

**Economy-Wide Key Statistics for Rock Valley, Iowa: 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
42	Wholesale trade	6	D	D	20-99
423	Durable goods merchant wholesalers	4	D	D	20-99
424	Nondurable goods merchant wholesalers	1	D	D	20-99
4249	Miscellaneous nondurable goods merchant wholesalers	1	D	D	20-99
425	Wholesale electronic markets and agents and brokers	1	D	D	0-19
4251	Wholesale electronic markets and agents and brokers	1	D	D	0-19
42512	Wholesale trade agents and brokers	1	D	D	0-19
425120	Wholesale trade agents and brokers	1	D	D	0-19
441	Motor vehicle and parts dealers	1	D	D	0-19
442	Furniture and home furnishings stores	2	D	D	0-19
443	Electronics and appliance stores	1	D	D	0-19
4431	Electronics and appliance stores	1	D	D	0-19
44311	Appliance, television, and other electronics stores	1	D	D	0-19
443112	Radio, television, and other electronics stores	1	D	D	0-19
444	Building material and garden equipment and supplies dealers	6	9,568	703	34
4442	Lawn and garden equipment and supplies stores	3	D	D	0-19
44422	Nursery, garden center, and farm supply stores	3	D	D	0-19
444220	Nursery, garden center, and farm supply stores	3	D	D	0-19
44-45	Retail trade	24	27,888	3,332	200
445	Food and beverage stores	3	D	D	20-99
446	Health and personal care stores	3	2,880	309	28
447	Gasoline stations	5	7,414	698	53
452	General merchandise stores	1	D	D	0-19
453	Miscellaneous store retailers	2	D	D	0-19
51	Information	1	N	D	0-19
53	Real estate and rental and leasing	1	D	D	0-19
531	Real estate	1	D	D	0-19
54	Professional, scientific, and technical services	6	3,331	320	20
541	Professional, scientific, and technical services	6	3,331	320	20
5419	Other professional, scientific, and technical services	2	D	D	0-19
54194	Veterinary services	1	D	D	0-19
541940	Veterinary services	1	D	D	0-19
56	Administrative and support and waste management and remediation services	1	D	D	0-19
61	Educational services	1	D	D	0-19
62	Health care and social assistance	12	10,344	4,493	281
621	Ambulatory health care services	4	D	D	20-99
71	Arts, entertainment, and recreation	2	D	D	0-19
72	Accommodation and food services	7	1,726	428	76
721	Accommodation	1	D	D	0-19
722	Food services and drinking places	6	D	D	20-99
81	Other services (except public administration)	11	3,871	1,038	45
811	Repair and maintenance	8	2,769	696	34
8111	Automotive repair and maintenance	6	D	D	20-99
812	Personal and laundry services	2	D	D	0-19

**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.**

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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
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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.iowadatecenter.org>

Economic-Wide Key Statistics for Rock Valley, Iowa: 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	14	34,275	2,422	90
42	Wholesale trade		10	12	D	D	b
42	Wholesale trade		40	2	D	D	a
421	Wholesale trade, durable goods		0	8	D	D	b
421	Wholesale trade, durable goods		10	7	D	D	b
422	Wholesale trade, nondurable goods		0	6	D	D	b
422	Wholesale trade, nondurable goods		10	5	D	D	b
4225	Farm-product raw material whsle		0	2	D	D	b
4225	Farm-product raw material whsle		10	2	D	D	b
44-45	Retail trade			25	35,125	2,294	186
441	Motor vehicle & parts dealers			2	D	D	b
442	Furniture & home furnishings stores			2	D	D	a
443	Electronics & appliance stores			1	D	D	a
4431	Electronics & appliance stores			1	D	D	a
44311	Appliance, television, & other electronics stores			1	D	D	a
443112	Radio, television, & other electronics stores			1	D	D	a
444	Building material & garden equipment & supplies dealers			10	10,991	665	50
4442	Lawn & garden equipment & supplies stores			6	D	D	b
44422	Nursery & garden centers			5	6,814	337	25
444220	Nursery & garden centers			5	6,814	337	25
445	Food & beverage stores			1	D	D	b
446	Health & personal care stores			3	2,065	265	32
447	Gasoline stations			2	D	D	b
448	Clothing & clothing accessories stores			2	D	D	a
453	Miscellaneous store retailers			2	D	D	a
54	Professional, scientific, & technical services	T		5	692	213	17
56	Administrative & support & waste management & remediation serv			1	D	D	a
62	Health care & social assistance	T		7	2,121	1,007	48
621	Ambulatory health care services	T		4	D	D	b
71	Arts, entertainment, & recreation	T		2	D	D	a
72	Accommodation & foodservices			6	1,529	401	84
721	Accommodation			1	D	D	a
722	Foodservices & drinking places			5	D	D	b
81	Other services (except public administration)	T		9	2,210	576	26
811	Repair & maintenance	T		5	1,676	398	19
8111	Automotive repair & maintenance	T		3	D	D	a
81112	Automotive body, paint, interior, & glass repair	T		2	D	D	a
811121	Automotive body, paint, & interior repair & maintenance	T		2	D	D	a
812	Personal & laundry services	T		4	534	178	7

<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
- 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

<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
- 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>