

541810 Advertising Agencies [Matrix Use #1 “Advertising Services”]

This industry comprises establishments primarily engaged in creating advertising campaigns and placing such advertising in periodicals, newspapers, radio and television, or other media. These establishments are organized to provide a full range of services (i.e., through in-house capabilities or subcontracting), including advice, creative services, account management, production of advertising material, media planning, and buying (i.e., placing advertising).

Cross-References. Establishments primarily engaged in--

- Purchasing advertising space from media outlets and reselling it directly to advertising agencies or individual companies--are classified in Industry 541830, Media Buying Agencies;
- Conceptualizing and producing artwork or graphic designs without providing other advertising agency services--are classified in Industry 541430, Graphic Design Services;
- Creating direct mail advertising campaigns--are classified in Industry 541860, Direct Mail Advertising;
- Providing marketing consulting services--are classified in U.S. Industry 541613, Marketing Consulting Services; and
- Selling media time or space for media owners as independent representatives--are classified in Industry 541840, Media Representatives.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
541810	541810	541810	Advertising agencies
541810	541810	541810	Advertising agency consulting services

ANTIQUÉ SHOP - SEE NAICS 453310 “Used Merchandise Stores” [Matrix Use #2 “Antique Shops”]

446110 Pharmacies and Drug Stores [Matrix Use #3 “Apothecary”]

This industry comprises establishments known as pharmacies and drug stores engaged in retailing prescription or nonprescription drugs and medicines.

Cross-References. Establishments primarily engaged in--

- Retailing food supplement products, such as vitamins, nutrition supplements, and body enhancing supplements--are classified in U.S. Industry 446191, Food (Health) Supplement Stores; and
- Retailing prescription and nonprescription drugs via electronic home shopping, mail-order, or direct sale--are classified in Subsector 454, Nonstore Retailers.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
<u>446110</u>	<u>446110</u>	<u>446110</u>	<u>Apothecaries</u>
446110	446110	446110	Drug stores
446110	446110	446110	Institutional pharmacies, on-site
446110	446110	446110	Pharmacies

448 Clothing and Clothing Accessories Stores [Matrix Use #4 “Apparel & Accessory Stores”]

Industries in the Clothing and Clothing Accessories Stores subsector retail new clothing and clothing accessories merchandise from fixed point-of-sale locations. Establishments in this subsector 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.

448110 Men's Clothing Stores [Matrix Use #4 “Apparel & Accessory Stores”]

This industry comprises establishments primarily engaged in retailing a general line of new men's and boys' clothing. These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.

Cross-References. Establishments primarily engaged in--

- Retailing men's and boys' clothing via electronic home shopping, mail-order, or direct sale--are classified in Subsector 454, Nonstore Retailers;
- Retailing custom men's clothing made on the premises--are classified in Industry Group 3152, Cut and Sew Apparel Manufacturing;
- Retailing new men's and boys' accessories--are classified in Industry 448150, Clothing Accessories Stores;
- Retailing specialized new apparel, such as raincoats, leather coats, fur apparel, and swimwear--are classified in Industry 448190, Other Clothing Stores;
- Retailing new clothing for all genders and age groups--are classified in Industry 448140, Family Clothing Stores;
- Retailing secondhand clothes--are classified in Industry 453310, Used Merchandise Stores; and
- Providing clothing alterations and repair--are classified in Industry 811490, Other Personal and Household Goods Repair and Maintenance.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
448110	448110	448110	Apparel stores, men's and boys' clothing
448110	448110	448110	Clothing stores, men's and boys'

448120 Women's Clothing Stores [Matrix Use #4 “Apparel & Accessory Stores”]

This industry comprises establishments primarily engaged in retailing a general line of new women's, misses' and juniors' clothing, including maternity wear. These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.

Cross-References. Establishments primarily engaged in--

- Retailing women's clothing via electronic home shopping, mail-order, or direct sale--are classified in Subsector 454, Nonstore Retailers;
- Retailing custom women's clothing made on premises--are classified in Industry Group 3152, Cut and Sew Apparel Manufacturing;

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- Retailing new women's accessories--are classified in Industry [448150](#), Clothing Accessories Stores;
- Retailing new clothing for all genders and age groups--are classified in Industry [448140](#), Family Clothing Stores;
- Retailing specialized new apparel, such as bridal gowns, raincoats, leather coats, fur apparel, and swimwear--are classified in Industry [448190](#), Other Clothing Stores;
- Retailing secondhand clothes--are classified in Industry [453310](#), Used Merchandise Stores; and
- Providing clothing alterations and repair--are classified in Industry [811490](#), Other Personal and Household Goods Repair and Maintenance.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
448120	448120	448120	Apparel stores, women's and girls' clothing
448120	448120	448120	Clothing stores, women's and girls'
448120	448120	448120	Maternity shops

448130 Children's and Infants' Clothing Stores [Matrix Use #4 “Apparel & Accessory Stores”]

This industry comprises establishments primarily engaged in retailing a general line of new children's and infants' clothing. These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.

Cross-References. Establishments primarily engaged in--

- Retailing children's and infants' clothing via electronic home shopping, mail-order, or direct sale--are classified in Subsector [454](#), Nonstore Retailers;
- Retailing new children's and infants' accessories--are classified in Industry [448150](#), Clothing Accessories Stores;
- Retailing new clothing for all genders or age groups--are classified in Industry [448140](#), Family Clothing Stores;
- Retailing secondhand clothes--are classified in Industry [453310](#), Used Merchandise Stores; and
- Providing clothing alterations and repair--are classified in Industry [811490](#), Other Personal and Household Goods Repair and Maintenance.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
448130	448130	448130	Apparel stores, children's and infants' clothing
448130	448130	448130	Baby clothing shops
448130	448130	448130	Clothing stores, children's and infants'

448140 Family Clothing Stores

This industry comprises establishments primarily engaged in retailing a general line of new clothing for men, women, and children, without specializing in sales for an individual gender or age group. These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.

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Cross-References. Establishments primarily engaged in--

- Retailing clothing for all genders via electronic home shopping, mail-order, or direct sale--are classified in Subsector 454, Nonstore Retailers;
- Retailing new men's and boys' clothing--are classified in Industry 448110, Men's Clothing Stores;
- Retailing new women's, misses', and juniors' clothing--are classified in Industry 448120, Women's Clothing Stores;
- Retailing new children's and infants' clothing--are classified in Industry 448130, Children's and Infants' Clothing Stores;
- Retailing specialized new apparel, such as raincoats, bridal gowns, leather coats, fur apparel, and swimwear--are classified in Industry 448190, Other Clothing Stores;
- Providing clothing alterations and repair--are classified in Industry 811490, Other Personal and Household Goods Repair and Maintenance; and
- Retailing secondhand clothes--are classified in Industry 453310, Used Merchandise Stores.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
448140	448140	448140	Clothing stores, family
448140	448140	448140	Family clothing stores
448140	448140	448140	Unisex clothing stores
448140	448140	448140	Western wear stores

448190 Other Clothing Stores [Matrix Use #4 “Apparel & Accessory Stores”]

This industry comprises establishments primarily engaged in retailing specialized lines of new clothing (except general lines of men's, women's, children's, infants', and family clothing). These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.

Illustrative Examples:

- Bridal gown (except custom) shops
- Leather coat stores
- Costume shops
- Lingerie stores
- Fur apparel stores
- Swimwear stores
- Hosiery stores
- Uniform (except athletic) stores

Cross-References. Establishments primarily engaged in--

- Retailing specialized apparel via electronic home shopping, mail-order, or direct sale--are classified in Subsector 454, Nonstore Retailers;
- Retailing custom apparel and accessories made on the premises--are classified in Subsector 315, Apparel Manufacturing;
- Retailing new men's and boys' clothing--are classified in Industry 448110, Men's Clothing Stores;
- Retailing new women's, misses', and juniors' clothing, including maternity wear--are classified in Industry 448120, Women's Clothing Stores;

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- Retailing new children's and infants' clothing--are classified in Industry 448130, Children's and Infants' Clothing Stores;
- Retailing new clothing for all genders or age groups--are classified in Industry 448140, Family Clothing Stores;
- Retailing athletic uniforms--are classified in Industry 451110, Sporting Goods Stores;
- Retailing secondhand clothes--are classified in Industry 453310, Used Merchandise Stores;
- Retailing luggage, briefcases, trunks, or these products in combination with a general line of leather items (except leather apparel), known as luggage and leather goods stores--are classified in Industry 448320, Luggage and Leather Goods Stores; and
- Providing clothing alterations and repair--are classified in Industry 811490, Other Personal and Household Goods Repair and Maintenance.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
448190	448190	448190	Bridal gown shops (except custom)
448190	448190	448190	Coat stores
448190	448190	448190	Costume stores (including theatrical)
448190	448190	448190	Dress shops
448190	448190	448190	Fur apparel stores
448190	448190	448190	Furriers
448190	448190	448190	Hosiery stores
448190	448190	448190	Leather coat stores
448190	448190	448190	Lingerie stores
448190	448190	448190	School uniform stores
448190	448190	448190	Swimwear stores
448190	448190	448190	T-shirt shops
448190	448190	448190	Uniform stores (except athletic)

448150 Clothing Accessories Stores [Matrix Use #4 “Apparel & Accessory Stores”]

This industry comprises establishments primarily engaged in retailing single or combination lines of new clothing accessories, such as hats and caps, costume jewelry, gloves, handbags, ties, wigs, toupees, and belts.

Illustrative Examples:

Costume jewelry stores
Wig and hairpiece stores
Neckwear stores

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Cross-References. Establishments primarily engaged in--

- Retailing specialized lines of clothing via electronic home shopping, mail-order, or direct sale--are classified in Subsector 454, Nonstore Retailers;
- Retailing precious jewelry and watches--are classified in Industry 448310, Jewelry Stores;
- Retailing used clothing accessories--are classified in Industry 453310, Used Merchandise Stores;
- Retailing luggage, briefcases, trunks, or these products in combination with a general line of leather items (except leather apparel), known as luggage and leather goods stores--are classified in Industry 448320, Luggage and Leather Goods Stores; and
- Retailing leather apparel--are classified in Industry 448190, Other Clothing Stores.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
448150	448150	448150	Apparel accessory stores
448150	448150	448150	Clothing accessories stores
448150	448150	448150	Costume jewelry stores
448150	448150	448150	Furnishings stores, men's and boys'
448150	448150	448150	Furnishings stores, women's and girls'
448150	448150	448150	Handbag stores
448150	448150	448150	Hat and cap stores
448150	448150	448150	Jewelry stores, costume
448150	448150	448150	Neckwear stores
448150	448150	448150	Tie shops
448150	448150	448150	Wig and hairpiece stores

453920 Art Dealers [Matrix Use #5 “Art Gallery & Studio & Classes”]

This industry comprises establishments primarily engaged in retailing original and limited edition art works. Included in this industry are establishments primarily engaged in displaying works of art for retail sale in art galleries.

Cross-References. Establishments primarily engaged in--

- Retailing original and limited edition art works via electronic home shopping, mail-order, or direct sale--are classified in Subsector 454, Nonstore Retailers;
- Retailing art reproductions (except limited editions)--are classified in U.S. Industry 442299, All Other Home Furnishings Stores;
- Retailing artists' supplies--are classified in U.S. Industry 453998, All Other Miscellaneous Store Retailers (except Tobacco Stores); and
- Displaying works of art not for retail sale in art galleries--are classified in Industry 712110, Museums.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
453920	453920	453920	Art auctions
453920	453920	453920	Art dealers

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453920	453920	453920	Art galleries retailing art
453920	453920	453920	Galleries, art, retail

541430 Graphic Design Services [Matrix Use #5 “Art Gallery & Studio & Classes”]

This industry comprises establishments primarily engaged in planning, designing, and managing the production of visual communication in order to convey specific messages or concepts, clarify complex information, or project visual identities. These services can include the design of printed materials, packaging, advertising, signage systems, and corporate identification (logos). This industry also includes commercial artists engaged exclusively in generating drawings and illustrations requiring technical accuracy or interpretative skills.

Illustrative Examples:

- Commercial art studios
- Independent commercial or graphic artists
- Corporate identification (i.e., logo) design services
- Medical art or illustration services
- Graphic design consulting services

Cross-References.

- Establishments primarily engaged in creating and/or placing public display advertising material are classified in Industry [541850](#), Outdoor Advertising; and
- Independent artists primarily engaged in creating and selling visual artwork for noncommercial use and independent cartoonists are classified in Industry [711510](#), Independent Artists, Writers, and Performers.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
541430	541430	541430	Art services, commercial
541430	541430	541430	Art services, graphic
541430	541430	541430	Art studios, commercial
541430	541430	541430	Artists, independent commercial
541430	541430	541430	Artists, independent graphic
541430	541430	541430	Artists, independent medical
541430	541430	541430	Commercial art services
541430	541430	541430	Commercial artists, independent
541430	541430	541430	Commercial illustration services
541430	541430	541430	Commercial illustrators, independent
541430	541430	541430	Communication design services, visual
541430	541430	541430	Corporate identification (i.e., logo) design services
541430	541430	541430	Graphic art and related design services
541430	541430	541430	Graphic artists, independent

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541430	541430	541430	Graphic design services
541430	541430	541430	Illustrators, independent commercial
541430	541430	541430	Medical art services
541430	541430	541430	Medical artists, independent
541430	541430	541430	Medical illustration services
541430	541430	541430	Medical illustrators, independent
541430	541430	541430	Silk screen design services
541430	541430	541430	Studios, commercial art

611610 Fine Arts Schools [Matrix Use #5 “Art Gallery & Studio & Classes”]

This industry comprises establishments primarily engaged in offering instruction in the arts, including dance, art, drama, and music.

Illustrative Examples:

Art (except commercial and graphic) instruction
 Music instruction (e.g., piano, guitar)
 Dance instruction
 Music schools (except academic)
 Dance studios
 Performing arts schools (except academic)
 Drama schools (except academic)
 Photography schools (except commercial photography)
 Fine arts schools (except academic)

Cross-References.

- Establishments offering high school diplomas or academic degrees (i.e., even if they specialize in fine arts) are classified elsewhere in this subsector according to the type of school; and
- Establishments primarily engaged in offering courses in commercial and graphic arts and commercial photography are classified in U.S. Industry **611519**, Other Technical and Trade Schools.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
611610	611610	611610	Art (except commercial or graphic) instruction
611610	611610	611610	Art schools (except academic), fine
611610	611610	611610	Ballet schools (except academic)
611610	611610	611610	Ceramics instruction
611610	611610	611610	Conservatory of music (except academic)
611610	611610	611610	Dance instruction
611610	611610	611610	Dance schools
611610	611610	611610	Dance studios

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611610	611610	611610	Drama schools (except academic)
611610	611610	611610	Fine arts schools (except academic)
611610	611610	611610	Handicrafts instruction
611610	611610	611610	Music instruction (e.g., guitar, piano)
611610	611610	611610	Music schools (except academic)
611610	611610	611610	Performing arts schools (except academic)
611610	611610	611610	Photography schools, art
611610	611610	611610	Schools, drama (except academic)
611610	611610	611610	Schools, music (except academic)
611610	611610	611610	Sculpture instruction
611610	611610	611610	Theater schools
611610	611610	611610	Voice instruction

445291 Baked Goods Stores [Matrix Use #7 “Bakeries”]

This U.S. industry comprises establishments primarily engaged in retailing baked goods not for immediate consumption and not made on the premises.

Cross-References. Establishments primarily engaged in--

- Retailing baked goods via electronic home shopping, mail-order, or direct sale--are classified in Subsector 454, Nonstore Retailers;
- Selling snack foods (e.g., doughnuts, bagels, ice cream, popcorn) for immediate consumption--are classified in U.S. Industry 722515, Snack and Nonalcoholic Beverage Bars; and
- Retailing baked goods made on the premises but not for immediate consumption--are classified in U.S. Industry 311811, Retail Bakeries.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
445291	445291	445291	Baked goods stores, retailing only (except immediate consumption)

812111 Barber Shops [Matrix Use #8 “Barber Shops”]

This U.S. industry comprises establishments known as barber shops or men's hair stylist shops primarily engaged in cutting, trimming, and styling men's and boys' hair; and/or shaving and trimming men's beards.

Cross-References. Establishments primarily engaged in--

- Offering training in barbering--are classified in U.S. Industry 611511, Cosmetology and Barber Schools; and
- Providing hair care services (except establishments known as barber shops or men's hair stylists)--are classified in U.S. Industry 812112, Beauty Salons.

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2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
812111	812111	812111	Barber shops
812111	812111	812111	Hair stylist services, men's
812111	812111	812111	Hair stylist shops, men's

812112 Beauty Salons [Matrix Use #9 “Beauty Shops”]

This U.S. industry comprises establishments (except those known as barber shops or men's hair stylist shops) primarily engaged in one or more of the following: (1) cutting, trimming, shampooing, coloring, waving, or styling hair; (2) providing facials; and (3) applying makeup (except permanent makeup).

Illustrative Examples:

- Beauty parlors or shops
- Facial salons or shops
- Combined beauty and barber shops
- Hairdressing salons or shops
- Cosmetology salons or shops
- Unisex or women's hair stylist shops

Cross-References. Establishments primarily engaged in--

- Cutting, trimming, and styling men's and boys' hair (known as barber shops or men's hair stylist shops)--are classified in U.S. Industry 812111, Barber Shops;
- Offering training in hair styling or the cosmetic arts--are classified in U.S. Industry 611511, Cosmetology and Barber Schools;
- Providing nail care services--are classified in U.S. Industry 812113, Nail Salons;
- Providing massage, electrolysis (i.e., hair removal), permanent makeup, or tanning services--are classified in U.S. Industry 812199, Other Personal Care Services; and
- Providing medical skin care services (e.g., cosmetic surgery, dermatology)--are classified in Sector 62, Health Care and Social Assistance.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
812112	812112	812112	Beautician services
812112	812112	812112	Beauty and barber shops, combined
812112	812112	812112	Beauty parlors
812112	812112	812112	Beauty salons
812112	812112	812112	Beauty shops
812112	812112	812112	Cosmetology salons or shops
812112	812112	812112	Esthetician (i.e., skin care) services
812112	812112	812112	Facial salons
812112	812112	812112	Hair stylist salons or shops, unisex or women's
812112	812112	812112	Hair stylist services, unisex or women's
812112	812112	812112	Hairdresser services

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812112	812112	812112	Hairdressing salons or shops, unisex or women's
812112	812112	812112	Make-up (except permanent) salons
812112	812112	812112	Unisex hair stylist shops

BICYCLE SHOPS - SEE NAICS 451110 “Sporting Goods Stores” [Matrix Use #10 “Bicycle Shops”]

451211 Book Stores [Matrix Use #11 “Book Stores”]

This U.S. industry comprises establishments primarily engaged in retailing new books.

Cross-References. Establishments primarily engaged in--

- Retailing books via electronic home shopping, mail-order, or direct sale--are classified in Subsector 454, Nonstore Retailers; and
- Retailing used books (including used rare books)--are classified in Industry 453310, Used Merchandise Stores.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
451211	451211	451211	Book stores
451211	451211	451211	Religious book stores

445210 Meat Markets [Matrix Use #12 “Butcher Shop”]

This industry comprises establishments primarily engaged in retailing fresh, frozen, or cured meats and poultry. Delicatessen-type establishments primarily engaged in retailing fresh meat are included in this industry.

Illustrative Examples:

Baked ham stores
Meat markets
Butcher shops
Poultry dealers
Frozen meat shops

Cross-References. Establishments primarily engaged in--

- Retailing meat and poultry via electronic home shopping, mail-order, or direct sale--are classified in Subsector 454, Nonstore Retailers;
- Retailing a general line of food, known as supermarkets and grocery stores--are classified in Industry 445110, Supermarkets and Other Grocery (except Convenience) Stores; and
- Providing food services in delicatessen-type establishments--are classified in U.S. Industry 722513, Limited-Service Restaurants.

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2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
445210	445210	445210	Baked ham stores
445210	445210	445210	Butcher shops
445210	445210	445210	Delicatessens (except grocery store, restaurants)
445210	445210	445210	Frozen meat stores
445210	445210	445210	Meat markets
445210	445210	445210	Poultry dealers

443142 Electronics Stores [Matrix Use #13 “Camera and Photographic Supply Stores”]

This U.S. industry comprises: (1) establishments known as consumer electronics stores primarily engaged in retailing a general line of new consumer-type electronic products such as televisions, computers, and cameras; (2) establishments specializing in retailing a single line of consumer-type electronic products; (3) establishments primarily engaged in retailing these new electronic products in combination with repair and support services; (4) establishments primarily engaged in retailing new prepackaged computer software; and/or (5) establishments primarily engaged in retailing prerecorded audio and video media, such as CDs, DVDs, and tapes.

Illustrative Examples:

- Consumer-type electronic stores (e.g., televisions, computers, cameras)
- Stereo stores (except automotive)
- Radio and television stores
- Computer stores
- Camera shops, photographic

Cross-References. Establishments primarily engaged in--

- Retailing electronic goods via electronic home shopping, mail-order, or direct sale--are classified in Subsector **454**, Nonstore Retailers;
- Retailing automotive electronic sound systems--are classified in Industry **441310**, Automotive Parts and Accessories Stores;
- Retailing new computers, computer peripherals, and prepackaged software in combination with retailing new office equipment, office furniture, and office supplies--are classified in Industry **453210**, Office Supplies and Stationery Stores;
- Providing television or other electronic equipment repair services without retailing new televisions or electronic products--are classified in Industry **81121**, Electronic and Precision Equipment Repair and Maintenance;

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- Developing film and/or making photographic slides, prints, and enlargements without retailing a range of new photographic equipment and supplies--are classified in Industry 81292, Photofinishing;
- Retailing new electronic toys, such as dedicated video game consoles and handheld electronic games--are classified in Industry 451120, Hobby, Toy, and Game Stores; and
- Retailing used electronics--are classified in Industry 453310, Used Merchandise Stores.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
443112	443112	443142	Audio equipment stores (except automotive)
443130	443130	443142	Camera shops, photographic
443120	443120	443142	Computer equipment stores
443120	443120	443142	Computer stores
44-45	44-45	443142	Consumer-type electronic stores (e.g., televisions, computers, cameras)
443112	443112	443142	Electronic part and component stores
451220	451220	443142	Music stores (e.g., cassette, compact disc, record, tape)
443112	443112	443142	Pager and mobile phone stores
443130	443130	443142	Photographic supply stores
443112	443112	443142	Radio and television stores
451220	451220	443142	Record stores, new
443120	443120	443142	Software stores, computer
443112	443112	443142	Stereo stores (except automotive)
443112	443112	443142	Television and radio stores
443112	443112	443142	TV (television) stores
443120	443120	443142	Video game software stores
451220	451220	443142	Video tape stores

445292 Confectionery and Nut Stores [Matrix Use #14 “Candy & Ice Cream”]

This U.S. industry comprises establishments primarily engaged in retailing candy and other confections, nuts, and popcorn not for immediate consumption and not made on the premises.

Cross-References. Establishments primarily engaged in--

- Retailing confectionery goods and nuts via electronic home shopping, mail-order, or direct sale--are classified in Subsector 454, Nonstore Retailers;
- Retailing confectionery goods and nuts made on premises and not packaged for immediate consumption--are classified in Industry Group 3113, Sugar and Confectionery Product Manufacturing;
- Selling snack foods (e.g., doughnuts, bagels, ice cream, popcorn) for immediate consumption--are classified in U.S. Industry 722515, Snack and Nonalcoholic Beverage Bars; and
- Retailing baked goods made on the premises but not for immediate consumption--are classified in U.S. Industry 311811, Retail Bakeries.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
445292	445292	445292	Candy stores, packaged, retailing only
445292	445292	445292	Confectionery stores, packaged, retailing only
445292	445292	445292	Nut (i.e., packaged) stores

722515 Snack and Nonalcoholic Beverage Bars [Matrix Use #14 “Candy & Ice Cream”]

This U.S. industry comprises establishments primarily engaged in (1) preparing and/or serving a specialty snack, such as ice cream, frozen yogurt, cookies, or popcorn or (2) serving nonalcoholic beverages, such as coffee, juices, or sodas for consumption on or near the premises. These establishments may carry and sell a combination of snack, nonalcoholic beverage, and other related products (e.g., coffee beans, mugs, coffee makers) but generally promote and sell a unique snack or nonalcoholic beverage.

Illustrative Examples:

Beverage bars

Carryout service doughnut shops with on-premises baking

Carryout service bagel shops with on-premises baking

Carryout service pretzel shops with on-premises baking

Carryout service cookie shops with on-premises baking

Coffee shops, on-premises brewing

Ice cream parlors

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Cross-References. Establishments primarily engaged in--

- Selling one or more of the following food specialties: hamburgers, hot dogs, pizza, chicken, specialty cuisines--are classified in U.S. Industry 722513, Limited-Service Restaurants or U.S. Industry 722511, Full-Service Restaurants, based on type of food services provided to patrons;
- Preparing and serving snacks and nonalcoholic beverages from mobile vehicles--are classified in Industry 722330, Mobile Food Services;
- Retailing confectionery goods and nuts not packaged for immediate consumption--are classified in U.S. Industry 445292, Confectionery and Nut Stores; and
- Retailing baked goods (e.g., pretzels, doughnuts, cookies, and bagels) not baked on the premises and not for immediate consumption--are classified in U.S. Industry 445291, Baked Goods Stores.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
722213	722213	722515	Bagel shops, on premise baking and carryout service
722213	722213	722515	Beverage (e.g., coffee, juice, soft drink) bars, nonalcoholic, fixed location
722213	722213	722515	Canteens, fixed location
722213	722213	722515	Coffee shops, on premise brewing
722213	722213	722515	Confectionery snack shops, made on premises with carryout services
722213	722213	722515	Cookie shops, on premise baking and carryout service
722213	722213	722515	Doughnut shops, on premise baking and carryout service
722213	722213	722515	Fixed location refreshment stands
722213	722213	722515	Frozen custard stands, fixed location
722213	722213	722515	Ice cream parlors
722213	722213	722515	Pretzel shops, on premise baking and carryout service
722213	722213	722515	Snack bars (e.g., cookies, popcorn, pretzels), fixed location
722213	722213	722515	Soft drink beverage bars, nonalcoholic, fixed location

44229 Other Home Furnishings Stores [Matrix Use #15 “China & Glassware”]

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

Illustrative Examples:

Bath shops

Kitchenware stores

Chinaware stores

Window treatment stores

Glassware stores

Cross-References. Establishments primarily engaged in--

- Retailing home furnishings via electronic home shopping, mail-order, or direct sale--are classified in Subsector 454, Nonstore Retailers;
- Retailing custom curtains and draperies made on premises--are classified in Industry 31412, Curtain and Linen Mills;
- Retailing new mirrored glass, lighting fixtures, and new ceramic floor tile or wood floor coverings only--are classified in Industry 44419, Other Building Material Dealers;
- Retailing new furniture--are classified in Industry 44211, Furniture Stores;
- Retailing new floor coverings (except ceramic or wood only)--are classified in Industry 44221, Floor Covering Stores; and
- Retailing used home furnishings--are classified in Industry 45331, Used Merchandise Stores.

Closet & Home Organizational Products Store – SEE NAICS USE #453998 “All Other Miscellaneous Store Retailers” [Matrix Use #16 “Closet & Home Organizational Products Store”]

453998 All Other Miscellaneous Store Retailers (except Tobacco Stores) [Matrix Use #17 “Coin, Stamp, Precious Metal or Similar Shop”]

This U.S. industry comprises establishments primarily engaged in retailing specialized lines of merchandise (except motor vehicle and parts dealers; furniture and home furnishings stores; 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; used merchandise stores; pet and pet supplies stores; art dealers; manufactured home (i.e., mobile home) dealers; and tobacco stores). This industry also includes establishments primarily engaged in retailing a general line of new and used merchandise on an auction basis (except electronic auctions).

Illustrative Examples:

Art supply stores

General merchandise auction houses

PERMISSIBLE & PROPOSED LAND USES FOR THE B-1 HISTORIC DISTRICT –Village of Long Grove

- Candle shops
- Home security equipment stores
- Cemetery memorial (e.g., headstones, markers, vaults) dealers
- Hot tub stores
- Collectors' items (e.g., autograph, coin, card, stamp) shops
- Swimming pool supply stores
- Fireworks shops (permanent location)
- Trophy (e.g., awards and plaques) shops
- Flower shops, artificial or dried

Cross-References. Establishments primarily engaged in--

- Retailing specialized lines of merchandise via electronic home shopping, mail-order, or direct sale--are classified in Subsector [454](#), Nonstore Retailers;
- Retailing merchandise via electronic auctions--are classified in U.S. Industry [454112](#), Electronic Auctions;
- Auctioning (i.e., on the location of others as independent auctioneers)--are classified in Industry [561990](#), All Other Support Services;
- Retailing pets and pet supplies--are classified in Industry [453910](#), Pet and Pet Supplies Stores;
- Retailing original and limited edition art works--are classified in Industry [453920](#), Art Dealers;
- Retailing manufactured homes (i.e., mobile homes)--are classified in Industry [453930](#), Manufactured (Mobile) Home Dealers;
- Retailing cigarettes, cigars, tobacco, pipes, and other smokers' supplies--are classified in U.S. Industry [453991](#), Tobacco Stores;
- Retailing antiques--are classified in Industry [453310](#), Used Merchandise Stores;
- Retailing new books--are classified in U.S. Industry [451211](#), Book Stores;
- Retailing new jewelry (except costume jewelry)--are classified in Industry [448310](#), Jewelry Stores; and
- Retailing new costume jewelry--are classified in Industry [448150](#), Clothing Accessories Stores.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
453998	453998	453998	Art supply stores
453998	453998	453998	Auction houses (general merchandise)
453998	453998	453998	Batteries, except automotive, dealers
453998	453998	453998	Calendar shops
453998	453998	453998	Candle shops
453998	453998	453998	Cemetery memorial dealers (e.g., headstones, markers, vaults)

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453998	453998	453998	Closet organizer stores
453998	453998	453998	Collector's items shops (e.g., autograph, card, coin, stamp)
453998	453998	453998	Emergency preparedness supply stores
453998	453998	453998	Fireworks shops (i.e., permanent location)
453998	453998	453998	Flag and banner shops
453998	453998	453998	Flower shops, artificial or dried
453998	453998	453998	Home security equipment stores
453998	453998	453998	Hot tub stores
453998	453998	453998	Janitorial equipment and supplies stores
453998	453998	453998	Monument (i.e., burial marker) dealers
453998	453998	453998	Police supply stores
453998	453998	453998	Religious goods (except books) stores
453998	453998	453998	Swimming pool supply stores
453998	453998	453998	Trophy (including awards and plaques) shops

442299 All Other Home Furnishings Stores [Matrix Use #19 “Cookware & Cooking School (Kitchen & Housewares)]

This U.S. industry comprises establishments primarily engaged in retailing new home furnishings (except floor coverings, furniture, and window treatments).

Illustrative Examples:

Bath shops

Kitchenware stores

Chinaware stores

Linen stores

Electric lamp shops

Picture frame stores

Glassware stores

Wood-burning stove stores

Houseware stores

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Cross-References. Establishments primarily engaged in--

- Retailing home furnishings via electronic home shopping, mail-order, or direct sale--are classified in Subsector 454, Nonstore Retailers;
- Retailing new mirrored glass or lighting fixtures--are classified in Industry 444190, Other Building Material Dealers;
- Retailing new furniture--are classified in Industry 442110, Furniture Stores;
- Retailing new floor coverings--are classified in Industry 442210, Floor Covering Stores;
- Retailing new window treatments--are classified in U.S. Industry 442291, Window Treatment Stores; and
- Retailing used home furnishings--are classified in Industry 453310, Used Merchandise Stores.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
442299	442299	442299	Bath shops
442299	442299	442299	Chinaware stores
442299	442299	442299	Custom picture frame shops
442299	442299	442299	Glassware stores
442299	442299	442299	Homefurnishings stores
442299	442299	442299	Housewares stores
442299	442299	442299	Kitchenware stores
442299	442299	442299	Lamp shops, electric
442299	442299	442299	Linen stores
442299	442299	442299	Picture frame shops, custom
442299	442299	442299	Wood-burning stove stores

611519 Other Technical and Trade Schools [Matrix Use #19 “Cookware & Cooking School (Kitchen & Housewares)]

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This U.S. industry comprises establishments primarily engaged in offering job or career vocational or technical courses (except cosmetology and barber training, aviation and flight training, and apprenticeship training). The curriculums offered by these schools are highly structured and specialized and lead to job-specific certification.

Illustrative Examples:

- Bartending schools
- Modeling schools
- Broadcasting schools
- Real estate schools
- Computer repair training
- Truck driving schools
- Graphic arts schools

Cross-References. Establishments primarily engaged in--

- Offering courses in office procedures and secretarial and stenographic skills--are classified in Industry [611410](#), Business and Secretarial Schools;
- Offering computer training (except computer repair)--are classified in Industry [611420](#), Computer Training;
- Offering professional and management development training--are classified in Industry [611430](#), Professional and Management Development Training;
- Offering registered nursing training with academic degrees (e.g., associate baccalaureate)--are classified in Industry [611210](#), Junior Colleges or in Industry [611310](#), College, Universities, and Professional Schools;
- Offering aviation and flight training--are classified in U.S. Industry [611512](#), Flight Training;
- Offering cosmetology and barber training--are classified in U.S. Industry [611511](#), Cosmetology and Barber Schools;
- Offering academic courses that may also offer technical and trade courses--are classified according to the type of school; and
- Offering apprenticeship training programs--are classified in U.S. Industry [611513](#), Apprenticeship Training.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
611519	611519	611519	Air traffic control schools
611519	611519	611519	Art schools, commercial or graphic
611519	611519	611519	Banking schools (training in banking)
611519	611519	611519	Bartending schools
611519	611519	611519	Broadcasting schools

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611519	611519	611519	Bus driver training
611519	611519	611519	Chauffeur training
611519	611519	611519	Computer repair training
611519	611519	611519	Cooking schools
611519	611519	611519	Culinary arts schools
611519	611519	611519	Dental hygienist schools
611519	611519	611519	Dental technician schools
611519	611519	611519	Electronic equipment repair training
611519	611519	611519	Fire fighter training schools
611519	611519	611519	Flight attendant schools
611519	611519	611519	Graphic arts schools
611519	611519	611519	Heavy equipment operation schools
611519	611519	611519	Heavy equipment repair training
611519	611519	611519	Home health aid schools
611519	611519	611519	Hospital management schools (except academic)
611519	611519	611519	Hospitality management schools (except academic)
611519	611519	611519	Marine navigational schools
611519	611519	611519	Massage therapist instruction
611519	611519	611519	Mechanic's schools (except apprenticeship)
611519	611519	611519	Medical technician schools
611519	611519	611519	Modeling schools

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611519	611519	611519	Nurse's aides schools
611519	611519	611519	Nursing schools (except academic)
611519	611519	611519	Photography schools, commercial
611519	611519	611519	Police training schools
611519	611519	611519	Real estate schools
611519	611519	611519	Restaurant management schools (except academic)
611519	611519	611519	Security guard training
611519	611519	611519	Truck driving schools

722513 Limited-Service Restaurants [**Matrix Use #20 “Deli & Carryout Foodstores ”**]

This U.S. industry comprises establishments primarily engaged in providing food services (except snack and nonalcoholic beverage bars) where patrons generally order or select items and pay before eating. Food and drink may be consumed on premises, taken out, or delivered to the customer's location. Some establishments in this industry may provide these food services in combination with selling alcoholic beverages.

Illustrative Examples:

Delicatessen restaurants

Pizza delivery shops
Family restaurants, limited-service
Takeout eating places
Fast-food restaurants
Takeout sandwich shops
Limited-service pizza parlors

Cross-References. Establishments primarily engaged in--

- Preparing and serving meals for immediate consumption using cafeteria-style serving equipment, known as cafeterias--are classified in U.S. Industry 722514, Cafeterias, Grill Buffets, and Buffets;
- Providing food services to patrons who order and are served while seated and pay after eating--are classified in U.S. Industry 722511, Full-Service Restaurants;
- Selling a specialty snack (e.g., ice cream, frozen yogurt, candy, cookies) or nonalcoholic beverages, for consumption on or near the premises--are classified in U.S. Industry 722515, Snack and Nonalcoholic Beverage Bars;

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- Retailing confectionery goods and nuts not packaged for immediate consumption--are classified in U.S. Industry 445292, Confectionery and Nut Stores;
- Retailing baked goods (e.g., pretzels, doughnuts, cookies, and bagels) not baked on the premises and not for immediate consumption--are classified in U.S. Industry 445291, Baked Goods Stores; and
- Preparing and serving alcoholic beverages, known as bars, taverns, or nightclubs--are classified in Industry 722410, Drinking Places (Alcoholic Beverages).

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
722211	722211	722513	Carryout restaurants
722211	722211	722513	Delicatessen restaurants
722211	722211	722513	Drive-in restaurants
722211	722211	722513	Family restaurants, limited-service
722211	722211	722513	Fast-food restaurants
722211	722211	722513	Pizza delivery shops
722211	722211	722513	Pizza parlors, limited-service
722211	722211	722513	Pizzerias, limited-service (e.g., take-out)
722211	722211	722513	Restaurants, carryout
722211	722211	722513	Restaurants, fast food
722211	722211	722513	Sandwich shops, limited-service
722211	722211	722513	Steak houses, limited-service
722211	722211	722513	Take out eating places

DRY GOODS STORE – NO NAICS CLASSIFICATION [Matrix Use #23”]

Dry goods are products such as textiles, ready-to-wear clothing, and sundries.^[1] In U.S. retailing, a dry goods store carries consumer goods that are distinct from those carried by hardware stores and grocery stores,^[1] though "dry goods" as a term for textiles has been dated back to 1742 in England^[1] or even a century earlier.^[2] Dry goods can be carried by stores specializing only in those products (a type of specialty store), or may be carried by a general store or a department store.^[3]

RESIDENTIAL USES (Above Ground Floor) – NO NAICS CLASSIFICATION [Matrix Use # "24"]

453110 Florists [Matrix Use #25 “Florists”]

This industry comprises establishments known as florists primarily engaged in retailing cut flowers, floral arrangements, and potted plants purchased from others. These establishments usually prepare the arrangements they sell.

Cross-References. Establishments primarily engaged in--

- Retailing flowers or nursery stock grown on premises--are classified in Industry [11142](#), Nursery and Floriculture Production;
- Retailing trees, shrubs, plants, seeds, bulbs, and sod grown elsewhere--are classified in Industry [444220](#), Nursery, Garden Center, and Farm Supply Stores; and
- Retailing flowers via electronic home shopping, mail-order, or direct sale--are classified in Subsector [454](#), Nonstore Retailers.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
453110	453110	453110	Florists
453110	453110	453110	Flower shops, fresh

445110 Supermarkets and Other Grocery (except Convenience) Stores [Matrix Use #26 “Food Stores”]

This industry comprises establishments generally known as supermarkets and grocery stores primarily engaged in retailing a general line of food, such as canned and frozen foods; fresh fruits and vegetables; and fresh and prepared meats, fish, and poultry. Included in this industry are delicatessen-type establishments primarily engaged in retailing a general line of food.

Cross-References. Establishments primarily engaged in--

- Retailing automotive fuels in combination with a convenience store or food mart--are classified in Industry [447110](#), Gasoline Stations with Convenience Stores;
- Retailing a limited line of goods, known as convenience stores or food marts (except those with fuel pumps)--are classified in Industry [445120](#), Convenience Stores;
- Retailing frozen food and freezer meal plans via direct sales to residential customers--are classified in Industry [454390](#), Other Direct Selling Establishments;
- Providing food services in delicatessen-type establishments--are classified in U.S. Industry [722513](#), Limited-Service Restaurants; and
- Retailing fresh meat in delicatessen-type establishments--are classified in Industry [445210](#), Meat Markets.

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2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
445110	445110	445110	Commissaries, primarily groceries
445110	445110	445110	Delicatessens primarily retailing a range of grocery items and meats
445110	445110	445110	Food (i.e., groceries) stores
445110	445110	445110	Grocery stores
445110	445110	445110	Supermarkets

445120 Convenience Stores [Matrix Use #26 “Food Stores”]

This industry comprises establishments known as convenience stores or food marts (except those with fuel pumps) primarily engaged in retailing a limited line of goods that generally includes milk, bread, soda, and snacks.

Cross-References. Establishments primarily engaged in--

- Retailing a general line of food, known as supermarkets and grocery stores--are classified in Industry 445110, Supermarkets and Other Grocery (except Convenience) Stores; and
- Retailing automotive fuels in combination with a convenience store or food mart--are classified in Industry 447110, Gasoline Stations with Convenience Stores.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
445120	445120	445120	Convenience food stores

445299 All Other Specialty Food Stores [Matrix Use #26 “Food Stores”]

This U.S. industry comprises establishments primarily engaged in retailing miscellaneous specialty foods (except meat, fish, seafood, fruit and vegetables, confections, nuts, popcorn, and baked goods) not for immediate consumption and not made on the premises.

Illustrative Examples:

- Coffee and tea (i.e., packaged) stores
- Soft drink (i.e., bottled) stores
- Dairy product stores
- Spice stores
- Gourmet food stores
- Water (i.e., bottled) stores

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Cross-References. Establishments primarily engaged in--

- Retailing specialty foods via electronic home shopping, mail-order, or direct sale--are classified in Subsector [454](#), Nonstore Retailers;
- Selling snack foods (e.g., doughnuts, bagels, ice cream, popcorn) for immediate consumption--are classified in U.S. Industry [722515](#), Snack and Nonalcoholic Beverage Bars;
- Retailing fresh, frozen, or cured meats and poultry--are classified in Industry [445210](#), Meat Markets;
- Retailing fresh, frozen, or cured fish and seafood products--are classified in Industry [445220](#), Fish and Seafood Markets;
- Retailing fresh fruits and vegetables--are classified in Industry [445230](#), Fruit and Vegetable Markets;
- Retailing candy and other confections, nuts, and popcorn not for immediate consumption and not made on the premises--are classified in U.S. Industry [445292](#), Confectionery and Nut Stores; and
- Retailing baked goods not for immediate consumption and not made on the premises--are classified in U.S. Industry [445291](#), Baked Goods Stores.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
445299	445299	445299	Coffee and tea (i.e., packaged) stores
445299	445299	445299	Dairy product stores
445299	445299	445299	Gourmet food stores
445299	445299	445299	Ice cream (i.e., packaged) stores
445299	445299	445299	Soft drink stores, bottled
445299	445299	445299	Specialty food stores
445299	445299	445299	Spice stores
445299	445299	445299	Tea and coffee (i.e., packaged) stores
445299	445299	445299	Water stores, bottled

446191 Food (Health) Supplement Stores [Matrix Use #26 Food Stores”]

This U.S. industry comprises establishments primarily engaged in retailing food supplement products, such as vitamins, nutrition supplements, and body enhancing supplements.

Cross-References. Establishments primarily engaged in--

- Retailing food supplement products via electronic home shopping, mail-order, or direct sale--are classified in Subsector 454, Nonstore Retailers;
- Retailing prescription and nonprescription drugs and medicines--are classified in Industry 446110, Pharmacies and Drug Stores; and
- Retailing naturally organic foods, such as fruits and vegetables, dairy products, and cereals and grains--are classified in Subsector 445, Food and Beverage Stores.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
446191	446191	446191	Food (i.e., health) supplement stores
446191	446191	446191	Herbal supplement stores
446191	446191	446191	Nutrition (i.e., food supplement) stores
446191	446191	446191	Vitamin stores

442110 Furniture Stores [Matrix Use #27 “Furniture & Home Furnishings”]

This industry comprises establishments primarily engaged in retailing new furniture, such as household furniture (e.g., baby furniture, box springs, and mattresses) and outdoor furniture; office furniture (except those sold in combination with office supplies and equipment); and/or furniture sold in combination with major appliances, home electronics, home furnishings, or floor coverings.

Cross-References. Establishments primarily engaged in--

- Retailing furniture via electronic home shopping, mail-order, or direct sale--are classified in Subsector 454, Nonstore Retailers;
- Retailing used furniture--are classified in Industry 453310, Used Merchandise Stores;
- Retailing custom furniture made on premises--are classified in Subsector 337, Furniture and Related Product Manufacturing; and
- Retailing new office furniture and a range of new office equipment and supplies--are classified in Industry 453210, Office Supplies and Stationery Stores.

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2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
442110	442110	442110	Bed stores, retail
442110	442110	442110	Furniture and appliance stores (i.e., primarily retailing furniture)
442110	442110	442110	Furniture stores (e.g., household, office, outdoor)
442110	442110	442110	Mattress stores (including waterbeds)
442110	442110	442110	Office furniture stores

453220 Gift, Novelty, and Souvenir Stores [Matrix Use #30 Gift, Novelty & Souvenir Shops”]

This industry comprises establishments primarily engaged in retailing new gifts, novelty merchandise, souvenirs, greeting cards, seasonal and holiday decorations, and curios.

Illustrative Examples:

- Balloon shops
- Greeting card shops
- Christmas stores
- Novelty shops
- Curio shops
- Souvenir shops
- Gift shops

Cross-References. Establishments primarily engaged in--

- Retailing gifts and novelties via electronic home shopping, mail-order, or direct sale--are classified in Subsector 454, Nonstore Retailers;
- Retailing stationery--are classified in Industry 453210, Office Supplies and Stationery Stores; and
- Retailing used curios and novelties--are classified in Industry 453310, Used Merchandise Stores.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
453220	453220	453220	Balloon shops
453220	453220	453220	Card shops, greeting
453220	453220	453220	Christmas stores

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453220 453220 453220 Collectible gift shops (e.g., crystal, pewter, porcelain)

453220 453220 453220 Craft (except craft supply) stores

453220 453220 453220 Curio shops

453220 | 453220 | 453220 | Gift shops

453220 453220 453220 Gift stands, permanent location

453220 453220 453220 Greeting card shops

453220 | 453220 | 453220 | Novelty shops

453220 453220 453220 Party goods (e.g., paper supplies, decorations, novelties) stores

453220 453220 453220 Seasonal and holiday decoration stores

453220 | 453220 | 453220 | Souvenir shops

HABERDASHERY – NO NAICS CLASSIFICATION [Matrix Use #31 Haberdashery”]

A haberdasher is a person who sells small articles for sewing, such as buttons, ribbons, zips, and other notions (in the United Kingdom^[1]) or a men's outfitter (American English^[2]). A haberdasher's shop or the items sold therein are called haberdashery.

444130 Hardware Stores [Matrix Use #32 Hardware Stores”]

This industry comprises establishments known as hardware stores primarily engaged in retailing a general line of new hardware items, such as tools and builders' hardware.

Cross-References. Establishments primarily engaged in--

- Retailing hardware items via electronic home shopping, mail-order, or direct sale--are classified in Subsector 454, Nonstore Retailers;
- Retailing a general line of home repair and improvement materials and supplies, known as home centers--are classified in Industry 444110, Home Centers; and
- Retailing used hardware items--are classified in Industry 453310, Used Merchandise Stores.

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2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
444130	444130	444130	Handtools, power-driven, repair and maintenance services retailing new power-driven handtools
444130	444130	444130	Hardware stores
444130	444130	444130	Tool stores, power and hand (except outdoor)

(Specialty Reclaimed Hardware – See 4453310 “Used Merchandise Store”)

448310 Jewelry Stores [Matrix Use #34 “Jewelry Stores”]

This industry comprises establishments primarily engaged in retailing one or more of the following items: (1) new jewelry (except costume jewelry); (2) new sterling and plated silverware; and (3) new watches and clocks. Also included are establishments retailing these new products in combination with lapidary work and/or repair services.

Cross-References. Establishments primarily engaged in--

- Retailing new costume jewelry--are classified in Industry [448150](#), Clothing Accessories Stores;
- Retailing jewelry via electronic home shopping, mail-order, or direct sale--are classified in Subsector [454](#), Nonstore Retailers;
- Retailing antiques or used jewelry, silverware, and watches and clocks--are classified in Industry [453310](#), Used Merchandise Stores;
- Providing jewelry or watch and clock repair without retailing new jewelry or watches and clocks--are classified in Industry [811490](#), Other Personal and Household Goods Repair and Maintenance; and
- Cutting and setting gem stones--are classified in Industry [339910](#), Jewelry and Silverware Manufacturing.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
448310	448310	448310	Clock shops
448310	448310	448310	Jewelry stores, precious
448310	448310	448310	Watch shops

451120 Hobby, Toy, and Game Stores [Matrix Use #33 Hobby, Toy & Game Stores”]

This industry comprises establishments primarily engaged in retailing new toys, games, and hobby and craft supplies (except needlecraft).

Cross-References. Establishments primarily engaged in--

- Retailing toys, games, and hobby and craft supplies via electronic home shopping, mail-order, or direct sale--are classified in Subsector 454, Nonstore Retailers;
- Retailing artists' supplies or collectors' items, such as coins, stamps, autographs, and cards--are classified in U.S. Industry 453998, All Other Miscellaneous Store Retailers (except Tobacco Stores);
- Retailing new computer software (e.g., game software)--are classified in U.S. Industry 443142, Electronics Stores;
- Retailing used toys, games, and hobby supplies--are classified in Industry 453310, Used Merchandise Stores; and
- Retailing new sewing supplies, fabrics, and needlework accessories--are classified in Industry 451130, Sewing, Needlework, and Piece Goods Stores.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
451120	451120	451120	Craft supply stores (except needlecraft)
451120	451120	451120	Hobby shops
451120	451120	451120	Magic supply stores
451120	451120	451120	Pottery (unfinished pottery to be painted by customer on premises) stores
451120	451120	451120	Toy stores
451120	451120	451120	Toy stores, electronic

444190 Other Building Material Dealers [Matrix Use #35 “Lighting”]

This industry comprises establishments (except those known as home centers, paint and wallpaper stores, and hardware stores) primarily engaged in retailing specialized lines of new building materials, such as lumber, fencing, glass, doors, plumbing fixtures and supplies, electrical supplies, prefabricated buildings and kits, and kitchen and bath cabinets and countertops to be installed.

Illustrative Examples:

- Electrical supply stores
- Kitchen cabinet (except custom) stores
- Fencing dealers

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Lumber yards, retail
 Floor covering stores, wood or ceramic tile only
 Plumbing supply stores
 Garage door dealers
 Prefabricated building dealers
 Glass stores

Cross-References. Establishments primarily engaged in--

- Retailing building materials via electronic home shopping, mail-order, or direct sale--are classified in Subsector 454, Nonstore Retailers;
- Retailing used building materials--are classified in Industry 453310, Used Merchandise Stores;
- Providing carpentry/installation services for products--are classified in Industry 238350, Finish Carpentry Contractors;
- Installing plumbing fixtures and supplies--are classified in Industry 238220, Plumbing, Heating, and Air-Conditioning Contractors;
- Installing electrical supplies, such as lighting fixtures and ceiling fans--are classified in Industry 238210, Electrical Contractors and Other Wiring Installation Contractors;
- Making custom furniture (e.g., kitchen cabinets)--are classified in Subsector 337, Furniture and Related Product Manufacturing;
- Retailing a general line of new hardware items, known as hardware stores--are classified in Industry 444130, Hardware Stores;
- Retailing paint and wallpaper, known as paint and wallpaper stores--are classified in Industry 444120, Paint and Wallpaper Stores; and
- Retailing a general line of home repair and improvement materials and supplies, known as home centers--are classified in Industry 444110, Home Centers.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
444190	444190	444190	Building materials supply dealers
444190	444190	444190	Cabinet stores, kitchen (except custom), to be installed
444190	444190	444190	Ceiling fan stores
444190	444190	444190	Ceramic tile stores
444190	444190	444190	Door stores
444190	444190	444190	Electrical supply stores
444190	444190	444190	Fencing dealers
444190	444190	444190	Floor covering stores, wood or ceramic tile only

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444190	444190	444190	Garage door dealers
444190	444190	444190	Glass stores
444190	444190	444190	Hardwood flooring dealers
444190	444190	444190	Kitchen cabinet (except custom) stores
444190	444190	444190	Lighting fixture stores
444190	444190	444190	Lumber retailing yards
444190	444190	444190	Masonry (e.g., block, brick, stone) dealers
444190	444190	444190	Plumbing supply stores
444190	444190	444190	Prefabricated building dealers
444190	444190	444190	Roofing material dealers
444190	444190	444190	Siding dealers
444190	444190	444190	Tile stores, ceramic
444190	444190	444190	Window stores

448320 Luggage and Leather Goods Stores [Matrix Use #36 “Luggage & Leather Goods Store”]

This industry comprises establishments known as luggage and leather goods stores primarily engaged in retailing new luggage, briefcases, and trunks, or retailing these new products in combination with a general line of leather items (except leather apparel), such as belts, gloves, and handbags.

Cross-References. Establishments primarily engaged in--

- Retailing luggage and leather goods via electronic home shopping, mail-order, or direct sale--are classified in Subsector [454](#), Nonstore Retailers;
- Retailing used luggage and leather goods--are classified in Industry [453310](#), Used Merchandise Stores;
- Retailing single or combination lines of new clothing accessories (e.g., gloves, handbags, or leather belts)--are classified in Industry [448150](#), Clothing Accessories Stores; and
- Retailing new leather coats--are classified in Industry [448190](#), Other Clothing Stores.

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2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
448320	448320	448320	Leather goods stores
448320	448320	448320	Luggage stores

561431 Private Mail Centers [Matrix Use #37 “Mailing, Reproduction, Stenographic Services”]

This U.S. industry comprises (1) establishments primarily engaged in providing mailbox rental and other postal and mailing (except direct mail advertising) services or (2) establishments engaged in providing these mailing services along with one or more other office support services, such as facsimile services, word processing services, on-site PC rental services, and office product sales.

Cross-References. Establishments primarily engaged in--

- Operating contract post offices--are classified in Industry 491110, Postal Service;
- Delivering letters and parcels (except under a universal service obligation)--are classified in Subsector 492, Couriers and Messengers;
- Providing voice mailbox services--are classified in U.S. Industry 561421, Telephone Answering Services;
- Providing direct mail advertising services--are classified in Industry 541860, Direct Mail Advertising;
- Providing only one of the support services (e.g., word processing services) that establishments in this industry provide--are classified in the appropriate industry according to the service provided; and
- Providing full service office space, whether on a lease or service contract basis--are classified in Industry 531120, Lessors of Nonresidential Buildings (except Miniwarehouses).

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
561431	561431	561431	Mailbox rental centers, private
561431	561431	561431	Mailbox rental services combined with one or more other office support services, private
561431	561431	561431	Parcel mailing services combined with one or more other office support services, private
561431	561431	561431	Parcel mailing services, private
561431	561431	561431	Private mail centers

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561431 561431 561431 Private mailbox rental centers

561439 Other Business Service Centers (including Copy Shops) [Matrix Use #37 “Mailing, Reproduction, Stenographic Services”]

This U.S. industry comprises (1) establishments generally known as copy centers or shops primarily engaged in providing photocopying, duplicating, blueprinting, and other document copying services, without also providing printing services (e.g., offset printing, quick printing, digital printing, prepress services) and (2) establishments (except private mail centers) engaged in providing a range of office support services (except printing services), such as document copying services, facsimile services, word processing services, on-site PC rental services, and office product sales.

Cross-References.

- Establishments engaged in providing document copying services in combination with printing services, with or without a range of other office support services, and establishments known as quick or digital printers are classified in U.S. Industry 323111, Commercial Printing (except Screen and Books);
- Establishments engaged in providing mailbox rental and other postal and mailing services with or without one or more other office support services (except printing) are classified in U.S. Industry 561431, Private Mail Centers;
- Establishments exclusively engaged in providing a single office support service (except document copying) to clients, but not the range of office support services that establishments in this industry may provide, are classified according to the service provided; and
- Establishments engaged in providing full service office space, whether on a lease or service contract basis, are classified in Industry 531120, Lessors of Nonresidential Buildings (except Miniwarehouses).

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
561439	561439	561439	Blueprinting services
561439	561439	561439	Business service centers (except private mail centers)
561439	561439	561439	Business service centers (except private mail centers) providing range of office support services (except printing)
561439	561439	561439	Copy centers (except combined with printing services)
561439	561439	561439	Copy shops (except combined with printing services)
561439	561439	561439	Document copying services (except combined with printing services)

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561439	561439	561439	Document duplicating services (except combined with printing services)
561439	561439	561439	Photocopying services (except combined with printing services)
561439	561439	561439	Reprographic services

561410 Document Preparation Services [Matrix Use #37 “Mailing, Reproduction, Stenographic Services”]

This industry comprises establishments primarily engaged in one or more of the following: (1) letter or resume writing; (2) document editing or proofreading; (3) typing, word processing, or desktop publishing; and (4) stenography (except court reporting or stenotype recording), transcription, and other secretarial services.

Cross-References. Establishments primarily engaged in--

- Providing verbatim reporting and stenotype recording of live legal proceedings and transcribing subsequent recorded materials--are classified in U.S. Industry 561492, Court Reporting and Stenotype Services;
- Performing prepress and postpress services in support of printing activities--are classified in Industry 323120, Support Activities for Printing;
- Providing document translation services--are classified in Industry 541930, Translation and Interpretation Services;
- Photocopying, duplicating, and other document copying services, with or without a range of other office support services (except printing)--are classified in U.S. Industry 561439, Other Business Service Centers (including Copy Shops); and
- Providing document copying services in combination with printing services, with or without a range of other office support services, and establishments known as quick or digital printers--are classified in U.S. Industry 323111, Commercial Printing (except Screen and Books).

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
561410	561410	561410	Desktop publishing services (I.e. document preparation service)
561410	561410	561410	Dictation services
561410	561410	561410	Document preparation services
561410	561410	561410	Document transcription services
561410	561410	561410	Editing services

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561410 561410 561410 Letter writing services

561410 561410 561410 Proofreading services

561410 561410 561410 Radio transcription services

561410 561410 561410 Resume writing services

561410 561410 561410 Secretarial services

561410 | 561410 | 561410 | Stenographic services (except court or stenographic reporting)

561410 561410 561410 Transcription services

561410 561410 561410 Typing services

561410 561410 561410 Word processing services

621399 Offices of All Other Miscellaneous Health Practitioners [Matrix Use #38 “Massage Therapy”]

This U.S. industry comprises establishments of independent health practitioners (except physicians; dentists; chiropractors; optometrists; mental health specialists; physical, occupational, and speech therapists; audiologists; and podiatrists). These practitioners operate private or group practices in their own offices (e.g., centers, clinics) or in the facilities of others, such as hospitals or HMO medical centers.

Illustrative Examples:

Acupuncturists' (except MDs or DOs) offices

Hypnotherapists' offices

Dental hygienists' offices

Inhalation or respiratory therapists' offices

Denturists' offices

Midwives' offices

Dietitians' offices

Naturopaths' offices

Homeopaths' offices

Registered or licensed practical nurses' offices

Cross-References. Establishments primarily engaged in--

- The independent practice of medicine (i.e., physicians)--are classified in Industry [62111](#), Offices of Physicians;
- The independent practice of dentistry--are classified in Industry [621210](#), Offices of Dentists;

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- The independent practice of chiropractic--are classified in Industry [621310](#), Offices of Chiropractors;
- The independent practice of optometry--are classified in Industry [621320](#), Offices of Optometrists;
- The independent practice of mental health (except physicians)--are classified in Industry [621330](#), Offices of Mental Health Practitioners (except Physicians);
- The independent practice of physical, occupational, and speech therapy, and audiology--are classified in Industry [621340](#), Offices of Physical, Occupational and Speech Therapists, and Audiologists; and
- The independent practice of podiatry--are classified in U.S. Industry [621391](#), Offices of Podiatrists.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
621399	621399	621399	Acupuncturists' (except MDs or DOs) offices (e.g., centers, clinics)
621399	621399	621399	Christian Science practitioners' offices (e.g., centers, clinics)
621399	621399	621399	Clinical pharmacists' offices (e.g., centers, clinics)
621399	621399	621399	Dental hygienists' offices (e.g., centers, clinics)
621399	621399	621399	Denturists' offices (e.g., centers, clinics)
621399	621399	621399	Dietitians' offices (e.g., centers, clinics)
621399	621399	621399	Herbalists' offices (e.g., centers, clinics)
621399	621399	621399	Home nursing services, private practice
621399	621399	621399	Homeopaths' offices (e.g., centers, clinics)
621399	621399	621399	Hypnotherapists' offices (e.g., centers, clinics)
621399	621399	621399	Inhalation therapists' offices (e.g., centers, clinics)
621399	621399	621399	Licensed practical nurses' (LPNs) offices (e.g., centers, clinics)
621399	621399	621399	LPNs' (licensed practical nurses) offices (e.g., centers, clinics)
621399	621399	621399	Manual-arts therapists' offices (e.g., centers, clinics)

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621399 | 621399 | 621399 | Massage therapists' offices

621399	621399	621399	Midwives' offices (e.g., centers, clinics)
621399	621399	621399	Naturopaths' offices (e.g., centers, clinics)
621399	621399	621399	Nurses', licensed practical or registered, offices (e.g., centers, clinics)
621399	621399	621399	Nutritionists' offices (e.g., centers, clinics)
621399	621399	621399	Orthotists' offices (e.g., centers, clinic)
621399	621399	621399	Paramedics' offices (e.g., centers, clinics)
621399	621399	621399	Pedorthics' offices (e.g., centers, clinics)
621399	621399	621399	Physicians' assistants' offices (e.g., centers, clinics)
621399	621399	621399	Practical nurses' offices (e.g., centers, clinics), licensed
621399	621399	621399	Prosthetists' offices (e.g., centers, clinics)
621399	621399	621399	Registered nurses' (RNs) offices (e.g., centers, clinics)
621399	621399	621399	Respiratory therapists' offices (e.g., centers, clinics)
621399	621399	621399	RNs' (registered nurses) offices (e.g., centers, clinics)

712110 Museums [Matrix Use #39 “Museums & Art Galleries”]

This industry comprises establishments primarily engaged in the preservation and exhibition of objects of historical, cultural, and/or educational value.

Illustrative Examples:

Art galleries (except retail)

Planetariums

Art museums

Science or technology museums

Halls of fame

Wax museums

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Cross-References.

- Commercial art galleries primarily engaged in selling art objects are classified in Industry [453920](#), Art Dealers.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
712110	712110	712110	Art galleries (except retail)
712110	712110	712110	Art museums
712110	712110	712110	Community museums
712110	712110	712110	Contemporary art museums
712110	712110	712110	Decorative art museums
712110	712110	712110	Fine arts museums
712110	712110	712110	Galleries, art (except retail)
712110	712110	712110	Halls of fame
712110	712110	712110	Herbariums
712110	712110	712110	Historical museums
712110	712110	712110	Human history museums
712110	712110	712110	Interactive museums
712110	712110	712110	Marine museums
712110	712110	712110	Military museums
712110	712110	712110	Mobile museums
712110	712110	712110	Multidisciplinary museums
712110	712110	712110	Museums

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712110	712110	712110	Natural history museums
712110	712110	712110	Natural science museums
712110	712110	712110	Observatories (except research institutions)
712110	712110	712110	Planetariums
712110	712110	712110	Science and technology museums
712110	712110	712110	Sports halls of fame
712110	712110	712110	Traveling museum exhibits
712110	712110	712110	War museums
712110	712110	712110	Wax museums

451140 Musical Instrument and Supplies Stores [Matrix Use #40 “Musical Instruments & Lessons”]

This industry comprises establishments primarily engaged in retailing new musical instruments, sheet music, and related supplies; or retailing these new products in combination with musical instrument repair, rental, or music instruction.

Illustrative Examples:

Musical instrument stores
 Sheet music stores
 Piano stores

Cross-References. Establishments primarily engaged in--

- Retailing musical instruments, sheet music, and related supplies via electronic home shopping, mail-order, or direct sale--are classified in Subsector 454, Nonstore Retailers;
- Retailing new musical recordings--are classified in U.S. Industry 443142, Electronics Stores; and
- Retailing used musical instruments (including used rare musical instruments), sheet music, and related supplies--are classified in Industry 453310, Used Merchandise Stores.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
451140	451140	451140	Music stores (i.e., instrument)

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451140	451140	451140	Musical instrument stores
451140	451140	451140	Piano stores
451140	451140	451140	Sheet music stores

812113 Nail Salons [Matrix Use #41 “Nail Salon & Spa”]

This U.S. industry comprises establishments primarily engaged in providing nail care services, such as manicures, pedicures, and nail extensions.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
812113	812113	812113	Manicure and pedicure salons
812113	812113	812113	Manicurist services
812113	812113	812113	Nail salons
812113	812113	812113	Pedicure and manicure salons
812113	812113	812113	Pedicurist services

OFFICES – This is a huge category of uses per the NAICS; it is suggested that specific office uses be identified.

621999 All Other Miscellaneous Ambulatory Health Care Services [Matrix Use #43 “Offices of Other Health Practitioners”]

This U.S. industry comprises establishments primarily engaged in providing ambulatory health care services (except offices of physicians, dentists, and other health practitioners; outpatient care centers; medical and diagnostic laboratories; home health care providers; ambulances; and blood and organ banks).

Illustrative Examples:

- Health screening services (except by offices of health practitioners)
- Physical fitness evaluation services (except by offices of health practitioners)
- Hearing testing services (except by offices of audiologists)
- Smoking cessation programs
- Pacemaker monitoring services

Cross-References.

- Establishments primarily engaged in the independent practice of medicine are classified in Industry 62111, Offices of Physicians;

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- Establishments primarily engaged in the independent practice of dentistry are classified in Industry 621210, Offices of Dentists;
- Establishments primarily engaged in the independent practice of health care (except offices of physicians and dentists) are classified in Industry Group 6213, Offices of Other Health Practitioners;
- Establishments primarily engaged in providing general or specialized outpatient care services are classified in Industry Group 6214, Outpatient Care Centers;
- Establishments primarily engaged in providing home health care services are classified in Industry 621610, Home Health Care Services;
- Establishments primarily engaged in the transportation of patients by ground or air, along with medical care are classified in Industry 621910, Ambulance Services;
- Establishments known as medical and diagnostic laboratories primarily engaged in providing analytic or diagnostic services are classified in Industry 62151, Medical and Diagnostic Laboratories; and
- Blood and organ banks are classified in U.S. Industry 621991, Blood and Organ Banks.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
621999	621999	621999	Blood pressure screening facilities
621999	621999	621999	Blood pressure screening services
621999	621999	621999	Employee drug testing services
621999	621999	621999	Health screening services (except by offices of health practitioners)
621999	621999	621999	Hearing testing services (except by offices of audiologists)
621999	621999	621999	Medical care management services
621999	621999	621999	Medical case management services
621999	621999	621999	Pacemaker monitoring services
621999	621999	621999	Physical fitness evaluation services (except by offices of health practitioners)
621999	621999	621999	Smoking cessation programs
621999	621999	621999	Stop smoking clinics

OPEN SPACE - NO NAICS CLASSIFICATION

446130 Optical Goods Stores [Matrix Use #45 “Optical Goods Store”]

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This industry comprises establishments primarily engaged in one or more of the following: (1) retailing and fitting prescription eyeglasses and contact lenses; (2) retailing prescription eyeglasses in combination with the grinding of lenses to order on the premises; and (3) selling nonprescription eyeglasses.

Cross-References. Establishments primarily engaged in--

- Grinding lenses without retailing lenses--are classified in U.S. Industry 339115, Ophthalmic Goods Manufacturing;
- The private or group practice of optometry, even though glasses and contact lenses are sold at these establishments--are classified in Industry 621320, Offices of Optometrists;
- Retailing eyeglasses and contact lenses via mail-order--are classified in U.S. Industry 454113, Mail-Order Houses; and
- Retailing eyeglasses and contact lenses via the Internet--are classified in U.S. Industry 454111, Electronic Shopping.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
446130	446130	446130	Lens grinding, ophthalmic, in retail stores
446130	446130	446130	Optical goods stores (except offices of optometrists)
446130	446130	446130	Sunglass stores

444120 Paint and Wallpaper Stores [Matrix Use #45 “Paint, Glass & Wallpaper Stores”]

This industry comprises establishments known as paint and wallpaper stores primarily engaged in retailing paint, wallpaper, and related supplies.

Cross-References.

- Establishments primarily engaged in retailing automotive paints are classified in Industry 441310, Automotive Parts and Accessories Stores.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
444120	444120	444120	Paint stores
444120	444120	444120	Wallpaper and wall coverings stores

GLASS STORE – SEE NAICS 444190 “OTHER BUILDING MATERIALS” [Matrix Use #45 “Paint, Glass & Wallpaper Stores”]

541921 Photography Studios, Portrait [Matrix Use #47 “Photography Studios; Portrait”]

This U.S. industry comprises establishments known as portrait studios primarily engaged in providing still, video, or digital portrait photography services.

Illustrative Examples:

- Home photography services
- School photography services
- Passport photography services
- Videotaping services for special events (e.g., weddings)

Cross-References. Establishments primarily engaged in--

- Producing film and videotape for commercial exhibition or sale--are classified in Industry 512110, Motion Picture and Video Production;
- Developing still photographs--are classified in Industry 81292, Photofinishing;
- Developing motion picture film--are classified in U.S. Industry 512199, Other Motion Picture and Video Industries;
- Taking, developing, and selling artistic, news, or other types of photographs on a freelance basis, such as photojournalists--are classified in Industry 711510, Independent Artists, Writers, and Performers; and
- Supplying and servicing automatic photography machines in places of business operated by others--are classified in Industry 812990, All Other Personal Services.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
541921	541921	541921	Passport photography services
541921	541921	541921	Photography services, portrait (e.g., still, video)
541921	541921	541921	Photography studios, portrait
541921	541921	541921	Portrait photography services
541921	541921	541921	Portrait photography studios
541921	541921	541921	School photography (i.e., portrait photography) services
541921	541921	541921	Video photography services, portrait
541921	541921	541921	Video taping services, special events (e.g., birthdays, weddings)

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541921 541921 541921 Wedding photography services

PICTURE FRAMING - SEE NAICS 442299 “OTHER HOME FURNISHINGS” [Matrix Use #48 “Picture Framing”]

531210 Offices of Real Estate Agents and Brokers [Matrix Use # 49 “Real Estate”]

This industry comprises establishments primarily engaged in acting as agents and/or brokers in one or more of the following: (1) selling real estate for others; (2) buying real estate for others; and (3) renting real estate for others.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
531210	531210	531210	Agencies, real estate
531210	531210	531210	Agents, real estate
531210	531210	531210	Auctioning real estate for others (i.e., agents, brokers)
531210	531210	531210	Brokerages, real estate
531210	531210	531210	Brokers' offices, real estate
531210	531210	531210	Buyers' agents, real estate, offices
531210	531210	531210	Buying agencies, real estate
531210	531210	531210	Buying real estate for others (i.e., agents, brokers)
531210	531210	531210	Commercial real estate agencies
531210	531210	531210	Commercial real estate agents' offices
531210	531210	531210	Exclusive buyers' agencies
531210	531210	531210	Exclusive buyers' agents, offices of
531210	531210	531210	Real estate agencies
531210	531210	531210	Real estate agents' offices
531210	531210	531210	Real estate brokerages
531210	531210	531210	Real estate brokers' offices
531210	531210	531210	Renting real estate for others (i.e., agents, brokers)
531210	531210	531210	Residential real estate agencies
531210	531210	531210	Residential real estate agents' offices
531210	531210	531210	Residential real estate brokerages
531210	531210	531210	Residential real estate brokers' offices
531210	531210	531210	Selling real estate for others (i.e., agents, brokers)

722511 Full-Service Restaurants [Matrix Use #50 “Restaurants”]

This U.S. industry 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. These establishments may provide this type of food service to patrons in combination with selling alcoholic

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beverages, providing carryout services, or presenting live nontheatrical entertainment.

Cross-References. Establishments primarily engaged in--

- Providing food services where patrons generally order or select items and pay before eating--are classified in U.S. Industry 722513, Limited-Service Restaurants;
- Selling a specialty snack or nonalcoholic beverage for consumption on or near the premises--are classified in U.S. Industry 722515, Snack and Nonalcoholic Beverage Bars;
- Preparing and serving alcoholic beverages and known as bars, taverns, or nightclubs--are classified in Industry 722410, Drinking Places (Alcoholic Beverages); and
- Presenting live theatrical productions and providing food and beverages for consumption on the premises--are classified in Industry 711110, Theater Companies and Dinner Theaters.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
722110	722110	722511	Bagel shops, full service
722110	722110	722511	Diners, full service
722110	722110	722511	Doughnut shops, full service
722110	722110	722511	Family restaurants, full service
722110	722110	722511	Fine dining restaurants, full service
722110	722110	722511	Full service restaurants
722110	722110	722511	Pizza parlors, full service
722110	722110	722511	Pizzerias, full service
722110	722110	722511	Restaurants, full service
722110	722110	722511	Steak houses, full service

722513 Limited-Service Restaurants [Matrix Use #50 “Restaurants”]

This U.S. industry comprises establishments primarily engaged in providing food services (except snack and nonalcoholic beverage bars) where patrons generally order or select items and pay before eating. Food and drink may be consumed on premises, taken out, or delivered to the customer’s location. Some establishments in this industry may provide these food services in combination with selling alcoholic beverages.

PERMISSIBLE & PROPOSED LAND USES FOR THE B-1 HISTORIC DISTRICT –Village of Long Grove

Illustrative Examples:

Delicatessen restaurants
 Pizza delivery shops
 Family restaurants, limited-service
 Takeout eating places
 Fast-food restaurants
 Takeout sandwich shops
 Limited-service pizza parlors

Cross-References. Establishments primarily engaged in--

- Preparing and serving meals for immediate consumption using cafeteria-style serving equipment, known as cafeterias--are classified in U.S. Industry [722514](#), Cafeterias, Grill Buffets, and Buffets;
- Providing food services to patrons who order and are served while seated and pay after eating--are classified in U.S. Industry [722511](#), Full-Service Restaurants;
- Selling a specialty snack (e.g., ice cream, frozen yogurt, candy, cookies) or nonalcoholic beverages, for consumption on or near the premises--are classified in U.S. Industry [722515](#), Snack and Nonalcoholic Beverage Bars;
- Retailing confectionery goods and nuts not packaged for immediate consumption--are classified in U.S. Industry [445292](#), Confectionery and Nut Stores;
- Retailing baked goods (e.g., pretzels, doughnuts, cookies, and bagels) not baked on the premises and not for immediate consumption--are classified in U.S. Industry [445291](#), Baked Goods Stores; and
- Preparing and serving alcoholic beverages, known as bars, taverns, or nightclubs--are classified in Industry [722410](#), Drinking Places (Alcoholic Beverages).

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
722211	722211	722513	Carryout restaurants
722211	722211	722513	Delicatessen restaurants
722211	722211	722513	Drive-in restaurants
722211	722211	722513	Family restaurants, limited-service
722211	722211	722513	Fast-food restaurants
722211	722211	722513	Pizza delivery shops
722211	722211	722513	Pizza parlors, limited-service

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722211	722211	722513	Pizzerias, limited-service (e.g., take-out)
722211	722211	722513	Restaurants, carryout
722211	722211	722513	Restaurants, fast food
722211	722211	722513	Sandwich shops, limited-service
722211	722211	722513	Steak houses, limited-service
722211	722211	722513	Take out eating places

444220 Nursery, Garden Center, and Farm Supply Stores [Matrix Use #51 “Retail Nurseries and Garden Stores (No Yards)”]

This industry comprises establishments primarily engaged in retailing nursery and garden products, such as trees, shrubs, plants, seeds, bulbs, and sod, that are predominantly grown elsewhere. These establishments may sell a limited amount of a product they grow themselves. Also included in this industry are establishments primarily engaged in retailing farm supplies, such as animal (non-pet) feed.

Cross-References. Establishments primarily engaged in--

- Retailing nursery and garden products via electronic home shopping, mail-order, or direct sale--are classified in Subsector [454](#), Nonstore Retailers;
- Providing landscaping services--are classified in Industry [561730](#), Landscaping Services; and
- Growing and retailing nursery stock--are classified in U.S. Industry [111421](#), Nursery and Tree Production.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
444220	444220	444220	Farm supply stores
444220	444220	444220	Feed stores (except pet)
444220	444220	444220	Garden centers
444220	444220	444220	Lawn supply stores
444220	444220	444220	Nursery and garden centers without tree production

561720 Janitorial Services [Matrix Use #54 “Services to Building Services”]

This industry comprises establishments primarily engaged in cleaning building interiors, interiors of transportation equipment (e.g., aircraft, rail cars, ships), and/or windows.

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Illustrative Examples:

Custodial services
 Service station cleaning and degreasing services
 Housekeeping (i.e., cleaning) services
 Washroom sanitation services
 Maid (i.e., cleaning) services

Cross-References. Establishments primarily engaged in--

- Cleaning building exteriors (except sandblasting and window cleaning) or chimneys--are classified in Industry 561790, Other Services to Buildings and Dwellings; and
- Sandblasting building exteriors--are classified in Industry 238990, All Other Specialty Trade Contractors.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
561720	561720	561720	Aircraft janitorial services
561720	561720	561720	Building cleaning services, interior
561720	561720	561720	Building cleaning services, janitorial
561720	561720	561720	Cleaning homes
561720	561720	561720	Cleaning offices
561720	561720	561720	Cleaning shopping centers
561720	561720	561720	Custodial services
561720	561720	561720	Deodorant servicing of rest rooms
561720	561720	561720	Deodorizing services
561720	561720	561720	Housekeeping services (i.e., cleaning services)
561720	561720	561720	Janitorial services
561720	561720	561720	Janitorial services, aircraft
561720	561720	561720	Maid services (i.e., cleaning services)

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561720	561720	561720	Office cleaning services
561720	561720	561720	Residential cleaning services
561720	561720	561720	Rest room cleaning services
561720	561720	561720	Restaurant kitchen cleaning services
561720	561720	561720	Service station cleaning and degreasing services
561720	561720	561720	Washroom sanitation services
561720	561720	561720	Window cleaning services

451130 Sewing, Needlework, and Piece Goods Stores [Matrix Use #55 “Sewing, Needlework & Piece Goods”]

This industry comprises establishments primarily engaged in retailing new sewing supplies, fabrics, patterns, yarns, and other needlework accessories or retailing these products in combination with selling new sewing machines.

Illustrative Examples:

- Fabric shops
- Sewing supply stores
- Needlecraft sewing supply stores
- Upholstery materials stores

Cross-References. Establishments primarily engaged in--

- Retailing sewing supplies via electronic home shopping, mail-order, or direct sale--are classified in Subsector 454, Nonstore Retailers;
- Retailing new sewing machines only and in combination with retailing other new appliances--are classified in U.S. Industry 443141, Household Appliance Stores; and
- Retailing used sewing, needlework, and piece goods--are classified in Industry 453310, Used Merchandise Stores.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
451130	451130	451130	Fabric shops
451130	451130	451130	Needlecraft sewing supply stores

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451130	451130	451130	Piece goods stores
451130	451130	451130	Sewing supply stores
451130	451130	451130	Upholstery materials stores

811430 Footwear and Leather Goods Repair [Matrix Use #56 “Shoe Repair Shops and Shoe Shine Parlors”]

This industry comprises establishments primarily engaged in repairing footwear and/or repairing other leather or leather-like goods without retailing new footwear and leather or leather-like goods, such as handbags and briefcases.

Cross-References. Establishments primarily engaged in--

- Retailing new luggage and leather goods and also providing repair services--are classified in Industry [448320](#), Luggage and Leather Goods Stores;
- Shining shoes--are classified in Industry [812990](#), All Other Personal Services; and
- Repairing leather clothing--are classified in Industry [811490](#), Other Personal and Household Goods Repair and Maintenance.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
811430	811430	811430	Boot repair shops without retailing new boots
811430	811430	811430	Leather goods repair shops without retailing new leather goods
811430	811430	811430	Luggage repair shops without retailing new luggage
811430	811430	811430	Saddlery repair shops without retailing new saddlery

811430 | 811430 | 811430 | Shoe repair shops without retailing new shoes

812990 All Other Personal Services [Matrix Use #56 “Shoe Repair Shops and Shoe Shine Parlors”]

This industry comprises establishments primarily engaged in providing personal services (except personal care services, death care services, drycleaning and laundry services, pet care services, photofinishing services, or parking space and/or valet parking services).

Illustrative Examples:

Bail bonding or bondsperson services

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Shoeshine services

Coin-operated personal services machine (e.g., blood pressure, locker, photographic, scale, shoeshine) concession operators
 Social escort services
 Consumer buying services
 Wedding planning services
 Dating services

Cross-References. Establishments primarily engaged in--

- Providing personal care services--are classified in Industry Group **8121**, Personal Care Services;
- Providing death care services--are classified in Industry Group **8122**, Death Care Services;
- Providing drycleaning and laundry services--are classified in Industry Group **8123**, Drycleaning and Laundry Services;
- Providing pet care (except veterinary) services--are classified in Industry **812910**, Pet Care (except Veterinary) Services;
- Practicing veterinary medicine--are classified in Industry **541940**, Veterinary Services;
- Providing photofinishing services--are classified in Industry **81292**, Photofinishing; and
- Providing parking space for motor vehicles and/or valet parking services--are classified in Industry **812930**, Parking Lots and Garages.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
812990	812990	812990	Astrology services
812990	812990	812990	Baby shoe bronzing services
812990	812990	812990	Bail bonding services
812990	812990	812990	Balloon-o-gram services
812990	812990	812990	Blood pressure testing machine concession operators, coin-operated
812990	812990	812990	Bondsperson services
812990	812990	812990	Bootblack parlors
812990	812990	812990	Check room services
812990	812990	812990	Coin-operated personal service machine (e.g., blood pressure, locker, photographic, scale, shoeshine) concession operators

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812990	812990	812990	Comfort station operation
812990	812990	812990	Concierge services
812990	812990	812990	Consumer buying services
812990	812990	812990	Credit card notification services (i.e., lost or stolen card reporting)
812990	812990	812990	Dating services
812990	812990	812990	Discount buying services, including medical cards and similar negotiated discount plans for individuals
812990	812990	812990	Escort services, social
812990	812990	812990	Fortune-telling services
812990	812990	812990	Genealogical investigation services
812990	812990	812990	House sitting services
812990	812990	812990	Identity theft protection services
812990	812990	812990	Introduction services, social
812990	812990	812990	Lockers, coin-operated, rental
812990	812990	812990	Numerology services
812990	812990	812990	Palm reading services
812990	812990	812990	Party planning services
812990	812990	812990	Pay telephone equipment concession operators
812990	812990	812990	Personal fitness trainer
812990	812990	812990	Personal organizer services
812990	812990	812990	Personal shopping services
812990	812990	812990	Photographic machine concession operators, coin-operated

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812990	812990	812990	Phrenology services
812990	812990	812990	Porter services
812990	812990	812990	Psychic services
812990	812990	812990	Rest room operation
812990	812990	812990	Shoeshine parlors
812990	812990	812990	Shoeshine services
812990	812990	812990	Shopping services, personal
812990	812990	812990	Singing telegram services
812990	812990	812990	Sitting services, house
812990	812990	812990	Social escort services
812990	812990	812990	Telegram services, singing
812990	812990	812990	Wedding chapels (except churches)
812990	812990	812990	Wedding planning services

448210 Shoe Stores [Matrix Use #57 “Shoe Stores”]

This industry comprises establishments primarily engaged in retailing all types of new footwear (except hosiery and specialty sports footwear, such as golf shoes, bowling shoes, and spiked shoes). Establishments primarily engaged in retailing new tennis shoes or sneakers are included in this industry.

Cross-References. Establishments primarily engaged in--

- Retailing footwear via electronic home shopping, mail-order, or direct sale--are classified in Subsector **454**, Nonstore Retailers;
- Retailing hosiery--are classified in Industry **448190**, Other Clothing Stores;
- Retailing new specialty sports footwear (e.g., bowling shoes, golf shoes, spiked shoes)--are classified in Industry **451110**, Sporting Goods Stores; and
- Retailing used footwear--are classified in Industry **453310**, Used Merchandise Stores.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
448210	448210	448210	Athletic shoe (except bowling, golf, spiked) stores
448210	448210	448210	Orthopedic shoes stores

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448210	448210	448210	Shoe (except bowling, golf, spiked) stores
448210	448210	448210	Shoe stores, orthopedic

812910 Pet Care (except Veterinary) Services

This industry comprises establishments primarily engaged in providing pet care services (except veterinary), such as boarding, grooming, sitting, and training pets.

Cross-References. Establishments primarily engaged in--

- Practicing veterinary medicine--are classified in Industry [541940](#), Veterinary Services;
- Boarding horses--are classified in Industry [115210](#), Support Activities for Animal Production; and
- Transporting pets--are classified in U.S. Industry [485991](#), Special Needs Transportation.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
812910	812910	812910	Animal grooming services
812910	812910	812910	Animal shelters
812910	812910	812910	Boarding services, pet
812910	812910	812910	Dog pounds
812910	812910	812910	Grooming services, animal
812910	812910	812910	Guard dog training services
812910	812910	812910	Guide dog training services
812910	812910	812910	Kennels, pet boarding
812910	812910	812910	Obedience training services, pet
812910	812910	812910	Pet boarding services
812910	812910	812910	Pet grooming services
812910	812910	812910	Pet sitting services
812910	812910	812910	Pet training services
812910	812910	812910	Sitting services, pet

451110 Sporting Goods Stores [Matrix Use #59 “Sporting Goods and Bicycle Shops”]

This industry comprises establishments primarily engaged in retailing new sporting goods, such as bicycles and bicycle parts; camping equipment; exercise and fitness equipment; athletic uniforms; specialty sports footwear; and sporting goods, equipment, and accessories.

Illustrative Examples:

- Athletic uniform supply stores
- Fishing supply stores
- Bicycle (except motorized) shops
- Golf pro shops
- Bowling equipment and supply stores
- Saddlery stores
- Diving equipment stores
- Sporting goods (e.g., scuba, skiing, outdoor) stores
- Exercise equipment stores
- Sporting gun shops

Cross-References. Establishments primarily engaged in--

- Retailing sporting goods via electronic home shopping, mail-order, or direct sale--are classified in Subsector [454](#), Nonstore Retailers;
- Retailing new or used campers (pickup coaches) and camping trailers--are classified in Industry [441210](#), Recreational Vehicle Dealers;
- Retailing new or used snowmobiles, motorized bicycles, and motorized golf carts--are classified in U.S. Industry [441228](#), Motorcycle, ATV, and All Other Motor Vehicle Dealers;
- Retailing new shoes (except specialty sports footwear, such as golf shoes, bowling shoes, and spiked shoes)--are classified in Industry [448210](#), Shoe Stores;
- Repairing or servicing sporting goods, without retailing new sporting goods--are classified in Industry [811490](#), Other Personal and Household Goods Repair and Maintenance; and
- Retailing used sporting goods and used bicycles--are classified in Industry [453310](#), Used Merchandise Stores.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
451110	451110	451110	Athletic equipment and supply stores (including uniforms)
451110	451110	451110	Bicycle (except motorized) shops
451110	451110	451110	Bowling equipment and supply stores
451110	451110	451110	Diving equipment stores

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451110	451110	451110	Exercise equipment stores
451110	451110	451110	Fishing supply stores (e.g., bait)
451110	451110	451110	Footwear (e.g., bowling, golf, spiked), specialty sports, stores
451110	451110	451110	Golf pro shops
451110	451110	451110	Gun shops
451110	451110	451110	Outdoor sporting equipment stores
451110	451110	451110	Pro shops (e.g., golf, skiing, tennis)
451110	451110	451110	Saddlery stores
451110	451110	451110	Shoe stores, specialty sports footwear (e.g., bowling, golf, spiked)
451110	451110	451110	Sporting goods stores
451110	451110	451110	Sports gear stores (e.g., outdoors, scuba, skiing)
451110	451110	451110	Tack shops
451110	451110	451110	Tackle shops (i.e., fishing)
451110	451110	451110	Uniform stores, athletic

453210 Office Supplies and Stationery Stores [Matrix Use #60 “Stationary Stores”]

This industry comprises establishments primarily engaged in one or more of the following: (1) retailing new stationery, school supplies, and office supplies; (2) retailing a combination of new office equipment, furniture, and supplies; and (3) retailing new office equipment, furniture, and supplies in combination with selling new computers.

Cross-References. Establishments primarily engaged in--

- Retailing stationery, school supplies, and office supplies via electronic shopping, mail-order, or direct sale--are classified in Subsector **454**, Nonstore Retailers;
- Retailing greeting cards--are classified in Industry **453220**, Gift, Novelty, and Souvenir Stores;
- Retailing new typewriters--are classified in U.S. Industry **443142**, Electronics Stores;

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- Retailing new computers without retailing other consumer-type electronic products or office equipment, furniture, and supplies--are classified in U.S. Industry 443142, Electronics Stores;
- Printing business forms--are classified in Industry 32311, Printing;
- Retailing new office furniture--are classified in Industry 442110, Furniture Stores; and
- Retailing used office supplies--are classified in Industry 453310, Used Merchandise Stores.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
453210	453210	453210	Office supply stores
453210	453210	453210	School supply stores
<u>453210</u>	<u>453210</u>	<u>453210</u>	<u>Stationery stores</u>

THIRD FLOOR RESIDENTIAL APARTMENTS OR CONDOMINIMUMS - NO NAICS CLASSIFICATION [Matrix Use #61 “THIRD FLOOR RESIDENTIAL APARTMENTS OR CONDOMINIMUMS”]

453991 Tobacco Stores [Matrix Use #62 “Tobacco Shop”]

This U.S. industry comprises establishments primarily engaged in retailing cigarettes, cigars, tobacco, pipes, and other smokers' supplies.

Illustrative Examples:

- Cigar stores
- Smokers' supply stores
- Cigarette stands (i.e., permanent)
- Tobacco stores

Cross-References. Establishments primarily engaged in retailing tobacco products and supplies via electronic home shopping, mail-order, or direct sale are classified in Subsector 454, Nonstore Retailers.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
453991	453991	453991	Cigar stores
453991	453991	453991	Cigarette stands, permanent
453991	453991	453991	Smokers' supply stores
<u>453991</u>	<u>453991</u>	<u>453991</u>	<u>Tobacco stores</u>

453310 Used Merchandise Stores [Matrix Use #63 “Used Merchandise Stores”]

This industry comprises establishments primarily engaged in retailing used merchandise, antiques, and secondhand goods (except motor vehicles, such as automobiles, RVs, motorcycles, and boats; motor vehicle parts; tires; and mobile homes).

Illustrative Examples:

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Antique shops

- Used household-type appliance stores
- Used book stores
- Used merchandise thrift shops
- Used clothing stores
- Used sporting goods stores

Cross-References. Establishments primarily engaged in--

- Retailing used merchandise via electronic home shopping, mail-order, or direct sale--are classified in Subsector 454, Nonstore Retailers;
- Operating pawnshops--are classified in U.S. Industry 522298, All Other Nondepository Credit Intermediation;
- Retailing used automobiles--are classified in Industry 441120, Used Car Dealers;
- Retailing used automobile parts (except tires and tubes)--are classified in Industry 441310, Automotive Parts and Accessories Stores;
- Retailing used tires--are classified in Industry 441320, Tire Dealers;
- Retailing used mobile homes--are classified in Industry 453930, Manufactured (Mobile) Home Dealers;
- Retailing used recreational vehicles--are classified in Industry 441210, Recreational Vehicle Dealers;
- Retailing used boats--are classified in U.S. Industry 441222, Boat Dealers;
- Retailing used motorcycles, aircraft, snowmobiles, and utility trailers--are classified in U.S. Industry 441228, Motorcycle, ATV, and All Other Motor Vehicle Dealers; and
- Retailing a general line of used merchandise on an auction basis (except electronic auctions)--are classified in U.S. Industry 453998, All Other Miscellaneous Store Retailers (except Tobacco Stores).

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
453310	453310	453310	Antique dealers (except motor vehicles)
453310	453310	453310	Antique shops
453310	453310	453310	Apparel stores, used clothing
453310	453310	453310	Appliance stores, household-type, used
453310	453310	453310	Architectural salvage dealers
453310	453310	453310	Bicycle (except motorized) shops, used
453310	453310	453310	Book stores, used
453310	453310	453310	Clothing stores, used
453310	453310	453310	Consignment shops, used merchandise
453310	453310	453310	Flea markets, used merchandise, permanent
453310	453310	453310	Furniture stores, used
453310	453310	453310	Music stores (e.g., cassette, instrument, record, tape), used
453310	453310	453310	Rare manuscript stores
453310	453310	453310	Record stores, used

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453310	453310	453310	Second-hand merchandise stores
453310	453310	453310	Sporting goods stores, used
453310	453310	453310	Thrift shops, used merchandise
453310	453310	453310	Used bicycle (except motorized) shops
453310	453310	453310	Used merchandise dealers (except motor vehicles and parts)
453310	453310	453310	Used merchandise stores
453310	453310	453310	Used rare collectors' items (e.g., autograph, coin, card, stamps) shops

811490 Other Personal and Household Goods Repair and Maintenance [Matrix Use #65 “Watch, Clock Jewellery Repair Services”]

This industry comprises establishments primarily engaged in repairing and servicing personal or household-type goods without retailing new personal or household-type goods (except home and garden equipment, appliances, furniture, and footwear and leather goods). Establishments in this industry repair items, such as garments; watches; jewelry; musical instruments; bicycles and motorcycles; and motorboats, canoes, sailboats, and other recreational boats.

Cross-References. Establishments primarily engaged in--

- Repairing home and garden equipment--are classified in U.S. Industry [811411](#), Home and Garden Equipment Repair and Maintenance;
- Repairing appliances--are classified in U.S. Industry [811412](#), Appliance Repair and Maintenance;
- Reupholstering and repairing furniture--are classified in Industry [811420](#), Reupholstery and Furniture Repair;
- Repairing footwear and leather goods--are classified in Industry [811430](#), Footwear and Leather Goods Repair;
- Operating marinas and providing a range of other services including boat cleaning and repair--are classified in Industry [713930](#), Marinas; and
- Drycleaning garments--are classified in Industry Group [8123](#), Drycleaning and Laundry Services.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
811490	811490	811490	Bicycle repair and maintenance shops without retailing new bicycles
811490	811490	811490	Boat, pleasure, repair and maintenance services without retailing new boats
811490	811490	811490	China repair services

811490 | 811490 | 811490 | Clock repair shops without retailing new clocks

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811490 | 811490 | 811490 | Clothing repair shops, alterations only

811490 811490 811490 Cutlery (e.g., knives, scissors) sharpening, household-type

811490 811490 811490 Fur garment repair shops without retailing new fur garments

811490 811490 811490 Garment alteration and/or repair shops without retailing new garments

811490 811490 811490 Gun repair and maintenance shops without retailing new guns

811490 811490 811490 Gunsmith shops without retailing new guns

811490 | 811490 | 811490 | Jewelry repair shops without retailing new jewelry

811490 811490 811490 Key duplicating shops

811490 811490 811490 Motorboat (i.e., inboard and outboard) repair and maintenance services

811490 811490 811490 Motorcycle repair shops without retailing new motorcycles

811490 811490 811490 Musical instrument repair shops without retailing new musical instruments

811490 811490 811490 Outboard motor repair shops

811490 811490 811490 Sporting equipment repair and maintenance without retailing new sports equipment

811490 811490 811490 Tailor shops, alterations only

811490 811490 811490 Tuning and repair of musical instruments

811490 811490 811490 Venetian blind repair and maintenance shops without retailing new venetian blinds

811490 | 811490 | 811490 | Watch repair shops without retailing new watches

811490 811490 811490 Window shade repair and maintenance shops

722410 Drinking Places (Alcoholic Beverages) [Matrix Use #66 “Wine Tasting & Deli Cheese”]

This industry comprises establishments known as bars, taverns, nightclubs, or drinking places primarily engaged in preparing and serving alcoholic beverages for immediate consumption. These establishments may also provide limited food services.

Cross-References. Establishments primarily engaged in--

- Preparing and serving alcoholic beverages (i.e., not known as bars or taverns) and providing food services to patrons--are classified in Industry 72251, Restaurants and Other Eating Places;
- Operating a civic or social association with a bar for the association members--are classified in Industry 813410, Civic and Social Organizations;
- Retailing packaged alcoholic beverages not for immediate consumption on the premises--are classified in Industry 445310, Beer, Wine, and Liquor Stores; and
- Operating discotheques or dance clubs without selling alcoholic beverages--are classified in Industry 713990, All Other Amusement and Recreation Industries.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
722410	722410	722410	Alcoholic beverage drinking places
722410	722410	722410	Bars (i.e., drinking places), alcoholic beverage
722410	722410	722410	Cocktail lounges
722410	722410	722410	Drinking places (i.e., bars, lounges, taverns), alcoholic
722410	722410	722410	Lounges, cocktail
722410	722410	722410	Nightclubs, alcoholic beverage
722410	722410	722410	Taverns (i.e., drinking places)

445310 Beer, Wine, and Liquor Stores) [Matrix Use #66 “Wine Tasting & Deli Cheese”]

This industry comprises establishments primarily engaged in retailing packaged alcoholic beverages, such as ale, beer, wine, and liquor.

Cross-References.

Establishments primarily engaged in retailing packaged liquor in combination with providing prepared drinks for immediate consumption on the premises are classified in Industry 722410, Drinking Places (Alcoholic Beverages).

PERMISSIBLE & PROPOSED LAND USES FOR THE B-1 HISTORIC DISTRICT –Village of Long Grove

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
445310	445310	445310	Beer stores, packaged
445310	445310	445310	Duty free liquor shops
445310	445310	445310	Liquor stores, package
445310	445310	445310	Package stores (i.e., liquor)
445310	445310	445310	Wine shops, packaged