



North American Industry Classification System (NAICS) Industry Definitions

NAICS 441: Motor Vehicle and Parts Dealers

Industries in the Motor Vehicle and Parts Dealers sub-sector retail motor vehicle and parts merchandise from fixed point-of-sale locations. Establishments in this sub-sector typically operate from a showroom and/or an open lot where the vehicles are on display. The display of vehicles and the related parts require little by way of display equipment. The personnel generally include both the sales and sales support staff familiar with the requirements for registering and financing a vehicle as well as a staff of parts experts and mechanics trained to provide repair and maintenance services for the vehicles. Specific industries have been included in this sub-sector to identify the type of vehicle being retailed. Sales of capital or durable non-consumer goods, such as medium and heavy-duty trucks, are always included in wholesale trade. These goods are virtually never sold through retail methods.

NAICS 4411: Automobile Dealers

This industry group comprises establishments primarily engaged in retailing new and used automobiles and light trucks, such as sport utility vehicles, and passenger and cargo vans.

NAICS 4412: Other Motor Vehicle Dealers

This industry group comprises establishments primarily engaged in retailing new and used vehicles (except automobiles, light trucks, such as sport utility vehicles, and passenger and cargo vans).

NAICS 4413: Automotive Parts, Accessories, and Tire Stores

This NAICS Industry Group includes establishments classified in the following NAICS Industries: Automotive Parts and Accessories Stores, 44131; and 44132, Tire Dealers.

NAICS 442: Furniture and Home Furnishings Stores

Industries in the Furniture and Home Furnishings Stores sub-sector retail new furniture and home furnishings merchandise from fixed point-of-sale locations. Establishments in this sub-sector usually operate from showrooms and have substantial areas for the presentation of their products. Many offer interior decorating services in addition to the sale of products.

NAICS 4421: Furniture Stores

This NAICS Industry Group includes establishments classified in the following NAICS Industry: 44211, Furniture Stores.

NAICS 4422: Home Furnishings Stores

This industry group comprises establishments primarily engaged in retailing new home furnishings (except furniture).

NAICS 443/ NAICS 4431: Electronics and Appliance Stores

Industries in the Electronics and Appliance Stores sub-sector retail new electronics and appliance merchandise from point-of-sale locations. Establishments in this sub-sector often operate from locations that have special provisions for floor displays requiring special electrical capacity to accommodate the proper demonstration of the products. The staff includes sales personnel knowledgeable in the characteristics and warranties of the line of goods retailed and may also include trained repair persons to handle the maintenance and repair of the electronic equipment and appliances. The classifications within

this sub-sector are made principally on the type of product and knowledge required to operate each type of store.

NAICS 444: Building Material and Garden Equipment and Supplies Dealers

Industries in the Building Material and Garden Equipment and Supplies Dealers sub-sector sell new building material, garden equipment and supplies merchandise from fixed point-of-sale locations. Establishments in this sub-sector have display equipment designed to handle lumber and related products and garden equipment and supplies that may be kept either indoors or outdoors under covered areas. The staff is usually knowledgeable in the use of the specific products being retailed in the construction, repair, and maintenance of the home and associated grounds.

NAICS 4441: Building Material and Supplies Dealers

This industry group comprises establishments primarily engaged in retailing new building materials and supplies.

NAICS 4442: Lawn and Garden Equipment and Supplies Stores

This industry group comprises establishments primarily engaged in retailing new lawn and garden equipment and supplies.

NAICS 445: Food and Beverage Stores

Industries in the Food and Beverage Stores sub-sector usually retail food and beverage merchandise from fixed point-of-sale locations. Establishments in this sub-sector have special equipment (e.g., freezers, refrigerated display cases, refrigerators) for displaying food and beverage goods. They have staff trained in the processing of food products to guarantee the proper storage and sanitary conditions required by regulatory authority.

NAICS 4451: Grocery Stores

This industry group comprises establishments primarily engaged in retailing a general line of food products.

NAICS 4452: Specialty Food Stores

This industry group comprises establishments primarily engaged in retailing specialized lines of food.

NAICS 4453: Beer, Wine, and Liquor Stores

This NAICS Industry Group includes establishments classified in the following NAICS Industry: 44531, Beer, Wine, and Liquor Stores.

NAICS 446/ NAICS 4461: Health and Personal Care Stores

Industries in the Health and Personal Care Stores sub-sector retail health and personal care merchandise from fixed point-of-sale locations. Establishments in this sub-sector are characterized principally by the products they retail, and some health and personal care stores may have specialized staff trained in dealing with the products. Staff may include pharmacists, opticians, and other professionals engaged in retailing, advising customers, and/or fitting the product sold to the customer's needs.

NAICS 447/ NAICS 4471: Gasoline Stations

Industries in the Gasoline Stations sub-sector group establishments retailing automotive fuels (e.g., gasoline, diesel fuel, gasohol) and automotive oils and retailing these products in combination with convenience store items. These establishments have specialized equipment for the storage and dispensing of automotive fuels.

NAICS 448: Clothing and Clothing Accessories Stores

Industries in the Clothing and Clothing Accessories Stores sub-sector retailing new clothing and clothing accessories merchandise from fixed point-of-sale locations. Establishments in this sub-sector have similar display equipment and staff that is knowledgeable regarding fashion trends and the proper match of styles, colors, and combinations of clothing and accessories to the characteristics and tastes of the customer.

NAICS 4481: Clothing Stores

This industry group comprises establishments primarily engaged in retailing new clothing.

NAICS 4482: Shoe Stores

This NAICS Industry Group includes establishments classified in the following NAICS Industry: 44821, Shoe Stores.

NAICS 4483: Jewelry, Luggage, and Leather Goods Stores

This industry group comprises establishments primarily engaged in retailing new jewelry (except costume jewelry); new silver and plated silverware; new watches and clocks; and new luggage with or without a general line of new leather goods and accessories, such as hats, gloves, handbags, ties, and belts.

NAICS 451: Sporting Goods, Hobby, Book, and Music Stores

Industries in the Sporting Goods, Hobby, Book, and Music Stores sub-sector are engaged in retailing and providing expertise on use of sporting equipment or other specific leisure activities, such as needlework and musical instruments. Bookstores are also included in this sub-sector.

NAICS 4511: Sporting Goods, Hobby, and Musical Instrument Stores

This industry group comprises establishments primarily engaged in retailing new sporting goods, games and toys, and musical instruments.

NAICS 4512: Book, Periodical, and Music Stores

This industry group comprises establishments primarily engaged in retailing new books, newspapers, magazines, and prerecorded audio and video media.

NAICS 452: General Merchandise Stores

Industries in the General Merchandise Stores sub-sector retail new general merchandise from fixed point-of-sale locations. Establishments in this sub-sector are unique in that they have the equipment and staff capable of retailing a large variety of goods from a single location. This includes a variety of display equipment and staff trained to provide information on many lines of products.

NAICS 4521: Department Stores (Excluding Leased Departments)

This NAICS Industry includes establishments classified in the following NAICS Industry: 45211, Department Stores.

NAICS 4529: Other General Merchandise Stores

This industry group comprises establishments primarily engaged in retailing new goods in general merchandise stores (except department stores).

NAICS 453: Miscellaneous Store Retailers

Industries in the Miscellaneous Store Retailers sub-sector retail merchandise from fixed point-of-sale locations (except new or used motor vehicles and parts; new furniture and house furnishings; new appliances and electronic products; new building materials; and garden equipment and supplies; food and beverages; health and personal care goods; gasoline; new clothing and accessories; and new sporting goods, hobby goods, books, and music). Establishments in this sub-sector include stores with unique

characteristics like florists, used merchandise stores, and pet and pet supply stores as well as other store retailers.

NAICS 4531: Florists

This NAICS Industry Group includes establishments classified in the following NAICS Industry: 45311, Florists.

NAICS 4532: Office Supplies, Stationery, and Gift Stores

This NAICS Industry Group includes establishments classified in the following NAICS Industries: 45321, Office Supplies and Stationary Stores; and 45322, Gift, Novelty, and Souvenir Stores.

NAICS 4533: Used Merchandise Stores

This NAICS Industry Group includes establishments classified in the following NAICS Industry: 45331, Used Merchandise Stores.

NAICS 4539: Other Miscellaneous Store Retailers

This industry group comprises establishments primarily engaged in retailing new miscellaneous specialty store merchandise (except motor vehicle and parts dealers; furniture and home furnishings stores; consumer-type electronics and appliance stores; building material and garden equipment and supplies dealers; food and beverage stores; health and personal care stores; gasoline stations; clothing and clothing accessories stores; sporting goods, hobby, book, and music stores; general merchandise stores; florists; office supplies, stationery, and gift stores; and used merchandise stores).

NAICS 454: Non-store Retailers

Industries in the Non-store Retailers sub-sector retail merchandise using methods, such as the broadcasting of infomercials, the broadcasting and publishing of direct-response advertising, the publishing of paper and electronic catalogues, door-to-door solicitation, in-home demonstration, selling from portable stalls and distribution through vending machines. Establishments in this sub-sector include mail-order houses, vending machine operators, home delivery sales, door-to-door sales, party plan sales, electronic shopping, and sales through portable stalls (e.g., street vendors, except food). Establishments engaged in the direct sale (i.e., non-store) of products, such as home heating oil dealers, newspaper delivery are included in this sub-sector.

NAICS 4541: Electronic Shopping and Mail-Order Houses

This NAICS Industry Group includes establishments classified in the following NAICS Industry: 45411, Electronic Shopping and Mail-Order Houses.

NAICS 4542: Vending Machine Operators

This NAICS Industry Group includes establishments classified in the following NAICS Industry: 45421, Vending Machine Operators.

NAICS 4543: Direct Selling Establishments

This industry group comprises establishments primarily engaged in non-store retailing (except electronic, mail-order, or vending machine sales). These establishments typically go to the customers' location rather than the customer coming to them (e.g., door-to-door sales, home parties). Examples of establishments in this industry are home delivery newspaper routes; home delivery of heating oil, liquefied petroleum (LP) gas, and other fuels; locker meat provisioners; frozen food and freezer plan providers; coffee break services providers; and bottled water or water softener services.

NAICS 722: Food Services and Drinking Places

Industries in the Food Services and Drinking Places sub-sector prepare meals, snacks, and beverages to customer order for immediate on-premises and off-premises consumption. There is a wide range of

establishments in these industries. Some provide food and drink only; while others provide various combinations of seating space, waiter/waitress services and incidental amenities, such as limited entertainment. The industries in the sub-sector are grouped based on the type and level of services provided. The industry groups are full-service restaurants; limited-service eating places; special food services, such as food service contractors, caterers, and mobile food services, and drinking places.

Food services and drink activities at hotels and motels; amusement parks, theaters, casinos, country clubs, and similar recreational facilities; and civic and social organizations are included in this sub-sector only if these services are provided by a separate establishment primarily engaged in providing food and beverage services.

Excluded from this sub-sector are establishments operating dinner cruises. These establishments are classified in Sub-sector 487, Scenic and Sightseeing Transportation because those establishments utilize transportation equipment to provide scenic recreational entertainment.

NAICS 7221: Full-Service Restaurants

This industry group comprises establishments primarily engaged in providing food services to patrons who order and are served while seated (i.e., waiter/waitress service) and pay after eating. Establishments that provide these type of food services to patrons with any combination of other services, such as carryout services are classified in this industry.

NAICS 7222: Limited-Service Eating Places

This industry group comprises establishments primarily engaged in providing foodservices where patrons generally order or select items and pay before eating. Most establishments do not have waiter/waitress service, but some provide limited service, such as cooking to order (i.e., per special request), bringing food to seated customers, or providing off-site delivery.

NAICS 7223: Special Food Services

This industry group comprises establishments primarily engaged in providing one of the following food services: (1) at the customers' location; (2) a location designated by the customer; or (3) from motorized vehicles or non-motorized carts.

NAICS 7224: Drinking Places (Alcoholic Beverages)

This industry group comprises establishments primarily engaged in preparing and serving alcoholic beverages for immediate consumption.

Source: U.S. Census Bureau, 1997 Economic Census