

Economic-Wide Key Statistics for Story County: 1997

1997 NAICS code	Meaning of 1997 NAICS code	Tax status indicator ¹	Type of operation ²	Number of establishments	Value of sales, shipments, receipts, revenue, or business done (\$1,000) ³	Annual payroll (\$1,000) ³	Number of employees ⁴
31-33	Manufacturing			75	988,576	108,387	3,577
323	Printing & related support activities			11	43,523	11,093	517
3231	Printing & related support activities			11	43,523	11,093	517
327	Nonmetallic mineral product mfg			5	D	D	f
3279	Other nonmetallic mineral product mfg			3	D	D	f
32791	Abrasive product mfg			1	D	D	f
327910	Abrasive product mfg			1	D	D	f
333	Machinery mfg			8	271,849	34,390	895
3339	Other general-purpose machinery mfg			1	D	D	f
33399	All other general-purpose machinery mfg			1	D	D	f
333996	Fluid power pump & motor mfg			1	D	D	f
42	Wholesale trade		0	95	321,198	21,722	772
42	Wholesale trade		10	85	267,213	18,798	679
42	Wholesale trade		20	4	D	D	b
42	Wholesale trade		40	6	D	D	b
421	Wholesale trade, durable goods		0	53	145,810	10,605	360
421	Wholesale trade, durable goods		10	45	D	D	e
421	Wholesale trade, durable goods		40	5	35,564	976	26
4211	Motor vehicle & motor vehicle parts & supplies whsle		0	2	D	D	b
4211	Motor vehicle & motor vehicle parts & supplies whsle		10	2	D	D	b
4217	Hardware, & plumbing & heating equipment & supplies whsle		0	4	D	D	b
4217	Hardware, & plumbing & heating equipment & supplies whsle		40	1	D	D	a
42172	Plumbing & heating equipment & supplies (hydronics) whsle		0	2	D	D	b
421720	Plumbing & heating equipment & supplies (hydronics) whsle		0	2	D	D	b
4218	Machinery, equipment, & supplies whsle		0	26	91,822	6,183	204
4218	Machinery, equipment, & supplies whsle		10	22	D	D	c
4218	Machinery, equipment, & supplies whsle		40	4	D	D	a
42182	Farm & garden machinery & equipment whsle		0	13	54,300	3,615	114
42182	Farm & garden machinery & equipment whsle		10	12	D	D	c
421820	Farm & garden machinery & equipment whsle		0	13	54,300	3,615	114
421820	Farm & garden machinery & equipment whsle		10	12	D	D	c
4218201	Farm machinery & equipment - farm dealers		0	9	D	D	c
4218201	Farm machinery & equipment - farm dealers		10	9	D	D	c
42183	Industrial machinery & equipment whsle		0	7	D	D	b
42183	Industrial machinery & equipment whsle		10	4	D	D	b
42183	Industrial machinery & equipment whsle		40	3	D	D	a
421830	Industrial machinery & equipment whsle		0	7	D	D	b

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421830	Industrial machinery & equipment whsle		10	4	D	D	b
421830	Industrial machinery & equipment whsle		40	3	D	D	a
4218304	Metalworking machinery & equipment whsle		0	4	D	D	b
4218304	Metalworking machinery & equipment whsle		10	2	D	D	b
4219	Miscellaneous durable goods whsle		0	7	D	D	b
4219	Miscellaneous durable goods whsle		10	7	D	D	b
42199	Other miscellaneous durable goods whsle		0	4	D	D	a
42199	Other miscellaneous durable goods whsle		10	4	D	D	a
421990	Other miscellaneous durable goods whsle		0	4	D	D	a
421990	Other miscellaneous durable goods whsle		10	4	D	D	a
422	Wholesale trade, nondurable goods		0	42	175,388	11,117	412
422	Wholesale trade, nondurable goods		10	40	D	D	e
4224	Grocery & related products whsle		0	6	D	D	c
4224	Grocery & related products whsle		10	5	D	D	b
42249	Other grocery & related products whsle		0	1	D	D	b
422490	Other grocery & related products whsle		0	1	D	D	b
4225	Farm-product raw material whsle		0	10	D	D	c
4225	Farm-product raw material whsle		10	10	D	D	c
42251	Grain & field bean whsle		0	8	119,241	4,743	159
42251	Grain & field bean whsle		10	8	119,241	4,743	159
422510	Grain & field bean whsle		0	8	119,241	4,743	159
422510	Grain & field bean whsle		10	8	119,241	4,743	159
4227	Petroleum & petroleum products whsle		0	2	D	D	a
4227	Petroleum & petroleum products whsle		10	2	D	D	a
4229	Miscellaneous nondurable goods whsle		0	15	D	D	b
4229	Miscellaneous nondurable goods whsle		10	14	9,693	1,872	61
42291	Farm supplies whsle		0	8	9,885	661	26
422910	Farm supplies whsle		0	8	9,885	661	26
44-45	Retail trade			359	631,310	65,820	4,729
441	Motor vehicle & parts dealers			38	162,495	15,066	552
4411	Automobile dealers			15	134,397	10,562	363
4412	Other motor vehicle dealers			5	8,403	730	38
44121	Recreational vehicle dealers			2	D	D	a
441210	Recreational vehicle dealers			2	D	D	a
44122	Motorcycle, boat, & other motor vehicle dealers			3	D	D	b
441221	Motorcycle dealers			3	D	D	b
4413	Automotive parts, accessories, & tire stores			18	19,695	3,774	151

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44131	Automotive parts & accessories stores			12	14,427	2,595	92
441310	Automotive parts & accessories stores			12	14,427	2,595	92
442	Furniture & home furnishings stores			16	15,550	2,941	141
4421	Furniture stores			7	11,365	1,948	88
44211	Furniture stores			7	11,365	1,948	88
442110	Furniture stores			7	11,365	1,948	88
4422	Home furnishings stores			9	4,185	993	53
44229	Other home furnishings stores			5	1,543	281	32
443	Electronics & appliance stores			17	10,191	2,207	115
4431	Electronics & appliance stores			17	10,191	2,207	115
44311	Appliance, television, & other electronics stores			11	5,450	1,267	80
443111	Household appliance stores			6	3,613	801	47
443112	Radio, television, & other electronics stores			5	1,837	466	33
44312	Computer & software stores			6	4,741	940	35
443120	Computer & software stores			6	4,741	940	35
444	Building material & garden equipment & supplies dealers			41	54,921	7,124	397
4441	Building material & supplies dealers			29	45,336	5,922	313
44419	Other building material dealers			18	38,431	4,800	223
444190	Other building material dealers			18	38,431	4,800	223
4442	Lawn & garden equipment & supplies stores			12	9,585	1,202	84
44422	Nursery & garden centers			8	7,255	729	39
444220	Nursery & garden centers			8	7,255	729	39
445	Food & beverage stores			30	107,582	10,308	889
4451	Grocery stores			23	104,838	10,077	851
44511	Supermarkets & other grocery (except convenience) stores			16	102,331	9,825	798
445110	Supermarkets & other grocery (except convenience) stores			16	102,331	9,825	798
4452	Specialty food stores			3	546	63	15
446	Health & personal care stores			27	22,786	3,254	227
4461	Health & personal care stores			27	22,786	3,254	227
44612	Cosmetics, beauty supplies, & perfume stores			4	D	D	a
446120	Cosmetics, beauty supplies, & perfume stores			4	D	D	a
44613	Optical goods stores			11	2,558	518	34
446130	Optical goods stores			11	2,558	518	34
44619	Other health & personal care stores			2	D	D	b
447	Gasoline stations			43	68,521	4,642	415
4471	Gasoline stations			43	68,521	4,642	415
44711	Gasoline stations with convenience stores			34	47,449	3,179	305

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447110	Gasoline stations with convenience stores			34	47,449	3,179	305
44719	Other gasoline stations			9	21,072	1,463	110
447190	Other gasoline stations			9	21,072	1,463	110
448	Clothing & clothing accessories stores			56	38,282	4,382	438
4481	Clothing stores			33	26,381	2,545	304
44813	Children's & infants' clothing stores			3	D	D	b
448130	Children's & infants' clothing stores			3	D	D	b
4482104	Family shoe stores			10	5,163	653	61
4482105	Athletic footwear stores			2	D	D	b
4483	Jewelry, luggage, & leather goods stores			10	4,469	790	46
44832	Luggage & leather goods stores			1	D	D	a
448320	Luggage & leather goods stores			1	D	D	a
451	Sporting goods, hobby, book, & music stores			25	16,029	1,877	209
4511	Sporting goods, hobby, & musical instrument stores			15	6,693	829	108
45113	Sewing, needlework, & piece goods stores			1	D	D	b
451130	Sewing, needlework, & piece goods stores			1	D	D	b
4512	Book, periodical, & music stores			10	9,336	1,048	101
45121	Book stores & news dealers			6	D	D	b
451211	Book stores			5	6,396	776	66
4512111	Book stores, general			3	D	D	b
4512112	Specialty book stores			1	D	D	a
4512113	College book stores			1	D	D	b
451212	News dealers & newsstands			1	D	D	a
45122	Prerecorded tape, compact disc, & record stores			4	D	D	b
451220	Prerecorded tape, compact disc, & record stores			4	D	D	b
452	General merchandise stores			10	D	D	g
4521	Department stores (excl leased depts)			6	98,708	9,404	883
45211	Department stores (excl leased depts)			6	98,708	9,404	883
452110	Department stores (excl leased depts)			6	98,708	9,404	883
4521102	Discount or mass merchandising dept stores (excl leased depts)			3	68,640	5,829	575
4521103	National chain department stores (excl leased depts)			2	D	D	c
45299	All other general merchandise stores			3	D	D	b
452990	All other general merchandise stores			3	D	D	b
453	Miscellaneous store retailers			45	D	D	c
4532	Office supplies, stationery, & gift stores			16	3,714	580	99
4539	Other miscellaneous store retailers			11	D	D	b
45391	Pet & pet supplies stores			2	D	D	a

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453910	Pet & pet supplies stores			2	D	D	a
45392	Art dealers			2	D	D	a
453920	Art dealers			2	D	D	a
45399	All other miscellaneous store retailers			6	1,769	333	25
454	Nonstore retailers			11	3,827	739	39
512	Motion picture & sound recording industries			7	D	D	b
5121	Motion picture & video industries			6	D	D	b
51213	Motion picture & video exhibition			5	D	D	b
513	Broadcasting & telecommunications			18	30,745	5,097	190
53	Real estate & rental & leasing			68	24,351	5,594	366
531	Real estate			54	20,191	4,757	276
5311	Lessors of real estate			27	10,100	1,180	80
53111	Lessors of residential buildings & dwellings			18	6,942	846	64
531110	Lessors of residential buildings & dwellings			18	6,942	846	64
5312	Offices of real estate agents & brokers			14	4,150	493	31
53121	Offices of real estate agents & brokers			14	4,150	493	31
531210	Offices of real estate agents & brokers			14	4,150	493	31
5313	Activities related to real estate			13	5,941	3,084	165
532	Rental & leasing services			13	D	D	b
5322	Consumer goods rental			10	D	D	b
54	Professional, scientific, & technical services	T		148	97,871	34,701	970
541	Professional, scientific, & technical services	T		148	97,871	34,701	970
5411	Legal services	T		30	6,137	1,880	98
54111	Offices of lawyers	T		27	5,163	1,391	72
541110	Offices of lawyers	T		27	5,163	1,391	72
5411101	Offices of lawyers (except legal aid societies)	T		27	5,163	1,391	72
5412	Accounting, tax return prep, bookkeeping, & payroll services	T		19	5,178	2,661	122
54121	Accounting, tax return prep, bookkeeping, & payroll services	T		19	5,178	2,661	122
541211	Offices of certified public accountants	T		10	D	D	b
5413	Architectural, engineering, & related services	T		31	14,823	6,483	157
54133	Engineering services	T		19	11,160	5,013	108
541330	Engineering services	T		19	11,160	5,013	108
5415	Computer systems design & related services	T		13	60,671	20,121	443
54151	Computer systems design & related services	T		13	60,671	20,121	443
541511	Custom computer programming services	T		5	D	D	e
541512	Computer systems design services	T		8	D	D	b
5416	Management, scientific, & technical consulting services	T		23	4,529	1,703	63

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5419	Other professional, scientific, & technical services	T		16	D	D	b
54192	Photographic services	T		13	D	D	b
541921	Photographic studios, portrait	T		12	D	D	b
56	Administrative & support & waste management & remediation serv			64	38,627	14,432	1,162
561	Administrative & support services			57	31,041	13,064	1,093
5614	Business support services			6	2,321	662	87
5615	Travel arrangement & reservation services			8	2,432	860	49
5617	Services to buildings & dwellings			22	3,341	1,180	136
56174	Carpet & upholstery cleaning services			5	D	D	b
561740	Carpet & upholstery cleaning services			5	D	D	b
5619	Other support services			8	3,542	819	41
562	Waste management & remediation services			7	7,586	1,368	69
5621	Waste collection			6	D	D	b
56211	Waste collection			6	D	D	b
61	Educational services	T		13	2,076	557	59
611	Educational services	T		13	2,076	557	59
6115	Technical & trade schools	T		1	D	D	a
61151	Technical & trade schools	T		1	D	D	a
611511	Cosmetology & barber schools	T		1	D	D	a
6116	Other schools & instruction	T		8	1,014	245	32
62	Health care & social assistance	T		91	88,001	47,162	1,545
621	Ambulatory health care services	T		64	79,479	42,623	1,124
6211	Offices of physicians	T		13	D	D	f
62111	Offices of physicians	T		13	D	D	f
621111	Offices of physicians (except mental health specialists)	T		13	D	D	f
6212	Offices of dentists	T		25	13,024	4,830	151
62121	Offices of dentists	T		25	13,024	4,830	151
621210	Offices of dentists	T		25	13,024	4,830	151
6213	Offices of other health practitioners	T		21	5,540	2,306	71
62131	Offices of chiropractors	T		11	2,053	532	27
621310	Offices of chiropractors	T		11	2,053	532	27
623	Nursing & residential care facilities	T		5	6,127	3,245	255
624	Social assistance	T		22	2,395	1,294	166
6244	Child day care services	T		21	D	D	c
62441	Child day care services	T		21	D	D	c
624410	Child day care services	T		21	D	D	c
71	Arts, entertainment, & recreation	T		19	9,698	2,790	298

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711	Performing arts, spectator sports, & related industries	T		4	D	D	c
7113	Promoters of performing arts, sports, & similar events	T		2	D	D	c
713	Amusement, gambling, & recreation industries	T		15	D	D	c
7139	Other amusement & recreation services	T		14	D	D	c
71394	Fitness & recreational sports centers	T		6	1,494	464	98
713940	Fitness & recreational sports centers	T		6	1,494	464	98
72	Accommodation & foodservices			202	89,081	24,520	3,598
721	Accommodation			47	20,195	4,817	502
72111	Hotels (except casino hotels) & motels			12	15,606	4,159	414
721110	Hotels (except casino hotels) & motels			12	15,606	4,159	414
7211103	Motels			6	D	D	c
7213	Rooming & boarding houses			31	4,366	627	82
72131	Rooming & boarding houses			31	4,366	627	82
721310	Rooming & boarding houses			31	4,366	627	82
722	Foodservices & drinking places			155	68,886	19,703	3,096
7222	Limited-service eating places			74	32,805	9,200	1,462
72221	Limited-service eating places			74	32,805	9,200	1,462
81	Other services (except public administration)	T		107	33,936	9,287	617
811	Repair & maintenance	T		59	24,486	6,104	313
8111	Automotive repair & maintenance	T		48	15,855	4,184	224
81111	Automotive mechanical & electrical repair & maintenance	T		26	7,086	1,799	87
811111	General automotive repair	T		22	5,253	1,297	66
81112	Automotive body, paint, interior, & glass repair	T		16	6,820	1,977	106
811121	Automotive body, paint, & interior repair & maintenance	T		15	D	D	c
8111211	Paint or body repair shops	T		13	6,071	1,787	96
81119	Other automotive repair & maintenance	T		6	1,949	408	31
8113	Commercial & industrial machinery & equip (exc auto & electr) R&M	T		5	7,875	1,728	68
81131	Commercial & industrial machinery & equip (exc auto & electr) R&M	T		5	7,875	1,728	68
811310	Commercial & industrial machinery & equip (exc auto & electr) R&M	T		5	7,875	1,728	68
8114	Personal & household goods repair & maintenance	T		6	756	192	21
812	Personal & laundry services	T		48	9,450	3,183	304
8121	Personal care services	T		28	4,246	1,776	157
81211	Hair, nail, & skin care services	T		26	D	D	c
812112	Beauty shops	T		26	D	D	c
8123	Drycleaning & laundry services	T		13	2,671	845	107
81231	Coin-operated laundries & drycleaners	T		4	775	188	21
812310	Coin-operated laundries & drycleaners	T		4	775	188	21

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8123102	Coin-operated laundries & drycleaning stores	T		4	775	188	21
81232	Drycleaning & laundry services (except coin-operated)	T		9	1,896	657	86
812320	Drycleaning & laundry services (except coin-operated)	T		9	1,896	657	86
8123202	Drycleaning plants	T		8	D	D	b

¹ Tax status indicator meaning

T: Taxable establishments
N: Non-taxable establishments

² Type of operation meaning

00: Wholesale trade
10: Merchant wholesalers
11: Wholesaler distributors and jobbers
12: Importers
13: Exporters
14: Own brand importer-marketers
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

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

³ N: Not available or not comparable

³ S: Withheld because estimate did not meet publication standards

³ Z: Less than half the unit shown

⁴ Number of employees

a: 0 - 19 employees
b: 20 - 99 employees
c: 100 - 249 employees
e: 250 - 499 employees
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

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<http://www.silo.lib.ia.us/specialized-services/datacenter/index.html>