

Economic-Wide Key Statistics for Iowa City, Iowa: 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			48	2,339,244	102,742	2,945
323	Printing & related support activities			10	D	D	f
3231	Printing & related support activities			10	D	D	f
32311	Printing			10	D	D	f
325	Chemical mfg			1	D	D	f
3256	Soap, cleaning compound, & toilet preparation mfg			1	D	D	f
32562	Toilet preparation mfg			1	D	D	f
325620	Toilet preparation mfg			1	D	D	f
326	Plastics & rubber products mfg			2	D	D	f
3261	Plastics product mfg			2	D	D	f
32615	Urethane & other foam product (except polystyrene) mfg			1	D	D	f
326150	Urethane & other foam product (except polystyrene) mfg			1	D	D	f
42	Wholesale trade		0	38	D	D	e
42	Wholesale trade		10	32	D	D	e
42	Wholesale trade		20	3	D	D	a
42	Wholesale trade		40	3	D	D	a
421	Wholesale trade, durable goods		0	21	D	D	c
421	Wholesale trade, durable goods		10	16	D	D	c
421	Wholesale trade, durable goods		40	3	D	D	a
4214	Professional & commercial equipment & supplies whsle		0	2	D	D	b
4214	Professional & commercial equipment & supplies whsle		10	2	D	D	b
4216	Electrical goods whsle		0	5	D	D	b
4216	Electrical goods whsle		40	1	D	D	a
42161	Electrical apparatus & equip, wiring supp, & const material whsle		0	3	D	D	a
4217	Hardware, & plumbing & heating equipment & supplies whsle		0	3	D	D	b
4217	Hardware, & plumbing & heating equipment & supplies whsle		10	3	D	D	b
4219	Miscellaneous durable goods whsle		0	4	D	D	b
4219	Miscellaneous durable goods whsle		10	4	D	D	b
422	Wholesale trade, nondurable goods		0	17	D	D	b
422	Wholesale trade, nondurable goods		10	16	D	D	b
4225	Farm-product raw material whsle		0	3	D	D	b
4225	Farm-product raw material whsle		10	3	D	D	b
44-45	Retail trade			333	775,216	79,797	5,448
441	Motor vehicle & parts dealers			28	199,168	16,244	572
4411	Automobile dealers			11	178,802	12,891	408
44111	New car dealers			9	D	D	e
441110	New car dealers			9	D	D	e
44112	Other motor vehicle dealers			3	D	D	b
441122	Motorcycle, boat, & other motor vehicle dealers			3	D	D	b
441221	Motorcycle dealers			2	D	D	a
441222	Boat dealers			1	D	D	a
4413	Automotive parts, accessories, & tire stores			14	D	D	c
44131	Automotive parts & accessories stores			9	8,003	1,289	69
441310	Automotive parts & accessories stores			9	8,003	1,289	69
44132	Tire dealers			5	D	D	b
441320	Tire dealers			5	D	D	b
442	Furniture & home furnishings stores			19	6,052	918	85
4421	Furniture stores			6	2,053	162	26
44211	Furniture stores			6	2,053	162	26
442110	Furniture stores			6	2,053	162	26
4422	Home furnishings stores			13	3,999	756	59
44229	Other home furnishings stores			7	D	D	b
443	Electronics & appliance stores			19	41,025	3,147	236
4431	Electronics & appliance stores			19	41,025	3,147	236
44311	Appliance, television, & other electronics stores			12	D	D	c
443111	Household appliance stores			4	D	D	b
443112	Radio, television, & other electronics stores			8	D	D	c
44312	Computer & software stores			5	D	D	a
443120	Computer & software stores			5	D	D	a
44313	Camera & photographic supplies stores			2	D	D	b
443130	Camera & photographic supplies stores			2	D	D	b
444	Building material & garden equipment & supplies dealers			26	67,812	7,840	420
4441	Building material & supplies dealers			19	D	D	e
44411	Home centers			1	D	D	c
444110	Home centers			1	D	D	c
44412	Paint & wallpaper stores			4	D	D	b
444120	Paint & wallpaper stores			4	D	D	b
44413	Hardware stores			3	D	D	b
444130	Hardware stores			3	D	D	b
44419	Other building material dealers			11	D	D	c
444190	Other building material dealers			11	D	D	c

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4442	Lawn & garden equipment & supplies stores			7	D	D	c
44422	Nursery & garden centers			4	D	D	b
444220	Nursery & garden centers			4	D	D	b
445	Food & beverage stores			20	139,031	15,989	1,261
4451	Grocery stores			17	D	D	g
44511	Supermarkets & other grocery (except convenience) stores			16	138,475	15,924	1,249
445110	Supermarkets & other grocery (except convenience) stores			16	138,475	15,924	1,249
446	Health & personal care stores			24	37,118	5,516	319
4461	Health & personal care stores			24	37,118	5,516	319
44611	Pharmacies & drug stores			10	28,788	3,586	214
446110	Pharmacies & drug stores			10	28,788	3,586	214
4461101	Pharmacies & drug stores			9	D	D	c
4461102	Proprietary stores			1	D	D	a
44612	Cosmetics, beauty supplies, & perfume stores			5	D	D	b
446120	Cosmetics, beauty supplies, & perfume stores			5	D	D	b
44613	Optical goods stores			5	2,222	554	25
446130	Optical goods stores			5	2,222	554	25
44619	Other health & personal care stores			4	D	D	b
446199	All other health & personal care stores			3	D	D	b
447	Gasoline stations			28	45,589	3,512	254
4471	Gasoline stations			28	45,589	3,512	254
44711	Gasoline stations with convenience stores			20	D	D	c
447110	Gasoline stations with convenience stores			20	D	D	c
448	Clothing & clothing accessories stores			63	47,353	6,094	561
4481	Clothing stores			37	31,265	3,936	371
44814	Family clothing stores			12	D	D	c
448140	Family clothing stores			12	D	D	c
44815	Clothing accessories stores			4	D	D	a
448150	Clothing accessories stores			4	D	D	a
44819	Other clothing stores			3	D	D	b
448190	Other clothing stores			3	D	D	b
4482	Shoe stores			12	6,739	768	87
44821	Shoe stores			12	6,739	768	87
448210	Shoe stores			12	6,739	768	87
4482102	Women's shoe stores			1	D	D	a
4482104	Family shoe stores			8	3,434	463	53
4482105	Athletic footwear stores			3	D	D	b
4483	Jewelry, luggage, & leather goods stores			14	9,349	1,390	103
44831	Jewelry stores			13	D	D	b
448310	Jewelry stores			13	D	D	b
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			39	30,019	4,021	411
4511	Sporting goods, hobby, & musical instrument stores			22	D	D	c
45111	Sporting goods stores			11	D	D	c
451110	Sporting goods stores			11	D	D	c
4511101	General-line sporting goods stores			3	3,772	495	47
4511102	Specialty-line sporting goods stores			8	D	D	b
45112	Hobby, toy, & game stores			6	D	D	b
451120	Hobby, toy, & game stores			6	D	D	b
45113	Sewing, needlework, & piece goods stores			3	D	D	b
451130	Sewing, needlework, & piece goods stores			3	D	D	b
4512	Book, periodical, & music stores			17	D	D	c
45121	Book stores & news dealers			7	D	D	c
451211	Book stores			6	D	D	c
4512111	Book stores, general			4	D	D	b
4512113	College book stores			1	D	D	b
451212	News dealers & newsstands			1	D	D	a
45122	Prerecorded tape, compact disc, & record stores			10	3,338	386	45
451220	Prerecorded tape, compact disc, & record stores			10	3,338	386	45
452	General merchandise stores			8	D	D	f
4521	Department stores (excl leased depts)			6	D	D	f
45210009	Department stores (incl leased depts) ##			6	D	N	N
45211	Department stores (excl leased depts)			6	D	D	f
452110	Department stores (excl leased depts)			6	D	D	f
45211009	Department stores (incl leased depts) ##			6	D	N	N
4521102	Discount or mass merchandising dept stores (excl leased depts)			3	D	D	f
4521103	National chain department stores (excl leased depts)			2	D	D	c
45299	All other general merchandise stores			2	D	D	b
452990	All other general merchandise stores			2	D	D	b
4529903	Miscellaneous general merchandise stores			2	D	D	b

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453	Miscellaneous store retailers			46	D	D	e
4531	Florists			5	1,896	378	48
45311	Florists			5	1,896	378	48
453110	Florists			5	1,896	378	48
4532	Office supplies, stationery, & gift stores			18	D	D	c
45321	Office supplies & stationery stores			4	D	D	a
453210	Office supplies & stationery stores			4	D	D	a
4532102	Office supplies stores			4	D	D	a
45322	Gift, novelty, & souvenir stores			14	D	D	c
453220	Gift, novelty, & souvenir stores			14	D	D	c
4533	Used merchandise stores			14	D	D	b
45331	Used merchandise stores			14	D	D	b
453310	Used merchandise stores			14	D	D	b
4539	Other miscellaneous store retailers			9	D	D	b
45391	Pet & pet supplies stores			2	D	D	a
453910	Pet & pet supplies stores			2	D	D	a
45392	Art dealers			1	D	D	a
453920	Art dealers			1	D	D	a
45393	Manufactured (mobile) home dealers			1	D	D	a
453930	Manufactured (mobile) home dealers			1	D	D	a
45399	All other miscellaneous store retailers			5	D	D	a
454	Nonstore retailers			13	37,865	3,778	136
4541	Electronic shopping & mail-order houses			7	D	D	c
45411	Electronic shopping & mail-order houses			7	D	D	c
454110	Electronic shopping & mail-order houses			7	D	D	c
45439	Other direct selling establishments			3	D	D	b
454390	Other direct selling establishments			3	D	D	b
512	Motion picture & sound recording industries			4	D	D	b
5121	Motion picture & video industries			3	D	D	b
51213	Motion picture & video exhibition			3	D	D	b
513	Broadcasting & telecommunications			10	D	D	c
514	Information services & data processing services			8	D	D	f
5142	Data processing services			6	D	D	f
51421	Data processing services			6	D	D	f
514210	Data processing services			6	D	D	f
53	Real estate & rental & leasing			89	50,277	7,796	438
531	Real estate			67	39,300	5,687	279
5311	Lessors of real estate			30	D	D	c
53111	Lessors of residential buildings & dwellings			18	10,282	1,086	83
531110	Lessors of residential buildings & dwellings			18	10,282	1,086	83
5312	Offices of real estate agents & brokers			18	15,301	1,155	53
53121	Offices of real estate agents & brokers			18	15,301	1,155	53
531210	Offices of real estate agents & brokers			18	15,301	1,155	53
5313	Activities related to real estate			19	D	D	c
53131	Real estate property managers			14	D	D	b
531311	Residential property managers			12	D	D	b
532	Rental & leasing services			22	10,977	2,109	159
5322	Consumer goods rental			12	D	D	b
53223	Video tape & disk rental			10	2,496	546	74
532230	Video tape & disk rental			10	2,496	546	74
54	Professional, scientific, & technical services	T		125	62,185	20,995	761
541	Professional, scientific, & technical services	T		125	62,185	20,995	761
5411	Legal services	T		46	D	D	c
54111	Offices of lawyers	T		42	D	D	c
541110	Offices of lawyers	T		42	D	D	c
5411101	Offices of lawyers (except legal aid societies)	T		42	D	D	c
54119	Other legal services	T		4	2,822	1,353	43
541191	Title abstract & settlement offices	T		4	2,822	1,353	43
5412	Accounting, tax return prep, bookkeeping, & payroll services	T		16	8,732	2,902	162
54121	Accounting, tax return prep, bookkeeping, & payroll services	T		16	8,732	2,902	162
541211	Offices of certified public accountants	T		8	6,594	2,226	73
541213	Tax return preparation services	T		2	D	D	b
5413	Architectural, engineering, & related services	T		19	17,362	7,259	196
54131	Architectural services	T		8	D	D	b
541310	Architectural services	T		8	D	D	b
54133	Engineering services	T		10	D	D	c
541330	Engineering services	T		10	D	D	c
5414	Specialized design services	T		7	D	D	a
54143	Graphic design services	T		6	D	D	a
541430	Graphic design services	T		6	D	D	a
5415	Computer systems design & related services	T		13	6,376	2,591	67

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54151	Computer systems design & related services	T		13	6,376	2,591	67
5416	Management, scientific, & technical consulting services	T		11	D	D	b
5418	Advertising & related services	T		5	2,512	1,165	35
56	Administrative & support & waste management & remediation serv			59	34,067	18,320	1,437
561	Administrative & support services			58	D	D	g
5613	Employment services			6	12,930	9,744	841
56132	Temporary help services			6	12,930	9,744	841
561320	Temporary help services			6	12,930	9,744	841
5614	Business support services			9	D	D	c
56143	Business service centers			5	D	D	b
5615	Travel arrangement & reservation services			11	D	D	b
56151	Travel agencies			10	D	D	b
561510	Travel agencies			10	D	D	b
5616	Investigation & security services			6	1,772	1,090	84
56161	Investigation, guard, & armored car services			6	1,772	1,090	84
5617	Services to buildings & dwellings			19	D	D	c
61	Educational services	T		12	10,315	1,376	73
611	Educational services	T		12	10,315	1,376	73
6115	Technical & trade schools	T		2	D	D	a
61151	Technical & trade schools	T		2	D	D	a
611511	Cosmetology & barber schools	T		1	D	D	a
6116	Other schools & instruction	T		7	989	234	29
6117	Educational support services	T		1	D	D	b
61171	Educational support services	T		1	D	D	b
611710	Educational support services	T		1	D	D	b
62	Health care & social assistance	T		124	76,674	30,625	1,312
621	Ambulatory health care services	T		106	70,992	27,722	970
6211	Offices of physicians	T		37	43,450	17,794	376
62111	Offices of physicians	T		37	43,450	17,794	376
621111	Offices of physicians (except mental health specialists)	T		30	42,191	17,343	354
6212	Offices of dentists	T		31	12,525	4,127	171
62121	Offices of dentists	T		31	12,525	4,127	171
621210	Offices of dentists	T		31	12,525	4,127	171
6213	Offices of other health practitioners	T		29	D	D	c
62132	Offices of optometrists	T		6	3,333	1,288	52
621320	Offices of optometrists	T		6	3,333	1,288	52
62133	Offices of mental health practitioners (except physicians)	T		8	D	D	b
621330	Offices of mental health practitioners (except physicians)	T		8	D	D	b
62134	Offices of physical, occup, & speech therapists & audiologists	T		3	D	D	b
621340	Offices of physical, occup, & speech therapists & audiologists	T		3	D	D	b
623	Nursing & residential care facilities	T		1	D	D	b
624	Social assistance	T		17	D	D	e
6244	Child day care services	T		14	D	D	e
62441	Child day care services	T		14	D	D	e
624410	Child day care services	T		14	D	D	e
71	Arts, entertainment, & recreation	T		20	5,977	1,702	213
713	Amusement, gambling, & recreation industries	T		15	5,665	1,627	209
7139	Other amusement & recreation services	T		12	D	D	c
71394	Fitness & recreational sports centers	T		8	3,543	1,204	162
713940	Fitness & recreational sports centers	T		8	3,543	1,204	162
72	Accommodation & foodservices			178	89,167	25,494	3,743
721	Accommodation			30	14,467	3,372	408
72111	Hotels (except casino hotels) & motels			5	D	D	e
721110	Hotels (except casino hotels) & motels			5	D	D	e
7211104	Motor hotels			1	D	D	c
7213	Rooming & boarding houses			25	D	D	b
72131	Rooming & boarding houses			25	D	D	b
721310	Rooming & boarding houses			25	D	D	b
722	Foodservices & drinking places			148	74,700	22,122	3,335
7221	Full-service restaurants			51	31,611	10,856	1,663
72211	Full-service restaurants			51	31,611	10,856	1,663
722110	Full-service restaurants			51	31,611	10,856	1,663
7222	Limited-service eating places			67	33,455	9,096	1,297
72221	Limited-service eating places			67	33,455	9,096	1,297
722211	Limited-service restaurants			45	27,971	7,579	1,056
722213	Snack & nonalcoholic beverage bars			22	5,484	1,517	241
7223	Special foodservices			5	D	D	b
7224	Drinking places (alcoholic beverages)			25	D	D	e
72241	Drinking places (alcoholic beverages)			25	D	D	e
722410	Drinking places (alcoholic beverages)			25	D	D	e
81	Other services (except public administration)	T		104	32,436	9,591	569

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811	Repair & maintenance	T		54	20,946	5,470	254
8111	Automotive repair & maintenance	T		37	16,397	4,612	199
81111	Automotive mechanical & electrical repair & maintenance	T		22	D	D	c
811111	General automotive repair	T		17	D	D	b
811112	Automotive exhaust system repair	T		3	D	D	b
81112	Automotive body, paint, interior, & glass repair	T		8	6,809	1,705	71
811121	Automotive body, paint, & interior repair & maintenance	T		8	6,809	1,705	71
8111211	Paint or body repair shops	T		7	D	D	b
8112	Electronic & precision equipment repair & maintenance	T		6	D	D	a
81121	Electronic & precision equipment repair & maintenance	T		6	D	D	a
8114	Personal & household goods repair & maintenance	T		9	D	D	b
812	Personal & laundry services	T		50	11,490	4,121	315
8121	Personal care services	T		38	6,747	2,648	206
81211	Hair, nail, & skin care services	T		34	6,345	2,548	179
812111	Barber shops	T		2	D	D	a
812112	Beauty shops	T		30	D	D	c
8122	Death care services	T		4	D	D	b
8123	Drycleaning & laundry services	T		6	D	D	b
81231	Coin-operated laundries & drycleaners	T		3	878	228	24
812310	Coin-operated laundries & drycleaners	T		3	878	228	24
8123102	Coin-operated laundries & drycleaning stores	T		3	878	228	24

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
Prepared By: State Library of Iowa, State Data Center Program, 800-248-4483,
<http://www.silo.lib.ia.us/specialized-services/datacenter/index.html>