

Attachment E-2

2012 Economic Census

Retail Trade and Accommodation and Food Services Sectors

Variable Content for Item 19 – Kind of Business

1 KIND OF BUSINESS

Which ONE of the following best describes this establishment's principal kind of business in 2012?
(Mark "X" only ONE box.)

GASOLINE STATIONS:

- 0700
- 447 190 10 1 Gasoline station
- 447 110 00 1 Gasoline station with convenience store
- 447 190 10 2 Gasoline station with automotive repair
- 447 110 00 2 Convenience store selling gasoline
- 445 120 00 4 Convenience store not selling gasoline
- 447 110 00 4 Gasoline station with convenience store and car wash
- 447 110 00 3 Gasoline station with convenience store and automotive repair
- 447 190 10 4 Gasoline station/car wash
- 447 190 20 1 Truck stop
- 454 311 00 1 Heating/fuel oil dealer
- 454 312 00 1 Liquefied petroleum (LP) gas dealer

AUTOMOTIVE PARTS, ACCESSORIES, AND TIRE STORES:

- 441 320 00 8 Tire dealer, new and/or used
- 441 310 40 3 Auto parts/supply store
- 441 310 40 4 Auto/truck accessories store
- 441 310 50 1 Used automobile parts dealer
- 441 310 40 2 Automotive stereo store
- 452 990 40 3 Home and auto supply store

AUTOMOBILE, RV, BOAT, AND OTHER MOTOR VEHICLE DEALERS:

- 441 110 00 1 Motor vehicle sales, new
- 441 120 00 2 Motor vehicle sales, used only
- 441 221 00 1 Motorcycle and/or all-terrain vehicle (ATV) dealer, including motor bikes, motor scooters, and mopeds
- 441 221 00 2 Motorcycle parts and accessories dealer
- 441 210 00 7 Recreational vehicle (RV) and RV parts dealer, including travel trailers, 5th wheels, camping trailers, motor homes, truck campers, van campers, etc.
- 441 222 00 1 Boat/marine dealer
- 441 222 00 2 Boating equipment and supply store
- 441 229 00 7 Utility trailer dealer
- 441 229 00 3 Motorized golf cart dealer
- 423 110 50 2 Heavy duty truck and trailer dealer
- 423 120 20 3 Heavy duty truck and trailer parts dealer

1 KIND OF BUSINESS - Continued

OTHER KINDS OF BUSINESS:

- 0700 811 121 10 1 Paint or body repair shop
- 713 930 00 4 Marina
- 423 820 10 2 Farm machinery and equipment dealer
- 326 212 00 2 Tire retread shop
- 721 211 00 1 Trailer park, recreational vehicle (RV) park, or campground, except residential
- 532 111 00 2 Passenger car rental
- 532 112 00 2 Passenger car leasing
- 488 410 00 1 Towing, wrecker service
- 811 111 00 4 Automotive repair, general
- 777 440 00 1 Automotive repair, specialized - *Specify* ↴
- 0701 772 000 00 1 Other kind of business - *Specify* ↴
- 0701

1 KIND OF BUSINESS

Which ONE of the following best describes this establishment's principal kind of business in 2012?
(Mark "X" only ONE box.)

FURNITURE STORES:

- 0700
- 442 110 10 1 Furniture store, except custom
- 337 121 00 1 Custom upholstered furniture store
- 337 122 00 2 Custom nonupholstered wood furniture store
- 442 110 20 1 Furniture warehouse showroom
- 442 110 30 1 Sleep/mattress shop
- 442 110 40 1 Office and business furniture store
- 442 110 40 2 Specialty furniture store, except custom, including recliners, outdoor furniture, baby and children's furniture, etc.
- 453 310 10 2 Antique furniture store
- 337 122 00 1 Custom wood cabinet shop, freestanding cabinetry
- 444 190 29 1 Cabinet shop, including stock and custom kitchen and bath cabinets to be installed

HOME FURNISHINGS STORES:

- 442 210 00 1 Floor coverings store
- 444 190 29 5 Hardwood flooring dealer
- 444 190 29 4 Ceramic tile dealer
- 442 210 00 3 Carpet specialty store, including oriental rugs, area rugs, etc.
- 238 330 20 1 Carpet installation service
- 442 291 00 1 Blind and shade store
- 442 291 00 2 Drapery and curtain store, except custom
- 314 121 00 1 Custom drapery and curtain store
- 451 130 00 1 Upholstery fabric store
- 442 299 00 3 Domestics/linens store, including sheets, blankets, towels, linens, etc.
- 442 299 00 5 Lamps and lampshades store
- 444 190 27 1 Lighting fixture and ceiling fan store
- 442 299 00 2 Pictures and frames store, including custom framing
- 442 299 00 6 Kitchenware store
- 442 299 00 1 Home furnishings store, including china, glassware, metalware, lamps, lampshades, pictures, frames, mirrors, etc.
- 442 299 00 7 Fireplace and other wood/gas/pellet burning appliance and supplies store

ELECTRONICS AND APPLIANCE STORES:

- 443 112 20 1 Cellular phone store, including accessories
- 443 112 40 3 Radio, television, and electronics store

1 KIND OF BUSINESS - Continued

ELECTRONICS AND APPLIANCE STORES: - Continued

- 0700
- 443 112 40 4 Satellite dish and equipment store
 - 441 310 40 2 Automotive stereo store
 - 443 112 40 5 Audio/video electronics equipment store, including sales and installation
 - 443 111 00 3 Household appliance store, including parts
 - 443 111 00 4 Specialty household appliance store, including sewing machines, vacuum cleaners, parts, etc.
 - 443 130 00 1 Camera and photographic supply store

COMPUTER AND SOFTWARE STORES:

- 443 120 20 1 Computer store - primarily selling computers NOT assembled at this location
- 443 120 10 1 Computer store - primarily selling computers assembled from components at this location
- 443 120 30 1 Computer software store, including computer game software
- 454 110 81 2 Mail order - computer hardware and/or software
- 454 110 61 2 Electronic shopping - computer hardware and/or software
- 777 443 01 1 Computer related services - *Specify* ↴

0701

OTHER KINDS OF BUSINESS:

- 453 220 00 3 Gift, novelty, souvenir store, including crafts
- 811 211 00 3 Consumer electronics repair, excluding computers
- 541 410 00 5 Interior decorator/designer
- 772 000 00 1 Other kind of business - *Specify* ↴

0701

1 KIND OF BUSINESS

Which ONE of the following best describes this establishment's principal kind of business in 2012?
 (Mark "X" only ONE box.)

BUILDING MATERIALS AND HARDWARE:

- 0700
- 444 130 00 1 Hardware store
 - 444 130 00 4 Tool store or dealer
 - 444 110 00 1 Home improvement center
 - 444 190 10 2 Lumber yard or dealer
 - 444 120 00 3 Paint and wallpaper store
 - 444 190 21 3 Flat glass and other construction glass store or dealer
 - 442 210 00 4 Flooring or floor coverings store or dealer
 - 444 190 22 3 Cabinet shop, including stock and custom kitchen and bath cabinets to be installed
 - 444 190 29 9 Garage door dealer
 - 444 190 29 7 Metal or vinyl door and/or window store or dealer
 - 444 190 22 1 Wooden door and/or window store or dealer
 - 444 190 27 2 Electrical supplies store or dealer, including ceiling fan/light fixture store
 - 444 190 28 1 Plumbing equipment and supplies store or dealer
 - 444 190 29 3 Welding supplies store or dealer
 - 444 190 28 2 Water treatment and conditioning equipment store or dealer
 - 423 730 00 2 Heating equipment and supplies store or dealer
 - 423 740 00 2 Refrigeration equipment and supplies store or dealer
 - 444 190 22 2 Plywood, veneer, and millwork dealer
 - 444 190 23 1 Brick, block, tile, clay/cement sewer pipe dealer
 - 444 190 26 1 Roofing, siding, and insulation dealer
 - 444 190 24 1 Sand, gravel, and stone dealer
 - 327 320 00 1 Ready-mixed concrete distributor
 - 444 190 25 1 Cement, lime, and related products dealer
 - 444 190 29 A Other specialized building materials store or dealer, including ceramic tile, fencing, prefabricated buildings, etc.
 - 777 444 01 1 Construction contractor - general or trade, including heating, plumbing, electrical, painting, etc. - *Specify* ↴

0701

LAWN AND GARDEN EQUIPMENT AND SUPPLIES:

- 444 220 40 1 Retail nursery
- 444 220 40 2 Garden center

1 KIND OF BUSINESS - Continued

LAWN AND GARDEN EQUIPMENT AND SUPPLIES: - Continued

- 0700
- 444 220 40 3 Garden supply store
 - 444 220 40 5 Landscaping supplies store or dealer
 - 444 220 20 1 Farm supplies store or dealer, including feed, seed, grain, and fertilizer
 - 444 210 00 1 Outdoor power equipment store or dealer, including lawnmowers, chainsaws, trimmers, etc.
 - 444 210 00 7 Lawn and garden equipment store or dealer
 - 423 820 10 3 Farm machinery and equipment store or dealer
 - 111 421 00 1 Christmas tree growing and selling
 - 454 390 30 7 Cut Christmas tree sales, selling only
 - 453 110 00 1 Florist
 - 541 320 00 8 Landscape consulting and planning
 - 561 730 00 D Landscaping services, including lawn care
 - 442 110 40 3 Outdoor/patio furniture store

OTHER KINDS OF BUSINESS:

- 453 930 00 1 Manufactured (mobile) home retailer, new and used
- 453 910 00 1 Pet food and supply store
- 561 622 00 2 Locksmith
- 772 000 00 1 Other kind of business - *Specify* ↴

0701

1 KIND OF BUSINESS

Which ONE of the following best describes this establishment's principal kind of business in 2012?
(Mark "X" only ONE box.)

- 0700
- 445 110 00 1 Grocery store
- 445 110 00 3 Food supermarket
- 445 120 00 1 Convenience food store
- 447 110 00 2 Convenience store selling gasoline
- 445 210 00 5 Meat market or ham store
- 445 220 00 1 Fish (seafood) market
- 445 230 00 1 Fruit stand, vegetable market
- 453 991 00 2 Cigarette, pipe, and tobacco store
- 445 310 00 1 Liquor store
- 445 310 00 2 Beer, wine, liquor store
- 445 310 00 4 Wine and/or beer store
- 722 410 00 2 Bar
- 445 110 00 2 Delicatessen, primarily selling meats and a range of grocery items
- 445 210 00 1 Delicatessen, primarily selling fresh and prepared meats
- 722 211 00 8 Delicatessen, primarily preparing sandwiches and meals for immediate consumption
- 445 291 00 1 Bakery, primarily selling goods not baked on premises for carry-out customers
- 311 811 00 5 Bakery, primarily selling goods baked on premises for carry-out customers (no customer seating)
- 722 213 70 2 Bakery cafe, primarily selling baked goods for eat-in customers
- 722 213 30 1 Doughnut shop, selling for carry-out or eat-in customers
- 722 213 70 3 Pretzel shop
- 454 390 30 5 Home or frozen food plan, door-to-door delivery, including freezer meat provisioners
- 445 299 00 2 Dairy products store
- 722 213 10 1 Ice cream/soft serve shop
- 722 213 20 1 Frozen yogurt shop
- 445 292 00 1 Candy, nut, confectionery store, little or no preparing on premises
- 311 330 00 3 Chocolate candy store, preparing on premises
- 311 340 00 3 Nonchocolate candy store, preparing on premises
- 446 191 00 7 Vitamins and food (health) supplement store
- 445 299 00 3 Coffee, tea, spice store
- 722 211 00 3 Fast food restaurant

1 KIND OF BUSINESS - Continued

- 0700 722 213 50 1 Coffee shop
- 722 110 00 1 Full-service restaurant, patrons order through waiter/waitress service and pay after eating
- 722 213 40 1 Bagel shop, selling for carry-out or eat-in customers
- 454 210 00 1 Merchandise vending machine operator
- 722 330 00 1 Mobile food service, including ice cream, snacks, sandwiches, and meals distributed from trucks, carts, or other vehicles
- 454 390 30 1 Bottled water distributor, including softening, filtration, and treatment equipment and supplies
- 453 220 00 3 Gift, novelty, souvenir store, including crafts
- 772 000 00 1 Other kind of business - *Specify* ↴

0701

1 KIND OF BUSINESS

Which ONE of the following best describes this establishment's principal kind of business in 2012?
(Mark "X" only ONE box.)

0700

- 448 310 00 1 Jewelry store
- 448 150 00 2 Costume jewelry/accessory store
- 448 310 00 3 Clock store
- 448 120 00 1 Women's clothing store
- 448 150 00 1 Women's accessory store
- 448 110 00 1 Men's clothing store
- 448 110 00 2 Men's and boys' clothing store
- 448 140 00 1 Family clothing store
- 448 140 00 3 Men's and women's clothing store
- 448 190 30 1 Sports apparel store, including golf, tennis, riding, etc.
- 448 130 00 1 Children's and infants' clothing store
- 448 190 10 1 Bridal shop
- 448 190 10 2 Women's lingerie store
- 448 150 00 3 Hat shop
- 448 190 20 1 Furrier or fur shop
- 315 222 00 1 Custom tailor, men's and boys' apparel
- 811 490 40 1 Garment alteration or repair service
- 453 310 20 1 Secondhand clothing store
- 522 298 10 1 Pawn shop
- 448 190 40 1 T-shirt shop, custom printed
- 448 190 40 2 Uniform store, except athletic, including business, nurses', etc.
- 448 140 00 2 Western wear store
- 451 110 10 1 Sporting goods store, general-line, including athletic uniforms
- 532 220 00 1 Formal wear and costume rental
- 453 220 00 3 Gift, novelty, souvenir store, including crafts
- 448 210 20 1 Women's shoe store
- 448 210 10 1 Men's shoe store
- 448 210 30 1 Children's and juveniles' shoe store
- 448 210 40 1 Family shoe store
- 448 210 50 1 Athletic footwear store
- 448 210 40 3 Orthopedic shoe store

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1 KIND OF BUSINESS - Continued

0700

811 430 00 2

Shoe repair shop

448 320 00 1

Luggage and leather goods store

772 000 00 1

Other kind of business - *Specify* ↴

0701

1 KIND OF BUSINESS

Which ONE of the following best describes this establishment's principal kind of business in 2012?
(Mark "X" only ONE box.)

USED MERCHANDISE STORES:

- 0700
- 522 298 10 1 Pawn shop
- 453 310 20 D Consignment/thrift shop
- 453 310 10 3 Antique store, including rare books and manuscripts
- 453 310 20 3 Book store, used
- 453 310 20 7 Jewelry store, secondhand
- 453 310 20 4 Used furniture store

HEALTH AND PERSONAL CARE STORES:

- 446 110 00 5 Drug store/pharmacy, prescriptions filled
- 446 130 00 4 Optical goods store/optician
- 446 110 10 3 Institutional pharmacy
- 446 120 00 1 Cosmetics, beauty supplies, and perfume store
- 446 191 00 6 Vitamin and food (health) supplement store
- 446 199 00 4 Medical equipment and supply store or dealer
- 446 199 00 3 Hearing aid store

OFFICE SUPPLY, STATIONERY, AND GIFT STORES:

- 453 210 00 4 Office supply store, excluding office furniture and computers
- 443 120 20 1 Computer store - primarily selling computers NOT assembled at this location
- 443 120 10 1 Computer store - primarily selling computers assembled from components at this location
- 443 120 30 1 Computer software store, including computer game software
- 453 210 00 2 Stationery store
- 453 220 00 3 Gift, novelty, souvenir store, including crafts
- 453 220 00 2 Greeting card store
- 453 220 00 6 Party supply store, including seasonal decorations

SPORTS, HOBBY, BOOK, AND MUSIC STORES:

- 451 110 10 1 Sporting goods store, general-line, including athletic uniforms
- 451 110 21 1 Bicycle shop
- 451 110 26 1 Fitness equipment specialty store
- 451 110 22 1 Golf specialty shop
- 451 110 23 1 Gun shop
- 451 110 26 2 Pool/billiards store
- 451 110 26 3 Scuba shop

1 KIND OF BUSINESS - Continued**SPORTS, HOBBY, BOOK, AND MUSIC STORES: - Continued**

- 0700
- 451 110 24 1 Ski and/or snowboard shop
 - 451 110 26 4 Surfing and/or skateboarding shop
 - 451 110 26 5 Tack store (saddlery)
 - 451 110 25 1 Fishing tackle shop
 - 451 110 26 6 Other specialty sporting goods store, specializing in a maximum of four (4) lines, such as archery, bowling, tennis, swimming, hunting/fishing, etc.
 - 448 190 30 1 Sports apparel store, including golf, tennis, riding, etc.
 - 453 998 20 1 Trophy/award shop
 - 451 211 10 1 Book store, general
 - 451 211 10 2 Book store/cafe
 - 451 211 20 3 Specialty book store
 - 451 211 30 1 Book store, school and college
 - 451 212 00 1 News dealer, newsstand
 - 451 120 10 1 Hobby, toy, and game store
 - 451 120 20 3 Crafts/ceramics and supplies store
 - 451 130 00 2 Sewing, fabric, and piece goods store
 - 451 130 00 4 Hand needlework store, including knitting, crochet, needlepoint, cross-stitch and hand embroidery supplies
 - 451 220 20 1 DVD/Blu-ray Disc/video tape store - retail
 - 451 220 10 1 Prerecorded compact disc, audio tape, and record store
 - 451 140 00 1 Musical instrument and supply store

FUEL DEALERS:

- 454 311 00 1 Heating/fuel oil dealer
- 454 312 00 1 Liquefied petroleum (LP) gas dealer
- 454 319 00 3 Other fuel dealer, including coal and wood

DIRECT SELLING (selling in a face-to-face manner away from a fixed location, such as house-to-house, party plan, or temporary kiosk sales):

- 454 390 10 1 Furniture, home furnishings, electronics, and appliances
- 454 390 20 1 Books and magazines
- 454 390 20 2 Newspapers
- 454 390 20 3 Compact discs, DVDs, Blu-ray Discs, videos, tapes, and records
- 454 390 30 2 Office coffee service

1 KIND OF BUSINESS - Continued**DIRECT SELLING (selling in a face-to-face manner away from a fixed location, such as house-to-house, party plan, or temporary kiosk sales): - Continued**

- 0700 454 390 30 1 Bottled water distributor, including softening, filtration, and treatment equipment and supplies
- 454 390 30 6 Other merchandise

ELECTRONIC SELLING (selling online via the Internet):

- 454 111 22 1 Pharmacy
- 454 111 10 1 General merchandise
- 454 111 21 2 Computer hardware and/or software
- 454 111 23 1 Specialty merchandise
- 454 112 00 1 Electronic auction

MAIL-ORDER SHOPPING:

- 454 113 10 3 Catalog store, including telephone order offices
- 454 113 22 1 Pharmacy
- 454 113 10 1 General merchandise
- 454 113 21 2 Computer hardware and/or software
- 454 113 23 1 Specialty merchandise

OTHER KINDS OF BUSINESS:

- 452 990 40 1 General merchandise store
- 452 990 10 1 Variety store, including limited-price, dollar, and five and dime
- 454 210 00 1 Merchandise vending machine operator
- 453 991 00 2 Cigarette, pipe, and tobacco store
- 453 910 00 5 Pet/pet supply store
- 445 310 00 1 Liquor store
- 453 920 00 1 Art dealer/gallery
- 453 998 30 2 Artists' supply store
- 453 998 10 1 Collectors' items and supplies store, including collectibles
- 453 110 00 1 Florist
- 453 998 30 5 Religious goods store
- 722 330 00 1 Mobile food service, including ice cream, snacks, sandwiches, and meals distributed from trucks, carts, or other vehicles
- 443 112 20 1 Cellular phone store, including accessories
- 453 998 30 3 Monument and tombstone dealer
- 453 930 00 1 Manufactured (mobile) home retailer, new and used

1 KIND OF BUSINESS - Continued

OTHER KINDS OF BUSINESS: - Continued

0700 453 998 30 6 Swimming pool (above ground) and spa dealer, including supplies

772 000 00 1 Other kind of business - *Specify* ↴

0701

1 KIND OF BUSINESS

Which ONE of the following best describes this establishment's principal kind of business in 2012?
(Mark "X" only ONE box.)

- 0700
- 722 110 00 1 Full-service restaurant, patrons order through waiter/waitress service and pay after eating
 - 722 211 00 2 Limited-service restaurant, patrons pay before eating; including delivery-only locations
 - 722 211 00 3 Fast food restaurant
 - 722 110 00 2 Pizza place, full-service
 - 722 211 00 5 Pizza place, limited-service; including delivery-only and carry-out locations
 - 445 299 00 6 Pizza take and bake store
 - 445 299 00 7 Meal assembly kitchen or store
 - 722 410 00 C Bar, night club, tavern, pub, or other drinking place, selling alcoholic beverages for consumption on premises
 - 722 213 50 1 Coffee shop
 - 722 211 00 8 Delicatessen, primarily preparing sandwiches and meals for immediate consumption
 - 445 110 00 2 Delicatessen, primarily selling meats and a range of grocery items
 - 445 210 00 1 Delicatessen, primarily selling fresh and prepared meats
 - 722 213 10 1 Ice cream/soft serve shop
 - 722 213 20 1 Frozen yogurt shop
 - 722 213 30 1 Doughnut shop, selling for carry-out or eat-in customers
 - 722 213 70 2 Bakery cafe, primarily selling baked goods for eat-in customers
 - 311 811 00 6 Bakery, primarily selling goods baked on premises for carry-out customers (no customer seating)
 - 445 291 00 1 Bakery, primarily selling goods not baked on premises for carry-out customers
 - 722 213 60 1 Cookie shop
 - 722 212 00 7 Buffet or grill buffet
 - 722 211 00 4 Food bar
 - 722 213 70 1 Refreshment place, including pretzel shops and other specialty snack or nonalcoholic beverage shops
 - 722 213 40 1 Bagel shop, selling for carry-out or eat-in customers
 - 722 211 00 7 Family steakhouse
 - 722 320 00 7 Caterer for banquets, weddings, etc.
 - 722 212 00 1 Cafeteria, not operating on a contract basis
 - 722 310 00 2 School, university, corporate, government, or other facility cafeteria/dining, operating on a contract basis
 - 722 310 00 1 Contract feeding/food service contractor
 - 722 310 00 3 Industrial/institutional/in-plant feeding

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1 KIND OF BUSINESS - Continued

0700

- 454 390 30 2 Office coffee service
- 722 330 00 1 Mobile food service, including ice cream, snacks, sandwiches, and meals distributed from trucks, carts, or other vehicles
- 445 120 00 1 Convenience food store
- 445 110 00 1 Grocery store
- 445 310 00 1 Liquor store
- 454 210 00 1 Merchandise vending machine operator
- 813 410 40 4 Bar or restaurant operated by social or fraternal organization for members
- 711 110 30 2 Dinner theater, producing shows and operating food service
- 722 110 00 3 Dinner theater, operating food service but **not** producing shows
- 721 191 00 1 Bed and breakfast inn
- 721 110 00 1 Hotel, motel, or motor hotel
- 721 310 00 1 Rooming and boarding house
- 721 211 00 5 Trailer park, recreational vehicle (RV) park, or campground, except residential
- 721 214 00 1 Sporting or recreation camp, including fishing camp, dude ranch, etc.
- 772 000 00 1 Other kind of business - *Specify* ↴

0701