

Economy-Wide Key Statistics for Story County: 2002

(Note: In Excel, to view other years, select the tabs at the bottom of the page)

| NAICS Industry Code | Industry Description | Number of Establishments | Sales/Shipments/ Receipts/Revenue (\$1,000) | Annual Payroll (\$1,000) | Number of Employees |
|---------------------|---|--------------------------|---|--------------------------|---------------------|
| 31-33 | Manufacturing | 69 | 1,023,889 | 148,524 | 3,753 |
| 327 | Nonmetallic mineral product manufacturing | 3 | D | D | 500-999 |
| 333 | Machinery manufacturing | 6 | 194,383 | 38,858 | 789 |
| 3339 | Other general purpose machinery manufacturing | 3 | D | D | 500-999 |
| 33399 | All other general purpose machinery manufacturing | 3 | D | D | 500-999 |
| 333996 | Fluid power pump and motor manufacturing | 1 | D | D | 500-999 |
| 42 | Wholesale trade | 80 | 374,102 | 28,332 | 860 |
| 423 | Durable goods merchant wholesalers | 43 | D | D | 500-999 |
| 4231 | Motor vehicle and motor vehicle parts and supplies merchant wholesalers | 6 | D | D | 100-249 |
| 42311 | Automobile and other motor vehicle merchant wholesalers | 1 | D | D | 100-249 |
| 423110 | Automobile and other motor vehicle merchant wholesalers | 1 | D | D | 100-249 |
| 4238 | Machinery, equipment, and supplies merchant wholesalers | 16 | D | D | 100-249 |
| 42382 | Farm and garden machinery and equipment merchant wholesalers | 10 | D | D | 100-249 |
| 423820 | Farm and garden machinery and equipment merchant wholesalers | 10 | D | D | 100-249 |
| 4239 | Miscellaneous durable goods merchant wholesalers | 4 | D | D | 0-19 |
| 424 | Nondurable goods merchant wholesalers | 31 | D | D | 250-499 |
| 4245 | Farm product raw material merchant wholesalers | 9 | D | D | 100-249 |
| 4247 | Petroleum and petroleum products merchant wholesalers | 1 | D | D | 0-19 |
| 4249 | Miscellaneous nondurable goods merchant wholesalers | 12 | D | D | 20-99 |
| 42499 | Other miscellaneous nondurable goods merchant wholesalers | 6 | D | D | 20-99 |
| 424990 | Other miscellaneous nondurable goods merchant wholesalers | 6 | D | D | 20-99 |
| 425 | Wholesale electronic markets and agents and brokers | 6 | D | D | 0-19 |
| 4251 | Wholesale electronic markets and agents and brokers | 6 | D | D | 0-19 |
| 42512 | Wholesale trade agents and brokers | 6 | D | D | 0-19 |
| 425120 | Wholesale trade agents and brokers | 6 | D | D | 0-19 |
| 441 | Motor vehicle and parts dealers | 34 | 207,235 | 16,935 | 562 |
| 4411 | Automobile dealers | 13 | D | D | 250-499 |
| 4412 | Other motor vehicle dealers | 6 | 18,502 | 1,477 | 51 |
| 44121 | Recreational vehicle dealers | 2 | D | D | 0-19 |
| 441210 | Recreational vehicle dealers | 2 | D | D | 0-19 |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 4 | D | D | 20-99 |
| 441221 | Motorcycle dealers | 4 | D | D | 20-99 |
| 4413 | Automotive parts, accessories, and tire stores | 15 | D | D | 100-249 |
| 44131 | Automotive parts and accessories stores | 9 | D | D | 20-99 |
| 441310 | Automotive parts and accessories stores | 9 | D | D | 20-99 |
| 442 | Furniture and home furnishings stores | 16 | D | D | 20-99 |
| 4421 | Furniture stores | 6 | D | D | 20-99 |
| 44211 | Furniture stores | 6 | D | D | 20-99 |
| 442110 | Furniture stores | 6 | D | D | 20-99 |
| 4422 | Home furnishings stores | 10 | D | D | 20-99 |
| 443 | Electronics and appliance stores | 16 | 11,154 | 2,001 | 120 |
| 4431 | Electronics and appliance stores | 16 | 11,154 | 2,001 | 120 |
| 44311 | Appliance, television, and other electronics stores | 12 | D | D | 20-99 |
| 443112 | Radio, television, and other electronics stores | 6 | 4,303 | 742 | 41 |
| 44312 | Computer and software stores | 3 | D | D | 20-99 |
| 443120 | Computer and software stores | 3 | D | D | 20-99 |
| 444 | Building material and garden equipment and supplies dealers | 38 | 93,673 | 9,524 | 399 |
| 4441 | Building material and supplies dealers | 29 | 79,531 | 7,874 | 349 |
| 44411 | Home centers | 1 | D | D | 100-249 |
| 444110 | Home centers | 1 | D | D | 100-249 |
| 44419 | Other building material dealers | 18 | 29,768 | 3,954 | 138 |
| 444190 | Other building material dealers | 18 | 29,768 | 3,954 | 138 |
| 4442 | Lawn and garden equipment and supplies stores | 9 | 14,142 | 1,650 | 50 |
| 44421 | Outdoor power equipment stores | 3 | D | D | 0-19 |
| 444210 | Outdoor power equipment stores | 3 | D | D | 0-19 |
| 44422 | Nursery, garden center, and farm supply stores | 6 | D | D | 20-99 |
| 444220 | Nursery, garden center, and farm supply stores | 6 | D | D | 20-99 |
| 44-45 | Retail trade | 339 | 799,934 | 78,405 | 4,643 |
| 445 | Food and beverage stores | 25 | 96,840 | 10,573 | 731 |
| 4451 | Grocery stores | 15 | D | D | 500-999 |
| 44511 | Supermarkets and other grocery (except convenience) stores | 12 | D | D | 500-999 |
| 445110 | Supermarkets and other grocery (except convenience) stores | 12 | D | D | 500-999 |
| 4452 | Specialty food stores | 7 | D | D | 20-99 |
| 446 | Health and personal care stores | 20 | 30,291 | 4,033 | 236 |
| 4461 | Health and personal care stores | 20 | 30,291 | 4,033 | 236 |
| 44612 | Cosmetics, beauty supplies, and perfume stores | 4 | 2,317 | 324 | 40 |
| 446120 | Cosmetics, beauty supplies, and perfume stores | 4 | 2,317 | 324 | 40 |

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| NAICS Industry Code | Industry Description | Number of Establishments | Sales/Shipments/ Receipts/Revenue (\$1,000) | Annual Payroll (\$1,000) | Number of Employees |
|---------------------|---|--------------------------|---|--------------------------|---------------------|
| 44619 | Other health and personal care stores | 3 | 2,171 | 670 | 27 |
| 447 | Gasoline stations | 42 | 78,928 | 5,748 | 426 |
| 4471 | Gasoline stations | 42 | 78,928 | 5,748 | 426 |
| 44711 | Gasoline stations with convenience stores | 36 | 62,946 | 4,426 | 351 |
| 447110 | Gasoline stations with convenience stores | 36 | 62,946 | 4,426 | 351 |
| 448 | Clothing and clothing accessories stores | 55 | 45,033 | 6,407 | 579 |
| 4481 | Clothing stores | 38 | 33,119 | 4,460 | 429 |
| 44811 | Men's clothing stores | 5 | D | D | 20-99 |
| 448110 | Men's clothing stores | 5 | D | D | 20-99 |
| 44813 | Children's and infants' clothing stores | 2 | D | D | 20-99 |
| 448130 | Children's and infants' clothing stores | 2 | D | D | 20-99 |
| 44819 | Other clothing stores | 6 | 2,618 | 455 | 57 |
| 448190 | Other clothing stores | 6 | 2,618 | 455 | 57 |
| 4483 | Jewelry, luggage, and leather goods stores | 5 | 4,356 | 795 | 33 |
| 451 | Sporting goods, hobby, book, and music stores | 21 | D | D | 100-249 |
| 4511 | Sporting goods, hobby, and musical instrument stores | 15 | D | D | 100-249 |
| 45112 | Hobby, toy, and game stores | 6 | D | D | 20-99 |
| 451120 | Hobby, toy, and game stores | 6 | D | D | 20-99 |
| 45113 | Sewing, needlework, and piece goods stores | 3 | D | D | 20-99 |
| 451130 | Sewing, needlework, and piece goods stores | 3 | D | D | 20-99 |
| 4512 | Book, periodical, and music stores | 6 | 11,908 | 1,367 | 96 |
| 45121 | Book stores and news dealers | 3 | 6,748 | 673 | 43 |
| 451211 | Book stores | 3 | 6,748 | 673 | 43 |
| 45122 | Prerecorded tape, compact disc, and record stores | 3 | 5,160 | 694 | 53 |
| 451220 | Prerecorded tape, compact disc, and record stores | 3 | 5,160 | 694 | 53 |
| 452 | General merchandise stores | 12 | 149,436 | 13,727 | 960 |
| 4521 | Department stores | 6 | D | D | 500-999 |
| 45211 | Department stores | 6 | D | D | 500-999 |
| 452111 | Department stores (except discount department stores) | 3 | D | D | 250-499 |
| 452112 | Discount department stores | 3 | D | D | 500-999 |
| 453 | Miscellaneous store retailers | 43 | D | D | 250-499 |
| 4532 | Office supplies, stationery, and gift stores | 18 | 12,547 | 1,404 | 124 |
| 45321 | Office supplies and stationery stores | 2 | D | D | 20-99 |
| 453210 | Office supplies and stationery stores | 2 | D | D | 20-99 |
| 4539 | Other miscellaneous store retailers | 10 | D | D | 20-99 |
| 45391 | Pet and pet supplies stores | 3 | D | D | 0-19 |
| 453910 | Pet and pet supplies stores | 3 | D | D | 0-19 |
| 45392 | Art dealers | 2 | D | D | 0-19 |
| 453920 | Art dealers | 2 | D | D | 0-19 |
| 45399 | All other miscellaneous store retailers | 4 | 1,386 | 247 | 27 |
| 454 | Nonstore retailers | 17 | 35,136 | 2,395 | 97 |
| 4541 | Electronic shopping and mail-order houses | 6 | D | D | 20-99 |
| 45411 | Electronic shopping and mail-order houses | 6 | D | D | 20-99 |
| 4543 | Direct selling establishments | 10 | D | D | 20-99 |
| 45439 | Other direct selling establishments | 10 | D | D | 20-99 |
| 454390 | Other direct selling establishments | 10 | D | D | 20-99 |
| 51 | Information | 41 | N | 15,672 | 590 |
| 511 | Publishing industries (except Internet) | 10 | 16,287 | 6,092 | 304 |
| 5111 | Newspaper, periodical, book, and directory publishers | 6 | 11,635 | 4,265 | 263 |
| 512 | Motion picture and sound recording industries | 8 | N | D | 20-99 |
| 5121 | Motion picture and video industries | 8 | N | D | 20-99 |
| 51213 | Motion picture and video exhibition | 4 | D | D | 20-99 |
| 517 | Telecommunications | 14 | N | D | 100-249 |
| 53 | Real estate and rental and leasing | 80 | 37,248 | 6,831 | 361 |
| 531 | Real estate | 63 | 29,120 | 5,295 | 244 |
| 5311 | Lessors of real estate | 28 | 17,809 | 1,997 | 121 |
| 53111 | Lessors of residential buildings and dwellings | 19 | 7,656 | 1,192 | 72 |
| 531110 | Lessors of residential buildings and dwellings | 19 | 7,656 | 1,192 | 72 |
| 5312 | Offices of real estate agents and brokers | 15 | 5,007 | 665 | 32 |
| 53121 | Offices of real estate agents and brokers | 15 | 5,007 | 665 | 32 |
| 531210 | Offices of real estate agents and brokers | 15 | 5,007 | 665 | 32 |
| 5313 | Activities related to real estate | 20 | 6,304 | 2,633 | 91 |
| 53131 | Real estate property managers | 15 | 5,520 | 2,239 | 81 |
| 531311 | Residential property managers | 13 | D | D | 20-99 |
| 532 | Rental and leasing services | 17 | 8,128 | 1,536 | 117 |
| 54 | Professional, scientific, and technical services | 179 | D | D | 1000-2499 |
| 541 | Professional, scientific, and technical services | 179 | D | D | 1000-2499 |

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| NAICS Industry Code | Industry Description | Number of Establishments | Sales/Shipments/Receipts/Revenue (\$1,000) | Annual Payroll (\$1,000) | Number of Employees |
|---------------------|--|--------------------------|--|--------------------------|---------------------|
| 5411 | Legal services | 32 | D | D | 100-249 |
| 54111 | Offices of lawyers | 28 | D | D | 20-99 |
| 541110 | Offices of lawyers | 28 | D | D | 20-99 |
| 5412 | Accounting, tax preparation, bookkeeping, and payroll services | 21 | 7,016 | 2,898 | 119 |
| 54121 | Accounting, tax preparation, bookkeeping, and payroll services | 21 | 7,016 | 2,898 | 119 |
| 541211 | Offices of certified public accountants | 12 | D | D | 20-99 |
| 5413 | Architectural, engineering, and related services | 37 | D | D | 250-499 |
| 54133 | Engineering services | 22 | D | D | 100-249 |
| 541330 | Engineering services | 22 | D | D | 100-249 |
| 5415 | Computer systems design and related services | 28 | D | D | 250-499 |
| 54151 | Computer systems design and related services | 28 | D | D | 250-499 |
| 541511 | Custom computer programming services | 17 | D | D | 100-249 |
| 541512 | Computer systems design services | 7 | D | D | 100-249 |
| 5416 | Management, scientific, and technical consulting services | 25 | D | D | 100-249 |
| 54161 | Management consulting services | 12 | D | D | 20-99 |
| 54169 | Other scientific and technical consulting services | 7 | D | D | 20-99 |
| 541690 | Other scientific and technical consulting services | 7 | D | D | 20-99 |
| 5419 | Other professional, scientific, and technical services | 20 | D | D | 100-249 |
| 54192 | Photographic services | 8 | D | D | 20-99 |
| 54194 | Veterinary services | 10 | D | D | 20-99 |
| 541940 | Veterinary services | 10 | D | D | 20-99 |
| 56 | Administrative and support and waste management and remediation services | 84 | 61,994 | 24,260 | 1,185 |
| 561 | Administrative and support services | 77 | 51,976 | 22,345 | 1,108 |
| 5611 | Office administrative services | 7 | 13,091 | 6,350 | 90 |
| 56111 | Office administrative services | 7 | 13,091 | 6,350 | 90 |
| 561110 | Office administrative services | 7 | 13,091 | 6,350 | 90 |
| 5614 | Business support services | 8 | D | D | 250-499 |
| 56142 | Telephone call centers | 3 | D | D | 250-499 |
| 5617 | Services to buildings and dwellings | 36 | D | D | 250-499 |
| 56172 | Janitorial services | 13 | D | D | 100-249 |
| 561720 | Janitorial services | 13 | D | D | 100-249 |
| 56173 | Landscaping services | 16 | 11,466 | 4,177 | 251 |
| 561730 | Landscaping services | 16 | 11,466 | 4,177 | 251 |
| 562 | Waste management and remediation services | 7 | 10,018 | 1,915 | 77 |
| 5621 | Waste collection | 6 | D | D | 20-99 |
| 56211 | Waste collection | 6 | D | D | 20-99 |
| 61 | Educational services | 12 | D | D | 100-249 |
| 611 | Educational services | 12 | D | D | 100-249 |
| 6115 | Technical and trade schools | 1 | D | D | 20-99 |
| 61151 | Technical and trade schools | 1 | D | D | 20-99 |
| 611511 | Beauty and cosmetology schools | 1 | D | D | 20-99 |
| 6116 | Other schools and instruction | 7 | D | D | 20-99 |
| 62 | Health care and social assistance | 156 | 335,149 | 128,736 | 4,871 |
| 621 | Ambulatory health care services | 78 | D | D | 1000-2499 |
| 6211 | Offices of physicians | 19 | D | D | 500-999 |
| 62111 | Offices of physicians | 19 | D | D | 500-999 |
| 621111 | Offices of physicians (except mental health specialists) | 18 | D | D | 500-999 |
| 6212 | Offices of dentists | 28 | 19,015 | 6,919 | 204 |
| 62121 | Offices of dentists | 28 | 19,015 | 6,919 | 204 |
| 621210 | Offices of dentists | 28 | 19,015 | 6,919 | 204 |
| 6213 | Offices of other health practitioners | 27 | D | D | 20-99 |
| 62131 | Offices of chiropractors | 14 | D | D | 20-99 |
| 621310 | Offices of chiropractors | 14 | D | D | 20-99 |
| 622 | Hospitals | 2 | D | D | 1000-2499 |
| 623 | Nursing and residential care facilities | 22 | D | D | 1000-2499 |
| 6232 | Residential mental retardation, mental health and substance abuse facilities | 8 | D | D | 100-249 |
| 62321 | Residential mental retardation facilities | 6 | D | D | 100-249 |
| 623210 | Residential mental retardation facilities | 6 | D | D | 100-249 |
| 6233 | Community care facilities for the elderly | 7 | D | D | 100-249 |
| 62331 | Community care facilities for the elderly | 7 | D | D | 100-249 |
| 623312 | Homes for the elderly | 3 | D | D | 20-99 |
| 624 | Social assistance | 54 | D | D | 500-999 |
| 6241 | Individual and family services | 20 | D | D | 250-499 |
| 62412 | Services for the elderly and persons with disabilities | 4 | D | D | 250-499 |
| 624120 | Services for the elderly and persons with disabilities | 4 | D | D | 250-499 |
| 62419 | Other individual and family services | 14 | D | D | 100-249 |
| 624190 | Other individual and family services | 14 | D | D | 100-249 |

Economy-Wide Key Statistics for Story County: 2002

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| NAICS Industry Code | Industry Description | Number of Establishments | Sales/Shipments/Receipts/Revenue (\$1,000) | Annual Payroll (\$1,000) | Number of Employees |
|---------------------|---|--------------------------|--|--------------------------|---------------------|
| 6244 | Child day care services | 28 | D | D | 250-499 |
| 62441 | Child day care services | 28 | D | D | 250-499 |
| 624410 | Child day care services | 28 | D | D | 250-499 |
| 71 | Arts, entertainment, and recreation | 26 | D | D | 250-499 |
| 713 | Amusement, gambling, and recreation industries | 16 | D | D | 100-249 |
| 7139 | Other amusement and recreation services | 16 | D | D | 100-249 |
| 71394 | Fitness and recreational sports centers | 4 | D | D | 100-249 |
| 713940 | Fitness and recreational sports centers | 4 | D | D | 100-249 |
| 72 | Accommodation and food services | 210 | 110,943 | 32,899 | 3,812 |
| 721 | Accommodation | 43 | 22,113 | 6,420 | 530 |
| 7211 | Traveler accommodation | 14 | D | D | 250-499 |
| 72111 | Hotels (except casino hotels) and motels | 13 | D | D | 250-499 |
| 721110 | Hotels (except casino hotels) and motels | 13 | D | D | 250-499 |
| 7213 | Rooming and boarding houses | 28 | D | D | 20-99 |
| 72131 | Rooming and boarding houses | 28 | D | D | 20-99 |
| 721310 | Rooming and boarding houses | 28 | D | D | 20-99 |
| 722 | Food services and drinking places | 167 | 88,830 | 26,479 | 3,282 |
| 7221 | Full-service restaurants | 57 | D | D | 1000-2499 |
| 72211 | Full-service restaurants | 57 | D | D | 1000-2499 |
| 722110 | Full-service restaurants | 57 | D | D | 1000-2499 |
| 7222 | Limited-service eating places | 87 | 42,648 | 11,407 | 1,439 |
| 72221 | Limited-service eating places | 87 | 42,648 | 11,407 | 1,439 |
| 81 | Other services (except public administration) | 159 | 90,379 | 24,816 | 1,384 |
| 811 | Repair and maintenance | 60 | 23,423 | 6,186 | 254 |
| 8111 | Automotive repair and maintenance | 51 | D | D | 100-249 |
| 81111 | Automotive mechanical and electrical repair and maintenance | 29 | D | D | 20-99 |
| 811111 | General automotive repair | 25 | D | D | 20-99 |
| 81112 | Automotive body, paint, interior, and glass repair | 13 | 8,108 | 2,761 | 97 |
| 811121 | Automotive body, paint, and interior repair and maintenance | 11 | D | D | 20-99 |
| 812 | Personal and laundry services | 46 | 11,058 | 3,677 | 314 |
| 8121 | Personal care services | 26 | 6,104 | 2,363 | 203 |
| 81211 | Hair, nail, and skin care services | 21 | 5,270 | 2,198 | 174 |
| 812112 | Beauty salons | 21 | 5,270 | 2,198 | 174 |
| 8123 | Drycleaning and laundry services | 7 | D | D | 20-99 |

NOTE: Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see [Survey Methodology](#). Data in this table represent those available when this report was created; data may not be available for all NAICS industries or geographies or may be preliminary and subject to change. Data in this table are subject to employment- and/or sales-size minimums that vary by industry.

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

N: Not available or not comparable.

Q: Revenue not collected at this level.

r: Revised.

S: Withheld because estimate did not meet publication standards.

s: Sampling error exceeds 40 percent.

X: Not applicable

Z: Less than half the unit shown.

Source: U.S. Bureau of the Census, 2002 Economic Census

Prepared By: State Library of Iowa, State Data Center Program, 800-248-4483,

<http://www.iowadatacenter.org>

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 |
| 421830 | Industrial machinery & equipment whsle | | 10 | 4 | D | D | b |
| 421830 | Industrial machinery & equipment whsle | | 40 | 3 | D | D | a |

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

Economic-Wide Key Statistics for Story County: 1997

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

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

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

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

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|-----------------|---|-----------------------------------|--------------------------------|--------------------------|---|---------------------------------------|----------------------------------|
| 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 |
| 811112 | 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 |
| 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

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

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

- 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

- 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>