

## 2012 Economic Census of Retail Trade in Ocean County

NAICS code	Description	Estab-lish-ments	Sales (\$1000)	Annual payroll (\$1000)	Paid employees	NAICS code	Description	Estab-lish-ments	Sales (\$1000)	Annual payroll (\$1000)	Paid employees
<b>44-45</b>	<b>Retail trade</b>	<b>1,869</b>	<b>7,695,378</b>	<b>724,078</b>	<b>26,568</b>	<b>448</b>	<b>(continued)</b>				
<b>441</b>	<b>Motor vehicle &amp; parts dealers</b>	<b>191</b>	<b>1,505,720</b>	<b>124,021</b>	<b>2,785</b>	44814	Family clothing stores	59	142,838	15,339	1,074
4411	Automobile dealers	58	1,200,111	84,643	1,620	44815	Clothing accessories stores	15	21,020	2,297	122
44111	New car dealers	30	1,111,713	77,306	1,506	44819	Other clothing stores	27	24,184	2,875	167
44112	Used car dealers	28	88,398	7,337	114	4482	Shoe stores	44	50,649	4,728	300
4412	Other motor vehicle dealers	61	215,093	23,978	561	4482101	Men's shoe stores	1	D	D	a
44121	Recreational vehicle dealers	5	60,782	5,170	93	4482102	Women's shoe stores	5	D	D	b
44122	Motorcycle, boat, & other motor vehicle dealers	56	154,311	18,808	468	4482103	Children's & juveniles' shoe stores	3	D	D	a
441222	Boat dealers	50	115,733	14,067	363	4482104	Family shoe stores	27	24,145	2,459	153
441229	All other motor vehicle dealers	1	D	D	b	4482105	Athletic footwear stores	8	21,570	1,660	105
4413	Automotive parts, accessories, & tire stores	72	90,516	15,400	604	4483	Jewelry, luggage, & leather goods stores	47	36,229	4,392	232
44131	Automotive parts & accessories stores	48	56,112	9,035	438	44831	Jewelry stores	46	D	D	c
44132	Tire dealers	24	34,404	6,365	166	44832	Luggage & leather goods stores	1	D	D	a
<b>442</b>	<b>Furniture &amp; home furnishings stores</b>	<b>96</b>	<b>202,188</b>	<b>23,027</b>	<b>814</b>	<b>451</b>	<b>Sporting goods, hobby, book, &amp; music stores</b>	<b>87</b>	<b>98,815</b>	<b>11,563</b>	<b>687</b>
4421	Furniture stores	45	106,379	12,431	295	4511	Sporting goods, hobby, & musical instrument stores	75	81,073	10,196	610
4422	Home furnishings stores	51	95,809	10,596	519	45111	Sporting goods stores	53	47,092	5,874	305
44221	Floor covering stores	22	26,888	3,407	103	4511101	General-line sporting goods stores	9	D	D	c
44229	Other home furnishings stores	29	68,921	7,189	416	4511102	Specialty-line sporting goods stores	44	D	D	c
442291	Window treatment stores	9	5,381	873	32	45112	Hobby, toy, & game stores	14	27,068	3,049	232
442299	All other home furnishings stores	20	63,540	6,316	384	45113	Sewing, needlework, & piece goods stores	4	4,659	831	56
<b>443</b>	<b>Electronics &amp; appliance stores</b>	<b>77</b>	<b>174,166</b>	<b>16,531</b>	<b>571</b>	45114	Musical instrument & supplies stores	4	2,254	442	17
443111	Household appliance stores	12	52,192	5,577	133	45121	Book stores & news dealers	12	17,742	1,367	77
<b>444</b>	<b>Bldg. Mat. &amp; garden equip. &amp; supplies dealers</b>	<b>131</b>	<b>706,057</b>	<b>85,288</b>	<b>2,327</b>	451211	Book stores	7	D	D	b
4441	Building material & supplies dealers	108	674,705	80,369	2,212	4512111	Book stores, general	2	D	D	b
44411	Home centers	10	D	D	g	4512112	Specialty book stores	5	7,340	415	18
44412	Paint & wallpaper stores	9	D	D	b	451212	News dealers & newsstands	5	D	D	a
44413	Hardware stores	20	D	D	c	<b>452</b>	<b>General merchandise stores</b>	<b>72</b>	<b>980,871</b>	<b>85,892</b>	<b>4,071</b>
44419	Other building material dealers	69	291,692	36,060	702	4521	Department stores	18	511,229	51,215	2,788
4442	Lawn & garden equipment & supplies stores	23	31,352	4,919	115	45210009	Department stores (incl leased depts)	18	514,453	X	X
44421	Outdoor power equipment stores	5	12,217	1,217	30	452111	Department stores (expt discount dept stores)	5	102,289	13,717	733
44422	Nursery, garden center, & farm supply stores	18	19,135	3,702	85	452112	Discount department stores	13	408,940	37,498	2,055
<b>445</b>	<b>Food &amp; beverage stores</b>	<b>351</b>	<b>1,640,295</b>	<b>177,639</b>	<b>7,136</b>	4529	Other general merchandise stores	54	469,642	34,677	1,283
4451	Grocery stores	186	1,379,787	156,130	6,009	45291	Warehouse clubs & supercenters	5	393,299	27,230	875
44511	Supermarkets & other grocery (except conv) stores	99	1,240,580	140,676	5,339	45299	All other general merchandise stores	49	76,343	7,447	408
44512	Convenience stores	87	139,207	15,454	670	4529901	Variety stores	34	48,250	4,512	291
4452	Specialty food stores	80	64,311	7,646	408	4529904	Miscellaneous general merchandise stores	15	28,093	2,935	117
4453	Beer, wine, & liquor stores	85	196,197	13,863	719	<b>453</b>	<b>Miscellaneous store retailers</b>	<b>184</b>	<b>159,953</b>	<b>22,298</b>	<b>1,017</b>
<b>446</b>	<b>Health &amp; personal care stores</b>	<b>173</b>	<b>611,855</b>	<b>56,741</b>	<b>2,030</b>	4531	Florists	36	10,248	1,921	122
44611	Pharmacies & drug stores	91	551,049	46,476	1,600	4532	Office supplies, stationery, & gift stores	68	62,727	7,334	399
44612	Cosmetics, beauty supplies, & perfume stores	18	16,645	2,317	143	45321	Office supplies & stationery stores	10	37,337	3,303	162
44613	Optical goods stores	29	18,743	3,711	151	45322	Gift, novelty, & souvenir stores	58	25,390	4,031	237
44619	Other health & personal care stores	35	25,418	4,237	136	4533	Used merchandise stores	19	8,187	1,310	84
446191	Food (health) supplement stores	17	11,461	1,387	58	4539	Other miscellaneous store retailers	61	78,791	11,733	412
446199	All other health & personal care stores	18	13,957	2,850	78	45391	Pet & pet supplies stores	17	32,130	4,327	218
<b>447</b>	<b>Gasoline stations</b>	<b>125</b>	<b>869,213</b>	<b>28,886</b>	<b>1,489</b>	45392	Art dealers	2	D	D	a
44711	Gasoline stations with convenience stores	72	716,608	23,447	1,217	45399	All other miscellaneous store retailers	40	46,002	7,261	189
44719	Other gasoline stations	53	152,605	5,439	272	<b>454</b>	<b>Nonstore retailers</b>	<b>89</b>	<b>372,487</b>	<b>51,485</b>	<b>1,008</b>
<b>448</b>	<b>Clothing &amp; clothing accessories stores</b>	<b>293</b>	<b>373,758</b>	<b>40,707</b>	<b>2,633</b>	4541	Electronic shopping & mail-order houses	51	268,418	40,134	770
4481	Clothing stores	202	286,880	31,587	2,101	4543	Direct selling establishments	35	101,800	10,800	220
44811	Men's clothing stores	19	17,677	2,112	107	45431	Fuel dealers	6	83,212	9,015	164
44812	Women's clothing stores	63	57,380	6,536	458	454311	Heating oil dealers	4	D	D	c
44813	Children's & infants' clothing stores	19	23,781	2,428	173	45439	Other direct selling establishments	29	18,588	1,785	56

Notes: Table includes only establishments with payroll. Nonemployers are shown separately.  
D: Withheld to avoid disclosing data of individual companies; data are included in higher level totals.  
X: Not Applicable

Source: 2007 Economic Census of Retail Trade, by Industry NAICS code, U.S. Census Bureau, 2012, Table: EC0744A1. (Issued every five years)  
Prepared by: Ocean County Department of Planning, January 2017.