 | 409 | 95 | 39.0 | 5.7 |
| 44419 | Other building material dealers | 7 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 7 | D | D | D | b | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 6 | D | D | D | b | D | D |
| 44422 | Nursery & garden centers | 5 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 5 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 22 | 23 413 | 2 345 | 539 | 201 | 39.2 | 7.0 |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF TUOLUMNE COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 446 | Health & personal care stores | 5 | 5 693 | 827 | 212 | 36 | 4.9 | 1.3 |
| 4461 | Health & personal care stores | 5 | 5 693 | 827 | 212 | 36 | 4.9 | 1.3 |
| 447 | Gasoline stations | 17 | 15 121 | 1 283 | 256 | 121 | 70.5 | 8.9 |
| 44711 | Gasoline stations with convenience stores | 10 | 9 931 | 724 | 176 | 74 | 75.7 | 9.0 |
| 447110 | Gasoline stations with convenience stores | 10 | 9 931 | 724 | 176 | 74 | 75.7 | 9.0 |
| 448 | Clothing & clothing accessories stores | 4 | 498 | 87 | 15 | 9 | 73.7 | 11.6 |
| 451 | Sporting goods, hobby, book, & music stores | 3 | 1 525 | 188 | 41 | 13 | – | 27.3 |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 17 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, & gift stores | 9 | D | D | D | a | 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 | 4 | D | D | D | b | D | D |
| 45393 | Manufactured (mobile) home dealers | 2 | D | D | D | a | D | D |
| 453930 | Manufactured (mobile) home dealers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 9 | 8 537 | 1 907 | 481 | 52 | 7.0 | 24.1 |
| 4543 | Direct selling establishments | 8 | D | D | D | b | D | D |
| 45431 | Fuel dealers | 5 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 5 | D | D | D | b | D | D |
| | **BALANCE OF VENTURA COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **139** | **278 315** | **28 231** | **6 586** | **1 608** | **11.0** | **5.3** |
| 441 | Motor vehicle & parts dealers | 13 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, & tire stores | 11 | D | D | D | b | D | D |
| 44131 | Automotive parts & accessories stores | 6 | 4 194 | 600 | 141 | 25 | 4.8 | – |
| 441310 | Automotive parts & accessories stores | 6 | 4 194 | 600 | 141 | 25 | 4.8 | – |
| 442 | Furniture & home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics & appliance stores | 4 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 28 | 110 211 | 11 151 | 2 617 | 485 | 2.4 | .2 |
| 4441 | Building material & supplies dealers | 19 | D | D | D | e | D | D |
| 44411 | Home centers | 1 | D | D | D | c | D | D |
| 444110 | Home centers | 1 | D | D | D | c | D | D |
| 44413 | Hardware stores | 7 | D | D | D | b | D | D |
| 444130 | Hardware stores | 7 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 11 | 41 019 | 3 735 | 807 | 110 | – | .2 |
| 444190 | Other building material dealers | 11 | 41 019 | 3 735 | 807 | 110 | – | .2 |
| 4442 | Lawn & garden equipment & supplies stores | 9 | D | D | D | b | D | D |
| 44422 | Nursery & garden centers | 8 | D | D | D | b | D | D |
| 444220 | Nursery & garden centers | 8 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 30 | 63 717 | 6 221 | 1 493 | 384 | 10.8 | 10.6 |
| 4451 | Grocery stores | 20 | D | D | D | e | D | D |
| 44511 | Supermarkets & other grocery (except convenience) stores | 14 | D | D | D | e | D | D |
| 445110 | Supermarkets & other grocery (except convenience) stores | 14 | D | D | D | e | D | D |
| 4452 | Specialty food stores | 4 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 4 | D | D | D | c | D | D |
| 4461 | Health & personal care stores | 4 | D | D | D | c | D | D |
| 447 | Gasoline stations | 11 | D | D | D | b | D | D |
| 4471 | Gasoline stations | 11 | D | D | D | b | D | D |
| 44711 | Gasoline stations with convenience stores | 7 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 7 | D | D | D | b | D | D |
| 448 | Clothing & clothing accessories stores | 15 | D | D | D | b | D | D |
| 44819 | Other clothing stores | 3 | 849 | 152 | 34 | 21 | D | – |
| 448190 | Other clothing stores | 3 | 849 | 152 | 34 | 21 | D | – |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 5 | D | D | D | b | D | D |
| 4511 | Sporting goods, hobby, & musical instrument stores | 5 | 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 |
| 452 | General merchandise stores | 2 | D | D | D | c | D | D |

See footnotes at end of table.

# Table 4. **Summary Statistics for Places: 1997**—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

| NAICS code | Geographic area and kind of business | Establishments (number) | Sales ($1,000) | Annual payroll ($1,000) | First-quarter payroll ($1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— From administrative records[1] | Percent of sales— Estimated[2] |
|---|---|---|---|---|---|---|---|---|
| | **BALANCE OF VENTURA COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 17 | D | D | D | b | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 4533 | Used merchandise stores | 3 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 3 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 3 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 6 | D | D | D | a | D | D |
| 45391 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 453910 | Pet & pet supplies stores | 2 | D | D | D | a | D | D |
| 45392 | Art dealers | 2 | D | D | D | a | D | D |
| 453920 | Art dealers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 8 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 6 | D | D | D | b | D | D |
| 45431 | Fuel dealers | 2 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 2 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 4 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 4 | D | D | D | b | D | D |
| | **BALANCE OF YOLO COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **42** | **67 966** | **5 342** | **1 050** | **307** | **7.1** | **1.6** |
| 441 | Motor vehicle & parts dealers | 4 | D | D | D | b | D | D |
| 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 |
| 442 | Furniture & home furnishings stores | 1 | D | D | D | a | D | D |
| 444 | Building material & garden equipment & supplies dealers | 5 | D | D | D | c | D | D |
| 4442 | Lawn & garden equipment & supplies stores | 4 | D | D | D | c | D | D |
| 44422 | Nursery & garden centers | 4 | D | D | D | c | D | D |
| 444220 | Nursery & garden centers | 4 | D | D | D | c | D | D |
| 445 | Food & beverage stores | 12 | 5 717 | 540 | 125 | 54 | 33.3 | 11.4 |
| 447 | Gasoline stations | 13 | 34 536 | 1 338 | 281 | 74 | 1.8 | – |
| 4471 | Gasoline stations | 13 | 34 536 | 1 338 | 281 | 74 | 1.8 | – |
| 44719 | Other gasoline stations | 6 | D | D | D | b | D | D |
| 447190 | Other gasoline stations | 6 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 4532 | Office supplies, stationery, & gift stores | 1 | D | D | D | a | D | D |
| 45321 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 453210 | Office supplies & stationery stores | 1 | D | D | D | a | D | D |
| 4532102 | Office supplies stores | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 3 | D | D | D | b | D | D |
| 454319 | Other fuel dealers | 1 | D | D | D | a | D | D |
| | **BALANCE OF YUBA COUNTY, CA** | | | | | | | |
| **44-45** | **Retail trade** | **59** | **67 284** | **6 790** | **1 572** | **466** | **13.2** | **20.6** |
| 441 | Motor vehicle & parts dealers | 7 | D | D | D | b | D | D |
| 444 | Building material & garden equipment & supplies dealers | 10 | 15 380 | 2 054 | 497 | 108 | 14.1 | – |
| 4441 | Building material & supplies dealers | 9 | 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 | 5 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 5 | D | D | D | b | D | D |
| 445 | Food & beverage stores | 17 | D | D | D | c | D | D |
| 4452 | Specialty food stores | 2 | D | D | D | a | D | D |
| 446 | Health & personal care stores | 3 | D | D | D | b | D | D |
| 447 | Gasoline stations | 14 | 21 595 | 1 443 | 342 | 124 | 4.8 | 30.0 |
| 4471 | Gasoline stations | 14 | 21 595 | 1 443 | 342 | 124 | 4.8 | 30.0 |
| 44711 | Gasoline stations with convenience stores | 13 | D | D | D | c | D | D |
| 447110 | Gasoline stations with convenience stores | 13 | D | D | D | c | D | D |
| 451 | Sporting goods, hobby, book, & music stores | 1 | D | D | D | a | D | D |
| 4512 | Book, periodical, & music stores | 1 | D | D | D | a | D | D |
| 45121 | Book stores & news dealers | 1 | D | D | D | a | D | D |
| 4512113 | College book 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[1] | Estimated[2] |
| | **BALANCE OF YUBA COUNTY, CA**—Con. | | | | | | | |
| **44-45** | **Retail trade**—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 3 | D | D | D | a | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 1 | D | D | D | a | D | D |

## Data for this line not included in broader kind-of-business totals.

[1]Includes sales information obtained from administrative records of other Federal agencies.
[2]Includes sales information which was imputed based on historic company ratios or administrative records, or on industry averages.

# Appendix A. Explanation of Terms

**ANNUAL PAYROLL ($1,000)**

Payroll includes all forms of compensation such as salaries, wages, commissions, dismissal pay, bonuses, vacation allowances, sick-leave pay, and employee contributions to qualified pension plans paid during the year to all employees. Tips and gratuities received by employees from patrons and reported to employers are included. Excluded are payrolls of departments or concessions operated by other companies at the establishment. For corporations, payroll includes amounts paid to officers and executives; for unincorporated businesses, it does not include profit or other compensation of proprietors or partners. Payroll is reported before deductions for social security, income tax, insurance, union dues, etc. This definition of payroll is the same as that used by the Internal Revenue Service (IRS) on Form 941.

**FIRST-QUARTER PAYROLL ($1,000)**

Represents payroll paid to persons employed at any time during the quarter January to March 1997.

**NUMBER OF ESTABLISHMENTS**

An establishment is a single physical location at which business is conducted. It is not necessarily identical with a company or enterprise, which may consist of one establishment or more. Retail trade figures represent a summary of reports for individual establishments rather than companies. For cases where a census report was received, separate information was obtained for each location where business was conducted. When administrative records of other Federal agencies were used instead of a census report, no information was available on the number of locations operated. Each retail trade establishment was tabulated according to the physical location at which the business was conducted. The count of establishments represents those in business at any time during 1997.

When two activities or more were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment. The entire establishment was classified on the basis of its major activity and all data for it were included in that classification. However, when distinct and separate economic activities (for which different industry classification codes were appropriate) were conducted at a single location under a single ownership, separate establishment reports for each of the different activities were obtained in the census.

Leased departments are treated as separate establishments and are classified according to the kind of business they conduct. For example, a leased department selling shoes within a department store would be considered a separate retail establishment under the “shoe stores” classification.

**NUMBER OF PAID EMPLOYEES FOR PAY PERIOD INCLUDING MARCH 12**

Paid employees consist of full-time and part-time employees, including salaried officers and executives of corporations, who were on the payroll during the pay period including March 12. Included are employees on paid sick leave, paid holidays, and paid vacations; not included are proprietors and partners of unincorporated businesses, and employees of departments or concessions operated by other companies at the establishment. The definition of paid employees is the same as that used by the Internal Revenue Service (IRS) on Form 941.

**SALES ($1,000)**

Includes merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental of vehicles, equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; the total value of service contracts; and gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed on to the retailer.

Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade-in allowances are not deducted from sales. Sales do not include carrying or other credit charges; sales (or other) taxes collected from customers and forwarded to taxing authorities; gross sales and receipts of departments or concessions operated by other companies; and commissions or receipts from the sale of government lottery tickets.

Sales do not include retail sales made by manufacturers, wholesalers, service establishments, or other businesses whose primary activity is other than retail trade. They do include receipts other than from the sale of merchandise at retail, e.g., service receipts, sales to industrial users, and sales to other retailers, by establishments primarily engaged in retail trade.

**SALES, RECEIPTS, OR REVENUE ESTIMATED (PERCENT)**

Percent of total sales/receipts/revenue that was imputed based on historic company ratios or administrative records, or on industry averages.

**SALES, RECEIPTS, OR REVENUE FROM ADMINISTRATIVE RECORDS (PERCENT)**

Percent of total sales/receipts/revenue obtained from administrative records of other Federal agencies.

# Appendix B.
# NAICS Codes, Titles, and Descriptions

## 44-45 RETAIL TRADE

The Retail Trade sector comprises establishments engaged in retailing merchandise, generally without transformation, and rendering services incidental to the sale of merchandise.

The retailing process is the final step in the distribution of merchandise; retailers are, therefore, organized to sell merchandise in small quantities to the general public. This sector comprises two main types of retailers: store and nonstore retailers.

Store retailers operate fixed point-of-sale locations, located and designed to attract a high volume of walk-in customers. In general, retail stores have extensive displays of merchandise and use mass-media advertising to attract customers. They typically sell merchandise to the general public for personal or household consumption, but some also serve business and institutional clients. These include establishments, such as office supply stores, computer and software stores, building materials dealers, plumbing supply stores, and electrical supply stores. Catalog showrooms, gasoline service stations, automotive dealers, and mobile home dealers are treated as store retailers.

In addition to retailing merchandise, some types of store retailers are also engaged in the provision of after-sales services, such as repair and installation. For example, new automobile dealers, electronic and appliance stores, and musical instrument and supply stores often provide repair services. As a general rule, establishments engaged in retailing merchandise and providing after-sales services are classified in this sector.

The first eleven subsectors of retail trade are store retailers. The establishments are grouped into industries and industry groups typically based on one or more of the following criteria:

The merchandise line or lines carried by the store; for example, specialty stores are distinguished from general-line stores.

The usual trade designation of the establishments. This criterion applies in cases where a store type is well recognized by the industry and the public, but difficult to define strictly in terms of commodity lines carried; for example, pharmacies, hardware stores, and department stores.

Capital requirements in terms of display equipment; for example, food stores have equipment requirements not found in other retail industries.

Human resource requirements in terms of expertise; for example, the staff of an automobile dealer requires knowledge in financing, registering, and licensing issues that are not necessary in other retail industries.

Nonstore retailers, like store retailers, are organized to serve the general public, but their retailing methods differ. The establishments of this subsector reach customers and market merchandise with methods, such as the broadcasting of "infomercials," the broadcasting and publishing of direct-response advertising, the publishing of paper and electronic catalogs, door-to-door solicitation, in-home demonstration, selling from portable stalls (street vendors, except food), and distribution through vending machines. Establishments engaged in the direct sale (nonstore) of products, such as home heating oil dealers and home delivery newspaper routes.

The buying of goods for resale is a characteristic of retail trade establishments that particularly distinguishes them from establishments in the agriculture, manufacturing, and construction industries. For example, farms that sell their products at or from the point of production are not classified in retail, but rather in agriculture. Similarly, establishments that both manufacture and sell their products to the general public are not classified in retail, but rather in manufacturing. However, establishments that engage in processing activities incidental to retailing are classified in retail. This includes establishments, such as optical goods stores that do in-store grinding of lenses, and meat and seafood markets.

Wholesalers also engage in the buying of goods for resale, but they are not usually organized to serve the general public. They typically operate from a warehouse or office and neither the design nor the location of these premises is intended to solicit a high volume of walk-in traffic. Wholesalers supply institutional, industrial, wholesale, and retail clients; their operations are, therefore, generally organized to purchase, sell, and deliver merchandise in larger quantities. However, dealers of durable nonconsumer goods, such as farm machinery and heavy duty trucks, are included in wholesale trade even if they often sell these products in single units.

### 441 Motor Vehicle and Parts Dealers

Industries in the Motor Vehicle and Parts Dealers subsector retail motor vehicle and parts merchandise from fixed point-of-sale locations. Establishments in this subsector typically operate from a showroom and/or an open lot where the vehicles are on display. The display of

vehicles and the related parts require little by way of display equipment. The personnel generally include both the sales and sales support staff familiar with the requirements for registering and financing a vehicle as well as a staff of parts experts and mechanics trained to provide repair and maintenance services for the vehicles. Specific industries have been included in this subsector to identify the type of vehicle being retailed.

Sales of capital or durable nonconsumer goods, such as medium and heavy-duty trucks, are always included in wholesale trade. These goods are virtually never sold through retail methods.

### 4411 Automobile Dealers

This industry group comprises establishments primarily engaged in retailing new and used automobiles and light trucks, such as sport utility vehicles, and passenger and cargo vans.

### 44111 New Car Dealers

This industry comprises establishments primarily engaged in retailing new automobiles and light trucks, such as sport utility vehicles, and passenger and cargo vans, or retailing these new vehicles in combination with activities, such as repair services, retailing used cars, and selling replacement parts and accessories.

### 441110 New Car Dealers

This U.S. industry comprises establishments primarily engaged in retailing new automobiles and light trucks, such as sport utility vehicles, and passenger and cargo vans, or retailing these new vehicles in combination with activities, such as repair services, retailing used cars, and selling replacement parts and accessories.

The data published with NAICS code 441110 are comprised of the following SIC industry:

5511 Motor vehicle dealers (new and used)

### 44112 Used Car Dealers

This industry comprises establishments primarily engaged in retailing used automobiles and light trucks, such as sport utility vehicles, and passenger and cargo vans.

### 441120 Used Car Dealers

This U.S. industry comprises establishments primarily engaged in retailing used automobiles and light trucks, such as sport utility vehicles, and passenger and cargo vans.

The data published with NAICS code 441120 are comprised of the following SIC industry:

5521 Motor vehicle dealers (used only)

### 4412 Other Motor Vehicle Dealers

This industry group comprises establishments primarily engaged in retailing new and used vehicles (except automobiles, light trucks, such as sport utility vehicles, and passenger and cargo vans).

### 44121 Recreational Vehicle Dealers

This industry comprises establishments primarily engaged in retailing new and/or used recreational vehicles commonly referred to as RVs or retailing these new vehicles in combination with activities, such as repair services and selling replacement parts and accessories.

### 441210 Recreational Vehicle Dealers

This U.S. industry comprises establishments primarily engaged in retailing new and/or used recreational vehicles commonly referred to as RVs or retailing these new vehicles in combination with activities, such as repair services and selling replacement parts and accessories.

The data published with NAICS code 441210 are comprised of the following SIC industry:

5561 Recreational vehicle dealers

### 44122 Motorcycle, Boat, and Other Motor Vehicle Dealers

This industry comprises establishments primarily engaged in retailing new and used motorcycles, boats, and other vehicles (except automobiles, light trucks, and recreational vehicles), or retailing these new vehicles in combination with activities, such as repair services and selling replacement parts and accessories.

### 441221 Motorcycle Dealers

This U.S. industry comprises establishments primarily engaged in retailing new and/or used motorcycles, motor scooters, motor bikes, mopeds, off-road all-terrain vehicles, and personal watercraft, or retailing these new vehicles in combination with repair services and selling replacement parts and accessories.

The data published with NAICS code 441221 are comprised of the following SIC industry:

5571 Motorcycle dealers

### 441222 Boat Dealers

This U.S. industry comprises establishments primarily engaged in (1) retailing new and/or used boats or retailing new boats in combination with activities, such as repair services and selling replacement parts and accessories, and/or (2) retailing new and/or used outboard motors, boat trailers, marine supplies, parts, and accessories.

The data published with NAICS code 441222 are comprised of the following SIC industry:

5551 Boat dealers

### 441229 All Other Motor Vehicle Dealers

This U.S. industry comprises establishments primarily engaged in retailing new and/or used utility trailers and vehicles (except automobiles, light trucks, recreational vehicles, motorcycles, boats, motor scooters, motorbikes, off-road all-terrain vehicles, and personal watercraft) or retailing these new vehicles in combination with activities, such as repair services and selling replacement parts and accessories.

The data published with NAICS code 441229 are comprised of the following SIC industry:

5599 Automotive dealers, not elsewhere classified

### 4413 Automotive Parts, Accessories, and Tire Stores

This NAICS Industry Group includes establishments classified in the following NAICS Industries: Automotive Parts and Accessories Stores, 44131; and 44132, Tire Dealers.

### 44131 Automotive Parts and Accessories Stores

This industry comprises one or more of the following: (1) establishments known as automotive supply stores primarily engaged in retailing new, used, and/or rebuilt automotive parts and accessories; (2) automotive supply stores that are primarily engaged in both retailing automotive parts and accessories and repairing automobiles; and (3) establishments primarily engaged in retailing and installing automotive accessories.

### 441310 Automotive Parts and Accessories Stores

This U.S. industry comprises one or more of the following: (1) establishments known as automotive supply stores primarily engaged in retailing new, used, and/or rebuilt automotive parts and accessories; (2) automotive supply stores that are primarily engaged in both retailing automotive parts and accessories and repairing automobiles; and (3) establishments primarily engaged in retailing and installing automotive accessories.

The data published with NAICS code 441310 are comprised of these parts of the following SIC industries:

5013 (pt) Motor vehicle supplies and new parts jobbers (retail)

5531 (pt) Auto supplies stores

5731 (pt) Automotive radio stores

### 4413101 Auto Supplies Stores

Establishments primarily engaged in retailing auto supplies, such as automotive batteries, parts, accessories, and sundry supplies. These establishments also may sell automotive tires. These establishments may have facilities to perform motor vehicle service work. Establishments primarily engaged in selling and installing custom-made seat covers are included here.

### 4413102 Automotive Radio Stores

Establishments primarily engaged in retailing automotive radios and other automotive sound reproducing equipment. These establishments may also perform incidental installation and repair work.

### 4413103 Motor Vehicle Supplies and New Parts Jobbers (Retail)

Establishments primarily engaged in retailing motor vehicle supplies and new parts. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

### 44132 Tire Dealers

This industry comprises establishments primarily engaged in retailing new and/or used tires and tubes or retailing new tires in combination with automotive repair services.

### 441320 Tire Dealers

This U.S. industry comprises establishments primarily engaged in retailing new and/or used tires and tubes or retailing new tires in combination with automotive repair services.

The data published with NAICS code 441320 are comprised of these parts of the following SIC industries:

5014 (pt) Tire and tube merchants (retail)

5531 (pt) New tire dealers

### 4413201 New Tire Dealers

Establishments primarily engaged in retailing new automotive tires and tubes. These establishments generally have facilities to perform installation and repair services related to the sale of tires.

### 4413202 Tire and Tube Merchants (Retail)

Establishments primarily engaged in retailing new tires and tubes for passenger and commercial vehicles. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

### 442 Furniture and Home Furnishings Stores

Industries in the Furniture and Home Furnishings Stores subsector retail new furniture and home furnishings merchandise from fixed point-of-sale locations. Establishments in this subsector usually operate from showrooms and have substantial areas for the presentation of their products. Many offer interior decorating services in addition to the sale of products.

### 4421 Furniture Stores

This NAICS Industry Group includes establishments classified in the following NAICS Industry: 44211, Furniture Stores.

### 44211 Furniture Stores

This industry comprises establishments primarily engaged in retailing new furniture, such as household furniture (e.g., baby furniture box springs and mattresses) and outdoor furniture; office furniture (except those sold in combination with office supplies and equipment); and/or furniture sold in combination with major appliances, home electronics, home furnishings, and/or floor covering.

### 442110 Furniture Stores

This U.S. industry comprises establishments primarily engaged in retailing new furniture, such as household furniture (e.g., baby furniture box springs and mattresses) and outdoor furniture; office furniture (except those sold in combination with office supplies and equipment); and/or furniture sold in combination with major appliances, home electronics, home furnishings, and/or floor covering.

The data published with NAICS code 442110 are comprised of these parts of the following SIC industries:

5021 (pt) Office and business furniture merchants (retail)

5712 (pt) Furniture warehouse showrooms

5712 (pt) Sleep shop and waterbed stores

5712 (pt) Furniture stores, except custom

5712 (pt) Specialty furniture stores, except custom

### 4421101 Furniture Stores, Except Custom

Establishments primarily engaged in retailing new household furniture (except custom-made furniture). These establishments may also provide interior design services and sell floor coverings, other home furnishings, and major appliances, such as refrigerators, stoves, freezers, and televisions.

### 4421102 Furniture Warehouse Showrooms

Establishments, known as furniture warehouse showrooms, primarily engaged in retailing the same merchandise as furniture stores, but operating as warehouse showrooms where customers make their furniture selections from items on display in the showroom. The furniture is then taken from a warehouse adjacent to the showroom (usually under the same roof) for delivery to or pick-up by the customer.

### 4421103 Sleep Shop and Waterbed Stores

Establishments primarily engaged in retailing new mattresses, box springs, and other sleep equipment, including waterbeds.

### 4421104 Specialty Furniture Stores, Except Custom

Establishments primarily engaged in retailing specialty furniture, such as children's, outdoor, office, and computer-related furniture.

### 44211041 Specialty Furniture Stores, Except Custom

Establishments primarily engaged in retailing specialty furniture, such as children's, outdoor, and computer-related furniture.

### 44211042 Office and Business Furniture Merchants (Retail)

Establishments primarily engaged in retailing filing cabinets (wood or steel), desks, and other office and business furniture. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

### 4422 Home Furnishings Stores

This industry group comprises establishments primarily engaged in retailing new home furnishings (except furniture).

### 44221 Floor Covering Stores

This industry comprises establishments primarily engaged in retailing new floor coverings, such as rugs and carpets, vinyl floor coverings, and floor tile (except ceramic or wood only); or retailing new floor coverings in combination with installation and repair services.

### 442210 Floor Covering Stores

This U.S. industry comprises establishments primarily engaged in retailing new floor coverings, such as rugs and carpets, vinyl floor coverings, and floor tile (except ceramic or wood only); or retailing new floor coverings in combination with installation and repair services.

The data published with NAICS code 442210 are comprised of these parts of the following SIC industries:

5023 (pt) Floor covering merchants (retail)

5713 Floor covering stores

### 4422101 Floor Covering Stores

Establishments primarily engaged in retailing rugs, carpets, floor tile (i.e., rubber, vinyl, asphalt), and related products. These establishments may also perform incidental installation.

### 4422102 Floor Covering Merchants (Retail)

Establishments primarily engaged in retailing carpets, rugs, and all other types of hard and soft surface floor coverings (excluding ceramic and clay tile). These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

### 44229 Other Home Furnishings Stores

This industry comprises establishments primarily engaged in retailing new home furnishings (except furniture and floor coverings).

### 442291 Window Treatment Stores

This U.S. industry comprises establishments primarily engaged in retailing new window treatments, such as curtains, drapes, blinds, and shades.

The data published with NAICS code 442291 are comprised of these parts of the following SIC industries:

5714 (pt) Drapery and curtain stores, except custom

5719 (pt) Blind and shade stores

### 4422911 Drapery and Curtain Stores, Except Custom

Establishments primarily engaged in retailing packaged draperies and curtains.

### 4422912 Blind and Shade Stores

Establishments primarily engaged in retailing blinds, shades, and similar window treatments. Establishments producing custom-made window shades and venetian blinds for household use are included here.

### 442299 All Other Home Furnishings Stores

This U.S. industry comprises establishments primarily engaged in retailing new home furnishings (except floor coverings, furniture, and window treatments).

The data published with NAICS code 442299 are comprised of this part of the following SIC industry:

5719 (pt) All other home furnishings stores

## 443 Electronics and Appliance Stores

Industries in the Electronics and Appliance Stores subsector retail new electronics and appliance merchandise from point-of-sale locations. Establishments in this subsector often operate from locations that have special provisions for floor displays requiring special electrical capacity to accommodate the proper demonstration of the products. The staff includes sales personnel knowledgeable in the characteristics and warranties of the line of goods retailed and may also include trained repair persons to handle the maintenance and repair of the electronic equipment and appliances. The classifications within this subsector are made principally on the type of product and knowledge required to operate each type of store.

### 4431 Electronics and Appliance Stores

This industry group comprises establishments primarily engaged in retailing the following new products: household-type appliances, cameras, computers, and other electronic goods.

### 44311 Appliance, Television, and Other Electronics Stores

This industry comprises establishments primarily engaged in retailing one of the following: (1) retailing an array of new household-type appliances and consumer-type electronic products, such as radios, televisions, and computers; (2) specializing in retailing a single line of new consumer-type electronic products (except computers); and (3) retailing these new products in combination with repair services.

### 443111 Household Appliance Stores

This U.S. industry comprises establishments known as appliance stores primarily engaged in retailing an array of new household appliances, such as refrigerators, dishwashers, ovens, irons, coffeemakers, hair dryers, electric razors, room air-conditioners, microwave ovens, sewing machines, and vacuum cleaners, or retailing new appliances in combination with appliance repair services.

The data published with NAICS code 443111 are comprised of the following SIC industry:

5722 Household appliance stores

### 443112 Radio, Television, and Other Electronics Stores

This U.S. industry comprises: (1) establishments known as consumer electronics stores primarily engaged in retailing a general line of new consumer-type electronic products; (2) establishments specializing in retailing a single line of consumer-type electronic products (except computers); or (3) establishments primarily engaged in retailing these new electronic products in combination with repair services.

The data published with NAICS code 443112 are comprised of these parts of the following SIC industries:

5731 (pt) Other radio, television, and electronics stores

5999 (pt) Typewriter shops

5999 (pt) Telephone stores

### 4431121 Typewriter Shops

Establishments primarily engaged in retailing typewriters. These establishments may also rent and/or repair typewriters.

### 4431122 Telephone Stores

Establishments primarily engaged in retailing telephones and telephone parts and supplies.

### 4431123 Other Radio, Television, and Electronics Stores

Establishments primarily engaged in retailing radios and stereo equipment (except automotive), television sets, record players, and other consumer audio and video electronic equipment. These establishments may also sell additional lines, such as household appliances; computers, computer peripheral equipment, and software; musical instruments; or prerecorded records and tapes. These establishments may also perform incidental installation and repair work.

### 44312 Computer and Software Stores

This industry comprises establishments primarily engaged in retailing new computers, computer peripherals, and prepackaged computer software without retailing other consumer-type electronic products or office equipment, office furniture and office supplies; or retailing these new products in combination with repair and support services.

### 443120 Computer and Software Stores

This U.S. industry comprises establishments primarily engaged in retailing new computers, computer peripherals, and prepackaged computer software without retailing other consumer-type electronic products or office equipment, office furniture and office supplies; or retailing these new products in combination with repair and support services.

The data published with NAICS code 443120 are comprised of these parts of the following SIC industries:

5045 (pt) Computer and peripheral equipment merchants (retail)
5045 (pt) Computer software merchants (retail)
5734 (pt) Computer stores
5734 (pt) Computer stores (custom assembly)
5734 (pt) Computer software stores

### 4431201 Computer Stores (Custom Assembly)

Establishments primarily engaged in custom assembly and retail sales of computers and computer peripheral equipment. These establishments may also sell computer software and computer furniture and perform incidental repair work.

### 4431202 Other Computer Stores

Establishments primarily engaged in retailing computers, computer hardware, and computer peripheral equipment not assembled at the sales location. These establishments may also sell computer software and computer furniture, and perform incidental installation and repair work.

### 44312021 Computer Stores

Establishments primarily engaged in retailing computers, computer hardware, and computer peripheral equipment not assembled at the sales location. These establishments may also sell computer software and computer furniture and perform incidental installation and repair work.

### 44312022 Computer and Peripheral Equipment Merchants (Retail)

Establishments primarily engaged in retailing computers, computer hardware, and computer peripheral equipment. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

### 4431203 Prepackaged Software Stores

Establishments primarily engaged in retailing prepackaged (off-the-shelf) computer software. These establishments may also sell computer books, supplies, and accessories.

### 44312031 Computer Software Stores

Establishments primarily engaged in retailing prepackaged (off-the-shelf) computer software. These establishments may also sell computer books, supplies, and accessories.

### 44312032 Computer Software Merchants (Retail)

Establishments primarily engaged in retailing prepackaged (off-the-shelf) computer software. These establishments may also sell computer books, supplies, and accessories. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

### 44313 Camera and Photographic Supplies Stores

This industry comprises establishments primarily engaged in either retailing new cameras, photographic equipment, and photographic supplies or retailing new cameras and photographic equipment in combination with activities, such as repair services and film developing.

### 443130 Camera and Photographic Supplies Stores

This U.S. industry comprises establishments primarily engaged in either retailing new cameras, photographic equipment, and photographic supplies or retailing new cameras and photographic equipment in combination with activities, such as repair services and film developing.

The data published with NAICS code 443130 are comprised of the following SIC industry:

5946 Camera and photographic supply stores

## 444 Building Material and Garden Equipment and Supplies Dealers

Industries in the Building Material and Garden Equipment and Supplies Dealers subsector retail new building material and garden equipment and supplies merchandise from fixed point-of-sale locations. Establishments in this subsector have display equipment designed to handle lumber and related products and garden equipment and supplies that may be kept either indoors or outdoors under covered areas. The staff is usually knowledgeable in the use of the specific products being retailed in the construction, repair, and maintenance of the home and associated grounds.

### 4441 Building Material and Supplies Dealers

This industry group comprises establishments primarily engaged in retailing new building materials and supplies.

### 44411 Home Centers

This industry comprises establishments known as home centers primarily engaged in retailing a general line of new home repair and improvement materials and supplies, such as lumber, plumbing goods, electrical goods, tools, housewares, hardware, and lawn and garden supplies, with no one merchandise line predominating. The merchandise lines are normally arranged in separate departments.

### 444110 Home Centers

This U.S. industry comprises establishments known as home centers primarily engaged in retailing a general line of new home repair and improvement materials and supplies, such as lumber, plumbing goods, electrical goods, tools, housewares, hardware, and lawn and garden supplies, with no one merchandise line predominating. The merchandise lines are normally arranged in separate departments.

The data published with NAICS code 444110 are comprised of this part of the following SIC industry:

5211 (pt) Home centers

### 44412 Paint and Wallpaper Stores

This industry comprises establishments known as paint and wallpaper stores primarily engaged in retailing paint, wallpaper, and related supplies.

### 444120 Paint and Wallpaper Stores

This U.S. industry comprises establishments known as paint and wallpaper stores primarily engaged in retailing paint, wallpaper, and related supplies.

The data published with NAICS code 444120 are comprised of these parts of the following SIC industries:

5198 (pt) Paint, varnish, and supplies merchants (retail)

5231 (pt) Retail paint and wallpaper stores

### 4441201 Retail Paint and Wallpaper Stores

Establishments primarily engaged in retailing paint, wallpaper, or a combination of these lines.

### 4441202 Paint, Varnish, and Supplies Merchants (Retail)

Establishments primarily engaged in retailing paints, varnishes, wallpaper, and supplies. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

### 44413 Hardware Stores

This industry comprises establishments known as hardware stores primarily engaged in retailing a general line of new hardware items, such as tools and builders' hardware.

### 444130 Hardware Stores

This U.S. industry comprises establishments known as hardware stores primarily engaged in retailing a general line of new hardware items, such as tools and builders' hardware.

The data published with NAICS code 444130 are comprised of the following SIC industry:

5251 Hardware stores

### 44419 Other Building Material Dealers

This industry comprises establishments (except those known as home centers, paint and wallpaper stores, and hardware stores) primarily engaged in retailing specialized lines of new building materials, such as lumber, fencing, glass, doors, plumbing fixtures and supplies, electrical supplies, prefabricated buildings and kits, and kitchen and bath cabinets and countertops to be installed.

### 444190 Other Building Material Dealers

This U.S. industry comprises establishments (except those known as home centers, paint and wallpaper stores, and hardware stores) primarily engaged in retailing specialized lines of new building materials, such as lumber, fencing, glass, doors, plumbing fixtures and supplies, electrical supplies, prefabricated buildings and kits, and kitchen and bath cabinets and countertops to be installed.

The data published with NAICS code 444190 are comprised of these parts of the following SIC industries:

5031 (pt) Lumber merchants with yard (retail)

5031 (pt) Plywood, veneer, and millwork merchants (retail)

5032 (pt) Brick, block, tile, clay/cement sewer pipe merchants (retail)

5032 (pt) Sand, gravel, and stone merchants (retail)
5032 (pt) Cement, lime, and related products merchants (retail)
5033 (pt) Roofing, siding, and insulation merchants (retail)
5039 (pt) Flat glass and other construction glass merchants (retail)
5039 (pt) Other building material merchants (retail)
5063 (pt) Electrical supplies stores (retail)
5074 (pt) Plumbing and heating equipment and supplies merchants (retail)
5211 (pt) Retail lumber yards
5211 (pt) Retail building material dealers
5231 (pt) Retail glass dealers

**4441901 Retail Lumber Yards**

Establishments primarily engaged in retailing lumber, often with related lines of building materials. Retail lumber yards may produce some of the lumber and millwork they sell.

**44419011 Retail Lumber Yards**

Establishments primarily engaged in retailing lumber, often with related lines of building materials. Retail lumber yards may produce some of the lumber and millwork they sell.

**44419012 Lumber Merchants With Yard (Retail)**

Establishments primarily engaged in retailing rough, dressed, and finished lumber. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

**4441902 All Other Building Material Dealers**

Establishments (except those known as home centers, paint and wallpaper stores, hardware stores, and retail lumber yards) primarily engaged in retailing specialized lines of new building materials, such as fencing, glass, doors, plumbing fixtures and supplies, electrical supplies, prefabricated buildings and kits, and kitchen and bath cabinets and countertops to be installed.

**44419021 Retail Glass Dealers**

Establishments primarily engaged in retailing glass, including mirrored glass.

**44419022 Flat Glass and Other Construction Glass Merchants (Retail)**

Establishments primarily engaged in retailing flat glass, glass blocks, plate glass, window glass, and building glass. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

**44419023 Retail Building Material Dealers**

Establishments primarily engaged in retailing specialized lines of building materials (except lumber, paint, and hardware), such as brick and blocks, ceramic tile, stone, cement, sand, gravel, fencing, roofing, siding, doors and windows, wallboard, lime, plaster, prefabricated buildings, and kitchen and bath cabinets and countertops to be installed.

**44419024 Plywood, Veneer, and Millwork Merchants (Retail)**

Establishments primarily engaged in retailing plywood (hardwood, softwood, and nonwood face), veneer, door and window frames, and overhead doors (in wood or metal). These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

**44419025 Brick, Block, Tile, Clay/Cement Sewer Pipe Merchants (Retail)**

Establishments primarily engaged in retailing brick, block, tile, and clay construction materials. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

**44419026 Sand, Gravel, and Stone Merchants (Retail)**

Establishments primarily engaged in retailing sand, gravel, and stone. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

**44419027 Cement, Lime, and Related Products Merchants (Retail)**

Establishments primarily engaged in retailing cement, lime, asphalt, and other related products. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

**44419028 Roofing, Siding, and Insulation Merchants (Retail)**

Establishments primarily engaged in retailing roofing, siding (except wood), and insulation materials. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

**44419029 Other Building Material Merchants (Retail)**

Establishments primarily engaged in retailing building and construction paper, plastics building materials, prefabricated structural assemblies (including modular homes),

and other building materials. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

**4441902a Electrical Supplies Stores (Retail)**

Establishments primarily engaged in retailing electrical supplies and electric light fixtures. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

**4441902b Plumbing and Heating Equipment and Supplies Merchants (Retail)**

Establishments primarily engaged in retailing hydronic plumbing and heating equipment and supplies. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

**4442 Lawn and Garden Equipment and Supplies Stores**

This industry group comprises establishments primarily engaged in retailing new lawn and garden equipment and supplies.

**44421 Outdoor Power Equipment Stores**

This industry comprises establishments primarily engaged in retailing new outdoor power equipment or retailing new outdoor power equipment in combination with activities, such as repair services and selling replacement parts.

**444210 Outdoor Power Equipment Stores**

This U.S. industry comprises establishments primarily engaged in retailing new outdoor power equipment or retailing new outdoor power equipment in combination with activities, such as repair services and selling replacement parts.

The data published with NAICS code 444210 are comprised of these parts of the following SIC industries:

5083 (pt) Lawn and garden machinery and equipment dealers (retail)
5261 (pt) Outdoor power equipment stores

**4442101 Outdoor Power Equipment Stores**

Establishments primarily engaged in retailing outdoor power equipment, such as power lawnmowers, chain saws, garden tillers, and snowblowers. These establishments generally also perform repair services.

**4442102 Lawn and Garden Machinery and Equipment Dealers (Retail)**

Establishments primarily engaged in retailing lawn and garden machinery and equipment. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

**44422 Nursery and Garden Centers**

This industry comprises establishments primarily engaged in retailing nursery and garden products, such as trees, shrubs, plants, seeds, bulbs, and sod, that are predominantly grown elsewhere. These establishments may sell a limited amount of a product they grow themselves.

**444220 Nursery and Garden Centers**

This U.S. industry comprises establishments primarily engaged in retailing nursery and garden products, such as trees, shrubs, plants, seeds, bulbs, and sod, that are predominantly grown elsewhere. These establishments may sell a limited amount of a product they grow themselves.

The data published with NAICS code 444220 are comprised of these parts of the following SIC industries:

5191 (pt) Farm supplies dealers (retail)
5193 (pt) Flower, nursery stock, and florists' supplies merchants (retail)
5261 (pt) Nursery and garden centers

**4442201 Nursery and Garden Centers**

Establishments primarily engaged in retailing nursery stock, bulbs, and other garden supplies and tools. These establishments primarily sell products purchased from others, but may sell some plants which they grow themselves.

**4442202 Farm Supplies Dealers (Retail)**

Establishments primarily engaged in retailing farm supplies. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

**4442203 Flower, Nursery Stock and Florists' Supplies Merchants (Retail)**

Establishments primarily engaged in retailing flowers, nursery stock, and florists' supplies. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

**445 Food and Beverage Stores**

Industries in the Food and Beverage Stores subsector usually retail food and beverage merchandise from fixed point-of-sale locations. Establishments in this subsector have special equipment (e.g., freezers, refrigerated display cases, refrigerators) for displaying food and beverage goods. They have staff trained in the processing of food products to guarantee the proper storage and sanitary conditions required by regulatory authority.

**4451 Grocery Stores**

This industry group comprises establishments primarily engaged in retailing a general line of food products.

### 44511 Supermarkets and Other Grocery (except Convenience) Stores

This industry comprises establishments generally known as supermarkets and grocery stores primarily engaged in retailing a general line of food, such as canned and frozen foods; fresh fruits and vegetables; and fresh and prepared meats, fish, and poultry. Included in this industry are delicatessen-type establishments primarily engaged in retailing a general line of food.

### 445110 Supermarkets and Other Grocery (except Convenience) Stores

This U.S. industry comprises establishments generally known as supermarkets and grocery stores primarily engaged in retailing a general line of food, such as canned and frozen foods; fresh fruits and vegetables; and fresh and prepared meats, fish, and poultry. Included in this industry are delicatessen-type establishments primarily engaged in retailing a general line of food.

The data published with NAICS code 445110 are comprised of these parts of the following SIC industries:

5411 (pt) Delicatessens, primarily selling meats and a range of grocery items

5411 (pt) Supermarkets and grocery stores

### 4451101 Supermarkets and Grocery Stores

Establishments, known as supermarkets, food stores, grocery stores, and food warehouse stores, primarily engaged in retailing a general line of canned and frozen foods; fresh fruits and vegetables; fresh and prepared meats, fish, and poultry; eggs; bakery and dairy products; and other prepackaged grocery items.

### 4451102 Delicatessens, Primarily Selling Meats and a Range of Grocery Items

Establishments, known as delicatessens, engaged in retailing prepared meats, such as cold cuts and oven-roasted and smoked meats and a full line of grocery items. These establishments often prepare sandwiches and party platters for carry-out consumption.

### 44512 Convenience Stores

This industry comprises establishments known as convenience stores or food marts (except those with fuel pumps) primarily engaged in retailing a limited line of goods that generally includes milk, bread, soda, and snacks.

### 445120 Convenience Stores

This U.S. industry comprises establishments known as convenience stores or food marts (except those with fuel pumps) primarily engaged in retailing a limited line of goods that generally includes milk, bread, soda, and snacks.

The data published with NAICS code 445120 are comprised of this part of the following SIC industry:

5411 (pt) Convenience stores

### 4452 Specialty Food Stores

This industry group comprises establishments primarily engaged in retailing specialized lines of food.

### 44521 Meat Markets

This industry comprises establishments primarily engaged in retailing fresh, frozen, or cured meats and poultry. Delicatessen-type establishments primarily engaged in retailing fresh meat are included in this industry.

### 445210 Meat Markets

This U.S. industry comprises establishments primarily engaged in retailing fresh, frozen, or cured meats and poultry. Delicatessen-type establishments primarily engaged in retailing fresh meat are included in this industry.

The data published with NAICS code 445210 are comprised of these parts of the following SIC industries:

5411 (pt) Delicatessens, primarily selling fresh and prepared meats

5421 (pt) Meat markets

### 4452101 Meat Markets

Establishments primarily engaged in retailing fresh, frozen, or cured meats. Meat markets may butcher animals for their own account, or they may buy from others. Establishments selling poultry may kill or dress the poultry they sell.

### 4452102 Delicatessens, Primarily Selling Fresh and Prepared Meats

Establishments, known as delicatessens, engaged in retailing prepared meats, such as cold cuts and oven-roasted and smoked meats, and a limited line of grocery items, such as bread and condiments. These establishments often prepare sandwiches and party platters for carry-out consumption.

### 44522 Fish and Seafood Markets

This industry comprises establishments primarily engaged in retailing fresh, frozen, or cured fish and seafood products.

### 445220 Fish and Seafood Markets

This U.S. industry comprises establishments primarily engaged in retailing fresh, frozen, or cured fish and seafood products.

The data published with NAICS code 445220 are comprised of this part of the following SIC industry:

5421 (pt) Fish and seafood markets

### 44523 Fruit and Vegetable Markets

This industry comprises establishments primarily engaged in retailing fresh fruits and vegetables.

### 445230 Fruit and Vegetable Markets

This U.S. industry comprises establishments primarily engaged in retailing fresh fruits and vegetables.

The data published with NAICS code 445230 are comprised of the following SIC industry:

5431 Fruit and vegetable markets

### 44529 Other Specialty Food Stores

This industry comprises establishments primarily engaged in retailing specialty foods (except meat, fish, seafood, and fruits and vegetables) not for immediate consumption and not made on premises.

### 445291 Baked Goods Stores

This U.S. industry comprises establishments primarily engaged in retailing baked goods not for immediate consumption and not made on the premises.

The data published with NAICS code 445291 are comprised of this part of the following SIC industry:

5461 (pt) Baked goods stores

### 445292 Confectionery and Nut Stores

This U.S. industry comprises establishments primarily engaged in retailing candy and other confections, nuts, and popcorn not for immediate consumption and not made on the premises.

The data published with NAICS code 445292 are comprised of this part of the following SIC industry:

5441 (pt) Confectionery and nut stores

### 445299 All Other Specialty Food Stores

This U.S. industry comprises establishments primarily engaged in retailing miscellaneous specialty foods (except meat, fish, seafood, fruit and vegetables, confections, nuts, popcorn, and baked goods) not for immediate consumption and not made on the premises.

The data published with NAICS code 445299 are comprised of these parts of the following SIC industries:

5451 Dairy products stores

5499 (pt) Miscellaneous food stores

### 4452991 Miscellaneous Food Stores

Establishments primarily engaged in retailing specialized foods not elsewhere classified, such as eggs; packaged coffee, tea, herbs, and spices; nationality foods; and other specialty foods, not for immediate consumption. Establishments may roast and grind the coffee they sell on the premises. Included are establishments selling soft drinks for off-premise consumption. Establishments bottling natural or mineral water for retail sale are classified here if not engaged in pasteurization, carbonization, or other processing.

### 4452992 Dairy Products Stores

Establishments primarily engaged in retailing over-the-counter packaged dairy products, such as milk, cream, butter, cheese, and ice cream for off-premises consumption.

### 4453 Beer, Wine, and Liquor Stores

This NAICS Industry Group includes establishments classified in the following NAICS Industry: 44531, Beer, Wine, and Liquor Stores.

### 44531 Beer, Wine, and Liquor Stores

This industry comprises establishments primarily engaged in retailing packaged alcoholic beverages, such as ale, beer, wine, and liquor.

### 445310 Beer, Wine, and Liquor Stores

This U.S. industry comprises establishments primarily engaged in retailing packaged alcoholic beverages, such as ale, beer, wine, and liquor.

The data published with NAICS code 445310 are comprised of the following SIC industry:

5921 Liquor stores

## 446 Health and Personal Care Stores

Industries in the Health and Personal Care Stores subsector retail health and personal care merchandise from fixed point-of-sale locations. Establishments in this subsector are characterized principally by the products they retail, and some health and personal care stores may have specialized staff trained in dealing with the products. Staff may include pharmacists, opticians, and other professionals engaged in retailing, advising customers, and/or fitting the product sold to the customer's needs.

### 4461 Health and Personal Care Stores

This industry group comprises establishments primarily engaged in retailing health and personal care products.

### 44611 Pharmacies and Drug Stores

This industry comprises establishments known as pharmacies and drug stores engaged in retailing prescription or nonprescription drugs and medicines.

### 446110 Pharmacies and Drug Stores

This U.S. industry comprises establishments known as pharmacies and drug stores engaged in retailing prescription or nonprescription drugs and medicines.

The data published with NAICS code 446110 are comprised of these parts of the following SIC industries:

5912 (pt) Pharmacies and drug stores

5912 (pt) Proprietary stores

### 4461101 Pharmacies and Drug Stores

Establishments primarily engaged in retailing prescription drugs. Drug stores are classified here if any prescriptions are sold or if there is an indication that a pharmacist is employed. These establishments frequently sell other items, such as proprietary drugs, medicines, and health and first-aid products; cosmetics; toiletries; greeting cards; magazines; tobacco; and candy.

### 4461102 Proprietary Stores

Establishments primarily engaged in retailing nonprescription drugs and medicines, health remedies, and first-aid products. These stores do not sell prescription drugs and frequently sell other lines, such as beauty preparations, household supplies, and candy and prepackaged snacks.

### 44612 Cosmetics, Beauty Supplies, and Perfume Stores

This industry comprises establishments known as a cosmetic or perfume stores or beauty supply shops primarily engaged in retailing cosmetics, perfumes, toiletries, and personal grooming products.

### 446120 Cosmetics, Beauty Supplies, and Perfume Stores

This U.S. industry comprises establishments known as cosmetic or perfume stores or beauty supply shops primarily engaged in retailing cosmetics, perfumes, toiletries, and personal grooming products.

The data published with NAICS code 446120 are comprised of these parts of the following SIC industries:

5087 (pt) Beauty and barber shop equipment and supplies stores (retail)

5999 (pt) Cosmetics, beauty supplies, and perfume stores

### 4461201 Cosmetics, Beauty Supplies, and Perfume Stores

Establishments primarily engaged in selling cosmetics, beauty aids, and perfume.

### 4461202 Beauty and Barber Shop Equipment and Supplies Stores (Retail)

Establishments primarily engaged in retailing barber shop and beauty parlor equipment and supplies, such as furniture, hydraulic chairs, driers, shampoos, wave solutions, permanent waving supplies, barber soaps, and manicuring supplies. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

### 44613 Optical Goods Stores

This industry comprises establishments primarily engaged in one or more of the following: (1) retailing and fitting prescription eyeglasses and contact lenses; (2) retailing prescription eyeglasses in combination with the grinding of lenses to order on the premises; and (3) selling nonprescription eyeglasses.

### 446130 Optical Goods Stores

This U.S. industry comprises establishments primarily engaged in one or more of the following: (1) retailing and fitting prescription eyeglasses and contact lenses; (2) retailing prescription eyeglasses in combination with the grinding of lenses to order on the premises; and (3) selling nonprescription eyeglasses.

The data published with NAICS code 446130 are comprised of the following SIC industry:

5995 Optical goods stores

### 44619 Other Health and Personal Care Stores

This industry comprises establishments primarily engaged in retailing health and personal care items (except drugs, medicines, optical goods, perfumes, cosmetics, and beauty supplies).

### 446191 Food (Health) Supplement Stores

This U.S. industry comprises establishments primarily engaged in retailing food supplement products, such as vitamins, nutrition supplements, and body enhancing supplements.

The data published with NAICS code 446191 are comprised of this part of the following SIC industry:

5499 (pt) Food (health) supplement stores

### 446199 All Other Health and Personal Care Stores

This U.S. industry comprises establishments primarily engaged in retailing specialized lines of health and personal care merchandise (except drugs, medicines, optical goods, cosmetics, beauty supplies, perfume, and food supplement products).

The data published with NAICS code 446199 are comprised of these parts of the following SIC industries:

5047 (pt) Surgical, medical, and hospital supplies stores (retail)

5999 (pt) Health care stores

### 4461991 Health Care Stores

Establishments primarily engaged in retailing wheelchairs and other patient transport devices; gauze, bandages, and other surgical dressings; crutches, canes, and other walking assistance devices; braces; surgical corsets; artificial limbs; hearing aids; and other health care, convalescent, and sick room supplies.

### 4461992 Surgical, Medical, and Hospital Supplies Stores (Retail)

Establishments primarily engaged in retailing medical instruments, apparatus, and equipment; orthopedic appliances; crutches; bandages; breathing devices; wheeled chairs and beds; and other medical devices. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

### 447 Gasoline Stations

Industries in the Gasoline Stations subsector group establishments retailing automotive fuels (e.g., gasoline, diesel fuel, gasohol) and automotive oils and retailing these products in combination with convenience store items. These establishments have specialized equipment for the storage and dispensing of automotive fuels.

### 4471 Gasoline Stations

This NAICS Industry Group includes establishments classified in the following NAICS Industries: 44711, Gasoline Stations with Convenience Stores; and 44719, Other Gasoline Stations.

### 44711 Gasoline Stations with Convenience Stores

This industry comprises establishments engaged in retailing automotive fuels (e.g., diesel fuel, gasohol, gasoline) in combination with convenience store or food mart items. These establishments can either be in a convenience store (i.e., food mart) setting or a gasoline station setting. These establishments may also provide automotive repair services.

### 447110 Gasoline Stations with Convenience Stores

This U.S. industry comprises establishments engaged in retailing automotive fuels (e.g., diesel fuel, gasohol, gasoline) in combination with convenience store or food mart items. These establishments can either be in a convenience store (i.e., food mart) setting or a gasoline station setting. These establishments may also provide automotive repair services.

The data published with NAICS code 447110 are comprised of these parts of the following SIC industries:

5411 (pt) Convenience stores selling gasoline

5541 (pt) Gasoline stations with convenience stores

### 4471101 Convenience Stores Selling Gasoline

Establishments primarily engaged in retailing a limited line of groceries such as milk, bread, soda, snacks, and ice cream, and also selling gasoline. These establishments may also provide additional items, such as beer, household cleaners, baby supplies, cigarettes, and pain relievers.

### 4471102 Gasoline Stations With Convenience Stores

Establishments primarily engaged in retailing gasoline and automotive lubricants and also selling a limited line of groceries, such as milk, eggs, bread, beer, cigarettes, and snacks.

### 44719 Other Gasoline Stations

This industry comprises establishments known as gasoline stations (except those with convenience stores) primarily engaged in one of the following: (1) retailing automotive fuels (e.g., diesel fuel, gasohol, gasoline) or (2) retailing these fuels in combination with activities, such as repair services, selling automotive oils, replacement parts, and accessories, and/or with restaurants.

### 447190 Other Gasoline Stations

This U.S. industry comprises establishments known as gasoline stations (except those with convenience stores) primarily engaged in one of the following: (1) retailing automotive fuels (e.g., diesel fuel, gasohol, gasoline) or (2) retailing these fuels in combination with activities, such as repair services, selling automotive oils, replacement parts and accessories, and/or with restaurants.

The data published with NAICS code 447190 are comprised of these parts of the following SIC industries:

5541 (pt) Gasoline stations with no convenience stores

5541 (pt) Truck stops

### 4471901 Gasoline Stations With No Convenience Stores

Establishments primarily engaged in retailing gasoline and automotive lubricants for automobiles and watercraft. These establishments may also sell tires, batteries, and accessories, and perform related services, including minor repair work and motor vehicle towing.

### 4471902 Truck Stops

Establishments primarily engaged in retailing diesel fuel to truckers. These establishments may also sell gasoline and lubricants, provide repair services, and operate a restaurant or motel as part of the truck stop establishment.

## 448 Clothing and Clothing Accessories Stores

Industries in the Clothing and Clothing Accessories Stores subsector retailing new clothing and clothing accessories merchandise from fixed point-of-sale locations. Establishments in this subsector have similar display equipment and staff that is knowledgeable regarding fashion trends and the proper match of styles, colors, and combinations of clothing and accessories to the characteristics and tastes of the customer.

## 4481 Clothing Stores

This industry group comprises establishments primarily engaged in retailing new clothing.

### 44811 Men's Clothing Stores

This industry comprises establishments primarily engaged in retailing a general line of new men's and boys' clothing. These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.

### 448110 Men's Clothing Stores

This U.S. industry comprises establishments primarily engaged in retailing a general line of new men's and boys' clothing. These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.

The data published with NAICS code 448110 are comprised of the following SIC industry:

5611 Men's and boy's clothing and accessory stores

### 44812 Women's Clothing Stores

This industry comprises establishments primarily engaged in retailing a general line of new women's, misses' and juniors' clothing, including maternity wear. These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.

### 448120 Women's Clothing Stores

This U.S. industry comprises establishments primarily engaged in retailing a general line of new women's, misses' and juniors' clothing, including maternity wear. These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.

The data published with NAICS code 448120 are comprised of the following SIC industry:

5621 Women's clothing stores

### 44813 Children's and Infants' Clothing Stores

This industry comprises establishments primarily engaged in retailing a general line of new children's and infants' clothing. These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.

### 448130 Children's and Infants' Clothing Stores

This U.S. industry comprises establishments primarily engaged in retailing a general line of new children's and infants' clothing. These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.

The data published with NAICS code 448130 are comprised of the following SIC industry:

5641 Children's and infants' wear stores

### 44814 Family Clothing Stores

This industry comprises establishments primarily engaged in retailing a general line of new clothing for men, women, and children, without specializing in sales for an individual gender or age group. These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.

### 448140 Family Clothing Stores

This U.S. industry comprises establishments primarily engaged in retailing a general line of new clothing for men, women, and children, without specializing in sales for an individual gender or age group. These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.

The data published with NAICS code 448140 are comprised of the following SIC industry:

5651 Family clothing stores

### 44815 Clothing Accessories Stores

This industry comprises establishments primarily engaged in retailing single or combination lines of new clothing accessories, such as hats and caps, costume jewelry, gloves, handbags, ties, wigs, toupees, and belts.

### 448150 Clothing Accessories Stores

This U.S. industry comprises establishments primarily engaged in retailing single or combination lines of new clothing accessories, such as hats and caps, costume jewelry, gloves, handbags, ties, wigs, toupees, and belts.

The data published with NAICS code 448150 are comprised of these parts of the following SIC industries:

5632 (pt) Women's accessory stores

5699 (pt) Miscellaneous accessory stores

### 4481501 Women's Accessory Stores

Establishments primarily engaged in retailing women's, juniors', and misses' accessories, such as hats, hosiery, costume jewelry, gloves, and handbags.

### 4481502 Miscellaneous Accessory Stores

Establishments primarily engaged in retailing specialized lines of accessories (except women's), such as belts, umbrellas, wigs, and ties.

### 44819 Other Clothing Stores

This industry comprises establishments primarily engaged in retailing specialized lines of new clothing (except general lines of men's, women's, children's, infants', and family clothing). These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.

### 448190 Other Clothing Stores

This U.S. industry comprises establishments primarily engaged in retailing specialized lines of new clothing (except general lines of men's, women's, children's, infants', and family clothing). These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.

The data published with NAICS code 448190 are comprised of these parts of the following SIC industries:

5632 (pt) Furriers and fur shops

5632 (pt) Women's specialty stores

5699 (pt) Sports apparel stores

5699 (pt) Miscellaneous apparel stores

### 4481901 Women's Specialty Stores

Establishments primarily engaged in retailing a specialized line of women's, juniors', and misses' clothing, such as bridal gowns, lingerie, negligees, and robes.

### 4481902 Furriers and Fur Shops

Establishments primarily engaged in retailing fur coats and other fur apparel made to custom order. Establishments selling ready-made fur coats and other fur apparel are included here.

### 4481903 Sports Apparel Stores

Establishments primarily engaged in retailing sports apparel, such as t-shirts, sweatshirts, sweatpants, caps, and shorts. These stores may also sell athletic footwear.

### 4481904 Miscellaneous Apparel Stores

Establishments primarily engaged in retailing miscellaneous lines of apparel, such as uniforms (except sports uniforms), raincoats, bathing suits, and costumes.

### 4482 Shoe Stores

This NAICS Industry Group includes establishments classified in the following NAICS Industry: 44821, Shoe Stores.

### 44821 Shoe Stores

This industry comprises establishments primarily engaged in retailing all types of new footwear (except hosiery and specialty sports footwear, such as golf shoes, bowling shoes, and spiked shoes). Establishments primarily engaged in retailing new tennis shoes or sneakers are included in this industry.

### 448210 Shoe Stores

This U.S. industry comprises establishments primarily engaged in retailing all types of new footwear (except hosiery and specialty sports footwear, such as golf shoes, bowling shoes, and spiked shoes). Establishments primarily engaged in retailing new tennis shoes or sneakers are included in this industry.

The data published with NAICS code 448210 are comprised of these parts of the following SIC industries:

5661 (pt) Men's shoe stores

5661 (pt) Women's shoe stores

5661 (pt) Children's and juveniles' shoe stores

5661 (pt) Family shoe stores

5661 (pt) Athletic footwear stores

### 4482101 Men's Shoe Stores

Establishments primarily engaged in retailing men's shoes, boots, and other footwear. These establishments may also sell hosiery and other accessories. Establishments specializing in the sale of custom orthopedic shoes for men are classified here.

### 4482102 Women's Shoe Stores

Establishments primarily engaged in retailing women's shoes, boots, and other footwear. Establishments specializing in selling custom orthopedic shoes for women are classified here. These establishments may also sell hosiery and other accessories.

#### 4482103 Children's and Juveniles' Shoe Stores

Establishments primarily engaged in retailing children's shoes and other footwear, including children's athletic footwear. Establishments specializing in selling custom orthopedic shoes for children are classified here.

#### 4482104 Family Shoe Stores

Establishments primarily engaged in retailing a combination of men's, women's, and children's footwear, without specializing in any one line. These establishments frequently carry accessory lines, such as hosiery and handbags. Establishments specializing in selling custom orthopedic shoes for men, women, and children are included here.

#### 4482105 Athletic Footwear Stores

Establishments primarily engaged in retailing athletic footwear. These establishments may also sell athletic apparel.

### 4483 Jewelry, Luggage, and Leather Goods Stores

This industry group comprises establishments primarily engaged in retailing new jewelry (except costume jewelry); new silver and plated silverware; new watches and clocks; and new luggage with or without a general line of new leather goods and accessories, such as hats, gloves, handbags, ties, and belts.

### 44831 Jewelry Stores

This industry comprises establishments primarily engaged in retailing one or more of the following items: (1) new jewelry (except costume jewelry); (2) new sterling and plated silverware; and (3) new watches and clocks. Also included are establishments retailing these new products in combination with lapidary work and/or repair services.

#### 448310 Jewelry Stores

This U.S. industry comprises establishments primarily engaged in retailing one or more of the following items: (1) new jewelry (except costume jewelry); (2) new sterling and plated silverware; and (3) new watches and clocks. Also included are establishments retailing these new products in combination with lapidary work and/or repair services.

The data published with NAICS code 448310 are comprised of the following SIC industry:

5944 Jewelry stores

### 44832 Luggage and Leather Goods Stores

This industry comprises establishments known as luggage and leather goods stores primarily engaged in retailing new luggage, briefcases, trunks, or these new products in combination with a general line of leather items (except leather apparel), such as belts, gloves, and handbags.

#### 448320 Luggage and Leather Goods Stores

This U.S. industry comprises establishments known as luggage and leather goods stores primarily engaged in retailing new luggage, briefcases, trunks, or these new products in combination with a general line of leather items (except leather apparel), such as belts, gloves, and handbags.

The data published with NAICS code 448320 are comprised of the following SIC industry:

5948 Luggage and leather goods stores

## 451 Sporting Goods, Hobby, Book, and Music Stores

Industries in the Sporting Goods, Hobby, Book, and Music Stores subsector are engaged in retailing and providing expertise on use of sporting equipment or other specific leisure activities, such as needlework and musical instruments. Book stores are also included in this subsector.

### 4511 Sporting Goods, Hobby, and Musical Instrument Stores

This industry group comprises establishments primarily engaged in retailing new sporting goods, games and toys, and musical instruments.

### 45111 Sporting Goods Stores

This industry comprises establishments primarily engaged in retailing new sporting goods, such as bicycles and bicycle parts; camping equipment; exercise and fitness equipment; athletic uniforms; specialty sports footwear; and sporting goods, equipment, and accessories.

#### 451110 Sporting Goods Stores

This U.S. industry comprises establishments primarily engaged in retailing new sporting goods, such as bicycles and bicycle parts; camping equipment; exercise and fitness equipment; athletic uniforms; specialty sports footwear; and sporting goods, equipment, and accessories.

The data published with NAICS code 451110 are comprised of these parts of the following SIC industries:

5941 (pt) General-line sporting goods stores
5941 (pt) Other specialty-line sporting goods stores
5941 (pt) Bicyle shops
5941 (pt) Golf shops
5941 (pt) Gun shops
5941 (pt) Ski shops
5941 (pt) Tackle shops

#### 4511101 General-line Sporting Goods Stores

Establishments primarily engaged in retailing five or more lines of sporting goods and equipment, such as for camping, fishing, riding, and other sports. These establishments may also sell clothing and shoes appropriate for sporting activities, including uniforms.

### 4511102 Specialty-line Sporting Goods Stores

Establishments primarily engaged in retailing a maximum of four lines of sporting goods, such as for camping, fishing, riding, and other sports. These establishments may also sell clothing and shoes appropriate for sporting activities, including uniforms.

### 45111021 Bicycle Shops

Establishments primarily engaged in retailing bicycles (except motorized) and bicycle parts and accessories. These establishments may also rent and/or repair bicycles.

### 45111022 Golf Shops

Establishments primarily engaged in retailing golf equipment and accessories, including shoes. These establishments may also rent golf equipment and/or provide golf lessons. Included are retail establishments operated by golf professionals.

### 45111023 Gun Shops

Establishments primarily engaged in retailing firearms, ammunition, and hunters' equipment and accessories.

### 45111024 Ski Shops

Establishments primarily engaged in retailing snow ski equipment and accessories, including ski boots and snowboards. These establishments may also rent and/or repair ski equipment.

### 45111025 Tackle Shops

Establishments primarily engaged in retailing tackle, bait, and fishing equipment and supplies. These establishments may also rent fishing equipment.

### 45111026 Other Specialty-line Sporting Goods Stores

Establishments primarily engaged in retailing a maximum of four lines of sporting goods. These establishments may also sell clothing and shoes appropriate for the sporting activity, including uniforms. Included are establishments selling gymnasium and playground equipment.

## 45112 Hobby, Toy, and Game Stores

This industry comprises establishments primarily engaged in retailing new toys, games, and hobby and craft supplies (except needlecraft).

### 451120 Hobby, Toy, and Game Stores

This U.S. industry comprises establishments primarily engaged in retailing new toys, games, and hobby and craft supplies (except needlecraft).

The data published with NAICS code 451120 are comprised of these parts of the following SIC industries:

5945 (pt) Hobby, toy, and game stores
5945 (pt) Craft supplies stores

### 4511201 Hobby, Toy, and Game Stores

Establishments primarily engaged in retailing hobby supplies, toys, and games, including video games.

### 4511202 Craft Supplies Stores

Establishments primarily engaged in retailing a general line of supplies for crafts, such as ceramics, shell craft, metal craft, felt craft, jewelry craft, dried flower and plant arrangements, wreaths, textile painting, and copper enameling.

## 45113 Sewing, Needlework, and Piece Goods Stores

This industry comprises establishments primarily engaged in retailing new sewing supplies, fabrics, patterns, yarns, and other needlework accessories or retailing these products in combination with selling new sewing machines.

### 451130 Sewing, Needlework, and Piece Goods Stores

This U.S. industry comprises establishments primarily engaged in retailing new sewing supplies, fabrics, patterns, yarns, and other needlework accessories or retailing these products in combination with selling new sewing machines.

The data published with NAICS code 451130 are comprised of these parts of the following SIC industries:

5714 (pt) Upholstery stores
5949 (pt) Sewing, fabric, and piece goods stores
5949 (pt) Needlework and knitting stores

### 4511301 Sewing, Fabric, and Piece Goods Stores

Establishments primarily engaged in retailing sewing supplies, fabrics, fabric patterns, and other piece goods supplies.

### 4511302 Needlework and Knitting Stores

Establishments primarily engaged in retailing laces, knitting supplies, yarn, and other needlework accessories. These establishments may also provide custom work.

### 4511303 Upholstery Stores

Establishments primarily engaged in retailing upholstery material and slipcovers.

## 45114 Musical Instrument and Supplies Stores

This industry comprises establishments primarily engaged in retailing new musical instruments, sheet music, and related supplies; or retailing these new products in combination with musical instrument repair, rental, or music instruction.

### 451140 Musical Instrument and Supplies Stores

This U.S. industry comprises establishments primarily engaged in retailing new musical instruments, sheet music, and related supplies; or retailing these new products in combination with musical instrument repair, rental, or music instruction.

The data published with NAICS code 451140 are comprised of the following SIC industry:

5736 Musical instrument stores

### 4512 Book, Periodical, and Music Stores

This industry group comprises establishments primarily engaged in retailing new books, newspapers, magazines, and prerecorded audio and video media.

### 45121 Book Stores and News Dealers

This industry comprises establishments primarily engaged in retailing new books, newspapers, magazines, and other periodicals.

### 451211 Book Stores

This U.S. industry comprises establishments primarily engaged in retailing new books.

The data published with NAICS code 451211 are comprised of these parts of the following SIC industries:

5942 (pt) Book stores, general
5942 (pt) Specialty book stores
5942 (pt) College book stores

### 4512111 Book Stores, General

Establishments primarily engaged in retailing a general line of new books. These establishments may also sell stationery and related items, second-hand books, and magazines.

### 4512112 Specialty Book Stores

Establishments primarily engaged in retailing specialty books, such as general reference, religious, and professional books.

### 4512113 College Book Stores

Establishments primarily engaged in retailing textbooks, generally on the college level. Most of these establishments are located on or near college campuses, and some sell more apparel than books. These establishments may also offer second-hand textbooks. School book stores, other than college, are included in this industry.

### 451212 News Dealers and Newsstands

This U.S. industry comprises establishments primarily engaged in retailing current newspapers, magazines, and other periodicals.

The data published with NAICS code 451212 are comprised of the following SIC industry:

5994 News dealers and newsstands

### 45122 Prerecorded Tape, Compact Disc, and Record Stores

This industry comprises establishments primarily engaged in retailing new prerecorded audio and video tapes, compact discs (CDs), and phonograph records.

### 451220 Prerecorded Tape, Compact Disc, and Record Stores

This U.S. industry comprises establishments primarily engaged in retailing new prerecorded audio and video tapes, compact discs (CDs), and phonograph records.

The data published with NAICS code 451220 are comprised of these parts of the following SIC industries:

5735 (pt) Prerecorded tape, compact disc, and record stores
5735 (pt) Video tape stores, retail

### 4512201 Prerecorded Tape, Compact Disc, and Record Stores

Establishments primarily engaged in retailing compact discs, and prerecorded records and tapes.

### 4512202 Video Tape Stores, Retail

Establishments primarily engaged in retailing prerecorded video tapes and video laser discs. These establishments may also sell blank video tapes.

### 452 General Merchandise Stores

Industries in the General Merchandise Stores subsector retail new general merchandise from fixed point-of-sale locations. Establishments in this subsector are unique in that they have the equipment and staff capable of retailing a large variety of goods from a single location. This includes a variety of display equipment and staff trained to provide information on many lines of products.

### 4521 Department Stores (Excluding Leased Departments)

This NAICS Industry includes establishments classified in the following NAICS Industry: 45211, Department Stores.

### 4521 Department Stores (Including Leased Departments)

This NAICS Industry includes establishments classified in the following NAICS Industry: 45211009, Department Stores (Including Leased Departments).

### 45211 Department Stores (Excluding Leased Departments)

This industry comprises establishments known as department stores primarily engaged in retailing a wide range of the following new products with no one merchandise line predominating: apparel, furniture, appliances and home furnishings; and selected additional items, such as paint, hardware, toiletries, cosmetics, photographic equipment, jewelry, toys, and sporting goods. Merchandise lines are normally arranged in separate departments.

### 452110 Department Stores (Excluding Leased Departments)

This U.S. industry comprises establishments known as department stores primarily engaged in retailing a wide range of the following new products with no one merchandise line predominating: apparel, furniture, appliances and home furnishings; and selected additional items, such as paint, hardware, toiletries, cosmetics, photographic equipment, jewelry, toys, and sporting goods. Merchandise lines are normally arranged in separate departments.

The data published with NAICS code 452110 are comprised of these parts of the following SIC industries:

5311 (pt) Conventional department stores

5311 (pt) Discount or mass merchandising department stores

5311 (pt) National chain department stores

### 45211 Department Stores (Including Leased Departments)

This industry comprises establishments known as department stores primarily engaged in retailing a wide range of the following new products with no one merchandise line predominating: apparel, furniture, appliances and home furnishings; and selected additional items, such as paint, hardware, toiletries, cosmetics, photographic equipment, jewelry, toys, and sporting goods. Merchandise lines are normally arranged in separate departments. Total sales include the sales from leased departments owned by another company and operating within the department store.

### 4521101 Conventional Department Stores (Excluding Leased Departments)

Establishments that satisfy the criteria of a department store and: (1) usually provide check-out service and customer assistance (sales persons) within each department; (2) frequently have a catalog order desk; and (3) are not affiliated with a company that operates similar establishments on a national basis. Sales of establishments that operate leased departments in conventional department stores are excluded.

### 4521101 Conventional Department Stores (Including Leased Departments)

Establishments that satisfy the criteria of a department store and: (1) usually provide check-out service and customer assistance (sales persons) within each department; (2) frequently have a catalog order desk; and (3) are not affiliated with a company that operates similar establishments on a national basis. Sales of establishments that operate leased departments in conventional department stores are included.

### 4521102 Discount or Mass Merchandising Department Stores (Excluding Leased Departments)

Establishments that satisfy the criteria of a department store and usually: (1) convey the image of a high-volume, fast-turnover outlet selling a variety of merchandise for less than conventional prices; (2) provide centralized check-out service; and (3) provide minimal customer assistance within each department. Sales of establishments that operate leased departments in discount or mass merchandising department stores are excluded.

### 4521102 Discount or Mass Merchandising Department Stores (Including Leased Departments)

Establishments that satisfy the criteria of a department store and usually: (1) convey the image of a high-volume, fast-turnover outlet selling a variety of merchandise for less than conventional prices; (2) provide centralized check-out service; and (3) provide minimal customer assistance within each department. Sales of establishments that operate leased departments in discount or mass merchandising department stores are included.

### 4521103 National Chain Department Stores (Excluding Leased Departments)

Establishments that satisfy the criteria of a department store and: (1) usually provide check-out service and customer assistance (sales persons) within each department; (2) frequently have a catalog order desk; and (3) are affiliated with a company that operates similar establishments on a national basis. Sales of establishments that operate leased departments in national chain department stores are excluded.

### 4521103 National Chain Department Stores (Including Leased Departments)

Establishments that satisfy the criteria of a department store and: (1) usually provide check-out service and customer assistance (sales persons) within each department; (2) frequently have a catalog order desk; and (3) are affiliated with a company that operates similar establishments on a national basis. Sales of establishments that operate leased departments in national chain department stores are included.

### 4529 Other General Merchandise Stores

This industry group comprises establishments primarily engaged in retailing new goods in general merchandise stores (except department stores).

### 45291 Warehouse Clubs and Superstores

This industry comprises establishments known as warehouse clubs, superstores or supercenters primarily engaged in retailing a general line of groceries in combination with general lines of new merchandise, such as apparel, furniture, and appliances.

### 452910 Warehouse Clubs and Superstores

This U.S. industry comprises establishments known as warehouse clubs, superstores or supercenters primarily engaged in retailing a general line of groceries in combination with general lines of new merchandise, such as apparel, furniture, and appliances.

The data published with NAICS code 452910 are comprised of these parts of the following SIC industries:

5311 (pt) Supercenters
5399 (pt) Warehouse clubs
5411 (pt) Supermarket/general merchandise combination stores

### 4529101 Warehouse Clubs

Establishments that sell general lines of merchandise, such as automotive tires, parts, and accessories; audio and video equipment; household appliances; office equipment and supplies; apparel; books; and groceries, through warehouse-based operations. These establishments are sometimes known as membership warehouse clubs.

### 4529102 Supermarket/General Merchandise Combination Stores

Establishments primarily engaged in selling a full line of perishable and nonperishable grocery items in combination with hardware, clothing, and other general merchandise.

### 45291021 Supercenters

Establishments primarily engaged in selling a full line of perishable and nonperishable grocery items in combination with hardware, clothing, and other general merchandise. Sales of hardware, clothing, and other general merchandise are greater than sales of grocery items.

### 45291022 Supermarket/General Merchandise Combination Stores

Establishments primarily engaged in selling a full line of perishable and nonperishable grocery items in combination with hardware, clothing, and other general merchandise. Sales of grocery items are greater than sales of hardware, clothing, and other general merchandise.

### 45299 All Other General Merchandise Stores

This industry comprises establishments primarily engaged in retailing new goods in general merchandise stores (except department stores, warehouse clubs, superstores, and supercenters). These establishments retail a general line of new merchandise, such as apparel, automotive parts, dry goods, hardware, groceries, housewares or home furnishings, and other lines in limited amounts, with none of the lines predominating.

### 452990 All Other General Merchandise Stores

This U.S. industry comprises establishments primarily engaged in retailing new goods in general merchandise stores (except department stores, warehouse clubs, superstores, and supercenters). These establishments retail a general line of new merchandise, such as apparel, automotive parts, dry goods, hardware, groceries, housewares or home furnishings, and other lines in limited amounts, with none of the lines predominating.

The data published with NAICS code 452990 are comprised of these parts of the following SIC industries:

5331 Variety stores
5399 (pt) Miscellaneous general merchandise stores, except catalog showrooms and warehouse clubs
5399 (pt) Catalog showrooms
5531 (pt) Other auto and home supplies stores

### 4529901 Variety Stores

Establishments primarily engaged in selling a variety of merchandise, such as inexpensive apparel and accessories, costume jewelry, notions and small wares, candy, toys, and other items in the low and popular price ranges. These establishments generally do not carry a complete line of merchandise, are not departmentalized, do not offer their own charge service, and do not deliver merchandise.

### 4529902 Catalog Showrooms

Establishments primarily engaged in selling general lines of merchandise, such as jewelry, home furnishings, housewares, electronics, and sporting goods, from catalog displays of inventory at location.

### 4529903 Miscellaneous General Merchandise Stores

Establishments primarily engaged in selling limited lines of merchandise, such as apparel and accessories, dry goods, hardware, housewares, home furnishings, or a combination of auto and home products.

### 45299031 Miscellaneous General Merchandise Stores, Except Catalog Showrooms and Warehouse Clubs

Establishments primarily engaged in selling limited lines of merchandise, such as apparel and accessories, dry

goods, hardware, housewares, and home furnishings. Establishments known as country general stores are also included.

### 45299032 Other Auto and Home Supplies Stores

Establishments that sell a combination of auto and home products, such as tires, batteries, and accessories; household appliances; sporting goods; housewares; and hardware. These establishments differ from auto supplies stores in that although the largest sales of merchandise may be in lines of automotive supplies, parts, and accessories, a considerable amount of sales also are in nonautomotive lines.

## 453 Miscellaneous Store Retailers

Industries in the Miscellaneous Store Retailers subsector retail merchandise from fixed point-of-sale locations (except new or used motor vehicles and parts; new furniture and house furnishings; new appliances and electronic products; new building materials; and garden equipment and supplies; food and beverages; health and personal care goods; gasoline; new clothing and accessories; and new sporting goods, hobby goods, books, and music). Establishments in this subsector include stores with unique characteristics like florists, used merchandise stores, and pet and pet supply stores as well as other store retailers.

## 4531 Florists

This NAICS Industry Group includes establishments classified in the following NAICS Industry: 45311, Florists.

### 45311 Florists

This industry comprises establishments known as florists primarily engaged in retailing cut flowers, floral arrangements, and potted plants purchased from others. These establishments usually prepare the arrangements they sell.

### 453110 Florists

This U.S. industry comprises establishments known as florists primarily engaged in retailing cut flowers, floral arrangements, and potted plants purchased from others. These establishments usually prepare the arrangements they sell.

The data published with NAICS code 453110 are comprised of the following SIC industry:

5992 Florists

## 4532 Office Supplies, Stationery, and Gift Stores

This NAICS Industry Group includes establishments classified in the following NAICS Industries: 45321, Office Supplies and Stationary Stores; and 45322, Gift, Novelty, and Souvenir Stores.

### 45321 Office Supplies and Stationery Stores

This industry comprises establishments primarily engaged in one or more of the following: (1) retailing new stationery, school supplies, and office supplies; (2) selling a combination of new office equipment, furniture, and supplies; and (3) selling new office equipment, furniture, and supplies in combination with selling new computers.

### 453210 Office Supplies and Stationery Stores

This U.S. industry comprises establishments primarily engaged in one or more of the following: (1) retailing new stationery, school supplies, and office supplies; (2) selling a combination of new office equipment, furniture, and supplies; and (3) selling new office equipment, furniture, and supplies in combination with selling new computers.

The data published with NAICS code 453210 are comprised of these parts of the following SIC industries:

5049 (pt) School supplies stores (retail)

5112 (pt) Other office supplies stores (retail)

5943 (pt) Stationery stores

5943 (pt) Office supplies stores

### 4532101 Stationery Stores

Establishments primarily engaged in retailing stationery, such as paper and paper products, postcards, paper novelties, and scrapbooks. These establishments may also perform incidental printing and engraving.

### 4532102 Office Supplies Stores

Establishments primarily engaged in retailing a general line of office supplies, such as accounting and legal forms, blankbooks, and office forms and supplies. School and teacher supply stores are included in this classification.

### 45321021 Office Supplies Stores

Establishments primarily engaged in retailing a general line of office supplies, such as accounting and legal forms, blankbooks, and office forms and supplies. School and teacher supply stores are included in this classification.

### 45321022 School Supplies Stores (Retail)

Establishments primarily engaged in retailing a wide variety of school supplies, such as black boards, chalk, rulers, globes, wall maps, audio/video aids, computer aids, books, and teaching displays. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

### 45321023 Other Office Supplies Stores (Retail)

Establishments primarily engaged in retailing office supplies, such as computer and photocopy supplies, envelopes, typewriter and mimeograph paper, file cards and

folders, pens, and pencils. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

### 45322 Gift, Novelty, and Souvenir Stores

This industry comprises establishments primarily engaged in retailing new gifts, novelty merchandise, souvenirs, greeting cards, seasonal and holiday decorations, and curios.

### 453220 Gift, Novelty, and Souvenir Stores

This U.S. industry comprises establishments primarily engaged in retailing new gifts, novelty merchandise, souvenirs, greeting cards, seasonal and holiday decorations, and curios.

The data published with NAICS code 453220 are comprised of the following SIC industry:

5947 Gift, novelty, and souvenir shops

### 4533 Used Merchandise Stores

This NAICS Industry Group includes establishments classified in the following NAICS Industry: 45331, Used Merchandise Stores.

### 45331 Used Merchandise Stores

This industry comprises establishments primarily engaged in retailing used merchandise, antiques, and secondhand goods (except motor vehicles, such as automobiles, RVs, motorcycles, and boats; motor vehicle parts; tires; and mobile homes).

### 453310 Used Merchandise Stores

This U.S. industry comprises establishments primarily engaged in retailing used merchandise, antiques, and secondhand goods (except motor vehicles, such as automobiles, RVs, motorcycles, and boats; motor vehicle parts; tires; and mobile homes).

The data published with NAICS code 453310 are comprised of these parts of the following SIC industries:

5932 (pt) Antique stores

5932 (pt) Second-hand stores, except pawn shops

### 4533101 Antique Stores

Establishments primarily engaged in retailing antique furniture and home furnishings, antique glassware, rare books and manuscripts, and other antique objects of art.

### 4533102 Second-hand Stores, Except Pawn Shops

Establishments primarily engaged in retailing used merchandise, such as clothing, shoes, furniture, home furnishings, appliances, electronics, books (except rare), musical instruments, compact discs, tapes, records, lumber, and building materials.

### 4539 Other Miscellaneous Store Retailers

This industry group comprises establishments primarily engaged in retailing new miscellaneous specialty store merchandise (except motor vehicle and parts dealers; furniture and home furnishings stores; consumer-type electronics and appliance stores; building material and garden equipment and supplies dealers; food and beverage stores; health and personal care stores; gasoline stations; clothing and clothing accessories stores; sporting goods, hobby, book, and music stores; general merchandise stores; florists; office supplies, stationery, and gift stores; and used merchandise stores).

### 45391 Pet and Pet Supplies Stores

This industry comprises establishments primarily engaged in retailing pets, pet foods, and pet supplies.

### 453910 Pet and Pet Supplies Stores

This U.S. industry comprises establishments primarily engaged in retailing pets, pet foods, and pet supplies.

The data published with NAICS code 453910 are comprised of this part of the following SIC industry:

5999 (pt) Pet and pet supplies stores

### 45392 Art Dealers

This industry comprises establishments primarily engaged in retailing original and limited edition art works. Included in this industry are establishments primarily engaged in displaying works of art for retail sale in art galleries.

### 453920 Art Dealers

This U.S. industry comprises establishments primarily engaged in retailing original and limited edition art works. Included in this industry are establishments primarily engaged in displaying works of art for retail sale in art galleries.

The data published with NAICS code 453920 are comprised of this part of the following SIC industry:

5999 (pt) Art dealers

### 45393 Manufactured (Mobile) Home Dealers

This industry comprises establishments primarily engaged in retailing new and/or used manufactured homes (i.e., mobile homes), parts, and equipment.

### 453930 Manufactured (Mobile) Home Dealers

This U.S. industry comprises establishments primarily engaged in retailing new and/or used manufactured homes (i.e., mobile homes), parts, and equipment.

The data published with NAICS code 453930 are comprised of the following SIC industry:

5271 Mobile home dealers

### 45399 All Other Miscellaneous Store Retailers

This industry comprises establishments primarily engaged in retailing specialized lines of merchandise (except motor vehicle and parts dealers; furniture and home furnishings stores; electronic and appliance stores; building material and garden equipment and supplies dealers; food and beverage stores; health and personal care stores; gasoline stations; clothing and clothing accessories stores; sporting goods, hobby, book, and music stores; general merchandise stores; florists; office supplies, stationery and gift stores; used merchandise stores; pet and pet supplies; art dealers; and manufactured home (i.e., mobile home) dealers). This industry also includes establishments primarily engaged in retailing a general line of new and used merchandise on an auction basis.

### 453991 Tobacco Stores

This U.S. industry comprises establishments primarily engaged in retailing cigarettes, cigars, tobacco, pipes, and other smokers' supplies.

The data published with NAICS code 453991 are comprised of the following SIC industry:

5993 Tobacco stores and stands

### 453998 All Other Miscellaneous Store Retailers (Except Tobacco Stores)

This U.S. industry comprises establishments primarily engaged in retailing specialized lines of merchandise (except motor vehicle and parts dealers; furniture and home furnishings stores; electronic and appliance stores; building material and garden equipment and supplies dealers; food and beverage stores; health and personal care stores; gasoline stations; clothing and clothing accessories stores; sporting goods, hobby, book and music stores; general merchandise stores; florists; office supplies, stationery and gift stores; used merchandise stores; pet and pet supplies stores; art dealers; manufactured home (i.e., mobile homes) dealers; and tobacco stores). This industry also includes establishments primarily engaged in retailing a general line of new and used merchandise on an auction basis.

The data published with NAICS code 453998 are comprised of these parts of the following SIC industries:

5999 (pt) Collectors' items and supplies stores

5999 (pt) Trophy shops

5999 (pt) Other miscellaneous store retailers, n.e.c.

### 4539981 Collectors' Items and Supplies Stores

Establishments primarily engaged in retailing collectors' items and supplies, such as stamps, autographs, sports cards, and coins.

### 4539982 Trophy Shops

Establishments primarily engaged in retailing trophies, plaques, and other award items to individuals and teams. These establishments may perform incidental engraving.

### 4539983 Other Miscellaneous Store Retailers, N.E.C.

Establishments primarily engaged in retailing specialized lines, such as artists' supplies, party supplies, swimming pools (above ground) and supplies, monuments and tombstones, fireworks, and religious goods (except jewelry and books). Included are establishments primarily engaged in selling a general line of new and used merchandise on an auction basis.

### 454 Nonstore Retailers

Industries in the Nonstore Retailers subsector retail merchandise using methods, such as the broadcasting of infomercials, the broadcasting and publishing of direct-response advertising, the publishing of paper and electronic catalogues, door-to-door solicitation, in-home demonstration, selling from portable stalls and distribution through vending machines. Establishments in this subsector include mail-order houses, vending machine operators, home delivery sales, door-to-door sales, party plan sales, electronic shopping, and sales through portable stalls (e.g., street vendors, except food). Establishments engaged in the direct sale (i.e., nonstore) of products, such as home heating oil dealers, newspaper delivery are included in this subsector.

### 4541 Electronic Shopping and Mail-Order Houses

This NAICS Industry Group includes establishments classified in the following NAICS Industry: 45411, Electronic Shopping and Mail-Order Houses.

### 45411 Electronic Shopping and Mail-Order Houses

This industry comprises establishments primarily engaged in retailing all types of merchandise by means of mail or by electronic media, such as interactive television or computer. Included in this industry are establishments primarily engaged in retailing from catalogue showrooms of mail-order houses.

### 454110 Electronic Shopping and Mail-Order Houses

This U.S. industry comprises establishments primarily engaged in retailing all types of merchandise by means of mail or by electronic media, such as interactive television or computer. Included in this industry are establishments primarily engaged in retailing from catalogue showrooms of mail-order houses.

The data published with NAICS code 454110 are comprised of these parts of the following SIC industries:

5961 (pt) Mail-order houses, department store merchandise
5961 (pt) Mail-order houses, other general merchandise
5961 (pt) Mail-order houses, specialized merchandise
5961 (pt) Television order, home shopping

### 4541101 Mail-order Houses, Department Store Merchandise

Establishments primarily engaged as mail-order houses retailing all of the following lines of merchandise: furniture; home furnishings; appliances; radios and televisions; household linens and dry goods; and apparel. These establishments are affiliated with department store chains.

### 4541102 Mail-order Houses, Other General Merchandise

Establishments primarily engaged as mail-order houses selling a variety of merchandise and not affiliated with department store chains.

### 4541103 Mail-order Houses, Specialized Merchandise

Establishments primarily engaged as mail-order houses selling a single item or a group of related items such as foods; apparel and accessories; computers and computer software; appliances, televisions, audio equipment, furniture, floor coverings, kitchenware, and home furnishings; books and stationery; proprietary medicines; antiques; used merchandise; sporting goods; silverware; cigars and cigarettes; cameras and photographic equipment; gifts and novelties; optical goods; leather goods; artists' supplies; pet supplies; hobby equipment; and toys and games. Book and music clubs are included in this industry.

### 4541104 Television Order, Home Shopping

Establishments primarily engaged in selling merchandise through television shop-at-home programs. These establishments receive orders by phone and fill them by mail.

### 4542 Vending Machine Operators

This NAICS Industry Group includes establishments classified in the following NAICS Industry: 45421, Vending Machine Operators.

### 45421 Vending Machine Operators

This industry comprises establishments primarily engaged in retailing merchandise through vending machines that they service.

### 454210 Vending Machine Operators

This U.S. industry comprises establishments primarily engaged in retailing merchandise through vending machines that they service.

The data published with NAICS code 454210 are comprised of the following SIC industry:

5962 Automatic merchandising machine operators

### 4543 Direct Selling Establishments

This industry group comprises establishments primarily engaged in nonstore retailing (except electronic, mail-order, or vending machine sales). These establishments typically go to the customers' location rather than the customer coming to them (e.g., door-to-door sales, home parties). Examples of establishments in this industry are home delivery newspaper routes; home delivery of heating oil, liquefied petroleum (LP) gas, and other fuels; locker meat provisioners; frozen food and freezer plan providers; coffee break services providers; and bottled water or water softener services.

### 45431 Fuel Dealers

This industry comprises establishments primarily engaged in retailing heating oil, liquefied petroleum (LP) gas, and other fuels via direct selling.

### 454311 Heating Oil Dealers

This U.S. industry comprises establishments primarily engaged in retailing heating oil via direct selling.

The data published with NAICS code 454311 are comprised of these parts of the following SIC industries:

5171 (pt) Heating oil dealers (selling for consumption - retail)
5983 Fuel oil dealers

### 4543111 Heating Oil Dealers

Establishments primarily engaged in selling fuel oil. These establishments may also repair and service fuel oil heating equipment.

### 4543112 Heating Oil Dealers (Selling for Consumption - Retail)

Establishments primarily engaged in selling heating oil for consumption (end use). These establishments may also provide repair and maintenance services in conjunction with the sale. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

### 454312 Liquefied Petroleum Gas (Bottled Gas) Dealers

This U.S. industry comprises establishments primarily engaged in retailing liquefied petroleum (LP) gas via direct selling.

The data published with NAICS code 454312 are comprised of these parts of the following SIC industries:

5171 (pt) Liquefied petroleum dealers (selling for consumption retail)

5984 Liquefied petroleum gas (bottled gas) dealers

### 4543121 Liquefied Petroleum Gas (Bottled Gas) Dealers

Establishments primarily engaged in selling bottled or bulk liquefied petroleum (LP) gas.

### 4543122 Liquefied Petroleum Dealers (Selling for Consumption - Retail)

Establishments primarily engaged in selling liquefied petroleum gases for consumption (end use). These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

### 454319 Other Fuel Dealers

This U.S. industry comprises establishments primarily engaged in retailing fuels (except liquefied petroleum gas and heating oil) via direct selling.

The data published with NAICS code 454319 are comprised of the following SIC industry:

5989 Fuel dealers, not elsewhere classified

### 45439 Other Direct Selling Establishments

This industry comprises establishments primarily engaged in retailing merchandise (except food for immediate consumption and fuel) via direct sale to the customer by means, such as in-house sales (i.e., party plan merchandising), truck or wagon sales, and portable stalls (i.e., street vendors).

### 454390 Other Direct Selling Establishments

This U.S. industry comprises establishments primarily engaged in retailing merchandise (except food for immediate consumption and fuel) via direct sale to the customer by means, such as in-house sales (i.e., party plan merchandising), truck or wagon sales, and portable stalls (i.e., street vendors).

The data published with NAICS code 454390 are comprised of these parts of the following SIC industries:

5421 (pt) Freezer and locker meat provisioners

5963 (pt) Direct selling, furniture, home furnishings, electronics, and appliances

5963 (pt) Direct selling, videos, tapes, compact discs, and records

5963 (pt) Direct selling, books and magazines

5963 (pt) Direct selling, stationery

5963 (pt) Direct selling, newspapers

5963 (pt) Direct selling, cameras and photographic equipment

5963 (pt) Direct selling, all other merchandise

### 4543901 Direct Selling, Furniture, Home Furnishings, Electronics, and Appliances

Establishments primarily engaged in the direct selling of household appliances, furniture, floor coverings, draperies, curtains, china, glassware, kitchen utensils, cutlery, housewares, brooms and brushes, lamps, mirrors, pictures, window shades and blinds, radios, televisions, consumer electronics, and other home furnishings.

### 45439011 Direct Selling, Furniture, Home Furnishings, Electronics, and Appliances

Establishments primarily engaged in the direct selling of household appliances, furniture, floor coverings, draperies, curtains, china, glassware, kitchen utensils, cutlery, housewares, brooms and brushes, lamps, mirrors, pictures, window shades and blinds, radios, televisions, consumer electronics, and other home furnishings.

### 45439012 Direct Selling, Cameras and Photographic Equipment

Establishments primarily engaged in the direct selling of cameras and photographic equipment.

### 4543902 Direct Selling, Books, Periodicals, Videos, and Compact Discs

Establishments primarily engaged in the direct selling of books, periodicals, videos, and compact discs.

### 45439021 Direct Selling, Videos, Tapes, Compact Discs, and Records

Establishments primarily engaged in the direct selling of videos, tapes, compact discs, and records.

### 45439022 Direct Selling, Books and Magazines

Establishments primarily engaged in the direct selling of books, magazine subscriptions, and encyclopedias.

### 45439023 Direct Selling, Newspapers

Establishments primarily engaged in the direct selling of newspapers.

### 4543903 Direct Selling, Other Merchandise

Establishments primarily engaged in the direct selling of merchandise not elsewhere classified.

### 45439031 Direct Selling, Stationery

Establishments primarily engaged in the direct selling of stationery.

### 45439032 Freezer and Locker Meat Provisioners

Establishments primarily engaged in the retail sale, on a bulk basis, of meat for freezer storage and in providing home freezer meat plans.

### 45439033 Direct Selling, All Other Merchandise

Establishments primarily engaged in the direct selling of merchandise such as building materials; hardware; lawn and garden supplies; grocery items (except freezer meat and foods/beverages for immediate consumption); apparel and accessories; cosmetics; proprietary medicines; used merchandise; sporting goods; jewelry; tobacco products; gifts, novelties and souvenirs; optical goods; leather goods; hobby equipment; religious articles; greeting cards; toys and games; and bottled water and coffee supplies.

# Appendix C. Coverage and Methodology

## MAIL/NONMAIL UNIVERSE

For this sector, large- and medium-size firms, plus all firms known to operate more than one establishment, were sent questionnaires to be completed and returned to the Census Bureau by mail. For most very small firms, data from existing administrative records of other Federal agencies were used instead. These records provided basic information on location, kind of business, sales, payroll, number of employees, and legal form of organization.

Firms in the 1997 Economic Census were divided into the mail universe and nonmail universe. The coverage of and the method of obtaining census information from each are described below:

1. The mail universe consisted of firms for which information was obtained by means of a mail canvass and included:

   a. Large employers, i.e., all multiestablishment firms, and all employer firms with payroll above a specified cutoff. (The term "employers" refers to firms with one or more paid employees at any time during 1997 as shown in the active administrative records of other Federal agencies.)

   b. A sample of small employers, i.e., single-establishment firms with payroll below a specified cutoff in classifications for which specialized data precluded reliance solely on administrative records sources.

2. The nonmail universe consisted of firms that were not required to file a regular census return and included:

   a. Selected small employers, i.e., single-establishment firms with payroll below a specified cutoff. Although the payroll cutoff varied by kind of business, small employers in the nonmail universe generally included firms with less than 10 employees and represented about 10 percent of total sales of establishments covered in the census. Data on sales, payroll, and employment for small employers in the nonmail universe were derived or estimated from administrative records of other Federal agencies.

   b. All nonemployers, i.e., all firms with no paid employees during 1997. Sales information for these firms was obtained from administrative records of other Federal agencies. Although consisting of many firms, nonemployers accounted for less than 10-percent of total sales of all establishments covered in the census. The census included only those nonemployer firms which reported a sales volume of $1,000 or more during 1997. Establishments with no paid employees were excluded as in previous censuses. Data for nonemployers are not included in this report, but are released as part of the "Core Business Statistics Series."

## INDUSTRY CLASSIFICATION OF ESTABLISHMENTS

The classifications for all establishments in this sector were assigned in accordance with the 1997 North American Industry Classification System (NAICS) Manual, United States. NAICS is a common classification system developed by the United States, Canada, and Mexico. This system replaces the 1987 Standard Industrial Classification (SIC) that was used in previous censuses. Appendix A of the 1997 NAICS manual provides information on the comparability between the 1987 SIC and 1997 NAICS. More information on NAICS is available in the NAICS manual and at www.census.gov/naics.

The method of assigning classifications and the level of detail at which establishments were classified differed between the mail and nonmail universe as follows:

1. The mail universe. Establishments in the mail universe were classified on the basis of their self-designation, sales of merchandise lines, and other industry-specific inquiries.

2. The nonmail universe. Selected small employers were classified on the basis of the most current kind-of-business classification available from one of the Census Bureau's current sample surveys or the 1992 Economic Census. Otherwise, the classification was obtained from administrative records of other Federal agencies. If the census or administrative record classifications proved inadequate (none corresponded to a 1997 Economic Census classification in the detail required for employers), the firm was sent a brief inquiry requesting information necessary to assign a kind-of-business code.

Nonemployers were classified on the basis of information obtained from administrative records of other Federal agencies.

## RELIABILITY OF DATA

All data compiled for this sector are subject to nonsampling errors. Nonsampling errors can be attributed to many sources: inability to identify all cases in the actual universe; definition and classification difficulties; differences in the interpretation of questions; errors in recording or coding the data obtained; and other errors of collection, response, coverage, processing, and estimation for missing or misreported data.

Data presented in the Miscellaneous Subjects and the Merchandise Line Sales reports for this sector are subject to sampling errors as well as nonsampling errors. Specifically, these data are estimated based on information obtained from census questionnaires mailed to all large employers and to a sample of small employers in the universe. Sampling errors affect these estimates insofar as they may differ from results that would be obtained from a complete enumeration.

The accuracy of these tabulated data is determined by the joint effects of the various nonsampling errors or by the joint effects of sampling and nonsampling errors. No direct measurement of these effects has been obtained except for estimation for missing or misreported data; however, precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize the effects of nonsampling errors.

The Census Bureau obtains limited information extracted from administrative records of other Federal agencies. This information is used in conjunction with other information available to the Census Bureau to develop estimates for nonemployers, small employers, and other establishments for which responses were not received in time for publication.

## TREATMENT OF NONRESPONSE

Census report forms included two different types of inquiries, "basic" and "industry-specific." Data for the basic inquiries, which included location, kind of business or operation, sales, payroll, number of employees, and legal form of organization, were available from a combination of sources for all establishments. Data for industry-specific inquiries, tailored to the particular kinds of business or operation covered by the report, were available only from the establishments in the mail universe that completed the appropriate inquiries on the questionnaire.

Two methods were used to account for nonresponse to industry-specific inquiries. For some inquiries, missing data were imputed for individual records based on responses from similar establishments. For other inquiries, the total of reported data was expanded to represent 100 percent of the mail and nonmail employer universe. Data presented for industry-specific inquiries based on a December 31 reference date were expanded in direct relationship to total sales of only those establishments in business at the end of the year. Unless otherwise noted in specific reports, data for other industry-specific inquiries were expanded in direct relationship to total sales of all establishments included in the category. In a few cases, expansion on the basis of sales was not appropriate, and another basic data item was used as the basis for expansion.

All reports in which data were expanded to account for nonmail employers and nonrespondents include a coverage indicator for each publication category, which shows the sales of establishments responding to the industry-specific inquiry as a percent of total sales for all establishments for which data are shown. For some inquiries, coverage is determined by the ratio of total payroll or employment of establishments responding to the inquiry to total payroll or employment of all establishments in the category.

# Appendix D. Geographic Notes

**CALIFORNIA**

**Buellton** was incorporated in February 1992.

**Calabasas** was incorporated in April 1991, but this change was not submitted to the Census Bureau until November 1992.

**Grover Beach** name was changed from Grover City in December 1992.

**Industry** does not qualify as a "place" for the economic census based on its 1990 population but is included because of its dense concentration of economic activity.

**Malibu** was incorporated in March 1991, but this change was not submitted to the Census Bureau until January 1993.

**Shasta Lake** was incorporated in July 1993.

**Truckee** was incorporated in March 1993.

**Vernon** does not qualify as a "place" for the economic census based on its 1990 population but is included because of its dense concentration of economic activity.

**Windsor** was incorporated in July 1992.



U.S. Census Bureau, 1997 Economic Census

# Appendix E. Metropolitan Areas

**CALIFORNIA**

**Bakersfield, CA MSA**

Kern County, CA

**Chico—Paradise, CA MSA**

Butte County, CA

**Fresno, CA MSA**

Fresno County, CA

Madera County, CA

**Los Angeles—Riverside—Orange County, CA CMSA**

Los Angeles—Long Beach, CA PMSA

Los Angeles County, CA

Orange County, CA PMSA

Orange County, CA

Riverside—San Bernardino, CA PMSA

Riverside County, CA

San Bernardino County, CA

Ventura, CA PMSA

Ventura County, CA

**Los Angeles—Long Beach, CA PMSA**

Los Angeles County, CA

**Merced, CA MSA**

Merced County, CA

**Modesto, CA MSA**

Stanislaus County, CA

**Oakland, CA PMSA**

Alameda County, CA

Contra Costa County, CA

**Orange County, CA PMSA**

Orange County, CA

**Redding, CA MSA**

Shasta County, CA

**Riverside—San Bernardino, CA PMSA**

Riverside County, CA

San Bernardino County, CA

**Sacramento, CA PMSA**

El Dorado County, CA

Placer County, CA

Sacramento County, CA

**Sacramento—Yolo, CA CMSA**

Sacramento, CA PMSA

El Dorado County, CA

Placer County, CA

Sacramento County, CA

Yolo, CA PMSA

Yolo County, CA

**Salinas, CA MSA**

Monterey County, CA

**San Diego, CA MSA**

San Diego County, CA

**San Francisco, CA PMSA**

Marin County, CA

San Francisco County, CA

San Mateo County, CA

**San Francisco—Oakland—San Jose, CA CMSA**

Oakland, CA PMSA

Alameda County, CA

Contra Costa County, CA

San Francisco, CA PMSA

Marin County, CA

San Francisco County, CA

San Mateo County, CA

San Jose, CA PMSA

Santa Clara County, CA



U.S. Census Bureau, 1997 Economic Census

**San Francisco—Oakland—San Jose, CA CMSA**—Con.

Santa Cruz—Watsonville, CA PMSA

Santa Cruz County, CA

Santa Rosa, CA PMSA

Sonoma County, CA

Vallejo—Fairfield—Napa, CA PMSA

Napa County, CA

Solano County, CA

**San Jose, CA PMSA**

Santa Clara County, CA

**San Luis Obispo—Atascadero—Paso Robles, CA MSA**

San Luis Obispo County, CA

**Santa Barbara—Santa Maria—Lompoc, CA MSA**

Santa Barbara County, CA

**Santa Cruz—Watsonville, CA PMSA**

Santa Cruz County, CA

**Santa Rosa, CA PMSA**

Sonoma County, CA

**Stockton—Lodi, CA MSA**

San Joaquin County, CA

**Vallejo—Fairfield—Napa, CA PMSA**

Napa County, CA

Solano County, CA

**Ventura, CA PMSA**

Ventura County, CA

**Visalia—Tulare—Porterville, CA MSA**

Tulare County, CA

**Yolo, CA PMSA**

Yolo County, CA

**Yuba City, CA MSA**

Sutter County, CA

Yuba County, CA