

Economic-Wide Key Statistics for Monona County: 1997

| 1997 NAICS code | Meaning of 1997 NAICS code                              | Tax status indicator <sup>1</sup> | Type of operation <sup>2</sup> | Number of establishments | Value of sales, shipments, receipts, revenue, or business done (\$1,000) <sup>3</sup> | Annual payroll (\$1,000) <sup>3</sup> | Number of employees <sup>4</sup> |
|-----------------|---|-----------------------------------|--------------------------------|--------------------------|---|---------------------------------------|----------------------------------|
| 42              | Wholesale trade   |                                   | 0                              | 22                       | 88,145  | 4,255                                 | 159                              |
| 42              | Wholesale trade   |                                   | 10                             | 20                       | D   | D                                     | c                                |
| 42              | Wholesale trade   |                                   | 40                             | 2                        | D   | D                                     | a                                |
| 421             | Wholesale trade, durable goods                          |                                   | 0                              | 10                       | 18,943  | 1,703                                 | 72                               |
| 421             | Wholesale trade, durable goods                          |                                   | 10                             | 10                       | 18,943  | 1,703                                 | 72                               |
| 4218            | Machinery, equipment, & supplies whsle                  |                                   | 0                              | 8                        | D   | D                                     | b                                |
| 4218            | Machinery, equipment, & supplies whsle                  |                                   | 10                             | 8                        | D   | D                                     | b                                |
| 42182           | Farm & garden machinery & equipment whsle               |                                   | 0                              | 6                        | 16,572  | 1,318                                 | 49                               |
| 42182           | Farm & garden machinery & equipment whsle               |                                   | 10                             | 6                        | 16,572  | 1,318                                 | 49                               |
| 421820          | Farm & garden machinery & equipment whsle               |                                   | 0                              | 6                        | 16,572  | 1,318                                 | 49                               |
| 421820          | Farm & garden machinery & equipment whsle               |                                   | 10                             | 6                        | 16,572  | 1,318                                 | 49                               |
| 4218201         | Farm machinery & equipment - farm dealers               |                                   | 0                              | 6                        | 16,572  | 1,318                                 | 49                               |
| 4218201         | Farm machinery & equipment - farm dealers               |                                   | 10                             | 6                        | 16,572  | 1,318                                 | 49                               |
| 422             | Wholesale trade, nondurable goods                       |                                   | 0                              | 12                       | 69,202  | 2,552                                 | 87                               |
| 422             | Wholesale trade, nondurable goods                       |                                   | 10                             | 10                       | D   | D                                     | b                                |
| 4225            | Farm-product raw material whsle                         |                                   | 0                              | 9                        | D   | D                                     | b                                |
| 4225            | Farm-product raw material whsle                         |                                   | 10                             | 7                        | 57,333  | 2,292                                 | 69                               |
| 44-45           | Retail trade  |                                   |                                | 61                       | 95,360  | 8,390                                 | 576                              |
| 441             | Motor vehicle & parts dealers                           |                                   |                                | 9                        | 34,671  | 2,022                                 | 92                               |
| 443             | Electronics & appliance stores                          |                                   |                                | 1                        | D   | D                                     | a                                |
| 444             | Building material & garden equipment & supplies dealers |                                   |                                | 9                        | 18,283  | 2,669                                 | 117                              |
| 4441            | Building material & supplies dealers                    |                                   |                                | 6                        | D   | D                                     | b                                |
| 4442            | Lawn & garden equipment & supplies stores               |                                   |                                | 3                        | D   | D                                     | b                                |
| 44422           | Nursery & garden centers                                |                                   |                                | 3                        | D   | D                                     | b                                |
| 444220          | Nursery & garden centers                                |                                   |                                | 3                        | D   | D                                     | b                                |
| 445             | Food & beverage stores                                  |                                   |                                | 11                       | 11,753  | 1,102                                 | 122                              |
| 446             | Health & personal care stores                           |                                   |                                | 4                        | 6,804   | 921                                   | 47                               |
| 447             | Gasoline stations                                       |                                   |                                | 8                        | 14,801  | 901                                   | 100                              |
| 448             | Clothing & clothing accessories stores                  |                                   |                                | 3                        | 374   | 34                                    | 9                                |
| 452             | General merchandise stores                              |                                   |                                | 4                        | 6,843   | 566                                   | 65                               |
| 45299           | All other general merchandise stores                    |                                   |                                | 4                        | 6,843   | 566                                   | 65                               |
| 452990          | All other general merchandise stores                    |                                   |                                | 4                        | 6,843   | 566                                   | 65                               |
| 4529903         | Miscellaneous general merchandise stores                |                                   |                                | 4                        | 6,843   | 566                                   | 65                               |
| 453             | Miscellaneous store retailers                           |                                   |                                | 9                        | D   | D                                     | a                                |
| 45399           | All other miscellaneous store retailers                 |                                   |                                | 1                        | D   | D                                     | a                                |
| 454             | Nonstore retailers                                      |                                   |                                | 3                        | D   | D                                     | a                                |

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|-----------------|--|-----------------------------------|--------------------------------|--------------------------|---|---------------------------------------|----------------------------------|
| 53              | Real estate & rental & leasing                                 |                                   |                                | 6                        | 794   | 146                                   | 15                               |
| 531             | Real estate  |                                   |                                | 4                        | D   | D                                     | a                                |
| 532             | Rental & leasing services                                      |                                   |                                | 2                        | D   | D                                     | a                                |
| 54              | Professional, scientific, & technical services                 | T                                 |                                | 15                       | 3,453   | 1,058                                 | 53                               |
| 541             | Professional, scientific, & technical services                 | T                                 |                                | 15                       | 3,453   | 1,058                                 | 53                               |
| 56              | Administrative & support & waste management & remediation serv |                                   |                                | 7                        | 2,189   | 1,021                                 | 134                              |
| 561             | Administrative & support services                              |                                   |                                | 5                        | D   | D                                     | c                                |
| 61              | Educational services   | T                                 |                                | 1                        | D   | D                                     | a                                |
| 62              | Health care & social assistance                                | T                                 |                                | 17                       | 13,889  | 7,365                                 | 448                              |
| 621             | Ambulatory health care services                                | T                                 |                                | 13                       | D   | D                                     | b                                |
| 6211            | Offices of physicians  | T                                 |                                | 3                        | 3,901   | 2,562                                 | 59                               |
| 62111           | Offices of physicians  | T                                 |                                | 3                        | 3,901   | 2,562                                 | 59                               |
| 621111          | Offices of physicians (except mental health specialists)       | T                                 |                                | 3                        | 3,901   | 2,562                                 | 59                               |
| 623             | Nursing & residential care facilities                          | T                                 |                                | 3                        | 8,302   | 4,231                                 | 352                              |
| 71              | Arts, entertainment, & recreation                              | T                                 |                                | 2                        | D   | D                                     | b                                |
| 713             | Amusement, gambling, & recreation industries                   | T                                 |                                | 1                        | D   | D                                     | b                                |
| 72              | Accommodation & foodservices                                   |                                   |                                | 36                       | 6,403   | 1,620                                 | 267                              |
| 721             | Accommodation  |                                   |                                | 4                        | 681   | 155                                   | 28                               |
| 722             | Foodservices & drinking places                                 |                                   |                                | 32                       | 5,722   | 1,465                                 | 239                              |
| 81              | Other services (except public administration)                  | T                                 |                                | 21                       | 3,853   | 775                                   | 51                               |
| 811             | Repair & maintenance   | T                                 |                                | 11                       | 2,444   | 450                                   | 29                               |
| 8111            | Automotive repair & maintenance                                | T                                 |                                | 8                        | 1,635   | 275                                   | 19                               |
| 812             | Personal & laundry services                                    | T                                 |                                | 10                       | 1,409   | 325                                   | 22                               |

<sup>1</sup> Tax status indicator meaning

T: Taxable establishments

N: Non-taxable establishments

<sup>2</sup> Type of operation meaning

00: Wholesale trade

10: Merchant wholesalers

11: Wholesaler distributors and jobbers

12: Importers

13: Exporters

14: Own brand importer-marketers

<sup>3</sup> D: Withheld to avoid disclosing data of individual companies; data are included in higher level totals

<sup>3</sup> N: Not available or not comparable

<sup>3</sup> S: Withheld because estimate did not meet publication standards

<sup>3</sup> Z: Less than half the unit shown

<sup>4</sup> Number of employees

a: 0 - 19 employees

b: 20 - 99 employees

c: 100 - 249 employees

e: 250 - 499 employees

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|-----------------|----------------------------|-----------------------------------|--------------------------------|--------------------------|---|---------------------------------------|----------------------------------|

- 15: Terminal grain elevators
- 17: Country grain elevators
- 19: Assemblers of farm products, except country grain elevators
- 20: Manufacturers' sales branches and sales offices
- 21: Sales branches (with stock)
- 22: Sales offices (without stock)
- 40: Agents, brokers, and commission merchants
- 41: Auction companies
- 42: Brokers
- 43: Commission merchants
- 44: Import agents
- 45: Export agents
- 46: Manufacturers' agents

- f: 500 - 999 employees
- g: 1,000 - 2,499 employees
- h: 2,500 - 4,999 employees
- i: 5,000 - 9,999 employees
- j: 10,000 - 24,999 employees
- k: 25,000 - 49,999 employees
- l: 50,000 - 99,999 employees
- m: 100,000 or more employees
- p: 10 to 19 percent estimated
- q: 20 to 29 percent estimated
- r: Revised
- s: Sampling error exceeds 40 percent

Source: U.S. Bureau of the Census, 1997 Economic Census  
 Prepared By: State Library of Iowa, State Data Center Program, 800-248-4483,  
<http://www.silo.lib.ia.us/specialized-services/datacenter/index.html>