

## 2017 Economic Census of Retail Trade in Ocean County

NAICS code	Description	Estab-lish-ments	Sales (\$1000)	Annual payroll (\$1000)	Paid employees
<b>44-45</b>	<b>Retail trade</b>	<b>2,022</b>	<b>8,720,101</b>	<b>822,694</b>	<b>28,464</b>
<b>441</b>	<b>Motor vehicle &amp; parts dealers</b>	<b>191</b>	<b>1,985,787</b>	<b>146,833</b>	<b>2,998</b>
4411	Automobile dealers	67	1,566,490	98,345	1,751
44111	New car dealers	36	1,468,009	90,732	1,603
44112	Used car dealers	31	98,481	7,613	148
4412	Other motor vehicle dealers	50	315,861	30,066	558
44121	Recreational vehicle dealers	5	112,648	7,658	129
44122	Motorcycle, boat, & other motor vehicle dealers	45	203,213	22,408	429
441222	Boat dealers	40	167,015	17,108	334
441229	All other motor vehicle dealers	5	36,198	5,300	95
4413	Automotive parts, accessories, & tire stores	74	103,436	18,422	689
44131	Automotive parts & accessories stores	44	65,125	9,327	433
44132	Tire dealers	30	38,311	9,095	256
<b>442</b>	<b>Furniture &amp; home furnishings stores</b>	<b>113</b>	<b>247,471</b>	<b>28,768</b>	<b>969</b>
4421	Furniture stores	54	113,184	14,056	312
4422	Home furnishings stores	59	134,287	14,712	657
44221	Floor covering stores	27	46,073	5,917	135
44229	Other home furnishings stores	32	88,214	8,795	522
442291	Window treatment stores	10	10,514	1,398	70
442299	All other home furnishings stores	22	77,700	7,397	452
<b>443</b>	<b>Electronics &amp; appliance stores</b>	<b>37</b>	<b>117,276</b>	<b>10,135</b>	<b>356</b>
443111	Household appliance stores	9	34,830	2,933	72
<b>444</b>	<b>Bldg. Mat. &amp; garden equip. &amp; supplies dealers</b>	<b>145</b>	<b>911,067</b>	<b>125,443</b>	<b>2,969</b>
4441	Building material & supplies dealers	120	869,163	120,807	2,832
44411	Home centers	D	D	D	1,000 to 2,499
44412	Paint & wallpaper stores	D	D	D	20 to 99
44413	Hardware stores	16	23,202	2,780	144
44419	Other building material dealers	80	455,959	76,181	1,141
4442	Lawn & garden equipment & supplies stores	25	41,904	4,636	137
44421	Outdoor power equipment stores	5	14,111	D	0 to 19
44422	Nursery, garden center, & farm supply stores	20	27,793	D	100 to 249
<b>445</b>	<b>Food &amp; beverage stores</b>	<b>365</b>	<b>1,631,273</b>	<b>161,223</b>	<b>7,017</b>
4451	Grocery stores	199	1,323,236	137,575	5,888
44511	Supermarkets & other grocery (except conv) stores	105	1,187,879	122,364	5,167
44512	Convenience stores	94	135,357	15,211	721
4452	Specialty food stores	79	67,574	6,367	289
4453	Beer, wine, & liquor stores	87	240,463	17,281	840
<b>446</b>	<b>Health &amp; personal care stores</b>	<b>191</b>	<b>767,856</b>	<b>73,886</b>	<b>2,288</b>
44611	Pharmacies & drug stores	95	626,835	48,660	1,387
44612	Cosmetics, beauty supplies, & perfume stores	21	28,331	3,796	249
44613	Optical goods stores	35	25,096	3,851	159
44619	Other health & personal care stores	40	87,594	17,579	493
446191	Food (health) supplement stores	17	14,001	1,406	69
446199	All other health & personal care stores	23	73,593	16,173	424
<b>447</b>	<b>Gasoline stations</b>	<b>117</b>	<b>684,386</b>	<b>34,871</b>	<b>1,690</b>
44711	Gasoline stations with convenience stores	75	578,298	30,745	1,504
44719	Other gasoline stations	42	106,088	4,126	186

NAICS code	Description	Estab-lish-ments	Sales (\$1000)	Annual payroll (\$1000)	Paid employees
<b>448</b>	<b>Clothing &amp; clothing accessories stores</b>	<b>305</b>	<b>429,055</b>	<b>48,046</b>	<b>2,693</b>
4481	Clothing stores	219	336,214	37,371	2,127
44811	Men's clothing stores	18	25,169	3,091	103
44812	Women's clothing stores	63	65,712	9,570	454
44813	Children's & infants' clothing stores	23	29,590	3,396	210
44814	Family clothing stores	60	146,466	14,715	1,012
44815	Clothing accessories stores	21	28,555	2,486	130
44819	Other clothing stores	34	40,722	4,113	218
4482	Shoe stores	41	61,639	5,787	352
4483	Jewelry, luggage, & leather goods stores	45	31,202	4,888	214
44831	Jewelry stores	D	D	D	100 to 249
<b>451</b>	<b>Sporting goods, hobby, book, &amp; music stores</b>	<b>98</b>	<b>132,373</b>	<b>14,323</b>	<b>876</b>
4511	Sporting goods, hobby, & musical instrument stores	85	108,387	12,386	768
45111	Sporting goods stores	53	72,079	7,831	378
45112	Hobby, toy, & game stores	D	D	D	250 to 499
45113	Sewing, needlework, & piece goods stores	4	4,714	820	47
45114	Musical instrument & supplies stores	D	D	D	0 to 19
45121	Book stores & news dealers	13	23,986	1,937	108
451211	Book stores	D	D	D	20 to 99
451212	News dealers & newsstands	D	D	D	20 to 99
<b>452</b>	<b>General merchandise stores</b>	<b>75</b>	<b>1,011,663</b>	<b>97,833</b>	<b>4,269</b>
4521	Department stores	9	147,635	19,839	1,070
4529	Other general merchandise stores	66	864,028	77,994	3,199
45291	Warehouse clubs & supercenters	14	771,247	69,234	2,599
45299	All other general merchandise stores	52	92,781	8,760	600
4529904	Miscellaneous general merchandise stores	180	153,068	22,508	941
<b>453</b>	<b>Miscellaneous store retailers</b>	<b>180</b>	<b>153,068</b>	<b>22,508</b>	<b>941</b>
4531	Florists	28	10,222	2,078	105
4532	Office supplies, stationery, & gift stores	64	43,696	6,174	356
45321	Office supplies & stationery stores	8	21,140	2,482	136
45322	Gift, novelty, & souvenir stores	56	22,556	3,692	220
4533	Used merchandise stores	18	8,961	1,317	74
4539	Other miscellaneous store retailers	70	90,189	12,939	406
45391	Pet & pet supplies stores	17	36,894	4,429	205
45399	All other miscellaneous store retailers	D	D	8,308	100 to 249
4529	Other general merchandise stores	66	864,028	77,994	3,199
45291	Warehouse clubs & supercenters	14	771,247	69,234	2,599
45299	All other general merchandise stores	52	92,781	8,760	600
<b>454</b>	<b>Nonstore retailers</b>	<b>205</b>	<b>648,826</b>	<b>58,825</b>	<b>1,398</b>
4541	Electronic shopping & mail-order houses	148	548,671	41,046	1,007
4543	Direct selling establishments	52	82,564	15,662	354
45431	Fuel dealers	5	42,099	6,114	99
45439	Other direct selling establishments	47	40,465	9,548	255

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.  
 Source: 2017 Economic Census of Retail Trade, by Industry NAICS code, U.S. Census Bureau, 2017, Table: EC0744A1. (Issued every five years.)  
 Prepared by: Ocean County Department of Planning, November 2020.