

Wisconsin: 2002

Issued August 2005

EC02-44A-WI

2002 Economic Census

Retail Trade

Geographic Area Series



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U.S. Department of Commerce
Economics and Statistics Administration
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Table 1. Summary Statistics for the State: 2002

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab-lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
WISCONSIN								
44-45	Retail trade	21 360	59 978 700	6 013 140	1 424 759	311 730	10.8	6.0
441	Motor vehicle and parts dealers	2 776	15 557 055	1 250 385	288 044	39 930	11.7	2.7
4411	Automobile dealers	1 238	13 300 150	948 340	219 731	28 266	11.6	2.5
44111	New car dealers	686	12 231 135	879 060	203 069	25 665	9.8	2.5
441110	New car dealers	686	12 231 135	879 060	203 069	25 665	9.8	2.5
44112	Used car dealers	552	1 069 015	69 280	16 662	2 601	32.2	2.2
441120	Used car dealers	552	1 069 015	69 280	16 662	2 601	32.2	2.2
4412	Other motor vehicle dealers	471	1 266 344	117 710	24 044	4 115	14.2	4.9
44121	Recreational vehicle dealers	96	265 430	21 304	4 032	788	15.2	6.9
441210	Recreational vehicle dealers	96	265 430	21 304	4 032	788	15.2	6.9
44122	Motorcycle, boat, and other motor vehicle dealers	375	1 000 914	96 406	20 012	3 327	14.0	4.3
441221	Motorcycle dealers	152	522 632	50 146	10 357	1 591	12.3	1.2
441222	Boat dealers	162	387 890	38 306	7 838	1 378	14.9	9.3
441229	All other motor vehicle dealers	61	90 392	7 954	1 817	358	20.1	1.5
4413	Automotive parts, accessories, and tire stores	1 067	990 561	184 335	44 269	7 549	10.0	3.5
44131	Automotive parts and accessories stores	808	637 676	115 121	27 990	5 248	9.4	4.3
441310	Automotive parts and accessories stores	808	637 676	115 121	27 990	5 248	9.4	4.3
44132	Tire dealers	259	352 885	69 214	16 279	2 301	11.2	2.2
441320	Tire dealers	259	352 885	69 214	16 279	2 301	11.2	2.2
442	Furniture and home furnishings stores	1 206	1 510 021	234 052	54 315	9 776	15.7	6.9
4421	Furniture stores	481	786 118	116 527	27 627	4 583	13.4	8.7
44211	Furniture stores	481	786 118	116 527	27 627	4 583	13.4	8.7
442110	Furniture stores	481	786 118	116 527	27 627	4 583	13.4	8.7
4422	Home furnishings stores	725	723 903	117 525	26 688	5 193	18.2	4.9
44221	Floor covering stores	376	445 369	76 694	17 512	2 561	22.2	6.3
442210	Floor covering stores	376	445 369	76 694	17 512	2 561	22.2	6.3
44229	Other home furnishings stores	349	278 534	40 831	9 176	2 632	11.7	2.8
442291	Window treatment stores	30	10 035	1 889	437	96	22.3	2.8
442299	All other home furnishings stores	319	268 499	38 942	8 739	2 536	11.3	2.8
443	Electronics and appliance stores	850	1 514 924	185 920	45 391	7 835	9.0	2.7
4431	Electronics and appliance stores	850	1 514 924	185 920	45 391	7 835	9.0	2.7
44311	Appliance, television, and other electronics stores	629	1 268 994	154 187	37 936	6 445	9.7	2.3
443111	Household appliance stores	256	288 079	41 382	9 838	1 663	22.3	3.2
443112	Radio, television, and other electronics stores	373	980 915	112 805	28 098	4 782	6.0	2.0
44312	Computer and software stores	185	221 604	27 497	6 566	1 141	4.8	5.6
443120	Computer and software stores	185	221 604	27 497	6 566	1 141	4.8	5.6
44313	Camera and photographic supplies stores	36	24 326	4 236	889	249	9.6	.1
443130	Camera and photographic supplies stores	36	24 326	4 236	889	249	9.6	.1
444	Building material and garden equipment and supplies dealers	2 162	5 921 684	750 097	175 201	28 947	8.9	6.2
4441	Building material and supplies dealers	1 589	4 877 478	618 171	147 178	23 345	8.4	6.8
44411	Home centers	106	D	D	D	i	D	D
444110	Home centers	106	D	D	D	i	D	D
44412	Paint and wallpaper stores	155	D	D	D	f	D	D
444120	Paint and wallpaper stores	155	D	D	D	f	D	D
44413	Hardware stores	428	507 516	83 606	19 537	5 563	20.1	4.1
444130	Hardware stores	428	507 516	83 606	19 537	5 563	20.1	4.1
44419	Other building material dealers	900	2 409 520	342 540	80 084	10 038	11.8	12.4
444190	Other building material dealers	900	2 409 520	342 540	80 084	10 038	11.8	12.4
4442	Lawn and garden equipment and supplies stores	573	1 044 206	131 926	28 023	5 602	11.2	3.1
44421	Outdoor power equipment stores	138	106 969	14 402	3 075	621	18.1	1.3
444210	Outdoor power equipment stores	138	106 969	14 402	3 075	621	18.1	1.3
44422	Nursery, garden center, and farm supply stores	435	937 237	117 524	24 948	4 981	10.4	3.4
444220	Nursery, garden center, and farm supply stores	435	937 237	117 524	24 948	4 981	10.4	3.4
445	Food and beverage stores	2 205	8 185 293	799 838	192 344	56 960	13.9	19.2
4451	Grocery stores	1 317	7 580 746	731 304	176 325	51 829	12.6	20.2
44511	Supermarkets and other grocery (except convenience) stores	1 122	7 466 192	723 550	174 640	51 151	12.1	20.0
445110	Supermarkets and other grocery (except convenience) stores	1 122	7 466 192	723 550	174 640	51 151	12.1	20.0
44512	Convenience stores	195	114 554	7 754	1 685	678	47.8	27.6
445120	Convenience stores	195	114 554	7 754	1 685	678	47.8	27.6
4452	Specialty food stores	451	218 304	42 445	9 881	2 864	22.3	9.8
4453	Beer, wine, and liquor stores	437	386 243	26 089	6 138	2 267	34.7	6.7
44531	Beer, wine, and liquor stores	437	386 243	26 089	6 138	2 267	34.7	6.7
446	Health and personal care stores	1 369	3 045 088	389 757	93 014	20 087	13.8	3.8
4461	Health and personal care stores	1 369	3 045 088	389 757	93 014	20 087	13.8	3.8
44611	Pharmacies and drug stores	752	2 704 884	320 889	76 397	16 296	14.3	2.9
446110	Pharmacies and drug stores	752	2 704 884	320 889	76 397	16 296	14.3	2.9
4461101	Pharmacies and drug stores	731	2 686 400	316 182	75 246	16 085	14.4	2.9
4461102	Proprietary stores	21	18 484	4 707	1 151	211	1.8	—
44612	Cosmetics, beauty supplies, and perfume stores	121	69 905	10 471	2 465	1 172	9.4	3.5
446120	Cosmetics, beauty supplies, and perfume stores	121	69 905	10 471	2 465	1 172	9.4	3.5
44613	Optical goods stores	238	117 174	27 975	7 095	1 327	7.6	10.5
446130	Optical goods stores	238	117 174	27 975	7 095	1 327	7.6	10.5
44619	Other health and personal care stores	258	153 125	30 422	7 057	1 292	12.1	14.5
446191	Food (health) supplement stores	150	44 430	6 794	1 642	564	16.7	1.0
446199	All other health and personal care stores	108	108 695	23 628	5 415	728	10.2	20.0

See footnotes at end of table.

Table 1. Summary Statistics for the State: 2002—Con.

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NAICS code	Geographic area and kind of business	Estab-lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
WISCONSIN—Con.								
Retail trade—Con.								
44-45	Retail trade—Con.							
447	Gasoline stations	2 667	5 959 646	325 112	77 681	23 678	21.7	8.6
4471	Gasoline stations	2 667	5 959 646	325 112	77 681	23 678	21.7	8.6
44711	Gasoline stations with convenience stores	2 235	4 805 129	261 853	62 375	20 023	22.6	8.5
447110	Gasoline stations with convenience stores	2 235	4 805 129	261 853	62 375	20 023	22.6	8.5
44719	Other gasoline stations	432	1 154 517	63 259	15 306	3 655	17.9	8.9
447190	Other gasoline stations	432	1 154 517	63 259	15 306	3 655	17.9	8.9
448	Clothing and clothing accessories stores	2 268	2 043 860	270 251	65 273	20 593	9.9	4.1
4481	Clothing stores	1 335	1 334 083	163 356	39 661	14 437	8.3	3.6
44811	Men's clothing stores	142	86 191	15 449	3 747	799	15.7	5.4
448110	Men's clothing stores	142	86 191	15 449	3 747	799	15.7	5.4
44812	Women's clothing stores	493	344 025	42 386	10 429	3 970	10.9	6.2
448120	Women's clothing stores	493	344 025	42 386	10 429	3 970	10.9	6.2
44813	Children's and infants' clothing stores	87	69 036	8 150	1 923	857	8.9	.6
448130	Children's and infants' clothing stores	87	69 036	8 150	1 923	857	8.9	.6
44814	Family clothing stores	349	681 738	72 141	17 244	6 626	5.0	1.7
448140	Family clothing stores	349	681 738	72 141	17 244	6 626	5.0	1.7
44815	Clothing accessories stores	80	33 155	5 058	1 252	382	12.2	1.8
448150	Clothing accessories stores	80	33 155	5 058	1 252	382	12.2	1.8
44819	Other clothing stores	184	119 938	20 172	5 066	1 803	12.3	7.2
448190	Other clothing stores	184	119 938	20 172	5 066	1 803	12.3	7.2
4482	Shoe stores	448	328 398	43 913	10 175	3 256	8.8	4.8
44821	Shoe stores	448	328 398	43 913	10 175	3 256	8.8	4.8
448210	Shoe stores	448	328 398	43 913	10 175	3 256	8.8	4.8
4482101	Men's shoe stores	13	12 448	1 476	258	53	1.7	21.4
4482102	Women's shoe stores	26	12 196	1 779	430	174	26.6	6.2
4482103	Children's and juveniles' shoe stores	7	3 627	508	135	41	—	12.1
4482104	Family shoe stores	320	210 865	29 602	6 815	2 042	7.3	3.8
4482105	Athletic footwear stores	82	89 262	10 548	2 537	946	11.1	4.1
4483	Jewelry, luggage, and leather goods stores	485	381 379	62 982	15 437	2 900	16.7	5.3
44831	Jewelry stores	469	374 302	61 853	15 152	2 815	16.8	5.4
448310	Jewelry stores	469	374 302	61 853	15 152	2 815	16.8	5.4
44832	Luggage and leather goods stores	16	7 077	1 129	285	85	7.9	—
448320	Luggage and leather goods stores	16	7 077	1 129	285	85	7.9	—
451	Sporting goods, hobby, book, and music stores	1 361	1 282 804	163 095	39 100	12 730	11.5	5.2
4511	Sporting goods, hobby, and musical instrument stores	1 012	962 338	125 014	29 695	9 380	12.5	5.3
45111	Sporting goods stores	543	523 030	64 545	15 316	4 488	11.6	5.8
451110	Sporting goods stores	543	523 030	64 545	15 316	4 488	11.6	5.8
4511101	General-line sporting goods stores	139	189 474	22 943	5 814	1 551	11.9	2.8
4511102	Specialty-line sporting goods stores	404	333 556	41 602	9 502	2 937	11.5	7.6
45112	Hobby, toy, and game stores	243	260 390	30 347	7 133	2 980	12.1	4.1
451120	Hobby, toy, and game stores	243	260 390	30 347	7 133	2 980	12.1	4.1
45113	Sewing, needlework, and piece goods stores	135	71 010	8 901	2 233	925	13.1	2.3
451130	Sewing, needlework, and piece goods stores	135	71 010	8 901	2 233	925	13.1	2.3
45114	Musical instrument and supplies stores	91	107 908	21 221	5 013	987	17.7	7.9
451140	Musical instrument and supplies stores	91	107 908	21 221	5 013	987	17.7	7.9
4512	Book, periodical, and music stores	349	320 466	38 081	9 405	3 350	8.5	4.7
45121	Book stores and news dealers	231	233 204	28 044	6 891	2 456	7.4	1.9
451211	Book stores	221	228 456	27 513	6 768	2 408	6.7	1.9
4512111	Book stores, general	146	155 622	19 494	4 688	1 772	6.0	1.4
4512112	Specialty book stores	40	19 766	2 816	660	316	5.5	8.2
4512113	College book stores	35	53 068	5 203	1 420	320	9.0	1.3
451212	News dealers and newsstands	10	4 748	531	123	48	42.5	—
45122	Prerecorded tape, compact disc, and record stores	118	87 262	10 037	2 514	894	11.3	12.1
451220	Prerecorded tape, compact disc, and record stores	118	87 262	10 037	2 514	894	11.3	12.1
452	General merchandise stores	701	8 811 306	847 176	205 259	54 045	.5	.5
4521	Department stores	277	5 828 705	576 233	143 019	38 703	—	.6
45210009	Department stores (incl. leased depts.) ³	277	5 828 705	576 233	143 019	38 703	—	.6
45211	Department stores	277	5 828 705	576 233	143 019	38 703	—	.6
452111	Department stores (except discount department stores)	76	1 294 179	159 247	40 268	10 254	—	2.8
452112	Discount department stores	201	4 534 526	416 986	102 751	28 449	—	—
4529	Other general merchandise stores	424	2 982 601	270 943	62 240	15 342	1.6	.2
45291	Warehouse clubs and supercenters	37	D	D	D	i	D	D
452910	Warehouse clubs and supercenters	37	D	D	D	i	D	D
45299	All other general merchandise stores	387	D	D	D	i	D	D
452990	All other general merchandise stores	387	D	D	D	i	D	D
4529901	Variety stores	211	151 772	17 670	4 167	1 450	8.6	2.8
4529904	Miscellaneous general merchandise stores	176	D	D	D	h	D	D
453	Miscellaneous store retailers	2 564	1 474 341	229 409	53 052	16 634	18.5	8.3
4531	Florists	478	132 393	30 925	7 449	2 873	31.6	6.9
45311	Florists	478	132 393	30 925	7 449	2 873	31.6	6.9
453110	Florists	478	132 393	30 925	7 449	2 873	31.6	6.9
4532	Office supplies, stationery, and gift stores	964	589 226	75 936	18 233	6 318	13.2	5.6
45321	Office supplies and stationery stores	119	313 625	32 440	8 312	1 909	.9	2.3
453210	Office supplies and stationery stores	119	313 625	32 440	8 312	1 909	.9	2.3
45322	Gift, novelty, and souvenir stores	845	275 601	43 496	9 921	4 409	27.2	9.3
453220	Gift, novelty, and souvenir stores	845	275 601	43 496	9 921	4 409	27.2	9.3
4533	Used merchandise stores	342	137 669	36 923	8 571	2 795	14.7	6.6
45331	Used merchandise stores	342	137 669	36 923	8 571	2 795	14.7	6.6
453310	Used merchandise stores	342	137 669	36 923	8 571	2 795	14.7	6.6

See footnotes at end of table.

Table 1. Summary Statistics for the State: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
WISCONSIN—Con.								
Retail trade—Con.								
Miscellaneous store retailers—Con.								
4539	Other miscellaneous store retailers	780	615 053	85 625	18 799	4 648	21.7	11.5
45391	Pet and pet supplies stores	143	142 471	18 820	4 393	1 587	12.0	4.5
453910	Pet and pet supplies stores	143	142 471	18 820	4 393	1 587	12.0	4.5
45392	Art dealers	139	38 739	6 700	1 549	498	37.1	4.9
453920	Art dealers	139	38 739	6 700	1 549	498	37.1	4.9
45393	Manufactured (mobile) home dealers	88	190 001	19 222	4 077	595	18.2	23.8
453930	Manufactured (mobile) home dealers	88	190 001	19 222	4 077	595	18.2	23.8
45399	All other miscellaneous store retailers	410	243 842	40 883	8 780	1 968	27.5	7.1
454	Nonstore retailers	1 231	4 672 678	568 048	136 085	20 515	4.7	3.1
4541	Electronic shopping and mail-order houses	298	3 545 671	392 349	92 567	13 782	2.5	1.3
45411	Electronic shopping	298	3 545 671	392 349	92 567	13 782	2.5	1.3
454111	Electronic shopping	90	151 775	14 848	3 720	625	6.2	3.3
454113	Mail-order houses	208	3 393 896	377 501	88 847	13 157	2.3	1.2
4542	Vending machine operators	130	224 896	46 874	11 808	1 880	10.2	1.0
45421	Vending machine operators	130	224 896	46 874	11 808	1 880	10.2	1.0
454210	Vending machine operators	130	224 896	46 874	11 808	1 880	10.2	1.0
4543	Direct selling establishments	803	902 111	128 825	31 710	4 853	11.7	10.7
45431	Fuel dealers	288	488 799	55 254	13 627	2 062	11.0	17.2
454311	Heating oil dealers	87	187 484	14 874	3 574	590	11.5	20.2
454312	Liquefied petroleum gas (bottled gas) dealers	198	300 867	40 362	10 051	1 470	10.6	15.3
454319	Other fuel dealers	3	448	18	2	2	24.8	—
45439	Other direct selling establishments	515	413 312	73 571	18 083	2 791	12.6	2.9
454390	Other direct selling establishments	515	413 312	73 571	18 083	2 791	12.6	2.9

¹Includes sales information obtained from administrative records of other federal agencies.

²Includes sales information that was imputed based on historic data, administrative data, industry averages, or other statistical methods.

³Data for this line not included in broader kind-of-business totals.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
	APPLETON-OSHKOSH-NEENAH, WI COMBINED STATISTICAL AREA							
44-45	Retail trade	1 412	4 371 258	432 596	104 066	22 629	6.1	6.2
441	Motor vehicle and parts dealers	214	1 282 467	97 574	22 263	3 299	5.3	1.4
4411	Automobile dealers	106	1 149 496	77 815	17 808	2 532	4.9	1.0
44111	New car dealers	50	1 064 218	71 263	16 416	2 306	2.6	1.0
441110	New car dealers	50	1 064 218	71 263	16 416	2 306	2.6	1.0
44112	Used car dealers	56	85 278	6 552	1 392	226	33.3	1.3
441120	Used car dealers	56	85 278	6 552	1 392	226	33.3	1.3
4412	Other motor vehicle dealers	28	D	D	D	c	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	24	D	D	D	c	D	D
441221	Motorcycle dealers	8	D	D	D	b	D	D
441222	Boat dealers	13	24 848	3 204	621	117	18.1	—
441229	All other motor vehicle dealers	3	D	D	D	b	D	D
4413	Automotive parts, accessories, and tire stores	80	D	D	D	f	D	D
44131	Automotive parts and accessories stores	62	46 585	8 312	2 067	389	6.5	11.9
441310	Automotive parts and accessories stores	62	46 585	8 312	2 067	389	6.5	11.9
44132	Tire dealers	18	D	D	D	c	D	D
441320	Tire dealers	18	D	D	D	c	D	D
442	Furniture and home furnishings stores	88	119 274	19 166	4 458	857	10.6	6.8
4421	Furniture stores	29	55 822	7 942	1 974	381	6.1	9.2
44211	Furniture stores	29	55 822	7 942	1 974	381	6.1	9.2
442110	Furniture stores	29	55 822	7 942	1 974	381	6.1	9.2
4422	Home furnishings stores	59	63 452	11 224	2 484	476	14.6	4.6
44221	Floor covering stores	27	31 709	6 673	1 574	225	14.4	9.2
442210	Floor covering stores	27	31 709	6 673	1 574	225	14.4	9.2
44229	Other home furnishings stores	32	31 743	4 551	910	251	14.9	—
442299	All other home furnishings stores	31	D	D	D	e	D	D
443	Electronics and appliance stores	59	143 091	18 190	4 543	692	8.6	1.3
4431	Electronics and appliance stores	59	143 091	18 190	4 543	692	8.6	1.3
44311	Appliance, television, and other electronics stores	42	128 328	16 473	4 103	604	9.0	1.4
443111	Household appliance stores	18	31 138	4 898	1 345	137	20.7	1.3
443112	Radio, television, and other electronics stores	24	97 190	11 575	2 758	467	5.2	1.5
44312	Computer and software stores	12	D	D	D	b	D	D
443120	Computer and software stores	12	D	D	D	b	D	D
444	Building material and garden equipment and supplies dealers ...	145	456 652	63 547	15 111	2 409	8.2	5.8
4441	Building material and supplies dealers	101	380 498	46 821	11 164	1 797	5.2	6.1
44411	Home centers	7	D	D	D	f	D	D
444110	Home centers	7	D	D	D	f	D	D
44412	Paint and wallpaper stores	12	D	D	D	b	D	D
444120	Paint and wallpaper stores	12	D	D	D	b	D	D
44413	Hardware stores	18	29 890	6 451	1 627	412	5.7	7.2
444130	Hardware stores	18	29 890	6 451	1 627	412	5.7	7.2
44419	Other building material dealers	64	183 588	23 803	5 267	705	8.2	11.5
444190	Other building material dealers	64	183 588	23 803	5 267	705	8.2	11.5
4442	Lawn and garden equipment and supplies stores	44	76 154	16 726	3 947	612	23.0	4.3
44422	Nursery, garden center, and farm supply stores	34	D	D	D	f	D	D
444220	Nursery, garden center, and farm supply stores	34	D	D	D	f	D	D
445	Food and beverage stores	88	433 204	43 088	10 552	3 259	7.2	23.7
4451	Grocery stores	49	410 273	40 117	9 884	3 053	6.9	24.7
44511	Supermarkets and other grocery (except convenience) stores	43	407 602	39 936	9 848	3 035	6.6	24.6
445110	Supermarkets and other grocery (except convenience) stores	43	407 602	39 936	9 848	3 035	6.6	24.6
4452	Specialty food stores	25	9 411	2 275	490	151	22.3	8.4
446	Health and personal care stores	99	178 924	24 644	5 815	1 141	9.2	5.5
4461	Health and personal care stores	99	178 924	24 644	5 815	1 141	9.2	5.5
44611	Pharmacies and drug stores	47	152 754	18 874	4 438	820	10.1	4.9
446110	Pharmacies and drug stores	47	152 754	18 874	4 438	820	10.1	4.9
4461101	Pharmacies and drug stores	46	D	D	D	f	D	D
44612	Cosmetics, beauty supplies, and perfume stores	9	7 589	1 087	277	126	—	5.2
446120	Cosmetics, beauty supplies, and perfume stores	9	7 589	1 087	277	126	—	5.2
44613	Optical goods stores	22	10 379	2 573	625	117	7.0	15.4
446130	Optical goods stores	22	10 379	2 573	625	117	7.0	15.4
44619	Other health and personal care stores	21	8 202	2 110	475	78	3.7	5.1
447	Gasoline stations	152	391 988	20 151	4 812	1 424	11.8	18.7
4471	Gasoline stations	152	391 988	20 151	4 812	1 424	11.8	18.7
44711	Gasoline stations with convenience stores	134	321 537	15 718	3 748	1 132	10.8	19.7
447110	Gasoline stations with convenience stores	134	321 537	15 718	3 748	1 132	10.8	19.7
44719	Other gasoline stations	18	70 451	4 433	1 064	292	16.5	13.9
447190	Other gasoline stations	18	70 451	4 433	1 064	292	16.5	13.9

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—		
							From admini- strative records ¹	Estimated ²	
	APPLETON-OSHKOSH-NEENAH, WI COMBINED STATISTICAL AREA—Con.								
44-45	Retail trade—Con.								
448	Clothing and clothing accessories stores	184	215 336	26 447	6 149	1 947	4.5	2.0	
4481	Clothing stores	113	154 501	16 609	3 876	1 413	4.1	1.6	
44813	Children's and infants' clothing stores	9	D	D	D	c	D	D	
448130	Children's and infants' clothing stores	9	D	D	D	c	D	D	
44814	Family clothing stores	34	95 565	9 588	2 127	696	3.1	.2	
448140	Family clothing stores	34	95 565	9 588	2 127	696	3.1	.2	
44819	Other clothing stores	18	10 141	1 554	373	148	5.7	15.3	
448190	Other clothing stores	18	10 141	1 554	373	148	5.7	15.3	
4482104	Family shoe stores	23	18 747	2 803	603	202	.1	—	
4482105	Athletic footwear stores	5	6 682	674	172	45	—	3.0	
4483	Jewelry, luggage, and leather goods stores	39	34 459	6 135	1 436	261	9.7	4.4	
44831	Jewelry stores	37	D	D	D	c	D	D	
448310	Jewelry stores	37	D	D	D	c	D	D	
44832	Luggage and leather goods stores	2	D	D	D	a	D	D	
448320	Luggage and leather goods stores	2	D	D	D	a	D	D	
451	Sporting goods, hobby, book, and music stores	114	132 673	16 076	3 848	1 321	9.2	4.9	
4511	Sporting goods, hobby, and musical instrument stores	83	100 258	12 515	2 899	966	10.1	3.9	
45111	Sporting goods stores	47	51 388	5 709	1 322	429	13.9	4.0	
451110	Sporting goods stores	47	51 388	5 709	1 322	429	13.9	4.0	
4511101	General-line sporting goods stores	15	24 469	2 644	615	195	21.5	2.9	
4511102	Specialty-line sporting goods stores	32	26 919	3 065	707	234	6.9	4.9	
45112	Hobby, toy, and game stores	21	D	D	D	e	D	D	
451120	Hobby, toy, and game stores	21	D	D	D	e	D	D	
45113	Sewing, needlework, and piece goods stores	10	4 704	667	159	60	19.6	—	
451130	Sewing, needlework, and piece goods stores	10	4 704	667	159	60	19.6	—	
45114	Musical instrument and supplies stores	5	D	D	D	c	D	D	
451140	Musical instrument and supplies stores	5	D	D	D	c	D	D	
4512	Book, periodical, and music stores	31	32 415	3 561	949	355	6.6	8.0	
45121	Book stores and news dealers	21	20 366	2 243	583	243	8.8	5.2	
451211	Book stores	20	D	D	D	c	D	D	
4512111	Book stores, general	13	D	D	D	c	D	D	
4512112	Specialty book stores	3	D	D	D	b	D	D	
4512113	College book stores	4	3 661	222	71	19	2.1	—	
45122	Prerecorded tape, compact disc, and record stores	10	12 049	1 318	366	112	2.7	12.9	
451220	Prerecorded tape, compact disc, and record stores	10	12 049	1 318	366	112	2.7	12.9	
452	General merchandise stores	44	685 472	61 334	14 692	4 017	.1	.1	
4521	Department stores	18	D	D	D	h	D	D	
45210009	Department stores (incl. leased depts.) ³	18	D	D	D	h	D	D	
45211	Department stores	18	D	D	D	h	D	D	
452111	Department stores (except discount department stores) ..	4	80 302	9 785	2 441	655	—	—	
452112	Discount department stores	14	D	D	D	g	D	D	
4529	Other general merchandise stores	26	D	D	D	g	D	D	
45299	All other general merchandise stores	22	D	D	D	e	D	D	
452990	All other general merchandise stores	22	D	D	D	e	D	D	
4529904	Miscellaneous general merchandise stores	8	D	D	D	c	D	D	
453	Miscellaneous store retailers	158	110 025	19 613	4 645	1 429	12.2	6.6	
4531	Florists	24	11 858	3 514	806	324	17.9	2.8	
45311	Florists	24	11 858	3 514	806	324	17.9	2.8	
453110	Florists	24	11 858	3 514	806	324	17.9	2.8	
4532	Office supplies, stationery, and gift stores	55	44 086	5 022	1 303	399	5.6	5.7	
45321	Office supplies and stationery stores	8	26 120	2 429	658	136	.3	5.2	
453210	Office supplies and stationery stores	8	26 120	2 429	658	136	.3	5.2	
45322	Gift, novelty, and souvenir stores	47	17 966	2 593	645	263	13.2	6.5	
453220	Gift, novelty, and souvenir stores	47	17 966	2 593	645	263	13.2	6.5	
4533	Used merchandise stores	26	12 627	3 990	922	289	21.2	—	
45331	Used merchandise stores	26	12 627	3 990	922	289	21.2	—	
453310	Used merchandise stores	26	12 627	3 990	922	289	21.2	—	
4539	Other miscellaneous store retailers	53	41 454	7 087	1 614	417	14.8	10.7	
45391	Pet and pet supplies stores	10	D	D	D	c	D	D	
453910	Pet and pet supplies stores	10	D	D	D	c	D	D	
45392	Art dealers	12	D	D	D	c	D	D	
453920	Art dealers	12	D	D	D	c	D	D	
45399	All other miscellaneous store retailers	28	19 834	3 824	877	156	21.4	5.5	
454	Nonstore retailers	67	222 152	22 766	7 178	834	2.3	5.8	
4541	Electronic shopping and mail-order houses	18	D	D	D	e	D	D	
45411	Electronic shopping and mail-order houses	18	D	D	D	e	D	D	
4542	Vending machine operators	6	D	D	D	c	D	D	
45421	Vending machine operators	6	D	D	D	c	D	D	
454210	Vending machine operators	6	D	D	D	c	D	D	
4543	Direct selling establishments	43	D	D	D	e	D	D	
45431	Fuel dealers	10	D	D	D	b	D	D	
454311	Heating oil dealers	5	D	D	D	b	D	D	
454312	Liquefied petroleum gas (bottled gas) dealers	5	D	D	D	b	D	D	
45439	Other direct selling establishments	33	28 479	4 962	1 313	228	15.8	.1	
454390	Other direct selling establishments	33	28 479	4 962	1 313	228	15.8	.1	

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
APPLETON-OSHKOSH-NEENAH, WI COMBINED STATISTICAL AREA—Con.								
Appleton, WI Metropolitan Statistical Area								
44-45	Retail trade	859	2 860 164	285 715	67 747	14 557	6.0	4.8
441	Motor vehicle and parts dealers	131	874 462	63 501	14 418	2 088	5.6	2.1
4411	Automobile dealers	73	795 146	51 662	11 742	1 621	5.2	1.5
44111	New car dealers	38	744 478	48 172	10 984	1 499	2.8	1.4
441110	New car dealers	38	744 478	48 172	10 984	1 499	2.8	1.4
44112	Used car dealers	35	50 668	3 490	758	122	41.2	1.6
441120	Used car dealers	35	50 668	3 490	758	122	41.2	1.6
4412	Other motor vehicle dealers	13	34 180	3 885	790	130	5.9	3.5
44122	Motorcycle, boat, and other motor vehicle dealers	11	D	D	D	c	D	D
441229	All other motor vehicle dealers	3	D	D	D	b	D	D
4413	Automotive parts, accessories, and tire stores	45	45 136	7 954	1 886	337	12.0	12.0
442	Furniture and home furnishings stores	56	87 682	14 045	3 263	591	8.6	9.2
4421	Furniture stores	22	42 088	5 820	1 462	274	5.8	12.3
44211	Furniture stores	22	42 088	5 820	1 462	274	5.8	12.3
442110	Furniture stores	22	42 088	5 820	1 462	274	5.8	12.3
4422	Home furnishings stores	34	45 594	8 225	1 801	317	11.1	6.4
44221	Floor covering stores	14	22 008	5 090	1 210	166	4.4	13.2
442210	Floor covering stores	14	22 008	5 090	1 210	166	4.4	13.2
44229	Other home furnishings stores	20	23 586	3 135	591	151	17.4	—
442299	All other home furnishings stores	19	D	D	D	c	D	D
443	Electronics and appliance stores	41	125 760	15 609	3 963	586	5.7	1.1
4431	Electronics and appliance stores	41	125 760	15 609	3 963	586	5.7	1.1
44311	Appliance, television, and other electronics stores	28	113 595	14 268	3 617	518	5.7	1.3
443111	Household appliance stores	13	22 979	3 743	1 083	83	9.7	1.8
443112	Radio, television, and other electronics stores	15	90 616	10 525	2 534	435	4.6	1.1
44312	Computer and software stores	9	10 843	1 123	295	54	—	—
443120	Computer and software stores	9	10 843	1 123	295	54	—	—
444	Building material and garden equipment and supplies dealers	99	336 754	48 117	11 369	1 744	8.9	7.1
4441	Building material and supplies dealers	67	278 664	33 178	7 751	1 230	4.7	7.5
44411	Home centers	6	D	D	D	e	D	D
444110	Home centers	6	D	D	D	e	D	D
44419	Other building material dealers	43	137 160	17 869	3 940	510	6.6	13.6
444190	Other building material dealers	43	137 160	17 869	3 940	510	6.6	13.6
4442	Lawn and garden equipment and supplies stores	32	58 090	14 939	3 618	514	29.0	5.0
44422	Nursery, garden center, and farm supply stores	26	54 608	14 329	3 512	487	26.9	5.3
444220	Nursery, garden center, and farm supply stores	26	54 608	14 329	3 512	487	26.9	5.3
445	Food and beverage stores	47	233 763	23 583	5 919	1 718	8.0	13.5
4451	Grocery stores	28	220 965	21 514	5 473	1 583	7.5	13.9
4452	Specialty food stores	15	6 986	1 739	365	115	29.4	11.3
446	Health and personal care stores	54	91 994	13 046	3 090	605	12.5	9.5
4461	Health and personal care stores	54	91 994	13 046	3 090	605	12.5	9.5
44612	Cosmetics, beauty supplies, and perfume stores	5	5 270	769	198	96	—	—
446120	Cosmetics, beauty supplies, and perfume stores	5	5 270	769	198	96	—	—
447	Gasoline stations	86	239 008	12 205	2 902	838	10.0	15.4
4471	Gasoline stations	86	239 008	12 205	2 902	838	10.0	15.4
44711	Gasoline stations with convenience stores	74	179 142	8 529	1 992	603	8.5	15.1
447110	Gasoline stations with convenience stores	74	179 142	8 529	1 992	603	8.5	15.1
448	Clothing and clothing accessories stores	114	144 685	17 911	4 164	1 315	5.2	1.0
4481	Clothing stores	68	101 898	10 802	2 499	954	5.0	—
44813	Children's and infants' clothing stores	6	7 116	760	175	84	—	—
448130	Children's and infants' clothing stores	6	7 116	760	175	84	—	—
44814	Family clothing stores	21	59 870	5 608	1 196	430	5.0	—
448140	Family clothing stores	21	59 870	5 608	1 196	430	5.0	—
44819	Other clothing stores	7	5 681	991	243	91	—	—
448190	Other clothing stores	7	5 681	991	243	91	—	—
4483	Jewelry, luggage, and leather goods stores	27	28 181	4 736	1 111	197	8.5	4.3
44831	Jewelry stores	27	28 181	4 736	1 111	197	8.5	4.3
448310	Jewelry stores	27	28 181	4 736	1 111	197	8.5	4.3

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MISAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
APPLETON-OSHKOSH-NEENAH, WI COMBINED STATISTICAL AREA—Con.								
Appleton, WI Metropolitan Statistical Area—Con.								
Retail trade—Con.								
44-45	Sporting goods, hobby, book, and music stores	72	103 437	12 544	2 988	1 009	5.0	2.6
451	Sporting goods, hobby, and musical instrument stores	53	77 193	9 948	2 293	743	4.4	2.2
45111	Sporting goods stores	29	38 428	4 527	1 048	317	3.1	.1
451110	Sporting goods stores	29	38 428	4 527	1 048	317	3.1	.1
4511101	General-line sporting goods stores	8	18 313	2 255	510	151	—	.2
45112	Hobby, toy, and game stores	14	23 415	2 588	596	284	6.0	7.0
451120	Hobby, toy, and game stores	14	23 415	2 588	596	284	6.0	7.0
45113	Sewing, needlework, and piece goods stores	7	D	D	D	b	D	D
451130	Sewing, needlework, and piece goods stores	7	D	D	D	b	D	D
45114	Musical instrument and supplies stores	3	D	D	D	b	D	D
451140	Musical instrument and supplies stores	3	D	D	D	b	D	D
4512	Book, periodical, and music stores	19	26 244	2 596	695	266	6.6	4.0
45121	Book stores and news dealers	12	16 368	1 769	465	185	8.5	.4
451211	Book stores	11	D	D	D	c	D	D
4512111	Book stores, general	8	D	D	D	c	D	D
45122	Prerecorded tape, compact disc, and record stores	7	9 876	827	230	81	3.4	9.9
451220	Prerecorded tape, compact disc, and record stores	7	9 876	827	230	81	3.4	9.9
452	General merchandise stores	28	495 476	44 622	10 712	2 868	.1	—
452111	Department stores (except discount department stores) ..	4	80 302	9 785	2 441	655	—	—
4529	Other general merchandise stores	16	D	D	D	g	D	D
45299	All other general merchandise stores	13	D	D	D	c	D	D
452990	All other general merchandise stores	13	D	D	D	c	D	D
4529904	Miscellaneous general merchandise stores	6	D	D	D	c	D	D
453	Miscellaneous store retailers	97	68 530	11 620	2 770	835	13.2	5.5
4532	Office supplies, stationery, and gift stores	32	30 970	3 403	882	260	5.1	7.4
45321	Office supplies and stationery stores	3	17 516	1 518	422	73	—	7.7
453210	Office supplies and stationery stores	3	17 516	1 518	422	73	—	7.7
4533	Used merchandise stores	14	6 436	1 945	444	153	21.9	—
45331	Used merchandise stores	14	6 436	1 945	444	153	21.9	—
453310	Used merchandise stores	14	6 436	1 945	444	153	21.9	—
4539	Other miscellaneous store retailers	35	25 671	4 838	1 126	285	19.3	4.4
45391	Pet and pet supplies stores	7	7 927	1 044	238	94	5.8	.4
453910	Pet and pet supplies stores	7	7 927	1 044	238	94	5.8	.4
45392	Art dealers	9	3 907	873	206	64	25.0	—
453920	Art dealers	9	3 907	873	206	64	25.0	—
45399	All other miscellaneous store retailers	18	D	D	D	c	D	D
454	Nonstore retailers	34	58 613	8 912	2 189	360	2.6	1.1
4542	Vending machine operators	3	D	D	D	c	D	D
45421	Vending machine operators	3	D	D	D	c	D	D
454210	Vending machine operators	3	D	D	D	c	D	D
4543	Direct selling establishments	24	D	D	D	c	D	D
45431	Fuel dealers	7	D	D	D	b	D	D
454311	Heating oil dealers	4	9 034	645	153	26	—	6.9
45439	Other direct selling establishments	17	13 997	2 322	576	120	9.2	.2
454390	Other direct selling establishments	17	13 997	2 322	576	120	9.2	.2
Oshkosh-Neenah, WI Metropolitan Statistical Area								
44-45	Retail trade	553	1 511 094	146 881	36 319	8 072	6.3	8.9
441	Motor vehicle and parts dealers	83	408 005	34 073	7 845	1 211	4.8	.1
4411	Automobile dealers	33	354 350	26 153	6 066	911	4.2	.1
44112	Used car dealers	21	34 610	3 062	634	104	21.7	.7
441120	Used car dealers	21	34 610	3 062	634	104	21.7	.7
4412	Other motor vehicle dealers	15	D	D	D	c	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	13	28 101	3 343	692	109	9.4	—
441221	Motorcycle dealers	5	12 058	1 280	320	38	1.4	—
441222	Boat dealers	8	16 043	2 063	372	71	15.4	—
442	Furniture and home furnishings stores	32	31 592	5 121	1 195	266	16.4	—
4421	Furniture stores	7	13 734	2 122	512	107	7.1	—
44211	Furniture stores	7	13 734	2 122	512	107	7.1	—
442110	Furniture stores	7	13 734	2 122	512	107	7.1	—
4422	Home furnishings stores	25	17 858	2 999	683	159	23.5	—
44229	Other home furnishings stores	12	8 157	1 416	319	100	7.5	—
443	Electronics and appliance stores	18	17 331	2 581	580	106	29.3	2.3
4431	Electronics and appliance stores	18	17 331	2 581	580	106	29.3	2.3
44311	Appliance, television, and other electronics stores	14	14 733	2 205	486	86	34.5	2.7

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
APPLETON-OSHKOSH-NEENAH, WI COMBINED STATISTICAL AREA—Con.								
Oshkosh-Neenah, WI Metropolitan Statistical Area—Con.								
Retail trade—Con.								
44-45	Building material and garden equipment and supplies dealers . . .	46	119 898	15 430	3 742	665	6.2	2.3
444	Building material and supplies dealers	34	101 834	13 643	3 413	567	6.7	2.3
44419	Other building material dealers	21	46 428	5 934	1 327	195	13.0	5.1
444190	Other building material dealers	21	46 428	5 934	1 327	195	13.0	5.1
4442	Lawn and garden equipment and supplies stores	12	18 064	1 787	329	98	3.7	2.0
44422	Nursery, garden center, and farm supply stores	8	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	8	D	D	D	b	D	D
445	Food and beverage stores	41	199 441	19 505	4 633	1 541	6.3	35.7
4451	Grocery stores	21	189 308	18 603	4 411	1 470	6.3	37.2
446	Health and personal care stores	45	86 930	11 598	2 725	536	5.7	1.3
4461	Health and personal care stores	45	86 930	11 598	2 725	536	5.7	1.3
44612	Cosmetics, beauty supplies, and perfume stores	4	2 319	318	79	30	—	17.1
446120	Cosmetics, beauty supplies, and perfume stores	4	2 319	318	79	30	—	17.1
447	Gasoline stations	66	152 980	7 946	1 910	586	14.6	23.8
4471	Gasoline stations	66	152 980	7 946	1 910	586	14.6	23.8
44711	Gasoline stations with convenience stores	60	142 395	7 189	1 756	529	13.8	25.6
447110	Gasoline stations with convenience stores	60	142 395	7 189	1 756	529	13.8	25.6
448	Clothing and clothing accessories stores	70	70 651	8 536	1 985	632	3.3	4.0
4481	Clothing stores	45	52 603	5 807	1 377	459	2.6	4.8
44813	Children's and infants' clothing stores	3	D	D	D	b	D	D
448130	Children's and infants' clothing stores	3	D	D	D	b	D	D
44819	Other clothing stores	11	4 460	563	130	57	12.9	34.9
448190	Other clothing stores	11	4 460	563	130	57	12.9	34.9
44832	Luggage and leather goods stores	2	D	D	D	a	D	D
448320	Luggage and leather goods stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	42	29 236	3 532	860	312	24.3	13.2
4511	Sporting goods, hobby, and musical instrument stores	30	23 065	2 567	606	223	29.1	9.9
452	General merchandise stores	16	189 996	16 712	3 980	1 149	—	.2
45299	All other general merchandise stores	9	34 781	3 035	727	137	—	1.2
452990	All other general merchandise stores	9	34 781	3 035	727	137	—	1.2
4529904	Miscellaneous general merchandise stores	2	D	D	D	c	D	D
453	Miscellaneous store retailers	61	41 495	7 993	1 875	594	10.4	8.5
4532	Office supplies, stationery, and gift stores	23	13 116	1 619	421	139	6.6	1.7
45321	Office supplies and stationery stores	5	8 604	911	236	63	1.0	—
453210	Office supplies and stationery stores	5	8 604	911	236	63	1.0	—
4533	Used merchandise stores	12	6 191	2 045	478	136	20.5	—
45331	Used merchandise stores	12	6 191	2 045	478	136	20.5	—
453310	Used merchandise stores	12	6 191	2 045	478	136	20.5	—
4539	Other miscellaneous store retailers	18	15 783	2 249	488	132	7.4	20.9
45392	Art dealers	3	D	D	D	b	D	D
453920	Art dealers	3	D	D	D	b	D	D
45399	All other miscellaneous store retailers	10	D	D	D	b	D	D
454	Nonstore retailers	33	163 539	13 854	4 989	474	2.2	7.5
4541	Electronic shopping and mail-order houses	11	D	D	D	c	D	D
45411	Electronic shopping and mail-order houses	11	D	D	D	c	D	D
4542	Vending machine operators	3	D	D	D	b	D	D
45421	Vending machine operators	3	D	D	D	b	D	D
454210	Vending machine operators	3	D	D	D	b	D	D
4543	Direct selling establishments	19	D	D	D	c	D	D
454311	Heating oil dealers	1	D	D	D	a	D	D
45439	Other direct selling establishments	16	14 482	2 640	737	108	22.1	—
454390	Other direct selling establishments	16	14 482	2 640	737	108	22.1	—

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
CHICAGO-NAPERVILLE-MICHIGAN CITY, IL-IN-WI COMBINED STATISTICAL AREA								
44-45	Retail trade	30 512	102 539 654	9 672 522	2 309 286	446 371	11.0	4.5
441	Motor vehicle and parts dealers	2 618	24 725 958	1 988 428	461 578	52 037	13.5	4.2
4411	Automobile dealers	1 232	D	D	D	k	D	D
44111	New car dealers	733	D	D	D	k	D	D
441110	New car dealers	733	D	D	D	k	D	D
44112	Used car dealers	499	D	D	D	h	D	D
441120	Used car dealers	499	D	D	D	h	D	D
4412	Other motor vehicle dealers	250	D	D	D	h	D	D
44121	Recreational vehicle dealers	39	D	D	D	e	D	D
441210	Recreational vehicle dealers	39	D	D	D	e	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	211	D	D	D	g	D	D
441221	Motorcycle dealers	89	410 005	42 019	9 172	1 300	19.1	9.4
441222	Boat dealers	84	D	D	D	f	D	D
441229	All other motor vehicle dealers	38	D	D	D	e	D	D
4413	Automotive parts, accessories, and tire stores	1 136	D	D	D	j	D	D
44131	Automotive parts and accessories stores	770	966 156	181 412	43 062	7 499	11.4	5.6
441310	Automotive parts and accessories stores	770	966 156	181 412	43 062	7 499	11.4	5.6
44132	Tire dealers	366	D	D	D	h	D	D
441320	Tire dealers	366	D	D	D	h	D	D
442	Furniture and home furnishings stores	1 904	3 229 992	452 023	106 919	18 147	15.4	8.1
4421	Furniture stores	731	1 513 571	196 370	46 514	6 546	16.8	9.9
44211	Furniture stores	731	1 513 571	196 370	46 514	6 546	16.8	9.9
442110	Furniture stores	731	1 513 571	196 370	46 514	6 546	16.8	9.9
4422	Home furnishings stores	1 173	1 716 421	255 653	60 405	11 601	14.2	6.4
44221	Floor covering stores	482	746 346	127 120	30 272	3 372	20.1	9.8
442210	Floor covering stores	482	746 346	127 120	30 272	3 372	20.1	9.8
44229	Other home furnishings stores	691	970 075	128 533	30 133	8 229	9.7	3.9
442291	Window treatment stores	91	D	D	D	e	D	D
442299	All other home furnishings stores	600	D	D	D	i	D	D
443	Electronics and appliance stores	1 464	D	D	D	j	D	D
4431	Electronics and appliance stores	1 464	D	D	D	j	D	D
44311	Appliance, television, and other electronics stores	1 078	2 687 937	306 365	73 759	11 870	8.9	4.3
443111	Household appliance stores	203	612 693	95 565	21 276	2 489	11.9	3.1
443112	Radio, television, and other electronics stores	875	2 075 244	210 800	52 483	9 381	8.0	4.7
44312	Computer and software stores	273	D	D	D	g	D	D
443120	Computer and software stores	273	D	D	D	g	D	D
44313	Camera and photographic supplies stores	113	D	D	D	f	D	D
443130	Camera and photographic supplies stores	113	D	D	D	f	D	D
444	Building material and garden equipment and supplies dealers	2 048	7 698 960	1 006 040	239 232	36 569	7.2	7.8
4441	Building material and supplies dealers	1 689	D	D	D	k	D	D
44411	Home centers	131	D	D	D	j	D	D
444110	Home centers	131	D	D	D	j	D	D
44412	Paint and wallpaper stores	219	D	D	D	g	D	D
444120	Paint and wallpaper stores	219	D	D	D	g	D	D
44413	Hardware stores	444	660 182	115 665	26 996	6 931	17.1	10.7
444130	Hardware stores	444	660 182	115 665	26 996	6 931	17.1	10.7
44419	Other building material dealers	895	D	D	D	j	D	D
444190	Other building material dealers	895	D	D	D	j	D	D
4442	Lawn and garden equipment and supplies stores	359	D	D	D	h	D	D
44421	Outdoor power equipment stores	78	D	D	D	f	D	D
444210	Outdoor power equipment stores	78	D	D	D	f	D	D
44422	Nursery, garden center, and farm supply stores	281	453 315	83 624	14 958	3 350	16.6	5.9
444220	Nursery, garden center, and farm supply stores	281	453 315	83 624	14 958	3 350	16.6	5.9
445	Food and beverage stores	4 788	15 217 198	1 205 579	296 209	67 895	13.4	6.2
4451	Grocery stores	2 913	13 560 189	1 032 938	256 066	57 341	11.6	6.1
44511	Supermarkets and other grocery (except convenience) stores	2 006	12 937 425	972 169	241 230	51 992	9.2	5.4
445110	Supermarkets and other grocery (except convenience) stores	2 006	12 937 425	972 169	241 230	51 992	9.2	5.4
44512	Convenience stores	907	622 764	60 769	14 836	5 349	60.9	19.2
445120	Convenience stores	907	622 764	60 769	14 836	5 349	60.9	19.2
4452	Specialty food stores	937	598 997	89 351	20 549	5 680	29.4	8.2
4453	Beer, wine, and liquor stores	938	1 058 012	83 290	19 594	4 874	28.2	6.2
44531	Beer, wine, and liquor stores	938	1 058 012	83 290	19 594	4 874	28.2	6.2
445310	Beer, wine, and liquor stores	938	1 058 012	83 290	19 594	4 874	28.2	6.2

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
CHICAGO-NAPERVILLE-MICHIGAN CITY, IL-IN-WI COMBINED STATISTICAL AREA—Con.								
Retail trade—Con.								
44-45	Health and personal care stores	2 379	5 564 877	729 905	172 977	41 150	11.1	3.7
446	Health and personal care stores	2 379	5 564 877	729 905	172 977	41 150	11.1	3.7
4461	Health and personal care stores	2 379	5 564 877	729 905	172 977	41 150	11.1	3.7
44611	Pharmacies and drug stores	1 059	4 696 912	565 495	132 397	31 975	10.1	2.7
446110	Pharmacies and drug stores	1 059	4 696 912	565 495	132 397	31 975	10.1	2.7
4461101	Pharmacies and drug stores	1 027	D	D	D	D	D	D
4461102	Proprietary stores	32	D	D	D	D	D	D
44612	Cosmetics, beauty supplies, and perfume stores	399	D	D	D	D	D	D
446120	Cosmetics, beauty supplies, and perfume stores	399	D	D	D	D	D	D
44613	Optical goods stores	421	D	D	D	D	D	D
446130	Optical goods stores	421	D	D	D	D	D	D
44619	Other health and personal care stores	500	D	D	D	D	D	D
446191	Food (health) supplement stores	297	148 107	23 832	5 441	1 412	25.2	8.5
446199	All other health and personal care stores	203	D	D	D	D	D	D
447	Gasoline stations	2 522	6 376 528	299 756	72 231	18 667	25.1	6.5
4471	Gasoline stations	2 522	6 376 528	299 756	72 231	18 667	25.1	6.5
44711	Gasoline stations with convenience stores	1 941	4 913 112	219 877	53 073	14 109	23.6	6.6
447110	Gasoline stations with convenience stores	1 941	4 913 112	219 877	53 073	14 109	23.6	6.6
44719	Other gasoline stations	581	1 463 416	79 879	19 158	4 558	30.2	6.1
447190	Other gasoline stations	581	1 463 416	79 879	19 158	4 558	30.2	6.1
448	Clothing and clothing accessories stores	4 997	6 433 114	850 977	202 877	53 756	10.8	5.5
4481	Clothing stores	3 070	4 640 088	614 885	145 040	41 080	8.9	5.8
44811	Men's clothing stores	397	325 249	53 282	12 974	2 574	32.3	13.3
448110	Men's clothing stores	397	325 249	53 282	12 974	2 574	32.3	13.3
44812	Women's clothing stores	1 202	1 226 060	155 315	36 427	12 060	10.3	9.5
448120	Women's clothing stores	1 202	1 226 060	155 315	36 427	12 060	10.3	9.5
44813	Children's and infants' clothing stores	245	D	D	D	D	D	D
448130	Children's and infants' clothing stores	245	D	D	D	D	D	D
44814	Family clothing stores	711	2 368 102	301 634	70 171	19 483	3.7	3.4
448140	Family clothing stores	711	2 368 102	301 634	70 171	19 483	3.7	3.4
44815	Clothing accessories stores	194	D	D	D	D	D	D
448150	Clothing accessories stores	194	D	D	D	D	D	D
44819	Other clothing stores	321	D	D	D	D	D	D
448190	Other clothing stores	321	D	D	D	D	D	D
4482	Shoe stores	1 001	908 192	110 306	26 483	7 585	11.4	5.0
44821	Shoe stores	1 001	908 192	110 306	26 483	7 585	11.4	5.0
448210	Shoe stores	1 001	908 192	110 306	26 483	7 585	11.4	5.0
4482101	Men's shoe stores	62	D	D	D	D	D	D
4482102	Women's shoe stores	98	D	D	D	D	D	D
4482103	Children's and juveniles' shoe stores	51	30 162	4 148	1 047	315	9.1	3.7
4482104	Family shoe stores	558	479 339	55 481	13 462	3 718	12.4	5.0
4482105	Athletic footwear stores	232	D	D	D	D	D	D
4483	Jewelry, luggage, and leather goods stores	926	884 834	125 786	31 354	5 091	20.0	4.5
44831	Jewelry stores	859	D	D	D	D	D	D
448310	Jewelry stores	859	D	D	D	D	D	D
44832	Luggage and leather goods stores	67	D	D	D	D	D	D
448320	Luggage and leather goods stores	67	D	D	D	D	D	D
451	Sporting goods, hobby, book, and music stores	1 924	2 615 387	315 194	75 041	21 362	14.0	5.3
4511	Sporting goods, hobby, and musical instrument stores	1 249	1 790 402	211 198	49 712	13 833	14.7	5.1
45111	Sporting goods stores	599	800 013	97 213	22 243	5 815	17.4	8.4
451110	Sporting goods stores	599	800 013	97 213	22 243	5 815	17.4	8.4
4511101	General-line sporting goods stores	174	429 913	46 837	11 154	3 152	10.5	1.8
4511102	Specialty-line sporting goods stores	425	370 100	50 376	11 089	2 663	25.4	16.1
45112	Hobby, toy, and game stores	356	D	D	D	D	D	D
451120	Hobby, toy, and game stores	356	D	D	D	D	D	D
45113	Sewing, needlework, and piece goods stores	151	D	D	D	D	D	D
451130	Sewing, needlework, and piece goods stores	151	D	D	D	D	D	D
45114	Musical instrument and supplies stores	143	197 008	26 396	6 315	1 217	21.5	2.6
451140	Musical instrument and supplies stores	143	197 008	26 396	6 315	1 217	21.5	2.6
4512	Book, periodical, and music stores	675	824 985	103 996	25 329	7 529	12.5	5.8
45121	Book stores and news dealers	414	609 961	77 587	18 757	5 430	11.1	4.0
451211	Book stores	331	565 208	72 582	17 557	5 123	8.6	4.2
4512111	Book stores, general	195	D	D	D	D	D	D
4512112	Specialty book stores	73	D	D	D	D	D	D
4512113	College book stores	63	D	D	D	D	D	D
451212	News dealers and newsstands	83	44 753	5 005	1 200	307	42.3	1.4
45122	Prerecorded tape, compact disc, and record stores	261	215 024	26 409	6 572	2 099	16.6	10.8
451220	Prerecorded tape, compact disc, and record stores	261	215 024	26 409	6 572	2 099	16.6	10.8
452	General merchandise stores	971	12 904 048	1 225 069	300 348	74 703	.5	.7
4521	Department stores	315	9 028 945	917 095	223 085	56 487	—	.3
45210009	Department stores (incl. leased depts.) ³	315	9 724 950	917 095	223 085	56 487	—	.3
45211	Department stores	315	9 028 945	917 095	223 085	56 487	—	.3
452111	Department stores (except discount department stores) ..	93	3 173 663	396 517	94 923	22 277	—	—
452112	Discount department stores	222	5 855 282	520 578	128 162	34 210	—	.5
4529	Other general merchandise stores	656	3 875 103	307 974	77 263	18 216	1.8	1.7
45291	Warehouse clubs and supercenters	53	D	D	D	D	D	D
452910	Warehouse clubs and supercenters	53	D	D	D	D	D	D
45299	All other general merchandise stores	603	D	D	D	D	D	D
452990	All other general merchandise stores	603	D	D	D	D	D	D
4529901	Variety stores	339	D	D	D	D	D	D
4529904	Miscellaneous general merchandise stores	264	380 299	40 827	12 234	3 075	12.4	10.9

See footnotes at end of table.

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
CHICAGO-NAPERVILLE-MICHIGAN CITY, IL-IN-WI COMBINED STATISTICAL AREA—Con.								
44-45	Retail trade—Con.							
453	Miscellaneous store retailers	3 454	D	D	D	k	D	D
4531	Florists	597	240 504	60 292	14 440	4 005	30.4	9.3
45311	Florists	597	240 504	60 292	14 440	4 005	30.4	9.3
453110	Florists	597	240 504	60 292	14 440	4 005	30.4	9.3
4532	Office supplies, stationery, and gift stores	1 241	D	D	D	j	D	D
45321	Office supplies and stationery stores	257	D	D	D	h	D	D
453210	Office supplies and stationery stores	257	D	D	D	h	D	D
45322	Gift, novelty, and souvenir stores	984	D	D	D	i	D	D
453220	Gift, novelty, and souvenir stores	984	D	D	D	i	D	D
4533	Used merchandise stores	398	D	D	D	h	D	D
45331	Used merchandise stores	398	D	D	D	h	D	D
453310	Used merchandise stores	398	D	D	D	h	D	D
4539	Other miscellaneous store retailers	1 218	1 159 937	141 979	32 434	7 279	26.8	8.1
45391	Pet and pet supplies stores	240	302 235	38 883	8 585	2 790	12.0	6.4
453910	Pet and pet supplies stores	240	302 235	38 883	8 585	2 790	12.0	6.4
45392	Art dealers	188	134 102	17 114	4 226	698	35.4	6.0
453920	Art dealers	188	134 102	17 114	4 226	698	35.4	6.0
45393	Manufactured (mobile) home dealers	25	29 089	2 917	788	141	25.7	5.6
453930	Manufactured (mobile) home dealers	25	29 089	2 917	788	141	25.7	5.6
45399	All other miscellaneous store retailers	765	694 511	83 065	18 835	3 650	31.6	9.4
454	Nonstore retailers	1 443	D	D	D	j	D	D
4541	Electronic shopping and mail-order houses	503	D	D	D	j	D	D
45411	Electronic shopping and mail-order houses	503	D	D	D	j	D	D
4542	Vending machine operators	207	D	D	D	h	D	D
45421	Vending machine operators	207	D	D	D	h	D	D
454210	Vending machine operators	207	D	D	D	h	D	D
4543	Direct selling establishments	733	D	D	D	i	D	D
45431	Fuel dealers	58	D	D	D	f	D	D
454311	Heating oil dealers	11	D	D	D	c	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	41	D	D	D	e	D	D
454319	Other fuel dealers	6	D	D	D	a	D	D
45439	Other direct selling establishments	675	D	D	D	i	D	D
454390	Other direct selling establishments	675	D	D	D	i	D	D
Chicago-Naperville-Joliet, IL-IN-WI Metropolitan Statistical Area								
44-45	Retail trade	29 620	100 306 340	9 459 910	2 258 202	434 544	11.0	4.5
441	Motor vehicle and parts dealers	2 507	24 233 084	1 947 081	451 911	50 606	13.4	4.3
4411	Automobile dealers	1 183	22 039 101	1 584 374	367 587	37 148	13.3	4.2
44111	New car dealers	709	20 726 964	1 499 217	346 632	34 259	12.2	4.0
441110	New car dealers	709	20 726 964	1 499 217	346 632	34 259	12.2	4.0
44112	Used car dealers	474	1 312 137	85 157	20 955	2 889	29.7	6.3
441120	Used car dealers	474	1 312 137	85 157	20 955	2 889	29.7	6.3
4412	Other motor vehicle dealers	236	807 187	85 633	18 959	2 619	18.9	5.8
44121	Recreational vehicle dealers	38	162 740	16 968	3 381	412	21.6	5.3
441210	Recreational vehicle dealers	38	162 740	16 968	3 381	412	21.6	5.3
44122	Motorcycle, boat, and other motor vehicle dealers	198	644 447	68 665	15 578	2 207	18.2	6.0
441221	Motorcycle dealers	84	397 056	40 820	8 888	1 254	19.4	9.0
441222	Boat dealers	77	190 166	19 741	4 474	698	15.9	.2
441229	All other motor vehicle dealers	37	57 225	8 104	2 216	255	17.8	4.1
4413	Automotive parts, accessories, and tire stores	1 088	1 386 796	277 074	65 365	10 839	11.7	5.0
44131	Automotive parts and accessories stores	732	935 274	175 984	41 762	7 258	11.2	5.3
441310	Automotive parts and accessories stores	732	935 274	175 984	41 762	7 258	11.2	5.3
44132	Tire dealers	356	451 522	101 090	23 603	3 581	12.6	4.5
441320	Tire dealers	356	451 522	101 090	23 603	3 581	12.6	4.5
442	Furniture and home furnishings stores	1 850	3 186 960	445 288	105 325	17 824	15.4	8.0
4421	Furniture stores	712	1 498 942	194 357	46 014	6 439	16.7	10.0
44211	Furniture stores	712	1 498 942	194 357	46 014	6 439	16.7	10.0
442110	Furniture stores	712	1 498 942	194 357	46 014	6 439	16.7	10.0
4422	Home furnishings stores	1 138	1 688 018	250 931	59 311	11 385	14.2	6.4
44221	Floor covering stores	464	728 967	123 911	29 525	3 263	20.1	9.7
442210	Floor covering stores	464	728 967	123 911	29 525	3 263	20.1	9.7
44229	Other home furnishings stores	674	959 051	127 020	29 786	8 122	9.7	3.8
442291	Window treatment stores	90	49 508	8 294	1 932	338	30.4	10.4
442299	All other home furnishings stores	584	909 543	118 726	27 854	7 784	8.6	3.5
443	Electronics and appliance stores	1 432	3 205 149	359 924	86 668	14 300	8.9	5.9
4431	Electronics and appliance stores	1 432	3 205 149	359 924	86 668	14 300	8.9	5.9
44311	Appliance, television, and other electronics stores	1 053	2 658 756	300 272	72 369	11 646	8.6	4.4
443111	Household appliance stores	194	594 141	90 982	20 252	2 345	11.1	3.2
443112	Radio, television, and other electronics stores	859	2 064 615	209 290	52 117	9 301	7.8	4.7
44312	Computer and software stores	267	440 059	42 394	10 149	1 773	11.6	15.2
443120	Computer and software stores	267	440 059	42 394	10 149	1 773	11.6	15.2
44313	Camera and photographic supplies stores	112	106 334	17 258	4 150	881	6.4	5.8
443130	Camera and photographic supplies stores	112	106 334	17 258	4 150	881	6.4	5.8

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
CHICAGO-NAPERVILLE-MICHIGAN CITY, IL-IN-WI COMBINED STATISTICAL AREA—Con.								
Chicago-Naperville-Joliet, IL-IN-WI Metropolitan Statistical Area—Con.								
44-45	Retail trade—Con.							
444	Building material and garden equipment and supplies dealers . . .	1 969	7 459 597	977 170	232 268	35 317	7.3	7.9
4441	Building material and supplies dealers	1 628	6 944 272	884 915	215 814	31 722	6.5	8.2
44411	Home centers	125	D	D	D	j	D	D
444110	Home centers	125	D	D	D	j	D	D
44412	Paint and wallpaper stores	213	D	D	D	g	D	D
444120	Paint and wallpaper stores	213	D	D	D	g	D	D
44413	Hardware stores	430	641 870	112 412	26 294	6 762	17.4	10.9
444130	Hardware stores	430	641 870	112 412	26 294	6 762	17.4	10.9
44419	Other building material dealers	860	2 884 596	412 328	96 749	10 459	9.8	16.4
444190	Other building material dealers	860	2 884 596	412 328	96 749	10 459	9.8	16.4
4442	Lawn and garden equipment and supplies stores	341	515 325	92 255	16 454	3 595	18.1	4.2
44421	Outdoor power equipment stores	75	101 624	14 996	3 103	586	19.1	1.5
444210	Outdoor power equipment stores	75	101 624	14 996	3 103	586	19.1	1.5
44422	Nursery, garden center, and farm supply stores	266	413 701	77 259	13 351	3 009	17.9	4.8
444220	Nursery, garden center, and farm supply stores	266	413 701	77 259	13 351	3 009	17.9	4.8
445	Food and beverage stores	4 693	14 965 098	1 866 150	291 337	66 479	13.5	6.2
4451	Grocery stores	2 862	13 335 128	1 016 541	252 006	56 130	11.6	6.2
44511	Supermarkets and other grocery (except convenience) stores	1 964	12 716 831	956 375	237 291	50 840	9.2	5.5
445110	Supermarkets and other grocery (except convenience) stores	1 964	12 716 831	956 375	237 291	50 840	9.2	5.5
44512	Convenience stores	898	618 297	60 166	14 715	5 290	61.2	19.2
445120	Convenience stores	898	618 297	60 166	14 715	5 290	61.2	19.2
4452	Specialty food stores	916	589 388	87 723	20 114	5 573	29.8	8.3
4453	Beer, wine, and liquor stores	915	1 040 582	81 886	19 217	4 776	28.3	6.2
44531	Beer, wine, and liquor stores	915	1 040 582	81 886	19 217	4 776	28.3	6.2
445310	Beer, wine, and liquor stores	915	1 040 582	81 886	19 217	4 776	28.3	6.2
446	Health and personal care stores	2 310	5 422 973	715 617	169 524	40 364	11.2	3.3
4461	Health and personal care stores	2 310	5 422 973	715 617	169 524	40 364	11.2	3.3
44611	Pharmacies and drug stores	1 029	4 573 219	555 203	129 882	31 390	10.2	2.2
446110	Pharmacies and drug stores	1 029	4 573 219	555 203	129 882	31 390	10.2	2.2
4461101	Pharmacies and drug stores	998	4 555 618	552 383	129 215	31 253	10.1	2.2
4461102	Proprietary stores	31	17 601	2 820	667	137	42.6	16.8
44612	Cosmetics, beauty supplies, and perfume stores	387	315 453	45 750	11 185	3 495	12.5	4.7
446120	Cosmetics, beauty supplies, and perfume stores	387	315 453	45 750	11 185	3 495	12.5	4.7
44613	Optical goods stores	410	244 236	58 343	14 559	2 862	15.0	8.0
446130	Optical goods stores	410	244 236	58 343	14 559	2 862	15.0	8.0
44619	Other health and personal care stores	484	290 065	56 321	13 898	2 617	21.4	15.1
446191	Food (health) supplement stores	288	144 915	23 314	5 322	1 377	25.8	8.7
446199	All other health and personal care stores	196	145 150	33 007	8 576	1 240	17.0	21.5
447	Gasoline stations	2 423	6 154 227	289 579	69 718	17 852	25.3	6.7
4471	Gasoline stations	2 423	6 154 227	289 579	69 718	17 852	25.3	6.7
44711	Gasoline stations with convenience stores	1 862	4 743 633	212 174	51 174	13 468	24.0	6.8
447110	Gasoline stations with convenience stores	1 862	4 743 633	212 174	51 174	13 468	24.0	6.8
44719	Other gasoline stations	561	1 410 594	77 405	18 544	4 384	29.8	6.4
447190	Other gasoline stations	561	1 410 594	77 405	18 544	4 384	29.8	6.4
448	Clothing and clothing accessories stores	4 859	6 281 151	833 766	198 949	52 450	10.9	5.4
4481	Clothing stores	2 986	4 529 482	602 786	142 326	40 117	9.0	5.6
44811	Men's clothing stores	386	318 494	52 492	12 767	2 520	32.7	12.4
448110	Men's clothing stores	386	318 494	52 492	12 767	2 520	32.7	12.4
44812	Women's clothing stores	1 177	1 205 896	152 579	35 839	11 797	10.3	9.4
448120	Women's clothing stores	1 177	1 205 896	152 579	35 839	11 797	10.3	9.4
44813	Children's and infants' clothing stores	239	309 911	33 490	7 864	2 817	7.2	1.4
448130	Children's and infants' clothing stores	239	309 911	33 490	7 864	2 817	7.2	1.4
44814	Family clothing stores	682	2 304 221	295 170	68 720	19 010	3.8	3.2
448140	Family clothing stores	682	2 304 221	295 170	68 720	19 010	3.8	3.2
44815	Clothing accessories stores	189	99 660	20 058	4 724	965	16.5	9.6
448150	Clothing accessories stores	189	99 660	20 058	4 724	965	16.5	9.6
44819	Other clothing stores	313	291 300	48 997	12 412	3 008	18.6	5.1
448190	Other clothing stores	313	291 300	48 997	12 412	3 008	18.6	5.1
4482	Shoe stores	970	882 362	107 561	25 831	7 378	11.7	5.0
44821	Shoe stores	970	882 362	107 561	25 831	7 378	11.7	5.0
448210	Shoe stores	970	882 362	107 561	25 831	7 378	11.7	5.0
4482101	Men's shoe stores	61	37 503	5 691	1 380	271	14.7	18.5
4482102	Women's shoe stores	94	70 980	10 464	2 380	776	16.9	10.0
4482103	Children's and juveniles' shoe stores	51	30 162	4 148	1 047	315	9.1	3.7
4482104	Family shoe stores	539	466 601	54 059	13 121	3 618	12.7	5.1
4482105	Athletic footwear stores	225	277 116	33 199	7 903	2 398	8.6	1.9
4483	Jewelry, luggage, and leather goods stores	903	869 307	123 419	30 792	4 955	20.1	4.4
44831	Jewelry stores	840	827 133	116 756	29 207	4 640	20.9	4.5
448310	Jewelry stores	840	827 133	116 756	29 207	4 640	20.9	4.5
44832	Luggage and leather goods stores	63	42 174	6 663	1 585	315	5.3	1.8
448320	Luggage and leather goods stores	63	42 174	6 663	1 585	315	5.3	1.8

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—		
							From admini- strative records ¹	Estimated ²	
	CHICAGO-NAPERVILLE-MICHIGAN CITY, IL-IN-WI COMBINED STATISTICAL AREA—Con.								
	Chicago-Naperville-Joliet, IL-IN-WI Metropolitan Statistical Area—Con.								
44-45	Retail trade—Con.								
451	Sporting goods, hobby, book, and music stores	1 874	2 568 867	310 560	73 961	20 892	14.1	5.3	
4511	Sporting goods, hobby, and musical instrument stores	1 220	1 761 680	208 267	49 042	13 532	14.7	5.2	
45111	Sporting goods stores	584	792 902	96 376	22 070	5 753	17.2	8.5	
4511101	Sporting goods stores	584	792 902	96 376	22 070	5 753	17.2	8.5	
4511102	General-line sporting goods stores	169	425 419	46 371	11 045	3 112	10.4	1.8	
4511102	Specialty-line sporting goods stores	415	367 483	50 005	11 025	2 641	25.2	16.2	
45112	Hobby, toy, and game stores	350	658 866	70 158	16 859	5 362	10.2	1.9	
451120	Hobby, toy, and game stores	350	658 866	70 158	16 859	5 362	10.2	1.9	
45113	Sewing, needlework, and piece goods stores	147	115 457	15 673	3 877	1 230	12.1	5.2	
451130	Sewing, needlework, and piece goods stores	147	115 457	15 673	3 877	1 230	12.1	5.2	
45114	Musical instrument and supplies stores	139	194 455	26 060	6 236	1 187	21.2	2.7	
451140	Musical instrument and supplies stores	139	194 455	26 060	6 236	1 187	21.2	2.7	
4512	Book, periodical, and music stores	654	807 187	102 293	24 919	7 360	12.6	5.7	
45121	Book stores and news dealers	400	598 849	76 465	18 496	5 320	11.1	4.1	
451211	Book stores	321	555 149	71 586	17 328	5 025	8.6	4.3	
4512111	Book stores, general	190	392 904	48 616	11 312	3 576	8.3	1.7	
4512112	Specialty book stores	72	50 400	12 290	3 078	789	21.2	8.9	
4512113	College book stores	59	111 845	10 680	2 938	660	4.1	11.4	
451212	News dealers and newsstands	79	43 700	4 879	1 168	295	42.0	1.4	
45122	Prerecorded tape, compact disc, and record stores	254	208 338	25 828	6 423	2 040	17.1	10.3	
451220	Prerecorded tape, compact disc, and record stores	254	208 338	25 828	6 423	2 040	17.1	10.3	
452	General merchandise stores	934	12 474 837	1 182 945	290 084	72 041	.5	.8	
4521	Department stores	303	8 746 464	888 105	216 141	54 708	—	.3	
45210009	Department stores (incl. leased depts.) ³	303	9 436 340	888 105	216 141	54 708	—	.3	
45211	Department stores	303	8 746 464	888 105	216 141	54 708	—	.3	
452111	Department stores (except discount department stores) ..	87	3 081 187	386 256	92 490	21 571	—	—	
452112	Discount department stores	216	5 665 277	501 849	123 651	33 137	—	.5	
4529	Other general merchandise stores	631	3 728 373	294 840	73 943	17 333	1.7	1.8	
45291	Warehouse clubs and supercenters	51	3 080 430	226 553	55 191	12 105	—	—	
452910	Warehouse clubs and supercenters	51	3 080 430	226 553	55 191	12 105	—	—	
45299	All other general merchandise stores	580	647 943	68 287	18 752	5 228	9.9	10.4	
452990	All other general merchandise stores	580	647 943	68 287	18 752	5 228	9.9	10.4	
4529901	Variety stores	321	277 818	28 500	6 764	2 216	8.5	9.3	
4529904	Miscellaneous general merchandise stores	259	370 125	39 787	11 988	3 012	11.0	11.2	
453	Miscellaneous store retailers	3 364	2 693 015	390 266	92 364	24 550	22.0	6.9	
4531	Florists	587	235 184	58 850	14 071	3 890	31.0	9.4	
45311	Florists	587	235 184	58 850	14 071	3 890	31.0	9.4	
453110	Florists	587	235 184	58 850	14 071	3 890	31.0	9.4	
4532	Office supplies, stationery, and gift stores	1 208	1 097 690	139 044	33 758	10 328	15.4	5.3	
45321	Office supplies and stationery stores	251	563 070	61 471	14 860	3 321	4.0	2.0	
453210	Office supplies and stationery stores	251	563 070	61 471	14 860	3 321	4.0	2.0	
45322	Gift, novelty, and souvenir stores	957	534 620	77 573	18 898	7 007	27.4	8.7	
453220	Gift, novelty, and souvenir stores	957	534 620	77 573	18 898	7 007	27.4	8.7	
4533	Used merchandise stores	382	233 987	53 503	12 836	3 234	19.8	7.6	
45331	Used merchandise stores	382	233 987	53 503	12 836	3 234	19.8	7.6	
453310	Used merchandise stores	382	233 987	53 503	12 836	3 234	19.8	7.6	
4539	Other miscellaneous store retailers	1 187	1 126 154	138 869	31 699	7 098	27.1	7.9	
45391	Pet and pet supplies stores	236	297 923	38 267	8 429	2 748	12.0	6.5	
453910	Pet and pet supplies stores	236	297 923	38 267	8 429	2 748	12.0	6.5	
45392	Art dealers	188	134 102	17 114	4 226	698	35.4	6.0	
453920	Art dealers	188	134 102	17 114	4 226	698	35.4	6.0	
45393	Manufactured (mobile) home dealers	20	16 582	1 651	485	101	34.1	7.8	
453930	Manufactured (mobile) home dealers	20	16 582	1 651	485	101	34.1	7.8	
45399	All other miscellaneous store retailers	743	677 547	81 837	18 559	3 551	31.9	8.9	
454	Nonstore retailers	1 405	11 661 382	821 564	196 093	21 869	4.9	1.7	
4541	Electronic shopping and mail-order houses	496	9 693 366	546 641	133 586	12 627	3.3	1.1	
45411	Electronic shopping and mail-order houses	496	9 693 366	546 641	133 586	12 627	3.3	1.1	
4542	Vending machine operators	205	296 145	65 632	16 776	2 632	24.5	7.4	
45421	Vending machine operators	205	296 145	65 632	16 776	2 632	24.5	7.4	
454210	Vending machine operators	205	296 145	65 632	16 776	2 632	24.5	7.4	
4543	Direct selling establishments	704	1 671 871	209 291	45 731	6 610	11.0	4.4	
45431	Fuel dealers	51	124 825	15 836	3 882	467	28.4	4.8	
454311	Heating oil dealers	11	D	D	D	c	D	D	
454312	Liquefied petroleum gas (bottled gas) dealers	34	D	D	D	e	D	D	
454319	Other fuel dealers	6	D	D	D	a	D	D	
45439	Other direct selling establishments	653	1 547 046	193 455	41 849	6 143	9.6	4.3	
454390	Other direct selling establishments	653	1 547 046	193 455	41 849	6 143	9.6	4.3	

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							From admini- strative records ¹	Estimated ²
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Chicago-Naperville-Joliet, IL-IN-WI Metropolitan Statistical Area—Con.								
Chicago-Naperville-Joliet, IL Metropolitan Division								
44-45	Retail trade	24 112	78 414 883	7 637 553	1 817 138	351 599	11.8	4.8
441	Motor vehicle and parts dealers	1 931	19 315 522	1 539 963	355 482	39 524	13.3	4.3
4411	Automobile dealers	912	D	D	D	k	D	D
44111	New car dealers	553	D	D	D	k	D	D
441110	New car dealers	553	D	D	D	k	D	D
44112	Used car dealers	359	D	D	D	g	D	D
441120	Used car dealers	359	D	D	D	g	D	D
4412	Other motor vehicle dealers	153	D	D	D	g	D	D
44121	Recreational vehicle dealers	23	D	D	D	e	D	D
441210	Recreational vehicle dealers	23	D	D	D	e	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	130	D	D	D	g	D	D
441221	Motorcycle dealers	59	D	D	D	f	D	D
441222	Boat dealers	45	D	D	D	e	D	D
441229	All other motor vehicle dealers	26	D	D	D	c	D	D
4413	Automotive parts, accessories, and tire stores	866	D	D	D	i	D	D
44131	Automotive parts and accessories stores	573	D	D	D	i	D	D
441310	Automotive parts and accessories stores	573	D	D	D	i	D	D
44132	Tire dealers	293	D	D	D	h	D	D
441320	Tire dealers	293	D	D	D	h	D	D
442	Furniture and home furnishings stores	1 509	2 760 622	382 909	90 851	14 996	15.1	8.7
4421	Furniture stores	602	1 324 650	169 736	40 190	5 553	16.8	10.7
44211	Furniture stores	602	1 324 650	169 736	40 190	5 553	16.8	10.7
442110	Furniture stores	602	1 324 650	169 736	40 190	5 553	16.8	10.7
4422	Home furnishings stores	907	1 435 972	213 173	50 661	9 443	13.5	6.9
44221	Floor covering stores	365	621 602	105 556	25 451	2 733	18.1	10.7
442210	Floor covering stores	365	621 602	105 556	25 451	2 733	18.1	10.7
44229	Other home furnishings stores	542	814 370	107 617	25 210	6 710	10.0	3.9
442291	Window treatment stores	73	43 905	7 203	1 671	270	31.0	8.8
442299	All other home furnishings stores	469	770 465	100 414	23 539	6 440	8.8	3.7
443	Electronics and appliance stores	1 160	D	D	D	j	D	D
4431	Electronics and appliance stores	1 160	D	D	D	j	D	D
44311	Appliance, television, and other electronics stores	838	D	D	D	i	D	D
443111	Household appliance stores	143	D	D	D	g	D	D
443112	Radio, television, and other electronics stores	695	D	D	D	i	D	D
44312	Computer and software stores	221	383 902	35 723	8 540	1 476	12.6	16.9
443120	Computer and software stores	221	383 902	35 723	8 540	1 476	12.6	16.9
44313	Camera and photographic supplies stores	101	D	D	D	f	D	D
443130	Camera and photographic supplies stores	101	D	D	D	f	D	D
444	Building material and garden equipment and supplies dealers	1 551	6 024 777	792 958	188 305	28 182	7.1	8.7
4441	Building material and supplies dealers	1 309	5 654 720	723 462	176 000	25 564	6.4	8.9
44411	Home centers	98	D	D	D	j	D	D
444110	Home centers	98	D	D	D	j	D	D
44412	Paint and wallpaper stores	170	D	D	D	g	D	D
444120	Paint and wallpaper stores	170	D	D	D	g	D	D
44413	Hardware stores	349	527 518	91 631	21 641	5 428	17.0	11.3
444130	Hardware stores	349	527 518	91 631	21 641	5 428	17.0	11.3
44419	Other building material dealers	692	D	D	D	i	D	D
444190	Other building material dealers	692	D	D	D	i	D	D
4442	Lawn and garden equipment and supplies stores	242	370 057	69 496	12 305	2 618	18.1	5.1
44421	Outdoor power equipment stores	47	D	D	D	e	D	D
444210	Outdoor power equipment stores	47	D	D	D	e	D	D
44422	Nursery, garden center, and farm supply stores	195	D	D	D	g	D	D
444220	Nursery, garden center, and farm supply stores	195	D	D	D	g	D	D
445	Food and beverage stores	4 042	12 371 279	978 857	240 974	54 289	14.5	5.7
4451	Grocery stores	2 515	10 996 886	837 439	208 099	45 606	12.7	5.5
44511	Supermarkets and other grocery (except convenience) stores	1 710	10 431 507	781 605	194 443	40 709	10.0	4.7
445110	Supermarkets and other grocery (except convenience) stores	1 710	10 431 507	781 605	194 443	40 709	10.0	4.7
44512	Convenience stores	805	565 379	55 834	13 656	4 897	61.8	19.2
445120	Convenience stores	805	565 379	55 834	13 656	4 897	61.8	19.2
4452	Specialty food stores	777	515 646	73 243	16 856	4 737	29.3	8.9
4453	Beer, wine, and liquor stores	750	858 747	68 175	16 019	3 946	28.7	6.5
44531	Beer, wine, and liquor stores	750	858 747	68 175	16 019	3 946	28.7	6.5
445310	Beer, wine, and liquor stores	750	858 747	68 175	16 019	3 946	28.7	6.5

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
CHICAGO-NAPERVILLE-MICHIGAN CITY, IL-IN-WI COMBINED STATISTICAL AREA—Con.								
Chicago-Naperville-Joliet, IL-IN-WI Metropolitan Statistical Area—Con.								
Chicago-Naperville-Joliet, IL Metropolitan Division— Con.								
44-45	Retail trade—Con.							
446	Health and personal care stores	1 901	4 481 252	594 749	139 236	33 590	11.6	3.3
4461	Health and personal care stores	1 901	4 481 252	594 749	139 236	33 590	11.6	3.3
44611	Pharmacies and drug stores	835	D	D	D	k	D	D
446110	Pharmacies and drug stores	835	D	D	D	k	D	D
4461101	Pharmacies and drug stores	809	3 757 078	458 885	106 459	26 060	10.6	2.6
4461102	Proprietary stores	26	D	D	D	c	D	D
44612	Cosmetics, beauty supplies, and perfume stores	327	D	D	D	h	D	D
446120	Cosmetics, beauty supplies, and perfume stores	327	D	D	D	h	D	D
44613	Optical goods stores	343	D	D	D	g	D	D
446130	Optical goods stores	343	D	D	D	g	D	D
44619	Other health and personal care stores	396	225 455	44 066	10 004	1 942	23.0	8.7
446191	Food (health) supplement stores	238	125 768	19 946	4 519	1 107	24.8	10.0
446199	All other health and personal care stores	158	99 687	24 120	5 485	835	20.6	7.1
447	Gasoline stations	1 791	4 166 766	199 684	48 512	12 383	30.8	8.1
4471	Gasoline stations	1 791	4 166 766	199 684	48 512	12 383	30.8	8.1
44711	Gasoline stations with convenience stores	1 334	3 445 212	154 388	37 385	9 710	26.5	7.6
447110	Gasoline stations with convenience stores	1 334	3 445 212	154 388	37 385	9 710	26.5	7.6
44719	Other gasoline stations	457	721 554	45 296	11 127	2 673	51.2	10.4
447190	Other gasoline stations	457	721 554	45 296	11 127	2 673	51.2	10.4
448	Clothing and clothing accessories stores	4 063	5 424 660	725 917	173 233	44 387	11.0	5.3
4481	Clothing stores	2 479	3 913 385	527 647	124 547	34 049	9.0	5.6
44811	Men's clothing stores	331	D	D	D	g	D	D
448110	Men's clothing stores	331	D	D	D	g	D	D
44812	Women's clothing stores	973	1 017 009	128 986	30 402	9 945	9.5	9.2
448120	Women's clothing stores	973	1 017 009	128 986	30 402	9 945	9.5	9.2
44813	Children's and infants' clothing stores	197	D	D	D	g	D	D
448130	Children's and infants' clothing stores	197	D	D	D	g	D	D
44814	Family clothing stores	556	2 019 542	264 398	61 259	16 330	3.8	3.5
448140	Family clothing stores	556	2 019 542	264 398	61 259	16 330	3.8	3.5
44815	Clothing accessories stores	164	D	D	D	f	D	D
448150	Clothing accessories stores	164	D	D	D	f	D	D
44819	Other clothing stores	258	252 207	41 987	10 747	2 481	19.3	4.9
448190	Other clothing stores	258	252 207	41 987	10 747	2 481	19.3	4.9
4482	Shoe stores	816	748 963	91 329	21 942	6 148	11.8	4.7
44821	Shoe stores	816	748 963	91 329	21 942	6 148	11.8	4.7
448210	Shoe stores	816	748 963	91 329	21 942	6 148	11.8	4.7
4482101	Men's shoe stores	53	D	D	D	c	D	D
4482102	Women's shoe stores	82	D	D	D	f	D	D
4482103	Children's and juveniles' shoe stores	43	D	D	D	e	D	D
4482104	Family shoe stores	438	D	D	D	h	D	D
4482105	Athletic footwear stores	200	D	D	D	g	D	D
4483	Jewelry, luggage, and leather goods stores	768	762 312	106 941	26 744	4 190	20.5	4.4
44831	Jewelry stores	720	726 097	101 205	25 393	3 939	21.2	4.6
448310	Jewelry stores	720	726 097	101 205	25 393	3 939	21.2	4.6
44832	Luggage and leather goods stores	48	36 215	5 736	1 351	251	6.0	1.0
448320	Luggage and leather goods stores	48	36 215	5 736	1 351	251	6.0	1.0
451	Sporting goods, hobby, book, and music stores	1 535	2 123 717	257 124	61 582	17 173	14.4	5.7
4511	Sporting goods, hobby, and musical instrument stores	971	1 423 960	167 068	39 614	10 806	15.2	5.6
45111	Sporting goods stores	460	D	D	D	h	D	D
451110	Sporting goods stores	460	D	D	D	h	D	D
4511101	General-line sporting goods stores	135	D	D	D	g	D	D
4511102	Specialty-line sporting goods stores	325	D	D	D	g	D	D
45112	Hobby, toy, and game stores	282	D	D	D	h	D	D
451120	Hobby, toy, and game stores	282	D	D	D	h	D	D
45113	Sewing, needlework, and piece goods stores	117	D	D	D	g	D	D
451130	Sewing, needlework, and piece goods stores	117	D	D	D	g	D	D
45114	Musical instrument and supplies stores	112	D	D	D	f	D	D
451140	Musical instrument and supplies stores	112	D	D	D	f	D	D
4512	Book, periodical, and music stores	564	699 757	90 056	21 968	6 367	12.7	5.9
45121	Book stores and news dealers	348	D	D	D	h	D	D
451211	Book stores	275	D	D	D	h	D	D
4512111	Book stores, general	161	D	D	D	h	D	D
4512112	Specialty book stores	64	D	D	D	f	D	D
4512113	College book stores	50	D	D	D	f	D	D
451212	News dealers and newsstands	73	D	D	D	e	D	D
45122	Prerecorded tape, compact disc, and record stores	216	D	D	D	g	D	D
451220	Prerecorded tape, compact disc, and record stores	216	D	D	D	g	D	D

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
CHICAGO-NAPERVILLE-MICHIGAN CITY, IL-IN-WI COMBINED STATISTICAL AREA—Con.								
Chicago-Naperville-Joliet, IL-IN-WI Metropolitan Statistical Area—Con.								
Chicago-Naperville-Joliet, IL Metropolitan Division— Con.								
44-45	Retail trade—Con.							
452	General merchandise stores	767	10 265 905	982 515	240 302	59 170	.6	.9
4521	Department stores	248	D	D	D	k	D	D
45210009	Department stores (incl. leased depts.) ³	248	D	D	D	k	D	D
45211	Department stores (except discount department stores) ..	74	D	D	D	j	D	D
452112	Discount department stores	174	D	D	D	k	D	D
4529	Other general merchandise stores	519	D	D	D	j	D	D
45291	Warehouse clubs and supercenters	39	2 477 413	176 689	42 485	9 231	—	—
452910	Warehouse clubs and supercenters	39	2 477 413	176 689	42 485	9 231	—	—
45299	All other general merchandise stores	480	D	D	D	h	D	D
452990	All other general merchandise stores	480	D	D	D	h	D	D
4529901	Variety stores	250	D	D	D	g	D	D
4529904	Miscellaneous general merchandise stores	230	317 891	33 952	10 315	2 506	12.5	12.0
453	Miscellaneous store retailers	2 721	D	D	D	j	D	D
4531	Florists	477	D	D	D	h	D	D
45311	Florists	477	D	D	D	h	D	D
453110	Florists	477	D	D	D	h	D	D
4532	Office supplies, stationery, and gift stores	988	900 534	113 517	27 737	8 407	15.8	4.8
45321	Office supplies and stationery stores	206	455 689	50 357	12 203	2 706	4.2	2.3
453210	Office supplies and stationery stores	206	455 689	50 357	12 203	2 706	4.2	2.3
45322	Gift, novelty, and souvenir stores	782	444 845	63 160	15 534	5 701	27.8	7.3
453220	Gift, novelty, and souvenir stores	782	444 845	63 160	15 534	5 701	27.8	7.3
4533	Used merchandise stores	322	D	D	D	h	D	D
45331	Used merchandise stores	322	D	D	D	h	D	D
453310	Used merchandise stores	322	D	D	D	h	D	D
4539	Other miscellaneous store retailers	934	D	D	D	i	D	D
45391	Pet and pet supplies stores	193	252 308	32 364	7 141	2 315	12.3	7.6
453910	Pet and pet supplies stores	193	252 308	32 364	7 141	2 315	12.3	7.6
45392	Art dealers	165	127 157	15 888	3 953	610	35.6	5.8
453920	Art dealers	165	127 157	15 888	3 953	610	35.6	5.8
45399	All other miscellaneous store retailers	565	D	D	D	h	D	D
454	Nonstore retailers	1 141	D	D	D	j	D	D
4541	Electronic shopping and mail-order houses	404	4 748 040	307 180	72 655	7 724	6.0	2.0
45411	Electronic shopping and mail-order houses	404	4 748 040	307 180	72 655	7 724	6.0	2.0
4542	Vending machine operators	169	D	D	D	g	D	D
45421	Vending machine operators	169	D	D	D	g	D	D
454210	Vending machine operators	169	D	D	D	g	D	D
4543	Direct selling establishments	568	D	D	D	i	D	D
45431	Fuel dealers	34	D	D	D	e	D	D
454311	Heating oil dealers	10	D	D	D	c	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	19	39 686	5 751	1 498	178	7.0	10.7
454319	Other fuel dealers	5	1 090	290	71	13	37.6	—
45439	Other direct selling establishments	534	D	D	D	i	D	D
454390	Other direct selling establishments	534	D	D	D	i	D	D
Gary, IN Metropolitan Division								
44-45	Retail trade	2 505	7 319 762	665 659	161 296	35 292	9.1	3.2
441	Motor vehicle and parts dealers	303	1 680 725	142 950	33 834	4 467	12.7	4.3
4411	Automobile dealers	144	D	D	D	h	D	D
44111	New car dealers	74	D	D	D	h	D	D
441110	New car dealers	74	D	D	D	h	D	D
44112	Used car dealers	70	D	D	D	e	D	D
441120	Used car dealers	70	D	D	D	e	D	D
4412	Other motor vehicle dealers	28	D	D	D	e	D	D
44121	Recreational vehicle dealers	4	D	D	D	b	D	D
441210	Recreational vehicle dealers	4	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	24	D	D	D	c	D	D
441221	Motorcycle dealers	16	D	D	D	c	D	D
441229	All other motor vehicle dealers	3	D	D	D	b	D	D
4413	Automotive parts, accessories, and tire stores	131	D	D	D	g	D	D
44131	Automotive parts and accessories stores	92	D	D	D	f	D	D
441310	Automotive parts and accessories stores	92	D	D	D	f	D	D
44132	Tire dealers	39	D	D	D	e	D	D
441320	Tire dealers	39	D	D	D	e	D	D

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

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							From admini- strative records ¹	Estimated ²
CHICAGO-NAPERVILLE-MICHIGAN CITY, IL-IN-WI COMBINED STATISTICAL AREA—Con.								
Chicago-Naperville-Joliet, IL-IN-WI Metropolitan Statistical Area—Con.								
Gary, IN Metropolitan Division—Con.								
44-45	Retail trade—Con.							
442	Furniture and home furnishings stores	119	142 009	21 497	5 109	875	17.7	2.0
4421	Furniture stores	39	71 082	11 350	2 780	423	12.5	1.9
44211	Furniture stores	39	71 082	11 350	2 780	423	12.5	1.9
442110	Furniture stores	39	71 082	11 350	2 780	423	12.5	1.9
4422	Home furnishings stores	80	70 927	10 147	2 329	452	22.8	2.0
44221	Floor covering stores	47	44 847	6 874	1 551	222	31.7	2.0
442210	Floor covering stores	47	44 847	6 874	1 551	222	31.7	2.0
44229	Other home furnishings stores	33	26 080	3 273	778	230	7.6	2.1
442299	All other home furnishings stores	32	D	D	D	c	D	D
443	Electronics and appliance stores	138	D	D	D	f	D	D
4431	Electronics and appliance stores	138	D	D	D	f	D	D
44311	Appliance, television, and other electronics stores	114	D	D	D	f	D	D
443111	Household appliance stores	25	D	D	D	c	D	D
443112	Radio, television, and other electronics stores	89	D	D	D	f	D	D
44312	Computer and software stores	20	D	D	D	c	D	D
443120	Computer and software stores	20	D	D	D	c	D	D
444	Building material and garden equipment and supplies dealers ...	197	626 385	78 565	18 701	3 082	7.1	5.4
4441	Building material and supplies dealers	148	557 200	67 272	16 556	2 590	7.0	5.9
44411	Home centers	12	260 499	27 431	7 433	1 070	.1	—
444110	Home centers	12	260 499	27 431	7 433	1 070	.1	—
44412	Paint and wallpaper stores	20	D	D	D	c	D	D
444120	Paint and wallpaper stores	20	D	D	D	c	D	D
44413	Hardware stores	32	D	D	D	e	D	D
444130	Hardware stores	32	D	D	D	e	D	D
44419	Other building material dealers	84	D	D	D	f	D	D
444190	Other building material dealers	84	D	D	D	f	D	D
4442	Lawn and garden equipment and supplies stores	49	69 185	11 293	2 145	492	8.6	1.6
44421	Outdoor power equipment stores	14	D	D	D	c	D	D
444210	Outdoor power equipment stores	14	D	D	D	c	D	D
44422	Nursery, garden center, and farm supply stores	35	D	D	D	e	D	D
444220	Nursery, garden center, and farm supply stores	35	D	D	D	e	D	D
445	Food and beverage stores	303	1 015 689	86 917	20 856	6 000	9.4	1.1
4451	Grocery stores	158	881 970	72 934	17 652	5 097	6.4	.8
44511	Supermarkets and other grocery (except convenience) stores	113	858 961	71 306	17 254	4 914	4.9	.4
445110	Supermarkets and other grocery (except convenience) stores	113	858 961	71 306	17 254	4 914	4.9	.4
4452	Specialty food stores	49	38 559	7 499	1 603	395	36.5	1.5
4453	Beer, wine, and liquor stores	96	95 160	6 484	1 601	508	26.0	4.2
44531	Beer, wine, and liquor stores	96	95 160	6 484	1 601	508	26.0	4.2
445310	Beer, wine, and liquor stores	96	95 160	6 484	1 601	508	26.0	4.2
446	Health and personal care stores	209	474 599	60 306	15 780	3 222	8.9	5.0
4461	Health and personal care stores	209	474 599	60 306	15 780	3 222	8.9	5.0
44611	Pharmacies and drug stores	118	D	D	D	h	D	D
446110	Pharmacies and drug stores	118	D	D	D	h	D	D
4461101	Pharmacies and drug stores	118	D	D	D	h	D	D
44612	Cosmetics, beauty supplies, and perfume stores	25	D	D	D	c	D	D
446120	Cosmetics, beauty supplies, and perfume stores	25	D	D	D	c	D	D
44613	Optical goods stores	24	D	D	D	c	D	D
446130	Optical goods stores	24	D	D	D	c	D	D
44619	Other health and personal care stores	42	35 589	8 256	2 970	423	15.2	58.9
446191	Food (health) supplement stores	20	6 263	1 165	279	90	29.0	—
446199	All other health and personal care stores	22	29 326	7 091	2 691	333	12.2	71.5
447	Gasoline stations	353	1 288 389	53 353	12 468	3 432	9.4	3.5
4471	Gasoline stations	353	1 288 389	53 353	12 468	3 432	9.4	3.5
44711	Gasoline stations with convenience stores	287	677 303	29 454	7 072	2 043	13.6	5.4
447110	Gasoline stations with convenience stores	287	677 303	29 454	7 072	2 043	13.6	5.4
44719	Other gasoline stations	66	611 086	23 899	5 396	1 389	4.8	1.4
447190	Other gasoline stations	66	611 086	23 899	5 396	1 389	4.8	1.4

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							From admini- strative records ¹	Estimated ²
CHICAGO-NAPERVILLE-MICHIGAN CITY, IL-IN-WI COMBINED STATISTICAL AREA—Con.								
Chicago-Naperville-Joliet, IL-IN-WI Metropolitan Statistical Area—Con.								
Gary, IN Metropolitan Division—Con.								
Retail trade—Con.								
44-45	Clothing and clothing accessories stores	283	251 844	31 434	7 687	2 450	8.4	3.8
448	Clothing stores	171	165 977	19 937	4 812	1 732	8.5	4.2
4481	Men's clothing stores	28	D	D	D	c	D	D
44811	Men's clothing stores	28	D	D	D	c	D	D
44813	Children's and infants' clothing stores	11	D	D	D	c	D	D
448130	Children's and infants' clothing stores	11	D	D	D	c	D	D
44814	Family clothing stores	40	81 551	8 952	2 194	803	5.5	1.5
448140	Family clothing stores	40	81 551	8 952	2 194	803	5.5	1.5
44819	Other clothing stores	14	9 277	1 671	368	132	10.6	.6
448190	Other clothing stores	14	9 277	1 671	368	132	10.6	.6
4482	Shoe stores	61	41 002	4 616	1 229	415	3.2	1.5
44821	Shoe stores	61	41 002	4 616	1 229	415	3.2	1.5
448210	Shoe stores	61	41 002	4 616	1 229	415	3.2	1.5
4482103	Children's and juveniles' shoe stores	4	D	D	D	b	D	D
4482104	Family shoe stores	37	D	D	D	e	D	D
4482105	Athletic footwear stores	13	D	D	D	b	D	D
4483	Jewelry, luggage, and leather goods stores	51	44 865	6 881	1 646	303	12.8	4.1
44831	Jewelry stores	51	44 865	6 881	1 646	303	12.8	4.1
448310	Jewelry stores	51	44 865	6 881	1 646	303	12.8	4.1
451	Sporting goods, hobby, book, and music stores	123	127 571	14 656	3 593	1 105	13.5	1.1
4511	Sporting goods, hobby, and musical instrument stores	85	89 499	10 835	2 681	809	14.7	.3
45111	Sporting goods stores	42	D	D	D	e	D	D
451110	Sporting goods stores	42	D	D	D	e	D	D
4511101	General-line sporting goods stores	13	D	D	D	c	D	D
45112	Hobby, toy, and game stores	24	D	D	D	e	D	D
451120	Hobby, toy, and game stores	24	D	D	D	e	D	D
45113	Sewing, needlework, and piece goods stores	11	D	D	D	b	D	D
451130	Sewing, needlework, and piece goods stores	11	D	D	D	b	D	D
45114	Musical instrument and supplies stores	8	D	D	D	b	D	D
451140	Musical instrument and supplies stores	8	D	D	D	b	D	D
4512	Book, periodical, and music stores	38	38 072	3 821	912	296	10.8	2.9
45121	Book stores and news dealers	23	D	D	D	c	D	D
451211	Book stores	19	D	D	D	c	D	D
4512111	Book stores, general	11	D	D	D	c	D	D
4512112	Specialty book stores	4	2 623	310	81	33	15.7	—
4512113	College book stores	4	D	D	D	b	D	D
451212	News dealers and newsstands	4	1 217	85	16	4	3.0	—
452	General merchandise stores	96	1 132 121	103 656	25 928	6 798	—	.5
4521	Department stores	25	D	D	D	h	D	D
45210009	Department stores (incl. leased depts.) ³	25	D	D	D	h	D	D
45211	Department stores	25	D	D	D	h	D	D
452111	Department stores (except discount department stores) ..	5	D	D	D	f	D	D
452112	Discount department stores	20	D	D	D	h	D	D
4529	Other general merchandise stores	71	D	D	D	h	D	D
45291	Warehouse clubs and supercenters	7	373 735	33 433	8 650	2 022	—	—
452910	Warehouse clubs and supercenters	7	373 735	33 433	8 650	2 022	—	—
45299	All other general merchandise stores	64	D	D	D	f	D	D
452990	All other general merchandise stores	64	D	D	D	f	D	D
4529901	Variety stores	47	D	D	D	e	D	D
4529904	Miscellaneous general merchandise stores	17	D	D	D	e	D	D
453	Miscellaneous store retailers	295	D	D	D	g	D	D
4531	Florists	53	D	D	D	e	D	D
45311	Florists	53	D	D	D	e	D	D
453110	Florists	53	D	D	D	e	D	D
4532	Office supplies, stationery, and gift stores	94	75 573	9 526	2 198	772	15.3	9.6
45321	Office supplies and stationery stores	18	38 577	3 513	848	220	6.5	—
453210	Office supplies and stationery stores	18	38 577	3 513	848	220	6.5	—
45322	Gift, novelty, and souvenir stores	76	36 996	6 013	1 350	552	24.5	19.6
453220	Gift, novelty, and souvenir stores	76	36 996	6 013	1 350	552	24.5	19.6
4533	Used merchandise stores	24	D	D	D	e	D	D
45331	Used merchandise stores	24	D	D	D	e	D	D
453310	Used merchandise stores	24	D	D	D	e	D	D
4539	Other miscellaneous store retailers	124	D	D	D	f	D	D
45391	Pet and pet supplies stores	16	15 212	2 046	452	149	17.5	.4
453910	Pet and pet supplies stores	16	15 212	2 046	452	149	17.5	.4
45399	All other miscellaneous store retailers	95	115 595	9 572	2 117	455	27.9	9.1

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—		
							From admini- strative records ¹	Estimated ²	
	CHICAGO-NAPERVILLE-MICHIGAN CITY, IL-IN-WI COMBINED STATISTICAL AREA—Con.								
	Chicago-Naperville-Joliet, IL-IN-WI Metropolitan Statistical Area—Con.								
	Gary, IN Metropolitan Division—Con.								
44-45	Retail trade—Con.								
454	Nonstore retailers	86	D	D	D	f	D	D	D
4541	Electronic shopping and mail-order houses	18	D	D	D	e	D	D	D
45411	Electronic shopping and mail-order houses	18	D	D	D	e	D	D	D
4542	Vending machine operators	17	D	D	D	c	D	D	D
45421	Vending machine operators	17	D	D	D	c	D	D	D
454210	Vending machine operators	17	D	D	D	c	D	D	D
4543	Direct selling establishments	51	D	D	D	e	D	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	11	D	D	D	b	D	D	D
45439	Other direct selling establishments	40	D	D	D	e	D	D	D
454390	Other direct selling establishments	40	D	D	D	e	D	D	D
	Lake County-Kenosha County, IL-WI Metropolitan Division								
44-45	Retail trade	3 003	14 571 695	1 156 698	279 768	47 653	7.8	3.9	
441	Motor vehicle and parts dealers	273	3 236 837	264 168	62 595	6 615	13.7	3.9	
4411	Automobile dealers	127	D	D	D	h	D	D	D
44111	New car dealers	82	2 667 591	203 342	48 135	4 535	13.7	4.1	
441110	New car dealers	82	2 667 591	203 342	48 135	4 535	13.7	4.1	
44112	Used car dealers	45	D	D	D	e	D	D	D
441120	Used car dealers	45	D	D	D	e	D	D	D
4412	Other motor vehicle dealers	55	203 402	21 032	5 005	644	13.6	4.0	
44121	Recreational vehicle dealers	11	D	D	D	b	D	D	D
441210	Recreational vehicle dealers	11	D	D	D	b	D	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	44	D	D	D	f	D	D	D
441221	Motorcycle dealers	9	D	D	D	c	D	D	D
441222	Boat dealers	27	109 527	10 976	2 483	345	3.6	.1	
441229	All other motor vehicle dealers	8	D	D	D	b	D	D	D
4413	Automotive parts, accessories, and tire stores	91	D	D	D	g	D	D	D
44131	Automotive parts and accessories stores	67	84 773	17 382	4 080	730	12.0	1.6	
441310	Automotive parts and accessories stores	67	84 773	17 382	4 080	730	12.0	1.6	
44132	Tire dealers	24	D	D	D	e	D	D	D
441320	Tire dealers	24	D	D	D	e	D	D	D
442	Furniture and home furnishings stores	222	284 329	40 882	9 365	1 953	17.0	4.7	
4421	Furniture stores	71	103 210	13 271	3 044	463	17.8	6.1	
44211	Furniture stores	71	103 210	13 271	3 044	463	17.8	6.1	
442110	Furniture stores	71	103 210	13 271	3 044	463	17.8	6.1	
4422	Home furnishings stores	151	181 119	27 611	6 321	1 490	16.5	3.9	
44221	Floor covering stores	52	62 518	11 481	2 523	308	31.2	4.9	
442210	Floor covering stores	52	62 518	11 481	2 523	308	31.2	4.9	
44229	Other home furnishings stores	99	118 601	16 130	3 798	1 182	8.7	3.4	
442299	All other home furnishings stores	83	D	D	D	g	D	D	D
443	Electronics and appliance stores	134	296 688	34 398	8 309	1 461	11.9	11.3	
4431	Electronics and appliance stores	134	296 688	34 398	8 309	1 461	11.9	11.3	
44311	Appliance, television, and other electronics stores	101	261 015	30 548	7 384	1 248	13.2	12.3	
443111	Household appliance stores	26	51 686	8 882	2 053	265	22.3	21.9	
443112	Radio, television, and other electronics stores	75	209 329	21 666	5 331	983	10.9	10.0	
44312	Computer and software stores	26	D	D	D	c	D	D	D
443120	Computer and software stores	26	D	D	D	c	D	D	D
44313	Camera and photographic supplies stores	7	D	D	D	b	D	D	D
443130	Camera and photographic supplies stores	7	D	D	D	b	D	D	D
444	Building material and garden equipment and supplies dealers ...	221	808 435	105 647	25 262	4 053	8.4	4.5	
4441	Building material and supplies dealers	171	732 352	94 181	23 258	3 568	6.4	4.7	
44411	Home centers	15	D	D	D	g	D	D	D
444110	Home centers	15	D	D	D	g	D	D	D
44412	Paint and wallpaper stores	23	D	D	D	c	D	D	D
444120	Paint and wallpaper stores	23	D	D	D	c	D	D	D
44413	Hardware stores	49	D	D	D	f	D	D	D
444130	Hardware stores	49	D	D	D	f	D	D	D
44419	Other building material dealers	84	244 928	35 489	8 567	917	9.9	12.5	
444190	Other building material dealers	84	244 928	35 489	8 567	917	9.9	12.5	
4442	Lawn and garden equipment and supplies stores	50	76 083	11 466	2 004	485	26.7	2.1	
44421	Outdoor power equipment stores	14	14 515	2 101	441	78	21.8	1.3	
444210	Outdoor power equipment stores	14	14 515	2 101	441	78	21.8	1.3	
44422	Nursery, garden center, and farm supply stores	36	61 568	9 365	1 563	407	27.8	2.2	
444220	Nursery, garden center, and farm supply stores	36	61 568	9 365	1 563	407	27.8	2.2	

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
CHICAGO-NAPERVILLE-MICHIGAN CITY, IL-IN-WI COMBINED STATISTICAL AREA—Con.								
Chicago-Naperville-Joliet, IL-IN-WI Metropolitan Statistical Area—Con.								
Lake County-Kenosha County, IL-WI Metropolitan Division—Con.								
44-45	Retail trade—Con.							
445	Food and beverage stores	348	1 578 130	120 376	29 507	6 190	8.6	14.0
4451	Grocery stores	189	1 456 272	106 168	26 255	5 427	7.0	14.7
44511	Supermarkets and other grocery (except convenience) stores	141	1 426 363	103 464	25 594	5 217	6.1	14.5
445110	Supermarkets and other grocery (except convenience) stores	141	1 426 363	103 464	25 594	5 217	6.1	14.5
44512	Convenience stores	48	29 909	2 704	661	210	48.9	22.5
445120	Convenience stores	48	29 909	2 704	661	210	48.9	22.5
4452	Specialty food stores	90	35 183	6 981	1 655	441	30.0	6.1
4453	Beer, wine, and liquor stores	69	86 675	7 227	1 597	322	26.7	5.5
44531	Beer, wine, and liquor stores	69	86 675	7 227	1 597	322	26.7	5.5
445310	Beer, wine, and liquor stores	69	86 675	7 227	1 597	322	26.7	5.5
446	Health and personal care stores	200	467 122	60 562	14 508	3 552	8.7	1.4
4461	Health and personal care stores	200	467 122	60 562	14 508	3 552	8.7	1.4
44611	Pharmacies and drug stores	76	388 145	46 286	11 067	2 701	6.9	.4
446110	Pharmacies and drug stores	76	388 145	46 286	11 067	2 701	6.9	.4
4461101	Pharmacies and drug stores	71	D	D	D	h	D	D
4461102	Proprietary stores	5	D	D	D	a	D	D
44612	Cosmetics, beauty supplies, and perfume stores	35	26 618	4 840	1 110	329	12.2	.1
446120	Cosmetics, beauty supplies, and perfume stores	35	26 618	4 840	1 110	329	12.2	.1
44613	Optical goods stores	43	23 338	5 437	1 407	270	24.3	7.2
446130	Optical goods stores	43	23 338	5 437	1 407	270	24.3	7.2
44619	Other health and personal care stores	46	29 021	3 999	924	252	16.9	10.9
446191	Food (health) supplement stores	30	12 884	2 203	524	180	33.1	.6
446199	All other health and personal care stores	16	16 137	1 796	400	72	4.0	19.2
447	Gasoline stations	279	699 072	36 542	8 738	2 037	22.0	3.9
4471	Gasoline stations	279	699 072	36 542	8 738	2 037	22.0	3.9
44711	Gasoline stations with convenience stores	241	621 118	28 332	6 717	1 715	21.3	3.3
447110	Gasoline stations with convenience stores	241	621 118	28 332	6 717	1 715	21.3	3.3
44719	Other gasoline stations	38	77 954	8 210	2 021	322	27.6	8.5
447190	Other gasoline stations	38	77 954	8 210	2 021	322	27.6	8.5
448	Clothing and clothing accessories stores	513	604 647	76 415	18 029	5 613	11.6	6.2
4481	Clothing stores	336	450 120	55 202	12 967	4 336	9.7	5.9
44811	Men's clothing stores	27	28 316	4 045	926	287	21.0	20.2
448110	Men's clothing stores	27	28 316	4 045	926	287	21.0	20.2
44812	Women's clothing stores	134	D	D	D	g	D	D
448120	Women's clothing stores	134	D	D	D	g	D	D
44813	Children's and infants' clothing stores	31	39 164	4 536	1 010	360	5.6	5.4
448130	Children's and infants' clothing stores	31	39 164	4 536	1 010	360	5.6	5.4
44814	Family clothing stores	86	203 128	21 820	5 267	1 877	3.3	.2
448140	Family clothing stores	86	203 128	21 820	5 267	1 877	3.3	.2
44815	Clothing accessories stores	17	D	D	D	b	D	D
448150	Clothing accessories stores	17	D	D	D	b	D	D
44819	Other clothing stores	41	29 816	5 339	1 297	395	15.2	7.7
448190	Other clothing stores	41	29 816	5 339	1 297	395	15.2	7.7
4482	Shoe stores	93	92 397	11 616	2 660	815	14.4	9.2
44821	Shoe stores	93	92 397	11 616	2 660	815	14.4	9.2
448210	Shoe stores	93	92 397	11 616	2 660	815	14.4	9.2
4482101	Men's shoe stores	5	D	D	D	b	D	D
4482102	Women's shoe stores	8	D	D	D	b	D	D
4482103	Children's and juveniles' shoe stores	4	D	D	D	a	D	D
4482104	Family shoe stores	64	56 077	7 274	1 684	485	13.3	12.8
4482105	Athletic footwear stores	12	23 668	2 775	598	196	17.4	2.9
4483	Jewelry, luggage, and leather goods stores	84	62 130	9 597	2 402	462	20.8	4.0
44831	Jewelry stores	69	56 171	8 670	2 168	398	22.8	3.7
448310	Jewelry stores	69	56 171	8 670	2 168	398	22.8	3.7
44832	Luggage and leather goods stores	15	5 959	927	234	64	1.3	6.6
448320	Luggage and leather goods stores	15	5 959	927	234	64	1.3	6.6
451	Sporting goods, hobby, book, and music stores	216	317 579	38 780	8 786	2 614	12.2	4.6
4511	Sporting goods, hobby, and musical instrument stores	164	248 221	30 364	6 747	1 917	11.8	4.6
45111	Sporting goods stores	82	139 678	18 212	3 826	1 048	6.4	7.0
451110	Sporting goods stores	82	139 678	18 212	3 826	1 048	6.4	7.0
4511101	General-line sporting goods stores	21	69 283	7 513	1 696	550	5.5	.3
4511102	Specialty-line sporting goods stores	61	70 395	10 699	2 130	498	7.4	13.5
45112	Hobby, toy, and game stores	44	69 704	7 514	1 831	586	9.1	.7
451120	Hobby, toy, and game stores	44	69 704	7 514	1 831	586	9.1	.7
45113	Sewing, needlework, and piece goods stores	19	13 143	1 467	370	129	9.7	8.2
451130	Sewing, needlework, and piece goods stores	19	13 143	1 467	370	129	9.7	8.2
45114	Musical instrument and supplies stores	19	25 696	3 171	720	154	49.8	.2
451140	Musical instrument and supplies stores	19	25 696	3 171	720	154	49.8	.2

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
	CHICAGO-NAPERVILLE-MICHIGAN CITY, IL-IN-WI COMBINED STATISTICAL AREA—Con.							
	Chicago-Naperville-Joliet, IL-IN-WI Metropolitan Statistical Area—Con.							
	Lake County-Kenosha County, IL-WI Metropolitan Division—Con.							
44-45	Retail trade—Con.							
451	Sporting goods, hobby, book, and music stores—Con.							
4512	Book, periodical, and music stores	52	69 358	8 416	2 039	697	13.3	4.6
45121	Book stores and news dealers	29	50 918	5 836	1 400	524	9.6	.4
451211	Book stores	27	D	D	D	f	D	D
4512111	Book stores, general	18	42 233	5 039	1 205	458	5.6	.4
4512112	Specialty book stores	4	D	D	D	b	D	D
4512113	College book stores	5	D	D	D	b	D	D
451212	News dealers and newsstands	2	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, and record stores	23	18 440	2 580	639	173	23.7	16.2
451220	Prerecorded tape, compact disc, and record stores	23	18 440	2 580	639	173	23.7	16.2
452	General merchandise stores	71	1 076 811	96 774	23 854	6 073	.2	.1
4521	Department stores	30	805 202	75 634	18 585	4 854	—	—
45210009	Department stores (incl. leased depts.) ³	30	845 112	75 634	18 585	4 854	—	—
45211	Department stores	30	805 202	75 634	18 585	4 854	—	—
452111	Department stores (except discount department stores) ..	8	183 954	22 350	5 393	1 386	—	—
452112	Discount department stores	22	621 248	53 284	13 192	3 468	—	—
4529	Other general merchandise stores	41	271 609	21 140	5 269	1 219	.8	.4
45299	All other general merchandise stores	36	42 327	4 709	1 213	367	5.3	2.5
452990	All other general merchandise stores	36	42 327	4 709	1 213	367	5.3	2.5
4529901	Variety stores	24	D	D	D	c	D	D
4529904	Miscellaneous general merchandise stores	12	D	D	D	c	D	D
453	Miscellaneous store retailers	348	267 039	38 159	8 927	2 543	19.2	8.1
4531	Florists	57	24 699	5 931	1 416	391	30.0	9.1
45311	Florists	57	24 699	5 931	1 416	391	30.0	9.1
453110	Florists	57	24 699	5 931	1 416	391	30.0	9.1
4532	Office supplies, stationery, and gift stores	126	121 583	16 001	3 823	1 149	12.3	6.2
45321	Office supplies and stationery stores	27	68 804	7 601	1 809	395	1.6	1.1
453210	Office supplies and stationery stores	27	68 804	7 601	1 809	395	1.6	1.1
45322	Gift, novelty, and souvenir stores	99	52 779	8 400	2 014	754	26.3	12.9
453220	Gift, novelty, and souvenir stores	99	52 779	8 400	2 014	754	26.3	12.9
4533	Used merchandise stores	36	15 472	2 578	669	216	11.9	21.3
45331	Used merchandise stores	36	15 472	2 578	669	216	11.9	21.3
453310	Used merchandise stores	36	15 472	2 578	669	216	11.9	21.3
4539	Other miscellaneous store retailers	129	105 285	13 649	3 019	787	25.7	8.0
45391	Pet and pet supplies stores	27	30 403	3 857	836	284	7.0	.7
453910	Pet and pet supplies stores	27	30 403	3 857	836	284	7.0	.7
45392	Art dealers	18	D	D	D	b	D	D
453920	Art dealers	18	D	D	D	b	D	D
45399	All other miscellaneous store retailers	83	D	D	D	e	D	D
454	Nonstore retailers	178	4 935 006	243 995	61 888	4 949	.9	.6
4541	Electronic shopping and mail-order houses	74	D	D	D	h	D	D
45411	Electronic shopping and mail-order houses	74	D	D	D	h	D	D
4543	Direct selling establishments	85	61 787	13 736	3 351	439	16.7	26.3
454311	Heating oil dealers	1	D	D	D	b	D	D
454319	Other fuel dealers	1	D	D	D	a	D	D
45439	Other direct selling establishments	79	49 804	11 464	2 820	377	20.8	32.6
454390	Other direct selling establishments	79	49 804	11 464	2 820	377	20.8	32.6
	Kankakee-Bradley, IL Metropolitan Statistical Area							
44-45	Retail trade	396	1 105 228	105 587	25 416	5 786	7.6	1.9
441	Motor vehicle and parts dealers	54	270 089	22 139	5 179	693	13.3	.2
4412	Other motor vehicle dealers	5	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	5	D	D	D	b	D	D
441221	Motorcycle dealers	3	D	D	D	b	D	D
442	Furniture and home furnishings stores	21	20 408	3 509	828	123	9.4	.6
4422	Home furnishings stores	11	13 548	2 653	611	81	9.4	—
443	Electronics and appliance stores	17	D	D	D	c	D	D
4431	Electronics and appliance stores	17	D	D	D	c	D	D
44311	Appliance, television, and other electronics stores	12	D	D	D	c	D	D
444	Building material and garden equipment and supplies dealers ...	28	105 076	11 427	2 713	450	11.8	.7
4441	Building material and supplies dealers	24	D	D	D	e	D	D
44419	Other building material dealers	12	D	D	D	c	D	D
444190	Other building material dealers	12	D	D	D	c	D	D
445	Food and beverage stores	50	115 018	8 548	2 233	693	10.5	1.5
4452	Specialty food stores	12	D	D	D	b	D	D

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
CHICAGO-NAPERVILLE-MICHIGAN CITY, IL-IN-WI COMBINED STATISTICAL AREA—Con.								
Kankakee-Bradley, IL Metropolitan Statistical Area— Con.								
Retail trade—Con.								
44-45	Health and personal care stores	38	64 794	8 418	2 031	464	7.6	8.7
446	Health and personal care stores	38	64 794	8 418	2 031	464	7.6	8.7
447	Gasoline stations	43	90 348	4 496	1 134	417	3.7	1.7
44711	Gasoline stations with convenience stores	38	85 137	3 938	1 018	384	2.9	1.8
447110	Gasoline stations with convenience stores	38	85 137	3 938	1 018	384	2.9	1.8
448	Clothing and clothing accessories stores	42	44 514	5 393	1 351	490	4.9	6.9
4481	Clothing stores	25	31 512	3 731	964	370	1.9	9.7
451	Sporting goods, hobby, book, and music stores	28	27 088	2 703	648	309	12.3	2.8
4511	Sporting goods, hobby, and musical instrument stores	16	16 530	1 670	393	198	14.7	—
4512	Book, periodical, and music stores	12	10 558	1 033	255	111	8.5	7.2
452	General merchandise stores	18	221 515	21 142	5 060	1 275	—	—
45299	All other general merchandise stores	11	D	D	D	b	D	D
452990	All other general merchandise stores	11	D	D	D	b	D	D
453	Miscellaneous store retailers	38	D	D	D	e	D	D
4532	Office supplies, stationery, and gift stores	15	16 127	1 702	412	121	7.2	4.4
45321	Office supplies and stationery stores	5	9 367	943	227	53	6.0	—
453210	Office supplies and stationery stores	5	9 367	943	227	53	6.0	—
454	Nonstore retailers	19	102 486	10 696	2 649	434	2.0	5.6
4541	Electronic shopping and mail-order houses	4	D	D	D	c	D	D
45411	Electronic shopping and mail-order houses	4	D	D	D	c	D	D
4543	Direct selling establishments	13	D	D	D	c	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	5	D	D	D	b	D	D
45439	Other direct selling establishments	8	12 493	2 371	578	128	.3	—
454390	Other direct selling establishments	8	12 493	2 371	578	128	.3	—
Michigan City-La Porte, IN Metropolitan Statistical Area								
44-45	Retail trade	496	1 128 086	107 025	25 668	6 041	14.6	5.8
441	Motor vehicle and parts dealers	57	222 785	19 208	4 488	738	30.6	3.2
4412	Other motor vehicle dealers	9	27 768	3 041	620	135	13.4	9.4
44122	Motorcycle, boat, and other motor vehicle dealers	8	D	D	D	c	D	D
441222	Boat dealers	6	D	D	D	c	D	D
442	Furniture and home furnishings stores	33	22 624	3 226	766	200	28.6	15.2
4422	Home furnishings stores	24	14 855	2 069	483	135	18.1	20.0
44229	Other home furnishings stores	13	9 508	1 232	288	91	2.8	7.1
443	Electronics and appliance stores	15	D	D	D	c	D	D
4431	Electronics and appliance stores	15	D	D	D	c	D	D
44311	Appliance, television, and other electronics stores	13	D	D	D	b	D	D
444	Building material and garden equipment and supplies dealers	51	134 287	17 443	4 251	802	2.0	6.3
4441	Building material and supplies dealers	37	96 422	11 779	2 706	503	1.1	1.9
44419	Other building material dealers	23	D	D	D	c	D	D
444190	Other building material dealers	23	D	D	D	c	D	D
4442	Lawn and garden equipment and supplies stores	14	37 865	5 664	1 545	299	4.1	17.4
44422	Nursery, garden center, and farm supply stores	12	D	D	D	e	D	D
444220	Nursery, garden center, and farm supply stores	12	D	D	D	e	D	D
445	Food and beverage stores	45	137 082	10 881	2 639	723	8.3	.9
4452	Specialty food stores	9	D	D	D	b	D	D
446	Health and personal care stores	31	77 110	5 870	1 422	322	7.0	24.7
4461	Health and personal care stores	31	77 110	5 870	1 422	322	7.0	24.7
44612	Cosmetics, beauty supplies, and perfume stores	5	3 927	563	102	32	—	22.2
446120	Cosmetics, beauty supplies, and perfume stores	5	3 927	563	102	32	—	22.2
447	Gasoline stations	56	131 953	5 681	1 379	398	32.0	.6
44711	Gasoline stations with convenience stores	41	84 342	3 765	881	257	25.0	.8
447110	Gasoline stations with convenience stores	41	84 342	3 765	881	257	25.0	.8

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
CHICAGO-NAPERVILLE-MICHIGAN CITY, IL-IN-WI COMBINED STATISTICAL AREA—Con.								
Michigan City-La Porte, IN Metropolitan Statistical Area—Con.								
Retail trade—Con.								
44-45	Clothing and clothing accessories stores	96	107 449	11 818	2 577	816	3.5	12.3
448	Clothing stores	59	79 094	8 368	1 750	593	4.3	13.5
44813	Children's and infants' clothing stores	5	8 200	744	155	56	—	—
448130	Children's and infants' clothing stores	5	8 200	744	155	56	—	—
44815	Clothing accessories stores	4	D	D	D	b	D	D
448150	Clothing accessories stores	4	D	D	D	b	D	D
44819	Other clothing stores	4	D	D	D	b	D	D
448190	Other clothing stores	4	D	D	D	b	D	D
4482105	Athletic footwear stores	4	7 339	628	149	41	—	—
44832	Luggage and leather goods stores	4	D	D	D	b	D	D
448320	Luggage and leather goods stores	4	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	22	19 432	1 931	432	161	11.5	6.7
4511	Sporting goods, hobby, and musical instrument stores	13	12 192	1 261	277	103	13.5	1.4
452	General merchandise stores	19	207 696	20 982	5 204	1 387	3.2	—
45299	All other general merchandise stores	12	D	D	D	b	D	D
452990	All other general merchandise stores	12	D	D	D	b	D	D
453	Miscellaneous store retailers	52	D	D	D	e	D	D
45321	Office supplies and stationery stores	1	D	D	D	a	D	D
453210	Office supplies and stationery stores	1	D	D	D	a	D	D
4539	Other miscellaneous store retailers	23	D	D	D	c	D	D
45393	Manufactured (mobile) home dealers	5	12 507	1 266	303	40	14.6	2.7
453930	Manufactured (mobile) home dealers	5	12 507	1 266	303	40	14.6	2.7
45399	All other miscellaneous store retailers	16	D	D	D	b	D	D
454	Nonstore retailers	19	D	D	D	b	D	D
EAU CLAIRE-MENOMONIE, WI COMBINED STATISTICAL AREA								
44-45	Retail trade	832	2 254 543	212 934	51 462	12 162	7.7	6.6
441	Motor vehicle and parts dealers	125	639 460	49 062	11 051	1 740	10.3	6.0
4411	Automobile dealers	60	526 759	36 126	8 110	1 185	10.4	4.7
44112	Used car dealers	29	43 797	3 097	670	140	32.3	.8
441120	Used car dealers	29	43 797	3 097	670	140	32.3	.8
4412	Other motor vehicle dealers	22	D	D	D	c	D	D
44121	Recreational vehicle dealers	10	D	D	D	c	D	D
441210	Recreational vehicle dealers	10	D	D	D	c	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	12	D	D	D	b	D	D
441221	Motorcycle dealers	6	D	D	D	b	D	D
441222	Boat dealers	4	D	D	D	b	D	D
441229	All other motor vehicle dealers	2	D	D	D	a	D	D
4413	Automotive parts, accessories, and tire stores	43	D	D	D	e	D	D
442	Furniture and home furnishings stores	53	47 336	7 051	1 744	327	12.6	1.4
4421	Furniture stores	24	D	D	D	c	D	D
44211	Furniture stores	24	D	D	D	c	D	D
442110	Furniture stores	24	D	D	D	c	D	D
4422	Home furnishings stores	29	D	D	D	c	D	D
44229	Other home furnishings stores	12	9 440	1 467	346	82	1.4	4.5
443	Electronics and appliance stores	33	51 347	5 115	1 324	309	5.3	.2
4431	Electronics and appliance stores	33	51 347	5 115	1 324	309	5.3	.2
44311	Appliance, television, and other electronics stores	24	D	D	D	c	D	D
443112	Radio, television, and other electronics stores	14	D	D	D	c	D	D
444	Building material and garden equipment and supplies dealers	82	D	D	D	f	D	D
4441	Building material and supplies dealers	63	D	D	D	f	D	D
44411	Home centers	4	D	D	D	e	D	D
444110	Home centers	4	D	D	D	e	D	D
44419	Other building material dealers	39	D	D	D	e	D	D
444190	Other building material dealers	39	D	D	D	e	D	D
4442	Lawn and garden equipment and supplies stores	19	D	D	D	c	D	D
44422	Nursery, garden center, and farm supply stores	15	14 963	1 735	370	86	20.4	10.2
444220	Nursery, garden center, and farm supply stores	15	14 963	1 735	370	86	20.4	10.2
445	Food and beverage stores	66	227 305	21 467	4 940	1 939	11.6	5.0
4451	Grocery stores	41	217 643	20 078	4 613	1 816	11.4	5.1
4452	Specialty food stores	18	5 085	995	234	77	30.4	7.1

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MISAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
EAU CLAIRE-MENOMONIE, WI COMBINED STATISTICAL AREA—Con.								
44-45	Retail trade—Con.							
446	Health and personal care stores	50	94 919	12 637	3 019	508	17.2	20.7
4461	Health and personal care stores	50	94 919	12 637	3 019	508	17.2	20.7
4461102	Proprietary stores	2	D	D	D	a	D	D
44612	Cosmetics, beauty supplies, and perfume stores	4	2 726	370	89	38	14.7	—
446120	Cosmetics, beauty supplies, and perfume stores	4	2 726	370	89	38	14.7	—
447	Gasoline stations	115	277 762	15 754	3 795	1 138	11.7	7.3
4471	Gasoline stations	115	277 762	15 754	3 795	1 138	11.7	7.3
44711	Gasoline stations with convenience stores	95	D	D	D	f	D	D
447110	Gasoline stations with convenience stores	95	D	D	D	f	D	D
44719	Other gasoline stations	20	D	D	D	e	D	D
447190	Other gasoline stations	20	D	D	D	e	D	D
448	Clothing and clothing accessories stores	87	88 312	12 251	3 164	1 027	4.3	2.8
4481	Clothing stores	51	D	D	D	f	D	D
44819	Other clothing stores	11	6 966	1 389	328	129	19.8	19.1
448190	Other clothing stores	11	6 966	1 389	328	129	19.8	19.1
4483	Jewelry, luggage, and leather goods stores	18	D	D	D	c	D	D
451	Sporting goods, hobby, book, and music stores	42	59 832	8 200	2 499	608	2.3	2.5
4511	Sporting goods, hobby, and musical instrument stores	32	D	D	D	e	D	D
45111	Sporting goods stores	15	D	D	D	e	D	D
451110	Sporting goods stores	15	D	D	D	e	D	D
4511101	General-line sporting goods stores	5	D	D	D	c	D	D
4512	Book, periodical, and music stores	10	D	D	D	c	D	D
45121	Book stores and news dealers	7	D	D	D	c	D	D
452	General merchandise stores	30	434 997	40 615	9 908	2 639	.1	—
452111	Department stores (except discount department stores) ..	6	98 456	10 043	2 468	644	—	—
4529	Other general merchandise stores	18	D	D	D	g	D	D
453	Miscellaneous store retailers	86	D	D	D	f	D	D
4532	Office supplies, stationery, and gift stores	38	D	D	D	e	D	D
45321	Office supplies and stationery stores	6	9 488	1 107	299	97	4.1	—
453210	Office supplies and stationery stores	6	9 488	1 107	299	97	4.1	—
4533	Used merchandise stores	10	D	D	D	b	D	D
45331	Used merchandise stores	10	D	D	D	b	D	D
453310	Used merchandise stores	10	D	D	D	b	D	D
4539	Other miscellaneous store retailers	23	20 233	3 216	518	150	5.0	15.1
45391	Pet and pet supplies stores	3	4 405	611	133	57	—	—
453910	Pet and pet supplies stores	3	4 405	611	133	57	—	—
45399	All other miscellaneous store retailers	11	5 156	1 068	203	50	3.4	16.2
454	Nonstore retailers	63	67 559	9 363	2 421	371	6.1	10.9
4543	Direct selling establishments	45	D	D	D	e	D	D
45431	Fuel dealers	14	D	D	D	b	D	D
454311	Heating oil dealers	5	16 358	1 171	305	38	—	.8
454312	Liquefied petroleum gas (bottled gas) dealers	9	D	D	D	b	D	D
45439	Other direct selling establishments	31	D	D	D	c	D	D
454390	Other direct selling establishments	31	D	D	D	c	D	D
Eau Claire, WI Metropolitan Statistical Area								
44-45	Retail trade	687	1 924 329	185 567	44 917	10 463	5.4	6.9
441	Motor vehicle and parts dealers	102	533 001	41 615	9 322	1 424	6.3	7.0
4411	Automobile dealers	46	435 380	30 216	6 737	943	5.1	5.6
44112	Used car dealers	23	39 671	2 816	601	124	25.9	.3
441120	Used car dealers	23	39 671	2 816	601	124	25.9	.3
4412	Other motor vehicle dealers	20	62 197	4 999	1 034	186	9.3	20.4
44121	Recreational vehicle dealers	9	29 492	2 161	422	93	17.8	34.6
441210	Recreational vehicle dealers	9	29 492	2 161	422	93	17.8	34.6
44122	Motorcycle, boat, and other motor vehicle dealers	11	32 705	2 838	612	93	1.7	7.7
441221	Motorcycle dealers	6	D	D	D	b	D	D
441222	Boat dealers	4	D	D	D	b	D	D
442	Furniture and home furnishings stores	44	42 423	6 477	1 610	293	5.6	1.6
4421	Furniture stores	19	19 929	2 955	746	138	4.3	.1
44211	Furniture stores	19	19 929	2 955	746	138	4.3	.1
442110	Furniture stores	19	19 929	2 955	746	138	4.3	.1
4422	Home furnishings stores	25	22 494	3 522	864	155	6.7	2.9
44229	Other home furnishings stores	12	9 440	1 467	346	82	1.4	4.5
443	Electronics and appliance stores	27	49 352	4 703	1 245	284	3.5	.1
4431	Electronics and appliance stores	27	49 352	4 703	1 245	284	3.5	.1
44311	Appliance, television, and other electronics stores	19	43 872	3 816	1 028	230	3.5	.1
443112	Radio, television, and other electronics stores	12	34 142	2 798	782	188	4.3	.2

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
EAU CLAIRE-MENOMONIE, WI COMBINED STATISTICAL AREA—Con.								
Eau Claire, WI Metropolitan Statistical Area—Con.								
Retail trade—Con.								
44-45	Retail trade—Con.							
444	Building material and garden equipment and supplies dealers . . .	68	205 744	21 702	5 474	899	2.5	19.3
4441	Building material and supplies dealers	53	189 229	19 748	5 059	805	2.0	20.2
44411	Home centers	4	D	D	D	e	D	D
444110	Home centers	4	D	D	D	e	D	D
44419	Other building material dealers	31	77 801	9 913	2 424	325	3.7	46.4
444190	Other building material dealers	31	77 801	9 913	2 424	325	3.7	46.4
4442	Lawn and garden equipment and supplies stores	15	16 515	1 954	415	94	7.6	9.2
44422	Nursery, garden center, and farm supply stores	13	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	13	D	D	D	b	D	D
445	Food and beverage stores	48	180 204	16 940	3 816	1 543	7.9	6.2
4452	Specialty food stores	14	4 265	899	211	67	24.9	3.7
446	Health and personal care stores	44	79 009	11 667	2 799	462	14.3	14.9
4461	Health and personal care stores	44	79 009	11 667	2 799	462	14.3	14.9
4461102	Proprietary stores	2	D	D	D	a	D	D
44612	Cosmetics, beauty supplies, and perfume stores	4	2 726	370	89	38	14.7	—
446120	Cosmetics, beauty supplies, and perfume stores	4	2 726	370	89	38	14.7	—
447	Gasoline stations	90	219 008	12 526	3 024	863	11.8	8.0
4471	Gasoline stations	90	219 008	12 526	3 024	863	11.8	8.0
44711	Gasoline stations with convenience stores	76	166 292	8 818	1 997	645	14.2	10.1
447110	Gasoline stations with convenience stores	76	166 292	8 818	1 997	645	14.2	10.1
448	Clothing and clothing accessories stores	77	84 894	11 732	3 052	989	2.3	3.0
4481	Clothing stores	47	60 890	8 159	2 134	782	2.6	2.3
44819	Other clothing stores	11	6 966	1 389	328	129	19.8	19.1
448190	Other clothing stores	11	6 966	1 389	328	129	19.8	19.1
4483	Jewelry, luggage, and leather goods stores	15	14 789	2 428	630	114	.1	.1
451	Sporting goods, hobby, book, and music stores	37	57 789	7 985	2 450	575	2.1	1.5
4511	Sporting goods, hobby, and musical instrument stores	29	46 716	6 387	2 001	445	2.6	1.8
45111	Sporting goods stores	14	D	D	D	e	D	D
451110	Sporting goods stores	14	D	D	D	e	D	D
4511101	General-line sporting goods stores	5	D	D	D	c	D	D
4512	Book, periodical, and music stores	8	11 073	1 598	449	130	—	—
45121	Book stores and news dealers	6	D	D	D	c	D	D
452	General merchandise stores	25	363 497	34 076	8 301	2 262	.1	—
4529	Other general merchandise stores	15	D	D	D	f	D	D
453	Miscellaneous store retailers	74	48 703	7 911	1 722	546	6.6	12.7
4532	Office supplies, stationery, and gift stores	36	20 988	2 884	710	262	11.1	13.5
45321	Office supplies and stationery stores	6	9 488	1 107	299	97	4.1	—
453210	Office supplies and stationery stores	6	9 488	1 107	299	97	4.1	—
4533	Used merchandise stores	9	4 838	1 187	274	79	7.4	—
45331	Used merchandise stores	9	4 838	1 187	274	79	7.4	—
453310	Used merchandise stores	9	4 838	1 187	274	79	7.4	—
4539	Other miscellaneous store retailers	19	D	D	D	c	D	D
45391	Pet and pet supplies stores	3	4 405	611	133	57	—	—
453910	Pet and pet supplies stores	3	4 405	611	133	57	—	—
45399	All other miscellaneous store retailers	10	D	D	D	b	D	D
454	Nonstore retailers	51	60 705	8 233	2 102	323	5.4	8.4
4543	Direct selling establishments	37	55 569	7 578	1 940	289	4.5	8.3
45431	Fuel dealers	10	23 946	2 195	557	79	—	19.1
454311	Heating oil dealers	5	16 358	1 171	305	38	—	.8
454312	Liquefied petroleum gas (bottled gas) dealers	5	7 588	1 024	252	41	—	58.6
45439	Other direct selling establishments	27	31 623	5 383	1 383	210	7.8	.1
454390	Other direct selling establishments	27	31 623	5 383	1 383	210	7.8	.1

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MISAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
EAU CLAIRE-MENOMONIE, WI COMBINED STATISTICAL AREA—Con.								
Menomonie, WI Micropolitan Statistical Area								
44-45	Retail trade	145	330 214	27 367	6 545	1 699	20.7	4.9
441	Motor vehicle and parts dealers	23	106 459	7 447	1 729	316	30.6	.6
4412	Other motor vehicle dealers	2	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	9	4 913	574	134	34	73.1	—
443	Electronics and appliance stores	6	1 995	412	79	25	50.3	1.6
444	Building material and garden equipment and supplies dealers ...	14	D	D	D	b	D	D
445	Food and beverage stores	18	47 101	4 527	1 124	396	25.8	.6
446	Health and personal care stores	6	15 910	970	220	46	31.5	49.0
447	Gasoline stations	25	58 754	3 228	771	275	11.5	4.7
448	Clothing and clothing accessories stores	10	3 418	519	112	38	54.7	—
451	Sporting goods, hobby, book, and music stores	5	2 043	215	49	33	8.5	32.2
452	General merchandise stores	5	71 500	6 539	1 607	377	—	—
453	Miscellaneous store retailers	12	D	D	D	b	D	D
454	Nonstore retailers	12	6 854	1 130	319	48	12.4	32.4
FOND DU LAC-BEAVER DAM, WI COMBINED STATISTICAL AREA								
44-45	Retail trade	673	1 693 853	168 050	40 300	9 776	13.4	7.0
441	Motor vehicle and parts dealers	111	433 598	34 165	7 832	1 348	14.5	1.0
4411	Automobile dealers	50	357 100	24 094	5 627	921	13.2	.6
4412	Other motor vehicle dealers	19	43 948	3 697	680	143	30.5	1.2
44122	Motorcycle, boat, and other motor vehicle dealers	17	D	D	D	c	D	D
441221	Motorcycle dealers	8	28 701	2 331	440	75	16.4	—
441229	All other motor vehicle dealers	4	3 442	296	52	14	87.5	—
442	Furniture and home furnishings stores	37	29 561	5 639	1 287	252	31.0	3.0
4421	Furniture stores	20	16 498	2 530	631	126	39.6	—
44211	Furniture stores	20	16 498	2 530	631	126	39.6	—
442110	Furniture stores	20	16 498	2 530	631	126	39.6	—
4422	Home furnishings stores	17	13 063	3 109	656	126	20.1	6.9
443	Electronics and appliance stores	30	29 208	5 228	1 219	237	16.8	1.2
4431	Electronics and appliance stores	30	29 208	5 228	1 219	237	16.8	1.2
44311	Appliance, television, and other electronics stores	25	26 582	4 561	1 047	211	18.4	—
443111	Household appliance stores	14	19 422	3 409	734	155	9.9	—
444	Building material and garden equipment and supplies dealers ...	55	146 205	18 113	4 749	726	12.3	7.5
4441	Building material and supplies dealers	37	D	D	D	f	D	D
44419	Other building material dealers	19	53 459	7 028	1 988	205	19.4	19.9
444190	Other building material dealers	19	53 459	7 028	1 988	205	19.4	19.9
4442	Lawn and garden equipment and supplies stores	18	D	D	D	c	D	D
44422	Nursery, garden center, and farm supply stores	15	D	D	D	c	D	D
444220	Nursery, garden center, and farm supply stores	15	D	D	D	c	D	D
445	Food and beverage stores	50	251 915	25 314	5 969	2 048	12.2	14.2
4451	Grocery stores	30	238 185	23 314	5 514	1 885	11.6	14.9
4452	Specialty food stores	10	D	D	D	c	D	D
446	Health and personal care stores	37	71 665	9 058	2 266	463	22.6	3.1
4461	Health and personal care stores	37	71 665	9 058	2 266	463	22.6	3.1
447	Gasoline stations	98	222 093	12 096	2 840	945	27.4	5.2
4471	Gasoline stations	98	222 093	12 096	2 840	945	27.4	5.2
44711	Gasoline stations with convenience stores	84	197 810	10 663	2 507	875	29.0	1.4
447110	Gasoline stations with convenience stores	84	197 810	10 663	2 507	875	29.0	1.4
448	Clothing and clothing accessories stores	53	30 579	5 336	1 354	429	13.1	6.6
4481	Clothing stores	23	16 537	3 103	820	277	8.6	4.4
451	Sporting goods, hobby, book, and music stores	44	25 634	2 909	766	319	23.2	1.7
4511	Sporting goods, hobby, and musical instrument stores	32	19 336	2 199	592	246	26.3	.5
452	General merchandise stores	26	281 727	27 084	6 707	1 744	—	12.9
45299	All other general merchandise stores	12	D	D	D	e	D	D
452990	All other general merchandise stores	12	D	D	D	e	D	D
4529904	Miscellaneous general merchandise stores	6	D	D	D	c	D	D

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MISAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
FOND DU LAC-BEAVER DAM, WI COMBINED STATISTICAL AREA—Con.								
44-45	Retail trade—Con.							
453	Miscellaneous store retailers	78	55 809	7 498	1 664	505	14.5	9.6
4532	Office supplies, stationery, and gift stores	22	D	D	D	c	D	D
45321	Office supplies and stationery stores	6	D	D	D	b	D	D
453210	Office supplies and stationery stores	6	D	D	D	b	D	D
4539	Other miscellaneous store retailers	25	28 812	2 871	602	151	15.4	13.6
45391	Pet and pet supplies stores	7	D	D	D	b	D	D
453910	Pet and pet supplies stores	7	D	D	D	b	D	D
45399	All other miscellaneous store retailers	10	D	D	D	b	D	D
454	Nonstore retailers	54	115 859	15 610	3 647	760	5.2	7.4
4541	Electronic shopping and mail-order houses	12	D	D	D	e	D	D
45411	Electronic shopping and mail-order houses	12	D	D	D	e	D	D
4543	Direct selling establishments	33	46 334	6 370	1 465	252	11.5	18.2
45431	Fuel dealers	13	25 637	3 349	763	139	13.4	32.4
454311	Heating oil dealers	5	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	8	D	D	D	b	D	D
45439	Other direct selling establishments	20	20 697	3 021	702	113	9.2	.6
454390	Other direct selling establishments	20	20 697	3 021	702	113	9.2	.6
Beaver Dam, WI Micropolitan Statistical Area								
44-45	Retail trade	262	664 887	63 617	14 860	3 497	14.2	7.1
441	Motor vehicle and parts dealers	44	159 186	12 948	2 973	459	9.0	1.1
4412	Other motor vehicle dealers	8	14 816	1 138	224	38	45.5	—
44122	Motorcycle, boat, and other motor vehicle dealers	8	14 816	1 138	224	38	45.5	—
441221	Motorcycle dealers	5	D	D	D	b	D	D
441229	All other motor vehicle dealers	2	D	D	D	a	D	D
442	Furniture and home furnishings stores	12	7 687	1 466	363	82	80.1	—
443	Electronics and appliance stores	10	4 059	785	173	32	28.6	—
444	Building material and garden equipment and supplies dealers	25	49 375	6 380	1 494	205	13.3	.8
4442	Lawn and garden equipment and supplies stores	12	D	D	D	c	D	D
44422	Nursery, garden center, and farm supply stores	10	31 340	4 086	957	105	7.4	.1
444220	Nursery, garden center, and farm supply stores	10	31 340	4 086	957	105	7.4	.1
445	Food and beverage stores	19	88 280	9 960	2 309	718	23.6	—
4452	Specialty food stores	4	D	D	D	b	D	D
446	Health and personal care stores	16	20 085	2 445	615	123	19.0	1.4
447	Gasoline stations	44	107 036	5 748	1 329	439	32.4	.8
44711	Gasoline stations with convenience stores	36	97 882	4 994	1 162	405	33.0	.2
447110	Gasoline stations with convenience stores	36	97 882	4 994	1 162	405	33.0	.2
448	Clothing and clothing accessories stores	16	10 014	1 794	503	151	13.7	7.2
451	Sporting goods, hobby, book, and music stores	10	5 055	386	94	41	6.3	7.4
452	General merchandise stores	9	116 178	10 024	2 298	562	.1	31.3
45299	All other general merchandise stores	4	D	D	D	c	D	D
452990	All other general merchandise stores	4	D	D	D	c	D	D
4529904	Miscellaneous general merchandise stores	3	D	D	D	c	D	D
453	Miscellaneous store retailers	29	24 016	2 496	551	173	10.2	3.1
45321	Office supplies and stationery stores	1	D	D	D	b	D	D
453210	Office supplies and stationery stores	1	D	D	D	b	D	D
4539	Other miscellaneous store retailers	11	D	D	D	b	D	D
45391	Pet and pet supplies stores	4	D	D	D	b	D	D
453910	Pet and pet supplies stores	4	D	D	D	b	D	D
454	Nonstore retailers	28	73 916	9 185	2 158	512	3.9	7.7
4541	Electronic shopping and mail-order houses	10	58 961	6 724	1 530	410	.7	—
45411	Electronic shopping and mail-order houses	10	58 961	6 724	1 530	410	.7	—
4543	Direct selling establishments	13	12 754	1 935	490	77	17.6	43.9
454312	Liquefied petroleum gas (bottled gas) dealers	6	10 921	1 799	458	68	6.1	51.3

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
FOND DU LAC-BEAVER DAM, WI COMBINED STATISTICAL AREA—Con.								
Fond du Lac, WI Metropolitan Statistical Area								
44-45	Retail trade	411	1 028 966	104 433	25 440	6 279	12.9	7.0
441	Motor vehicle and parts dealers	67	274 412	21 217	4 859	889	17.7	1.0
4412	Other motor vehicle dealers	11	29 132	2 559	456	105	22.9	1.9
44122	Motorcycle, boat, and other motor vehicle dealers	9	D	D	D	b	D	D
441221	Motorcycle dealers	3	D	D	D	b	D	D
441229	All other motor vehicle dealers	2	D	D	D	a	D	D
442	Furniture and home furnishings stores	25	21 874	4 173	924	170	13.8	4.1
443	Electronics and appliance stores	20	25 149	4 443	1 046	205	14.9	1.4
4431	Electronics and appliance stores	20	25 149	4 443	1 046	205	14.9	1.4
44311	Appliance, television, and other electronics stores	15	22 523	3 776	874	179	16.6	—
443111	Household appliance stores	7	15 695	2 691	568	128	6.0	—
444	Building material and garden equipment and supplies dealers ...	30	96 830	11 733	3 255	521	11.8	11.0
4441	Building material and supplies dealers	24	90 261	10 460	2 944	412	12.7	11.8
44419	Other building material dealers	11	38 061	5 180	1 543	132	19.7	28.0
444190	Other building material dealers	11	38 061	5 180	1 543	132	19.7	28.0
445	Food and beverage stores	31	163 635	15 354	3 660	1 330	6.1	21.9
4452	Specialty food stores	6	5 124	1 273	291	70	14.0	—
446	Health and personal care stores	21	51 580	6 613	1 651	340	24.1	3.8
4461	Health and personal care stores	21	51 580	6 613	1 651	340	24.1	3.8
447	Gasoline stations	54	115 057	6 348	1 511	506	22.7	9.2
44711	Gasoline stations with convenience stores	48	99 928	5 669	1 345	470	25.0	2.5
447110	Gasoline stations with convenience stores	48	99 928	5 669	1 345	470	25.0	2.5
448	Clothing and clothing accessories stores	37	20 565	3 542	851	278	12.9	6.2
451	Sporting goods, hobby, book, and music stores	34	20 579	2 523	672	278	27.3	.3
4511	Sporting goods, hobby, and musical instrument stores	25	14 986	1 887	521	214	32.4	.5
452	General merchandise stores	17	165 549	17 060	4 409	1 182	—	—
45299	All other general merchandise stores	8	33 385	2 927	706	137	—	—
452990	All other general merchandise stores	8	33 385	2 927	706	137	—	—
4529904	Miscellaneous general merchandise stores	3	D	D	D	c	D	D
453	Miscellaneous store retailers	49	31 793	5 002	1 113	332	17.8	14.5
4532	Office supplies, stationery, and gift stores	18	12 972	1 664	373	125	10.2	.4
45321	Office supplies and stationery stores	5	D	D	D	b	D	D
453210	Office supplies and stationery stores	5	D	D	D	b	D	D
4539	Other miscellaneous store retailers	14	D	D	D	b	D	D
454	Nonstore retailers	26	41 943	6 425	1 489	248	7.4	6.9
4543	Direct selling establishments	20	33 580	4 435	975	175	9.2	8.5
45431	Fuel dealers	7	14 716	1 550	305	71	18.8	18.4
454311	Heating oil dealers	5	D	D	D	b	D	D
45439	Other direct selling establishments	13	18 864	2 885	670	104	1.7	.7
454390	Other direct selling establishments	13	18 864	2 885	670	104	1.7	.7
MADISON-BARABOO, WI COMBINED STATISTICAL AREA								
44-45	Retail trade	2 425	8 772 317	920 591	213 537	41 997	7.1	4.8
441	Motor vehicle and parts dealers	243	1 771 845	138 793	31 158	3 987	8.9	6.7
4411	Automobile dealers	103	D	D	D	h	D	D
44111	New car dealers	60	1 468 258	103 886	23 597	2 800	7.8	7.4
441110	New car dealers	60	1 468 258	103 886	23 597	2 800	7.8	7.4
44112	Used car dealers	43	D	D	D	c	D	D
441120	Used car dealers	43	D	D	D	c	D	D
4412	Other motor vehicle dealers	36	D	D	D	e	D	D
44121	Recreational vehicle dealers	12	D	D	D	b	D	D
441210	Recreational vehicle dealers	12	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	24	D	D	D	c	D	D
441221	Motorcycle dealers	7	D	D	D	c	D	D
441222	Boat dealers	14	D	D	D	b	D	D
441229	All other motor vehicle dealers	3	D	D	D	b	D	D
4413	Automotive parts, accessories, and tire stores	104	D	D	D	f	D	D
44131	Automotive parts and accessories stores	81	D	D	D	e	D	D
441310	Automotive parts and accessories stores	81	D	D	D	e	D	D
44132	Tire dealers	23	D	D	D	c	D	D
441320	Tire dealers	23	D	D	D	c	D	D

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

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							From admini- strative records ¹	Estimated ²
	MADISON-BARABOO, WI COMBINED STATISTICAL AREA—Con.							
44-45	Retail trade—Con.							
442	Furniture and home furnishings stores	141	236 940	34 236	7 689	1 368	11.8	4.9
4421	Furniture stores	52	90 415	12 916	2 930	501	15.4	2.8
44211	Furniture stores	52	90 415	12 916	2 930	501	15.4	2.8
442110	Furniture stores	52	90 415	12 916	2 930	501	15.4	2.8
4422	Home furnishings stores	89	146 525	21 320	4 759	867	9.5	6.2
44221	Floor covering stores	43	D	D	D	e	D	D
442210	Floor covering stores	43	D	D	D	e	D	D
44229	Other home furnishings stores	46	D	D	D	e	D	D
442299	All other home furnishings stores	43	D	D	D	e	D	D
443	Electronics and appliance stores	108	289 946	41 238	9 727	1 456	5.1	1.6
4431	Electronics and appliance stores	108	289 946	41 238	9 727	1 456	5.1	1.6
44311	Appliance, television, and other electronics stores	79	D	D	D	g	D	D
443111	Household appliance stores	26	D	D	D	c	D	D
443112	Radio, television, and other electronics stores	53	202 012	30 737	7 287	1 071	4.5	2.1
44312	Computer and software stores	22	D	D	D	c	D	D
443120	Computer and software stores	22	D	D	D	c	D	D
44313	Camera and photographic supplies stores	7	D	D	D	b	D	D
443130	Camera and photographic supplies stores	7	D	D	D	b	D	D
444	Building material and garden equipment and supplies dealers ...	220	771 583	84 690	20 429	3 083	6.0	9.1
4441	Building material and supplies dealers	163	673 392	75 212	18 426	2 712	6.1	9.9
44411	Home centers	16	D	D	D	f	D	D
444110	Home centers	16	D	D	D	f	D	D
44412	Paint and wallpaper stores	17	D	D	D	c	D	D
444120	Paint and wallpaper stores	17	D	D	D	c	D	D
44413	Hardware stores	46	D	D	D	f	D	D
444130	Hardware stores	46	D	D	D	f	D	D
44419	Other building material dealers	84	376 713	43 676	10 460	1 186	7.2	17.2
444190	Other building material dealers	84	376 713	43 676	10 460	1 186	7.2	17.2
4442	Lawn and garden equipment and supplies stores	57	98 191	9 478	2 003	371	5.6	3.4
44422	Nursery, garden center, and farm supply stores	47	88 751	8 359	1 734	329	5.5	3.8
444220	Nursery, garden center, and farm supply stores	47	88 751	8 359	1 734	329	5.5	3.8
445	Food and beverage stores	250	979 998	91 709	21 876	6 189	13.3	9.2
4451	Grocery stores	126	D	D	D	i	D	D
44511	Supermarkets and other grocery (except convenience) stores	111	D	D	D	i	D	D
445110	Supermarkets and other grocery (except convenience) stores	111	D	D	D	i	D	D
4452	Specialty food stores	67	25 273	4 627	1 015	307	21.2	10.0
4453	Beer, wine, and liquor stores	57	D	D	D	e	D	D
44531	Beer, wine, and liquor stores	57	D	D	D	e	D	D
445310	Beer, wine, and liquor stores	57	D	D	D	e	D	D
446	Health and personal care stores	154	424 707	51 750	12 572	2 916	14.3	3.5
4461	Health and personal care stores	154	424 707	51 750	12 572	2 916	14.3	3.5
44611	Pharmacies and drug stores	95	D	D	D	g	D	D
446110	Pharmacies and drug stores	95	D	D	D	g	D	D
4461101	Pharmacies and drug stores	93	380 864	42 532	10 422	2 452	15.6	3.2
4461102	Proprietary stores	2	D	D	D	b	D	D
44612	Cosmetics, beauty supplies, and perfume stores	12	8 564	1 269	302	146	5.4	5.1
446120	Cosmetics, beauty supplies, and perfume stores	12	8 564	1 269	302	146	5.4	5.1
44613	Optical goods stores	26	14 029	2 967	768	146	2.9	17.7
446130	Optical goods stores	26	14 029	2 967	768	146	2.9	17.7
44619	Other health and personal care stores	21	D	D	D	c	D	D
446191	Food (health) supplement stores	12	D	D	D	b	D	D
446199	All other health and personal care stores	9	D	D	D	c	D	D
447	Gasoline stations	276	668 508	39 815	9 584	2 607	11.2	8.2
4471	Gasoline stations	276	668 508	39 815	9 584	2 607	11.2	8.2
44711	Gasoline stations with convenience stores	240	574 283	31 650	7 517	2 156	12.1	7.7
447110	Gasoline stations with convenience stores	240	574 283	31 650	7 517	2 156	12.1	7.7
44719	Other gasoline stations	36	94 225	8 165	2 067	451	5.7	11.8
447190	Other gasoline stations	36	94 225	8 165	2 067	451	5.7	11.8
448	Clothing and clothing accessories stores	298	285 499	37 441	8 931	2 947	11.8	4.0
4481	Clothing stores	193	189 351	22 073	5 243	2 136	9.5	3.7
44813	Children's and infants' clothing stores	16	D	D	D	c	D	D
448130	Children's and infants' clothing stores	16	D	D	D	c	D	D
44814	Family clothing stores	57	D	D	D	g	D	D
448140	Family clothing stores	57	D	D	D	g	D	D
44815	Clothing accessories stores	10	D	D	D	b	D	D
448150	Clothing accessories stores	10	D	D	D	b	D	D
44819	Other clothing stores	23	11 905	2 100	537	203	11.8	30.4
448190	Other clothing stores	23	11 905	2 100	537	203	11.8	30.4
4482	Shoe stores	40	44 358	6 761	1 484	416	15.2	.7
44821	Shoe stores	40	44 358	6 761	1 484	416	15.2	.7
448210	Shoe stores	40	44 358	6 761	1 484	416	15.2	.7
4482104	Family shoe stores	27	34 125	5 534	1 210	275	16.8	—
4482105	Athletic footwear stores	9	8 464	963	218	112	—	3.8

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							From administrative records ¹	Estimated ²
	MADISON-BARABOO, WI COMBINED STATISTICAL AREA—Con.							
	Retail trade—Con.							
44-45	Clothing and clothing accessories stores—Con.							
448	Jewelry, luggage, and leather goods stores	65	51 790	8 607	2 204	395	17.5	7.8
44831	Jewelry stores	64	D	D	D	e	D	D
448310	Jewelry stores	64	D	D	D	e	D	D
451	Sporting goods, hobby, book, and music stores	181	219 480	30 247	7 319	2 220	9.7	6.7
4511	Sporting goods, hobby, and musical instrument stores	133	D	D	D	g	D	D
45111	Sporting goods stores	65	D	D	D	f	D	D
451110	Sporting goods stores	65	D	D	D	f	D	D
4511101	General-line sporting goods stores	14	D	D	D	c	D	D
4511102	Specialty-line sporting goods stores	51	D	D	D	e	D	D
45112	Hobby, toy, and game stores	37	D	D	D	f	D	D
451120	Hobby, toy, and game stores	37	D	D	D	f	D	D
45113	Sewing, needlework, and piece goods stores	22	D	D	D	c	D	D
451130	Sewing, needlework, and piece goods stores	22	D	D	D	c	D	D
45114	Musical instrument and supplies stores	9	16 945	4 032	1 011	171	11.6	21.8
451140	Musical instrument and supplies stores	9	16 945	4 032	1 011	171	11.6	21.8
4512	Book, periodical, and music stores	48	D	D	D	f	D	D
45121	Book stores and news dealers	30	D	D	D	f	D	D
451211	Book stores	29	D	D	D	f	D	D
4512111	Book stores, general	19	D	D	D	e	D	D
4512112	Specialty book stores	6	D	D	D	b	D	D
4512113	College book stores	4	D	D	D	c	D	D
45122	Prerecorded tape, compact disc, and record stores	18	10 478	1 303	293	110	16.9	13.9
451220	Prerecorded tape, compact disc, and record stores	18	10 478	1 303	293	110	16.9	13.9
452	General merchandise stores	63	909 272	91 795	22 013	5 627	.4	.1
4521	Department stores	28	D	D	D	h	D	D
45210009	Department stores (incl. leased depts.) ³	28	D	D	D	h	D	D
45211	Department stores	28	D	D	D	h	D	D
452111	Department stores (except discount department stores) ..	9	174 659	24 454	6 188	1 499	—	—
452112	Discount department stores	19	D	D	D	h	D	D
4529	Other general merchandise stores	35	D	D	D	g	D	D
45299	All other general merchandise stores	31	D	D	D	f	D	D
452990	All other general merchandise stores	31	D	D	D	f	D	D
4529904	Miscellaneous general merchandise stores	19	D	D	D	e	D	D
453	Miscellaneous store retailers	356	209 566	32 955	7 791	2 306	18.4	9.0
4531	Florists	44	12 725	2 719	686	261	37.3	2.1
45311	Florists	44	12 725	2 719	686	261	37.3	2.1
453110	Florists	44	12 725	2 719	686	261	37.3	2.1
4532	Office supplies, stationery, and gift stores	151	93 569	12 979	3 069	1 019	16.9	4.7
45321	Office supplies and stationery stores	12	D	D	D	c	D	D
453210	Office supplies and stationery stores	12	D	D	D	c	D	D
45322	Gift, novelty, and souvenir stores	139	D	D	D	f	D	D
453220	Gift, novelty, and souvenir stores	139	D	D	D	f	D	D
4533	Used merchandise stores	63	25 818	5 762	1 405	432	12.0	3.8
45331	Used merchandise stores	63	25 818	5 762	1 405	432	12.0	3.8
453310	Used merchandise stores	63	25 818	5 762	1 405	432	12.0	3.8
4539	Other miscellaneous store retailers	98	77 454	11 495	2 631	594	19.1	17.0
45391	Pet and pet supplies stores	18	D	D	D	c	D	D
453910	Pet and pet supplies stores	18	D	D	D	c	D	D
45392	Art dealers	24	D	D	D	b	D	D
453920	Art dealers	24	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	6	18 310	1 572	296	55	26.5	50.3
453930	Manufactured (mobile) home dealers	6	18 310	1 572	296	55	26.5	50.3
45399	All other miscellaneous store retailers	50	D	D	D	c	D	D
454	Nonstore retailers	135	2 004 973	245 922	54 448	7 291	.9	.4
4541	Electronic shopping and mail-order houses	52	D	D	D	i	D	D
45411	Electronic shopping and mail-order houses	52	D	D	D	i	D	D
4542	Vending machine operators	17	D	D	D	e	D	D
45421	Vending machine operators	17	D	D	D	e	D	D
454210	Vending machine operators	17	D	D	D	e	D	D
4543	Direct selling establishments	66	D	D	D	e	D	D
45431	Fuel dealers	20	D	D	D	c	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	17	28 282	3 492	884	130	11.2	12.3
45439	Other direct selling establishments	46	D	D	D	e	D	D
454390	Other direct selling establishments	46	D	D	D	e	D	D

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MISAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
MADISON-BARABOO, WI COMBINED STATISTICAL AREA—Con.								
Baraboo, WI Micropolitan Statistical Area								
44-45	Retail trade	306	849 072	72 727	15 833	3 547	16.2	13.7
441	Motor vehicle and parts dealers	39	295 421	15 195	3 437	475	23.6	36.8
4412	Other motor vehicle dealers	5	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	3	D	D	D	b	D	D
441221	Motorcycle dealers	1	D	D	D	b	D	D
442	Furniture and home furnishings stores	15	13 403	1 812	392	73	36.9	3.5
443	Electronics and appliance stores	12	6 294	1 069	224	47	20.4	—
444	Building material and garden equipment and supplies dealers ...	41	113 586	10 814	2 389	467	9.2	—
4441	Building material and supplies dealers	24	88 560	8 346	1 882	368	10.2	—
44419	Other building material dealers	11	51 008	3 943	842	123	2.4	—
444190	Other building material dealers	11	51 008	3 943	842	123	2.4	—
4442	Lawn and garden equipment and supplies stores	17	25 026	2 468	507	99	5.7	—
44422	Nursery, garden center, and farm supply stores	12	23 474	2 304	466	91	5.2	—
444220	Nursery, garden center, and farm supply stores	12	23 474	2 304	466	91	5.2	—
445	Food and beverage stores	25	82 942	9 244	2 196	630	18.2	1.0
4452	Specialty food stores	7	4 171	809	192	31	8.3	19.3
446	Health and personal care stores	14	35 965	3 893	982	204	19.8	9.5
4461	Health and personal care stores	14	35 965	3 893	982	204	19.8	9.5
447	Gasoline stations	49	92 928	6 164	1 358	406	11.6	2.5
44711	Gasoline stations with convenience stores	41	84 163	5 463	1 179	362	10.5	2.8
447110	Gasoline stations with convenience stores	41	84 163	5 463	1 179	362	10.5	2.8
448	Clothing and clothing accessories stores	27	14 007	1 686	395	112	31.8	.2
451	Sporting goods, hobby, book, and music stores	13	4 784	541	123	46	8.8	—
452	General merchandise stores	14	145 123	16 309	2 912	775	1.4	.3
45299	All other general merchandise stores	11	D	D	D	c	D	D
452990	All other general merchandise stores	11	D	D	D	c	D	D
4529904	Miscellaneous general merchandise stores	9	D	D	D	c	D	D
453	Miscellaneous store retailers	40	20 730	2 648	502	180	41.9	.4
4539	Other miscellaneous store retailers	9	10 592	979	156	42	44.8	—
454	Nonstore retailers	17	23 889	3 352	923	132	11.9	1.0
4543	Direct selling establishments	14	D	D	D	c	D	D
45431	Fuel dealers	8	14 282	1 621	444	70	10.7	—
454312	Liquefied petroleum gas (bottled gas) dealers	7	D	D	D	b	D	D
Madison, WI Metropolitan Statistical Area								
44-45	Retail trade	2 119	7 923 245	847 864	197 704	38 450	6.2	3.8
441	Motor vehicle and parts dealers	204	1 476 424	123 598	27 721	3 512	5.9	.7
4411	Automobile dealers	81	1 300 262	98 088	22 253	2 603	5.6	.2
44111	New car dealers	49	1 212 316	92 952	21 091	2 472	4.5	—
441110	New car dealers	49	1 212 316	92 952	21 091	2 472	4.5	—
44112	Used car dealers	32	87 946	5 136	1 162	131	20.5	2.8
441120	Used car dealers	32	87 946	5 136	1 162	131	20.5	2.8
4412	Other motor vehicle dealers	31	84 899	8 283	1 443	255	6.9	2.2
44121	Recreational vehicle dealers	10	32 998	2 472	440	88	9.0	4.8
441210	Recreational vehicle dealers	10	32 998	2 472	440	88	9.0	4.8
44122	Motorcycle, boat, and other motor vehicle dealers	21	51 901	5 811	1 003	167	5.6	.6
441221	Motorcycle dealers	6	26 774	2 756	405	61	3.5	1.0
441222	Boat dealers	12	D	D	D	b	D	D
441229	All other motor vehicle dealers	3	D	D	D	b	D	D
4413	Automotive parts, accessories, and tire stores	92	91 263	17 227	4 025	654	10.3	5.9
44131	Automotive parts and accessories stores	71	53 102	9 932	2 409	449	6.6	10.1
441310	Automotive parts and accessories stores	71	53 102	9 932	2 409	449	6.6	10.1
44132	Tire dealers	21	38 161	7 295	1 616	205	15.4	—
441320	Tire dealers	21	38 161	7 295	1 616	205	15.4	—
442	Furniture and home furnishings stores	126	223 537	32 424	7 297	1 295	10.3	5.0
4421	Furniture stores	44	83 153	11 967	2 727	460	13.9	2.4
44211	Furniture stores	44	83 153	11 967	2 727	460	13.9	2.4
442110	Furniture stores	44	83 153	11 967	2 727	460	13.9	2.4
4422	Home furnishings stores	82	140 384	20 457	4 570	835	8.1	6.4
44221	Floor covering stores	38	87 028	11 966	2 571	345	9.1	3.5
442210	Floor covering stores	38	87 028	11 966	2 571	345	9.1	3.5
44229	Other home furnishings stores	44	53 356	8 491	1 999	490	6.5	11.2
442299	All other home furnishings stores	41	52 204	8 318	1 958	482	6.0	11.2

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MISAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
MADISON-BARABOO, WI COMBINED STATISTICAL AREA—Con.								
Madison, WI Metropolitan Statistical Area—Con.								
44-45	Retail trade—Con.							
443	Electronics and appliance stores	96	283 652	40 169	9 503	1 409	4.7	1.7
4431	Electronics and appliance stores	96	283 652	40 169	9 503	1 409	4.7	1.7
44311	Appliance, television, and other electronics stores	69	237 494	34 724	8 298	1 198	5.3	2.0
443111	Household appliance stores	23	37 922	4 405	1 109	151	10.7	1.0
443112	Radio, television, and other electronics stores	46	199 572	30 319	7 189	1 047	4.2	2.1
44312	Computer and software stores	20	D	D	D	c	D	D
443120	Computer and software stores	20	D	D	D	c	D	D
44313	Camera and photographic supplies stores	7	D	D	D	b	D	D
443130	Camera and photographic supplies stores	7	D	D	D	b	D	D
444	Building material and garden equipment and supplies dealers ...	179	657 997	73 876	18 040	2 616	5.5	10.7
4441	Building material and supplies dealers	139	584 832	66 866	16 544	2 344	5.5	11.4
44411	Home centers	12	203 176	18 366	4 673	764	.4	—
444110	Home centers	12	203 176	18 366	4 673	764	.4	—
44412	Paint and wallpaper stores	16	20 467	2 925	661	101	—	—
444120	Paint and wallpaper stores	16	20 467	2 925	661	101	—	—
44413	Hardware stores	38	35 484	5 842	1 592	416	14.4	5.4
444130	Hardware stores	38	35 484	5 842	1 592	416	14.4	5.4
44419	Other building material dealers	73	325 705	39 733	9 618	1 063	8.0	19.9
444190	Other building material dealers	73	325 705	39 733	9 618	1 063	8.0	19.9
4442	Lawn and garden equipment and supplies stores	40	73 165	7 010	1 496	272	5.6	4.6
44422	Nursery, garden center, and farm supply stores	35	65 277	6 055	1 268	238	5.6	5.1
444220	Nursery, garden center, and farm supply stores	35	65 277	6 055	1 268	238	5.6	5.1
445	Food and beverage stores	225	897 056	82 465	19 680	5 559	12.8	9.9
4451	Grocery stores	113	830 411	75 529	18 113	4 963	11.7	9.9
44511	Supermarkets and other grocery (except convenience) stores	99	821 887	74 670	17 941	4 901	11.2	9.7
445110	Supermarkets and other grocery (except convenience) stores	99	821 887	74 670	17 941	4 901	11.2	9.7
4452	Specialty food stores	60	21 102	3 818	823	276	23.8	8.1
4453	Beer, wine, and liquor stores	52	45 543	3 118	744	320	28.7	11.4
44531	Beer, wine, and liquor stores	52	45 543	3 118	744	320	28.7	11.4
445310	Beer, wine, and liquor stores	52	45 543	3 118	744	320	28.7	11.4
446	Health and personal care stores	140	388 742	47 857	11 590	2 712	13.8	3.0
4461	Health and personal care stores	140	388 742	47 857	11 590	2 712	13.8	3.0
44611	Pharmacies and drug stores	83	350 808	39 562	9 661	2 293	14.9	2.5
446110	Pharmacies and drug stores	83	350 808	39 562	9 661	2 293	14.9	2.5
4461101	Pharmacies and drug stores	81	D	D	D	g	D	D
4461102	Proprietary stores	2	D	D	D	b	D	D
44612	Cosmetics, beauty supplies, and perfume stores	12	8 564	1 269	302	146	5.4	5.1
446120	Cosmetics, beauty supplies, and perfume stores	12	8 564	1 269	302	146	5.4	5.1
44613	Optical goods stores	26	14 029	2 967	768	146	2.9	17.7
446130	Optical goods stores	26	14 029	2 967	768	146	2.9	17.7
44619	Other health and personal care stores	19	15 341	4 059	859	127	3.5	—
446191	Food (health) supplement stores	11	D	D	D	b	D	D
447	Gasoline stations	227	575 580	33 651	8 226	2 201	11.1	9.2
4471	Gasoline stations	227	575 580	33 651	8 226	2 201	11.1	9.2
44711	Gasoline stations with convenience stores	199	490 120	26 187	6 338	1 794	12.4	8.5
447110	Gasoline stations with convenience stores	199	490 120	26 187	6 338	1 794	12.4	8.5
44719	Other gasoline stations	28	85 460	7 464	1 888	407	4.0	13.0
447190	Other gasoline stations	28	85 460	7 464	1 888	407	4.0	13.0
448	Clothing and clothing accessories stores	271	271 492	35 755	8 536	2 835	10.8	4.2
4481	Clothing stores	173	178 871	21 041	4 984	2 052	8.4	3.9
44813	Children's and infants' clothing stores	14	9 167	1 104	276	126	4.8	—
448130	Children's and infants' clothing stores	14	9 167	1 104	276	126	4.8	—
44814	Family clothing stores	51	103 499	10 778	2 503	1 097	7.3	2.0
448140	Family clothing stores	51	103 499	10 778	2 503	1 097	7.3	2.0
44815	Clothing accessories stores	9	4 067	745	200	61	31.3	—
448150	Clothing accessories stores	9	4 067	745	200	61	31.3	—
44819	Other clothing stores	17	11 360	2 037	524	196	8.3	31.8
448190	Other clothing stores	17	11 360	2 037	524	196	8.3	31.8
4482	Shoe stores	37	42 215	6 346	1 397	400	14.8	.8
44821	Shoe stores	37	42 215	6 346	1 397	400	14.8	.8
448210	Shoe stores	37	42 215	6 346	1 397	400	14.8	.8
4482104	Family shoe stores	24	31 982	5 119	1 123	259	16.4	—
4482105	Athletic footwear stores	9	8 464	963	218	112	—	3.8
4483	Jewelry, luggage, and leather goods stores	61	50 406	8 368	2 155	383	16.0	8.0
44831	Jewelry stores	60	D	D	D	e	D	D
448310	Jewelry stores	60	D	D	D	e	D	D

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
MADISON-BARABOO, WI COMBINED STATISTICAL AREA—Con.								
Madison, WI Metropolitan Statistical Area—Con.								
44-45	Retail trade—Con.							
451	Sporting goods, hobby, book, and music stores	168	214 696	29 706	7 196	2 174	9.7	6.8
4511	Sporting goods, hobby, and musical instrument stores	122	143 310	20 543	4 880	1 467	11.4	8.5
45111	Sporting goods stores	59	77 238	10 605	2 443	649	8.7	5.9
451110	Sporting goods stores	59	77 238	10 605	2 443	649	8.7	5.9
4511101	General-line sporting goods stores	13	24 207	2 685	705	166	3.3	.5
4511102	Specialty-line sporting goods stores	46	53 031	7 920	1 738	483	11.2	8.3
45112	Hobby, toy, and game stores	35	39 067	4 795	1 140	511	16.9	9.1
451120	Hobby, toy, and game stores	35	39 067	4 795	1 140	511	16.9	9.1
45113	Sewing, needlework, and piece goods stores	19	10 060	1 111	286	136	9.8	3.5
451130	Sewing, needlework, and piece goods stores	19	10 060	1 111	286	136	9.8	3.5
45114	Musical instrument and supplies stores	9	16 945	4 032	1 011	171	11.6	21.8
451140	Musical instrument and supplies stores	9	16 945	4 032	1 011	171	11.6	21.8
4512	Book, periodical, and music stores	46	71 386	9 163	2 316	707	6.3	3.5
45121	Book stores and news dealers	28	60 908	7 860	2 023	597	4.4	1.7
451211	Book stores	27	D	D	D	f	D	D
4512111	Book stores, general	18	38 024	4 771	1 200	415	5.5	2.6
4512112	Specialty book stores	5	D	D	D	D	D	D
4512113	College book stores	4	D	D	D	b	D	D
45122	Prerecorded tape, compact disc, and record stores	18	10 478	1 303	293	110	16.9	13.9
451220	Prerecorded tape, compact disc, and record stores	18	10 478	1 303	293	110	16.9	13.9
452	General merchandise stores	49	764 149	75 486	19 101	4 852	.2	—
4521	Department stores	27	613 620	64 067	16 329	4 164	—	—
45210009	Department stores (incl. leased depts.) ³	27	628 047	64 067	16 329	4 164	—	—
45211	Department stores	27	613 620	64 067	16 329	4 164	—	—
452111	Department stores (except discount department stores) ..	9	174 659	24 454	6 188	1 499	—	—
452112	Discount department stores	18	438 961	39 613	10 141	2 665	—	—
45299	All other general merchandise stores	20	D	D	D	e	D	D
452990	All other general merchandise stores	20	D	D	D	e	D	D
4529904	Miscellaneous general merchandise stores	10	D	D	D	c	D	D
453	Miscellaneous store retailers	316	188 836	30 307	7 289	2 126	15.8	9.9
4531	Florists	37	11 482	2 484	634	235	33.8	2.4
45311	Florists	37	11 482	2 484	634	235	33.8	2.4
453110	Florists	37	11 482	2 484	634	235	33.8	2.4
4532	Office supplies, stationery, and gift stores	132	88 481	12 045	2 888	942	15.4	4.9
45321	Office supplies and stationery stores	10	41 243	4 336	1 118	217	—	—
453210	Office supplies and stationery stores	10	41 243	4 336	1 118	217	—	—
45322	Gift, novelty, and souvenir stores	122	47 238	7 709	1 770	725	28.8	9.2
453220	Gift, novelty, and souvenir stores	122	47 238	7 709	1 770	725	28.8	9.2
4533	Used merchandise stores	58	22 011	5 262	1 292	397	10.4	4.4
45331	Used merchandise stores	58	22 011	5 262	1 292	397	10.4	4.4
453310	Used merchandise stores	58	22 011	5 262	1 292	397	10.4	4.4
4539	Other miscellaneous store retailers	89	66 862	10 516	2 475	552	15.1	19.7
45391	Pet and pet supplies stores	17	24 560	3 582	806	244	4.7	4.7
453910	Pet and pet supplies stores	17	24 560	3 582	806	244	4.7	4.7
45392	Art dealers	23	4 274	804	185	60	57.6	3.7
453920	Art dealers	23	4 274	804	185	60	57.6	3.7
45399	All other miscellaneous store retailers	45	D	D	D	c	D	D
454	Nonstore retailers	118	1 981 084	242 570	53 525	7 159	.8	.4
4541	Electronic shopping and mail-order houses	50	1 885 590	225 426	49 461	6 559	.4	.1
45411	Electronic shopping and mail-order houses	50	1 885 590	225 426	49 461	6 559	.4	.1
4542	Vending machine operators	16	D	D	D	e	D	D
45421	Vending machine operators	16	D	D	D	e	D	D
454210	Vending machine operators	16	D	D	D	e	D	D
4543	Direct selling establishments	52	D	D	D	e	D	D
45431	Fuel dealers	12	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	10	D	D	D	b	D	D
45439	Other direct selling establishments	40	38 806	7 523	1 729	247	7.3	—
454390	Other direct selling establishments	40	38 806	7 523	1 729	247	7.3	—
MILWAUKEE-RACINE-WAUKESHA, WI COMBINED STATISTICAL AREA								
44-45	Retail trade	5 751	18 116 937	1 830 250	436 873	93 362	9.6	7.3

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MISAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
MILWAUKEE-RACINE-WAUKESHA, WI COMBINED STATISTICAL AREA—Con.								
44-45	Retail trade—Con.							
441	Motor vehicle and parts dealers	626	4 946 316	403 261	94 504	12 294	6.6	3.4
4411	Automobile dealers	282	4 344 142	319 529	75 484	9 194	6.2	2.9
44111	New car dealers	152	4 079 077	299 834	70 338	8 497	4.0	2.9
441110	New car dealers	152	4 079 077	299 834	70 338	8 497	4.0	2.9
44112	Used car dealers	130	265 065	19 695	5 146	697	41.2	2.0
441120	Used car dealers	130	265 065	19 695	5 146	697	41.2	2.0
4412	Other motor vehicle dealers	87	327 920	33 830	7 166	1 079	10.3	8.4
44121	Recreational vehicle dealers	10	D	D	D	c	D	D
441210	Recreational vehicle dealers	10	D	D	D	c	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	77	D	D	D	f	D	D
441221	Motorcycle dealers	39	170 600	18 223	3 945	547	12.3	.9
441222	Boat dealers	28	D	D	D	e	D	D
441229	All other motor vehicle dealers	10	D	D	D	b	D	D
4413	Automotive parts, accessories, and tire stores	257	274 254	49 902	11 854	2 021	8.6	5.2
44131	Automotive parts and accessories stores	192	197 809	34 864	8 446	1 521	7.8	4.4
441310	Automotive parts and accessories stores	192	197 809	34 864	8 446	1 521	7.8	4.4
44132	Tire dealers	65	76 445	15 038	3 408	500	10.6	7.1
441320	Tire dealers	65	76 445	15 038	3 408	500	10.6	7.1
442	Furniture and home furnishings stores	317	569 025	89 512	21 216	3 482	12.9	8.5
4421	Furniture stores	117	305 160	46 052	11 292	1 595	6.8	13.5
44211	Furniture stores	117	305 160	46 052	11 292	1 595	6.8	13.5
442110	Furniture stores	117	305 160	46 052	11 292	1 595	6.8	13.5
4422	Home furnishings stores	200	263 865	43 460	9 924	1 887	20.1	2.7
44221	Floor covering stores	94	151 546	27 606	6 385	821	25.3	4.6
442210	Floor covering stores	94	151 546	27 606	6 385	821	25.3	4.6
44229	Other home furnishings stores	106	112 319	15 854	3 539	1 066	13.0	.1
442299	All other home furnishings stores	93	105 888	14 494	3 221	1 012	13.3	.1
443	Electronics and appliance stores	258	607 247	65 377	16 162	2 776	7.0	3.6
4431	Electronics and appliance stores	258	607 247	65 377	16 162	2 776	7.0	3.6
44311	Appliance, television, and other electronics stores	179	509 540	52 987	13 143	2 176	7.4	2.6
443111	Household appliance stores	52	66 174	9 256	2 241	323	21.7	2.0
443112	Radio, television, and other electronics stores	127	443 366	43 731	10 902	1 853	5.3	2.7
44312	Computer and software stores	63	D	D	D	e	D	D
443120	Computer and software stores	63	D	D	D	e	D	D
44313	Camera and photographic supplies stores	16	D	D	D	c	D	D
443130	Camera and photographic supplies stores	16	D	D	D	c	D	D
444	Building material and garden equipment and supplies dealers	481	1 461 242	210 303	47 320	8 011	9.7	4.9
4441	Building material and supplies dealers	367	1 264 853	178 838	41 394	6 522	8.2	5.3
44411	Home centers	21	D	D	D	g	D	D
444110	Home centers	21	D	D	D	g	D	D
44412	Paint and wallpaper stores	48	D	D	D	c	D	D
444120	Paint and wallpaper stores	48	D	D	D	c	D	D
44413	Hardware stores	100	D	D	D	g	D	D
444130	Hardware stores	100	D	D	D	g	D	D
44419	Other building material dealers	198	563 819	94 648	21 087	2 462	12.8	11.1
444190	Other building material dealers	198	563 819	94 648	21 087	2 462	12.8	11.1
4442	Lawn and garden equipment and supplies stores	114	196 389	31 465	5 926	1 489	19.6	2.3
44421	Outdoor power equipment stores	39	35 544	5 366	1 181	217	11.1	.6
444210	Outdoor power equipment stores	39	35 544	5 366	1 181	217	11.1	.6
44422	Nursery, garden center, and farm supply stores	75	160 845	26 099	4 745	1 272	21.5	2.6
444220	Nursery, garden center, and farm supply stores	75	160 845	26 099	4 745	1 272	21.5	2.6
445	Food and beverage stores	705	2 785 958	267 975	65 879	17 331	10.4	25.4
4451	Grocery stores	438	2 543 291	243 324	60 058	15 562	8.3	27.0
44511	Supermarkets and other grocery (except convenience) stores	343	2 494 443	240 328	59 359	15 322	7.6	27.0
445110	Supermarkets and other grocery (except convenience) stores	343	2 494 443	240 328	59 359	15 322	7.6	27.0
44512	Convenience stores	95	48 848	2 996	699	240	43.0	29.9
445120	Convenience stores	95	48 848	2 996	699	240	43.0	29.9
4452	Specialty food stores	122	81 691	14 606	3 466	1 051	13.1	5.3
4453	Beer, wine, and liquor stores	145	160 976	10 045	2 355	718	42.4	9.6
44531	Beer, wine, and liquor stores	145	160 976	10 045	2 355	718	42.4	9.6
445310	Beer, wine, and liquor stores	145	160 976	10 045	2 355	718	42.4	9.6
446	Health and personal care stores	512	1 274 070	166 585	40 267	9 273	9.0	2.8
4461	Health and personal care stores	512	1 274 070	166 585	40 267	9 273	9.0	2.8
44611	Pharmacies and drug stores	260	1 113 085	133 010	32 067	7 624	8.2	.9
446110	Pharmacies and drug stores	260	1 113 085	133 010	32 067	7 624	8.2	.9
4461101	Pharmacies and drug stores	252	1 107 385	131 862	31 793	7 585	8.2	.9
4461102	Proprietary stores	8	5 700	1 148	274	39	2.3	—
44612	Cosmetics, beauty supplies, and perfume stores	49	29 296	4 713	1 070	428	17.1	5.2
446120	Cosmetics, beauty supplies, and perfume stores	49	29 296	4 713	1 070	428	17.1	5.2
44613	Optical goods stores	108	56 285	12 960	3 344	614	7.8	5.3
446130	Optical goods stores	108	56 285	12 960	3 344	614	7.8	5.3
44619	Other health and personal care stores	95	75 404	15 902	3 786	607	18.1	27.3
446191	Food (health) supplement stores	47	D	D	D	c	D	D
446199	All other health and personal care stores	48	D	D	D	e	D	D

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
MILWAUKEE-RACINE-WAUKESHA, WI COMBINED STATISTICAL AREA—Con.								
Retail trade—Con.								
44-45	Retail trade—Con.							
447	Gasoline stations	596	1 564 487	73 445	17 672	4 843	28.2	8.9
4471	Gasoline stations	596	1 564 487	73 445	17 672	4 843	28.2	8.9
44711	Gasoline stations with convenience stores	493	1 183 981	57 423	13 876	4 015	31.0	8.7
447110	Gasoline stations with convenience stores	493	1 183 981	57 423	13 876	4 015	31.0	8.7
44719	Other gasoline stations	103	380 506	16 022	3 796	828	19.3	9.4
447190	Other gasoline stations	103	380 506	16 022	3 796	828	19.3	9.4
448	Clothing and clothing accessories stores	737	796 482	105 946	25 890	7 487	10.2	4.3
4481	Clothing stores	415	508 266	63 628	15 631	5 231	8.5	3.7
44811	Men's clothing stores	52	50 562	9 427	2 241	406	18.0	4.9
448110	Men's clothing stores	52	50 562	9 427	2 241	406	18.0	4.9
44812	Women's clothing stores	154	141 607	17 128	4 333	1 521	10.0	6.6
448120	Women's clothing stores	154	141 607	17 128	4 333	1 521	10.0	6.6
44813	Children's and infants' clothing stores	37	D	D	D	e	D	D
448130	Children's and infants' clothing stores	37	D	D	D	e	D	D
44814	Family clothing stores	89	208 936	20 767	4 900	1 944	3.1	2.5
448140	Family clothing stores	89	208 936	20 767	4 900	1 944	3.1	2.5
44815	Clothing accessories stores	27	D	D	D	c	D	D
448150	Clothing accessories stores	27	D	D	D	c	D	D
44819	Other clothing stores	56	59 012	9 821	2 549	778	11.1	3.1
448190	Other clothing stores	56	59 012	9 821	2 549	778	11.1	3.1
4482	Shoe stores	156	131 754	17 529	4 146	1 222	9.1	6.9
44821	Shoe stores	156	131 754	17 529	4 146	1 222	9.1	6.9
448210	Shoe stores	156	131 754	17 529	4 146	1 222	9.1	6.9
4482101	Men's shoe stores	10	D	D	D	b	D	D
4482102	Women's shoe stores	10	6 310	864	196	72	26.1	4.8
4482103	Children's and juveniles' shoe stores	4	D	D	D	b	D	D
4482104	Family shoe stores	101	D	D	D	f	D	D
4482105	Athletic footwear stores	31	D	D	D	e	D	D
4483	Jewelry, luggage, and leather goods stores	166	156 462	24 789	6 113	1 034	16.6	3.9
44831	Jewelry stores	164	D	D	D	g	D	D
448310	Jewelry stores	164	D	D	D	g	D	D
451	Sporting goods, hobby, book, and music stores	383	453 307	54 829	12 681	4 214	10.5	7.2
4511	Sporting goods, hobby, and musical instrument stores	289	330 200	41 126	9 475	3 068	11.4	8.3
45111	Sporting goods stores	141	160 375	19 688	4 496	1 337	9.5	11.7
451110	Sporting goods stores	141	160 375	19 688	4 496	1 337	9.5	11.7
4511101	General-line sporting goods stores	35	58 962	6 723	1 460	470	5.2	3.0
4511102	Specialty-line sporting goods stores	106	101 413	12 965	3 036	867	12.0	16.8
45112	Hobby, toy, and game stores	71	D	D	D	g	D	D
451120	Hobby, toy, and game stores	71	D	D	D	g	D	D
45113	Sewing, needlework, and piece goods stores	42	D	D	D	e	D	D
451130	Sewing, needlework, and piece goods stores	42	D	D	D	e	D	D
45114	Musical instrument and supplies stores	35	D	D	D	e	D	D
451140	Musical instrument and supplies stores	35	D	D	D	e	D	D
4512	Book, periodical, and music stores	94	123 107	13 703	3 206	1 146	8.1	4.4
45121	Book stores and news dealers	53	85 671	9 545	2 162	796	9.0	1.8
451211	Book stores	52	D	D	D	f	D	D
4512111	Book stores, general	30	D	D	D	f	D	D
4512112	Specialty book stores	11	D	D	D	c	D	D
4512113	College book stores	11	D	D	D	b	D	D
451212	News dealers and newsstands	1	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, and record stores	41	37 436	4 158	1 044	350	6.2	10.3
451220	Prerecorded tape, compact disc, and record stores	41	37 436	4 158	1 044	350	6.2	10.3
452	General merchandise stores	166	2 541 983	240 390	58 769	15 560	.4	—
4521	Department stores	80	D	D	D	j	D	D
45210009	Department stores (incl. leased depts.) ³	80	D	D	D	j	D	D
45211	Department stores	80	D	D	D	j	D	D
452111	Department stores (except discount department stores) ..	23	D	D	D	h	D	D
452112	Discount department stores	57	D	D	D	i	D	D
4529	Other general merchandise stores	86	D	D	D	h	D	D
45291	Warehouse clubs and supercenters	7	D	D	D	g	D	D
452910	Warehouse clubs and supercenters	7	D	D	D	g	D	D
45299	All other general merchandise stores	79	D	D	D	g	D	D
452990	All other general merchandise stores	79	D	D	D	g	D	D
4529901	Variety stores	52	D	D	D	e	D	D
4529904	Miscellaneous general merchandise stores	27	D	D	D	f	D	D
453	Miscellaneous store retailers	669	436 551	73 515	17 354	5 312	17.3	7.6
4531	Florists	131	41 788	9 979	2 457	790	29.5	11.0
45311	Florists	131	41 788	9 979	2 457	790	29.5	11.0
453110	Florists	131	41 788	9 979	2 457	790	29.5	11.0
4532	Office supplies, stationery, and gift stores	234	193 672	24 377	5 985	1 998	8.2	4.6
45321	Office supplies and stationery stores	36	110 573	11 338	2 937	622	1.2	.9
453210	Office supplies and stationery stores	36	110 573	11 338	2 937	622	1.2	.9
45322	Gift, novelty, and souvenir stores	198	83 099	13 039	3 048	1 376	17.6	9.5
453220	Gift, novelty, and souvenir stores	198	83 099	13 039	3 048	1 376	17.6	9.5
4533	Used merchandise stores	98	51 438	15 204	3 502	1 113	9.0	13.2
45331	Used merchandise stores	98	51 438	15 204	3 502	1 113	9.0	13.2
453310	Used merchandise stores	98	51 438	15 204	3 502	1 113	9.0	13.2

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MISAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
MILWAUKEE-RACINE-WAUKESHA, WI COMBINED STATISTICAL AREA—Con.								
44-45	Retail trade—Con.							
453	Miscellaneous store retailers—Con.							
4539	Other miscellaneous store retailers	206	149 653	23 955	5 410	1 411	28.5	8.7
45391	Pet and pet supplies stores	52	53 281	7 803	1 901	705	20.3	9.2
453910	Pet and pet supplies stores	52	53 281	7 803	1 901	705	20.3	9.2
45392	Art dealers	34	D	D	D	c	D	D
453920	Art dealers	34	D	D	D	c	D	D
45399	All other miscellaneous store retailers	114	75 251	13 447	2 846	543	33.2	9.9
454	Nonstore retailers	301	680 269	79 112	19 159	2 779	13.2	5.0
4541	Electronic shopping and mail-order houses	89	D	D	D	g	D	D
45411	Electronic shopping and mail-order houses	89	D	D	D	g	D	D
4542	Vending machine operators	40	73 064	15 250	3 930	621	11.0	1.9
45421	Vending machine operators	40	73 064	15 250	3 930	621	11.0	1.9
454210	Vending machine operators	40	73 064	15 250	3 930	621	11.0	1.9
4543	Direct selling establishments	172	D	D	D	f	D	D
45431	Fuel dealers	25	D	D	D	c	D	D
454311	Heating oil dealers	13	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	10	D	D	D	b	D	D
454319	Other fuel dealers	2	D	D	D	a	D	D
45439	Other direct selling establishments	147	D	D	D	f	D	D
454390	Other direct selling establishments	147	D	D	D	f	D	D
Milwaukee-Waukesha-West Allis, WI Metropolitan Statistical Area								
44-45	Retail trade	5 062	16 221 891	1 652 688	394 843	83 547	10.0	7.6
441	Motor vehicle and parts dealers	529	4 369 406	361 955	84 930	11 044	6.8	3.6
4411	Automobile dealers	239	3 836 629	286 367	67 666	8 302	6.4	3.1
44111	New car dealers	132	3 618 774	270 433	63 391	7 720	4.0	3.2
441110	New car dealers	132	3 618 774	270 433	63 391	7 720	4.0	3.2
44112	Used car dealers	107	217 855	15 934	4 275	582	46.2	1.8
441120	Used car dealers	107	217 855	15 934	4 275	582	46.2	1.8
4412	Other motor vehicle dealers	70	286 005	30 519	6 568	953	10.4	9.5
44121	Recreational vehicle dealers	8	23 187	2 540	499	92	6.9	6.5
441210	Recreational vehicle dealers	8	23 187	2 540	499	92	6.9	6.5
44122	Motorcycle, boat, and other motor vehicle dealers	62	262 818	27 979	6 069	861	10.7	9.8
441221	Motorcycle dealers	32	154 252	17 282	3 773	511	12.1	1.0
441222	Boat dealers	22	101 240	9 713	2 073	289	8.3	23.5
441229	All other motor vehicle dealers	8	7 326	984	223	61	15.0	4.8
4413	Automotive parts, accessories, and tire stores	220	246 772	45 069	10 696	1 789	8.1	4.9
44131	Automotive parts and accessories stores	161	176 610	31 592	7 654	1 345	6.7	3.8
441310	Automotive parts and accessories stores	161	176 610	31 592	7 654	1 345	6.7	3.8
44132	Tire dealers	59	70 162	13 477	3 042	444	11.5	7.8
441320	Tire dealers	59	70 162	13 477	3 042	444	11.5	7.8
442	Furniture and home furnishings stores	287	525 424	82 003	19 469	3 150	13.0	8.9
4421	Furniture stores	103	284 218	42 556	10 448	1 393	7.0	14.0
44211	Furniture stores	103	284 218	42 556	10 448	1 393	7.0	14.0
442110	Furniture stores	103	284 218	42 556	10 448	1 393	7.0	14.0
4422	Home furnishings stores	184	241 206	39 447	9 021	1 757	19.9	2.9
44221	Floor covering stores	85	134 369	24 285	5 609	722	25.0	5.2
442210	Floor covering stores	85	134 369	24 285	5 609	722	25.0	5.2
44229	Other home furnishings stores	99	106 837	15 162	3 412	1 035	13.5	—
442299	All other home furnishings stores	86	100 406	13 802	3 094	981	13.9	—
443	Electronics and appliance stores	232	543 570	59 395	14 631	2 459	7.7	3.8
4431	Electronics and appliance stores	232	543 570	59 395	14 631	2 459	7.7	3.8
44311	Appliance, television, and other electronics stores	161	453 693	47 927	11 847	1 919	8.2	2.6
443111	Household appliance stores	47	63 664	8 734	2 120	300	22.5	2.1
443112	Radio, television, and other electronics stores	114	390 029	39 193	9 727	1 619	5.9	2.7
44312	Computer and software stores	56	78 102	9 185	2 329	418	4.0	11.4
443120	Computer and software stores	56	78 102	9 185	2 329	418	4.0	11.4
44313	Camera and photographic supplies stores	15	11 775	2 283	455	122	11.8	—
443130	Camera and photographic supplies stores	15	11 775	2 283	455	122	11.8	—
444	Building material and garden equipment and supplies dealers	427	1 309 385	191 031	42 900	7 132	10.6	5.4
4441	Building material and supplies dealers	328	1 157 999	165 618	38 193	5 954	8.7	5.8
44411	Home centers	18	D	D	D	g	D	D
444110	Home centers	18	D	D	D	g	D	D
44412	Paint and wallpaper stores	43	D	D	D	c	D	D
444120	Paint and wallpaper stores	43	D	D	D	c	D	D
44413	Hardware stores	91	145 752	24 951	5 701	1 592	18.9	2.6
444130	Hardware stores	91	145 752	24 951	5 701	1 592	18.9	2.6
44419	Other building material dealers	176	533 868	90 359	20 118	2 319	12.9	11.7
444190	Other building material dealers	176	533 868	90 359	20 118	2 319	12.9	11.7
4442	Lawn and garden equipment and supplies stores	99	151 386	25 413	4 707	1 178	25.4	2.9
44421	Outdoor power equipment stores	33	28 915	4 514	1 007	190	13.7	.8
444210	Outdoor power equipment stores	33	28 915	4 514	1 007	190	13.7	.8
44422	Nursery, garden center, and farm supply stores	66	122 471	20 899	3 700	988	28.2	3.4
444220	Nursery, garden center, and farm supply stores	66	122 471	20 899	3 700	988	28.2	3.4

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
	MILWAUKEE-RACINE-WAUKESHA, WI COMBINED STATISTICAL AREA—Con.							
	Milwaukee-Waukesha-West Allis, WI Metropolitan Statistical Area—Con.							
44-45	Retail trade—Con.							
445	Food and beverage stores	631	2 530 324	242 098	59 670	15 581	10.9	26.3
4451	Grocery stores	394	2 309 791	219 546	54 370	13 997	8.6	28.0
44511	Supermarkets and other grocery (except convenience) stores	306	2 265 794	216 857	53 739	13 790	7.9	27.9
445110	Supermarkets and other grocery (except convenience) stores	306	2 265 794	216 857	53 739	13 790	7.9	27.9
44512	Convenience stores	88	43 997	2 689	631	207	46.9	33.0
445120	Convenience stores	88	43 997	2 689	631	207	46.9	33.0
4452	Specialty food stores	111	74 425	13 268	3 142	943	14.1	5.8
4453	Beer, wine, and liquor stores	126	146 108	9 284	2 158	641	44.5	9.1
44531	Beer, wine, and liquor stores	126	146 108	9 284	2 158	641	44.5	9.1
445310	Beer, wine, and liquor stores	126	146 108	9 284	2 158	641	44.5	9.1
446	Health and personal care stores	466	1 158 011	153 486	36 936	8 597	9.5	3.0
4461	Health and personal care stores	466	1 158 011	153 486	36 936	8 597	9.5	3.0
44611	Pharmacies and drug stores	237	1 009 197	122 299	29 324	7 089	8.6	1.0
446110	Pharmacies and drug stores	237	1 009 197	122 299	29 324	7 089	8.6	1.0
4461101	Pharmacies and drug stores	232	1 005 199	121 451	29 122	7 062	8.6	1.0
4461102	Proprietary stores	5	3 998	848	202	27	3.3	—
44612	Cosmetics, beauty supplies, and perfume stores	45	27 504	4 409	998	385	18.2	5.5
446120	Cosmetics, beauty supplies, and perfume stores	45	27 504	4 409	998	385	18.2	5.5
44613	Optical goods stores	96	48 957	11 300	2 935	537	8.9	4.0
446130	Optical goods stores	96	48 957	11 300	2 935	537	8.9	4.0
44619	Other health and personal care stores	88	72 353	15 478	3 679	586	18.8	28.5
446191	Food (health) supplement stores	44	15 892	2 276	598	188	31.5	.8
446199	All other health and personal care stores	44	56 461	13 202	3 081	398	15.2	36.3
447	Gasoline stations	501	1 358 079	62 744	15 168	4 118	29.5	7.8
4471	Gasoline stations	501	1 358 079	62 744	15 168	4 118	29.5	7.8
44711	Gasoline stations with convenience stores	413	1 036 636	50 125	12 186	3 486	32.8	7.9
447110	Gasoline stations with convenience stores	413	1 036 636	50 125	12 186	3 486	32.8	7.9
44719	Other gasoline stations	88	321 443	12 619	2 982	632	18.8	7.3
447190	Other gasoline stations	88	321 443	12 619	2 982	632	18.8	7.3
448	Clothing and clothing accessories stores	652	735 102	97 465	23 884	6 825	10.9	4.4
4481	Clothing stores	375	475 341	59 200	14 593	4 826	9.1	3.7
44811	Men's clothing stores	47	46 099	8 310	2 001	362	19.7	5.4
448110	Men's clothing stores	47	46 099	8 310	2 001	362	19.7	5.4
44812	Women's clothing stores	138	132 017	15 923	4 053	1 404	10.7	5.9
448120	Women's clothing stores	138	132 017	15 923	4 053	1 404	10.7	5.9
44813	Children's and infants' clothing stores	35	29 579	4 087	1 020	406	18.2	.1
448130	Children's and infants' clothing stores	35	29 579	4 087	1 020	406	18.2	.1
44814	Family clothing stores	82	195 680	19 586	4 606	1 788	3.4	2.7
448140	Family clothing stores	82	195 680	19 586	4 606	1 788	3.4	2.7
44815	Clothing accessories stores	23	15 919	2 048	499	140	10.3	—
448150	Clothing accessories stores	23	15 919	2 048	499	140	10.3	—
44819	Other clothing stores	50	56 047	9 246	2 414	726	11.6	3.2
448190	Other clothing stores	50	56 047	9 246	2 414	726	11.6	3.2
4482	Shoe stores	138	119 519	16 127	3 847	1 102	10.0	7.4
44821	Shoe stores	138	119 519	16 127	3 847	1 102	10.0	7.4
448210	Shoe stores	138	119 519	16 127	3 847	1 102	10.0	7.4
4482101	Men's shoe stores	10	D	D	D	D	D	D
4482102	Women's shoe stores	10	6 310	864	196	72	26.1	4.8
4482103	Children's and juveniles' shoe stores	3	D	D	D	D	D	D
4482104	Family shoe stores	89	67 998	9 547	2 377	593	4.5	7.7
4482105	Athletic footwear stores	26	34 467	4 323	1 033	393	20.4	.8
4483	Jewelry, luggage, and leather goods stores	139	140 242	22 138	5 444	897	17.5	4.0
44831	Jewelry stores	137	D	D	D	f	D	D
448310	Jewelry stores	137	D	D	D	f	D	D
451	Sporting goods, hobby, book, and music stores	341	408 994	49 483	11 407	3 789	11.6	7.7
4511	Sporting goods, hobby, and musical instrument stores	258	297 804	37 214	8 549	2 763	12.6	8.7
45111	Sporting goods stores	129	147 664	18 153	4 093	1 240	10.3	12.2
451110	Sporting goods stores	129	147 664	18 153	4 093	1 240	10.3	12.2
4511101	General-line sporting goods stores	31	48 679	5 649	1 207	405	6.3	3.6
4511102	Specialty-line sporting goods stores	98	98 985	12 504	2 886	835	12.3	16.4
45112	Hobby, toy, and game stores	62	93 554	9 679	2 259	906	12.8	4.3
451120	Hobby, toy, and game stores	62	93 554	9 679	2 259	906	12.8	4.3
45113	Sewing, needlework, and piece goods stores	35	25 158	3 444	837	298	15.4	3.6
451130	Sewing, needlework, and piece goods stores	35	25 158	3 444	837	298	15.4	3.6
45114	Musical instrument and supplies stores	32	31 428	5 938	1 360	319	20.5	9.3
451140	Musical instrument and supplies stores	32	31 428	5 938	1 360	319	20.5	9.3
4512	Book, periodical, and music stores	83	111 190	12 269	2 858	1 026	9.0	4.9
45121	Book stores and news dealers	48	77 236	8 751	1 964	719	10.0	2.0
451211	Book stores	47	D	D	D	f	D	D
4512111	Book stores, general	28	55 735	6 813	1 509	558	4.9	1.0
4512112	Specialty book stores	9	D	D	D	c	D	D
4512113	College book stores	10	12 976	774	194	53	23.4	5.3
451212	News dealers and newsstands	1	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, and record stores	35	33 954	3 518	894	307	6.9	11.3
451220	Prerecorded tape, compact disc, and record stores	35	33 954	3 518	894	307	6.9	11.3

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
MILWAUKEE-RACINE-WAUKESHA, WI COMBINED STATISTICAL AREA—Con.								
Milwaukee-Waukesha-West Allis, WI Metropolitan Statistical Area—Con.								
Retail trade—Con.								
44-45 452	General merchandise stores	141	2 223 842	210 319	51 658	13 466	.5	—
4521	Department stores	70	1 779 985	174 418	42 930	11 355	—	—
45210009	Department stores (incl. leased depts.) ³	70	1 831 439	174 418	42 930	11 355	—	—
45211	Department stores	70	1 779 985	174 418	42 930	11 355	—	—
452111	Department stores (except discount department stores) ..	19	490 343	58 720	15 017	3 708	—	—
452112	Discount department stores	51	1 289 642	115 698	27 913	7 647	—	—
4529	Other general merchandise stores	71	443 857	35 901	8 728	2 111	2.4	.2
45291	Warehouse clubs and supercenters	5	D	D	D	g	D	D
452910	Warehouse clubs and supercenters	5	D	D	D	g	D	D
45299	All other general merchandise stores	66	D	D	D	f	D	D
452990	All other general merchandise stores	66	D	D	D	f	D	D
4529901	Variety stores	42	37 889	4 144	981	320	5.7	1.3
4529904	Miscellaneous general merchandise stores	24	D	D	D	f	D	D
453	Miscellaneous store retailers	586	398 804	66 779	15 757	4 784	17.8	8.0
4531	Florists	115	36 210	8 691	2 143	703	27.1	11.0
45311	Florists	115	36 210	8 691	2 143	703	27.1	11.0
453110	Florists	115	36 210	8 691	2 143	703	27.1	11.0
4532	Office supplies, stationery, and gift stores	210	179 177	22 363	5 512	1 825	8.4	4.6
45321	Office supplies and stationery stores	33	102 068	10 283	2 697	562	1.3	1.0
453210	Office supplies and stationery stores	33	102 068	10 283	2 697	562	1.3	1.0
45322	Gift, novelty, and souvenir stores	177	77 109	12 080	2 815	1 263	17.7	9.3
453220	Gift, novelty, and souvenir stores	177	77 109	12 080	2 815	1 263	17.7	9.3
4533	Used merchandise stores	81	46 502	13 659	3 143	976	8.8	14.6
45331	Used merchandise stores	81	46 502	13 659	3 143	976	8.8	14.6
453310	Used merchandise stores	81	46 502	13 659	3 143	976	8.8	14.6
4539	Other miscellaneous store retailers	180	136 915	22 066	4 959	1 280	30.7	9.3
45391	Pet and pet supplies stores	47	47 652	7 051	1 727	642	22.4	10.3
453910	Pet and pet supplies stores	47	47 652	7 051	1 727	642	22.4	10.3
45392	Art dealers	32	12 706	2 019	511	131	51.1	4.8
453920	Art dealers	32	12 706	2 019	511	131	51.1	4.8
45399	All other miscellaneous store retailers	97	D	D	D	e	D	D
454	Nonstore retailers	269	660 950	75 930	18 433	2 602	13.2	4.8
4541	Electronic shopping and mail-order houses	84	478 275	39 493	9 072	1 246	14.0	4.2
45411	Electronic shopping and mail-order houses	84	478 275	39 493	9 072	1 246	14.0	4.2
4542	Vending machine operators	34	69 545	14 789	3 834	592	11.5	1.9
45421	Vending machine operators	34	69 545	14 789	3 834	592	11.5	1.9
454210	Vending machine operators	34	69 545	14 789	3 834	592	11.5	1.9
4543	Direct selling establishments	151	113 130	21 648	5 527	764	11.1	9.1
45431	Fuel dealers	22	32 077	3 895	987	121	3.5	19.9
454311	Heating oil dealers	12	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	8	18 541	2 668	662	74	—	30.9
454319	Other fuel dealers	2	D	D	D	a	D	D
45439	Other direct selling establishments	129	81 053	17 753	4 540	643	14.1	4.8
454390	Other direct selling establishments	129	81 053	17 753	4 540	643	14.1	4.8
Racine, WI Metropolitan Statistical Area								
44-45	Retail trade	689	1 895 046	177 562	42 030	9 815	5.8	5.0
441	Motor vehicle and parts dealers	97	576 910	41 306	9 574	1 250	5.6	1.4
4411	Automobile dealers	43	507 513	33 162	7 818	892	4.8	1.1
44112	Used car dealers	23	47 210	3 761	871	115	18.4	2.9
441120	Used car dealers	23	47 210	3 761	871	115	18.4	2.9
4412	Other motor vehicle dealers	17	41 915	3 311	598	126	9.7	.7
44121	Recreational vehicle dealers	2	D	D	D	b	D	D
441210	Recreational vehicle dealers	2	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	15	D	D	D	b	D	D
441221	Motorcycle dealers	7	16 348	941	172	36	14.7	—
441222	Boat dealers	6	D	D	D	b	D	D
441229	All other motor vehicle dealers	2	D	D	D	a	D	D
442	Furniture and home furnishings stores	30	43 601	7 509	1 747	332	12.9	3.5
4421	Furniture stores	14	20 942	3 496	844	202	3.5	7.0
44211	Furniture stores	14	20 942	3 496	844	202	3.5	7.0
442110	Furniture stores	14	20 942	3 496	844	202	3.5	7.0
4422	Home furnishings stores	16	22 659	4 013	903	130	21.6	.2
44221	Floor covering stores	9	17 177	3 321	776	99	27.7	—
442210	Floor covering stores	9	17 177	3 321	776	99	27.7	—

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
MILWAUKEE-RACINE-WAUKESHA, WI COMBINED STATISTICAL AREA—Con.								
Racine, WI Metropolitan Statistical Area—Con.								
Retail trade—Con.								
44-45	Retail trade—Con.							
443	Electronics and appliance stores	26	63 677	5 982	1 531	317	1.1	2.1
4431	Electronics and appliance stores	26	63 677	5 982	1 531	317	1.1	2.1
44311	Appliance, television, and other electronics stores	18	55 847	5 060	1 296	257	1.2	2.4
443112	Radio, television, and other electronics stores	13	53 337	4 538	1 175	234	1.3	2.6
44312	Computer and software stores	7	D	D	D	b	D	D
443120	Computer and software stores	7	D	D	D	b	D	D
444	Building material and garden equipment and supplies dealers ...	54	151 857	19 272	4 420	879	2.3	—
4441	Building material and supplies dealers	39	106 854	13 220	3 201	568	3.2	—
44419	Other building material dealers	22	29 951	4 289	969	143	11.2	—
444190	Other building material dealers	22	29 951	4 289	969	143	11.2	—
4442	Lawn and garden equipment and supplies stores	15	45 003	6 052	1 219	311	—	—
44422	Nursery, garden center, and farm supply stores	9	38 374	5 200	1 045	284	—	—
444220	Nursery, garden center, and farm supply stores	9	38 374	5 200	1 045	284	—	—
445	Food and beverage stores	74	255 634	25 877	6 209	1 750	5.6	16.3
4451	Grocery stores	44	233 500	23 778	5 688	1 565	4.7	17.0
4452	Specialty food stores	11	7 266	1 338	324	108	3.0	—
446	Health and personal care stores	46	116 059	13 099	3 331	676	3.8	1.1
4461	Health and personal care stores	46	116 059	13 099	3 331	676	3.8	1.1
4461102	Proprietary stores	3	1 702	300	72	12	—	—
447	Gasoline stations	95	206 408	10 701	2 504	725	19.8	15.9
4471	Gasoline stations	95	206 408	10 701	2 504	725	19.8	15.9
44711	Gasoline stations with convenience stores	80	147 345	7 298	1 690	529	18.9	13.9
447110	Gasoline stations with convenience stores	80	147 345	7 298	1 690	529	18.9	13.9
448	Clothing and clothing accessories stores	85	61 380	8 481	2 006	662	2.3	3.4
4481	Clothing stores	40	32 925	4 428	1 038	405	.2	4.4
44819	Other clothing stores	6	2 965	575	135	52	2.1	—
448190	Other clothing stores	6	2 965	575	135	52	2.1	—
4482103	Children's and juveniles' shoe stores	1	D	D	D	a	D	D
4483	Jewelry, luggage, and leather goods stores	27	16 220	2 651	669	137	8.5	2.5
451	Sporting goods, hobby, book, and music stores	42	44 313	5 346	1 274	425	.4	3.2
4511	Sporting goods, hobby, and musical instrument stores	31	32 396	3 912	926	305	.6	4.4
4512	Book, periodical, and music stores	11	11 917	1 434	348	120	—	—
45121	Book stores and news dealers	5	8 435	794	198	77	—	—
452	General merchandise stores	25	318 141	30 071	7 111	2 094	—	—
45299	All other general merchandise stores	13	D	D	D	c	D	D
452990	All other general merchandise stores	13	D	D	D	c	D	D
4529904	Miscellaneous general merchandise stores	3	D	D	D	c	D	D
453	Miscellaneous store retailers	83	37 747	6 736	1 597	528	12.2	4.0
4532	Office supplies, stationery, and gift stores	24	14 495	2 014	473	173	6.4	4.6
45321	Office supplies and stationery stores	3	8 505	1 055	240	60	—	—
453210	Office supplies and stationery stores	3	8 505	1 055	240	60	—	—
4533	Used merchandise stores	17	4 936	1 545	359	137	11.0	—
45331	Used merchandise stores	17	4 936	1 545	359	137	11.0	—
453310	Used merchandise stores	17	4 936	1 545	359	137	11.0	—
4539	Other miscellaneous store retailers	26	12 738	1 889	451	131	4.8	1.7
45391	Pet and pet supplies stores	5	5 629	752	174	63	2.5	—
453910	Pet and pet supplies stores	5	5 629	752	174	63	2.5	—
454	Nonstore retailers	32	19 319	3 182	726	177	14.1	11.5

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
MINNEAPOLIS-ST. PAUL-ST. CLOUD, MN-WI COMBINED STATISTICAL AREA								
44-45	Retail trade	12 416	42 580 716	4 363 418	1 056 519	210 239	9.6	5.0
441	Motor vehicle and parts dealers	1 277	10 606 083	843 881	191 732	24 005	12.3	3.4
4411	Automobile dealers	498	D	D	D	j	D	D
44111	New car dealers	291	D	D	D	j	D	D
441110	New car dealers	291	D	D	D	j	D	D
44112	Used car dealers	207	D	D	D	f	D	D
441120	Used car dealers	207	D	D	D	f	D	D
4412	Other motor vehicle dealers	214	757 478	75 647	15 395	2 306	20.7	6.5
44121	Recreational vehicle dealers	46	D	D	D	e	D	D
441210	Recreational vehicle dealers	46	D	D	D	e	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	168	D	D	D	g	D	D
441221	Motorcycle dealers	54	D	D	D	f	D	D
441222	Boat dealers	83	D	D	D	f	D	D
441229	All other motor vehicle dealers	31	D	D	D	c	D	D
4413	Automotive parts, accessories, and tire stores	565	D	D	D	i	D	D
44131	Automotive parts and accessories stores	406	D	D	D	h	D	D
441310	Automotive parts and accessories stores	406	D	D	D	h	D	D
44132	Tire dealers	159	D	D	D	g	D	D
441320	Tire dealers	159	D	D	D	g	D	D
442	Furniture and home furnishings stores	803	1 419 985	206 318	48 175	8 400	14.9	6.7
4421	Furniture stores	287	D	D	D	h	D	D
44211	Furniture stores	287	D	D	D	h	D	D
442110	Furniture stores	287	D	D	D	h	D	D
4422	Home furnishings stores	516	D	D	D	h	D	D
44221	Floor covering stores	220	D	D	D	g	D	D
442210	Floor covering stores	220	D	D	D	g	D	D
44229	Other home furnishings stores	296	D	D	D	h	D	D
442291	Window treatment stores	21	D	D	D	c	D	D
442299	All other home furnishings stores	275	D	D	D	h	D	D
443	Electronics and appliance stores	542	1 599 628	166 308	41 947	7 054	6.9	2.8
4431	Electronics and appliance stores	542	1 599 628	166 308	41 947	7 054	6.9	2.8
44311	Appliance, television, and other electronics stores	355	1 270 290	123 793	31 770	5 158	4.7	1.8
443111	Household appliance stores	124	D	D	D	g	D	D
443112	Radio, television, and other electronics stores	231	D	D	D	h	D	D
44312	Computer and software stores	123	D	D	D	g	D	D
443120	Computer and software stores	123	D	D	D	g	D	D
44313	Camera and photographic supplies stores	64	D	D	D	f	D	D
443130	Camera and photographic supplies stores	64	D	D	D	f	D	D
444	Building material and garden equipment and supplies dealers	1 080	3 809 764	467 958	112 461	16 957	5.8	6.0
4441	Building material and supplies dealers	820	3 374 849	414 272	101 482	14 480	5.1	5.8
44411	Home centers	60	D	D	D	i	D	D
444110	Home centers	60	D	D	D	i	D	D
44412	Paint and wallpaper stores	96	D	D	D	f	D	D
444120	Paint and wallpaper stores	96	D	D	D	f	D	D
44413	Hardware stores	236	D	D	D	h	D	D
444130	Hardware stores	236	D	D	D	h	D	D
44419	Other building material dealers	428	D	D	D	i	D	D
444190	Other building material dealers	428	D	D	D	i	D	D
4442	Lawn and garden equipment and supplies stores	260	434 915	53 686	10 979	2 477	11.1	7.2
44421	Outdoor power equipment stores	50	D	D	D	e	D	D
444210	Outdoor power equipment stores	50	D	D	D	e	D	D
44422	Nursery, garden center, and farm supply stores	210	D	D	D	g	D	D
444220	Nursery, garden center, and farm supply stores	210	D	D	D	g	D	D
445	Food and beverage stores	1 442	6 098 542	624 375	152 367	36 984	8.1	10.8
4451	Grocery stores	700	5 283 564	544 300	133 655	31 498	6.6	11.7
44511	Supermarkets and other grocery (except convenience) stores	532	5 188 405	536 268	131 721	30 796	5.8	11.7
445110	Supermarkets and other grocery (except convenience) stores	532	5 188 405	536 268	131 721	30 796	5.8	11.7
44512	Convenience stores	168	95 159	8 032	1 934	702	51.5	14.6
445120	Convenience stores	168	95 159	8 032	1 934	702	51.5	14.6
4452	Specialty food stores	264	D	D	D	g	D	D
4453	Beer, wine, and liquor stores	478	D	D	D	h	D	D
44531	Beer, wine, and liquor stores	478	D	D	D	h	D	D
445310	Beer, wine, and liquor stores	478	D	D	D	h	D	D

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
MINNEAPOLIS-ST. PAUL-ST. CLOUD, MN-WI COMBINED STATISTICAL AREA—Con.								
44-45	Retail trade—Con.							
446	Health and personal care stores	848	1 908 226	235 170	56 352	13 335	12.4	2.3
4461	Health and personal care stores	848	1 908 226	235 170	56 352	13 335	12.4	2.3
44611	Pharmacies and drug stores	345	D	D	D	i	D	D
446110	Pharmacies and drug stores	345	D	D	D	i	D	D
4461101	Pharmacies and drug stores	343	D	D	D	i	D	D
4461102	Proprietary stores	2	D	D	D	b	D	D
44612	Cosmetics, beauty supplies, and perfume stores	96	D	D	D	g	D	D
446120	Cosmetics, beauty supplies, and perfume stores	96	D	D	D	g	D	D
44613	Optical goods stores	205	D	D	D	g	D	D
446130	Optical goods stores	205	D	D	D	g	D	D
44619	Other health and personal care stores	202	D	D	D	g	D	D
446191	Food (health) supplement stores	112	D	D	D	f	D	D
446199	All other health and personal care stores	90	93 224	22 560	5 304	685	12.6	2.9
447	Gasoline stations	1 302	3 319 279	222 440	54 935	14 185	13.9	3.8
4471	Gasoline stations	1 302	3 319 279	222 440	54 935	14 185	13.9	3.8
44711	Gasoline stations with convenience stores	1 110	2 936 452	187 721	46 553	12 377	12.0	3.8
447110	Gasoline stations with convenience stores	1 110	2 936 452	187 721	46 553	12 377	12.0	3.8
44719	Other gasoline stations	192	382 827	34 719	8 382	1 808	28.6	4.1
447190	Other gasoline stations	192	382 827	34 719	8 382	1 808	28.6	4.1
448	Clothing and clothing accessories stores	1 587	2 045 114	272 062	64 804	18 559	8.9	5.9
4481	Clothing stores	982	D	D	D	j	D	D
44811	Men's clothing stores	87	77 253	12 527	3 009	597	14.0	4.0
448110	Men's clothing stores	87	77 253	12 527	3 009	597	14.0	4.0
44812	Women's clothing stores	357	D	D	D	h	D	D
448120	Women's clothing stores	357	D	D	D	h	D	D
44813	Children's and infants' clothing stores	74	D	D	D	f	D	D
448130	Children's and infants' clothing stores	74	D	D	D	f	D	D
44814	Family clothing stores	277	826 724	98 116	22 520	7 453	4.9	7.0
448140	Family clothing stores	277	826 724	98 116	22 520	7 453	4.9	7.0
44815	Clothing accessories stores	72	D	D	D	e	D	D
448150	Clothing accessories stores	72	D	D	D	e	D	D
44819	Other clothing stores	115	D	D	D	g	D	D
448190	Other clothing stores	115	D	D	D	g	D	D
4482	Shoe stores	288	D	D	D	g	D	D
44821	Shoe stores	288	D	D	D	g	D	D
448210	Shoe stores	288	D	D	D	g	D	D
4482101	Men's shoe stores	27	D	D	D	c	D	D
4482102	Women's shoe stores	35	D	D	D	e	D	D
4482103	Children's and juveniles' shoe stores	13	D	D	D	b	D	D
4482104	Family shoe stores	157	D	D	D	g	D	D
4482105	Athletic footwear stores	56	62 116	6 589	1 583	489	4.1	-
4483	Jewelry, luggage, and leather goods stores	317	D	D	D	g	D	D
44831	Jewelry stores	294	D	D	D	g	D	D
448310	Jewelry stores	294	D	D	D	g	D	D
44832	Luggage and leather goods stores	23	15 244	3 147	807	167	28.8	.1
448320	Luggage and leather goods stores	23	15 244	3 147	807	167	28.8	.1
451	Sporting goods, hobby, book, and music stores	853	1 207 716	147 894	35 790	11 088	10.3	3.3
4511	Sporting goods, hobby, and musical instrument stores	642	D	D	D	i	D	D
45111	Sporting goods stores	365	D	D	D	h	D	D
451110	Sporting goods stores	365	D	D	D	h	D	D
4511101	General-line sporting goods stores	103	D	D	D	g	D	D
4511102	Specialty-line sporting goods stores	262	D	D	D	h	D	D
45112	Hobby, toy, and game stores	136	D	D	D	g	D	D
451120	Hobby, toy, and game stores	136	D	D	D	g	D	D
45113	Sewing, needlework, and piece goods stores	79	93 807	11 702	2 843	1 018	8.2	2.6
451130	Sewing, needlework, and piece goods stores	79	93 807	11 702	2 843	1 018	8.2	2.6
45114	Musical instrument and supplies stores	62	D	D	D	f	D	D
451140	Musical instrument and supplies stores	62	D	D	D	f	D	D
4512	Book, periodical, and music stores	211	D	D	D	h	D	D
45121	Book stores and news dealers	140	D	D	D	g	D	D
451211	Book stores	128	D	D	D	g	D	D
4512111	Book stores, general	82	D	D	D	g	D	D
4512112	Specialty book stores	33	D	D	D	c	D	D
4512113	College book stores	13	D	D	D	c	D	D
451212	News dealers and newsstands	12	D	D	D	b	D	D
45122	Prerecorded tape, compact disc, and record stores	71	D	D	D	f	D	D
451220	Prerecorded tape, compact disc, and record stores	71	D	D	D	f	D	D
452	General merchandise stores	311	D	D	D	k	D	D
4521	Department stores	144	D	D	D	k	D	D
45210009	Department stores (incl. leased depts.) ³	144	D	D	D	k	D	D
45211	Department stores	144	D	D	D	k	D	D
452111	Department stores (except discount department stores) ..	43	D	D	D	j	D	D
452112	Discount department stores	101	D	D	D	j	D	D
4529	Other general merchandise stores	167	D	D	D	i	D	D
45291	Warehouse clubs and supercenters	21	D	D	D	h	D	D
452910	Warehouse clubs and supercenters	21	D	D	D	h	D	D
45299	All other general merchandise stores	146	D	D	D	g	D	D
452990	All other general merchandise stores	146	D	D	D	g	D	D
4529901	Variety stores	88	D	D	D	f	D	D
4529904	Miscellaneous general merchandise stores	58	D	D	D	f	D	D

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
MINNEAPOLIS-ST. PAUL-ST. CLOUD, MN-WI COMBINED STATISTICAL AREA—Con.								
44-45	Retail trade—Con.							
453	Miscellaneous store retailers	1 563	D	D	D	j	D	D
4531	Florists	255	D	D	D	g	D	D
45311	Florists	255	D	D	D	g	D	D
453110	Florists	255	D	D	D	g	D	D
4532	Office supplies, stationery, and gift stores	567	D	D	D	i	D	D
45321	Office supplies and stationery stores	94	D	D	D	g	D	D
453210	Office supplies and stationery stores	94	D	D	D	g	D	D
45322	Gift, novelty, and souvenir stores	473	D	D	D	h	D	D
453220	Gift, novelty, and souvenir stores	473	D	D	D	h	D	D
4533	Used merchandise stores	191	D	D	D	g	D	D
45331	Used merchandise stores	191	D	D	D	g	D	D
453310	Used merchandise stores	191	D	D	D	g	D	D
4539	Other miscellaneous store retailers	550	D	D	D	h	D	D
45391	Pet and pet supplies stores	117	135 862	19 598	4 323	1 620	9.9	3.6
453910	Pet and pet supplies stores	117	135 862	19 598	4 323	1 620	9.9	3.6
45392	Art dealers	89	D	D	D	e	D	D
453920	Art dealers	89	D	D	D	e	D	D
45393	Manufactured (mobile) home dealers	30	D	D	D	c	D	D
453930	Manufactured (mobile) home dealers	30	D	D	D	c	D	D
45399	All other miscellaneous store retailers	314	D	D	D	g	D	D
454	Nonstore retailers	808	3 523 900	430 275	117 556	12 187	14.4	8.9
4541	Electronic shopping and mail-order houses	261	D	D	D	i	D	D
45411	Electronic shopping and mail-order houses	261	D	D	D	i	D	D
4542	Vending machine operators	113	D	D	D	g	D	D
45421	Vending machine operators	113	D	D	D	g	D	D
454210	Vending machine operators	113	D	D	D	g	D	D
4543	Direct selling establishments	434	D	D	D	h	D	D
45431	Fuel dealers	69	D	D	D	e	D	D
454311	Heating oil dealers	21	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	48	80 003	10 996	2 886	373	10.6	10.2
45439	Other direct selling establishments	365	D	D	D	h	D	D
454390	Other direct selling establishments	365	D	D	D	h	D	D
Faribault-Northfield, MN Micropolitan Statistical Area								
44-45	Retail trade	231	511 406	51 666	12 523	2 972	10.9	2.5
441	Motor vehicle and parts dealers	35	153 439	11 580	2 815	400	5.9	—
4412	Other motor vehicle dealers	5	19 830	1 496	306	46	14.7	—
44122	Motorcycle, boat, and other motor vehicle dealers	3	D	D	D	b	D	D
441221	Motorcycle dealers	2	D	D	D	b	D	D
442	Furniture and home furnishings stores	13	10 853	1 430	403	75	18.7	21.2
443	Electronics and appliance stores	16	7 877	1 127	265	61	25.9	9.0
444	Building material and garden equipment and supplies dealers	27	40 130	4 703	1 122	210	7.6	3.7
445	Food and beverage stores	22	92 789	10 447	2 263	628	4.8	.2
446	Health and personal care stores	9	18 804	1 938	513	133	47.2	—
447	Gasoline stations	24	59 543	3 792	1 017	339	7.4	—
448	Clothing and clothing accessories stores	24	12 023	2 324	570	202	30.1	—
451	Sporting goods, hobby, book, and music stores	16	3 709	570	130	51	33.5	5.0
452	General merchandise stores	6	D	D	D	e	D	D
453	Miscellaneous store retailers	27	D	D	D	c	D	D
4539	Other miscellaneous store retailers	12	D	D	D	b	D	D
454	Nonstore retailers	12	32 750	5 596	1 458	312	38.4	23.0
4542	Vending machine operators	2	D	D	D	c	D	D
45421	Vending machine operators	2	D	D	D	c	D	D
454210	Vending machine operators	2	D	D	D	c	D	D
4543	Direct selling establishments	7	13 012	1 966	514	90	3.0	—
454312	Liquefied petroleum gas (bottled gas) dealers	3	D	D	D	b	D	D

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

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							From admini- strative records ¹	Estimated ²
MINNEAPOLIS-ST. PAUL-ST. CLOUD, MN-WI COMBINED STATISTICAL AREA—Con.								
Hutchinson, MN Micropolitan Statistical Area								
44-45	Retail trade	183	398 723	39 971	9 516	2 584	15.5	1.5
441	Motor vehicle and parts dealers	26	62 702	6 112	1 354	221	37.1	—
442	Furniture and home furnishings stores	13	10 254	1 357	328	76	46.4	1.8
443	Electronics and appliance stores	5	2 091	258	60	9	72.0	3.6
444	Building material and garden equipment and supplies dealers ...	20	72 422	6 487	1 681	349	3.1	—
4442	Lawn and garden equipment and supplies stores	6	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	6	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	6	D	D	D	b	D	D
445	Food and beverage stores	13	62 390	6 041	1 452	517	13.0	1.7
446	Health and personal care stores	11	13 571	1 926	385	83	21.0	—
447	Gasoline stations	26	44 258	2 943	807	293	15.3	7.0
448	Clothing and clothing accessories stores	22	12 108	2 227	550	182	3.5	8.7
451	Sporting goods, hobby, book, and music stores	9	D	D	D	b	D	D
452	General merchandise stores	10	92 675	9 564	2 182	655	.7	—
453	Miscellaneous store retailers	19	D	D	D	b	D	D
45321	Office supplies and stationery stores	1	D	D	D	b	D	D
453210	Office supplies and stationery stores	1	D	D	D	b	D	D
4539	Other miscellaneous store retailers	5	D	D	D	b	D	D
454	Nonstore retailers	9	11 058	1 626	405	64	34.9	.2
Minneapolis-St. Paul-Bloomington, MN-WI Metropolitan Statistical Area								
44-45	Retail trade	10 896	38 699 748	3 991 408	968 233	189 192	9.3	5.3
441	Motor vehicle and parts dealers	1 073	9 599 695	766 706	174 002	21 441	11.9	3.7
4411	Automobile dealers	417	8 402 349	590 336	135 331	15 099	11.1	3.2
44111	New car dealers	242	8 066 545	573 787	131 465	14 509	9.5	3.1
441110	New car dealers	242	8 066 545	573 787	131 465	14 509	9.5	3.1
44112	Used car dealers	175	335 804	16 549	3 866	590	50.6	6.2
441120	Used car dealers	175	335 804	16 549	3 866	590	50.6	6.2
4412	Other motor vehicle dealers	178	631 192	65 575	13 287	1 984	22.2	6.9
44121	Recreational vehicle dealers	37	155 792	13 532	2 614	388	22.8	9.2
441210	Recreational vehicle dealers	37	155 792	13 532	2 614	388	22.8	9.2
44122	Motorcycle, boat, and other motor vehicle dealers	141	475 400	52 043	10 673	1 596	21.9	6.2
441221	Motorcycle dealers	43	217 083	25 264	4 927	758	18.3	.6
441222	Boat dealers	72	188 860	20 708	4 314	621	19.7	14.2
441229	All other motor vehicle dealers	26	69 457	6 071	1 432	217	39.6	1.6
4413	Automotive parts, accessories, and tire stores	478	566 154	110 795	25 384	4 358	12.3	6.8
44131	Automotive parts and accessories stores	344	348 568	65 442	15 383	2 811	11.4	9.7
441310	Automotive parts and accessories stores	344	348 568	65 442	15 383	2 811	11.4	9.7
44132	Tire dealers	134	217 586	45 353	10 001	1 547	13.7	2.1
441320	Tire dealers	134	217 586	45 353	10 001	1 547	13.7	2.1
442	Furniture and home furnishings stores	720	1 324 307	191 653	44 729	7 815	14.6	6.9
4421	Furniture stores	254	691 133	98 746	22 575	3 335	13.5	8.7
44211	Furniture stores	254	691 133	98 746	22 575	3 335	13.5	8.7
442110	Furniture stores	254	691 133	98 746	22 575	3 335	13.5	8.7
4422	Home furnishings stores	466	633 174	92 907	22 154	4 480	15.9	4.8
44221	Floor covering stores	192	331 913	50 350	11 906	1 448	18.3	6.3
442210	Floor covering stores	192	331 913	50 350	11 906	1 448	18.3	6.3
44229	Other home furnishings stores	274	301 261	42 557	10 248	3 032	13.2	3.2
442291	Window treatment stores	19	13 004	2 642	599	100	15.6	.2
442299	All other home furnishings stores	255	288 257	39 915	9 649	2 932	13.1	3.4
443	Electronics and appliance stores	478	1 485 657	153 041	38 690	6 444	7.0	2.4
4431	Electronics and appliance stores	478	1 485 657	153 041	38 690	6 444	7.0	2.4
44311	Appliance, television, and other electronics stores	304	1 168 600	112 979	29 079	4 648	4.6	1.7
443111	Household appliance stores	102	180 148	28 999	8 366	852	8.2	2.0
443112	Radio, television, and other electronics stores	202	988 452	83 980	20 713	3 796	3.9	1.6
44312	Computer and software stores	112	238 012	26 006	6 493	969	20.7	6.7
443120	Computer and software stores	112	238 012	26 006	6 493	969	20.7	6.7
44313	Camera and photographic supplies stores	62	79 045	14 056	3 118	827	1.5	.6
443130	Camera and photographic supplies stores	62	79 045	14 056	3 118	827	1.5	.6

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MINNEAPOLIS-ST. PAUL-ST. CLOUD, MN-WI COMBINED STATISTICAL AREA—Con.								
Minneapolis-St. Paul-Bloomington, MN-WI Metropolitan Statistical Area—Con.								
44-45	Retail trade—Con.							
444	Building material and garden equipment and supplies dealers . . .	897	3 299 723	412 245	99 508	14 742	5.1	6.6
4441	Building material and supplies dealers	691	2 986 387	368 942	90 736	12 689	4.7	6.4
44411	Home centers	52	D	D	D	i	D	D
444110	Home centers	52	D	D	D	i	D	D
44412	Paint and wallpaper stores	88	D	D	D	f	D	D
444120	Paint and wallpaper stores	88	D	D	D	f	D	D
44413	Hardware stores	194	254 987	38 571	8 982	2 367	17.7	4.1
444130	Hardware stores	194	254 987	38 571	8 982	2 367	17.7	4.1
44419	Other building material dealers	357	1 255 466	184 698	44 028	4 374	6.4	14.2
444190	Other building material dealers	357	1 255 466	184 698	44 028	4 374	6.4	14.2
4442	Lawn and garden equipment and supplies stores	206	313 336	43 303	8 772	2 053	9.7	8.9
44421	Outdoor power equipment stores	39	63 805	8 138	1 654	256	10.2	.5
444210	Outdoor power equipment stores	39	63 805	8 138	1 654	256	10.2	.5
44422	Nursery, garden center, and farm supply stores	167	249 531	35 165	7 118	1 797	9.6	11.0
444220	Nursery, garden center, and farm supply stores	167	249 531	35 165	7 118	1 797	9.6	11.0
445	Food and beverage stores	1 282	5 540 890	569 767	139 574	32 753	7.6	11.7
4451	Grocery stores	625	4 793 189	496 783	122 457	27 807	6.2	12.9
44511	Supermarkets and other grocery (except convenience) stores	466	4 699 867	488 991	120 590	27 127	5.3	12.9
445110	Supermarkets and other grocery (except convenience) stores	466	4 699 867	488 991	120 590	27 127	5.3	12.9
44512	Convenience stores	159	93 322	7 792	1 867	680	51.1	14.3
445120	Convenience stores	159	93 322	7 792	1 867	680	51.1	14.3
4452	Specialty food stores	234	113 256	22 917	5 157	1 388	29.5	9.9
4453	Beer, wine, and liquor stores	423	634 445	50 067	11 960	3 558	14.3	3.5
44531	Beer, wine, and liquor stores	423	634 445	50 067	11 960	3 558	14.3	3.5
445310	Beer, wine, and liquor stores	423	634 445	50 067	11 960	3 558	14.3	3.5
446	Health and personal care stores	764	1 767 453	218 417	52 372	12 388	11.0	2.3
4461	Health and personal care stores	764	1 767 453	218 417	52 372	12 388	11.0	2.3
44611	Pharmacies and drug stores	305	1 471 559	153 692	36 683	9 118	10.7	2.3
446110	Pharmacies and drug stores	305	1 471 559	153 692	36 683	9 118	10.7	2.3
4461101	Pharmacies and drug stores	304	D	D	D	i	D	D
4461102	Proprietary stores	1	D	D	D	b	D	D
44612	Cosmetics, beauty supplies, and perfume stores	92	64 399	10 013	2 347	1 020	9.2	.6
446120	Cosmetics, beauty supplies, and perfume stores	92	64 399	10 013	2 347	1 020	9.2	.6
44613	Optical goods stores	185	101 502	25 514	6 446	1 041	12.7	2.8
446130	Optical goods stores	185	101 502	25 514	6 446	1 041	12.7	2.8
44619	Other health and personal care stores	182	129 993	29 198	6 896	1 209	14.1	2.9
446191	Food (health) supplement stores	104	42 784	8 103	1 936	583	17.8	3.3
446199	All other health and personal care stores	78	87 209	21 095	4 960	626	12.2	2.7
447	Gasoline stations	1 115	2 914 330	198 110	48 845	12 132	13.5	4.0
4471	Gasoline stations	1 115	2 914 330	198 110	48 845	12 132	13.5	4.0
44711	Gasoline stations with convenience stores	954	2 616 789	168 190	41 662	10 611	11.3	4.0
447110	Gasoline stations with convenience stores	954	2 616 789	168 190	41 662	10 611	11.3	4.0
44719	Other gasoline stations	161	297 541	29 920	7 183	1 521	32.8	4.8
447190	Other gasoline stations	161	297 541	29 920	7 183	1 521	32.8	4.8
448	Clothing and clothing accessories stores	1 427	1 928 634	255 739	60 870	17 303	9.0	6.1
4481	Clothing stores	887	1 425 109	183 301	42 706	13 590	7.0	6.1
44811	Men's clothing stores	76	71 565	11 767	2 833	536	15.1	4.1
448110	Men's clothing stores	76	71 565	11 767	2 833	536	15.1	4.1
44812	Women's clothing stores	323	353 379	45 733	10 661	3 572	8.9	5.6
448120	Women's clothing stores	323	353 379	45 733	10 661	3 572	8.9	5.6
44813	Children's and infants' clothing stores	71	86 471	9 909	2 425	937	4.0	2.9
448130	Children's and infants' clothing stores	71	86 471	9 909	2 425	937	4.0	2.9
44814	Family clothing stores	253	787 226	93 492	21 375	7 007	4.9	7.3
448140	Family clothing stores	253	787 226	93 492	21 375	7 007	4.9	7.3
44815	Clothing accessories stores	63	25 269	4 267	1 056	317	7.9	8.6
448150	Clothing accessories stores	63	25 269	4 267	1 056	317	7.9	8.6
44819	Other clothing stores	101	101 199	18 133	4 356	1 221	13.8	2.1
448190	Other clothing stores	101	101 199	18 133	4 356	1 221	13.8	2.1
4482	Shoe stores	251	207 800	25 603	6 327	1 787	7.5	6.7
44821	Shoe stores	251	207 800	25 603	6 327	1 787	7.5	6.7
448210	Shoe stores	251	207 800	25 603	6 327	1 787	7.5	6.7
4482101	Men's shoe stores	25	12 866	2 105	515	98	26.6	12.6
4482102	Women's shoe stores	33	15 589	2 917	720	263	15.3	9.7
4482103	Children's and juveniles' shoe stores	12	5 832	940	236	78	9.6	—
4482104	Family shoe stores	135	117 583	13 942	3 495	917	5.7	9.1
4482105	Athletic footwear stores	46	55 930	5 699	1 361	431	4.6	—
4483	Jewelry, luggage, and leather goods stores	289	295 725	46 835	11 837	1 926	19.3	5.6
44831	Jewelry stores	266	280 481	43 688	11 030	1 759	18.8	5.9
448310	Jewelry stores	266	280 481	43 688	11 030	1 759	18.8	5.9
44832	Luggage and leather goods stores	23	15 244	3 147	807	167	28.8	.1
448320	Luggage and leather goods stores	23	15 244	3 147	807	167	28.8	.1

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—		
							From admini- strative records ¹	Estimated ²	
	MINNEAPOLIS-ST. PAUL-ST. CLOUD, MN-WI COMBINED STATISTICAL AREA—Con.								
	Minneapolis-St. Paul-Bloomington, MN-WI Metropolitan Statistical Area—Con.								
44-45	Retail trade—Con.								
451	Sporting goods, hobby, book, and music stores	765	1 109 600	136 908	33 136	10 078	10.5	3.5	
4511	Sporting goods, hobby, and musical instrument stores	574	864 607	106 889	25 525	7 594	11.0	2.6	
45111	Sporting goods stores	326	504 041	59 087	14 020	3 947	11.1	2.3	
451110	Sporting goods stores	326	504 041	59 087	14 020	3 947	11.1	2.3	
4511101	General-line sporting goods stores	88	209 892	22 429	5 388	1 599	9.0	3.6	
4511102	Specialty-line sporting goods stores	238	294 149	36 658	8 632	2 348	12.7	1.4	
45112	Hobby, toy, and game stores	124	180 240	22 256	5 154	2 149	11.9	3.3	
451120	Hobby, toy, and game stores	124	180 240	22 256	5 154	2 149	11.9	3.3	
45113	Sewing, needlework, and piece goods stores	68	85 895	10 794	2 623	932	8.6	2.7	
451130	Sewing, needlework, and piece goods stores	68	85 895	10 794	2 623	932	8.6	2.7	
45114	Musical instrument and supplies stores	56	94 431	14 752	3 728	566	10.6	2.3	
451140	Musical instrument and supplies stores	56	94 431	14 752	3 728	566	10.6	2.3	
4512	Book, periodical, and music stores	191	244 993	30 019	7 611	2 484	8.5	6.5	
45121	Book stores and news dealers	126	182 772	22 013	5 524	1 874	7.8	2.1	
451211	Book stores	114	D	D	D	g	D	D	
4512111	Book stores, general	76	147 177	17 903	4 475	1 527	6.7	2.5	
4512112	Specialty book stores	29	12 510	1 776	423	202	15.5	1.7	
4512113	College book stores	9	D	D	D	b	D	D	
451212	News dealers and newsstands	12	D	D	D	b	D	D	
45122	Prerecorded tape, compact disc, and record stores	65	62 221	8 006	2 087	610	10.7	19.5	
451220	Prerecorded tape, compact disc, and record stores	65	62 221	8 006	2 087	610	10.7	19.5	
452	General merchandise stores	265	5 304 442	518 346	126 952	31 380	.3	.1	
4521	Department stores	126	3 966 929	412 258	103 695	26 255	—	—	
45210009	Department stores (incl. leased depts.) ³	126	4 120 059	412 258	103 695	26 255	—	—	
45211	Department stores	126	3 966 929	412 258	103 695	26 255	—	—	
452111	Department stores (except discount department stores) ..	39	1 130 073	153 825	37 361	10 141	—	—	
452112	Discount department stores	87	2 836 856	258 633	66 334	16 114	—	—	
4529	Other general merchandise stores	139	1 337 513	106 088	23 257	5 125	1.3	.5	
45291	Warehouse clubs and supercenters	19	1 029 856	81 125	17 374	3 829	—	—	
452910	Warehouse clubs and supercenters	19	1 029 856	81 125	17 374	3 829	—	—	
45299	All other general merchandise stores	120	307 657	24 963	5 883	1 296	5.8	2.4	
452990	All other general merchandise stores	120	307 657	24 963	5 883	1 296	5.8	2.4	
4529901	Variety stores	72	52 883	6 660	1 585	554	9.8	8.9	
4529904	Miscellaneous general merchandise stores	48	254 774	18 303	4 298	742	5.0	1.0	
453	Miscellaneous store retailers	1 394	1 044 509	161 574	37 496	11 536	17.3	8.7	
4531	Florists	218	123 187	24 556	5 909	1 983	23.5	7.3	
45311	Florists	218	123 187	24 556	5 909	1 983	23.5	7.3	
453110	Florists	218	123 187	24 556	5 909	1 983	23.5	7.3	
4532	Office supplies, stationery, and gift stores	512	450 663	61 901	14 647	4 743	9.5	6.6	
45321	Office supplies and stationery stores	88	208 105	21 802	5 301	1 335	1.3	1.3	
453210	Office supplies and stationery stores	88	208 105	21 802	5 301	1 335	1.3	1.3	
45322	Gift, novelty, and souvenir stores	424	242 558	40 099	9 346	3 408	16.6	11.1	
453220	Gift, novelty, and souvenir stores	424	242 558	40 099	9 346	3 408	16.6	11.1	
4533	Used merchandise stores	165	93 849	22 654	5 533	1 717	13.7	12.9	
45331	Used merchandise stores	165	93 849	22 654	5 533	1 717	13.7	12.9	
453310	Used merchandise stores	165	93 849	22 654	5 533	1 717	13.7	12.9	
4539	Other miscellaneous store retailers	499	376 810	52 463	11 407	3 093	25.5	10.5	
45391	Pet and pet supplies stores	105	128 020	18 395	4 071	1 525	10.5	3.8	
453910	Pet and pet supplies stores	105	128 020	18 395	4 071	1 525	10.5	3.8	
45392	Art dealers	82	29 981	5 296	1 277	271	41.3	6.6	
453920	Art dealers	82	29 981	5 296	1 277	271	41.3	6.6	
45393	Manufactured (mobile) home dealers	24	40 889	4 570	1 126	165	19.9	7.6	
453930	Manufactured (mobile) home dealers	24	40 889	4 570	1 126	165	19.9	7.6	
45399	All other miscellaneous store retailers	288	177 920	24 202	4 933	1 132	34.8	16.7	
454	Nonstore retailers	716	3 380 508	408 902	112 059	11 180	14.0	8.9	
4541	Electronic shopping and mail-order houses	246	2 679 915	286 784	80 448	7 360	13.6	5.9	
45411	Electronic shopping and mail-order houses	246	2 679 915	286 784	80 448	7 360	13.6	5.9	
4542	Vending machine operators	100	113 098	21 658	6 345	885	25.2	3.0	
45421	Vending machine operators	100	113 098	21 658	6 345	885	25.2	3.0	
454210	Vending machine operators	100	113 098	21 658	6 345	885	25.2	3.0	
4543	Direct selling establishments	370	587 495	100 460	25 266	2 935	13.7	23.7	
45431	Fuel dealers	47	122 070	9 782	2 539	321	8.8	8.0	
454311	Heating oil dealers	17	67 045	1 932	444	60	6.3	4.8	
454312	Liquefied petroleum gas (bottled gas) dealers	30	55 025	7 850	2 095	261	11.8	11.9	
45439	Other direct selling establishments	323	465 425	90 678	22 727	2 614	15.0	27.8	
454390	Other direct selling establishments	323	465 425	90 678	22 727	2 614	15.0	27.8	

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
MINNEAPOLIS-ST. PAUL-ST. CLOUD, MN-WI COMBINED STATISTICAL AREA—Con.								
Red Wing, MN Micropolitan Statistical Area								
44-45	Retail trade	256	475 275	44 945	10 554	2 589	27.9	2.2
441	Motor vehicle and parts dealers	37	151 405	11 874	2 749	416	31.6	1.3
4412	Other motor vehicle dealers	8	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	7	D	D	D	b	D	D
441229	All other motor vehicle dealers	3	D	D	D	a	D	D
442	Furniture and home furnishings stores	19	9 627	1 611	403	101	50.1	4.6
443	Electronics and appliance stores	10	6 117	753	190	41	26.4	5.3
444	Building material and garden equipment and supplies dealers ...	33	85 287	7 055	1 645	270	18.5	3.0
4442	Lawn and garden equipment and supplies stores	9	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	7	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	7	D	D	D	b	D	D
445	Food and beverage stores	30	87 604	9 596	2 158	758	17.7	2.8
4452	Specialty food stores	5	3 832	893	195	32	27.3	8.5
446	Health and personal care stores	10	23 588	2 596	620	144	67.6	—
447	Gasoline stations	33	58 917	4 442	1 103	354	37.5	1.4
448	Clothing and clothing accessories stores	26	13 266	1 713	442	131	19.8	4.7
4482101	Men's shoe stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	11	D	D	D	b	D	D
452	General merchandise stores	5	D	D	D	c	D	D
453	Miscellaneous store retailers	30	D	D	D	c	D	D
454	Nonstore retailers	12	13 385	1 716	433	70	28.8	—
St. Cloud, MN Metropolitan Statistical Area								
44-45	Retail trade	850	2 495 564	235 428	55 693	12 902	9.4	1.6
441	Motor vehicle and parts dealers	106	638 842	47 609	10 812	1 527	12.3	.8
4411	Automobile dealers	45	493 858	30 685	7 066	922	14.7	.1
44112	Used car dealers	19	44 118	2 545	582	108	14.9	.7
441120	Used car dealers	19	44 118	2 545	582	108	14.9	.7
4412	Other motor vehicle dealers	17	86 129	7 240	1 516	222	2.1	5.8
44121	Recreational vehicle dealers	3	D	D	D	b	D	D
441210	Recreational vehicle dealers	3	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	14	D	D	D	c	D	D
441221	Motorcycle dealers	6	D	D	D	b	D	D
441222	Boat dealers	6	D	D	D	b	D	D
441229	All other motor vehicle dealers	2	D	D	D	a	D	D
4413	Automotive parts, accessories, and tire stores	44	58 855	9 684	2 230	383	6.9	.1
44132	Tire dealers	12	33 095	5 138	1 127	154	7.3	.2
441320	Tire dealers	12	33 095	5 138	1 127	154	7.3	.2
442	Furniture and home furnishings stores	38	64 944	10 267	2 312	333	8.4	1.7
4421	Furniture stores	18	25 767	4 908	1 099	173	13.6	2.1
44211	Furniture stores	18	25 767	4 908	1 099	173	13.6	2.1
442110	Furniture stores	18	25 767	4 908	1 099	173	13.6	2.1
4422	Home furnishings stores	20	39 177	5 359	1 213	160	5.0	1.4
44221	Floor covering stores	11	32 003	4 139	966	117	2.2	—
442210	Floor covering stores	11	32 003	4 139	966	117	2.2	—
44229	Other home furnishings stores	9	7 174	1 220	247	43	17.3	7.7
443	Electronics and appliance stores	33	97 886	11 129	2 742	499	1.2	7.3
4431	Electronics and appliance stores	33	97 886	11 129	2 742	499	1.2	7.3
44311	Appliance, television, and other electronics stores	23	D	D	D	e	D	D
443111	Household appliance stores	11	D	D	D	b	D	D
443112	Radio, television, and other electronics stores	12	71 269	6 737	1 733	315	—	—
44312	Computer and software stores	8	D	D	D	b	D	D
443120	Computer and software stores	8	D	D	D	b	D	D
444	Building material and garden equipment and supplies dealers ...	103	312 202	37 468	8 505	1 386	9.8	1.4
4441	Building material and supplies dealers	69	264 276	32 714	7 616	1 147	6.9	.3
44411	Home centers	4	D	D	D	e	D	D
444110	Home centers	4	D	D	D	e	D	D
44419	Other building material dealers	40	135 666	19 957	4 289	569	11.0	—
444190	Other building material dealers	40	135 666	19 957	4 289	569	11.0	—
4442	Lawn and garden equipment and supplies stores	34	47 926	4 754	889	239	25.5	7.7
44422	Nursery, garden center, and farm supply stores	25	D	D	D	c	D	D
444220	Nursery, garden center, and farm supply stores	25	D	D	D	c	D	D

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab-lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
	MINNEAPOLIS-ST. PAUL-ST. CLOUD, MN-WI COMBINED STATISTICAL AREA—Con.							
	St. Cloud, MN Metropolitan Statistical Area—Con.							
44-45	Retail trade—Con.							
445	Food and beverage stores	95	314 869	28 524	6 920	2 328	13.6	1.5
4451	Grocery stores	45	D	D	D	g	D	D
44511	Supermarkets and other grocery (except convenience) stores	39	276 315	24 746	6 070	2 064	10.7	.6
445110	Supermarkets and other grocery (except convenience) stores	39	276 315	24 746	6 070	2 064	10.7	.6
4452	Specialty food stores	19	7 773	1 707	363	88	31.3	1.0
446	Health and personal care stores	54	84 810	10 293	2 462	587	18.5	2.2
4461	Health and personal care stores	54	84 810	10 293	2 462	587	18.5	2.2
44612	Cosmetics, beauty supplies, and perfume stores	3	D	D	D	b	D	D
446120	Cosmetics, beauty supplies, and perfume stores	3	D	D	D	b	D	D
447	Gasoline stations	104	242 231	13 153	3 163	1 067	14.4	1.8
4471	Gasoline stations	104	242 231	13 153	3 163	1 067	14.4	1.8
44711	Gasoline stations with convenience stores	85	178 906	10 228	2 471	937	18.1	2.4
447110	Gasoline stations with convenience stores	85	178 906	10 228	2 471	937	18.1	2.4
448	Clothing and clothing accessories stores	88	79 083	10 059	2 372	741	2.9	.7
4481	Clothing stores	53	50 842	5 434	1 290	529	1.6	.6
44819	Other clothing stores	11	7 057	975	229	90	1.9	.8
448190	Other clothing stores	11	7 057	975	229	90	1.9	.8
4483	Jewelry, luggage, and leather goods stores	16	17 523	3 164	703	111	4.8	—
451	Sporting goods, hobby, book, and music stores	52	86 488	9 615	2 347	868	5.5	1.8
4511	Sporting goods, hobby, and musical instrument stores	41	60 089	6 945	1 693	595	7.9	2.4
45111	Sporting goods stores	26	38 050	4 273	1 097	311	12.1	3.6
451110	Sporting goods stores	26	38 050	4 273	1 097	311	12.1	3.6
4511101	General-line sporting goods stores	9	D	D	D	c	D	D
45113	Sewing, needlework, and piece goods stores	5	5 220	537	132	55	2.9	—
451130	Sewing, needlework, and piece goods stores	5	5 220	537	132	55	2.9	—
4512	Book, periodical, and music stores	11	26 399	2 670	654	273	—	.4
45121	Book stores and news dealers	8	D	D	D	c	D	D
451211	Book stores	8	D	D	D	c	D	D
4512112	Specialty book stores	1	D	D	D	a	D	D
4512113	College book stores	3	D	D	D	c	D	D
452	General merchandise stores	25	424 241	35 349	8 761	2 342	.1	—
452111	Department stores (except discount department stores) ..	4	D	D	D	f	D	D
452112	Discount department stores	7	D	D	D	g	D	D
45299	All other general merchandise stores	13	64 073	4 341	1 023	248	.7	—
452990	All other general merchandise stores	13	64 073	4 341	1 023	248	.7	—
4529904	Miscellaneous general merchandise stores	5	D	D	D	c	D	D
453	Miscellaneous store retailers	93	63 769	9 527	2 096	663	9.2	7.4
4532	Office supplies, stationery, and gift stores	28	21 894	2 846	677	237	4.0	10.9
45321	Office supplies and stationery stores	5	D	D	D	b	D	D
453210	Office supplies and stationery stores	5	D	D	D	b	D	D
4533	Used merchandise stores	14	7 788	2 033	498	152	14.7	—
45331	Used merchandise stores	14	7 788	2 033	498	152	14.7	—
453310	Used merchandise stores	14	7 788	2 033	498	152	14.7	—
4539	Other miscellaneous store retailers	29	29 985	3 810	720	194	7.7	7.7
45391	Pet and pet supplies stores	5	6 594	996	212	74	.8	—
453910	Pet and pet supplies stores	5	6 594	996	212	74	.8	—
45393	Manufactured (mobile) home dealers	4	D	D	D	b	D	D
453930	Manufactured (mobile) home dealers	4	D	D	D	b	D	D
45399	All other miscellaneous store retailers	19	D	D	D	b	D	D
454	Nonstore retailers	59	86 199	12 435	3 201	561	15.4	5.2
4541	Electronic shopping and mail-order houses	7	D	D	D	c	D	D
45411	Electronic shopping and mail-order houses	7	D	D	D	c	D	D
4542	Vending machine operators	9	D	D	D	c	D	D
45421	Vending machine operators	9	D	D	D	c	D	D
454210	Vending machine operators	9	D	D	D	c	D	D
4543	Direct selling establishments	43	45 428	7 198	1 814	308	8.6	9.5
45431	Fuel dealers	17	18 684	1 852	462	68	10.5	9.2
454311	Heating oil dealers	3	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	14	D	D	D	b	D	D
45439	Other direct selling establishments	26	26 744	5 346	1 352	240	7.2	9.7
454390	Other direct selling establishments	26	26 744	5 346	1 352	240	7.2	9.7

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[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

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							From admini- strative records ¹	Estimated ²
	WAUSAU-MERRILL, WI COMBINED STATISTICAL AREA							
44-45	Retail trade	662	2 117 384	215 238	51 720	12 025	6.4	4.2
441	Motor vehicle and parts dealers	93	444 623	38 710	8 854	1 245	5.6	1.1
4411	Automobile dealers	38	357 658	28 518	6 453	822	2.7	1.4
4412	Other motor vehicle dealers	22	51 937	4 315	934	169	22.9	—
44122	Motorcycle, boat, and other motor vehicle dealers	19	D	D	D	c	D	D
441221	Motorcycle dealers	8	D	D	D	b	D	D
441222	Boat dealers	5	9 117	989	209	30	20.0	—
441229	All other motor vehicle dealers	6	13 664	1 079	254	47	46.3	—
442	Furniture and home furnishings stores	34	40 869	6 203	1 331	234	21.1	14.1
4421	Furniture stores	14	D	D	D	c	D	D
44211	Furniture stores	14	D	D	D	c	D	D
442110	Furniture stores	14	D	D	D	c	D	D
4422	Home furnishings stores	20	D	D	D	b	D	D
443	Electronics and appliance stores	27	D	D	D	e	D	D
4431	Electronics and appliance stores	27	D	D	D	e	D	D
44311	Appliance, television, and other electronics stores	19	D	D	D	c	D	D
443112	Radio, television, and other electronics stores	11	D	D	D	c	D	D
444	Building material and garden equipment and supplies dealers	76	230 788	26 086	6 460	1 122	4.0	2.0
4441	Building material and supplies dealers	59	187 445	22 091	5 540	940	4.2	2.4
44411	Home centers	7	D	D	D	e	D	D
444110	Home centers	7	D	D	D	e	D	D
44419	Other building material dealers	37	D	D	D	e	D	D
444190	Other building material dealers	37	D	D	D	e	D	D
4442	Lawn and garden equipment and supplies stores	17	43 343	3 995	920	182	3.0	.3
44422	Nursery, garden center, and farm supply stores	12	41 777	3 752	871	161	2.1	—
444220	Nursery, garden center, and farm supply stores	12	41 777	3 752	871	161	2.1	—
445	Food and beverage stores	47	241 431	24 284	5 872	1 812	12.8	20.4
4451	Grocery stores	31	D	D	D	g	D	D
4452	Specialty food stores	11	D	D	D	b	D	D
446	Health and personal care stores	33	66 351	8 712	2 115	419	14.6	.4
4461	Health and personal care stores	33	66 351	8 712	2 115	419	14.6	.4
4461102	Proprietary stores	2	D	D	D	b	D	D
44619	Other health and personal care stores	8	D	D	D	b	D	D
446199	All other health and personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	77	158 781	9 030	2 203	714	16.8	9.7
4471	Gasoline stations	77	158 781	9 030	2 203	714	16.8	9.7
44711	Gasoline stations with convenience stores	74	D	D	D	f	D	D
447110	Gasoline stations with convenience stores	74	D	D	D	f	D	D
448	Clothing and clothing accessories stores	75	D	D	D	f	D	D
4481	Clothing stores	45	D	D	D	e	D	D
44819	Other clothing stores	7	4 416	760	182	77	2.4	—
448190	Other clothing stores	7	4 416	760	182	77	2.4	—
451	Sporting goods, hobby, book, and music stores	45	D	D	D	e	D	D
4511	Sporting goods, hobby, and musical instrument stores	36	D	D	D	c	D	D
452	General merchandise stores	27	D	D	D	g	D	D
4529	Other general merchandise stores	17	D	D	D	f	D	D
45299	All other general merchandise stores	14	D	D	D	c	D	D
452990	All other general merchandise stores	14	D	D	D	c	D	D
4529904	Miscellaneous general merchandise stores	8	D	D	D	c	D	D
453	Miscellaneous store retailers	87	D	D	D	f	D	D
4532	Office supplies, stationery, and gift stores	23	D	D	D	c	D	D
45321	Office supplies and stationery stores	5	D	D	D	b	D	D
453210	Office supplies and stationery stores	5	D	D	D	b	D	D
4539	Other miscellaneous store retailers	30	D	D	D	c	D	D
45399	All other miscellaneous store retailers	19	9 925	1 647	330	100	61.0	7.5
454	Nonstore retailers	41	D	D	D	h	D	D
4541	Electronic shopping and mail-order houses	8	D	D	D	g	D	D
45411	Electronic shopping and mail-order houses	8	D	D	D	g	D	D
4543	Direct selling establishments	27	D	D	D	c	D	D
45439	Other direct selling establishments	21	D	D	D	c	D	D
454390	Other direct selling establishments	21	D	D	D	c	D	D

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MISAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
WAUSAU-MERRILL, WI COMBINED STATISTICAL AREA—Con.								
Merrill, WI Micropolitan Statistical Area								
44-45	Retail trade	134	273 235	26 860	6 191	1 443	13.6	7.5
441	Motor vehicle and parts dealers	26	87 895	7 481	1 746	257	17.1	2.3
4412	Other motor vehicle dealers	8	12 518	752	164	34	84.3	—
44122	Motorcycle, boat, and other motor vehicle dealers	8	12 518	752	164	34	84.3	—
441229	All other motor vehicle dealers	4	D	D	D	a	D	D
442	Furniture and home furnishings stores	7	3 873	559	138	25	60.9	17.2
443	Electronics and appliance stores	4	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	17	42 040	5 124	1 193	228	2.5	—
445	Food and beverage stores	9	45 260	4 887	1 078	381	2.8	12.2
4452	Specialty food stores	1	D	D	D	a	D	D
446	Health and personal care stores	6	14 189	1 566	357	69	41.3	—
447	Gasoline stations	24	40 737	2 007	480	163	13.4	28.9
448	Clothing and clothing accessories stores	7	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	5	D	D	D	a	D	D
452	General merchandise stores	7	D	D	D	c	D	D
453	Miscellaneous store retailers	15	D	D	D	b	D	D
454	Nonstore retailers	7	3 983	735	182	27	35.8	—
Wausau, WI Metropolitan Statistical Area								
44-45	Retail trade	528	1 844 149	188 378	45 529	10 582	5.3	3.7
441	Motor vehicle and parts dealers	67	356 728	31 229	7 108	988	2.7	.8
4412	Other motor vehicle dealers	14	39 419	3 563	770	135	3.4	—
44122	Motorcycle, boat, and other motor vehicle dealers	11	D	D	D	c	D	D
441221	Motorcycle dealers	6	D	D	D	b	D	D
441229	All other motor vehicle dealers	2	D	D	D	b	D	D
442	Furniture and home furnishings stores	27	36 996	5 644	1 193	209	17.0	13.8
4421	Furniture stores	12	25 328	4 036	798	135	24.0	9.5
44211	Furniture stores	12	25 328	4 036	798	135	24.0	9.5
442110	Furniture stores	12	25 328	4 036	798	135	24.0	9.5
4422	Home furnishings stores	15	11 668	1 608	395	74	1.7	23.2
443	Electronics and appliance stores	23	D	D	D	e	D	D
4431	Electronics and appliance stores	23	D	D	D	e	D	D
44311	Appliance, television, and other electronics stores	16	37 342	3 988	980	231	5.5	—
443112	Radio, television, and other electronics stores	10	D	D	D	c	D	D
444	Building material and garden equipment and supplies dealers ...	59	188 748	20 962	5 267	894	4.3	2.5
4441	Building material and supplies dealers	49	149 509	17 418	4 440	756	4.8	3.0
44411	Home centers	6	D	D	D	e	D	D
444110	Home centers	6	D	D	D	e	D	D
44419	Other building material dealers	31	43 818	7 209	1 678	275	9.8	10.4
444190	Other building material dealers	31	43 818	7 209	1 678	275	9.8	10.4
4442	Lawn and garden equipment and supplies stores	10	39 239	3 544	827	138	2.2	.4
44422	Nursery, garden center, and farm supply stores	8	D	D	D	c	D	D
444220	Nursery, garden center, and farm supply stores	8	D	D	D	c	D	D
445	Food and beverage stores	38	196 171	19 397	4 794	1 431	15.1	22.3
4451	Grocery stores	25	186 512	17 881	4 420	1 345	15.2	23.5
4452	Specialty food stores	10	D	D	D	b	D	D
446	Health and personal care stores	27	52 162	7 146	1 758	350	7.3	.5
4461	Health and personal care stores	27	52 162	7 146	1 758	350	7.3	.5
4461102	Proprietary stores	2	D	D	D	b	D	D
44619	Other health and personal care stores	7	D	D	D	b	D	D
446199	All other health and personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	53	118 044	7 023	1 723	551	18.0	3.1
44711	Gasoline stations with convenience stores	51	D	D	D	f	D	D
447110	Gasoline stations with convenience stores	51	D	D	D	f	D	D
448	Clothing and clothing accessories stores	68	49 059	6 624	1 595	605	8.5	.5
4481	Clothing stores	43	31 530	3 890	958	436	2.4	.8
44819	Other clothing stores	7	4 416	760	182	77	2.4	—
448190	Other clothing stores	7	4 416	760	182	77	2.4	—
451	Sporting goods, hobby, book, and music stores	40	35 579	3 959	907	291	.8	2.7
4511	Sporting goods, hobby, and musical instrument stores	32	30 982	3 345	751	239	.9	3.1

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
WAUSAU-MERRILL, WI COMBINED STATISTICAL AREA—Con.								
Wausau, WI Metropolitan Statistical Area—Con.								
44-45	Retail trade—Con.							
452	General merchandise stores	20	329 883	29 592	7 435	1 851	.1	—
4529	Other general merchandise stores	11	D	D	D	f	D	D
45299	All other general merchandise stores	8	39 409	3 245	782	148	.5	—
452990	All other general merchandise stores	8	39 409	3 245	782	148	.5	—
4529904	Miscellaneous general merchandise stores	5	D	D	D	c	D	D
453	Miscellaneous store retailers	72	D	D	D	f	D	D
4532	Office supplies, stationery, and gift stores	20	19 825	2 505	660	183	3.3	2.2
45321	Office supplies and stationery stores	4	13 979	1 701	468	89	—	—
453210	Office supplies and stationery stores	4	13 979	1 701	468	89	—	—
4539	Other miscellaneous store retailers	25	D	D	D	c	D	D
45399	All other miscellaneous store retailers	14	D	D	D	b	D	D
454	Nonstore retailers	34	D	D	D	h	D	D
4541	Electronic shopping and mail-order houses	7	D	D	D	g	D	D
45411	Electronic shopping and mail-order houses	7	D	D	D	g	D	D
4543	Direct selling establishments	21	18 096	4 853	952	153	14.9	2.5
45439	Other direct selling establishments	18	13 911	4 167	785	135	19.4	3.3
454390	Other direct selling establishments	18	13 911	4 167	785	135	19.4	3.3
DULUTH, MN-WI METROPOLITAN STATISTICAL AREA								
44-45	Retail trade	1 340	3 037 281	293 841	71 253	16 417	10.3	9.9
441	Motor vehicle and parts dealers	167	713 012	60 584	14 429	1 941	11.1	5.0
4411	Automobile dealers	49	532 586	38 699	8 763	1 070	5.9	4.7
4412	Other motor vehicle dealers	33	103 947	8 010	2 121	294	41.1	2.8
44121	Recreational vehicle dealers	5	30 393	2 349	822	56	73.3	1.7
441210	Recreational vehicle dealers	5	30 393	2 349	822	56	73.3	1.7
44122	Motorcycle, boat, and other motor vehicle dealers	28	73 554	5 661	1 299	238	27.8	3.3
441221	Motorcycle dealers	5	23 691	2 039	354	66	8.8	—
441222	Boat dealers	16	25 141	2 213	621	111	21.1	9.6
441229	All other motor vehicle dealers	7	24 722	1 409	324	61	52.8	—
4413	Automotive parts, accessories, and tire stores	85	76 479	13 875	3 545	577	6.8	10.3
44131	Automotive parts and accessories stores	67	52 807	9 084	2 409	438	6.7	14.9
441310	Automotive parts and accessories stores	67	52 807	9 084	2 409	438	6.7	14.9
44132	Tire dealers	18	23 672	4 791	1 136	139	7.1	—
441320	Tire dealers	18	23 672	4 791	1 136	139	7.1	—
442	Furniture and home furnishings stores	56	50 816	7 002	1 719	337	14.3	1.3
4421	Furniture stores	21	29 610	3 949	979	171	13.3	—
44211	Furniture stores	21	29 610	3 949	979	171	13.3	—
442110	Furniture stores	21	29 610	3 949	979	171	13.3	—
4422	Home furnishings stores	35	21 206	3 053	740	166	15.6	3.1
44229	Other home furnishings stores	19	9 853	1 502	375	97	16.0	5.4
443	Electronics and appliance stores	49	86 042	10 447	2 502	469	6.2	.6
4431	Electronics and appliance stores	49	86 042	10 447	2 502	469	6.2	.6
44311	Appliance, television, and other electronics stores	32	68 604	7 937	1 923	372	6.7	.3
443111	Household appliance stores	15	15 201	2 163	498	112	8.0	.4
443112	Radio, television, and other electronics stores	17	53 403	5 774	1 425	260	6.3	.2
44312	Computer and software stores	15	D	D	D	b	D	D
443120	Computer and software stores	15	D	D	D	b	D	D
444	Building material and garden equipment and supplies dealers	126	328 318	35 441	8 732	1 492	9.6	.6
4441	Building material and supplies dealers	106	314 898	33 363	8 282	1 375	9.1	.6
44411	Home centers	13	146 873	13 613	3 662	584	10.2	—
444110	Home centers	13	146 873	13 613	3 662	584	10.2	—
44413	Hardware stores	28	47 983	5 084	1 148	291	10.1	1.3
444130	Hardware stores	28	47 983	5 084	1 148	291	10.1	1.3
44419	Other building material dealers	54	113 090	13 747	3 258	458	7.4	1.1
444190	Other building material dealers	54	113 090	13 747	3 258	458	7.4	1.1
4442	Lawn and garden equipment and supplies stores	20	13 420	2 078	450	117	21.0	—
44422	Nursery, garden center, and farm supply stores	16	11 183	1 803	389	101	14.0	—
444220	Nursery, garden center, and farm supply stores	16	11 183	1 803	389	101	14.0	—

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
	DULUTH, MN-WI METROPOLITAN STATISTICAL AREA—Con.							
	Retail trade—Con.							
44-45	Retail trade—Con.							
445	Food and beverage stores	163	455 473	43 686	10 506	2 945	11.4	43.9
4451	Grocery stores	72	377 846	36 315	8 766	2 275	8.9	48.9
44511	Supermarkets and other grocery (except convenience) stores	62	371 492	35 742	8 618	2 221	8.7	49.7
445110	Supermarkets and other grocery (except convenience) stores	62	371 492	35 742	8 618	2 221	8.7	49.7
4452	Specialty food stores	15	6 228	995	206	67	5.1	14.1
4453	Beer, wine, and liquor stores	76	71 399	6 376	1 534	603	25.3	20.2
44531	Beer, wine, and liquor stores	76	71 399	6 376	1 534	603	25.3	20.2
445310	Beer, wine, and liquor stores	76	71 399	6 376	1 534	603	25.3	20.2
446	Health and personal care stores	90	164 656	19 538	4 863	1 008	24.3	7.1
4461	Health and personal care stores	90	164 656	19 538	4 863	1 008	24.3	7.1
44611	Pharmacies and drug stores	45	137 241	14 285	3 522	742	28.3	5.9
446110	Pharmacies and drug stores	45	137 241	14 285	3 522	742	28.3	5.9
4461101	Pharmacies and drug stores	44	D	D	D	f	D	D
44612	Cosmetics, beauty supplies, and perfume stores	4	D	D	D	b	D	D
446120	Cosmetics, beauty supplies, and perfume stores	4	D	D	D	b	D	D
44613	Optical goods stores	21	10 078	2 252	598	107	4.6	23.9
446130	Optical goods stores	21	10 078	2 252	598	107	4.6	23.9
44619	Other health and personal care stores	20	D	D	D	c	D	D
447	Gasoline stations	201	297 663	19 190	4 751	1 655	13.9	10.4
4471	Gasoline stations	201	297 663	19 190	4 751	1 655	13.9	10.4
44711	Gasoline stations with convenience stores	161	267 033	16 546	4 095	1 437	11.3	8.2
447110	Gasoline stations with convenience stores	161	267 033	16 546	4 095	1 437	11.3	8.2
448	Clothing and clothing accessories stores	129	90 347	11 326	2 857	997	6.9	1.5
4481	Clothing stores	79	56 320	6 557	1 631	644	7.5	.8
44819	Other clothing stores	8	3 727	611	162	58	8.5	—
448190	Other clothing stores	8	3 727	611	162	58	8.5	—
4483	Jewelry, luggage, and leather goods stores	27	20 687	3 206	849	201	9.6	2.9
451	Sporting goods, hobby, book, and music stores	96	77 009	9 390	2 163	811	12.5	5.8
4511	Sporting goods, hobby, and musical instrument stores	75	63 181	7 633	1 729	608	13.7	7.1
45111	Sporting goods stores	49	43 481	5 291	1 149	371	16.8	8.9
451110	Sporting goods stores	49	43 481	5 291	1 149	371	16.8	8.9
4511102	Specialty-line sporting goods stores	41	34 958	4 089	884	285	19.1	11.0
4512	Book, periodical, and music stores	21	13 828	1 757	434	203	7.3	—
45121	Book stores and news dealers	13	9 183	1 157	277	144	8.5	—
452	General merchandise stores	41	559 990	50 685	12 575	3 248	.4	.1
4521	Department stores	18	364 049	34 383	8 738	2 336	—	—
45210009	Department stores (incl. leased depts.) ³	18	375 127	34 383	8 738	2 336	—	—
45211	Department stores	18	364 049	34 383	8 738	2 336	—	—
452111	Department stores (except discount department stores) ..	6	84 563	10 323	2 622	685	—	—
452112	Discount department stores	12	279 486	24 060	6 116	1 651	—	—
4529	Other general merchandise stores	23	195 941	16 302	3 837	912	1.1	.4
45299	All other general merchandise stores	20	D	D	D	c	D	D
452990	All other general merchandise stores	20	D	D	D	c	D	D
4529904	Miscellaneous general merchandise stores	11	D	D	D	c	D	D
453	Miscellaneous store retailers	140	75 320	10 654	2 180	772	31.0	6.9
4532	Office supplies, stationery, and gift stores	55	D	D	D	e	D	D
45321	Office supplies and stationery stores	3	D	D	D	b	D	D
453210	Office supplies and stationery stores	3	D	D	D	b	D	D
45322	Gift, novelty, and souvenir stores	52	18 641	3 180	562	256	22.6	11.4
453220	Gift, novelty, and souvenir stores	52	18 641	3 180	562	256	22.6	11.4
4533	Used merchandise stores	21	6 340	931	219	86	9.6	3.0
45331	Used merchandise stores	21	6 340	931	219	86	9.6	3.0
453310	Used merchandise stores	21	6 340	931	219	86	9.6	3.0
4539	Other miscellaneous store retailers	39	34 152	3 475	707	168	48.9	5.5
45391	Pet and pet supplies stores	8	5 440	595	141	53	7.8	3.6
453910	Pet and pet supplies stores	8	5 440	595	141	53	7.8	3.6
45393	Manufactured (mobile) home dealers	4	16 771	1 631	316	37	69.8	—
453930	Manufactured (mobile) home dealers	4	16 771	1 631	316	37	69.8	—
45399	All other miscellaneous store retailers	22	11 042	1 074	213	68	40.5	15.4
454	Nonstore retailers	82	138 635	15 898	3 976	742	9.8	6.3
4543	Direct selling establishments	58	127 142	13 884	3 475	593	7.3	6.2
45431	Fuel dealers	38	104 555	10 007	2 496	385	5.2	7.5
454311	Heating oil dealers	21	63 542	5 662	1 304	209	8.6	7.2
454312	Liquefied petroleum gas (bottled gas) dealers	16	D	D	D	c	D	D
454319	Other fuel dealers	1	D	D	D	a	D	D
45439	Other direct selling establishments	20	22 587	3 877	979	208	16.7	—
454390	Other direct selling establishments	20	22 587	3 877	979	208	16.7	—

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Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
GREEN BAY, WI METROPOLITAN STATISTICAL AREA								
44-45	Retail trade	1 165	3 381 951	355 181	83 878	17 618	11.8	3.8
441	Motor vehicle and parts dealers	148	910 227	80 003	18 342	2 319	16.8	.6
4411	Automobile dealers	65	797 757	60 625	13 692	1 658	17.5	.3
44111	New car dealers	26	745 370	56 197	12 638	1 478	17.3	—
441110	New car dealers	26	745 370	56 197	12 638	1 478	17.3	—
44112	Used car dealers	39	52 387	4 428	1 054	180	20.3	4.7
441120	Used car dealers	39	52 387	4 428	1 054	180	20.3	4.7
4412	Other motor vehicle dealers	28	60 469	5 307	1 167	222	15.5	4.4
44121	Recreational vehicle dealers	8	22 628	1 758	377	75	37.6	9.9
441210	Recreational vehicle dealers	8	22 628	1 758	377	75	37.6	9.9
44122	Motorcycle, boat, and other motor vehicle dealers	20	37 841	3 549	790	147	2.4	1.1
441222	Boat dealers	10	24 709	2 304	499	87	3.4	—
441229	All other motor vehicle dealers	3	D	D	D	a	D	D
4413	Automotive parts, accessories, and tire stores	55	52 001	14 071	3 483	439	6.4	.6
44132	Tire dealers	13	23 589	9 011	2 242	211	2.0	.5
441320	Tire dealers	13	23 589	9 011	2 242	211	2.0	.5
442	Furniture and home furnishings stores	76	89 720	13 527	3 203	594	11.9	5.9
4421	Furniture stores	30	51 377	6 327	1 503	257	11.6	4.1
44211	Furniture stores	30	51 377	6 327	1 503	257	11.6	4.1
442110	Furniture stores	30	51 377	6 327	1 503	257	11.6	4.1
4422	Home furnishings stores	46	38 343	7 200	1 700	337	12.2	8.4
44221	Floor covering stores	23	19 729	4 401	1 027	162	20.3	15.2
442210	Floor covering stores	23	19 729	4 401	1 027	162	20.3	15.2
44229	Other home furnishings stores	23	18 614	2 799	673	175	3.7	1.2
442299	All other home furnishings stores	21	D	D	D	c	D	D
443	Electronics and appliance stores	51	125 813	13 147	3 271	536	6.3	.5
4431	Electronics and appliance stores	51	125 813	13 147	3 271	536	6.3	.5
44311	Appliance, television, and other electronics stores	37	81 826	8 345	2 209	388	7.7	.7
443111	Household appliance stores	15	20 114	1 890	419	74	10.6	—
443112	Radio, television, and other electronics stores	22	61 712	6 455	1 790	314	6.7	.9
44312	Computer and software stores	14	43 987	4 802	1 062	148	3.8	—
443120	Computer and software stores	14	43 987	4 802	1 062	148	3.8	—
444	Building material and garden equipment and supplies dealers ...	123	433 004	64 346	15 780	2 277	10.5	9.5
4441	Building material and supplies dealers	95	342 324	54 463	13 570	1 887	9.4	11.6
44411	Home centers	4	D	D	D	e	D	D
444110	Home centers	4	D	D	D	e	D	D
44413	Hardware stores	23	24 951	3 698	845	234	20.7	5.1
444130	Hardware stores	23	24 951	3 698	845	234	20.7	5.1
44419	Other building material dealers	58	188 546	37 384	9 361	1 107	14.2	18.8
444190	Other building material dealers	58	188 546	37 384	9 361	1 107	14.2	18.8
4442	Lawn and garden equipment and supplies stores	28	90 680	9 883	2 210	390	14.6	1.9
44422	Nursery, garden center, and farm supply stores	23	87 288	9 362	2 106	366	14.9	2.0
444220	Nursery, garden center, and farm supply stores	23	87 288	9 362	2 106	366	14.9	2.0
445	Food and beverage stores	107	398 256	36 966	8 726	2 723	18.6	2.6
4451	Grocery stores	54	368 410	33 841	7 996	2 471	18.0	2.3
44511	Supermarkets and other grocery (except convenience) stores	47	354 783	33 102	7 862	2 429	16.2	1.6
445110	Supermarkets and other grocery (except convenience) stores	47	354 783	33 102	7 862	2 429	16.2	1.6
4452	Specialty food stores	25	D	D	D	c	D	D
446	Health and personal care stores	63	131 092	20 150	4 013	780	6.3	10.4
4461	Health and personal care stores	63	131 092	20 150	4 013	780	6.3	10.4
44612	Cosmetics, beauty supplies, and perfume stores	12	4 906	620	140	78	1.6	—
446120	Cosmetics, beauty supplies, and perfume stores	12	4 906	620	140	78	1.6	—
447	Gasoline stations	151	312 439	19 102	4 593	1 432	23.4	11.5
4471	Gasoline stations	151	312 439	19 102	4 593	1 432	23.4	11.5
44711	Gasoline stations with convenience stores	130	266 533	14 722	3 551	1 194	24.6	13.1
447110	Gasoline stations with convenience stores	130	266 533	14 722	3 551	1 194	24.6	13.1
448	Clothing and clothing accessories stores	122	108 338	14 468	3 564	1 206	5.7	3.6
4481	Clothing stores	66	66 392	7 762	1 966	800	6.1	4.4
44819	Other clothing stores	9	6 047	1 033	288	119	19.2	—
448190	Other clothing stores	9	6 047	1 033	288	119	19.2	—
4483	Jewelry, luggage, and leather goods stores	29	D	D	D	c	D	D
44831	Jewelry stores	28	26 670	4 629	1 123	208	6.9	3.5
448310	Jewelry stores	28	26 670	4 629	1 123	208	6.9	3.5

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
GREEN BAY, WI METROPOLITAN STATISTICAL AREA—Con.								
44-45	Retail trade—Con.							
451	Sporting goods, hobby, book, and music stores	92	87 836	12 813	3 111	899	7.0	3.5
4511	Sporting goods, hobby, and musical instrument stores	70	76 077	11 165	2 713	754	6.2	1.9
45111	Sporting goods stores	37	40 246	6 016	1 474	404	4.5	2.5
451110	Sporting goods stores	37	40 246	6 016	1 474	404	4.5	2.5
4511101	General-line sporting goods stores	9	17 828	2 898	728	191	5	4.3
45112	Hobby, toy, and game stores	17	23 024	2 412	576	212	4.4	1.7
451120	Hobby, toy, and game stores	17	23 024	2 412	576	212	4.4	1.7
45113	Sewing, needlework, and piece goods stores	8	4 463	531	128	51	13.0	—
451130	Sewing, needlework, and piece goods stores	8	4 463	531	128	51	13.0	—
45114	Musical instrument and supplies stores	8	8 344	2 206	535	87	15.2	—
451140	Musical instrument and supplies stores	8	8 344	2 206	535	87	15.2	—
4512	Book, periodical, and music stores	22	11 759	1 648	398	145	12.7	14.3
452	General merchandise stores	38	622 737	55 763	13 606	3 466	.1	—
4521	Department stores	16	372 273	36 817	8 876	2 475	—	—
45210009	Department stores (incl. leased depts.) ³	16	375 799	36 817	8 876	2 475	—	—
45211	Department stores	16	372 273	36 817	8 876	2 475	—	—
452112	Discount department stores	12	311 942	28 421	6 764	1 941	—	—
4529	Other general merchandise stores	22	250 464	18 946	4 730	991	.3	—
45299	All other general merchandise stores	20	D	D	D	e	D	D
452990	All other general merchandise stores	20	D	D	D	e	D	D
4529904	Miscellaneous general merchandise stores	9	D	D	D	e	D	D
453	Miscellaneous store retailers	121	75 089	11 139	2 482	869	10.0	4.5
4532	Office supplies, stationery, and gift stores	34	27 927	3 386	807	282	1.4	5.3
45321	Office supplies and stationery stores	4	17 339	1 551	386	101	—	—
453210	Office supplies and stationery stores	4	17 339	1 551	386	101	—	—
4533	Used merchandise stores	17	5 835	1 599	388	143	18.8	.7
45331	Used merchandise stores	17	5 835	1 599	388	143	18.8	.7
453310	Used merchandise stores	17	5 835	1 599	388	143	18.8	.7
4539	Other miscellaneous store retailers	37	33 383	4 393	886	257	11.1	4.4
45391	Pet and pet supplies stores	3	D	D	D	b	D	D
453910	Pet and pet supplies stores	3	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	7	12 808	1 577	304	35	15.0	1.6
453930	Manufactured (mobile) home dealers	7	12 808	1 577	304	35	15.0	1.6
45399	All other miscellaneous store retailers	22	D	D	D	c	D	D
454	Nonstore retailers	73	87 400	13 757	3 187	517	6.4	6.7
4542	Vending machine operators	6	16 793	3 643	772	110	13.3	.4
45421	Vending machine operators	6	16 793	3 643	772	110	13.3	.4
454210	Vending machine operators	6	16 793	3 643	772	110	13.3	.4
4543	Direct selling establishments	60	65 307	9 234	2 212	351	5.0	3.6
45431	Fuel dealers	16	27 513	2 948	704	109	8.0	8.6
454311	Heating oil dealers	5	4 350	281	67	13	26.1	.7
454312	Liquefied petroleum gas (bottled gas) dealers	11	23 163	2 667	637	96	4.6	10.1
45439	Other direct selling establishments	44	37 794	6 286	1 508	242	2.8	—
454390	Other direct selling establishments	44	37 794	6 286	1 508	242	2.8	—
IRON MOUNTAIN, MI-WI MICROPOLITAN STATISTICAL AREA								
44-45	Retail trade	194	402 567	38 271	8 869	2 262	24.7	7.1
441	Motor vehicle and parts dealers	26	101 543	8 283	1 881	297	50.4	.6
4412	Other motor vehicle dealers	4	7 779	674	141	38	42.3	—
442	Furniture and home furnishings stores	10	5 343	866	211	44	33.1	—
443	Electronics and appliance stores	9	5 014	698	172	43	63.7	—
444	Building material and garden equipment and supplies dealers	26	30 907	4 130	931	198	24.6	13.4
445	Food and beverage stores	19	45 788	6 607	1 444	515	30.5	47.4
446	Health and personal care stores	8	12 735	1 446	354	86	7.2	—
447	Gasoline stations	25	35 897	1 843	458	187	20.0	3.3
448	Clothing and clothing accessories stores	16	8 917	1 166	291	96	16.1	2.2
451	Sporting goods, hobby, book, and music stores	12	5 109	660	147	73	30.7	—
452	General merchandise stores	5	71 579	7 048	1 751	468	—	—
453	Miscellaneous store retailers	22	13 699	2 597	493	147	17.3	4.6
4539	Other miscellaneous store retailers	7	D	D	D	b	D	D
454	Nonstore retailers	16	66 036	2 927	736	108	12.3	—
4541	Electronic shopping and mail-order houses	4	D	D	D	b	D	D
45411	Electronic shopping and mail-order houses	4	D	D	D	b	D	D
454311	Heating oil dealers	5	7 128	310	83	15	74.7	—

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MiSAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
JANESVILLE, WI METROPOLITAN STATISTICAL AREA								
44-45	Retail trade	558	1 754 016	162 836	38 858	8 366	5.7	3.3
441	Motor vehicle and parts dealers	69	503 897	37 097	8 401	1 021	2.6	1.2
4411	Automobile dealers	27	440 788	27 556	6 422	697	2.3	1.3
4412	Other motor vehicle dealers	13	34 962	4 304	775	119	6.4	—
44121	Recreational vehicle dealers	5	16 524	2 137	380	60	8.4	—
441210	Recreational vehicle dealers	5	16 524	2 137	380	60	8.4	—
44122	Motorcycle, boat, and other motor vehicle dealers	8	18 438	2 167	395	59	4.6	—
441221	Motorcycle dealers	4	D	D	D	b	D	D
442	Furniture and home furnishings stores	29	28 404	4 720	1 119	195	10.4	1.9
4421	Furniture stores	15	14 527	2 260	556	101	.9	2.6
44211	Furniture stores	15	14 527	2 260	556	101	.9	2.6
442110	Furniture stores	15	14 527	2 260	556	101	.9	2.6
4422	Home furnishings stores	14	13 877	2 460	563	94	20.4	1.3
443	Electronics and appliance stores	26	23 941	3 095	725	133	1.5	2.7
4431	Electronics and appliance stores	26	23 941	3 095	725	133	1.5	2.7
44311	Appliance, television, and other electronics stores	19	18 854	2 317	537	98	.5	3.4
443112	Radio, television, and other electronics stores	10	14 102	1 483	338	59	—	.5
444	Building material and garden equipment and supplies dealers ...	54	181 176	21 487	4 831	826	2.1	1.2
4441	Building material and supplies dealers	34	149 514	17 734	4 134	650	1.1	1.3
44411	Home centers	3	D	D	D	e	D	D
444110	Home centers	3	D	D	D	e	D	D
44419	Other building material dealers	18	66 487	9 132	1 995	229	1.7	.4
444190	Other building material dealers	18	66 487	9 132	1 995	229	1.7	.4
4442	Lawn and garden equipment and supplies stores	20	31 662	3 753	697	176	6.7	.7
44422	Nursery, garden center, and farm supply stores	13	28 594	3 242	582	154	4.1	—
444220	Nursery, garden center, and farm supply stores	13	28 594	3 242	582	154	4.1	—
445	Food and beverage stores	48	239 676	19 831	4 931	1 265	11.9	12.1
4451	Grocery stores	29	228 931	18 853	4 678	1 184	10.9	12.7
4452	Specialty food stores	9	3 025	567	154	37	25.6	—
446	Health and personal care stores	45	105 957	13 641	3 475	581	10.3	1.3
4461	Health and personal care stores	45	105 957	13 641	3 475	581	10.3	1.3
447	Gasoline stations	81	199 192	10 327	2 446	709	12.7	7.3
4471	Gasoline stations	81	199 192	10 327	2 446	709	12.7	7.3
44711	Gasoline stations with convenience stores	59	118 311	6 720	1 578	489	12.6	6.9
447110	Gasoline stations with convenience stores	59	118 311	6 720	1 578	489	12.6	6.9
44719	Other gasoline stations	22	80 881	3 607	868	220	12.7	8.0
447190	Other gasoline stations	22	80 881	3 607	868	220	12.7	8.0
448	Clothing and clothing accessories stores	55	45 186	6 270	1 520	518	5.3	.3
4481	Clothing stores	31	26 078	2 895	678	317	4.6	.5
44819	Other clothing stores	8	3 246	480	109	56	33.4	—
448190	Other clothing stores	8	3 246	480	109	56	33.4	—
451	Sporting goods, hobby, book, and music stores	41	37 100	4 780	1 112	385	7.0	.6
4511	Sporting goods, hobby, and musical instrument stores	31	28 371	3 660	842	294	9.1	.8
4512	Book, periodical, and music stores	10	8 729	1 120	270	91	—	—
452	General merchandise stores	22	316 350	31 429	7 933	2 068	—	—
452111	Department stores (except discount department stores) ..	5	84 279	9 397	2 390	641	—	—
453	Miscellaneous store retailers	62	46 261	6 006	1 392	430	12.5	6.6
4532	Office supplies, stationery, and gift stores	14	19 523	2 049	501	159	1.1	.3
45321	Office supplies and stationery stores	4	D	D	D	b	D	D
453210	Office supplies and stationery stores	4	D	D	D	b	D	D
4539	Other miscellaneous store retailers	28	21 415	2 842	609	166	23.0	12.6
45391	Pet and pet supplies stores	7	5 885	848	186	75	5.9	1.6
453910	Pet and pet supplies stores	7	5 885	848	186	75	5.9	1.6
45399	All other miscellaneous store retailers	17	11 142	1 276	242	63	41.0	1.4
454	Nonstore retailers	26	26 876	4 153	973	235	13.7	2.1
4543	Direct selling establishments	18	19 176	2 432	546	129	17.3	3.0
454312	Liquefied petroleum gas (bottled gas) dealers	4	D	D	D	b	D	D

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

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							From admini- strative records ¹	Estimated ²
LA CROSSE, WI-MN METROPOLITAN STATISTICAL AREA								
44-45	Retail trade	553	1 602 317	159 909	37 862	9 125	7.9	4.3
441	Motor vehicle and parts dealers	69	381 717	32 354	6 929	953	23.2	1.5
4411	Automobile dealers	35	320 566	24 649	5 190	696	25.2	1.6
4412	Other motor vehicle dealers	9	38 435	3 577	701	92	19.5	—
44121	Recreational vehicle dealers	2	D	D	D	b	D	D
441210	Recreational vehicle dealers	2	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	7	D	D	D	b	D	D
441221	Motorcycle dealers	5	21 439	2 249	468	58	16.8	—
442	Furniture and home furnishings stores	32	D	D	D	c	D	D
4421	Furniture stores	16	22 235	3 398	859	136	10.0	—
44211	Furniture stores	16	22 235	3 398	859	136	10.0	—
442110	Furniture stores	16	22 235	3 398	859	136	10.0	—
4422	Home furnishings stores	16	D	D	D	c	D	D
443	Electronics and appliance stores	20	51 755	5 754	1 484	301	3.2	.4
4431	Electronics and appliance stores	20	51 755	5 754	1 484	301	3.2	.4
44311	Appliance, television, and other electronics stores	17	D	D	D	e	D	D
443111	Household appliance stores	8	D	D	D	c	D	D
443112	Radio, television, and other electronics stores	9	D	D	D	c	D	D
444	Building material and garden equipment and supplies dealers ...	65	230 679	25 010	6 091	1 026	3.8	9.7
4441	Building material and supplies dealers	48	217 972	23 161	5 725	902	3.3	10.2
44411	Home centers	8	109 011	9 660	2 570	429	—	1.6
444110	Home centers	8	109 011	9 660	2 570	429	—	1.6
44419	Other building material dealers	27	97 193	11 517	2 711	357	6.5	21.1
444190	Other building material dealers	27	97 193	11 517	2 711	357	6.5	21.1
4442	Lawn and garden equipment and supplies stores	17	12 707	1 849	366	124	11.2	—
445	Food and beverage stores	41	222 299	20 947	4 939	1 732	.1	2.7
4451	Grocery stores	25	216 838	19 471	4 598	1 640	.1	2.6
446	Health and personal care stores	30	50 174	6 685	1 562	356	7.7	2.7
4461	Health and personal care stores	30	50 174	6 685	1 562	356	7.7	2.7
4461102	Proprietary stores	1	D	D	D	b	D	D
44612	Cosmetics, beauty supplies, and perfume stores	3	2 368	254	61	35	—	—
446120	Cosmetics, beauty supplies, and perfume stores	3	2 368	254	61	35	—	—
447	Gasoline stations	58	142 488	9 420	2 158	625	4.6	14.1
4471	Gasoline stations	58	142 488	9 420	2 158	625	4.6	14.1
44711	Gasoline stations with convenience stores	44	132 167	8 530	1 915	572	4.0	15.1
447110	Gasoline stations with convenience stores	44	132 167	8 530	1 915	572	4.0	15.1
448	Clothing and clothing accessories stores	71	49 574	6 556	1 584	620	3.2	8.5
4481	Clothing stores	42	27 966	3 598	887	436	3.0	7.8
44819	Other clothing stores	8	3 487	698	156	74	5.1	.4
448190	Other clothing stores	8	3 487	698	156	74	5.1	.4
4483	Jewelry, luggage, and leather goods stores	15	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	48	43 977	5 359	1 303	479	8.6	.4
4511	Sporting goods, hobby, and musical instrument stores	38	32 707	4 260	1 033	358	8.1	.5
45114	Musical instrument and supplies stores	3	5 477	1 100	262	52	—	—
451140	Musical instrument and supplies stores	3	5 477	1 100	262	52	—	—
4512	Book, periodical, and music stores	10	11 270	1 099	270	121	10.1	—
45121	Book stores and news dealers	6	8 219	779	188	86	—	—
452	General merchandise stores	20	303 287	28 170	6 927	1 985	.1	—
452112	Discount department stores	7	184 785	15 908	3 928	1 127	—	—
45299	All other general merchandise stores	8	D	D	D	c	D	D
452990	All other general merchandise stores	8	D	D	D	c	D	D
4529904	Miscellaneous general merchandise stores	5	D	D	D	c	D	D
453	Miscellaneous store retailers	73	D	D	D	e	D	D
4532	Office supplies, stationery, and gift stores	33	18 243	2 299	571	222	7.2	10.7
45321	Office supplies and stationery stores	7	11 243	1 298	339	95	3.3	—
453210	Office supplies and stationery stores	7	11 243	1 298	339	95	3.3	—
4539	Other miscellaneous store retailers	18	16 337	1 993	407	104	9.8	34.2
45391	Pet and pet supplies stores	6	5 418	645	146	61	20.2	7.6
453910	Pet and pet supplies stores	6	5 418	645	146	61	20.2	7.6
45399	All other miscellaneous store retailers	8	D	D	D	b	D	D

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							From admini- strative records ¹	Estimated ²
LA CROSSE, WI-MN METROPOLITAN STATISTICAL AREA—Con.								
44-45	Retail trade—Con.							
454	Nonstore retailers	26	47 782	8 256	2 166	327	6.8	1.6
4542	Vending machine operators	4	D	D	D	c	D	D
45421	Vending machine operators	4	D	D	D	c	D	D
454210	Vending machine operators	4	D	D	D	c	D	D
4543	Direct selling establishments	16	D	D	D	c	D	D
45439	Other direct selling establishments	13	13 532	2 243	599	85	6.2	5.6
454390	Other direct selling establishments	13	13 532	2 243	599	85	6.2	5.6
MANITOWOC, WI MICROPOLITAN STATISTICAL AREA								
44-45	Retail trade	300	654 691	67 151	16 190	3 902	13.6	10.9
441	Motor vehicle and parts dealers	49	136 021	11 129	2 770	494	14.5	.5
4412	Other motor vehicle dealers	14	17 250	1 234	274	58	35.3	3.8
44122	Motorcycle, boat, and other motor vehicle dealers	10	13 174	1 006	224	47	39.9	—
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	13	14 042	2 192	517	90	23.8	11.8
443	Electronics and appliance stores	12	10 159	1 554	375	73	2.6	—
4431	Electronics and appliance stores	12	10 159	1 554	375	73	2.6	—
444	Building material and garden equipment and supplies dealers ...	37	73 674	9 299	2 205	417	7.7	6.0
4441	Building material and supplies dealers	28	61 899	7 873	1 877	318	6.5	7.1
44419	Other building material dealers	19	30 307	4 348	1 019	153	8.0	14.5
444190	Other building material dealers	19	30 307	4 348	1 019	153	8.0	14.5
4442	Lawn and garden equipment and supplies stores	9	11 775	1 426	328	99	14.1	—
44422	Nursery, garden center, and farm supply stores	7	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	7	D	D	D	b	D	D
445	Food and beverage stores	28	123 342	12 596	3 052	1 074	13.8	35.5
446	Health and personal care stores	13	26 575	3 945	992	143	22.4	—
447	Gasoline stations	46	99 345	5 748	1 324	426	21.9	13.8
44711	Gasoline stations with convenience stores	34	75 563	4 321	980	366	26.5	16.5
447110	Gasoline stations with convenience stores	34	75 563	4 321	980	366	26.5	16.5
448	Clothing and clothing accessories stores	16	8 349	1 418	342	94	24.3	—
451	Sporting goods, hobby, book, and music stores	18	5 868	681	160	62	71.3	—
452	General merchandise stores	10	103 126	10 651	2 600	637	.1	—
45299	All other general merchandise stores	6	D	D	D	c	D	D
452990	All other general merchandise stores	6	D	D	D	c	D	D
4529904	Miscellaneous general merchandise stores	5	D	D	D	c	D	D
453	Miscellaneous store retailers	40	15 993	2 502	547	215	39.2	10.7
45321	Office supplies and stationery stores	1	D	D	D	b	D	D
453210	Office supplies and stationery stores	1	D	D	D	b	D	D
4539	Other miscellaneous store retailers	11	5 203	855	169	56	32.6	30.4
454	Nonstore retailers	18	38 197	5 436	1 306	177	6.5	14.2
4543	Direct selling establishments	13	28 539	3 341	737	126	5.1	16.2
45431	Fuel dealers	6	14 844	1 578	316	50	9.8	—
454311	Heating oil dealers	2	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	3	D	D	D	b	D	D
454319	Other fuel dealers	1	D	D	D	a	D	D
45439	Other direct selling establishments	7	13 695	1 763	421	76	—	33.8
454390	Other direct selling establishments	7	13 695	1 763	421	76	—	33.8
MARINETTE, WI-MI MICROPOLITAN STATISTICAL AREA								
44-45	Retail trade	282	553 153	55 885	13 333	3 238	22.2	2.7
441	Motor vehicle and parts dealers	50	143 113	11 393	2 909	418	30.1	.2
4412	Other motor vehicle dealers	7	17 540	1 093	244	44	45.9	—
44122	Motorcycle, boat, and other motor vehicle dealers	6	D	D	D	b	D	D
441221	Motorcycle dealers	3	11 355	589	122	19	22.3	—
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	10	6 233	1 171	312	46	74.8	11.9
443	Electronics and appliance stores	8	6 162	836	224	41	40.9	—
444	Building material and garden equipment and supplies dealers ...	30	60 161	8 816	1 800	304	15.8	6.8
445	Food and beverage stores	36	96 753	9 969	2 326	899	26.8	2.1
446	Health and personal care stores	15	27 611	5 165	1 301	181	20.8	.9
447	Gasoline stations	42	80 077	4 391	1 051	365	25.8	3.9
44711	Gasoline stations with convenience stores	38	59 005	3 032	725	315	30.0	4.1
447110	Gasoline stations with convenience stores	38	59 005	3 032	725	315	30.0	4.1
448	Clothing and clothing accessories stores	18	11 931	1 805	515	151	6.8	8.2
451	Sporting goods, hobby, book, and music stores	14	D	D	D	b	D	D

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MISAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
MARINETTE, WI-MI MICROPOLITAN STATISTICAL AREA—Con.								
44-45	Retail trade—Con.							
452	General merchandise stores	13	86 946	8 330	2 011	552	.6	.9
453	Miscellaneous store retailers	29	D	D	D	c	D	D
45321	Office supplies and stationery stores	1	D	D	D	b	D	D
453210	Office supplies and stationery stores	1	D	D	D	b	D	D
4539	Other miscellaneous store retailers	10	15 130	1 238	231	59	12.2	9.7
45393	Manufactured (mobile) home dealers	3	10 367	898	160	26	—	14.2
453930	Manufactured (mobile) home dealers	3	10 367	898	160	26	—	14.2
45399	All other miscellaneous store retailers	5	D	D	D	b	D	D
454	Nonstore retailers	17	9 890	1 321	313	70	46.9	8.9
MONROE, WI MICROPOLITAN STATISTICAL AREA								
44-45	Retail trade	155	455 286	55 080	12 700	2 272	13.8	5.6
441	Motor vehicle and parts dealers	21	102 249	7 675	1 656	225	33.7	.9
4412	Other motor vehicle dealers	5	8 010	686	113	19	21.1	5.3
44122	Motorcycle, boat, and other motor vehicle dealers	5	8 010	686	113	19	21.1	5.3
441229	All other motor vehicle dealers	2	D	D	D	a	D	D
442	Furniture and home furnishings stores	7	7 881	1 637	379	57	47.7	—
443	Electronics and appliance stores	7	D	D	D	b	D	D
444	Building material and garden equipment and supplies dealers	18	26 346	2 653	549	98	13.2	5.3
4442	Lawn and garden equipment and supplies stores	6	14 568	1 334	243	38	.5	.2
44422	Nursery, garden center, and farm supply stores	6	14 568	1 334	243	38	.5	.2
444220	Nursery, garden center, and farm supply stores	6	14 568	1 334	243	38	.5	.2
445	Food and beverage stores	18	53 342	5 511	1 431	342	11.5	41.9
446	Health and personal care stores	8	10 143	927	218	56	62.1	—
447	Gasoline stations	18	29 591	1 853	444	144	12.0	2.6
448	Clothing and clothing accessories stores	12	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	5	D	D	D	a	D	D
452	General merchandise stores	6	60 280	6 062	1 461	419	2.2	—
45299	All other general merchandise stores	4	D	D	D	b	D	D
452990	All other general merchandise stores	4	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	25	D	D	D	b	D	D
454	Nonstore retailers	10	D	D	D	f	D	D
4541	Electronic shopping and mail-order houses	2	D	D	D	f	D	D
45411	Electronic shopping and mail-order houses	2	D	D	D	f	D	D
PLATTEVILLE, WI MICROPOLITAN STATISTICAL AREA								
44-45	Retail trade	224	384 738	36 739	8 764	2 167	26.5	2.7
441	Motor vehicle and parts dealers	36	116 586	7 287	1 731	302	30.1	3.5
4412	Other motor vehicle dealers	3	7 582	550	111	27	32.8	—
442	Furniture and home furnishings stores	9	3 924	651	152	33	75.5	—
443	Electronics and appliance stores	6	5 871	954	194	42	70.3	—
444	Building material and garden equipment and supplies dealers	37	34 426	4 454	998	251	23.2	10.0
445	Food and beverage stores	25	58 314	6 052	1 525	476	22.7	.1
4452	Specialty food stores	4	3 073	1 187	248	62	21.1	—
446	Health and personal care stores	8	15 085	2 212	507	75	40.9	—
447	Gasoline stations	41	51 729	3 640	852	309	42.2	—
448	Clothing and clothing accessories stores	14	7 148	1 182	226	91	44.5	.1
451	Sporting goods, hobby, book, and music stores	8	D	D	D	b	D	D
452	General merchandise stores	9	60 178	6 628	1 591	411	3.8	—
45299	All other general merchandise stores	7	D	D	D	c	D	D
452990	All other general merchandise stores	7	D	D	D	c	D	D
4529904	Miscellaneous general merchandise stores	4	D	D	D	c	D	D
453	Miscellaneous store retailers	19	D	D	D	b	D	D
454	Nonstore retailers	12	26 790	2 948	807	101	9.7	6.1
4543	Direct selling establishments	12	26 790	2 948	807	101	9.7	6.1
45431	Fuel dealers	8	20 753	1 895	507	66	3.8	7.9
454311	Heating oil dealers	2	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	6	D	D	D	b	D	D

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions and hierarchy of metropolitan and micropolitan statistical areas (CSAs, MeSAs, MISAs, and MDs), see Appendix E. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
SHEBOYGAN, WI METROPOLITAN STATISTICAL AREA								
44-45	Retail trade	423	1 149 300	115 926	27 499	6 266	6.8	11.0
441	Motor vehicle and parts dealers	60	333 206	26 430	5 966	873	8.7	.2
4411	Automobile dealers	34	296 951	21 504	4 836	686	9.5	—
4412	Other motor vehicle dealers	5	17 061	1 499	326	46	—	3.5
44122	Motorcycle, boat, and other motor vehicle dealers	4	D	D	D	b	D	D
441221	Motorcycle dealers	4	D	D	D	b	D	D
442	Furniture and home furnishings stores	24	20 058	3 319	643	117	8.2	8.7
443	Electronics and appliance stores	21	23 317	4 922	1 362	174	34.4	3.5
4431	Electronics and appliance stores	21	23 317	4 922	1 362	174	34.4	3.5
44311	Appliance, television, and other electronics stores	16	20 183	4 302	1 211	148	39.7	3.5
444	Building material and garden equipment and supplies dealers ...	36	125 234	15 935	3 842	613	3.7	.2
4441	Building material and supplies dealers	24	104 445	13 193	3 291	492	.9	.1
44419	Other building material dealers	13	43 453	5 494	1 333	171	2.3	.3
444190	Other building material dealers	13	43 453	5 494	1 333	171	2.3	.3
4442	Lawn and garden equipment and supplies stores	12	20 789	2 742	551	121	17.3	.9
44422	Nursery, garden center, and farm supply stores	9	17 573	2 316	465	102	20.5	1.0
444220	Nursery, garden center, and farm supply stores	9	17 573	2 316	465	102	20.5	1.0
445	Food and beverage stores	41	187 260	17 475	4 327	1 368	8.4	53.4
4452	Specialty food stores	10	D	D	D	b	D	D
446	Health and personal care stores	33	61 205	7 646	1 888	359	1.3	8.1
4461	Health and personal care stores	33	61 205	7 646	1 888	359	1.3	8.1
447	Gasoline stations	50	100 524	6 034	1 448	548	10.4	13.0
44711	Gasoline stations with convenience stores	43	92 370	5 389	1 303	500	11.0	14.1
447110	Gasoline stations with convenience stores	43	92 370	5 389	1 303	500	11.0	14.1
448	Clothing and clothing accessories stores	38	21 664	2 932	708	263	11.4	8.0
451	Sporting goods, hobby, book, and music stores	35	23 102	3 223	776	315	10.2	1.7
4511	Sporting goods, hobby, and musical instrument stores	22	16 959	2 537	600	243	12.8	—
452	General merchandise stores	17	206 892	20 055	4 535	1 166	—	.1
45299	All other general merchandise stores	8	D	D	D	c	D	D
452990	All other general merchandise stores	8	D	D	D	c	D	D
4529904	Miscellaneous general merchandise stores	5	D	D	D	c	D	D
453	Miscellaneous store retailers	42	22 492	3 790	927	283	3.9	2.6
45321	Office supplies and stationery stores	2	D	D	D	b	D	D
453210	Office supplies and stationery stores	2	D	D	D	b	D	D
4539	Other miscellaneous store retailers	15	9 821	1 503	347	78	2.6	—
45399	All other miscellaneous store retailers	12	D	D	D	b	D	D
454	Nonstore retailers	26	24 346	4 165	1 077	187	7.1	8.7
STEVENS POINT, WI MICROPOLITAN STATISTICAL AREA								
44-45	Retail trade	268	594 626	60 509	14 423	3 316	8.1	3.4
441	Motor vehicle and parts dealers	38	144 556	11 691	2 761	404	5.0	1.3
442	Furniture and home furnishings stores	15	25 157	4 158	896	161	8.1	1.1
4421	Furniture stores	7	17 725	3 220	677	112	.4	1.5
44211	Furniture stores	7	17 725	3 220	677	112	.4	1.5
442110	Furniture stores	7	17 725	3 220	677	112	.4	1.5
443	Electronics and appliance stores	8	3 398	574	125	29	18.0	—
444	Building material and garden equipment and supplies dealers ...	26	93 133	10 202	2 512	379	2.6	—
4441	Building material and supplies dealers	21	73 196	8 121	2 102	303	3.3	—
44419	Other building material dealers	13	D	D	D	c	D	D
444190	Other building material dealers	13	D	D	D	c	D	D
4442	Lawn and garden equipment and supplies stores	5	19 937	2 081	410	76	—	—
44422	Nursery, garden center, and farm supply stores	5	19 937	2 081	410	76	—	—
444220	Nursery, garden center, and farm supply stores	5	19 937	2 081	410	76	—	—
445	Food and beverage stores	19	15 760	1 257	311	123	53.6	3.3
446	Health and personal care stores	12	21 216	2 793	591	129	.1	—
447	Gasoline stations	31	53 205	2 758	680	256	30.8	10.8
448	Clothing and clothing accessories stores	32	21 089	3 557	866	289	10.7	—
451	Sporting goods, hobby, book, and music stores	20	10 188	1 380	349	95	20.3	3.0
452	General merchandise stores	13	145 896	13 669	3 211	899	.7	—
45299	All other general merchandise stores	7	D	D	D	c	D	D
452990	All other general merchandise stores	7	D	D	D	c	D	D
4529904	Miscellaneous general merchandise stores	5	D	D	D	c	D	D

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
	STEVENS POINT, WI MICROPOLITAN STATISTICAL AREA—Con.							
44-45	Retail trade—Con.							
453	Miscellaneous store retailers	31	15 254	2 169	478	157	15.0	25.4
45321	Office supplies and stationery stores	2	D	D	D	b	D	D
453210	Office supplies and stationery stores	2	D	D	D	b	D	D
4539	Other miscellaneous store retailers	14	D	D	D	b	D	D
454	Nonstore retailers	23	45 774	6 301	1 643	395	7.2	17.0
4541	Electronic shopping and mail-order houses	13	39 986	5 376	1 376	354	2.8	15.3
45411	Electronic shopping and mail-order houses	13	39 986	5 376	1 376	354	2.8	15.3
	WATERTOWN-FORT ATKINSON, WI MICROPOLITAN STATISTICAL AREA							
44-45	Retail trade	290	684 128	72 346	17 047	4 037	10.6	4.5
441	Motor vehicle and parts dealers	43	169 476	16 951	3 838	480	10.9	.8
4412	Other motor vehicle dealers	8	19 198	1 429	286	47	2.1	—
44122	Motorcycle, boat, and other motor vehicle dealers	6	D	D	D	b	D	D
441221	Motorcycle dealers	3	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	20	17 996	2 789	657	165	6.5	1.8
4422	Home furnishings stores	13	D	D	D	c	D	D
443	Electronics and appliance stores	13	7 008	979	239	62	2.6	27.3
444	Building material and garden equipment and supplies dealers ...	24	51 102	6 524	1 080	214	2.2	.1
445	Food and beverage stores	30	107 533	11 319	2 746	831	20.5	19.2
4452	Specialty food stores	4	3 624	696	185	47	68.3	24.5
446	Health and personal care stores	16	26 712	3 336	783	204	34.6	1.8
447	Gasoline stations	32	79 743	3 801	939	298	15.8	3.9
44711	Gasoline stations with convenience stores	26	59 246	2 986	748	253	11.6	5.2
447110	Gasoline stations with convenience stores	26	59 246	2 986	748	253	11.6	5.2
448	Clothing and clothing accessories stores	61	54 595	6 098	1 420	548	4.4	4.9
4481	Clothing stores	39	38 564	4 440	991	398	3.8	3.7
4482105	Athletic footwear stores	2	D	D	D	b	D	D
44832	Luggage and leather goods stores	2	D	D	D	a	D	D
448320	Luggage and leather goods stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	12	6 578	757	185	66	44.1	—
452	General merchandise stores	9	98 902	10 553	2 555	746	.3	—
453	Miscellaneous store retailers	22	D	D	D	c	D	D
4539	Other miscellaneous store retailers	5	D	D	D	b	D	D
45399	All other miscellaneous store retailers	4	D	D	D	b	D	D
454	Nonstore retailers	8	D	D	D	e	D	D
4541	Electronic shopping and mail-order houses	2	D	D	D	c	D	D
45411	Electronic shopping and mail-order houses	2	D	D	D	c	D	D
454311	Heating oil dealers	1	D	D	D	a	D	D
	WHITEWATER, WI MICROPOLITAN STATISTICAL AREA							
44-45	Retail trade	369	815 244	77 461	18 035	4 260	18.5	2.1
441	Motor vehicle and parts dealers	47	188 424	14 641	3 284	495	36.8	.2
4412	Other motor vehicle dealers	13	25 993	2 782	616	95	33.0	—
44122	Motorcycle, boat, and other motor vehicle dealers	10	D	D	D	b	D	D
441222	Boat dealers	6	12 901	1 562	351	56	52.4	—
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	21	13 786	1 980	450	96	47.9	4.6
443	Electronics and appliance stores	11	5 786	1 189	243	43	25.9	1.9
444	Building material and garden equipment and supplies dealers ...	38	117 475	14 316	3 317	577	4.5	.9
4441	Building material and supplies dealers	25	101 530	12 153	2 896	464	4.8	1.0
44419	Other building material dealers	13	60 973	7 065	1 683	209	4.2	.7
444190	Other building material dealers	13	60 973	7 065	1 683	209	4.2	.7
4442	Lawn and garden equipment and supplies stores	13	15 945	2 163	421	113	3.0	—
44422	Nursery, garden center, and farm supply stores	8	12 490	1 786	341	97	.3	—
444220	Nursery, garden center, and farm supply stores	8	12 490	1 786	341	97	.3	—
445	Food and beverage stores	44	164 292	16 454	3 742	1 257	8.1	3.6
446	Health and personal care stores	20	42 876	4 465	1 124	209	31.6	—
4461	Health and personal care stores	20	42 876	4 465	1 124	209	31.6	—
447	Gasoline stations	48	94 887	4 403	1 099	385	29.5	5.3
44711	Gasoline stations with convenience stores	40	88 717	4 052	1 008	363	28.4	5.7
447110	Gasoline stations with convenience stores	40	88 717	4 052	1 008	363	28.4	5.7

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—		
							From admini- strative records ¹	Estimated ²	
WHITEWATER, WI MICROPOLITAN STATISTICAL AREA—Con.									
44-45	Retail trade—Con.								
448	Clothing and clothing accessories stores	39	14 546	2 124	469	169	32.1	9.8	
451	Sporting goods, hobby, book, and music stores	21	6 539	915	203	72	20.9	5.4	
451212	News dealers and newsstands	1	D	D	D	a	D	D	
452	General merchandise stores	10	112 095	11 123	2 664	666	—	.4	
453	Miscellaneous store retailers	51	14 285	2 508	574	222	36.8	11.9	
4539	Other miscellaneous store retailers	13	4 717	886	182	57	42.0	5.3	
454	Nonstore retailers	19	40 253	3 343	866	69	3.8	—	
4543	Direct selling establishments	14	38 744	3 098	814	57	2.4	—	
45439	Other direct selling establishments	11	36 873	2 871	757	45	2.5	—	
454390	Other direct selling establishments	11	36 873	2 871	757	45	2.5	—	
WISCONSIN RAPIDS-MARSHFIELD, WI MICROPOLITAN STATISTICAL AREA									
44-45	Retail trade	350	1 013 092	95 449	23 908	5 087	12.4	4.9	
441	Motor vehicle and parts dealers	67	344 804	33 485	8 175	1 051	16.5	1.0	
4412	Other motor vehicle dealers	12	39 075	3 165	612	125	7.2	—	
44121	Recreational vehicle dealers	7	25 755	2 071	361	79	—	—	
441210	Recreational vehicle dealers	7	25 755	2 071	361	79	—	—	
44122	Motorcycle, boat, and other motor vehicle dealers	5	13 320	1 094	251	46	21.2	—	
441221	Motorcycle dealers	2	D	D	D	b	D	D	
442	Furniture and home furnishings stores	22	19 721	2 532	611	135	32.4	8.3	
443	Electronics and appliance stores	12	8 750	1 758	402	68	11.7	2.3	
444	Building material and garden equipment and supplies dealers ...	35	39 136	5 327	1 088	235	56.1	.3	
445	Food and beverage stores	25	115 007	11 087	2 572	951	16.1	22.8	
446	Health and personal care stores	15	22 262	2 298	549	194	14.7	5.9	
447	Gasoline stations	38	92 128	5 473	1 307	359	9.0	1.3	
44711	Gasoline stations with convenience stores	33	D	D	D	e	D	D	
447110	Gasoline stations with convenience stores	33	D	D	D	e	D	D	
448	Clothing and clothing accessories stores	30	13 638	2 269	590	185	12.5	7.5	
451	Sporting goods, hobby, book, and music stores	26	8 566	1 292	320	139	15.1	13.2	
452	General merchandise stores	14	180 057	18 757	4 572	1 147	.3	—	
45299	All other general merchandise stores	5	D	D	D	c	D	D	
452990	All other general merchandise stores	5	D	D	D	c	D	D	
4529904	Miscellaneous general merchandise stores	3	D	D	D	b	D	D	
453	Miscellaneous store retailers	39	24 225	4 003	926	320	10.2	14.8	
4532	Office supplies, stationery, and gift stores	15	10 087	1 456	369	121	12.4	—	
45321	Office supplies and stationery stores	3	D	D	D	b	D	D	
453210	Office supplies and stationery stores	3	D	D	D	b	D	D	
4539	Other miscellaneous store retailers	14	10 360	1 245	247	74	8.4	34.6	
454	Nonstore retailers	27	144 798	7 168	2 796	303	2.6	6.4	
4541	Electronic shopping and mail-order houses	7	D	D	D	c	D	D	
45411	Electronic shopping and mail-order houses	7	D	D	D	c	D	D	
4543	Direct selling establishments	18	D	D	D	c	D	D	
45431	Fuel dealers	11	D	D	D	b	D	D	
454311	Heating oil dealers	6	D	D	D	b	D	D	
454312	Liquefied petroleum gas (bottled gas) dealers	5	D	D	D	b	D	D	

¹Includes sales information obtained from administrative records of other federal agencies.

²Includes sales information that was imputed based on historic data, administrative data, industry averages, or other statistical methods.

³Data for this line not included in broader kind-of-business totals.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

Table 3. Summary Statistics for Counties: 2002

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab-lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
ADAMS								
44-45	Retail trade	36	102 774	9 795	2 223	507	17.7	1.8
441	Motor vehicle and parts dealers	11	16 679	1 598	351	62	52.6	4.4
4412	Other motor vehicle dealers	3	4 618	301	50	10	52.4	—
44122	Motorcycle, boat, and other motor vehicle dealers	3	4 618	301	50	10	52.4	—
441222	Boat dealers	2	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	9	D	D	D	c	D	D
4441	Building material and supplies dealers	5	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	4	D	D	D	c	D	D
44422	Nursery, garden center, and farm supply stores	4	D	D	D	c	D	D
444220	Nursery, garden center, and farm supply stores	4	D	D	D	c	D	D
445	Food and beverage stores	3	D	D	D	c	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	5	9 212	587	148	37	27.3	12.1
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	3	5 341	726	145	41	—	—
45299	All other general merchandise stores	3	5 341	726	145	41	—	—
452990	All other general merchandise stores	3	5 341	726	145	41	—	—
4529904	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	b	D	D
ASHLAND								
44-45	Retail trade	93	165 438	16 204	3 821	916	25.1	1.1
441	Motor vehicle and parts dealers	12	28 737	2 637	568	115	15.3	3.1
442	Furniture and home furnishings stores	4	2 204	440	98	20	77.6	22.4
443	Electronics and appliance stores	3	1 313	165	37	11	83.5	—
444	Building material and garden equipment and supplies dealers ...	9	13 574	1 830	369	92	20.2	—
4441	Building material and supplies dealers	8	D	D	D	b	D	D
445	Food and beverage stores	14	30 781	2 695	626	189	37.6	—
446	Health and personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	13	22 582	1 406	352	108	39.8	—
448	Clothing and clothing accessories stores	6	3 473	580	154	35	23.4	—
451	Sporting goods, hobby, book, and music stores	5	1 403	198	46	16	33.5	—
452	General merchandise stores	4	D	D	D	c	D	D
45299	All other general merchandise stores	3	4 831	591	122	37	—	—
452990	All other general merchandise stores	3	4 831	591	122	37	—	—
4529904	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	16	D	D	D	b	D	D
45321	Office supplies and stationery stores	2	D	D	D	a	D	D
453210	Office supplies and stationery stores	2	D	D	D	a	D	D
4539	Other miscellaneous store retailers	5	D	D	D	b	D	D
45399	All other miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	5	7 962	784	211	24	3.0	5.1
4543	Direct selling establishments	5	7 962	784	211	24	3.0	5.1
454311	Heating oil dealers	1	D	D	D	a	D	D

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
BARRON								
44-45	Retail trade	253	597 966	58 887	14 533	3 200	13.3	3.8
441	Motor vehicle and parts dealers	43	155 201	15 385	3 564	512	16.5	4.6
4411	Automobile dealers	20	116 681	9 693	2 208	286	18.7	.6
4412	Other motor vehicle dealers	8	24 888	2 617	601	93	9.5	25.8
44122	Motorcycle, boat, and other motor vehicle dealers	7	D	D	D	b	D	D
441221	Motorcycle dealers	4	D	D	D	b	D	D
441222	Boat dealers	2	D	D	D	b	D	D
441229	All other motor vehicle dealers	1	D	D	D	b	D	D
4413	Automotive parts, accessories, and tire stores	15	13 632	3 075	755	133	10.0	.2
44132	Tire dealers	3	7 795	1 309	320	49	11.8	—
441320	Tire dealers	3	7 795	1 309	320	49	11.8	—
442	Furniture and home furnishings stores	14	10 435	1 528	330	79	42.9	—
4421	Furniture stores	7	7 282	1 047	236	55	24.2	—
44211	Furniture stores	7	7 282	1 047	236	55	24.2	—
442110	Furniture stores	7	7 282	1 047	236	55	24.2	—
4422	Home furnishings stores	7	3 153	481	94	24	86.0	—
443	Electronics and appliance stores	5	3 211	434	106	28	69.5	—
4431	Electronics and appliance stores	5	3 211	434	106	28	69.5	—
44311	Appliance, television, and other electronics stores	5	3 211	434	106	28	69.5	—
444	Building material and garden equipment and supplies dealers	28	87 212	8 405	2 130	370	7.5	—
4441	Building material and supplies dealers	23	84 301	7 893	2 032	352	7.5	—
44411	Home centers	2	D	D	D	c	D	D
444110	Home centers	2	D	D	D	c	D	D
44413	Hardware stores	6	D	D	D	c	D	D
444130	Hardware stores	6	D	D	D	c	D	D
44419	Other building material dealers	15	23 380	2 634	796	89	21.0	—
444190	Other building material dealers	15	23 380	2 634	796	89	21.0	—
445	Food and beverage stores	33	77 918	7 154	2 049	582	12.7	1.6
4451	Grocery stores	14	67 405	6 013	1 801	479	8.9	.6
4452	Specialty food stores	7	4 074	714	154	64	32.4	1.3
446	Health and personal care stores	14	16 846	1 788	376	86	64.5	—
4461	Health and personal care stores	14	16 846	1 788	376	86	64.5	—
4461102	Proprietary stores	1	D	D	D	a	D	D
44612	Cosmetics, beauty supplies, and perfume stores	2	D	D	D	a	D	D
446120	Cosmetics, beauty supplies, and perfume stores	2	D	D	D	a	D	D
447	Gasoline stations	28	54 346	3 429	980	268	4.8	8.2
4471	Gasoline stations	28	54 346	3 429	980	268	4.8	8.2
44711	Gasoline stations with convenience stores	22	50 576	2 980	869	236	4.5	8.8
447110	Gasoline stations with convenience stores	22	50 576	2 980	869	236	4.5	8.8
448	Clothing and clothing accessories stores	17	15 676	1 832	467	150	6.8	—
4481	Clothing stores	9	11 832	1 395	367	106	4.4	—
451	Sporting goods, hobby, book, and music stores	14	8 292	1 095	238	94	49.8	—
4511	Sporting goods, hobby, and musical instrument stores	11	6 576	933	198	74	62.8	—
452	General merchandise stores	15	124 388	11 993	2 979	752	2.3	—
452112	Discount department stores	3	80 510	7 692	2 032	513	—	—
45299	All other general merchandise stores	11	D	D	D	c	D	D
452990	All other general merchandise stores	11	D	D	D	c	D	D
4529904	Miscellaneous general merchandise stores	4	D	D	D	c	D	D
453	Miscellaneous store retailers	27	20 328	2 885	595	161	13.3	24.8
4532	Office supplies, stationery, and gift stores	13	10 313	1 111	223	73	9.9	48.9
45321	Office supplies and stationery stores	3	D	D	D	b	D	D
453210	Office supplies and stationery stores	3	D	D	D	b	D	D
4533	Used merchandise stores	5	1 602	564	136	45	2.5	—
45331	Used merchandise stores	5	1 602	564	136	45	2.5	—
453310	Used merchandise stores	5	1 602	564	136	45	2.5	—
4539	Other miscellaneous store retailers	6	7 822	1 091	217	34	14.7	—
45393	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers	4	D	D	D	b	D	D
454	Nonstore retailers	15	24 113	2 959	719	118	28.2	19.3
4543	Direct selling establishments	12	D	D	D	c	D	D
45431	Fuel dealers	6	D	D	D	b	D	D
454311	Heating oil dealers	2	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	4	D	D	D	b	D	D
45439	Other direct selling establishments	6	7 913	1 455	385	58	12.3	—
454390	Other direct selling establishments	6	7 913	1 455	385	58	12.3	—

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
BAYFIELD								
44-45	Retail trade	79	91 446	8 846	1 882	482	37.0	7.1
441	Motor vehicle and parts dealers	6	30 348	2 120	474	85	5.4	1.5
4412	Other motor vehicle dealers	2	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	b	D	D
441222	Boat dealers	2	D	D	D	b	D	D
444	Building material and garden equipment and supplies dealers	16	13 445	1 974	385	83	48.7	7.6
4441	Building material and supplies dealers	14	D	D	D	b	D	D
44419	Other building material dealers	10	10 820	1 510	282	52	53.2	9.5
444190	Other building material dealers	10	10 820	1 510	282	52	53.2	9.5
445	Food and beverage stores	13	18 073	2 135	471	158	80.1	2.1
446	Health and personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	15	15 992	1 073	238	79	40.6	—
448	Clothing and clothing accessories stores	3	548	61	5	1	100.0	—
451	Sporting goods, hobby, book, and music stores	4	945	55	7	9	15.4	—
452	General merchandise stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	16	D	D	D	b	D	D
45392	Art dealers	5	798	94	16	10	33.6	—
453920	Art dealers	5	798	94	16	10	33.6	—
454	Nonstore retailers	2	D	D	D	b	D	D
4543	Direct selling establishments	2	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	1	D	D	D	a	D	D
BROWN								
44-45	Retail trade	988	3 051 980	325 312	76 812	15 902	10.1	3.8
441	Motor vehicle and parts dealers	123	823 284	74 762	17 077	2 104	15.7	.6
4411	Automobile dealers	55	D	D	D	g	D	D
44111	New car dealers	18	681 775	53 120	11 896	1 369	15.7	—
441110	New car dealers	18	681 775	53 120	11 896	1 369	15.7	—
44112	Used car dealers	37	D	D	D	c	D	D
441120	Used car dealers	37	D	D	D	c	D	D
4412	Other motor vehicle dealers	21	D	D	D	c	D	D
44121	Recreational vehicle dealers	6	D	D	D	b	D	D
441210	Recreational vehicle dealers	6	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	15	D	D	D	c	D	D
441221	Motorcycle dealers	7	D	D	D	b	D	D
441222	Boat dealers	8	D	D	D	b	D	D
4413	Automotive parts, accessories, and tire stores	47	48 486	13 458	3 327	416	5.5	.6
44131	Automotive parts and accessories stores	34	24 897	4 447	1 085	205	8.9	.7
441310	Automotive parts and accessories stores	34	24 897	4 447	1 085	205	8.9	.7
44132	Tire dealers	13	23 589	9 011	2 242	211	2.0	.5
441320	Tire dealers	13	23 589	9 011	2 242	211	2.0	.5
442	Furniture and home furnishings stores	68	87 080	12 688	3 005	571	11.2	6.1
4421	Furniture stores	27	D	D	D	c	D	D
44211	Furniture stores	27	D	D	D	c	D	D
442110	Furniture stores	27	D	D	D	c	D	D
4422	Home furnishings stores	41	D	D	D	e	D	D
44221	Floor covering stores	18	D	D	D	c	D	D
442210	Floor covering stores	18	D	D	D	c	D	D
44229	Other home furnishings stores	23	18 614	2 799	673	175	3.7	1.2
442299	All other home furnishings stores	21	D	D	D	c	D	D
443	Electronics and appliance stores	45	D	D	D	f	D	D
4431	Electronics and appliance stores	45	D	D	D	f	D	D
44311	Appliance, television, and other electronics stores	34	D	D	D	e	D	D
443111	Household appliance stores	13	D	D	D	b	D	D
443112	Radio, television, and other electronics stores	21	D	D	D	e	D	D
44312	Computer and software stores	11	D	D	D	c	D	D
443120	Computer and software stores	11	D	D	D	c	D	D
444	Building material and garden equipment and supplies dealers	97	377 257	58 394	14 470	2 020	10.4	10.2
4441	Building material and supplies dealers	78	315 462	51 204	12 833	1 708	8.3	11.7
44411	Home centers	4	D	D	D	e	D	D
444110	Home centers	4	D	D	D	e	D	D
44412	Paint and wallpaper stores	10	D	D	D	b	D	D
444120	Paint and wallpaper stores	10	D	D	D	b	D	D
44413	Hardware stores	13	18 223	2 647	604	146	4.3	.2
444130	Hardware stores	13	18 223	2 647	604	146	4.3	.2
44419	Other building material dealers	51	168 412	35 176	8 865	1 016	15.0	20.2
444190	Other building material dealers	51	168 412	35 176	8 865	1 016	15.0	20.2
4442	Lawn and garden equipment and supplies stores	19	61 795	7 190	1 637	312	21.0	2.8
44422	Nursery, garden center, and farm supply stores	16	D	D	D	e	D	D
444220	Nursery, garden center, and farm supply stores	16	D	D	D	e	D	D

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
BROWN—Con.								
Retail trade—Con.								
44-45	Retail trade—Con.							
445	Food and beverage stores	85	342 909	30 111	6 987	2 231	14.0	2.7
4451	Grocery stores	40	D	D	D	g	D	D
44511	Supermarkets and other grocery (except convenience) stores	34	306 808	27 070	6 263	1 992	11.2	1.9
445110	Supermarkets and other grocery (except convenience) stores	34	306 808	27 070	6 263	1 992	11.2	1.9
44512	Convenience stores	6	D	D	D	b	D	D
445120	Convenience stores	6	D	D	D	b	D	D
4452	Specialty food stores	19	D	D	D	b	D	D
4453	Beer, wine, and liquor stores	26	19 787	1 349	331	129	29.3	1.9
44531	Beer, wine, and liquor stores	26	19 787	1 349	331	129	29.3	1.9
445310	Beer, wine, and liquor stores	26	19 787	1 349	331	129	29.3	1.9
446	Health and personal care stores	58	116 921	18 324	3 637	708	3.6	11.7
4461	Health and personal care stores	58	116 921	18 324	3 637	708	3.6	11.7
44611	Pharmacies and drug stores	24	103 712	15 866	3 010	528	3.8	11.5
446110	Pharmacies and drug stores	24	103 712	15 866	3 010	528	3.8	11.5
4461101	Pharmacies and drug stores	24	103 712	15 866	3 010	528	3.8	11.5
44612	Cosmetics, beauty supplies, and perfume stores	12	4 906	620	140	78	1.6	—
446120	Cosmetics, beauty supplies, and perfume stores	12	4 906	620	140	78	1.6	—
44613	Optical goods stores	9	5 285	1 240	329	66	—	33.3
446130	Optical goods stores	9	5 285	1 240	329	66	—	33.3
44619	Other health and personal care stores	13	3 018	598	158	36	6.0	.7
446191	Food (health) supplement stores	10	D	D	D	b	D	D
447	Gasoline stations	111	242 107	14 730	3 502	1 032	20.6	11.7
4471	Gasoline stations	111	242 107	14 730	3 502	1 032	20.6	11.7
44711	Gasoline stations with convenience stores	97	208 564	10 803	2 574	833	21.7	13.5
447110	Gasoline stations with convenience stores	97	208 564	10 803	2 574	833	21.7	13.5
44719	Other gasoline stations	14	33 543	3 927	928	199	14.1	—
447190	Other gasoline stations	14	33 543	3 927	928	199	14.1	—
448	Clothing and clothing accessories stores	120	D	D	D	g	D	D
4481	Clothing stores	65	D	D	D	f	D	D
44811	Men's clothing stores	10	4 347	747	173	36	20.9	—
448110	Men's clothing stores	10	4 347	747	173	36	20.9	—
44812	Women's clothing stores	20	16 504	1 943	510	201	1.2	7.7
448120	Women's clothing stores	20	16 504	1 943	510	201	1.2	7.7
44813	Children's and infants' clothing stores	5	D	D	D	b	D	D
448130	Children's and infants' clothing stores	5	D	D	D	b	D	D
44814	Family clothing stores	16	34 109	3 340	841	377	5.2	4.1
448140	Family clothing stores	16	34 109	3 340	841	377	5.2	4.1
44815	Clothing accessories stores	5	D	D	D	b	D	D
448150	Clothing accessories stores	5	D	D	D	b	D	D
44819	Other clothing stores	9	6 047	1 033	288	119	19.2	—
448190	Other clothing stores	9	6 047	1 033	288	119	19.2	—
4482	Shoe stores	27	D	D	D	c	D	D
44821	Shoe stores	27	D	D	D	c	D	D
448210	Shoe stores	27	D	D	D	c	D	D
4482102	Women's shoe stores	2	D	D	D	a	D	D
4482103	Children's and juveniles' shoe stores	1	D	D	D	a	D	D
4482104	Family shoe stores	18	10 570	1 474	324	129	1.0	—
4482105	Athletic footwear stores	5	D	D	D	b	D	D
4483	Jewelry, luggage, and leather goods stores	28	D	D	D	c	D	D
44831	Jewelry stores	27	D	D	D	c	D	D
448310	Jewelry stores	27	D	D	D	c	D	D
44832	Luggage and leather goods stores	1	D	D	D	a	D	D
448320	Luggage and leather goods stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	86	85 909	12 618	3 075	870	6.3	3.6
4511	Sporting goods, hobby, and musical instrument stores	64	74 150	10 970	2 677	725	5.2	1.9
45111	Sporting goods stores	31	38 319	5 821	1 438	375	2.7	2.7
451110	Sporting goods stores	31	38 319	5 821	1 438	375	2.7	2.7
4511101	General-line sporting goods stores	8	D	D	D	c	D	D
4511102	Specialty-line sporting goods stores	23	D	D	D	c	D	D
45112	Hobby, toy, and game stores	17	23 024	2 412	576	212	4.4	1.7
451120	Hobby, toy, and game stores	17	23 024	2 412	576	212	4.4	1.7
45113	Sewing, needlework, and piece goods stores	8	4 463	531	128	51	13.0	—
451130	Sewing, needlework, and piece goods stores	8	4 463	531	128	51	13.0	—
45114	Musical instrument and supplies stores	8	8 344	2 206	535	87	15.2	—
451140	Musical instrument and supplies stores	8	8 344	2 206	535	87	15.2	—
4512	Book, periodical, and music stores	22	11 759	1 648	398	145	12.7	14.3
45121	Book stores and news dealers	14	D	D	D	b	D	D
451211	Book stores	12	D	D	D	b	D	D
4512111	Book stores, general	9	3 136	681	170	55	—	2.8
4512112	Specialty book stores	2	D	D	D	a	D	D
4512113	College book stores	1	D	D	D	a	D	D
451212	News dealers and newsstands	2	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, and record stores	8	D	D	D	b	D	D
451220	Prerecorded tape, compact disc, and record stores	8	D	D	D	b	D	D

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
BROWN—Con.								
44-45	Retail trade—Con.							
452	General merchandise stores	31	D	D	D	h	D	D
4521	Department stores	16	372 273	36 817	8 876	2 475	—	—
45210009	Department stores (incl. leased depts.) ³	16	375 799	36 817	8 876	2 475	—	—
45211	Department stores	16	372 273	36 817	8 876	2 475	—	—
452111	Department stores (except discount department stores) ..	4	60 331	8 396	2 112	534	—	—
452112	Discount department stores	12	311 942	28 421	6 764	1 941	—	—
4529	Other general merchandise stores	15	D	D	D	f	D	D
45291	Warehouse clubs and supercenters	2	D	D	D	f	D	D
452910	Warehouse clubs and supercenters	2	D	D	D	f	D	D
45299	All other general merchandise stores	13	D	D	D	e	D	D
452990	All other general merchandise stores	13	D	D	D	e	D	D
4529901	Variety stores	8	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	5	D	D	D	e	D	D
453	Miscellaneous store retailers	107	D	D	D	f	D	D
4531	Florists	25	6 814	1 512	344	156	27.5	2.5
45311	Florists	25	6 814	1 512	344	156	27.5	2.5
453110	Florists	25	6 814	1 512	344	156	27.5	2.5
4532	Office supplies, stationery, and gift stores	34	27 927	3 386	807	282	1.4	5.3
45321	Office supplies and stationery stores	4	17 339	1 551	386	101	—	—
453210	Office supplies and stationery stores	4	17 339	1 551	386	101	—	—
45322	Gift, novelty, and souvenir stores	30	10 588	1 835	421	181	3.6	14.1
453220	Gift, novelty, and souvenir stores	30	10 588	1 835	421	181	3.6	14.1
4533	Used merchandise stores	14	5 528	1 543	376	137	17.9	.8
45331	Used merchandise stores	14	5 528	1 543	376	137	17.9	.8
453310	Used merchandise stores	14	5 528	1 543	376	137	17.9	.8
4539	Other miscellaneous store retailers	34	D	D	D	c	D	D
45391	Pet and pet supplies stores	3	D	D	D	b	D	D
453910	Pet and pet supplies stores	3	D	D	D	b	D	D
45392	Art dealers	5	D	D	D	b	D	D
453920	Art dealers	5	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	4	D	D	D	b	D	D
453930	Manufactured (mobile) home dealers	4	D	D	D	b	D	D
45399	All other miscellaneous store retailers	22	D	D	D	c	D	D
454	Nonstore retailers	57	62 755	11 149	2 585	424	5.2	8.2
4541	Electronic shopping and mail-order houses	7	5 300	880	203	56	1.9	64.6
45411	Electronic shopping and mail-order houses	7	5 300	880	203	56	1.9	64.6
4542	Vending machine operators	6	16 793	3 643	772	110	13.3	.4
45421	Vending machine operators	6	16 793	3 643	772	110	13.3	.4
454210	Vending machine operators	6	16 793	3 643	772	110	13.3	.4
4543	Direct selling establishments	44	40 662	6 626	1 610	258	2.3	4.1
45431	Fuel dealers	7	D	D	D	b	D	D
454311	Heating oil dealers	3	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	4	D	D	D	b	D	D
45439	Other direct selling establishments	37	D	D	D	c	D	D
454390	Other direct selling establishments	37	D	D	D	c	D	D
BUFFALO								
44-45	Retail trade	51	58 289	6 176	1 470	361	36.9	28.0
441	Motor vehicle and parts dealers	6	9 480	993	228	41	67.7	3.9
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	5	2 995	303	68	18	21.5	—
4441	Building material and supplies dealers	4	D	D	D	a	D	D
445	Food and beverage stores	12	9 645	1 077	255	78	81.4	1.3
4452	Specialty food stores	1	D	D	D	a	D	D
446	Health and personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	9	10 613	721	163	62	25.0	3.4
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	8	D	D	D	b	D	D
454	Nonstore retailers	6	20 220	2 452	608	101	7.3	75.8
4543	Direct selling establishments	3	D	D	D	b	D	D
45431	Fuel dealers	3	D	D	D	b	D	D
454311	Heating oil dealers	2	D	D	D	b	D	D

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
BURNETT								
44-45	Retail trade	80	95 396	9 146	1 994	558	43.7	3.1
441	Motor vehicle and parts dealers	12	18 652	1 466	300	53	84.7	7.3
4412	Other motor vehicle dealers	6	4 748	298	55	14	74.8	25.2
44122	Motorcycle, boat, and other motor vehicle dealers	5	D	D	D	a	D	D
441222	Boat dealers	2	D	D	D	a	D	D
442	Furniture and home furnishings stores	5	1 184	194	47	8	49.7	8.1
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	16	18 722	2 135	431	82	50.0	2.7
4441	Building material and supplies dealers	14	D	D	D	b	D	D
44419	Other building material dealers	9	14 132	1 499	314	48	41.9	3.6
444190	Other building material dealers	9	14 132	1 499	314	48	41.9	3.6
445	Food and beverage stores	7	19 110	1 981	449	158	33.0	—
4452	Specialty food stores	1	D	D	D	a	D	D
446	Health and personal care stores	4	8 596	706	158	40	—	—
447	Gasoline stations	10	18 273	1 393	316	115	30.5	—
448	Clothing and clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	3	523	59	12	5	—	44.0
452	General merchandise stores	4	3 020	239	57	24	83.7	16.3
453	Miscellaneous store retailers	9	D	D	D	b	D	D
454	Nonstore retailers	7	4 847	553	133	32	9.1	—
CALUMET								
44-45	Retail trade	109	304 950	28 428	6 814	1 575	7.3	10.0
441	Motor vehicle and parts dealers	22	165 676	12 448	2 879	399	1.3	4.5
4411	Automobile dealers	15	160 085	11 227	2 632	354	1.0	4.7
44112	Used car dealers	6	10 867	1 134	219	30	15.0	—
441120	Used car dealers	6	10 867	1 134	219	30	15.0	—
442	Furniture and home furnishings stores	7	5 273	836	208	60	20.0	9.5
4421	Furniture stores	5	D	D	D	b	D	D
44211	Furniture stores	5	D	D	D	b	D	D
442110	Furniture stores	5	D	D	D	b	D	D
443	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	19	23 635	3 306	698	150	11.3	19.0
4441	Building material and supplies dealers	9	14 170	2 459	499	111	18.4	11.1
4442	Lawn and garden equipment and supplies stores	10	9 465	847	199	39	.6	30.9
44422	Nursery, garden center, and farm supply stores	10	9 465	847	199	39	.6	30.9
444220	Nursery, garden center, and farm supply stores	10	9 465	847	199	39	.6	30.9
445	Food and beverage stores	9	40 552	5 327	1 506	464	27.1	41.1
4452	Specialty food stores	2	D	D	D	a	D	D
446	Health and personal care stores	5	6 631	869	205	44	—	—
447	Gasoline stations	17	35 271	2 362	519	193	7.5	4.0
44711	Gasoline stations with convenience stores	11	26 527	1 785	376	132	—	5.3
447110	Gasoline stations with convenience stores	11	26 527	1 785	376	132	—	5.3
448	Clothing and clothing accessories stores	5	430	82	55	18	10.7	5.3
451	Sporting goods, hobby, book, and music stores	5	747	220	56	21	93.2	—
452	General merchandise stores	3	D	D	D	c	D	D
453	Miscellaneous store retailers	10	D	D	D	b	D	D
45392	Art dealers	2	D	D	D	b	D	D
453920	Art dealers	2	D	D	D	b	D	D
454	Nonstore retailers	5	8 339	554	153	28	9.1	—
4543	Direct selling establishments	4	D	D	D	b	D	D
454311	Heating oil dealers	1	D	D	D	a	D	D
45439	Other direct selling establishments	3	D	D	D	b	D	D
454390	Other direct selling establishments	3	D	D	D	b	D	D

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab-lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
CHIPPEWA								
44-45	Retail trade	234	648 558	56 198	12 666	2 830	9.0	9.2
441	Motor vehicle and parts dealers	61	301 110	23 329	4 988	769	5.3	12.1
4411	Automobile dealers	28	234 829	16 534	3 546	498	5.8	10.1
44111	New car dealers	13	207 503	14 486	3 165	436	5.8	11.4
441110	New car dealers	13	207 503	14 486	3 165	436	5.8	11.4
44112	Used car dealers	15	27 326	2 048	381	62	5.9	.4
441120	Used car dealers	15	27 326	2 048	381	62	5.9	.4
4412	Other motor vehicle dealers	14	50 658	4 082	800	147	.1	25.1
44121	Recreational vehicle dealers	7	D	D	D	b	D	D
441210	Recreational vehicle dealers	7	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	7	D	D	D	b	D	D
441221	Motorcycle dealers	3	D	D	D	b	D	D
441222	Boat dealers	4	D	D	D	b	D	D
4413	Automotive parts, accessories, and tire stores	19	15 623	2 713	642	124	14.4	—
44131	Automotive parts and accessories stores	14	10 849	1 852	438	86	7.9	—
441310	Automotive parts and accessories stores	14	10 849	1 852	438	86	7.9	—
442	Furniture and home furnishings stores	13	6 167	1 115	284	48	10.1	3.8
4421	Furniture stores	6	3 387	615	159	24	—	.9
44211	Furniture stores	6	3 387	615	159	24	—	.9
442110	Furniture stores	6	3 387	615	159	24	—	.9
443	Electronics and appliance stores	6	2 284	431	95	17	6.0	—
4431	Electronics and appliance stores	6	2 284	431	95	17	6.0	—
44312	Computer and software stores	2	D	D	D	a	D	D
443120	Computer and software stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers	28	35 903	4 606	1 055	232	8.7	6.0
4441	Building material and supplies dealers	20	25 463	3 436	787	178	9.4	8.5
44419	Other building material dealers	9	D	D	D	b	D	D
444190	Other building material dealers	9	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	8	10 440	1 170	268	54	7.0	—
44422	Nursery, garden center, and farm supply stores	8	10 440	1 170	268	54	7.0	—
444220	Nursery, garden center, and farm supply stores	8	10 440	1 170	268	54	7.0	—
445	Food and beverage stores	20	70 069	6 388	1 571	613	13.5	8.5
4451	Grocery stores	13	67 476	5 990	1 480	575	12.8	8.8
4452	Specialty food stores	5	D	D	D	b	D	D
446	Health and personal care stores	9	18 299	1 992	501	67	45.1	4.3
4461	Health and personal care stores	9	18 299	1 992	501	67	45.1	4.3
447	Gasoline stations	39	103 088	6 148	1 525	395	17.3	7.5
4471	Gasoline stations	39	103 088	6 148	1 525	395	17.3	7.5
44711	Gasoline stations with convenience stores	28	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	28	D	D	D	c	D	D
44719	Other gasoline stations	11	D	D	D	c	D	D
447190	Other gasoline stations	11	D	D	D	c	D	D
448	Clothing and clothing accessories stores	7	3 379	608	145	52	30.5	20.6
451	Sporting goods, hobby, book, and music stores	7	2 279	373	102	27	8.1	.2
452	General merchandise stores	9	71 331	6 604	1 516	425	.1	—
452111	Department stores (except discount department stores)	1	D	D	D	c	D	D
45299	All other general merchandise stores	6	D	D	D	b	D	D
452990	All other general merchandise stores	6	D	D	D	b	D	D
453	Miscellaneous store retailers	17	15 286	2 612	402	101	4.4	14.3
4539	Other miscellaneous store retailers	7	12 822	2 036	255	54	1.4	17.1
45393	Manufactured (mobile) home dealers	3	D	D	D	b	D	D
453930	Manufactured (mobile) home dealers	3	D	D	D	b	D	D
45399	All other miscellaneous store retailers	4	D	D	D	b	D	D
454	Nonstore retailers	18	19 363	1 992	482	84	6.4	17.4
4543	Direct selling establishments	11	16 350	1 484	346	59	2.8	18.0
45431	Fuel dealers	5	14 516	1 249	295	51	—	20.3
454311	Heating oil dealers	3	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	2	D	D	D	b	D	D

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
CLARK								
44-45	Retail trade	124	233 195	20 172	4 463	1 111	31.0	5.9
441	Motor vehicle and parts dealers	24	68 506	5 861	1 099	177	38.0	.3
442	Furniture and home furnishings stores	4	1 448	242	52	12	5.7	17.5
443	Electronics and appliance stores	4	D	D	D	b	D	D
4431	Electronics and appliance stores	4	D	D	D	b	D	D
44311	Appliance, television, and other electronics stores	4	D	D	D	b	D	D
443112	Radio, television, and other electronics stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	21	62 744	5 320	1 284	252	19.2	4.5
4441	Building material and supplies dealers	13	17 450	1 788	382	81	62.8	16.2
44419	Other building material dealers	8	14 674	1 447	298	50	68.9	10.6
444190	Other building material dealers	8	14 674	1 447	298	50	68.9	10.6
4442	Lawn and garden equipment and supplies stores	8	45 294	3 532	902	171	2.4	—
44422	Nursery, garden center, and farm supply stores	8	45 294	3 532	902	171	2.4	—
444220	Nursery, garden center, and farm supply stores	8	45 294	3 532	902	171	2.4	—
445	Food and beverage stores	15	26 265	3 253	770	308	73.7	4.5
446	Health and personal care stores	5	8 405	845	178	44	43.1	—
447	Gasoline stations	20	35 385	1 826	415	130	18.2	14.6
448	Clothing and clothing accessories stores	4	650	59	14	12	73.4	—
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
452	General merchandise stores	6	D	D	D	b	D	D
45299	All other general merchandise stores	6	D	D	D	b	D	D
452990	All other general merchandise stores	6	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	4	D	D	D	b	D	D
453	Miscellaneous store retailers	12	D	D	D	b	D	D
4539	Other miscellaneous store retailers	4	D	D	D	a	D	D
45399	All other miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	8	9 606	697	171	36	10.0	41.3
4541	Electronic shopping and mail-order houses	2	D	D	D	a	D	D
45411	Electronic shopping and mail-order houses	2	D	D	D	a	D	D
4543	Direct selling establishments	6	D	D	D	b	D	D
454311	Heating oil dealers	2	D	D	D	a	D	D
COLUMBIA								
44-45	Retail trade	233	495 075	49 066	11 178	2 606	15.7	3.6
441	Motor vehicle and parts dealers	38	D	D	D	e	D	D
4411	Automobile dealers	18	D	D	D	e	D	D
4412	Other motor vehicle dealers	6	17 375	1 387	261	35	1.3	—
44121	Recreational vehicle dealers	2	D	D	D	a	D	D
441210	Recreational vehicle dealers	2	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	4	D	D	D	b	D	D
441222	Boat dealers	3	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	9	3 580	348	89	28	88.0	—
443	Electronics and appliance stores	5	2 545	315	78	17	22.3	—
4431	Electronics and appliance stores	5	2 545	315	78	17	22.3	—
444	Building material and garden equipment and supplies dealers ...	25	39 741	5 517	1 249	204	11.3	—
4441	Building material and supplies dealers	17	29 105	4 262	1 027	167	11.6	—
44419	Other building material dealers	11	20 486	3 105	759	107	9.7	—
444190	Other building material dealers	11	20 486	3 105	759	107	9.7	—
4442	Lawn and garden equipment and supplies stores	8	10 636	1 255	222	37	10.2	—
44422	Nursery, garden center, and farm supply stores	7	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	7	D	D	D	b	D	D
445	Food and beverage stores	21	D	D	D	f	D	D
4451	Grocery stores	12	D	D	D	f	D	D
4452	Specialty food stores	3	D	D	D	a	D	D
446	Health and personal care stores	12	D	D	D	c	D	D
4461	Health and personal care stores	12	D	D	D	c	D	D
447	Gasoline stations	36	D	D	D	e	D	D
4471	Gasoline stations	36	D	D	D	e	D	D
44711	Gasoline stations with convenience stores	32	D	D	D	e	D	D
447110	Gasoline stations with convenience stores	32	D	D	D	e	D	D
44719	Other gasoline stations	4	D	D	D	c	D	D
447190	Other gasoline stations	4	D	D	D	c	D	D

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
COLUMBIA—Con.								
44-45	Retail trade—Con.							
448	Clothing and clothing accessories stores	17	9 324	1 351	280	68	32.5	—
4481	Clothing stores	13	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	6	1 789	214	44	33	—	—
452	General merchandise stores	7	D	D	D	e	D	D
453	Miscellaneous store retailers	45	20 352	3 433	663	208	21.3	34.2
4532	Office supplies, stationery, and gift stores	24	D	D	D	c	D	D
45321	Office supplies and stationery stores	1	D	D	D	b	D	D
453210	Office supplies and stationery stores	1	D	D	D	b	D	D
45322	Gift, novelty, and souvenir stores	23	7 156	1 455	212	79	44.8	13.6
453220	Gift, novelty, and souvenir stores	23	7 156	1 455	212	79	44.8	13.6
4533	Used merchandise stores	9	D	D	D	b	D	D
45331	Used merchandise stores	9	D	D	D	b	D	D
453310	Used merchandise stores	9	D	D	D	b	D	D
4539	Other miscellaneous store retailers	6	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	2	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	2	D	D	D	a	D	D
454	Nonstore retailers	12	22 693	3 569	896	185	16.1	8.2
4541	Electronic shopping and mail-order houses	3	D	D	D	b	D	D
45411	Electronic shopping and mail-order houses	3	D	D	D	b	D	D
4542	Vending machine operators	2	D	D	D	b	D	D
45421	Vending machine operators	2	D	D	D	b	D	D
454210	Vending machine operators	2	D	D	D	b	D	D
4543	Direct selling establishments	7	9 747	1 491	332	54	17.9	16.8
454312	Liquefied petroleum gas (bottled gas) dealers	3	6 389	897	196	29	25.6	25.6
45439	Other direct selling establishments	4	3 358	594	136	25	3.2	—
454390	Other direct selling establishments	4	3 358	594	136	25	3.2	—
CRAWFORD								
44-45	Retail trade	90	180 451	19 629	4 459	1 357	22.8	1.1
441	Motor vehicle and parts dealers	8	21 378	2 137	482	88	7.2	—
4412	Other motor vehicle dealers	3	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	1	D	D	D	b	D	D
441222	Boat dealers	1	D	D	D	b	D	D
442	Furniture and home furnishings stores	3	1 335	186	58	15	74.0	—
443	Electronics and appliance stores	4	2 518	392	90	24	35.5	—
4431	Electronics and appliance stores	4	2 518	392	90	24	35.5	—
44312	Computer and software stores	1	D	D	D	a	D	D
443120	Computer and software stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers	14	11 682	1 282	305	82	4.2	9.1
4441	Building material and supplies dealers	8	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	6	D	D	D	a	D	D
44422	Nursery, garden center, and farm supply stores	5	D	D	D	a	D	D
444220	Nursery, garden center, and farm supply stores	5	D	D	D	a	D	D
445	Food and beverage stores	13	24 336	2 412	704	218	36.9	2.3
4452	Specialty food stores	3	727	192	51	8	24.5	75.5
446	Health and personal care stores	4	5 562	592	129	26	74.5	—
447	Gasoline stations	11	20 040	1 484	355	132	45.1	—
448	Clothing and clothing accessories stores	8	5 026	792	176	48	40.0	8.5
451	Sporting goods, hobby, book, and music stores	4	D	D	D	c	D	D
4511	Sporting goods, hobby, and musical instrument stores	4	D	D	D	c	D	D
45111	Sporting goods stores	1	D	D	D	c	D	D
451110	Sporting goods stores	1	D	D	D	c	D	D
4511102	Specialty-line sporting goods stores	1	D	D	D	c	D	D
452	General merchandise stores	5	D	D	D	e	D	D
4529	Other general merchandise stores	5	D	D	D	e	D	D
45299	All other general merchandise stores	4	D	D	D	b	D	D
452990	All other general merchandise stores	4	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	11	D	D	D	b	D	D
4539	Other miscellaneous store retailers	6	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	4	5 484	466	70	17	100.0	—
453930	Manufactured (mobile) home dealers	4	5 484	466	70	17	100.0	—
454	Nonstore retailers	5	2 093	370	90	15	77.0	—

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
DANE								
44-45	Retail trade	1 775	5 818 321	629 331	151 201	30 719	6.3	4.8
441	Motor vehicle and parts dealers	155	1 285 558	108 038	24 273	3 029	4.8	.5
4411	Automobile dealers	57	1 137 728	85 908	19 486	2 238	4.5	—
44111	New car dealers	36	1 061 248	81 331	18 452	2 126	3.6	—
441110	New car dealers	36	1 061 248	81 331	18 452	2 126	3.6	—
44112	Used car dealers	21	76 480	4 577	1 034	112	16.1	—
441120	Used car dealers	21	76 480	4 577	1 034	112	16.1	—
4412	Other motor vehicle dealers	25	67 524	6 896	1 182	220	8.3	2.8
44121	Recreational vehicle dealers	8	D	D	D	b	D	D
441210	Recreational vehicle dealers	8	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	17	D	D	D	c	D	D
441221	Motorcycle dealers	6	26 774	2 756	405	61	3.5	1.0
441222	Boat dealers	9	D	D	D	b	D	D
441229	All other motor vehicle dealers	2	D	D	D	a	D	D
4413	Automotive parts, accessories, and tire stores	73	80 306	15 234	3 605	571	6.2	5.9
44131	Automotive parts and accessories stores	55	45 311	8 361	2 083	380	5.0	10.5
441310	Automotive parts and accessories stores	55	45 311	8 361	2 083	380	5.0	10.5
44132	Tire dealers	18	34 995	6 873	1 522	191	7.7	—
441320	Tire dealers	18	34 995	6 873	1 522	191	7.7	—
442	Furniture and home furnishings stores	114	D	D	D	g	D	D
4421	Furniture stores	40	D	D	D	e	D	D
44211	Furniture stores	40	D	D	D	e	D	D
442110	Furniture stores	40	D	D	D	e	D	D
4422	Home furnishings stores	74	D	D	D	f	D	D
44221	Floor covering stores	32	84 352	11 615	2 498	326	7.0	3.7
442210	Floor covering stores	32	84 352	11 615	2 498	326	7.0	3.7
44229	Other home furnishings stores	42	D	D	D	e	D	D
442299	All other home furnishings stores	39	D	D	D	e	D	D
443	Electronics and appliance stores	89	D	D	D	g	D	D
4431	Electronics and appliance stores	89	D	D	D	g	D	D
44311	Appliance, television, and other electronics stores	63	D	D	D	g	D	D
443111	Household appliance stores	19	D	D	D	c	D	D
443112	Radio, television, and other electronics stores	44	D	D	D	g	D	D
44312	Computer and software stores	19	D	D	D	c	D	D
443120	Computer and software stores	19	D	D	D	c	D	D
44313	Camera and photographic supplies stores	7	D	D	D	b	D	D
443130	Camera and photographic supplies stores	7	D	D	D	b	D	D
444	Building material and garden equipment and supplies dealers ...	137	597 896	66 363	16 344	2 328	4.2	11.4
4441	Building material and supplies dealers	111	542 351	61 221	15 218	2 116	4.3	12.0
44411	Home centers	10	D	D	D	f	D	D
444110	Home centers	10	D	D	D	f	D	D
44412	Paint and wallpaper stores	15	D	D	D	b	D	D
444120	Paint and wallpaper stores	15	D	D	D	b	D	D
44413	Hardware stores	30	30 247	5 093	1 414	364	6.1	6.4
444130	Hardware stores	30	30 247	5 093	1 414	364	6.1	6.4
44419	Other building material dealers	56	295 999	35 862	8 698	927	7.2	21.4
444190	Other building material dealers	56	295 999	35 862	8 698	927	7.2	21.4
4442	Lawn and garden equipment and supplies stores	26	55 545	5 142	1 126	212	3.8	5.3
44422	Nursery, garden center, and farm supply stores	23	D	D	D	c	D	D
444220	Nursery, garden center, and farm supply stores	23	D	D	D	c	D	D
445	Food and beverage stores	192	797 749	73 339	17 458	4 793	10.9	10.7
4451	Grocery stores	91	735 386	66 876	15 991	4 237	9.7	10.8
44511	Supermarkets and other grocery (except convenience) stores	80	729 121	66 120	15 828	4 180	9.4	10.6
445110	Supermarkets and other grocery (except convenience) stores	80	729 121	66 120	15 828	4 180	9.4	10.6
4452	Specialty food stores	56	19 543	3 501	769	264	19.7	6.8
4453	Beer, wine, and liquor stores	45	42 820	2 962	698	292	28.1	10.8
44531	Beer, wine, and liquor stores	45	42 820	2 962	698	292	28.1	10.8
445310	Beer, wine, and liquor stores	45	42 820	2 962	698	292	28.1	10.8
446	Health and personal care stores	123	D	D	D	h	D	D
4461	Health and personal care stores	123	D	D	D	h	D	D
44611	Pharmacies and drug stores	69	D	D	D	g	D	D
446110	Pharmacies and drug stores	69	D	D	D	g	D	D
4461101	Pharmacies and drug stores	67	D	D	D	g	D	D
4461102	Proprietary stores	2	D	D	D	b	D	D
44612	Cosmetics, beauty supplies, and perfume stores	12	8 564	1 269	302	146	5.4	5.1
446120	Cosmetics, beauty supplies, and perfume stores	12	8 564	1 269	302	146	5.4	5.1
44613	Optical goods stores	25	D	D	D	c	D	D
446130	Optical goods stores	25	D	D	D	c	D	D
44619	Other health and personal care stores	17	D	D	D	c	D	D
446191	Food (health) supplement stores	10	D	D	D	b	D	D
446199	All other health and personal care stores	7	11 312	3 455	735	92	3.9	—

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
DANE—Con.								
Retail trade—Con.								
44-45	Retail trade—Con.							
447	Gasoline stations	168	D	D	D	g	D	D
4471	Gasoline stations	168	D	D	D	g	D	D
44711	Gasoline stations with convenience stores	152	382 108	20 052	4 933	1 421	9.4	9.6
447110	Gasoline stations with convenience stores	152	382 108	20 052	4 933	1 421	9.4	9.6
44719	Other gasoline stations	16	D	D	D	c	D	D
447190	Other gasoline stations	16	D	D	D	c	D	D
448	Clothing and clothing accessories stores	249	D	D	D	h	D	D
4481	Clothing stores	156	168 531	19 510	4 660	1 966	7.0	4.2
44811	Men's clothing stores	18	D	D	D	b	D	D
448110	Men's clothing stores	18	D	D	D	b	D	D
44812	Women's clothing stores	56	38 662	4 495	1 054	466	9.5	3.2
448120	Women's clothing stores	56	38 662	4 495	1 054	466	9.5	3.2
44813	Children's and infants' clothing stores	13	D	D	D	c	D	D
448130	Children's and infants' clothing stores	13	D	D	D	c	D	D
44814	Family clothing stores	46	98 129	9 809	2 299	1 046	5.3	2.1
448140	Family clothing stores	46	98 129	9 809	2 299	1 046	5.3	2.1
44815	Clothing accessories stores	9	4 067	745	200	61	31.3	—
448150	Clothing accessories stores	9	4 067	745	200	61	31.3	—
44819	Other clothing stores	14	10 569	1 921	504	191	5.6	34.2
448190	Other clothing stores	14	10 569	1 921	504	191	5.6	34.2
4482	Shoe stores	35	D	D	D	e	D	D
44821	Shoe stores	35	D	D	D	e	D	D
448210	Shoe stores	35	D	D	D	e	D	D
4482101	Men's shoe stores	1	D	D	D	a	D	D
4482102	Women's shoe stores	3	D	D	D	b	D	D
4482104	Family shoe stores	22	D	D	D	e	D	D
4482105	Athletic footwear stores	9	8 464	963	218	112	—	3.8
4483	Jewelry, luggage, and leather goods stores	58	D	D	D	e	D	D
44831	Jewelry stores	57	49 335	8 110	2 101	369	15.9	8.2
448310	Jewelry stores	57	49 335	8 110	2 101	369	15.9	8.2
44832	Luggage and leather goods stores	1	D	D	D	a	D	D
448320	Luggage and leather goods stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	160	D	D	D	g	D	D
4511	Sporting goods, hobby, and musical instrument stores	118	D	D	D	g	D	D
45111	Sporting goods stores	56	76 553	10 555	2 437	635	8.5	5.9
451110	Sporting goods stores	56	76 553	10 555	2 437	635	8.5	5.9
4511101	General-line sporting goods stores	13	24 207	2 685	705	166	3.3	.5
4511102	Specialty-line sporting goods stores	43	52 346	7 870	1 732	469	10.9	8.5
45112	Hobby, toy, and game stores	34	D	D	D	f	D	D
451120	Hobby, toy, and game stores	34	D	D	D	f	D	D
45113	Sewing, needlework, and piece goods stores	19	10 060	1 111	286	136	9.8	3.5
451130	Sewing, needlework, and piece goods stores	19	10 060	1 111	286	136	9.8	3.5
45114	Musical instrument and supplies stores	9	16 945	4 032	1 011	171	11.6	21.8
451140	Musical instrument and supplies stores	9	16 945	4 032	1 011	171	11.6	21.8
4512	Book, periodical, and music stores	42	D	D	D	f	D	D
45121	Book stores and news dealers	25	D	D	D	f	D	D
451211	Book stores	24	D	D	D	f	D	D
4512111	Book stores, general	16	D	D	D	e	D	D
4512112	Specialty book stores	4	D	D	D	b	D	D
4512113	College book stores	4	D	D	D	c	D	D
451212	News dealers and newsstands	1	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, and record stores	17	D	D	D	c	D	D
451220	Prerecorded tape, compact disc, and record stores	17	D	D	D	c	D	D
452	General merchandise stores	37	D	D	D	h	D	D
4521	Department stores	25	D	D	D	h	D	D
45210009	Department stores (incl. leased depts.) ³	25	D	D	D	h	D	D
45211	Department stores	25	D	D	D	h	D	D
452111	Department stores (except discount department stores) ..	9	174 659	24 454	6 188	1 499	—	—
452112	Discount department stores	16	D	D	D	g	D	D
4529	Other general merchandise stores	12	D	D	D	e	D	D
45299	All other general merchandise stores	11	D	D	D	e	D	D
452990	All other general merchandise stores	11	D	D	D	e	D	D
4529901	Variety stores	6	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	5	D	D	D	c	D	D
453	Miscellaneous store retailers	255	D	D	D	g	D	D
4531	Florists	30	10 390	2 260	582	208	32.1	2.6
45311	Florists	30	10 390	2 260	582	208	32.1	2.6
453110	Florists	30	10 390	2 260	582	208	32.1	2.6
4532	Office supplies, stationery, and gift stores	103	D	D	D	f	D	D
45321	Office supplies and stationery stores	9	D	D	D	c	D	D
453210	Office supplies and stationery stores	9	D	D	D	c	D	D
45322	Gift, novelty, and souvenir stores	94	39 073	6 116	1 524	633	24.0	8.6
453220	Gift, novelty, and souvenir stores	94	39 073	6 116	1 524	633	24.0	8.6
4533	Used merchandise stores	47	19 355	4 384	1 083	336	8.9	5.0
45331	Used merchandise stores	47	19 355	4 384	1 083	336	8.9	5.0
453310	Used merchandise stores	47	19 355	4 384	1 083	336	8.9	5.0

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

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							From admini- strative records ¹	Estimated ²
DANE—Con.								
44-45	Retail trade—Con.							
453	Miscellaneous store retailers—Con.							
4539	Other miscellaneous store retailers	75	D	D	D	f	D	D
45391	Pet and pet supplies stores	16	D	D	D	c	D	D
45392	Art dealers	19	3 856	737	172	52	63.9	4.1
45399	All other miscellaneous store retailers	38	D	D	D	c	D	D
454	Nonstore retailers	96	D	D	D	h	D	D
4541	Electronic shopping and mail-order houses	44	D	D	D	g	D	D
45411	Electronic shopping and mail-order houses	44	D	D	D	g	D	D
4542	Vending machine operators	14	D	D	D	c	D	D
45421	Vending machine operators	14	D	D	D	c	D	D
454210	Vending machine operators	14	D	D	D	c	D	D
4543	Direct selling establishments	38	37 989	6 704	1 518	224	7.2	9.1
45431	Fuel dealers	6	8 332	1 100	285	33	—	41.4
454312	Liquefied petroleum gas (bottled gas) dealers	5	D	D	D	b	D	D
45439	Other direct selling establishments	32	29 657	5 604	1 233	191	9.2	—
454390	Other direct selling establishments	32	29 657	5 604	1 233	191	9.2	—
DODGE								
44-45	Retail trade	262	664 887	63 617	14 860	3 497	14.2	7.1
441	Motor vehicle and parts dealers	44	159 186	12 948	2 973	459	9.0	1.1
4411	Automobile dealers	21	131 461	9 150	2 122	319	5.1	1.3
44112	Used car dealers	7	14 712	1 146	265	64	26.1	11.5
441120	Used car dealers	7	14 712	1 146	265	64	26.1	11.5
4412	Other motor vehicle dealers	8	14 816	1 138	224	38	45.5	—
44122	Motorcycle, boat, and other motor vehicle dealers	8	14 816	1 138	224	38	45.5	—
441221	Motorcycle dealers	5	D	D	D	b	D	D
441229	All other motor vehicle dealers	2	D	D	D	a	D	D
4413	Automotive parts, accessories, and tire stores	15	12 909	2 660	627	102	7.6	.9
44131	Automotive parts and accessories stores	10	7 424	1 495	338	60	13.2	1.2
441310	Automotive parts and accessories stores	10	7 424	1 495	338	60	13.2	1.2
442	Furniture and home furnishings stores	12	7 687	1 466	363	82	80.1	—
4421	Furniture stores	6	4 049	592	172	43	100.0	—
44211	Furniture stores	6	4 049	592	172	43	100.0	—
442110	Furniture stores	6	4 049	592	172	43	100.0	—
4422	Home furnishings stores	6	3 638	874	191	39	57.9	—
443	Electronics and appliance stores	10	4 059	785	173	32	28.6	—
4431	Electronics and appliance stores	10	4 059	785	173	32	28.6	—
44311	Appliance, television, and other electronics stores	10	4 059	785	173	32	28.6	—
444	Building material and garden equipment and supplies dealers	25	49 375	6 380	1 494	205	13.3	.8
4441	Building material and supplies dealers	13	D	D	D	b	D	D
44419	Other building material dealers	8	15 398	1 848	445	73	18.8	—
444190	Other building material dealers	8	15 398	1 848	445	73	18.8	—
4442	Lawn and garden equipment and supplies stores	12	D	D	D	c	D	D
44422	Nursery, garden center, and farm supply stores	10	31 340	4 086	957	105	7.4	.1
444220	Nursery, garden center, and farm supply stores	10	31 340	4 086	957	105	7.4	.1
445	Food and beverage stores	19	88 280	9 960	2 309	718	23.6	—
4451	Grocery stores	13	D	D	D	f	D	D
44511	Supermarkets and other grocery (except convenience) stores	13	D	D	D	f	D	D
445110	Supermarkets and other grocery (except convenience) stores	13	D	D	D	f	D	D
4452	Specialty food stores	4	D	D	D	b	D	D
446	Health and personal care stores	16	20 085	2 445	615	123	19.0	1.4
4461	Health and personal care stores	16	20 085	2 445	615	123	19.0	1.4
447	Gasoline stations	44	107 036	5 748	1 329	439	32.4	.8
4471	Gasoline stations	44	107 036	5 748	1 329	439	32.4	.8
44711	Gasoline stations with convenience stores	36	97 882	4 994	1 162	405	33.0	.2
447110	Gasoline stations with convenience stores	36	97 882	4 994	1 162	405	33.0	.2
448	Clothing and clothing accessories stores	16	10 014	1 794	503	151	13.7	7.2
4481	Clothing stores	5	5 995	1 290	358	111	—	10.2
451	Sporting goods, hobby, book, and music stores	10	5 055	386	94	41	6.3	7.4
4511	Sporting goods, hobby, and musical instrument stores	7	4 350	312	71	32	5.3	.4

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

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							From admini- strative records ¹	Estimated ²
DODGE—Con.								
44-45	Retail trade—Con.							
452	General merchandise stores	9	116 178	10 024	2 298	562	.1	31.3
452111	Department stores (except discount department stores) ..	2	D	D	D	c	D	D
45299	All other general merchandise stores	4	D	D	D	c	D	D
452990	All other general merchandise stores	4	D	D	D	c	D	D
4529904	Miscellaneous general merchandise stores	3	D	D	D	c	D	D
453	Miscellaneous store retailers	29	24 016	2 496	551	173	10.2	3.1
4532	Office supplies, stationery, and gift stores	4	D	D	D	b	D	D
45321	Office supplies and stationery stores	1	D	D	D	b	D	D
453210	Office supplies and stationery stores	1	D	D	D	b	D	D
4539	Other miscellaneous store retailers	11	D	D	D	b	D	D
45391	Pet and pet supplies stores	4	D	D	D	b	D	D
453910	Pet and pet supplies stores	4	D	D	D	b	D	D
45399	All other miscellaneous store retailers	5	D	D	D	b	D	D
454	Nonstore retailers	28	73 916	9 185	2 158	512	3.9	7.7
4541	Electronic shopping and mail-order houses	10	58 961	6 724	1 530	410	.7	—
45411	Electronic shopping and mail-order houses	10	58 961	6 724	1 530	410	.7	—
4543	Direct selling establishments	13	12 754	1 935	490	77	17.6	43.9
45431	Fuel dealers	6	10 921	1 799	458	68	6.1	51.3
454312	Liquefied petroleum gas (bottled gas) dealers	6	10 921	1 799	458	68	6.1	51.3
DOOR								
44-45	Retail trade	288	330 511	35 610	7 740	1 856	25.4	11.1
441	Motor vehicle and parts dealers	24	76 849	6 940	1 502	260	14.6	.4
4412	Other motor vehicle dealers	6	10 589	1 012	215	33	7.4	2.0
44122	Motorcycle, boat, and other motor vehicle dealers	6	10 589	1 012	215	33	7.4	2.0
441222	Boat dealers	5	D	D	D	b	D	D
442	Furniture and home furnishings stores	31	12 442	1 636	275	74	56.3	3.1
4421	Furniture stores	6	4 399	575	94	18	56.2	2.4
44211	Furniture stores	6	4 399	575	94	18	56.2	2.4
442110	Furniture stores	6	4 399	575	94	18	56.2	2.4
4422	Home furnishings stores	25	8 043	1 061	181	56	56.3	3.5
44229	Other home furnishings stores	21	6 449	932	148	46	55.8	3.8
442299	All other home furnishings stores	20	D	D	D	b	D	D
443	Electronics and appliance stores	10	5 605	688	147	31	38.9	39.3
4431	Electronics and appliance stores	10	5 605	688	147	31	38.9	39.3
44311	Appliance, television, and other electronics stores	8	D	D	D	b	D	D
44312	Computer and software stores	2	D	D	D	a	D	D
443120	Computer and software stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	25	27 328	3 335	819	132	11.3	.7
4441	Building material and supplies dealers	17	20 958	2 622	670	101	13.6	1.0
44419	Other building material dealers	10	16 125	1 847	510	60	5.0	1.0
444190	Other building material dealers	10	16 125	1 847	510	60	5.0	1.0
4442	Lawn and garden equipment and supplies stores	8	6 370	713	149	31	3.8	—
44422	Nursery, garden center, and farm supply stores	7	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	7	D	D	D	b	D	D
445	Food and beverage stores	29	58 269	7 571	1 624	404	45.8	41.5
4452	Specialty food stores	9	3 407	489	91	28	43.1	31.8
446	Health and personal care stores	7	13 569	1 822	396	72	20.6	—
4461	Health and personal care stores	7	13 569	1 822	396	72	20.6	—
447	Gasoline stations	27	42 410	1 924	418	189	30.0	15.3
44711	Gasoline stations with convenience stores	24	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	24	D	D	D	c	D	D
448	Clothing and clothing accessories stores	38	16 634	2 066	428	150	38.2	11.2
4481	Clothing stores	30	12 712	1 684	346	123	45.3	14.3
4483	Jewelry, luggage, and leather goods stores	6	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	14	4 568	530	112	49	33.2	6.8
4511	Sporting goods, hobby, and musical instrument stores	10	D	D	D	b	D	D
452	General merchandise stores	5	46 248	5 458	1 318	283	—	—
45299	All other general merchandise stores	3	D	D	D	b	D	D
452990	All other general merchandise stores	3	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	2	D	D	D	b	D	D

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
DOOR—Con.								
44-45	Retail trade—Con.							
453	Miscellaneous store retailers	66	17 862	2 593	466	158	44.8	4.8
4532	Office supplies, stationery, and gift stores	35	8 682	1 337	220	97	41.9	7.0
45322	Gift, novelty, and souvenir stores	35	8 682	1 337	220	97	41.9	7.0
453220	Gift, novelty, and souvenir stores	35	8 682	1 337	220	97	41.9	7.0
4539	Other miscellaneous store retailers	23	D	D	D	b	D	D
45392	Art dealers	17	4 156	513	91	19	31.0	.5
453920	Art dealers	17	4 156	513	91	19	31.0	.5
454	Nonstore retailers	12	8 727	1 047	235	54	27.0	.3
4543	Direct selling establishments	7	6 859	822	184	32	16.0	.3
454312	Liquefied petroleum gas (bottled gas) dealers	2	D	D	D	a	D	D
DOUGLAS								
44-45	Retail trade	168	443 586	43 191	10 413	2 224	4.9	7.5
441	Motor vehicle and parts dealers	23	127 374	10 408	2 600	329	5.6	—
4411	Automobile dealers	7	D	D	D	c	D	D
44112	Used car dealers	2	D	D	D	b	D	D
441120	Used car dealers	2	D	D	D	b	D	D
4412	Other motor vehicle dealers	3	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
4413	Automotive parts, accessories, and tire stores	13	D	D	D	b	D	D
44132	Tire dealers	3	D	D	D	b	D	D
441320	Tire dealers	3	D	D	D	b	D	D
442	Furniture and home furnishings stores	7	2 798	436	109	22	8.2	—
443	Electronics and appliance stores	6	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	21	74 246	8 114	1 936	332	1.2	.9
4441	Building material and supplies dealers	17	71 350	7 658	1 840	295	1.2	1.0
44411	Home centers	1	D	D	D	c	D	D
444110	Home centers	1	D	D	D	c	D	D
44419	Other building material dealers	10	D	D	D	c	D	D
444190	Other building material dealers	10	D	D	D	c	D	D
445	Food and beverage stores	25	70 309	7 356	1 692	495	8.1	41.5
4453	Beer, wine, and liquor stores	11	D	D	D	c	D	D
44531	Beer, wine, and liquor stores	11	D	D	D	c	D	D
445310	Beer, wine, and liquor stores	11	D	D	D	c	D	D
446	Health and personal care stores	9	14 437	1 441	339	88	.2	3.7
4461	Health and personal care stores	9	14 437	1 441	339	88	.2	3.7
447	Gasoline stations	28	50 243	3 493	855	258	8.7	5.4
4471	Gasoline stations	28	50 243	3 493	855	258	8.7	5.4
44711	Gasoline stations with convenience stores	23	46 630	2 977	714	226	9.0	5.9
447110	Gasoline stations with convenience stores	23	46 630	2 977	714	226	9.0	5.9
448	Clothing and clothing accessories stores	7	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	11	6 400	1 030	242	78	4.1	—
4511	Sporting goods, hobby, and musical instrument stores	7	5 113	778	180	51	5.1	—
4511101	General-line sporting goods stores	1	D	D	D	b	D	D
451212	News dealers and newsstands	1	D	D	D	a	D	D
452	General merchandise stores	6	68 042	6 901	1 659	426	—	—
453	Miscellaneous store retailers	13	D	D	D	b	D	D
4533	Used merchandise stores	3	D	D	D	a	D	D
45331	Used merchandise stores	3	D	D	D	a	D	D
453310	Used merchandise stores	3	D	D	D	a	D	D
4539	Other miscellaneous store retailers	5	D	D	D	a	D	D
45399	All other miscellaneous store retailers	3	D	D	D	a	D	D
454	Nonstore retailers	12	19 904	2 805	716	102	7.5	.3
4543	Direct selling establishments	11	D	D	D	b	D	D
45431	Fuel dealers	9	D	D	D	b	D	D
454311	Heating oil dealers	3	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	6	D	D	D	b	D	D
45439	Other direct selling establishments	2	D	D	D	b	D	D
454390	Other direct selling establishments	2	D	D	D	b	D	D

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

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							From admini- strative records ¹	Estimated ²
DUNN								
44-45	Retail trade	145	330 214	27 367	6 545	1 699	20.7	4.9
441	Motor vehicle and parts dealers	23	106 459	7 447	1 729	316	30.6	.6
4412	Other motor vehicle dealers	2	D	D	D	a	D	D
44121	Recreational vehicle dealers	1	D	D	D	a	D	D
441210	Recreational vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	1	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	9	4 913	574	134	34	73.1	—
443	Electronics and appliance stores	6	1 995	412	79	25	50.3	1.6
444	Building material and garden equipment and supplies dealers ...	14	D	D	D	b	D	D
4441	Building material and supplies dealers	10	D	D	D	b	D	D
445	Food and beverage stores	18	47 101	4 527	1 124	396	25.8	.6
4452	Specialty food stores	4	820	96	23	10	59.0	24.9
446	Health and personal care stores	6	15 910	970	220	46	31.5	49.0
4461	Health and personal care stores	6	15 910	970	220	46	31.5	49.0
447	Gasoline stations	25	58 754	3 228	771	275	11.5	4.7
4471	Gasoline stations	25	58 754	3 228	771	275	11.5	4.7
44711	Gasoline stations with convenience stores	19	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	19	D	D	D	c	D	D
448	Clothing and clothing accessories stores	10	3 418	519	112	38	54.7	—
451	Sporting goods, hobby, book, and music stores	5	2 043	215	49	33	8.5	32.2
4512113	College book stores	1	D	D	D	a	D	D
452	General merchandise stores	5	71 500	6 539	1 607	377	—	—
452111	Department stores (except discount department stores) ..	1	D	D	D	b	D	D
453	Miscellaneous store retailers	12	D	D	D	b	D	D
45392	Art dealers	2	D	D	D	a	D	D
453920	Art dealers	2	D	D	D	a	D	D
454	Nonstore retailers	12	6 854	1 130	319	48	12.4	32.4
4543	Direct selling establishments	8	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	4	D	D	D	a	D	D
EAU CLAIRE								
44-45	Retail trade	453	1 275 771	129 369	32 251	7 633	3.6	5.8
441	Motor vehicle and parts dealers	41	231 891	18 286	4 334	655	7.6	.4
4411	Automobile dealers	18	200 551	13 682	3 191	445	4.3	.3
44111	New car dealers	10	188 206	12 914	2 971	383	—	.3
441110	New car dealers	10	188 206	12 914	2 971	383	—	.3
44112	Used car dealers	8	12 345	768	220	62	70.2	—
441120	Used car dealers	8	12 345	768	220	62	70.2	—
4412	Other motor vehicle dealers	6	11 539	917	234	39	50.1	—
44121	Recreational vehicle dealers	2	D	D	D	b	D	D
441210	Recreational vehicle dealers	2	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	4	D	D	D	a	D	D
441221	Motorcycle dealers	3	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
4413	Automotive parts, accessories, and tire stores	17	19 801	3 687	909	171	15.8	2.4
44131	Automotive parts and accessories stores	12	12 733	2 378	571	123	24.6	.7
441310	Automotive parts and accessories stores	12	12 733	2 378	571	123	24.6	.7
44132	Tire dealers	5	7 068	1 309	338	48	—	5.3
441320	Tire dealers	5	7 068	1 309	338	48	—	5.3
442	Furniture and home furnishings stores	31	36 256	5 362	1 326	245	4.8	1.2
4421	Furniture stores	13	16 542	2 340	587	114	5.2	—
44211	Furniture stores	13	16 542	2 340	587	114	5.2	—
442110	Furniture stores	13	16 542	2 340	587	114	5.2	—
4422	Home furnishings stores	18	19 714	3 022	739	131	4.5	2.2
44221	Floor covering stores	9	10 737	1 617	410	56	7.7	2.1
442210	Floor covering stores	9	10 737	1 617	410	56	7.7	2.1
44229	Other home furnishings stores	9	8 977	1 405	329	75	.6	2.5
442299	All other home furnishings stores	8	D	D	D	b	D	D
443	Electronics and appliance stores	21	47 068	4 272	1 150	267	3.4	.1
4431	Electronics and appliance stores	21	47 068	4 272	1 150	267	3.4	.1
44311	Appliance, television, and other electronics stores	16	D	D	D	c	D	D
443111	Household appliance stores	5	D	D	D	b	D	D
443112	Radio, television, and other electronics stores	11	D	D	D	c	D	D
44312	Computer and software stores	4	D	D	D	b	D	D
443120	Computer and software stores	4	D	D	D	b	D	D

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

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							From admini- strative records ¹	Estimated ²
EAU CLAIRE—Con.								
44-45	Retail trade—Con.							
444	Building material and garden equipment and supplies dealers . . .	40	169 841	17 096	4 419	667	1.1	22.2
4441	Building material and supplies dealers	33	163 766	16 312	4 272	627	.9	22.0
44411	Home centers	2	D	D	D	e	D	D
444110	Home centers	2	D	D	D	e	D	D
44412	Paint and wallpaper stores	6	D	D	D	b	D	D
444120	Paint and wallpaper stores	6	D	D	D	b	D	D
44419	Other building material dealers	22	D	D	D	e	D	D
444190	Other building material dealers	22	D	D	D	e	D	D
4442	Lawn and garden equipment and supplies stores	7	6 075	784	147	40	8.6	25.1
445	Food and beverage stores	28	110 135	10 552	2 245	930	4.4	4.7
4451	Grocery stores	17	D	D	D	f	D	D
44511	Supermarkets and other grocery (except convenience) stores	16	105 571	9 802	2 065	877	4.4	4.8
445110	Supermarkets and other grocery (except convenience) stores	16	105 571	9 802	2 065	877	4.4	4.8
4452	Specialty food stores	9	D	D	D	b	D	D
446	Health and personal care stores	35	60 710	9 675	2 298	395	5.0	18.1
4461	Health and personal care stores	35	60 710	9 675	2 298	395	5.0	18.1
44611	Pharmacies and drug stores	16	50 769	7 568	1 819	267	1.8	21.7
446110	Pharmacies and drug stores	16	50 769	7 568	1 819	267	1.8	21.7
4461101	Pharmacies and drug stores	14	D	D	D	e	D	D
4461102	Proprietary stores	2	D	D	D	a	D	D
44612	Cosmetics, beauty supplies, and perfume stores	4	2 726	370	89	38	14.7	—
446120	Cosmetics, beauty supplies, and perfume stores	4	2 726	370	89	38	14.7	—
44613	Optical goods stores	8	3 695	948	237	48	20.9	—
446130	Optical goods stores	8	3 695	948	237	48	20.9	—
44619	Other health and personal care stores	7	3 520	789	153	42	27.2	—
446191	Food (health) supplement stores	4	1 593	263	68	22	6.2	—
447	Gasoline stations	51	115 920	6 378	1 499	468	7.0	8.5
4471	Gasoline stations	51	115 920	6 378	1 499	468	7.0	8.5
44711	Gasoline stations with convenience stores	48	D	D	D	e	D	D
447110	Gasoline stations with convenience stores	48	D	D	D	e	D	D
448	Clothing and clothing accessories stores	70	81 515	11 124	2 907	937	1.1	2.2
4481	Clothing stores	43	D	D	D	f	D	D
44813	Children's and infants' clothing stores	2	D	D	D	b	D	D
448130	Children's and infants' clothing stores	2	D	D	D	b	D	D
44814	Family clothing stores	14	41 118	5 071	1 350	478	—	—
448140	Family clothing stores	14	41 118	5 071	1 350	478	—	—
44815	Clothing accessories stores	4	D	D	D	a	D	D
448150	Clothing accessories stores	4	D	D	D	a	D	D
44819	Other clothing stores	9	D	D	D	c	D	D
448190	Other clothing stores	9	D	D	D	c	D	D
4482105	Athletic footwear stores	4	D	D	D	b	D	D
4483	Jewelry, luggage, and leather goods stores	14	D	D	D	c	D	D
44831	Jewelry stores	14	D	D	D	c	D	D
448310	Jewelry stores	14	D	D	D	c	D	D
451	Sporting goods, hobby, book, and music stores	30	55 510	7 612	2 348	548	1.9	1.5
4511	Sporting goods, hobby, and musical instrument stores	23	D	D	D	e	D	D
45111	Sporting goods stores	11	D	D	D	e	D	D
451110	Sporting goods stores	11	D	D	D	e	D	D
4511101	General-line sporting goods stores	5	D	D	D	c	D	D
4511102	Specialty-line sporting goods stores	6	D	D	D	b	D	D
45112	Hobby, toy, and game stores	7	4 629	621	165	68	.4	.2
451120	Hobby, toy, and game stores	7	4 629	621	165	68	.4	.2
45113	Sewing, needlework, and piece goods stores	3	D	D	D	b	D	D
451130	Sewing, needlework, and piece goods stores	3	D	D	D	b	D	D
45114	Musical instrument and supplies stores	2	D	D	D	b	D	D
451140	Musical instrument and supplies stores	2	D	D	D	b	D	D
4512	Book, periodical, and music stores	7	D	D	D	c	D	D
45121	Book stores and news dealers	5	D	D	D	c	D	D
451211	Book stores	5	D	D	D	c	D	D
4512111	Book stores, general	3	D	D	D	b	D	D
4512112	Specialty book stores	1	D	D	D	a	D	D
4512113	College book stores	1	D	D	D	b	D	D
452	General merchandise stores	16	292 166	27 472	6 785	1 837	.1	—
452111	Department stores (except discount department stores) . .	4	D	D	D	e	D	D
4529	Other general merchandise stores	9	D	D	D	f	D	D
45291	Warehouse clubs and supercenters	3	D	D	D	f	D	D
452910	Warehouse clubs and supercenters	3	D	D	D	f	D	D
45299	All other general merchandise stores	6	5 945	819	203	65	7.1	—
452990	All other general merchandise stores	6	5 945	819	203	65	7.1	—

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Table 3. Summary Statistics for Counties: 2002—Con.

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							From admini- strative records ¹	Estimated ²
EAU CLAIRE—Con.								
44-45	Retail trade—Con.							
453	Miscellaneous store retailers	57	33 417	5 299	1 320	445	7.6	12.0
4532	Office supplies, stationery, and gift stores	31	D	D	D	c	D	D
45321	Office supplies and stationery stores	5	D	D	D	b	D	D
453210	Office supplies and stationery stores	5	D	D	D	b	D	D
45322	Gift, novelty, and souvenir stores	26	D	D	D	c	D	D
453220	Gift, novelty, and souvenir stores	26	D	D	D	c	D	D
4533	Used merchandise stores	8	D	D	D	b	D	D
45331	Used merchandise stores	8	D	D	D	b	D	D
453310	Used merchandise stores	8	D	D	D	b	D	D
4539	Other miscellaneous store retailers	12	D	D	D	b	D	D
45391	Pet and pet supplies stores	3	4 405	611	133	57	—	—
453910	Pet and pet supplies stores	3	4 405	611	133	57	—	—
45392	Art dealers	3	D	D	D	a	D	D
453920	Art dealers	3	D	D	D	a	D	D
45399	All other miscellaneous store retailers	6	D	D	D	b	D	D
454	Nonstore retailers	33	41 342	6 241	1 620	239	4.9	4.3
4543	Direct selling establishments	26	39 219	6 094	1 594	230	5.1	4.2
45431	Fuel dealers	5	9 430	946	262	28	—	17.3
454311	Heating oil dealers	2	D	D	D	a	D	D
45439	Other direct selling establishments	21	29 789	5 148	1 332	202	6.8	—
454390	Other direct selling establishments	21	29 789	5 148	1 332	202	6.8	—
FLORENCE								
44-45	Retail trade	16	20 136	1 292	299	101	69.7	.1
441	Motor vehicle and parts dealers	3	D	D	D	b	D	D
444	Building material and garden equipment and supplies dealers	1	D	D	D	a	D	D
445	Food and beverage stores	5	7 684	471	103	43	45.6	—
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	3	4 128	188	42	17	75.6	—
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
FOND DU LAC								
44-45	Retail trade	411	1 028 966	104 433	25 440	6 279	12.9	7.0
441	Motor vehicle and parts dealers	67	274 412	21 217	4 859	889	17.7	1.0
4411	Automobile dealers	29	225 639	14 944	3 505	602	18.0	.1
44111	New car dealers	17	210 375	14 256	3 312	572	16.7	—
441110	New car dealers	17	210 375	14 256	3 312	572	16.7	—
44112	Used car dealers	12	15 264	688	193	30	36.5	1.6
441120	Used car dealers	12	15 264	688	193	30	36.5	1.6
4412	Other motor vehicle dealers	11	29 132	2 559	456	105	22.9	1.9
44121	Recreational vehicle dealers	2	D	D	D	b	D	D
441210	Recreational vehicle dealers	2	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	9	D	D	D	b	D	D
441221	Motorcycle dealers	3	D	D	D	b	D	D
441222	Boat dealers	4	D	D	D	a	D	D
441229	All other motor vehicle dealers	2	D	D	D	a	D	D
4413	Automotive parts, accessories, and tire stores	27	19 641	3 714	898	182	7.2	9.3
44131	Automotive parts and accessories stores	21	15 028	2 713	674	136	1.2	7.8
441310	Automotive parts and accessories stores	21	15 028	2 713	674	136	1.2	7.8
442	Furniture and home furnishings stores	25	21 874	4 173	924	170	13.8	4.1
4421	Furniture stores	14	12 449	1 938	459	83	20.0	—
44211	Furniture stores	14	12 449	1 938	459	83	20.0	—
442110	Furniture stores	14	12 449	1 938	459	83	20.0	—
4422	Home furnishings stores	11	9 425	2 235	465	87	5.6	9.5
44221	Floor covering stores	6	7 475	1 954	395	59	6.0	12.0
442210	Floor covering stores	6	7 475	1 954	395	59	6.0	12.0
44229	Other home furnishings stores	5	1 950	281	70	28	3.9	—
443	Electronics and appliance stores	20	25 149	4 443	1 046	205	14.9	1.4
4431	Electronics and appliance stores	20	25 149	4 443	1 046	205	14.9	1.4
44311	Appliance, television, and other electronics stores	15	22 523	3 776	874	179	16.6	—
443111	Household appliance stores	7	15 695	2 691	568	128	6.0	—
443112	Radio, television, and other electronics stores	8	6 828	1 085	306	51	41.0	—
44312	Computer and software stores	5	2 626	667	172	26	—	13.2
443120	Computer and software stores	5	2 626	667	172	26	—	13.2

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
FOND DU LAC—Con.								
Retail trade—Con.								
44-45	Retail trade—Con.							
444	Building material and garden equipment and supplies dealers . . .	30	96 830	11 733	3 255	521	11.8	11.0
4441	Building material and supplies dealers	24	90 261	10 460	2 944	412	12.7	11.8
44411	Home centers	3	D	D	D	c	D	D
444110	Home centers	3	D	D	D	c	D	D
44413	Hardware stores	7	D	D	D	c	D	D
444130	Hardware stores	7	D	D	D	c	D	D
44419	Other building material dealers	11	38 061	5 180	1 543	132	19.7	28.0
444190	Other building material dealers	11	38 061	5 180	1 543	132	19.7	28.0
4442	Lawn and garden equipment and supplies stores	6	6 569	1 273	311	109	—	—
44422	Nursery, garden center, and farm supply stores	5	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	5	D	D	D	b	D	D
445	Food and beverage stores	31	163 635	15 354	3 660	1 330	6.1	21.9
4451	Grocery stores	17	D	D	D	g	D	D
44511	Supermarkets and other grocery (except convenience) stores	17	D	D	D	g	D	D
445110	Supermarkets and other grocery (except convenience) stores	17	D	D	D	g	D	D
4452	Specialty food stores	6	5 124	1 273	291	70	14.0	—
446	Health and personal care stores	21	51 580	6 613	1 651	340	24.1	3.8
4461	Health and personal care stores	21	51 580	6 613	1 651	340	24.1	3.8
44611	Pharmacies and drug stores	12	D	D	D	e	D	D
446110	Pharmacies and drug stores	12	D	D	D	e	D	D
4461101	Pharmacies and drug stores	10	D	D	D	e	D	D
4461102	Proprietary stores	2	D	D	D	a	D	D
44612	Cosmetics, beauty supplies, and perfume stores	2	D	D	D	b	D	D
446120	Cosmetics, beauty supplies, and perfume stores	2	D	D	D	b	D	D
446191	Food (health) supplement stores	2	D	D	D	a	D	D
447	Gasoline stations	54	115 057	6 348	1 511	506	22.7	9.2
4471	Gasoline stations	54	115 057	6 348	1 511	506	22.7	9.2
44711	Gasoline stations with convenience stores	48	99 928	5 669	1 345	470	25.0	2.5
447110	Gasoline stations with convenience stores	48	99 928	5 669	1 345	470	25.0	2.5
448	Clothing and clothing accessories stores	37	20 565	3 542	851	278	12.9	6.2
4481	Clothing stores	18	10 542	1 813	462	166	13.5	1.1
4483	Jewelry, luggage, and leather goods stores	12	6 679	1 273	286	70	18.4	8.7
44831	Jewelry stores	12	6 679	1 273	286	70	18.4	8.7
448310	Jewelry stores	12	6 679	1 273	286	70	18.4	8.7
451	Sporting goods, hobby, book, and music stores	34	20 579	2 523	672	278	27.3	.3
4511	Sporting goods, hobby, and musical instrument stores	25	14 986	1 887	521	214	32.4	.5
45111	Sporting goods stores	13	D	D	D	b	D	D
451110	Sporting goods stores	13	D	D	D	b	D	D
45112	Hobby, toy, and game stores	7	D	D	D	c	D	D
451120	Hobby, toy, and game stores	7	D	D	D	c	D	D
45113	Sewing, needlework, and piece goods stores	4	D	D	D	a	D	D
451130	Sewing, needlework, and piece goods stores	4	D	D	D	a	D	D
4512	Book, periodical, and music stores	9	5 593	636	151	64	13.7	—
45121	Book stores and news dealers	7	D	D	D	b	D	D
451211	Book stores	7	D	D	D	b	D	D
4512111	Book stores, general	4	D	D	D	b	D	D
4512113	College book stores	3	D	D	D	a	D	D
452	General merchandise stores	17	165 549	17 060	4 409	1 182	—	—
4521	Department stores	9	132 164	14 133	3 703	1 045	—	—
45210009	Department stores (incl. leased depts.) ³	9	135 465	14 133	3 703	1 045	—	—
45211	Department stores	9	132 164	14 133	3 703	1 045	—	—
452111	Department stores (except discount department stores)	3	D	D	D	e	D	D
452112	Discount department stores	6	D	D	D	f	D	D
45299	All other general merchandise stores	8	33 385	2 927	706	137	—	—
452990	All other general merchandise stores	8	33 385	2 927	706	137	—	—
4529904	Miscellaneous general merchandise stores	3	D	D	D	c	D	D
453	Miscellaneous store retailers	49	31 793	5 002	1 113	332	17.8	14.5
4531	Florists	11	4 638	1 172	273	85	19.8	13.6
45311	Florists	11	4 638	1 172	273	85	19.8	13.6
453110	Florists	11	4 638	1 172	273	85	19.8	13.6
4532	Office supplies, stationery, and gift stores	18	12 972	1 664	373	125	10.2	.4
45321	Office supplies and stationery stores	5	D	D	D	b	D	D
453210	Office supplies and stationery stores	5	D	D	D	b	D	D
45322	Gift, novelty, and souvenir stores	13	D	D	D	b	D	D
453220	Gift, novelty, and souvenir stores	13	D	D	D	b	D	D
4533	Used merchandise stores	6	D	D	D	b	D	D
45331	Used merchandise stores	6	D	D	D	b	D	D
453310	Used merchandise stores	6	D	D	D	b	D	D

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
FOND DU LAC—Con.								
44-45	Retail trade—Con.							
453	Miscellaneous store retailers—Con.							
4539	Other miscellaneous store retailers	14	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	4	D	D	D	b	D	D
453930	Manufactured (mobile) home dealers	4	D	D	D	b	D	D
45399	All other miscellaneous store retailers	5	D	D	D	b	D	D
454	Nonstore retailers	26	41 943	6 425	1 489	248	7.4	6.9
4542	Vending machine operators	4	D	D	D	b	D	D
45421	Vending machine operators	4	D	D	D	b	D	D
454210	Vending machine operators	4	D	D	D	b	D	D
4543	Direct selling establishments	20	33 580	4 435	975	175	9.2	8.5
45431	Fuel dealers	7	14 716	1 550	305	71	18.8	18.4
454311	Heating oil dealers	5	D	D	D	b	D	D
45439	Other direct selling establishments	13	18 864	2 885	670	104	1.7	.7
454390	Other direct selling establishments	13	18 864	2 885	670	104	1.7	.7
FOREST								
44-45	Retail trade	50	97 818	7 951	2 144	394	26.3	3.0
441	Motor vehicle and parts dealers	5	D	D	D	b	D	D
442	Furniture and home furnishings stores	2	D	D	D	a	D	D
443	Electronics and appliance stores	3	1 778	383	75	15	31.5	—
444	Building material and garden equipment and supplies dealers ...	7	17 001	1 620	373	59	30.8	1.4
4441	Building material and supplies dealers	6	D	D	D	b	D	D
44419	Other building material dealers	4	D	D	D	b	D	D
444190	Other building material dealers	4	D	D	D	b	D	D
445	Food and beverage stores	9	12 087	1 686	429	145	31.9	3.0
446	Health and personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	11	15 799	827	205	51	65.1	15.0
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	6	D	D	D	a	D	D
4539	Other miscellaneous store retailers	3	D	D	D	a	D	D
45399	All other miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	4	1 113	695	197	9	13.7	—
GRANT								
44-45	Retail trade	224	384 738	36 739	8 764	2 167	26.5	2.7
441	Motor vehicle and parts dealers	36	116 586	7 287	1 731	302	30.1	3.5
4411	Automobile dealers	22	102 357	5 626	1 370	217	31.5	3.9
4412	Other motor vehicle dealers	3	7 582	550	111	27	32.8	—
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	b	D	D
441221	Motorcycle dealers	2	D	D	D	b	D	D
442	Furniture and home furnishings stores	9	3 924	651	152	33	75.5	—
443	Electronics and appliance stores	6	5 871	954	194	42	70.3	—
4431	Electronics and appliance stores	6	5 871	954	194	42	70.3	—
44311	Appliance, television, and other electronics stores	4	D	D	D	b	D	D
44312	Computer and software stores	2	D	D	D	a	D	D
443120	Computer and software stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	37	34 426	4 454	998	251	23.2	10.0
4441	Building material and supplies dealers	27	28 225	3 838	838	218	28.3	2.6
44413	Hardware stores	9	D	D	D	c	D	D
444130	Hardware stores	9	D	D	D	c	D	D
44419	Other building material dealers	16	D	D	D	b	D	D
444190	Other building material dealers	16	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	10	6 201	616	160	33	—	43.6
44422	Nursery, garden center, and farm supply stores	10	6 201	616	160	33	—	43.6
444220	Nursery, garden center, and farm supply stores	10	6 201	616	160	33	—	43.6
445	Food and beverage stores	25	58 314	6 052	1 525	476	22.7	.1
4452	Specialty food stores	4	3 073	1 187	248	62	21.1	—
446	Health and personal care stores	8	15 085	2 212	507	75	40.9	—
4461	Health and personal care stores	8	15 085	2 212	507	75	40.9	—
447	Gasoline stations	41	51 729	3 640	852	309	42.2	—
4471	Gasoline stations	41	51 729	3 640	852	309	42.2	—
44711	Gasoline stations with convenience stores	26	39 766	2 778	635	243	35.8	—
447110	Gasoline stations with convenience stores	26	39 766	2 778	635	243	35.8	—
448	Clothing and clothing accessories stores	14	7 148	1 182	226	91	44.5	.1
451	Sporting goods, hobby, book, and music stores	8	D	D	D	b	D	D

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
GRANT—Con.								
44-45 Retail trade—Con.								
452	General merchandise stores	9	60 178	6 628	1 591	411	3.8	—
45299	All other general merchandise stores	7	D	D	D	c	D	D
452990	All other general merchandise stores	7	D	D	D	c	D	D
4529904	Miscellaneous general merchandise stores	4	D	D	D	c	D	D
453	Miscellaneous store retailers	19	D	D	D	b	D	D
45399	All other miscellaneous store retailers	5	1 123	183	52	12	70.2	—
454	Nonstore retailers	12	26 790	2 948	807	101	9.7	6.1
4543	Direct selling establishments	12	26 790	2 948	807	101	9.7	6.1
45431	Fuel dealers	8	20 753	1 895	507	66	3.8	7.9
454311	Heating oil dealers	2	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	6	D	D	D	b	D	D
45439	Other direct selling establishments	4	6 037	1 053	300	35	30.0	—
454390	Other direct selling establishments	4	6 037	1 053	300	35	30.0	—
GREEN								
44-45	Retail trade	155	455 286	55 080	12 700	2 272	13.8	5.6
441	Motor vehicle and parts dealers	21	102 249	7 675	1 656	225	33.7	.9
4412	Other motor vehicle dealers	5	8 010	686	113	19	21.1	5.3
44122	Motorcycle, boat, and other motor vehicle dealers	5	8 010	686	113	19	21.1	5.3
441221	Motorcycle dealers	3	D	D	D	a	D	D
441229	All other motor vehicle dealers	2	D	D	D	a	D	D
442	Furniture and home furnishings stores	7	7 881	1 637	379	57	47.7	—
4421	Furniture stores	4	D	D	D	b	D	D
44211	Furniture stores	4	D	D	D	b	D	D
442110	Furniture stores	4	D	D	D	b	D	D
443	Electronics and appliance stores	7	D	D	D	b	D	D
4431	Electronics and appliance stores	7	D	D	D	b	D	D
444	Building material and garden equipment and supplies dealers	18	26 346	2 653	549	98	13.2	5.3
4441	Building material and supplies dealers	12	11 778	1 319	306	60	29.0	11.6
4442	Lawn and garden equipment and supplies stores	6	14 568	1 334	243	38	.5	.2
44422	Nursery, garden center, and farm supply stores	6	14 568	1 334	243	38	.5	.2
444220	Nursery, garden center, and farm supply stores	6	14 568	1 334	243	38	.5	.2
445	Food and beverage stores	18	53 342	5 511	1 431	342	11.5	41.9
4452	Specialty food stores	4	D	D	D	b	D	D
446	Health and personal care stores	8	10 143	927	218	56	62.1	—
4461	Health and personal care stores	8	10 143	927	218	56	62.1	—
447	Gasoline stations	18	29 591	1 853	444	144	12.0	2.6
44711	Gasoline stations with convenience stores	15	28 688	1 572	374	124	10.9	2.6
447110	Gasoline stations with convenience stores	15	28 688	1 572	374	124	10.9	2.6
448	Clothing and clothing accessories stores	12	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	5	D	D	D	a	D	D
451212	News dealers and newsstands	1	D	D	D	a	D	D
452	General merchandise stores	6	60 280	6 062	1 461	419	2.2	—
45299	All other general merchandise stores	4	D	D	D	b	D	D
452990	All other general merchandise stores	4	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	25	D	D	D	b	D	D
4532	Office supplies, stationery, and gift stores	13	D	D	D	b	D	D
45392	Art dealers	1	D	D	D	a	D	D
453920	Art dealers	1	D	D	D	a	D	D
454	Nonstore retailers	10	D	D	D	f	D	D
4541	Electronic shopping and mail-order houses	2	D	D	D	f	D	D
45411	Electronic shopping and mail-order houses	2	D	D	D	f	D	D
4543	Direct selling establishments	8	D	D	D	b	D	D
45439	Other direct selling establishments	6	D	D	D	b	D	D
454390	Other direct selling establishments	6	D	D	D	b	D	D

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
GREEN LAKE								
44-45	Retail trade	100	185 046	21 161	4 574	1 121	26.3	2.0
441	Motor vehicle and parts dealers	15	56 142	5 049	1 010	166	10.6	—
4412	Other motor vehicle dealers	5	7 176	975	147	47	22.8	—
44122	Motorcycle, boat, and other motor vehicle dealers	5	7 176	975	147	47	22.8	—
441222	Boat dealers	5	7 176	975	147	47	22.8	—
442	Furniture and home furnishings stores	4	2 081	347	89	20	76.3	3.8
443	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	17	29 645	3 287	726	143	13.5	—
4441	Building material and supplies dealers	9	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	8	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	6	18 621	1 796	390	69	—	—
444220	Nursery, garden center, and farm supply stores	6	18 621	1 796	390	69	—	—
445	Food and beverage stores	13	37 303	6 477	1 347	407	76.8	—
446	Health and personal care stores	3	5 656	566	153	26	22.3	—
447	Gasoline stations	16	27 590	2 137	484	155	16.3	12.2
44711	Gasoline stations with convenience stores	12	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	12	D	D	D	c	D	D
448	Clothing and clothing accessories stores	4	732	167	36	14	87.0	—
451	Sporting goods, hobby, book, and music stores	2	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	c	D	D
453	Miscellaneous store retailers	20	D	D	D	b	D	D
45321	Office supplies and stationery stores	2	D	D	D	a	D	D
453210	Office supplies and stationery stores	2	D	D	D	a	D	D
454	Nonstore retailers	3	D	D	D	a	D	D
IOWA								
44-45	Retail trade	111	1 609 849	169 467	35 325	5 125	2.6	.4
441	Motor vehicle and parts dealers	11	D	D	D	c	D	D
442	Furniture and home furnishings stores	3	D	D	D	b	D	D
443	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	17	20 360	1 996	447	84	31.0	9.5
4441	Building material and supplies dealers	11	13 376	1 383	299	61	40.3	11.4
4442	Lawn and garden equipment and supplies stores	6	6 984	613	148	23	13.3	5.7
44421	Outdoor power equipment stores	1	D	D	D	a	D	D
444210	Outdoor power equipment stores	1	D	D	D	a	D	D
445	Food and beverage stores	12	D	D	D	c	D	D
446	Health and personal care stores	5	D	D	D	b	D	D
447	Gasoline stations	23	D	D	D	c	D	D
44711	Gasoline stations with convenience stores	15	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	15	D	D	D	b	D	D
448	Clothing and clothing accessories stores	5	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	2	D	D	D	a	D	D
452	General merchandise stores	5	D	D	D	c	D	D
45299	All other general merchandise stores	4	D	D	D	b	D	D
452990	All other general merchandise stores	4	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	16	D	D	D	b	D	D
45392	Art dealers	4	418	67	13	8	—	—
453920	Art dealers	4	418	67	13	8	—	—
454	Nonstore retailers	10	D	D	D	h	D	D
4541	Electronic shopping and mail-order houses	3	D	D	D	h	D	D
45411	Electronic shopping and mail-order houses	3	D	D	D	h	D	D
4543	Direct selling establishments	7	D	D	D	b	D	D
45439	Other direct selling establishments	4	5 791	1 325	360	31	—	—
454390	Other direct selling establishments	4	5 791	1 325	360	31	—	—

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
IRON								
44-45	Retail trade	39	58 100	6 169	1 463	373	31.2	21.3
441	Motor vehicle and parts dealers	5	9 237	750	191	32	92.9	6.2
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
443	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	5	12 956	2 257	566	109	—	—
4441	Building material and supplies dealers	5	12 956	2 257	566	109	—	—
445	Food and beverage stores	6	16 454	1 715	354	122	24.4	71.8
446	Health and personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	8	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	6	D	D	D	b	D	D
4539	Other miscellaneous store retailers	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	4	2 234	318	83	13	24.3	—
JACKSON								
44-45	Retail trade	82	157 856	14 439	3 304	864	24.6	1.5
441	Motor vehicle and parts dealers	11	15 219	948	188	41	48.8	8.4
4412	Other motor vehicle dealers	2	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	1	D	D	D	a	D	D
441221	Motorcycle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	5	1 397	256	59	10	79.2	—
443	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	17	17 057	2 309	501	95	41.5	4.9
4441	Building material and supplies dealers	8	8 307	1 317	322	59	82.8	5.4
4442	Lawn and garden equipment and supplies stores	9	8 750	992	179	36	2.2	4.4
44422	Nursery, garden center, and farm supply stores	7	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	7	D	D	D	b	D	D
445	Food and beverage stores	9	21 884	2 276	538	200	13.8	—
4452	Specialty food stores	3	935	324	73	28	39.5	—
446	Health and personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	14	55 060	3 077	677	210	5.6	.2
4471	Gasoline stations	14	55 060	3 077	677	210	5.6	.2
44711	Gasoline stations with convenience stores	12	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	12	D	D	D	c	D	D
44719	Other gasoline stations	2	D	D	D	b	D	D
447190	Other gasoline stations	2	D	D	D	b	D	D
448	Clothing and clothing accessories stores	5	669	143	32	12	19.3	18.8
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
452	General merchandise stores	3	D	D	D	c	D	D
453	Miscellaneous store retailers	7	D	D	D	a	D	D
454	Nonstore retailers	6	15 960	1 758	426	87	86.0	—
4543	Direct selling establishments	6	15 960	1 758	426	87	86.0	—
45431	Fuel dealers	6	15 960	1 758	426	87	86.0	—
454312	Liquefied petroleum gas (bottled gas) dealers	4	D	D	D	b	D	D

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
JEFFERSON								
44-45	Retail trade	290	684 128	72 346	17 047	4 037	10.6	4.5
441	Motor vehicle and parts dealers	43	169 476	16 951	3 838	480	10.9	.8
4411	Automobile dealers	18	134 752	12 210	2 811	318	11.5	1.0
44112	Used car dealers	9	D	D	D	b	D	D
441120	Used car dealers	9	D	D	D	b	D	D
4412	Other motor vehicle dealers	8	19 198	1 429	286	47	2.1	—
44121	Recreational vehicle dealers	2	D	D	D	a	D	D
441210	Recreational vehicle dealers	2	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	6	D	D	D	b	D	D
441221	Motorcycle dealers	3	D	D	D	a	D	D
441222	Boat dealers	2	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
4413	Automotive parts, accessories, and tire stores	17	15 526	3 312	741	115	16.4	—
44131	Automotive parts and accessories stores	12	9 151	1 779	426	78	20.9	—
441310	Automotive parts and accessories stores	12	9 151	1 779	426	78	20.9	—
442	Furniture and home furnishings stores	20	17 996	2 789	657	165	6.5	1.8
4421	Furniture stores	7	D	D	D	b	D	D
44211	Furniture stores	7	D	D	D	b	D	D
442110	Furniture stores	7	D	D	D	b	D	D
4422	Home furnishings stores	13	D	D	D	c	D	D
44229	Other home furnishings stores	9	D	D	D	b	D	D
442299	All other home furnishings stores	9	D	D	D	b	D	D
443	Electronics and appliance stores	13	7 008	979	239	62	2.6	27.3
4431	Electronics and appliance stores	13	7 008	979	239	62	2.6	27.3
44311	Appliance, television, and other electronics stores	12	D	D	D	b	D	D
444	Building material and garden equipment and supplies dealers	24	51 102	6 524	1 080	214	2.2	.1
4441	Building material and supplies dealers	20	D	D	D	c	D	D
44419	Other building material dealers	9	D	D	D	c	D	D
444190	Other building material dealers	9	D	D	D	c	D	D
4442	Lawn and garden equipment and supplies stores	4	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	3	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	3	D	D	D	b	D	D
445	Food and beverage stores	30	107 533	11 319	2 746	831	20.5	19.2
4451	Grocery stores	18	D	D	D	f	D	D
44511	Supermarkets and other grocery (except convenience) stores	17	D	D	D	f	D	D
445110	Supermarkets and other grocery (except convenience) stores	17	D	D	D	f	D	D
4452	Specialty food stores	4	3 624	696	185	47	68.3	24.5
446	Health and personal care stores	16	26 712	3 336	783	204	34.6	1.8
4461	Health and personal care stores	16	26 712	3 336	783	204	34.6	1.8
44612	Cosmetics, beauty supplies, and perfume stores	2	D	D	D	b	D	D
446120	Cosmetics, beauty supplies, and perfume stores	2	D	D	D	b	D	D
447	Gasoline stations	32	79 743	3 801	939	298	15.8	3.9
4471	Gasoline stations	32	79 743	3 801	939	298	15.8	3.9
44711	Gasoline stations with convenience stores	26	59 246	2 986	748	253	11.6	5.2
447110	Gasoline stations with convenience stores	26	59 246	2 986	748	253	11.6	5.2
448	Clothing and clothing accessories stores	61	54 595	6 098	1 420	548	4.4	4.9
4481	Clothing stores	39	38 564	4 440	991	398	3.8	3.7
44813	Children's and infants' clothing stores	3	D	D	D	b	D	D
448130	Children's and infants' clothing stores	3	D	D	D	b	D	D
44814	Family clothing stores	14	24 169	2 472	555	205	5.8	.1
448140	Family clothing stores	14	24 169	2 472	555	205	5.8	.1
4482	Shoe stores	13	D	D	D	c	D	D
44821	Shoe stores	13	D	D	D	c	D	D
448210	Shoe stores	13	D	D	D	c	D	D
4482102	Women's shoe stores	2	D	D	D	a	D	D
4482105	Athletic footwear stores	2	D	D	D	b	D	D
4483	Jewelry, luggage, and leather goods stores	9	D	D	D	b	D	D
44832	Luggage and leather goods stores	2	D	D	D	a	D	D
448320	Luggage and leather goods stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	12	6 578	757	185	66	44.1	—
4511	Sporting goods, hobby, and musical instrument stores	7	D	D	D	b	D	D
452	General merchandise stores	9	98 902	10 553	2 555	746	.3	—
452112	Discount department stores	5	96 342	10 267	2 479	723	—	—
453	Miscellaneous store retailers	22	D	D	D	c	D	D
4539	Other miscellaneous store retailers	5	D	D	D	b	D	D
45399	All other miscellaneous store retailers	4	D	D	D	b	D	D

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
JEFFERSON—Con.								
44-45	Retail trade—Con.							
454	Nonstore retailers	8	D	D	D	e	D	D
4541	Electronic shopping and mail-order houses	2	D	D	D	c	D	D
45411	Electronic shopping and mail-order houses	2	D	D	D	c	D	D
4543	Direct selling establishments	5	D	D	D	b	D	D
454311	Heating oil dealers	1	D	D	D	a	D	D
JUNEAU								
44-45	Retail trade	104	199 352	18 452	3 914	959	17.2	4.4
441	Motor vehicle and parts dealers	16	41 111	4 312	853	121	42.4	.8
4412	Other motor vehicle dealers	3	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	3	D	D	D	b	D	D
441221	Motorcycle dealers	1	D	D	D	b	D	D
442	Furniture and home furnishings stores	5	2 894	430	101	26	6.7	—
443	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	10	9 451	1 076	280	51	31.8	—
4441	Building material and supplies dealers	7	D	D	D	b	D	D
445	Food and beverage stores	12	27 789	3 340	588	215	12.4	25.1
446	Health and personal care stores	7	18 987	2 390	487	130	15.7	—
4461	Health and personal care stores	7	18 987	2 390	487	130	15.7	—
447	Gasoline stations	23	72 048	3 863	872	212	5.7	1.9
4471	Gasoline stations	23	72 048	3 863	872	212	5.7	1.9
44711	Gasoline stations with convenience stores	17	27 030	2 278	490	128	15.1	—
447110	Gasoline stations with convenience stores	17	27 030	2 278	490	128	15.1	—
44719	Other gasoline stations	6	45 018	1 585	382	84	—	3.1
447190	Other gasoline stations	6	45 018	1 585	382	84	—	3.1
448	Clothing and clothing accessories stores	4	1 299	137	29	8	68.4	—
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
452	General merchandise stores	5	D	D	D	c	D	D
453	Miscellaneous store retailers	10	D	D	D	b	D	D
4539	Other miscellaneous store retailers	6	7 432	852	179	46	10.4	—
45393	Manufactured (mobile) home dealers	3	6 998	779	162	35	5.8	—
453930	Manufactured (mobile) home dealers	3	6 998	779	162	35	5.8	—
454	Nonstore retailers	9	5 136	761	182	36	15.6	—
4543	Direct selling establishments	5	4 513	646	155	25	10.3	—
KENOSHA								
44-45	Retail trade	544	1 473 555	133 153	31 912	6 993	7.5	6.2
441	Motor vehicle and parts dealers	57	431 216	31 114	7 191	1 077	4.3	—
4411	Automobile dealers	24	D	D	D	f	D	D
44111	New car dealers	11	D	D	D	e	D	D
441110	New car dealers	11	D	D	D	e	D	D
44112	Used car dealers	13	D	D	D	e	D	D
441120	Used car dealers	13	D	D	D	e	D	D
4412	Other motor vehicle dealers	11	D	D	D	c	D	D
44121	Recreational vehicle dealers	1	D	D	D	a	D	D
441210	Recreational vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	10	D	D	D	c	D	D
441221	Motorcycle dealers	4	D	D	D	b	D	D
441222	Boat dealers	5	D	D	D	b	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
4413	Automotive parts, accessories, and tire stores	22	D	D	D	c	D	D
44131	Automotive parts and accessories stores	17	D	D	D	c	D	D
441310	Automotive parts and accessories stores	17	D	D	D	c	D	D
442	Furniture and home furnishings stores	40	35 066	5 833	1 409	262	12.9	1.9
4421	Furniture stores	9	11 323	1 733	435	51	—	5.5
44211	Furniture stores	9	11 323	1 733	435	51	—	5.5
442110	Furniture stores	9	11 323	1 733	435	51	—	5.5
4422	Home furnishings stores	31	23 743	4 100	974	211	19.0	.2
44221	Floor covering stores	13	10 259	2 361	552	74	36.5	.2
442210	Floor covering stores	13	10 259	2 361	552	74	36.5	.2
44229	Other home furnishings stores	18	13 484	1 739	422	137	5.8	.1
442299	All other home furnishings stores	17	D	D	D	c	D	D

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							From admini-strative records ¹	Estimated ²
KENOSHA—Con.								
Retail trade—Con.								
44-45	Retail trade—Con.							
443	Electronics and appliance stores	25	D	D	D	c	D	D
4431	Electronics and appliance stores	25	D	D	D	c	D	D
44311	Appliance, television, and other electronics stores	20	D	D	D	c	D	D
443111	Household appliance stores	7	D	D	D	b	D	D
443112	Radio, television, and other electronics stores	13	D	D	D	b	D	D
44312	Computer and software stores	5	D	D	D	a	D	D
443120	Computer and software stores	5	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	37	88 030	10 419	2 588	454	7.6	.8
4441	Building material and supplies dealers	29	74 177	8 661	2 241	355	4.2	.9
44411	Home centers	2	D	D	D	c	D	D
444110	Home centers	2	D	D	D	c	D	D
44413	Hardware stores	8	D	D	D	b	D	D
444130	Hardware stores	8	D	D	D	b	D	D
44419	Other building material dealers	14	D	D	D	b	D	D
444190	Other building material dealers	14	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	8	13 853	1 758	347	99	25.7	—
44421	Outdoor power equipment stores	5	D	D	D	b	D	D
444210	Outdoor power equipment stores	5	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	3	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	3	D	D	D	b	D	D
445	Food and beverage stores	60	277 827	23 006	5 511	1 339	7.6	24.4
4451	Grocery stores	39	269 130	21 974	5 250	1 259	7.7	24.9
44511	Supermarkets and other grocery (except convenience) stores	35	264 896	21 837	5 221	1 252	7.6	25.3
445110	Supermarkets and other grocery (except convenience) stores	35	264 896	21 837	5 221	1 252	7.6	25.3
4452	Specialty food stores	16	5 002	836	206	67	9.2	17.0
446	Health and personal care stores	42	106 120	12 164	3 160	572	.5	.2
4461	Health and personal care stores	42	106 120	12 164	3 160	572	.5	.2
44611	Pharmacies and drug stores	18	D	D	D	e	D	D
446110	Pharmacies and drug stores	18	D	D	D	e	D	D
4461101	Pharmacies and drug stores	17	D	D	D	e	D	D
4461102	Proprietary stores	1	D	D	D	a	D	D
44612	Cosmetics, beauty supplies, and perfume stores	4	D	D	D	b	D	D
446120	Cosmetics, beauty supplies, and perfume stores	4	D	D	D	b	D	D
44613	Optical goods stores	11	D	D	D	b	D	D
446130	Optical goods stores	11	D	D	D	b	D	D
44619	Other health and personal care stores	9	10 808	1 041	246	43	—	—
446191	Food (health) supplement stores	4	1 434	239	54	17	—	—
446199	All other health and personal care stores	5	9 374	802	192	26	—	—
447	Gasoline stations	78	147 300	7 634	1 838	513	24.1	7.8
4471	Gasoline stations	78	147 300	7 634	1 838	513	24.1	7.8
44711	Gasoline stations with convenience stores	66	125 857	6 477	1 576	439	20.3	4.5
447110	Gasoline stations with convenience stores	66	125 857	6 477	1 576	439	20.3	4.5
44719	Other gasoline stations	12	21 443	1 157	262	74	46.3	27.4
447190	Other gasoline stations	12	21 443	1 157	262	74	46.3	27.4
448	Clothing and clothing accessories stores	86	107 436	11 644	2 722	829	1.1	4.3
4481	Clothing stores	58	73 855	7 596	1 793	583	.7	4.9
44812	Women's clothing stores	18	D	D	D	c	D	D
448120	Women's clothing stores	18	D	D	D	c	D	D
44813	Children's and infants' clothing stores	3	D	D	D	b	D	D
448130	Children's and infants' clothing stores	3	D	D	D	b	D	D
44814	Family clothing stores	21	44 556	4 174	957	286	—	—
448140	Family clothing stores	21	44 556	4 174	957	286	—	—
44819	Other clothing stores	8	5 493	722	175	71	—	—
448190	Other clothing stores	8	5 493	722	175	71	—	—
4482	Shoe stores	18	26 804	2 786	612	185	—	3.2
44821	Shoe stores	18	26 804	2 786	612	185	—	3.2
448210	Shoe stores	18	26 804	2 786	612	185	—	3.2
4482101	Men's shoe stores	1	D	D	D	b	D	D
4482102	Women's shoe stores	2	D	D	D	a	D	D
4482104	Family shoe stores	13	D	D	D	b	D	D
4482105	Athletic footwear stores	2	D	D	D	b	D	D
4483	Jewelry, luggage, and leather goods stores	10	6 777	1 262	317	61	8.7	1.7
44832	Luggage and leather goods stores	4	D	D	D	a	D	D
448320	Luggage and leather goods stores	4	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	33	31 498	3 940	949	250	35.2	1.6
4511	Sporting goods, hobby, and musical instrument stores	24	25 095	2 997	690	189	37.5	1.7
45111	Sporting goods stores	16	D	D	D	c	D	D
451110	Sporting goods stores	16	D	D	D	c	D	D
4511101	General-line sporting goods stores	4	D	D	D	b	D	D
4511102	Specialty-line sporting goods stores	12	D	D	D	b	D	D
45113	Sewing, needlework, and piece goods stores	4	D	D	D	a	D	D
451130	Sewing, needlework, and piece goods stores	4	D	D	D	a	D	D
45114	Musical instrument and supplies stores	2	D	D	D	b	D	D
451140	Musical instrument and supplies stores	2	D	D	D	b	D	D

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
KENOSHA—Con.								
44-45	Retail trade—Con.							
451	Sporting goods, hobby, book, and music stores—Con.							
4512	Book, periodical, and music stores	9	6 403	943	259	61	26.2	.8
45121	Book stores and news dealers	5	D	D	D	b	D	D
451211	Book stores	5	D	D	D	b	D	D
4512113	College book stores	2	D	D	D	a	D	D
452	General merchandise stores	13	156 810	15 053	3 691	1 035	.9	—
4521	Department stores	6	D	D	D	f	D	D
45210009	Department stores (incl. leased depts.) ³	6	D	D	D	f	D	D
45211	Department stores	6	D	D	D	f	D	D
452112	Discount department stores	5	D	D	D	f	D	D
45299	All other general merchandise stores	7	D	D	D	b	D	D
452990	All other general merchandise stores	7	D	D	D	b	D	D
453	Miscellaneous store retailers	51	D	D	D	e	D	D
4532	Office supplies, stationery, and gift stores	16	20 086	2 422	637	175	2.6	2.3
45321	Office supplies and stationery stores	6	12 833	1 136	295	63	.6	—
453210	Office supplies and stationery stores	6	12 833	1 136	295	63	.6	—
45322	Gift, novelty, and souvenir stores	10	7 253	1 286	342	112	6.2	6.4
453220	Gift, novelty, and souvenir stores	10	7 253	1 286	342	112	6.2	6.4
4539	Other miscellaneous store retailers	20	D	D	D	c	D	D
45391	Pet and pet supplies stores	5	4 858	566	127	43	6.4	—
453910	Pet and pet supplies stores	5	4 858	566	127	43	6.4	—
45392	Art dealers	4	D	D	D	a	D	D
453920	Art dealers	4	D	D	D	a	D	D
45399	All other miscellaneous store retailers	11	D	D	D	b	D	D
454	Nonstore retailers	22	D	D	D	c	D	D
4541	Electronic shopping and mail-order houses	7	D	D	D	b	D	D
45411	Electronic shopping and mail-order houses	7	D	D	D	b	D	D
4543	Direct selling establishments	11	D	D	D	b	D	D
45431	Fuel dealers	2	D	D	D	b	D	D
454311	Heating oil dealers	1	D	D	D	b	D	D
KEWAUNEE								
44-45	Retail trade	75	137 301	12 240	2 867	734	33.2	3.4
441	Motor vehicle and parts dealers	13	46 287	2 839	665	111	21.1	—
4412	Other motor vehicle dealers	4	10 172	473	120	20	2.9	—
44121	Recreational vehicle dealers	1	D	D	D	a	D	D
441210	Recreational vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	3	D	D	D	a	D	D
441229	All other motor vehicle dealers	2	D	D	D	a	D	D
442	Furniture and home furnishings stores	2	D	D	D	a	D	D
443	Electronics and appliance stores	5	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers	9	10 602	1 480	286	74	11.1	6.5
4441	Building material and supplies dealers	6	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	3	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	2	D	D	D	a	D	D
444220	Nursery, garden center, and farm supply stores	2	D	D	D	a	D	D
445	Food and beverage stores	8	23 337	2 730	655	234	63.3	4.7
4452	Specialty food stores	4	D	D	D	b	D	D
446	Health and personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	17	31 646	1 688	413	156	47.2	8.6
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	3	D	D	D	b	D	D
452	General merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	3	D	D	D	a	D	D
454	Nonstore retailers	9	14 765	1 619	405	52	14.0	—
4543	Direct selling establishments	9	14 765	1 619	405	52	14.0	—
45431	Fuel dealers	4	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	3	D	D	D	b	D	D
45439	Other direct selling establishments	5	D	D	D	b	D	D
454390	Other direct selling establishments	5	D	D	D	b	D	D

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

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							From admini- strative records ¹	Estimated ²
LA CROSSE								
44-45	Retail trade	477	1 510 894	151 078	35 887	8 502	7.2	4.5
441	Motor vehicle and parts dealers	57	362 018	30 835	6 587	912	22.0	1.6
4411	Automobile dealers	27	302 730	23 386	4 918	664	23.8	1.7
44111	New car dealers	16	D	D	D	f	D	D
441110	New car dealers	16	D	D	D	f	D	D
44112	Used car dealers	11	D	D	D	b	D	D
441120	Used car dealers	11	D	D	D	b	D	D
4412	Other motor vehicle dealers	9	38 435	3 577	701	92	19.5	—
44121	Recreational vehicle dealers	2	D	D	D	b	D	D
441210	Recreational vehicle dealers	2	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	7	D	D	D	b	D	D
441221	Motorcycle dealers	5	21 439	2 249	468	58	16.8	—
441222	Boat dealers	2	D	D	D	a	D	D
4413	Automotive parts, accessories, and tire stores	21	20 853	3 872	968	156	.4	2.9
44131	Automotive parts and accessories stores	16	D	D	D	b	D	D
441310	Automotive parts and accessories stores	16	D	D	D	b	D	D
44132	Tire dealers	5	D	D	D	b	D	D
441320	Tire dealers	5	D	D	D	b	D	D
442	Furniture and home furnishings stores	31	D	D	D	c	D	D
4421	Furniture stores	15	D	D	D	c	D	D
44211	Furniture stores	15	D	D	D	c	D	D
442110	Furniture stores	15	D	D	D	c	D	D
4422	Home furnishings stores	16	D	D	D	c	D	D
44221	Floor covering stores	10	D	D	D	b	D	D
442210	Floor covering stores	10	D	D	D	b	D	D
44229	Other home furnishings stores	6	D	D	D	b	D	D
442299	All other home furnishings stores	6	D	D	D	b	D	D
443	Electronics and appliance stores	19	D	D	D	e	D	D
4431	Electronics and appliance stores	19	D	D	D	e	D	D
44311	Appliance, television, and other electronics stores	16	D	D	D	e	D	D
443111	Household appliance stores	8	D	D	D	c	D	D
443112	Radio, television, and other electronics stores	8	D	D	D	c	D	D
444	Building material and garden equipment and supplies dealers	51	219 718	22 957	5 691	894	2.3	10.1
4441	Building material and supplies dealers	40	210 958	21 701	5 427	833	1.8	10.6
44411	Home centers	8	109 011	9 660	2 570	429	—	1.6
444110	Home centers	8	109 011	9 660	2 570	429	—	1.6
44412	Paint and wallpaper stores	5	D	D	D	a	D	D
444120	Paint and wallpaper stores	5	D	D	D	a	D	D
44419	Other building material dealers	24	92 030	10 408	2 486	325	4.0	22.3
444190	Other building material dealers	24	92 030	10 408	2 486	325	4.0	22.3
4442	Lawn and garden equipment and supplies stores	11	8 760	1 256	264	61	16.3	—
44421	Outdoor power equipment stores	6	D	D	D	b	D	D
444210	Outdoor power equipment stores	6	D	D	D	b	D	D
445	Food and beverage stores	31	206 190	19 352	4 563	1 531	—	2.9
4451	Grocery stores	19	202 493	18 061	4 264	1 464	—	2.8
44511	Supermarkets and other grocery (except convenience) stores	18	D	D	D	g	D	D
445110	Supermarkets and other grocery (except convenience) stores	18	D	D	D	g	D	D
4452	Specialty food stores	10	D	D	D	b	D	D
446	Health and personal care stores	27	47 287	6 423	1 507	339	8.1	2.9
4461	Health and personal care stores	27	47 287	6 423	1 507	339	8.1	2.9
44611	Pharmacies and drug stores	10	D	D	D	c	D	D
446110	Pharmacies and drug stores	10	D	D	D	c	D	D
4461101	Pharmacies and drug stores	9	D	D	D	c	D	D
4461102	Proprietary stores	1	D	D	D	b	D	D
44612	Cosmetics, beauty supplies, and perfume stores	3	2 368	254	61	35	—	—
446120	Cosmetics, beauty supplies, and perfume stores	3	2 368	254	61	35	—	—
44613	Optical goods stores	7	3 498	944	248	49	—	39.2
446130	Optical goods stores	7	3 498	944	248	49	—	39.2
446191	Food (health) supplement stores	4	D	D	D	a	D	D
447	Gasoline stations	42	112 071	7 361	1 654	477	3.3	17.9
4471	Gasoline stations	42	112 071	7 361	1 654	477	3.3	17.9
44711	Gasoline stations with convenience stores	34	108 547	6 936	1 563	452	2.9	18.4
447110	Gasoline stations with convenience stores	34	108 547	6 936	1 563	452	2.9	18.4

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

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							From admini- strative records ¹	Estimated ²
LA CROSSE—Con.								
Retail trade—Con.								
44-45	Retail trade—Con.							
448	Clothing and clothing accessories stores	67	49 364	6 545	1 581	616	3.2	8.6
4481	Clothing stores	40	D	D	D	e	D	D
44813	Children's and infants' clothing stores	4	938	166	28	15	—	24.8
448130	Children's and infants' clothing stores	4	938	166	28	15	—	24.8
44819	Other clothing stores	8	3 487	698	156	74	5.1	.4
448190	Other clothing stores	8	3 487	698	156	74	5.1	.4
4482103	Children's and juveniles' shoe stores	1	D	D	D	a	D	D
4482105	Athletic footwear stores	4	D	D	D	b	D	D
4483	Jewelry, luggage, and leather goods stores	13	D	D	D	b	D	D
44831	Jewelry stores	13	D	D	D	b	D	D
448310	Jewelry stores	13	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	47	D	D	D	e	D	D
4511	Sporting goods, hobby, and musical instrument stores	37	D	D	D	e	D	D
45111	Sporting goods stores	19	D	D	D	c	D	D
451110	Sporting goods stores	19	D	D	D	c	D	D
4511102	Specialty-line sporting goods stores	16	D	D	D	c	D	D
45112	Hobby, toy, and game stores	11	10 560	1 354	339	136	5.0	—
451120	Hobby, toy, and game stores	11	10 560	1 354	339	136	5.0	—
45113	Sewing, needlework, and piece goods stores	4	D	D	D	b	D	D
451130	Sewing, needlework, and piece goods stores	4	D	D	D	b	D	D
45114	Musical instrument and supplies stores	3	5 477	1 100	262	52	—	—
451140	Musical instrument and supplies stores	3	5 477	1 100	262	52	—	—
4512	Book, periodical, and music stores	10	11 270	1 099	270	121	10.1	—
45121	Book stores and news dealers	6	8 219	779	188	86	—	—
451211	Book stores	6	8 219	779	188	86	—	—
4512111	Book stores, general	2	D	D	D	b	D	D
4512112	Specialty book stores	3	1 130	179	41	26	—	—
4512113	College book stores	1	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, and record stores	4	3 051	320	82	35	37.4	—
451220	Prerecorded tape, compact disc, and record stores	4	3 051	320	82	35	37.4	—
452	General merchandise stores	18	D	D	D	g	D	D
4521	Department stores	11	D	D	D	g	D	D
45210009	Department stores (incl. leased depts.) ³	11	D	D	D	g	D	D
45211	Department stores	11	D	D	D	g	D	D
452111	Department stores (except discount department stores) ..	4	D	D	D	f	D	D
452112	Discount department stores	7	184 785	15 908	3 928	1 127	—	—
4529	Other general merchandise stores	7	D	D	D	e	D	D
45299	All other general merchandise stores	6	D	D	D	c	D	D
452990	All other general merchandise stores	6	D	D	D	c	D	D
4529904	Miscellaneous general merchandise stores	3	D	D	D	c	D	D
453	Miscellaneous store retailers	65	D	D	D	e	D	D
4531	Florists	10	D	D	D	b	D	D
45311	Florists	10	D	D	D	b	D	D
453110	Florists	10	D	D	D	b	D	D
4532	Office supplies, stationery, and gift stores	29	17 669	2 234	554	213	5.2	11.0
45321	Office supplies and stationery stores	5	D	D	D	b	D	D
453210	Office supplies and stationery stores	5	D	D	D	b	D	D
45322	Gift, novelty, and souvenir stores	24	D	D	D	c	D	D
453220	Gift, novelty, and souvenir stores	24	D	D	D	c	D	D
4533	Used merchandise stores	9	D	D	D	b	D	D
45331	Used merchandise stores	9	D	D	D	b	D	D
453310	Used merchandise stores	9	D	D	D	b	D	D
4539	Other miscellaneous store retailers	17	D	D	D	c	D	D
45391	Pet and pet supplies stores	5	D	D	D	b	D	D
453910	Pet and pet supplies stores	5	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	2	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	2	D	D	D	a	D	D
45399	All other miscellaneous store retailers	8	D	D	D	b	D	D
454	Nonstore retailers	22	44 062	8 045	2 116	317	3.7	1.7
4541	Electronic shopping and mail-order houses	4	D	D	D	b	D	D
45411	Electronic shopping and mail-order houses	4	D	D	D	b	D	D
4542	Vending machine operators	4	D	D	D	c	D	D
45421	Vending machine operators	4	D	D	D	c	D	D
454210	Vending machine operators	4	D	D	D	c	D	D
4543	Direct selling establishments	14	D	D	D	b	D	D
45439	Other direct selling establishments	13	13 532	2 243	599	85	6.2	5.6
454390	Other direct selling establishments	13	13 532	2 243	599	85	6.2	5.6

See footnotes at end of table.

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							From admini-strative records ¹	Estimated ²
LAFAYETTE								
44-45	Retail trade	49	73 723	6 104	1 412	395	32.7	4.4
441	Motor vehicle and parts dealers	9	30 101	1 344	359	61	37.8	.1
44112	Used car dealers	5	D	D	D	b	D	D
441120	Used car dealers	5	D	D	D	b	D	D
442	Furniture and home furnishings stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	12	13 125	1 555	325	76	21.5	20.9
4441	Building material and supplies dealers	6	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	6	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	4	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	4	D	D	D	b	D	D
445	Food and beverage stores	4	9 410	1 001	248	82	15.9	—
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	10	13 481	816	192	104	40.8	—
448	Clothing and clothing accessories stores	3	531	44	11	7	—	—
453	Miscellaneous store retailers	5	D	D	D	b	D	D
4539	Other miscellaneous store retailers	2	D	D	D	a	D	D
45399	All other miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	3	D	D	D	a	D	D
LANGLADE								
44-45	Retail trade	112	271 136	26 651	6 238	1 460	18.0	10.1
441	Motor vehicle and parts dealers	23	89 115	7 948	1 938	288	8.5	—
4412	Other motor vehicle dealers	5	11 795	676	191	25	8.6	—
44122	Motorcycle, boat, and other motor vehicle dealers	4	D	D	D	b	D	D
441221	Motorcycle dealers	2	D	D	D	a	D	D
4413	Automotive parts, accessories, and tire stores	8	13 449	2 355	559	99	5.8	—
44132	Tire dealers	2	D	D	D	b	D	D
441320	Tire dealers	2	D	D	D	b	D	D
442	Furniture and home furnishings stores	5	2 110	230	54	8	80.8	—
443	Electronics and appliance stores	4	1 722	285	66	20	35.1	—
444	Building material and garden equipment and supplies dealers ...	13	31 537	2 911	706	104	12.8	1.2
4441	Building material and supplies dealers	9	D	D	D	b	D	D
44419	Other building material dealers	6	12 494	964	296	23	16.3	2.9
444190	Other building material dealers	6	12 494	964	296	23	16.3	2.9
4442	Lawn and garden equipment and supplies stores	4	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	2	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	2	D	D	D	b	D	D
445	Food and beverage stores	6	D	D	D	c	D	D
446	Health and personal care stores	3	14 118	1 589	324	108	52.9	—
4461	Health and personal care stores	3	14 118	1 589	324	108	52.9	—
447	Gasoline stations	23	24 310	1 075	267	127	72.6	13.4
448	Clothing and clothing accessories stores	8	1 968	265	67	19	10.2	15.8
451	Sporting goods, hobby, book, and music stores	5	948	176	42	28	36.1	—
452	General merchandise stores	6	68 492	7 512	1 730	408	—	—
4529	Other general merchandise stores	5	D	D	D	e	D	D
45299	All other general merchandise stores	4	D	D	D	b	D	D
452990	All other general merchandise stores	4	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	7	D	D	D	b	D	D
45321	Office supplies and stationery stores	1	D	D	D	b	D	D
453210	Office supplies and stationery stores	1	D	D	D	b	D	D
454	Nonstore retailers	9	5 920	950	225	50	51.0	36.4
4543	Direct selling establishments	8	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	4	4 549	779	174	27	51.2	35.7

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							From admini-strative records ¹	Estimated ²
LINCOLN								
44-45	Retail trade	134	273 235	26 860	6 191	1 443	13.6	7.5
441	Motor vehicle and parts dealers	26	87 895	7 481	1 746	257	17.1	2.3
4412	Other motor vehicle dealers	8	12 518	752	164	34	84.3	—
44122	Motorcycle, boat, and other motor vehicle dealers	8	12 518	752	164	34	84.3	—
441221	Motorcycle dealers	2	D	D	D	a	D	D
441229	All other motor vehicle dealers	4	D	D	D	a	D	D
442	Furniture and home furnishings stores	7	3 873	559	138	25	60.9	17.2
443	Electronics and appliance stores	4	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	17	42 040	5 124	1 193	228	2.5	—
4441	Building material and supplies dealers	10	37 936	4 673	1 100	184	1.7	—
44411	Home centers	1	D	D	D	b	D	D
444110	Home centers	1	D	D	D	b	D	D
44419	Other building material dealers	6	D	D	D	b	D	D
444190	Other building material dealers	6	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	7	4 104	451	93	44	10.8	—
445	Food and beverage stores	9	45 260	4 887	1 078	381	2.8	12.2
4452	Specialty food stores	1	D	D	D	a	D	D
446	Health and personal care stores	6	14 189	1 566	357	69	41.3	—
4461	Health and personal care stores	6	14 189	1 566	357	69	41.3	—
447	Gasoline stations	24	40 737	2 007	480	163	13.4	28.9
44711	Gasoline stations with convenience stores	23	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	23	D	D	D	c	D	D
448	Clothing and clothing accessories stores	7	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	5	D	D	D	a	D	D
452	General merchandise stores	7	D	D	D	c	D	D
453	Miscellaneous store retailers	15	D	D	D	b	D	D
45321	Office supplies and stationery stores	1	D	D	D	a	D	D
453210	Office supplies and stationery stores	1	D	D	D	a	D	D
454	Nonstore retailers	7	3 983	735	182	27	35.8	—
MANITOWOC								
44-45	Retail trade	300	654 691	67 151	16 190	3 902	13.6	10.9
441	Motor vehicle and parts dealers	49	136 021	11 129	2 770	494	14.5	.5
4411	Automobile dealers	19	105 754	7 467	1 918	310	12.6	—
4412	Other motor vehicle dealers	14	17 250	1 234	274	58	35.3	3.8
44121	Recreational vehicle dealers	4	4 076	228	50	11	20.5	15.9
441210	Recreational vehicle dealers	4	4 076	228	50	11	20.5	15.9
44122	Motorcycle, boat, and other motor vehicle dealers	10	13 174	1 006	224	47	39.9	—
441221	Motorcycle dealers	5	D	D	D	a	D	D
441222	Boat dealers	4	5 664	348	70	22	5.6	—
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
4413	Automotive parts, accessories, and tire stores	16	13 017	2 428	578	126	2.5	—
44131	Automotive parts and accessories stores	12	8 601	1 613	381	88	3.8	—
441310	Automotive parts and accessories stores	12	8 601	1 613	381	88	3.8	—
442	Furniture and home furnishings stores	13	14 042	2 192	517	90	23.8	11.8
4421	Furniture stores	6	9 210	1 311	326	65	26.0	12.7
44211	Furniture stores	6	9 210	1 311	326	65	26.0	12.7
442110	Furniture stores	6	9 210	1 311	326	65	26.0	12.7
4422	Home furnishings stores	7	4 832	881	191	25	19.5	10.1
443	Electronics and appliance stores	12	10 159	1 554	375	73	2.6	—
4431	Electronics and appliance stores	12	10 159	1 554	375	73	2.6	—
44311	Appliance, television, and other electronics stores	9	D	D	D	b	D	D
443111	Household appliance stores	5	D	D	D	b	D	D
443112	Radio, television, and other electronics stores	4	D	D	D	b	D	D
44312	Computer and software stores	3	D	D	D	a	D	D
443120	Computer and software stores	3	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	37	73 674	9 299	2 205	417	7.7	6.0
4441	Building material and supplies dealers	28	61 899	7 873	1 877	318	6.5	7.1
44411	Home centers	2	D	D	D	b	D	D
444110	Home centers	2	D	D	D	b	D	D
44419	Other building material dealers	19	30 307	4 348	1 019	153	8.0	14.5
444190	Other building material dealers	19	30 307	4 348	1 019	153	8.0	14.5
4442	Lawn and garden equipment and supplies stores	9	11 775	1 426	328	99	14.1	—
44422	Nursery, garden center, and farm supply stores	7	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	7	D	D	D	b	D	D

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
MANITOWOC—Con.								
44-45	Retail trade—Con.							
445	Food and beverage stores	28	123 342	12 596	3 052	1 074	13.8	35.5
4451	Grocery stores	17	D	D	D	g	D	D
44511	Supermarkets and other grocery (except convenience) stores	15	113 954	11 532	2 791	997	11.3	38.4
445110	Supermarkets and other grocery (except convenience) stores	15	113 954	11 532	2 791	997	11.3	38.4
4452	Specialty food stores	4	D	D	D	b	D	D
446	Health and personal care stores	13	26 575	3 945	992	143	22.4	—
4461	Health and personal care stores	13	26 575	3 945	992	143	22.4	—
447	Gasoline stations	46	99 345	5 748	1 324	426	21.9	13.8
4471	Gasoline stations	46	99 345	5 748	1 324	426	21.9	13.8
44711	Gasoline stations with convenience stores	34	75 563	4 321	980	366	26.5	16.5
447110	Gasoline stations with convenience stores	34	75 563	4 321	980	366	26.5	16.5
44719	Other gasoline stations	12	23 782	1 427	344	60	6.9	5.2
447190	Other gasoline stations	12	23 782	1 427	344	60	6.9	5.2
448	Clothing and clothing accessories stores	16	8 349	1 418	342	94	24.3	—
4483	Jewelry, luggage, and leather goods stores	6	3 336	689	155	32	38.5	—
451	Sporting goods, hobby, book, and music stores	18	5 868	681	160	62	71.3	—
4511	Sporting goods, hobby, and musical instrument stores	10	3 115	362	82	31	80.6	—
4512	Book, periodical, and music stores	8	2 753	319	78	31	60.7	—
4512113	College book stores	1	D	D	D	a	D	D
452	General merchandise stores	10	103 126	10 651	2 600	637	.1	—
4529	Other general merchandise stores	7	D	D	D	e	D	D
45299	All other general merchandise stores	6	D	D	D	c	D	D
452990	All other general merchandise stores	6	D	D	D	c	D	D
4529904	Miscellaneous general merchandise stores	5	D	D	D	c	D	D
453	Miscellaneous store retailers	40	15 993	2 502	547	215	39.2	10.7
4532	Office supplies, stationery, and gift stores	13	6 235	709	163	73	31.9	.4
45321	Office supplies and stationery stores	1	D	D	D	b	D	D
453210	Office supplies and stationery stores	1	D	D	D	b	D	D
4533	Used merchandise stores	6	2 227	541	126	43	38.4	4.9
45331	Used merchandise stores	6	2 227	541	126	43	38.4	4.9
453310	Used merchandise stores	6	2 227	541	126	43	38.4	4.9
4539	Other miscellaneous store retailers	11	5 203	855	169	56	32.6	30.4
45391	Pet and pet supplies stores	3	1 144	217	56	18	27.3	—
453910	Pet and pet supplies stores	3	1 144	217	56	18	27.3	—
45399	All other miscellaneous store retailers	7	D	D	D	b	D	D
454	Nonstore retailers	18	38 197	5 436	1 306	177	6.5	14.2
4541	Electronic shopping and mail-order houses	3	D	D	D	b	D	D
45411	Electronic shopping and mail-order houses	3	D	D	D	b	D	D
4543	Direct selling establishments	13	28 539	3 341	737	126	5.1	16.2
45431	Fuel dealers	6	14 844	1 578	316	50	9.8	—
454311	Heating oil dealers	2	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	3	D	D	D	b	D	D
454319	Other fuel dealers	1	D	D	D	a	D	D
45439	Other direct selling establishments	7	13 695	1 763	421	76	—	33.8
454390	Other direct selling establishments	7	13 695	1 763	421	76	—	33.8
MARATHON								
44-45	Retail trade	528	1 844 149	188 378	45 529	10 582	5.3	3.7
441	Motor vehicle and parts dealers	67	356 728	31 229	7 108	988	2.7	.8
4411	Automobile dealers	28	288 208	22 834	5 120	640	2.9	1.0
44111	New car dealers	15	265 949	21 707	4 845	599	2.2	—
441110	New car dealers	15	265 949	21 707	4 845	599	2.2	—
44112	Used car dealers	13	22 259	1 127	275	41	11.3	13.2
441120	Used car dealers	13	22 259	1 127	275	41	11.3	13.2
4412	Other motor vehicle dealers	14	39 419	3 563	770	135	3.4	—
44121	Recreational vehicle dealers	3	D	D	D	b	D	D
441210	Recreational vehicle dealers	3	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	11	D	D	D	c	D	D
441221	Motorcycle dealers	6	D	D	D	b	D	D
441222	Boat dealers	3	D	D	D	b	D	D
441229	All other motor vehicle dealers	2	D	D	D	b	D	D
4413	Automotive parts, accessories, and tire stores	25	29 101	4 832	1 218	213	—	—
44131	Automotive parts and accessories stores	20	D	D	D	c	D	D
441310	Automotive parts and accessories stores	20	D	D	D	c	D	D
44132	Tire dealers	5	D	D	D	b	D	D
441320	Tire dealers	5	D	D	D	b	D	D

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
MARATHON—Con.								
44-45	Retail trade—Con.							
442	Furniture and home furnishings stores	27	36 996	5 644	1 193	209	17.0	13.8
4421	Furniture stores	12	25 328	4 036	798	135	24.0	9.5
44211	Furniture stores	12	25 328	4 036	798	135	24.0	9.5
442110	Furniture stores	12	25 328	4 036	798	135	24.0	9.5
4422	Home furnishings stores	15	11 668	1 608	395	74	1.7	23.2
44221	Floor covering stores	7	D	D	D	b	D	D
442210	Floor covering stores	7	D	D	D	b	D	D
44229	Other home furnishings stores	8	D	D	D	b	D	D
443	Electronics and appliance stores	23	D	D	D	e	D	D
4431	Electronics and appliance stores	23	D	D	D	e	D	D
44311	Appliance, television, and other electronics stores	16	37 342	3 988	980	231	5.5	—
443111	Household appliance stores	6	D	D	D	b	D	D
443112	Radio, television, and other electronics stores	10	D	D	D	c	D	D
44312	Computer and software stores	6	D	D	D	a	D	D
443120	Computer and software stores	6	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	59	188 748	20 962	5 267	894	4.3	2.5
4441	Building material and supplies dealers	49	149 509	17 418	4 440	756	4.8	3.0
44411	Home centers	6	D	D	D	e	D	D
444110	Home centers	6	D	D	D	e	D	D
44412	Paint and wallpaper stores	5	D	D	D	b	D	D
444120	Paint and wallpaper stores	5	D	D	D	b	D	D
44413	Hardware stores	7	D	D	D	b	D	D
444130	Hardware stores	7	D	D	D	b	D	D
44419	Other building material dealers	31	43 818	7 209	1 678	275	9.8	10.4
444190	Other building material dealers	31	43 818	7 209	1 678	275	9.8	10.4
4442	Lawn and garden equipment and supplies stores	10	39 239	3 544	827	138	2.2	.4
44422	Nursery, garden center, and farm supply stores	8	D	D	D	c	D	D
444220	Nursery, garden center, and farm supply stores	8	D	D	D	c	D	D
445	Food and beverage stores	38	196 171	19 397	4 794	1 431	15.1	22.3
4451	Grocery stores	25	186 512	17 881	4 420	1 345	15.2	23.5
44511	Supermarkets and other grocery (except convenience) stores	25	186 512	17 881	4 420	1 345	15.2	23.5
445110	Supermarkets and other grocery (except convenience) stores	25	186 512	17 881	4 420	1 345	15.2	23.5
4452	Specialty food stores	10	D	D	D	b	D	D
446	Health and personal care stores	27	52 162	7 146	1 758	350	7.3	.5
4461	Health and personal care stores	27	52 162	7 146	1 758	350	7.3	.5
4461102	Proprietary stores	2	D	D	D	b	D	D
44612	Cosmetics, beauty supplies, and perfume stores	4	2 129	257	63	34	—	—
446120	Cosmetics, beauty supplies, and perfume stores	4	2 129	257	63	34	—	—
44619	Other health and personal care stores	7	D	D	D	b	D	D
446191	Food (health) supplement stores	5	D	D	D	b	D	D
446199	All other health and personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	53	118 044	7 023	1 723	551	18.0	3.1
4471	Gasoline stations	53	118 044	7 023	1 723	551	18.0	3.1
44711	Gasoline stations with convenience stores	51	D	D	D	f	D	D
447110	Gasoline stations with convenience stores	51	D	D	D	f	D	D
448	Clothing and clothing accessories stores	68	49 059	6 624	1 595	605	8.5	.5
4481	Clothing stores	43	31 530	3 890	958	436	2.4	.8
44813	Children's and infants' clothing stores	1	D	D	D	a	D	D
448130	Children's and infants' clothing stores	1	D	D	D	a	D	D
44814	Family clothing stores	12	D	D	D	c	D	D
448140	Family clothing stores	12	D	D	D	c	D	D
44815	Clothing accessories stores	3	D	D	D	a	D	D
448150	Clothing accessories stores	3	D	D	D	a	D	D
44819	Other clothing stores	7	4 416	760	182	77	2.4	—
448190	Other clothing stores	7	4 416	760	182	77	2.4	—
4482104	Family shoe stores	10	D	D	D	b	D	D
4483	Jewelry, luggage, and leather goods stores	13	D	D	D	b	D	D
44831	Jewelry stores	12	D	D	D	b	D	D
448310	Jewelry stores	12	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	40	35 579	3 959	907	291	.8	2.7
4511	Sporting goods, hobby, and musical instrument stores	32	30 982	3 345	751	239	.9	3.1
45111	Sporting goods stores	17	D	D	D	c	D	D
451110	Sporting goods stores	17	D	D	D	c	D	D
4511101	General-line sporting goods stores	4	D	D	D	b	D	D
4511102	Specialty-line sporting goods stores	13	D	D	D	b	D	D
45112	Hobby, toy, and game stores	9	D	D	D	b	D	D
451120	Hobby, toy, and game stores	9	D	D	D	b	D	D
45113	Sewing, needlework, and piece goods stores	3	D	D	D	b	D	D
451130	Sewing, needlework, and piece goods stores	3	D	D	D	b	D	D
45114	Musical instrument and supplies stores	3	D	D	D	b	D	D
451140	Musical instrument and supplies stores	3	D	D	D	b	D	D

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
MARATHON—Con.								
44-45	Retail trade—Con.							
451	Sporting goods, hobby, book, and music stores—Con.							
4512	Book, periodical, and music stores	8	4 597	614	156	52	.3	—
45121	Book stores and news dealers	7	D	D	D	b	D	D
451211	Book stores	7	D	D	D	b	D	D
4512111	Book stores, general	5	D	D	D	b	D	D
4512112	Specialty book stores	1	D	D	D	a	D	D
452	General merchandise stores	20	329 883	29 592	7 435	1 851	.1	—
4521	Department stores	9	D	D	D	f	D	D
45210009	Department stores (incl. leased depts.) ³	9	D	D	D	f	D	D
45211	Department stores	9	D	D	D	f	D	D
452111	Department stores (except discount department stores) ..	3	D	D	D	e	D	D
452112	Discount department stores	6	D	D	D	f	D	D
4529	Other general merchandise stores	11	D	D	D	f	D	D
45291	Warehouse clubs and supercenters	3	D	D	D	f	D	D
452910	Warehouse clubs and supercenters	3	D	D	D	f	D	D
45299	All other general merchandise stores	8	39 409	3 245	782	148	.5	—
452990	All other general merchandise stores	8	39 409	3 245	782	148	.5	—
4529904	Miscellaneous general merchandise stores	5	D	D	D	c	D	D
453	Miscellaneous store retailers	72	D	D	D	f	D	D
4531	Florists	22	D	D	D	c	D	D
45311	Florists	22	D	D	D	c	D	D
453110	Florists	22	D	D	D	c	D	D
4532	Office supplies, stationery, and gift stores	20	19 825	2 505	660	183	3.3	2.2
45321	Office supplies and stationery stores	4	13 979	1 701	468	89	—	—
453210	Office supplies and stationery stores	4	13 979	1 701	468	89	—	—
45322	Gift, novelty, and souvenir stores	16	5 846	804	192	94	11.0	7.5
453220	Gift, novelty, and souvenir stores	16	5 846	804	192	94	11.0	7.5
4533	Used merchandise stores	5	D	D	D	b	D	D
45331	Used merchandise stores	5	D	D	D	b	D	D
453310	Used merchandise stores	5	D	D	D	b	D	D
4539	Other miscellaneous store retailers	25	D	D	D	c	D	D
45391	Pet and pet supplies stores	6	D	D	D	b	D	D
453910	Pet and pet supplies stores	6	D	D	D	b	D	D
45392	Art dealers	1	D	D	D	a	D	D
453920	Art dealers	1	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers	4	D	D	D	b	D	D
453930	Manufactured (mobile) home dealers	4	D	D	D	b	D	D
45399	All other miscellaneous store retailers	14	D	D	D	b	D	D
454	Nonstore retailers	34	D	D	D	h	D	D
4541	Electronic shopping and mail-order houses	7	D	D	D	g	D	D
45411	Electronic shopping and mail-order houses	7	D	D	D	g	D	D
4542	Vending machine operators	6	D	D	D	b	D	D
45421	Vending machine operators	6	D	D	D	b	D	D
454210	Vending machine operators	6	D	D	D	b	D	D
4543	Direct selling establishments	21	18 096	4 853	952	153	14.9	2.5
454312	Liquefied petroleum gas (bottled gas) dealers	3	4 185	686	167	18	—	—
45439	Other direct selling establishments	18	13 911	4 167	785	135	19.4	3.3
454390	Other direct selling establishments	18	13 911	4 167	785	135	19.4	3.3
MARINETTE								
44-45	Retail trade	204	425 596	42 651	10 187	2 449	22.8	2.1
441	Motor vehicle and parts dealers	30	115 278	9 189	2 389	321	29.3	—
4411	Automobile dealers	13	D	D	D	c	D	D
4412	Other motor vehicle dealers	4	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	3	D	D	D	b	D	D
441221	Motorcycle dealers	1	D	D	D	a	D	D
4413	Automotive parts, accessories, and tire stores	13	D	D	D	b	D	D
44131	Automotive parts and accessories stores	11	D	D	D	b	D	D
441310	Automotive parts and accessories stores	11	D	D	D	b	D	D
442	Furniture and home furnishings stores	9	D	D	D	b	D	D
443	Electronics and appliance stores	5	5 503	720	195	32	42.5	—
4431	Electronics and appliance stores	5	5 503	720	195	32	42.5	—
44311	Appliance, television, and other electronics stores	4	D	D	D	b	D	D
443112	Radio, television, and other electronics stores	2	D	D	D	a	D	D

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab-lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
MARINETTE—Con.								
44-45	Retail trade—Con.							
444	Building material and garden equipment and supplies dealers . . .	22	52 652	7 675	1 503	249	15.8	7.6
4441	Building material and supplies dealers	17	D	D	D	c	D	D
44411	Home centers	4	D	D	D	b	D	D
444110	Home centers	4	D	D	D	b	D	D
44419	Other building material dealers	9	D	D	D	c	D	D
444190	Other building material dealers	9	D	D	D	c	D	D
4442	Lawn and garden equipment and supplies stores	5	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	3	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	3	D	D	D	b	D	D
445	Food and beverage stores	26	67 124	6 102	1 447	596	25.1	—
4451	Grocery stores	18	D	D	D	f	D	D
4452	Specialty food stores	4	D	D	D	b	D	D
446	Health and personal care stores	13	D	D	D	c	D	D
4461	Health and personal care stores	13	D	D	D	c	D	D
447	Gasoline stations	32	47 033	2 459	601	265	39.9	1.5
4471	Gasoline stations	32	47 033	2 459	601	265	39.9	1.5
44711	Gasoline stations with convenience stores	30	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	30	D	D	D	c	D	D
448	Clothing and clothing accessories stores	15	11 116	1 726	493	141	3.4	8.8
4481	Clothing stores	8	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	8	D	D	D	b	D	D
452	General merchandise stores	8	68 840	6 467	1 548	421	.7	.1
45299	All other general merchandise stores	5	D	D	D	b	D	D
452990	All other general merchandise stores	5	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	23	D	D	D	c	D	D
4532	Office supplies, stationery, and gift stores	7	D	D	D	b	D	D
45321	Office supplies and stationery stores	1	D	D	D	b	D	D
453210	Office supplies and stationery stores	1	D	D	D	b	D	D
4539	Other miscellaneous store retailers	7	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	3	10 367	898	160	26	—	14.2
453930	Manufactured (mobile) home dealers	3	10 367	898	160	26	—	14.2
45399	All other miscellaneous store retailers	3	D	D	D	a	D	D
454	Nonstore retailers	13	8 709	1 120	284	58	52.5	7.9
4543	Direct selling establishments	10	D	D	D	b	D	D
MARQUETTE								
44-45	Retail trade	42	58 883	5 778	1 230	383	38.3	12.3
441	Motor vehicle and parts dealers	10	12 148	1 178	259	52	73.0	1.2
4412	Other motor vehicle dealers	2	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	a	D	D
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers . . .	4	3 521	537	101	25	62.5	35.1
4441	Building material and supplies dealers	3	D	D	D	b	D	D
445	Food and beverage stores	7	11 373	1 195	222	93	46.3	50.1
446	Health and personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	8	23 096	1 878	422	163	24.0	—
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	4	D	D	D	a	D	D
454	Nonstore retailers	5	3 391	377	85	14	9.3	—
MENOMINEE								
44-45	Retail trade	5	6 505	419	86	56	39.8	17.2
445	Food and beverage stores	2	D	D	D	a	D	D
447	Gasoline stations	3	D	D	D	b	D	D

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
MILWAUKEE								
44-45	Retail trade	2 936	8 851 410	922 426	220 199	46 871	9.4	8.6
441	Motor vehicle and parts dealers	308	2 357 023	194 319	45 528	5 854	3.7	6.4
4411	Automobile dealers	144	2 139 944	158 995	37 367	4 467	3.3	5.5
44111	New car dealers	70	2 003 367	150 416	35 240	4 141	.9	5.8
441110	New car dealers	70	2 003 367	150 416	35 240	4 141	.9	5.8
44112	Used car dealers	74	136 577	8 579	2 127	326	38.7	1.8
441120	Used car dealers	74	136 577	8 579	2 127	326	38.7	1.8
4412	Other motor vehicle dealers	29	87 667	10 224	2 174	347	5.6	29.3
44121	Recreational vehicle dealers	4	D	D	D	b	D	D
441210	Recreational vehicle dealers	4	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	25	D	D	D	e	D	D
441221	Motorcycle dealers	12	40 355	4 755	942	143	6.0	—
441222	Boat dealers	11	D	D	D	c	D	D
441229	All other motor vehicle dealers	2	D	D	D	b	D	D
4413	Automotive parts, accessories, and tire stores	135	129 412	25 100	5 987	1 040	10.1	4.8
44131	Automotive parts and accessories stores	102	102 809	19 530	4 715	848	7.4	3.7
441310	Automotive parts and accessories stores	102	102 809	19 530	4 715	848	7.4	3.7
44132	Tire dealers	33	26 603	5 570	1 272	192	20.6	9.0
441320	Tire dealers	33	26 603	5 570	1 272	192	20.6	9.0
442	Furniture and home furnishings stores	159	300 990	48 175	11 481	1 939	9.2	14.5
4421	Furniture stores	66	187 532	29 157	7 255	949	6.2	20.4
44211	Furniture stores	66	187 532	29 157	7 255	949	6.2	20.4
442110	Furniture stores	66	187 532	29 157	7 255	949	6.2	20.4
4422	Home furnishings stores	93	113 458	19 018	4 226	990	14.0	4.7
44221	Floor covering stores	43	57 623	11 046	2 441	328	21.2	9.3
442210	Floor covering stores	43	57 623	11 046	2 441	328	21.2	9.3
44229	Other home furnishings stores	50	55 835	7 972	1 785	662	6.6	.1
442291	Window treatment stores	7	2 601	631	152	29	19.1	—
442299	All other home furnishings stores	43	53 234	7 341	1 633	633	6.0	.1
443	Electronics and appliance stores	131	303 063	32 847	8 196	1 446	6.5	3.0
4431	Electronics and appliance stores	131	303 063	32 847	8 196	1 446	6.5	3.0
44311	Appliance, television, and other electronics stores	98	273 857	28 478	7 117	1 222	6.6	3.2
443111	Household appliance stores	23	25 436	4 513	1 079	158	25.7	4.9
443112	Radio, television, and other electronics stores	75	248 421	23 965	6 038	1 064	4.7	3.0
44312	Computer and software stores	26	D	D	D	c	D	D
443120	Computer and software stores	26	D	D	D	c	D	D
44313	Camera and photographic supplies stores	7	D	D	D	b	D	D
443130	Camera and photographic supplies stores	7	D	D	D	b	D	D
444	Building material and garden equipment and supplies dealers	192	631 951	92 018	20 194	3 391	9.0	8.9
4441	Building material and supplies dealers	167	588 383	81 222	18 341	2 914	7.9	9.5
44411	Home centers	10	D	D	D	g	D	D
444110	Home centers	10	D	D	D	g	D	D
44412	Paint and wallpaper stores	25	D	D	D	c	D	D
444120	Paint and wallpaper stores	25	D	D	D	c	D	D
44413	Hardware stores	44	55 987	9 034	2 104	623	18.8	5.1
444130	Hardware stores	44	55 987	9 034	2 104	623	18.8	5.1
44419	Other building material dealers	88	251 527	42 248	8 850	1 085	13.4	20.9
444190	Other building material dealers	88	251 527	42 248	8 850	1 085	13.4	20.9
4442	Lawn and garden equipment and supplies stores	25	43 568	10 796	1 853	477	23.2	1.2
44421	Nursery, garden center, and farm supply stores	18	39 755	10 044	1 694	441	25.1	1.4
444220	Nursery, garden center, and farm supply stores	18	39 755	10 044	1 694	441	25.1	1.4
445	Food and beverage stores	464	1 363 755	133 031	33 424	8 294	14.3	25.5
4451	Grocery stores	292	1 202 342	115 826	29 319	7 079	11.7	27.8
44511	Supermarkets and other grocery (except convenience) stores	211	1 160 084	113 236	28 709	6 880	10.5	27.6
445110	Supermarkets and other grocery (except convenience) stores	211	1 160 084	113 236	28 709	6 880	10.5	27.6
44512	Convenience stores	81	42 258	2 590	610	199	45.1	34.0
445120	Convenience stores	81	42 258	2 590	610	199	45.1	34.0
4452	Specialty food stores	74	46 073	9 613	2 344	701	10.6	5.6
4453	Beer, wine, and liquor stores	98	115 340	7 592	1 761	514	42.7	9.2
44531	Beer, wine, and liquor stores	98	115 340	7 592	1 761	514	42.7	9.2
445310	Beer, wine, and liquor stores	98	115 340	7 592	1 761	514	42.7	9.2
446	Health and personal care stores	279	762 529	105 344	25 412	5 924	6.7	3.4
4461	Health and personal care stores	279	762 529	105 344	25 412	5 924	6.7	3.4
44611	Pharmacies and drug stores	143	662 379	83 022	19 995	4 913	6.2	.5
446110	Pharmacies and drug stores	143	662 379	83 022	19 995	4 913	6.2	.5
4461101	Pharmacies and drug stores	139	D	D	D	h	D	D
4461102	Proprietary stores	4	D	D	D	a	D	D
44612	Cosmetics, beauty supplies, and perfume stores	31	20 995	3 330	724	258	19.4	7.2
446120	Cosmetics, beauty supplies, and perfume stores	31	20 995	3 330	724	258	19.4	7.2
44613	Optical goods stores	58	30 225	7 115	1 878	331	5.6	3.0
446130	Optical goods stores	58	30 225	7 115	1 878	331	5.6	3.0
44619	Other health and personal care stores	47	48 930	11 877	2 815	422	9.3	42.1
446191	Food (health) supplement stores	24	9 827	9 827	347	101	30.6	1.1
446199	All other health and personal care stores	23	39 103	10 589	2 468	321	3.9	52.4

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
MILWAUKEE—Con.								
44-45	Retail trade—Con.							
447	Gasoline stations	281	695 197	31 010	7 550	1 882	31.4	8.1
4471	Gasoline stations	281	695 197	31 010	7 550	1 882	31.4	8.1
44711	Gasoline stations with convenience stores	233	538 619	25 745	6 308	1 619	36.9	7.9
447110	Gasoline stations with convenience stores	233	538 619	25 745	6 308	1 619	36.9	7.9
44719	Other gasoline stations	48	156 578	5 265	1 242	263	12.5	9.0
447190	Other gasoline stations	48	156 578	5 265	1 242	263	12.5	9.0
448	Clothing and clothing accessories stores	420	491 884	64 751	15 846	4 670	8.8	4.1
4481	Clothing stores	252	327 926	41 516	10 200	3 337	7.2	3.7
44811	Men's clothing stores	31	31 835	5 634	1 352	254	19.9	4.4
448110	Men's clothing stores	31	31 835	5 634	1 352	254	19.9	4.4
44812	Women's clothing stores	85	82 557	10 280	2 644	892	8.6	4.7
448120	Women's clothing stores	85	82 557	10 280	2 644	892	8.6	4.7
44813	Children's and infants' clothing stores	23	18 973	2 742	692	307	4.7	2.2
448130	Children's and infants' clothing stores	23	18 973	2 742	692	307	4.7	2.2
44814	Family clothing stores	62	136 155	13 834	3 145	1 214	4.3	3.7
448140	Family clothing stores	62	136 155	13 834	3 145	1 214	4.3	3.7
44815	Clothing accessories stores	17	14 183	1 725	415	109	10.7	—
448150	Clothing accessories stores	17	14 183	1 725	415	109	10.7	—
44819	Other clothing stores	34	44 223	7 301	1 952	561	4.4	4.1
448190	Other clothing stores	34	44 223	7 301	1 952	561	4.4	4.1
4482	Shoe stores	91	90 585	12 871	3 044	837	11.1	4.6
44821	Shoe stores	91	90 585	12 871	3 044	837	11.1	4.6
448210	Shoe stores	91	90 585	12 871	3 044	837	11.1	4.6
4482101	Men's shoe stores	6	D	D	D	a	D	D
4482102	Women's shoe stores	8	D	D	D	b	D	D
4482103	Children's and juveniles' shoe stores	2	D	D	D	a	D	D
4482104	Family shoe stores	54	48 303	7 277	1 806	391	4.8	2.5
4482105	Athletic footwear stores	21	31 428	4 024	969	358	22.4	—
4483	Jewelry, luggage, and leather goods stores	77	73 373	10 364	2 602	496	13.2	5.3
44831	Jewelry stores	76	D	D	D	e	D	D
448310	Jewelry stores	76	D	D	D	e	D	D
44832	Luggage and leather goods stores	1	D	D	D	a	D	D
448320	Luggage and leather goods stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	177	228 120	27 779	6 461	2 113	10.8	6.0
4511	Sporting goods, hobby, and musical instrument stores	117	145 192	18 810	4 352	1 373	12.3	6.2
45111	Sporting goods stores	58	58 934	7 979	1 713	528	14.9	6.1
451110	Sporting goods stores	58	58 934	7 979	1 713	528	14.9	6.1
4511101	General-line sporting goods stores	14	21 316	2 520	522	182	7.1	8.1
4511102	Specialty-line sporting goods stores	44	37 618	5 459	1 191	346	19.3	5.0
45112	Hobby, toy, and game stores	28	51 926	5 542	1 373	529	12.3	3.5
451120	Hobby, toy, and game stores	28	51 926	5 542	1 373	529	12.3	3.5
45113	Sewing, needlework, and piece goods stores	14	14 329	1 957	476	145	3.9	5.6
451130	Sewing, needlework, and piece goods stores	14	14 329	1 957	476	145	3.9	5.6
45114	Musical instrument and supplies stores	17	20 003	3 332	790	171	10.5	14.3
451140	Musical instrument and supplies stores	17	20 003	3 332	790	171	10.5	14.3
4512	Book, periodical, and music stores	60	82 928	8 969	2 109	740	8.2	5.5
45121	Book stores and news dealers	33	55 899	6 060	1 352	504	8.8	1.3
451211	Book stores	33	55 899	6 060	1 352	504	8.8	1.3
4512111	Book stores, general	18	39 176	4 526	997	374	3.1	.9
4512112	Specialty book stores	8	D	D	D	b	D	D
4512113	College book stores	7	D	D	D	b	D	D
45122	Prerecorded tape, compact disc, and record stores	27	27 029	2 909	757	236	6.9	14.3
451220	Prerecorded tape, compact disc, and record stores	27	27 029	2 909	757	236	6.9	14.3
452	General merchandise stores	88	1 206 922	120 072	28 597	7 447	.8	—
4521	Department stores	37	D	D	D	i	D	D
45210009	Department stores (incl. leased depts.) ³	37	D	D	D	i	D	D
45211	Department stores	37	D	D	D	i	D	D
452111	Department stores (except discount department stores) ..	13	D	D	D	h	D	D
452112	Discount department stores	24	653 504	61 261	13 871	3 757	—	—
4529	Other general merchandise stores	51	D	D	D	g	D	D
45291	Warehouse clubs and supercenters	3	D	D	D	f	D	D
452910	Warehouse clubs and supercenters	3	D	D	D	f	D	D
45299	All other general merchandise stores	48	D	D	D	f	D	D
452990	All other general merchandise stores	48	D	D	D	f	D	D
4529901	Variety stores	32	D	D	D	e	D	D
4529904	Miscellaneous general merchandise stores	16	D	D	D	e	D	D
453	Miscellaneous store retailers	324	214 185	39 185	9 467	2 803	14.6	12.2
4531	Florists	60	19 963	4 921	1 242	369	22.8	17.1
45311	Florists	60	19 963	4 921	1 242	369	22.8	17.1
453110	Florists	60	19 963	4 921	1 242	369	22.8	17.1
4532	Office supplies, stationery, and gift stores	106	90 067	11 860	3 015	951	5.2	7.6
45321	Office supplies and stationery stores	18	48 301	5 331	1 392	301	1.4	1.8
453210	Office supplies and stationery stores	18	48 301	5 331	1 392	301	1.4	1.8
45322	Gift, novelty, and souvenir stores	88	41 766	6 529	1 623	650	9.7	14.3
453220	Gift, novelty, and souvenir stores	88	41 766	6 529	1 623	650	9.7	14.3
4533	Used merchandise stores	55	35 658	10 511	2 427	726	10.2	17.5
45331	Used merchandise stores	55	35 658	10 511	2 427	726	10.2	17.5
453310	Used merchandise stores	55	35 658	10 511	2 427	726	10.2	17.5

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
MILWAUKEE—Con.								
44-45	Retail trade—Con.							
453	Miscellaneous store retailers—Con.							
4539	Other miscellaneous store retailers	103	68 497	11 893	2 783	757	26.8	14.1
45391	Pet and pet supplies stores	26	24 190	4 305	1 020	385	21.1	14.1
453910	Pet and pet supplies stores	26	24 190	4 305	1 020	385	21.1	14.1
45392	Art dealers	21	9 456	1 509	410	91	46.3	6.5
453920	Art dealers	21	9 456	1 509	410	91	46.3	6.5
45399	All other miscellaneous store retailers	54	D	D	D	e	D	D
454	Nonstore retailers	113	295 791	33 895	8 043	1 108	23.3	2.4
4541	Electronic shopping and mail-order houses	41	223 362	21 409	4 770	630	26.6	2.2
45411	Electronic shopping and mail-order houses	41	223 362	21 409	4 770	630	26.6	2.2
4542	Vending machine operators	13	D	D	D	c	D	D
45421	Vending machine operators	13	D	D	D	c	D	D
454210	Vending machine operators	13	D	D	D	c	D	D
4543	Direct selling establishments	59	D	D	D	e	D	D
45431	Fuel dealers	6	D	D	D	b	D	D
454311	Heating oil dealers	4	D	D	D	a	D	D
454319	Other fuel dealers	1	D	D	D	a	D	D
45439	Other direct selling establishments	53	37 879	7 957	2 031	299	13.3	1.5
454390	Other direct selling establishments	53	37 879	7 957	2 031	299	13.3	1.5
MONROE								
44-45	Retail trade	158	352 910	33 066	7 694	1 867	21.8	4.8
441	Motor vehicle and parts dealers	25	102 656	6 593	1 461	230	36.6	—
4412	Other motor vehicle dealers	4	4 725	338	69	16	53.9	—
44122	Motorcycle, boat, and other motor vehicle dealers	3	D	D	D	a	D	D
442	Furniture and home furnishings stores	6	8 345	1 495	348	55	18.7	—
4421	Furniture stores	2	D	D	D	b	D	D
44211	Furniture stores	2	D	D	D	b	D	D
442110	Furniture stores	2	D	D	D	b	D	D
443	Electronics and appliance stores	4	1 119	146	35	12	81.4	—
444	Building material and garden equipment and supplies dealers	22	36 043	5 269	1 320	197	17.4	—
4441	Building material and supplies dealers	12	D	D	D	c	D	D
44419	Other building material dealers	9	14 462	2 651	724	94	28.4	—
444190	Other building material dealers	9	14 462	2 651	724	94	28.4	—
4442	Lawn and garden equipment and supplies stores	10	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	9	18 813	2 149	493	71	.6	—
444220	Nursery, garden center, and farm supply stores	9	18 813	2 149	493	71	.6	—
445	Food and beverage stores	18	39 816	4 231	1 042	377	14.1	26.2
4452	Specialty food stores	5	2 408	595	140	39	9.3	44.1
446	Health and personal care stores	4	D	D	D	b	D	D
4461	Health and personal care stores	4	D	D	D	b	D	D
447	Gasoline stations	30	66 214	3 632	845	275	15.8	2.8
4471	Gasoline stations	30	66 214	3 632	845	275	15.8	2.8
44711	Gasoline stations with convenience stores	23	40 009	2 618	607	211	22.2	4.6
447110	Gasoline stations with convenience stores	23	40 009	2 618	607	211	22.2	4.6
44719	Other gasoline stations	7	26 205	1 014	238	64	6.0	—
447190	Other gasoline stations	7	26 205	1 014	238	64	6.0	—
448	Clothing and clothing accessories stores	10	3 334	526	128	49	82.8	—
451	Sporting goods, hobby, book, and music stores	7	1 102	79	20	13	31.0	38.7
452	General merchandise stores	8	D	D	D	f	D	D
4529	Other general merchandise stores	7	D	D	D	e	D	D
45299	All other general merchandise stores	6	4 323	695	152	74	18.3	—
452990	All other general merchandise stores	6	4 323	695	152	74	18.3	—
453	Miscellaneous store retailers	19	D	D	D	b	D	D
4533	Used merchandise stores	4	1 609	280	49	19	32.4	—
45331	Used merchandise stores	4	1 609	280	49	19	32.4	—
453310	Used merchandise stores	4	1 609	280	49	19	32.4	—
4539	Other miscellaneous store retailers	3	D	D	D	b	D	D
454	Nonstore retailers	5	3 286	354	87	16	.2	.2

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							From admini- strative records ¹	Estimated ²
OCONTO								
44-45	Retail trade	102	192 670	17 629	4 199	982	22.9	4.5
441	Motor vehicle and parts dealers	12	40 656	2 402	600	104	32.9	1.9
4412	Other motor vehicle dealers	3	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	a	D	D
441222	Boat dealers	1	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	6	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	17	45 145	4 472	1 024	183	10.6	4.6
4441	Building material and supplies dealers	11	D	D	D	c	D	D
44419	Other building material dealers	6	D	D	D	b	D	D
444190	Other building material dealers	6	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	6	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	5	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	5	D	D	D	b	D	D
445	Food and beverage stores	14	32 010	4 125	1 084	258	36.2	—
4452	Specialty food stores	2	D	D	D	a	D	D
446	Health and personal care stores	3	D	D	D	b	D	D
4461	Health and personal care stores	3	D	D	D	b	D	D
447	Gasoline stations	23	38 686	2 684	678	244	21.2	12.5
44711	Gasoline stations with convenience stores	21	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	21	D	D	D	c	D	D
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	3	D	D	D	a	D	D
452	General merchandise stores	4	D	D	D	b	D	D
45299	All other general merchandise stores	4	D	D	D	b	D	D
452990	All other general merchandise stores	4	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	11	D	D	D	b	D	D
4539	Other miscellaneous store retailers	3	D	D	D	a	D	D
454	Nonstore retailers	7	9 880	989	197	41	2.8	7.2
4543	Direct selling establishments	7	9 880	989	197	41	2.8	7.2
454312	Liquefied petroleum gas (bottled gas) dealers	4	D	D	D	b	D	D
45439	Other direct selling establishments	2	D	D	D	a	D	D
454390	Other direct selling establishments	2	D	D	D	a	D	D
ONEIDA								
44-45	Retail trade	273	703 015	72 681	16 515	3 512	12.7	6.9
441	Motor vehicle and parts dealers	42	166 059	13 434	2 879	453	16.7	—
4411	Automobile dealers	15	132 655	9 438	2 053	303	14.0	—
4412	Other motor vehicle dealers	14	22 664	2 011	358	76	27.4	—
44122	Motorcycle, boat, and other motor vehicle dealers	13	D	D	D	b	D	D
441222	Boat dealers	8	17 678	1 463	248	52	22.3	—
441229	All other motor vehicle dealers	2	D	D	D	a	D	D
4413	Automotive parts, accessories, and tire stores	13	10 740	1 985	468	74	27.0	—
442	Furniture and home furnishings stores	19	14 311	2 281	509	89	13.8	11.5
4421	Furniture stores	8	8 999	1 366	319	50	17.2	11.1
44211	Furniture stores	8	8 999	1 366	319	50	17.2	11.1
442110	Furniture stores	8	8 999	1 366	319	50	17.2	11.1
4422	Home furnishings stores	11	5 312	915	190	39	8.0	12.3
44229	Other home furnishings stores	7	3 084	624	124	23	13.7	—
442299	All other home furnishings stores	7	3 084	624	124	23	13.7	—
443	Electronics and appliance stores	7	4 734	647	149	28	43.3	—
4431	Electronics and appliance stores	7	4 734	647	149	28	43.3	—
44311	Appliance, television, and other electronics stores	6	D	D	D	b	D	D
444	Building material and garden equipment and supplies dealers ...	26	58 992	5 969	996	170	7.4	4.3
4441	Building material and supplies dealers	18	D	D	D	c	D	D
44411	Home centers	1	D	D	D	a	D	D
444110	Home centers	1	D	D	D	a	D	D
44413	Hardware stores	6	8 674	1 376	292	76	8.1	.4
444130	Hardware stores	6	8 674	1 376	292	76	8.1	.4
4442	Lawn and garden equipment and supplies stores	8	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	5	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	5	D	D	D	b	D	D

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab-lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
ONEIDA—Con.								
44-45	Retail trade—Con.							
445	Food and beverage stores	20	72 890	10 197	2 253	635	29.4	46.5
4451	Grocery stores	11	66 983	9 558	2 119	603	28.3	49.7
4452	Specialty food stores	5	1 909	369	75	16	67.6	—
446	Health and personal care stores	12	11 096	1 469	326	63	23.0	6.1
4461	Health and personal care stores	12	11 096	1 469	326	63	23.0	6.1
447	Gasoline stations	28	42 104	2 473	588	203	36.8	8.5
44711	Gasoline stations with convenience stores	25	39 618	2 115	500	183	36.6	9.0
447110	Gasoline stations with convenience stores	25	39 618	2 115	500	183	36.6	9.0
448	Clothing and clothing accessories stores	34	20 712	2 760	638	190	8.2	15.1
4481	Clothing stores	22	16 499	2 221	514	144	7.5	8.1
44815	Clothing accessories stores	2	D	D	D	a	D	D
448150	Clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	24	11 666	1 601	408	109	28.1	.8
4511	Sporting goods, hobby, and musical instrument stores	18	9 197	1 346	347	77	32.9	1.0
45111	Sporting goods stores	13	6 815	912	239	54	44.4	1.3
451110	Sporting goods stores	13	6 815	912	239	54	44.4	1.3
4511101	General-line sporting goods stores	4	5 411	777	224	41	37.2	—
4512	Book, periodical, and music stores	6	2 469	255	61	32	10.2	—
452	General merchandise stores	8	113 783	11 481	2 438	605	.3	—
4529	Other general merchandise stores	5	D	D	D	e	D	D
453	Miscellaneous store retailers	37	D	D	D	c	D	D
4532	Office supplies, stationery, and gift stores	20	6 761	883	199	81	32.4	4.9
45321	Office supplies and stationery stores	1	D	D	D	b	D	D
453210	Office supplies and stationery stores	1	D	D	D	b	D	D
4533	Used merchandise stores	4	1 934	370	82	34	25.8	—
45331	Used merchandise stores	4	1 934	370	82	34	25.8	—
453310	Used merchandise stores	4	1 934	370	82	34	25.8	—
4539	Other miscellaneous store retailers	8	D	D	D	b	D	D
45399	All other miscellaneous store retailers	3	D	D	D	a	D	D
454	Nonstore retailers	16	D	D	D	f	D	D
4541	Electronic shopping and mail-order houses	6	D	D	D	f	D	D
45411	Electronic shopping and mail-order houses	6	D	D	D	f	D	D
4543	Direct selling establishments	8	8 159	961	235	30	8.8	—
45431	Fuel dealers	7	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	6	D	D	D	b	D	D
OUTAGAMIE								
44-45	Retail trade	750	2 555 214	257 287	60 933	12 982	5.8	4.2
441	Motor vehicle and parts dealers	109	708 786	51 053	11 539	1 689	6.6	1.5
4411	Automobile dealers	58	635 061	40 435	9 110	1 267	6.3	.6
44111	New car dealers	29	595 260	38 079	8 571	1 175	3.5	.5
441110	New car dealers	29	595 260	38 079	8 571	1 175	3.5	.5
44112	Used car dealers	29	39 801	2 356	539	92	48.4	2.1
441120	Used car dealers	29	39 801	2 356	539	92	48.4	2.1
4412	Other motor vehicle dealers	13	34 180	3 885	790	130	5.9	3.5
44121	Recreational vehicle dealers	2	D	D	D	a	D	D
441210	Recreational vehicle dealers	2	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	11	D	D	D	c	D	D
441221	Motorcycle dealers	3	D	D	D	b	D	D
441222	Boat dealers	5	8 805	1 141	249	46	23.0	—
4412229	All other motor vehicle dealers	3	D	D	D	b	D	D
4413	Automotive parts, accessories, and tire stores	38	39 545	6 733	1 639	292	12.3	13.7
44131	Automotive parts and accessories stores	29	26 679	4 609	1 146	222	4.3	20.3
441310	Automotive parts and accessories stores	29	26 679	4 609	1 146	222	4.3	20.3
44132	Tire dealers	9	12 866	2 124	493	70	29.0	—
441320	Tire dealers	9	12 866	2 124	493	70	29.0	—
442	Furniture and home furnishings stores	49	82 409	13 209	3 055	531	7.8	9.2
4421	Furniture stores	17	D	D	D	c	D	D
44211	Furniture stores	17	D	D	D	c	D	D
442110	Furniture stores	17	D	D	D	c	D	D
4422	Home furnishings stores	32	D	D	D	e	D	D
44221	Floor covering stores	14	22 008	5 090	1 210	166	4.4	13.2
442210	Floor covering stores	14	22 008	5 090	1 210	166	4.4	13.2
44229	Other home furnishings stores	18	D	D	D	c	D	D
442299	All other home furnishings stores	17	23 005	3 055	568	138	17.0	—

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
OUTAGAMIE—Con.								
Retail trade—Con.								
44-45	Electronics and appliance stores	39	D	D	D	f	D	D
443	Electronics and appliance stores	39	D	D	D	f	D	D
4431	Electronics and appliance stores	39	D	D	D	f	D	D
44311	Appliance, television, and other electronics stores	26	D	D	D	f	D	D
443111	Household appliance stores	13	22 979	3 743	1 083	83	9.7	1.8
443112	Radio, television, and other electronics stores	13	D	D	D	e	D	D
44312	Computer and software stores	9	10 843	1 123	295	54	—	—
443120	Computer and software stores	9	10 843	1 123	295	54	—	—
44313	Camera and photographic supplies stores	4	1 322	218	51	14	57.2	—
443130	Camera and photographic supplies stores	4	1 322	218	51	14	57.2	—
444	Building material and garden equipment and supplies dealers ...	80	313 119	44 811	10 671	1 594	8.7	6.1
4441	Building material and supplies dealers	58	264 494	30 719	7 252	1 119	3.9	7.3
44411	Home centers	5	D	D	D	e	D	D
444110	Home centers	5	D	D	D	e	D	D
44412	Paint and wallpaper stores	7	D	D	D	b	D	D
444120	Paint and wallpaper stores	7	D	D	D	b	D	D
44413	Hardware stores	7	D	D	D	c	D	D
444130	Hardware stores	7	D	D	D	c	D	D
44419	Other building material dealers	39	D	D	D	e	D	D
444190	Other building material dealers	39	D	D	D	e	D	D
4442	Lawn and garden equipment and supplies stores	22	48 625	14 092	3 419	475	34.5	—
44422	Nursery, garden center, and farm supply stores	16	45 143	13 482	3 313	448	32.4	—
444220	Nursery, garden center, and farm supply stores	16	45 143	13 482	3 313	448	32.4	—
445	Food and beverage stores	38	193 211	18 256	4 413	1 254	4.0	7.7
4451	Grocery stores	21	D	D	D	g	D	D
44511	Supermarkets and other grocery (except convenience) stores	19	180 784	16 283	3 979	1 124	3.1	7.9
445110	Supermarkets and other grocery (except convenience) stores	19	180 784	16 283	3 979	1 124	3.1	7.9
4452	Specialty food stores	13	D	D	D	c	D	D
446	Health and personal care stores	49	85 363	12 177	2 885	561	13.5	10.3
4461	Health and personal care stores	49	85 363	12 177	2 885	561	13.5	10.3
44611	Pharmacies and drug stores	17	D	D	D	e	D	D
446110	Pharmacies and drug stores	17	D	D	D	e	D	D
4461101	Pharmacies and drug stores	17	D	D	D	e	D	D
44612	Cosmetics, beauty supplies, and perfume stores	5	5 270	769	198	96	—	—
446120	Cosmetics, beauty supplies, and perfume stores	5	5 270	769	198	96	—	—
44613	Optical goods stores	14	D	D	D	b	D	D
446130	Optical goods stores	14	D	D	D	b	D	D
44619	Other health and personal care stores	13	D	D	D	b	D	D
446191	Food (health) supplement stores	8	D	D	D	b	D	D
446199	All other health and personal care stores	5	D	D	D	b	D	D
447	Gasoline stations	69	203 737	9 843	2 383	645	10.5	17.4
4471	Gasoline stations	69	203 737	9 843	2 383	645	10.5	17.4
44711	Gasoline stations with convenience stores	63	152 615	6 744	1 616	471	9.9	16.7
447110	Gasoline stations with convenience stores	63	152 615	6 744	1 616	471	9.9	16.7
44719	Other gasoline stations	6	51 122	3 099	767	174	12.1	19.2
447190	Other gasoline stations	6	51 122	3 099	767	174	12.1	19.2
448	Clothing and clothing accessories stores	109	144 255	17 829	4 109	1 297	5.1	1.0
4481	Clothing stores	65	D	D	D	f	D	D
44812	Women's clothing stores	23	D	D	D	e	D	D
448120	Women's clothing stores	23	D	D	D	e	D	D
44813	Children's and infants' clothing stores	6	7 116	760	175	84	—	—
448130	Children's and infants' clothing stores	6	7 116	760	175	84	—	—
44814	Family clothing stores	20	D	D	D	e	D	D
448140	Family clothing stores	20	D	D	D	e	D	D
44815	Clothing accessories stores	4	D	D	D	a	D	D
448150	Clothing accessories stores	4	D	D	D	a	D	D
44819	Other clothing stores	7	5 681	991	243	91	—	—
448190	Other clothing stores	7	5 681	991	243	91	—	—
4482	Shoe stores	18	D	D	D	c	D	D
44821	Shoe stores	18	D	D	D	c	D	D
448210	Shoe stores	18	D	D	D	c	D	D
4482103	Children's and juveniles' shoe stores	1	D	D	D	a	D	D
4482104	Family shoe stores	11	D	D	D	c	D	D
4482105	Athletic footwear stores	4	D	D	D	b	D	D
4483	Jewelry, luggage, and leather goods stores	26	D	D	D	c	D	D
44831	Jewelry stores	26	D	D	D	c	D	D
448310	Jewelry stores	26	D	D	D	c	D	D

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
OUTAGAMIE—Con.								
44-45	Retail trade—Con.							
451	Sporting goods, hobby, book, and music stores	67	102 690	12 324	2 932	988	4.3	2.6
4511	Sporting goods, hobby, and musical instrument stores	49	D	D	D	f	D	D
45111	Sporting goods stores	27	D	D	D	e	D	D
451110	Sporting goods stores	27	D	D	D	e	D	D
4511101	General-line sporting goods stores	8	18 313	2 255	510	151	—	.2
4511102	Specialty-line sporting goods stores	19	D	D	D	c	D	D
45112	Hobby, toy, and game stores	12	D	D	D	e	D	D
451120	Hobby, toy, and game stores	12	D	D	D	e	D	D
45113	Sewing, needlework, and piece goods stores	7	D	D	D	b	D	D
451130	Sewing, needlework, and piece goods stores	7	D	D	D	b	D	D
45114	Musical instrument and supplies stores	3	D	D	D	b	D	D
451140	Musical instrument and supplies stores	3	D	D	D	b	D	D
4512	Book, periodical, and music stores	18	D	D	D	e	D	D
45121	Book stores and news dealers	12	16 368	1 769	465	185	8.5	.4
451211	Book stores	11	D	D	D	c	D	D
4512111	Book stores, general	8	D	D	D	c	D	D
4512112	Specialty book stores	1	D	D	D	b	D	D
4512113	College book stores	2	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, and record stores	6	D	D	D	b	D	D
451220	Prerecorded tape, compact disc, and record stores	6	D	D	D	b	D	D
452	General merchandise stores	25	D	D	D	h	D	D
4521	Department stores	11	D	D	D	g	D	D
45210009	Department stores (incl. leased depts.) ³	11	D	D	D	g	D	D
45211	Department stores	11	D	D	D	g	D	D
452111	Department stores (except discount department stores) ..	4	80 302	9 785	2 441	655	—	—
452112	Discount department stores	7	D	D	D	g	D	D
4529	Other general merchandise stores	14	D	D	D	g	D	D
45291	Warehouse clubs and supercenters	3	D	D	D	f	D	D
452910	Warehouse clubs and supercenters	3	D	D	D	f	D	D
45299	All other general merchandise stores	11	D	D	D	c	D	D
452990	All other general merchandise stores	11	D	D	D	c	D	D
4529904	Miscellaneous general merchandise stores	5	D	D	D	c	D	D
453	Miscellaneous store retailers	87	D	D	D	f	D	D
4531	Florists	12	4 724	1 301	287	119	14.0	7.0
45311	Florists	12	4 724	1 301	287	119	14.0	7.0
453110	Florists	12	4 724	1 301	287	119	14.0	7.0
4532	Office supplies, stationery, and gift stores	28	28 150	3 119	814	229	4.7	8.2
45321	Office supplies and stationery stores	3	17 516	1 518	422	73	—	7.7
453210	Office supplies and stationery stores	3	17 516	1 518	422	73	—	7.7
45322	Gift, novelty, and souvenir stores	25	10 634	1 601	392	156	12.6	8.9
453220	Gift, novelty, and souvenir stores	25	10 634	1 601	392	156	12.6	8.9
4533	Used merchandise stores	14	6 436	1 945	444	153	21.9	—
45331	Used merchandise stores	14	6 436	1 945	444	153	21.9	—
453310	Used merchandise stores	14	6 436	1 945	444	153	21.9	—
4539	Other miscellaneous store retailers	33	D	D	D	e	D	D
45391	Pet and pet supplies stores	7	7 927	1 044	238	94	5.8	.4
453910	Pet and pet supplies stores	7	7 927	1 044	238	94	5.8	.4
45392	Art dealers	7	D	D	D	b	D	D
453920	Art dealers	7	D	D	D	b	D	D
45399	All other miscellaneous store retailers	18	D	D	D	c	D	D
454	Nonstore retailers	29	50 274	8 358	2 036	332	1.6	1.3
4541	Electronic shopping and mail-order houses	7	D	D	D	b	D	D
45411	Electronic shopping and mail-order houses	7	D	D	D	b	D	D
4542	Vending machine operators	2	D	D	D	c	D	D
45421	Vending machine operators	2	D	D	D	c	D	D
454210	Vending machine operators	2	D	D	D	c	D	D
4543	Direct selling establishments	20	D	D	D	c	D	D
45431	Fuel dealers	6	D	D	D	b	D	D
454311	Heating oil dealers	3	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	3	D	D	D	b	D	D
45439	Other direct selling establishments	14	D	D	D	b	D	D
454390	Other direct selling establishments	14	D	D	D	b	D	D
OZAUKEE								
44-45	Retail trade	342	835 860	90 644	21 467	4 618	12.1	5.1
441	Motor vehicle and parts dealers	33	270 704	26 784	6 226	815	9.1	.7
4411	Automobile dealers	20	217 322	21 253	4 689	639	9.5	—
44111	New car dealers	13	213 477	20 869	4 597	620	8.0	—
441110	New car dealers	13	213 477	20 869	4 597	620	8.0	—
4412	Other motor vehicle dealers	6	48 384	4 488	1 259	124	5.3	1.1
44122	Motorcycle, boat, and other motor vehicle dealers	6	48 384	4 488	1 259	124	5.3	1.1
441221	Motorcycle dealers	5	D	D	D	c	D	D
441222	Boat dealers	1	D	D	D	a	D	D

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
OZAUKEE—Con.								
Retail trade—Con.								
44-45	Furniture and home furnishings stores	29	24 484	3 587	805	171	22.5	6.8
442	Furniture stores	7	8 248	1 096	254	45	22.0	.4
44211	Furniture stores	7	8 248	1 096	254	45	22.0	.4
442110	Furniture stores	7	8 248	1 096	254	45	22.0	.4
4422	Home furnishings stores	22	16 236	2 491	551	126	22.8	10.1
44221	Floor covering stores	7	6 640	1 461	344	53	18.3	24.6
442210	Floor covering stores	7	6 640	1 461	344	53	18.3	24.6
44229	Other home furnishings stores	15	9 596	1 030	207	73	26.0	—
442299	All other home furnishings stores	14	D	D	D	b	D	D
443	Electronics and appliance stores	11	6 126	1 069	247	42	60.2	.3
4431	Electronics and appliance stores	11	6 126	1 069	247	42	60.2	.3
44311	Appliance, television, and other electronics stores	7	D	D	D	b	D	D
443112	Radio, television, and other electronics stores	5	D	D	D	b	D	D
44312	Computer and software stores	3	D	D	D	a	D	D
443120	Computer and software stores	3	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	37	78 270	12 778	2 925	530	4.4	—
4441	Building material and supplies dealers	21	65 828	10 772	2 611	428	1.9	—
44411	Home centers	1	D	D	D	c	D	D
444110	Home centers	1	D	D	D	c	D	D
44413	Hardware stores	10	D	D	D	c	D	D
444130	Hardware stores	10	D	D	D	c	D	D
44419	Other building material dealers	6	23 713	5 032	1 287	141	—	—
444190	Other building material dealers	6	23 713	5 032	1 287	141	—	—
4442	Lawn and garden equipment and supplies stores	16	12 442	2 006	314	102	17.2	—
44422	Nursery, garden center, and farm supply stores	11	8 912	1 420	190	71	20.5	—
444220	Nursery, garden center, and farm supply stores	11	8 912	1 420	190	71	20.5	—
445	Food and beverage stores	30	139 459	15 164	3 812	964	4.5	7.9
4451	Grocery stores	15	D	D	D	f	D	D
44511	Supermarkets and other grocery (except convenience) stores	14	127 333	13 641	3 459	869	2.6	6.7
445110	Supermarkets and other grocery (except convenience) stores	14	127 333	13 641	3 459	869	2.6	6.7
4452	Specialty food stores	9	D	D	D	b	D	D
446	Health and personal care stores	20	56 568	6 585	1 440	339	23.6	6.1
4461	Health and personal care stores	20	56 568	6 585	1 440	339	23.6	6.1
44611	Pharmacies and drug stores	11	49 012	5 888	1 266	300	24.6	7.1
446110	Pharmacies and drug stores	11	49 012	5 888	1 266	300	24.6	7.1
4461101	Pharmacies and drug stores	11	49 012	5 888	1 266	300	24.6	7.1
44619	Other health and personal care stores	5	D	D	D	a	D	D
446199	All other health and personal care stores	3	D	D	D	a	D	D
447	Gasoline stations	36	80 421	4 337	1 037	326	29.9	7.6
4471	Gasoline stations	36	80 421	4 337	1 037	326	29.9	7.6
44711	Gasoline stations with convenience stores	26	66 017	3 208	775	250	34.9	8.7
447110	Gasoline stations with convenience stores	26	66 017	3 208	775	250	34.9	8.7
448	Clothing and clothing accessories stores	39	23 856	3 930	909	225	49.7	5.3
4481	Clothing stores	19	12 457	2 192	512	125	73.2	1.9
44811	Men's clothing stores	3	D	D	D	b	D	D
448110	Men's clothing stores	3	D	D	D	b	D	D
44813	Children's and infants' clothing stores	2	D	D	D	a	D	D
448130	Children's and infants' clothing stores	2	D	D	D	a	D	D
4482101	Men's shoe stores	1	D	D	D	a	D	D
4482102	Women's shoe stores	1	D	D	D	a	D	D
4483	Jewelry, luggage, and leather goods stores	12	6 374	1 150	254	55	18.7	3.4
44832	Luggage and leather goods stores	1	D	D	D	a	D	D
448320	Luggage and leather goods stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	29	10 427	1 456	350	153	6.5	19.8
4511	Sporting goods, hobby, and musical instrument stores	27	D	D	D	c	D	D
45111	Sporting goods stores	15	6 850	939	230	76	7.3	27.8
451110	Sporting goods stores	15	6 850	939	230	76	7.3	27.8
4511101	General-line sporting goods stores	4	D	D	D	b	D	D
451212	Specialty book stores	1	D	D	D	a	D	D
452	General merchandise stores	8	97 578	9 212	2 359	712	.2	—
452112	Discount department stores	5	D	D	D	f	D	D

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
OZAUKEE—Con.								
44-45	Retail trade—Con.							
453	Miscellaneous store retailers	52	19 966	2 917	666	245	34.6	4.1
4531	Florists	12	3 724	715	169	54	45.7	6.1
45311	Florists	12	3 724	715	169	54	45.7	6.1
453110	Florists	12	3 724	715	169	54	45.7	6.1
4532	Office supplies, stationery, and gift stores	22	8 790	1 027	234	106	19.2	—
45321	Office supplies and stationery stores	2	D	D	D	b	D	D
453210	Office supplies and stationery stores	2	D	D	D	b	D	D
4533	Used merchandise stores	5	D	D	D	b	D	D
45331	Used merchandise stores	5	D	D	D	b	D	D
453310	Used merchandise stores	5	D	D	D	b	D	D
4539	Other miscellaneous store retailers	13	D	D	D	b	D	D
45391	Pet and pet supplies stores	3	D	D	D	b	D	D
453910	Pet and pet supplies stores	3	D	D	D	b	D	D
45399	All other miscellaneous store retailers	6	D	D	D	a	D	D
454	Nonstore retailers	18	28 001	2 825	691	96	3.7	49.3
4541	Electronic shopping and mail-order houses	4	16 503	1 304	312	34	1.2	83.1
45411	Electronic shopping and mail-order houses	4	16 503	1 304	312	34	1.2	83.1
4543	Direct selling establishments	12	D	D	D	b	D	D
45431	Fuel dealers	4	D	D	D	b	D	D
454311	Heating oil dealers	2	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	2	D	D	D	b	D	D
PEPIN								
44-45	Retail trade	33	103 294	6 852	1 608	339	43.2	1.4
441	Motor vehicle and parts dealers	9	47 364	3 838	906	126	28.7	—
4412	Other motor vehicle dealers	3	D	D	D	b	D	D
44121	Recreational vehicle dealers	1	D	D	D	a	D	D
441210	Recreational vehicle dealers	1	D	D	D	a	D	D
441229	All other motor vehicle dealers	2	D	D	D	a	D	D
4413	Automotive parts, accessories, and tire stores	3	D	D	D	b	D	D
44132	Tire dealers	2	D	D	D	b	D	D
441320	Tire dealers	2	D	D	D	b	D	D
442	Furniture and home furnishings stores	4	1 334	124	29	11	53.7	—
444	Building material and garden equipment and supplies dealers	2	D	D	D	a	D	D
445	Food and beverage stores	3	D	D	D	b	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	4	D	D	D	b	D	D
44719	Other gasoline stations	1	D	D	D	a	D	D
447190	Other gasoline stations	1	D	D	D	a	D	D
448	Clothing and clothing accessories stores	3	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	3	D	D	D	a	D	D
454	Nonstore retailers	3	7 823	758	174	32	—	—
4543	Direct selling establishments	3	7 823	758	174	32	—	—
45431	Fuel dealers	3	7 823	758	174	32	—	—
454311	Heating oil dealers	1	D	D	D	a	D	D
PIERCE								
44-45	Retail trade	103	180 863	15 734	3 872	1 049	14.0	4.0
441	Motor vehicle and parts dealers	13	57 968	3 764	911	130	11.4	4.4
442	Furniture and home furnishings stores	5	3 017	386	87	35	14.4	—
443	Electronics and appliance stores	3	D	D	D	a	D	D
4431	Electronics and appliance stores	3	D	D	D	a	D	D
44311	Appliance, television, and other electronics stores	3	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers	18	18 650	2 044	578	93	7.6	17.1
4441	Building material and supplies dealers	11	10 006	1 090	278	56	14.2	—
4442	Lawn and garden equipment and supplies stores	7	8 644	954	300	37	—	36.9
44422	Nursery, garden center, and farm supply stores	7	8 644	954	300	37	—	36.9
444220	Nursery, garden center, and farm supply stores	7	8 644	954	300	37	—	36.9
445	Food and beverage stores	14	47 686	5 061	1 195	485	21.2	—
446	Health and personal care stores	6	6 782	694	148	43	20.7	—
447	Gasoline stations	18	30 098	1 851	470	143	13.4	1.2
44711	Gasoline stations with convenience stores	16	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	16	D	D	D	c	D	D
448	Clothing and clothing accessories stores	2	D	D	D	a	D	D

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
PIERCE—Con.								
44-45	Retail trade—Con.							
451	Sporting goods, hobby, book, and music stores	6	2 708	299	68	23	10.0	37.0
45114	Musical instrument and supplies stores	2	D	D	D	a	D	D
451140	Musical instrument and supplies stores	2	D	D	D	a	D	D
451213	College book stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	9	D	D	D	b	D	D
45399	All other miscellaneous store retailers	4	D	D	D	a	D	D
454	Nonstore retailers	8	6 726	932	265	28	1.1	—
4543	Direct selling establishments	6	D	D	D	b	D	D
45439	Other direct selling establishments	3	D	D	D	a	D	D
454390	Other direct selling establishments	3	D	D	D	a	D	D
POLK								
44-45	Retail trade	189	319 124	30 818	7 075	1 799	24.6	3.3
441	Motor vehicle and parts dealers	23	78 133	5 734	1 244	178	25.3	—
4412	Other motor vehicle dealers	2	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	a	D	D
442	Furniture and home furnishings stores	12	8 572	1 128	259	61	15.0	9.2
4421	Furniture stores	6	6 817	892	208	47	15.7	—
44211	Furniture stores	6	6 817	892	208	47	15.7	—
442110	Furniture stores	6	6 817	892	208	47	15.7	—
443	Electronics and appliance stores	4	2 255	354	78	16	62.6	—
4431	Electronics and appliance stores	4	2 255	354	78	16	62.6	—
444	Building material and garden equipment and supplies dealers ...	34	48 894	5 576	1 269	228	16.3	—
4441	Building material and supplies dealers	23	40 564	4 565	1 063	172	15.0	—
44413	Hardware stores	13	D	D	D	b	D	D
444130	Hardware stores	13	D	D	D	b	D	D
44419	Other building material dealers	9	32 260	3 232	769	89	7.8	—
444190	Other building material dealers	9	32 260	3 232	769	89	7.8	—
4442	Lawn and garden equipment and supplies stores	11	8 330	1 011	206	56	22.7	—
44422	Nursery, garden center, and farm supply stores	9	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	9	D	D	D	b	D	D
445	Food and beverage stores	19	51 804	5 358	1 255	426	29.2	—
4452	Specialty food stores	4	D	D	D	a	D	D
446	Health and personal care stores	9	16 789	1 500	282	73	80.6	—
4461	Health and personal care stores	9	16 789	1 500	282	73	80.6	—
447	Gasoline stations	24	38 971	2 747	649	232	24.3	23.5
44711	Gasoline stations with convenience stores	22	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	22	D	D	D	c	D	D
448	Clothing and clothing accessories stores	5	815	81	20	12	76.4	—
451	Sporting goods, hobby, book, and music stores	11	3 182	340	76	37	26.4	.9
4511	Sporting goods, hobby, and musical instrument stores	10	D	D	D	b	D	D
452	General merchandise stores	9	41 066	4 173	1 056	290	9.3	—
45299	All other general merchandise stores	8	D	D	D	b	D	D
452990	All other general merchandise stores	8	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	4	D	D	D	b	D	D
453	Miscellaneous store retailers	26	8 213	1 289	300	130	45.4	.9
4539	Other miscellaneous store retailers	9	D	D	D	b	D	D
45399	All other miscellaneous store retailers	4	D	D	D	b	D	D
454	Nonstore retailers	13	20 430	2 538	587	116	4.2	2.1
4543	Direct selling establishments	10	19 790	2 370	539	103	2.5	.8
45431	Fuel dealers	8	D	D	D	b	D	D
454311	Heating oil dealers	2	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	6	D	D	D	b	D	D

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
PORTAGE								
44-45	Retail trade	268	594 626	60 509	14 423	3 316	8.1	3.4
441	Motor vehicle and parts dealers	38	144 556	11 691	2 761	404	5.0	1.3
4411	Automobile dealers	14	D	D	D	e	D	D
4412	Other motor vehicle dealers	4	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	3	D	D	D	a	D	D
4413	Automotive parts, accessories, and tire stores	20	19 449	3 483	957	142	1.3	4.8
44131	Automotive parts and accessories stores	16	D	D	D	b	D	D
441310	Automotive parts and accessories stores	16	D	D	D	b	D	D
44132	Tire dealers	4	D	D	D	b	D	D
441320	Tire dealers	4	D	D	D	b	D	D
442	Furniture and home furnishings stores	15	25 157	4 158	896	161	8.1	1.1
4421	Furniture stores	7	17 725	3 220	677	112	.4	1.5
44211	Furniture stores	7	17 725	3 220	677	112	.4	1.5
442110	Furniture stores	7	17 725	3 220	677	112	.4	1.5
4422	Home furnishings stores	8	7 432	938	219	49	26.5	—
44221	Floor covering stores	6	D	D	D	b	D	D
442210	Floor covering stores	6	D	D	D	b	D	D
443	Electronics and appliance stores	8	3 398	574	125	29	18.0	—
4431	Electronics and appliance stores	8	3 398	574	125	29	18.0	—
44312	Computer and software stores	3	1 973	357	66	12	—	—
443120	Computer and software stores	3	1 973	357	66	12	—	—
444	Building material and garden equipment and supplies dealers	26	93 133	10 202	2 512	379	2.6	—
4441	Building material and supplies dealers	21	73 196	8 121	2 102	303	3.3	—
44411	Home centers	2	D	D	D	c	D	D
444110	Home centers	2	D	D	D	c	D	D
44419	Other building material dealers	13	D	D	D	c	D	D
444190	Other building material dealers	13	D	D	D	c	D	D
4442	Lawn and garden equipment and supplies stores	5	19 937	2 081	410	76	—	—
44422	Nursery, garden center, and farm supply stores	5	19 937	2 081	410	76	—	—
444220	Nursery, garden center, and farm supply stores	5	19 937	2 081	410	76	—	—
445	Food and beverage stores	19	15 760	1 257	311	123	53.6	3.3
4452	Specialty food stores	6	1 588	181	38	16	89.1	1.0
446	Health and personal care stores	12	21 216	2 793	591	129	.1	—
4461	Health and personal care stores	12	21 216	2 793	591	129	.1	—
44612	Cosmetics, beauty supplies, and perfume stores	1	D	D	D	b	D	D
446120	Cosmetics, beauty supplies, and perfume stores	1	D	D	D	b	D	D
447	Gasoline stations	31	53 205	2 758	680	256	30.8	10.8
4471	Gasoline stations	31	53 205	2 758	680	256	30.8	10.8
44711	Gasoline stations with convenience stores	27	50 849	2 614	644	249	31.7	11.3
447110	Gasoline stations with convenience stores	27	50 849	2 614	644	249	31.7	11.3
448	Clothing and clothing accessories stores	32	21 089	3 557	866	289	10.7	—
4481	Clothing stores	20	13 370	1 934	501	200	14.2	—
451	Sporting goods, hobby, book, and music stores	20	10 188	1 380	349	95	20.3	3.0
4511	Sporting goods, hobby, and musical instrument stores	15	D	D	D	b	D	D
45114	Musical instrument and supplies stores	2	D	D	D	a	D	D
451140	Musical instrument and supplies stores	2	D	D	D	a	D	D
452	General merchandise stores	13	145 896	13 669	3 211	899	.7	—
452112	Discount department stores	5	D	D	D	f	D	D
45299	All other general merchandise stores	7	D	D	D	c	D	D
452990	All other general merchandise stores	7	D	D	D	c	D	D
4529904	Miscellaneous general merchandise stores	5	D	D	D	c	D	D
453	Miscellaneous store retailers	31	15 254	2 169	478	157	15.0	25.4
4532	Office supplies, stationery, and gift stores	10	D	D	D	b	D	D
45321	Office supplies and stationery stores	2	D	D	D	b	D	D
453210	Office supplies and stationery stores	2	D	D	D	b	D	D
4539	Other miscellaneous store retailers	14	D	D	D	b	D	D
45392	Art dealers	2	D	D	D	a	D	D
453920	Art dealers	2	D	D	D	a	D	D
45399	All other miscellaneous store retailers	7	D	D	D	b	D	D
454	Nonstore retailers	23	45 774	6 301	1 643	395	7.2	17.0
4541	Electronic shopping and mail-order houses	13	39 986	5 376	1 376	354	2.8	15.3
45411	Electronic shopping and mail-order houses	13	39 986	5 376	1 376	354	2.8	15.3
4543	Direct selling establishments	9	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	4	D	D	D	a	D	D

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
PRICE								
44-45	Retail trade	83	114 274	10 594	2 426	581	54.6	7.7
441	Motor vehicle and parts dealers	10	28 152	2 034	477	78	63.4	1.7
442	Furniture and home furnishings stores	5	1 846	271	70	19	37.2	32.5
443	Electronics and appliance stores	3	384	71	18	5	43.8	—
444	Building material and garden equipment and supplies dealers ...	12	13 953	2 002	441	64	62.9	—
4441	Building material and supplies dealers	7	8 232	1 201	295	43	50.0	—
4442	Lawn and garden equipment and supplies stores	5	5 721	801	146	21	81.5	—
44422	Nursery, garden center, and farm supply stores	3	D	D	D	a	D	D
444220	Nursery, garden center, and farm supply stores	3	D	D	D	a	D	D
445	Food and beverage stores	9	26 598	2 593	615	170	69.7	28.1
446	Health and personal care stores	4	6 358	847	187	35	27.2	—
447	Gasoline stations	12	13 473	1 010	228	71	67.5	—
448	Clothing and clothing accessories stores	6	1 291	84	21	13	64.8	—
451	Sporting goods, hobby, book, and music stores	3	813	43	10	4	—	—
452	General merchandise stores	3	D	D	D	b	D	D
45299	All other general merchandise stores	3	D	D	D	b	D	D
452990	All other general merchandise stores	3	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	11	D	D	D	b	D	D
4532	Office supplies, stationery, and gift stores	5	3 667	464	82	48	100.0	—
4539	Other miscellaneous store retailers	3	D	D	D	a	D	D
45392	Art dealers	1	D	D	D	a	D	D
453920	Art dealers	1	D	D	D	a	D	D
454	Nonstore retailers	5	4 037	409	106	18	22.1	—
RACINE								
44-45	Retail trade	689	1 895 046	177 562	42 030	9 815	5.8	5.0
441	Motor vehicle and parts dealers	97	576 910	41 306	9 574	1 250	5.6	1.4
4411	Automobile dealers	43	507 513	33 162	7 818	892	4.8	1.1
44111	New car dealers	20	460 303	29 401	6 947	777	3.4	.9
441110	New car dealers	20	460 303	29 401	6 947	777	3.4	.9
44112	Used car dealers	23	47 210	3 761	871	115	18.4	2.9
441120	Used car dealers	23	47 210	3 761	871	115	18.4	2.9
4412	Other motor vehicle dealers	17	41 915	3 311	598	126	9.7	.7
44121	Recreational vehicle dealers	2	D	D	D	b	D	D
441210	Recreational vehicle dealers	2	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	15	D	D	D	b	D	D
441221	Motorcycle dealers	7	16 348	941	172	36	14.7	—
441222	Boat dealers	6	D	D	D	b	D	D
441229	All other motor vehicle dealers	2	D	D	D	a	D	D
4413	Automotive parts, accessories, and tire stores	37	27 482	4 833	1 158	232	12.8	7.3
44131	Automotive parts and accessories stores	31	21 199	3 272	792	176	16.6	9.5
441310	Automotive parts and accessories stores	31	21 199	3 272	792	176	16.6	9.5
442	Furniture and home furnishings stores	30	43 601	7 509	1 747	332	12.9	3.5
4421	Furniture stores	14	20 942	3 496	844	202	3.5	7.0
44211	Furniture stores	14	20 942	3 496	844	202	3.5	7.0
442110	Furniture stores	14	20 942	3 496	844	202	3.5	7.0
4422	Home furnishings stores	16	22 659	4 013	903	130	21.6	.2
44221	Floor covering stores	9	17 177	3 321	776	99	27.7	—
442210	Floor covering stores	9	17 177	3 321	776	99	27.7	—
44229	Other home furnishings stores	7	5 482	692	127	31	2.4	.8
442299	All other home furnishings stores	7	5 482	692	127	31	2.4	.8
443	Electronics and appliance stores	26	63 677	5 982	1 531	317	1.1	2.1
4431	Electronics and appliance stores	26	63 677	5 982	1 531	317	1.1	2.1
44311	Appliance, television, and other electronics stores	18	55 847	5 060	1 296	257	1.2	2.4
443112	Radio, television, and other electronics stores	13	53 337	4 538	1 175	234	1.3	2.6
44312	Computer and software stores	7	D	D	D	b	D	D
443120	Computer and software stores	7	D	D	D	b	D	D
44313	Camera and photographic supplies stores	1	D	D	D	a	D	D
443130	Camera and photographic supplies stores	1	D	D	D	a	D	D

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
RACINE—Con.								
44-45	Retail trade—Con.							
444	Building material and garden equipment and supplies dealers . . .	54	151 857	19 272	4 420	879	2.3	—
4441	Building material and supplies dealers	39	106 854	13 220	3 201	568	3.2	—
44411	Home centers	3	D	D	D	c	D	D
444110	Home centers	3	D	D	D	c	D	D
44412	Paint and wallpaper stores	5	D	D	D	b	D	D
444120	Paint and wallpaper stores	5	D	D	D	b	D	D
44413	Hardware stores	9	D	D	D	c	D	D
444130	Hardware stores	9	D	D	D	c	D	D
44419	Other building material dealers	22	29 951	4 289	969	143	11.2	—
444190	Other building material dealers	22	29 951	4 289	969	143	11.2	—
4442	Lawn and garden equipment and supplies stores	15	45 003	6 052	1 219	311	—	—
44421	Outdoor power equipment stores	6	6 629	852	174	27	—	—
444210	Outdoor power equipment stores	6	6 629	852	174	27	—	—
44422	Nursery, garden center, and farm supply stores	9	38 374	5 200	1 045	284	—	—
444220	Nursery, garden center, and farm supply stores	9	38 374	5 200	1 045	284	—	—
445	Food and beverage stores	74	255 634	25 877	6 209	1 750	5.6	16.3
4451	Grocery stores	44	233 500	23 778	5 688	1 565	4.7	17.0
44511	Supermarkets and other grocery (except convenience) stores	37	228 649	23 471	5 620	1 532	4.6	17.3
445110	Supermarkets and other grocery (except convenience) stores	37	228 649	23 471	5 620	1 532	4.6	17.3
4452	Specialty food stores	11	7 266	1 338	324	108	3.0	—
4453	Beer, wine, and liquor stores	19	14 868	761	197	77	21.8	14.5
44531	Beer, wine, and liquor stores	19	14 868	761	197	77	21.8	14.5
445310	Beer, wine, and liquor stores	19	14 868	761	197	77	21.8	14.5
446	Health and personal care stores	46	116 059	13 099	3 331	676	3.8	1.1
4461	Health and personal care stores	46	116 059	13 099	3 331	676	3.8	1.1
44611	Pharmacies and drug stores	23	103 888	10 711	2 743	535	4.2	.2
446110	Pharmacies and drug stores	23	103 888	10 711	2 743	535	4.2	.2
4461101	Pharmacies and drug stores	20	102 186	10 411	2 671	523	4.3	.2
4461102	Proprietary stores	3	1 702	300	72	12	—	—
44612	Cosmetics, beauty supplies, and perfume stores	4	1 792	304	72	43	—	—
446120	Cosmetics, beauty supplies, and perfume stores	4	1 792	304	72	43	—	—
44613	Optical goods stores	12	7 328	1 660	409	77	—	13.9
446130	Optical goods stores	12	7 328	1 660	409	77	—	13.9
44619	Other health and personal care stores	7	3 051	424	107	21	—	.4
446191	Food (health) supplement stores	3	D	D	D	a	D	D
447	Gasoline stations	95	206 408	10 701	2 504	725	19.8	15.9
4471	Gasoline stations	95	206 408	10 701	2 504	725	19.8	15.9
44711	Gasoline stations with convenience stores	80	147 345	7 298	1 690	529	18.9	13.9
447110	Gasoline stations with convenience stores	80	147 345	7 298	1 690	529	18.9	13.9
44719	Other gasoline stations	15	59 063	3 403	814	196	22.0	20.8
447190	Other gasoline stations	15	59 063	3 403	814	196	22.0	20.8
448	Clothing and clothing accessories stores	85	61 380	8 481	2 006	662	2.3	3.4
4481	Clothing stores	40	32 925	4 428	1 038	405	.2	4.4
44811	Men's clothing stores	5	4 463	1 117	240	44	—	—
448110	Men's clothing stores	5	4 463	1 117	240	44	—	—
44813	Children's and infants' clothing stores	2	D	D	D	b	D	D
448130	Children's and infants' clothing stores	2	D	D	D	b	D	D
44815	Clothing accessories stores	4	D	D	D	a	D	D
448150	Clothing accessories stores	4	D	D	D	a	D	D
44819	Other clothing stores	6	2 965	575	135	52	2.1	—
448190	Other clothing stores	6	2 965	575	135	52	2.1	—
4482	Shoe stores	18	12 235	1 402	299	120	—	1.8
44821	Shoe stores	18	12 235	1 402	299	120	—	1.8
448210	Shoe stores	18	12 235	1 402	299	120	—	1.8
4482103	Children's and juveniles' shoe stores	1	D	D	D	a	D	D
4482104	Family shoe stores	12	D	D	D	b	D	D
4482105	Athletic footwear stores	5	D	D	D	b	D	D
4483	Jewelry, luggage, and leather goods stores	27	16 220	2 651	669	137	8.5	2.5
44831	Jewelry stores	27	16 220	2 651	669	137	8.5	2.5
448310	Jewelry stores	27	16 220	2 651	669	137	8.5	2.5
451	Sporting goods, hobby, book, and music stores	42	44 313	5 346	1 274	425	.4	3.2
4511	Sporting goods, hobby, and musical instrument stores	31	32 396	3 912	926	305	.6	4.4
45111	Sporting goods stores	12	12 711	1 535	403	97	—	5.9
451110	Sporting goods stores	12	12 711	1 535	403	97	—	5.9
4511101	General-line sporting goods stores	4	10 283	1 074	253	65	—	—
45112	Hobby, toy, and game stores	9	D	D	D	c	D	D
451120	Hobby, toy, and game stores	9	D	D	D	c	D	D
45113	Sewing, needlework, and piece goods stores	7	D	D	D	b	D	D
451130	Sewing, needlework, and piece goods stores	7	D	D	D	b	D	D
45114	Musical instrument and supplies stores	3	D	D	D	a	D	D
451140	Musical instrument and supplies stores	3	D	D	D	a	D	D

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
RACINE—Con.								
44-45	Retail trade—Con.							
451	Sporting goods, hobby, book, and music stores—Con.							
4512	Book, periodical, and music stores	11	11 917	1 434	348	120	—	—
45121	Book stores and news dealers	5	8 435	794	198	77	—	—
451211	Book stores	5	8 435	794	198	77	—	—
4512111	Book stores, general	2	D	D	D	b	D	D
4512112	Specialty book stores	2	D	D	D	a	D	D
4512113	College book stores	1	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, and record stores	6	3 482	640	150	43	—	—
451220	Prerecorded tape, compact disc, and record stores	6	3 482	640	150	43	—	—
452	General merchandise stores	25	318 141	30 071	7 111	2 094	—	—
4521	Department stores	10	D	D	D	g	D	D
45210009	Department stores (incl. leased depts.) ³	10	D	D	D	g	D	D
45211	Department stores	10	D	D	D	g	D	D
452111	Department stores (except discount department stores) ..	4	D	D	D	f	D	D
452112	Discount department stores	6	D	D	D	f	D	D
4529	Other general merchandise stores	15	D	D	D	f	D	D
45291	Warehouse clubs and supercenters	2	D	D	D	f	D	D
452910	Warehouse clubs and supercenters	2	D	D	D	f	D	D
45299	All other general merchandise stores	13	D	D	D	c	D	D
452990	All other general merchandise stores	13	D	D	D	c	D	D
4529901	Variety stores	10	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	3	D	D	D	c	D	D
453	Miscellaneous store retailers	83	37 747	6 736	1 597	528	12.2	4.0
4531	Florists	16	5 578	1 288	314	87	45.4	10.9
45311	Florists	16	5 578	1 288	314	87	45.4	10.9
453110	Florists	16	5 578	1 288	314	87	45.4	10.9
4532	Office supplies, stationery, and gift stores	24	14 495	2 014	473	173	6.4	4.6
45321	Office supplies and stationery stores	3	8 505	1 055	240	60	—	—
453210	Office supplies and stationery stores	3	8 505	1 055	240	60	—	—
45322	Gift, novelty, and souvenir stores	21	5 990	959	233	113	15.4	11.2
453220	Gift, novelty, and souvenir stores	21	5 990	959	233	113	15.4	11.2
4533	Used merchandise stores	17	4 936	1 545	359	137	11.0	—
45331	Used merchandise stores	17	4 936	1 545	359	137	11.0	—
453310	Used merchandise stores	17	4 936	1 545	359	137	11.0	—
4539	Other miscellaneous store retailers	26	12 738	1 889	451	131	4.8	1.7
45391	Pet and pet supplies stores	5	5 629	752	174	63	2.5	—
453910	Pet and pet supplies stores	5	5 629	752	174	63	2.5	—
45392	Art dealers	2	D	D	D	a	D	D
453920	Art dealers	2	D	D	D	a	D	D
45399	All other miscellaneous store retailers	17	D	D	D	b	D	D
454	Nonstore retailers	32	19 319	3 182	726	177	14.1	11.5
4541	Electronic shopping and mail-order houses	5	D	D	D	b	D	D
45411	Electronic shopping and mail-order houses	5	D	D	D	b	D	D
4542	Vending machine operators	6	3 519	461	96	29	2.0	—
45421	Vending machine operators	6	3 519	461	96	29	2.0	—
454210	Vending machine operators	6	3 519	461	96	29	2.0	—
4543	Direct selling establishments	21	D	D	D	c	D	D
45439	Other direct selling establishments	18	D	D	D	c	D	D
454390	Other direct selling establishments	18	D	D	D	c	D	D
RICHLAND								
44-45	Retail trade	85	199 696	18 684	4 359	1 064	18.0	2.2
441	Motor vehicle and parts dealers	17	64 779	4 556	1 001	156	8.5	1.9
4412	Other motor vehicle dealers	3	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	3	D	D	D	b	D	D
441221	Motorcycle dealers	1	D	D	D	b	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	2	D	D	D	a	D	D
443	Electronics and appliance stores	4	3 864	753	183	31	46.2	—
4431	Electronics and appliance stores	4	3 864	753	183	31	46.2	—
44312	Computer and software stores	2	D	D	D	a	D	D
443120	Computer and software stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	12	20 156	2 327	469	106	17.7	13.7
4441	Building material and supplies dealers	8	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	4	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	4	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	4	D	D	D	b	D	D
445	Food and beverage stores	7	14 261	1 546	359	136	30.1	—
4452	Specialty food stores	2	D	D	D	a	D	D

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
RICHLAND—Con.								
44-45	Retail trade—Con.							
446	Health and personal care stores	5	9 637	918	222	46	65.3	3.7
4461	Health and personal care stores	5	9 637	918	222	46	65.3	3.7
447	Gasoline stations	11	23 287	1 431	329	120	54.8	.3
44711	Gasoline stations with convenience stores	9	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	9	D	D	D	c	D	D
448	Clothing and clothing accessories stores	5	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	4	1 732	136	52	10	31.5	—
452	General merchandise stores	4	D	D	D	e	D	D
4529	Other general merchandise stores	4	D	D	D	e	D	D
45299	All other general merchandise stores	3	5 814	639	183	51	—	—
452990	All other general merchandise stores	3	5 814	639	183	51	—	—
4529904	Miscellaneous general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	8	D	D	D	b	D	D
454	Nonstore retailers	6	5 766	817	185	30	7.4	—
ROCK								
44-45	Retail trade	558	1 754 016	162 836	38 858	8 366	5.7	3.3
441	Motor vehicle and parts dealers	69	503 897	37 097	8 401	1 021	2.6	1.2
4411	Automobile dealers	27	440 788	27 556	6 422	697	2.3	1.3
44111	New car dealers	16	424 888	26 715	6 222	667	—	1.4
441110	New car dealers	16	424 888	26 715	6 222	667	—	1.4
44112	Used car dealers	11	15 900	841	200	30	64.2	—
441120	Used car dealers	11	15 900	841	200	30	64.2	—
4412	Other motor vehicle dealers	13	34 962	4 304	775	119	6.4	—
44121	Recreational vehicle dealers	5	16 524	2 137	380	60	8.4	—
441210	Recreational vehicle dealers	5	16 524	2 137	380	60	8.4	—
44122	Motorcycle, boat, and other motor vehicle dealers	8	18 438	2 167	395	59	4.6	—
441221	Motorcycle dealers	4	D	D	D	b	D	D
441222	Boat dealers	3	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
4413	Automotive parts, accessories, and tire stores	29	28 147	5 237	1 204	205	2.2	—
44131	Automotive parts and accessories stores	21	18 893	3 302	779	139	1.1	—
441310	Automotive parts and accessories stores	21	18 893	3 302	779	139	1.1	—
44132	Tire dealers	8	9 254	1 935	425	66	4.6	—
441320	Tire dealers	8	9 254	1 935	425	66	4.6	—
442	Furniture and home furnishings stores	29	28 404	4 720	1 119	195	10.4	1.9
4421	Furniture stores	15	14 527	2 260	556	101	.9	2.6
44211	Furniture stores	15	14 527	2 260	556	101	.9	2.6
442110	Furniture stores	15	14 527	2 260	556	101	.9	2.6
4422	Home furnishings stores	14	13 877	2 460	563	94	20.4	1.3
44221	Floor covering stores	9	12 421	2 294	522	72	22.2	—
442210	Floor covering stores	9	12 421	2 294	522	72	22.2	—
443	Electronics and appliance stores	26	23 941	3 095	725	133	1.5	2.7
4431	Electronics and appliance stores	26	23 941	3 095	725	133	1.5	2.7
44311	Appliance, television, and other electronics stores	19	18 854	2 317	537	98	.5	3.4
443111	Household appliance stores	9	4 752	834	199	39	1.8	12.3
443112	Radio, television, and other electronics stores	10	14 102	1 483	338	59	—	.5
44312	Computer and software stores	6	D	D	D	b	D	D
443120	Computer and software stores	6	D	D	D	b	D	D
44313	Camera and photographic supplies stores	1	D	D	D	a	D	D
443130	Camera and photographic supplies stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers	54	181 176	21 487	4 831	826	2.1	1.2
4441	Building material and supplies dealers	34	149 514	17 734	4 134	650	1.1	1.3
44411	Home centers	3	D	D	D	e	D	D
444110	Home centers	3	D	D	D	e	D	D
44413	Hardware stores	9	D	D	D	c	D	D
444130	Hardware stores	9	D	D	D	c	D	D
44419	Other building material dealers	18	66 487	9 132	1 995	229	1.7	.4
444190	Other building material dealers	18	66 487	9 132	1 995	229	1.7	.4
4442	Lawn and garden equipment and supplies stores	20	31 662	3 753	697	176	6.7	.7
44422	Nursery, garden center, and farm supply stores	13	28 594	3 242	582	154	4.1	—
444220	Nursery, garden center, and farm supply stores	13	28 594	3 242	582	154	4.1	—
445	Food and beverage stores	48	239 676	19 831	4 931	1 265	11.9	12.1
4451	Grocery stores	29	228 931	18 853	4 678	1 184	10.9	12.7
44511	Supermarkets and other grocery (except convenience) stores	25	226 607	18 567	4 627	1 165	10.9	12.5
445110	Supermarkets and other grocery (except convenience) stores	25	226 607	18 567	4 627	1 165	10.9	12.5
4452	Specialty food stores	9	3 025	567	154	37	25.6	—

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

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							From admini- strative records ¹	Estimated ²
ROCK—Con.								
Retail trade—Con.								
44-45	Retail trade—Con.							
446	Health and personal care stores	45	105 957	13 641	3 475	581	10.3	1.3
4461	Health and personal care stores	45	105 957	13 641	3 475	581	10.3	1.3
44611	Pharmacies and drug stores	27	98 390	12 001	3 056	468	11.0	.8
446110	Pharmacies and drug stores	27	98 390	12 001	3 056	468	11.0	.8
4461101	Pharmacies and drug stores	27	98 390	12 001	3 056	468	11.0	.8
44612	Cosmetics, beauty supplies, and perfume stores	4	D	D	D	b	D	D
446120	Cosmetics, beauty supplies, and perfume stores	4	D	D	D	b	D	D
44613	Optical goods stores	8	4 545	1 132	292	54	—	11.3
446130	Optical goods stores	8	4 545	1 132	292	54	—	11.3
447	Gasoline stations	81	199 192	10 327	2 446	709	12.7	7.3
4471	Gasoline stations	81	199 192	10 327	2 446	709	12.7	7.3
44711	Gasoline stations with convenience stores	59	118 311	6 720	1 578	489	12.6	6.9
447110	Gasoline stations with convenience stores	59	118 311	6 720	1 578	489	12.6	6.9
44719	Other gasoline stations	22	80 881	3 607	868	220	12.7	8.0
447190	Other gasoline stations	22	80 881	3 607	868	220	12.7	8.0
448	Clothing and clothing accessories stores	55	45 186	6 270	1 520	518	5.3	.3
4481	Clothing stores	31	26 078	2 895	678	317	4.6	.5
44813	Children's and infants' clothing stores	2	D	D	D	a	D	D
448130	Children's and infants' clothing stores	2	D	D	D	a	D	D
44814	Family clothing stores	7	15 470	1 213	299	180	—	—
448140	Family clothing stores	7	15 470	1 213	299	180	—	—
44819	Other clothing stores	8	3 246	480	109	56	33.4	—
448190	Other clothing stores	8	3 246	480	109	56	33.4	—
4482104	Family shoe stores	12	D	D	D	b	D	D
4483	Jewelry, luggage, and leather goods stores	10	11 028	2 338	604	86	10.6	—
44831	Jewelry stores	10	11 028	2 338	604	86	10.6	—
448310	Jewelry stores	10	11 028	2 338	604	86	10.6	—
451	Sporting goods, hobby, book, and music stores	41	37 100	4 780	1 112	385	7.0	.6
4511	Sporting goods, hobby, and musical instrument stores	31	28 371	3 660	842	294	9.1	.8
45111	Sporting goods stores	9	D	D	D	b	D	D
451110	Sporting goods stores	9	D	D	D	b	D	D
4511102	Specialty-line sporting goods stores	6	D	D	D	b	D	D
45112	Hobby, toy, and game stores	13	12 615	1 656	380	138	17.1	—
451120	Hobby, toy, and game stores	13	12 615	1 656	380	138	17.1	—
45113	Sewing, needlework, and piece goods stores	4	D	D	D	b	D	D
451130	Sewing, needlework, and piece goods stores	4	D	D	D	b	D	D
45114	Musical instrument and supplies stores	5	D	D	D	b	D	D
451140	Musical instrument and supplies stores	5	D	D	D	b	D	D
4512	Book, periodical, and music stores	10	8 729	1 120	270	91	—	—
45121	Book stores and news dealers	7	D	D	D	b	D	D
451211	Book stores	7	D	D	D	b	D	D
4512111	Book stores, general	4	4 809	745	186	53	—	—
4512113	College book stores	1	D	D	D	a	D	D
452	General merchandise stores	22	316 350	31 429	7 933	2 068	—	—
4521	Department stores	12	D	D	D	g	D	D
45210009	Department stores (incl. leased depts.) ³	12	D	D	D	g	D	D
45211	Department stores	12	D	D	D	g	D	D
452111	Department stores (except discount department stores) ..	5	84 279	9 397	2 390	641	—	—
452112	Discount department stores	7	D	D	D	f	D	D
4529	Other general merchandise stores	10	D	D	D	e	D	D
45299	All other general merchandise stores	9	D	D	D	b	D	D
452990	All other general merchandise stores	9	D	D	D	b	D	D
4529901	Variety stores	8	D	D	D	b	D	D
453	Miscellaneous store retailers	62	46 261	6 006	1 392	430	12.5	6.6
4531	Florists	14	3 591	913	236	90	14.5	8.2
45311	Florists	14	3 591	913	236	90	14.5	8.2
453110	Florists	14	3 591	913	236	90	14.5	8.2
4532	Office supplies, stationery, and gift stores	14	19 523	2 049	501	159	1.1	.3
45321	Office supplies and stationery stores	4	D	D	D	b	D	D
453210	Office supplies and stationery stores	4	D	D	D	b	D	D
45322	Gift, novelty, and souvenir stores	10	D	D	D	b	D	D
453220	Gift, novelty, and souvenir stores	10	D	D	D	b	D	D
4533	Used merchandise stores	6	1 732	202	46	15	7.9	—
45331	Used merchandise stores	6	1 732	202	46	15	7.9	—
453310	Used merchandise stores	6	1 732	202	46	15	7.9	—
4539	Other miscellaneous store retailers	28	21 415	2 842	609	166	23.0	12.6
45391	Pet and pet supplies stores	7	5 885	848	186	75	5.9	1.6
453910	Pet and pet supplies stores	7	5 885	848	186	75	5.9	1.6
45392	Art dealers	2	D	D	D	a	D	D
453920	Art dealers	2	D	D	D	a	D	D
45399	All other miscellaneous store retailers	17	11 142	1 276	242	63	41.0	1.4

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
ROCK—Con.								
44-45	Retail trade—Con.							
454	Nonstore retailers	26	26 876	4 153	973	235	13.7	2.1
4542	Vending machine operators	5	D	D	D	b	D	D
45421	Vending machine operators	5	D	D	D	b	D	D
454210	Vending machine operators	5	D	D	D	b	D	D
4543	Direct selling establishments	18	19 176	2 432	546	129	17.3	3.0
45431	Fuel dealers	6	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	4	D	D	D	b	D	D
45439	Other direct selling establishments	12	D	D	D	b	D	D
454390	Other direct selling establishments	12	D	D	D	b	D	D
RUSK								
44-45	Retail trade	55	92 887	8 784	2 123	523	28.7	2.6
441	Motor vehicle and parts dealers	8	16 563	1 251	300	47	71.3	13.7
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	8	12 906	1 357	292	67	15.3	—
4441	Building material and supplies dealers	4	D	D	D	b	D	D
445	Food and beverage stores	9	20 555	2 239	569	186	15.4	—
446	Health and personal care stores	4	4 996	1 088	297	39	—	.7
447	Gasoline stations	11	15 152	958	224	80	26.8	1.1
448	Clothing and clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
452	General merchandise stores	3	4 943	603	131	63	7.8	—
45299	All other general merchandise stores	3	4 943	603	131	63	7.8	—
452990	All other general merchandise stores	3	4 943	603	131	63	7.8	—
453	Miscellaneous store retailers	4	D	D	D	a	D	D
4539	Other miscellaneous store retailers	1	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
454	Nonstore retailers	4	9 813	637	153	17	49.9	—
4543	Direct selling establishments	4	9 813	637	153	17	49.9	—
45431	Fuel dealers	3	D	D	D	a	D	D
454311	Heating oil dealers	1	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	2	D	D	D	a	D	D
ST. CROIX								
44-45	Retail trade	232	775 814	67 909	16 279	3 543	8.4	1.2
441	Motor vehicle and parts dealers	31	239 515	17 589	4 195	593	10.7	.1
4411	Automobile dealers	15	209 058	13 432	3 286	413	10.5	—
44111	New car dealers	12	202 742	13 195	3 231	402	10.8	—
441110	New car dealers	12	202 742	13 195	3 231	402	10.8	—
4412	Other motor vehicle dealers	4	D	D	D	b	D	D
44121	Recreational vehicle dealers	1	D	D	D	a	D	D
441210	Recreational vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	3	D	D	D	b	D	D
441221	Motorcycle dealers	1	D	D	D	b	D	D
441222	Boat dealers	1	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	14	6 803	1 043	217	44	35.3	—
4422	Home furnishings stores	10	5 616	868	173	35	32.6	—
443	Electronics and appliance stores	3	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	29	115 630	11 942	3 046	470	3.7	3.6
4441	Building material and supplies dealers	23	103 035	10 897	2 830	423	3.6	3.9
44411	Home centers	2	D	D	D	c	D	D
444110	Home centers	2	D	D	D	c	D	D
44413	Hardware stores	8	D	D	D	c	D	D
444130	Hardware stores	8	D	D	D	c	D	D
44419	Other building material dealers	11	43 314	5 332	1 403	138	3.4	9.3
444190	Other building material dealers	11	43 314	5 332	1 403	138	3.4	9.3
4442	Lawn and garden equipment and supplies stores	6	12 595	1 045	216	47	4.4	1.3
44422	Nursery, garden center, and farm supply stores	5	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	5	D	D	D	b	D	D

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Table 3. Summary Statistics for Counties: 2002—Con.

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—		
							From admini- strative records ¹	Estimated ²	
ST. CROIX—Con.									
44-45	Retail trade—Con.								
445	Food and beverage stores	26	110 124	11 357	2 693	817	16.1	.3	
4451	Grocery stores	8	92 133	9 208	2 141	660	11.8	—	
44511	Supermarkets and other grocery (except convenience) stores	8	92 133	9 208	2 141	660	11.8	—	
445110	Supermarkets and other grocery (except convenience) stores	8	92 133	9 208	2 141	660	11.8	—	
4452	Specialty food stores	5	4 163	846	236	56	91.9	2.1	
4453	Beer, wine, and liquor stores	13	13 828	1 303	316	101	22.5	1.6	
44531	Beer, wine, and liquor stores	13	13 828	1 303	316	101	22.5	1.6	
445310	Beer, wine, and liquor stores	13	13 828	1 303	316	101	22.5	1.6	
446	Health and personal care stores	9	10 905	1 675	324	56	3.3	—	
4461	Health and personal care stores	9	10 905	1 675	324	56	3.3	—	
447	Gasoline stations	38	103 536	5 936	1 477	440	6.6	1.1	
4471	Gasoline stations	38	103 536	5 936	1 477	440	6.6	1.1	
44711	Gasoline stations with convenience stores	33	D	D	D	e	D	D	
447110	Gasoline stations with convenience stores	33	D	D	D	e	D	D	
448	Clothing and clothing accessories stores	13	D	D	D	b	D	D	
451	Sporting goods, hobby, book, and music stores	12	4 795	752	188	67	19.6	—	
4511	Sporting goods, hobby, and musical instrument stores	10	D	D	D	b	D	D	
45114	Musical instrument and supplies stores	1	D	D	D	a	D	D	
451140	Musical instrument and supplies stores	1	D	D	D	a	D	D	
452	General merchandise stores	9	D	D	D	f	D	D	
452112	Discount department stores	4	D	D	D	f	D	D	
45299	All other general merchandise stores	5	D	D	D	c	D	D	
452990	All other general merchandise stores	5	D	D	D	c	D	D	
4529904	Miscellaneous general merchandise stores	3	D	D	D	c	D	D	
453	Miscellaneous store retailers	23	D	D	D	c	D	D	
4539	Other miscellaneous store retailers	10	D	D	D	b	D	D	
45392	Art dealers	2	D	D	D	a	D	D	
453920	Art dealers	2	D	D	D	a	D	D	
45399	All other miscellaneous store retailers	8	D	D	D	b	D	D	
454	Nonstore retailers	25	21 560	2 867	728	104	20.0	11.8	
4543	Direct selling establishments	22	D	D	D	b	D	D	
45431	Fuel dealers	9	D	D	D	b	D	D	
454312	Liquefied petroleum gas (bottled gas) dealers	7	D	D	D	b	D	D	
45439	Other direct selling establishments	13	D	D	D	b	D	D	
454390	Other direct selling establishments	13	D	D	D	b	D	D	
SAUK									
44-45	Retail trade	306	849 072	72 727	15 833	3 547	16.2	13.7	
441	Motor vehicle and parts dealers	39	295 421	15 195	3 437	475	23.6	36.8	
4411	Automobile dealers	22	D	D	D	e	D	D	
44111	New car dealers	11	255 942	10 934	2 506	328	23.3	42.3	
441110	New car dealers	11	255 942	10 934	2 506	328	23.3	42.3	
4412	Other motor vehicle dealers	5	D	D	D	b	D	D	
44122	Motorcycle, boat, and other motor vehicle dealers	3	D	D	D	b	D	D	
441221	Motorcycle dealers	1	D	D	D	b	D	D	
4413	Automotive parts, accessories, and tire stores	12	D	D	D	b	D	D	
442	Furniture and home furnishings stores	15	13 403	1 812	392	73	36.9	3.5	
4421	Furniture stores	8	7 262	949	203	41	32.2	6.4	
44211	Furniture stores	8	7 262	949	203	41	32.2	6.4	
442110	Furniture stores	8	7 262	949	203	41	32.2	6.4	
4422	Home furnishings stores	7	6 141	863	189	32	42.4	—	
443	Electronics and appliance stores	12	6 294	1 069	224	47	20.4	—	
4431	Electronics and appliance stores	12	6 294	1 069	224	47	20.4	—	
44311	Appliance, television, and other electronics stores	10	D	D	D	b	D	D	
443112	Radio, television, and other electronics stores	7	2 440	418	98	24	21.1	—	
44312	Computer and software stores	2	D	D	D	a	D	D	
443120	Computer and software stores	2	D	D	D	a	D	D	

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Table 3. Summary Statistics for Counties: 2002—Con.

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
SAUK—Con.								
44-45	Retail trade—Con.							
444	Building material and garden equipment and supplies dealers . . .	41	113 586	10 814	2 389	467	9.2	—
4441	Building material and supplies dealers	24	88 560	8 346	1 882	368	10.2	—
44411	Home centers	4	D	D	D	c	D	D
444110	Home centers	4	D	D	D	c	D	D
44413	Hardware stores	8	D	D	D	c	D	D
444130	Hardware stores	8	D	D	D	c	D	D
44419	Other building material dealers	11	51 008	3 943	842	123	2.4	—
444190	Other building material dealers	11	51 008	3 943	842	123	2.4	—
4442	Lawn and garden equipment and supplies stores	17	25 026	2 468	507	99	5.7	—
44422	Nursery, garden center, and farm supply stores	12	23 474	2 304	466	91	5.2	—
444220	Nursery, garden center, and farm supply stores	12	23 474	2 304	466	91	5.2	—
445	Food and beverage stores	25	82 942	9 244	2 196	630	18.2	1.0
4451	Grocery stores	13	D	D	D	f	D	D
4452	Specialty food stores	7	4 171	809	192	31	8.3	19.3
446	Health and personal care stores	14	35 965	3 893	982	204	19.8	9.5
4461	Health and personal care stores	14	35 965	3 893	982	204	19.8	9.5
44619	Other health and personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	49	92 928	6 164	1 358	406	11.6	2.5
4471	Gasoline stations	49	92 928	6 164	1 358	406	11.6	2.5
44711	Gasoline stations with convenience stores	41	84 163	5 463	1 179	362	10.5	2.8
447110	Gasoline stations with convenience stores	41	84 163	5 463	1 179	362	10.5	2.8
448	Clothing and clothing accessories stores	27	14 007	1 686	395	112	31.8	.2
4481	Clothing stores	20	10 480	1 032	259	84	28.2	.3
451	Sporting goods, hobby, book, and music stores	13	4 784	541	123	46	8.8	—
4511	Sporting goods, hobby, and musical instrument stores	11	D	D	D	b	D	D
452	General merchandise stores	14	145 123	16 309	2 912	775	1.4	.3
4529	Other general merchandise stores	13	D	D	D	f	D	D
45291	Warehouse clubs and supercenters	2	D	D	D	e	D	D
452910	Warehouse clubs and supercenters	2	D	D	D	e	D	D
45299	All other general merchandise stores	11	D	D	D	c	D	D
452990	All other general merchandise stores	11	D	D	D	c	D	D
4529904	Miscellaneous general merchandise stores	9	D	D	D	c	D	D
453	Miscellaneous store retailers	40	20 730	2 648	502	180	41.9	.4
4532	Office supplies, stationery, and gift stores	19	5 088	934	181	77	44.3	1.5
4533	Used merchandise stores	5	3 807	500	113	35	21.5	.2
45331	Used merchandise stores	5	3 807	500	113	35	21.5	.2
453310	Used merchandise stores	5	3 807	500	113	35	21.5	.2
4539	Other miscellaneous store retailers	9	10 592	979	156	42	44.8	—
45393	Manufactured (mobile) home dealers	2	D	D	D	b	D	D
453930	Manufactured (mobile) home dealers	2	D	D	D	b	D	D
45399	All other miscellaneous store retailers	5	D	D	D	a	D	D
454	Nonstore retailers	17	23 889	3 352	923	132	11.9	1.0
4541	Electronic shopping and mail-order houses	2	D	D	D	b	D	D
45411	Electronic shopping and mail-order houses	2	D	D	D	b	D	D
4543	Direct selling establishments	14	D	D	D	c	D	D
45431	Fuel dealers	8	14 282	1 621	444	70	10.7	—
454312	Liquefied petroleum gas (bottled gas) dealers	7	D	D	D	b	D	D
45439	Other direct selling establishments	6	D	D	D	b	D	D
454390	Other direct selling establishments	6	D	D	D	b	D	D
SAWYER								
44-45	Retail trade	111	199 945	19 686	4 576	1 160	13.3	2.0
441	Motor vehicle and parts dealers	14	53 395	3 864	949	140	21.0	3.3
4412	Other motor vehicle dealers	5	7 317	612	103	32	18.7	24.2
44122	Motorcycle, boat, and other motor vehicle dealers	5	7 317	612	103	32	18.7	24.2
441222	Boat dealers	4	D	D	D	b	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	7	7 949	1 052	247	48	6.8	14.7
4421	Furniture stores	3	4 877	536	128	23	5.3	—
44211	Furniture stores	3	4 877	536	128	23	5.3	—
442110	Furniture stores	3	4 877	536	128	23	5.3	—
4422	Home furnishings stores	4	3 072	516	119	25	9.2	38.0
44229	Other home furnishings stores	3	D	D	D	a	D	D
443	Electronics and appliance stores	4	1 453	180	46	11	54.9	17.6

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							From admini- strative records ¹	Estimated ²
SAWYER—Con.								
44-45	Retail trade—Con.							
444	Building material and garden equipment and supplies dealers . . .	12	23 837	3 060	767	116	5.8	—
4441	Building material and supplies dealers	8	22 046	2 694	696	103	3.9	—
44419	Other building material dealers	4	15 809	1 945	525	55	4.2	—
444190	Other building material dealers	4	15 809	1 945	525	55	4.2	—
445	Food and beverage stores	6	28 826	2 858	705	267	10.5	—
446	Health and personal care stores	3	D	D	D	a	D	D
447	Gasoline stations	20	25 498	1 480	319	116	14.0	.4
44711	Gasoline stations with convenience stores	18	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	18	D	D	D	c	D	D
448	Clothing and clothing accessories stores	7	4 467	979	175	49	69.0	—
44832	Luggage and leather goods stores	1	D	D	D	a	D	D
448320	Luggage and leather goods stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	9	4 216	556	125	36	14.5	—
4511	Sporting goods, hobby, and musical instrument stores	8	D	D	D	b	D	D
452	General merchandise stores	5	D	D	D	e	D	D
45299	All other general merchandise stores	4	6 499	819	181	44	1.8	—
452990	All other general merchandise stores	4	6 499	819	181	44	1.8	—
4529904	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	21	D	D	D	b	D	D
4532	Office supplies, stationery, and gift stores	15	3 844	595	122	42	44.3	—
45321	Office supplies and stationery stores	1	D	D	D	a	D	D
453210	Office supplies and stationery stores	1	D	D	D	a	D	D
4539	Other miscellaneous store retailers	4	D	D	D	a	D	D
45392	Art dealers	1	D	D	D	a	D	D
453920	Art dealers	1	D	D	D	a	D	D
454	Nonstore retailers	3	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	2	D	D	D	a	D	D
SHAWANO								
44-45	Retail trade	159	297 584	30 051	7 372	1 634	24.7	7.5
441	Motor vehicle and parts dealers	27	63 930	4 835	1 200	207	55.7	1.4
4412	Other motor vehicle dealers	4	15 658	805	184	37	4.4	—
44122	Motorcycle, boat, and other motor vehicle dealers	4	15 658	805	184	37	4.4	—
441221	Motorcycle dealers	1	D	D	D	a	D	D
441229	All other motor vehicle dealers	2	D	D	D	a	D	D
442	Furniture and home furnishings stores	9	7 016	1 021	264	48	13.5	17.2
4421	Furniture stores	5	5 078	663	176	31	.2	23.8
44211	Furniture stores	5	5 078	663	176	31	.2	23.8
442110	Furniture stores	5	5 078	663	176	31	.2	23.8
443	Electronics and appliance stores	4	1 343	154	34	11	76.8	—
444	Building material and garden equipment and supplies dealers . . .	15	47 000	5 941	1 325	244	5.3	.3
4441	Building material and supplies dealers	14	D	D	D	c	D	D
44413	Hardware stores	5	D	D	D	b	D	D
444130	Hardware stores	5	D	D	D	b	D	D
44419	Other building material dealers	9	22 236	2 849	617	79	7.5	.4
444190	Other building material dealers	9	22 236	2 849	617	79	7.5	.4
4442	Lawn and garden equipment and supplies stores	1	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	1	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	1	D	D	D	b	D	D
445	Food and beverage stores	19	47 367	4 491	1 003	318	18.0	24.2
446	Health and personal care stores	8	11 600	1 570	325	71	2.3	52.0
4461	Health and personal care stores	8	11 600	1 570	325	71	2.3	52.0
447	Gasoline stations	33	42 741	2 391	558	210	51.1	5.5
44711	Gasoline stations with convenience stores	30	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	30	D	D	D	c	D	D
448	Clothing and clothing accessories stores	11	8 355	1 196	310	81	13.2	—
4481	Clothing stores	6	6 647	997	261	66	—	—
451	Sporting goods, hobby, book, and music stores	4	700	96	25	8	35.0	—
452	General merchandise stores	7	47 829	4 914	1 227	310	1.4	—
45299	All other general merchandise stores	5	D	D	D	b	D	D
452990	All other general merchandise stores	5	D	D	D	b	D	D
453	Miscellaneous store retailers	16	15 568	3 003	986	97	1.5	1.0
4539	Other miscellaneous store retailers	5	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	3	13 487	2 707	923	60	—	—
453930	Manufactured (mobile) home dealers	3	13 487	2 707	923	60	—	—
454	Nonstore retailers	6	4 135	439	115	29	12.3	—

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

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							From admini- strative records ¹	Estimated ²
SHEBOYGAN								
44-45	Retail trade	423	1 149 300	115 926	27 499	6 266	6.8	11.0
441	Motor vehicle and parts dealers	60	333 206	26 430	5 966	873	8.7	.2
4411	Automobile dealers	34	296 951	21 504	4 836	686	9.5	—
44111	New car dealers	19	271 876	19 394	4 321	605	7.5	—
441110	New car dealers	19	271 876	19 394	4 321	605	7.5	—
44112	Used car dealers	15	25 075	2 110	515	81	31.7	.4
441120	Used car dealers	15	25 075	2 110	515	81	31.7	.4
4412	Other motor vehicle dealers	5	17 061	1 499	326	46	—	3.5
44121	Recreational vehicle dealers	1	D	D	D	a	D	D
441210	Recreational vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	4	D	D	D	b	D	D
441221	Motorcycle dealers	4	D	D	D	b	D	D
4413	Automotive parts, accessories, and tire stores	21	19 194	3 427	804	141	3.3	.1
44131	Automotive parts and accessories stores	17	14 569	2 469	599	114	—	.2
441310	Automotive parts and accessories stores	17	14 569	2 469	599	114	—	.2
442	Furniture and home furnishings stores	24	20 058	3 319	643	117	8.2	8.7
4421	Furniture stores	11	12 096	1 403	232	44	8.2	—
44211	Furniture stores	11	12 096	1 403	232	44	8.2	—
442110	Furniture stores	11	12 096	1 403	232	44	8.2	—
4422	Home furnishings stores	13	7 962	1 916	411	73	8.4	21.8
44221	Floor covering stores	9	6 565	1 610	346	57	10.2	26.5
442210	Floor covering stores	9	6 565	1 610	346	57	10.2	26.5
443	Electronics and appliance stores	21	23 317	4 922	1 362	174	34.4	3.5
4431	Electronics and appliance stores	21	23 317	4 922	1 362	174	34.4	3.5
44311	Appliance, television, and other electronics stores	16	20 183	4 302	1 211	148	39.7	3.5
443111	Household appliance stores	7	10 038	1 668	413	76	78.6	—
443112	Radio, television, and other electronics stores	9	10 145	2 634	798	72	1.3	6.9
44312	Computer and software stores	5	3 134	620	151	26	—	3.5
443120	Computer and software stores	5	3 134	620	151	26	—	3.5
444	Building material and garden equipment and supplies dealers	36	125 234	15 935	3 842	613	3.7	.2
4441	Building material and supplies dealers	24	104 445	13 193	3 291	492	.9	.1
44411	Home centers	2	D	D	D	c	D	D
444110	Home centers	2	D	D	D	c	D	D
44412	Paint and wallpaper stores	4	D	D	D	b	D	D
444120	Paint and wallpaper stores	4	D	D	D	b	D	D
44419	Other building material dealers	13	43 453	5 494	1 333	171	2.3	.3
444190	Other building material dealers	13	43 453	5 494	1 333	171	2.3	.3
4442	Lawn and garden equipment and supplies stores	12	20 789	2 742	551	121	17.3	.9
44422	Nursery, garden center, and farm supply stores	9	17 573	2 316	465	102	20.5	1.0
444220	Nursery, garden center, and farm supply stores	9	17 573	2 316	465	102	20.5	1.0
445	Food and beverage stores	41	187 260	17 475	4 327	1 368	8.4	53.4
4451	Grocery stores	22	D	D	D	g	D	D
44511	Supermarkets and other grocery (except convenience) stores	21	D	D	D	g	D	D
445110	Supermarkets and other grocery (except convenience) stores	21	D	D	D	g	D	D
4452	Specialty food stores	10	D	D	D	b	D	D
4453	Beer, wine, and liquor stores	9	9 779	506	119	52	30.0	—
44531	Beer, wine, and liquor stores	9	9 779	506	119	52	30.0	—
445310	Beer, wine, and liquor stores	9	9 779	506	119	52	30.0	—
446	Health and personal care stores	33	61 205	7 646	1 888	359	1.3	8.1
4461	Health and personal care stores	33	61 205	7 646	1 888	359	1.3	8.1
44611	Pharmacies and drug stores	15	54 025	6 083	1 515	266	.1	9.2
446110	Pharmacies and drug stores	15	54 025	6 083	1 515	266	.1	9.2
4461101	Pharmacies and drug stores	15	54 025	6 083	1 515	266	.1	9.2
44612	Cosmetics, beauty supplies, and perfume stores	3	D	D	D	b	D	D
446120	Cosmetics, beauty supplies, and perfume stores	3	D	D	D	b	D	D
44613	Optical goods stores	7	4 144	1 001	232	39	16.2	—
446130	Optical goods stores	7	4 144	1 001	232	39	16.2	—
447	Gasoline stations	50	100 524	6 034	1 448	548	10.4	13.0
4471	Gasoline stations	50	100 524	6 034	1 448	548	10.4	13.0
44711	Gasoline stations with convenience stores	43	92 370	5 389	1 303	500	11.0	14.1
447110	Gasoline stations with convenience stores	43	92 370	5 389	1 303	500	11.0	14.1
448	Clothing and clothing accessories stores	38	21 664	2 932	708	263	11.4	8.0
4481	Clothing stores	21	13 275	1 734	413	170	10.1	4.4
4483	Jewelry, luggage, and leather goods stores	8	4 325	609	160	47	11.2	26.4
44832	Luggage and leather goods stores	1	D	D	D	a	D	D
448320	Luggage and leather goods stores	1	D	D	D	a	D	D

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
SHEBOYGAN—Con.								
44-45	Retail trade—Con.							
451	Sporting goods, hobby, book, and music stores	35	23 102	3 223	776	315	10.2	1.7
4511	Sporting goods, hobby, and musical instrument stores	22	16 959	2 537	600	243	12.8	—
45111	Sporting goods stores	13	8 167	989	248	99	2.9	—
451110	Sporting goods stores	13	8 167	989	248	99	2.9	—
4511102	Specialty-line sporting goods stores	12	D	D	D	b	D	D
45112	Hobby, toy, and game stores	6	6 600	1 220	274	126	29.2	—
451120	Hobby, toy, and game stores	6	6 600	1 220	274	126	29.2	—
4512	Book, periodical, and music stores	13	6 143	686	176	72	3.1	6.6
45121	Book stores and news dealers	8	4 261	543	129	56	—	9.5
451211	Book stores	7	D	D	D	b	D	D
4512112	Specialty book stores	1	D	D	D	a	D	D
4512113	College book stores	1	D	D	D	a	D	D
451212	News dealers and newsstands	1	D	D	D	a	D	D
452	General merchandise stores	17	206 892	20 055	4 535	1 166	—	.1
4521	Department stores	8	D	D	D	f	D	D
45210009	Department stores (incl. leased depts.) ³	8	D	D	D	f	D	D
45211	Department stores	8	D	D	D	f	D	D
452111	Department stores (except discount department stores) ..	3	D	D	D	c	D	D
452112	Discount department stores	5	D	D	D	f	D	D
4529	Other general merchandise stores	9	D	D	D	c	D	D
45299	All other general merchandise stores	8	D	D	D	c	D	D
452990	All other general merchandise stores	8	D	D	D	c	D	D
4529904	Miscellaneous general merchandise stores	5	D	D	D	c	D	D
453	Miscellaneous store retailers	42	22 492	3 790	927	283	3.9	2.6
4532	Office supplies, stationery, and gift stores	14	8 409	963	248	92	.3	1.7
45321	Office supplies and stationery stores	2	D	D	D	b	D	D
453210	Office supplies and stationery stores	2	D	D	D	b	D	D
4533	Used merchandise stores	5	2 091	837	193	62	—	—
45331	Used merchandise stores	5	2 091	837	193	62	—	—
453310	Used merchandise stores	5	2 091	837	193	62	—	—
4539	Other miscellaneous store retailers	15	9 821	1 503	347	78	2.6	—
45391	Pet and pet supplies stores	2	D	D	D	b	D	D
453910	Pet and pet supplies stores	2	D	D	D	b	D	D
45399	All other miscellaneous store retailers	12	D	D	D	b	D	D
454	Nonstore retailers	26	24 346	4 165	1 077	187	7.1	8.7
4541	Electronic shopping and mail-order houses	7	D	D	D	b	D	D
45411	Electronic shopping and mail-order houses	7	D	D	D	b	D	D
4542	Vending machine operators	4	D	D	D	b	D	D
45421	Vending machine operators	4	D	D	D	b	D	D
454210	Vending machine operators	4	D	D	D	b	D	D
4543	Direct selling establishments	15	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	3	D	D	D	b	D	D
45439	Other direct selling establishments	12	D	D	D	b	D	D
454390	Other direct selling establishments	12	D	D	D	b	D	D
TAYLOR								
44-45	Retail trade	95	165 315	15 120	3 689	982	31.0	12.4
441	Motor vehicle and parts dealers	21	41 392	3 363	809	128	62.6	4.8
4412	Other motor vehicle dealers	3	2 530	178	44	8	90.7	—
44122	Motorcycle, boat, and other motor vehicle dealers	3	2 530	178	44	8	90.7	—
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	4	1 748	228	53	12	99.0	1.0
443	Electronics and appliance stores	6	2 595	355	86	18	22.2	30.8
4431	Electronics and appliance stores	6	2 595	355	86	18	22.2	30.8
444	Building material and garden equipment and supplies dealers ...	15	14 659	1 768	406	101	15.9	4.6
4441	Building material and supplies dealers	11	10 468	1 281	294	77	17.1	6.4
4442	Lawn and garden equipment and supplies stores	4	4 191	487	112	24	13.1	—
44422	Nursery, garden center, and farm supply stores	4	4 191	487	112	24	13.1	—
444220	Nursery, garden center, and farm supply stores	4	4 191	487	112	24	13.1	—
445	Food and beverage stores	8	21 012	2 161	502	208	8.9	79.8
446	Health and personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	14	24 964	1 413	358	136	59.7	—
448	Clothing and clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	4	1 616	104	24	7	100.0	—
452	General merchandise stores	4	D	D	D	c	D	D
45299	All other general merchandise stores	3	D	D	D	c	D	D
452990	All other general merchandise stores	3	D	D	D	c	D	D
4529904	Miscellaneous general merchandise stores	3	D	D	D	c	D	D

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
TAYLOR—Con.								
44-45	Retail trade—Con.							
453	Miscellaneous store retailers	10	D	D	D	b	D	D
4539	Other miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	5	6 309	947	260	59	12.8	—
4542	Vending machine operators	1	D	D	D	b	D	D
45421	Vending machine operators	1	D	D	D	b	D	D
454210	Vending machine operators	1	D	D	D	b	D	D
TREMPEALEAU								
44-45	Retail trade	125	229 557	19 529	4 466	1 151	26.4	16.8
441	Motor vehicle and parts dealers	23	61 543	4 496	1 074	193	38.6	—
4412	Other motor vehicle dealers	2	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	a	D	D
442	Furniture and home furnishings stores	6	D	D	D	c	D	D
4421	Furniture stores	4	D	D	D	c	D	D
44211	Furniture stores	4	D	D	D	c	D	D
442110	Furniture stores	4	D	D	D	c	D	D
443	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	22	32 087	3 005	669	145	18.5	20.7
4441	Building material and supplies dealers	16	21 862	2 048	461	108	27.2	26.7
44413	Hardware stores	6	7 557	771	187	51	10.3	77.3
444130	Hardware stores	6	7 557	771	187	51	10.3	77.3
44419	Other building material dealers	10	14 305	1 277	274	57	36.1	—
444190	Other building material dealers	10	14 305	1 277	274	57	36.1	—
4442	Lawn and garden equipment and supplies stores	6	10 225	957	208	37	—	7.9
44422	Nursery, garden center, and farm supply stores	6	10 225	957	208	37	—	7.9
444220	Nursery, garden center, and farm supply stores	6	10 225	957	208	37	—	7.9
445	Food and beverage stores	19	34 321	2 510	625	242	24.7	51.4
446	Health and personal care stores	5	6 765	625	164	26	16.1	12.2
447	Gasoline stations	26	55 622	3 551	896	320	23.2	14.4
4471	Gasoline stations	26	55 622	3 551	896	320	23.2	14.4
44711	Gasoline stations with convenience stores	20	45 445	3 119	764	294	25.2	8.4
447110	Gasoline stations with convenience stores	20	45 445	3 119	764	294	25.2	8.4
448	Clothing and clothing accessories stores	3	792	140	41	10	100.0	—
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	b	D	D
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	13	8 557	640	138	37	77.6	1.5
4539	Other miscellaneous store retailers	4	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers	2	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	2	D	D	D	a	D	D
454	Nonstore retailers	3	3 472	385	93	19	—	—
VERNON								
44-45	Retail trade	109	182 901	21 863	5 146	1 186	32.7	8.9
441	Motor vehicle and parts dealers	15	37 753	2 992	765	125	96.9	—
442	Furniture and home furnishings stores	3	3 729	618	134	36	44.8	—
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	18	35 712	6 360	1 438	240	10.6	13.9
4441	Building material and supplies dealers	12	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	6	D	D	D	c	D	D
44422	Nursery, garden center, and farm supply stores	5	20 070	4 041	922	138	—	—
444220	Nursery, garden center, and farm supply stores	5	20 070	4 041	922	138	—	—
445	Food and beverage stores	16	20 557	2 193	532	181	32.8	27.8
4452	Specialty food stores	4	1 309	184	45	18	33.7	—
446	Health and personal care stores	5	8 844	780	192	50	13.1	—
447	Gasoline stations	17	26 131	2 382	532	175	18.0	1.9
44711	Gasoline stations with convenience stores	16	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	16	D	D	D	c	D	D
448	Clothing and clothing accessories stores	6	2 693	568	128	45	81.6	—
451	Sporting goods, hobby, book, and music stores	2	D	D	D	a	D	D
452	General merchandise stores	6	D	D	D	c	D	D

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

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							From admini- strative records ¹	Estimated ²
VERNON—Con.								
44-45	Retail trade—Con.							
453	Miscellaneous store retailers	9	D	D	D	b	D	D
4539	Other miscellaneous store retailers	4	D	D	D	b	D	D
45399	All other miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	11	7 522	1 155	291	46	17.9	44.8
VILAS								
44-45	Retail trade	167	191 135	19 421	4 208	1 068	32.2	11.4
441	Motor vehicle and parts dealers	17	35 628	2 703	565	106	22.2	—
4412	Other motor vehicle dealers	9	27 035	1 952	389	70	5.9	—
44122	Motorcycle, boat, and other motor vehicle dealers	8	D	D	D	b	D	D
441221	Motorcycle dealers	2	D	D	D	a	D	D
441222	Boat dealers	4	14 819	994	177	30	10.0	—
441229	All other motor vehicle dealers	2	D	D	D	b	D	D
442	Furniture and home furnishings stores	11	6 573	834	186	40	46.8	23.2
4422	Home furnishings stores	7	4 231	527	108	24	17.3	36.0
443	Electronics and appliance stores	6	2 345	484	93	16	17.4	.7
4431	Electronics and appliance stores	6	2 345	484	93	16	17.4	.7
444	Building material and garden equipment and supplies dealers ...	18	21 707	2 586	561	118	27.4	.5
4441	Building material and supplies dealers	15	D	D	D	c	D	D
44413	Hardware stores	6	9 647	1 243	286	62	18.7	—
444130	Hardware stores	6	9 647	1 243	286	62	18.7	—
445	Food and beverage stores	17	41 527	6 208	1 401	357	27.3	35.6
4452	Specialty food stores	3	D	D	D	a	D	D
446	Health and personal care stores	4	6 803	760	150	42	77.1	—
447	Gasoline stations	29	53 187	2 740	595	173	41.4	8.9
4471	Gasoline stations	29	53 187	2 740	595	173	41.4	8.9
44711	Gasoline stations with convenience stores	22	31 152	2 201	478	141	52.8	7.6
447110	Gasoline stations with convenience stores	22	31 152	2 201	478	141	52.8	7.6
44719	Other gasoline stations	7	22 035	539	117	32	25.5	10.9
447190	Other gasoline stations	7	22 035	539	117	32	25.5	10.9
448	Clothing and clothing accessories stores	10	2 445	300	60	24	5.3	8.8
451	Sporting goods, hobby, book, and music stores	10	2 804	340	63	26	18.1	.3
452	General merchandise stores	5	4 535	575	106	41	5.4	—
45299	All other general merchandise stores	5	4 535	575	106	41	5.4	—
452990	All other general merchandise stores	5	4 535	575	106	41	5.4	—
453	Miscellaneous store retailers	27	7 462	804	176	77	48.3	3.1
4532	Office supplies, stationery, and gift stores	22	3 302	373	71	37	78.0	7.1
4539	Other miscellaneous store retailers	4	D	D	D	b	D	D
45399	All other miscellaneous store retailers	2	D	D	D	b	D	D
454	Nonstore retailers	13	6 119	1 087	252	48	16.4	.8
4543	Direct selling establishments	11	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	7	4 845	748	176	29	13.9	.9
WALWORTH								
44-45	Retail trade	369	815 244	77 461	18 035	4 260	18.5	2.1
441	Motor vehicle and parts dealers	47	188 424	14 641	3 284	495	36.8	.2
4411	Automobile dealers	18	152 017	9 998	2 241	315	37.4	.2
4412	Other motor vehicle dealers	13	25 993	2 782	616	95	33.0	—
44122	Motorcycle, boat, and other motor vehicle dealers	10	D	D	D	b	D	D
441221	Motorcycle dealers	3	D	D	D	b	D	D
441222	Boat dealers	6	12 901	1 562	351	56	52.4	—
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
44131	Automotive parts and accessories stores	15	D	D	D	b	D	D
441310	Automotive parts and accessories stores	15	D	D	D	b	D	D
442	Furniture and home furnishings stores	21	13 786	1 980	450	96	47.9	4.6
4421	Furniture stores	5	5 622	741	168	34	50.0	11.3
44211	Furniture stores	5	5 622	741	168	34	50.0	11.3
442110	Furniture stores	5	5 622	741	168	34	50.0	11.3
4422	Home furnishings stores	16	8 164	1 239	282	62	46.5	—
44221	Floor covering stores	10	7 396	1 068	250	47	45.8	—
442210	Floor covering stores	10	7 396	1 068	250	47	45.8	—
443	Electronics and appliance stores	11	5 786	1 189	243	43	25.9	1.9
4431	Electronics and appliance stores	11	5 786	1 189	243	43	25.9	1.9
44311	Appliance, television, and other electronics stores	8	5 179	1 126	231	40	24.6	2.2

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

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							From admini-strative records ¹	Estimated ²
	WALWORTH—Con.							
44-45	Retail trade—Con.							
444	Building material and garden equipment and supplies dealers . . .	38	117 475	14 316	3 317	577	4.5	.9
4441	Building material and supplies dealers	25	101 530	12 153	2 896	464	4.8	1.0
44411	Home centers	1	D	D	D	c	D	D
444110	Home centers	1	D	D	D	c	D	D
44413	Hardware stores	8	D	D	D	c	D	D
444130	Hardware stores	8	D	D	D	c	D	D
44419	Other building material dealers	13	60 973	7 065	1 683	209	4.2	.7
444190	Other building material dealers	13	60 973	7 065	1 683	209	4.2	.7
4442	Lawn and garden equipment and supplies stores	13	15 945	2 163	421	113	3.0	—
44422	Nursery, garden center, and farm supply stores	8	12 490	1 786	341	97	.3	—
444220	Nursery, garden center, and farm supply stores	8	12 490	1 786	341	97	.3	—
445	Food and beverage stores	44	164 292	16 454	3 742	1 257	8.1	3.6
4451	Grocery stores	29	155 392	15 488	3 525	1 183	7.0	3.3
44511	Supermarkets and other grocery (except convenience) stores	18	150 584	15 058	3 443	1 142	5.2	3.2
445110	Supermarkets and other grocery (except convenience) stores	18	150 584	15 058	3 443	1 142	5.2	3.2
4452	Specialty food stores	5	1 447	513	106	26	78.4	2.6
446	Health and personal care stores	20	42 876	4 465	1 124	209	31.6	—
4461	Health and personal care stores	20	42 876	4 465	1 124	209	31.6	—
44611	Pharmacies and drug stores	14	41 324	4 155	1 057	195	30.7	—
446110	Pharmacies and drug stores	14	41 324	4 155	1 057	195	30.7	—
4461101	Pharmacies and drug stores	14	41 324	4 155	1 057	195	30.7	—
447	Gasoline stations	48	94 887	4 403	1 099	385	29.5	5.3
4471	Gasoline stations	48	94 887	4 403	1 099	385	29.5	5.3
44711	Gasoline stations with convenience stores	40	88 717	4 052	1 008	363	28.4	5.7
447110	Gasoline stations with convenience stores	40	88 717	4 052	1 008	363	28.4	5.7
448	Clothing and clothing accessories stores	39	14 546	2 124	469	169	32.1	9.8
4481	Clothing stores	26	10 336	1 435	315	119	27.1	9.2
451	Sporting goods, hobby, book, and music stores	21	6 539	915	203	72	20.9	5.4
4511	Sporting goods, hobby, and musical instrument stores	15	4 540	704	158	57	3.5	7.8
45121	Book stores and news dealers	6	1 999	211	45	15	60.4	—
4512113	College book stores	1	D	D	D	a	D	D
451212	News dealers and newsstands	1	D	D	D	a	D	D
452	General merchandise stores	10	112 095	11 123	2 664	666	—	.4
452112	Discount department stores	5	108 556	10 677	2 565	628	—	—
45299	All other general merchandise stores	5	3 539	446	99	38	—	12.1
452990	All other general merchandise stores	5	3 539	446	99	38	—	12.1
453	Miscellaneous store retailers	51	14 285	2 508	574	222	36.8	11.9
4532	Office supplies, stationery, and gift stores	21	6 093	883	222	100	37.2	11.6
45321	Office supplies and stationery stores	1	D	D	D	b	D	D
453210	Office supplies and stationery stores	1	D	D	D	b	D	D
4533	Used merchandise stores	10	2 388	543	120	42	23.1	4.8
45331	Used merchandise stores	10	2 388	543	120	42	23.1	4.8
453310	Used merchandise stores	10	2 388	543	120	42	23.1	4.8
4539	Other miscellaneous store retailers	13	4 717	886	182	57	42.0	5.3
45391	Pet and pet supplies stores	3	D	D	D	a	D	D
453910	Pet and pet supplies stores	3	D	D	D	a	D	D
45392	Art dealers	3	D	D	D	a	D	D
453920	Art dealers	3	D	D	D	a	D	D
45399	All other miscellaneous store retailers	7	D	D	D	b	D	D
454	Nonstore retailers	19	40 253	3 343	866	69	3.8	—
4543	Direct selling establishments	14	38 744	3 098	814	57	2.4	—
45439	Other direct selling establishments	11	36 873	2 871	757	45	2.5	—
454390	Other direct selling establishments	11	36 873	2 871	757	45	2.5	—

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
WASHBURN								
44-45	Retail trade	113	190 050	18 250	4 187	1 000	20.7	3.5
441	Motor vehicle and parts dealers	17	57 483	5 165	1 182	177	24.1	.2
4412	Other motor vehicle dealers	6	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	4	D	D	D	b	D	D
441222	Boat dealers	2	D	D	D	b	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	6	2 441	404	92	23	44.5	37.0
443	Electronics and appliance stores	4	1 737	293	69	15	18.1	5.1
444	Building material and garden equipment and supplies dealers ...	13	24 199	2 734	630	114	14.8	.2
4441	Building material and supplies dealers	11	D	D	D	c	D	D
44419	Other building material dealers	7	18 175	1 944	494	66	13.8	.3
444190	Other building material dealers	7	18 175	1 944	494	66	13.8	.3
445	Food and beverage stores	12	33 122	3 382	810	262	22.2	3.0
446	Health and personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	14	32 376	1 851	439	173	6.4	5.3
44711	Gasoline stations with convenience stores	13	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	13	D	D	D	c	D	D
448	Clothing and clothing accessories stores	5	1 411	327	74	13	88.3	11.7
451	Sporting goods, hobby, book, and music stores	8	2 573	273	63	33	52.7	—
452	General merchandise stores	4	D	D	D	b	D	D
45299	All other general merchandise stores	4	D	D	D	b	D	D
452990	All other general merchandise stores	4	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	17	8 114	891	172	56	26.4	4.1
4539	Other miscellaneous store retailers	6	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
454	Nonstore retailers	11	9 598	1 170	282	45	44.8	5.6
4543	Direct selling establishments	7	6 422	1 006	247	38	33.6	8.4
454312	Liquefied petroleum gas (bottled gas) dealers	5	D	D	D	b	D	D
WASHINGTON								
44-45	Retail trade	398	1 295 713	121 506	29 701	6 490	14.5	3.0
441	Motor vehicle and parts dealers	52	393 555	30 651	8 350	1 017	15.0	.3
4411	Automobile dealers	20	334 549	23 293	6 870	755	13.6	—
44111	New car dealers	10	271 615	17 608	5 103	576	2.8	—
441110	New car dealers	10	271 615	17 608	5 103	576	2.8	—
44112	Used car dealers	10	62 934	5 685	1 767	179	60.0	—
441120	Used car dealers	10	62 934	5 685	1 767	179	60.0	—
4412	Other motor vehicle dealers	9	38 227	3 642	621	99	26.5	—
44121	Recreational vehicle dealers	2	D	D	D	b	D	D
441210	Recreational vehicle dealers	2	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	7	D	D	D	b	D	D
441221	Motorcycle dealers	4	D	D	D	b	D	D
441222	Boat dealers	3	D	D	D	b	D	D
4413	Automotive parts, accessories, and tire stores	23	20 779	3 716	859	163	17.2	5.9
44131	Automotive parts and accessories stores	16	D	D	D	c	D	D
441310	Automotive parts and accessories stores	16	D	D	D	c	D	D
442	Furniture and home furnishings stores	18	22 822	4 164	955	157	35.9	.2
4421	Furniture stores	6	11 413	1 924	402	61	14.3	.3
44211	Furniture stores	6	11 413	1 924	402	61	14.3	.3
442110	Furniture stores	6	11 413	1 924	402	61	14.3	.3
4422	Home furnishings stores	12	11 409	2 240	553	96	57.6	—
44221	Floor covering stores	5	7 504	1 608	411	55	81.4	—
442210	Floor covering stores	5	7 504	1 608	411	55	81.4	—
44229	Other home furnishings stores	7	3 905	632	142	41	11.8	—
442299	All other home furnishings stores	6	D	D	D	b	D	D
443	Electronics and appliance stores	22	21 582	3 200	693	129	39.8	19.3
4431	Electronics and appliance stores	22	21 582	3 200	693	129	39.8	19.3
44311	Appliance, television, and other electronics stores	16	D	D	D	b	D	D
443111	Household appliance stores	8	D	D	D	b	D	D
443112	Radio, television, and other electronics stores	8	D	D	D	b	D	D
44312	Computer and software stores	5	D	D	D	b	D	D
443120	Computer and software stores	5	D	D	D	b	D	D

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

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							From admini- strative records ¹	Estimated ²
WASHINGTON—Con.								
44-45	Retail trade—Con.							
444	Building material and garden equipment and supplies dealers . . .	40	142 385	15 911	3 533	655	14.7	2.6
4441	Building material and supplies dealers	27	95 145	11 001	2 486	461	1.5	—
44411	Home centers	2	D	D	D	c	D	D
444110	Home centers	2	D	D	D	c	D	D
44413	Hardware stores	9	D	D	D	c	D	D
444130	Hardware stores	9	D	D	D	c	D	D
44419	Other building material dealers	14	45 522	5 704	1 227	180	1.5	.1
444190	Other building material dealers	14	45 522	5 704	1 227	180	1.5	.1
4442	Lawn and garden equipment and supplies stores	13	47 240	4 910	1 047	194	41.2	7.7
44422	Nursery, garden center, and farm supply stores	10	43 549	4 277	858	172	43.8	8.4
444220	Nursery, garden center, and farm supply stores	10	43 549	4 277	858	172	43.8	8.4
445	Food and beverage stores	37	202 714	18 047	4 233	1 424	7.9	11.0
4451	Grocery stores	17	D	D	D	g	D	D
44511	Supermarkets and other grocery (except convenience) stores	15	179 469	16 564	3 929	1 322	4.9	12.4
445110	Supermarkets and other grocery (except convenience) stores	15	179 469	16 564	3 929	1 322	4.9	12.4
4452	Specialty food stores	10	16 616	1 150	220	65	9.5	—
446	Health and personal care stores	33	59 355	7 584	1 883	417	9.5	1.4
4461	Health and personal care stores	33	59 355	7 584	1 883	417	9.5	1.4
44611	Pharmacies and drug stores	14	52 956	6 135	1 530	324	7.2	—
446110	Pharmacies and drug stores	14	52 956	6 135	1 530	324	7.2	—
4461101	Pharmacies and drug stores	13	D	D	D	e	D	D
4461102	Proprietary stores	1	D	D	D	a	D	D
44612	Cosmetics, beauty supplies, and perfume stores	3	D	D	D	b	D	D
446120	Cosmetics, beauty supplies, and perfume stores	3	D	D	D	b	D	D
44613	Optical goods stores	7	D	D	D	b	D	D
446130	Optical goods stores	7	D	D	D	b	D	D
447	Gasoline stations	57	149 575	8 263	1 989	632	33.8	3.8
4471	Gasoline stations	57	149 575	8 263	1 989	632	33.8	3.8
44711	Gasoline stations with convenience stores	46	128 557	5 886	1 417	500	33.0	3.1
447110	Gasoline stations with convenience stores	46	128 557	5 886	1 417	500	33.0	3.1
44719	Other gasoline stations	11	21 018	2 377	572	132	39.0	8.2
447190	Other gasoline stations	11	21 018	2 377	572	132	39.0	8.2
448	Clothing and clothing accessories stores	32	14 608	2 548	582	153	19.2	6.9
4483	Jewelry, luggage, and leather goods stores	8	7 555	1 562	320	45	14.3	9.4
44831	Jewelry stores	8	7 555	1 562	320	45	14.3	9.4
448310	Jewelry stores	8	7 555	1 562	320	45	14.3	9.4
451	Sporting goods, hobby, book, and music stores	24	22 071	2 705	610	227	10.8	.2
4511	Sporting goods, hobby, and musical instrument stores	22	D	D	D	c	D	D
45111	Sporting goods stores	8	10 517	981	239	81	13.5	.4
451110	Sporting goods stores	8	10 517	981	239	81	13.5	.4
4511102	Specialty-line sporting goods stores	7	D	D	D	b	D	D
45112	Hobby, toy, and game stores	7	D	D	D	b	D	D
451120	Hobby, toy, and game stores	7	D	D	D	b	D	D
45114	Musical instrument and supplies stores	4	D	D	D	b	D	D
451140	Musical instrument and supplies stores	4	D	D	D	b	D	D
452	General merchandise stores	13	209 176	18 472	4 551	1 141	.4	—
4521	Department stores	6	D	D	D	f	D	D
45210009	Department stores (incl. leased depts.) ³	6	D	D	D	f	D	D
45211	Department stores	6	D	D	D	f	D	D
452111	Department stores (except discount department stores)	2	D	D	D	c	D	D
452112	Discount department stores	4	D	D	D	e	D	D
4529	Other general merchandise stores	7	D	D	D	e	D	D
45299	All other general merchandise stores	6	D	D	D	b	D	D
452990	All other general merchandise stores	6	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	49	38 215	6 086	1 428	374	27.1	.1
4532	Office supplies, stationery, and gift stores	18	18 663	2 287	549	147	9.2	.2
45321	Office supplies and stationery stores	3	D	D	D	b	D	D
453210	Office supplies and stationery stores	3	D	D	D	b	D	D
4533	Used merchandise stores	5	D	D	D	b	D	D
45331	Used merchandise stores	5	D	D	D	b	D	D
453310	Used merchandise stores	5	D	D	D	b	D	D
4539	Other miscellaneous store retailers	12	D	D	D	b	D	D
45391	Pet and pet supplies stores	3	D	D	D	b	D	D
453910	Pet and pet supplies stores	3	D	D	D	b	D	D
45399	All other miscellaneous store retailers	6	D	D	D	b	D	D

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
WASHINGTON—Con.								
44-45	Retail trade—Con.							
454	Nonstore retailers	21	19 655	3 875	894	164	10.7	2.0
4542	Vending machine operators	3	D	D	D	b	D	D
45421	Vending machine operators	3	D	D	D	b	D	D
454210	Vending machine operators	3	D	D	D	b	D	D
4543	Direct selling establishments	13	D	D	D	b	D	D
454311	Heating oil dealers	3	D	D	D	a	D	D
454319	Other fuel dealers	1	D	D	D	a	D	D
45439	Other direct selling establishments	8	D	D	D	b	D	D
454390	Other direct selling establishments	8	D	D	D	b	D	D
WAUKESHA								
44-45	Retail trade	1 386	5 238 908	518 112	123 476	25 568	9.6	7.5
441	Motor vehicle and parts dealers	136	1 348 124	110 201	24 826	3 358	9.2	.4
4411	Automobile dealers	55	1 144 814	82 826	18 740	2 441	9.6	.1
44111	New car dealers	39	1 130 315	81 540	18 451	2 383	9.2	—
441110	New car dealers	39	1 130 315	81 540	18 451	2 383	9.2	—
44112	Used car dealers	16	14 499	1 286	289	58	44.3	10.4
441120	Used car dealers	16	14 499	1 286	289	58	44.3	10.4
4412	Other motor vehicle dealers	26	111 727	12 165	2 514	383	10.9	.9
44121	Recreational vehicle dealers	2	D	D	D	b	D	D
441210	Recreational vehicle dealers	2	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	24	D	D	D	e	D	D
441221	Motorcycle dealers	11	51 636	6 533	1 350	218	20.2	2.0
441222	Boat dealers	7	D	D	D	c	D	D
441229	All other motor vehicle dealers	6	D	D	D	b	D	D
4413	Automotive parts, accessories, and tire stores	55	91 583	15 210	3 572	534	2.2	3.6
44131	Automotive parts and accessories stores	39	56 136	9 273	2 238	350	1.6	4.1
441310	Automotive parts and accessories stores	39	56 136	9 273	2 238	350	1.6	4.1
44132	Tire dealers	16	35 447	5 937	1 334	184	3.0	2.7
441320	Tire dealers	16	35 447	5 937	1 334	184	3.0	2.7
442	Furniture and home furnishings stores	81	177 128	26 077	6 228	883	15.1	.7
4421	Furniture stores	24	77 025	10 379	2 537	338	6.4	1.7
44211	Furniture stores	24	77 025	10 379	2 537	338	6.4	1.7
442110	Furniture stores	24	77 025	10 379	2 537	338	6.4	1.7
4422	Home furnishings stores	57	100 103	15 698	3 691	545	21.8	—
44221	Floor covering stores	30	62 602	10 170	2 413	286	22.4	—
442210	Floor covering stores	30	62 602	10 170	2 413	286	22.4	—
44229	Other home furnishings stores	27	37 501	5 528	1 278	259	20.9	—
442291	Window treatment stores	4	D	D	D	a	D	D
442299	All other home furnishings stores	23	D	D	D	c	D	D
443	Electronics and appliance stores	68	212 799	22 279	5 495	842	4.6	3.6
4431	Electronics and appliance stores	68	212 799	22 279	5 495	842	4.6	3.6
44311	Appliance, television, and other electronics stores	40	159 831	16 261	3 983	565	4.8	2.0
443111	Household appliance stores	14	29 525	3 351	815	103	12.4	.3
443112	Radio, television, and other electronics stores	26	130 306	12 910	3 168	462	3.0	2.4
44312	Computer and software stores	22	46 400	4 675	1 266	210	3.1	9.4
443120	Computer and software stores	22	46 400	4 675	1 266	210	3.1	9.4
44313	Camera and photographic supplies stores	6	6 568	1 343	246	67	12.4	—
443130	Camera and photographic supplies stores	6	6 568	1 343	246	67	12.4	—
444	Building material and garden equipment and supplies dealers	158	456 779	70 324	16 248	2 556	12.6	2.4
4441	Building material and supplies dealers	113	408 643	62 623	14 755	2 151	12.5	2.6
44411	Home centers	5	D	D	D	f	D	D
444110	Home centers	5	D	D	D	f	D	D
44412	Paint and wallpaper stores	12	D	D	D	b	D	D
444120	Paint and wallpaper stores	12	D	D	D	b	D	D
44413	Hardware stores	28	62 749	11 309	2 581	665	25.0	1.5
444130	Hardware stores	28	62 749	11 309	2 581	665	25.0	1.5
44419	Other building material dealers	68	213 106	37 375	8 754	913	16.1	4.6
444190	Other building material dealers	68	213 106	37 375	8 754	913	16.1	4.6
4442	Lawn and garden equipment and supplies stores	45	48 136	7 701	1 493	405	14.1	.5
44421	Outdoor power equipment stores	18	17 881	2 543	535	101	17.6	1.2
444210	Outdoor power equipment stores	18	17 881	2 543	535	101	17.6	1.2
44422	Nursery, garden center, and farm supply stores	27	30 255	5 158	958	304	12.0	—
444220	Nursery, garden center, and farm supply stores	27	30 255	5 158	958	304	12.0	—
445	Food and beverage stores	100	824 396	75 856	18 201	4 899	7.0	34.5
4451	Grocery stores	70	D	D	D	h	D	D
44511	Supermarkets and other grocery (except convenience) stores	66	798 908	73 416	17 642	4 719	5.6	35.3
445110	Supermarkets and other grocery (except convenience) stores	66	798 908	73 416	17 642	4 719	5.6	35.3
4452	Specialty food stores	18	D	D	D	c	D	D
4453	Beer, wine, and liquor stores	12	18 078	966	209	69	61.8	4.7
44531	Beer, wine, and liquor stores	12	18 078	966	209	69	61.8	4.7
445310	Beer, wine, and liquor stores	12	18 078	966	209	69	61.8	4.7

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							From admini- strative records ¹	Estimated ²
WAUKESHA—Con.								
Retail trade—Con.								
44-45	Health and personal care stores	134	279 559	33 973	8 201	1 917	14.2	1.4
446	Health and personal care stores	134	279 559	33 973	8 201	1 917	14.2	1.4
4461	Pharmacies and drug stores	69	244 850	27 254	6 533	1 552	12.3	1.5
44611	Pharmacies and drug stores	69	244 850	27 254	6 533	1 552	12.3	1.5
446110	Pharmacies and drug stores	69	244 850	27 254	6 533	1 552	12.3	1.5
4461101	Pharmacies and drug stores	11	D	D	D	c	D	D
44612	Cosmetics, beauty supplies, and perfume stores	11	D	D	D	c	D	D
446120	Cosmetics, beauty supplies, and perfume stores	11	D	D	D	c	D	D
44613	Optical goods stores	27	13 547	2 927	760	144	14.0	2.1
446130	Optical goods stores	27	13 547	2 927	760	144	14.0	2.1
44619	Other health and personal care stores	27	D	D	D	c	D	D
446191	Food (health) supplement stores	15	D	D	D	b	D	D
446199	All other health and personal care stores	12	10 652	2 102	475	59	55.9	—
447	Gasoline stations	127	432 886	19 134	4 592	1 278	24.7	8.7
4471	Gasoline stations	127	432 886	19 134	4 592	1 278	24.7	8.7
44711	Gasoline stations with convenience stores	108	303 443	15 286	3 686	1 117	24.8	10.0
447110	Gasoline stations with convenience stores	108	303 443	15 286	3 686	1 117	24.8	10.0
44719	Other gasoline stations	19	129 443	3 848	906	161	24.4	5.5
447190	Other gasoline stations	19	129 443	3 848	906	161	24.4	5.5
448	Clothing and clothing accessories stores	161	204 754	26 236	6 547	1 777	10.6	4.7
4481	Clothing stores	88	130 620	14 837	3 707	1 290	6.8	3.9
44811	Men's clothing stores	12	10 388	1 839	439	85	6.0	10.4
448110	Men's clothing stores	12	10 388	1 839	439	85	6.0	10.4
44812	Women's clothing stores	37	41 030	4 387	1 097	388	5.6	9.2
448120	Women's clothing stores	37	41 030	4 387	1 097	388	5.6	9.2
44813	Children's and infants' clothing stores	9	D	D	D	b	D	D
448130	Children's and infants' clothing stores	9	D	D	D	b	D	D
44814	Family clothing stores	17	58 707	5 595	1 419	569	—	.3
448140	Family clothing stores	17	58 707	5 595	1 419	569	—	.3
44815	Clothing accessories stores	5	D	D	D	b	D	D
448150	Clothing accessories stores	5	D	D	D	b	D	D
44819	Other clothing stores	8	9 731	1 580	393	141	27.4	.1
448190	Other clothing stores	8	9 731	1 580	393	141	27.4	.1
4482	Shoe stores	31	21 194	2 337	572	186	1.1	17.6
44821	Shoe stores	31	21 194	2 337	572	186	1.1	17.6
448210	Shoe stores	31	21 194	2 337	572	186	1.1	17.6
4482101	Men's shoe stores	3	D	D	D	a	D	D
4482103	Children's and juveniles' shoe stores	1	D	D	D	a	D	D
4482104	Family shoe stores	21	D	D	D	c	D	D
4482105	Athletic footwear stores	5	3 039	299	64	35	—	9.2
4483	Jewelry, luggage, and leather goods stores	42	52 940	9 062	2 268	301	23.8	1.6
44831	Jewelry stores	42	52 940	9 062	2 268	301	23.8	1.6
448310	Jewelry stores	42	52 940	9 062	2 268	301	23.8	1.6
451	Sporting goods, hobby, book, and music stores	111	148 376	17 543	3 986	1 296	13.4	10.5
4511	Sporting goods, hobby, and musical instrument stores	92	123 274	14 661	3 336	1 062	13.5	11.9
45111	Sporting goods stores	48	71 363	8 254	1 911	555	6.4	17.5
451110	Sporting goods stores	48	71 363	8 254	1 911	555	6.4	17.5
4511101	General-line sporting goods stores	12	22 444	2 603	571	173	5.7	.1
4511102	Specialty-line sporting goods stores	36	48 919	5 651	1 340	382	6.7	25.5
45112	Hobby, toy, and game stores	22	32 559	2 895	637	263	14.9	6.5
451120	Hobby, toy, and game stores	22	32 559	2 895	637	263	14.9	6.5
45113	Sewing, needlework, and piece goods stores	13	9 699	1 344	317	124	32.8	1.0
451130	Sewing, needlework, and piece goods stores	13	9 699	1 344	317	124	32.8	1.0
45114	Musical instrument and supplies stores	9	9 653	2 168	471	120	42.6	—
451140	Musical instrument and supplies stores	9	9 653	2 168	471	120	42.6	—
4512	Book, periodical, and music stores	19	25 102	2 882	650	234	12.9	3.4
45121	Book stores and news dealers	13	D	D	D	c	D	D
451211	Book stores	12	D	D	D	c	D	D
4512111	Book stores, general	9	D	D	D	c	D	D
4512113	College book stores	3	D	D	D	a	D	D
451212	News dealers and newsstands	1	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, and record stores	6	D	D	D	b	D	D
451220	Prerecorded tape, compact disc, and record stores	6	D	D	D	b	D	D
452	General merchandise stores	32	710 166	62 563	16 151	4 166	.1	—
4521	Department stores	22	D	D	D	h	D	D
45210009	Department stores (incl. leased depts.) ³	22	D	D	D	h	D	D
45211	Department stores	22	D	D	D	h	D	D
452111	Department stores (except discount department stores) ..	4	D	D	D	f	D	D
452112	Discount department stores	18	468 792	39 684	10 280	2 756	—	—
4529	Other general merchandise stores	10	D	D	D	e	D	D
45299	All other general merchandise stores	9	D	D	D	c	D	D
452990	All other general merchandise stores	9	D	D	D	c	D	D
4529904	Miscellaneous general merchandise stores	3	D	D	D	c	D	D

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
WAUKESHA—Con.								
44-45	Retail trade—Con.							
453	Miscellaneous store retailers	161	126 438	18 591	4 196	1 362	17.7	3.7
4531	Florists	29	9 923	2 543	601	220	20.6	3.3
45311	Florists	29	9 923	2 543	601	220	20.6	3.3
453110	Florists	29	9 923	2 543	601	220	20.6	3.3
4532	Office supplies, stationery, and gift stores	64	61 657	7 189	1 714	621	11.1	2.2
45321	Office supplies and stationery stores	10	D	D	D	c	D	D
453210	Office supplies and stationery stores	10	D	D	D	c	D	D
45322	Gift, novelty, and souvenir stores	54	D	D	D	e	D	D
453220	Gift, novelty, and souvenir stores	54	D	D	D	e	D	D
4533	Used merchandise stores	16	6 881	1 656	403	128	2.0	8.1
45331	Used merchandise stores	16	6 881	1 656	403	128	2.0	8.1
453310	Used merchandise stores	16	6 881	1 656	403	128	2.0	8.1
4539	Other miscellaneous store retailers	52	47 977	7 203	1 478	393	27.8	5.2
45391	Pet and pet supplies stores	15	19 041	2 213	565	189	14.3	8.0
453910	Pet and pet supplies stores	15	19 041	2 213	565	189	14.3	8.0
45392	Art dealers	6	2 721	427	89	35	64.1	—
453920	Art dealers	6	2 721	427	89	35	64.1	—
45399	All other miscellaneous store retailers	31	26 215	4 563	824	169	33.7	3.7
454	Nonstore retailers	117	317 503	35 335	8 805	1 234	4.7	3.3
4541	Electronic shopping and mail-order houses	34	236 275	16 398	3 906	549	2.7	.7
45411	Electronic shopping and mail-order houses	34	236 275	16 398	3 906	549	2.7	.7
4542	Vending machine operators	16	38 368	9 915	2 508	394	7.4	.2
45421	Vending machine operators	16	38 368	9 915	2 508	394	7.4	.2
454210	Vending machine operators	16	38 368	9 915	2 508	394	7.4	.2
4543	Direct selling establishments	67	42 860	9 022	2 391	291	13.8	20.7
45431	Fuel dealers	7	11 970	1 845	456	54	2.7	47.9
454312	Liquefied petroleum gas (bottled gas) dealers	4	9 773	1 534	370	41	—	58.7
45439	Other direct selling establishments	60	30 890	7 177	1 935	237	18.1	10.1
454390	Other direct selling establishments	60	30 890	7 177	1 935	237	18.1	10.1
WAUPACA								
44-45	Retail trade	240	473 023	48 410	10 796	2 582	22.0	7.7
441	Motor vehicle and parts dealers	44	125 664	9 048	1 997	309	22.0	13.8
4411	Automobile dealers	20	110 856	7 057	1 564	228	20.6	14.6
44112	Used car dealers	7	13 049	492	108	21	81.6	—
441120	Used car dealers	7	13 049	492	108	21	81.6	—
4412	Other motor vehicle dealers	7	4 797	405	73	18	45.5	25.7
44122	Motorcycle, boat, and other motor vehicle dealers	7	4 797	405	73	18	45.5	25.7
441229	All other motor vehicle dealers	3	1 809	151	28	6	23.6	—
44131	Automotive parts and accessories stores	14	8 849	1 347	309	54	23.7	—
441310	Automotive parts and accessories stores	14	8 849	1 347	309	54	23.7	—
442	Furniture and home furnishings stores	12	11 185	1 668	402	86	33.4	—
4421	Furniture stores	7	8 570	1 343	331	67	21.7	—
44211	Furniture stores	7	8 570	1 343	331	67	21.7	—
442110	Furniture stores	7	8 570	1 343	331	67	21.7	—
443	Electronics and appliance stores	12	2 788	409	100	43	73.0	.7
4431	Electronics and appliance stores	12	2 788	409	100	43	73.0	.7
444	Building material and garden equipment and supplies dealers	28	63 289	10 996	2 045	300	6.3	12.7
4441	Building material and supplies dealers	21	52 802	10 185	1 876	274	7.4	—
44419	Other building material dealers	11	49 508	9 484	1 721	215	4.5	—
444190	Other building material dealers	11	49 508	9 484	1 721	215	4.5	—
4442	Lawn and garden equipment and supplies stores	7	10 487	811	169	26	.6	76.6
44422	Nursery, garden center, and farm supply stores	5	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	5	D	D	D	b	D	D
445	Food and beverage stores	30	77 112	9 692	2 267	759	17.5	9.1
4451	Grocery stores	14	71 070	8 752	2 041	645	15.7	9.3
4452	Specialty food stores	6	2 439	660	174	89	15.6	15.4
446	Health and personal care stores	13	25 531	2 886	696	161	49.7	.5
4461	Health and personal care stores	13	25 531	2 886	696	161	49.7	.5
447	Gasoline stations	33	71 383	3 876	890	324	38.3	5.1
4471	Gasoline stations	33	71 383	3 876	890	324	38.3	5.1
44711	Gasoline stations with convenience stores	30	D	D	D	e	D	D
447110	Gasoline stations with convenience stores	30	D	D	D	e	D	D
448	Clothing and clothing accessories stores	12	4 623	536	126	51	82.0	—
451	Sporting goods, hobby, book, and music stores	9	3 051	311	77	31	31.1	—

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
WAUPACA—Con.								
44-45	Retail trade—Con.							
452	General merchandise stores	9	67 017	6 724	1 665	359	.7	—
45299	All other general merchandise stores	7	D	D	D	c	D	D
452990	All other general merchandise stores	7	D	D	D	c	D	D
4529904	Miscellaneous general merchandise stores	4	D	D	D	c	D	D
453	Miscellaneous store retailers	29	12 901	1 421	298	113	59.9	—
4532	Office supplies, stationery, and gift stores	15	3 318	478	115	56	62.4	—
4539	Other miscellaneous store retailers	4	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	2	D	D	D	b	D	D
453930	Manufactured (mobile) home dealers	2	D	D	D	b	D	D
45399	All other miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	9	8 479	843	233	46	1.3	—
4543	Direct selling establishments	7	D	D	D	b	D	D
45431	Fuel dealers	5	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	3	D	D	D	b	D	D
WAUSHARA								
44-45	Retail trade	87	156 297	14 397	3 460	826	28.2	21.8
441	Motor vehicle and parts dealers	20	50 737	2 457	595	96	40.5	.1
442	Furniture and home furnishings stores	3	2 311	470	134	21	49.8	23.2
443	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers	11	22 011	3 391	869	118	11.1	59.7
4441	Building material and supplies dealers	9	D	D	D	c	D	D
44419	Other building material dealers	5	D	D	D	b	D	D
444190	Other building material dealers	5	D	D	D	b	D	D
445	Food and beverage stores	8	29 556	3 256	735	292	38.3	58.4
447	Gasoline stations	18	33 261	1 750	402	135	17.1	8.3
44711	Gasoline stations with convenience stores	12	24 513	1 244	270	99	13.4	8.1
447110	Gasoline stations with convenience stores	12	24 513	1 244	270	99	13.4	8.1
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	4	688	84	22	14	59.9	13.4
452	General merchandise stores	2	D	D	D	b	D	D
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	12	2 701	506	113	46	43.2	7.5
454	Nonstore retailers	6	8 419	1 637	413	58	2.6	1.3
4543	Direct selling establishments	5	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	3	D	D	D	b	D	D
WINNEBAGO								
44-45	Retail trade	553	1 511 094	146 881	36 319	8 072	6.3	8.9
441	Motor vehicle and parts dealers	83	408 005	34 073	7 845	1 211	4.8	.1
4411	Automobile dealers	33	354 350	26 153	6 066	911	4.2	.1
44111	New car dealers	12	319 740	23 091	5 432	807	2.3	—
441110	New car dealers	12	319 740	23 091	5 432	807	2.3	—
44112	Used car dealers	21	34 610	3 062	634	104	21.7	.7
441120	Used car dealers	21	34 610	3 062	634	104	21.7	.7
4412	Other motor vehicle dealers	15	D	D	D	c	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	13	28 101	3 343	692	109	9.4	—
441221	Motorcycle dealers	5	12 058	1 280	320	38	1.4	—
441222	Boat dealers	8	16 043	2 063	372	71	15.4	—
4413	Automotive parts, accessories, and tire stores	35	D	D	D	c	D	D
44131	Automotive parts and accessories stores	27	D	D	D	c	D	D
441310	Automotive parts and accessories stores	27	D	D	D	c	D	D
44132	Tire dealers	8	D	D	D	b	D	D
441320	Tire dealers	8	D	D	D	b	D	D
442	Furniture and home furnishings stores	32	31 592	5 121	1 195	266	16.4	—
4421	Furniture stores	7	13 734	2 122	512	107	7.1	—
44211	Furniture stores	7	13 734	2 122	512	107	7.1	—
442110	Furniture stores	7	13 734	2 122	512	107	7.1	—
4422	Home furnishings stores	25	17 858	2 999	683	159	23.5	—
44221	Floor covering stores	13	9 701	1 583	364	59	37.0	—
442210	Floor covering stores	13	9 701	1 583	364	59	37.0	—
44229	Other home furnishings stores	12	8 157	1 416	319	100	7.5	—
442290	All other home furnishings stores	12	8 157	1 416	319	100	7.5	—

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
WINNEBAGO—Con.								
Retail trade—Con.								
44-45	Retail trade—Con.							
443	Electronics and appliance stores	18	17 331	2 581	580	106	29.3	2.3
4431	Electronics and appliance stores	18	17 331	2 581	580	106	29.3	2.3
44311	Appliance, television, and other electronics stores	14	14 733	2 205	486	86	34.5	2.7
443111	Household appliance stores	5	8 159	1 155	262	54	51.6	—
443112	Radio, television, and other electronics stores	9	6 574	1 050	224	32	13.1	6.1
44312	Computer and software stores	3	D	D	D	a	D	D
443120	Computer and software stores	3	D	D	D	a	D	D
44313	Camera and photographic supplies stores	1	D	D	D	a	D	D
443130	Camera and photographic supplies stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers	46	119 898	15 430	3 742	665	6.2	2.3
4441	Building material and supplies dealers	34	101 834	13 643	3 413	567	6.7	2.3
44411	Home centers	1	D	D	D	c	D	D
444110	Home centers	1	D	D	D	c	D	D
44412	Paint and wallpaper stores	5	D	D	D	b	D	D
444120	Paint and wallpaper stores	5	D	D	D	b	D	D
44413	Hardware stores	7	D	D	D	c	D	D
444130	Hardware stores	7	D	D	D	c	D	D
44419	Other building material dealers	21	46 428	5 934	1 327	195	13.0	5.1
444190	Other building material dealers	21	46 428	5 934	1 327	195	13.0	5.1
4442	Lawn and garden equipment and supplies stores	12	18 064	1 787	329	98	3.7	2.0
44421	Outdoor power equipment stores	4	D	D	D	a	D	D
444210	Outdoor power equipment stores	4	D	D	D	a	D	D
44422	Nursery, garden center, and farm supply stores	8	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	8	D	D	D	b	D	D
445	Food and beverage stores	41	199 441	19 505	4 633	1 541	6.3	35.7
4451	Grocery stores	21	189 308	18 603	4 411	1 470	6.3	37.2
44511	Supermarkets and other grocery (except convenience) stores	17	D	D	D	g	D	D
445110	Supermarkets and other grocery (except convenience) stores	17	D	D	D	g	D	D
4452	Specialty food stores	10	2 425	536	125	36	1.9	—
446	Health and personal care stores	45	86 930	11 598	2 725	536	5.7	1.3
4461	Health and personal care stores	45	86 930	11 598	2 725	536	5.7	1.3
44611	Pharmacies and drug stores	26	D	D	D	e	D	D
446110	Pharmacies and drug stores	26	D	D	D	e	D	D
4461101	Pharmacies and drug stores	25	D	D	D	e	D	D
4461102	Proprietary stores	1	D	D	D	a	D	D
44612	Cosmetics, beauty supplies, and perfume stores	4	2 319	318	79	30	—	17.1
446120	Cosmetics, beauty supplies, and perfume stores	4	2 319	318	79	30	—	17.1
44613	Optical goods stores	7	D	D	D	b	D	D
446130	Optical goods stores	7	D	D	D	b	D	D
447	Gasoline stations	66	152 980	7 946	1 910	586	14.6	23.8
4471	Gasoline stations	66	152 980	7 946	1 910	586	14.6	23.8
44711	Gasoline stations with convenience stores	60	142 395	7 189	1 756	529	13.8	25.6
447110	Gasoline stations with convenience stores	60	142 395	7 189	1 756	529	13.8	25.6
448	Clothing and clothing accessories stores	70	70 651	8 536	1 985	632	3.3	4.0
4481	Clothing stores	45	52 603	5 807	1 377	459	2.6	4.8
44813	Children's and infants' clothing stores	3	D	D	D	b	D	D
448130	Children's and infants' clothing stores	3	D	D	D	b	D	D
44814	Family clothing stores	13	35 695	3 980	931	266	—	.6
448140	Family clothing stores	13	35 695	3 980	931	266	—	.6
44819	Other clothing stores	11	4 460	563	130	57	12.9	34.9
448190	Other clothing stores	11	4 460	563	130	57	12.9	34.9
4482	Shoe stores	13	11 770	1 330	283	109	—	—
44821	Shoe stores	13	11 770	1 330	283	109	—	—
448210	Shoe stores	13	11 770	1 330	283	109	—	—
4482104	Family shoe stores	11	D	D	D	b	D	D
4482105	Athletic footwear stores	1	D	D	D	a	D	D
4483	Jewelry, luggage, and leather goods stores	12	6 278	1 399	325	64	15.4	4.8
44832	Luggage and leather goods stores	2	D	D	D	a	D	D
448320	Luggage and leather goods stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	42	29 236	3 532	860	312	24.3	13.2
4511	Sporting goods, hobby, and musical instrument stores	30	23 065	2 567	606	223	29.1	9.9
45111	Sporting goods stores	18	12 960	1 182	274	112	45.9	15.4
451110	Sporting goods stores	18	12 960	1 182	274	112	45.9	15.4
4511101	General-line sporting goods stores	7	6 156	389	105	44	85.3	10.9
4511102	Specialty-line sporting goods stores	11	6 804	793	169	68	10.2	19.4
45112	Hobby, toy, and game stores	7	D	D	D	b	D	D
451120	Hobby, toy, and game stores	7	D	D	D	b	D	D
45114	Musical instrument and supplies stores	2	D	D	D	b	D	D
451140	Musical instrument and supplies stores	2	D	D	D	b	D	D
4512	Book, periodical, and music stores	12	6 171	965	254	89	6.4	25.3
45121	Book stores and news dealers	9	3 998	474	118	58	9.9	24.8
451211	Book stores	9	3 998	474	118	58	9.9	24.8
4512112	Specialty book stores	2	D	D	D	b	D	D
4512113	College book stores	2	D	D	D	a	D	D

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

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							From admini- strative records ¹	Estimated ²
WINNEBAGO—Con.								
44-45	Retail trade—Con.							
452	General merchandise stores	16	189 996	16 712	3 980	1 149	—	.2
4521	Department stores	6	D	D	D	f	D	D
45210009	Department stores (incl. leased depts.) ³	6	D	D	D	f	D	D
45211	Department stores	6	D	D	D	f	D	D
452112	Discount department stores	6	D	D	D	f	D	D
4529	Other general merchandise stores	10	D	D	D	e	D	D
45299	All other general merchandise stores	9	34 781	3 035	727	137	—	1.2
452990	All other general merchandise stores	9	34 781	3 035	727	137	—	1.2
4529904	Miscellaneous general merchandise stores	2	D	D	D	c	D	D
453	Miscellaneous store retailers	61	41 495	7 993	1 875	594	10.4	8.5
4531	Florists	8	6 405	2 080	488	187	15.6	—
45311	Florists	8	6 405	2 080	488	187	15.6	—
453110	Florists	8	6 405	2 080	488	187	15.6	—
4532	Office supplies, stationery, and gift stores	23	13 116	1 619	421	139	6.6	1.7
45321	Office supplies and stationery stores	5	8 604	911	236	63	1.0	—
453210	Office supplies and stationery stores	5	8 604	911	236	63	1.0	—
4533	Used merchandise stores	12	6 191	2 045	478	136	20.5	—
45331	Used merchandise stores	12	6 191	2 045	478	136	20.5	—
453310	Used merchandise stores	12	6 191	2 045	478	136	20.5	—
4539	Other miscellaneous store retailers	18	15 783	2 249	488	132	7.4	20.9
45391	Pet and pet supplies stores	3	D	D	D	b	D	D
453910	Pet and pet supplies stores	3	D	D	D	b	D	D
45392	Art dealers	3	D	D	D	b	D	D
453920	Art dealers	3	D	D	D	b	D	D
45399	All other miscellaneous store retailers	10	D	D	D	b	D	D
454	Nonstore retailers	33	163 539	13 854	4 989	474	2.2	7.5
4541	Electronic shopping and mail-order houses	11	D	D	D	c	D	D
45411	Electronic shopping and mail-order houses	11	D	D	D	c	D	D
4542	Vending machine operators	3	D	D	D	b	D	D
45421	Vending machine operators	3	D	D	D	b	D	D
454210	Vending machine operators	3	D	D	D	b	D	D
4543	Direct selling establishments	19	D	D	D	c	D	D
45431	Fuel dealers	3	D	D	D	b	D	D
454311	Heating oil dealers	1	D	D	D	a	D	D
45439	Other direct selling establishments	16	14 482	2 640	737	108	22.1	—
454390	Other direct selling establishments	16	14 482	2 640	737	108	22.1	—
WOOD								
44-45	Retail trade	350	1 013 092	95 449	23 908	5 087	12.4	4.9
441	Motor vehicle and parts dealers	67	344 804	33 485	8 175	1 051	16.5	1.0
4411	Automobile dealers	31	D	D	D	f	D	D
44111	New car dealers	14	D	D	D	f	D	D
441110	New car dealers	14	D	D	D	f	D	D
44112	Used car dealers	17	D	D	D	c	D	D
441120	Used car dealers	17	D	D	D	c	D	D
4412	Other motor vehicle dealers	12	39 075	3 165	612	125	7.2	—
44121	Recreational vehicle dealers	7	25 755	2 071	361	79	—	—
441210	Recreational vehicle dealers	7	25 755	2 071	361	79	—	—
44122	Motorcycle, boat, and other motor vehicle dealers	5	13 320	1 094	251	46	21.2	—
441221	Motorcycle dealers	2	D	D	D	b	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
4413	Automotive parts, accessories, and tire stores	24	D	D	D	c	D	D
44131	Automotive parts and accessories stores	14	D	D	D	b	D	D
441310	Automotive parts and accessories stores	14	D	D	D	b	D	D
44132	Tire dealers	10	D	D	D	c	D	D
441320	Tire dealers	10	D	D	D	c	D	D
442	Furniture and home furnishings stores	22	19 721	2 532	611	135	32.4	8.3
4421	Furniture stores	11	10 107	1 421	359	79	34.9	9.6
44211	Furniture stores	11	10 107	1 421	359	79	34.9	9.6
442110	Furniture stores	11	10 107	1 421	359	79	34.9	9.6
4422	Home furnishings stores	11	9 614	1 111	252	56	29.7	6.9
44221	Floor covering stores	9	D	D	D	b	D	D
442210	Floor covering stores	9	D	D	D	b	D	D
443	Electronics and appliance stores	12	8 750	1 758	402	68	11.7	2.3
4431	Electronics and appliance stores	12	8 750	1 758	402	68	11.7	2.3
44311	Appliance, television, and other electronics stores	9	D	D	D	b	D	D
443111	Household appliance stores	4	D	D	D	b	D	D
443112	Radio, television, and other electronics stores	5	D	D	D	b	D	D
44312	Computer and software stores	3	D	D	D	a	D	D
443120	Computer and software stores	3	D	D	D	a	D	D

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
WOOD—Con.								
44-45	Retail trade—Con.							
444	Building material and garden equipment and supplies dealers . . .	35	39 136	5 327	1 088	235	56.1	.3
4441	Building material and supplies dealers	26	30 191	4 000	792	172	51.9	—
44413	Hardware stores	5	7 664	1 198	234	76	84.3	—
444130	Hardware stores	5	7 664	1 198	234	76	84.3	—
44419	Other building material dealers	17	19 715	2 328	450	77	39.7	—
444190	Other building material dealers	17	19 715	2 328	450	77	39.7	—
4442	Lawn and garden equipment and supplies stores	9	8 945	1 327	296	63	70.0	1.2
44422	Nursery, garden center, and farm supply stores	7	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	7	D	D	D	b	D	D
445	Food and beverage stores	25	115 007	11 087	2 572	951	16.1	22.8
4451	Grocery stores	16	110 732	10 650	2 476	919	13.9	22.7
44511	Supermarkets and other grocery (except convenience) stores	16	110 732	10 650	2 476	919	13.9	22.7
445110	Supermarkets and other grocery (except convenience) stores	16	110 732	10 650	2 476	919	13.9	22.7
4452	Specialty food stores	4	1 853	298	70	25	63.3	36.7
446	Health and personal care stores	15	22 262	2 298	549	194	14.7	5.9
4461	Health and personal care stores	15	22 262	2 298	549	194	14.7	5.9
44612	Cosmetics, beauty supplies, and perfume stores	3	D	D	D	b	D	D
446120	Cosmetics, beauty supplies, and perfume stores	3	D	D	D	b	D	D
447	Gasoline stations	38	92 128	5 473	1 307	359	9.0	1.3
4471	Gasoline stations	38	92 128	5 473	1 307	359	9.0	1.3
44711	Gasoline stations with convenience stores	33	D	D	D	e	D	D
447110	Gasoline stations with convenience stores	33	D	D	D	e	D	D
448	Clothing and clothing accessories stores	30	13 638	2 269	590	185	12.5	7.5
4481	Clothing stores	16	8 517	1 388	364	121	11.8	—
451	Sporting goods, hobby, book, and music stores	26	8 566	1 292	320	139	15.1	13.2
4511	Sporting goods, hobby, and musical instrument stores	17	4 907	818	209	86	19.3	1.3
45114	Musical instrument and supplies stores	3	1 454	264	58	12	21.4	—
451140	Musical instrument and supplies stores	3	1 454	264	58	12	21.4	—
4512	Book, periodical, and music stores	9	3 659	474	111	53	9.5	29.2
45121	Book stores and news dealers	5	D	D	D	b	D	D
4512112	Specialty book stores	1	D	D	D	a	D	D
452	General merchandise stores	14	180 057	18 757	4 572	1 147	.3	—
4529	Other general merchandise stores	6	D	D	D	e	D	D
45299	All other general merchandise stores	5	D	D	D	c	D	D
452990	All other general merchandise stores	5	D	D	D	c	D	D
4529904	Miscellaneous general merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	39	24 225	4 003	926	320	10.2	14.8
4532	Office supplies, stationery, and gift stores	15	10 087	1 456	369	121	12.4	—
45321	Office supplies and stationery stores	3	D	D	D	b	D	D
453210	Office supplies and stationery stores	3	D	D	D	b	D	D
4533	Used merchandise stores	4	D	D	D	b	D	D
45331	Used merchandise stores	4	D	D	D	b	D	D
453310	Used merchandise stores	4	D	D	D	b	D	D
4539	Other miscellaneous store retailers	14	10 360	1 245	247	74	8.4	34.6
45393	Manufactured (mobile) home dealers	5	D	D	D	b	D	D
453930	Manufactured (mobile) home dealers	5	D	D	D	b	D	D
45399	All other miscellaneous store retailers	8	D	D	D	b	D	D
454	Nonstore retailers	27	144 798	7 168	2 796	303	2.6	6.4
4541	Electronic shopping and mail-order houses	7	D	D	D	c	D	D
45411	Electronic shopping and mail-order houses	7	D	D	D	c	D	D
4543	Direct selling establishments	18	D	D	D	c	D	D
45431	Fuel dealers	11	D	D	D	b	D	D
454311	Heating oil dealers	6	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	5	D	D	D	b	D	D
45439	Other direct selling establishments	7	D	D	D	b	D	D
454390	Other direct selling establishments	7	D	D	D	b	D	D

¹Includes sales information obtained from administrative records of other federal agencies.

²Includes sales information that was imputed based on historic data, administrative data, industry averages, or other statistical methods.

³Data for this line not included in broader kind-of-business totals.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

Table 4. Summary Statistics for Places: 2002

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab-lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
ALGOMA								
44-45	Retail trade	22	40 876	3 002	693	215	32.9	7.7
441	Motor vehicle and parts dealers	4	D	D	D	b	D	D
443	Electronics and appliance stores	3	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	2	D	D	D	a	D	D
445	Food and beverage stores	5	11 078	1 148	262	120	82.5	9.9
4452	Specialty food stores	3	D	D	D	b	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	2	D	D	D	a	D	D
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
ALLOUEZ								
44-45	Retail trade	26	55 592	5 669	1 329	285	16.6	5.5
441	Motor vehicle and parts dealers	1	D	D	D	b	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	2	D	D	D	a	D	D
445	Food and beverage stores	6	13 238	970	215	108	59.5	21.2
446	Health and personal care stores	2	D	D	D	b	D	D
4461	Health and personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	3	D	D	D	b	D	D
448	Clothing and clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	5	2 545	705	151	43	6.6	—
4539	Other miscellaneous store retailers	2	D	D	D	a	D	D
45399	All other miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
ALTOONA								
44-45	Retail trade	15	18 840	1 632	384	101	15.0	5.4
441	Motor vehicle and parts dealers	5	6 149	329	72	17	41.3	1.5
4412	Other motor vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	1	D	D	D	a	D	D
441221	Motorcycle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	2	D	D	D	a	D	D
447	Gasoline stations	4	9 706	552	128	58	2.9	—
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
AMERY								
44-45	Retail trade	39	65 299	6 460	1 523	411	29.5	.5
441	Motor vehicle and parts dealers	4	10 287	823	225	33	100.0	—
442	Furniture and home furnishings stores	5	D	D	D	b	D	D
4421	Furniture stores	2	D	D	D	b	D	D
44211	Furniture stores	2	D	D	D	b	D	D
442110	Furniture stores	2	D	D	D	b	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	3	8 651	1 007	258	35	—	—
44419	Other building material dealers	2	D	D	D	b	D	D
444190	Other building material dealers	2	D	D	D	b	D	D
445	Food and beverage stores	3	D	D	D	b	D	D
446	Health and personal care stores	2	D	D	D	b	D	D
4461	Health and personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	3	5 809	240	61	25	—	—
448	Clothing and clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
452	General merchandise stores	3	D	D	D	b	D	D
45299	All other general merchandise stores	3	D	D	D	b	D	D
452990	All other general merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	7	D	D	D	a	D	D
454	Nonstore retailers	5	D	D	D	b	D	D
4543	Direct selling establishments	3	D	D	D	b	D	D
45431	Fuel dealers	2	D	D	D	b	D	D
454311	Heating oil dealers	1	D	D	D	b	D	D
ANTIGO								
44-45	Retail trade	70	209 077	20 198	4 802	1 031	12.9	2.7
441	Motor vehicle and parts dealers	13	72 789	5 817	1 442	195	3.8	—
4411	Automobile dealers	7	60 294	4 805	1 160	157	4.2	—
4412	Other motor vehicle dealers	3	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	a	D	D
441221	Motorcycle dealers	2	D	D	D	a	D	D
442	Furniture and home furnishings stores	3	D	D	D	a	D	D
443	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	6	22 560	2 030	526	60	—	—
44419	Other building material dealers	2	D	D	D	a	D	D
444190	Other building material dealers	2	D	D	D	a	D	D
4442	Lawn and garden equipment and supplies stores	3	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	2	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	2	D	D	D	b	D	D
445	Food and beverage stores	2	D	D	D	b	D	D
446	Health and personal care stores	2	D	D	D	c	D	D
4461	Health and personal care stores	2	D	D	D	c	D	D
447	Gasoline stations	13	15 742	693	178	78	67.0	20.7
44711	Gasoline stations with convenience stores	11	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	11	D	D	D	b	D	D
448	Clothing and clothing accessories stores	7	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	4	D	D	D	b	D	D
452	General merchandise stores	4	D	D	D	e	D	D
4529	Other general merchandise stores	3	D	D	D	e	D	D
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	6	D	D	D	b	D	D
4532	Office supplies, stationery, and gift stores	2	D	D	D	b	D	D
45321	Office supplies and stationery stores	1	D	D	D	b	D	D
453210	Office supplies and stationery stores	1	D	D	D	b	D	D
454	Nonstore retailers	8	D	D	D	b	D	D
4543	Direct selling establishments	7	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	3	D	D	D	b	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
APPLETON								
44-45	Retail trade	306	852 995	95 384	22 959	4 832	5.5	5.5
441	Motor vehicle and parts dealers	37	147 680	12 229	2 758	468	10.0	2.8
4411	Automobile dealers	18	D	D	D	e	D	D
44112	Used car dealers	14	D	D	D	b	D	D
441120	Used car dealers	14	D	D	D	b	D	D
4412	Other motor vehicle dealers	4	D	D	D	b	D	D
44121	Recreational vehicle dealers	1	D	D	D	a	D	D
441210	Recreational vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	3	D	D	D	b	D	D
441222	Boat dealers	3	D	D	D	b	D	D
4413	Automotive parts, accessories, and tire stores	15	14 201	2 201	575	120	15.6	3.7
44131	Automotive parts and accessories stores	12	D	D	D	b	D	D
441310	Automotive parts and accessories stores	12	D	D	D	b	D	D
44132	Tire dealers	3	D	D	D	b	D	D
441320	Tire dealers	3	D	D	D	b	D	D
442	Furniture and home furnishings stores	22	28 079	4 313	1 085	178	12.3	21.8
4421	Furniture stores	7	21 611	2 907	753	124	.2	21.6
44211	Furniture stores	7	21 611	2 907	753	124	.2	21.6
442110	Furniture stores	7	21 611	2 907	753	124	.2	21.6
4422	Home furnishings stores	15	6 468	1 406	332	54	52.9	22.5
44221	Floor covering stores	7	D	D	D	b	D	D
442210	Floor covering stores	7	D	D	D	b	D	D
44229	Other home furnishings stores	8	D	D	D	b	D	D
443	Electronics and appliance stores	21	51 179	4 398	1 175	220	3.8	2.5
4431	Electronics and appliance stores	21	51 179	4 398	1 175	220	3.8	2.5
44311	Appliance, television, and other electronics stores	17	49 581	4 096	1 098	205	3.0	2.5
443111	Household appliance stores	9	D	D	D	b	D	D
443112	Radio, television, and other electronics stores	8	D	D	D	c	D	D
44313	Camera and photographic supplies stores	2	D	D	D	a	D	D
443130	Camera and photographic supplies stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers	23	147 632	23 838	5 729	799	3.0	11.2
4441	Building material and supplies dealers	20	D	D	D	f	D	D
44411	Home centers	2	D	D	D	c	D	D
444110	Home centers	2	D	D	D	c	D	D
44413	Hardware stores	3	D	D	D	b	D	D
444130	Hardware stores	3	D	D	D	b	D	D
44419	Other building material dealers	14	67 932	8 280	1 848	233	6.4	24.4
444190	Other building material dealers	14	67 932	8 280	1 848	233	6.4	24.4
4442	Lawn and garden equipment and supplies stores	3	D	D	D	e	D	D
44422	Nursery, garden center, and farm supply stores	3	D	D	D	e	D	D
444220	Nursery, garden center, and farm supply stores	3	D	D	D	e	D	D
445	Food and beverage stores	18	61 229	5 928	1 399	364	.6	.2
4451	Grocery stores	8	D	D	D	e	D	D
44511	Supermarkets and other grocery (except convenience) stores	7	54 096	4 814	1 175	313	.4	—
445110	Supermarkets and other grocery (except convenience) stores	7	54 096	4 814	1 175	313	.4	—
4452	Specialty food stores	8	D	D	D	b	D	D
446	Health and personal care stores	30	57 256	8 931	2 190	304	8.0	5.2
4461	Health and personal care stores	30	57 256	8 931	2 190	304	8.0	5.2
44611	Pharmacies and drug stores	12	D	D	D	c	D	D
446110	Pharmacies and drug stores	12	D	D	D	c	D	D
4461101	Pharmacies and drug stores	12	D	D	D	c	D	D
44613	Optical goods stores	6	D	D	D	b	D	D
446130	Optical goods stores	6	D	D	D	b	D	D
44619	Other health and personal care stores	12	3 863	1 063	224	32	7.7	8.1
446191	Food (health) supplement stores	8	D	D	D	a	D	D
447	Gasoline stations	25	68 503	2 752	638	171	5.8	19.6
4471	Gasoline stations	25	68 503	2 752	638	171	5.8	19.6
44711	Gasoline stations with convenience stores	23	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	23	D	D	D	c	D	D
448	Clothing and clothing accessories stores	36	33 415	4 873	1 192	393	11.6	3.7
4481	Clothing stores	20	D	D	D	e	D	D
44813	Children's and infants' clothing stores	1	D	D	D	a	D	D
448130	Children's and infants' clothing stores	1	D	D	D	a	D	D
44814	Family clothing stores	6	12 660	1 531	380	134	14.9	—
448140	Family clothing stores	6	12 660	1 531	380	134	14.9	—
44819	Other clothing stores	6	3 746	635	172	68	9.0	—
448190	Other clothing stores	6	3 746	635	172	68	9.0	—
4482103	Children's and juveniles' shoe stores	1	D	D	D	a	D	D
4483	Jewelry, luggage, and leather goods stores	11	8 005	1 481	341	66	11.3	15.3
44831	Jewelry stores	11	8 005	1 481	341	66	11.3	15.3
448310	Jewelry stores	11	8 005	1 481	341	66	11.3	15.3

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab-lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
APPLETON—Con.								
44-45	Retail trade—Con.							
451	Sporting goods, hobby, book, and music stores	30	31 802	4 966	1 207	349	10.7	1.9
4511	Sporting goods, hobby, and musical instrument stores	18	23 409	3 622	840	219	7.2	.2
45111	Sporting goods stores	8	11 101	1 120	265	86	—	.3
451110	Sporting goods stores	8	11 101	1 120	265	86	—	.3
4511101	General-line sporting goods stores	4	D	D	D	b	D	D
451113	Sewing, needlework, and piece goods stores	5	1 056	163	40	25	78.8	—
451130	Sewing, needlework, and piece goods stores	5	1 056	163	40	25	78.8	—
45114	Musical instrument and supplies stores	2	D	D	D	b	D	D
451140	Musical instrument and supplies stores	2	D	D	D	b	D	D
4512	Book, periodical, and music stores	12	8 393	1 344	367	130	20.6	6.8
45121	Book stores and news dealers	8	D	D	D	c	D	D
451211	Book stores	7	D	D	D	b	D	D
4512111	Book stores, general	5	D	D	D	b	D	D
4512112	Specialty book stores	1	D	D	D	b	D	D
45122	Prerecorded tape, compact disc, and record stores	4	D	D	D	b	D	D
451220	Prerecorded tape, compact disc, and record stores	4	D	D	D	b	D	D
452	General merchandise stores	9	174 261	14 129	3 445	1 048	—	—
4521	Department stores	4	D	D	D	f	D	D
45210009	Department stores (incl. leased depts.) ³	4	D	D	D	f	D	D
45211	Department stores	4	D	D	D	f	D	D
452112	Discount department stores	4	D	D	D	f	D	D
4529	Other general merchandise stores	5	D	D	D	e	D	D
45291	Warehouse clubs and supercenters	1	D	D	D	e	D	D
452910	Warehouse clubs and supercenters	1	D	D	D	e	D	D
453	Miscellaneous store retailers	48	38 929	7 250	1 757	467	15.4	.8
4531	Florists	5	4 731	1 490	338	94	2.1	4.3
45311	Florists	5	4 731	1 490	338	94	2.1	4.3
453110	Florists	5	4 731	1 490	338	94	2.1	4.3
4532	Office supplies, stationery, and gift stores	13	15 791	1 601	410	122	4.8	—
45321	Office supplies and stationery stores	2	D	D	D	b	D	D
453210	Office supplies and stationery stores	2	D	D	D	b	D	D
45322	Gift, novelty, and souvenir stores	11	D	D	D	b	D	D
453220	Gift, novelty, and souvenir stores	11	D	D	D	b	D	D
4533	Used merchandise stores	9	3 528	1 199	286	92	32.3	—
45331	Used merchandise stores	9	3 528	1 199	286	92	32.3	—
453310	Used merchandise stores	9	3 528	1 199	286	92	32.3	—
4539	Other miscellaneous store retailers	21	14 879	2 960	723	159	27.0	.7
45391	Pet and pet supplies stores	4	D	D	D	b	D	D
453910	Pet and pet supplies stores	4	D	D	D	b	D	D
45392	Art dealers	6	1 925	507	131	30	34.0	—
453920	Art dealers	6	1 925	507	131	30	34.0	—
45399	All other miscellaneous store retailers	11	D	D	D	b	D	D
454	Nonstore retailers	7	13 030	1 777	384	71	—	—
4541	Electronic shopping and mail-order houses	3	D	D	D	b	D	D
45411	Electronic shopping and mail-order houses	3	D	D	D	b	D	D
APPLETON (PART - CALUMET COUNTY)								
44-45	Retail trade	3	D	D	D	b	D	D
445	Food and beverage stores	1	D	D	D	a	D	D
447	Gasoline stations	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
APPLETON (PART - OUTAGAMIE COUNTY)								
44-45	Retail trade	289	824 753	90 349	21 734	4 619	5.5	5.6
441	Motor vehicle and parts dealers	36	D	D	D	e	D	D
4411	Automobile dealers	18	D	D	D	e	D	D
44112	Used car dealers	14	D	D	D	b	D	D
441120	Used car dealers	14	D	D	D	b	D	D
4412	Other motor vehicle dealers	3	D	D	D	b	D	D
44121	Recreational vehicle dealers	1	D	D	D	a	D	D
441210	Recreational vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	b	D	D
441222	Boat dealers	2	D	D	D	b	D	D
4413	Automotive parts, accessories, and tire stores	15	14 201	2 201	575	120	15.6	3.7
44131	Automotive parts and accessories stores	12	D	D	D	b	D	D
441310	Automotive parts and accessories stores	12	D	D	D	b	D	D
44132	Tire dealers	3	D	D	D	b	D	D
441320	Tire dealers	3	D	D	D	b	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
APPLETON (PART - OUTAGAMIE COUNTY)—Con.								
44-45	Retail trade—Con.							
442	Furniture and home furnishings stores	20	D	D	D	c	D	D
4421	Furniture stores	7	21 611	2 907	753	124	.2	21.6
44211	Furniture stores	7	21 611	2 907	753	124	.2	21.6
442110	Furniture stores	7	21 611	2 907	753	124	.2	21.6
4422	Home furnishings stores	13	D	D	D	b	D	D
44229	Other home furnishings stores	8	D	D	D	b	D	D
443	Electronics and appliance stores	20	D	D	D	c	D	D
4431	Electronics and appliance stores	20	D	D	D	c	D	D
44311	Appliance, television, and other electronics stores	16	D	D	D	c	D	D
443111	Household appliance stores	9	D	D	D	b	D	D
443112	Radio, television, and other electronics stores	7	D	D	D	c	D	D
44313	Camera and photographic supplies stores	2	D	D	D	a	D	D
443130	Camera and photographic supplies stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	23	147 632	23 838	5 729	799	3.0	11.2
4441	Building material and supplies dealers	20	D	D	D	f	D	D
44411	Home centers	2	D	D	D	c	D	D
444110	Home centers	2	D	D	D	c	D	D
44413	Hardware stores	3	D	D	D	b	D	D
444130	Hardware stores	3	D	D	D	b	D	D
44419	Other building material dealers	14	67 932	8 280	1 848	233	6.4	24.4
444190	Other building material dealers	14	67 932	8 280	1 848	233	6.4	24.4
4442	Lawn and garden equipment and supplies stores	3	D	D	D	e	D	D
44422	Nursery, garden center, and farm supply stores	3	D	D	D	e	D	D
444220	Nursery, garden center, and farm supply stores	3	D	D	D	e	D	D
445	Food and beverage stores	17	D	D	D	e	D	D
4451	Grocery stores	8	D	D	D	e	D	D
44511	Supermarkets and other grocery (except convenience) stores	7	54 096	4 814	1 175	313	.4	—
445110	Supermarkets and other grocery (except convenience) stores	7	54 096	4 814	1 175	313	.4	—
4452	Specialty food stores	7	D	D	D	b	D	D
446	Health and personal care stores	27	D	D	D	c	D	D
4461	Health and personal care stores	27	D	D	D	c	D	D
44611	Pharmacies and drug stores	10	D	D	D	c	D	D
446110	Pharmacies and drug stores	10	D	D	D	c	D	D
4461101	Pharmacies and drug stores	10	D	D	D	c	D	D
44613	Optical goods stores	6	D	D	D	b	D	D
446130	Optical goods stores	6	D	D	D	b	D	D
44619	Other health and personal care stores	11	D	D	D	b	D	D
446191	Food (health) supplement stores	7	D	D	D	a	D	D
447	Gasoline stations	22	D	D	D	c	D	D
4471	Gasoline stations	22	D	D	D	c	D	D
44711	Gasoline stations with convenience stores	20	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	20	D	D	D	c	D	D
448	Clothing and clothing accessories stores	34	D	D	D	e	D	D
4481	Clothing stores	18	D	D	D	e	D	D
44813	Children's and infants' clothing stores	1	D	D	D	a	D	D
448130	Children's and infants' clothing stores	1	D	D	D	a	D	D
44814	Family clothing stores	6	12 660	1 531	380	134	14.9	—
448140	Family clothing stores	6	12 660	1 531	380	134	14.9	—
44819	Other clothing stores	4	D	D	D	b	D	D
448190	Other clothing stores	4	D	D	D	b	D	D
4482103	Children's and juveniles' shoe stores	1	D	D	D	a	D	D
4483	Jewelry, luggage, and leather goods stores	11	8 005	1 481	341	66	11.3	15.3
44831	Jewelry stores	11	8 005	1 481	341	66	11.3	15.3
448310	Jewelry stores	11	8 005	1 481	341	66	11.3	15.3
451	Sporting goods, hobby, book, and music stores	29	D	D	D	e	D	D
4511	Sporting goods, hobby, and musical instrument stores	18	23 409	3 622	840	219	7.2	.2
45111	Sporting goods stores	8	11 101	1 120	265	86	—	.3
451110	Sporting goods stores	8	11 101	1 120	265	86	—	.3
4511101	General-line sporting goods stores	4	D	D	D	b	D	D
45113	Sewing, needlework, and piece goods stores	5	1 056	163	40	25	78.8	—
451130	Sewing, needlework, and piece goods stores	5	1 056	163	40	25	78.8	—
45114	Musical instrument and supplies stores	2	D	D	D	b	D	D
451140	Musical instrument and supplies stores	2	D	D	D	b	D	D
4512	Book, periodical, and music stores	11	D	D	D	c	D	D
45121	Book stores and news dealers	8	D	D	D	c	D	D
451211	Book stores	7	D	D	D	b	D	D
4512111	Book stores, general	5	D	D	D	b	D	D
4512112	Specialty book stores	1	D	D	D	b	D	D
45122	Prerecorded tape, compact disc, and record stores	3	D	D	D	b	D	D
451220	Prerecorded tape, compact disc, and record stores	3	D	D	D	b	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
APPLETON (PART - OUTAGAMIE COUNTY)—Con.								
44-45	Retail trade—Con.							
452	General merchandise stores	9	174 261	14 129	3 445	1 048	—	—
4521	Department stores	4	D	D	D	f	D	D
45210009	Department stores (incl. leased depts.) ³	4	D	D	D	f	D	D
45211	Department stores	4	D	D	D	f	D	D
452112	Discount department stores	4	D	D	D	f	D	D
4529	Other general merchandise stores	5	D	D	D	e	D	D
45291	Warehouse clubs and supercenters	1	D	D	D	e	D	D
452910	Warehouse clubs and supercenters	1	D	D	D	e	D	D
453	Miscellaneous store retailers	45	D	D	D	e	D	D
4531	Florists	4	D	D	D	b	D	D
45311	Florists	4	D	D	D	b	D	D
453110	Florists	4	D	D	D	b	D	D
4532	Office supplies, stationery, and gift stores	11	D	D	D	c	D	D
45321	Office supplies and stationery stores	1	D	D	D	b	D	D
453210	Office supplies and stationery stores	1	D	D	D	b	D	D
45322	Gift, novelty, and souvenir stores	10	D	D	D	b	D	D
453220	Gift, novelty, and souvenir stores	10	D	D	D	b	D	D
4533	Used merchandise stores	9	3 528	1 199	286	92	32.3	—
45331	Used merchandise stores	9	3 528	1 199	286	92	32.3	—
453310	Used merchandise stores	9	3 528	1 199	286	92	32.3	—
4539	Other miscellaneous store retailers	21	14 879	2 960	723	159	27.0	.7
45391	Pet and pet supplies stores	4	D	D	D	b	D	D
453910	Pet and pet supplies stores	4	D	D	D	b	D	D
45392	Art dealers	6	1 925	507	131	30	34.0	—
453920	Art dealers	6	1 925	507	131	30	34.0	—
45399	All other miscellaneous store retailers	11	D	D	D	b	D	D
454	Nonstore retailers	7	13 030	1 777	384	71	—	—
4541	Electronic shopping and mail-order houses	3	D	D	D	b	D	D
45411	Electronic shopping and mail-order houses	3	D	D	D	b	D	D
APPLETON (PART - WINNEBAGO COUNTY)								
44-45	Retail trade	14	D	D	D	c	D	D
441	Motor vehicle and parts dealers	1	D	D	D	a	D	D
4412	Other motor vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	1	D	D	D	a	D	D
441222	Boat dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	2	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
446	Health and personal care stores	3	D	D	D	b	D	D
4461	Health and personal care stores	3	D	D	D	b	D	D
447	Gasoline stations	2	D	D	D	a	D	D
448	Clothing and clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	2	D	D	D	b	D	D
4531	Florists	1	D	D	D	b	D	D
45311	Florists	1	D	D	D	b	D	D
453110	Florists	1	D	D	D	b	D	D
ASHLAND								
44-45	Retail trade	70	142 851	14 295	3 373	782	22.8	1.3
441	Motor vehicle and parts dealers	9	27 220	2 489	530	110	12.4	3.3
442	Furniture and home furnishings stores	3	D	D	D	a	D	D
443	Electronics and appliance stores	3	1 313	165	37	11	83.5	—
444	Building material and garden equipment and supplies dealers	6	10 957	1 322	253	60	25.1	—
4441	Building material and supplies dealers	6	10 957	1 322	253	60	25.1	—
44419	Other building material dealers	2	D	D	D	b	D	D
444190	Other building material dealers	2	D	D	D	b	D	D
445	Food and beverage stores	10	28 059	2 418	568	166	31.6	—
446	Health and personal care stores	2	D	D	D	a	D	D
4461	Health and personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	8	13 334	916	229	67	45.8	—
44711	Gasoline stations with convenience stores	6	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	6	D	D	D	b	D	D
448	Clothing and clothing accessories stores	6	3 473	580	154	35	23.4	—
451	Sporting goods, hobby, book, and music stores	5	1 403	198	46	16	33.5	—

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
ASHLAND—Con.								
44-45	Retail trade—Con.							
452	General merchandise stores	4	D	D	D	c	D	D
45299	All other general merchandise stores	3	4 831	591	122	37	—	—
452990	All other general merchandise stores	3	4 831	591	122	37	—	—
4529904	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	10	D	D	D	b	D	D
4532	Office supplies, stationery, and gift stores	6	2 029	383	107	21	26.7	.9
45321	Office supplies and stationery stores	2	D	D	D	a	D	D
453210	Office supplies and stationery stores	2	D	D	D	a	D	D
454	Nonstore retailers	4	D	D	D	b	D	D
4543	Direct selling establishments	4	D	D	D	b	D	D
45431	Fuel dealers	3	D	D	D	a	D	D
454311	Heating oil dealers	1	D	D	D	a	D	D
ASHWAUBENON								
44-45	Retail trade	166	651 041	64 614	15 940	3 271	5.2	5.5
441	Motor vehicle and parts dealers	22	233 701	19 336	4 358	525	2.9	.7
4411	Automobile dealers	10	214 798	16 666	3 689	417	—	.8
44111	New car dealers	6	208 715	16 288	3 608	401	—	—
441110	New car dealers	6	208 715	16 288	3 608	401	—	—
44112	Used car dealers	4	6 083	378	81	16	—	26.6
441120	Used car dealers	4	6 083	378	81	16	—	26.6
4412	Other motor vehicle dealers	3	10 102	1 125	283	46	66.7	—
44121	Recreational vehicle dealers	1	D	D	D	b	D	D
441210	Recreational vehicle dealers	1	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	b	D	D
4413	Automotive parts, accessories, and tire stores	9	8 801	1 545	386	62	1.2	.7
44131	Automotive parts and accessories stores	6	D	D	D	b	D	D
441310	Automotive parts and accessories stores	6	D	D	D	b	D	D
442	Furniture and home furnishings stores	17	37 601	5 352	1 271	213	4.4	.2
4421	Furniture stores	5	25 160	2 459	619	113	—	—
44211	Furniture stores	5	25 160	2 459	619	113	—	—
442110	Furniture stores	5	25 160	2 459	619	113	—	—
4422	Home furnishings stores	12	12 441	2 893	652	100	13.3	.5
44221	Floor covering stores	8	D	D	D	b	D	D
442210	Floor covering stores	8	D	D	D	b	D	D
44229	Other home furnishings stores	4	D	D	D	a	D	D
443	Electronics and appliance stores	8	5 282	838	193	36	3.6	—
4431	Electronics and appliance stores	8	5 282	838	193	36	3.6	—
44311	Appliance, television, and other electronics stores	6	D	D	D	b	D	D
443112	Radio, television, and other electronics stores	3	2 165	531	120	20	—	—
444	Building material and garden equipment and supplies dealers	24	108 109	12 631	3 564	550	12.5	22.7
4441	Building material and supplies dealers	22	D	D	D	e	D	D
44411	Home centers	1	D	D	D	c	D	D
444110	Home centers	1	D	D	D	c	D	D
44412	Paint and wallpaper stores	3	D	D	D	a	D	D
444120	Paint and wallpaper stores	3	D	D	D	a	D	D
44413	Hardware stores	3	D	D	D	b	D	D
444130	Hardware stores	3	D	D	D	b	D	D
44419	Other building material dealers	15	58 960	7 154	2 159	287	22.9	41.2
444190	Other building material dealers	15	58 960	7 154	2 159	287	22.9	41.2
4442	Lawn and garden equipment and supplies stores	2	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	2	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	2	D	D	D	b	D	D
445	Food and beverage stores	7	D	D	D	b	D	D
446	Health and personal care stores	9	D	D	D	c	D	D
4461	Health and personal care stores	9	D	D	D	c	D	D
44612	Cosmetics, beauty supplies, and perfume stores	4	D	D	D	b	D	D
446120	Cosmetics, beauty supplies, and perfume stores	4	D	D	D	b	D	D
44613	Optical goods stores	2	D	D	D	b	D	D
446130	Optical goods stores	2	D	D	D	b	D	D
447	Gasoline stations	13	30 057	2 130	514	132	26.3	18.3
4471	Gasoline stations	13	30 057	2 130	514	132	26.3	18.3
44711	Gasoline stations with convenience stores	11	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	11	D	D	D	b	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
ASHWAUBENON—Con.								
44-45	Retail trade—Con.							
448	Clothing and clothing accessories stores	20	19 249	2 866	744	242	10.4	—
4481	Clothing stores	14	12 722	1 945	503	189	15.7	—
44815	Clothing accessories stores	1	D	D	D	a	D	D
448150	Clothing accessories stores	1	D	D	D	a	D	D
44819	Other clothing stores	5	3 980	720	205	85	29.2	—
448190	Other clothing stores	5	3 980	720	205	85	29.2	—
4483	Jewelry, luggage, and leather goods stores	3	D	D	D	b	D	D
44831	Jewelry stores	3	D	D	D	b	D	D
448310	Jewelry stores	3	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	16	21 923	3 420	786	195	2.3	3.0
4511	Sporting goods, hobby, and musical instrument stores	12	19 787	3 084	706	171	.5	1.3
45111	Sporting goods stores	7	15 614	2 445	554	134	—	1.6
451110	Sporting goods stores	7	15 614	2 445	554	134	—	1.6
4511101	General-line sporting goods stores	5	D	D	D	c	D	D
45113	Sewing, needlework, and piece goods stores	2	D	D	D	b	D	D
451130	Sewing, needlework, and piece goods stores	2	D	D	D	b	D	D
45114	Musical instrument and supplies stores	1	D	D	D	a	D	D
451140	Musical instrument and supplies stores	1	D	D	D	a	D	D
4512	Book, periodical, and music stores	4	2 136	336	80	24	18.7	18.4
45121	Book stores and news dealers	2	D	D	D	a	D	D
4512112	Specialty book stores	1	D	D	D	a	D	D
451212	News dealers and newsstands	1	D	D	D	a	D	D
452	General merchandise stores	7	D	D	D	f	D	D
4521	Department stores	5	146 235	11 391	2 949	916	—	—
45210009	Department stores (incl. leased depts.) ³	5	147 361	11 391	2 949	916	—	—
45211	Department stores	5	146 235	11 391	2 949	916	—	—
452112	Discount department stores	5	146 235	11 391	2 949	916	—	—
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	15	D	D	D	c	D	D
4532	Office supplies, stationery, and gift stores	7	8 933	888	208	70	.6	6.1
45321	Office supplies and stationery stores	2	D	D	D	b	D	D
453210	Office supplies and stationery stores	2	D	D	D	b	D	D
4533	Used merchandise stores	1	D	D	D	b	D	D
45331	Used merchandise stores	1	D	D	D	b	D	D
453310	Used merchandise stores	1	D	D	D	b	D	D
4539	Other miscellaneous store retailers	5	D	D	D	b	D	D
45391	Pet and pet supplies stores	1	D	D	D	a	D	D
453910	Pet and pet supplies stores	1	D	D	D	a	D	D
45392	Art dealers	1	D	D	D	a	D	D
453920	Art dealers	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers	3	2 114	343	68	37	37.0	7.2
454	Nonstore retailers	8	8 265	1 856	407	70	.1	—
4542	Vending machine operators	1	D	D	D	b	D	D
45421	Vending machine operators	1	D	D	D	b	D	D
454210	Vending machine operators	1	D	D	D	b	D	D
4543	Direct selling establishments	5	D	D	D	b	D	D
45439	Other direct selling establishments	5	D	D	D	b	D	D
454390	Other direct selling establishments	5	D	D	D	b	D	D
BALDWIN								
44-45	Retail trade	23	60 455	5 683	1 366	259	37.2	.4
441	Motor vehicle and parts dealers	6	15 575	1 209	367	65	86.0	—
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers	3	10 232	1 334	361	52	14.4	—
4442	Lawn and garden equipment and supplies stores	1	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	1	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	1	D	D	D	b	D	D
445	Food and beverage stores	3	D	D	D	b	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	5	17 301	867	205	55	—	—
44711	Gasoline stations with convenience stores	5	17 301	867	205	55	—	—
447110	Gasoline stations with convenience stores	5	17 301	867	205	55	—	—
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
45114	Musical instrument and supplies stores	1	D	D	D	a	D	D
451140	Musical instrument and supplies stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
4539	Other miscellaneous store retailers	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

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NAICS code	Geographic area and kind of business	Estab-lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
BARABOO								
44-45	Retail trade	68	200 363	12 390	2 878	575	10.9	54.4
441	Motor vehicle and parts dealers	10	137 822	4 889	1 133	155	8.7	78.7
4411	Automobile dealers	9	D	D	D	c	D	D
44111	New car dealers	5	135 902	4 581	1 067	139	8.0	79.6
441110	New car dealers	5	135 902	4 581	1 067	139	8.0	79.6
442	Furniture and home furnishings stores	4	3 834	569	117	18	14.4	12.1
4421	Furniture stores	2	D	D	D	a	D	D
44211	Furniture stores	2	D	D	D	a	D	D
442110	Furniture stores	2	D	D	D	a	D	D
443	Electronics and appliance stores	5	3 713	627	129	25	20.7	—
4431	Electronics and appliance stores	5	3 713	627	129	25	20.7	—
44311	Appliance, television, and other electronics stores	4	D	D	D	a	D	D
443112	Radio, television, and other electronics stores	2	D	D	D	a	D	D
44312	Computer and software stores	1	D	D	D	a	D	D
443120	Computer and software stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	6	8 105	1 026	239	47	44.6	—
445	Food and beverage stores	2	D	D	D	b	D	D
4452	Specialty food stores.....	1	D	D	D	a	D	D
446	Health and personal care stores	3	7 275	832	198	42	—	—
4461	Health and personal care stores	3	7 275	832	198	42	—	—
447	Gasoline stations	12	19 682	1 524	357	93	8.6	—
44711	Gasoline stations with convenience stores	10	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	10	D	D	D	b	D	D
448	Clothing and clothing accessories stores	7	2 570	509	107	24	45.8	1.3
451	Sporting goods, hobby, book, and music stores	5	1 430	145	31	16	—	—
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	9	D	D	D	b	D	D
454	Nonstore retailers	4	3 679	371	98	12	36.9	—
4543	Direct selling establishments	4	3 679	371	98	12	36.9	—
454312	Liquefied petroleum gas (bottled gas) dealers	3	D	D	D	a	D	D
BARRON								
44-45	Retail trade	24	40 855	4 650	1 140	242	13.8	.4
441	Motor vehicle and parts dealers	6	13 755	2 411	595	87	12.2	—
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	2	D	D	D	a	D	D
445	Food and beverage stores	3	D	D	D	b	D	D
446	Health and personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	5	11 093	637	146	43	—	—
44711	Gasoline stations with convenience stores	5	11 093	637	146	43	—	—
447110	Gasoline stations with convenience stores	5	11 093	637	146	43	—	—
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	2	D	D	D	a	D	D
BAYSIDE								
44-45	Retail trade	22	21 994	2 370	580	137	13.7	20.8
442	Furniture and home furnishings stores	3	1 089	209	57	11	28.5	—
444	Building material and garden equipment and supplies dealers ...	1	D	D	D	a	D	D
445	Food and beverage stores	5	6 585	640	145	27	20.4	60.2
4452	Specialty food stores.....	3	D	D	D	b	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	3	7 179	525	130	28	—	—
448	Clothing and clothing accessories stores	6	3 800	627	163	49	22.2	7.5
453	Miscellaneous store retailers	3	D	D	D	a	D	D

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							From administrative records ¹	Estimated ²
BAYSIDE (PART - MILWAUKEE COUNTY)								
44-45	Retail trade	22	21 994	2 370	580	137	13.7	20.8
442	Furniture and home furnishings stores	3	1 089	209	57	11	28.5	—
444	Building material and garden equipment and supplies dealers ...	1	D	D	D	a	D	D
445	Food and beverage stores	5	6 585	640	145	27	20.4	60.2
4452	Specialty food stores	3	D	D	D	b	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	3	7 179	525	130	28	—	—
448	Clothing and clothing accessories stores	6	3 800	627	163	49	22.2	7.5
453	Miscellaneous store retailers	3	D	D	D	a	D	D
BEAVER DAM								
44-45	Retail trade	85	251 494	25 395	6 139	1 462	6.7	.6
441	Motor vehicle and parts dealers	12	36 014	3 927	892	133	12.4	.2
4412	Other motor vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	1	D	D	D	a	D	D
441221	Motorcycle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	6	4 793	941	235	49	80.2	—
4422	Home furnishings stores	3	D	D	D	b	D	D
443	Electronics and appliance stores	3	D	D	D	a	D	D
4431	Electronics and appliance stores	3	D	D	D	a	D	D
44311	Appliance, television, and other electronics stores	3	D	D	D	a	D	D
443111	Household appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	5	3 100	498	112	22	13.0	—
445	Food and beverage stores	4	38 552	4 081	991	277	2.4	—
4451	Grocery stores	4	38 552	4 081	991	277	2.4	—
446	Health and personal care stores	8	8 404	1 136	295	64	—	3.2
4461	Health and personal care stores	8	8 404	1 136	295	64	—	3.2
447	Gasoline stations	9	21 023	1 077	258	84	25.6	—
44711	Gasoline stations with convenience stores	7	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	7	D	D	D	b	D	D
448	Clothing and clothing accessories stores	9	6 914	1 419	407	114	13.2	1.6
4481	Clothing stores	3	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	6	D	D	D	b	D	D
452	General merchandise stores	4	56 680	5 486	1 329	367	—	—
452112	Discount department stores	2	D	D	D	e	D	D
453	Miscellaneous store retailers	12	21 355	1 977	440	117	3.1	2.8
4532	Office supplies, stationery, and gift stores	3	D	D	D	b	D	D
45321	Office supplies and stationery stores	1	D	D	D	b	D	D
453210	Office supplies and stationery stores	1	D	D	D	b	D	D
4539	Other miscellaneous store retailers	5	D	D	D	b	D	D
45391	Pet and pet supplies stores	2	D	D	D	b	D	D
453910	Pet and pet supplies stores	2	D	D	D	b	D	D
45399	All other miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	7	D	D	D	c	D	D
4541	Electronic shopping and mail-order houses	2	D	D	D	c	D	D
45411	Electronic shopping and mail-order houses	2	D	D	D	c	D	D
4542	Vending machine operators	4	D	D	D	b	D	D
45421	Vending machine operators	4	D	D	D	b	D	D
454210	Vending machine operators	4	D	D	D	b	D	D

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							From admini- strative records ¹	Estimated ²
BELLEVUE								
44-45	Retail trade	38	273 474	26 548	6 462	1 221	1.4	1.8
441	Motor vehicle and parts dealers	3	D	D	D	c	D	D
4412	Other motor vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	1	D	D	D	a	D	D
441221	Motorcycle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	3	D	D	D	a	D	D
4422	Home furnishings stores	3	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	7	D	D	D	e	D	D
4441	Building material and supplies dealers	5	D	D	D	c	D	D
44411	Home centers	2	D	D	D	c	D	D
444110	Home centers	2	D	D	D	c	D	D
445	Food and beverage stores	4	D	D	D	c	D	D
4451	Grocery stores	2	D	D	D	c	D	D
447	Gasoline stations	4	17 775	1 173	268	90	—	27.6
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	3	1 142	307	47	11	43.7	—
452	General merchandise stores	3	D	D	D	e	D	D
452112	Discount department stores	1	D	D	D	e	D	D
4529	Other general merchandise stores	2	D	D	D	b	D	D
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	5	D	D	D	a	D	D
4539	Other miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	5	D	D	D	c	D	D
4542	Vending machine operators	1	D	D	D	b	D	D
45421	Vending machine operators	1	D	D	D	b	D	D
454210	Vending machine operators	1	D	D	D	b	D	D
45439	Other direct selling establishments	3	2 840	946	261	44	—	—
454390	Other direct selling establishments	3	2 840	946	261	44	—	—
BELOIT								
44-45	Retail trade	116	388 654	35 763	8 703	1 894	6.5	1.5
441	Motor vehicle and parts dealers	18	122 293	8 672	1 924	268	1.7	—
4411	Automobile dealers	4	108 699	6 439	1 443	178	1.5	—
4412	Other motor vehicle dealers	3	D	D	D	b	D	D
44121	Recreational vehicle dealers	1	D	D	D	b	D	D
441210	Recreational vehicle dealers	1	D	D	D	b	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
4413	Automotive parts, accessories, and tire stores	11	D	D	D	b	D	D
442	Furniture and home furnishings stores	6	3 645	969	229	31	10.9	—
4422	Home furnishings stores	4	D	D	D	b	D	D
443	Electronics and appliance stores	7	D	D	D	b	D	D
4431	Electronics and appliance stores	7	D	D	D	b	D	D
44311	Appliance, television, and other electronics stores	6	D	D	D	b	D	D
443112	Radio, television, and other electronics stores	4	D	D	D	b	D	D
444	Building material and garden equipment and supplies dealers ...	5	7 574	1 269	315	75	15.1	—
44413	Hardware stores	2	D	D	D	b	D	D
444130	Hardware stores	2	D	D	D	b	D	D
445	Food and beverage stores	12	D	D	D	e	D	D
4451	Grocery stores	10	D	D	D	e	D	D
44511	Supermarkets and other grocery (except convenience) stores	7	D	D	D	c	D	D
445110	Supermarkets and other grocery (except convenience) stores	7	D	D	D	c	D	D
446	Health and personal care stores	13	35 801	4 421	1 137	190	30.2	—
4461	Health and personal care stores	13	35 801	4 421	1 137	190	30.2	—
44611	Pharmacies and drug stores	9	D	D	D	c	D	D
446110	Pharmacies and drug stores	9	D	D	D	c	D	D
4461101	Pharmacies and drug stores	9	D	D	D	c	D	D
447	Gasoline stations	19	46 917	2 566	648	163	6.8	11.2
4471	Gasoline stations	19	46 917	2 566	648	163	6.8	11.2
44711	Gasoline stations with convenience stores	14	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	14	D	D	D	b	D	D
44719	Other gasoline stations	5	D	D	D	b	D	D
447190	Other gasoline stations	5	D	D	D	b	D	D

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							From administrative records ¹	Estimated ²
BELOIT—Con.								
44-45	Retail trade—Con.							
448	Clothing and clothing accessories stores	7	2 340	373	83	45	17.0	—
451	Sporting goods, hobby, book, and music stores	7	4 020	591	138	47	36.9	—
4511	Sporting goods, hobby, and musical instrument stores	6	D	D	D	b	D	D
45113	Sewing, needlework, and piece goods stores	2	D	D	D	b	D	D
451130	Sewing, needlework, and piece goods stores	2	D	D	D	b	D	D
45114	Musical instrument and supplies stores	1	D	D	D	a	D	D
451140	Musical instrument and supplies stores	1	D	D	D	a	D	D
452	General merchandise stores	7	D	D	D	f	D	D
4529	Other general merchandise stores	4	D	D	D	e	D	D
45291	Warehouse clubs and supercenters	1	D	D	D	e	D	D
452910	Warehouse clubs and supercenters	1	D	D	D	e	D	D
45299	All other general merchandise stores	3	D	D	D	b	D	D
452990	All other general merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	12	10 690	947	230	74	44.3	—
4532	Office supplies, stationery, and gift stores	1	D	D	D	b	D	D
45321	Office supplies and stationery stores	1	D	D	D	b	D	D
453210	Office supplies and stationery stores	1	D	D	D	b	D	D
4533	Used merchandise stores	2	D	D	D	a	D	D
45331	Used merchandise stores	2	D	D	D	a	D	D
453310	Used merchandise stores	2	D	D	D	a	D	D
4539	Other miscellaneous store retailers	6	D	D	D	b	D	D
45399	All other miscellaneous store retailers	5	D	D	D	a	D	D
454	Nonstore retailers	3	D	D	D	b	D	D
BERLIN								
44-45	Retail trade	33	90 123	8 646	2 032	455	24.7	—
441	Motor vehicle and parts dealers	6	37 460	2 887	668	89	11.6	—
442	Furniture and home furnishings stores	2	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers	3	D	D	D	b	D	D
445	Food and beverage stores	3	D	D	D	b	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	5	11 143	795	179	62	36.9	—
44711	Gasoline stations with convenience stores	4	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	4	D	D	D	b	D	D
448	Clothing and clothing accessories stores	3	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	c	D	D
453	Miscellaneous store retailers	5	D	D	D	b	D	D
45321	Office supplies and stationery stores	1	D	D	D	a	D	D
453210	Office supplies and stationery stores	1	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
BERLIN (PART - GREEN LAKE COUNTY)								
44-45	Retail trade	33	90 123	8 646	2 032	455	24.7	—
441	Motor vehicle and parts dealers	6	37 460	2 887	668	89	11.6	—
442	Furniture and home furnishings stores	2	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers	3	D	D	D	b	D	D
445	Food and beverage stores	3	D	D	D	b	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	5	11 143	795	179	62	36.9	—
44711	Gasoline stations with convenience stores	4	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	4	D	D	D	b	D	D
448	Clothing and clothing accessories stores	3	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	c	D	D
453	Miscellaneous store retailers	5	D	D	D	b	D	D
45321	Office supplies and stationery stores	1	D	D	D	a	D	D
453210	Office supplies and stationery stores	1	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
BLACK RIVER FALLS								
44-45	Retail trade	44	125 121	10 999	2 580	657	27.4	.1
441	Motor vehicle and parts dealers	6	D	D	D	a	D	D
442	Furniture and home furnishings stores	4	D	D	D	a	D	D
443	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	6	8 663	993	231	51	74.0	.1
445	Food and beverage stores	4	19 554	1 931	458	163	8.1	—
446	Health and personal care stores	2	D	D	D	b	D	D
4461	Health and personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	5	43 934	2 271	494	130	4.4	—
4471	Gasoline stations	5	43 934	2 271	494	130	4.4	—
44711	Gasoline stations with convenience stores	4	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	4	D	D	D	b	D	D
44719	Other gasoline stations	1	D	D	D	b	D	D
447190	Other gasoline stations	1	D	D	D	b	D	D
448	Clothing and clothing accessories stores	4	D	D	D	a	D	D
452	General merchandise stores	3	D	D	D	c	D	D
453	Miscellaneous store retailers	6	D	D	D	a	D	D
4539	Other miscellaneous store retailers	5	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	b	D	D
4543	Direct selling establishments	2	D	D	D	b	D	D
45431	Fuel dealers	2	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	2	D	D	D	b	D	D
BLOOMER								
44-45	Retail trade	26	75 377	6 774	1 544	313	19.3	1.5
441	Motor vehicle and parts dealers	7	44 399	3 576	783	118	27.5	—
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	3	2 154	330	75	16	41.2	—
445	Food and beverage stores	5	8 591	967	252	99	5.0	—
4452	Specialty food stores	3	D	D	D	b	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	5	15 656	965	216	45	5.6	5.7
44711	Gasoline stations with convenience stores	4	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	4	D	D	D	b	D	D
453	Miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
BOSCOBEL								
44-45	Retail trade	23	32 616	3 948	941	231	52.2	—
441	Motor vehicle and parts dealers	4	7 701	698	161	25	88.9	—
444	Building material and garden equipment and supplies dealers ...	3	5 144	689	149	33	35.7	—
445	Food and beverage stores	4	D	D	D	b	D	D
446	Health and personal care stores	1	D	D	D	b	D	D
447	Gasoline stations	3	3 646	325	81	35	—	—
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	3	D	D	D	a	D	D
45399	All other miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
BRILLION								
44-45	Retail trade	14	25 519	3 304	775	220	19.5	—
441	Motor vehicle and parts dealers	4	12 179	1 014	232	37	—	—
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	1	D	D	D	a	D	D
445	Food and beverage stores	2	D	D	D	c	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	2	D	D	D	b	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
BRODHEAD								
44-45	Retail trade	19	33 400	2 375	598	128	13.2	6.1
441	Motor vehicle and parts dealers	2	D	D	D	b	D	D
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
4421	Furniture stores	1	D	D	D	a	D	D
44211	Furniture stores	1	D	D	D	a	D	D
442110	Furniture stores	1	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	4	2 141	177	41	13	23.6	55.9
445	Food and beverage stores	3	585	41	36	15	33.5	50.3
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	3	D	D	D	b	D	D
453	Miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
BRODHEAD (PART - GREEN COUNTY)								
44-45	Retail trade	18	D	D	D	c	D	D
441	Motor vehicle and parts dealers	2	D	D	D	b	D	D
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
4421	Furniture stores	1	D	D	D	a	D	D
44211	Furniture stores	1	D	D	D	a	D	D
442110	Furniture stores	1	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	4	2 141	177	41	13	23.6	55.9
445	Food and beverage stores	3	585	41	36	15	33.5	50.3
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	3	D	D	D	b	D	D
453	Miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
BRODHEAD (PART - ROCK COUNTY)								
44-45	Retail trade	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
BROOKFIELD								
44-45	Retail trade	308	1 076 790	117 568	28 246	6 399	6.7	10.6
441	Motor vehicle and parts dealers	11	192 582	14 272	3 244	397	.6	—
4411	Automobile dealers	5	D	D	D	e	D	D
44111	New car dealers	4	166 950	11 096	2 520	297	—	—
441110	New car dealers	4	166 950	11 096	2 520	297	—	—
4412	Other motor vehicle dealers	1	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	1	D	D	D	b	D	D
441221	Motorcycle dealers	1	D	D	D	b	D	D
4413	Automotive parts, accessories, and tire stores	5	D	D	D	b	D	D
44131	Automotive parts and accessories stores	1	D	D	D	b	D	D
441310	Automotive parts and accessories stores	1	D	D	D	b	D	D
44132	Tire dealers	4	D	D	D	b	D	D
441320	Tire dealers	4	D	D	D	b	D	D
442	Furniture and home furnishings stores	21	67 737	8 076	1 970	301	11.2	.1
4421	Furniture stores	9	32 687	4 168	996	131	.1	.2
44211	Furniture stores	9	32 687	4 168	996	131	.1	.2
442110	Furniture stores	9	32 687	4 168	996	131	.1	.2
4422	Home furnishings stores	12	35 050	3 908	974	170	21.6	—
44221	Floor covering stores	4	10 925	1 253	319	33	19.3	—
442210	Floor covering stores	4	10 925	1 253	319	33	19.3	—
44229	Other home furnishings stores	8	24 125	2 655	655	137	22.7	—
442299	All other home furnishings stores	8	24 125	2 655	655	137	22.7	—
443	Electronics and appliance stores	21	72 286	6 625	1 660	268	2.4	6.2
4431	Electronics and appliance stores	21	72 286	6 625	1 660	268	2.4	6.2
44311	Appliance, television, and other electronics stores	11	D	D	D	c	D	D
443112	Radio, television, and other electronics stores	8	32 260	3 363	865	115	.2	2.8
44312	Computer and software stores	7	36 698	2 652	651	119	2.5	9.8
443120	Computer and software stores	7	36 698	2 652	651	119	2.5	9.8
44313	Camera and photographic supplies stores	3	D	D	D	a	D	D
443130	Camera and photographic supplies stores	3	D	D	D	a	D	D

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							From admini- strative records ¹	Estimated ²
BROOKFIELD—Con.								
44-45	Retail trade—Con.							
444	Building material and garden equipment and supplies dealers . . .	16	55 897	11 786	2 522	380	12.4	—
4441	Building material and supplies dealers	14	D	D	D	e	D	D
44412	Paint and wallpaper stores	2	D	D	D	a	D	D
444120	Paint and wallpaper stores	2	D	D	D	a	D	D
44413	Hardware stores	4	4 828	1 110	278	65	16.1	—
444130	Hardware stores	4	4 828	1 110	278	65	16.1	—
44419	Other building material dealers	8	40 043	9 088	1 940	219	15.4	—
444190	Other building material dealers	8	40 043	9 088	1 940	219	15.4	—
4442	Lawn and garden equipment and supplies stores	2	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	1	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	1	D	D	D	b	D	D
445	Food and beverage stores	18	181 975	21 119	4 909	1 163	5.0	49.4
4451	Grocery stores	12	D	D	D	g	D	D
44511	Supermarkets and other grocery (except convenience) stores	11	179 774	20 682	4 789	1 127	4.9	49.9
445110	Supermarkets and other grocery (except convenience) stores	11	179 774	20 682	4 789	1 127	4.9	49.9
4452	Specialty food stores	4	D	D	D	b	D	D
446	Health and personal care stores	32	51 177	7 389	1 805	438	6.3	.4
4461	Health and personal care stores	32	51 177	7 389	1 805	438	6.3	.4
44611	Pharmacies and drug stores	13	36 117	4 739	1 100	270	5.2	—
446110	Pharmacies and drug stores	13	36 117	4 739	1 100	270	5.2	—
4461101	Pharmacies and drug stores	13	36 117	4 739	1 100	270	5.2	—
44612	Cosmetics, beauty supplies, and perfume stores	6	3 766	630	190	79	17.4	—
446120	Cosmetics, beauty supplies, and perfume stores	6	3 766	630	190	79	17.4	—
44613	Optical goods stores	7	7 354	1 453	382	73	8.6	2.3
446130	Optical goods stores	7	7 354	1 453	382	73	8.6	2.3
44619	Other health and personal care stores	6	3 940	567	133	16	1.4	.5
446199	All other health and personal care stores	3	D	D	D	a	D	D
447	Gasoline stations	13	30 110	1 435	346	109	66.4	8.3
4471	Gasoline stations	13	30 110	1 435	346	109	66.4	8.3
44711	Gasoline stations with convenience stores	8	22 255	1 033	246	83	78.3	—
447110	Gasoline stations with convenience stores	8	22 255	1 033	246	83	78.3	—
448	Clothing and clothing accessories stores	90	148 905	16 692	4 151	1 324	6.7	4.7
4481	Clothing stores	56	103 800	11 226	2 818	1 071	2.3	4.2
44811	Men's clothing stores	5	7 162	1 023	234	40	—	12.5
448110	Men's clothing stores	5	7 162	1 023	234	40	—	12.5
44812	Women's clothing stores	22	24 833	2 659	681	268	7.7	13.9
448120	Women's clothing stores	22	24 833	2 659	681	268	7.7	13.9
44813	Children's and infants' clothing stores	6	6 122	743	184	59	—	—
448130	Children's and infants' clothing stores	6	6 122	743	184	59	—	—
44814	Family clothing stores	14	57 019	5 348	1 344	558	—	—
448140	Family clothing stores	14	57 019	5 348	1 344	558	—	—
44815	Clothing accessories stores	4	D	D	D	b	D	D
448150	Clothing accessories stores	4	D	D	D	b	D	D
44819	Other clothing stores	5	D	D	D	c	D	D
448190	Other clothing stores	5	D	D	D	c	D	D
4482	Shoe stores	13	9 496	1 175	282	96	—	21.4
44821	Shoe stores	13	9 496	1 175	282	96	—	21.4
448210	Shoe stores	13	9 496	1 175	282	96	—	21.4
4482101	Men's shoe stores	1	D	D	D	a	D	D
4482103	Children's and juveniles' shoe stores	1	D	D	D	a	D	D
4482104	Family shoe stores	5	4 956	659	169	45	—	26.5
4482105	Athletic footwear stores	5	3 039	299	64	35	—	9.2
4483	Jewelry, luggage, and leather goods stores	21	35 609	4 291	1 051	157	21.6	1.6
44831	Jewelry stores	21	35 609	4 291	1 051	157	21.6	1.6
448310	Jewelry stores	21	35 609	4 291	1 051	157	21.6	1.6
451	Sporting goods, hobby, book, and music stores	36	80 042	8 100	1 831	565	7.5	11.3
4511	Sporting goods, hobby, and musical instrument stores	27	61 230	5 821	1 322	386	9.9	14.8
45111	Sporting goods stores	13	33 943	3 442	800	202	3.2	26.6
451110	Sporting goods stores	13	33 943	3 442	800	202	3.2	26.6
4511101	General-line sporting goods stores	5	13 157	1 243	266	92	2.0	—
4511102	Specialty-line sporting goods stores	8	20 786	2 199	534	110	3.9	43.5
45112	Hobby, toy, and game stores	10	21 674	1 695	363	138	7.6	—
451120	Hobby, toy, and game stores	10	21 674	1 695	363	138	7.6	—
45113	Sewing, needlework, and piece goods stores	3	D	D	D	b	D	D
451130	Sewing, needlework, and piece goods stores	3	D	D	D	b	D	D
45114	Musical instrument and supplies stores	1	D	D	D	a	D	D
451140	Musical instrument and supplies stores	1	D	D	D	a	D	D
4512	Book, periodical, and music stores	9	18 812	2 279	509	179	—	—
45121	Book stores and news dealers	4	13 701	1 885	427	133	—	—
451211	Book stores	4	13 701	1 885	427	133	—	—
4512111	Book stores, general	4	13 701	1 885	427	133	—	—
45122	Prerecorded tape, compact disc, and record stores	5	5 111	394	82	46	—	—
451220	Prerecorded tape, compact disc, and record stores	5	5 111	394	82	46	—	—

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							From admini- strative records ¹	Estimated ²
BROOKFIELD—Con.								
44-45	Retail trade—Con.							
452	General merchandise stores	4	140 747	15 081	4 035	1 013	—	—
4521	Department stores	4	140 747	15 081	4 035	1 013	—	—
45210009	Department stores (incl. leased depts.) ³	4	146 383	15 081	4 035	1 013	—	—
45211	Department stores	4	140 747	15 081	4 035	1 013	—	—
452111	Department stores (except discount department stores) ..	3	D	D	D	f	D	D
453	Miscellaneous store retailers	33	45 534	5 513	1 414	367	8.1	2.3
4531	Florists	7	2 045	576	145	48	40.3	—
45311	Florists	7	2 045	576	145	48	40.3	—
453110	Florists	7	2 045	576	145	48	40.3	—
4532	Office supplies, stationery, and gift stores	16	29 956	2 990	799	227	4.9	3.5
45321	Office supplies and stationery stores	4	D	D	D	b	D	D
453210	Office supplies and stationery stores	4	D	D	D	b	D	D
45322	Gift, novelty, and souvenir stores	12	D	D	D	c	D	D
453220	Gift, novelty, and souvenir stores	12	D	D	D	c	D	D
4533	Used merchandise stores	3	2 682	633	156	35	—	—
45331	Used merchandise stores	3	2 682	633	156	35	—	—
453310	Used merchandise stores	3	2 682	633	156	35	—	—
4539	Other miscellaneous store retailers	7	10 851	1 314	314	57	13.0	—
45391	Pet and pet supplies stores	2	D	D	D	b	D	D
453910	Pet and pet supplies stores	2	D	D	D	b	D	D
45392	Art dealers	1	D	D	D	a	D	D
453920	Art dealers	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers	4	D	D	D	a	D	D
454	Nonstore retailers	13	9 798	1 480	359	74	28.2	—
4541	Electronic shopping and mail-order houses	4	4 419	501	120	20	19.1	—
45411	Electronic shopping and mail-order houses	4	4 419	501	120	20	19.1	—
4542	Vending machine operators	3	D	D	D	b	D	D
45421	Vending machine operators	3	D	D	D	b	D	D
454210	Vending machine operators	3	D	D	D	b	D	D
BROWN DEER								
44-45	Retail trade	35	158 068	15 641	3 879	963	1.8	1.1
441	Motor vehicle and parts dealers	2	D	D	D	a	D	D
442	Furniture and home furnishings stores	2	D	D	D	b	D	D
4422	Home furnishings stores	2	D	D	D	b	D	D
44229	Other home furnishings stores	2	D	D	D	b	D	D
442299	All other home furnishings stores	2	D	D	D	b	D	D
443	Electronics and appliance stores	2	D	D	D	c	D	D
4431	Electronics and appliance stores	2	D	D	D	c	D	D
44311	Appliance, television, and other electronics stores	2	D	D	D	c	D	D
443112	Radio, television, and other electronics stores	2	D	D	D	c	D	D
444	Building material and garden equipment and supplies dealers ...	1	D	D	D	a	D	D
445	Food and beverage stores	6	D	D	D	e	D	D
4451	Grocery stores	4	49 443	5 097	1 269	299	3.7	—
44511	Supermarkets and other grocery (except convenience) stores	4	49 443	5 097	1 269	299	3.7	—
445110	Supermarkets and other grocery (except convenience) stores	4	49 443	5 097	1 269	299	3.7	—
446	Health and personal care stores	5	8 224	856	211	67	9.2	—
4461	Health and personal care stores	5	8 224	856	211	67	9.2	—
44612	Cosmetics, beauty supplies, and perfume stores	1	D	D	D	a	D	D
446120	Cosmetics, beauty supplies, and perfume stores	1	D	D	D	a	D	D
447	Gasoline stations	2	D	D	D	a	D	D
448	Clothing and clothing accessories stores	6	D	D	D	c	D	D
4481	Clothing stores	5	D	D	D	c	D	D
44814	Family clothing stores	4	24 178	2 395	454	128	—	—
448140	Family clothing stores	4	24 178	2 395	454	128	—	—
451	Sporting goods, hobby, book, and music stores	3	D	D	D	b	D	D
4511	Sporting goods, hobby, and musical instrument stores	2	D	D	D	b	D	D
45112	Hobby, toy, and game stores	2	D	D	D	b	D	D
451120	Hobby, toy, and game stores	2	D	D	D	b	D	D
452	General merchandise stores	2	D	D	D	c	D	D
453	Miscellaneous store retailers	3	D	D	D	b	D	D
4532	Office supplies, stationery, and gift stores	2	D	D	D	b	D	D
45321	Office supplies and stationery stores	1	D	D	D	b	D	D
453210	Office supplies and stationery stores	1	D	D	D	b	D	D
454	Nonstore retailers	1	D	D	D	a	D	D

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							From admini- strative records ¹	Estimated ²
BURLINGTON								
44-45	Retail trade	80	251 056	22 948	5 336	1 208	2.5	4.7
441	Motor vehicle and parts dealers	12	112 907	9 074	2 098	284	—	1.8
4411	Automobile dealers	3	D	D	D	c	D	D
4412	Other motor vehicle dealers	2	D	D	D	b	D	D
44121	Recreational vehicle dealers	1	D	D	D	b	D	D
441210	Recreational vehicle dealers	1	D	D	D	b	D	D
4413	Automotive parts, accessories, and tire stores	7	D	D	D	b	D	D
442	Furniture and home furnishings stores	4	5 224	1 015	217	36	23.4	—
4421	Furniture stores	1	D	D	D	a	D	D
44211	Furniture stores	1	D	D	D	a	D	D
442110	Furniture stores	1	D	D	D	a	D	D
4422	Home furnishings stores	3	D	D	D	b	D	D
443	Electronics and appliance stores	4	D	D	D	b	D	D
4431	Electronics and appliance stores	4	D	D	D	b	D	D
44311	Appliance, television, and other electronics stores	4	D	D	D	b	D	D
444	Building material and garden equipment and supplies dealers ...	8	29 528	2 660	637	121	6.3	—
44413	Hardware stores	1	D	D	D	b	D	D
444130	Hardware stores	1	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	3	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	1	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	1	D	D	D	b	D	D
445	Food and beverage stores	6	45 045	4 337	1 011	364	.5	—
4451	Grocery stores	3	D	D	D	e	D	D
446	Health and personal care stores	6	D	D	D	b	D	D
4461	Health and personal care stores	6	D	D	D	b	D	D
447	Gasoline stations	13	18 772	1 079	225	82	12.7	39.4
44711	Gasoline stations with convenience stores	13	18 772	1 079	225	82	12.7	39.4
447110	Gasoline stations with convenience stores	13	18 772	1 079	225	82	12.7	39.4
448	Clothing and clothing accessories stores	9	2 444	279	63	28	4.8	14.5
451	Sporting goods, hobby, book, and music stores	3	612	92	19	12	25.3	—
452	General merchandise stores	3	D	D	D	c	D	D
453	Miscellaneous store retailers	11	D	D	D	b	D	D
45399	All other miscellaneous store retailers	3	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
BURLINGTON (PART - RACINE COUNTY)								
44-45	Retail trade	80	251 056	22 948	5 336	1 208	2.5	4.7
441	Motor vehicle and parts dealers	12	112 907	9 074	2 098	284	—	1.8
4411	Automobile dealers	3	D	D	D	c	D	D
4412	Other motor vehicle dealers	2	D	D	D	b	D	D
44121	Recreational vehicle dealers	1	D	D	D	b	D	D
441210	Recreational vehicle dealers	1	D	D	D	b	D	D
4413	Automotive parts, accessories, and tire stores	7	D	D	D	b	D	D
442	Furniture and home furnishings stores	4	5 224	1 015	217	36	23.4	—
4421	Furniture stores	1	D	D	D	a	D	D
44211	Furniture stores	1	D	D	D	a	D	D
442110	Furniture stores	1	D	D	D	a	D	D
4422	Home furnishings stores	3	D	D	D	b	D	D
443	Electronics and appliance stores	4	D	D	D	b	D	D
4431	Electronics and appliance stores	4	D	D	D	b	D	D
44311	Appliance, television, and other electronics stores	4	D	D	D	b	D	D
444	Building material and garden equipment and supplies dealers ...	8	29 528	2 660	637	121	6.3	—
44413	Hardware stores	1	D	D	D	b	D	D
444130	Hardware stores	1	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	3	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	1	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	1	D	D	D	b	D	D
445	Food and beverage stores	6	45 045	4 337	1 011	364	.5	—
4451	Grocery stores	3	D	D	D	e	D	D
446	Health and personal care stores	6	D	D	D	b	D	D
4461	Health and personal care stores	6	D	D	D	b	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
BURLINGTON (PART - RACINE COUNTY)—Con.								
44-45	Retail trade—Con.							
447	Gasoline stations	13	18 772	1 079	225	82	12.7	39.4
44711	Gasoline stations with convenience stores	13	18 772	1 079	225	82	12.7	39.4
447110	Gasoline stations with convenience stores	13	18 772	1 079	225	82	12.7	39.4
448	Clothing and clothing accessories stores	9	2 444	279	63	28	4.8	14.5
451	Sporting goods, hobby, book, and music stores	3	612	92	19	12	25.3	—
452	General merchandise stores	3	D	D	D	c	D	D
453	Miscellaneous store retailers	11	D	D	D	a	D	D
45399	All other miscellaneous store retailers	3	D	D	D	b	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
CALEDONIA								
44-45	Retail trade	43	117 012	12 414	3 195	689	4.2	12.1
441	Motor vehicle and parts dealers	9	14 996	1 218	320	48	22.8	29.0
44112	Used car dealers	4	8 261	467	120	17	22.2	—
441120	Used car dealers	4	8 261	467	120	17	22.2	—
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	5	D	D	D	c	D	D
4442	Lawn and garden equipment and supplies stores	3	D	D	D	c	D	D
44422	Nursery, garden center, and farm supply stores	2	D	D	D	c	D	D
444220	Nursery, garden center, and farm supply stores	2	D	D	D	c	D	D
445	Food and beverage stores	8	21 017	2 698	678	164	—	—
4452	Specialty food stores	3	4 328	838	195	63	—	—
446	Health and personal care stores	2	D	D	D	b	D	D
4461	Health and personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	8	35 316	1 877	479	107	.2	26.0
4471	Gasoline stations	8	35 316	1 877	479	107	.2	26.0
44711	Gasoline stations with convenience stores	6	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	6	D	D	D	b	D	D
44719	Other gasoline stations	2	D	D	D	b	D	D
447190	Other gasoline stations	2	D	D	D	b	D	D
448	Clothing and clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	c	D	D
453	Miscellaneous store retailers	3	1 520	257	60	17	73.4	—
454	Nonstore retailers	2	D	D	D	a	D	D
CEDARBURG								
44-45	Retail trade	72	96 512	14 479	3 262	823	18.0	1.8
441	Motor vehicle and parts dealers	3	13 104	1 666	336	86	—	—
442	Furniture and home furnishings stores	12	5 191	901	186	53	28.4	.7
4421	Furniture stores	4	D	D	D	a	D	D
44211	Furniture stores	4	D	D	D	a	D	D
442110	Furniture stores	4	D	D	D	a	D	D
4422	Home furnishings stores	8	D	D	D	b	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	6	19 806	4 665	1 204	175	—	—
4441	Building material and supplies dealers	4	D	D	D	c	D	D
44419	Other building material dealers	2	D	D	D	c	D	D
444190	Other building material dealers	2	D	D	D	c	D	D
445	Food and beverage stores	10	20 445	2 584	635	215	5.8	—
4452	Specialty food stores	4	D	D	D	b	D	D
446	Health and personal care stores	4	13 706	2 324	389	93	11.5	.1
4461	Health and personal care stores	4	13 706	2 324	389	93	11.5	.1
447	Gasoline stations	3	14 405	670	155	43	64.4	8.9
44711	Gasoline stations with convenience stores	3	14 405	670	155	43	64.4	8.9
447110	Gasoline stations with convenience stores	3	14 405	670	155	43	64.4	8.9
448	Clothing and clothing accessories stores	6	3 050	663	111	30	20.0	7.2
4483	Jewelry, luggage, and leather goods stores	4	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	7	D	D	D	b	D	D
452	General merchandise stores	2	D	D	D	a	D	D

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Table 4. Summary Statistics for Places: 2002—Con.

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							From administrative records ¹	Estimated ²
CEDARBURG—Con.								
44-45	Retail trade—Con.							
453	Miscellaneous store retailers	17	D	D	D	b	D	D
4532	Office supplies, stationery, and gift stores	11	2 862	411	96	48	38.1	—
4539	Other miscellaneous store retailers	1	D	D	D	b	D	D
45391	Pet and pet supplies stores	1	D	D	D	b	D	D
453910	Pet and pet supplies stores	1	D	D	D	b	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
CHILTON								
44-45	Retail trade	22	84 229	7 324	1 985	477	2.2	.1
441	Motor vehicle and parts dealers	4	D	D	D	c	D	D
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	4	D	D	D	b	D	D
445	Food and beverage stores	2	D	D	D	c	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	4	6 357	394	83	40	—	—
448	Clothing and clothing accessories stores	2	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	c	D	D
453	Miscellaneous store retailers	3	D	D	D	b	D	D
4539	Other miscellaneous store retailers	2	D	D	D	b	D	D
45392	Art dealers	2	D	D	D	b	D	D
453920	Art dealers	2	D	D	D	b	D	D
CHIPPEWA FALLS								
44-45	Retail trade	91	384 544	31 721	7 352	1 624	4.9	10.2
441	Motor vehicle and parts dealers	23	176 896	13 101	2 837	420	.4	15.8
4411	Automobile dealers	13	154 160	10 476	2 289	315	.1	15.3
44111	New car dealers	6	144 236	9 831	2 138	288	—	16.4
441110	New car dealers	6	144 236	9 831	2 138	288	—	16.4
44112	Used car dealers	7	9 924	645	151	27	.9	—
441120	Used car dealers	7	9 924	645	151	27	.9	—
4412	Other motor vehicle dealers	4	16 505	1 645	299	52	—	26.2
44121	Recreational vehicle dealers	2	D	D	D	b	D	D
441210	Recreational vehicle dealers	2	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	b	D	D
441222	Boat dealers	2	D	D	D	b	D	D
442	Furniture and home furnishings stores	3	702	89	37	5	—	—
443	Electronics and appliance stores	5	D	D	D	a	D	D
4431	Electronics and appliance stores	5	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	8	14 462	2 241	497	99	—	13.6
4441	Building material and supplies dealers	7	D	D	D	b	D	D
44419	Other building material dealers	3	D	D	D	b	D	D
444190	Other building material dealers	3	D	D	D	b	D	D
445	Food and beverage stores	5	39 126	3 011	737	290	7.3	—
4451	Grocery stores	4	D	D	D	e	D	D
446	Health and personal care stores	5	10 560	1 038	266	37	78.1	—
4461	Health and personal care stores	5	10 560	1 038	266	37	78.1	—
447	Gasoline stations	14	49 394	2 785	798	207	11.2	7.7
4471	Gasoline stations	14	49 394	2 785	798	207	11.2	7.7
44711	Gasoline stations with convenience stores	10	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	10	D	D	D	b	D	D
44719	Other gasoline stations	4	D	D	D	c	D	D
447190	Other gasoline stations	4	D	D	D	c	D	D
448	Clothing and clothing accessories stores	6	D	D	D	b	D	D
44819	Other clothing stores	2	D	D	D	b	D	D
448190	Other clothing stores	2	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	6	D	D	D	b	D	D
4511	Sporting goods, hobby, and musical instrument stores	6	D	D	D	b	D	D
452	General merchandise stores	6	D	D	D	e	D	D
452111	Department stores (except discount department stores) ..	1	D	D	D	c	D	D
45299	All other general merchandise stores	3	2 213	268	65	22	—	—
452990	All other general merchandise stores	3	2 213	268	65	22	—	—
453	Miscellaneous store retailers	6	D	D	D	b	D	D
4539	Other miscellaneous store retailers	2	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers	2	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	2	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
CHIPPEWA FALLS—Con.								
44-45	Retail trade—Con.							
454	Nonstore retailers	4	D	D	D	b	D	D
4543	Direct selling establishments	3	D	D	D	b	D	D
45431	Fuel dealers	2	D	D	D	b	D	D
454311	Heating oil dealers	1	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	1	D	D	D	b	D	D
CLINTONVILLE								
44-45	Retail trade	35	80 085	8 375	1 905	411	28.8	5.7
441	Motor vehicle and parts dealers	6	27 394	2 140	450	63	10.9	—
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
443	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	2	D	D	D	b	D	D
44419	Other building material dealers	2	D	D	D	b	D	D
444190	Other building material dealers	2	D	D	D	b	D	D
445	Food and beverage stores	3	5 933	1 826	382	109	37.7	16.8
446	Health and personal care stores	2	D	D	D	b	D	D
4461	Health and personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	7	12 900	623	152	57	68.5	27.4
44711	Gasoline stations with convenience stores	6	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	6	D	D	D	b	D	D
448	Clothing and clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
452	General merchandise stores	4	D	D	D	b	D	D
45299	All other general merchandise stores	4	D	D	D	b	D	D
452990	All other general merchandise stores	4	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	4	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
COLUMBUS								
44-45	Retail trade	26	64 137	4 728	1 001	233	15.9	—
441	Motor vehicle and parts dealers	7	34 517	2 247	459	71	3.7	—
442	Furniture and home furnishings stores	4	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	3	3 577	398	90	16	—	—
445	Food and beverage stores	2	D	D	D	b	D	D
446	Health and personal care stores	1	D	D	D	b	D	D
447	Gasoline stations	2	D	D	D	b	D	D
453	Miscellaneous store retailers	5	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
COLUMBUS (PART - COLUMBIA COUNTY)								
44-45	Retail trade	26	64 137	4 728	1 001	233	15.9	—
441	Motor vehicle and parts dealers	7	34 517	2 247	459	71	3.7	—
442	Furniture and home furnishings stores	4	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	3	3 577	398	90	16	—	—
445	Food and beverage stores	2	D	D	D	b	D	D
446	Health and personal care stores	1	D	D	D	b	D	D
447	Gasoline stations	2	D	D	D	b	D	D
453	Miscellaneous store retailers	5	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
COTTAGE GROVE								
44-45	Retail trade	10	40 501	3 513	857	163	28.5	—
444	Building material and garden equipment and supplies dealers ...	2	D	D	D	a	D	D
44419	Other building material dealers	2	D	D	D	a	D	D
444190	Other building material dealers	2	D	D	D	a	D	D
445	Food and beverage stores	3	D	D	D	b	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	b	D	D
4542	Vending machine operators	1	D	D	D	b	D	D
45421	Vending machine operators	1	D	D	D	b	D	D
454210	Vending machine operators	1	D	D	D	b	D	D

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							From admini-strative records ¹	Estimated ²
CROSS PLAINS								
44-45	Retail trade	14	30 660	2 547	581	127	39.6	3.5
441	Motor vehicle and parts dealers	3	D	D	D	b	D	D
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	4	5 225	445	112	23	13.5	20.5
445	Food and beverage stores	2	D	D	D	b	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
CUDAHY								
44-45	Retail trade	46	131 603	13 552	3 153	683	6.7	1.0
441	Motor vehicle and parts dealers	8	41 514	3 524	820	113	7.5	1.9
443	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	4	9 274	1 156	220	27	4.9	—
44419	Other building material dealers	2	D	D	D	b	D	D
444190	Other building material dealers	2	D	D	D	b	D	D
445	Food and beverage stores	4	D	D	D	c	D	D
446	Health and personal care stores	5	11 828	2 263	545	89	2.0	—
4461	Health and personal care stores	5	11 828	2 263	545	89	2.0	—
447	Gasoline stations	5	D	D	D	b	D	D
448	Clothing and clothing accessories stores	3	1 242	141	41	13	—	6.2
451	Sporting goods, hobby, book, and music stores	8	7 460	1 072	263	80	44.3	.6
4511	Sporting goods, hobby, and musical instrument stores	6	D	D	D	b	D	D
45112	Hobby, toy, and game stores	2	D	D	D	b	D	D
451120	Hobby, toy, and game stores	2	D	D	D	b	D	D
45113	Sewing, needlework, and piece goods stores	1	D	D	D	a	D	D
451130	Sewing, needlework, and piece goods stores	1	D	D	D	a	D	D
452	General merchandise stores	3	D	D	D	c	D	D
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	2	D	D	D	b	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
DEFOREST								
44-45	Retail trade	23	58 017	5 390	1 210	333	1.9	.6
441	Motor vehicle and parts dealers	3	2 369	371	95	13	21.0	—
442	Furniture and home furnishings stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	3	D	D	D	b	D	D
44419	Other building material dealers	1	D	D	D	a	D	D
444190	Other building material dealers	1	D	D	D	a	D	D
445	Food and beverage stores	8	23 135	1 719	417	167	1.5	.9
4452	Specialty food stores	2	D	D	D	a	D	D
446	Health and personal care stores	1	D	D	D	b	D	D
447	Gasoline stations	4	D	D	D	b	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D

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							From administrative records ¹	Estimated ²
DELAFIELD								
44-45	Retail trade	54	226 193	22 372	5 471	1 277	1.8	1.4
441	Motor vehicle and parts dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	3	D	D	D	b	D	D
4421	Furniture stores	2	D	D	D	b	D	D
44211	Furniture stores	2	D	D	D	b	D	D
442110	Furniture stores	2	D	D	D	b	D	D
443	Electronics and appliance stores	2	D	D	D	a	D	D
4431	Electronics and appliance stores	2	D	D	D	a	D	D
44312	Computer and software stores	1	D	D	D	a	D	D
443120	Computer and software stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers	4	D	D	D	c	D	D
4441	Building material and supplies dealers	3	D	D	D	c	D	D
44411	Home centers	1	D	D	D	c	D	D
444110	Home centers	1	D	D	D	c	D	D
445	Food and beverage stores	2	D	D	D	c	D	D
446	Health and personal care stores	7	12 406	1 378	302	78	2.6	.2
4461	Health and personal care stores	7	12 406	1 378	302	78	2.6	.2
44612	Cosmetics, beauty supplies, and perfume stores	2	D	D	D	b	D	D
446120	Cosmetics, beauty supplies, and perfume stores	2	D	D	D	b	D	D
447	Gasoline stations	4	11 766	508	129	43	—	15.7
44711	Gasoline stations with convenience stores	4	11 766	508	129	43	—	15.7
447110	Gasoline stations with convenience stores	4	11 766	508	129	43	—	15.7
448	Clothing and clothing accessories stores	6	4 877	530	131	32	2.9	16.9
451	Sporting goods, hobby, book, and music stores	6	3 007	458	95	36	31.8	9.8
4511	Sporting goods, hobby, and musical instrument stores	5	D	D	D	b	D	D
452	General merchandise stores	4	91 767	7 086	1 847	549	.3	—
452112	Discount department stores	2	D	D	D	e	D	D
45299	All other general merchandise stores	2	D	D	D	c	D	D
452990	All other general merchandise stores	2	D	D	D	c	D	D
4529904	Miscellaneous general merchandise stores	2	D	D	D	c	D	D
453	Miscellaneous store retailers	12	13 136	1 589	323	111	12.2	1.3
4532	Office supplies, stationery, and gift stores	7	D	D	D	b	D	D
45321	Office supplies and stationery stores	2	D	D	D	b	D	D
453210	Office supplies and stationery stores	2	D	D	D	b	D	D
45322	Gift, novelty, and souvenir stores	5	D	D	D	b	D	D
453220	Gift, novelty, and souvenir stores	5	D	D	D	b	D	D
45399	All other miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	3	D	D	D	a	D	D
DELAVAN								
44-45	Retail trade	54	158 162	15 343	3 546	825	4.8	2.1
441	Motor vehicle and parts dealers	5	44 496	4 062	911	114	—	—
4412	Other motor vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	1	D	D	D	a	D	D
441222	Boat dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	2	D	D	D	a	D	D
443	Electronics and appliance stores	3	1 336	264	59	10	63.8	—
444	Building material and garden equipment and supplies dealers	4	17 939	2 285	602	67	9.4	.2
4441	Building material and supplies dealers	4	17 939	2 285	602	67	9.4	.2
44419	Other building material dealers	2	D	D	D	b	D	D
444190	Other building material dealers	2	D	D	D	b	D	D
445	Food and beverage stores	6	27 594	2 424	591	196	.6	.6
446	Health and personal care stores	3	D	D	D	b	D	D
4461	Health and personal care stores	3	D	D	D	b	D	D
447	Gasoline stations	8	9 737	537	124	36	20.8	30.4
448	Clothing and clothing accessories stores	7	3 944	577	119	44	11.7	3.9
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
452	General merchandise stores	5	D	D	D	c	D	D
453	Miscellaneous store retailers	9	D	D	D	b	D	D
4533	Used merchandise stores	5	2 041	495	108	37	18.6	—
45331	Used merchandise stores	5	2 041	495	108	37	18.6	—
453310	Used merchandise stores	5	2 041	495	108	37	18.6	—
454	Nonstore retailers	1	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
DE PERE								
44-45	Retail trade	75	120 732	12 367	2 830	804	7.7	1.7
441	Motor vehicle and parts dealers	9	15 111	2 112	499	69	15.5	.7
4412	Other motor vehicle dealers	2	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	b	D	D
441222	Boat dealers	1	D	D	D	a	D	D
4413	Automotive parts, accessories, and tire stores	5	6 868	769	189	27	—	1.6
44132	Tire dealers	3	D	D	D	b	D	D
441320	Tire dealers	3	D	D	D	b	D	D
442	Furniture and home furnishings stores	8	8 876	975	235	43	15.7	14.4
4421	Furniture stores	5	7 221	541	131	27	19.3	9.9
44211	Furniture stores	5	7 221	541	131	27	19.3	9.9
442110	Furniture stores	5	7 221	541	131	27	19.3	9.9
444	Building material and garden equipment and supplies dealers ...	5	4 100	569	115	38	10.8	—
445	Food and beverage stores	9	D	D	D	e	D	D
4452	Specialty food stores	4	818	304	58	11	27.0	41.2
446	Health and personal care stores	5	D	D	D	b	D	D
447	Gasoline stations	10	26 627	1 760	430	113	9.7	—
4471	Gasoline stations	10	26 627	1 760	430	113	9.7	—
44711	Gasoline stations with convenience stores	6	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	6	D	D	D	b	D	D
448	Clothing and clothing accessories stores	8	1 725	375	109	35	14.3	6.7
451	Sporting goods, hobby, book, and music stores	8	3 241	323	74	29	25.0	2.3
4512	Book, periodical, and music stores	3	D	D	D	a	D	D
45121	Book stores and news dealers	3	D	D	D	a	D	D
4512113	College book stores	1	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	c	D	D
453	Miscellaneous store retailers	7	D	D	D	a	D	D
45399	All other miscellaneous store retailers	3	653	48	—	—	85.1	14.9
454	Nonstore retailers	4	1 527	254	56	16	3.2	—
DODGEVILLE								
44-45	Retail trade	44	D	D	D	h	D	D
441	Motor vehicle and parts dealers	4	D	D	D	b	D	D
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	4	D	D	D	b	D	D
445	Food and beverage stores	4	D	D	D	c	D	D
446	Health and personal care stores	3	D	D	D	b	D	D
447	Gasoline stations	8	D	D	D	b	D	D
44711	Gasoline stations with convenience stores	7	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	7	D	D	D	b	D	D
448	Clothing and clothing accessories stores	3	D	D	D	b	D	D
452	General merchandise stores	3	D	D	D	c	D	D
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	10	D	D	D	b	D	D
454	Nonstore retailers	3	D	D	D	h	D	D
4541	Electronic shopping and mail-order houses	1	D	D	D	h	D	D
45411	Electronic shopping and mail-order houses	1	D	D	D	h	D	D
EAST TROY								
44-45	Retail trade	15	22 868	2 375	568	172	23.6	.8
441	Motor vehicle and parts dealers	4	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	3	3 031	430	111	30	43.5	—
445	Food and beverage stores	1	D	D	D	b	D	D
446	Health and personal care stores	1	D	D	D	b	D	D
447	Gasoline stations	3	4 270	167	41	17	7.7	—
451	Sporting goods, hobby, book, and music stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
EAU CLAIRE								
44-45	Retail trade	366	1 136 891	115 715	28 975	6 948	2.3	6.2
441	Motor vehicle and parts dealers	20	162 481	12 375	2 948	462	4.6	.2
4411	Automobile dealers	6	D	D	D	e	D	D
44111	New car dealers	5	D	D	D	e	D	D
441110	New car dealers	5	D	D	D	e	D	D
4412	Other motor vehicle dealers	2	D	D	D	b	D	D
44121	Recreational vehicle dealers	2	D	D	D	b	D	D
441210	Recreational vehicle dealers	2	D	D	D	b	D	D
4413	Automotive parts, accessories, and tire stores	12	D	D	D	c	D	D
44131	Automotive parts and accessories stores	8	11 641	2 236	543	117	19.3	—
441310	Automotive parts and accessories stores	8	11 641	2 236	543	117	19.3	—
44132	Tire dealers	4	D	D	D	b	D	D
441320	Tire dealers	4	D	D	D	b	D	D
442	Furniture and home furnishings stores	23	31 267	4 655	1 170	201	2.7	.7
4421	Furniture stores	12	14 087	2 091	550	92	6.1	—
44211	Furniture stores	12	14 087	2 091	550	92	6.1	—
442110	Furniture stores	12	14 087	2 091	550	92	6.1	—
4422	Home furnishings stores	11	17 180	2 564	620	109	—	1.3
44221	Floor covering stores	5	8 691	1 300	323	41	—	—
442210	Floor covering stores	5	8 691	1 300	323	41	—	—
44229	Other home furnishings stores	6	8 489	1 264	297	68	—	2.6
442299	All other home furnishings stores	6	8 489	1 264	297	68	—	2.6
443	Electronics and appliance stores	17	43 981	3 728	1 009	236	2.1	.1
4431	Electronics and appliance stores	17	43 981	3 728	1 009	236	2.1	.1
44311	Appliance, television, and other electronics stores	13	D	D	D	c	D	D
443111	Household appliance stores	4	D	D	D	b	D	D
443112	Radio, television, and other electronics stores	9	D	D	D	c	D	D
44312	Computer and software stores	3	D	D	D	a	D	D
443120	Computer and software stores	3	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers	31	161 154	15 753	4 068	616	1.8	21.8
4441	Building material and supplies dealers	27	D	D	D	f	D	D
44411	Home centers	2	D	D	D	e	D	D
444110	Home centers	2	D	D	D	e	D	D
44412	Paint and wallpaper stores	6	D	D	D	b	D	D
444120	Paint and wallpaper stores	6	D	D	D	b	D	D
44419	Other building material dealers	17	D	D	D	c	D	D
444190	Other building material dealers	17	D	D	D	c	D	D
445	Food and beverage stores	20	104 007	9 791	2 067	863	2.4	5.0
4451	Grocery stores	11	D	D	D	f	D	D
44511	Supermarkets and other grocery (except convenience) stores	10	D	D	D	f	D	D
445110	Supermarkets and other grocery (except convenience) stores	10	D	D	D	f	D	D
4452	Specialty food stores	7	D	D	D	b	D	D
446	Health and personal care stores	33	D	D	D	e	D	D
4461	Health and personal care stores	33	D	D	D	e	D	D
44611	Pharmacies and drug stores	15	D	D	D	e	D	D
446110	Pharmacies and drug stores	15	D	D	D	e	D	D
4461101	Pharmacies and drug stores	13	D	D	D	c	D	D
4461102	Proprietary stores	2	D	D	D	a	D	D
44612	Cosmetics, beauty supplies, and perfume stores	3	D	D	D	b	D	D
446120	Cosmetics, beauty supplies, and perfume stores	3	D	D	D	b	D	D
44613	Optical goods stores	8	3 695	948	237	48	20.9	—
446130	Optical goods stores	8	3 695	948	237	48	20.9	—
44619	Other health and personal care stores	7	3 520	789	153	42	27.2	—
446191	Food (health) supplement stores	4	1 593	263	68	22	6.2	—
447	Gasoline stations	40	96 221	5 282	1 246	366	3.7	10.3
4471	Gasoline stations	40	96 221	5 282	1 246	366	3.7	10.3
44711	Gasoline stations with convenience stores	38	D	D	D	e	D	D
447110	Gasoline stations with convenience stores	38	D	D	D	e	D	D
448	Clothing and clothing accessories stores	70	81 461	11 112	2 904	936	1.1	2.2
4481	Clothing stores	42	58 236	7 598	2 000	736	.9	1.2
44813	Children's and infants' clothing stores	2	D	D	D	b	D	D
448130	Children's and infants' clothing stores	2	D	D	D	b	D	D
44814	Family clothing stores	14	41 118	5 071	1 350	478	—	—
448140	Family clothing stores	14	41 118	5 071	1 350	478	—	—
44815	Clothing accessories stores	4	D	D	D	a	D	D
448150	Clothing accessories stores	4	D	D	D	a	D	D
44819	Other clothing stores	8	5 184	953	238	99	7.0	12.2
448190	Other clothing stores	8	5 184	953	238	99	7.0	12.2
4482	Shoe stores	13	D	D	D	b	D	D
44821	Shoe stores	13	D	D	D	b	D	D
448210	Shoe stores	13	D	D	D	b	D	D
4482104	Family shoe stores	8	D	D	D	b	D	D
4482105	Athletic footwear stores	4	D	D	D	b	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
EAU CLAIRE—Con.								
44-45	Retail trade—Con.							
448	Clothing and clothing accessories stores—Con.							
4483	Jewelry, luggage, and leather goods stores	15	D	D	D	c	D	D
44831	Jewelry stores	15	D	D	D	c	D	D
448310	Jewelry stores	15	D	D	D	c	D	D
451	Sporting goods, hobby, book, and music stores	27	D	D	D	f	D	D
4511	Sporting goods, hobby, and musical instrument stores	21	43 671	5 909	1 870	401	2.4	1.9
45111	Sporting goods stores	11	D	D	D	e	D	D
451110	Sporting goods stores	11	D	D	D	e	D	D
4511101	General-line sporting goods stores	5	D	D	D	c	D	D
4511102	Specialty-line sporting goods stores	6	D	D	D	b	D	D
45112	Hobby, toy, and game stores	6	D	D	D	b	D	D
451120	Hobby, toy, and game stores	6	D	D	D	b	D	D
45113	Sewing, needlework, and piece goods stores	2	D	D	D	b	D	D
451130	Sewing, needlework, and piece goods stores	2	D	D	D	b	D	D
45114	Musical instrument and supplies stores	2	D	D	D	b	D	D
451140	Musical instrument and supplies stores	2	D	D	D	b	D	D
4512	Book, periodical, and music stores	6	D	D	D	c	D	D
45121	Book stores and news dealers	4	D	D	D	b	D	D
451211	Book stores	4	D	D	D	b	D	D
4512111	Book stores, general	3	D	D	D	b	D	D
4512113	College book stores	1	D	D	D	b	D	D
452	General merchandise stores	15	D	D	D	g	D	D
4521	Department stores	7	D	D	D	f	D	D
45210009	Department stores (incl. leased depts.) ³	7	D	D	D	f	D	D
45211	Department stores	7	D	D	D	f	D	D
452111	Department stores (except discount department stores) ..	4	D	D	D	e	D	D
452112	Discount department stores	3	D	D	D	e	D	D
4529	Other general merchandise stores	8	D	D	D	f	D	D
45291	Warehouse clubs and supercenters	3	D	D	D	f	D	D
452910	Warehouse clubs and supercenters	3	D	D	D	f	D	D
45299	All other general merchandise stores	5	D	D	D	b	D	D
452990	All other general merchandise stores	5	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	46	D	D	D	e	D	D
4531	Florists	5	2 411	525	173	44	—	13.1
45311	Florists	5	2 411	525	173	44	—	13.1
453110	Florists	5	2 411	525	173	44	—	13.1
4532	Office supplies, stationery, and gift stores	27	18 457	2 319	578	209	9.0	15.2
45321	Office supplies and stationery stores	4	D	D	D	b	D	D
453210	Office supplies and stationery stores	4	D	D	D	b	D	D
45322	Gift, novelty, and souvenir stores	23	D	D	D	c	D	D
453220	Gift, novelty, and souvenir stores	23	D	D	D	c	D	D
4533	Used merchandise stores	5	2 911	756	182	42	12.2	—
45331	Used merchandise stores	5	2 911	756	182	42	12.2	—
453310	Used merchandise stores	5	2 911	756	182	42	12.2	—
4539	Other miscellaneous store retailers	9	D	D	D	b	D	D
45391	Pet and pet supplies stores	2	D	D	D	b	D	D
453910	Pet and pet supplies stores	2	D	D	D	b	D	D
45392	Art dealers	2	D	D	D	a	D	D
453920	Art dealers	2	D	D	D	a	D	D
45399	All other miscellaneous store retailers	5	D	D	D	a	D	D
454	Nonstore retailers	24	22 605	4 187	1 087	171	8.8	7.8
4543	Direct selling establishments	16	D	D	D	c	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	2	D	D	D	a	D	D
45439	Other direct selling establishments	14	16 901	3 526	920	146	7.2	.1
454390	Other direct selling establishments	14	16 901	3 526	920	146	7.2	.1
EAU CLAIRE (PART - CHIPPEWA COUNTY)								
44-45	Retail trade	4	2 768	427	101	16	80.2	—
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	1	D	D	D	a	D	D
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
EAU CLAIRE (PART - EAU CLAIRE COUNTY)								
44-45	Retail trade	362	1 134 123	115 288	28 874	6 932	2.1	6.2
441	Motor vehicle and parts dealers	20	162 481	12 375	2 948	462	4.6	.2
4411	Automobile dealers	6	D	D	D	e	D	D
44111	New car dealers	5	D	D	D	e	D	D
441110	New car dealers	5	D	D	D	e	D	D
4412	Other motor vehicle dealers	2	D	D	D	b	D	D
44121	Recreational vehicle dealers	2	D	D	D	b	D	D
441210	Recreational vehicle dealers	2	D	D	D	b	D	D
4413	Automotive parts, accessories, and tire stores	12	D	D	D	c	D	D
44131	Automotive parts and accessories stores	8	11 641	2 236	543	117	19.3	—
441310	Automotive parts and accessories stores	8	11 641	2 236	543	117	19.3	—
44132	Tire dealers	4	D	D	D	b	D	D
441320	Tire dealers	4	D	D	D	b	D	D
442	Furniture and home furnishings stores	22	D	D	D	c	D	D
4421	Furniture stores	11	D	D	D	b	D	D
44211	Furniture stores	11	D	D	D	b	D	D
442110	Furniture stores	11	D	D	D	b	D	D
4422	Home furnishings stores	11	17 180	2 564	620	109	—	1.3
44221	Floor covering stores	5	8 691	1 300	323	41	—	—
442210	Floor covering stores	5	8 691	1 300	323	41	—	—
44229	Other home furnishings stores	6	8 489	1 264	297	68	—	2.6
442299	All other home furnishings stores	6	8 489	1 264	297	68	—	2.6
443	Electronics and appliance stores	17	43 981	3 728	1 009	236	2.1	.1
4431	Electronics and appliance stores	17	43 981	3 728	1 009	236	2.1	.1
44311	Appliance, television, and other electronics stores	13	D	D	D	c	D	D
443111	Household appliance stores	4	D	D	D	b	D	D
443112	Radio, television, and other electronics stores	9	D	D	D	c	D	D
44312	Computer and software stores	3	D	D	D	a	D	D
443120	Computer and software stores	3	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers	30	D	D	D	f	D	D
4441	Building material and supplies dealers	26	D	D	D	f	D	D
44411	Home centers	2	D	D	D	e	D	D
444110	Home centers	2	D	D	D	e	D	D
44412	Paint and wallpaper stores	6	D	D	D	b	D	D
444120	Paint and wallpaper stores	6	D	D	D	b	D	D
44419	Other building material dealers	16	D	D	D	c	D	D
444190	Other building material dealers	16	D	D	D	c	D	D
445	Food and beverage stores	20	104 007	9 791	2 067	863	2.4	5.0
4451	Grocery stores	11	D	D	D	f	D	D
44511	Supermarkets and other grocery (except convenience) stores	10	D	D	D	f	D	D
445110	Supermarkets and other grocery (except convenience) stores	10	D	D	D	f	D	D
4452	Specialty food stores	7	D	D	D	b	D	D
446	Health and personal care stores	33	D	D	D	e	D	D
4461	Health and personal care stores	33	D	D	D	e	D	D
44611	Pharmacies and drug stores	15	D	D	D	e	D	D
446110	Pharmacies and drug stores	15	D	D	D	e	D	D
4461101	Pharmacies and drug stores	13	D	D	D	c	D	D
4461102	Proprietary stores	2	D	D	D	a	D	D
44612	Cosmetics, beauty supplies, and perfume stores	3	D	D	D	b	D	D
446120	Cosmetics, beauty supplies, and perfume stores	3	D	D	D	b	D	D
44613	Optical goods stores	8	3 695	948	237	48	20.9	—
446130	Optical goods stores	8	3 695	948	237	48	20.9	—
44619	Other health and personal care stores	7	3 520	789	153	42	27.2	—
446191	Food (health) supplement stores	4	1 593	263	68	22	6.2	—
447	Gasoline stations	40	96 221	5 282	1 246	366	3.7	10.3
4471	Gasoline stations	40	96 221	5 282	1 246	366	3.7	10.3
44711	Gasoline stations with convenience stores	38	D	D	D	e	D	D
447110	Gasoline stations with convenience stores	38	D	D	D	e	D	D
448	Clothing and clothing accessories stores	69	D	D	D	f	D	D
4481	Clothing stores	42	58 236	7 598	2 000	736	.9	1.2
44813	Children's and infants' clothing stores	2	D	D	D	b	D	D
448130	Children's and infants' clothing stores	2	D	D	D	b	D	D
44814	Family clothing stores	14	41 118	5 071	1 350	478	—	—
448140	Family clothing stores	14	41 118	5 071	1 350	478	—	—
44815	Clothing accessories stores	4	D	D	D	a	D	D
448150	Clothing accessories stores	4	D	D	D	a	D	D
44819	Other clothing stores	8	5 184	953	238	99	7.0	12.2
448190	Other clothing stores	8	5 184	953	238	99	7.0	12.2
4482	Shoe stores	13	D	D	D	b	D	D
44821	Shoe stores	13	D	D	D	b	D	D
448210	Shoe stores	13	D	D	D	b	D	D
4482104	Family shoe stores	8	D	D	D	b	D	D
4482105	Athletic footwear stores	4	D	D	D	b	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

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							From admini- strative records ¹	Estimated ²
EAU CLAIRE (PART - EAU CLAIRE COUNTY)—Con.								
44-45	Retail trade—Con.							
448	Clothing and clothing accessories stores—Con.							
4483	Jewelry, luggage, and leather goods stores	14	D	D	D	c	D	D
44831	Jewelry stores	14	D	D	D	c	D	D
448310	Jewelry stores	14	D	D	D	c	D	D
451	Sporting goods, hobby, book, and music stores	27	D	D	D	f	D	D
4511	Sporting goods, hobby, and musical instrument stores	21	43 671	5 909	1 870	401	2.4	1.9
45111	Sporting goods stores	11	D	D	D	e	D	D
451110	Sporting goods stores	11	D	D	D	e	D	D
4511101	General-line sporting goods stores	5	D	D	D	c	D	D
4511102	Specialty-line sporting goods stores	6	D	D	D	b	D	D
45112	Hobby, toy, and game stores	6	D	D	D	b	D	D
451120	Hobby, toy, and game stores	6	D	D	D	b	D	D
45113	Sewing, needlework, and piece goods stores	2	D	D	D	b	D	D
451130	Sewing, needlework, and piece goods stores	2	D	D	D	b	D	D
45114	Musical instrument and supplies stores	2	D	D	D	b	D	D
451140	Musical instrument and supplies stores	2	D	D	D	b	D	D
4512	Book, periodical, and music stores	6	D	D	D	c	D	D
45121	Book stores and news dealers	4	D	D	D	b	D	D
451211	Book stores	4	D	D	D	b	D	D
4512111	Book stores, general	3	D	D	D	b	D	D
4512113	College book stores	1	D	D	D	b	D	D
452	General merchandise stores	15	D	D	D	g	D	D
4521	Department stores	7	D	D	D	f	D	D
45210009	Department stores (incl. leased depts.) ³	7	D	D	D	f	D	D
45211	Department stores	7	D	D	D	f	D	D
452111	Department stores (except discount department stores) ..	4	D	D	D	e	D	D
452112	Discount department stores	3	D	D	D	e	D	D
4529	Other general merchandise stores	8	D	D	D	f	D	D
45291	Warehouse clubs and supercenters	3	D	D	D	f	D	D
452910	Warehouse clubs and supercenters	3	D	D	D	f	D	D
45299	All other general merchandise stores	5	D	D	D	b	D	D
452990	All other general merchandise stores	5	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	46	D	D	D	e	D	D
4531	Florists	5	2 411	525	173	44	—	13.1
45311	Florists	5	2 411	525	173	44	—	13.1
453110	Florists	5	2 411	525	173	44	—	13.1
4532	Office supplies, stationery, and gift stores	27	18 457	2 319	578	209	9.0	15.2
45321	Office supplies and stationery stores	4	D	D	D	b	D	D
453210	Office supplies and stationery stores	4	D	D	D	b	D	D
45322	Gift, novelty, and souvenir stores	23	D	D	D	c	D	D
453220	Gift, novelty, and souvenir stores	23	D	D	D	c	D	D
4533	Used merchandise stores	5	2 911	756	182	42	12.2	—
45331	Used merchandise stores	5	2 911	756	182	42	12.2	—
453310	Used merchandise stores	5	2 911	756	182	42	12.2	—
4539	Other miscellaneous store retailers	9	D	D	D	b	D	D
45391	Pet and pet supplies stores	2	D	D	D	b	D	D
453910	Pet and pet supplies stores	2	D	D	D	b	D	D
45392	Art dealers	2	D	D	D	a	D	D
453920	Art dealers	2	D	D	D	a	D	D
45399	All other miscellaneous store retailers	5	D	D	D	a	D	D
454	Nonstore retailers	23	D	D	D	c	D	D
4543	Direct selling establishments	16	D	D	D	c	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	2	D	D	D	a	D	D
45439	Other direct selling establishments	14	16 901	3 526	920	146	7.2	.1
454390	Other direct selling establishments	14	16 901	3 526	920	146	7.2	.1
EDGERTON								
44-45	Retail trade	14	35 154	4 317	870	173	4.7	—
441	Motor vehicle and parts dealers	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	3	D	D	D	b	D	D
4441	Building material and supplies dealers	2	D	D	D	b	D	D
44419	Other building material dealers	1	D	D	D	b	D	D
444190	Other building material dealers	1	D	D	D	b	D	D
445	Food and beverage stores	2	D	D	D	b	D	D
447	Gasoline stations	4	8 315	576	135	32	12.7	—
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

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							From admini- strative records ¹	Estimated ²
EDGERTON (PART - ROCK COUNTY)								
44-45	Retail trade	14	35 154	4 317	870	173	4.7	—
441	Motor vehicle and parts dealers	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	3	D	D	D	b	D	D
4441	Building material and supplies dealers	2	D	D	D	b	D	D
44419	Other building material dealers	1	D	D	D	b	D	D
444190	Other building material dealers	1	D	D	D	b	D	D
445	Food and beverage stores	2	D	D	D	b	D	D
447	Gasoline stations	4	8 315	576	135	32	12.7	—
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
ELKHORN								
44-45	Retail trade	57	158 718	13 525	3 201	607	19.9	.4
441	Motor vehicle and parts dealers	10	42 581	3 115	722	116	35.6	—
4412	Other motor vehicle dealers	3	3 119	183	32	13	53.9	—
44121	Recreational vehicle dealers	2	D	D	D	a	D	D
441210	Recreational vehicle dealers	2	D	D	D	a	D	D
442	Furniture and home furnishings stores	4	4 572	554	133	23	77.3	—
4422	Home furnishings stores	3	D	D	D	a	D	D
443	Electronics and appliance stores	3	D	D	D	a	D	D
4431	Electronics and appliance stores	3	D	D	D	a	D	D
44311	Appliance, television, and other electronics stores	1	D	D	D	a	D	D
443111	Household appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	6	24 186	1 936	450	76	2.5	—
4441	Building material and supplies dealers	4	D	D	D	b	D	D
44419	Other building material dealers	2	D	D	D	b	D	D
444190	Other building material dealers	2	D	D	D	b	D	D
445	Food and beverage stores	7	25 578	2 820	655	215	5.7	.8
4452	Specialty food stores	1	D	D	D	a	D	D
446	Health and personal care stores	2	D	D	D	b	D	D
4461	Health and personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	6	11 740	585	143	42	2.4	—
44711	Gasoline stations with convenience stores	4	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	4	D	D	D	b	D	D
448	Clothing and clothing accessories stores	4	1 070	255	56	15	60.9	—
451	Sporting goods, hobby, book, and music stores	2	D	D	D	a	D	D
45114	Musical instrument and supplies stores	1	D	D	D	a	D	D
451140	Musical instrument and supplies stores	1	D	D	D	a	D	D
4512113	College book stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	9	D	D	D	b	D	D
4539	Other miscellaneous store retailers	3	D	D	D	a	D	D
454	Nonstore retailers	3	D	D	D	b	D	D
4543	Direct selling establishments	3	D	D	D	b	D	D
45439	Other direct selling establishments	3	D	D	D	b	D	D
454390	Other direct selling establishments	3	D	D	D	b	D	D
ELLSWORTH								
44-45	Retail trade	22	46 215	3 555	950	218	28.8	5.6
441	Motor vehicle and parts dealers	6	19 059	1 107	287	43	32.9	13.5
444	Building material and garden equipment and supplies dealers ...	5	9 199	971	302	34	9.5	—
4442	Lawn and garden equipment and supplies stores	3	D	D	D	a	D	D
44422	Nursery, garden center, and farm supply stores	3	D	D	D	a	D	D
444220	Nursery, garden center, and farm supply stores	3	D	D	D	a	D	D
445	Food and beverage stores	2	D	D	D	b	D	D
447	Gasoline stations	4	8 948	579	165	51	—	—
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D

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							From admini- strative records ¹	Estimated ²
ELM GROVE								
44-45	Retail trade	29	51 210	6 727	1 537	442	7.4	.2
441	Motor vehicle and parts dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	2	D	D	D	b	D	D
44413	Hardware stores	2	D	D	D	b	D	D
444130	Hardware stores	2	D	D	D	b	D	D
445	Food and beverage stores	4	D	D	D	c	D	D
4452	Specialty food stores	2	D	D	D	b	D	D
446	Health and personal care stores	4	D	D	D	c	D	D
4461	Health and personal care stores	4	D	D	D	c	D	D
447	Gasoline stations	3	6 540	583	123	24	—	—
448	Clothing and clothing accessories stores	6	3 199	609	143	39	33.9	—
451	Sporting goods, hobby, book, and music stores	3	D	D	D	b	D	D
45113	Sewing, needlework, and piece goods stores	3	D	D	D	b	D	D
451130	Sewing, needlework, and piece goods stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	3	1 528	304	74	36	39.3	—
45392	Art dealers	1	D	D	D	a	D	D
453920	Art dealers	1	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
EVANSVILLE								
44-45	Retail trade	18	52 334	4 356	995	206	15.6	1.4
441	Motor vehicle and parts dealers	1	D	D	D	b	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	3	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	1	D	D	D	a	D	D
44422	Nursery, garden center, and farm supply stores	1	D	D	D	a	D	D
444220	Nursery, garden center, and farm supply stores	1	D	D	D	a	D	D
445	Food and beverage stores	4	9 506	1 130	274	83	82.7	7.9
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	3	4 351	311	68	26	—	—
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
FITCHBURG								
44-45	Retail trade	47	146 380	19 007	4 015	695	3.7	20.8
441	Motor vehicle and parts dealers	7	21 326	2 078	449	78	8.6	7.4
4412	Other motor vehicle dealers	4	D	D	D	b	D	D
44121	Recreational vehicle dealers	3	D	D	D	a	D	D
441210	Recreational vehicle dealers	3	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	1	D	D	D	b	D	D
441221	Motorcycle dealers	1	D	D	D	b	D	D
442	Furniture and home furnishings stores	5	19 681	3 826	878	121	—	—
4421	Furniture stores	2	D	D	D	b	D	D
44211	Furniture stores	2	D	D	D	b	D	D
442110	Furniture stores	2	D	D	D	b	D	D
4422	Home furnishings stores	3	D	D	D	b	D	D
44221	Floor covering stores	2	D	D	D	b	D	D
442210	Floor covering stores	2	D	D	D	b	D	D
44229	Other home furnishings stores	1	D	D	D	b	D	D
442299	All other home furnishings stores	1	D	D	D	b	D	D
443	Electronics and appliance stores	4	6 909	2 126	512	66	—	17.2
4431	Electronics and appliance stores	4	6 909	2 126	512	66	—	17.2
44311	Appliance, television, and other electronics stores	4	6 909	2 126	512	66	—	17.2
443112	Radio, television, and other electronics stores	4	6 909	2 126	512	66	—	17.2
444	Building material and garden equipment and supplies dealers ...	6	8 381	1 767	432	53	17.7	12.0
4442	Lawn and garden equipment and supplies stores	3	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	3	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	3	D	D	D	b	D	D
445	Food and beverage stores	4	D	D	D	c	D	D
4451	Grocery stores	3	D	D	D	c	D	D
446	Health and personal care stores	3	D	D	D	b	D	D
4461	Health and personal care stores	3	D	D	D	b	D	D

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							From admini- strative records ¹	Estimated ²
FITCHBURG—Con.								
44-45	Retail trade—Con.							
447	Gasoline stations	6	21 425	1 048	292	58	—	—
44711	Gasoline stations with convenience stores	6	21 425	1 048	292	58	—	—
447110	Gasoline stations with convenience stores	6	21 425	1 048	292	58	—	—
448	Clothing and clothing accessories stores	4	1 240	121	30	17	84.0	16.0
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	3	D	D	D	b	D	D
4539	Other miscellaneous store retailers	2	D	D	D	a	D	D
45391	Pet and pet supplies stores	1	D	D	D	a	D	D
453910	Pet and pet supplies stores	1	D	D	D	a	D	D
454	Nonstore retailers	4	7 866	1 795	415	55	9.7	—
4542	Vending machine operators	1	D	D	D	b	D	D
45421	Vending machine operators	1	D	D	D	b	D	D
454210	Vending machine operators	1	D	D	D	b	D	D
FOND DU LAC								
44-45	Retail trade	241	733 618	72 944	17 818	4 269	6.3	8.5
441	Motor vehicle and parts dealers	32	197 072	14 223	3 286	578	10.5	.4
4411	Automobile dealers	11	171 110	10 534	2 473	417	9.5	.1
44111	New car dealers	6	158 016	9 929	2 293	390	7.7	—
441110	New car dealers	6	158 016	9 929	2 293	390	7.7	—
44112	Used car dealers	5	13 094	605	180	27	31.0	1.0
441120	Used car dealers	5	13 094	605	180	27	31.0	1.0
4412	Other motor vehicle dealers	4	13 632	1 142	190	42	22.5	—
44121	Recreational vehicle dealers	1	D	D	D	a	D	D
441210	Recreational vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	3	D	D	D	b	D	D
441221	Motorcycle dealers	2	D	D	D	b	D	D
4413	Automotive parts, accessories, and tire stores	17	12 330	2 547	623	119	11.4	5.3
44131	Automotive parts and accessories stores	12	D	D	D	b	D	D
441310	Automotive parts and accessories stores	12	D	D	D	b	D	D
442	Furniture and home furnishings stores	15	12 974	2 588	575	113	2.7	6.9
4421	Furniture stores	6	D	D	D	b	D	D
44211	Furniture stores	6	D	D	D	b	D	D
442110	Furniture stores	6	D	D	D	b	D	D
4422	Home furnishings stores	9	D	D	D	b	D	D
44221	Floor covering stores	4	D	D	D	b	D	D
442210	Floor covering stores	4	D	D	D	b	D	D
44229	Other home furnishings stores	5	1 950	281	70	28	3.9	—
443	Electronics and appliance stores	15	19 601	3 613	814	164	8.0	1.8
4431	Electronics and appliance stores	15	19 601	3 613	814	164	8.0	1.8
44311	Appliance, television, and other electronics stores	11	D	D	D	c	D	D
443111	Household appliance stores	4	D	D	D	c	D	D
443112	Radio, television, and other electronics stores	7	D	D	D	b	D	D
44312	Computer and software stores	4	D	D	D	b	D	D
443120	Computer and software stores	4	D	D	D	b	D	D
444	Building material and garden equipment and supplies dealers	14	68 810	7 334	1 866	292	.8	15.5
4441	Building material and supplies dealers	13	D	D	D	e	D	D
44411	Home centers	1	D	D	D	c	D	D
444110	Home centers	1	D	D	D	c	D	D
44419	Other building material dealers	6	D	D	D	b	D	D
444190	Other building material dealers	6	D	D	D	b	D	D
445	Food and beverage stores	14	116 056	10 157	2 447	808	.9	25.7
4451	Grocery stores	9	113 758	10 030	2 416	785	.3	26.2
44511	Supermarkets and other grocery (except convenience) stores	9	113 758	10 030	2 416	785	.3	26.2
445110	Supermarkets and other grocery (except convenience) stores	9	113 758	10 030	2 416	785	.3	26.2
446	Health and personal care stores	17	34 225	4 401	1 143	241	21.1	5.7
4461	Health and personal care stores	17	34 225	4 401	1 143	241	21.1	5.7
44611	Pharmacies and drug stores	8	D	D	D	c	D	D
446110	Pharmacies and drug stores	8	D	D	D	c	D	D
4461101	Pharmacies and drug stores	6	D	D	D	c	D	D
4461102	Proprietary stores	2	D	D	D	a	D	D
44612	Cosmetics, beauty supplies, and perfume stores	2	D	D	D	b	D	D
446120	Cosmetics, beauty supplies, and perfume stores	2	D	D	D	b	D	D
44619	Other health and personal care stores	4	D	D	D	b	D	D
446191	Food (health) supplement stores	2	D	D	D	a	D	D
447	Gasoline stations	26	62 447	3 331	777	214	13.0	16.8
4471	Gasoline stations	26	62 447	3 331	777	214	13.0	16.8
44711	Gasoline stations with convenience stores	21	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	21	D	D	D	c	D	D
44719	Other gasoline stations	5	D	D	D	b	D	D
447190	Other gasoline stations	5	D	D	D	b	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
FOND DU LAC—Con.								
44-45	Retail trade—Con.							
448	Clothing and clothing accessories stores	33	17 693	2 997	738	253	13.6	7.3
4481	Clothing stores	18	10 542	1 813	462	166	13.5	1.1
44819	Other clothing stores	3	D	D	D	b	D	D
448190	Other clothing stores	3	D	D	D	b	D	D
4483	Jewelry, luggage, and leather goods stores	9	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	26	17 237	2 098	567	237	19.1	—
4511	Sporting goods, hobby, and musical instrument stores	19	D	D	D	c	D	D
45111	Sporting goods stores	10	6 126	828	196	70	17.9	—
451110	Sporting goods stores	10	6 126	828	196	70	17.9	—
45112	Hobby, toy, and game stores	6	4 511	388	156	90	19.8	—
451120	Hobby, toy, and game stores	6	4 511	388	156	90	19.8	—
45113	Sewing, needlework, and piece goods stores	2	D	D	D	a	D	D
451130	Sewing, needlework, and piece goods stores	2	D	D	D	a	D	D
4512	Book, periodical, and music stores	7	D	D	D	b	D	D
45121	Book stores and news dealers	5	D	D	D	b	D	D
451211	Book stores	5	D	D	D	b	D	D
4512111	Book stores, general	3	2 043	263	68	31	26.2	—
4512113	College book stores	2	D	D	D	a	D	D
452	General merchandise stores	13	D	D	D	g	D	D
4521	Department stores	8	D	D	D	f	D	D
45210009	Department stores (incl. leased depts.) ³	8	D	D	D	f	D	D
45211	Department stores	8	D	D	D	f	D	D
452111	Department stores (except discount department stores) ..	3	D	D	D	e	D	D
452112	Discount department stores	5	95 800	9 445	2 485	696	—	—
4529	Other general merchandise stores	5	D	D	D	b	D	D
45299	All other general merchandise stores	5	D	D	D	b	D	D
452990	All other general merchandise stores	5	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	26	D	D	D	c	D	D
4531	Florists	5	3 106	918	219	65	7.1	—
45311	Florists	5	3 106	918	219	65	7.1	—
453110	Florists	5	3 106	918	219	65	7.1	—
4532	Office supplies, stationery, and gift stores	9	9 090	1 013	238	66	1.1	.6
45321	Office supplies and stationery stores	4	D	D	D	b	D	D
453210	Office supplies and stationery stores	4	D	D	D	b	D	D
4533	Used merchandise stores	4	D	D	D	b	D	D
45331	Used merchandise stores	4	D	D	D	b	D	D
453310	Used merchandise stores	4	D	D	D	b	D	D
4539	Other miscellaneous store retailers	8	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers	4	D	D	D	a	D	D
454	Nonstore retailers	10	17 590	3 649	901	121	1.9	11.5
4542	Vending machine operators	4	D	D	D	b	D	D
45421	Vending machine operators	4	D	D	D	b	D	D
454210	Vending machine operators	4	D	D	D	b	D	D
4543	Direct selling establishments	5	D	D	D	b	D	D
45439	Other direct selling establishments	4	D	D	D	b	D	D
454390	Other direct selling establishments	4	D	D	D	b	D	D
FORT ATKINSON								
44-45	Retail trade	55	173 703	20 842	5 303	1 063	4.3	1.0
441	Motor vehicle and parts dealers	9	29 193	4 004	980	130	4.3	.4
442	Furniture and home furnishings stores	6	D	D	D	b	D	D
4421	Furniture stores	5	D	D	D	b	D	D
44211	Furniture stores	5	D	D	D	b	D	D
442110	Furniture stores	5	D	D	D	b	D	D
4422	Home furnishings stores	1	D	D	D	a	D	D
443	Electronics and appliance stores	2	D	D	D	a	D	D
4431	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	5	4 221	869	174	58	—	—
445	Food and beverage stores	6	32 201	2 907	706	220	2.5	—
446	Health and personal care stores	3	D	D	D	b	D	D
447	Gasoline stations	8	11 394	506	161	42	14.0	6.7
448	Clothing and clothing accessories stores	5	1 461	187	41	13	8.8	—
451	Sporting goods, hobby, book, and music stores	2	D	D	D	a	D	D
452	General merchandise stores	3	D	D	D	c	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
FORT ATKINSON—Con.								
44-45	Retail trade—Con.							
453	Miscellaneous store retailers	3	D	D	D	b	D	D
454	Nonstore retailers	3	D	D	D	c	D	D
4541	Electronic shopping and mail-order houses	1	D	D	D	c	D	D
45411	Electronic shopping and mail-order houses	1	D	D	D	c	D	D
4543	Direct selling establishments	2	D	D	D	a	D	D
454311	Heating oil dealers	1	D	D	D	a	D	D
FOX POINT								
44-45	Retail trade	22	46 244	5 852	1 464	460	6.1	1.3
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
443	Electronics and appliance stores	3	D	D	D	a	D	D
445	Food and beverage stores	3	D	D	D	c	D	D
446	Health and personal care stores	4	16 195	1 565	400	124	11.2	—
4461	Health and personal care stores	4	16 195	1 565	400	124	11.2	—
44619	Other health and personal care stores	1	D	D	D	a	D	D
446191	Food (health) supplement stores	1	D	D	D	a	D	D
448	Clothing and clothing accessories stores	2	D	D	D	b	D	D
4481	Clothing stores	2	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	3	6 803	929	224	62	—	—
4512	Book, periodical, and music stores	2	D	D	D	b	D	D
45121	Book stores and news dealers	2	D	D	D	b	D	D
451211	Book stores	2	D	D	D	b	D	D
4512111	Book stores, general	1	D	D	D	b	D	D
4512113	College book stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	2	D	D	D	a	D	D
4533	Used merchandise stores	1	D	D	D	a	D	D
45331	Used merchandise stores	1	D	D	D	a	D	D
453310	Used merchandise stores	1	D	D	D	a	D	D
454	Nonstore retailers	3	393	38	11	13	78.6	21.4
FRANKLIN								
44-45	Retail trade	60	376 953	33 702	7 786	1 671	1.8	7.7
441	Motor vehicle and parts dealers	12	D	D	D	e	D	D
4411	Automobile dealers	4	D	D	D	c	D	D
44111	New car dealers	4	D	D	D	c	D	D
441110	New car dealers	4	D	D	D	c	D	D
4412	Other motor vehicle dealers	4	4 048	418	86	14	3.3	16.9
44122	Motorcycle, boat, and other motor vehicle dealers	4	4 048	418	86	14	3.3	16.9
441222	Boat dealers	2	D	D	D	a	D	D
442	Furniture and home furnishings stores	5	3 663	708	161	30	12.5	—
4422	Home furnishings stores	5	3 663	708	161	30	12.5	—
443	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ..	5	41 987	4 590	971	187	9.9	—
4441	Building material and supplies dealers	4	D	D	D	c	D	D
44411	Home centers	1	D	D	D	c	D	D
444110	Home centers	1	D	D	D	c	D	D
445	Food and beverage stores	5	D	D	D	e	D	D
4451	Grocery stores	4	68 497	6 378	1 438	432	—	36.7
44511	Supermarkets and other grocery (except convenience) stores	4	68 497	6 378	1 438	432	—	36.7
445110	Supermarkets and other grocery (except convenience) stores	4	68 497	6 378	1 438	432	—	36.7
446	Health and personal care stores	8	D	D	D	c	D	D
4461	Health and personal care stores	8	D	D	D	c	D	D
447	Gasoline stations	6	12 142	554	141	43	—	19.0
44711	Gasoline stations with convenience stores	6	12 142	554	141	43	—	19.0
447110	Gasoline stations with convenience stores	6	12 142	554	141	43	—	19.0
448	Clothing and clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	1	D	D	D	b	D	D
4511	Sporting goods, hobby, and musical instrument stores	1	D	D	D	b	D	D
45111	Sporting goods stores	1	D	D	D	b	D	D
451110	Sporting goods stores	1	D	D	D	b	D	D
4511102	Specialty-line sporting goods stores	1	D	D	D	b	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
FRANKLIN—Con.								
Retail trade—Con.								
44-45	General merchandise stores	3	D	D	D	e	D	D
452	Discount department stores	1	D	D	D	e	D	D
452112	Other general merchandise stores	2	D	D	D	c	D	D
4529	Miscellaneous store retailers	7	2 048	341	66	34	24.9	—
453	Other miscellaneous store retailers	1	D	D	D	a	D	D
4539	All other miscellaneous store retailers	1	D	D	D	a	D	D
45399	Nonstore retailers	4	4 515	696	202	44	18.1	—
454								
GERMANTOWN								
44-45	Retail trade	45	161 091	15 237	3 564	808	6.8	13.5
441	Motor vehicle and parts dealers	5	8 514	979	218	36	37.4	—
4412	Other motor vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	1	D	D	D	a	D	D
441221	Motorcycle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	3	D	D	D	a	D	D
443	Electronics and appliance stores	4	7 298	933	174	21	.3	53.3
4431	Electronics and appliance stores	4	7 298	933	174	21	.3	53.3
44311	Appliance, television, and other electronics stores	3	D	D	D	a	D	D
443111	Household appliance stores	1	D	D	D	a	D	D
44312	Computer and software stores	1	D	D	D	a	D	D
443120	Computer and software stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	6	16 927	1 919	449	119	.6	—
4441	Building material and supplies dealers	4	D	D	D	b	D	D
44413	Hardware stores	1	D	D	D	b	D	D
444130	Hardware stores	1	D	D	D	b	D	D
44419	Other building material dealers	3	D	D	D	b	D	D
444190	Other building material dealers	3	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	2	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	1	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	1	D	D	D	b	D	D
445	Food and beverage stores	5	27 429	2 340	540	205	7.8	65.2
446	Health and personal care stores	3	D	D	D	b	D	D
4461	Health and personal care stores	3	D	D	D	b	D	D
4461102	Proprietary stores	1	D	D	D	a	D	D
447	Gasoline stations	5	21 604	722	174	57	16.7	—
44711	Gasoline stations with convenience stores	5	21 604	722	174	57	16.7	—
447110	Gasoline stations with convenience stores	5	21 604	722	174	57	16.7	—
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	3	D	D	D	b	D	D
4511	Sporting goods, hobby, and musical instrument stores	3	D	D	D	b	D	D
45111	Sporting goods stores	1	D	D	D	b	D	D
451110	Sporting goods stores	1	D	D	D	b	D	D
4511102	Specialty-line sporting goods stores	1	D	D	D	b	D	D
452	General merchandise stores	2	D	D	D	c	D	D
452111	Department stores (except discount department stores) ..	1	D	D	D	c	D	D
453	Miscellaneous store retailers	5	D	D	D	b	D	D
4532	Office supplies, stationery, and gift stores	2	D	D	D	b	D	D
45321	Office supplies and stationery stores	1	D	D	D	b	D	D
453210	Office supplies and stationery stores	1	D	D	D	b	D	D
4539	Other miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	3	D	D	D	b	D	D
4543	Direct selling establishments	2	D	D	D	b	D	D
45439	Other direct selling establishments	2	D	D	D	b	D	D
454390	Other direct selling establishments	2	D	D	D	b	D	D

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							From admini- strative records ¹	Estimated ²
GLENDALE								
44-45	Retail trade	111	506 350	46 469	11 452	2 217	1.6	23.4
441	Motor vehicle and parts dealers	9	D	D	D	e	D	D
4411	Automobile dealers	7	261 916	18 656	4 360	424	—	41.4
44111	New car dealers	7	261 916	18 656	4 360	424	—	41.4
441110	New car dealers	7	261 916	18 656	4 360	424	—	41.4
442	Furniture and home furnishings stores	5	D	D	D	b	D	D
4422	Home furnishings stores	3	4 106	416	98	56	7.5	—
44229	Other home furnishings stores	3	4 106	416	98	56	7.5	—
442299	All other home furnishings stores	3	4 106	416	98	56	7.5	—
443	Electronics and appliance stores	7	6 965	1 230	317	77	16.1	—
4431	Electronics and appliance stores	7	6 965	1 230	317	77	16.1	—
44311	Appliance, television, and other electronics stores	3	3 324	733	196	39	33.6	—
443112	Radio, television, and other electronics stores	3	3 324	733	196	39	33.6	—
44312	Computer and software stores	3	D	D	D	b	D	D
443120	Computer and software stores	3	D	D	D	b	D	D
44313	Camera and photographic supplies stores	1	D	D	D	a	D	D
443130	Camera and photographic supplies stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	8	10 758	1 403	303	61	11.8	—
445	Food and beverage stores	8	46 064	3 421	950	235	.2	.7
4451	Grocery stores	4	D	D	D	c	D	D
446	Health and personal care stores	12	25 296	3 973	890	205	—	4.7
4461	Health and personal care stores	12	25 296	3 973	890	205	—	4.7
44612	Cosmetics, beauty supplies, and perfume stores	3	D	D	D	b	D	D
446120	Cosmetics, beauty supplies, and perfume stores	3	D	D	D	b	D	D
44613	Optical goods stores	5	3 218	793	201	42	—	3.0
446130	Optical goods stores	5	3 218	793	201	42	—	3.0
447	Gasoline stations	8	23 769	1 319	340	85	11.9	17.0
4471	Gasoline stations	8	23 769	1 319	340	85	11.9	17.0
44711	Gasoline stations with convenience stores	7	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	7	D	D	D	b	D	D
448	Clothing and clothing accessories stores	27	29 678	4 380	1 153	325	5.7	9.0
4481	Clothing stores	18	20 097	3 114	990	280	6.9	—
44813	Children's and infants' clothing stores	2	D	D	D	b	D	D
448130	Children's and infants' clothing stores	2	D	D	D	b	D	D
44819	Other clothing stores	1	D	D	D	b	D	D
448190	Other clothing stores	1	D	D	D	b	D	D
4482101	Men's shoe stores	2	D	D	D	a	D	D
4482105	Athletic footwear stores	3	D	D	D	b	D	D
4483	Jewelry, luggage, and leather goods stores	4	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	10	18 116	2 454	605	170	—	3.0
4511	Sporting goods, hobby, and musical instrument stores	5	6 410	863	206	71	—	5.0
45113	Sewing, needlework, and piece goods stores	1	D	D	D	a	D	D
451130	Sewing, needlework, and piece goods stores	1	D	D	D	a	D	D
45114	Musical instrument and supplies stores	1	D	D	D	b	D	D
451140	Musical instrument and supplies stores	1	D	D	D	b	D	D
4512	Book, periodical, and music stores	5	11 706	1 591	399	99	—	1.9
45121	Book stores and news dealers	2	D	D	D	b	D	D
451211	Book stores	2	D	D	D	b	D	D
4512111	Book stores, general	2	D	D	D	b	D	D
45122	Prerecorded tape, compact disc, and record stores	3	D	D	D	b	D	D
451220	Prerecorded tape, compact disc, and record stores	3	D	D	D	b	D	D
452	General merchandise stores	3	69 407	7 141	1 887	456	—	—
452111	Department stores (except discount department stores) ..	2	D	D	D	e	D	D
453	Miscellaneous store retailers	8	3 697	473	116	60	2.8	36.4
4539	Other miscellaneous store retailers	2	D	D	D	b	D	D
45391	Pet and pet supplies stores	1	D	D	D	b	D	D
453910	Pet and pet supplies stores	1	D	D	D	b	D	D
45392	Art dealers	1	D	D	D	a	D	D
453920	Art dealers	1	D	D	D	a	D	D
454	Nonstore retailers	6	3 368	773	226	26	23.8	8.4

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

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							From admini- strative records ¹	Estimated ²
GRAFTON								
44-45	Retail trade	45	106 682	10 259	2 666	822	7.1	6.0
441	Motor vehicle and parts dealers	2	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	5	5 658	626	140	54	1.0	—
44413	Hardware stores	2	D	D	D	b	D	D
444130	Hardware stores	2	D	D	D	b	D	D
445	Food and beverage stores	4	42 935	3 949	1 010	210	—	14.0
4451	Grocery stores	3	D	D	D	c	D	D
446	Health and personal care stores	3	D	D	D	b	D	D
447	Gasoline stations	4	3 438	280	64	22	9.7	9.3
448	Clothing and clothing accessories stores	7	2 039	344	107	49	20.9	—
451	Sporting goods, hobby, book, and music stores	7	2 968	388	75	46	17.5	—
4511	Sporting goods, hobby, and musical instrument stores	7	2 968	388	75	46	17.5	—
452	General merchandise stores	4	D	D	D	e	D	D
453	Miscellaneous store retailers	6	1 185	198	44	20	47.8	.4
454	Nonstore retailers	2	D	D	D	a	D	D
GRAND CHUTE								
44-45	Retail trade	265	1 182 493	120 990	28 735	6 010	2.4	1.3
441	Motor vehicle and parts dealers	31	290 896	25 050	5 713	778	6.0	2.2
4411	Automobile dealers	20	269 801	21 570	4 942	644	6.5	.2
44111	New car dealers	16	266 928	21 375	4 909	634	6.0	—
441110	New car dealers	16	266 928	21 375	4 909	634	6.0	—
4412	Other motor vehicle dealers	3	7 924	1 132	205	41	—	14.7
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	b	D	D
441221	Motorcycle dealers	2	D	D	D	b	D	D
4413	Automotive parts, accessories, and tire stores	8	13 171	2 348	566	93	—	36.6
44131	Automotive parts and accessories stores	5	D	D	D	b	D	D
441310	Automotive parts and accessories stores	5	D	D	D	b	D	D
44132	Tire dealers	3	D	D	D	b	D	D
441320	Tire dealers	3	D	D	D	b	D	D
442	Furniture and home furnishings stores	22	42 564	6 757	1 502	276	2.8	—
4421	Furniture stores	7	10 729	1 366	346	70	5.6	—
44211	Furniture stores	7	10 729	1 366	346	70	5.6	—
442110	Furniture stores	7	10 729	1 366	346	70	5.6	—
4422	Home furnishings stores	15	31 835	5 391	1 156	206	1.9	—
44221	Floor covering stores	6	12 910	2 889	717	101	4.7	—
442210	Floor covering stores	6	12 910	2 889	717	101	4.7	—
44229	Other home furnishings stores	9	18 925	2 502	439	105	—	—
442299	All other home furnishings stores	9	18 925	2 502	439	105	—	—
443	Electronics and appliance stores	15	73 372	11 011	2 749	359	5.7	—
4431	Electronics and appliance stores	15	73 372	11 011	2 749	359	5.7	—
44311	Appliance, television, and other electronics stores	7	D	D	D	e	D	D
443111	Household appliance stores	1	D	D	D	b	D	D
443112	Radio, television, and other electronics stores	6	D	D	D	e	D	D
44312	Computer and software stores	7	D	D	D	b	D	D
443120	Computer and software stores	7	D	D	D	b	D	D
444	Building material and garden equipment and supplies dealers ...	20	109 765	11 888	2 858	442	—	.5
4441	Building material and supplies dealers	19	D	D	D	e	D	D
44411	Home centers	3	D	D	D	c	D	D
444110	Home centers	3	D	D	D	c	D	D
44412	Paint and wallpaper stores	5	D	D	D	b	D	D
444120	Paint and wallpaper stores	5	D	D	D	b	D	D
44419	Other building material dealers	10	39 985	4 826	1 092	130	—	1.4
444190	Other building material dealers	10	39 985	4 826	1 092	130	—	1.4
445	Food and beverage stores	5	D	D	D	e	D	D
4451	Grocery stores	3	D	D	D	c	D	D
44511	Supermarkets and other grocery (except convenience) stores	2	D	D	D	c	D	D
445110	Supermarkets and other grocery (except convenience) stores	2	D	D	D	c	D	D
4452	Specialty food stores	2	D	D	D	b	D	D
446	Health and personal care stores	17	25 187	4 021	1 003	254	—	—
4461	Health and personal care stores	17	25 187	4 021	1 003	254	—	—
44612	Cosmetics, beauty supplies, and perfume stores	5	5 270	769	198	96	—	—
446120	Cosmetics, beauty supplies, and perfume stores	5	5 270	769	198	96	—	—
44613	Optical goods stores	8	D	D	D	b	D	D
446130	Optical goods stores	8	D	D	D	b	D	D
44619	Other health and personal care stores	2	D	D	D	b	D	D
446199	All other health and personal care stores	1	D	D	D	b	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
GRAND CHUTE—Con.								
Retail trade—Con.								
44-45	Retail trade—Con.							
447	Gasoline stations	13	67 589	3 774	941	189	3.5	4.4
4471	Gasoline stations	13	67 589	3 774	941	189	3.5	4.4
44711	Gasoline stations with convenience stores	12	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	12	D	D	D	b	D	D
44719	Other gasoline stations	1	D	D	D	b	D	D
447190	Other gasoline stations	1	D	D	D	b	D	D
448	Clothing and clothing accessories stores	68	104 205	11 707	2 660	824	.9	—
4481	Clothing stores	44	77 812	7 595	1 674	612	—	—
44811	Men's clothing stores	4	2 973	451	123	34	—	—
448110	Men's clothing stores	4	2 973	451	123	34	—	—
44812	Women's clothing stores	16	19 843	2 084	509	205	—	—
448120	Women's clothing stores	16	19 843	2 084	509	205	—	—
44813	Children's and infants' clothing stores	5	D	D	D	b	D	D
448130	Children's and infants' clothing stores	5	D	D	D	b	D	D
44814	Family clothing stores	13	45 802	3 887	774	266	—	—
448140	Family clothing stores	13	45 802	3 887	774	266	—	—
44815	Clothing accessories stores	4	D	D	D	a	D	D
448150	Clothing accessories stores	4	D	D	D	a	D	D
44819	Other clothing stores	2	D	D	D	b	D	D
448190	Other clothing stores	2	D	D	D	b	D	D
4482	Shoe stores	10	6 781	950	237	84	—	—
44821	Shoe stores	10	6 781	950	237	84	—	—
448210	Shoe stores	10	6 781	950	237	84	—	—
4482104	Family shoe stores	6	D	D	D	b	D	D
4482105	Athletic footwear stores	2	D	D	D	a	D	D
4483	Jewelry, luggage, and leather goods stores	14	19 612	3 162	749	128	4.7	—
44831	Jewelry stores	14	19 612	3 162	749	128	4.7	—
448310	Jewelry stores	14	19 612	3 162	749	128	4.7	—
451	Sporting goods, hobby, book, and music stores	27	65 663	6 660	1 604	588	1.0	3.3
4511	Sporting goods, hobby, and musical instrument stores	22	47 797	5 293	1 240	451	1.4	3.4
45111	Sporting goods stores	13	23 494	2 740	653	203	2.8	—
451110	Sporting goods stores	13	23 494	2 740	653	203	2.8	—
4511101	General-line sporting goods stores	3	D	D	D	b	D	D
4511102	Specialty-line sporting goods stores	10	D	D	D	c	D	D
45112	Hobby, toy, and game stores	7	D	D	D	c	D	D
451120	Hobby, toy, and game stores	7	D	D	D	c	D	D
45113	Sewing, needlework, and piece goods stores	2	D	D	D	b	D	D
451130	Sewing, needlework, and piece goods stores	2	D	D	D	b	D	D
4512	Book, periodical, and music stores	5	17 866	1 367	364	137	—	3.0
45121	Book stores and news dealers	3	D	D	D	b	D	D
451211	Book stores	3	D	D	D	b	D	D
4512111	Book stores, general	2	D	D	D	b	D	D
4512113	College book stores	1	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, and record stores	2	D	D	D	b	D	D
451220	Prerecorded tape, compact disc, and record stores	2	D	D	D	b	D	D
452	General merchandise stores	10	283 361	26 468	6 355	1 525	—	—
4521	Department stores	6	D	D	D	f	D	D
45210009	Department stores (incl. leased depts.) ³	6	D	D	D	f	D	D
45211	Department stores	6	D	D	D	f	D	D
452111	Department stores (except discount department stores) ..	4	80 302	9 785	2 441	655	—	—
4529	Other general merchandise stores	4	D	D	D	f	D	D
45291	Warehouse clubs and supercenters	2	D	D	D	f	D	D
452910	Warehouse clubs and supercenters	2	D	D	D	f	D	D
45299	All other general merchandise stores	2	D	D	D	c	D	D
452990	All other general merchandise stores	2	D	D	D	c	D	D
4529904	Miscellaneous general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	27	D	D	D	e	D	D
4532	Office supplies, stationery, and gift stores	14	14 045	1 663	437	120	3.4	15.8
45321	Office supplies and stationery stores	2	D	D	D	b	D	D
453210	Office supplies and stationery stores	2	D	D	D	b	D	D
45322	Gift, novelty, and souvenir stores	12	D	D	D	b	D	D
453220	Gift, novelty, and souvenir stores	12	D	D	D	b	D	D
4533	Used merchandise stores	3	D	D	D	b	D	D
45331	Used merchandise stores	3	D	D	D	b	D	D
453310	Used merchandise stores	3	D	D	D	b	D	D
4539	Other miscellaneous store retailers	7	D	D	D	b	D	D
45391	Pet and pet supplies stores	1	D	D	D	b	D	D
453910	Pet and pet supplies stores	1	D	D	D	b	D	D
45392	Art dealers	1	D	D	D	a	D	D
453920	Art dealers	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers	5	D	D	D	b	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
GRAND CHUTE—Con.								
44-45	Retail trade—Con.							
454	Nonstore retailers	10	24 764	4 913	1 236	189	2.3	—
4542	Vending machine operators	2	D	D	D	c	D	D
45421	Vending machine operators	2	D	D	D	c	D	D
454210	Vending machine operators	2	D	D	D	c	D	D
4543	Direct selling establishments	6	D	D	D	b	D	D
45439	Other direct selling establishments	5	6 303	1 245	307	65	8.2	—
454390	Other direct selling establishments	5	6 303	1 245	307	65	8.2	—
GREEN BAY								
44-45	Retail trade	503	1 539 964	176 172	41 452	8 568	11.7	3.6
441	Motor vehicle and parts dealers	57	370 045	37 955	8 670	1 015	31.1	.2
4411	Automobile dealers	31	339 539	27 299	6 094	715	33.1	.2
44111	New car dealers	7	306 409	24 925	5 524	619	35.0	—
441110	New car dealers	7	306 409	24 925	5 524	619	35.0	—
44112	Used car dealers	24	33 130	2 374	570	96	15.4	1.8
441120	Used car dealers	24	33 130	2 374	570	96	15.4	1.8
4412	Other motor vehicle dealers	2	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	a	D	D
441222	Boat dealers	2	D	D	D	a	D	D
4413	Automotive parts, accessories, and tire stores	24	D	D	D	e	D	D
44131	Automotive parts and accessories stores	18	D	D	D	c	D	D
441310	Automotive parts and accessories stores	18	D	D	D	c	D	D
44132	Tire dealers	6	14 812	7 801	1 946	170	1.9	—
441320	Tire dealers	6	14 812	7 801	1 946	170	1.9	—
442	Furniture and home furnishings stores	28	30 624	4 923	1 169	254	17.4	12.5
4421	Furniture stores	12	12 973	1 965	436	85	32.0	9.8
44211	Furniture stores	12	12 973	1 965	436	85	32.0	9.8
442110	Furniture stores	12	12 973	1 965	436	85	32.0	9.8
4422	Home furnishings stores	16	17 651	2 958	733	169	6.7	14.6
44229	Other home furnishings stores	14	D	D	D	c	D	D
442299	All other home furnishings stores	13	D	D	D	c	D	D
443	Electronics and appliance stores	33	116 143	11 408	2 841	460	4.7	.5
4431	Electronics and appliance stores	33	116 143	11 408	2 841	460	4.7	.5
44311	Appliance, television, and other electronics stores	26	D	D	D	e	D	D
443111	Household appliance stores	10	D	D	D	b	D	D
443112	Radio, television, and other electronics stores	16	57 643	5 470	1 549	276	3.9	1.0
44312	Computer and software stores	7	D	D	D	c	D	D
443120	Computer and software stores	7	D	D	D	c	D	D
444	Building material and garden equipment and supplies dealers	30	129 178	26 872	6 573	809	6.8	9.7
4441	Building material and supplies dealers	28	D	D	D	f	D	D
44411	Home centers	1	D	D	D	c	D	D
444110	Home centers	1	D	D	D	c	D	D
44412	Paint and wallpaper stores	6	D	D	D	b	D	D
444120	Paint and wallpaper stores	6	D	D	D	b	D	D
44419	Other building material dealers	17	83 242	20 978	5 175	533	9.6	11.6
444190	Other building material dealers	17	83 242	20 978	5 175	533	9.6	11.6
4442	Lawn and garden equipment and supplies stores	2	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	1	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	1	D	D	D	b	D	D
445	Food and beverage stores	42	204 099	17 069	4 093	1 146	7.0	2.3
4451	Grocery stores	22	191 014	15 963	3 837	1 042	5.8	2.2
44511	Supermarkets and other grocery (except convenience) stores	19	189 635	15 806	3 791	1 031	5.8	2.3
445110	Supermarkets and other grocery (except convenience) stores	19	189 635	15 806	3 791	1 031	5.8	2.3
4452	Specialty food stores	7	947	309	73	19	42.8	—
4453	Beer, wine, and liquor stores	13	12 138	797	183	85	23.0	2.8
44531	Beer, wine, and liquor stores	13	12 138	797	183	85	23.0	2.8
445310	Beer, wine, and liquor stores	13	12 138	797	183	85	23.0	2.8
446	Health and personal care stores	39	84 378	12 867	2 488	516	4.7	14.2
4461	Health and personal care stores	39	84 378	12 867	2 488	516	4.7	14.2
44611	Pharmacies and drug stores	17	75 964	11 136	2 047	393	5.2	15.7
446110	Pharmacies and drug stores	17	75 964	11 136	2 047	393	5.2	15.7
4461101	Pharmacies and drug stores	17	75 964	11 136	2 047	393	5.2	15.7
44612	Cosmetics, beauty supplies, and perfume stores	7	2 676	434	105	55	2.9	—
446120	Cosmetics, beauty supplies, and perfume stores	7	2 676	434	105	55	2.9	—
44613	Optical goods stores	7	D	D	D	b	D	D
446130	Optical goods stores	7	D	D	D	b	D	D
44619	Other health and personal care stores	8	D	D	D	b	D	D
446191	Food (health) supplement stores	6	D	D	D	b	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
GREEN BAY—Con.								
44-45	Retail trade—Con.							
447	Gasoline stations	47	85 398	4 893	1 198	338	19.8	8.7
4471	Gasoline stations	47	85 398	4 893	1 198	338	19.8	8.7
44711	Gasoline stations with convenience stores	41	79 621	3 870	938	299	19.9	9.3
447110	Gasoline stations with convenience stores	41	79 621	3 870	938	299	19.9	9.3
448	Clothing and clothing accessories stores	85	86 586	11 166	2 699	922	4.2	4.2
4481	Clothing stores	43	52 464	5 678	1 418	588	3.4	5.1
44812	Women's clothing stores	17	D	D	D	c	D	D
448120	Women's clothing stores	17	D	D	D	c	D	D
44813	Children's and infants' clothing stores	3	3 159	312	62	36	—	—
448130	Children's and infants' clothing stores	3	3 159	312	62	36	—	—
44814	Family clothing stores	14	D	D	D	e	D	D
448140	Family clothing stores	14	D	D	D	e	D	D
44815	Clothing accessories stores	3	D	D	D	a	D	D
448150	Clothing accessories stores	3	D	D	D	a	D	D
44819	Other clothing stores	3	D	D	D	b	D	D
448190	Other clothing stores	3	D	D	D	b	D	D
4482	Shoe stores	21	12 308	1 764	394	165	—	—
44821	Shoe stores	21	12 308	1 764	394	165	—	—
448210	Shoe stores	21	12 308	1 764	394	165	—	—
4482103	Children's and juveniles' shoe stores	1	D	D	D	a	D	D
4482104	Family shoe stores	13	D	D	D	c	D	D
4482105	Athletic footwear stores	5	D	D	D	b	D	D
4483	Jewelry, luggage, and leather goods stores	21	21 814	3 724	887	169	8.4	4.3
44831	Jewelry stores	20	D	D	D	c	D	D
448310	Jewelry stores	20	D	D	D	c	D	D
44832	Luggage and leather goods stores	1	D	D	D	a	D	D
448320	Luggage and leather goods stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	51	56 314	7 956	2 039	607	4.6	4.2
4511	Sporting goods, hobby, and musical instrument stores	37	48 962	6 937	1 793	506	3.1	2.2
45111	Sporting goods stores	15	19 115	2 608	733	202	—	4.0
451110	Sporting goods stores	15	19 115	2 608	733	202	—	4.0
4511101	General-line sporting goods stores	3	3 020	581	212	70	—	25.4
4511102	Specialty-line sporting goods stores	12	16 095	2 027	521	132	—	—
45112	Hobby, toy, and game stores	11	20 914	2 216	530	200	1.2	1.5
451120	Hobby, toy, and game stores	11	20 914	2 216	530	200	1.2	1.5
45113	Sewing, needlework, and piece goods stores	5	D	D	D	b	D	D
451130	Sewing, needlework, and piece goods stores	5	D	D	D	b	D	D
45114	Musical instrument and supplies stores	6	D	D	D	b	D	D
451140	Musical instrument and supplies stores	6	D	D	D	b	D	D
4512	Book, periodical, and music stores	14	7 352	1 019	246	101	14.9	17.5
45121	Book stores and news dealers	8	2 963	581	141	49	—	3.0
451211	Book stores	7	D	D	D	b	D	D
4512111	Book stores, general	6	D	D	D	b	D	D
451212	News dealers and newsstands	1	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, and record stores	6	4 389	438	105	52	25.0	27.3
451220	Prerecorded tape, compact disc, and record stores	6	4 389	438	105	52	25.0	27.3
452	General merchandise stores	17	D	D	D	g	D	D
4521	Department stores	9	D	D	D	g	D	D
45210009	Department stores (incl. leased depts.) ³	9	D	D	D	g	D	D
45211	Department stores	9	D	D	D	g	D	D
452111	Department stores (except discount department stores) ..	4	60 331	8 396	2 112	534	—	—
452112	Discount department stores	5	D	D	D	f	D	D
4529	Other general merchandise stores	8	D	D	D	f	D	D
45291	Warehouse clubs and supercenters	2	D	D	D	f	D	D
452910	Warehouse clubs and supercenters	2	D	D	D	f	D	D
45299	All other general merchandise stores	6	D	D	D	c	D	D
452990	All other general merchandise stores	6	D	D	D	c	D	D
4529901	Variety stores	5	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	57	D	D	D	f	D	D
4531	Florists	9	2 967	659	142	88	46.4	3.8
45311	Florists	9	2 967	659	142	88	46.4	3.8
453110	Florists	9	2 967	659	142	88	46.4	3.8
4532	Office supplies, stationery, and gift stores	20	17 814	2 226	545	183	.5	5.2
45321	Office supplies and stationery stores	2	D	D	D	b	D	D
453210	Office supplies and stationery stores	2	D	D	D	b	D	D
45322	Gift, novelty, and souvenir stores	18	D	D	D	c	D	D
453220	Gift, novelty, and souvenir stores	18	D	D	D	c	D	D
4533	Used merchandise stores	11	3 981	1 165	298	107	20.6	1.1
45331	Used merchandise stores	11	3 981	1 165	298	107	20.6	1.1
453310	Used merchandise stores	11	3 981	1 165	298	107	20.6	1.1
4539	Other miscellaneous store retailers	17	D	D	D	c	D	D
45391	Pet and pet supplies stores	2	D	D	D	b	D	D
453910	Pet and pet supplies stores	2	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers	12	D	D	D	b	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
GREEN BAY—Con.								
44-45	Retail trade—Con.							
454	Nonstore retailers	17	27 026	4 274	897	166	1.8	18.7
4541	Electronic shopping and mail-order houses	3	4 280	629	158	45	—	80.0
45411	Electronic shopping and mail-order houses	3	4 280	629	158	45	—	80.0
4542	Vending machine operators	1	D	D	D	a	D	D
45421	Vending machine operators	1	D	D	D	a	D	D
454210	Vending machine operators	1	D	D	D	a	D	D
4543	Direct selling establishments	13	D	D	D	c	D	D
45431	Fuel dealers	2	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	2	D	D	D	b	D	D
45439	Other direct selling establishments	11	D	D	D	b	D	D
454390	Other direct selling establishments	11	D	D	D	b	D	D
GREENDALE								
44-45	Retail trade	125	268 240	31 273	7 930	2 393	1.7	3.9
441	Motor vehicle and parts dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	6	16 843	2 218	577	96	2.8	.2
4421	Furniture stores	3	D	D	D	b	D	D
44211	Furniture stores	3	D	D	D	b	D	D
442110	Furniture stores	3	D	D	D	b	D	D
4422	Home furnishings stores	3	D	D	D	b	D	D
44229	Other home furnishings stores	3	D	D	D	b	D	D
442299	All other home furnishings stores	3	D	D	D	b	D	D
443	Electronics and appliance stores	3	3 058	329	66	15	8.0	—
4431	Electronics and appliance stores	3	3 058	329	66	15	8.0	—
44312	Computer and software stores	1	D	D	D	a	D	D
443120	Computer and software stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers	1	D	D	D	a	D	D
445	Food and beverage stores	7	4 090	736	188	83	11.2	14.2
4452	Specialty food stores	6	D	D	D	b	D	D
446	Health and personal care stores	17	16 951	2 565	647	179	9.3	2.6
4461	Health and personal care stores	17	16 951	2 565	647	179	9.3	2.6
44612	Cosmetics, beauty supplies, and perfume stores	5	3 433	485	109	52	6.9	—
446120	Cosmetics, beauty supplies, and perfume stores	5	3 433	485	109	52	6.9	—
44613	Optical goods stores	7	4 634	1 035	257	43	—	9.5
446130	Optical goods stores	7	4 634	1 035	257	43	—	9.5
447	Gasoline stations	1	D	D	D	a	D	D
448	Clothing and clothing accessories stores	60	74 423	8 633	2 117	754	1.2	8.8
4481	Clothing stores	39	46 987	5 217	1 266	552	1.9	13.9
44812	Women's clothing stores	12	15 259	1 516	354	183	—	19.7
448120	Women's clothing stores	12	15 259	1 516	354	183	—	19.7
44813	Children's and infants' clothing stores	3	2 736	411	100	44	—	—
448130	Children's and infants' clothing stores	3	2 736	411	100	44	—	—
44814	Family clothing stores	13	20 021	1 626	387	189	4.6	16.7
448140	Family clothing stores	13	20 021	1 626	387	189	4.6	16.7
44815	Clothing accessories stores	3	D	D	D	a	D	D
448150	Clothing accessories stores	3	D	D	D	a	D	D
44819	Other clothing stores	5	5 725	1 034	267	93	—	—
448190	Other clothing stores	5	5 725	1 034	267	93	—	—
4482	Shoe stores	11	12 246	1 342	304	107	—	—
44821	Shoe stores	11	12 246	1 342	304	107	—	—
448210	Shoe stores	11	12 246	1 342	304	107	—	—
4482102	Women's shoe stores	2	D	D	D	a	D	D
4482104	Family shoe stores	5	D	D	D	b	D	D
4482105	Athletic footwear stores	4	6 644	592	150	71	—	—
4483	Jewelry, luggage, and leather goods stores	10	15 190	2 074	547	95	—	—
44831	Jewelry stores	10	15 190	2 074	547	95	—	—
448310	Jewelry stores	10	15 190	2 074	547	95	—	—
451	Sporting goods, hobby, book, and music stores	8	9 744	1 212	196	80	1.4	—
4511	Sporting goods, hobby, and musical instrument stores	3	D	D	D	b	D	D
4512	Book, periodical, and music stores	5	D	D	D	b	D	D
45121	Book stores and news dealers	3	D	D	D	b	D	D
451211	Book stores	3	D	D	D	b	D	D
4512111	Book stores, general	2	D	D	D	b	D	D
45122	Prerecorded tape, compact disc, and record stores	2	D	D	D	b	D	D
451220	Prerecorded tape, compact disc, and record stores	2	D	D	D	b	D	D
452	General merchandise stores	4	125 723	13 477	3 628	1 013	—	—
4521	Department stores	4	125 723	13 477	3 628	1 013	—	—
45210009	Department stores (incl. leased depts.) ³	4	130 790	13 477	3 628	1 013	—	—
45211	Department stores	4	125 723	13 477	3 628	1 013	—	—
452111	Department stores (except discount department stores)	3	D	D	D	f	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
GREENDALE—Con.								
44-45	Retail trade—Con.							
453	Miscellaneous store retailers	17	D	D	D	c	D	D
4532	Office supplies, stationery, and gift stores	12	7 519	967	249	112	9.7	26.0
45322	Gift, novelty, and souvenir stores	12	7 519	967	249	112	9.7	26.0
453220	Gift, novelty, and souvenir stores	12	7 519	967	249	112	9.7	26.0
4539	Other miscellaneous store retailers	5	D	D	D	b	D	D
45391	Pet and pet supplies stores	1	D	D	D	b	D	D
453910	Pet and pet supplies stores	1	D	D	D	b	D	D
45399	All other miscellaneous store retailers	4	1 327	190	40	12	11.8	62.7
GREENFIELD								
44-45	Retail trade	175	909 708	86 536	20 724	3 932	4.2	6.5
441	Motor vehicle and parts dealers	25	390 227	29 922	6 761	852	1.6	.2
4411	Automobile dealers	11	355 356	25 698	5 828	684	—	—
44111	New car dealers	8	349 170	25 077	5 679	647	—	—
441110	New car dealers	8	349 170	25 077	5 679	647	—	—
44112	Used car dealers	3	6 186	621	149	37	—	—
441120	Used car dealers	3	6 186	621	149	37	—	—
4412	Other motor vehicle dealers	5	22 911	2 531	537	102	9.3	—
44122	Motorcycle, boat, and other motor vehicle dealers	4	D	D	D	b	D	D
441221	Motorcycle dealers	1	D	D	D	b	D	D
441222	Boat dealers	2	D	D	D	b	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
4413	Automotive parts, accessories, and tire stores	9	11 960	1 693	396	66	34.7	5.3
44131	Automotive parts and accessories stores	5	7 026	980	235	40	12.2	—
441310	Automotive parts and accessories stores	5	7 026	980	235	40	12.2	—
44132	Tire dealers	4	4 934	713	161	26	66.7	12.9
441320	Tire dealers	4	4 934	713	161	26	66.7	12.9
442	Furniture and home furnishings stores	17	39 784	4 764	1 209	204	9.2	9.4
4421	Furniture stores	12	33 474	3 982	1 023	159	4.1	11.2
44211	Furniture stores	12	33 474	3 982	1 023	159	4.1	11.2
442110	Furniture stores	12	33 474	3 982	1 023	159	4.1	11.2
4422	Home furnishings stores	5	6 310	782	186	45	36.5	—
44221	Floor covering stores	2	D	D	D	a	D	D
442210	Floor covering stores	2	D	D	D	a	D	D
44229	Other home furnishings stores	3	D	D	D	b	D	D
443	Electronics and appliance stores	10	71 346	5 605	1 401	257	—	—
4431	Electronics and appliance stores	10	71 346	5 605	1 401	257	—	—
44311	Appliance, television, and other electronics stores	5	D	D	D	c	D	D
443111	Household appliance stores	1	D	D	D	b	D	D
443112	Radio, television, and other electronics stores	4	D	D	D	c	D	D
44312	Computer and software stores	5	D	D	D	b	D	D
443120	Computer and software stores	5	D	D	D	b	D	D
444	Building material and garden equipment and supplies dealers	12	19 744	2 501	513	158	1.7	.4
4441	Building material and supplies dealers	7	11 538	906	226	46	1.2	.4
44419	Other building material dealers	4	D	D	D	a	D	D
444190	Other building material dealers	4	D	D	D	a	D	D
4442	Lawn and garden equipment and supplies stores	5	8 206	1 595	287	112	2.5	.4
44422	Nursery, garden center, and farm supply stores	4	D	D	D	c	D	D
444220	Nursery, garden center, and farm supply stores	4	D	D	D	c	D	D
445	Food and beverage stores	19	93 782	9 323	2 341	503	10.8	31.7
4451	Grocery stores	14	D	D	D	e	D	D
44511	Supermarkets and other grocery (except convenience) stores	12	90 823	8 495	2 138	463	10.0	32.7
445110	Supermarkets and other grocery (except convenience) stores	12	90 823	8 495	2 138	463	10.0	32.7
4452	Specialty food stores	3	1 339	739	181	28	8.9	—
446	Health and personal care stores	12	63 138	10 039	2 635	427	—	32.3
4461	Health and personal care stores	12	63 138	10 039	2 635	427	—	32.3
44611	Pharmacies and drug stores	7	D	D	D	c	D	D
446110	Pharmacies and drug stores	7	D	D	D	c	D	D
4461101	Pharmacies and drug stores	6	D	D	D	c	D	D
4461102	Proprietary stores	1	D	D	D	a	D	D
44612	Cosmetics, beauty supplies, and perfume stores	1	D	D	D	a	D	D
446120	Cosmetics, beauty supplies, and perfume stores	1	D	D	D	a	D	D
44613	Optical goods stores	2	D	D	D	b	D	D
446130	Optical goods stores	2	D	D	D	b	D	D
44619	Other health and personal care stores	2	D	D	D	c	D	D
446199	All other health and personal care stores	1	D	D	D	c	D	D
447	Gasoline stations	16	35 150	1 907	453	126	41.0	2.3
4471	Gasoline stations	16	35 150	1 907	453	126	41.0	2.3
44711	Gasoline stations with convenience stores	14	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	14	D	D	D	c	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
GREENFIELD—Con.								
44-45	Retail trade—Con.							
448	Clothing and clothing accessories stores	20	30 238	3 985	1 017	240	1.2	.1
4481	Clothing stores	12	21 818	2 816	715	193	—	—
44811	Men's clothing stores	3	3 118	537	122	25	—	—
448110	Men's clothing stores	3	3 118	537	122	25	—	—
44813	Children's and infants' clothing stores	1	D	D	D	a	D	D
448130	Children's and infants' clothing stores	1	D	D	D	a	D	D
44814	Family clothing stores	5	14 173	1 766	461	143	—	—
448140	Family clothing stores	5	14 173	1 766	461	143	—	—
4482101	Men's shoe stores	1	D	D	D	a	D	D
4483	Jewelry, luggage, and leather goods stores	4	D	D	D	b	D	D
44831	Jewelry stores	4	D	D	D	b	D	D
448310	Jewelry stores	4	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	13	24 014	2 139	523	178	8.9	—
4511	Sporting goods, hobby, and musical instrument stores	8	13 479	1 228	284	90	10.7	—
45111	Sporting goods stores	6	D	D	D	b	D	D
451110	Sporting goods stores	6	D	D	D	b	D	D
4511101	General-line sporting goods stores	2	D	D	D	b	D	D
4511102	Specialty-line sporting goods stores	4	D	D	D	b	D	D
45113	Sewing, needlework, and piece goods stores	2	D	D	D	b	D	D
451130	Sewing, needlework, and piece goods stores	2	D	D	D	b	D	D
4512	Book, periodical, and music stores	5	10 535	911	239	88	6.6	—
45121	Book stores and news dealers	1	D	D	D	b	D	D
451211	Book stores	1	D	D	D	b	D	D
4512111	Book stores, general	1	D	D	D	b	D	D
45122	Prerecorded tape, compact disc, and record stores	4	D	D	D	b	D	D
451220	Prerecorded tape, compact disc, and record stores	4	D	D	D	b	D	D
452	General merchandise stores	4	D	D	D	f	D	D
4521	Department stores	3	110 925	10 581	2 471	631	—	—
45210009	Department stores (incl. leased depts.) ³	3	114 858	10 581	2 471	631	—	—
45211	Department stores	3	110 925	10 581	2 471	631	—	—
452112	Discount department stores	3	110 925	10 581	2 471	631	—	—
453	Miscellaneous store retailers	23	D	D	D	e	D	D
4531	Florists	3	D	D	D	b	D	D
45311	Florists	3	D	D	D	b	D	D
453110	Florists	3	D	D	D	b	D	D
4532	Office supplies, stationery, and gift stores	9	13 502	1 529	394	121	.4	5.5
45321	Office supplies and stationery stores	2	D	D	D	b	D	D
453210	Office supplies and stationery stores	2	D	D	D	b	D	D
45322	Gift, novelty, and souvenir stores	7	D	D	D	b	D	D
453220	Gift, novelty, and souvenir stores	7	D	D	D	b	D	D
4533	Used merchandise stores	4	3 732	755	188	41	—	—
45331	Used merchandise stores	4	3 732	755	188	41	—	—
453310	Used merchandise stores	4	3 732	755	188	41	—	—
4539	Other miscellaneous store retailers	7	D	D	D	c	D	D
45391	Pet and pet supplies stores	4	4 518	1 009	234	88	—	32.5
453910	Pet and pet supplies stores	4	4 518	1 009	234	88	—	32.5
45399	All other miscellaneous store retailers	3	D	D	D	a	D	D
454	Nonstore retailers	4	D	D	D	b	D	D
4543	Direct selling establishments	3	D	D	D	b	D	D
45439	Other direct selling establishments	3	D	D	D	b	D	D
454390	Other direct selling establishments	3	D	D	D	b	D	D
HALES CORNERS								
44-45	Retail trade	58	232 521	18 902	4 207	843	5.4	3.3
441	Motor vehicle and parts dealers	7	D	D	D	c	D	D
4411	Automobile dealers	1	D	D	D	c	D	D
44111	New car dealers	1	D	D	D	c	D	D
441110	New car dealers	1	D	D	D	c	D	D
4412	Other motor vehicle dealers	2	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	b	D	D
441222	Boat dealers	1	D	D	D	b	D	D
442	Furniture and home furnishings stores	2	D	D	D	a	D	D
443	Electronics and appliance stores	4	1 941	277	78	12	69.1	—
4431	Electronics and appliance stores	4	1 941	277	78	12	69.1	—
44311	Appliance, television, and other electronics stores	3	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers	3	2 499	745	185	27	28.8	—
445	Food and beverage stores	6	14 636	1 609	474	153	—	3.3
446	Health and personal care stores	5	9 877	1 147	288	70	1.4	—
4461	Health and personal care stores	5	9 877	1 147	288	70	1.4	—

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							From admini- strative records ¹	Estimated ²
HALES CORNERS—Con.								
44-45	Retail trade—Con.							
447	Gasoline stations	10	21 167	909	212	55	28.7	31.3
44711	Gasoline stations with convenience stores	10	21 167	909	212	55	28.7	31.3
447110	Gasoline stations with convenience stores	10	21 167	909	212	55	28.7	31.3
448	Clothing and clothing accessories stores	8	2 937	432	104	27	24.5	15.0
451	Sporting goods, hobby, book, and music stores	4	5 972	1 128	176	67	5.3	—
4511	Sporting goods, hobby, and musical instrument stores	4	5 972	1 128	176	67	5.3	—
45111	Sporting goods stores	4	5 972	1 128	176	67	5.3	—
451110	Sporting goods stores	4	5 972	1 128	176	67	5.3	—
4511101	General-line sporting goods stores	1	D	D	D	b	D	D
452	General merchandise stores	3	D	D	D	c	D	D
453	Miscellaneous store retailers	5	D	D	D	b	D	D
4539	Other miscellaneous store retailers	2	D	D	D	b	D	D
45392	Art dealers	1	D	D	D	a	D	D
453920	Art dealers	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
HARTFORD								
44-45	Retail trade	67	189 281	15 675	3 592	906	12.1	.3
441	Motor vehicle and parts dealers	7	77 800	4 308	1 019	271	11.3	—
4411	Automobile dealers	5	D	D	D	c	D	D
442	Furniture and home furnishings stores	3	D	D	D	b	D	D
4421	Furniture stores	1	D	D	D	a	D	D
44211	Furniture stores	1	D	D	D	a	D	D
442110	Furniture stores	1	D	D	D	a	D	D
443	Electronics and appliance stores	3	3 894	773	155	34	100.0	—
4431	Electronics and appliance stores	3	3 894	773	155	34	100.0	—
44311	Appliance, television, and other electronics stores	3	3 894	773	155	34	100.0	—
443112	Radio, television, and other electronics stores	3	3 894	773	155	34	100.0	—
444	Building material and garden equipment and supplies dealers	4	14 797	1 375	313	41	—	.2
44419	Other building material dealers	3	D	D	D	b	D	D
444190	Other building material dealers	3	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	1	D	D	D	a	D	D
44422	Nursery, garden center, and farm supply stores	1	D	D	D	a	D	D
444220	Nursery, garden center, and farm supply stores	1	D	D	D	a	D	D
445	Food and beverage stores	8	29 541	3 073	707	189	3.7	.5
4452	Specialty food stores	2	D	D	D	b	D	D
446	Health and personal care stores	6	D	D	D	b	D	D
4461	Health and personal care stores	6	D	D	D	b	D	D
447	Gasoline stations	9	22 025	958	227	71	7.0	1.2
44711	Gasoline stations with convenience stores	7	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	7	D	D	D	b	D	D
448	Clothing and clothing accessories stores	8	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	4	1 705	236	48	27	57.9	—
452	General merchandise stores	2	D	D	D	c	D	D
453	Miscellaneous store retailers	12	D	D	D	b	D	D
4539	Other miscellaneous store retailers	3	D	D	D	a	D	D
45399	All other miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D

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							From admini- strative records ¹	Estimated ²
HARTFORD (PART - WASHINGTON COUNTY)								
44-45	Retail trade	67	189 281	15 675	3 592	906	12.1	.3
441	Motor vehicle and parts dealers	7	77 800	4 308	1 019	271	11.3	—
4411	Automobile dealers	5	D	D	D	c	D	D
442	Furniture and home furnishings stores	3	D	D	D	b	D	D
4421	Furniture stores	1	D	D	D	a	D	D
44211	Furniture stores	1	D	D	D	a	D	D
442110	Furniture stores	1	D	D	D	a	D	D
443	Electronics and appliance stores	3	3 894	773	155	34	100.0	—
4431	Electronics and appliance stores	3	3 894	773	155	34	100.0	—
44311	Appliance, television, and other electronics stores	3	3 894	773	155	34	100.0	—
443112	Radio, television, and other electronics stores	3	3 894	773	155	34	100.0	—
444	Building material and garden equipment and supplies dealers ...	4	14 797	1 375	313	41	—	.2
44419	Other building material dealers	3	D	D	D	b	D	D
444190	Other building material dealers	3	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	1	D	D	D	a	D	D
44422	Nursery, garden center, and farm supply stores	1	D	D	D	a	D	D
444220	Nursery, garden center, and farm supply stores	1	D	D	D	a	D	D
445	Food and beverage stores	8	29 541	3 073	707	189	3.7	.5
4452	Specialty food stores	2	D	D	D	b	D	D
446	Health and personal care stores	6	D	D	D	b	D	D
4461	Health and personal care stores	6	D	D	D	b	D	D
447	Gasoline stations	9	22 025	958	227	71	7.0	1.2
44711	Gasoline stations with convenience stores	7	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	7	D	D	D	b	D	D
448	Clothing and clothing accessories stores	8	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	4	1 705	236	48	27	57.9	—
452	General merchandise stores	2	D	D	D	c	D	D
453	Miscellaneous store retailers	12	D	D	D	b	D	D
4539	Other miscellaneous store retailers	3	D	D	D	a	D	D
45399	All other miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
HARTLAND								
44-45	Retail trade	29	70 344	7 115	1 701	423	49.7	7.7
441	Motor vehicle and parts dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	3	7 732	1 427	299	46	69.6	—
4422	Home furnishings stores	3	7 732	1 427	299	46	69.6	—
44221	Floor covering stores	3	7 732	1 427	299	46	69.6	—
442210	Floor covering stores	3	7 732	1 427	299	46	69.6	—
444	Building material and garden equipment and supplies dealers ...	1	D	D	D	a	D	D
445	Food and beverage stores	5	D	D	D	c	D	D
446	Health and personal care stores	4	D	D	D	b	D	D
447	Gasoline stations	3	25 205	881	232	62	91.5	—
4471	Gasoline stations	3	25 205	881	232	62	91.5	—
44719	Other gasoline stations	1	D	D	D	b	D	D
447190	Other gasoline stations	1	D	D	D	b	D	D
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	7	D	D	D	b	D	D
4532	Office supplies, stationery, and gift stores	4	2 621	456	100	31	30.3	—
45321	Office supplies and stationery stores	1	D	D	D	a	D	D
453210	Office supplies and stationery stores	1	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
4543	Direct selling establishments	2	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	1	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
HOLMEN								
44-45	Retail trade	24	33 495	3 456	831	215	30.7	1.1
441	Motor vehicle and parts dealers	5	6 156	594	113	22	85.4	—
4412	Other motor vehicle dealers	1	D	D	D	a	D	D
44121	Recreational vehicle dealers	1	D	D	D	a	D	D
441210	Recreational vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	3	3 070	404	120	21	67.4	—
4421	Furniture stores	2	D	D	D	a	D	D
44211	Furniture stores	2	D	D	D	a	D	D
442110	Furniture stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	3	D	D	D	b	D	D
445	Food and beverage stores	2	D	D	D	b	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	4	10 015	515	126	44	26.5	—
448	Clothing and clothing accessories stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	3	D	D	D	a	D	D
4539	Other miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
HORICON								
44-45	Retail trade	12	17 220	1 728	386	84	5.7	9.8
441	Motor vehicle and parts dealers	2	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	2	D	D	D	a	D	D
445	Food and beverage stores	1	D	D	D	b	D	D
4452	Specialty food stores	1	D	D	D	b	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	2	D	D	D	b	D	D
453	Miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
HOWARD								
44-45	Retail trade	66	139 132	15 438	3 275	680	7.4	4.5
441	Motor vehicle and parts dealers	12	16 442	1 506	400	74	9.9	11.6
44112	Used car dealers	3	6 353	296	88	13	24.9	—
441120	Used car dealers	3	6 353	296	88	13	24.9	—
4412	Other motor vehicle dealers	7	D	D	D	b	D	D
44121	Recreational vehicle dealers	2	D	D	D	a	D	D
441210	Recreational vehicle dealers	2	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	5	D	D	D	b	D	D
441221	Motorcycle dealers	4	D	D	D	b	D	D
441222	Boat dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	7	2 296	413	83	21	8.5	5.6
443	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	8	17 460	5 180	1 120	139	8.6	—
4441	Building material and supplies dealers	8	17 460	5 180	1 120	139	8.6	—
44419	Other building material dealers	7	D	D	D	c	D	D
444190	Other building material dealers	7	D	D	D	c	D	D
445	Food and beverage stores	3	D	D	D	c	D	D
4452	Specialty food stores	2	D	D	D	a	D	D
446	Health and personal care stores	2	D	D	D	b	D	D
4461	Health and personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	13	30 408	1 545	366	121	20.9	13.6
4471	Gasoline stations	13	30 408	1 545	366	121	20.9	13.6
44711	Gasoline stations with convenience stores	12	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	12	D	D	D	c	D	D
451	Sporting goods, hobby, book, and music stores	4	1 077	209	54	16	—	—
452	General merchandise stores	1	D	D	D	c	D	D
4529	Other general merchandise stores	1	D	D	D	c	D	D
45299	All other general merchandise stores	1	D	D	D	c	D	D
452990	All other general merchandise stores	1	D	D	D	c	D	D
4529904	Miscellaneous general merchandise stores	1	D	D	D	c	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

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							From admini- strative records ¹	Estimated ²
HOWARD—Con.								
44-45	Retail trade—Con.							
453	Miscellaneous store retailers	10	2 670	454	104	49	12.1	2.2
4539	Other miscellaneous store retailers	3	1 463	279	69	22	6.6	—
45392	Art dealers	1	D	D	D	a	D	D
453920	Art dealers	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	4	313	43	9	3	—	20.1
HOWARD (PART - BROWN COUNTY)								
44-45	Retail trade	66	139 132	15 438	3 275	680	7.4	4.5
441	Motor vehicle and parts dealers	12	16 442	1 506	400	74	9.9	11.6
44112	Used car dealers	3	6 353	296	88	13	24.9	—
441120	Used car dealers	3	6 353	296	88	13	24.9	—
4412	Other motor vehicle dealers	7	D	D	D	b	D	D
44121	Recreational vehicle dealers	2	D	D	D	a	D	D
441210	Recreational vehicle dealers	2	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	5	D	D	D	b	D	D
441221	Motorcycle dealers	4	D	D	D	b	D	D
441222	Boat dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	7	2 296	413	83	21	8.5	5.6
443	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	8	17 460	5 180	1 120	139	8.6	—
4441	Building material and supplies dealers	8	17 460	5 180	1 120	139	8.6	—
44419	Other building material dealers	7	D	D	D	c	D	D
444190	Other building material dealers	7	D	D	D	c	D	D
445	Food and beverage stores	3	D	D	D	c	D	D
4452	Specialty food stores	2	D	D	D	a	D	D
446	Health and personal care stores	2	D	D	D	b	D	D
4461	Health and personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	13	30 408	1 545	366	121	20.9	13.6
4471	Gasoline stations	13	30 408	1 545	366	121	20.9	13.6
44711	Gasoline stations with convenience stores	12	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	12	D	D	D	c	D	D
451	Sporting goods, hobby, book, and music stores	4	1 077	209	54	16	—	—
452	General merchandise stores	1	D	D	D	c	D	D
4529	Other general merchandise stores	1	D	D	D	c	D	D
45299	All other general merchandise stores	1	D	D	D	c	D	D
452990	All other general merchandise stores	1	D	D	D	c	D	D
4529904	Miscellaneous general merchandise stores	1	D	D	D	c	D	D
453	Miscellaneous store retailers	10	2 670	454	104	49	12.1	2.2
4539	Other miscellaneous store retailers	3	1 463	279	69	22	6.6	—
45392	Art dealers	1	D	D	D	a	D	D
453920	Art dealers	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	4	313	43	9	3	—	20.1
HOWARDS GROVE								
44-45	Retail trade	12	18 550	1 770	396	136	36.2	—
444	Building material and garden equipment and supplies dealers ...	2	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	2	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	1	D	D	D	a	D	D
444220	Nursery, garden center, and farm supply stores	1	D	D	D	a	D	D
445	Food and beverage stores	3	D	D	D	b	D	D
446	Health and personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	2	D	D	D	a	D	D
453	Miscellaneous store retailers	2	D	D	D	a	D	D
45399	All other miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

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							From admini- strative records ¹	Estimated ²
HUDSON								
44-45	Retail trade	81	373 307	32 855	8 085	1 802	2.0	1.4
441	Motor vehicle and parts dealers	7	94 448	6 825	1 624	218	2.8	—
4411	Automobile dealers	5	D	D	D	c	D	D
442	Furniture and home furnishings stores	5	1 855	296	80	14	30.7	—
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	10	57 061	5 207	1 362	211	—	7.4
4441	Building material and supplies dealers	9	D	D	D	c	D	D
44411	Home centers	1	D	D	D	c	D	D
444110	Home centers	1	D	D	D	c	D	D
44419	Other building material dealers	4	D	D	D	b	D	D
444190	Other building material dealers	4	D	D	D	b	D	D
445	Food and beverage stores	11	65 334	6 826	1 612	485	5.0	—
4451	Grocery stores	3	D	D	D	e	D	D
44511	Supermarkets and other grocery (except convenience) stores	3	D	D	D	e	D	D
445110	Supermarkets and other grocery (except convenience) stores	3	D	D	D	e	D	D
4452	Specialty food stores	2	D	D	D	b	D	D
4453	Beer, wine, and liquor stores	6	D	D	D	b	D	D
44531	Beer, wine, and liquor stores	6	D	D	D	b	D	D
445310	Beer, wine, and liquor stores	6	D	D	D	b	D	D
446	Health and personal care stores	4	D	D	D	b	D	D
447	Gasoline stations	9	25 094	1 533	387	117	—	—
4471	Gasoline stations	9	25 094	1 533	387	117	—	—
44711	Gasoline stations with convenience stores	8	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	8	D	D	D	b	D	D
448	Clothing and clothing accessories stores	6	2 367	344	89	29	20.4	—
451	Sporting goods, hobby, book, and music stores	9	1 926	265	72	48	8.9	—
452	General merchandise stores	5	D	D	D	f	D	D
4521	Department stores	3	83 194	7 558	1 899	480	—	—
45210009	Department stores (incl. leased depts.) ³	3	84 265	7 558	1 899	480	—	—
45211	Department stores	3	83 194	7 558	1 899	480	—	—
452112	Discount department stores	3	83 194	7 558	1 899	480	—	—
4529	Other general merchandise stores	2	D	D	D	b	D	D
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	9	D	D	D	b	D	D
4539	Other miscellaneous store retailers	4	D	D	D	a	D	D
45392	Art dealers	2	D	D	D	a	D	D
453920	Art dealers	2	D	D	D	a	D	D
45399	All other miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	5	1 849	459	111	13	—	21.1
JACKSON								
44-45	Retail trade	15	41 942	5 462	1 224	261	10.8	—
443	Electronics and appliance stores	1	D	D	D	a	D	D
4431	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	3	15 585	1 886	345	68	—	—
4441	Building material and supplies dealers	3	15 585	1 886	345	68	—	—
44419	Other building material dealers	3	15 585	1 886	345	68	—	—
444190	Other building material dealers	3	15 585	1 886	345	68	—	—
445	Food and beverage stores	3	D	D	D	b	D	D
446	Health and personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	3	D	D	D	b	D	D
453	Miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	b	D	D
4542	Vending machine operators	1	D	D	D	b	D	D
45421	Vending machine operators	1	D	D	D	b	D	D
454210	Vending machine operators	1	D	D	D	b	D	D

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							From admini- strative records ¹	Estimated ²
JANESVILLE								
44-45	Retail trade	300	1 037 404	98 676	23 950	5 236	3.7	4.3
441	Motor vehicle and parts dealers	32	238 440	18 419	4 287	495	2.7	2.4
4411	Automobile dealers	14	205 553	13 334	3 185	329	2.9	2.8
44111	New car dealers	7	194 680	12 833	3 062	310	—	2.9
441110	New car dealers	7	194 680	12 833	3 062	310	—	2.9
44112	Used car dealers	7	10 873	501	123	19	54.7	—
441120	Used car dealers	7	10 873	501	123	19	54.7	—
4412	Other motor vehicle dealers	4	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	3	D	D	D	b	D	D
441221	Motorcycle dealers	2	D	D	D	b	D	D
4413	Automotive parts, accessories, and tire stores	14	D	D	D	c	D	D
44131	Automotive parts and accessories stores	9	12 644	2 173	520	84	1.0	—
441310	Automotive parts and accessories stores	9	12 644	2 173	520	84	1.0	—
44132	Tire dealers	5	D	D	D	b	D	D
441320	Tire dealers	5	D	D	D	b	D	D
442	Furniture and home furnishings stores	20	24 235	3 674	874	154	10.3	.4
4421	Furniture stores	12	13 572	2 070	514	92	1.0	.7
44211	Furniture stores	12	13 572	2 070	514	92	1.0	.7
442110	Furniture stores	12	13 572	2 070	514	92	1.0	.7
4422	Home furnishings stores	8	10 663	1 604	360	62	22.1	—
44221	Floor covering stores	7	D	D	D	b	D	D
442210	Floor covering stores	7	D	D	D	b	D	D
443	Electronics and appliance stores	16	12 115	1 727	410	82	2.2	3.1
4431	Electronics and appliance stores	16	12 115	1 727	410	82	2.2	3.1
44311	Appliance, television, and other electronics stores	10	D	D	D	b	D	D
443111	Household appliance stores	5	D	D	D	b	D	D
443112	Radio, television, and other electronics stores	5	D	D	D	b	D	D
44312	Computer and software stores	5	D	D	D	b	D	D
443120	Computer and software stores	5	D	D	D	b	D	D
44313	Camera and photographic supplies stores	1	D	D	D	a	D	D
443130	Camera and photographic supplies stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	28	122 174	14 163	3 346	554	1.6	1.4
4441	Building material and supplies dealers	19	115 432	12 817	3 118	475	—	1.4
44411	Home centers	3	D	D	D	e	D	D
444110	Home centers	3	D	D	D	e	D	D
44419	Other building material dealers	10	41 343	5 697	1 347	159	—	—
444190	Other building material dealers	10	41 343	5 697	1 347	159	—	—
4442	Lawn and garden equipment and supplies stores	9	6 742	1 346	228	79	28.7	1.0
44422	Nursery, garden center, and farm supply stores	4	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	4	D	D	D	b	D	D
445	Food and beverage stores	20	152 851	12 265	3 105	735	7.4	18.4
4451	Grocery stores	10	147 364	11 672	2 947	694	6.4	19.1
44511	Supermarkets and other grocery (except convenience) stores	10	147 364	11 672	2 947	694	6.4	19.1
445110	Supermarkets and other grocery (except convenience) stores	10	147 364	11 672	2 947	694	6.4	19.1
4452	Specialty food stores	6	2 389	415	112	28	22.3	—
446	Health and personal care stores	27	62 806	8 427	2 123	352	—	2.1
4461	Health and personal care stores	27	62 806	8 427	2 123	352	—	2.1
44611	Pharmacies and drug stores	14	55 703	6 907	1 733	250	—	1.5
446110	Pharmacies and drug stores	14	55 703	6 907	1 733	250	—	1.5
4461101	Pharmacies and drug stores	14	55 703	6 907	1 733	250	—	1.5
44612	Cosmetics, beauty supplies, and perfume stores	3	D	D	D	b	D	D
446120	Cosmetics, beauty supplies, and perfume stores	3	D	D	D	b	D	D
44613	Optical goods stores	7	D	D	D	b	D	D
446130	Optical goods stores	7	D	D	D	b	D	D
447	Gasoline stations	34	100 255	4 901	1 139	331	10.2	6.1
4471	Gasoline stations	34	100 255	4 901	1 139	331	10.2	6.1
44711	Gasoline stations with convenience stores	23	52 552	3 155	740	216	3.2	8.3
447110	Gasoline stations with convenience stores	23	52 552	3 155	740	216	3.2	8.3
44719	Other gasoline stations	11	47 703	1 746	399	115	18.0	3.6
447190	Other gasoline stations	11	47 703	1 746	399	115	18.0	3.6

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							From admini- strative records ¹	Estimated ²
JANESVILLE—Con.								
Retail trade—Con.								
44-45	Retail trade—Con.							
448	Clothing and clothing accessories stores	43	41 237	5 768	1 408	463	2.2	—
4481	Clothing stores	25	24 487	2 728	639	297	.8	—
44813	Children's and infants' clothing stores	2	D	D	D	a	D	D
448130	Children's and infants' clothing stores	2	D	D	D	a	D	D
44814	Family clothing stores	7	15 470	1 213	299	180	—	—
448140	Family clothing stores	7	15 470	1 213	299	180	—	—
44815	Clothing accessories stores	2	D	D	D	a	D	D
448150	Clothing accessories stores	2	D	D	D	a	D	D
44819	Other clothing stores	5	D	D	D	b	D	D
448190	Other clothing stores	5	D	D	D	b	D	D
4482	Shoe stores	10	D	D	D	b	D	D
44821	Shoe stores	10	D	D	D	b	D	D
448210	Shoe stores	10	D	D	D	b	D	D
4482104	Family shoe stores	8	D	D	D	b	D	D
4482105	Athletic footwear stores	2	D	D	D	b	D	D
4483	Jewelry, luggage, and leather goods stores	8	D	D	D	b	D	D
44831	Jewelry stores	8	D	D	D	b	D	D
448310	Jewelry stores	8	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	27	29 262	3 533	830	306	2.4	.8
4511	Sporting goods, hobby, and musical instrument stores	19	D	D	D	c	D	D
45111	Sporting goods stores	6	9 331	1 056	240	73	3.4	—
451110	Sporting goods stores	6	9 331	1 056	240	73	3.4	—
4511102	Specialty-line sporting goods stores	4	D	D	D	b	D	D
45112	Hobby, toy, and game stores	8	10 326	1 276	304	122	3.7	—
451120	Hobby, toy, and game stores	8	10 326	1 276	304	122	3.7	—
45113	Sewing, needlework, and piece goods stores	2	D	D	D	b	D	D
451130	Sewing, needlework, and piece goods stores	2	D	D	D	b	D	D
45114	Musical instrument and supplies stores	3	943	164	36	12	—	24.5
451140	Musical instrument and supplies stores	3	943	164	36	12	—	24.5
4512	Book, periodical, and music stores	8	D	D	D	b	D	D
45121	Book stores and news dealers	5	D	D	D	b	D	D
451211	Book stores	5	D	D	D	b	D	D
4512111	Book stores, general	3	D	D	D	b	D	D
4512112	Specialty book stores	1	D	D	D	a	D	D
4512113	College book stores	1	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, and record stores	3	D	D	D	b	D	D
451220	Prerecorded tape, compact disc, and record stores	3	D	D	D	b	D	D
452	General merchandise stores	13	215 559	20 440	5 145	1 360	—	—
4521	Department stores	9	210 631	19 914	5 033	1 323	—	—
45210009	Department stores (incl. leased depts.) ³	9	213 694	19 914	5 033	1 323	—	—
45211	Department stores	9	210 631	19 914	5 033	1 323	—	—
452111	Department stores (except discount department stores) ..	4	D	D	D	f	D	D
452112	Discount department stores	5	D	D	D	f	D	D
45299	All other general merchandise stores	4	4 928	526	112	37	—	—
452990	All other general merchandise stores	4	4 928	526	112	37	—	—
4529904	Miscellaneous general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	30	24 679	3 154	732	252	.8	.3
4531	Florists	5	1 690	510	120	44	—	—
45311	Florists	5	1 690	510	120	44	—	—
453110	Florists	5	1 690	510	120	44	—	—
4532	Office supplies, stationery, and gift stores	12	D	D	D	c	D	D
45321	Office supplies and stationery stores	3	10 121	909	219	66	—	—
453210	Office supplies and stationery stores	3	10 121	909	219	66	—	—
4539	Other miscellaneous store retailers	12	D	D	D	b	D	D
45391	Pet and pet supplies stores	4	5 173	745	160	60	—	—
453910	Pet and pet supplies stores	4	5 173	745	160	60	—	—
45399	All other miscellaneous store retailers	7	D	D	D	b	D	D
454	Nonstore retailers	10	13 791	2 205	551	152	25.5	4.2
4542	Vending machine operators	3	D	D	D	b	D	D
45421	Vending machine operators	3	D	D	D	b	D	D
454210	Vending machine operators	3	D	D	D	b	D	D
4543	Direct selling establishments	6	6 556	568	138	51	50.5	8.7
454312	Liquefied petroleum gas (bottled gas) dealers	1	D	D	D	a	D	D
45439	Other direct selling establishments	4	D	D	D	b	D	D
454390	Other direct selling establishments	4	D	D	D	b	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
JEFFERSON								
44-45	Retail trade	23	71 813	6 042	1 367	334	11.4	1.8
441	Motor vehicle and parts dealers	4	37 957	2 824	603	79	—	—
44112	Used car dealers	1	D	D	D	b	D	D
441120	Used car dealers	1	D	D	D	b	D	D
4412	Other motor vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	1	D	D	D	a	D	D
441221	Motorcycle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
443	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers	3	1 575	248	50	21	5.9	—
445	Food and beverage stores	4	14 297	1 453	326	138	28.3	—
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	4	11 669	575	147	39	—	—
448	Clothing and clothing accessories stores	2	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
KAUKAUNA								
44-45	Retail trade	37	269 914	14 520	3 240	753	3.8	3.9
441	Motor vehicle and parts dealers	8	D	D	D	e	D	D
4411	Automobile dealers	6	D	D	D	c	D	D
44111	New car dealers	5	D	D	D	c	D	D
441110	New car dealers	5	D	D	D	c	D	D
442	Furniture and home furnishings stores	2	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers	3	3 503	590	131	43	—	59.7
445	Food and beverage stores	3	D	D	D	e	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	8	15 841	638	178	51	—	43.2
44711	Gasoline stations with convenience stores	8	15 841	638	178	51	—	43.2
447110	Gasoline stations with convenience stores	8	15 841	638	178	51	—	43.2
448	Clothing and clothing accessories stores	3	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	4	D	D	D	a	D	D
4539	Other miscellaneous store retailers	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
KENOSHA								
44-45	Retail trade	337	975 724	91 315	21 984	4 846	5.4	7.8
441	Motor vehicle and parts dealers	39	176 121	15 890	3 586	500	7.6	.1
4411	Automobile dealers	16	D	D	D	c	D	D
44111	New car dealers	6	122 461	8 043	1 837	197	—	.1
441110	New car dealers	6	122 461	8 043	1 837	197	—	.1
44112	Used car dealers	10	D	D	D	b	D	D
441120	Used car dealers	10	D	D	D	b	D	D
4412	Other motor vehicle dealers	6	25 994	2 138	506	91	44.7	—
44122	Motorcycle, boat, and other motor vehicle dealers	6	25 994	2 138	506	91	44.7	—
441221	Motorcycle dealers	3	D	D	D	b	D	D
441222	Boat dealers	3	D	D	D	b	D	D
4413	Automotive parts, accessories, and tire stores	17	D	D	D	c	D	D
44131	Automotive parts and accessories stores	12	D	D	D	c	D	D
441310	Automotive parts and accessories stores	12	D	D	D	c	D	D
44132	Tire dealers	5	D	D	D	b	D	D
441320	Tire dealers	5	D	D	D	b	D	D
442	Furniture and home furnishings stores	22	19 732	3 429	851	136	21.5	3.3
4421	Furniture stores	8	D	D	D	b	D	D
44211	Furniture stores	8	D	D	D	b	D	D
442110	Furniture stores	8	D	D	D	b	D	D
4422	Home furnishings stores	14	D	D	D	b	D	D
44221	Floor covering stores	8	6 176	1 427	345	47	56.2	.4
442210	Floor covering stores	8	6 176	1 427	345	47	56.2	.4
44229	Other home furnishings stores	6	D	D	D	b	D	D
442299	All other home furnishings stores	5	D	D	D	b	D	D
443	Electronics and appliance stores	17	11 557	1 831	456	97	36.7	27.3
4431	Electronics and appliance stores	17	11 557	1 831	456	97	36.7	27.3
44311	Appliance, television, and other electronics stores	14	D	D	D	b	D	D
443111	Household appliance stores	5	6 898	962	240	42	47.8	45.3
443112	Radio, television, and other electronics stores	9	D	D	D	b	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab-lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
	KENOSHA—Con.							
44-45	Retail trade—Con.							
444	Building material and garden equipment and supplies dealers . . .	21	60 305	5 789	1 483	267	2.8	1.1
4441	Building material and supplies dealers	18	D	D	D	c	D	D
44411	Home centers	2	D	D	D	c	D	D
444110	Home centers	2	D	D	D	c	D	D
44412	Paint and wallpaper stores	5	D	D	D	a	D	D
444120	Paint and wallpaper stores	5	D	D	D	a	D	D
4442	Lawn and garden equipment and supplies stores	3	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	1	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	1	D	D	D	b	D	D
445	Food and beverage stores	37	244 184	18 841	4 569	1 087	4.4	27.4
4451	Grocery stores	27	D	D	D	g	D	D
44511	Supermarkets and other grocery (except convenience) stores	25	235 529	18 223	4 411	1 046	4.5	28.4
445110	Supermarkets and other grocery (except convenience) stores	25	235 529	18 223	4 411	1 046	4.5	28.4
4452	Specialty food stores	5	D	D	D	b	D	D
446	Health and personal care stores	33	87 149	9 753	2 570	457	.6	.1
4461	Health and personal care stores	33	87 149	9 753	2 570	457	.6	.1
44611	Pharmacies and drug stores	14	72 523	7 801	2 090	370	—	.1
446110	Pharmacies and drug stores	14	72 523	7 801	2 090	370	—	.1
4461101	Pharmacies and drug stores	13	D	D	D	e	D	D
4461102	Proprietary stores	1	D	D	D	a	D	D
44612	Cosmetics, beauty supplies, and perfume stores	3	D	D	D	a	D	D
446120	Cosmetics, beauty supplies, and perfume stores	3	D	D	D	a	D	D
44613	Optical goods stores	8	D	D	D	b	D	D
446130	Optical goods stores	8	D	D	D	b	D	D
44619	Other health and personal care stores	8	D	D	D	b	D	D
446191	Food (health) supplement stores	3	D	D	D	a	D	D
446199	All other health and personal care stores	5	9 374	802	192	26	—	—
447	Gasoline stations	48	82 913	4 726	1 130	319	16.0	3.4
4471	Gasoline stations	48	82 913	4 726	1 130	319	16.0	3.4
44711	Gasoline stations with convenience stores	42	78 863	4 360	1 047	292	13.7	3.1
447110	Gasoline stations with convenience stores	42	78 863	4 360	1 047	292	13.7	3.1
448	Clothing and clothing accessories stores	40	61 283	6 659	1 539	450	.9	.3
4481	Clothing stores	24	D	D	D	e	D	D
44813	Children's and infants' clothing stores	1	D	D	D	a	D	D
448130	Children's and infants' clothing stores	1	D	D	D	a	D	D
44814	Family clothing stores	10	27 823	2 657	611	162	—	—
448140	Family clothing stores	10	27 823	2 657	611	162	—	—
44819	Other clothing stores	1	D	D	D	a	D	D
448190	Other clothing stores	1	D	D	D	a	D	D
4482	Shoe stores	13	20 132	2 118	451	137	—	.8
44821	Shoe stores	13	20 132	2 118	451	137	—	.8
448210	Shoe stores	13	20 132	2 118	451	137	—	.8
4482102	Women's shoe stores	2	D	D	D	a	D	D
4482104	Family shoe stores	10	D	D	D	b	D	D
4482105	Athletic footwear stores	1	D	D	D	b	D	D
44832	Luggage and leather goods stores	1	D	D	D	a	D	D
448320	Luggage and leather goods stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	21	12 115	1 408	317	126	11.4	4.1
4511	Sporting goods, hobby, and musical instrument stores	16	D	D	D	b	D	D
45111	Sporting goods stores	11	6 117	792	164	65	6.3	5.9
451110	Sporting goods stores	11	6 117	792	164	65	6.3	5.9
4511101	General-line sporting goods stores	3	D	D	D	b	D	D
451113	Sewing, needlework, and piece goods stores	3	D	D	D	a	D	D
451130	Sewing, needlework, and piece goods stores	3	D	D	D	a	D	D
4512	Book, periodical, and music stores	5	D	D	D	b	D	D
45121	Book stores and news dealers	3	D	D	D	b	D	D
4512113	College book stores	1	D	D	D	a	D	D
452	General merchandise stores	11	D	D	D	g	D	D
4521	Department stores	6	D	D	D	f	D	D
45210009	Department stores (incl. leased depts.) ³	6	D	D	D	f	D	D
45211	Department stores	6	D	D	D	f	D	D
452111	Department stores (except discount department stores)	1	D	D	D	c	D	D
452112	Discount department stores	5	D	D	D	f	D	D
45299	All other general merchandise stores	5	5 996	752	184	62	—	—
452990	All other general merchandise stores	5	5 996	752	184	62	—	—
4529901	Variety stores	4	D	D	D	b	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
KENOSHA—Con.								
44-45	Retail trade—Con.							
453	Miscellaneous store retailers	31	D	D	D	e	D	D
4531	Florists	5	D	D	D	b	D	D
45311	Florists	5	D	D	D	b	D	D
453110	Florists	5	D	D	D	b	D	D
4532	Office supplies, stationery, and gift stores	12	18 987	2 223	587	155	2.4	2.4
45321	Office supplies and stationery stores	4	D	D	D	b	D	D
453210	Office supplies and stationery stores	4	D	D	D	b	D	D
45322	Gift, novelty, and souvenir stores	8	D	D	D	c	D	D
453220	Gift, novelty, and souvenir stores	8	D	D	D	c	D	D
4539	Other miscellaneous store retailers	13	D	D	D	b	D	D
45391	Pet and pet supplies stores	4	D	D	D	b	D	D
453910	Pet and pet supplies stores	4	D	D	D	b	D	D
45392	Art dealers	2	D	D	D	a	D	D
453920	Art dealers	2	D	D	D	a	D	D
45399	All other miscellaneous store retailers	7	D	D	D	b	D	D
454	Nonstore retailers	17	D	D	D	c	D	D
4541	Electronic shopping and mail-order houses	4	D	D	D	b	D	D
45411	Electronic shopping and mail-order houses	4	D	D	D	b	D	D
4543	Direct selling establishments	9	D	D	D	b	D	D
45431	Fuel dealers	2	D	D	D	b	D	D
454311	Heating oil dealers	1	D	D	D	b	D	D
45439	Other direct selling establishments	7	D	D	D	b	D	D
454390	Other direct selling establishments	7	D	D	D	b	D	D
KEWASKUM								
44-45	Retail trade	13	21 878	2 162	512	154	64.9	6.3
441	Motor vehicle and parts dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
445	Food and beverage stores	2	D	D	D	b	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	3	7 993	522	131	37	41.6	17.2
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
KEWAUNEE								
44-45	Retail trade	16	30 979	2 587	638	180	58.9	4.7
441	Motor vehicle and parts dealers	4	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers	1	D	D	D	a	D	D
445	Food and beverage stores	1	D	D	D	b	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	5	7 990	518	123	48	40.9	9.6
452	General merchandise stores	2	D	D	D	b	D	D
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
KIEL								
44-45	Retail trade	23	54 813	4 514	1 112	236	26.1	3.0
441	Motor vehicle and parts dealers	3	D	D	D	b	D	D
442	Furniture and home furnishings stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers	2	D	D	D	a	D	D
445	Food and beverage stores	3	D	D	D	b	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	6	20 771	897	205	67	8.2	—
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
KIEL (PART - CALUMET COUNTY)								
44-45	Retail trade	2	D	D	D	b	D	D
441	Motor vehicle and parts dealers	1	D	D	D	b	D	D
454	Nonstore retailers	1	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

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							From admini- strative records ¹	Estimated ²
KIEL (PART - MANITOWOC COUNTY)								
44-45	Retail trade	21	D	D	D	c	D	D
441	Motor vehicle and parts dealers	2	D	D	D	a	D	D
442	Furniture and home furnishings stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	2	D	D	D	a	D	D
445	Food and beverage stores	3	D	D	D	b	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	6	20 771	897	205	67	8.2	—
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
KIMBERLY								
44-45	Retail trade	13	45 462	4 967	1 121	347	7.9	34.6
441	Motor vehicle and parts dealers	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	3	3 321	655	123	25	60.8	—
445	Food and beverage stores	1	D	D	D	c	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	2	D	D	D	a	D	D
448	Clothing and clothing accessories stores	2	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	c	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
LA CROSSE								
44-45	Retail trade	298	847 012	91 130	22 164	5 192	6.3	6.0
441	Motor vehicle and parts dealers	26	190 539	17 754	4 159	539	20.6	—
4411	Automobile dealers	13	165 885	14 254	3 322	410	23.6	—
44111	New car dealers	8	157 244	13 771	3 238	397	20.6	—
441110	New car dealers	8	157 244	13 771	3 238	397	20.6	—
44112	Used car dealers	5	8 641	483	84	13	78.2	—
441120	Used car dealers	5	8 641	483	84	13	78.2	—
4412	Other motor vehicle dealers	2	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	a	D	D
441221	Motorcycle dealers	1	D	D	D	a	D	D
441222	Boat dealers	1	D	D	D	a	D	D
4413	Automotive parts, accessories, and tire stores	11	D	D	D	c	D	D
44131	Automotive parts and accessories stores	9	8 745	1 793	477	81	.9	—
441310	Automotive parts and accessories stores	9	8 745	1 793	477	81	.9	—
44132	Tire dealers	2	D	D	D	b	D	D
441320	Tire dealers	2	D	D	D	b	D	D
442	Furniture and home furnishings stores	17	17 591	2 802	694	125	4.8	—
4421	Furniture stores	10	11 916	1 853	477	78	4.0	—
44211	Furniture stores	10	11 916	1 853	477	78	4.0	—
442110	Furniture stores	10	11 916	1 853	477	78	4.0	—
4422	Home furnishings stores	7	5 675	949	217	47	6.4	—
44221	Floor covering stores	3	D	D	D	b	D	D
442210	Floor covering stores	3	D	D	D	b	D	D
44229	Other home furnishings stores	4	D	D	D	b	D	D
443	Electronics and appliance stores	14	49 378	5 347	1 392	279	1.0	.5
4431	Electronics and appliance stores	14	49 378	5 347	1 392	279	1.0	.5
44311	Appliance, television, and other electronics stores	11	D	D	D	e	D	D
443111	Household appliance stores	5	D	D	D	c	D	D
443112	Radio, television, and other electronics stores	6	D	D	D	c	D	D
444	Building material and garden equipment and supplies dealers ...	25	120 700	12 332	3 060	443	1.5	18.5
4441	Building material and supplies dealers	20	119 552	12 202	3 032	435	1.2	18.6
44411	Home centers	4	D	D	D	c	D	D
444110	Home centers	4	D	D	D	c	D	D
44413	Hardware stores	1	D	D	D	b	D	D
444130	Hardware stores	1	D	D	D	b	D	D
44419	Other building material dealers	14	72 123	7 631	1 806	215	2.1	28.4
444190	Other building material dealers	14	72 123	7 631	1 806	215	2.1	28.4
445	Food and beverage stores	16	D	D	D	f	D	D
4451	Grocery stores	9	D	D	D	f	D	D
44511	Supermarkets and other grocery (except convenience) stores	8	D	D	D	f	D	D
445110	Supermarkets and other grocery (except convenience) stores	8	D	D	D	f	D	D
4452	Specialty food stores	6	1 357	812	183	32	2.4	—

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
LA CROSSE—Con.								
Retail trade—Con.								
44-45	Retail trade—Con.							
446	Health and personal care stores	18	38 083	5 408	1 268	289	10.1	3.6
4461	Health and personal care stores	18	38 083	5 408	1 268	289	10.1	3.6
44611	Pharmacies and drug stores	6	31 689	4 158	942	196	12.1	—
446110	Pharmacies and drug stores	6	31 689	4 158	942	196	12.1	—
4461101	Pharmacies and drug stores	5	D	D	D	c	D	D
4461102	Proprietary stores	1	D	D	D	D	D	D
44612	Cosmetics, beauty supplies, and perfume stores	2	D	D	D	b	D	D
446120	Cosmetics, beauty supplies, and perfume stores	2	D	D	D	b	D	D
44613	Optical goods stores	6	D	D	D	b	D	D
446130	Optical goods stores	6	D	D	D	b	D	D
447	Gasoline stations	24	74 610	4 827	1 103	250	.8	26.4
4471	Gasoline stations	24	74 610	4 827	1 103	250	.8	26.4
44711	Gasoline stations with convenience stores	19	72 595	4 511	1 038	236	—	27.1
447110	Gasoline stations with convenience stores	19	72 595	4 511	1 038	236	—	27.1
448	Clothing and clothing accessories stores	56	41 954	5 468	1 349	533	3.4	10.0
4481	Clothing stores	32	D	D	D	e	D	D
44813	Children's and infants' clothing stores	3	D	D	D	a	D	D
448130	Children's and infants' clothing stores	3	D	D	D	a	D	D
44814	Family clothing stores	12	D	D	D	c	D	D
448140	Family clothing stores	12	D	D	D	c	D	D
44819	Other clothing stores	4	2 192	389	89	48	8.2	—
448190	Other clothing stores	4	2 192	389	89	48	8.2	—
4482103	Children's and juveniles' shoe stores	1	D	D	D	a	D	D
4482105	Athletic footwear stores	4	D	D	D	b	D	D
4483	Jewelry, luggage, and leather goods stores	13	D	D	D	b	D	D
44831	Jewelry stores	13	D	D	D	b	D	D
448310	Jewelry stores	13	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	34	35 682	4 216	1 029	350	6.5	.4
4511	Sporting goods, hobby, and musical instrument stores	25	D	D	D	c	D	D
45111	Sporting goods stores	11	11 450	1 168	293	96	4.1	1.4
451110	Sporting goods stores	11	11 450	1 168	293	96	4.1	1.4
4511102	Specialty-line sporting goods stores	9	D	D	D	b	D	D
45112	Hobby, toy, and game stores	9	D	D	D	b	D	D
451120	Hobby, toy, and game stores	9	D	D	D	b	D	D
45114	Musical instrument and supplies stores	3	5 477	1 100	262	52	—	—
451140	Musical instrument and supplies stores	3	5 477	1 100	262	52	—	—
4512	Book, periodical, and music stores	9	D	D	D	c	D	D
45121	Book stores and news dealers	5	D	D	D	b	D	D
451211	Book stores	5	D	D	D	b	D	D
4512111	Book stores, general	2	D	D	D	b	D	D
4512113	College book stores	1	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, and record stores	4	3 051	320	82	35	37.4	—
451220	Prerecorded tape, compact disc, and record stores	4	3 051	320	82	35	37.4	—
452	General merchandise stores	11	D	D	D	g	D	D
4521	Department stores	8	131 685	13 937	3 491	1 057	—	—
45210009	Department stores (incl. leased depts.) ³	8	133 726	13 937	3 491	1 057	—	—
45211	Department stores	8	131 685	13 937	3 491	1 057	—	—
452111	Department stores (except discount department stores) ..	4	D	D	D	f	D	D
452112	Discount department stores	4	D	D	D	e	D	D
45299	All other general merchandise stores	3	D	D	D	c	D	D
452990	All other general merchandise stores	3	D	D	D	c	D	D
4529904	Miscellaneous general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	40	19 088	2 890	700	244	6.1	3.8
4532	Office supplies, stationery, and gift stores	22	14 305	1 885	470	170	1.0	3.9
45321	Office supplies and stationery stores	4	D	D	D	b	D	D
453210	Office supplies and stationery stores	4	D	D	D	b	D	D
45322	Gift, novelty, and souvenir stores	18	D	D	D	b	D	D
453220	Gift, novelty, and souvenir stores	18	D	D	D	b	D	D
4533	Used merchandise stores	7	D	D	D	b	D	D
45331	Used merchandise stores	7	D	D	D	b	D	D
453310	Used merchandise stores	7	D	D	D	b	D	D
4539	Other miscellaneous store retailers	6	D	D	D	a	D	D
45399	All other miscellaneous store retailers	5	1 342	238	51	10	—	—
454	Nonstore retailers	17	36 888	6 729	1 739	276	3.8	2.0
4541	Electronic shopping and mail-order houses	3	D	D	D	b	D	D
45411	Electronic shopping and mail-order houses	3	D	D	D	b	D	D
4542	Vending machine operators	3	D	D	D	c	D	D
45421	Vending machine operators	3	D	D	D	c	D	D
454210	Vending machine operators	3	D	D	D	c	D	D
4543	Direct selling establishments	11	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	1	D	D	D	a	D	D
45439	Other direct selling establishments	10	D	D	D	b	D	D
454390	Other direct selling establishments	10	D	D	D	b	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
LADYSMITH								
44-45	Retail trade	29	65 079	6 494	1 610	389	27.3	3.5
441	Motor vehicle and parts dealers	7	D	D	D	b	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	2	D	D	D	b	D	D
445	Food and beverage stores	2	D	D	D	c	D	D
446	Health and personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	6	9 423	577	142	46	5.7	—
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	3	4 943	603	131	63	7.8	—
45299	All other general merchandise stores	3	4 943	603	131	63	7.8	—
452990	All other general merchandise stores	3	4 943	603	131	63	7.8	—
4529904	Miscellaneous general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	3	D	D	D	a	D	D
4543	Direct selling establishments	3	D	D	D	a	D	D
45431	Fuel dealers	3	D	D	D	a	D	D
454311	Heating oil dealers	1	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	2	D	D	D	a	D	D
LAKE GENEVA								
44-45	Retail trade	93	221 091	22 303	5 195	1 138	12.7	1.5
441	Motor vehicle and parts dealers	8	33 329	2 524	593	71	27.2	—
4412	Other motor vehicle dealers	1	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	1	D	D	D	b	D	D
441221	Motorcycle dealers	1	D	D	D	b	D	D
442	Furniture and home furnishings stores	8	3 654	715	156	39	33.1	.1
443	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	6	D	D	D	c	D	D
4441	Building material and supplies dealers	6	D	D	D	c	D	D
44411	Home centers	1	D	D	D	c	D	D
444110	Home centers	1	D	D	D	c	D	D
44419	Other building material dealers	2	D	D	D	b	D	D
444190	Other building material dealers	2	D	D	D	b	D	D
445	Food and beverage stores	7	38 751	3 759	857	241	1.7	2.2
4451	Grocery stores	3	D	D	D	c	D	D
446	Health and personal care stores	6	D	D	D	b	D	D
4461	Health and personal care stores	6	D	D	D	b	D	D
447	Gasoline stations	8	21 346	913	213	72	44.6	—
44711	Gasoline stations with convenience stores	6	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	6	D	D	D	b	D	D
448	Clothing and clothing accessories stores	20	7 866	1 040	225	89	38.3	13.2
4481	Clothing stores	17	6 709	854	184	73	40.0	10.9
44819	Other clothing stores	2	D	D	D	a	D	D
448190	Other clothing stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	8	1 728	239	51	19	74.1	9.7
451212	News dealers and newsstands	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	c	D	D
452112	Discount department stores	1	D	D	D	c	D	D
453	Miscellaneous store retailers	18	D	D	D	b	D	D
4532	Office supplies, stationery, and gift stores	10	2 024	324	66	48	36.2	29.8
4539	Other miscellaneous store retailers	7	D	D	D	b	D	D
45392	Art dealers	3	D	D	D	a	D	D
453920	Art dealers	3	D	D	D	a	D	D
45399	All other miscellaneous store retailers	4	D	D	D	b	D	D
454	Nonstore retailers	1	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
LAKE MILLS								
44-45	Retail trade	16	43 087	2 871	715	180	44.3	—
441	Motor vehicle and parts dealers	3	D	D	D	a	D	D
443	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	1	D	D	D	a	D	D
445	Food and beverage stores	2	D	D	D	b	D	D
446	Health and personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	4	17 002	541	117	40	26.0	—
44711	Gasoline stations with convenience stores	3	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	3	D	D	D	b	D	D
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
LANCASTER								
44-45	Retail trade	27	69 124	6 705	1 638	362	22.2	—
441	Motor vehicle and parts dealers	6	34 675	2 312	593	74	23.9	—
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
4431	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	3	3 726	553	112	35	13.7	—
445	Food and beverage stores	2	D	D	D	b	D	D
446	Health and personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	3	D	D	D	b	D	D
448	Clothing and clothing accessories stores	4	3 763	568	107	44	47.7	—
452	General merchandise stores	1	D	D	D	b	D	D
45299	All other general merchandise stores	1	D	D	D	b	D	D
452990	All other general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	3	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	1	D	D	D	a	D	D
LITTLE CHUTE								
44-45	Retail trade	30	37 744	5 363	1 172	273	13.0	30.8
441	Motor vehicle and parts dealers	4	2 217	268	79	14	30.4	3.7
442	Furniture and home furnishings stores	2	D	D	D	b	D	D
4422	Home furnishings stores	1	D	D	D	b	D	D
44221	Floor covering stores	1	D	D	D	b	D	D
442210	Floor covering stores	1	D	D	D	b	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	4	3 400	516	107	26	40.2	—
445	Food and beverage stores	2	D	D	D	a	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	6	12 378	609	140	56	—	81.8
448	Clothing and clothing accessories stores	2	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	3	1 963	375	61	25	—	—
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	3	D	D	D	b	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
LODI								
44-45	Retail trade	18	33 758	3 668	844	182	31.6	14.5
441	Motor vehicle and parts dealers	3	D	D	D	b	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	3	3 910	745	166	36	9.4	—
445	Food and beverage stores	3	D	D	D	b	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	3	6 929	549	119	29	25.7	32.2
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
MCFARLAND								
44-45	Retail trade	26	61 678	5 747	1 349	277	14.6	.4
441	Motor vehicle and parts dealers	3	619	110	21	6	57.5	42.5
442	Furniture and home furnishings stores	3	2 570	331	94	23	100.0	—
444	Building material and garden equipment and supplies dealers	4	D	D	D	b	D	D
4441	Building material and supplies dealers	4	D	D	D	b	D	D
44419	Other building material dealers	2	D	D	D	b	D	D
444190	Other building material dealers	2	D	D	D	b	D	D
445	Food and beverage stores	3	D	D	D	b	D	D
446	Health and personal care stores	4	12 558	1 540	397	67	37.4	—
4461	Health and personal care stores	4	12 558	1 540	397	67	37.4	—
447	Gasoline stations	2	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	3	D	D	D	a	D	D
MADISON								
44-45	Retail trade	1 069	3 475 535	361 105	87 822	19 562	4.5	5.3
441	Motor vehicle and parts dealers	73	733 456	60 520	13 822	1 724	1.0	.5
4411	Automobile dealers	28	674 272	50 070	11 551	1 332	1.0	—
44111	New car dealers	18	643 845	48 660	11 214	1 301	—	—
441110	New car dealers	18	643 845	48 660	11 214	1 301	—	—
44112	Used car dealers	10	30 427	1 410	337	31	21.4	.1
441120	Used car dealers	10	30 427	1 410	337	31	21.4	.1
4412	Other motor vehicle dealers	8	18 333	2 014	214	56	—	—
44121	Recreational vehicle dealers	3	7 198	540	120	26	—	—
441210	Recreational vehicle dealers	3	7 198	540	120	26	—	—
44122	Motorcycle, boat, and other motor vehicle dealers	5	11 135	1 474	94	30	—	—
441221	Motorcycle dealers	2	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
4413	Automotive parts, accessories, and tire stores	37	40 851	8 436	2 057	336	2.2	9.7
44131	Automotive parts and accessories stores	28	29 393	5 776	1 449	255	3.0	13.5
441310	Automotive parts and accessories stores	28	29 393	5 776	1 449	255	3.0	13.5
44132	Tire dealers	9	11 458	2 660	608	81	—	—
441320	Tire dealers	9	11 458	2 660	608	81	—	—
442	Furniture and home furnishings stores	69	126 190	17 498	4 050	763	8.6	5.0
4421	Furniture stores	26	62 433	8 161	1 926	294	8.9	3.0
44211	Furniture stores	26	62 433	8 161	1 926	294	8.9	3.0
442110	Furniture stores	26	62 433	8 161	1 926	294	8.9	3.0
4422	Home furnishings stores	43	63 757	9 337	2 124	469	8.4	6.8
44221	Floor covering stores	12	20 191	3 018	688	97	12.4	.4
442210	Floor covering stores	12	20 191	3 018	688	97	12.4	.4
44229	Other home furnishings stores	31	43 566	6 319	1 436	372	6.6	9.8
442299	All other home furnishings stores	30	D	D	D	e	D	D
443	Electronics and appliance stores	61	189 832	18 700	4 497	830	2.6	.4
4431	Electronics and appliance stores	61	189 832	18 700	4 497	830	2.6	.4
44311	Appliance, television, and other electronics stores	39	144 641	13 379	3 327	631	2.9	.5
443111	Household appliance stores	11	9 729	1 296	301	68	19.0	—
443112	Radio, television, and other electronics stores	28	134 912	12 083	3 026	563	1.7	.5
44312	Computer and software stores	16	38 803	4 484	986	145	1.8	—
443120	Computer and software stores	16	38 803	4 484	986	145	1.8	—
44313	Camera and photographic supplies stores	6	6 388	837	184	54	—	—
443130	Camera and photographic supplies stores	6	6 388	837	184	54	—	—
444	Building material and garden equipment and supplies dealers	58	356 295	39 425	9 994	1 375	2.2	14.8
4441	Building material and supplies dealers	49	333 085	37 784	9 636	1 303	2.3	15.9
44411	Home centers	5	D	D	D	f	D	D
444110	Home centers	5	D	D	D	f	D	D
44412	Paint and wallpaper stores	12	16 313	2 352	533	74	—	—
444120	Paint and wallpaper stores	12	16 313	2 352	533	74	—	—
44413	Hardware stores	10	D	D	D	c	D	D
444130	Hardware stores	10	D	D	D	c	D	D
44419	Other building material dealers	22	147 357	18 881	4 858	471	5.3	35.9
444190	Other building material dealers	22	147 357	18 881	4 858	471	5.3	35.9
4442	Lawn and garden equipment and supplies stores	9	23 210	1 641	358	72	—	.1
44421	Outdoor power equipment stores	3	D	D	D	a	D	D
444210	Outdoor power equipment stores	3	D	D	D	a	D	D
44422	Nursery, garden center, and farm supply stores	6	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	6	D	D	D	b	D	D

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Table 4. Summary Statistics for Places: 2002—Con.

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
MADISON—Con.								
44-45	Retail trade—Con.							
445	Food and beverage stores	114	495 801	44 283	10 953	2 775	8.1	11.7
4451	Grocery stores	54	D	D	D	g	D	D
44511	Supermarkets and other grocery (except convenience) stores	44	454 694	39 495	9 841	2 369	6.4	11.3
445110	Supermarkets and other grocery (except convenience) stores	44	454 694	39 495	9 841	2 369	6.4	11.3
44512	Convenience stores	10	D	D	D	b	D	D
445120	Convenience stores	10	D	D	D	b	D	D
4452	Specialty food stores	37	D	D	D	c	D	D
4453	Beer, wine, and liquor stores	23	22 551	1 582	377	166	26.8	16.2
44531	Beer, wine, and liquor stores	23	22 551	1 582	377	166	26.8	16.2
445310	Beer, wine, and liquor stores	23	22 551	1 582	377	166	26.8	16.2
446	Health and personal care stores	81	221 781	30 701	7 485	1 809	6.8	2.6
4461	Health and personal care stores	81	221 781	30 701	7 485	1 809	6.8	2.6
44611	Pharmacies and drug stores	38	187 365	23 058	5 715	1 435	7.7	1.5
446110	Pharmacies and drug stores	38	187 365	23 058	5 715	1 435	7.7	1.5
4461101	Pharmacies and drug stores	37	D	D	D	g	D	D
4461102	Proprietary stores	1	D	D	D	a	D	D
44612	Cosmetics, beauty supplies, and perfume stores	12	8 564	1 269	302	146	5.4	5.1
446120	Cosmetics, beauty supplies, and perfume stores	12	8 564	1 269	302	146	5.4	5.1
44613	Optical goods stores	20	12 618	2 637	681	124	1.1	19.7
446130	Optical goods stores	20	12 618	2 637	681	124	1.1	19.7
44619	Other health and personal care stores	11	13 234	3 737	787	104	.6	—
446191	Food (health) supplement stores	6	D	D	D	a	D	D
446199	All other health and personal care stores	5	D	D	D	b	D	D
447	Gasoline stations	71	173 183	8 604	2 151	588	11.4	12.8
4471	Gasoline stations	71	173 183	8 604	2 151	588	11.4	12.8
44711	Gasoline stations with convenience stores	66	D	D	D	f	D	D
447110	Gasoline stations with convenience stores	66	D	D	D	f	D	D
448	Clothing and clothing accessories stores	212	233 142	29 465	7 010	2 482	9.2	3.8
4481	Clothing stores	141	164 915	18 966	4 516	1 879	6.6	3.7
44811	Men's clothing stores	17	D	D	D	b	D	D
448110	Men's clothing stores	17	D	D	D	b	D	D
44812	Women's clothing stores	48	37 017	4 224	978	415	9.3	2.6
448120	Women's clothing stores	48	37 017	4 224	978	415	9.3	2.6
44813	Children's and infants' clothing stores	12	8 872	1 056	265	117	4.9	—
448130	Children's and infants' clothing stores	12	8 872	1 056	265	117	4.9	—
44814	Family clothing stores	43	97 108	9 623	2 251	1 023	5.2	1.7
448140	Family clothing stores	43	97 108	9 623	2 251	1 023	5.2	1.7
44815	Clothing accessories stores	9	4 067	745	200	61	31.3	—
448150	Clothing accessories stores	9	4 067	745	200	61	31.3	—
44819	Other clothing stores	12	D	D	D	c	D	D
448190	Other clothing stores	12	D	D	D	c	D	D
4482	Shoe stores	32	30 475	4 392	940	307	20.5	1.1
44821	Shoe stores	32	30 475	4 392	940	307	20.5	1.1
448210	Shoe stores	32	30 475	4 392	940	307	20.5	1.1
4482101	Men's shoe stores	1	D	D	D	a	D	D
4482102	Women's shoe stores	3	D	D	D	b	D	D
4482104	Family shoe stores	19	20 242	3 165	666	166	26.0	—
4482105	Athletic footwear stores	9	8 464	963	218	112	—	3.8
4483	Jewelry, luggage, and leather goods stores	39	37 752	6 107	1 554	296	11.5	6.3
44831	Jewelry stores	38	D	D	D	e	D	D
448310	Jewelry stores	38	D	D	D	e	D	D
44832	Luggage and leather goods stores	1	D	D	D	a	D	D
448320	Luggage and leather goods stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	117	161 421	21 184	5 166	1 675	9.5	8.2
4511	Sporting goods, hobby, and musical instrument stores	79	101 816	13 559	3 213	1 084	10.8	11.9
45111	Sporting goods stores	39	57 293	8 066	1 885	524	6.6	7.9
451110	Sporting goods stores	39	57 293	8 066	1 885	524	6.6	7.9
4511101	General-line sporting goods stores	8	15 575	2 075	555	133	1.4	.7
4511102	Specialty-line sporting goods stores	31	41 718	5 991	1 330	391	8.6	10.6
45112	Hobby, toy, and game stores	27	32 163	4 030	961	433	16.5	11.1
451120	Hobby, toy, and game stores	27	32 163	4 030	961	433	16.5	11.1
45113	Sewing, needlework, and piece goods stores	8	D	D	D	b	D	D
451130	Sewing, needlework, and piece goods stores	8	D	D	D	b	D	D
45114	Musical instrument and supplies stores	5	D	D	D	b	D	D
451140	Musical instrument and supplies stores	5	D	D	D	b	D	D
4512	Book, periodical, and music stores	38	59 605	7 625	1 953	591	7.3	1.7
45121	Book stores and news dealers	22	51 144	6 545	1 701	494	5.1	2.0
451211	Book stores	21	D	D	D	e	D	D
4512111	Book stores, general	13	28 614	3 496	888	314	6.9	3.5
4512112	Specialty book stores	4	D	D	D	b	D	D
4512113	College book stores	4	D	D	D	c	D	D
451212	News dealers and newsstands	1	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, and record stores	16	8 461	1 080	252	97	20.9	.4
451220	Prerecorded tape, compact disc, and record stores	16	8 461	1 080	252	97	20.9	.4

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
MADISON—Con.								
44-45	Retail trade—Con.							
452	General merchandise stores	29	616 605	60 048	15 296	3 834	—	—
4521	Department stores	21	510 520	53 308	13 674	3 448	—	—
45210009	Department stores (incl. leased depts.) ³	21	524 604	53 308	13 674	3 448	—	—
45211	Department stores	21	510 520	53 308	13 674	3 448	—	—
452111	Department stores (except discount department stores) ..	9	174 659	24 454	6 188	1 499	—	—
452112	Discount department stores	12	335 861	28 854	7 486	1 949	—	—
4529	Other general merchandise stores	8	106 085	6 740	1 622	386	—	—
45291	Warehouse clubs and supercenters	1	D	D	D	c	D	D
452910	Warehouse clubs and supercenters	1	D	D	D	c	D	D
45299	All other general merchandise stores	7	D	D	D	c	D	D
452990	All other general merchandise stores	7	D	D	D	c	D	D
4529904	Miscellaneous general merchandise stores	5	D	D	D	c	D	D
453	Miscellaneous store retailers	145	118 879	19 628	4 796	1 329	10.5	6.3
4531	Florists	12	5 960	1 365	345	104	27.9	2.3
45311	Florists	12	5 960	1 365	345	104	27.9	2.3
453110	Florists	12	5 960	1 365	345	104	27.9	2.3
4532	Office supplies, stationery, and gift stores	65	65 982	8 959	2 235	656	7.6	4.5
45321	Office supplies and stationery stores	6	33 478	3 754	975	167	—	—
453210	Office supplies and stationery stores	6	33 478	3 754	975	167	—	—
45322	Gift, novelty, and souvenir stores	59	32 504	5 205	1 260	489	15.5	9.2
453220	Gift, novelty, and souvenir stores	59	32 504	5 205	1 260	489	15.5	9.2
4533	Used merchandise stores	27	13 573	3 334	824	231	10.5	5.3
45331	Used merchandise stores	27	13 573	3 334	824	231	10.5	5.3
453310	Used merchandise stores	27	13 573	3 334	824	231	10.5	5.3
4539	Other miscellaneous store retailers	41	33 364	5 970	1 392	338	13.0	10.8
45391	Pet and pet supplies stores	9	16 975	2 581	567	176	1.5	6.8
453910	Pet and pet supplies stores	9	16 975	2 581	567	176	1.5	6.8
45392	Art dealers	15	3 273	624	148	45	60.1	4.9
453920	Art dealers	15	3 273	624	148	45	60.1	4.9
45399	All other miscellaneous store retailers	17	13 116	2 765	677	117	16.0	17.5
454	Nonstore retailers	39	48 950	11 049	2 602	378	4.5	9.7
4541	Electronic shopping and mail-order houses	17	10 614	3 442	828	106	6.6	9.4
45411	Electronic shopping and mail-order houses	17	10 614	3 442	828	106	6.6	9.4
4542	Vending machine operators	9	15 751	3 152	814	145	9.4	2.1
45421	Vending machine operators	9	15 751	3 152	814	145	9.4	2.1
454210	Vending machine operators	9	15 751	3 152	814	145	9.4	2.1
4543	Direct selling establishments	13	22 585	4 455	960	127	—	15.2
45431	Fuel dealers	4	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	3	D	D	D	b	D	D
45439	Other direct selling establishments	9	D	D	D	c	D	D
454390	Other direct selling establishments	9	D	D	D	c	D	D
MANITOWOC								
44-45	Retail trade	167	441 302	45 015	10 858	2 636	9.2	11.1
441	Motor vehicle and parts dealers	21	103 058	7 861	2 009	337	7.4	—
4411	Automobile dealers	9	91 487	6 306	1 630	257	4.2	—
4412	Other motor vehicle dealers	3	3 801	211	48	9	92.3	—
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	a	D	D
441221	Motorcycle dealers	2	D	D	D	a	D	D
4413	Automotive parts, accessories, and tire stores	9	7 770	1 344	331	71	4.2	—
442	Furniture and home furnishings stores	9	11 335	1 512	361	66	16.0	14.7
4421	Furniture stores	3	D	D	D	b	D	D
44211	Furniture stores	3	D	D	D	b	D	D
442110	Furniture stores	3	D	D	D	b	D	D
4422	Home furnishings stores	6	D	D	D	b	D	D
44221	Floor covering stores	3	4 132	687	144	20	19.6	11.2
442210	Floor covering stores	3	4 132	687	144	20	19.6	11.2
443	Electronics and appliance stores	9	D	D	D	b	D	D
4431	Electronics and appliance stores	9	D	D	D	b	D	D
44311	Appliance, television, and other electronics stores	7	D	D	D	b	D	D
443111	Household appliance stores	3	D	D	D	a	D	D
443112	Radio, television, and other electronics stores	4	D	D	D	b	D	D
444	Building material and garden equipment and supplies dealers ...	17	48 878	5 937	1 476	263	7.5	5.6
4441	Building material and supplies dealers	15	D	D	D	c	D	D
44411	Home centers	2	D	D	D	b	D	D
444110	Home centers	2	D	D	D	b	D	D
44419	Other building material dealers	9	18 350	2 352	605	81	5.9	15.0
444190	Other building material dealers	9	18 350	2 352	605	81	5.9	15.0

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

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							From admini- strative records ¹	Estimated ²
MANITOWOC—Con.								
44-45	Retail trade—Con.							
445	Food and beverage stores	13	78 545	7 706	1 780	700	5.7	50.0
4451	Grocery stores	9	D	D	D	f	D	D
44511	Supermarkets and other grocery (except convenience) stores	7	72 271	7 368	1 701	673	2.5	54.3
445110	Supermarkets and other grocery (except convenience) stores	7	72 271	7 368	1 701	673	2.5	54.3
446	Health and personal care stores	11	D	D	D	c	D	D
4461	Health and personal care stores	11	D	D	D	c	D	D
447	Gasoline stations	19	41 084	2 439	538	174	35.7	7.1
4471	Gasoline stations	19	41 084	2 439	538	174	35.7	7.1
44711	Gasoline stations with convenience stores	15	40 111	2 261	495	165	34.3	7.1
447110	Gasoline stations with convenience stores	15	40 111	2 261	495	165	34.3	7.1
448	Clothing and clothing accessories stores	13	7 251	1 275	308	84	12.9	—
4481	Clothing stores	7	D	D	D	b	D	D
4483	Jewelry, luggage, and leather goods stores	3	2 238	546	121	22	8.4	—
451	Sporting goods, hobby, book, and music stores	13	4 601	568	131	59	63.3	—
4511	Sporting goods, hobby, and musical instrument stores	7	D	D	D	b	D	D
4512	Book, periodical, and music stores	6	D	D	D	b	D	D
452	General merchandise stores	5	92 577	9 229	2 229	524	—	—
4529	Other general merchandise stores	3	D	D	D	e	D	D
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	29	13 356	2 075	458	177	30.2	12.8
4532	Office supplies, stationery, and gift stores	8	5 123	592	145	61	18.6	.5
45321	Office supplies and stationery stores	1	D	D	D	b	D	D
453210	Office supplies and stationery stores	1	D	D	D	b	D	D
4533	Used merchandise stores	6	2 227	541	126	43	38.4	4.9
45331	Used merchandise stores	6	2 227	541	126	43	38.4	4.9
453310	Used merchandise stores	6	2 227	541	126	43	38.4	4.9
4539	Other miscellaneous store retailers	9	D	D	D	b	D	D
45399	All other miscellaneous store retailers	6	D	D	D	b	D	D
454	Nonstore retailers	8	13 229	2 135	519	93	—	5.9
4542	Vending machine operators	1	D	D	D	a	D	D
45421	Vending machine operators	1	D	D	D	a	D	D
454210	Vending machine operators	1	D	D	D	a	D	D
4543	Direct selling establishments	6	D	D	D	b	D	D
45439	Other direct selling establishments	5	D	D	D	b	D	D
454390	Other direct selling establishments	5	D	D	D	b	D	D
MARINETTE								
44-45	Retail trade	103	260 813	27 966	6 770	1 465	12.9	2.6
441	Motor vehicle and parts dealers	12	59 701	4 667	1 280	156	.8	—
4413	Automotive parts, accessories, and tire stores	7	7 119	1 193	293	60	—	—
442	Furniture and home furnishings stores	4	3 882	747	205	22	81.9	18.1
443	Electronics and appliance stores	4	D	D	D	b	D	D
4431	Electronics and appliance stores	4	D	D	D	b	D	D
44311	Appliance, television, and other electronics stores	3	D	D	D	b	D	D
443112	Radio, television, and other electronics stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers	12	36 799	5 791	1 077	159	5.3	10.9
4441	Building material and supplies dealers	10	D	D	D	c	D	D
44411	Home centers	1	D	D	D	a	D	D
444110	Home centers	1	D	D	D	a	D	D
44419	Other building material dealers	6	14 856	3 766	955	128	8.9	26.9
444190	Other building material dealers	6	14 856	3 766	955	128	8.9	26.9
445	Food and beverage stores	11	35 019	2 939	703	238	19.4	—
4451	Grocery stores	6	33 004	2 770	653	219	20.2	—
446	Health and personal care stores	9	10 147	2 007	552	71	43.3	2.4
4461	Health and personal care stores	9	10 147	2 007	552	71	43.3	2.4
447	Gasoline stations	9	13 365	747	183	72	75.4	5.3

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

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							From admini- strative records ¹	Estimated ²
MARINETTE—Con.								
44-45	Retail trade—Con.							
448	Clothing and clothing accessories stores	15	11 116	1 726	493	141	3.4	8.8
4481	Clothing stores	8	D	D	D	b	D	D
4483	Jewelry, luggage, and leather goods stores	4	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	4	1 158	181	45	22	—	—
452	General merchandise stores	5	68 308	6 445	1 544	419	—	—
452112	Discount department stores	2	D	D	D	e	D	D
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	12	D	D	D	c	D	D
4532	Office supplies, stationery, and gift stores	4	D	D	D	b	D	D
45321	Office supplies and stationery stores	1	D	D	D	b	D	D
453210	Office supplies and stationery stores	1	D	D	D	b	D	D
4539	Other miscellaneous store retailers	4	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	6	5 454	749	187	35	66.0	—
MARSHALL								
44-45	Retail trade	9	17 207	2 982	664	138	4.9	1.6
444	Building material and garden equipment and supplies dealers ...	2	D	D	D	b	D	D
44419	Other building material dealers	1	D	D	D	b	D	D
444190	Other building material dealers	1	D	D	D	b	D	D
445	Food and beverage stores	3	D	D	D	b	D	D
447	Gasoline stations	3	6 227	366	101	25	—	—
453	Miscellaneous store retailers	1	D	D	D	a	D	D
MARSHFIELD								
44-45	Retail trade	143	634 874	56 262	14 930	2 816	5.7	5.9
441	Motor vehicle and parts dealers	19	183 140	18 878	4 929	508	9.0	—
4411	Automobile dealers	10	173 404	16 909	4 301	421	8.7	—
44111	New car dealers	5	164 958	16 503	4 201	399	4.0	—
441110	New car dealers	5	164 958	16 503	4 201	399	4.0	—
44112	Used car dealers	5	8 446	406	100	22	100.0	—
441120	Used car dealers	5	8 446	406	100	22	100.0	—
4413	Automotive parts, accessories, and tire stores	8	D	D	D	b	D	D
44131	Automotive parts and accessories stores	4	D	D	D	b	D	D
441310	Automotive parts and accessories stores	4	D	D	D	b	D	D
44132	Tire dealers	4	D	D	D	b	D	D
441320	Tire dealers	4	D	D	D	b	D	D
442	Furniture and home furnishings stores	11	11 564	1 554	363	77	24.7	10.5
4421	Furniture stores	5	5 585	948	224	45	9.8	14.8
44211	Furniture stores	5	5 585	948	224	45	9.8	14.8
442110	Furniture stores	5	5 585	948	224	45	9.8	14.8
4422	Home furnishings stores	6	5 979	606	139	32	38.6	6.5
44221	Floor covering stores	4	D	D	D	a	D	D
442210	Floor covering stores	4	D	D	D	a	D	D
443	Electronics and appliance stores	8	8 354	1 124	259	39	11.0	2.4
4431	Electronics and appliance stores	8	8 354	1 124	259	39	11.0	2.4
44311	Appliance, television, and other electronics stores	4	6 995	990	236	37	6.3	—
443111	Household appliance stores	3	D	D	D	b	D	D
44312	Computer and software stores	4	1 359	134	23	2	35.5	14.9
443120	Computer and software stores	4	1 359	134	23	2	35.5	14.9
444	Building material and garden equipment and supplies dealers ...	12	45 769	4 633	1 126	193	19.8	—
4441	Building material and supplies dealers	10	D	D	D	c	D	D
44411	Home centers	1	D	D	D	c	D	D
444110	Home centers	1	D	D	D	c	D	D
44419	Other building material dealers	6	D	D	D	b	D	D
444190	Other building material dealers	6	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	2	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	2	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	2	D	D	D	b	D	D
445	Food and beverage stores	6	D	D	D	e	D	D
4451	Grocery stores	3	D	D	D	e	D	D
44511	Supermarkets and other grocery (except convenience) stores	3	D	D	D	e	D	D
445110	Supermarkets and other grocery (except convenience) stores	3	D	D	D	e	D	D
4452	Specialty food stores	1	D	D	D	a	D	D

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							From admini- strative records ¹	Estimated ²
MARSHFIELD—Con.								
44-45	Retail trade—Con.							
446	Health and personal care stores	5	D	D	D	b	D	D
4461	Health and personal care stores	5	D	D	D	b	D	D
44612	Cosmetics, beauty supplies, and perfume stores	1	D	D	D	b	D	D
446120	Cosmetics, beauty supplies, and perfume stores	1	D	D	D	b	D	D
447	Gasoline stations	9	26 892	1 430	332	100	2.3	—
4471	Gasoline stations	9	26 892	1 430	332	100	2.3	—
44711	Gasoline stations with convenience stores	8	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	8	D	D	D	b	D	D
448	Clothing and clothing accessories stores	19	6 245	870	220	96	13.3	12.2
4481	Clothing stores	11	3 284	434	110	47	22.0	—
451	Sporting goods, hobby, book, and music stores	11	D	D	D	b	D	D
4512	Book, periodical, and music stores	4	D	D	D	b	D	D
452	General merchandise stores	9	134 877	12 788	3 136	816	.2	—
4529	Other general merchandise stores	4	D	D	D	e	D	D
45291	Warehouse clubs and supercenters	1	D	D	D	e	D	D
452910	Warehouse clubs and supercenters	1	D	D	D	e	D	D
45299	All other general merchandise stores	3	D	D	D	c	D	D
452990	All other general merchandise stores	3	D	D	D	c	D	D
4529904	Miscellaneous general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	17	19 209	2 994	715	231	2.1	17.9
4532	Office supplies, stationery, and gift stores	7	8 308	1 244	320	99	2.6	—
45321	Office supplies and stationery stores	2	D	D	D	b	D	D
453210	Office supplies and stationery stores	2	D	D	D	b	D	D
4533	Used merchandise stores	3	1 555	771	188	63	—	—
45331	Used merchandise stores	3	1 555	771	188	63	—	—
453310	Used merchandise stores	3	1 555	771	188	63	—	—
4539	Other miscellaneous store retailers	4	8 307	826	171	39	—	41.5
45393	Manufactured (mobile) home dealers	2	D	D	D	b	D	D
453930	Manufactured (mobile) home dealers	2	D	D	D	b	D	D
45399	All other miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	17	D	D	D	c	D	D
4541	Electronic shopping and mail-order houses	6	D	D	D	c	D	D
45411	Electronic shopping and mail-order houses	6	D	D	D	c	D	D
4543	Direct selling establishments	9	D	D	D	b	D	D
45439	Other direct selling establishments	6	D	D	D	b	D	D
454390	Other direct selling establishments	6	D	D	D	b	D	D
MARSHFIELD (PART - MARATHON COUNTY)								
44-45	Retail trade	12	98 615	9 104	2 174	498	.5	—
441	Motor vehicle and parts dealers	2	D	D	D	a	D	D
443	Electronics and appliance stores	2	D	D	D	a	D	D
4431	Electronics and appliance stores	2	D	D	D	a	D	D
44311	Appliance, television, and other electronics stores	1	D	D	D	a	D	D
443111	Household appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers	2	D	D	D	c	D	D
4441	Building material and supplies dealers	1	D	D	D	c	D	D
44411	Home centers	1	D	D	D	c	D	D
444110	Home centers	1	D	D	D	c	D	D
447	Gasoline stations	1	D	D	D	a	D	D
448	Clothing and clothing accessories stores	2	D	D	D	b	D	D
452	General merchandise stores	2	D	D	D	e	D	D
4529	Other general merchandise stores	2	D	D	D	e	D	D
45291	Warehouse clubs and supercenters	1	D	D	D	e	D	D
452910	Warehouse clubs and supercenters	1	D	D	D	e	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
4532	Office supplies, stationery, and gift stores	1	D	D	D	a	D	D
45321	Office supplies and stationery stores	1	D	D	D	a	D	D
453210	Office supplies and stationery stores	1	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab-lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
MARSHFIELD (PART - WOOD COUNTY)								
44-45	Retail trade	131	536 259	47 158	12 756	2 318	6.6	7.0
441	Motor vehicle and parts dealers	17	D	D	D	e	D	D
4411	Automobile dealers	10	173 404	16 909	4 301	421	8.7	—
44111	New car dealers	5	164 958	16 503	4 201	399	4.0	—
441110	New car dealers	5	164 958	16 503	4 201	399	4.0	—
44112	Used car dealers	5	8 446	406	100	22	100.0	—
441120	Used car dealers	5	8 446	406	100	22	100.0	—
4413	Automotive parts, accessories, and tire stores	7	D	D	D	b	D	D
44132	Tire dealers	4	D	D	D	b	D	D
441320	Tire dealers	4	D	D	D	b	D	D
442	Furniture and home furnishings stores	11	11 564	1 554	363	77	24.7	10.5
4421	Furniture stores	5	5 585	948	224	45	9.8	14.8
44211	Furniture stores	5	5 585	948	224	45	9.8	14.8
442110	Furniture stores	5	5 585	948	224	45	9.8	14.8
4422	Home furnishings stores	6	5 979	606	139	32	38.6	6.5
44221	Floor covering stores	4	D	D	D	a	D	D
442210	Floor covering stores	4	D	D	D	a	D	D
443	Electronics and appliance stores	6	D	D	D	b	D	D
4431	Electronics and appliance stores	6	D	D	D	b	D	D
44311	Appliance, television, and other electronics stores	3	D	D	D	b	D	D
443111	Household appliance stores	2	D	D	D	b	D	D
444	Building material and garden equipment and supplies dealers	10	D	D	D	b	D	D
44419	Other building material dealers	6	D	D	D	b	D	D
444190	Other building material dealers	6	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	1	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	1	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	1	D	D	D	b	D	D
445	Food and beverage stores	6	D	D	D	e	D	D
4451	Grocery stores	3	D	D	D	e	D	D
44511	Supermarkets and other grocery (except convenience) stores	3	D	D	D	e	D	D
445110	Supermarkets and other grocery (except convenience) stores	3	D	D	D	e	D	D
4452	Specialty food stores	1	D	D	D	a	D	D
446	Health and personal care stores	5	D	D	D	b	D	D
4461	Health and personal care stores	5	D	D	D	b	D	D
44612	Cosmetics, beauty supplies, and perfume stores	1	D	D	D	b	D	D
446120	Cosmetics, beauty supplies, and perfume stores	1	D	D	D	b	D	D
447	Gasoline stations	8	D	D	D	b	D	D
4471	Gasoline stations	8	D	D	D	b	D	D
44711	Gasoline stations with convenience stores	7	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	7	D	D	D	b	D	D
448	Clothing and clothing accessories stores	17	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	11	D	D	D	b	D	D
4512	Book, periodical, and music stores	4	D	D	D	b	D	D
452	General merchandise stores	7	D	D	D	e	D	D
4529	Other general merchandise stores	2	D	D	D	b	D	D
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	16	D	D	D	c	D	D
4532	Office supplies, stationery, and gift stores	6	D	D	D	b	D	D
45321	Office supplies and stationery stores	1	D	D	D	b	D	D
453210	Office supplies and stationery stores	1	D	D	D	b	D	D
4533	Used merchandise stores	3	1 555	771	188	63	—	—
45331	Used merchandise stores	3	1 555	771	188	63	—	—
453310	Used merchandise stores	3	1 555	771	188	63	—	—
4539	Other miscellaneous store retailers	4	8 307	826	171	39	—	41.5
45393	Manufactured (mobile) home dealers	2	D	D	D	b	D	D
453930	Manufactured (mobile) home dealers	2	D	D	D	b	D	D
45399	All other miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	17	D	D	D	c	D	D
4541	Electronic shopping and mail-order houses	6	D	D	D	c	D	D
45411	Electronic shopping and mail-order houses	6	D	D	D	c	D	D
4543	Direct selling establishments	9	D	D	D	b	D	D
45439	Other direct selling establishments	6	D	D	D	b	D	D
454390	Other direct selling establishments	6	D	D	D	b	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
MAUSTON								
44-45	Retail trade	43	132 507	12 056	2 526	613	10.0	.2
441	Motor vehicle and parts dealers	7	28 725	2 856	595	78	25.4	1.1
4412	Other motor vehicle dealers	1	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	1	D	D	D	b	D	D
441221	Motorcycle dealers	1	D	D	D	b	D	D
442	Furniture and home furnishings stores	3	D	D	D	b	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	3	4 047	424	118	18	22.3	—
445	Food and beverage stores	3	D	D	D	c	D	D
446	Health and personal care stores	5	D	D	D	c	D	D
4461	Health and personal care stores	5	D	D	D	c	D	D
447	Gasoline stations	7	42 771	1 762	411	93	6.0	—
4471	Gasoline stations	7	42 771	1 762	411	93	6.0	—
44719	Other gasoline stations	2	D	D	D	b	D	D
447190	Other gasoline stations	2	D	D	D	b	D	D
448	Clothing and clothing accessories stores	3	D	D	D	a	D	D
452	General merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	5	D	D	D	b	D	D
4539	Other miscellaneous store retailers	3	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	2	D	D	D	b	D	D
453930	Manufactured (mobile) home dealers	2	D	D	D	b	D	D
454	Nonstore retailers	3	1 236	221	54	13	37.6	—
MAYVILLE								
44-45	Retail trade	27	61 804	5 951	1 380	355	7.1	.2
441	Motor vehicle and parts dealers	7	29 403	1 999	503	87	3.9	—
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	3	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	2	D	D	D	a	D	D
44422	Nursery, garden center, and farm supply stores	1	D	D	D	a	D	D
444220	Nursery, garden center, and farm supply stores	1	D	D	D	a	D	D
445	Food and beverage stores	2	D	D	D	c	D	D
446	Health and personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	6	7 274	562	133	45	32.9	—
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	4	D	D	D	b	D	D
MEDFORD								
44-45	Retail trade	60	128 344	12 038	3 008	795	28.0	13.9
441	Motor vehicle and parts dealers	13	36 283	2 906	705	102	68.1	5.5
4412	Other motor vehicle dealers	2	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	4	1 748	228	53	12	99.0	1.0
443	Electronics and appliance stores	4	D	D	D	a	D	D
4431	Electronics and appliance stores	4	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	4	D	D	D	b	D	D
445	Food and beverage stores	3	D	D	D	c	D	D
446	Health and personal care stores	2	D	D	D	a	D	D
4461	Health and personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	10	15 707	1 023	272	103	36.9	—
44711	Gasoline stations with convenience stores	8	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	8	D	D	D	b	D	D
448	Clothing and clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	3	D	D	D	a	D	D
452	General merchandise stores	4	D	D	D	c	D	D
45299	All other general merchandise stores	3	D	D	D	c	D	D
452990	All other general merchandise stores	3	D	D	D	c	D	D
4529904	Miscellaneous general merchandise stores	3	D	D	D	c	D	D
453	Miscellaneous store retailers	9	D	D	D	b	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab-lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini-strative records ¹	Estimated ²
MEDFORD—Con.								
44-45	Retail trade—Con.							
454	Nonstore retailers	2	D	D	D	b	D	D
4542	Vending machine operators	1	D	D	D	b	D	D
45421	Vending machine operators	1	D	D	D	b	D	D
454210	Vending machine operators	1	D	D	D	b	D	D
MENASHA CITY								
44-45	Retail trade	43	74 951	8 847	2 051	592	8.1	4.8
441	Motor vehicle and parts dealers	8	6 196	924	220	42	13.8	—
442	Furniture and home furnishings stores	2	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	3	7 400	1 059	231	38	—	—
445	Food and beverage stores	6	17 625	1 782	435	126	26.2	.7
446	Health and personal care stores	2	D	D	D	b	D	D
4461	Health and personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	5	6 929	431	137	31	.3	44.2
448	Clothing and clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
4512113	College book stores	1	D	D	D	a	D	D
452	General merchandise stores	3	D	D	D	c	D	D
453	Miscellaneous store retailers	8	D	D	D	c	D	D
4533	Used merchandise stores	3	D	D	D	b	D	D
45331	Used merchandise stores	3	D	D	D	b	D	D
453310	Used merchandise stores	3	D	D	D	b	D	D
4539	Other miscellaneous store retailers	2	D	D	D	b	D	D
45392	Art dealers	1	D	D	D	b	D	D
453920	Art dealers	1	D	D	D	b	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
MENASHA CITY (PART - WINNEBAGO COUNTY)								
44-45	Retail trade	43	74 951	8 847	2 051	592	8.1	4.8
441	Motor vehicle and parts dealers	8	6 196	924	220	42	13.8	—
442	Furniture and home furnishings stores	2	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	3	7 400	1 059	231	38	—	—
445	Food and beverage stores	6	17 625	1 782	435	126	26.2	.7
446	Health and personal care stores	2	D	D	D	b	D	D
4461	Health and personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	5	6 929	431	137	31	.3	44.2
448	Clothing and clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
4512113	College book stores	1	D	D	D	a	D	D
452	General merchandise stores	3	D	D	D	c	D	D
453	Miscellaneous store retailers	8	D	D	D	c	D	D
4533	Used merchandise stores	3	D	D	D	b	D	D
45331	Used merchandise stores	3	D	D	D	b	D	D
453310	Used merchandise stores	3	D	D	D	b	D	D
4539	Other miscellaneous store retailers	2	D	D	D	b	D	D
45392	Art dealers	1	D	D	D	b	D	D
453920	Art dealers	1	D	D	D	b	D	D
454	Nonstore retailers	2	D	D	D	a	D	D

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							From admini- strative records ¹	Estimated ²
MENASHA TOWN								
44-45	Retail trade	35	45 828	4 501	1 096	204	21.4	12.0
441	Motor vehicle and parts dealers	4	10 046	1 116	252	37	—	—
4412	Other motor vehicle dealers	2	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	a	D	D
441221	Motorcycle dealers	2	D	D	D	a	D	D
442	Furniture and home furnishings stores	4	2 684	482	122	21	33.3	—
444	Building material and garden equipment and supplies dealers	3	D	D	D	a	D	D
4442	Lawn and garden equipment and supplies stores	2	D	D	D	a	D	D
44421	Outdoor power equipment stores	2	D	D	D	a	D	D
444210	Outdoor power equipment stores	2	D	D	D	a	D	D
445	Food and beverage stores	4	3 661	183	46	13	84.1	.4
446	Health and personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	6	14 257	760	202	53	40.4	10.6
44711	Gasoline stations with convenience stores	6	14 257	760	202	53	40.4	10.6
447110	Gasoline stations with convenience stores	6	14 257	760	202	53	40.4	10.6
448	Clothing and clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	6	5 264	854	196	37	1.6	66.0
4533	Used merchandise stores	2	D	D	D	b	D	D
45331	Used merchandise stores	2	D	D	D	b	D	D
453310	Used merchandise stores	2	D	D	D	b	D	D
4539	Other miscellaneous store retailers	2	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	b	D	D
4542	Vending machine operators	2	D	D	D	b	D	D
45421	Vending machine operators	2	D	D	D	b	D	D
454210	Vending machine operators	2	D	D	D	b	D	D
MENOMONEE FALLS								
44-45	Retail trade	138	708 401	66 150	15 798	2 886	17.3	8.4
441	Motor vehicle and parts dealers	17	229 456	18 797	4 157	561	31.8	—
4411	Automobile dealers	8	D	D	D	e	D	D
44111	New car dealers	7	214 993	16 541	3 642	467	33.8	—
441110	New car dealers	7	214 993	16 541	3 642	467	33.8	—
4412	Other motor vehicle dealers	3	8 686	1 119	253	47	—	—
44121	Recreational vehicle dealers	1	D	D	D	b	D	D
441210	Recreational vehicle dealers	1	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	b	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	6	16 847	2 826	713	76	8.0	—
4421	Furniture stores	2	D	D	D	a	D	D
44211	Furniture stores	2	D	D	D	a	D	D
442110	Furniture stores	2	D	D	D	a	D	D
4422	Home furnishings stores	4	D	D	D	b	D	D
44221	Floor covering stores	2	D	D	D	b	D	D
442210	Floor covering stores	2	D	D	D	b	D	D
443	Electronics and appliance stores	8	14 230	2 290	498	73	16.1	11.5
4431	Electronics and appliance stores	8	14 230	2 290	498	73	16.1	11.5
44311	Appliance, television, and other electronics stores	6	D	D	D	b	D	D
443111	Household appliance stores	2	D	D	D	b	D	D
443112	Radio, television, and other electronics stores	4	D	D	D	b	D	D
44312	Computer and software stores	1	D	D	D	a	D	D
443120	Computer and software stores	1	D	D	D	a	D	D
44313	Camera and photographic supplies stores	1	D	D	D	a	D	D
443130	Camera and photographic supplies stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers	13	32 572	5 108	1 222	232	31.0	—
4441	Building material and supplies dealers	11	D	D	D	c	D	D
44412	Paint and wallpaper stores	3	D	D	D	a	D	D
444120	Paint and wallpaper stores	3	D	D	D	a	D	D
44413	Hardware stores	5	23 103	3 342	842	166	43.7	—
444130	Hardware stores	5	23 103	3 342	842	166	43.7	—
4442	Lawn and garden equipment and supplies stores	2	D	D	D	b	D	D
44421	Outdoor power equipment stores	1	D	D	D	a	D	D
444210	Outdoor power equipment stores	1	D	D	D	a	D	D

See footnotes at end of table.

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							From administrative records ¹	Estimated ²
MENOMONEE FALLS—Con.								
44-45	Retail trade—Con.							
445	Food and beverage stores	8	D	D	D	e	D	D
4451	Grocery stores	5	83 243	7 181	1 669	347	9.7	64.8
44511	Supermarkets and other grocery (except convenience) stores	5	83 243	7 181	1 669	347	9.7	64.8
445110	Supermarkets and other grocery (except convenience) stores	5	83 243	7 181	1 669	347	9.7	64.8
446	Health and personal care stores	17	35 087	3 686	844	165	31.2	4.7
4461	Health and personal care stores	17	35 087	3 686	844	165	31.2	4.7
44611	Pharmacies and drug stores	7	30 534	2 808	661	126	33.8	5.4
446110	Pharmacies and drug stores	7	30 534	2 808	661	126	33.8	5.4
4461101	Pharmacies and drug stores	7	30 534	2 808	661	126	33.8	5.4
44612	Cosmetics, beauty supplies, and perfume stores	2	D	D	D	a	D	D
446120	Cosmetics, beauty supplies, and perfume stores	2	D	D	D	a	D	D
44613	Optical goods stores	4	2 006	363	87	17	30.6	—
446130	Optical goods stores	4	2 006	363	87	17	30.6	—
44619	Other health and personal care stores	4	D	D	D	a	D	D
446191	Food (health) supplement stores	2	D	D	D	a	D	D
447	Gasoline stations	11	27 374	1 619	426	108	31.2	.3
4471	Gasoline stations	11	27 374	1 619	426	108	31.2	.3
44711	Gasoline stations with convenience stores	11	27 374	1 619	426	108	31.2	.3
447110	Gasoline stations with convenience stores	11	27 374	1 619	426	108	31.2	.3
448	Clothing and clothing accessories stores	11	9 183	2 805	720	92	9.0	3.0
4483	Jewelry, luggage, and leather goods stores	4	5 065	2 058	562	37	4.0	5.4
44831	Jewelry stores	4	5 065	2 058	562	37	4.0	5.4
448310	Jewelry stores	4	5 065	2 058	562	37	4.0	5.4
451	Sporting goods, hobby, book, and music stores	9	4 435	557	146	69	41.6	—
4511	Sporting goods, hobby, and musical instrument stores	8	D	D	D	b	D	D
45113	Sewing, needlework, and piece goods stores	2	D	D	D	b	D	D
451130	Sewing, needlework, and piece goods stores	2	D	D	D	b	D	D
452	General merchandise stores	5	D	D	D	f	D	D
4521	Department stores	4	108 878	8 963	2 292	635	—	—
45210009	Department stores (incl. leased depts.) ³	4	112 091	8 963	2 292	635	—	—
45211	Department stores	4	108 878	8 963	2 292	635	—	—
452112	Discount department stores	4	108 878	8 963	2 292	635	—	—
453	Miscellaneous store retailers	21	14 200	1 703	389	158	32.0	10.4
4532	Office supplies, stationery, and gift stores	9	8 585	924	215	89	14.0	—
45321	Office supplies and stationery stores	1	D	D	D	b	D	D
453210	Office supplies and stationery stores	1	D	D	D	b	D	D
45322	Gift, novelty, and souvenir stores	8	D	D	D	b	D	D
453220	Gift, novelty, and souvenir stores	8	D	D	D	b	D	D
4539	Other miscellaneous store retailers	7	D	D	D	b	D	D
45391	Pet and pet supplies stores	3	3 124	309	62	27	60.6	39.4
453910	Pet and pet supplies stores	3	3 124	309	62	27	60.6	39.4
45392	Art dealers	1	D	D	D	a	D	D
453920	Art dealers	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers	3	D	D	D	a	D	D
454	Nonstore retailers	12	128 143	10 289	2 666	350	.3	—
4541	Electronic shopping and mail-order houses	3	D	D	D	c	D	D
45411	Electronic shopping and mail-order houses	3	D	D	D	c	D	D
4542	Vending machine operators	2	D	D	D	c	D	D
45421	Vending machine operators	2	D	D	D	c	D	D
454210	Vending machine operators	2	D	D	D	c	D	D
MENOMONIE								
44-45	Retail trade	93	254 712	21 764	5 210	1 377	16.8	4.6
441	Motor vehicle and parts dealers	12	62 588	4 855	1 129	214	31.0	—
4412	Other motor vehicle dealers	1	D	D	D	a	D	D
44121	Recreational vehicle dealers	1	D	D	D	a	D	D
441210	Recreational vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	7	D	D	D	b	D	D
4421	Furniture stores	4	2 433	298	75	24	100.0	—
44211	Furniture stores	4	2 433	298	75	24	100.0	—
442110	Furniture stores	4	2 433	298	75	24	100.0	—
443	Electronics and appliance stores	6	1 995	412	79	25	50.3	1.6
4431	Electronics and appliance stores	6	1 995	412	79	25	50.3	1.6
444	Building material and garden equipment and supplies dealers	5	2 764	402	88	14	18.3	—
445	Food and beverage stores	11	42 926	4 140	1 011	347	26.3	.3
4451	Grocery stores	6	40 141	3 873	949	314	27.0	—
4452	Specialty food stores	2	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

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							From admini- strative records ¹	Estimated ²
MENOMONIE—Con.								
44-45	Retail trade—Con.							
446	Health and personal care stores	5	D	D	D	b	D	D
4461	Health and personal care stores	5	D	D	D	b	D	D
447	Gasoline stations	15	44 332	2 282	550	172	.1	5.5
4471	Gasoline stations	15	44 332	2 282	550	172	.1	5.5
44711	Gasoline stations with convenience stores	11	25 143	1 378	340	115	—	9.7
447110	Gasoline stations with convenience stores	11	25 143	1 378	340	115	—	9.7
44719	Other gasoline stations	4	19 189	904	210	57	.3	—
447190	Other gasoline stations	4	19 189	904	210	57	.3	—
448	Clothing and clothing accessories stores	10	3 418	519	112	38	54.7	—
451	Sporting goods, hobby, book, and music stores	5	2 043	215	49	33	8.5	32.2
4512	Book, periodical, and music stores	2	D	D	D	b	D	D
451213	College book stores	1	D	D	D	a	D	D
452	General merchandise stores	5	71 500	6 539	1 607	377	—	—
452111	Department stores (except discount department stores) ..	1	D	D	D	b	D	D
4529	Other general merchandise stores	3	D	D	D	c	D	D
453	Miscellaneous store retailers	8	D	D	D	b	D	D
454	Nonstore retailers	4	2 230	432	142	22	21.7	15.0
MEQUON								
44-45	Retail trade	109	217 888	25 172	5 602	1 105	13.3	11.5
441	Motor vehicle and parts dealers	5	D	D	D	c	D	D
4411	Automobile dealers	3	D	D	D	c	D	D
442	Furniture and home furnishings stores	11	13 334	1 374	301	68	19.9	6.6
4421	Furniture stores	1	D	D	D	a	D	D
44211	Furniture stores	1	D	D	D	a	D	D
442110	Furniture stores	1	D	D	D	a	D	D
4422	Home furnishings stores	10	D	D	D	b	D	D
44229	Other home furnishings stores	8	8 295	781	149	47	17.4	—
442299	All other home furnishings stores	7	D	D	D	b	D	D
443	Electronics and appliance stores	6	3 628	745	173	24	66.0	.6
4431	Electronics and appliance stores	6	3 628	745	173	24	66.0	.6
44311	Appliance, television, and other electronics stores	2	D	D	D	a	D	D
443112	Radio, television, and other electronics stores	2	D	D	D	a	D	D
44312	Computer and software stores	3	D	D	D	a	D	D
443120	Computer and software stores	3	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	13	15 599	3 121	597	119	6.2	—
44413	Hardware stores	3	5 311	1 339	305	48	—	—
444130	Hardware stores	3	5 311	1 339	305	48	—	—
4442	Lawn and garden equipment and supplies stores	6	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	5	6 622	1 080	143	49	11.2	—
444220	Nursery, garden center, and farm supply stores	5	6 622	1 080	143	49	11.2	—
445	Food and beverage stores	6	40 355	4 911	1 250	307	4.8	10.3
4451	Grocery stores	5	D	D	D	e	D	D
446	Health and personal care stores	7	21 789	1 961	492	113	.7	15.8
4461	Health and personal care stores	7	21 789	1 961	492	113	.7	15.8
44619	Other health and personal care stores	2	D	D	D	a	D	D
446199	All other health and personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	8	17 741	880	209	65	37.4	—
44711	Gasoline stations with convenience stores	7	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	7	D	D	D	b	D	D
448	Clothing and clothing accessories stores	22	17 046	2 731	646	132	61.5	1.2
4481	Clothing stores	13	10 951	1 943	447	89	81.5	1.9
44811	Men's clothing stores	2	D	D	D	b	D	D
448110	Men's clothing stores	2	D	D	D	b	D	D
44813	Children's and infants' clothing stores	2	D	D	D	a	D	D
448130	Children's and infants' clothing stores	2	D	D	D	a	D	D
44819	Other clothing stores	3	1 382	228	50	14	100.0	—
448190	Other clothing stores	3	1 382	228	50	14	100.0	—
4482101	Men's shoe stores	1	D	D	D	a	D	D
4482102	Women's shoe stores	1	D	D	D	a	D	D
4483	Jewelry, luggage, and leather goods stores	6	3 009	438	116	26	14.6	—
44832	Luggage and leather goods stores	1	D	D	D	a	D	D
448320	Luggage and leather goods stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	12	5 932	812	202	66	2.1	34.0
4511	Sporting goods, hobby, and musical instrument stores	11	D	D	D	b	D	D
45111	Sporting goods stores	8	4 807	637	161	45	—	39.6
451110	Sporting goods stores	8	4 807	637	161	45	—	39.6
451212	Specialty book stores	1	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

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							From admini- strative records ¹	Estimated ²
MEQUON—Con.								
44-45	Retail trade—Con.							
453	Miscellaneous store retailers	11	D	D	D	b	D	D
4531	Florists	4	1 980	431	111	22	6.8	2.5
45311	Florists	4	1 980	431	111	22	6.8	2.5
453110	Florists	4	1 980	431	111	22	6.8	2.5
4539	Other miscellaneous store retailers	5	D	D	D	a	D	D
454	Nonstore retailers	8	17 862	1 538	371	45	3.9	76.7
4541	Electronic shopping and mail-order houses	4	16 503	1 304	312	34	1.2	83.1
45411	Electronic shopping and mail-order houses	4	16 503	1 304	312	34	1.2	83.1
MERRILL								
44-45	Retail trade	58	136 023	13 519	3 105	774	9.4	2.5
441	Motor vehicle and parts dealers	9	45 720	4 093	920	122	7.9	—
442	Furniture and home furnishings stores	5	D	D	D	a	D	D
443	Electronics and appliance stores	4	D	D	D	a	D	D
4431	Electronics and appliance stores	4	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	5	3 802	475	128	24	—	—
445	Food and beverage stores	4	D	D	D	c	D	D
446	Health and personal care stores	3	D	D	D	b	D	D
4461	Health and personal care stores	3	D	D	D	b	D	D
447	Gasoline stations	11	20 082	979	233	76	5.3	11.3
44711	Gasoline stations with convenience stores	11	20 082	979	233	76	5.3	11.3
447110	Gasoline stations with convenience stores	11	20 082	979	233	76	5.3	11.3
448	Clothing and clothing accessories stores	5	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
452	General merchandise stores	4	D	D	D	c	D	D
453	Miscellaneous store retailers	5	D	D	D	b	D	D
45321	Office supplies and stationery stores	1	D	D	D	a	D	D
453210	Office supplies and stationery stores	1	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
MIDDLETON								
44-45	Retail trade	76	539 487	69 458	17 475	2 267	6.5	.7
441	Motor vehicle and parts dealers	9	106 420	8 294	1 864	190	22.9	—
4411	Automobile dealers	4	103 482	7 937	1 780	170	22.4	—
44112	Used car dealers	1	D	D	D	b	D	D
441120	Used car dealers	1	D	D	D	b	D	D
442	Furniture and home furnishings stores	6	D	D	D	c	D	D
4422	Home furnishings stores	4	D	D	D	b	D	D
44221	Floor covering stores	1	D	D	D	b	D	D
442210	Floor covering stores	1	D	D	D	b	D	D
443	Electronics and appliance stores	3	D	D	D	a	D	D
4431	Electronics and appliance stores	3	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	7	6 356	1 036	262	40	9.4	—
445	Food and beverage stores	4	D	D	D	b	D	D
446	Health and personal care stores	5	18 092	1 713	413	109	—	10.3
4461	Health and personal care stores	5	18 092	1 713	413	109	—	10.3
447	Gasoline stations	10	18 560	1 128	275	66	19.9	—
44711	Gasoline stations with convenience stores	9	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	9	D	D	D	b	D	D
448	Clothing and clothing accessories stores	3	D	D	D	b	D	D
4483	Jewelry, luggage, and leather goods stores	2	D	D	D	b	D	D
44831	Jewelry stores	2	D	D	D	b	D	D
448310	Jewelry stores	2	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	4	4 302	656	179	64	13.5	—
4511	Sporting goods, hobby, and musical instrument stores	3	D	D	D	b	D	D
4511101	General-line sporting goods stores	2	D	D	D	b	D	D
45121	Book stores and news dealers	1	D	D	D	b	D	D
453	Miscellaneous store retailers	15	13 172	1 911	471	91	10.5	.5
4539	Other miscellaneous store retailers	9	11 882	1 705	431	59	8.4	—
45391	Pet and pet supplies stores	2	D	D	D	b	D	D
453910	Pet and pet supplies stores	2	D	D	D	b	D	D
45399	All other miscellaneous store retailers	7	D	D	D	b	D	D

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							From admini- strative records ¹	Estimated ²
MIDDLETON—Con.								
44-45	Retail trade—Con.							
454	Nonstore retailers	10	D	D	D	g	D	D
4541	Electronic shopping and mail-order houses	7	D	D	D	g	D	D
45411	Electronic shopping and mail-order houses	7	D	D	D	g	D	D
4543	Direct selling establishments	3	D	D	D	b	D	D
45439	Other direct selling establishments	3	D	D	D	b	D	D
454390	Other direct selling establishments	3	D	D	D	b	D	D
MILTON								
44-45	Retail trade	22	21 390	1 945	431	145	23.2	4.2
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	3	D	D	D	b	D	D
445	Food and beverage stores	2	D	D	D	b	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	6	8 849	509	103	38	46.3	—
448	Clothing and clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	4	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
MILWAUKEE								
44-45	Retail trade	1 513	3 594 429	390 498	92 484	19 506	16.2	8.1
441	Motor vehicle and parts dealers	176	760 179	71 928	17 042	2 330	6.3	4.6
4411	Automobile dealers	78	640 347	50 990	12 105	1 522	6.3	1.4
44111	New car dealers	27	578 744	46 184	11 026	1 329	.3	1.3
441110	New car dealers	27	578 744	46 184	11 026	1 329	.3	1.3
44112	Used car dealers	51	61 603	4 806	1 079	193	62.0	2.9
441120	Used car dealers	51	61 603	4 806	1 079	193	62.0	2.9
4412	Other motor vehicle dealers	14	43 457	5 302	1 147	155	3.8	53.2
44121	Recreational vehicle dealers	2	D	D	D	b	D	D
441210	Recreational vehicle dealers	2	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	12	D	D	D	c	D	D
441221	Motorcycle dealers	7	D	D	D	b	D	D
441222	Boat dealers	5	D	D	D	b	D	D
4413	Automotive parts, accessories, and tire stores	84	76 375	15 636	3 790	653	8.2	3.3
44131	Automotive parts and accessories stores	63	63 726	12 739	3 109	549	6.4	2.2
441310	Automotive parts and accessories stores	63	63 726	12 739	3 109	549	6.4	2.2
44132	Tire dealers	21	12 649	2 897	681	104	17.3	9.0
441320	Tire dealers	21	12 649	2 897	681	104	17.3	9.0
442	Furniture and home furnishings stores	70	86 146	16 081	3 783	527	13.0	19.5
4421	Furniture stores	33	52 786	9 241	2 236	294	13.1	27.7
44211	Furniture stores	33	52 786	9 241	2 236	294	13.1	27.7
442110	Furniture stores	33	52 786	9 241	2 236	294	13.1	27.7
4422	Home furnishings stores	37	33 360	6 840	1 547	233	12.7	6.5
44221	Floor covering stores	21	20 027	3 476	853	103	17.4	10.7
442210	Floor covering stores	21	20 027	3 476	853	103	17.4	10.7
44229	Other home furnishings stores	16	13 333	3 364	694	130	5.5	.1
442299	All other home furnishings stores	13	11 988	3 057	615	116	6.2	.1
443	Electronics and appliance stores	60	84 017	9 697	2 446	466	12.5	3.6
4431	Electronics and appliance stores	60	84 017	9 697	2 446	466	12.5	3.6
44311	Appliance, television, and other electronics stores	50	73 655	8 551	2 149	401	13.9	4.1
443111	Household appliance stores	10	8 169	1 906	442	61	52.4	—
443112	Radio, television, and other electronics stores	40	65 486	6 645	1 707	340	9.1	4.6
44312	Computer and software stores	8	D	D	D	b	D	D
443120	Computer and software stores	8	D	D	D	b	D	D
44313	Camera and photographic supplies stores	2	D	D	D	a	D	D
443130	Camera and photographic supplies stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	88	238 394	41 774	8 749	1 428	18.1	4.1
4441	Building material and supplies dealers	79	218 768	36 688	7 781	1 171	15.5	4.4
44411	Home centers	2	D	D	D	e	D	D
444110	Home centers	2	D	D	D	e	D	D
44412	Paint and wallpaper stores	11	D	D	D	b	D	D
444120	Paint and wallpaper stores	11	D	D	D	b	D	D
44413	Hardware stores	25	20 827	4 094	940	281	35.7	13.7
444130	Hardware stores	25	20 827	4 094	940	281	35.7	13.7
44419	Other building material dealers	41	129 177	24 360	4 746	571	20.5	5.2
444190	Other building material dealers	41	129 177	24 360	4 746	571	20.5	5.2
4442	Lawn and garden equipment and supplies stores	9	19 626	5 086	968	257	46.3	.4
44422	Nursery, garden center, and farm supply stores	6	D	D	D	c	D	D
444220	Nursery, garden center, and farm supply stores	6	D	D	D	c	D	D

See footnotes at end of table.

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							From admini- strative records ¹	Estimated ²
MILWAUKEE—Con.								
44-45	Retail trade—Con.							
445	Food and beverage stores	319	672 518	65 012	16 587	4 012	23.0	23.8
4451	Grocery stores	222	569 820	55 293	14 342	3 303	19.9	27.1
44511	Supermarkets and other grocery (except convenience) stores	151	537 371	53 126	13 825	3 137	18.0	26.9
445110	Supermarkets and other grocery (except convenience) stores	151	537 371	53 126	13 825	3 137	18.0	26.9
44512	Convenience stores	71	32 449	2 167	517	166	52.0	29.7
445120	Convenience stores	71	32 449	2 167	517	166	52.0	29.7
4452	Specialty food stores	30	22 452	4 625	1 074	335	9.4	5.7
4453	Beer, wine, and liquor stores	67	80 246	5 094	1 171	374	48.2	5.7
44531	Beer, wine, and liquor stores	67	80 246	5 094	1 171	374	48.2	5.7
445310	Beer, wine, and liquor stores	67	80 246	5 094	1 171	374	48.2	5.7
446	Health and personal care stores	135	387 594	53 795	12 698	3 115	7.6	.9
4461	Health and personal care stores	135	387 594	53 795	12 698	3 115	7.6	.9
44611	Pharmacies and drug stores	80	352 564	45 840	10 732	2 795	6.7	.9
446110	Pharmacies and drug stores	80	352 564	45 840	10 732	2 795	6.7	.9
4461101	Pharmacies and drug stores	78	D	D	D	h	D	D
4461102	Proprietary stores	2	D	D	D	a	D	D
44612	Cosmetics, beauty supplies, and perfume stores	14	10 107	1 330	326	96	37.7	—
446120	Cosmetics, beauty supplies, and perfume stores	14	10 107	1 330	326	96	37.7	—
44613	Optical goods stores	21	8 739	2 390	674	97	8.3	3.1
446130	Optical goods stores	21	8 739	2 390	674	97	8.3	3.1
44619	Other health and personal care stores	20	16 184	4 235	966	127	9.7	.6
446191	Food (health) supplement stores	7	1 798	235	58	20	40.8	—
446199	All other health and personal care stores	13	14 386	4 000	908	107	5.9	.7
447	Gasoline stations	172	425 543	17 132	4 211	998	37.9	7.5
4471	Gasoline stations	172	425 543	17 132	4 211	998	37.9	7.5
44711	Gasoline stations with convenience stores	144	306 021	14 180	3 496	862	48.7	8.4
447110	Gasoline stations with convenience stores	144	306 021	14 180	3 496	862	48.7	8.4
44719	Other gasoline stations	28	119 522	2 952	715	136	10.2	5.1
447190	Other gasoline stations	28	119 522	2 952	715	136	10.2	5.1
448	Clothing and clothing accessories stores	164	152 797	22 130	5 609	1 526	18.6	2.7
4481	Clothing stores	92	99 677	13 958	3 457	986	13.9	1.4
44811	Men's clothing stores	16	14 570	2 364	556	99	32.2	—
448110	Men's clothing stores	16	14 570	2 364	556	99	32.2	—
44812	Women's clothing stores	29	17 123	2 594	596	230	13.9	.6
448120	Women's clothing stores	29	17 123	2 594	596	230	13.9	.6
44813	Children's and infants' clothing stores	9	D	D	D	b	D	D
448130	Children's and infants' clothing stores	9	D	D	D	b	D	D
44814	Family clothing stores	17	23 709	2 725	630	198	20.4	.8
448140	Family clothing stores	17	23 709	2 725	630	198	20.4	.8
44815	Clothing accessories stores	7	D	D	D	b	D	D
448150	Clothing accessories stores	7	D	D	D	b	D	D
44819	Other clothing stores	14	29 152	4 666	1 286	328	2.8	3.7
448190	Other clothing stores	14	29 152	4 666	1 286	328	2.8	3.7
4482	Shoe stores	39	36 658	6 136	1 596	407	21.0	—
44821	Shoe stores	39	36 658	6 136	1 596	407	21.0	—
448210	Shoe stores	39	36 658	6 136	1 596	407	21.0	—
4482101	Men's shoe stores	2	D	D	D	a	D	D
4482102	Women's shoe stores	3	1 964	227	64	30	26.5	—
4482103	Children's and juveniles' shoe stores	1	D	D	D	a	D	D
4482104	Family shoe stores	22	18 498	3 233	862	166	.9	—
4482105	Athletic footwear stores	11	14 647	2 523	630	201	48.0	—
4483	Jewelry, luggage, and leather goods stores	33	16 462	2 036	556	133	42.2	16.5
44831	Jewelry stores	33	16 462	2 036	556	133	42.2	16.5
448310	Jewelry stores	33	16 462	2 036	556	133	42.2	16.5
451	Sporting goods, hobby, book, and music stores	74	81 556	9 064	2 139	727	14.9	10.4
4511	Sporting goods, hobby, and musical instrument stores	47	57 786	6 781	1 597	540	12.5	7.2
45111	Sporting goods stores	20	12 850	2 066	455	125	26.0	10.9
451110	Sporting goods stores	20	12 850	2 066	455	125	26.0	10.9
4511101	General-line sporting goods stores	5	6 102	717	176	54	2.0	23.0
4511102	Specialty-line sporting goods stores	15	6 748	1 349	279	71	47.7	—
45112	Hobby, toy, and game stores	10	30 260	2 753	648	280	5.4	5.4
451120	Hobby, toy, and game stores	10	30 260	2 753	648	280	5.4	5.4
45113	Sewing, needlework, and piece goods stores	5	4 443	578	138	48	2.9	17.9
451130	Sewing, needlework, and piece goods stores	5	4 443	578	138	48	2.9	17.9
45114	Musical instrument and supplies stores	12	10 233	1 384	356	87	20.5	2.9
451140	Musical instrument and supplies stores	12	10 233	1 384	356	87	20.5	2.9
4512	Book, periodical, and music stores	27	23 770	2 283	542	187	20.9	18.1
45121	Book stores and news dealers	16	15 382	1 563	345	121	24.8	3.0
451211	Book stores	16	15 382	1 563	345	121	24.8	3.0
4512111	Book stores, general	8	4 762	803	171	63	4.8	2.8
4512112	Specialty book stores	4	2 205	359	76	30	25.0	15.0
4512113	College book stores	4	8 415	401	98	28	36.1	—
45122	Prerecorded tape, compact disc, and record stores	11	8 388	720	197	66	13.8	45.9
451220	Prerecorded tape, compact disc, and record stores	11	8 388	720	197	66	13.8	45.9

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
MILWAUKEE—Con.								
44-45	Retail trade—Con.							
452	General merchandise stores	44	410 642	46 840	10 101	2 537	1.1	.1
4521	Department stores	15	320 304	39 210	8 331	2 093	—	—
45210009	Department stores (incl. leased depts.) ³	15	330 558	39 210	8 331	2 093	—	—
45211	Department stores	15	320 304	39 210	8 331	2 093	—	—
452111	Department stores (except discount department stores) ..	6	D	D	D	f	D	D
452112	Discount department stores	9	D	D	D	g	D	D
4529	Other general merchandise stores	29	90 338	7 630	1 770	444	4.9	.6
45291	Warehouse clubs and supercenters	1	D	D	D	c	D	D
452910	Warehouse clubs and supercenters	1	D	D	D	e	D	D
45299	All other general merchandise stores	28	D	D	D	e	D	D
452990	All other general merchandise stores	28	D	D	D	e	D	D
4529901	Variety stores	21	D	D	D	c	D	D
4529904	Miscellaneous general merchandise stores	7	9 083	1 691	335	93	39.1	4.2
453	Miscellaneous store retailers	151	95 672	18 006	4 327	1 246	20.6	13.4
4531	Florists	24	7 280	1 708	437	136	26.5	18.6
45311	Florists	24	7 280	1 708	437	136	26.5	18.6
453110	Florists	24	7 280	1 708	437	136	26.5	18.6
4532	Office supplies, stationery, and gift stores	43	33 491	4 021	1 051	288	4.8	10.2
45321	Office supplies and stationery stores	7	20 726	1 961	505	108	2.0	2.9
453210	Office supplies and stationery stores	7	20 726	1 961	505	108	2.0	2.9
45322	Gift, novelty, and souvenir stores	36	12 765	2 060	546	180	9.3	22.2
453220	Gift, novelty, and souvenir stores	36	12 765	2 060	546	180	9.3	22.2
4533	Used merchandise stores	31	21 624	7 082	1 628	480	9.8	27.1
45331	Used merchandise stores	31	21 624	7 082	1 628	480	9.8	27.1
453310	Used merchandise stores	31	21 624	7 082	1 628	480	9.8	27.1
4539	Other miscellaneous store retailers	53	33 277	5 195	1 211	342	42.3	6.7
45391	Pet and pet supplies stores	11	9 053	1 462	343	149	52.2	—
453910	Pet and pet supplies stores	11	9 053	1 462	343	149	52.2	—
45392	Art dealers	15	5 944	941	209	57	42.6	9.3
453920	Art dealers	15	5 944	941	209	57	42.6	9.3
45399	All other miscellaneous store retailers	26	D	D	D	c	D	D
454	Nonstore retailers	60	199 371	19 039	4 792	594	30.1	2.2
4541	Electronic shopping and mail-order houses	20	164 030	13 659	3 521	387	32.4	2.1
45411	Electronic shopping and mail-order houses	20	164 030	13 659	3 521	387	32.4	2.1
4542	Vending machine operators	7	10 959	1 873	460	73	35.9	—
45421	Vending machine operators	7	10 959	1 873	460	73	35.9	—
454210	Vending machine operators	7	10 959	1 873	460	73	35.9	—
4543	Direct selling establishments	33	24 382	3 507	811	134	11.8	3.5
45431	Fuel dealers	6	D	D	D	b	D	D
454311	Heating oil dealers	4	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	1	D	D	D	a	D	D
454319	Other fuel dealers	1	D	D	D	a	D	D
45439	Other direct selling establishments	27	D	D	D	c	D	D
454390	Other direct selling establishments	27	D	D	D	c	D	D
MILWAUKEE (PART - MILWAUKEE COUNTY)								
44-45	Retail trade	1 507	3 577 068	389 073	92 119	19 416	16.2	8.1
441	Motor vehicle and parts dealers	176	760 179	71 928	17 042	2 330	6.3	4.6
4411	Automobile dealers	78	640 347	50 990	12 105	1 522	6.3	1.4
44111	New car dealers	27	578 744	46 184	11 026	1 329	.3	1.3
441110	New car dealers	27	578 744	46 184	11 026	1 329	.3	1.3
44112	Used car dealers	51	61 603	4 806	1 079	193	62.0	2.9
441120	Used car dealers	51	61 603	4 806	1 079	193	62.0	2.9
4412	Other motor vehicle dealers	14	43 457	5 302	1 147	155	3.8	53.2
44121	Recreational vehicle dealers	2	D	D	D	b	D	D
441210	Recreational vehicle dealers	2	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	12	D	D	D	c	D	D
441221	Motorcycle dealers	7	D	D	D	b	D	D
441222	Boat dealers	5	D	D	D	b	D	D
4413	Automotive parts, accessories, and tire stores	84	76 375	15 636	3 790	653	8.2	3.3
44131	Automotive parts and accessories stores	63	63 726	12 739	3 109	549	6.4	2.2
441310	Automotive parts and accessories stores	63	63 726	12 739	3 109	549	6.4	2.2
44132	Tire dealers	21	12 649	2 897	681	104	17.3	9.0
441320	Tire dealers	21	12 649	2 897	681	104	17.3	9.0
442	Furniture and home furnishings stores	70	86 146	16 081	3 783	527	13.0	19.5
4421	Furniture stores	33	52 786	9 241	2 236	294	13.1	27.7
44211	Furniture stores	33	52 786	9 241	2 236	294	13.1	27.7
442110	Furniture stores	33	52 786	9 241	2 236	294	13.1	27.7
4422	Home furnishings stores	37	33 360	6 840	1 547	233	12.7	6.5
44221	Floor covering stores	21	20 027	3 476	853	103	17.4	10.7
442210	Floor covering stores	21	20 027	3 476	853	103	17.4	10.7
44229	Other home furnishings stores	16	13 333	3 364	694	130	5.5	.1
442290	All other home furnishings stores	13	11 988	3 057	615	116	6.2	.1

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
MILWAUKEE (PART - MILWAUKEE COUNTY)—Con.								
44-45	Retail trade—Con.							
443	Electronics and appliance stores	60	84 017	9 697	2 446	466	12.5	3.6
4431	Electronics and appliance stores	60	84 017	9 697	2 446	466	12.5	3.6
44311	Appliance, television, and other electronics stores	50	73 655	8 551	2 149	401	13.9	4.1
443111	Household appliance stores	10	8 169	1 906	442	61	52.4	—
443112	Radio, television, and other electronics stores	40	65 486	6 645	1 707	340	9.1	4.6
44312	Computer and software stores	8	D	D	D	b	D	D
443120	Computer and software stores	8	D	D	D	b	D	D
44313	Camera and photographic supplies stores	2	D	D	D	a	D	D
443130	Camera and photographic supplies stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	88	238 394	41 774	8 749	1 428	18.1	4.1
4441	Building material and supplies dealers	79	218 768	36 688	7 781	1 171	15.5	4.4
44411	Home centers	2	D	D	D	e	D	D
444110	Home centers	2	D	D	D	e	D	D
44412	Paint and wallpaper stores	11	D	D	D	b	D	D
444120	Paint and wallpaper stores	11	D	D	D	b	D	D
44413	Hardware stores	25	20 827	4 094	940	281	35.7	13.7
444130	Hardware stores	25	20 827	4 094	940	281	35.7	13.7
44419	Other building material dealers	41	129 177	24 360	4 746	571	20.5	5.2
444190	Other building material dealers	41	129 177	24 360	4 746	571	20.5	5.2
4442	Lawn and garden equipment and supplies stores	9	19 626	5 086	968	257	46.3	.4
44422	Nursery, garden center, and farm supply stores	6	D	D	D	c	D	D
444220	Nursery, garden center, and farm supply stores	6	D	D	D	c	D	D
445	Food and beverage stores	318	D	D	D	h	D	D
4451	Grocery stores	221	D	D	D	h	D	D
44511	Supermarkets and other grocery (except convenience) stores	150	D	D	D	h	D	D
445110	Supermarkets and other grocery (except convenience) stores	150	D	D	D	h	D	D
44512	Convenience stores	71	32 449	2 167	517	166	52.0	29.7
445120	Convenience stores	71	32 449	2 167	517	166	52.0	29.7
4452	Specialty food stores	30	22 452	4 625	1 074	335	9.4	5.7
4453	Beer, wine, and liquor stores	67	80 246	5 094	1 171	374	48.2	5.7
44531	Beer, wine, and liquor stores	67	80 246	5 094	1 171	374	48.2	5.7
445310	Beer, wine, and liquor stores	67	80 246	5 094	1 171	374	48.2	5.7
446	Health and personal care stores	134	D	D	D	h	D	D
4461	Health and personal care stores	134	D	D	D	h	D	D
44611	Pharmacies and drug stores	80	352 564	45 840	10 732	2 795	6.7	.9
446110	Pharmacies and drug stores	80	352 564	45 840	10 732	2 795	6.7	.9
4461101	Pharmacies and drug stores	78	D	D	D	h	D	D
4461102	Proprietary stores	2	D	D	D	a	D	D
44612	Cosmetics, beauty supplies, and perfume stores	14	10 107	1 330	326	96	37.7	—
446120	Cosmetics, beauty supplies, and perfume stores	14	10 107	1 330	326	96	37.7	—
44613	Optical goods stores	20	D	D	D	b	D	D
446130	Optical goods stores	20	D	D	D	b	D	D
44619	Other health and personal care stores	20	16 184	4 235	966	127	9.7	.6
446191	Food (health) supplement stores	7	1 798	235	58	20	40.8	—
446199	All other health and personal care stores	13	14 386	4 000	908	107	5.9	.7
447	Gasoline stations	169	D	D	D	f	D	D
4471	Gasoline stations	169	D	D	D	f	D	D
44711	Gasoline stations with convenience stores	141	D	D	D	f	D	D
447110	Gasoline stations with convenience stores	141	D	D	D	f	D	D
44719	Other gasoline stations	28	119 522	2 952	715	136	10.2	5.1
447190	Other gasoline stations	28	119 522	2 952	715	136	10.2	5.1
448	Clothing and clothing accessories stores	164	152 797	22 130	5 609	1 526	18.6	2.7
4481	Clothing stores	92	99 677	13 958	3 457	986	13.9	1.4
44811	Men's clothing stores	16	14 570	2 364	556	99	32.2	—
448110	Men's clothing stores	16	14 570	2 364	556	99	32.2	—
44812	Women's clothing stores	29	17 123	2 594	596	230	13.9	.6
448120	Women's clothing stores	29	17 123	2 594	596	230	13.9	.6
44813	Children's and infants' clothing stores	9	D	D	D	b	D	D
448130	Children's and infants' clothing stores	9	D	D	D	b	D	D
44814	Family clothing stores	17	23 709	2 725	630	198	20.4	.8
448140	Family clothing stores	17	23 709	2 725	630	198	20.4	.8
44815	Clothing accessories stores	7	D	D	D	b	D	D
448150	Clothing accessories stores	7	D	D	D	b	D	D
44819	Other clothing stores	14	29 152	4 666	1 286	328	2.8	3.7
448190	Other clothing stores	14	29 152	4 666	1 286	328	2.8	3.7
4482	Shoe stores	39	36 658	6 136	1 596	407	21.0	—
44821	Shoe stores	39	36 658	6 136	1 596	407	21.0	—
448210	Shoe stores	39	36 658	6 136	1 596	407	21.0	—
4482101	Men's shoe stores	2	D	D	D	a	D	D
4482102	Women's shoe stores	3	1 964	227	64	30	26.5	—
4482103	Children's and juveniles' shoe stores	1	D	D	D	a	D	D
4482104	Family shoe stores	22	18 498	3 233	862	166	9	—
4482105	Athletic footwear stores	11	14 647	2 523	630	201	48.0	—
4483	Jewelry, luggage, and leather goods stores	33	16 462	2 036	556	133	42.2	16.5
44831	Jewelry stores	33	16 462	2 036	556	133	42.2	16.5
448310	Jewelry stores	33	16 462	2 036	556	133	42.2	16.5

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							From admini- strative records ¹	Estimated ²
MILWAUKEE (PART - MILWAUKEE COUNTY)—Con.								
44-45	Retail trade—Con.							
451	Sporting goods, hobby, book, and music stores	74	81 556	9 064	2 139	727	14.9	10.4
4511	Sporting goods, hobby, and musical instrument stores	47	57 786	6 781	1 597	540	12.5	7.2
45111	Sporting goods stores	20	12 850	2 066	455	125	26.0	10.9
451110	Sporting goods stores	20	12 850	2 066	455	125	26.0	10.9
4511101	General-line sporting goods stores	5	6 102	717	176	54	2.0	23.0
4511102	Specialty-line sporting goods stores	15	6 748	1 349	279	71	47.7	—
45112	Hobby, toy, and game stores	10	30 260	2 753	648	280	5.4	5.4
451120	Hobby, toy, and game stores	10	30 260	2 753	648	280	5.4	5.4
45113	Sewing, needlework, and piece goods stores	5	4 443	578	138	48	2.9	17.9
451130	Sewing, needlework, and piece goods stores	5	4 443	578	138	48	2.9	17.9
45114	Musical instrument and supplies stores	12	10 233	1 384	356	87	20.5	2.9
451140	Musical instrument and supplies stores	12	10 233	1 384	356	87	20.5	2.9
4512	Book, periodical, and music stores	27	23 770	2 283	542	187	20.9	18.1
45121	Book stores and news dealers	16	15 382	1 563	345	121	24.8	3.0
451211	Book stores	16	15 382	1 563	345	121	24.8	3.0
4512111	Book stores, general	8	4 762	803	171	63	4.8	2.8
4512112	Specialty book stores	4	2 205	359	76	30	25.0	15.0
4512113	College book stores	4	8 415	401	98	28	36.1	—
45122	Prerecorded tape, compact disc, and record stores	11	8 388	720	197	66	13.8	45.9
451220	Prerecorded tape, compact disc, and record stores	11	8 388	720	197	66	13.8	45.9
452	General merchandise stores	44	410 642	46 840	10 101	2 537	1.1	.1
4521	Department stores	15	320 304	39 210	8 331	2 093	—	—
45210009	Department stores (incl. leased depts.) ³	15	330 558	39 210	8 331	2 093	—	—
45211	Department stores	15	320 304	39 210	8 331	2 093	—	—
452111	Department stores (except discount department stores) ..	6	D	D	D	f	D	D
452112	Discount department stores	9	D	D	D	g	D	D
4529	Other general merchandise stores	29	90 338	7 630	1 770	444	4.9	.6
45291	Warehouse clubs and supercenters	1	D	D	D	c	D	D
452910	Warehouse clubs and supercenters	1	D	D	D	c	D	D
45299	All other general merchandise stores	28	D	D	D	e	D	D
452990	All other general merchandise stores	28	D	D	D	e	D	D
4529901	Variety stores	21	D	D	D	c	D	D
4529904	Miscellaneous general merchandise stores	7	9 083	1 691	335	93	39.1	4.2
453	Miscellaneous store retailers	151	95 672	18 006	4 327	1 246	20.6	13.4
4531	Florists	24	7 280	1 708	437	136	26.5	18.6
45311	Florists	24	7 280	1 708	437	136	26.5	18.6
453110	Florists	24	7 280	1 708	437	136	26.5	18.6
4532	Office supplies, stationery, and gift stores	43	33 491	4 021	1 051	288	4.8	10.2
45321	Office supplies and stationery stores	7	20 726	1 961	505	108	2.0	2.9
453210	Office supplies and stationery stores	7	20 726	1 961	505	108	2.0	2.9
45322	Gift, novelty, and souvenir stores	36	12 765	2 060	546	180	9.3	22.2
453220	Gift, novelty, and souvenir stores	36	12 765	2 060	546	180	9.3	22.2
4533	Used merchandise stores	31	21 624	7 082	1 628	480	9.8	27.1
45331	Used merchandise stores	31	21 624	7 082	1 628	480	9.8	27.1
453310	Used merchandise stores	31	21 624	7 082	1 628	480	9.8	27.1
4539	Other miscellaneous store retailers	53	33 277	5 195	1 211	342	42.3	6.7
45391	Pet and pet supplies stores	11	9 053	1 462	343	149	52.2	—
453910	Pet and pet supplies stores	11	9 053	1 462	343	149	52.2	—
45392	Art dealers	15	5 944	941	209	57	42.6	9.3
453920	Art dealers	15	5 944	941	209	57	42.6	9.3
45399	All other miscellaneous store retailers	26	D	D	D	c	D	D
454	Nonstore retailers	59	D	D	D	f	D	D
4541	Electronic shopping and mail-order houses	20	164 030	13 659	3 521	387	32.4	2.1
45411	Electronic shopping and mail-order houses	20	164 030	13 659	3 521	387	32.4	2.1
4542	Vending machine operators	7	10 959	1 873	460	73	35.9	—
45421	Vending machine operators	7	10 959	1 873	460	73	35.9	—
454210	Vending machine operators	7	10 959	1 873	460	73	35.9	—
4543	Direct selling establishments	32	D	D	D	c	D	D
45431	Fuel dealers	6	D	D	D	b	D	D
454311	Heating oil dealers	4	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	1	D	D	D	a	D	D
454319	Other fuel dealers	1	D	D	D	a	D	D
45439	Other direct selling establishments	26	D	D	D	c	D	D
454390	Other direct selling establishments	26	D	D	D	c	D	D
MILWAUKEE (PART - WASHINGTON COUNTY)								
44-45	Retail trade	3	D	D	D	a	D	D
447	Gasoline stations	2	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
MILWAUKEE (PART - WAUKESHA COUNTY)								
44-45	Retail trade	3	D	D	D	b	D	D
445	Food and beverage stores	1	D	D	D	b	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	1	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

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							From admini- strative records ¹	Estimated ²
MINERAL POINT								
44-45	Retail trade	21	D	D	D	c	D	D
441	Motor vehicle and parts dealers	2	D	D	D	a	D	D
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	2	D	D	D	a	D	D
445	Food and beverage stores	2	D	D	D	b	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	5	7 974	457	111	33	34.2	4.4
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	3	370	49	9	5	45.1	—
454	Nonstore retailers	1	D	D	D	a	D	D
MONDOVI								
44-45	Retail trade	21	33 163	4 062	984	202	25.0	48.1
441	Motor vehicle and parts dealers	2	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	4	D	D	D	a	D	D
445	Food and beverage stores	4	D	D	D	b	D	D
4452	Specialty food stores	1	D	D	D	a	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	3	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	b	D	D
4543	Direct selling establishments	2	D	D	D	b	D	D
45431	Fuel dealers	2	D	D	D	b	D	D
454311	Heating oil dealers	1	D	D	D	b	D	D
MONONA								
44-45	Retail trade	50	152 636	16 718	4 164	938	4.9	6.8
441	Motor vehicle and parts dealers	6	14 853	2 598	580	77	8.8	1.7
4413	Automotive parts, accessories, and tire stores	5	D	D	D	b	D	D
44132	Tire dealers	2	D	D	D	b	D	D
441320	Tire dealers	2	D	D	D	b	D	D
442	Furniture and home furnishings stores	3	1 454	263	66	18	48.8	—
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	3	D	D	D	c	D	D
4441	Building material and supplies dealers	3	D	D	D	c	D	D
44411	Home centers	2	D	D	D	c	D	D
444110	Home centers	2	D	D	D	c	D	D
44419	Other building material dealers	1	D	D	D	a	D	D
444190	Other building material dealers	1	D	D	D	a	D	D
445	Food and beverage stores	4	D	D	D	c	D	D
446	Health and personal care stores	3	D	D	D	b	D	D
4461	Health and personal care stores	3	D	D	D	b	D	D
447	Gasoline stations	5	D	D	D	b	D	D
44711	Gasoline stations with convenience stores	4	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	4	D	D	D	b	D	D
448	Clothing and clothing accessories stores	5	1 370	219	59	38	3.8	2.0
451	Sporting goods, hobby, book, and music stores	4	8 718	1 496	348	80	6.4	—
4511	Sporting goods, hobby, and musical instrument stores	4	8 718	1 496	348	80	6.4	—
45112	Hobby, toy, and game stores	1	D	D	D	b	D	D
451120	Hobby, toy, and game stores	1	D	D	D	b	D	D
452	General merchandise stores	3	D	D	D	c	D	D
453	Miscellaneous store retailers	8	6 336	593	162	55	13.3	—
4532	Office supplies, stationery, and gift stores	1	D	D	D	b	D	D
45321	Office supplies and stationery stores	1	D	D	D	b	D	D
453210	Office supplies and stationery stores	1	D	D	D	b	D	D
4539	Other miscellaneous store retailers	3	D	D	D	b	D	D
45399	All other miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	5	1 284	182	46	17	31.3	—

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							From admini- strative records ¹	Estimated ²
MONROE								
44-45	Retail trade	83	332 340	43 780	10 111	1 686	12.3	6.9
441	Motor vehicle and parts dealers	11	53 053	4 412	918	121	54.2	1.0
4412	Other motor vehicle dealers	3	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	3	D	D	D	a	D	D
441221	Motorcycle dealers	3	D	D	D	a	D	D
442	Furniture and home furnishings stores	4	D	D	D	b	D	D
4421	Furniture stores	2	D	D	D	a	D	D
44211	Furniture stores	2	D	D	D	a	D	D
442110	Furniture stores	2	D	D	D	a	D	D
443	Electronics and appliance stores	5	D	D	D	a	D	D
4431	Electronics and appliance stores	5	D	D	D	a	D	D
44311	Appliance, television, and other electronics stores	4	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	7	6 720	839	190	40	30.6	2.6
445	Food and beverage stores	7	43 872	3 902	993	256	.6	50.3
4451	Grocery stores	5	D	D	D	e	D	D
446	Health and personal care stores	5	D	D	D	b	D	D
447	Gasoline stations	8	14 084	790	180	47	22.9	.5
44711	Gasoline stations with convenience stores	7	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	7	D	D	D	b	D	D
448	Clothing and clothing accessories stores	11	D	D	D	b	D	D
44819	Other clothing stores	3	D	D	D	a	D	D
448190	Other clothing stores	3	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	3	D	D	D	a	D	D
451212	News dealers and newsstands	1	D	D	D	a	D	D
452	General merchandise stores	4	D	D	D	e	D	D
45299	All other general merchandise stores	3	D	D	D	b	D	D
452990	All other general merchandise stores	3	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	13	D	D	D	b	D	D
4533	Used merchandise stores	2	D	D	D	b	D	D
45331	Used merchandise stores	2	D	D	D	b	D	D
453310	Used merchandise stores	2	D	D	D	b	D	D
45392	Art dealers	1	D	D	D	a	D	D
453920	Art dealers	1	D	D	D	a	D	D
454	Nonstore retailers	5	D	D	D	f	D	D
4541	Electronic shopping and mail-order houses	2	D	D	D	f	D	D
45411	Electronic shopping and mail-order houses	2	D	D	D	f	D	D
45439	Other direct selling establishments	3	D	D	D	a	D	D
454390	Other direct selling establishments	3	D	D	D	a	D	D
MOSINEE								
44-45	Retail trade	25	43 330	5 154	1 186	298	33.9	.3
441	Motor vehicle and parts dealers	5	14 755	2 289	519	69	—	—
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	3	D	D	D	b	D	D
445	Food and beverage stores	2	D	D	D	b	D	D
447	Gasoline stations	7	12 886	795	200	66	27.5	—
44711	Gasoline stations with convenience stores	7	12 886	795	200	66	27.5	—
447110	Gasoline stations with convenience stores	7	12 886	795	200	66	27.5	—
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	4	1 047	262	58	27	34.1	—
45392	Art dealers	1	D	D	D	a	D	D
453920	Art dealers	1	D	D	D	a	D	D

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							From admini- strative records ¹	Estimated ²
MOUNT HOREB								
44-45	Retail trade	38	40 146	4 347	1 066	306	20.5	.5
441	Motor vehicle and parts dealers	2	D	D	D	a	D	D
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
443	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers	2	D	D	D	b	D	D
445	Food and beverage stores	5	D	D	D	b	D	D
446	Health and personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	4	13 468	1 033	268	53	7.3	—
44711	Gasoline stations with convenience stores	3	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	3	D	D	D	b	D	D
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	3	425	53	12	6	48.2	—
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	12	2 207	407	98	60	45.6	4.3
454	Nonstore retailers	3	1 090	187	45	11	100.0	—
MOUNT PLEASANT								
44-45	Retail trade	74	403 417	28 956	6 837	1 202	1.5	.9
441	Motor vehicle and parts dealers	20	261 985	16 583	3 913	423	.6	.1
4411	Automobile dealers	10	D	D	D	e	D	D
44111	New car dealers	8	243 928	15 254	3 629	371	—	—
441110	New car dealers	8	243 928	15 254	3 629	371	—	—
4412	Other motor vehicle dealers	2	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	a	D	D
441221	Motorcycle dealers	1	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	5	10 383	1 644	401	47	22.2	.4
4422	Home furnishings stores	4	D	D	D	b	D	D
44221	Floor covering stores	3	D	D	D	b	D	D
442210	Floor covering stores	3	D	D	D	b	D	D
443	Electronics and appliance stores	3	3 121	626	162	28	—	38.1
4431	Electronics and appliance stores	3	3 121	626	162	28	—	38.1
44311	Appliance, television, and other electronics stores	2	D	D	D	b	D	D
443112	Radio, television, and other electronics stores	2	D	D	D	b	D	D
444	Building material and garden equipment and supplies dealers	6	7 286	1 000	190	68	—	—
4442	Lawn and garden equipment and supplies stores	1	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	1	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	1	D	D	D	b	D	D
445	Food and beverage stores	6	D	D	D	c	D	D
446	Health and personal care stores	8	11 590	1 187	286	68	—	.1
4461	Health and personal care stores	8	11 590	1 187	286	68	—	.1
4461102	Proprietary stores	2	D	D	D	a	D	D
447	Gasoline stations	10	27 295	1 228	294	72	7.2	4.0
4471	Gasoline stations	10	27 295	1 228	294	72	7.2	4.0
44711	Gasoline stations with convenience stores	9	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	9	D	D	D	b	D	D
448	Clothing and clothing accessories stores	3	3 193	711	165	15	—	—
44819	Other clothing stores	1	D	D	D	a	D	D
448190	Other clothing stores	1	D	D	D	a	D	D
4483	Jewelry, luggage, and leather goods stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	4	D	D	D	b	D	D
4511	Sporting goods, hobby, and musical instrument stores	4	D	D	D	b	D	D
45112	Hobby, toy, and game stores	2	D	D	D	b	D	D
451120	Hobby, toy, and game stores	2	D	D	D	b	D	D
45113	Sewing, needlework, and piece goods stores	1	D	D	D	a	D	D
451130	Sewing, needlework, and piece goods stores	1	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	c	D	D
453	Miscellaneous store retailers	5	D	D	D	b	D	D
4532	Office supplies, stationery, and gift stores	2	D	D	D	b	D	D
45321	Office supplies and stationery stores	1	D	D	D	b	D	D
453210	Office supplies and stationery stores	1	D	D	D	b	D	D
454	Nonstore retailers	2	D	D	D	b	D	D

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							From admini-strative records ¹	Estimated ²
MUKWONAGO								
44-45	Retail trade	39	151 248	13 070	3 223	851	10.2	3.2
441	Motor vehicle and parts dealers	4	35 933	2 416	573	76	—	—
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
443	Electronics and appliance stores	3	1 443	181	48	9	50.9	49.1
444	Building material and garden equipment and supplies dealers ...	5	4 746	840	192	44	12.8	—
445	Food and beverage stores	4	44 049	3 726	878	302	26.0	—
4451	Grocery stores	3	D	D	D	e	D	D
446	Health and personal care stores	4	D	D	D	b	D	D
447	Gasoline stations	6	15 803	804	195	114	9.6	24.9
44711	Gasoline stations with convenience stores	6	15 803	804	195	114	9.6	24.9
447110	Gasoline stations with convenience stores	6	15 803	804	195	114	9.6	24.9
451	Sporting goods, hobby, book, and music stores	3	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	c	D	D
453	Miscellaneous store retailers	6	D	D	D	b	D	D
4539	Other miscellaneous store retailers	2	D	D	D	a	D	D
45391	Pet and pet supplies stores	2	D	D	D	a	D	D
453910	Pet and pet supplies stores	2	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
4543	Direct selling establishments	2	D	D	D	a	D	D
MUKWONAGO (PART - WALWORTH COUNTY)								
44-45	Retail trade	3	6 564	1 112	264	75	49.7	32.1
445	Food and beverage stores	1	D	D	D	b	D	D
447	Gasoline stations	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
4539	Other miscellaneous store retailers	1	D	D	D	a	D	D
45391	Pet and pet supplies stores	1	D	D	D	a	D	D
453910	Pet and pet supplies stores	1	D	D	D	a	D	D
MUKWONAGO (PART - WAUKESHA COUNTY)								
44-45	Retail trade	36	144 684	11 958	2 959	776	8.4	1.9
441	Motor vehicle and parts dealers	4	35 933	2 416	573	76	—	—
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
443	Electronics and appliance stores	3	1 443	181	48	9	50.9	49.1
444	Building material and garden equipment and supplies dealers ...	5	4 746	840	192	44	12.8	—
445	Food and beverage stores	3	D	D	D	e	D	D
4451	Grocery stores	2	D	D	D	e	D	D
446	Health and personal care stores	4	D	D	D	b	D	D
447	Gasoline stations	5	D	D	D	b	D	D
44711	Gasoline stations with convenience stores	5	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	5	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	3	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	c	D	D
453	Miscellaneous store retailers	5	D	D	D	b	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
4543	Direct selling establishments	2	D	D	D	a	D	D

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							From admini- strative records ¹	Estimated ²
MUSKEGO								
44-45	Retail trade	47	110 581	9 940	2 247	583	11.6	8.1
441	Motor vehicle and parts dealers	7	30 996	2 765	639	116	8.8	3.1
4412	Other motor vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	1	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	7	7 209	1 176	291	58	23.7	23.5
4442	Lawn and garden equipment and supplies stores	3	3 034	571	140	17	—	—
445	Food and beverage stores	4	D	D	D	c	D	D
4452	Specialty food stores	2	D	D	D	a	D	D
446	Health and personal care stores	5	D	D	D	b	D	D
4461	Health and personal care stores	5	D	D	D	b	D	D
447	Gasoline stations	5	13 527	682	155	48	35.4	—
44711	Gasoline stations with convenience stores	5	13 527	682	155	48	35.4	—
447110	Gasoline stations with convenience stores	5	13 527	682	155	48	35.4	—
448	Clothing and clothing accessories stores	2	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	2	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	6	2 269	246	57	24	36.4	—
454	Nonstore retailers	8	2 360	421	100	21	83.9	—
NEENAH								
44-45	Retail trade	88	339 193	30 263	7 314	1 596	2.7	15.5
441	Motor vehicle and parts dealers	12	D	D	D	e	D	D
4411	Automobile dealers	7	D	D	D	e	D	D
44111	New car dealers	3	D	D	D	e	D	D
441110	New car dealers	3	D	D	D	e	D	D
442	Furniture and home furnishings stores	4	2 127	314	85	13	86.1	—
443	Electronics and appliance stores	3	D	D	D	a	D	D
4431	Electronics and appliance stores	3	D	D	D	a	D	D
44311	Appliance, television, and other electronics stores	2	D	D	D	a	D	D
443112	Radio, television, and other electronics stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	5	D	D	D	b	D	D
44413	Hardware stores	2	D	D	D	b	D	D
444130	Hardware stores	2	D	D	D	b	D	D
445	Food and beverage stores	8	D	D	D	e	D	D
4451	Grocery stores	3	D	D	D	e	D	D
446	Health and personal care stores	7	D	D	D	c	D	D
4461	Health and personal care stores	7	D	D	D	c	D	D
447	Gasoline stations	13	23 656	1 197	307	92	3.7	22.3
4471	Gasoline stations	13	23 656	1 197	307	92	3.7	22.3
44711	Gasoline stations with convenience stores	11	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	11	D	D	D	b	D	D
448	Clothing and clothing accessories stores	10	4 232	817	176	50	9.5	5.1
451	Sporting goods, hobby, book, and music stores	9	3 055	457	84	40	38.7	11.5
4511	Sporting goods, hobby, and musical instrument stores	7	D	D	D	b	D	D
452	General merchandise stores	4	D	D	D	e	D	D
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	7	D	D	D	b	D	D
4539	Other miscellaneous store retailers	3	D	D	D	b	D	D
45392	Art dealers	1	D	D	D	b	D	D
453920	Art dealers	1	D	D	D	b	D	D
45399	All other miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	6	D	D	D	b	D	D
4543	Direct selling establishments	6	D	D	D	b	D	D
45431	Fuel dealers	2	D	D	D	b	D	D
454311	Heating oil dealers	1	D	D	D	a	D	D
45439	Other direct selling establishments	4	D	D	D	b	D	D
454390	Other direct selling establishments	4	D	D	D	b	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

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							From admini- strative records ¹	Estimated ²
NEILLSVILLE								
44-45	Retail trade	27	65 053	5 848	1 194	338	20.6	8.4
441	Motor vehicle and parts dealers	8	D	D	D	b	D	D
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	2	D	D	D	a	D	D
445	Food and beverage stores	3	D	D	D	c	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	5	10 495	559	128	44	8.6	—
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	b	D	D
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	3	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
4541	Electronic shopping and mail-order houses	1	D	D	D	a	D	D
45411	Electronic shopping and mail-order houses	1	D	D	D	a	D	D
NEKOOSA								
44-45	Retail trade	15	22 132	1 728	392	141	62.4	3.4
441	Motor vehicle and parts dealers	2	D	D	D	a	D	D
4412	Other motor vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	1	D	D	D	a	D	D
445	Food and beverage stores	2	D	D	D	b	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	4	10 945	589	128	44	30.9	—
44711	Gasoline stations with convenience stores	4	10 945	589	128	44	30.9	—
447110	Gasoline stations with convenience stores	4	10 945	589	128	44	30.9	—
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	3	268	31	5	3	100.0	—
NEW BERLIN								
44-45	Retail trade	97	348 837	35 017	8 244	1 712	5.6	1.7
441	Motor vehicle and parts dealers	7	25 176	3 940	838	125	1.2	—
4412	Other motor vehicle dealers	3	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	3	D	D	D	b	D	D
441221	Motorcycle dealers	2	D	D	D	b	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	2	D	D	D	a	D	D
443	Electronics and appliance stores	6	D	D	D	b	D	D
4431	Electronics and appliance stores	6	D	D	D	b	D	D
44311	Appliance, television, and other electronics stores	4	D	D	D	b	D	D
443111	Household appliance stores	2	D	D	D	b	D	D
444	Building material and garden equipment and supplies dealers ...	17	38 913	7 780	1 695	208	16.0	—
4441	Building material and supplies dealers	12	36 704	7 157	1 596	193	16.4	—
44419	Other building material dealers	9	32 067	6 300	1 451	152	18.8	—
444190	Other building material dealers	9	32 067	6 300	1 451	152	18.8	—
445	Food and beverage stores	8	68 136	3 963	1 028	391	1.5	.2
4451	Grocery stores	7	D	D	D	e	D	D
44511	Supermarkets and other grocery (except convenience) stores	5	67 702	3 899	1 015	380	1.1	—
445110	Supermarkets and other grocery (except convenience) stores	5	67 702	3 899	1 015	380	1.1	—
446	Health and personal care stores	9	12 318	1 567	367	84	11.4	6.6
4461	Health and personal care stores	9	12 318	1 567	367	84	11.4	6.6
447	Gasoline stations	9	27 078	1 296	313	90	21.4	17.3
4471	Gasoline stations	9	27 078	1 296	313	90	21.4	17.3
44711	Gasoline stations with convenience stores	9	27 078	1 296	313	90	21.4	17.3
447110	Gasoline stations with convenience stores	9	27 078	1 296	313	90	21.4	17.3
448	Clothing and clothing accessories stores	7	3 739	788	210	41	26.6	9.8
4483	Jewelry, luggage, and leather goods stores	3	2 301	614	159	28	43.2	—
451	Sporting goods, hobby, book, and music stores	1	D	D	D	b	D	D
4511	Sporting goods, hobby, and musical instrument stores	1	D	D	D	b	D	D
45112	Hobby, toy, and game stores	1	D	D	D	b	D	D
451120	Hobby, toy, and game stores	1	D	D	D	b	D	D

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Table 4. Summary Statistics for Places: 2002—Con.

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							From administrative records ¹	Estimated ²
NEW BERLIN—Con.								
44-45	Retail trade—Con.							
452	General merchandise stores	3	D	D	D	e	D	D
452112	Discount department stores	2	D	D	D	e	D	D
453	Miscellaneous store retailers	11	4 288	745	149	65	7.9	.1
4539	Other miscellaneous store retailers	4	D	D	D	a	D	D
45399	All other miscellaneous store retailers	4	D	D	D	a	D	D
454	Nonstore retailers	17	100 902	8 369	2 048	311	1.5	—
4541	Electronic shopping and mail-order houses	4	D	D	D	c	D	D
45411	Electronic shopping and mail-order houses	4	D	D	D	c	D	D
4542	Vending machine operators	2	D	D	D	b	D	D
45421	Vending machine operators	2	D	D	D	b	D	D
454210	Vending machine operators	2	D	D	D	b	D	D
4543	Direct selling establishments	11	D	D	D	b	D	D
45439	Other direct selling establishments	11	D	D	D	b	D	D
454390	Other direct selling establishments	11	D	D	D	b	D	D
NEW HOLSTEIN								
44-45	Retail trade	16	27 179	2 659	749	204	40.8	33.6
441	Motor vehicle and parts dealers	4	D	D	D	b	D	D
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	3	4 138	474	113	34	—	36.9
445	Food and beverage stores	1	D	D	D	b	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	4	5 429	424	93	28	48.8	2.6
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
NEW LONDON								
44-45	Retail trade	48	102 298	9 165	2 254	600	15.3	21.8
441	Motor vehicle and parts dealers	10	27 971	1 658	397	68	33.4	62.2
442	Furniture and home furnishings stores	4	D	D	D	b	D	D
443	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	4	1 718	458	97	28	27.5	—
445	Food and beverage stores	6	D	D	D	c	D	D
446	Health and personal care stores	4	D	D	D	b	D	D
4461	Health and personal care stores	4	D	D	D	b	D	D
447	Gasoline stations	5	14 186	717	150	48	23.4	—
44711	Gasoline stations with convenience stores	5	14 186	717	150	48	23.4	—
447110	Gasoline stations with convenience stores	5	14 186	717	150	48	23.4	—
448	Clothing and clothing accessories stores	5	2 036	241	62	23	86.5	—
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	c	D	D
453	Miscellaneous store retailers	5	759	155	36	16	53.9	—
NEW LONDON (PART - OUTAGAMIE COUNTY)								
44-45	Retail trade	6	10 799	959	215	55	14.5	40.6
441	Motor vehicle and parts dealers	1	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	1	D	D	D	a	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D

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							From admin- istrative records ¹	Estimated ²
NEW LONDON (PART - WAUPACA COUNTY)								
44-45	Retail trade	42	91 499	8 206	2 039	545	15.4	19.5
441	Motor vehicle and parts dealers	9	D	D	D	b	D	D
442	Furniture and home furnishings stores	4	D	D	D	b	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	3	D	D	D	b	D	D
445	Food and beverage stores	6	D	D	D	c	D	D
446	Health and personal care stores	3	D	D	D	b	D	D
447	Gasoline stations	4	D	D	D	b	D	D
448	Clothing and clothing accessories stores	5	2 036	241	62	23	86.5	—
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	c	D	D
453	Miscellaneous store retailers	4	D	D	D	a	D	D
NEW RICHMOND								
44-45	Retail trade	42	155 829	12 571	2 791	599	2.4	.2
441	Motor vehicle and parts dealers	9	85 185	6 701	1 504	210	—	.3
4411	Automobile dealers	3	D	D	D	c	D	D
4412	Other motor vehicle dealers	2	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	b	D	D
441221	Motorcycle dealers	1	D	D	D	b	D	D
441222	Boat dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	3	D	D	D	a	D	D
4422	Home furnishings stores	2	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	4	6 097	952	227	61	9.6	—
44413	Hardware stores	2	D	D	D	b	D	D
444130	Hardware stores	2	D	D	D	b	D	D
445	Food and beverage stores	3	D	D	D	c	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	9	22 504	1 341	342	105	—	—
4471	Gasoline stations	9	22 504	1 341	342	105	—	—
44711	Gasoline stations with convenience stores	8	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	8	D	D	D	b	D	D
448	Clothing and clothing accessories stores	3	611	116	24	7	7.0	—
452	General merchandise stores	1	D	D	D	b	D	D
45299	All other general merchandise stores	1	D	D	D	b	D	D
452990	All other general merchandise stores	1	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	6	1 218	176	43	26	66.8	—
454	Nonstore retailers	2	D	D	D	a	D	D
NORTH FOND DU LAC								
44-45	Retail trade	10	20 905	1 945	445	76	1.6	—
441	Motor vehicle and parts dealers	3	D	D	D	b	D	D
4412	Other motor vehicle dealers	1	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	1	D	D	D	b	D	D
441221	Motorcycle dealers	1	D	D	D	b	D	D
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
4421	Furniture stores	1	D	D	D	a	D	D
44211	Furniture stores	1	D	D	D	a	D	D
442110	Furniture stores	1	D	D	D	a	D	D
445	Food and beverage stores	2	D	D	D	a	D	D
447	Gasoline stations	2	D	D	D	a	D	D
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D

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							From admini- strative records ¹	Estimated ²
OAK CREEK								
44-45	Retail trade	63	406 324	41 564	9 641	1 805	3.3	20.9
441	Motor vehicle and parts dealers	5	11 846	1 527	368	74	—	24.1
4412	Other motor vehicle dealers	3	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	b	D	D
441221	Motorcycle dealers	1	D	D	D	b	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	5	D	D	D	b	D	D
4421	Furniture stores	2	D	D	D	b	D	D
44211	Furniture stores	2	D	D	D	b	D	D
442110	Furniture stores	2	D	D	D	b	D	D
4422	Home furnishings stores	3	D	D	D	b	D	D
44221	Floor covering stores	3	D	D	D	b	D	D
442210	Floor covering stores	3	D	D	D	b	D	D
443	Electronics and appliance stores	3	D	D	D	c	D	D
4431	Electronics and appliance stores	3	D	D	D	c	D	D
44311	Appliance, television, and other electronics stores	2	D	D	D	c	D	D
443112	Radio, television, and other electronics stores	1	D	D	D	c	D	D
444	Building material and garden equipment and supplies dealers ...	11	88 863	8 277	2 067	297	.5	36.6
4441	Building material and supplies dealers	9	D	D	D	e	D	D
44411	Home centers	2	D	D	D	c	D	D
444110	Home centers	2	D	D	D	c	D	D
44419	Other building material dealers	6	D	D	D	c	D	D
444190	Other building material dealers	6	D	D	D	c	D	D
445	Food and beverage stores	10	66 227	6 559	1 575	443	7.9	71.4
4451	Grocery stores	7	D	D	D	e	D	D
44511	Supermarkets and other grocery (except convenience) stores	6	61 005	6 176	1 489	413	—	77.5
445110	Supermarkets and other grocery (except convenience) stores	6	61 005	6 176	1 489	413	—	77.5
4452	Specialty food stores	2	D	D	D	a	D	D
446	Health and personal care stores	3	D	D	D	b	D	D
4461	Health and personal care stores	3	D	D	D	b	D	D
447	Gasoline stations	9	48 270	2 275	559	149	11.8	—
4471	Gasoline stations	9	48 270	2 275	559	149	11.8	—
44711	Gasoline stations with convenience stores	8	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	8	D	D	D	b	D	D
44719	Other gasoline stations	1	D	D	D	b	D	D
447190	Other gasoline stations	1	D	D	D	b	D	D
448	Clothing and clothing accessories stores	3	2 806	415	106	30	—	70.4
452	General merchandise stores	3	D	D	D	e	D	D
45299	All other general merchandise stores	2	D	D	D	c	D	D
452990	All other general merchandise stores	2	D	D	D	c	D	D
4529904	Miscellaneous general merchandise stores	2	D	D	D	c	D	D
453	Miscellaneous store retailers	6	4 752	1 297	268	57	2.0	1.7
4539	Other miscellaneous store retailers	2	D	D	D	b	D	D
45399	All other miscellaneous store retailers	1	D	D	D	b	D	D
454	Nonstore retailers	5	D	D	D	c	D	D
4541	Electronic shopping and mail-order houses	2	D	D	D	c	D	D
45411	Electronic shopping and mail-order houses	2	D	D	D	c	D	D
4543	Direct selling establishments	3	D	D	D	b	D	D
45439	Other direct selling establishments	3	D	D	D	b	D	D
454390	Other direct selling establishments	3	D	D	D	b	D	D

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							From admini- strative records ¹	Estimated ²
OCONOMOWOC								
44-45	Retail trade	73	196 981	18 761	4 655	956	24.2	1.3
441	Motor vehicle and parts dealers	13	103 725	7 708	1 757	282	28.3	.6
4411	Automobile dealers	5	85 655	5 261	1 206	194	33.0	.7
4412	Other motor vehicle dealers	4	14 206	1 788	406	64	—	—
44122	Motorcycle, boat, and other motor vehicle dealers	4	14 206	1 788	406	64	—	—
441221	Motorcycle dealers	2	D	D	D	b	D	D
441222	Boat dealers	1	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	5	3 905	498	101	23	18.6	—
443	Electronics and appliance stores	3	D	D	D	b	D	D
4431	Electronics and appliance stores	3	D	D	D	b	D	D
44311	Appliance, television, and other electronics stores	3	D	D	D	b	D	D
444	Building material and garden equipment and supplies dealers ...	6	15 517	1 958	502	77	10.0	—
4441	Building material and supplies dealers	2	D	D	D	b	D	D
44419	Other building material dealers	1	D	D	D	a	D	D
444190	Other building material dealers	1	D	D	D	a	D	D
4442	Lawn and garden equipment and supplies stores	4	D	D	D	b	D	D
44421	Outdoor power equipment stores	2	D	D	D	a	D	D
444210	Outdoor power equipment stores	2	D	D	D	a	D	D
445	Food and beverage stores	3	D	D	D	c	D	D
4452	Specialty food stores	1	D	D	D	a	D	D
446	Health and personal care stores	10	24 316	2 755	666	147	34.9	—
4461	Health and personal care stores	10	24 316	2 755	666	147	34.9	—
4461101	Pharmacies and drug stores	4	22 708	2 416	589	135	36.6	—
447	Gasoline stations	7	16 732	1 021	262	71	25.1	.4
44711	Gasoline stations with convenience stores	4	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	4	D	D	D	b	D	D
448	Clothing and clothing accessories stores	6	2 388	368	92	26	27.3	13.6
451	Sporting goods, hobby, book, and music stores	7	5 470	778	180	82	24.1	24.8
4511	Sporting goods, hobby, and musical instrument stores	5	D	D	D	b	D	D
4511101	General-line sporting goods stores	2	D	D	D	b	D	D
45121	Book stores and news dealers	2	D	D	D	b	D	D
452	General merchandise stores	1	D	D	D	b	D	D
45299	All other general merchandise stores	1	D	D	D	b	D	D
452990	All other general merchandise stores	1	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	6	555	87	30	17	100.0	—
45392	Art dealers	1	D	D	D	a	D	D
453920	Art dealers	1	D	D	D	a	D	D
454	Nonstore retailers	6	1 683	279	71	27	55.3	—
OCONTO								
44-45	Retail trade	21	49 016	4 565	1 050	273	22.1	1.1
441	Motor vehicle and parts dealers	3	D	D	D	b	D	D
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	4	7 407	1 064	228	45	18.3	7.3
445	Food and beverage stores	2	D	D	D	b	D	D
446	Health and personal care stores	1	D	D	D	b	D	D
447	Gasoline stations	4	10 721	638	160	53	—	—
44711	Gasoline stations with convenience stores	4	10 721	638	160	53	—	—
447110	Gasoline stations with convenience stores	4	10 721	638	160	53	—	—
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	b	D	D
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	2	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab-lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini-strative records ¹	Estimated ²
OCONTO FALLS								
44-45	Retail trade	20	67 434	5 583	1 477	238	19.9	—
441	Motor vehicle and parts dealers	4	D	D	D	b	D	D
442	Furniture and home furnishings stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	4	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	1	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	1	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	1	D	D	D	b	D	D
445	Food and beverage stores	3	D	D	D	b	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	3	7 298	332	101	31	62.8	—
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	2	D	D	D	a	D	D
OMRO								
44-45	Retail trade	12	17 938	1 910	446	155	42.5	—
441	Motor vehicle and parts dealers	4	2 391	298	62	17	49.7	—
444	Building material and garden equipment and supplies dealers ...	1	D	D	D	a	D	D
445	Food and beverage stores	1	D	D	D	b	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	3	8 202	551	123	41	—	—
453	Miscellaneous store retailers	1	D	D	D	a	D	D
4539	Other miscellaneous store retailers	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
ONALASKA								
44-45	Retail trade	73	427 980	37 614	8 786	2 178	.9	2.6
441	Motor vehicle and parts dealers	7	37 239	3 129	496	64	—	13.4
4412	Other motor vehicle dealers	2	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	b	D	D
441221	Motorcycle dealers	2	D	D	D	b	D	D
442	Furniture and home furnishings stores	3	3 322	339	90	23	—	—
4422	Home furnishings stores	2	D	D	D	a	D	D
443	Electronics and appliance stores	2	D	D	D	a	D	D
4431	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	10	D	D	D	e	D	D
4441	Building material and supplies dealers	9	D	D	D	e	D	D
44411	Home centers	4	D	D	D	e	D	D
444110	Home centers	4	D	D	D	e	D	D
445	Food and beverage stores	6	D	D	D	f	D	D
4451	Grocery stores	5	117 528	9 164	2 155	618	—	—
44511	Supermarkets and other grocery (except convenience) stores	5	117 528	9 164	2 155	618	—	—
445110	Supermarkets and other grocery (except convenience) stores	5	117 528	9 164	2 155	618	—	—
446	Health and personal care stores	5	5 994	641	155	35	—	—
4461	Health and personal care stores	5	5 994	641	155	35	—	—
447	Gasoline stations	5	D	D	D	b	D	D
44711	Gasoline stations with convenience stores	5	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	5	D	D	D	b	D	D
448	Clothing and clothing accessories stores	8	D	D	D	b	D	D
4481	Clothing stores	5	3 663	517	124	39	4.1	.4
44819	Other clothing stores	2	D	D	D	a	D	D
448190	Other clothing stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	11	D	D	D	b	D	D
4511	Sporting goods, hobby, and musical instrument stores	10	6 658	875	217	79	17.5	—
45113	Sewing, needlework, and piece goods stores	2	D	D	D	a	D	D
451130	Sewing, needlework, and piece goods stores	2	D	D	D	a	D	D
451212	Specialty book stores	1	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
ONALASKA—Con.								
44-45	Retail trade—Con.							
452	General merchandise stores	5	D	D	D	f	D	D
4521	Department stores	3	D	D	D	f	D	D
45210009	Department stores (incl. leased depts.) ³	3	D	D	D	f	D	D
45211	Department stores	3	D	D	D	f	D	D
452112	Discount department stores	3	D	D	D	f	D	D
4529	Other general merchandise stores	2	D	D	D	c	D	D
453	Miscellaneous store retailers	11	D	D	D	c	D	D
4532	Office supplies, stationery, and gift stores	2	D	D	D	b	D	D
4539	Other miscellaneous store retailers	7	D	D	D	b	D	D
45391	Pet and pet supplies stores	3	D	D	D	b	D	D
453910	Pet and pet supplies stores	3	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers	2	D	D	D	a	D	D
OOSTBURG								
44-45	Retail trade	11	26 325	2 500	572	112	22.7	8.8
441	Motor vehicle and parts dealers	3	8 009	749	171	26	51.6	—
444	Building material and garden equipment and supplies dealers ...	2	D	D	D	b	D	D
4441	Building material and supplies dealers	2	D	D	D	b	D	D
44419	Other building material dealers	1	D	D	D	b	D	D
444190	Other building material dealers	1	D	D	D	b	D	D
445	Food and beverage stores	1	D	D	D	b	D	D
447	Gasoline stations	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	3	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	2	D	D	D	a	D	D
OREGON								
44-45	Retail trade	23	41 208	4 064	956	248	15.8	.1
441	Motor vehicle and parts dealers	3	975	169	46	10	75.4	—
442	Furniture and home furnishings stores	2	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	3	9 341	791	186	39	—	—
4442	Lawn and garden equipment and supplies stores	1	D	D	D	a	D	D
44422	Nursery, garden center, and farm supply stores	1	D	D	D	a	D	D
444220	Nursery, garden center, and farm supply stores	1	D	D	D	a	D	D
445	Food and beverage stores	2	D	D	D	b	D	D
4452	Specialty food stores	1	D	D	D	a	D	D
446	Health and personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	3	D	D	D	b	D	D
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	4	1 369	307	76	20	18.4	—
45399	All other miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D

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Table 4. Summary Statistics for Places: 2002—Con.

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							From admini- strative records ¹	Estimated ²
OSHKOSH								
44-45	Retail trade	290	888 138	83 720	21 391	4 725	3.5	7.7
441	Motor vehicle and parts dealers	39	174 928	14 322	3 269	535	2.2	.1
4411	Automobile dealers	15	154 727	10 571	2 438	391	1.4	—
44111	New car dealers	7	137 999	9 347	2 183	356	—	—
441110	New car dealers	7	137 999	9 347	2 183	356	—	—
44112	Used car dealers	8	16 728	1 224	255	35	12.7	—
441120	Used car dealers	8	16 728	1 224	255	35	12.7	—
4412	Other motor vehicle dealers	4	6 605	964	161	37	—	—
44122	Motorcycle, boat, and other motor vehicle dealers	4	6 605	964	161	37	—	—
441222	Boat dealers	4	6 605	964	161	37	—	—
4413	Automotive parts, accessories, and tire stores	20	13 596	2 787	670	107	12.4	1.0
44131	Automotive parts and accessories stores	14	8 448	1 669	430	66	9.2	1.6
441310	Automotive parts and accessories stores	14	8 448	1 669	430	66	9.2	1.6
44132	Tire dealers	6	5 148	1 118	240	41	17.5	—
441320	Tire dealers	6	5 148	1 118	240	41	17.5	—
442	Furniture and home furnishings stores	20	23 787	3 650	828	217	5.5	—
4421	Furniture stores	5	D	D	D	b	D	D
44211	Furniture stores	5	D	D	D	b	D	D
442110	Furniture stores	5	D	D	D	b	D	D
4422	Home furnishings stores	15	D	D	D	c	D	D
44221	Floor covering stores	5	D	D	D	b	D	D
442210	Floor covering stores	5	D	D	D	b	D	D
44229	Other home furnishings stores	10	D	D	D	b	D	D
442299	All other home furnishings stores	10	D	D	D	b	D	D
443	Electronics and appliance stores	11	13 411	1 734	379	81	37.9	—
4431	Electronics and appliance stores	11	13 411	1 734	379	81	37.9	—
44311	Appliance, television, and other electronics stores	8	D	D	D	b	D	D
443111	Household appliance stores	5	8 159	1 155	262	54	51.6	—
443112	Radio, television, and other electronics stores	3	D	D	D	a	D	D
44313	Camera and photographic supplies stores	1	D	D	D	a	D	D
443130	Camera and photographic supplies stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers	19	76 366	8 700	2 255	387	.2	2.7
4441	Building material and supplies dealers	18	D	D	D	e	D	D
44411	Home centers	1	D	D	D	c	D	D
444110	Home centers	1	D	D	D	c	D	D
44412	Paint and wallpaper stores	3	D	D	D	a	D	D
444120	Paint and wallpaper stores	3	D	D	D	a	D	D
44413	Hardware stores	3	D	D	D	b	D	D
444130	Hardware stores	3	D	D	D	b	D	D
44419	Other building material dealers	11	29 262	3 548	790	110	—	7.1
444190	Other building material dealers	11	29 262	3 548	790	110	—	7.1
4442	Lawn and garden equipment and supplies stores	1	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	1	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	1	D	D	D	b	D	D
445	Food and beverage stores	16	128 488	12 077	2 754	923	.3	27.5
4451	Grocery stores	11	D	D	D	f	D	D
44511	Supermarkets and other grocery (except convenience) stores	10	126 868	11 910	2 710	910	.3	27.3
445110	Supermarkets and other grocery (except convenience) stores	10	126 868	11 910	2 710	910	.3	27.3
4452	Specialty food stores	4	D	D	D	a	D	D
446	Health and personal care stores	27	40 703	5 112	1 244	272	2.0	1.2
4461	Health and personal care stores	27	40 703	5 112	1 244	272	2.0	1.2
44611	Pharmacies and drug stores	13	35 546	4 188	1 016	211	1.8	—
446110	Pharmacies and drug stores	13	35 546	4 188	1 016	211	1.8	—
4461101	Pharmacies and drug stores	12	D	D	D	c	D	D
4461102	Proprietary stores	1	D	D	D	a	D	D
44612	Cosmetics, beauty supplies, and perfume stores	4	2 319	318	79	30	—	17.1
446120	Cosmetics, beauty supplies, and perfume stores	4	2 319	318	79	30	—	17.1
44613	Optical goods stores	6	D	D	D	a	D	D
446130	Optical goods stores	6	D	D	D	a	D	D
447	Gasoline stations	25	67 966	2 909	669	212	16.1	34.3
4471	Gasoline stations	25	67 966	2 909	669	212	16.1	34.3
44711	Gasoline stations with convenience stores	23	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	23	D	D	D	c	D	D

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							From admini- strative records ¹	Estimated ²
OSHKOSH—Con.								
44-45	Retail trade—Con.							
448	Clothing and clothing accessories stores	53	65 099	7 475	1 767	556	2.2	3.6
4481	Clothing stores	34	49 889	5 274	1 269	420	.9	4.6
44813	Children's and infants' clothing stores	2	D	D	D	b	D	D
448130	Children's and infants' clothing stores	2	D	D	D	b	D	D
44814	Family clothing stores	11	D	D	D	e	D	D
448140	Family clothing stores	11	D	D	D	e	D	D
44819	Other clothing stores	7	3 780	444	110	46	1.2	41.1
448190	Other clothing stores	7	3 780	444	110	46	1.2	41.1
4482	Shoe stores	9	D	D	D	b	D	D
44821	Shoe stores	9	D	D	D	b	D	D
448210	Shoe stores	9	D	D	D	b	D	D
4482104	Family shoe stores	7	D	D	D	b	D	D
4482105	Athletic footwear stores	1	D	D	D	a	D	D
4483	Jewelry, luggage, and leather goods stores	10	D	D	D	b	D	D
44832	Luggage and leather goods stores	2	D	D	D	a	D	D
448320	Luggage and leather goods stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	25	18 875	2 564	630	238	10.6	12.0
4511	Sporting goods, hobby, and musical instrument stores	18	14 653	1 916	456	171	13.7	8.7
45111	Sporting goods stores	9	5 537	701	160	68	24.1	17.5
451110	Sporting goods stores	9	5 537	701	160	68	24.1	17.5
45112	Hobby, toy, and game stores	7	D	D	D	b	D	D
451120	Hobby, toy, and game stores	7	D	D	D	b	D	D
45114	Musical instrument and supplies stores	1	D	D	D	a	D	D
451140	Musical instrument and supplies stores	1	D	D	D	a	D	D
4512	Book, periodical, and music stores	7	4 222	648	174	67	—	23.5
45121	Book stores and news dealers	6	D	D	D	b	D	D
451211	Book stores	6	D	D	D	b	D	D
4512112	Specialty book stores	2	D	D	D	b	D	D
4512113	College book stores	1	D	D	D	a	D	D
452	General merchandise stores	8	D	D	D	f	D	D
452112	Discount department stores	3	D	D	D	e	D	D
4529	Other general merchandise stores	5	D	D	D	e	D	D
45299	All other general merchandise stores	4	D	D	D	c	D	D
452990	All other general merchandise stores	4	D	D	D	c	D	D
4529904	Miscellaneous general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	32	D	D	D	e	D	D
4531	Florists	3	1 889	473	116	58	53.0	—
45311	Florists	3	1 889	473	116	58	53.0	—
453110	Florists	3	1 889	473	116	58	53.0	—
4532	Office supplies, stationery, and gift stores	14	11 711	1 398	358	105	2.9	.4
45321	Office supplies and stationery stores	3	D	D	D	b	D	D
453210	Office supplies and stationery stores	3	D	D	D	b	D	D
4533	Used merchandise stores	7	2 627	817	180	55	40.8	—
45331	Used merchandise stores	7	2 627	817	180	55	40.8	—
453310	Used merchandise stores	7	2 627	817	180	55	40.8	—
4539	Other miscellaneous store retailers	8	D	D	D	b	D	D
45391	Pet and pet supplies stores	3	D	D	D	b	D	D
453910	Pet and pet supplies stores	3	D	D	D	b	D	D
45399	All other miscellaneous store retailers	5	D	D	D	a	D	D
454	Nonstore retailers	15	D	D	D	e	D	D
4541	Electronic shopping and mail-order houses	5	D	D	D	c	D	D
45411	Electronic shopping and mail-order houses	5	D	D	D	c	D	D
4542	Vending machine operators	1	D	D	D	b	D	D
45421	Vending machine operators	1	D	D	D	b	D	D
454210	Vending machine operators	1	D	D	D	b	D	D
4543	Direct selling establishments	9	D	D	D	b	D	D
45439	Other direct selling establishments	8	4 030	698	229	47	33.1	—
454390	Other direct selling establishments	8	4 030	698	229	47	33.1	—
PADDOCK LAKE								
44-45	Retail trade	13	30 603	2 523	630	148	50.7	—
444	Building material and garden equipment and supplies dealers	1	D	D	D	a	D	D
445	Food and beverage stores	3	D	D	D	b	D	D
446	Health and personal care stores	2	D	D	D	b	D	D
4461	Health and personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	4	8 610	303	81	27	77.8	—
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D

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Table 4. Summary Statistics for Places: 2002—Con.

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							From administrative records ¹	Estimated ²
PARK FALLS								
44-45	Retail trade	31	49 891	4 787	1 084	307	32.2	16.3
441	Motor vehicle and parts dealers	4	5 321	506	114	24	48.0	9.2
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
443	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	3	D	D	D	b	D	D
445	Food and beverage stores	3	D	D	D	c	D	D
446	Health and personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	3	5 593	292	69	21	68.6	—
448	Clothing and clothing accessories stores	3	936	43	7	3	89.4	—
451	Sporting goods, hobby, book, and music stores	2	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	b	D	D
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	4	D	D	D	b	D	D
4532	Office supplies, stationery, and gift stores	2	D	D	D	b	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
PESHIGO								
44-45	Retail trade	20	33 456	3 448	776	172	21.0	6.6
441	Motor vehicle and parts dealers	4	9 753	727	159	31	20.6	—
4412	Other motor vehicle dealers	2	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	a	D	D
441221	Motorcycle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	4	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	2	D	D	D	a	D	D
446	Health and personal care stores	2	D	D	D	b	D	D
4461	Health and personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	3	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	3	D	D	D	a	D	D
4539	Other miscellaneous store retailers	2	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers	2	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	2	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
PEWAUKEE CITY								
44-45	Retail trade	38	137 723	19 017	4 556	552	6.1	7.8
441	Motor vehicle and parts dealers	2	D	D	D	b	D	D
442	Furniture and home furnishings stores	4	3 815	598	135	20	42.6	—
4422	Home furnishings stores	3	D	D	D	a	D	D
443	Electronics and appliance stores	2	D	D	D	c	D	D
4431	Electronics and appliance stores	2	D	D	D	c	D	D
44311	Appliance, television, and other electronics stores	2	D	D	D	c	D	D
443112	Radio, television, and other electronics stores	2	D	D	D	c	D	D
444	Building material and garden equipment and supplies dealers ...	7	25 506	4 451	956	75	—	24.2
4441	Building material and supplies dealers	7	25 506	4 451	956	75	—	24.2
44419	Other building material dealers	7	25 506	4 451	956	75	—	24.2
444190	Other building material dealers	7	25 506	4 451	956	75	—	24.2
445	Food and beverage stores	3	D	D	D	b	D	D
446	Health and personal care stores	2	D	D	D	b	D	D
4461	Health and personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	4	9 162	626	154	25	7.9	3.3
448	Clothing and clothing accessories stores	2	D	D	D	b	D	D
4481	Clothing stores	2	D	D	D	b	D	D
44813	Children's and infants' clothing stores	1	D	D	D	a	D	D
448130	Children's and infants' clothing stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	3	3 713	463	95	18	9.0	—
4511	Sporting goods, hobby, and musical instrument stores	3	3 713	463	95	18	9.0	—
453	Miscellaneous store retailers	2	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
PEWAUKEE CITY—Con.								
44-45	Retail trade—Con.							
454	Nonstore retailers	7	12 554	3 394	1 025	75	23.3	—
4541	Electronic shopping and mail-order houses	3	D	D	D	a	D	D
45411	Electronic shopping and mail-order houses	3	D	D	D	a	D	D
4542	Vending machine operators	2	D	D	D	b	D	D
45421	Vending machine operators	2	D	D	D	b	D	D
454210	Vending machine operators	2	D	D	D	b	D	D
4543	Direct selling establishments	2	D	D	D	b	D	D
45439	Other direct selling establishments	2	D	D	D	b	D	D
454390	Other direct selling establishments	2	D	D	D	b	D	D
PEWAUKEE VILLAGE								
44-45	Retail trade	54	154 819	17 807	4 402	986	13.5	13.6
441	Motor vehicle and parts dealers	6	9 429	1 481	318	61	6.8	—
4412	Other motor vehicle dealers	3	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	3	D	D	D	b	D	D
441222	Boat dealers	3	D	D	D	b	D	D
442	Furniture and home furnishings stores	3	1 290	304	47	13	100.0	—
443	Electronics and appliance stores	3	2 145	510	129	25	—	—
4431	Electronics and appliance stores	3	2 145	510	129	25	—	—
44313	Camera and photographic supplies stores	1	D	D	D	a	D	D
443130	Camera and photographic supplies stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	8	52 498	6 925	1 767	280	19.1	4.0
4441	Building material and supplies dealers	8	52 498	6 925	1 767	280	19.1	4.0
44411	Home centers	1	D	D	D	c	D	D
444110	Home centers	1	D	D	D	c	D	D
44413	Hardware stores	3	D	D	D	b	D	D
444130	Hardware stores	3	D	D	D	b	D	D
44419	Other building material dealers	3	15 198	2 434	674	74	59.3	14.0
444190	Other building material dealers	3	15 198	2 434	674	74	59.3	14.0
445	Food and beverage stores	3	37 010	4 472	1 090	277	—	41.0
4451	Grocery stores	3	37 010	4 472	1 090	277	—	41.0
446	Health and personal care stores	8	17 155	1 844	498	150	2.3	2.9
4461	Health and personal care stores	8	17 155	1 844	498	150	2.3	2.9
447	Gasoline stations	9	28 808	1 387	336	97	24.8	7.7
4471	Gasoline stations	9	28 808	1 387	336	97	24.8	7.7
44711	Gasoline stations with convenience stores	9	28 808	1 387	336	97	24.8	7.7
447110	Gasoline stations with convenience stores	9	28 808	1 387	336	97	24.8	7.7
448	Clothing and clothing accessories stores	2	D	D	D	a	D	D
4482101	Men's shoe stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	3	D	D	D	b	D	D
4511	Sporting goods, hobby, and musical instrument stores	3	D	D	D	b	D	D
45113	Sewing, needlework, and piece goods stores	1	D	D	D	a	D	D
451130	Sewing, needlework, and piece goods stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	5	2 430	330	81	42	22.3	20.9
4539	Other miscellaneous store retailers	3	D	D	D	b	D	D
45392	Art dealers	1	D	D	D	a	D	D
453920	Art dealers	1	D	D	D	a	D	D
454	Nonstore retailers	3	615	79	22	6	100.0	—

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							From admini- strative records ¹	Estimated ²
PLATTEVILLE								
44-45	Retail trade	59	135 031	12 483	2 981	764	22.2	3.7
441	Motor vehicle and parts dealers	11	29 045	2 083	494	108	55.0	13.8
4412	Other motor vehicle dealers	1	D	D	D	a	D	D
44121	Recreational vehicle dealers	1	D	D	D	a	D	D
441210	Recreational vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	3	1 107	112	35	7	35.7	—
443	Electronics and appliance stores	2	D	D	D	a	D	D
4431	Electronics and appliance stores	2	D	D	D	a	D	D
44312	Computer and software stores	1	D	D	D	a	D	D
443120	Computer and software stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers	3	1 745	372	88	21	56.6	—
445	Food and beverage stores	3	D	D	D	c	D	D
446	Health and personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	7	11 571	637	153	39	44.0	—
448	Clothing and clothing accessories stores	8	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	7	1 243	132	32	13	6.9	40.4
4512113	College book stores	1	D	D	D	a	D	D
452	General merchandise stores	4	54 476	5 650	1 339	338	.6	—
452112	Discount department stores	2	D	D	D	e	D	D
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	6	D	D	D	b	D	D
454	Nonstore retailers	3	2 177	155	34	8	47.7	—
PLEASANT PRAIRIE								
44-45	Retail trade	70	303 550	20 655	4 906	946	5.5	1.7
441	Motor vehicle and parts dealers	8	D	D	D	e	D	D
4411	Automobile dealers	6	D	D	D	e	D	D
44112	Used car dealers	2	D	D	D	c	D	D
441120	Used car dealers	2	D	D	D	c	D	D
4412	Other motor vehicle dealers	1	D	D	D	a	D	D
44121	Recreational vehicle dealers	1	D	D	D	a	D	D
441210	Recreational vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	7	5 433	605	139	21	—	—
4422	Home furnishings stores	6	D	D	D	a	D	D
44229	Other home furnishings stores	4	D	D	D	a	D	D
442299	All other home furnishings stores	4	D	D	D	a	D	D
443	Electronics and appliance stores	3	D	D	D	a	D	D
4431	Electronics and appliance stores	3	D	D	D	a	D	D
44311	Appliance, television, and other electronics stores	2	D	D	D	a	D	D
443112	Radio, television, and other electronics stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers	4	3 948	719	169	45	13.4	—
445	Food and beverage stores	5	2 345	286	61	24	—	36.3
4452	Specialty food stores	4	D	D	D	a	D	D
446	Health and personal care stores	5	D	D	D	b	D	D
44612	Cosmetics, beauty supplies, and perfume stores	1	D	D	D	a	D	D
446120	Cosmetics, beauty supplies, and perfume stores	1	D	D	D	a	D	D
447	Gasoline stations	7	22 435	605	153	47	41.6	11.0
4471	Gasoline stations	7	22 435	605	153	47	41.6	11.0
44711	Gasoline stations with convenience stores	6	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	6	D	D	D	b	D	D
448	Clothing and clothing accessories stores	25	27 031	3 016	701	209	—	—
4481	Clothing stores	18	18 544	1 876	422	151	—	—
44814	Family clothing stores	7	11 928	1 125	251	87	—	—
448140	Family clothing stores	7	11 928	1 125	251	87	—	—
44819	Other clothing stores	4	D	D	D	b	D	D
448190	Other clothing stores	4	D	D	D	b	D	D
4482101	Men's shoe stores	1	D	D	D	b	D	D
4483	Jewelry, luggage, and leather goods stores	4	D	D	D	b	D	D
44832	Luggage and leather goods stores	2	D	D	D	a	D	D
448320	Luggage and leather goods stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	4	D	D	D	b	D	D
4539	Other miscellaneous store retailers	3	D	D	D	b	D	D
45399	All other miscellaneous store retailers	3	D	D	D	b	D	D
454	Nonstore retailers	1	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

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							From admini- strative records ¹	Estimated ²
PLOVER								
44-45	Retail trade	52	122 007	12 802	3 063	637	9.1	1.2
441	Motor vehicle and parts dealers	8	6 566	962	225	39	44.9	—
442	Furniture and home furnishings stores	6	5 635	893	209	30	21.5	—
4421	Furniture stores	4	D	D	D	a	D	D
44211	Furniture stores	4	D	D	D	a	D	D
442110	Furniture stores	4	D	D	D	a	D	D
4422	Home furnishings stores	2	D	D	D	a	D	D
443	Electronics and appliance stores	3	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	5	64 982	6 428	1 562	213	1.5	—
4441	Building material and supplies dealers	4	D	D	D	c	D	D
44411	Home centers	1	D	D	D	c	D	D
444110	Home centers	1	D	D	D	c	D	D
44419	Other building material dealers	3	D	D	D	b	D	D
444190	Other building material dealers	3	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	1	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	1	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	1	D	D	D	b	D	D
445	Food and beverage stores	1	D	D	D	a	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	8	11 556	743	178	60	25.6	5.1
44711	Gasoline stations with convenience stores	7	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	7	D	D	D	b	D	D
448	Clothing and clothing accessories stores	4	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	2	D	D	D	a	D	D
452	General merchandise stores	5	D	D	D	c	D	D
45299	All other general merchandise stores	3	3 024	354	84	38	13.3	—
452990	All other general merchandise stores	3	3 024	354	84	38	13.3	—
453	Miscellaneous store retailers	5	D	D	D	b	D	D
4539	Other miscellaneous store retailers	2	D	D	D	a	D	D
45399	All other miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	4	761	178	41	9	67.8	—
PLYMOUTH								
44-45	Retail trade	40	128 583	12 932	2 494	654	1.5	14.9
441	Motor vehicle and parts dealers	3	D	D	D	b	D	D
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
443	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	3	3 520	692	150	40	16.5	—
445	Food and beverage stores	5	D	D	D	e	D	D
4451	Grocery stores	2	D	D	D	c	D	D
446	Health and personal care stores	5	D	D	D	b	D	D
4461	Health and personal care stores	5	D	D	D	b	D	D
447	Gasoline stations	5	7 367	591	140	50	—	—
448	Clothing and clothing accessories stores	4	1 767	183	45	17	6.7	—
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
452	General merchandise stores	3	D	D	D	c	D	D
453	Miscellaneous store retailers	6	923	215	52	16	34.9	33.4
454	Nonstore retailers	2	D	D	D	a	D	D

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PORTAGE								
44-45	Retail trade	72	206 717	20 236	4 835	1 075	6.6	1.3
441	Motor vehicle and parts dealers	13	57 112	5 207	1 215	159	4.6	1.2
4412	Other motor vehicle dealers	3	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	3	1 458	118	38	10	77.0	—
443	Electronics and appliance stores	3	D	D	D	a	D	D
4431	Electronics and appliance stores	3	D	D	D	a	D	D
44311	Appliance, television, and other electronics stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	7	13 775	2 268	530	73	10.2	—
4441	Building material and supplies dealers	5	D	D	D	b	D	D
44419	Other building material dealers	4	10 813	1 660	413	48	9.8	—
444190	Other building material dealers	4	10 813	1 660	413	48	9.8	—
445	Food and beverage stores	7	D	D	D	c	D	D
4451	Grocery stores	4	D	D	D	c	D	D
446	Health and personal care stores	6	13 737	1 330	316	87	15.8	—
4461	Health and personal care stores	6	13 737	1 330	316	87	15.8	—
447	Gasoline stations	13	30 190	1 802	410	109	1.8	—
4471	Gasoline stations	13	30 190	1 802	410	109	1.8	—
44711	Gasoline stations with convenience stores	13	30 190	1 802	410	109	1.8	—
447110	Gasoline stations with convenience stores	13	30 190	1 802	410	109	1.8	—
448	Clothing and clothing accessories stores	6	2 513	312	82	28	2.7	—
44819	Other clothing stores	1	D	D	D	a	D	D
448190	Other clothing stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	2	D	D	D	a	D	D
452	General merchandise stores	4	D	D	D	e	D	D
4529	Other general merchandise stores	3	D	D	D	c	D	D
453	Miscellaneous store retailers	7	5 164	909	213	69	—	—
4532	Office supplies, stationery, and gift stores	3	D	D	D	b	D	D
45321	Office supplies and stationery stores	1	D	D	D	b	D	D
453210	Office supplies and stationery stores	1	D	D	D	b	D	D
4533	Used merchandise stores	2	D	D	D	b	D	D
45331	Used merchandise stores	2	D	D	D	b	D	D
453310	Used merchandise stores	2	D	D	D	b	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
PORT WASHINGTON								
44-45	Retail trade	36	61 819	5 679	1 419	352	48.7	9.4
441	Motor vehicle and parts dealers	6	23 519	1 940	567	95	83.9	6.1
4412	Other motor vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	1	D	D	D	a	D	D
441221	Motorcycle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	3	D	D	D	a	D	D
445	Food and beverage stores	3	D	D	D	b	D	D
446	Health and personal care stores	4	D	D	D	b	D	D
4461	Health and personal care stores	4	D	D	D	b	D	D
447	Gasoline stations	6	10 194	637	150	58	—	40.7
448	Clothing and clothing accessories stores	3	D	D	D	a	D	D
453	Miscellaneous store retailers	8	1 187	111	21	11	61.6	7.7
454	Nonstore retailers	1	D	D	D	a	D	D

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							From admini- strative records ¹	Estimated ²
PRAIRIE DU CHIEN								
44-45	Retail trade	47	88 175	9 547	2 098	601	25.3	1.2
441	Motor vehicle and parts dealers	6	D	D	D	b	D	D
4412	Other motor vehicle dealers	3	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	1	D	D	D	b	D	D
441222	Boat dealers	1	D	D	D	b	D	D
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
443	Electronics and appliance stores	4	2 518	392	90	24	35.5	—
4431	Electronics and appliance stores	4	2 518	392	90	24	35.5	—
44312	Computer and software stores	1	D	D	D	a	D	D
443120	Computer and software stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	5	5 985	834	212	58	—	1.0
445	Food and beverage stores	3	D	D	D	b	D	D
446	Health and personal care stores	3	D	D	D	a	D	D
447	Gasoline stations	5	10 252	646	146	47	20.3	—
448	Clothing and clothing accessories stores	7	D	D	D	b	D	D
4482105	Athletic footwear stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	4	D	D	D	c	D	D
4511	Sporting goods, hobby, and musical instrument stores	4	D	D	D	c	D	D
45111	Sporting goods stores	1	D	D	D	c	D	D
451110	Sporting goods stores	1	D	D	D	c	D	D
4511102	Specialty-line sporting goods stores	1	D	D	D	c	D	D
452	General merchandise stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	6	D	D	D	b	D	D
4539	Other miscellaneous store retailers	3	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers	3	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	3	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
PRAIRIE DU SAC								
44-45	Retail trade	19	32 139	4 291	1 096	235	32.9	2.2
441	Motor vehicle and parts dealers	2	D	D	D	a	D	D
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
443	Electronics and appliance stores	3	D	D	D	a	D	D
445	Food and beverage stores	2	D	D	D	b	D	D
4452	Specialty food stores	1	D	D	D	a	D	D
446	Health and personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	4	5 817	573	115	26	1.2	—
452	General merchandise stores	1	D	D	D	b	D	D
45299	All other general merchandise stores	1	D	D	D	b	D	D
452990	All other general merchandise stores	1	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	3	D	D	D	b	D	D
4533	Used merchandise stores	2	D	D	D	b	D	D
45331	Used merchandise stores	2	D	D	D	b	D	D
453310	Used merchandise stores	2	D	D	D	b	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
45439	Other direct selling establishments	1	D	D	D	a	D	D
454390	Other direct selling establishments	1	D	D	D	a	D	D
PRESCOTT								
44-45	Retail trade	15	38 096	2 476	517	132	5.1	—
441	Motor vehicle and parts dealers	1	D	D	D	b	D	D
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	3	815	48	5	1	66.6	—
445	Food and beverage stores	2	D	D	D	b	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	3	3 895	271	54	15	9.4	—
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
PULASKI								
44-45	Retail trade	20	75 477	7 526	1 664	320	16.6	.1
441	Motor vehicle and parts dealers	3	D	D	D	b	D	D
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
4421	Furniture stores	1	D	D	D	a	D	D
44211	Furniture stores	1	D	D	D	a	D	D
442110	Furniture stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	4	D	D	D	c	D	D
4442	Lawn and garden equipment and supplies stores	1	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	1	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	1	D	D	D	b	D	D
445	Food and beverage stores	3	D	D	D	b	D	D
447	Gasoline stations	3	8 964	432	89	37	45.8	—
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	4	7 275	768	164	20	2.5	—
4543	Direct selling establishments	4	7 275	768	164	20	2.5	—
45439	Other direct selling establishments	2	D	D	D	a	D	D
454390	Other direct selling establishments	2	D	D	D	a	D	D
PULASKI (PART - BROWN COUNTY)								
44-45	Retail trade	20	75 477	7 526	1 664	320	16.6	.1
441	Motor vehicle and parts dealers	3	D	D	D	b	D	D
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
4421	Furniture stores	1	D	D	D	a	D	D
44211	Furniture stores	1	D	D	D	a	D	D
442110	Furniture stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	4	D	D	D	c	D	D
4442	Lawn and garden equipment and supplies stores	1	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	1	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	1	D	D	D	b	D	D
445	Food and beverage stores	3	D	D	D	b	D	D
447	Gasoline stations	3	8 964	432	89	37	45.8	—
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	4	7 275	768	164	20	2.5	—
4543	Direct selling establishments	4	7 275	768	164	20	2.5	—
45439	Other direct selling establishments	2	D	D	D	a	D	D
454390	Other direct selling establishments	2	D	D	D	a	D	D
RACINE								
44-45	Retail trade	356	691 462	76 208	18 079	4 808	8.3	8.1
441	Motor vehicle and parts dealers	29	43 437	4 442	924	184	46.5	—
44112	Used car dealers	6	7 025	575	114	15	33.0	—
441120	Used car dealers	6	7 025	575	114	15	33.0	—
4412	Other motor vehicle dealers	7	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	6	8 650	873	135	40	25.9	—
441221	Motorcycle dealers	3	D	D	D	a	D	D
441222	Boat dealers	2	D	D	D	b	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
4413	Automotive parts, accessories, and tire stores	14	D	D	D	b	D	D
44131	Automotive parts and accessories stores	12	8 376	1 545	370	84	—	—
441310	Automotive parts and accessories stores	12	8 376	1 545	370	84	—	—
442	Furniture and home furnishings stores	15	22 359	4 040	929	210	3.8	2.8
4421	Furniture stores	10	14 719	2 414	588	159	4.9	4.3
44211	Furniture stores	10	14 719	2 414	588	159	4.9	4.3
442110	Furniture stores	10	14 719	2 414	588	159	4.9	4.3
4422	Home furnishings stores	5	7 640	1 626	341	51	1.7	—
44221	Floor covering stores	1	D	D	D	b	D	D
442210	Floor covering stores	1	D	D	D	b	D	D
44229	Other home furnishings stores	4	D	D	D	a	D	D
442299	All other home furnishings stores	4	D	D	D	a	D	D
443	Electronics and appliance stores	13	D	D	D	e	D	D
4431	Electronics and appliance stores	13	D	D	D	e	D	D
44311	Appliance, television, and other electronics stores	6	D	D	D	c	D	D
443112	Radio, television, and other electronics stores	4	D	D	D	c	D	D
44312	Computer and software stores	6	D	D	D	b	D	D
443120	Computer and software stores	6	D	D	D	b	D	D
44313	Camera and photographic supplies stores	1	D	D	D	a	D	D
443130	Camera and photographic supplies stores	1	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
	RACINE—Con.							
	Retail trade—Con.							
44-45	Retail trade—Con.							
444	Building material and garden equipment and supplies dealers . . .	17	42 112	6 431	1 425	257	1.7	—
4441	Building material and supplies dealers	16	D	D	D	e	D	D
44411	Home centers	1	D	D	D	c	D	D
444110	Home centers	1	D	D	D	c	D	D
44413	Hardware stores	3	D	D	D	b	D	D
444130	Hardware stores	3	D	D	D	b	D	D
44419	Other building material dealers	10	10 104	2 281	509	62	7.0	—
444190	Other building material dealers	10	10 104	2 281	509	62	7.0	—
445	Food and beverage stores	43	122 969	12 913	3 108	840	9.3	32.5
4451	Grocery stores	29	D	D	D	f	D	D
44511	Supermarkets and other grocery (except convenience) stores	24	107 933	11 792	2 822	738	8.7	36.6
445110	Supermarkets and other grocery (except convenience) stores	24	107 933	11 792	2 822	738	8.7	36.6
4452	Specialty food stores	3	D	D	D	b	D	D
4453	Beer, wine, and liquor stores	11	D	D	D	b	D	D
44531	Beer, wine, and liquor stores	11	D	D	D	b	D	D
445310	Beer, wine, and liquor stores	11	D	D	D	b	D	D
446	Health and personal care stores	26	65 159	7 738	1 805	415	—	1.6
4461	Health and personal care stores	26	65 159	7 738	1 805	415	—	1.6
44611	Pharmacies and drug stores	10	56 842	6 133	1 406	302	—	—
446110	Pharmacies and drug stores	10	56 842	6 133	1 406	302	—	—
4461101	Pharmacies and drug stores	9	D	D	D	e	D	D
4461102	Proprietary stores	1	D	D	D	a	D	D
44612	Cosmetics, beauty supplies, and perfume stores	4	1 792	304	72	43	—	—
446120	Cosmetics, beauty supplies, and perfume stores	4	1 792	304	72	43	—	—
44613	Optical goods stores	9	D	D	D	b	D	D
446130	Optical goods stores	9	D	D	D	b	D	D
446191	Food (health) supplement stores	2	D	D	D	a	D	D
447	Gasoline stations	35	64 365	3 369	777	222	28.3	17.4
4471	Gasoline stations	35	64 365	3 369	777	222	28.3	17.4
44711	Gasoline stations with convenience stores	28	56 991	2 521	600	170	26.9	18.3
447110	Gasoline stations with convenience stores	28	56 991	2 521	600	170	26.9	18.3
448	Clothing and clothing accessories stores	68	51 351	6 436	1 545	575	2.1	3.4
4481	Clothing stores	34	27 805	3 193	772	354	.2	4.7
44813	Children's and infants' clothing stores	2	D	D	D	b	D	D
448130	Children's and infants' clothing stores	2	D	D	D	b	D	D
44814	Family clothing stores	7	13 256	1 181	294	156	—	—
448140	Family clothing stores	7	13 256	1 181	294	156	—	—
44815	Clothing accessories stores	4	D	D	D	a	D	D
448150	Clothing accessories stores	4	D	D	D	a	D	D
44819	Other clothing stores	4	D	D	D	b	D	D
448190	Other clothing stores	4	D	D	D	b	D	D
4482	Shoe stores	12	10 189	1 214	270	106	—	—
44821	Shoe stores	12	10 189	1 214	270	106	—	—
448210	Shoe stores	12	10 189	1 214	270	106	—	—
4482103	Children's and juveniles' shoe stores	1	D	D	D	a	D	D
4482104	Family shoe stores	6	D	D	D	b	D	D
4482105	Athletic footwear stores	5	D	D	D	b	D	D
4483	Jewelry, luggage, and leather goods stores	22	13 357	2 029	503	115	7.7	3.0
44831	Jewelry stores	22	13 357	2 029	503	115	7.7	3.0
448310	Jewelry stores	22	13 357	2 029	503	115	7.7	3.0
451	Sporting goods, hobby, book, and music stores	31	34 981	4 237	1 049	342	.1	.5
4511	Sporting goods, hobby, and musical instrument stores	21	D	D	D	c	D	D
45111	Sporting goods stores	8	11 429	1 397	369	83	—	1.1
451110	Sporting goods stores	8	11 429	1 397	369	83	—	1.1
4511101	General-line sporting goods stores	3	D	D	D	b	D	D
45112	Hobby, toy, and game stores	5	9 203	898	207	102	—	.6
451120	Hobby, toy, and game stores	5	9 203	898	207	102	—	.6
45113	Sewing, needlework, and piece goods stores	6	D	D	D	b	D	D
451130	Sewing, needlework, and piece goods stores	6	D	D	D	b	D	D
4512	Book, periodical, and music stores	10	D	D	D	c	D	D
45121	Book stores and news dealers	5	8 435	794	198	77	—	—
451211	Book stores	5	8 435	794	198	77	—	—
4512111	Book stores, general	2	D	D	D	b	D	D
4512112	Specialty book stores	2	D	D	D	a	D	D
4512113	College book stores	1	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, and record stores	5	D	D	D	b	D	D
451220	Prerecorded tape, compact disc, and record stores	5	D	D	D	b	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
RACINE—Con.								
44-45	Retail trade—Con.							
452	General merchandise stores	15	159 114	16 425	4 000	1 125	—	—
4521	Department stores	7	108 269	13 055	3 205	895	—	—
45210009	Department stores (incl. leased depts.) ³	7	112 860	13 055	3 205	895	—	—
45211	Department stores	7	108 269	13 055	3 205	895	—	—
452111	Department stores (except discount department stores) ..	4	D	D	D	f	D	D
452112	Discount department stores	3	D	D	D	e	D	D
4529	Other general merchandise stores	8	50 845	3 370	795	230	—	—
45299	All other general merchandise stores	7	D	D	D	b	D	D
452990	All other general merchandise stores	7	D	D	D	b	D	D
4529901	Variety stores	6	D	D	D	b	D	D
453	Miscellaneous store retailers	47	D	D	D	e	D	D
4531	Florists	9	2 334	560	139	46	52.1	10.9
45311	Florists	9	2 334	560	139	46	52.1	10.9
453110	Florists	9	2 334	560	139	46	52.1	10.9
4532	Office supplies, stationery, and gift stores	16	7 759	1 134	253	88	7.2	7.8
45321	Office supplies and stationery stores	2	D	D	D	b	D	D
453210	Office supplies and stationery stores	2	D	D	D	b	D	D
4533	Used merchandise stores	7	2 043	841	209	66	2.0	—
45331	Used merchandise stores	7	2 043	841	209	66	2.0	—
453310	Used merchandise stores	7	2 043	841	209	66	2.0	—
4539	Other miscellaneous store retailers	15	D	D	D	b	D	D
45391	Pet and pet supplies stores	2	D	D	D	b	D	D
453910	Pet and pet supplies stores	2	D	D	D	b	D	D
45392	Art dealers	1	D	D	D	a	D	D
453920	Art dealers	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers	12	D	D	D	b	D	D
454	Nonstore retailers	17	10 829	2 131	469	104	23.3	5.5
4542	Vending machine operators	4	D	D	D	b	D	D
45421	Vending machine operators	4	D	D	D	b	D	D
454210	Vending machine operators	4	D	D	D	b	D	D
4543	Direct selling establishments	11	D	D	D	b	D	D
45439	Other direct selling establishments	10	5 287	1 202	274	56	21.5	—
454390	Other direct selling establishments	10	5 287	1 202	274	56	21.5	—
REEDSBURG								
44-45	Retail trade	68	124 295	11 760	2 615	684	24.7	2.3
441	Motor vehicle and parts dealers	11	38 679	2 126	515	88	41.2	.4
442	Furniture and home furnishings stores	3	2 171	291	63	15	57.6	—
443	Electronics and appliance stores	2	D	D	D	a	D	D
4431	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	14	14 791	2 130	468	118	14.6	—
4442	Lawn and garden equipment and supplies stores	7	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	5	5 979	820	143	26	—	—
444220	Nursery, garden center, and farm supply stores	5	5 979	820	143	26	—	—
445	Food and beverage stores	6	23 181	2 953	642	185	8.4	—
446	Health and personal care stores	5	12 488	1 572	346	77	43.1	21.6
4461	Health and personal care stores	5	12 488	1 572	346	77	43.1	21.6
44619	Other health and personal care stores	1	D	D	D	b	D	D
446199	All other health and personal care stores	1	D	D	D	b	D	D
447	Gasoline stations	6	17 457	1 038	228	72	—	—
44711	Gasoline stations with convenience stores	4	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	4	D	D	D	b	D	D
448	Clothing and clothing accessories stores	7	1 880	260	59	23	56.8	—
451	Sporting goods, hobby, book, and music stores	3	D	D	D	a	D	D
452	General merchandise stores	3	D	D	D	b	D	D
45299	All other general merchandise stores	3	D	D	D	b	D	D
452990	All other general merchandise stores	3	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	6	1 493	207	50	26	68.1	—
454	Nonstore retailers	2	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

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NAICS code	Geographic area and kind of business	Estab-lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
RHINELANDER								
44-45	Retail trade	101	375 485	39 422	9 334	1 875	11.3	6.8
441	Motor vehicle and parts dealers	17	66 424	5 684	1 215	198	16.5	—
4412	Other motor vehicle dealers	3	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	3	D	D	D	b	D	D
441222	Boat dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	5	D	D	D	b	D	D
4421	Furniture stores	3	3 009	576	132	24	45.1	—
44211	Furniture stores	3	3 009	576	132	24	45.1	—
442110	Furniture stores	3	3 009	576	132	24	45.1	—
443	Electronics and appliance stores	4	D	D	D	a	D	D
4431	Electronics and appliance stores	4	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	9	38 423	3 138	403	51	.8	1.0
4441	Building material and supplies dealers	5	D	D	D	b	D	D
44411	Home centers	1	D	D	D	a	D	D
444110	Home centers	1	D	D	D	a	D	D
4442	Lawn and garden equipment and supplies stores	4	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	2	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	2	D	D	D	b	D	D
445	Food and beverage stores	7	35 720	5 210	1 174	324	41.3	50.6
4451	Grocery stores	5	D	D	D	e	D	D
446	Health and personal care stores	8	7 044	830	185	37	18.6	—
4461	Health and personal care stores	8	7 044	830	185	37	18.6	—
447	Gasoline stations	11	17 415	1 048	249	91	48.5	18.3
44711	Gasoline stations with convenience stores	10	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	10	D	D	D	b	D	D
448	Clothing and clothing accessories stores	14	6 578	1 145	263	71	5.4	22.4
4481	Clothing stores	7	4 478	873	193	42	3.5	15.1
451	Sporting goods, hobby, book, and music stores	8	4 871	806	219	48	3.9	—
4511	Sporting goods, hobby, and musical instrument stores	6	D	D	D	b	D	D
452	General merchandise stores	4	D	D	D	c	D	D
453	Miscellaneous store retailers	9	D	D	D	b	D	D
4533	Used merchandise stores	2	D	D	D	b	D	D
45331	Used merchandise stores	2	D	D	D	b	D	D
453310	Used merchandise stores	2	D	D	D	b	D	D
4539	Other miscellaneous store retailers	2	D	D	D	a	D	D
45399	All other miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	5	D	D	D	f	D	D
4541	Electronic shopping and mail-order houses	2	D	D	D	f	D	D
45411	Electronic shopping and mail-order houses	2	D	D	D	f	D	D
454112	Liquefied petroleum gas (bottled gas) dealers	2	D	D	D	a	D	D
RICE LAKE								
44-45	Retail trade	125	421 503	39 453	9 953	2 147	9.1	2.5
441	Motor vehicle and parts dealers	20	111 513	9 037	1 993	284	19.9	4.8
4411	Automobile dealers	8	85 314	5 787	1 313	166	21.8	—
4412	Other motor vehicle dealers	5	18 518	1 548	274	45	12.7	28.8
44122	Motorcycle, boat, and other motor vehicle dealers	5	18 518	1 548	274	45	12.7	28.8
441221	Motorcycle dealers	4	D	D	D	b	D	D
441222	Boat dealers	1	D	D	D	a	D	D
4413	Automotive parts, accessories, and tire stores	7	7 681	1 702	406	73	15.3	.4
44132	Tire dealers	2	D	D	D	b	D	D
441320	Tire dealers	2	D	D	D	b	D	D
442	Furniture and home furnishings stores	8	7 728	1 175	251	57	39.5	—
4421	Furniture stores	4	5 729	856	191	43	18.3	—
44211	Furniture stores	4	5 729	856	191	43	18.3	—
442110	Furniture stores	4	5 729	856	191	43	18.3	—
443	Electronics and appliance stores	4	D	D	D	b	D	D
4431	Electronics and appliance stores	4	D	D	D	b	D	D
44311	Appliance, television, and other electronics stores	4	D	D	D	b	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

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							From admini-strative records ¹	Estimated ²
RICE LAKE—Con.								
44-45	Retail trade—Con.							
444	Building material and garden equipment and supplies dealers . . .	9	67 858	6 281	1 560	277	2.7	—
4441	Building material and supplies dealers	8	D	D	D	e	D	D
44411	Home centers	2	D	D	D	c	D	D
444110	Home centers	2	D	D	D	c	D	D
44413	Hardware stores	1	D	D	D	b	D	D
444130	Hardware stores	1	D	D	D	b	D	D
44419	Other building material dealers	5	D	D	D	b	D	D
444190	Other building material dealers	5	D	D	D	b	D	D
445	Food and beverage stores	13	47 078	3 931	1 278	310	3.5	1.9
4451	Grocery stores	5	41 888	3 453	1 168	264	—	.9
4452	Specialty food stores	4	D	D	D	b	D	D
446	Health and personal care stores	7	5 924	785	163	45	44.8	—
4461	Health and personal care stores	7	5 924	785	163	45	44.8	—
4461102	Proprietary stores	1	D	D	D	a	D	D
44612	Cosmetics, beauty supplies, and perfume stores	2	D	D	D	a	D	D
446120	Cosmetics, beauty supplies, and perfume stores	2	D	D	D	a	D	D
447	Gasoline stations	12	23 383	1 539	516	107	1.4	19.0
4471	Gasoline stations	12	23 383	1 539	516	107	1.4	19.0
44711	Gasoline stations with convenience stores	8	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	8	D	D	D	b	D	D
448	Clothing and clothing accessories stores	15	D	D	D	c	D	D
4481	Clothing stores	7	D	D	D	c	D	D
451	Sporting goods, hobby, book, and music stores	7	3 254	434	99	51	34.0	—
4512	Book, periodical, and music stores	3	1 716	162	40	20	—	—
452	General merchandise stores	8	D	D	D	f	D	D
4521	Department stores	4	D	D	D	f	D	D
45210009	Department stores (incl. leased depts.) ³	4	D	D	D	f	D	D
45211	Department stores	4	D	D	D	f	D	D
452112	Discount department stores	3	80 510	7 692	2 032	513	—	—
4529	Other general merchandise stores	4	D	D	D	c	D	D
45299	All other general merchandise stores	4	D	D	D	c	D	D
452990	All other general merchandise stores	4	D	D	D	c	D	D
4529904	Miscellaneous general merchandise stores	1	D	D	D	c	D	D
453	Miscellaneous store retailers	17	D	D	D	c	D	D
4532	Office supplies, stationery, and gift stores	9	D	D	D	b	D	D
45321	Office supplies and stationery stores	2	D	D	D	b	D	D
453210	Office supplies and stationery stores	2	D	D	D	b	D	D
4533	Used merchandise stores	4	D	D	D	b	D	D
45331	Used merchandise stores	4	D	D	D	b	D	D
453310	Used merchandise stores	4	D	D	D	b	D	D
4539	Other miscellaneous store retailers	4	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
454	Nonstore retailers	5	8 154	1 424	397	51	—	—
4543	Direct selling establishments	4	D	D	D	b	D	D
45439	Other direct selling establishments	3	D	D	D	b	D	D
454390	Other direct selling establishments	3	D	D	D	b	D	D
RICHFIELD								
44-45	Retail trade	21	34 419	3 079	690	216	37.9	7.7
441	Motor vehicle and parts dealers	3	D	D	D	a	D	D
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers . . .	2	D	D	D	a	D	D
445	Food and beverage stores	3	D	D	D	b	D	D
446	Health and personal care stores	1	D	D	D	b	D	D
447	Gasoline stations	4	11 626	629	153	44	75.1	—
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	4	2 921	346	80	33	—	3.3

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

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							From admini- strative records ¹	Estimated ²
RICHLAND CENTER								
44-45	Retail trade	62	162 294	16 134	3 744	900	13.5	1.1
441	Motor vehicle and parts dealers	13	D	D	D	c	D	D
4412	Other motor vehicle dealers	2	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	b	D	D
441221	Motorcycle dealers	1	D	D	D	b	D	D
442	Furniture and home furnishings stores	2	D	D	D	a	D	D
443	Electronics and appliance stores	4	3 864	753	183	31	46.2	—
4431	Electronics and appliance stores	4	3 864	753	183	31	46.2	—
44311	Appliance, television, and other electronics stores	2	D	D	D	a	D	D
44312	Computer and software stores	2	D	D	D	a	D	D
443120	Computer and software stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	3	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	1	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	1	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	1	D	D	D	b	D	D
445	Food and beverage stores	4	D	D	D	c	D	D
4452	Specialty food stores	2	D	D	D	a	D	D
446	Health and personal care stores	5	9 637	918	222	46	65.3	3.7
4461	Health and personal care stores	5	9 637	918	222	46	65.3	3.7
447	Gasoline stations	6	D	D	D	b	D	D
44711	Gasoline stations with convenience stores	4	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	4	D	D	D	b	D	D
448	Clothing and clothing accessories stores	5	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	4	1 732	136	52	10	31.5	—
452	General merchandise stores	4	D	D	D	e	D	D
4529	Other general merchandise stores	4	D	D	D	e	D	D
45299	All other general merchandise stores	3	5 814	639	183	51	—	—
452990	All other general merchandise stores	3	5 814	639	183	51	—	—
4529904	Miscellaneous general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	7	D	D	D	b	D	D
4533	Used merchandise stores	2	D	D	D	a	D	D
45331	Used merchandise stores	2	D	D	D	a	D	D
453310	Used merchandise stores	2	D	D	D	a	D	D
454	Nonstore retailers	5	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	2	D	D	D	a	D	D
RIPON								
44-45	Retail trade	42	107 451	10 432	2 458	761	17.6	1.2
441	Motor vehicle and parts dealers	9	32 167	2 760	659	110	18.8	3.6
442	Furniture and home furnishings stores	2	D	D	D	a	D	D
443	Electronics and appliance stores	3	D	D	D	b	D	D
4431	Electronics and appliance stores	3	D	D	D	b	D	D
44311	Appliance, television, and other electronics stores	2	D	D	D	a	D	D
443112	Radio, television, and other electronics stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	4	4 060	711	152	40	79.3	—
445	Food and beverage stores	2	D	D	D	e	D	D
446	Health and personal care stores	2	D	D	D	b	D	D
4461	Health and personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	6	13 546	753	165	52	—	—
44711	Gasoline stations with convenience stores	6	13 546	753	165	52	—	—
447110	Gasoline stations with convenience stores	6	13 546	753	165	52	—	—
448	Clothing and clothing accessories stores	3	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	2	D	D	D	a	D	D
4512113	College book stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	5	D	D	D	a	D	D
454	Nonstore retailers	3	D	D	D	b	D	D
4543	Direct selling establishments	3	D	D	D	b	D	D
45431	Fuel dealers	2	D	D	D	a	D	D
454311	Heating oil dealers	1	D	D	D	a	D	D

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							From admini- strative records ¹	Estimated ²
RIVER FALLS								
44-45	Retail trade	42	95 554	9 723	2 373	732	11.2	.1
441	Motor vehicle and parts dealers	7	21 898	2 186	563	85	27.9	—
4412	Other motor vehicle dealers	1	D	D	D	a	D	D
44121	Recreational vehicle dealers	1	D	D	D	a	D	D
441210	Recreational vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	4	D	D	D	b	D	D
4421	Furniture stores	1	D	D	D	b	D	D
44211	Furniture stores	1	D	D	D	b	D	D
442110	Furniture stores	1	D	D	D	b	D	D
443	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	4	2 425	496	113	36	37.8	—
445	Food and beverage stores	3	29 216	2 772	680	268	—	—
446	Health and personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	6	9 666	667	177	50	23.5	—
448	Clothing and clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	4	D	D	D	a	D	D
4512113	College book stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	c	D	D
453	Miscellaneous store retailers	5	D	D	D	b	D	D
4539	Other miscellaneous store retailers	2	D	D	D	a	D	D
45399	All other miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
45439	Other direct selling establishments	1	D	D	D	a	D	D
454390	Other direct selling establishments	1	D	D	D	a	D	D
RIVER FALLS (PART - PIERCE COUNTY)								
44-45	Retail trade	32	66 156	6 846	1 724	501	4.5	.1
441	Motor vehicle and parts dealers	4	D	D	D	b	D	D
4412	Other motor vehicle dealers	1	D	D	D	a	D	D
44121	Recreational vehicle dealers	1	D	D	D	a	D	D
441210	Recreational vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	4	D	D	D	b	D	D
4421	Furniture stores	1	D	D	D	b	D	D
44211	Furniture stores	1	D	D	D	b	D	D
442110	Furniture stores	1	D	D	D	b	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	2	D	D	D	b	D	D
445	Food and beverage stores	3	29 216	2 772	680	268	—	—
446	Health and personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	5	D	D	D	b	D	D
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	4	D	D	D	a	D	D
4512113	College book stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	4	D	D	D	b	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
45439	Other direct selling establishments	1	D	D	D	a	D	D
454390	Other direct selling establishments	1	D	D	D	a	D	D
RIVER FALLS (PART - ST. CROIX COUNTY)								
44-45	Retail trade	10	29 398	2 877	649	231	26.3	—
441	Motor vehicle and parts dealers	3	D	D	D	b	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	2	D	D	D	a	D	D
447	Gasoline stations	1	D	D	D	a	D	D
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	c	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D

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							From administrative records ¹	Estimated ²
ROTHSCHILD								
44-45	Retail trade	30	63 875	7 069	1 927	663	.2	—
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	1	D	D	D	a	D	D
445	Food and beverage stores	2	D	D	D	e	D	D
446	Health and personal care stores	3	3 249	384	101	22	—	—
447	Gasoline stations	1	D	D	D	a	D	D
448	Clothing and clothing accessories stores	11	7 776	1 102	264	96	.4	—
4481	Clothing stores	7	D	D	D	b	D	D
44813	Children's and infants' clothing stores	1	D	D	D	a	D	D
448130	Children's and infants' clothing stores	1	D	D	D	a	D	D
44819	Other clothing stores	2	D	D	D	b	D	D
448190	Other clothing stores	2	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	3	987	129	33	14	—	—
452	General merchandise stores	1	D	D	D	c	D	D
453	Miscellaneous store retailers	6	D	D	D	b	D	D
ST. FRANCIS								
44-45	Retail trade	17	45 420	5 272	1 300	346	25.4	39.3
441	Motor vehicle and parts dealers	2	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	1	D	D	D	b	D	D
445	Food and beverage stores	5	27 808	3 049	723	191	30.1	64.3
4452	Specialty food stores	2	D	D	D	a	D	D
446	Health and personal care stores	4	D	D	D	b	D	D
4461	Health and personal care stores	4	D	D	D	b	D	D
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	2	D	D	D	b	D	D
4533	Used merchandise stores	1	D	D	D	b	D	D
45331	Used merchandise stores	1	D	D	D	b	D	D
453310	Used merchandise stores	1	D	D	D	b	D	D
SAUK CITY								
44-45	Retail trade	25	124 375	8 759	2 060	339	31.3	.3
441	Motor vehicle and parts dealers	5	91 149	5 522	1 255	140	39.3	—
4411	Automobile dealers	3	D	D	D	b	D	D
4412	Other motor vehicle dealers	1	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	1	D	D	D	b	D	D
441221	Motorcycle dealers	1	D	D	D	b	D	D
442	Furniture and home furnishings stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	1	D	D	D	a	D	D
445	Food and beverage stores	2	D	D	D	b	D	D
446	Health and personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	2	D	D	D	b	D	D
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	4	D	D	D	a	D	D
4539	Other miscellaneous store retailers	3	D	D	D	a	D	D
45399	All other miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	4	D	D	D	b	D	D
4543	Direct selling establishments	3	D	D	D	b	D	D
45431	Fuel dealers	2	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	2	D	D	D	b	D	D

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							From admini- strative records ¹	Estimated ²
SAUKVILLE								
44-45	Retail trade	12	96 602	8 943	2 147	468	3.0	—
441	Motor vehicle and parts dealers	3	D	D	D	b	D	D
4412	Other motor vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	1	D	D	D	a	D	D
441221	Motorcycle dealers	1	D	D	D	a	D	D
445	Food and beverage stores	3	D	D	D	c	D	D
447	Gasoline stations	3	8 612	378	92	37	29.1	—
452	General merchandise stores	1	D	D	D	c	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
SEYMOUR								
44-45	Retail trade	11	53 992	5 345	1 306	232	31.5	1.2
441	Motor vehicle and parts dealers	3	D	D	D	b	D	D
444	Building material and garden equipment and supplies dealers ...	2	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	1	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	1	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	1	D	D	D	b	D	D
445	Food and beverage stores	1	D	D	D	b	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	2	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
SHAWANO								
44-45	Retail trade	91	217 216	23 309	5 432	1 242	14.8	8.4
441	Motor vehicle and parts dealers	15	39 652	3 229	838	125	57.0	—
4412	Other motor vehicle dealers	2	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	a	D	D
441222	Boat dealers	1	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	7	D	D	D	b	D	D
4421	Furniture stores	3	D	D	D	b	D	D
44211	Furniture stores	3	D	D	D	b	D	D
442110	Furniture stores	3	D	D	D	b	D	D
443	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	7	43 705	5 536	1 242	224	—	—
4441	Building material and supplies dealers	6	D	D	D	c	D	D
44413	Hardware stores	2	D	D	D	b	D	D
444130	Hardware stores	2	D	D	D	b	D	D
44419	Other building material dealers	4	D	D	D	b	D	D
444190	Other building material dealers	4	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	1	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	1	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	1	D	D	D	b	D	D
445	Food and beverage stores	7	D	D	D	c	D	D
4451	Grocery stores	5	D	D	D	c	D	D
446	Health and personal care stores	6	D	D	D	b	D	D
4461	Health and personal care stores	6	D	D	D	b	D	D
447	Gasoline stations	14	16 491	1 255	302	98	32.2	1.2
44711	Gasoline stations with convenience stores	12	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	12	D	D	D	b	D	D
448	Clothing and clothing accessories stores	11	8 355	1 196	310	81	13.2	—
4481	Clothing stores	6	6 647	997	261	66	—	—
451	Sporting goods, hobby, book, and music stores	4	700	96	25	8	35.0	—
452	General merchandise stores	4	D	D	D	e	D	D
4529	Other general merchandise stores	3	D	D	D	c	D	D
453	Miscellaneous store retailers	11	D	D	D	b	D	D
4539	Other miscellaneous store retailers	2	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
454	Nonstore retailers	3	D	D	D	a	D	D

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							From admini- strative records ¹	Estimated ²
SHEBOYGAN								
44-45	Retail trade	210	638 563	66 125	16 268	3 605	5.1	15.3
441	Motor vehicle and parts dealers	27	174 245	15 465	3 431	486	7.1	—
4411	Automobile dealers	15	156 578	12 353	2 727	381	7.5	—
44111	New car dealers	8	147 075	11 593	2 545	350	4.7	—
441110	New car dealers	8	147 075	11 593	2 545	350	4.7	—
44112	Used car dealers	7	9 503	760	182	31	51.8	.3
441120	Used car dealers	7	9 503	760	182	31	51.8	.3
4412	Other motor vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	1	D	D	D	a	D	D
441221	Motorcycle dealers	1	D	D	D	a	D	D
4413	Automotive parts, accessories, and tire stores	11	D	D	D	b	D	D
44131	Automotive parts and accessories stores	8	D	D	D	b	D	D
441310	Automotive parts and accessories stores	8	D	D	D	b	D	D
442	Furniture and home furnishings stores	9	9 380	1 924	303	48	.7	18.5
4421	Furniture stores	4	4 821	558	37	9	1.3	—
44211	Furniture stores	4	4 821	558	37	9	1.3	—
442110	Furniture stores	4	4 821	558	37	9	1.3	—
4422	Home furnishings stores	5	4 559	1 366	266	39	.2	38.1
44221	Floor covering stores	4	D	D	D	b	D	D
442210	Floor covering stores	4	D	D	D	b	D	D
443	Electronics and appliance stores	14	18 862	3 758	1 066	138	41.8	4.3
4431	Electronics and appliance stores	14	18 862	3 758	1 066	138	41.8	4.3
44311	Appliance, television, and other electronics stores	10	D	D	D	c	D	D
443111	Household appliance stores	6	D	D	D	b	D	D
443112	Radio, television, and other electronics stores	4	D	D	D	b	D	D
44312	Computer and software stores	4	D	D	D	b	D	D
443120	Computer and software stores	4	D	D	D	b	D	D
444	Building material and garden equipment and supplies dealers	10	45 247	5 691	1 550	217	—	—
4441	Building material and supplies dealers	10	45 247	5 691	1 550	217	—	—
44411	Home centers	1	D	D	D	c	D	D
444110	Home centers	1	D	D	D	c	D	D
44412	Paint and wallpaper stores	3	2 366	347	81	11	—	—
444120	Paint and wallpaper stores	3	2 366	347	81	11	—	—
44419	Other building material dealers	4	D	D	D	b	D	D
444190	Other building material dealers	4	D	D	D	b	D	D
445	Food and beverage stores	19	106 503	9 827	2 430	726	2.9	76.2
4451	Grocery stores	12	D	D	D	f	D	D
44511	Supermarkets and other grocery (except convenience) stores	11	D	D	D	f	D	D
445110	Supermarkets and other grocery (except convenience) stores	11	D	D	D	f	D	D
4452	Specialty food stores	6	D	D	D	b	D	D
446	Health and personal care stores	21	50 244	6 059	1 469	261	1.3	9.9
4461	Health and personal care stores	21	50 244	6 059	1 469	261	1.3	9.9
44611	Pharmacies and drug stores	11	D	D	D	c	D	D
446110	Pharmacies and drug stores	11	D	D	D	c	D	D
4461101	Pharmacies and drug stores	11	D	D	D	c	D	D
44612	Cosmetics, beauty supplies, and perfume stores	2	D	D	D	a	D	D
446120	Cosmetics, beauty supplies, and perfume stores	2	D	D	D	a	D	D
44613	Optical goods stores	4	D	D	D	b	D	D
446130	Optical goods stores	4	D	D	D	b	D	D
447	Gasoline stations	21	41 370	2 348	548	185	10.6	17.0
4471	Gasoline stations	21	41 370	2 348	548	185	10.6	17.0
44711	Gasoline stations with convenience stores	18	38 564	1 944	465	160	10.6	18.2
447110	Gasoline stations with convenience stores	18	38 564	1 944	465	160	10.6	18.2
448	Clothing and clothing accessories stores	19	13 367	1 769	431	170	4.8	8.5
4481	Clothing stores	10	8 834	1 074	252	112	3.2	—
4483	Jewelry, luggage, and leather goods stores	5	3 322	527	138	38	11.0	34.4
451	Sporting goods, hobby, book, and music stores	27	18 931	2 479	612	229	11.7	2.1
4511	Sporting goods, hobby, and musical instrument stores	15	D	D	D	c	D	D
45111	Sporting goods stores	9	7 348	865	224	69	1.3	—
451110	Sporting goods stores	9	7 348	865	224	69	1.3	—
4511102	Specialty-line sporting goods stores	8	D	D	D	b	D	D
45112	Hobby, toy, and game stores	4	D	D	D	b	D	D
451120	Hobby, toy, and game stores	4	D	D	D	b	D	D
45113	Sewing, needlework, and piece goods stores	1	D	D	D	a	D	D
451130	Sewing, needlework, and piece goods stores	1	D	D	D	a	D	D
4512	Book, periodical, and music stores	12	D	D	D	b	D	D
45121	Book stores and news dealers	7	D	D	D	b	D	D
451211	Book stores	6	D	D	D	b	D	D
4512112	Specialty book stores	1	D	D	D	a	D	D
4512113	College book stores	1	D	D	D	a	D	D
451212	News dealers and newsstands	1	D	D	D	a	D	D

See footnotes at end of table.

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							From admini- strative records ¹	Estimated ²
SHEBOYGAN—Con.								
44-45	Retail trade—Con.							
452	General merchandise stores	10	133 589	12 116	3 205	855	—	.1
4521	Department stores	6	130 800	11 710	3 117	818	—	—
45210009	Department stores (incl. leased depts.) ³	6	131 692	11 710	3 117	818	—	—
45211	Department stores	6	130 800	11 710	3 117	818	—	—
452111	Department stores (except discount department stores) ..	2	D	D	D	c	D	D
452112	Discount department stores	4	D	D	D	f	D	D
45299	All other general merchandise stores	4	2 789	406	88	37	1.4	7.0
452990	All other general merchandise stores	4	2 789	406	88	37	1.4	7.0
453	Miscellaneous store retailers	24	13 476	1 984	492	183	4.0	.9
4532	Office supplies, stationery, and gift stores	10	8 015	894	231	81	.2	1.6
45321	Office supplies and stationery stores	2	D	D	D	b	D	D
453210	Office supplies and stationery stores	2	D	D	D	b	D	D
4533	Used merchandise stores	2	D	D	D	b	D	D
45331	Used merchandise stores	2	D	D	D	b	D	D
453310	Used merchandise stores	2	D	D	D	b	D	D
4539	Other miscellaneous store retailers	9	D	D	D	b	D	D
45391	Pet and pet supplies stores	2	D	D	D	b	D	D
453910	Pet and pet supplies stores	2	D	D	D	b	D	D
45399	All other miscellaneous store retailers	6	D	D	D	b	D	D
454	Nonstore retailers	9	13 349	2 705	731	107	4.8	3.1
4541	Electronic shopping and mail-order houses	6	D	D	D	b	D	D
45411	Electronic shopping and mail-order houses	6	D	D	D	b	D	D
4542	Vending machine operators	1	D	D	D	b	D	D
45421	Vending machine operators	1	D	D	D	b	D	D
454210	Vending machine operators	1	D	D	D	b	D	D
SHEBOYGAN FALLS								
44-45	Retail trade	27	56 152	5 939	1 474	313	18.7	4.9
441	Motor vehicle and parts dealers	4	9 141	818	200	33	82.0	—
442	Furniture and home furnishings stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	4	D	D	D	b	D	D
4441	Building material and supplies dealers	4	D	D	D	b	D	D
44412	Paint and wallpaper stores	1	D	D	D	b	D	D
444120	Paint and wallpaper stores	1	D	D	D	b	D	D
44419	Other building material dealers	3	D	D	D	b	D	D
444190	Other building material dealers	3	D	D	D	b	D	D
445	Food and beverage stores	5	11 613	1 085	259	84	19.5	—
447	Gasoline stations	4	8 018	332	84	31	—	33.0
448	Clothing and clothing accessories stores	2	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	b	D	D
45299	All other general merchandise stores	1	D	D	D	b	D	D
452990	All other general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	3	D	D	D	a	D	D
SHOREWOOD								
44-45	Retail trade	37	74 893	10 389	2 505	532	9.3	2.1
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
443	Electronics and appliance stores	3	2 078	1 300	309	28	9.5	—
4431	Electronics and appliance stores	3	2 078	1 300	309	28	9.5	—
44312	Computer and software stores	1	D	D	D	b	D	D
443120	Computer and software stores	1	D	D	D	b	D	D
444	Building material and garden equipment and supplies dealers ...	3	D	D	D	a	D	D
445	Food and beverage stores	3	D	D	D	c	D	D
4451	Grocery stores	2	D	D	D	c	D	D
446	Health and personal care stores	5	17 327	1 624	387	117	25.3	—
4461	Health and personal care stores	5	17 327	1 624	387	117	25.3	—
447	Gasoline stations	5	8 887	884	185	59	—	—
448	Clothing and clothing accessories stores	5	3 931	948	222	36	43.4	1.3
4481	Clothing stores	4	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	3	D	D	D	b	D	D
45121	Book stores and news dealers	1	D	D	D	b	D	D
4512112	Specialty book stores	1	D	D	D	b	D	D

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							From admini- strative records ¹	Estimated ²
SHOREWOOD—Con.								
44-45	Retail trade—Con.							
453	Miscellaneous store retailers	7	3 380	594	155	41	4.6	31.6
4533	Used merchandise stores	1	D	D	D	a	D	D
45331	Used merchandise stores	1	D	D	D	a	D	D
453310	Used merchandise stores	1	D	D	D	a	D	D
4539	Other miscellaneous store retailers	2	D	D	D	a	D	D
45399	All other miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
SLINGER								
44-45	Retail trade	23	43 810	4 443	1 020	260	10.0	4.7
441	Motor vehicle and parts dealers	2	D	D	D	a	D	D
443	Electronics and appliance stores	2	D	D	D	a	D	D
4431	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	1	D	D	D	a	D	D
445	Food and beverage stores	4	D	D	D	c	D	D
4452	Specialty food stores	2	D	D	D	a	D	D
446	Health and personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	4	8 151	1 185	308	59	7.1	18.0
451	Sporting goods, hobby, book, and music stores	2	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	5	762	271	14	7	53.8	—
SOUTH MILWAUKEE								
44-45	Retail trade	34	44 641	5 028	1 271	323	15.0	2.2
441	Motor vehicle and parts dealers	4	D	D	D	b	D	D
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	4	1 622	333	70	19	33.1	—
445	Food and beverage stores	7	11 317	1 394	370	101	19.5	2.2
446	Health and personal care stores	2	D	D	D	b	D	D
4461	Health and personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	4	D	D	D	b	D	D
448	Clothing and clothing accessories stores	4	963	247	57	16	38.2	—
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	5	1 359	447	111	38	12.7	—
SPARTA								
44-45	Retail trade	51	114 879	10 370	2 376	588	10.7	5.2
441	Motor vehicle and parts dealers	6	D	D	D	b	D	D
442	Furniture and home furnishings stores	1	D	D	D	b	D	D
4421	Furniture stores	1	D	D	D	b	D	D
44211	Furniture stores	1	D	D	D	b	D	D
442110	Furniture stores	1	D	D	D	b	D	D
443	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	4	4 490	595	132	34	43.4	—
445	Food and beverage stores	5	D	D	D	c	D	D
446	Health and personal care stores	1	D	D	D	b	D	D
447	Gasoline stations	12	15 955	945	222	63	3.0	11.5
44711	Gasoline stations with convenience stores	9	15 573	869	203	58	.6	11.8
447110	Gasoline stations with convenience stores	9	15 573	869	203	58	.6	11.8
448	Clothing and clothing accessories stores	3	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	4	836	70	18	11	23.3	49.2
452	General merchandise stores	3	D	D	D	c	D	D
453	Miscellaneous store retailers	9	D	D	D	b	D	D
4539	Other miscellaneous store retailers	1	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D

See footnotes at end of table.

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							From admini- strative records ¹	Estimated ²
SPOONER								
44-45	Retail trade	43	84 972	8 304	1 991	497	19.5	2.3
441	Motor vehicle and parts dealers	7	14 793	1 192	266	49	83.8	.6
442	Furniture and home furnishings stores	3	1 516	245	55	11	10.7	59.6
443	Electronics and appliance stores	3	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	5	13 698	1 635	425	64	4.5	.3
4441	Building material and supplies dealers	5	13 698	1 635	425	64	4.5	.3
44419	Other building material dealers	3	D	D	D	b	D	D
444190	Other building material dealers	3	D	D	D	b	D	D
445	Food and beverage stores	5	D	D	D	c	D	D
446	Health and personal care stores	1	D	D	D	b	D	D
4461	Health and personal care stores	1	D	D	D	b	D	D
447	Gasoline stations	4	10 889	582	140	47	—	—
44711	Gasoline stations with convenience stores	4	10 889	582	140	47	—	—
447110	Gasoline stations with convenience stores	4	10 889	582	140	47	—	—
448	Clothing and clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	3	1 038	122	31	15	100.0	—
452	General merchandise stores	2	D	D	D	b	D	D
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	3	395	84	21	15	54.7	—
454	Nonstore retailers	5	2 630	248	65	12	25.5	20.5
STEVENS POINT								
44-45	Retail trade	167	417 547	42 961	10 300	2 384	3.6	4.4
441	Motor vehicle and parts dealers	22	131 548	10 038	2 392	337	1.1	1.4
4411	Automobile dealers	7	114 777	7 352	1 643	228	1.2	—
4413	Automotive parts, accessories, and tire stores	14	D	D	D	c	D	D
44131	Automotive parts and accessories stores	11	9 021	1 599	385	72	—	10.4
441310	Automotive parts and accessories stores	11	9 021	1 599	385	72	—	10.4
44132	Tire dealers	3	D	D	D	b	D	D
441320	Tire dealers	3	D	D	D	b	D	D
442	Furniture and home furnishings stores	9	19 522	3 265	687	131	4.2	1.4
4421	Furniture stores	3	D	D	D	b	D	D
44211	Furniture stores	3	D	D	D	b	D	D
442110	Furniture stores	3	D	D	D	b	D	D
4422	Home furnishings stores	6	D	D	D	b	D	D
44229	Other home furnishings stores	2	D	D	D	a	D	D
443	Electronics and appliance stores	5	D	D	D	b	D	D
4431	Electronics and appliance stores	5	D	D	D	b	D	D
44312	Computer and software stores	3	1 973	357	66	12	—	—
443120	Computer and software stores	3	1 973	357	66	12	—	—
444	Building material and garden equipment and supplies dealers ...	10	10 695	2 146	551	87	3.1	.2
445	Food and beverage stores	10	7 568	488	125	43	20.0	.2
446	Health and personal care stores	10	D	D	D	c	D	D
4461	Health and personal care stores	10	D	D	D	c	D	D
44612	Cosmetics, beauty supplies, and perfume stores	1	D	D	D	b	D	D
446120	Cosmetics, beauty supplies, and perfume stores	1	D	D	D	b	D	D
447	Gasoline stations	15	24 155	1 306	329	129	13.7	21.3
4471	Gasoline stations	15	24 155	1 306	329	129	13.7	21.3
44711	Gasoline stations with convenience stores	14	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	14	D	D	D	c	D	D
448	Clothing and clothing accessories stores	26	18 695	3 202	777	254	10.0	—
4481	Clothing stores	15	D	D	D	c	D	D
4482104	Family shoe stores	5	D	D	D	b	D	D
4483	Jewelry, luggage, and leather goods stores	4	3 021	693	189	38	11.9	—
451	Sporting goods, hobby, book, and music stores	15	9 045	1 270	330	88	13.6	1.5
4511	Sporting goods, hobby, and musical instrument stores	11	7 484	1 125	295	67	12.8	—
45114	Musical instrument and supplies stores	2	D	D	D	a	D	D
451140	Musical instrument and supplies stores	2	D	D	D	a	D	D
4512	Book, periodical, and music stores	4	1 561	145	35	21	17.7	8.9

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							From admini- strative records ¹	Estimated ²
STEVENS POINT—Con.								
44-45	Retail trade—Con.							
452	General merchandise stores	7	D	D	D	f	D	D
4521	Department stores	4	82 450	8 402	1 948	571	—	—
45210009	Department stores (incl. leased depts.) ³	4	84 065	8 402	1 948	571	—	—
45211	Department stores	4	82 450	8 402	1 948	571	—	—
452112	Discount department stores	4	82 450	8 402	1 948	571	—	—
4529	Other general merchandise stores	3	D	D	D	c	D	D
45299	All other general merchandise stores	3	D	D	D	c	D	D
452990	All other general merchandise stores	3	D	D	D	c	D	D
4529904	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	24	D	D	D	c	D	D
4532	Office supplies, stationery, and gift stores	7	6 337	663	157	49	11.9	1.1
45321	Office supplies and stationery stores	2	D	D	D	b	D	D
453210	Office supplies and stationery stores	2	D	D	D	b	D	D
4533	Used merchandise stores	3	D	D	D	b	D	D
45331	Used merchandise stores	3	D	D	D	b	D	D
453310	Used merchandise stores	3	D	D	D	b	D	D
4539	Other miscellaneous store retailers	12	D	D	D	b	D	D
45392	Art dealers	2	D	D	D	a	D	D
453920	Art dealers	2	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers	5	D	D	D	b	D	D
454	Nonstore retailers	14	44 026	5 927	1 523	374	4.5	17.6
4541	Electronic shopping and mail-order houses	8	39 404	5 246	1 350	342	2.5	15.6
45411	Electronic shopping and mail-order houses	8	39 404	5 246	1 350	342	2.5	15.6
4543	Direct selling establishments	5	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	3	D	D	D	a	D	D
STOUGHTON								
44-45	Retail trade	48	139 519	12 123	3 084	676	6.0	7.3
441	Motor vehicle and parts dealers	5	55 970	4 597	1 152	171	—	.9
442	Furniture and home furnishings stores	2	D	D	D	a	D	D
4422	Home furnishings stores	2	D	D	D	a	D	D
443	Electronics and appliance stores	3	2 156	300	69	17	79.0	—
4431	Electronics and appliance stores	3	2 156	300	69	17	79.0	—
44311	Appliance, television, and other electronics stores	3	2 156	300	69	17	79.0	—
444	Building material and garden equipment and supplies dealers	3	D	D	D	b	D	D
445	Food and beverage stores	5	D	D	D	c	D	D
446	Health and personal care stores	5	5 136	691	281	30	41.9	1.7
447	Gasoline stations	6	16 868	740	146	40	5.5	38.3
44711	Gasoline stations with convenience stores	5	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	5	D	D	D	b	D	D
448	Clothing and clothing accessories stores	6	1 562	272	70	23	9.2	50.3
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	c	D	D
453	Miscellaneous store retailers	10	3 810	584	145	51	14.7	.7
4533	Used merchandise stores	2	D	D	D	b	D	D
45331	Used merchandise stores	2	D	D	D	b	D	D
453310	Used merchandise stores	2	D	D	D	b	D	D
454	Nonstore retailers	1	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
STURGEON BAY								
44-45	Retail trade	95	202 611	22 180	5 049	1 153	12.7	14.1
441	Motor vehicle and parts dealers	15	64 996	5 759	1 232	210	15.1	.2
44112	Used car dealers	4	9 207	430	89	21	—	1.3
441120	Used car dealers	4	9 207	430	89	21	—	1.3
4412	Other motor vehicle dealers	2	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	a	D	D
442	Furniture and home furnishings stores	7	3 725	450	86	22	63.7	—
443	Electronics and appliance stores	5	2 835	364	75	14	53.8	16.9
4431	Electronics and appliance stores	5	2 835	364	75	14	53.8	16.9
44311	Appliance, television, and other electronics stores	5	2 835	364	75	14	53.8	16.9
444	Building material and garden equipment and supplies dealers	9	14 864	1 659	458	66	10.3	—
4441	Building material and supplies dealers	7	D	D	D	b	D	D
44419	Other building material dealers	5	D	D	D	b	D	D
444190	Other building material dealers	5	D	D	D	b	D	D
445	Food and beverage stores	7	30 208	4 345	982	243	7.6	76.4
446	Health and personal care stores	5	D	D	D	b	D	D
4461	Health and personal care stores	5	D	D	D	b	D	D
447	Gasoline stations	11	12 414	682	143	96	37.2	30.4
44711	Gasoline stations with convenience stores	11	12 414	682	143	96	37.2	30.4
447110	Gasoline stations with convenience stores	11	12 414	682	143	96	37.2	30.4
448	Clothing and clothing accessories stores	11	4 713	446	99	41	30.3	17.4
4483	Jewelry, luggage, and leather goods stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	4	2 417	324	70	31	—	—
452	General merchandise stores	4	D	D	D	e	D	D
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	10	D	D	D	b	D	D
4532	Office supplies, stationery, and gift stores	8	2 627	340	72	41	36.0	9.0
454	Nonstore retailers	7	6 282	781	176	35	14.4	.4
4543	Direct selling establishments	5	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	2	D	D	D	a	D	D
STURTEVANT								
44-45	Retail trade	36	224 185	20 897	4 979	984	4.0	1.2
441	Motor vehicle and parts dealers	10	61 232	4 873	1 196	135	9.1	2.2
44112	Used car dealers	6	D	D	D	b	D	D
441120	Used car dealers	6	D	D	D	b	D	D
442	Furniture and home furnishings stores	2	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers	3	D	D	D	c	D	D
4441	Building material and supplies dealers	2	D	D	D	c	D	D
44411	Home centers	1	D	D	D	c	D	D
444110	Home centers	1	D	D	D	c	D	D
44419	Other building material dealers	1	D	D	D	b	D	D
444190	Other building material dealers	1	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	1	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	1	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	1	D	D	D	b	D	D
445	Food and beverage stores	2	D	D	D	a	D	D
447	Gasoline stations	7	11 028	499	114	34	24.0	4.4
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	f	D	D
4529	Other general merchandise stores	2	D	D	D	f	D	D
45291	Warehouse clubs and supercenters	1	D	D	D	e	D	D
452910	Warehouse clubs and supercenters	1	D	D	D	e	D	D
45299	All other general merchandise stores	1	D	D	D	c	D	D
452990	All other general merchandise stores	1	D	D	D	c	D	D
4529904	Miscellaneous general merchandise stores	1	D	D	D	c	D	D
453	Miscellaneous store retailers	6	D	D	D	b	D	D
4533	Used merchandise stores	4	2 059	521	107	44	8.3	—
45331	Used merchandise stores	4	2 059	521	107	44	8.3	—
453310	Used merchandise stores	4	2 059	521	107	44	8.3	—
4539	Other miscellaneous store retailers	2	D	D	D	b	D	D
45391	Pet and pet supplies stores	1	D	D	D	b	D	D
453910	Pet and pet supplies stores	1	D	D	D	b	D	D
454	Nonstore retailers	2	D	D	D	a	D	D

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
SUN PRAIRIE								
44-45	Retail trade	64	190 136	24 773	5 562	1 148	5.8	1.7
441	Motor vehicle and parts dealers	7	5 608	515	146	44	7.3	—
442	Furniture and home furnishings stores	3	3 190	649	162	20	13.0	—
4422	Home furnishings stores	3	3 190	649	162	20	13.0	—
443	Electronics and appliance stores	4	1 659	324	63	14	8.3	—
4431	Electronics and appliance stores	4	1 659	324	63	14	8.3	—
444	Building material and garden equipment and supplies dealers ...	4	D	D	D	b	D	D
4441	Building material and supplies dealers	3	D	D	D	b	D	D
44419	Other building material dealers	2	D	D	D	b	D	D
444190	Other building material dealers	2	D	D	D	b	D	D
445	Food and beverage stores	5	44 145	3 434	843	262	.8	—
4451	Grocery stores	2	D	D	D	c	D	D
4452	Specialty food stores	2	D	D	D	a	D	D
446	Health and personal care stores	7	23 261	2 227	553	125	16.5	—
4461	Health and personal care stores	7	23 261	2 227	553	125	16.5	—
4461102	Proprietary stores	1	D	D	D	a	D	D
447	Gasoline stations	7	16 222	647	125	47	13.7	—
44711	Gasoline stations with convenience stores	7	16 222	647	125	47	13.7	—
447110	Gasoline stations with convenience stores	7	16 222	647	125	47	13.7	—
448	Clothing and clothing accessories stores	4	981	178	32	9	100.0	—
451	Sporting goods, hobby, book, and music stores	10	2 671	296	59	26	—	.6
4511	Sporting goods, hobby, and musical instrument stores	10	2 671	296	59	26	—	.6
45113	Sewing, needlework, and piece goods stores	4	1 166	88	20	13	—	—
451130	Sewing, needlework, and piece goods stores	4	1 166	88	20	13	—	—
452	General merchandise stores	1	D	D	D	c	D	D
453	Miscellaneous store retailers	8	D	D	D	b	D	D
4539	Other miscellaneous store retailers	3	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
454	Nonstore retailers	4	D	D	D	e	D	D
4541	Electronic shopping and mail-order houses	2	D	D	D	e	D	D
45411	Electronic shopping and mail-order houses	2	D	D	D	e	D	D
45439	Other direct selling establishments	2	D	D	D	b	D	D
454390	Other direct selling establishments	2	D	D	D	b	D	D
SUPERIOR								
44-45	Retail trade	131	412 643	39 854	9 615	2 019	3.2	7.9
441	Motor vehicle and parts dealers	22	D	D	D	e	D	D
4411	Automobile dealers	7	D	D	D	c	D	D
44112	Used car dealers	2	D	D	D	b	D	D
441120	Used car dealers	2	D	D	D	b	D	D
4412	Other motor vehicle dealers	2	D	D	D	a	D	D
44121	Recreational vehicle dealers	1	D	D	D	a	D	D
441210	Recreational vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	1	D	D	D	a	D	D
4413	Automotive parts, accessories, and tire stores	13	D	D	D	b	D	D
44131	Automotive parts and accessories stores	10	D	D	D	b	D	D
441310	Automotive parts and accessories stores	10	D	D	D	b	D	D
44132	Tire dealers	3	D	D	D	b	D	D
441320	Tire dealers	3	D	D	D	b	D	D
442	Furniture and home furnishings stores	6	D	D	D	b	D	D
4422	Home furnishings stores	5	D	D	D	b	D	D
443	Electronics and appliance stores	4	1 328	165	40	8	—	1.0
444	Building material and garden equipment and supplies dealers ...	13	68 886	7 426	1 805	288	1.2	—
4441	Building material and supplies dealers	12	D	D	D	e	D	D
44411	Home centers	1	D	D	D	c	D	D
444110	Home centers	1	D	D	D	c	D	D
44419	Other building material dealers	7	D	D	D	c	D	D
444190	Other building material dealers	7	D	D	D	c	D	D
445	Food and beverage stores	20	66 143	6 884	1 599	450	5.1	44.1
4451	Grocery stores	9	D	D	D	e	D	D
4453	Beer, wine, and liquor stores	9	18 729	2 187	495	174	16.9	—
44531	Beer, wine, and liquor stores	9	18 729	2 187	495	174	16.9	—
445310	Beer, wine, and liquor stores	9	18 729	2 187	495	174	16.9	—

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							From admini- strative records ¹	Estimated ²
	SUPERIOR—Con.							
44-45	Retail trade—Con.							
446	Health and personal care stores	9	14 437	1 441	339	88	.2	3.7
4461	Health and personal care stores	9	14 437	1 441	339	88	.2	3.7
447	Gasoline stations	18	41 566	2 736	662	198	7.4	6.6
4471	Gasoline stations	18	41 566	2 736	662	198	7.4	6.6
44711	Gasoline stations with convenience stores	15	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	15	D	D	D	c	D	D
448	Clothing and clothing accessories stores	7	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	10	D	D	D	b	D	D
4511	Sporting goods, hobby, and musical instrument stores	6	D	D	D	b	D	D
45111	Sporting goods stores	5	D	D	D	b	D	D
451110	Sporting goods stores	5	D	D	D	b	D	D
4511101	General-line sporting goods stores	1	D	D	D	b	D	D
451212	News dealers and newsstands	1	D	D	D	a	D	D
452	General merchandise stores	6	68 042	6 901	1 659	426	—	—
452112	Discount department stores	3	D	D	D	e	D	D
453	Miscellaneous store retailers	10	D	D	D	b	D	D
4533	Used merchandise stores	3	D	D	D	a	D	D
45331	Used merchandise stores	3	D	D	D	a	D	D
453310	Used merchandise stores	3	D	D	D	a	D	D
454	Nonstore retailers	6	12 060	1 591	378	59	7.0	—
4543	Direct selling establishments	5	D	D	D	b	D	D
45431	Fuel dealers	4	D	D	D	b	D	D
454311	Heating oil dealers	2	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	2	D	D	D	a	D	D
45439	Other direct selling establishments	1	D	D	D	b	D	D
454390	Other direct selling establishments	1	D	D	D	b	D	D
	SUSSEX							
44-45	Retail trade	27	96 642	9 250	2 307	511	18.2	11.0
441	Motor vehicle and parts dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	3	D	D	D	b	D	D
4422	Home furnishings stores	2	D	D	D	b	D	D
44229	Other home furnishings stores	1	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers	4	D	D	D	c	D	D
4441	Building material and supplies dealers	3	D	D	D	b	D	D
44419	Other building material dealers	2	D	D	D	b	D	D
444190	Other building material dealers	2	D	D	D	b	D	D
445	Food and beverage stores	4	37 908	2 560	710	272	31.3	—
4451	Grocery stores	3	D	D	D	e	D	D
446	Health and personal care stores	1	D	D	D	b	D	D
447	Gasoline stations	7	17 998	589	141	46	11.5	45.4
44711	Gasoline stations with convenience stores	5	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	5	D	D	D	b	D	D
453	Miscellaneous store retailers	3	D	D	D	b	D	D
4539	Other miscellaneous store retailers	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	3	D	D	D	a	D	D

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							From administrative records ¹	Estimated ²
THIENSVILLE								
44-45	Retail trade	24	72 985	7 185	1 936	233	6.9	1.2
441	Motor vehicle and parts dealers	3	D	D	D	c	D	D
4412	Other motor vehicle dealers	1	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	1	D	D	D	b	D	D
441221	Motorcycle dealers	1	D	D	D	b	D	D
443	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	3	D	D	D	a	D	D
445	Food and beverage stores	3	D	D	D	a	D	D
4452	Specialty food stores	2	D	D	D	a	D	D
446	Health and personal care stores	1	D	D	D	b	D	D
4461	Health and personal care stores	1	D	D	D	b	D	D
447	Gasoline stations	4	4 425	287	68	15	15.2	—
451	Sporting goods, hobby, book, and music stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	5	D	D	D	a	D	D
45399	All other miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
TOMAH								
44-45	Retail trade	63	181 067	17 596	4 143	988	24.6	4.3
441	Motor vehicle and parts dealers	12	47 377	3 268	744	105	53.2	—
4412	Other motor vehicle dealers	3	D	D	D	a	D	D
44121	Recreational vehicle dealers	1	D	D	D	a	D	D
441210	Recreational vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	5	D	D	D	b	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	6	14 795	2 646	716	88	5.3	—
44419	Other building material dealers	4	D	D	D	b	D	D
444190	Other building material dealers	4	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	1	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	1	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	1	D	D	D	b	D	D
445	Food and beverage stores	7	21 368	2 293	567	196	9.2	34.1
4452	Specialty food stores	3	D	D	D	b	D	D
446	Health and personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	9	30 574	1 386	318	102	25.3	—
4471	Gasoline stations	9	30 574	1 386	318	102	25.3	—
44711	Gasoline stations with convenience stores	7	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	7	D	D	D	b	D	D
44719	Other gasoline stations	2	D	D	D	b	D	D
447190	Other gasoline stations	2	D	D	D	b	D	D
448	Clothing and clothing accessories stores	6	2 452	352	85	32	78.1	—
451	Sporting goods, hobby, book, and music stores	2	D	D	D	a	D	D
452	General merchandise stores	5	D	D	D	e	D	D
4529	Other general merchandise stores	5	D	D	D	e	D	D
45291	Warehouse clubs and supercenters	1	D	D	D	e	D	D
452910	Warehouse clubs and supercenters	1	D	D	D	e	D	D
45299	All other general merchandise stores	4	D	D	D	b	D	D
452990	All other general merchandise stores	4	D	D	D	b	D	D
453	Miscellaneous store retailers	6	D	D	D	b	D	D
4533	Used merchandise stores	2	D	D	D	a	D	D
45331	Used merchandise stores	2	D	D	D	a	D	D
453310	Used merchandise stores	2	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D

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							From admini-strative records ¹	Estimated ²
TOMAHAWK								
44-45	Retail trade	46	84 927	7 523	1 781	399	22.5	10.0
441	Motor vehicle and parts dealers	11	38 434	3 004	734	111	24.6	5.2
4412	Other motor vehicle dealers	4	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	4	D	D	D	b	D	D
441221	Motorcycle dealers	2	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	4	3 764	596	132	29	16.6	—
445	Food and beverage stores	2	D	D	D	c	D	D
446	Health and personal care stores	3	D	D	D	b	D	D
4461	Health and personal care stores	3	D	D	D	b	D	D
447	Gasoline stations	9	16 812	878	210	64	23.7	38.6
44711	Gasoline stations with convenience stores	9	16 812	878	210	64	23.7	38.6
447110	Gasoline stations with convenience stores	9	16 812	878	210	64	23.7	38.6
448	Clothing and clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
452	General merchandise stores	3	1 586	228	50	21	84.2	—
453	Miscellaneous store retailers	6	625	70	17	9	100.0	—
454	Nonstore retailers	3	2 055	481	117	18	18.8	—
TWIN LAKES								
44-45	Retail trade	17	41 898	5 683	1 383	277	4.1	.1
441	Motor vehicle and parts dealers	2	D	D	D	a	D	D
4412	Other motor vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	1	D	D	D	a	D	D
441222	Boat dealers	1	D	D	D	a	D	D
443	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	4	D	D	D	b	D	D
4441	Building material and supplies dealers	3	D	D	D	b	D	D
44419	Other building material dealers	2	D	D	D	b	D	D
444190	Other building material dealers	2	D	D	D	b	D	D
445	Food and beverage stores	1	D	D	D	c	D	D
446	Health and personal care stores	1	D	D	D	b	D	D
447	Gasoline stations	2	D	D	D	a	D	D
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
TWO RIVERS								
44-45	Retail trade	49	88 250	10 805	2 667	608	18.4	11.3
441	Motor vehicle and parts dealers	12	14 081	1 457	339	81	46.3	—
4412	Other motor vehicle dealers	2	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	a	D	D
441222	Boat dealers	2	D	D	D	a	D	D
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
443	Electronics and appliance stores	3	D	D	D	b	D	D
4431	Electronics and appliance stores	3	D	D	D	b	D	D
444	Building material and garden equipment and supplies dealers ...	2	D	D	D	b	D	D
445	Food and beverage stores	4	D	D	D	c	D	D
4452	Specialty food stores	1	D	D	D	b	D	D
446	Health and personal care stores	1	D	D	D	b	D	D
4461	Health and personal care stores	1	D	D	D	b	D	D
447	Gasoline stations	9	13 931	1 034	239	68	6.1	38.0
448	Clothing and clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	3	D	D	D	a	D	D
452	General merchandise stores	3	D	D	D	c	D	D
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	5	D	D	D	b	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
TWO RIVERS—Con.								
44-45	Retail trade—Con.							
454	Nonstore retailers	4	D	D	D	b	D	D
4541	Electronic shopping and mail-order houses	1	D	D	D	a	D	D
45411	Electronic shopping and mail-order houses	1	D	D	D	a	D	D
4543	Direct selling establishments	2	D	D	D	a	D	D
45439	Other direct selling establishments	2	D	D	D	a	D	D
454390	Other direct selling establishments	2	D	D	D	a	D	D
UNION GROVE								
44-45	Retail trade	22	40 517	3 473	733	179	14.8	6.4
441	Motor vehicle and parts dealers	3	D	D	D	b	D	D
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
443	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	3	D	D	D	b	D	D
445	Food and beverage stores	2	D	D	D	b	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	5	4 019	200	51	17	28.0	18.6
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
VERONA								
44-45	Retail trade	25	65 952	7 017	1 550	352	17.1	.1
441	Motor vehicle and parts dealers	3	D	D	D	b	D	D
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
4421	Furniture stores	1	D	D	D	a	D	D
44211	Furniture stores	1	D	D	D	a	D	D
442110	Furniture stores	1	D	D	D	a	D	D
443	Electronics and appliance stores	2	D	D	D	b	D	D
4431	Electronics and appliance stores	2	D	D	D	b	D	D
44311	Appliance, television, and other electronics stores	1	D	D	D	b	D	D
443112	Radio, television, and other electronics stores	1	D	D	D	b	D	D
444	Building material and garden equipment and supplies dealers ...	3	D	D	D	b	D	D
445	Food and beverage stores	2	D	D	D	c	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	4	11 355	682	145	41	—	—
44711	Gasoline stations with convenience stores	4	11 355	682	145	41	—	—
447110	Gasoline stations with convenience stores	4	11 355	682	145	41	—	—
451	Sporting goods, hobby, book, and music stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	5	442	68	21	12	88.7	11.3
454	Nonstore retailers	2	D	D	D	b	D	D
4541	Electronic shopping and mail-order houses	2	D	D	D	b	D	D
45411	Electronic shopping and mail-order houses	2	D	D	D	b	D	D

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
VIROQUA								
44-45	Retail trade	52	113 381	12 304	2 889	668	33.0	6.0
441	Motor vehicle and parts dealers	9	32 684	2 336	599	92	97.8	—
442	Furniture and home furnishings stores	2	D	D	D	b	D	D
4421	Furniture stores	2	D	D	D	b	D	D
44211	Furniture stores	2	D	D	D	b	D	D
442110	Furniture stores	2	D	D	D	b	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	5	D	D	D	b	D	D
44413	Hardware stores	1	D	D	D	b	D	D
444130	Hardware stores	1	D	D	D	b	D	D
445	Food and beverage stores	3	D	D	D	b	D	D
446	Health and personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	6	11 266	832	186	55	—	4.3
44711	Gasoline stations with convenience stores	5	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	5	D	D	D	b	D	D
448	Clothing and clothing accessories stores	5	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	2	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	c	D	D
4529	Other general merchandise stores	2	D	D	D	c	D	D
453	Miscellaneous store retailers	6	D	D	D	b	D	D
454	Nonstore retailers	9	D	D	D	b	D	D
4541	Electronic shopping and mail-order houses	2	D	D	D	a	D	D
45411	Electronic shopping and mail-order houses	2	D	D	D	a	D	D
4543	Direct selling establishments	7	D	D	D	b	D	D
WALES								
44-45	Retail trade	9	14 720	1 516	342	78	9.6	31.1
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	2	D	D	D	a	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	2	D	D	D	b	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
4539	Other miscellaneous store retailers	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
WATERFORD								
44-45	Retail trade	17	44 077	4 583	1 056	320	1.7	6.2
441	Motor vehicle and parts dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	3	D	D	D	a	D	D
445	Food and beverage stores	2	D	D	D	c	D	D
446	Health and personal care stores	2	D	D	D	b	D	D
4461	Health and personal care stores	2	D	D	D	b	D	D
44613	Optical goods stores	1	D	D	D	a	D	D
446130	Optical goods stores	1	D	D	D	a	D	D
447	Gasoline stations	4	9 127	622	141	60	—	29.8
448	Clothing and clothing accessories stores	1	D	D	D	b	D	D
4481	Clothing stores	1	D	D	D	b	D	D
44811	Men's clothing stores	1	D	D	D	b	D	D
448110	Men's clothing stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
WATERLOO								
44-45	Retail trade	9	16 146	1 487	346	110	50.7	—
441	Motor vehicle and parts dealers	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	1	D	D	D	a	D	D
445	Food and beverage stores	1	D	D	D	b	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	3	5 945	390	86	29	—	—
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
WATERTOWN								
44-45	Retail trade	101	280 253	30 659	7 372	1 696	5.1	9.3
441	Motor vehicle and parts dealers	11	62 642	6 584	1 487	162	—	—
442	Furniture and home furnishings stores	2	D	D	D	b	D	D
443	Electronics and appliance stores	5	3 254	302	85	21	1.2	19.8
4431	Electronics and appliance stores	5	3 254	302	85	21	1.2	19.8
44311	Appliance, television, and other electronics stores	5	3 254	302	85	21	1.2	19.8
444	Building material and garden equipment and supplies dealers ...	8	21 771	3 042	648	90	—	.3
4441	Building material and supplies dealers	6	D	D	D	b	D	D
44419	Other building material dealers	4	D	D	D	b	D	D
444190	Other building material dealers	4	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	2	D	D	D	a	D	D
445	Food and beverage stores	11	40 372	4 559	1 120	290	15.6	48.8
4451	Grocery stores	6	35 684	3 721	903	238	9.2	55.2
4452	Specialty food stores	4	D	D	D	b	D	D
446	Health and personal care stores	10	13 624	1 860	467	117	1.2	—
4461	Health and personal care stores	10	13 624	1 860	467	117	1.2	—
447	Gasoline stations	11	26 275	1 237	280	101	14.9	1.3
4471	Gasoline stations	11	26 275	1 237	280	101	14.9	1.3
44711	Gasoline stations with convenience stores	9	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	9	D	D	D	b	D	D
448	Clothing and clothing accessories stores	18	14 014	1 568	414	139	9.7	9.1
4481	Clothing stores	7	5 501	659	161	63	24.6	—
4482	Shoe stores	7	6 781	661	191	63	—	9.6
44821	Shoe stores	7	6 781	661	191	63	—	9.6
448210	Shoe stores	7	6 781	661	191	63	—	9.6
4482105	Athletic footwear stores	1	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	5	2 660	326	81	37	10.4	—
45113	Sewing, needlework, and piece goods stores	1	D	D	D	a	D	D
451130	Sewing, needlework, and piece goods stores	1	D	D	D	a	D	D
452	General merchandise stores	4	85 280	8 939	2 183	611	—	—
452112	Discount department stores	3	D	D	D	f	D	D
45299	All other general merchandise stores	1	D	D	D	b	D	D
452990	All other general merchandise stores	1	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	12	D	D	D	b	D	D
454	Nonstore retailers	4	5 192	1 337	398	57	10.0	76.4
4543	Direct selling establishments	3	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	1	D	D	D	b	D	D
WATERTOWN (PART - DODGE COUNTY)								
44-45	Retail trade	16	43 933	4 221	961	226	10.5	9.0
441	Motor vehicle and parts dealers	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	1	D	D	D	a	D	D
445	Food and beverage stores	1	D	D	D	a	D	D
4452	Specialty food stores	1	D	D	D	a	D	D
446	Health and personal care stores	3	762	187	48	10	—	—
447	Gasoline stations	4	17 648	786	168	63	22.3	—
44711	Gasoline stations with convenience stores	4	17 648	786	168	63	22.3	—
447110	Gasoline stations with convenience stores	4	17 648	786	168	63	22.3	—
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	b	D	D
45299	All other general merchandise stores	1	D	D	D	b	D	D
452990	All other general merchandise stores	1	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	3	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	b	D	D
4543	Direct selling establishments	1	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	1	D	D	D	b	D	D

See footnotes at end of table.

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NAICS code	Geographic area and kind of business	Estab-lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
WATERTOWN (PART - JEFFERSON COUNTY)								
44-45	Retail trade	85	236 320	26 438	6 411	1 470	4.1	9.3
441	Motor vehicle and parts dealers	10	D	D	D	c	D	D
442	Furniture and home furnishings stores	2	D	D	D	b	D	D
443	Electronics and appliance stores	5	3 254	302	85	21	1.2	19.8
4431	Electronics and appliance stores	5	3 254	302	85	21	1.2	19.8
44311	Appliance, television, and other electronics stores	5	3 254	302	85	21	1.2	19.8
444	Building material and garden equipment and supplies dealers ...	7	D	D	D	b	D	D
4441	Building material and supplies dealers	6	D	D	D	b	D	D
44419	Other building material dealers	4	D	D	D	b	D	D
444190	Other building material dealers	4	D	D	D	b	D	D
445	Food and beverage stores	10	D	D	D	e	D	D
4451	Grocery stores	6	35 684	3 721	903	238	9.2	55.2
4452	Specialty food stores	3	D	D	D	b	D	D
446	Health and personal care stores	7	12 862	1 673	419	107	1.3	—
4461	Health and personal care stores	7	12 862	1 673	419	107	1.3	—
447	Gasoline stations	7	8 627	451	112	38	—	3.8
448	Clothing and clothing accessories stores	17	D	D	D	c	D	D
4481	Clothing stores	7	5 501	659	161	63	24.6	—
4482	Shoe stores	7	6 781	661	191	63	—	9.6
44821	Shoe stores	7	6 781	661	191	63	—	9.6
448210	Shoe stores	7	6 781	661	191	63	—	9.6
4482105	Athletic footwear stores	1	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	5	2 660	326	81	37	10.4	—
45113	Sewing, needlework, and piece goods stores	1	D	D	D	a	D	D
451130	Sewing, needlework, and piece goods stores	1	D	D	D	a	D	D
452	General merchandise stores	3	D	D	D	f	D	D
452112	Discount department stores	3	D	D	D	f	D	D
453	Miscellaneous store retailers	9	D	D	D	b	D	D
454	Nonstore retailers	3	D	D	D	a	D	D
WAUKESHA								
44-45	Retail trade	230	1 173 495	105 388	24 439	4 766	6.5	10.0
441	Motor vehicle and parts dealers	35	455 281	37 973	8 326	1 164	2.6	.2
4411	Automobile dealers	16	393 258	31 513	6 940	979	.7	—
44111	New car dealers	13	388 943	31 241	6 880	966	—	—
441110	New car dealers	13	388 943	31 241	6 880	966	—	—
4412	Other motor vehicle dealers	7	31 142	2 270	485	45	28.2	.4
44122	Motorcycle, boat, and other motor vehicle dealers	6	D	D	D	b	D	D
441221	Motorcycle dealers	3	D	D	D	b	D	D
441222	Boat dealers	2	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
4413	Automotive parts, accessories, and tire stores	12	30 881	4 190	901	140	—	2.4
44131	Automotive parts and accessories stores	7	9 091	1 429	319	59	—	8.1
441310	Automotive parts and accessories stores	7	9 091	1 429	319	59	—	8.1
44132	Tire dealers	5	21 790	2 761	582	81	—	—
441320	Tire dealers	5	21 790	2 761	582	81	—	—
442	Furniture and home furnishings stores	14	24 804	3 561	829	138	22.4	—
4421	Furniture stores	4	19 599	2 363	544	93	16.4	—
44211	Furniture stores	4	19 599	2 363	544	93	16.4	—
442110	Furniture stores	4	19 599	2 363	544	93	16.4	—
4422	Home furnishings stores	10	5 205	1 198	285	45	45.1	—
44221	Floor covering stores	7	3 523	733	177	22	61.0	—
442210	Floor covering stores	7	3 523	733	177	22	61.0	—
44229	Other home furnishings stores	3	1 682	465	108	23	12.0	—
443	Electronics and appliance stores	13	7 552	1 078	357	60	44.3	1.1
4431	Electronics and appliance stores	13	7 552	1 078	357	60	44.3	1.1
44311	Appliance, television, and other electronics stores	7	4 887	358	86	16	59.3	—
443111	Household appliance stores	3	D	D	D	a	D	D
44312	Computer and software stores	6	2 665	720	271	44	16.8	3.1
443120	Computer and software stores	6	2 665	720	271	44	16.8	3.1

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
WAUKESHA—Con.								
Retail trade—Con.								
44-45	Retail trade—Con.							
444	Building material and garden equipment and supplies dealers . . .	24	77 204	10 683	2 443	404	13.9	.4
4441	Building material and supplies dealers	20	D	D	D	e	D	D
44411	Home centers	1	D	D	D	c	D	D
444110	Home centers	1	D	D	D	c	D	D
44419	Other building material dealers	13	33 814	5 749	1 407	148	28.5	.9
444190	Other building material dealers	13	33 814	5 749	1 407	148	28.5	.9
4442	Lawn and garden equipment and supplies stores	4	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	2	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	2	D	D	D	b	D	D
445	Food and beverage stores	16	D	D	D	f	D	D
4451	Grocery stores	11	160 388	11 535	2 729	709	1.5	65.2
44511	Supermarkets and other grocery (except convenience) stores	11	160 388	11 535	2 729	709	1.5	65.2
445110	Supermarkets and other grocery (except convenience) stores	11	160 388	11 535	2 729	709	1.5	65.2
4453	Beer, wine, and liquor stores	2	D	D	D	b	D	D
44531	Beer, wine, and liquor stores	2	D	D	D	b	D	D
445310	Beer, wine, and liquor stores	2	D	D	D	b	D	D
446	Health and personal care stores	21	59 898	7 238	1 732	413	16.8	1.0
4461	Health and personal care stores	21	59 898	7 238	1 732	413	16.8	1.0
44611	Pharmacies and drug stores	12	51 339	5 359	1 285	350	7.7	1.2
446110	Pharmacies and drug stores	12	51 339	5 359	1 285	350	7.7	1.2
4461101	Pharmacies and drug stores	12	51 339	5 359	1 285	350	7.7	1.2
44613	Optical goods stores	5	D	D	D	b	D	D
446130	Optical goods stores	5	D	D	D	b	D	D
44619	Other health and personal care stores	4	D	D	D	b	D	D
446199	All other health and personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	24	134 562	3 980	921	212	9.1	2.8
4471	Gasoline stations	24	134 562	3 980	921	212	9.1	2.8
44711	Gasoline stations with convenience stores	22	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	22	D	D	D	c	D	D
44719	Other gasoline stations	2	D	D	D	b	D	D
447190	Other gasoline stations	2	D	D	D	b	D	D
448	Clothing and clothing accessories stores	13	11 415	1 736	432	86	41.1	7.6
44819	Other clothing stores	1	D	D	D	a	D	D
448190	Other clothing stores	1	D	D	D	a	D	D
4482101	Men's shoe stores	1	D	D	D	a	D	D
4483	Jewelry, luggage, and leather goods stores	5	3 550	826	206	32	69.8	—
451	Sporting goods, hobby, book, and music stores	21	20 017	3 446	777	223	17.0	17.3
4511	Sporting goods, hobby, and musical instrument stores	15	15 448	3 104	690	201	11.0	18.2
45111	Sporting goods stores	7	6 405	819	191	50	18.7	9.1
451110	Sporting goods stores	7	6 405	819	191	50	18.7	9.1
4511101	General-line sporting goods stores	2	D	D	D	b	D	D
45112	Hobby, toy, and game stores	4	D	D	D	b	D	D
451120	Hobby, toy, and game stores	4	D	D	D	b	D	D
45114	Musical instrument and supplies stores	2	D	D	D	b	D	D
451140	Musical instrument and supplies stores	2	D	D	D	b	D	D
4512	Book, periodical, and music stores	6	4 569	342	87	22	37.4	14.2
45121	Book stores and news dealers	5	D	D	D	a	D	D
451211	Book stores	4	D	D	D	a	D	D
4512113	College book stores	3	D	D	D	a	D	D
451212	News dealers and newsstands	1	D	D	D	a	D	D
452	General merchandise stores	6	161 379	14 105	3 746	931	—	.2
4521	Department stores	5	D	D	D	f	D	D
45210009	Department stores (incl. leased depts.) ³	5	D	D	D	f	D	D
45211	Department stores	5	D	D	D	f	D	D
452111	Department stores (except discount department stores)	1	D	D	D	c	D	D
452112	Discount department stores	4	D	D	D	f	D	D
453	Miscellaneous store retailers	23	D	D	D	c	D	D
4531	Florists	4	2 246	663	154	38	6.1	—
45311	Florists	4	2 246	663	154	38	6.1	—
453110	Florists	4	2 246	663	154	38	6.1	—
4532	Office supplies, stationery, and gift stores	9	2 601	412	102	43	51.2	—
4533	Used merchandise stores	4	D	D	D	b	D	D
45331	Used merchandise stores	4	D	D	D	b	D	D
453310	Used merchandise stores	4	D	D	D	b	D	D
4539	Other miscellaneous store retailers	6	D	D	D	b	D	D
45391	Pet and pet supplies stores	2	D	D	D	b	D	D
453910	Pet and pet supplies stores	2	D	D	D	b	D	D
45399	All other miscellaneous store retailers	4	D	D	D	b	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
WAUKESHA—Con.								
44-45	Retail trade—Con.							
454	Nonstore retailers	20	32 215	5 201	1 148	156	5.1	5.3
4541	Electronic shopping and mail-order houses	7	14 816	2 004	415	66	4.8	—
45411	Electronic shopping and mail-order houses	7	14 816	2 004	415	66	4.8	—
4542	Vending machine operators	3	D	D	D	b	D	D
45421	Vending machine operators	3	D	D	D	b	D	D
454210	Vending machine operators	3	D	D	D	b	D	D
4543	Direct selling establishments	10	D	D	D	b	D	D
45431	Fuel dealers	3	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	3	D	D	D	b	D	D
45439	Other direct selling establishments	7	D	D	D	b	D	D
454390	Other direct selling establishments	7	D	D	D	b	D	D
WAUNAKEE								
44-45	Retail trade	26	70 787	7 049	1 760	404	24.9	4.7
441	Motor vehicle and parts dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	b	D	D
4431	Electronics and appliance stores	1	D	D	D	b	D	D
44311	Appliance, television, and other electronics stores	1	D	D	D	b	D	D
443111	Household appliance stores	1	D	D	D	b	D	D
444	Building material and garden equipment and supplies dealers ...	3	4 988	636	150	38	—	—
445	Food and beverage stores	4	15 728	1 656	393	140	91.6	6.1
446	Health and personal care stores	2	D	D	D	b	D	D
4461	Health and personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	7	14 213	1 120	290	104	20.3	7.1
44711	Gasoline stations with convenience stores	7	14 213	1 120	290	104	20.3	7.1
447110	Gasoline stations with convenience stores	7	14 213	1 120	290	104	20.3	7.1
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	3	546	108	25	5	43.2	—
454	Nonstore retailers	2	D	D	D	a	D	D
WAUPACA								
44-45	Retail trade	68	189 542	21 572	4 459	983	12.9	.1
441	Motor vehicle and parts dealers	11	53 793	3 996	871	129	4.3	—
442	Furniture and home furnishings stores	4	D	D	D	b	D	D
4421	Furniture stores	3	5 126	692	170	34	—	—
44211	Furniture stores	3	5 126	692	170	34	—	—
442110	Furniture stores	3	5 126	692	170	34	—	—
443	Electronics and appliance stores	4	1 108	175	40	21	91.0	—
444	Building material and garden equipment and supplies dealers ...	8	38 793	7 353	1 258	164	2.3	—
4441	Building material and supplies dealers	7	D	D	D	c	D	D
44419	Other building material dealers	4	37 094	7 102	1 212	144	—	—
444190	Other building material dealers	4	37 094	7 102	1 212	144	—	—
445	Food and beverage stores	9	31 590	3 720	825	247	3.8	—
4452	Specialty food stores	2	D	D	D	b	D	D
446	Health and personal care stores	5	13 513	1 613	352	83	47.7	—
4461	Health and personal care stores	5	13 513	1 613	352	83	47.7	—
447	Gasoline stations	9	18 629	1 308	288	107	19.4	.6
44711	Gasoline stations with convenience stores	8	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	8	D	D	D	b	D	D
448	Clothing and clothing accessories stores	5	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	4	1 234	161	40	15	9.4	—
452	General merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	8	D	D	D	b	D	D
4539	Other miscellaneous store retailers	2	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	1	D	D	D	b	D	D
453930	Manufactured (mobile) home dealers	1	D	D	D	b	D	D
45399	All other miscellaneous store retailers	1	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
WAUPUN								
44-45	Retail trade	42	94 756	9 409	2 189	553	25.1	6.0
441	Motor vehicle and parts dealers	9	D	D	D	b	D	D
4412	Other motor vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	1	D	D	D	a	D	D
441221	Motorcycle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	2	D	D	D	a	D	D
4421	Furniture stores	2	D	D	D	a	D	D
44211	Furniture stores	2	D	D	D	a	D	D
442110	Furniture stores	2	D	D	D	a	D	D
443	Electronics and appliance stores	3	589	59	8	3	24.3	—
444	Building material and garden equipment and supplies dealers ...	3	8 859	1 082	282	70	—	—
445	Food and beverage stores	5	21 410	2 409	531	179	43.9	26.2
446	Health and personal care stores	2	D	D	D	b	D	D
4461	Health and personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	5	10 174	739	185	50	.4	—
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	2	D	D	D	b	D	D
452	General merchandise stores	2	D	D	D	b	D	D
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	5	D	D	D	b	D	D
454	Nonstore retailers	3	D	D	D	b	D	D
4543	Direct selling establishments	2	D	D	D	b	D	D
45439	Other direct selling establishments	1	D	D	D	a	D	D
454390	Other direct selling establishments	1	D	D	D	a	D	D
WAUPUN (PART - DODGE COUNTY)								
44-45	Retail trade	18	55 258	4 824	1 104	253	21.2	—
441	Motor vehicle and parts dealers	3	D	D	D	b	D	D
4412	Other motor vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	1	D	D	D	a	D	D
441221	Motorcycle dealers	1	D	D	D	a	D	D
443	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	1	D	D	D	a	D	D
445	Food and beverage stores	2	D	D	D	c	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	3	D	D	D	b	D	D
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	3	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
WAUPUN (PART - FOND DU LAC COUNTY)								
44-45	Retail trade	24	39 498	4 585	1 085	300	30.5	14.5
441	Motor vehicle and parts dealers	6	2 332	388	88	22	20.6	4.5
442	Furniture and home furnishings stores	2	D	D	D	a	D	D
4421	Furniture stores	2	D	D	D	a	D	D
44211	Furniture stores	2	D	D	D	a	D	D
442110	Furniture stores	2	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	2	D	D	D	b	D	D
445	Food and beverage stores	3	D	D	D	b	D	D
446	Health and personal care stores	1	D	D	D	b	D	D
447	Gasoline stations	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	2	D	D	D	b	D	D
452	General merchandise stores	2	D	D	D	b	D	D
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	2	D	D	D	b	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
45439	Other direct selling establishments	1	D	D	D	a	D	D
454390	Other direct selling establishments	1	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
WAUSAU								
44-45	Retail trade	229	952 621	102 816	25 203	5 754	2.4	1.0
441	Motor vehicle and parts dealers	25	184 970	16 025	3 619	506	.5	1.6
4411	Automobile dealers	11	D	D	D	e	D	D
44111	New car dealers	5	138 956	11 143	2 459	318	—	—
441110	New car dealers	5	138 956	11 143	2 459	318	—	—
44112	Used car dealers	6	D	D	D	b	D	D
441120	Used car dealers	6	D	D	D	b	D	D
4412	Other motor vehicle dealers	4	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	4	D	D	D	b	D	D
441221	Motorcycle dealers	3	D	D	D	b	D	D
441222	Boat dealers	1	D	D	D	b	D	D
4413	Automotive parts, accessories, and tire stores	10	D	D	D	c	D	D
44131	Automotive parts and accessories stores	8	9 053	1 451	413	77	—	—
441310	Automotive parts and accessories stores	8	9 053	1 451	413	77	—	—
442	Furniture and home furnishings stores	11	D	D	D	b	D	D
4421	Furniture stores	6	D	D	D	b	D	D
44211	Furniture stores	6	D	D	D	b	D	D
442110	Furniture stores	6	D	D	D	b	D	D
443	Electronics and appliance stores	14	D	D	D	b	D	D
4431	Electronics and appliance stores	14	D	D	D	b	D	D
44311	Appliance, television, and other electronics stores	11	D	D	D	b	D	D
443111	Household appliance stores	5	D	D	D	b	D	D
443112	Radio, television, and other electronics stores	6	D	D	D	b	D	D
444	Building material and garden equipment and supplies dealers	22	84 971	9 410	2 494	376	2.9	2.9
4441	Building material and supplies dealers	21	D	D	D	e	D	D
44411	Home centers	4	D	D	D	e	D	D
444110	Home centers	4	D	D	D	e	D	D
44412	Paint and wallpaper stores	4	D	D	D	b	D	D
444120	Paint and wallpaper stores	4	D	D	D	b	D	D
44419	Other building material dealers	13	19 348	3 111	737	90	11.3	12.8
444190	Other building material dealers	13	19 348	3 111	737	90	11.3	12.8
445	Food and beverage stores	10	53 323	5 807	1 414	387	5.7	—
4451	Grocery stores	6	52 283	5 577	1 356	376	5.6	—
44511	Supermarkets and other grocery (except convenience) stores	6	52 283	5 577	1 356	376	5.6	—
445110	Supermarkets and other grocery (except convenience) stores	6	52 283	5 577	1 356	376	5.6	—
4452	Specialty food stores	4	1 040	230	58	11	9.0	—
446	Health and personal care stores	16	28 936	3 952	942	191	—	.9
4461	Health and personal care stores	16	28 936	3 952	942	191	—	.9
44611	Pharmacies and drug stores	7	24 871	3 238	759	123	—	—
446110	Pharmacies and drug stores	7	24 871	3 238	759	123	—	—
4461101	Pharmacies and drug stores	6	D	D	D	c	D	D
4461102	Proprietary stores	1	D	D	D	a	D	D
44612	Cosmetics, beauty supplies, and perfume stores	3	D	D	D	b	D	D
446120	Cosmetics, beauty supplies, and perfume stores	3	D	D	D	b	D	D
447	Gasoline stations	16	33 946	2 124	540	158	11.1	4.3
4471	Gasoline stations	16	33 946	2 124	540	158	11.1	4.3
44711	Gasoline stations with convenience stores	16	33 946	2 124	540	158	11.1	4.3
447110	Gasoline stations with convenience stores	16	33 946	2 124	540	158	11.1	4.3
448	Clothing and clothing accessories stores	46	29 203	4 231	1 054	392	13.0	.9
4481	Clothing stores	28	16 847	2 199	576	289	3.2	1.5
44815	Clothing accessories stores	3	D	D	D	a	D	D
448150	Clothing accessories stores	3	D	D	D	a	D	D
44819	Other clothing stores	4	D	D	D	b	D	D
448190	Other clothing stores	4	D	D	D	b	D	D
4483	Jewelry, luggage, and leather goods stores	11	9 490	1 543	363	69	28.1	—
44831	Jewelry stores	11	9 490	1 543	363	69	28.1	—
448310	Jewelry stores	11	9 490	1 543	363	69	28.1	—
451	Sporting goods, hobby, book, and music stores	20	22 734	2 495	614	182	.1	—
4511	Sporting goods, hobby, and musical instrument stores	15	D	D	D	c	D	D
45111	Sporting goods stores	7	11 758	1 059	265	77	.3	—
451110	Sporting goods stores	7	11 758	1 059	265	77	.3	—
4511102	Specialty-line sporting goods stores	6	D	D	D	b	D	D
45113	Sewing, needlework, and piece goods stores	2	D	D	D	a	D	D
451130	Sewing, needlework, and piece goods stores	2	D	D	D	a	D	D
45114	Musical instrument and supplies stores	2	D	D	D	a	D	D
451140	Musical instrument and supplies stores	2	D	D	D	a	D	D
4512	Book, periodical, and music stores	5	D	D	D	b	D	D
45121	Book stores and news dealers	4	D	D	D	b	D	D
451211	Book stores	4	D	D	D	b	D	D
4512111	Book stores, general	2	D	D	D	a	D	D
4512112	Specialty book stores	1	D	D	D	a	D	D
4512113	College book stores	1	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

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							From admini- strative records ¹	Estimated ²
WAUSAU—Con.								
44-45	Retail trade—Con.							
452	General merchandise stores	8	111 900	11 504	3 007	728	—	—
4521	Department stores	6	D	D	D	f	D	D
45210009	Department stores (incl. leased depts.) ³	6	D	D	D	f	D	D
45211	Department stores	6	D	D	D	f	D	D
452111	Department stores (except discount department stores) ..	3	D	D	D	e	D	D
4529	Other general merchandise stores	2	D	D	D	b	D	D
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	30	D	D	D	c	D	D
4531	Florists	9	D	D	D	b	D	D
45311	Florists	9	D	D	D	b	D	D
453110	Florists	9	D	D	D	b	D	D
4532	Office supplies, stationery, and gift stores	9	7 879	1 331	360	78	2.6	5.6
45321	Office supplies and stationery stores	1	D	D	D	b	D	D
453210	Office supplies and stationery stores	1	D	D	D	b	D	D
4533	Used merchandise stores	3	2 428	780	189	42	65.3	—
45331	Used merchandise stores	3	2 428	780	189	42	65.3	—
453310	Used merchandise stores	3	2 428	780	189	42	65.3	—
4539	Other miscellaneous store retailers	9	D	D	D	b	D	D
45399	All other miscellaneous store retailers	6	D	D	D	b	D	D
454	Nonstore retailers	11	D	D	D	g	D	D
4541	Electronic shopping and mail-order houses	3	D	D	D	g	D	D
45411	Electronic shopping and mail-order houses	3	D	D	D	g	D	D
4542	Vending machine operators	4	4 702	1 018	217	32	22.7	—
45421	Vending machine operators	4	4 702	1 018	217	32	22.7	—
454210	Vending machine operators	4	4 702	1 018	217	32	22.7	—
4543	Direct selling establishments	4	D	D	D	b	D	D
45439	Other direct selling establishments	3	4 314	1 323	330	51	16.3	—
454390	Other direct selling establishments	3	4 314	1 323	330	51	16.3	—
WAUWATOSA								
44-45	Retail trade	289	878 993	96 438	23 049	5 575	4.2	3.2
441	Motor vehicle and parts dealers	12	D	D	D	f	D	D
4411	Automobile dealers	9	201 269	16 837	4 221	599	—	—
44111	New car dealers	9	201 269	16 837	4 221	599	—	—
441110	New car dealers	9	201 269	16 837	4 221	599	—	—
44131	Automotive parts and accessories stores	3	D	D	D	b	D	D
441310	Automotive parts and accessories stores	3	D	D	D	b	D	D
442	Furniture and home furnishings stores	17	30 297	3 181	714	348	11.1	—
4421	Furniture stores	4	10 441	963	196	41	1.0	—
44211	Furniture stores	4	10 441	963	196	41	1.0	—
442110	Furniture stores	4	10 441	963	196	41	1.0	—
4422	Home furnishings stores	13	19 856	2 218	518	307	16.5	—
44221	Floor covering stores	2	D	D	D	a	D	D
442210	Floor covering stores	2	D	D	D	a	D	D
44229	Other home furnishings stores	11	D	D	D	e	D	D
442299	All other home furnishings stores	9	15 624	1 520	357	285	2.8	—
443	Electronics and appliance stores	16	40 904	3 442	851	174	6.6	10.9
4431	Electronics and appliance stores	16	40 904	3 442	851	174	6.6	10.9
44311	Appliance, television, and other electronics stores	12	38 787	3 189	780	159	6.2	10.6
443111	Household appliance stores	3	D	D	D	b	D	D
443112	Radio, television, and other electronics stores	9	D	D	D	c	D	D
44312	Computer and software stores	2	D	D	D	a	D	D
443120	Computer and software stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	21	70 871	11 268	2 262	420	4.3	.8
4441	Building material and supplies dealers	20	D	D	D	e	D	D
44411	Home centers	2	D	D	D	c	D	D
444110	Home centers	2	D	D	D	c	D	D
44412	Paint and wallpaper stores	4	D	D	D	b	D	D
444120	Paint and wallpaper stores	4	D	D	D	b	D	D
44413	Hardware stores	7	D	D	D	b	D	D
444130	Hardware stores	7	D	D	D	b	D	D
44419	Other building material dealers	7	10 003	2 149	438	65	9.7	—
444190	Other building material dealers	7	10 003	2 149	438	65	9.7	—
4442	Lawn and garden equipment and supplies stores	1	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	1	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	1	D	D	D	b	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

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							From admini- strative records ¹	Estimated ²
WAUWATOSA—Con.								
44-45	Retail trade—Con.							
445	Food and beverage stores	23	96 863	8 753	2 160	487	3.8	5.1
4451	Grocery stores	10	D	D	D	e	D	D
44511	Supermarkets and other grocery (except convenience) stores	9	74 137	6 166	1 463	298	2.2	—
445110	Supermarkets and other grocery (except convenience) stores	9	74 137	6 166	1 463	298	2.2	—
4452	Specialty food stores	9	D	D	D	c	D	D
4453	Beer, wine, and liquor stores	4	6 819	529	127	27	25.2	—
44531	Beer, wine, and liquor stores	4	6 819	529	127	27	25.2	—
445310	Beer, wine, and liquor stores	4	6 819	529	127	27	25.2	—
446	Health and personal care stores	35	82 970	13 002	3 353	716	8.3	.2
4461	Health and personal care stores	35	82 970	13 002	3 353	716	8.3	.2
44611	Pharmacies and drug stores	14	70 720	9 663	2 600	572	9.5	—
446110	Pharmacies and drug stores	14	70 720	9 663	2 600	572	9.5	—
4461101	Pharmacies and drug stores	13	D	D	D	f	D	D
4461102	Proprietary stores	1	D	D	D	a	D	D
44612	Cosmetics, beauty supplies, and perfume stores	3	D	D	D	b	D	D
446120	Cosmetics, beauty supplies, and perfume stores	3	D	D	D	b	D	D
44613	Optical goods stores	10	5 242	1 209	315	61	—	3.3
446130	Optical goods stores	10	5 242	1 209	315	61	—	3.3
44619	Other health and personal care stores	8	D	D	D	b	D	D
446191	Food (health) supplement stores	4	D	D	D	b	D	D
446199	All other health and personal care stores	4	D	D	D	b	D	D
447	Gasoline stations	20	36 789	1 721	411	120	27.9	23.1
4471	Gasoline stations	20	36 789	1 721	411	120	27.9	23.1
44711	Gasoline stations with convenience stores	14	27 159	1 257	307	91	33.4	4.2
447110	Gasoline stations with convenience stores	14	27 159	1 257	307	91	33.4	4.2
448	Clothing and clothing accessories stores	74	120 670	13 553	3 137	1 118	2.6	1.9
4481	Clothing stores	50	84 719	9 805	2 312	883	3.3	2.1
44811	Men's clothing stores	4	6 810	1 201	301	54	23.9	17.3
448110	Men's clothing stores	4	6 810	1 201	301	54	23.9	17.3
44812	Women's clothing stores	17	27 119	2 936	694	242	2.7	—
448120	Women's clothing stores	17	27 119	2 936	694	242	2.7	—
44813	Children's and infants' clothing stores	6	8 263	1 049	263	145	—	—
448130	Children's and infants' clothing stores	6	8 263	1 049	263	145	—	—
44814	Family clothing stores	13	35 209	3 356	742	365	—	—
448140	Family clothing stores	13	35 209	3 356	742	365	—	—
44815	Clothing accessories stores	5	1 996	323	78	15	22.0	—
448150	Clothing accessories stores	5	1 996	323	78	15	22.0	—
44819	Other clothing stores	5	5 322	940	234	62	—	12.0
448190	Other clothing stores	5	5 322	940	234	62	—	12.0
4482	Shoe stores	15	18 828	1 736	373	143	—	2.5
44821	Shoe stores	15	18 828	1 736	373	143	—	2.5
448210	Shoe stores	15	18 828	1 736	373	143	—	2.5
4482102	Women's shoe stores	3	D	D	D	a	D	D
4482103	Children's and juveniles' shoe stores	1	D	D	D	a	D	D
4482104	Family shoe stores	8	8 914	741	178	57	—	1.8
4482105	Athletic footwear stores	3	D	D	D	b	D	D
4483	Jewelry, luggage, and leather goods stores	9	17 123	2 012	452	92	2.1	—
44831	Jewelry stores	9	17 123	2 012	452	92	2.1	—
448310	Jewelry stores	9	17 123	2 012	452	92	2.1	—
451	Sporting goods, hobby, book, and music stores	20	33 744	4 384	1 031	337	1.2	10.2
4511	Sporting goods, hobby, and musical instrument stores	12	14 262	2 652	592	140	.7	24.1
45112	Hobby, toy, and game stores	4	4 271	674	176	59	—	—
451120	Hobby, toy, and game stores	4	4 271	674	176	59	—	—
45113	Sewing, needlework, and piece goods stores	1	D	D	D	a	D	D
451130	Sewing, needlework, and piece goods stores	1	D	D	D	a	D	D
45114	Musical instrument and supplies stores	3	D	D	D	b	D	D
451140	Musical instrument and supplies stores	3	D	D	D	b	D	D
4512	Book, periodical, and music stores	8	19 482	1 732	439	197	1.6	—
45121	Book stores and news dealers	4	D	D	D	c	D	D
451211	Book stores	4	D	D	D	c	D	D
4512111	Book stores, general	2	D	D	D	c	D	D
4512112	Specialty book stores	1	D	D	D	b	D	D
4512113	College book stores	1	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, and record stores	4	D	D	D	b	D	D
451220	Prerecorded tape, compact disc, and record stores	4	D	D	D	b	D	D
452	General merchandise stores	6	D	D	D	f	D	D
4521	Department stores	3	D	D	D	f	D	D
45210009	Department stores (incl. leased depts.) ³	3	D	D	D	f	D	D
45211	Department stores	3	D	D	D	f	D	D
452111	Department stores (except discount department stores) ..	1	D	D	D	f	D	D
452112	Discount department stores	2	D	D	D	e	D	D
45299	All other general merchandise stores	3	9 685	784	182	43	—	—
452990	All other general merchandise stores	3	9 685	784	182	43	—	—
4529904	Miscellaneous general merchandise stores	2	D	D	D	b	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
WAUWATOSA—Con.								
44-45	Retail trade—Con.							
453	Miscellaneous store retailers	30	D	D	D	e	D	D
4531	Florists	5	4 391	1 417	367	76	—	—
45311	Florists	5	4 391	1 417	367	76	—	—
453110	Florists	5	4 391	1 417	367	76	—	—
4532	Office supplies, stationery, and gift stores	12	8 626	1 210	289	132	12.8	2.1
45321	Office supplies and stationery stores	3	1 646	269	71	30	15.7	—
453210	Office supplies and stationery stores	3	1 646	269	71	30	15.7	—
45322	Gift, novelty, and souvenir stores	9	6 980	941	218	102	12.1	2.6
453220	Gift, novelty, and souvenir stores	9	6 980	941	218	102	12.1	2.6
4539	Other miscellaneous store retailers	13	D	D	D	b	D	D
45391	Pet and pet supplies stores	3	D	D	D	b	D	D
453910	Pet and pet supplies stores	3	D	D	D	b	D	D
45392	Art dealers	2	D	D	D	a	D	D
453920	Art dealers	2	D	D	D	a	D	D
45399	All other miscellaneous store retailers	8	4 245	1 266	281	52	.8	67.5
454	Nonstore retailers	15	12 369	1 264	402	66	15.8	.4
4541	Electronic shopping and mail-order houses	5	D	D	D	b	D	D
45411	Electronic shopping and mail-order houses	5	D	D	D	b	D	D
4543	Direct selling establishments	8	6 673	831	245	37	13.1	—
45439	Other direct selling establishments	8	6 673	831	245	37	13.1	—
454390	Other direct selling establishments	8	6 673	831	245	37	13.1	—
WEST ALLIS								
44-45	Retail trade	285	1 089 939	108 621	26 198	4 900	7.5	9.2
441	Motor vehicle and parts dealers	43	397 774	29 946	7 026	860	6.7	.4
4411	Automobile dealers	24	379 537	26 669	6 310	725	6.5	.1
44111	New car dealers	12	317 767	23 951	5 508	644	4.9	—
441110	New car dealers	12	317 767	23 951	5 508	644	4.9	—
44112	Used car dealers	12	61 770	2 718	802	81	15.2	.2
441120	Used car dealers	12	61 770	2 718	802	81	15.2	.2
4413	Automotive parts, accessories, and tire stores	19	18 237	3 277	716	135	11.2	7.0
44131	Automotive parts and accessories stores	16	15 506	2 765	604	121	13.2	8.2
441310	Automotive parts and accessories stores	16	15 506	2 765	604	121	13.2	8.2
442	Furniture and home furnishings stores	18	76 476	13 654	3 177	440	4.1	29.1
4421	Furniture stores	7	55 271	9 112	2 289	303	4.6	35.2
44211	Furniture stores	7	55 271	9 112	2 289	303	4.6	35.2
442110	Furniture stores	7	55 271	9 112	2 289	303	4.6	35.2
4422	Home furnishings stores	11	21 205	4 542	888	137	3.0	13.1
44221	Floor covering stores	6	15 944	3 931	738	103	—	17.4
442210	Floor covering stores	6	15 944	3 931	738	103	—	17.4
44229	Other home furnishings stores	5	5 261	611	150	34	12.0	—
442299	All other home furnishings stores	4	D	D	D	b	D	D
443	Electronics and appliance stores	14	9 169	1 774	435	89	27.8	—
4431	Electronics and appliance stores	14	9 169	1 774	435	89	27.8	—
44311	Appliance, television, and other electronics stores	10	5 562	1 129	282	55	32.9	—
443111	Household appliance stores	5	D	D	D	b	D	D
443112	Radio, television, and other electronics stores	5	D	D	D	b	D	D
44312	Computer and software stores	3	D	D	D	a	D	D
443120	Computer and software stores	3	D	D	D	a	D	D
44313	Camera and photographic supplies stores	1	D	D	D	b	D	D
443130	Camera and photographic supplies stores	1	D	D	D	b	D	D
444	Building material and garden equipment and supplies dealers	28	138 818	18 434	4 515	689	1.9	9.6
4441	Building material and supplies dealers	25	D	D	D	f	D	D
44411	Home centers	3	D	D	D	e	D	D
444110	Home centers	3	D	D	D	e	D	D
44412	Paint and wallpaper stores	3	D	D	D	a	D	D
444120	Paint and wallpaper stores	3	D	D	D	a	D	D
44413	Hardware stores	3	D	D	D	c	D	D
444130	Hardware stores	3	D	D	D	c	D	D
44419	Other building material dealers	16	43 752	8 085	1 972	224	1.8	30.5
444190	Other building material dealers	16	43 752	8 085	1 972	224	1.8	30.5
445	Food and beverage stores	29	107 555	10 092	2 514	630	6.1	52.1
4451	Grocery stores	11	D	D	D	f	D	D
44511	Supermarkets and other grocery (except convenience) stores	8	101 010	9 414	2 347	577	4.4	54.2
445110	Supermarkets and other grocery (except convenience) stores	8	101 010	9 414	2 347	577	4.4	54.2
4452	Specialty food stores	8	1 481	220	54	23	10.7	—

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab-lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini-strative records ¹	Estimated ²
WEST ALLIS—Con.								
Retail trade—Con.								
44-45	Retail trade—Con.							
446	Health and personal care stores	24	57 449	7 534	1 639	423	8.9	.9
4461	Health and personal care stores	24	57 449	7 534	1 639	423	8.9	.9
44611	Pharmacies and drug stores	13	51 377	6 436	1 358	358	9.0	—
446110	Pharmacies and drug stores	13	51 377	6 436	1 358	358	9.0	—
4461101	Pharmacies and drug stores	13	51 377	6 436	1 358	358	9.0	—
44612	Cosmetics, beauty supplies, and perfume stores	2	D	D	D	a	D	D
446120	Cosmetics, beauty supplies, and perfume stores	2	D	D	D	a	D	D
44613	Optical goods stores	3	1 880	360	91	15	—	—
446130	Optical goods stores	3	1 880	360	91	15	—	—
44619	Other health and personal care stores	6	D	D	D	b	D	D
446191	Food (health) supplement stores	3	D	D	D	b	D	D
447	Gasoline stations	22	51 074	2 348	570	149	29.8	4.3
4471	Gasoline stations	22	51 074	2 348	570	149	29.8	4.3
44711	Gasoline stations with convenience stores	17	46 864	2 237	542	144	26.9	3.4
447110	Gasoline stations with convenience stores	17	46 864	2 237	542	144	26.9	3.4
448	Clothing and clothing accessories stores	21	26 136	3 898	904	198	11.8	.5
4481	Clothing stores	8	10 755	1 024	253	84	4.1	—
4482	Shoe stores	8	10 053	2 013	468	88	20.6	—
44821	Shoe stores	8	10 053	2 013	468	88	20.6	—
448210	Shoe stores	8	10 053	2 013	468	88	20.6	—
4482101	Men's shoe stores	1	D	D	D	a	D	D
4482104	Family shoe stores	7	D	D	D	b	D	D
4483	Jewelry, luggage, and leather goods stores	5	5 328	861	183	26	10.8	2.6
44831	Jewelry stores	5	5 328	861	183	26	10.8	2.6
448310	Jewelry stores	5	5 328	861	183	26	10.8	2.6
451	Sporting goods, hobby, book, and music stores	26	23 323	3 132	784	223	26.2	3.5
4511	Sporting goods, hobby, and musical instrument stores	22	21 346	2 784	703	194	25.4	3.8
45111	Sporting goods stores	13	13 612	1 859	438	124	29.0	4.7
451110	Sporting goods stores	13	13 612	1 859	438	124	29.0	4.7
4511101	General-line sporting goods stores	3	D	D	D	b	D	D
4511102	Specialty-line sporting goods stores	10	D	D	D	b	D	D
45112	Hobby, toy, and game stores	6	3 053	326	88	33	47.9	5.5
451120	Hobby, toy, and game stores	6	3 053	326	88	33	47.9	5.5
45113	Sewing, needlework, and piece goods stores	2	D	D	D	b	D	D
451130	Sewing, needlework, and piece goods stores	2	D	D	D	b	D	D
45114	Musical instrument and supplies stores	1	D	D	D	a	D	D
451140	Musical instrument and supplies stores	1	D	D	D	a	D	D
4512	Book, periodical, and music stores	4	1 977	348	81	29	34.9	—
45121	Book stores and news dealers	3	D	D	D	b	D	D
451212	Specialty book stores	1	D	D	D	a	D	D
452	General merchandise stores	8	163 473	11 341	3 066	787	1.4	—
4521	Department stores	4	D	D	D	f	D	D
45210009	Department stores (incl. leased depts.) ³	4	D	D	D	f	D	D
45211	Department stores	4	D	D	D	f	D	D
452112	Discount department stores	3	D	D	D	e	D	D
4529	Other general merchandise stores	4	D	D	D	c	D	D
45291	Warehouse clubs and supercenters	1	D	D	D	c	D	D
452910	Warehouse clubs and supercenters	1	D	D	D	c	D	D
45299	All other general merchandise stores	3	D	D	D	b	D	D
452990	All other general merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	44	30 878	5 414	1 329	357	15.3	2.0
4531	Florists	10	2 266	600	146	41	34.7	—
45311	Florists	10	2 266	600	146	41	34.7	—
453110	Florists	10	2 266	600	146	41	34.7	—
4532	Office supplies, stationery, and gift stores	12	14 403	2 276	548	124	3.0	—
45321	Office supplies and stationery stores	3	D	D	D	b	D	D
453210	Office supplies and stationery stores	3	D	D	D	b	D	D
45322	Gift, novelty, and souvenir stores	9	D	D	D	b	D	D
453220	Gift, novelty, and souvenir stores	9	D	D	D	b	D	D
4533	Used merchandise stores	11	5 376	1 670	382	126	9.8	5.8
45331	Used merchandise stores	11	5 376	1 670	382	126	9.8	5.8
453310	Used merchandise stores	11	5 376	1 670	382	126	9.8	5.8
4539	Other miscellaneous store retailers	11	8 833	868	253	66	33.8	3.4
45391	Pet and pet supplies stores	3	D	D	D	b	D	D
453910	Pet and pet supplies stores	3	D	D	D	b	D	D
45392	Art dealers	1	D	D	D	a	D	D
453920	Art dealers	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers	7	D	D	D	a	D	D
454	Nonstore retailers	8	7 814	1 054	239	55	37.9	31.2
4541	Electronic shopping and mail-order houses	4	4 273	602	125	35	60.4	31.5
45411	Electronic shopping and mail-order houses	4	4 273	602	125	35	60.4	31.5

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
WEST BEND								
44-45	Retail trade	151	580 741	50 926	12 141	3 164	4.5	.6
441	Motor vehicle and parts dealers	19	169 311	10 264	2 205	386	1.7	—
4411	Automobile dealers	5	145 165	6 764	1 535	274	—	—
44111	New car dealers	5	145 165	6 764	1 535	274	—	—
441110	New car dealers	5	145 165	6 764	1 535	274	—	—
4412	Other motor vehicle dealers	4	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	4	D	D	D	b	D	D
441221	Motorcycle dealers	2	D	D	D	b	D	D
441222	Boat dealers	2	D	D	D	a	D	D
4413	Automotive parts, accessories, and tire stores	10	D	D	D	b	D	D
44131	Automotive parts and accessories stores	8	8 062	936	224	58	31.1	—
441310	Automotive parts and accessories stores	8	8 062	936	224	58	31.1	—
442	Furniture and home furnishings stores	7	9 031	1 359	278	50	—	.4
4421	Furniture stores	3	D	D	D	a	D	D
44211	Furniture stores	3	D	D	D	a	D	D
442110	Furniture stores	3	D	D	D	a	D	D
4422	Home furnishings stores	4	D	D	D	b	D	D
44229	Other home furnishings stores	3	3 165	531	109	28	—	—
443	Electronics and appliance stores	9	5 986	873	221	48	36.1	—
4431	Electronics and appliance stores	9	5 986	873	221	48	36.1	—
44311	Appliance, television, and other electronics stores	6	4 142	576	158	29	44.9	—
443112	Radio, television, and other electronics stores	2	D	D	D	a	D	D
44312	Computer and software stores	2	D	D	D	a	D	D
443120	Computer and software stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	10	47 618	4 824	1 143	229	1.1	—
4441	Building material and supplies dealers	9	D	D	D	c	D	D
44411	Home centers	2	D	D	D	c	D	D
444110	Home centers	2	D	D	D	c	D	D
44413	Hardware stores	3	D	D	D	b	D	D
444130	Hardware stores	3	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	1	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	1	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	1	D	D	D	b	D	D
445	Food and beverage stores	7	85 974	7 125	1 770	659	2.3	—
4451	Grocery stores	4	D	D	D	f	D	D
44511	Supermarkets and other grocery (except convenience) stores	4	D	D	D	f	D	D
445110	Supermarkets and other grocery (except convenience) stores	4	D	D	D	f	D	D
4452	Specialty food stores	2	D	D	D	a	D	D
446	Health and personal care stores	16	29 281	3 892	941	234	4.5	2.8
4461	Health and personal care stores	16	29 281	3 892	941	234	4.5	2.8
44611	Pharmacies and drug stores	6	24 538	2 773	671	160	.2	—
446110	Pharmacies and drug stores	6	24 538	2 773	671	160	.2	—
4461101	Pharmacies and drug stores	6	24 538	2 773	671	160	.2	—
44612	Cosmetics, beauty supplies, and perfume stores	2	D	D	D	b	D	D
446120	Cosmetics, beauty supplies, and perfume stores	2	D	D	D	b	D	D
44613	Optical goods stores	4	2 593	698	158	32	—	31.2
446130	Optical goods stores	4	2 593	698	158	32	—	31.2
447	Gasoline stations	19	42 584	1 988	476	179	24.2	6.0
4471	Gasoline stations	19	42 584	1 988	476	179	24.2	6.0
44711	Gasoline stations with convenience stores	16	41 727	1 850	439	171	23.5	5.3
447110	Gasoline stations with convenience stores	16	41 727	1 850	439	171	23.5	5.3
448	Clothing and clothing accessories stores	21	10 204	1 889	450	114	14.6	2.0
4483	Jewelry, luggage, and leather goods stores	4	5 163	1 108	245	27	8.1	—
44831	Jewelry stores	4	5 163	1 108	245	27	8.1	—
448310	Jewelry stores	4	5 163	1 108	245	27	8.1	—
451	Sporting goods, hobby, book, and music stores	13	11 875	1 545	359	136	8.2	.3
4511	Sporting goods, hobby, and musical instrument stores	11	D	D	D	c	D	D
45112	Hobby, toy, and game stores	3	5 751	707	162	60	—	—
451120	Hobby, toy, and game stores	3	5 751	707	162	60	—	—
45114	Musical instrument and supplies stores	2	D	D	D	a	D	D
451140	Musical instrument and supplies stores	2	D	D	D	a	D	D
4512	Book, periodical, and music stores	2	D	D	D	b	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
WEST BEND—Con.								
44-45	Retail trade—Con.							
452	General merchandise stores	7	D	D	D	f	D	D
452112	Discount department stores	3	53 135	3 935	1 058	352	—	—
4529	Other general merchandise stores	3	D	D	D	e	D	D
45291	Warehouse clubs and supercenters	1	D	D	D	e	D	D
452910	Warehouse clubs and supercenters	1	D	D	D	e	D	D
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	21	D	D	D	c	D	D
4532	Office supplies, stationery, and gift stores	9	7 474	701	186	64	15.7	.5
45321	Office supplies and stationery stores	2	D	D	D	b	D	D
453210	Office supplies and stationery stores	2	D	D	D	b	D	D
4533	Used merchandise stores	2	D	D	D	b	D	D
45331	Used merchandise stores	2	D	D	D	b	D	D
453310	Used merchandise stores	2	D	D	D	b	D	D
4539	Other miscellaneous store retailers	7	D	D	D	b	D	D
45391	Pet and pet supplies stores	2	D	D	D	b	D	D
453910	Pet and pet supplies stores	2	D	D	D	b	D	D
45399	All other miscellaneous store retailers	4	D	D	D	b	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
WEST MILWAUKEE								
44-45	Retail trade	9	D	D	D	b	D	D
441	Motor vehicle and parts dealers	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	1	D	D	D	a	D	D
445	Food and beverage stores	2	D	D	D	a	D	D
448	Clothing and clothing accessories stores	2	D	D	D	a	D	D
44819	Other clothing stores	2	D	D	D	a	D	D
448190	Other clothing stores	2	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	b	D	D
4542	Vending machine operators	1	D	D	D	b	D	D
45421	Vending machine operators	1	D	D	D	b	D	D
454210	Vending machine operators	1	D	D	D	b	D	D
WESTON								
44-45	Retail trade	47	162 697	14 565	3 593	852	6.4	32.1
441	Motor vehicle and parts dealers	4	13 331	1 056	245	40	—	—
442	Furniture and home furnishings stores	3	5 910	920	254	33	—	73.4
4421	Furniture stores	1	D	D	D	a	D	D
44211	Furniture stores	1	D	D	D	a	D	D
442110	Furniture stores	1	D	D	D	a	D	D
4422	Home furnishings stores	2	D	D	D	a	D	D
44221	Floor covering stores	2	D	D	D	a	D	D
442210	Floor covering stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	2	D	D	D	b	D	D
445	Food and beverage stores	5	D	D	D	e	D	D
4451	Grocery stores	2	D	D	D	e	D	D
44511	Supermarkets and other grocery (except convenience) stores	2	D	D	D	e	D	D
445110	Supermarkets and other grocery (except convenience) stores	2	D	D	D	e	D	D
4452	Specialty food stores	2	D	D	D	b	D	D
446	Health and personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	6	22 046	1 066	248	78	19.8	—
44711	Gasoline stations with convenience stores	5	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	5	D	D	D	b	D	D
448	Clothing and clothing accessories stores	2	D	D	D	a	D	D
44832	Luggage and leather goods stores	1	D	D	D	a	D	D
448320	Luggage and leather goods stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	5	3 845	474	127	42	.3	18.1
4511	Sporting goods, hobby, and musical instrument stores	4	D	D	D	b	D	D
45113	Sewing, needlework, and piece goods stores	1	D	D	D	b	D	D
451130	Sewing, needlework, and piece goods stores	1	D	D	D	b	D	D
45114	Musical instrument and supplies stores	1	D	D	D	a	D	D
451140	Musical instrument and supplies stores	1	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	c	D	D
45299	All other general merchandise stores	1	D	D	D	b	D	D
452990	All other general merchandise stores	1	D	D	D	b	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab-lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini-strative records ¹	Estimated ²
WESTON—Con.								
44-45	Retail trade—Con.							
453	Miscellaneous store retailers	8	D	D	D	b	D	D
4539	Other miscellaneous store retailers	5	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	2	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	2	D	D	D	a	D	D
454	Nonstore retailers	8	4 076	799	180	52	23.9	5.8
WEST SALEM								
44-45	Retail trade	29	118 227	9 368	1 853	327	27.2	2.7
441	Motor vehicle and parts dealers	11	101 919	7 768	1 482	232	30.8	.6
4411	Automobile dealers	5	99 672	7 406	1 400	214	31.5	—
44112	Used car dealers	1	D	D	D	a	D	D
441120	Used car dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	2	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	4	2 830	343	82	23	—	—
445	Food and beverage stores	1	D	D	D	b	D	D
446	Health and personal care stores	3	D	D	D	a	D	D
447	Gasoline stations	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	3	571	69	17	9	100.0	—
454	Nonstore retailers	2	D	D	D	a	D	D
WHITEFISH BAY								
44-45	Retail trade	39	66 426	9 845	2 403	583	12.8	1.2
442	Furniture and home furnishings stores	6	10 800	1 849	445	47	27.0	1.6
4421	Furniture stores	2	D	D	D	b	D	D
44211	Furniture stores	2	D	D	D	b	D	D
442110	Furniture stores	2	D	D	D	b	D	D
4422	Home furnishings stores	4	D	D	D	b	D	D
445	Food and beverage stores	4	D	D	D	c	D	D
446	Health and personal care stores	3	D	D	D	b	D	D
4461	Health and personal care stores	3	D	D	D	b	D	D
447	Gasoline stations	1	D	D	D	a	D	D
448	Clothing and clothing accessories stores	12	11 731	2 252	586	138	12.5	3.3
4481	Clothing stores	6	D	D	D	b	D	D
44819	Other clothing stores	2	D	D	D	a	D	D
448190	Other clothing stores	2	D	D	D	a	D	D
4483	Jewelry, luggage, and leather goods stores	4	5 305	1 189	347	61	—	—
44831	Jewelry stores	3	D	D	D	b	D	D
448310	Jewelry stores	3	D	D	D	b	D	D
44832	Luggage and leather goods stores	1	D	D	D	a	D	D
448320	Luggage and leather goods stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	2	D	D	D	b	D	D
4511	Sporting goods, hobby, and musical instrument stores	2	D	D	D	b	D	D
45113	Sewing, needlework, and piece goods stores	1	D	D	D	a	D	D
451130	Sewing, needlework, and piece goods stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	b	D	D
45299	All other general merchandise stores	1	D	D	D	b	D	D
452990	All other general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	9	D	D	D	b	D	D
45392	Art dealers	1	D	D	D	a	D	D
453920	Art dealers	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
WHITEWATER								
44-45	Retail trade	52	129 831	12 112	2 931	712	34.5	.6
441	Motor vehicle and parts dealers	9	48 449	3 240	662	119	65.5	—
4412	Other motor vehicle dealers	2	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	a	D	D
441222	Boat dealers	2	D	D	D	a	D	D
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ..	3	D	D	D	b	D	D
44419	Other building material dealers	2	D	D	D	b	D	D
444190	Other building material dealers	2	D	D	D	b	D	D
445	Food and beverage stores	6	20 561	1 799	437	173	20.2	—
446	Health and personal care stores	3	D	D	D	b	D	D
447	Gasoline stations	7	17 414	824	237	93	31.6	—
44711	Gasoline stations with convenience stores	6	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	6	D	D	D	b	D	D
448	Clothing and clothing accessories stores	5	1 403	209	48	14	29.9	7.8
44819	Other clothing stores	1	D	D	D	a	D	D
448190	Other clothing stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	2	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	c	D	D
453	Miscellaneous store retailers	8	D	D	D	b	D	D
4532	Office supplies, stationery, and gift stores	3	D	D	D	b	D	D
45321	Office supplies and stationery stores	1	D	D	D	b	D	D
453210	Office supplies and stationery stores	1	D	D	D	b	D	D
454	Nonstore retailers	5	D	D	D	a	D	D
WHITEWATER (PART - WALWORTH COUNTY)								
44-45	Retail trade	52	129 831	12 112	2 931	712	34.5	.6
441	Motor vehicle and parts dealers	9	48 449	3 240	662	119	65.5	—
4412	Other motor vehicle dealers	2	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	a	D	D
441222	Boat dealers	2	D	D	D	a	D	D
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ..	3	D	D	D	b	D	D
44419	Other building material dealers	2	D	D	D	b	D	D
444190	Other building material dealers	2	D	D	D	b	D	D
445	Food and beverage stores	6	20 561	1 799	437	173	20.2	—
446	Health and personal care stores	3	D	D	D	b	D	D
447	Gasoline stations	7	17 414	824	237	93	31.6	—
44711	Gasoline stations with convenience stores	6	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	6	D	D	D	b	D	D
448	Clothing and clothing accessories stores	5	1 403	209	48	14	29.9	7.8
44819	Other clothing stores	1	D	D	D	a	D	D
448190	Other clothing stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	2	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	c	D	D
453	Miscellaneous store retailers	8	D	D	D	b	D	D
4532	Office supplies, stationery, and gift stores	3	D	D	D	b	D	D
45321	Office supplies and stationery stores	1	D	D	D	b	D	D
453210	Office supplies and stationery stores	1	D	D	D	b	D	D
454	Nonstore retailers	5	D	D	D	a	D	D

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							From admini- strative records ¹	Estimated ²
WISCONSIN RAPIDS								
44-45	Retail trade	128	344 686	36 661	8 496	2 105	14.5	1.7
441	Motor vehicle and parts dealers	27	107 958	10 062	2 317	354	24.5	2.6
4411	Automobile dealers	11	87 832	7 133	1 536	225	27.6	1.2
44112	Used car dealers	3	D	D	D	b	D	D
441120	Used car dealers	3	D	D	D	b	D	D
4412	Other motor vehicle dealers	3	5 729	404	84	17	15.9	—
44121	Recreational vehicle dealers	2	D	D	D	a	D	D
441210	Recreational vehicle dealers	2	D	D	D	a	D	D
4413	Automotive parts, accessories, and tire stores	13	14 397	2 525	697	112	9.3	12.0
44131	Automotive parts and accessories stores	9	7 646	1 309	283	59	17.6	16.2
441310	Automotive parts and accessories stores	9	7 646	1 309	283	59	17.6	16.2
44132	Tire dealers	4	6 751	1 216	414	53	—	7.2
441320	Tire dealers	4	6 751	1 216	414	53	—	7.2
442	Furniture and home furnishings stores	5	3 303	449	104	27	21.4	8.4
443	Electronics and appliance stores	5	D	D	D	b	D	D
4431	Electronics and appliance stores	5	D	D	D	b	D	D
44311	Appliance, television, and other electronics stores	5	D	D	D	b	D	D
443112	Radio, television, and other electronics stores	4	D	D	D	b	D	D
444	Building material and garden equipment and supplies dealers	13	17 389	2 541	483	114	55.6	—
4441	Building material and supplies dealers	10	16 053	2 282	424	93	57.0	—
44413	Hardware stores	3	D	D	D	b	D	D
444130	Hardware stores	3	D	D	D	b	D	D
44419	Other building material dealers	5	9 067	1 131	203	33	43.3	—
444190	Other building material dealers	5	9 067	1 131	203	33	43.3	—
445	Food and beverage stores	9	D	D	D	e	D	D
4451	Grocery stores	7	49 173	5 117	1 247	480	17.7	—
44511	Supermarkets and other grocery (except convenience) stores	7	49 173	5 117	1 247	480	17.7	—
445110	Supermarkets and other grocery (except convenience) stores	7	49 173	5 117	1 247	480	17.7	—
446	Health and personal care stores	9	10 895	991	224	87	—	11.6
4461	Health and personal care stores	9	10 895	991	224	87	—	11.6
44612	Cosmetics, beauty supplies, and perfume stores	2	D	D	D	b	D	D
446120	Cosmetics, beauty supplies, and perfume stores	2	D	D	D	b	D	D
447	Gasoline stations	14	28 256	1 690	425	91	.4	.4
4471	Gasoline stations	14	28 256	1 690	425	91	.4	.4
44711	Gasoline stations with convenience stores	10	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	10	D	D	D	b	D	D
448	Clothing and clothing accessories stores	12	D	D	D	c	D	D
4481	Clothing stores	5	5 696	1 014	274	82	2.9	—
451	Sporting goods, hobby, book, and music stores	13	5 560	846	194	59	13.0	19.8
4511	Sporting goods, hobby, and musical instrument stores	9	3 614	591	133	33	20.0	.9
45114	Musical instrument and supplies stores	2	D	D	D	a	D	D
451140	Musical instrument and supplies stores	2	D	D	D	a	D	D
4512	Book, periodical, and music stores	4	1 946	255	61	26	—	54.8
4512112	Specialty book stores	1	D	D	D	a	D	D
452	General merchandise stores	5	D	D	D	f	D	D
4529	Other general merchandise stores	2	D	D	D	e	D	D
45291	Warehouse clubs and supercenters	1	D	D	D	e	D	D
452910	Warehouse clubs and supercenters	1	D	D	D	e	D	D
453	Miscellaneous store retailers	14	D	D	D	b	D	D
4532	Office supplies, stationery, and gift stores	5	D	D	D	b	D	D
45321	Office supplies and stationery stores	2	D	D	D	b	D	D
453210	Office supplies and stationery stores	2	D	D	D	b	D	D
4539	Other miscellaneous store retailers	6	D	D	D	b	D	D
45399	All other miscellaneous store retailers	4	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D

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							From admini- strative records ¹	Estimated ²
BALANCE OF ADAMS COUNTY								
44-45	Retail trade	36	102 774	9 795	2 223	507	17.7	1.8
441	Motor vehicle and parts dealers	11	16 679	1 598	351	62	52.6	4.4
4412	Other motor vehicle dealers	3	4 618	301	50	10	52.4	—
44122	Motorcycle, boat, and other motor vehicle dealers	3	4 618	301	50	10	52.4	—
441222	Boat dealers	2	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	9	D	D	D	c	D	D
4442	Lawn and garden equipment and supplies stores	4	D	D	D	c	D	D
44422	Nursery, garden center, and farm supply stores	4	D	D	D	c	D	D
444220	Nursery, garden center, and farm supply stores	4	D	D	D	c	D	D
445	Food and beverage stores	3	D	D	D	c	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	5	9 212	587	148	37	27.3	12.1
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	3	5 341	726	145	41	—	—
45299	All other general merchandise stores	3	5 341	726	145	41	—	—
452990	All other general merchandise stores	3	5 341	726	145	41	—	—
4529904	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	1	D	D	D	a	D	D
BALANCE OF ASHLAND COUNTY								
44-45	Retail trade	23	22 587	1 909	448	134	39.7	.2
441	Motor vehicle and parts dealers	3	1 517	148	38	5	67.9	—
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	3	2 617	508	116	32	—	—
445	Food and beverage stores	4	2 722	277	58	23	99.3	—
447	Gasoline stations	5	9 248	490	123	41	31.2	—
453	Miscellaneous store retailers	6	D	D	D	b	D	D
4539	Other miscellaneous store retailers	3	D	D	D	b	D	D
45399	All other miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
BALANCE OF BARRON COUNTY								
44-45	Retail trade	104	135 608	14 784	3 440	811	26.4	8.6
441	Motor vehicle and parts dealers	17	29 933	3 937	976	141	5.8	6.0
4412	Other motor vehicle dealers	3	6 370	1 069	327	48	—	17.1
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	b	D	D
441229	All other motor vehicle dealers	1	D	D	D	b	D	D
442	Furniture and home furnishings stores	5	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	17	D	D	D	b	D	D
4441	Building material and supplies dealers	13	D	D	D	b	D	D
44419	Other building material dealers	9	D	D	D	b	D	D
444190	Other building material dealers	9	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	4	D	D	D	a	D	D
44422	Nursery, garden center, and farm supply stores	4	D	D	D	a	D	D
444220	Nursery, garden center, and farm supply stores	4	D	D	D	a	D	D
445	Food and beverage stores	17	D	D	D	c	D	D
4452	Specialty food stores	3	D	D	D	b	D	D
446	Health and personal care stores	5	D	D	D	b	D	D
4461	Health and personal care stores	5	D	D	D	b	D	D
447	Gasoline stations	11	19 870	1 253	318	118	11.5	—
44711	Gasoline stations with convenience stores	9	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	9	D	D	D	c	D	D
448	Clothing and clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	6	D	D	D	b	D	D
4511	Sporting goods, hobby, and musical instrument stores	6	D	D	D	b	D	D
452	General merchandise stores	5	D	D	D	b	D	D
45299	All other general merchandise stores	5	D	D	D	b	D	D
452990	All other general merchandise stores	5	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	3	D	D	D	b	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
BALANCE OF BARRON COUNTY—Con.								
44-45	Retail trade—Con.							
453	Miscellaneous store retailers	8	D	D	D	b	D	D
4532	Office supplies, stationery, and gift stores	3	D	D	D	b	D	D
45321	Office supplies and stationery stores	1	D	D	D	b	D	D
453210	Office supplies and stationery stores	1	D	D	D	b	D	D
4539	Other miscellaneous store retailers	2	D	D	D	b	D	D
45399	All other miscellaneous store retailers	2	D	D	D	b	D	D
454	Nonstore retailers	10	15 959	1 535	322	67	42.6	29.2
4543	Direct selling establishments	8	D	D	D	b	D	D
45431	Fuel dealers	5	D	D	D	b	D	D
454311	Heating oil dealers	2	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	3	D	D	D	b	D	D
BALANCE OF BAYFIELD COUNTY								
44-45	Retail trade	79	91 446	8 846	1 882	482	37.0	7.1
441	Motor vehicle and parts dealers	6	30 348	2 120	474	85	5.4	1.5
4412	Other motor vehicle dealers	2	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	b	D	D
441222	Boat dealers	2	D	D	D	b	D	D
444	Building material and garden equipment and supplies dealers	16	13 445	1 974	385	83	48.7	7.6
4441	Building material and supplies dealers	14	D	D	D	b	D	D
44419	Other building material dealers	10	10 820	1 510	282	52	53.2	9.5
444190	Other building material dealers	10	10 820	1 510	282	52	53.2	9.5
445	Food and beverage stores	13	18 073	2 135	471	158	80.1	2.1
4452	Specialty food stores	2	D	D	D	a	D	D
446	Health and personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	15	15 992	1 073	238	79	40.6	—
44711	Gasoline stations with convenience stores	11	13 768	805	184	62	35.3	—
447110	Gasoline stations with convenience stores	11	13 768	805	184	62	35.3	—
448	Clothing and clothing accessories stores	3	548	61	5	1	100.0	—
451	Sporting goods, hobby, book, and music stores	4	945	55	7	9	15.4	—
452	General merchandise stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	16	D	D	D	b	D	D
4539	Other miscellaneous store retailers	7	D	D	D	a	D	D
45392	Art dealers	5	798	94	16	10	33.6	—
453920	Art dealers	5	798	94	16	10	33.6	—
454	Nonstore retailers	2	D	D	D	b	D	D
4543	Direct selling establishments	2	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	1	D	D	D	a	D	D
BALANCE OF BROWN COUNTY								
44-45	Retail trade	94	196 568	16 978	3 860	753	25.1	4.2
441	Motor vehicle and parts dealers	16	D	D	D	c	D	D
4411	Automobile dealers	5	D	D	D	c	D	D
4412	Other motor vehicle dealers	6	D	D	D	b	D	D
44121	Recreational vehicle dealers	3	D	D	D	a	D	D
441210	Recreational vehicle dealers	3	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	3	D	D	D	a	D	D
441222	Boat dealers	3	D	D	D	a	D	D
442	Furniture and home furnishings stores	4	1 470	225	46	10	77.6	—
443	Electronics and appliance stores	1	D	D	D	a	D	D
4431	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers	17	D	D	D	c	D	D
44419	Other building material dealers	4	6 246	1 082	220	37	18.4	—
444190	Other building material dealers	4	6 246	1 082	220	37	18.4	—
4442	Lawn and garden equipment and supplies stores	11	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	10	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	10	D	D	D	b	D	D
445	Food and beverage stores	11	26 789	2 651	599	200	52.2	.8
44512	Convenience stores	2	D	D	D	b	D	D
445120	Convenience stores	2	D	D	D	b	D	D
4452	Specialty food stores	2	D	D	D	a	D	D
446	Health and personal care stores	1	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
BALANCE OF BROWN COUNTY—Con.								
44-45	Retail trade—Con.							
447	Gasoline stations	18	D	D	D	c	D	D
4471	Gasoline stations	18	D	D	D	c	D	D
44711	Gasoline stations with convenience stores	18	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	18	D	D	D	c	D	D
448	Clothing and clothing accessories stores	4	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	7	D	D	D	a	D	D
454	Nonstore retailers	13	D	D	D	b	D	D
4542	Vending machine operators	2	D	D	D	b	D	D
45421	Vending machine operators	2	D	D	D	b	D	D
454210	Vending machine operators	2	D	D	D	b	D	D
4543	Direct selling establishments	10	D	D	D	a	D	D
45439	Other direct selling establishments	7	D	D	D	a	D	D
454390	Other direct selling establishments	7	D	D	D	a	D	D
BALANCE OF BUFFALO COUNTY								
44-45	Retail trade	30	25 126	2 114	486	159	52.5	1.4
441	Motor vehicle and parts dealers	4	D	D	D	b	D	D
444	Building material and garden equipment and supplies dealers ...	1	D	D	D	a	D	D
445	Food and beverage stores	8	D	D	D	b	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	7	D	D	D	b	D	D
453	Miscellaneous store retailers	5	D	D	D	a	D	D
454	Nonstore retailers	4	D	D	D	b	D	D
BALANCE OF BURNETT COUNTY								
44-45	Retail trade	80	95 396	9 146	1 994	558	43.7	3.1
441	Motor vehicle and parts dealers	12	18 652	1 466	300	53	84.7	7.3
4412	Other motor vehicle dealers	6	4 748	298	55	14	74.8	25.2
44122	Motorcycle, boat, and other motor vehicle dealers	5	D	D	D	a	D	D
441222	Boat dealers	2	D	D	D	a	D	D
442	Furniture and home furnishings stores	5	1 184	194	47	8	49.7	8.1
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	16	18 722	2 135	431	82	50.0	2.7
4441	Building material and supplies dealers	14	D	D	D	b	D	D
44419	Other building material dealers	9	14 132	1 499	314	48	41.9	3.6
444190	Other building material dealers	9	14 132	1 499	314	48	41.9	3.6
445	Food and beverage stores	7	19 110	1 981	449	158	33.0	—
4452	Specialty food stores	1	D	D	D	a	D	D
446	Health and personal care stores	4	8 596	706	158	40	—	—
4461	Health and personal care stores	4	8 596	706	158	40	—	—
447	Gasoline stations	10	18 273	1 393	316	115	30.5	—
44711	Gasoline stations with convenience stores	9	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	9	D	D	D	c	D	D
448	Clothing and clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	3	523	59	12	5	—	44.0
452	General merchandise stores	4	3 020	239	57	24	83.7	16.3
45299	All other general merchandise stores	4	3 020	239	57	24	83.7	16.3
452990	All other general merchandise stores	4	3 020	239	57	24	83.7	16.3
4529904	Miscellaneous general merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	9	D	D	D	b	D	D
454	Nonstore retailers	7	4 847	553	133	32	9.1	—
454312	Liquefied petroleum gas (bottled gas) dealers	4	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab-lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
BALANCE OF CALUMET COUNTY								
44-45	Retail trade	52	148 440	13 337	2 900	597	2.6	14.4
441	Motor vehicle and parts dealers	9	D	D	D	c	D	D
4411	Automobile dealers	6	D	D	D	c	D	D
44112	Used car dealers	4	D	D	D	b	D	D
441120	Used car dealers	4	D	D	D	b	D	D
442	Furniture and home furnishings stores	4	D	D	D	b	D	D
443	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers	11	D	D	D	b	D	D
44419	Other building material dealers	2	D	D	D	b	D	D
444190	Other building material dealers	2	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	7	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	7	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	7	D	D	D	b	D	D
445	Food and beverage stores	3	D	D	D	c	D	D
4452	Specialty food stores	1	D	D	D	a	D	D
446	Health and personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	6	D	D	D	b	D	D
448	Clothing and clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	5	747	220	56	21	93.2	—
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	4	D	D	D	a	D	D
454	Nonstore retailers	3	D	D	D	b	D	D
4543	Direct selling establishments	3	D	D	D	b	D	D
454311	Heating oil dealers	1	D	D	D	a	D	D
45439	Other direct selling establishments	2	D	D	D	a	D	D
454390	Other direct selling establishments	2	D	D	D	a	D	D
BALANCE OF CHIPPEWA COUNTY								
44-45	Retail trade	113	185 869	17 276	3 669	877	12.4	10.3
441	Motor vehicle and parts dealers	31	79 815	6 652	1 368	231	3.8	10.7
44112	Used car dealers	8	17 402	1 403	230	35	8.7	.7
441120	Used car dealers	8	17 402	1 403	230	35	8.7	.7
4412	Other motor vehicle dealers	10	34 153	2 437	501	95	.1	24.6
44121	Recreational vehicle dealers	5	D	D	D	b	D	D
441210	Recreational vehicle dealers	5	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	5	D	D	D	b	D	D
441221	Motorcycle dealers	3	D	D	D	b	D	D
441222	Boat dealers	2	D	D	D	a	D	D
442	Furniture and home furnishings stores	8	D	D	D	b	D	D
4421	Furniture stores	4	D	D	D	a	D	D
44211	Furniture stores	4	D	D	D	a	D	D
442110	Furniture stores	4	D	D	D	a	D	D
4422	Home furnishings stores	4	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers	16	D	D	D	c	D	D
44419	Other building material dealers	4	D	D	D	b	D	D
444190	Other building material dealers	4	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	6	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	6	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	6	D	D	D	b	D	D
445	Food and beverage stores	10	22 352	2 410	582	224	27.7	26.6
4452	Specialty food stores	2	D	D	D	a	D	D
446	Health and personal care stores	3	D	D	D	a	D	D
447	Gasoline stations	20	38 038	2 398	511	143	29.9	8.0
4471	Gasoline stations	20	38 038	2 398	511	143	29.9	8.0
44711	Gasoline stations with convenience stores	14	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	14	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
452	General merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	9	D	D	D	b	D	D
4539	Other miscellaneous store retailers	5	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	1	D	D	D	b	D	D
453930	Manufactured (mobile) home dealers	1	D	D	D	b	D	D
45399	All other miscellaneous store retailers	4	D	D	D	b	D	D
454	Nonstore retailers	12	D	D	D	b	D	D
4543	Direct selling establishments	8	D	D	D	b	D	D
45431	Fuel dealers	3	D	D	D	a	D	D
454311	Heating oil dealers	2	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab-lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini-strative records ¹	Estimated ²
BALANCE OF CLARK COUNTY								
44-45	Retail trade	97	168 142	14 324	3 269	773	35.0	5.0
441	Motor vehicle and parts dealers	16	D	D	D	c	D	D
442	Furniture and home furnishings stores	3	D	D	D	a	D	D
443	Electronics and appliance stores	4	D	D	D	b	D	D
4431	Electronics and appliance stores	4	D	D	D	b	D	D
44311	Appliance, television, and other electronics stores	4	D	D	D	b	D	D
443112	Radio, television, and other electronics stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	19	D	D	D	c	D	D
4441	Building material and supplies dealers	11	D	D	D	b	D	D
44419	Other building material dealers	8	14 674	1 447	298	50	68.9	10.6
444190	Other building material dealers	8	14 674	1 447	298	50	68.9	10.6
4442	Lawn and garden equipment and supplies stores	8	45 294	3 532	902	171	2.4	—
44422	Nursery, garden center, and farm supply stores	8	45 294	3 532	902	171	2.4	—
444220	Nursery, garden center, and farm supply stores	8	45 294	3 532	902	171	2.4	—
445	Food and beverage stores	12	D	D	D	c	D	D
446	Health and personal care stores	4	D	D	D	b	D	D
447	Gasoline stations	15	24 890	1 267	287	86	22.2	20.8
4471	Gasoline stations	15	24 890	1 267	287	86	22.2	20.8
44711	Gasoline stations with convenience stores	8	16 279	937	206	63	30.2	—
447110	Gasoline stations with convenience stores	8	16 279	937	206	63	30.2	—
448	Clothing and clothing accessories stores	3	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
452	General merchandise stores	4	D	D	D	b	D	D
45299	All other general merchandise stores	4	D	D	D	b	D	D
452990	All other general merchandise stores	4	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	9	D	D	D	b	D	D
4539	Other miscellaneous store retailers	3	3 381	540	133	11	34.3	—
45399	All other miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	7	D	D	D	b	D	D
4543	Direct selling establishments	6	D	D	D	b	D	D
BALANCE OF COLUMBIA COUNTY								
44-45	Retail trade	117	190 463	20 434	4 498	1 116	22.6	5.5
441	Motor vehicle and parts dealers	15	D	D	D	b	D	D
4412	Other motor vehicle dealers	3	D	D	D	b	D	D
44121	Recreational vehicle dealers	1	D	D	D	a	D	D
441210	Recreational vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	a	D	D
441222	Boat dealers	2	D	D	D	a	D	D
442	Furniture and home furnishings stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	12	18 479	2 106	463	79	14.6	—
4442	Lawn and garden equipment and supplies stores	6	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	5	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	5	D	D	D	b	D	D
445	Food and beverage stores	9	D	D	D	c	D	D
4452	Specialty food stores	3	D	D	D	a	D	D
446	Health and personal care stores	4	D	D	D	b	D	D
4461	Health and personal care stores	4	D	D	D	b	D	D
447	Gasoline stations	18	D	D	D	e	D	D
4471	Gasoline stations	18	D	D	D	e	D	D
44711	Gasoline stations with convenience stores	14	37 270	2 012	477	125	25.8	—
447110	Gasoline stations with convenience stores	14	37 270	2 012	477	125	25.8	—
44719	Other gasoline stations	4	D	D	D	c	D	D
447190	Other gasoline stations	4	D	D	D	c	D	D
448	Clothing and clothing accessories stores	10	D	D	D	b	D	D
4481	Clothing stores	9	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	4	D	D	D	b	D	D
452	General merchandise stores	2	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

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							From administrative records ¹	Estimated ²
BALANCE OF COLUMBIA COUNTY—Con.								
44-45	Retail trade—Con.							
453	Miscellaneous store retailers	32	D	D	D	c	D	D
4532	Office supplies, stationery, and gift stores	19	D	D	D	b	D	D
45322	Gift, novelty, and souvenir stores	19	D	D	D	b	D	D
453220	Gift, novelty, and souvenir stores	19	D	D	D	b	D	D
4533	Used merchandise stores	4	D	D	D	a	D	D
45331	Used merchandise stores	4	D	D	D	a	D	D
453310	Used merchandise stores	4	D	D	D	a	D	D
4539	Other miscellaneous store retailers	5	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	2	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	2	D	D	D	a	D	D
454	Nonstore retailers	9	D	D	D	c	D	D
4541	Electronic shopping and mail-order houses	2	D	D	D	b	D	D
45411	Electronic shopping and mail-order houses	2	D	D	D	b	D	D
4542	Vending machine operators	2	D	D	D	b	D	D
45421	Vending machine operators	2	D	D	D	b	D	D
454210	Vending machine operators	2	D	D	D	b	D	D
4543	Direct selling establishments	5	D	D	D	b	D	D
45431	Fuel dealers	3	6 389	897	196	29	25.6	25.6
454312	Liquefied petroleum gas (bottled gas) dealers	3	6 389	897	196	29	25.6	25.6
BALANCE OF CRAWFORD COUNTY								
44-45	Retail trade	43	92 276	10 082	2 361	756	20.3	1.1
441	Motor vehicle and parts dealers	2	D	D	D	a	D	D
442	Furniture and home furnishings stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	9	5 697	448	93	24	8.6	17.6
4442	Lawn and garden equipment and supplies stores	5	D	D	D	a	D	D
44422	Nursery, garden center, and farm supply stores	5	D	D	D	a	D	D
444220	Nursery, garden center, and farm supply stores	5	D	D	D	a	D	D
445	Food and beverage stores	10	D	D	D	c	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	6	9 788	838	209	85	71.0	—
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	3	D	D	D	e	D	D
4529	Other general merchandise stores	3	D	D	D	e	D	D
45291	Warehouse clubs and supercenters	1	D	D	D	e	D	D
452910	Warehouse clubs and supercenters	1	D	D	D	e	D	D
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	5	D	D	D	a	D	D
4539	Other miscellaneous store retailers	3	D	D	D	a	D	D
45399	All other miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	4	D	D	D	a	D	D
BALANCE OF DANE COUNTY								
44-45	Retail trade	227	748 472	83 491	19 086	3 085	8.8	4.0
441	Motor vehicle and parts dealers	30	307 998	26 064	5 500	628	4.3	—
4411	Automobile dealers	13	265 638	20 816	4 429	485	3.6	—
44111	New car dealers	8	256 927	20 520	4 359	469	1.8	—
441110	New car dealers	8	256 927	20 520	4 359	469	1.8	—
44112	Used car dealers	5	8 711	296	70	16	56.5	—
441120	Used car dealers	5	8 711	296	70	16	56.5	—
4412	Other motor vehicle dealers	10	D	D	D	b	D	D
44121	Recreational vehicle dealers	1	D	D	D	b	D	D
441210	Recreational vehicle dealers	1	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	9	D	D	D	b	D	D
441221	Motorcycle dealers	2	D	D	D	a	D	D
441222	Boat dealers	6	D	D	D	b	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
4413	Automotive parts, accessories, and tire stores	7	D	D	D	b	D	D
44132	Tire dealers	5	D	D	D	b	D	D
441320	Tire dealers	5	D	D	D	b	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
BALANCE OF DANE COUNTY—Con.								
44-45	Retail trade—Con.							
442	Furniture and home furnishings stores	15	D	D	D	c	D	D
4421	Furniture stores	3	3 070	438	88	21	—	—
44211	Furniture stores	3	3 070	438	88	21	—	—
442110	Furniture stores	3	3 070	438	88	21	—	—
4422	Home furnishings stores	12	D	D	D	c	D	D
44221	Floor covering stores	9	D	D	D	b	D	D
442210	Floor covering stores	9	D	D	D	b	D	D
44229	Other home furnishings stores	3	D	D	D	b	D	D
442299	All other home furnishings stores	3	D	D	D	b	D	D
443	Electronics and appliance stores	6	D	D	D	e	D	D
4431	Electronics and appliance stores	6	D	D	D	e	D	D
44311	Appliance, television, and other electronics stores	5	D	D	D	e	D	D
443112	Radio, television, and other electronics stores	4	D	D	D	e	D	D
444	Building material and garden equipment and supplies dealers ...	30	99 198	10 825	2 431	330	14.0	3.3
4441	Building material and supplies dealers	19	D	D	D	c	D	D
44419	Other building material dealers	15	71 258	7 862	1 739	209	17.8	.5
444190	Other building material dealers	15	71 258	7 862	1 739	209	17.8	.5
4442	Lawn and garden equipment and supplies stores	11	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	11	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	11	D	D	D	b	D	D
445	Food and beverage stores	24	43 905	4 400	1 047	387	32.8	7.5
4451	Grocery stores	10	35 369	3 450	854	314	34.4	9.3
4452	Specialty food stores	10	2 673	496	119	52	40.3	—
446	Health and personal care stores	5	D	D	D	b	D	D
4461	Health and personal care stores	5	D	D	D	b	D	D
447	Gasoline stations	34	D	D	D	e	D	D
4471	Gasoline stations	34	D	D	D	e	D	D
44711	Gasoline stations with convenience stores	30	D	D	D	e	D	D
447110	Gasoline stations with convenience stores	30	D	D	D	e	D	D
448	Clothing and clothing accessories stores	12	D	D	D	c	D	D
44819	Other clothing stores	1	D	D	D	a	D	D
448190	Other clothing stores	1	D	D	D	a	D	D
4482	Shoe stores	1	D	D	D	b	D	D
44821	Shoe stores	1	D	D	D	b	D	D
448210	Shoe stores	1	D	D	D	b	D	D
4482104	Family shoe stores	1	D	D	D	b	D	D
4483	Jewelry, luggage, and leather goods stores	5	D	D	D	b	D	D
44831	Jewelry stores	5	D	D	D	b	D	D
448310	Jewelry stores	5	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	16	D	D	D	e	D	D
4511	Sporting goods, hobby, and musical instrument stores	14	D	D	D	c	D	D
45111	Sporting goods stores	6	D	D	D	b	D	D
451110	Sporting goods stores	6	D	D	D	b	D	D
4511101	General-line sporting goods stores	1	D	D	D	a	D	D
4511102	Specialty-line sporting goods stores	5	D	D	D	b	D	D
451114	Musical instrument and supplies stores	3	D	D	D	c	D	D
4511140	Musical instrument and supplies stores	3	D	D	D	c	D	D
4512	Book, periodical, and music stores	2	D	D	D	b	D	D
45121	Book stores and news dealers	1	D	D	D	b	D	D
451211	Book stores	1	D	D	D	b	D	D
4512111	Book stores, general	1	D	D	D	b	D	D
453	Miscellaneous store retailers	36	9 213	1 623	389	147	50.6	5.6
4533	Used merchandise stores	8	2 126	481	125	39	—	7.5
45331	Used merchandise stores	8	2 126	481	125	39	—	7.5
453310	Used merchandise stores	8	2 126	481	125	39	—	7.5
4539	Other miscellaneous store retailers	9	D	D	D	b	D	D
45392	Art dealers	1	D	D	D	a	D	D
453920	Art dealers	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers	5	2 625	444	99	22	79.1	2.2
454	Nonstore retailers	19	D	D	D	e	D	D
4541	Electronic shopping and mail-order houses	9	D	D	D	e	D	D
45411	Electronic shopping and mail-order houses	9	D	D	D	e	D	D
45439	Other direct selling establishments	7	D	D	D	a	D	D
454390	Other direct selling establishments	7	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
BALANCE OF DODGE COUNTY								
44-45	Retail trade	104	235 178	21 498	4 890	1 117	23.9	17.0
441	Motor vehicle and parts dealers	19	D	D	D	c	D	D
44112	Used car dealers	4	D	D	D	b	D	D
441120	Used car dealers	4	D	D	D	b	D	D
4412	Other motor vehicle dealers	6	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	6	D	D	D	b	D	D
441221	Motorcycle dealers	3	D	D	D	a	D	D
441222	Boat dealers	1	D	D	D	a	D	D
441229	All other motor vehicle dealers	2	D	D	D	a	D	D
442	Furniture and home furnishings stores	5	D	D	D	b	D	D
443	Electronics and appliance stores	4	629	160	39	9	100.0	—
444	Building material and garden equipment and supplies dealers ..	13	D	D	D	c	D	D
44419	Other building material dealers	4	D	D	D	b	D	D
444190	Other building material dealers	4	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	9	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	8	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	8	D	D	D	b	D	D
445	Food and beverage stores	9	D	D	D	c	D	D
4452	Specialty food stores	2	D	D	D	a	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	20	49 347	2 444	563	192	46.7	1.8
4471	Gasoline stations	20	49 347	2 444	563	192	46.7	1.8
44711	Gasoline stations with convenience stores	17	46 687	2 239	527	181	48.7	.4
447110	Gasoline stations with convenience stores	17	46 687	2 239	527	181	48.7	.4
448	Clothing and clothing accessories stores	4	1 851	203	50	27	—	33.0
451	Sporting goods, hobby, book, and music stores	4	D	D	D	a	D	D
4511	Sporting goods, hobby, and musical instrument stores	3	D	D	D	a	D	D
452	General merchandise stores	3	D	D	D	b	D	D
452111	Department stores (except discount department stores) ..	1	D	D	D	b	D	D
453	Miscellaneous store retailers	5	809	106	22	13	99.5	.5
454	Nonstore retailers	17	D	D	D	e	D	D
4541	Electronic shopping and mail-order houses	7	D	D	D	c	D	D
45411	Electronic shopping and mail-order houses	7	D	D	D	c	D	D
4543	Direct selling establishments	9	D	D	D	b	D	D
45431	Fuel dealers	4	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	4	D	D	D	b	D	D
BALANCE OF DOOR COUNTY								
44-45	Retail trade	193	127 900	13 430	2 691	703	45.5	6.4
441	Motor vehicle and parts dealers	9	11 853	1 181	270	50	12.0	1.8
4412	Other motor vehicle dealers	4	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	4	D	D	D	b	D	D
441222	Boat dealers	4	D	D	D	b	D	D
442	Furniture and home furnishings stores	24	8 717	1 186	189	52	53.1	4.4
4422	Home furnishings stores	20	D	D	D	b	D	D
44229	Other home furnishings stores	18	5 835	831	126	38	61.7	4.3
442299	All other home furnishings stores	18	5 835	831	126	38	61.7	4.3
443	Electronics and appliance stores	5	2 770	324	72	17	23.6	62.3
4431	Electronics and appliance stores	5	2 770	324	72	17	23.6	62.3
44312	Computer and software stores	2	D	D	D	a	D	D
443120	Computer and software stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ..	16	12 464	1 676	361	66	12.5	1.6
4442	Lawn and garden equipment and supplies stores	6	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	5	D	D	D	a	D	D
444220	Nursery, garden center, and farm supply stores	5	D	D	D	a	D	D
445	Food and beverage stores	22	28 061	3 226	642	161	86.9	3.9
4452	Specialty food stores	8	D	D	D	b	D	D
446	Health and personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	16	29 996	1 242	275	93	27.0	9.0
4471	Gasoline stations	16	29 996	1 242	275	93	27.0	9.0
44711	Gasoline stations with convenience stores	13	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	13	D	D	D	b	D	D
448	Clothing and clothing accessories stores	27	11 921	1 620	329	109	41.3	8.7
4481	Clothing stores	23	D	D	D	c	D	D
44819	Other clothing stores	2	D	D	D	a	D	D
448190	Other clothing stores	2	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
BALANCE OF DOOR COUNTY—Con.								
44-45	Retail trade—Con.							
451	Sporting goods, hobby, book, and music stores	10	2 151	206	42	18	70.6	14.5
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	56	D	D	D	c	D	D
4532	Office supplies, stationery, and gift stores	27	6 055	997	148	56	44.5	6.1
45322	Gift, novelty, and souvenir stores	27	6 055	997	148	56	44.5	6.1
453220	Gift, novelty, and souvenir stores	27	6 055	997	148	56	44.5	6.1
4533	Used merchandise stores	5	958	75	7	5	34.3	—
45331	Used merchandise stores	5	958	75	7	5	34.3	—
453310	Used merchandise stores	5	958	75	7	5	34.3	—
4539	Other miscellaneous store retailers	22	D	D	D	b	D	D
45392	Art dealers	17	4 156	513	91	19	31.0	.5
453920	Art dealers	17	4 156	513	91	19	31.0	.5
45393	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers	3	D	D	D	a	D	D
454	Nonstore retailers	5	2 445	266	59	19	59.4	—
BALANCE OF DOUGLAS COUNTY								
44-45	Retail trade	37	30 943	3 337	798	205	27.5	2.4
441	Motor vehicle and parts dealers	1	D	D	D	a	D	D
4412	Other motor vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	1	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
443	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	8	5 360	688	131	44	—	12.8
445	Food and beverage stores	5	4 166	472	93	45	56.6	—
447	Gasoline stations	10	8 677	757	193	60	14.5	—
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	3	D	D	D	a	D	D
4539	Other miscellaneous store retailers	2	D	D	D	a	D	D
45399	All other miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	6	7 844	1 214	338	43	8.2	.8
4543	Direct selling establishments	6	7 844	1 214	338	43	8.2	.8
45431	Fuel dealers	5	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	4	D	D	D	b	D	D
BALANCE OF DUNN COUNTY								
44-45	Retail trade	52	75 502	5 603	1 335	322	33.8	5.9
441	Motor vehicle and parts dealers	11	43 871	2 592	600	102	29.9	1.4
4412	Other motor vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	1	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	9	D	D	D	b	D	D
445	Food and beverage stores	7	4 175	387	113	49	20.1	3.9
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	10	14 422	946	221	103	46.3	2.1
44711	Gasoline stations with convenience stores	8	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	8	D	D	D	b	D	D
453	Miscellaneous store retailers	4	D	D	D	a	D	D
45392	Art dealers	1	D	D	D	a	D	D
453920	Art dealers	1	D	D	D	a	D	D
454	Nonstore retailers	8	4 624	698	177	26	7.9	40.7
4543	Direct selling establishments	5	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	3	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
BALANCE OF EAU CLAIRE COUNTY								
44-45	Retail trade	76	122 808	12 449	2 993	600	15.4	1.9
441	Motor vehicle and parts dealers	16	63 261	5 582	1 314	176	11.9	.9
44112	Used car dealers	6	D	D	D	b	D	D
441120	Used car dealers	6	D	D	D	b	D	D
4412	Other motor vehicle dealers	3	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	3	D	D	D	a	D	D
441221	Motorcycle dealers	2	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	8	D	D	D	b	D	D
4421	Furniture stores	2	D	D	D	b	D	D
44211	Furniture stores	2	D	D	D	b	D	D
442110	Furniture stores	2	D	D	D	b	D	D
443	Electronics and appliance stores	4	3 087	544	141	31	22.0	—
4431	Electronics and appliance stores	4	3 087	544	141	31	22.0	—
44312	Computer and software stores	1	D	D	D	b	D	D
443120	Computer and software stores	1	D	D	D	b	D	D
444	Building material and garden equipment and supplies dealers ...	8	8 386	917	246	40	5.8	18.8
4442	Lawn and garden equipment and supplies stores	3	D	D	D	a	D	D
445	Food and beverage stores	8	6 128	761	178	67	38.8	—
4452	Specialty food stores	2	D	D	D	a	D	D
446	Health and personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	7	9 993	544	125	44	42.7	—
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	3	D	D	D	b	D	D
45113	Sewing, needlework, and piece goods stores	1	D	D	D	a	D	D
451130	Sewing, needlework, and piece goods stores	1	D	D	D	a	D	D
451212	Specialty book stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	10	D	D	D	b	D	D
4533	Used merchandise stores	3	D	D	D	b	D	D
45331	Used merchandise stores	3	D	D	D	b	D	D
453310	Used merchandise stores	3	D	D	D	b	D	D
4539	Other miscellaneous store retailers	2	D	D	D	b	D	D
45391	Pet and pet supplies stores	1	D	D	D	a	D	D
453910	Pet and pet supplies stores	1	D	D	D	a	D	D
454	Nonstore retailers	8	D	D	D	b	D	D
4543	Direct selling establishments	8	D	D	D	b	D	D
45431	Fuel dealers	3	D	D	D	a	D	D
454311	Heating oil dealers	2	D	D	D	a	D	D
45439	Other direct selling establishments	5	D	D	D	b	D	D
454390	Other direct selling establishments	5	D	D	D	b	D	D
BALANCE OF FLORENCE COUNTY								
44-45	Retail trade	16	20 136	1 292	299	101	69.7	.1
441	Motor vehicle and parts dealers	3	D	D	D	b	D	D
4412	Other motor vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	1	D	D	D	a	D	D
445	Food and beverage stores	5	7 684	471	103	43	45.6	—
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	3	4 128	188	42	17	75.6	—
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
BALANCE OF FOND DU LAC COUNTY								
44-45	Retail trade	94	127 494	14 527	3 634	873	42.8	2.0
441	Motor vehicle and parts dealers	17	D	D	D	c	D	D
4412	Other motor vehicle dealers	6	D	D	D	b	D	D
44121	Recreational vehicle dealers	1	D	D	D	a	D	D
441210	Recreational vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	5	D	D	D	b	D	D
441229	All other motor vehicle dealers	2	D	D	D	a	D	D
442	Furniture and home furnishings stores	5	3 048	543	134	24	61.5	—
443	Electronics and appliance stores	1	D	D	D	a	D	D
4431	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers	10	D	D	D	c	D	D
4441	Building material and supplies dealers	5	D	D	D	b	D	D
44419	Other building material dealers	3	10 297	1 772	730	38	68.2	—
444190	Other building material dealers	3	10 297	1 772	730	38	68.2	—
4442	Lawn and garden equipment and supplies stores	5	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	4	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	4	D	D	D	b	D	D
445	Food and beverage stores	10	D	D	D	c	D	D
4452	Specialty food stores	4	D	D	D	b	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	18	D	D	D	c	D	D
4471	Gasoline stations	18	D	D	D	c	D	D
44711	Gasoline stations with convenience stores	17	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	17	D	D	D	c	D	D
451	Sporting goods, hobby, book, and music stores	4	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	15	D	D	D	b	D	D
4532	Office supplies, stationery, and gift stores	5	D	D	D	b	D	D
4539	Other miscellaneous store retailers	6	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	3	D	D	D	b	D	D
453930	Manufactured (mobile) home dealers	3	D	D	D	b	D	D
45399	All other miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	12	D	D	D	b	D	D
4543	Direct selling establishments	11	D	D	D	b	D	D
45431	Fuel dealers	4	6 890	943	196	48	16.8	10.7
454311	Heating oil dealers	3	D	D	D	b	D	D
45439	Other direct selling establishments	7	D	D	D	b	D	D
454390	Other direct selling establishments	7	D	D	D	b	D	D
BALANCE OF FOREST COUNTY								
44-45	Retail trade	50	97 818	7 951	2 144	394	26.3	3.0
441	Motor vehicle and parts dealers	5	D	D	D	b	D	D
442	Furniture and home furnishings stores	2	D	D	D	a	D	D
443	Electronics and appliance stores	3	1 778	383	75	15	31.5	—
4431	Electronics and appliance stores	3	1 778	383	75	15	31.5	—
444	Building material and garden equipment and supplies dealers	7	17 001	1 620	373	59	30.8	1.4
4441	Building material and supplies dealers	6	D	D	D	b	D	D
44419	Other building material dealers	4	D	D	D	b	D	D
444190	Other building material dealers	4	D	D	D	b	D	D
445	Food and beverage stores	9	12 087	1 686	429	145	31.9	3.0
446	Health and personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	11	15 799	827	205	51	65.1	15.0
44711	Gasoline stations with convenience stores	11	15 799	827	205	51	65.1	15.0
447110	Gasoline stations with convenience stores	11	15 799	827	205	51	65.1	15.0
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	6	D	D	D	a	D	D
4539	Other miscellaneous store retailers	3	D	D	D	a	D	D
45399	All other miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	4	1 113	695	197	9	13.7	—

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
BALANCE OF GRANT COUNTY								
44-45	Retail trade	115	147 967	13 603	3 204	810	26.7	3.5
441	Motor vehicle and parts dealers	15	45 165	2 194	483	95	8.9	.1
4412	Other motor vehicle dealers	2	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	b	D	D
441221	Motorcycle dealers	2	D	D	D	b	D	D
442	Furniture and home furnishings stores	5	D	D	D	a	D	D
443	Electronics and appliance stores	3	D	D	D	a	D	D
4431	Electronics and appliance stores	3	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	28	23 811	2 840	649	162	19.5	14.4
4441	Building material and supplies dealers	19	D	D	D	c	D	D
44413	Hardware stores	6	D	D	D	b	D	D
444130	Hardware stores	6	D	D	D	b	D	D
44419	Other building material dealers	12	D	D	D	b	D	D
444190	Other building material dealers	12	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	9	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	9	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	9	D	D	D	b	D	D
445	Food and beverage stores	16	D	D	D	c	D	D
4452	Specialty food stores	4	3 073	1 187	248	62	21.1	—
446	Health and personal care stores	3	D	D	D	a	D	D
447	Gasoline stations	28	D	D	D	c	D	D
4471	Gasoline stations	28	D	D	D	c	D	D
44711	Gasoline stations with convenience stores	18	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	18	D	D	D	c	D	D
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	7	D	D	D	a	D	D
454	Nonstore retailers	7	D	D	D	b	D	D
4543	Direct selling establishments	7	D	D	D	b	D	D
45431	Fuel dealers	5	D	D	D	b	D	D
454311	Heating oil dealers	2	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	3	D	D	D	a	D	D
45439	Other direct selling establishments	2	D	D	D	b	D	D
454390	Other direct selling establishments	2	D	D	D	b	D	D
BALANCE OF GREEN COUNTY								
44-45	Retail trade	54	D	D	D	e	D	D
441	Motor vehicle and parts dealers	8	D	D	D	b	D	D
441229	All other motor vehicle dealers	2	D	D	D	a	D	D
442	Furniture and home furnishings stores	2	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	7	17 485	1 637	318	45	5.3	.1
4442	Lawn and garden equipment and supplies stores	4	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	4	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	4	D	D	D	b	D	D
445	Food and beverage stores	8	8 885	1 568	402	71	63.9	—
4452	Specialty food stores	2	D	D	D	b	D	D
446	Health and personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	7	D	D	D	b	D	D
44711	Gasoline stations with convenience stores	6	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	6	D	D	D	b	D	D
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	2	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	c	D	D
453	Miscellaneous store retailers	10	D	D	D	b	D	D
454	Nonstore retailers	4	D	D	D	a	D	D

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Table 4. Summary Statistics for Places: 2002—Con.

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
BALANCE OF GREEN LAKE COUNTY								
44-45	Retail trade	67	94 923	12 515	2 542	666	27.8	3.8
441	Motor vehicle and parts dealers	9	18 682	2 162	342	77	8.8	—
4412	Other motor vehicle dealers	5	7 176	975	147	47	22.8	—
44122	Motorcycle, boat, and other motor vehicle dealers	5	7 176	975	147	47	22.8	—
441222	Boat dealers	5	7 176	975	147	47	22.8	—
442	Furniture and home furnishings stores	2	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	14	D	D	D	c	D	D
44419	Other building material dealers	5	D	D	D	b	D	D
444190	Other building material dealers	5	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	6	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	5	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	5	D	D	D	b	D	D
445	Food and beverage stores	10	D	D	D	e	D	D
446	Health and personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	11	16 447	1 342	305	93	2.4	20.4
44711	Gasoline stations with convenience stores	8	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	8	D	D	D	b	D	D
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	15	D	D	D	b	D	D
4539	Other miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
BALANCE OF IOWA COUNTY								
44-45	Retail trade	46	D	D	D	c	D	D
441	Motor vehicle and parts dealers	5	D	D	D	b	D	D
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
4421	Furniture stores	1	D	D	D	a	D	D
44211	Furniture stores	1	D	D	D	a	D	D
442110	Furniture stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	11	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	6	6 984	613	148	23	13.3	5.7
44421	Outdoor power equipment stores	1	D	D	D	a	D	D
444210	Outdoor power equipment stores	1	D	D	D	a	D	D
44422	Nursery, garden center, and farm supply stores	5	D	D	D	a	D	D
444220	Nursery, garden center, and farm supply stores	5	D	D	D	a	D	D
445	Food and beverage stores	6	D	D	D	a	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	10	D	D	D	b	D	D
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	2	D	D	D	a	D	D
451212	Specialty book stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	3	D	D	D	a	D	D
454	Nonstore retailers	6	D	D	D	b	D	D
4543	Direct selling establishments	5	D	D	D	b	D	D
45439	Other direct selling establishments	3	D	D	D	b	D	D
454390	Other direct selling establishments	3	D	D	D	b	D	D

See footnotes at end of table.

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
BALANCE OF IRON COUNTY								
44-45	Retail trade	39	58 100	6 169	1 463	373	31.2	21.3
441	Motor vehicle and parts dealers	5	9 237	750	191	32	92.9	6.2
4412	Other motor vehicle dealers	3	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
443	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	5	12 956	2 257	566	109	—	—
4441	Building material and supplies dealers	5	12 956	2 257	566	109	—	—
44413	Hardware stores	2	D	D	D	b	D	D
444130	Hardware stores	2	D	D	D	b	D	D
44419	Other building material dealers	3	D	D	D	b	D	D
444190	Other building material dealers	3	D	D	D	b	D	D
445	Food and beverage stores	6	16 454	1 715	354	122	24.4	71.8
446	Health and personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	8	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	6	D	D	D	b	D	D
4539	Other miscellaneous store retailers	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	4	2 234	318	83	13	24.3	—
BALANCE OF JACKSON COUNTY								
44-45	Retail trade	38	32 735	3 440	724	207	13.7	6.8
441	Motor vehicle and parts dealers	5	D	D	D	b	D	D
4412	Other motor vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	1	D	D	D	a	D	D
441221	Motorcycle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	11	8 394	1 316	270	44	7.9	9.8
4442	Lawn and garden equipment and supplies stores	7	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	7	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	7	D	D	D	b	D	D
445	Food and beverage stores	5	2 330	345	80	37	61.9	—
447	Gasoline stations	9	11 126	806	183	80	10.5	.8
44711	Gasoline stations with convenience stores	8	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	8	D	D	D	b	D	D
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	4	D	D	D	a	D	D
BALANCE OF JEFFERSON COUNTY								
44-45	Retail trade	102	143 059	14 666	2 905	880	14.2	3.9
441	Motor vehicle and parts dealers	16	D	D	D	b	D	D
4412	Other motor vehicle dealers	6	D	D	D	b	D	D
44121	Recreational vehicle dealers	2	D	D	D	a	D	D
441210	Recreational vehicle dealers	2	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	4	D	D	D	b	D	D
441221	Motorcycle dealers	2	D	D	D	a	D	D
441222	Boat dealers	1	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	11	7 644	1 058	244	87	15.4	—
4422	Home furnishings stores	10	D	D	D	b	D	D
44229	Other home furnishings stores	8	D	D	D	b	D	D
442299	All other home furnishings stores	8	D	D	D	b	D	D
443	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	7	D	D	D	b	D	D
4441	Building material and supplies dealers	5	D	D	D	b	D	D
44411	Home centers	1	D	D	D	a	D	D
444110	Home centers	1	D	D	D	a	D	D
4442	Lawn and garden equipment and supplies stores	2	D	D	D	a	D	D
44422	Nursery, garden center, and farm supply stores	2	D	D	D	a	D	D
444220	Nursery, garden center, and farm supply stores	2	D	D	D	a	D	D
445	Food and beverage stores	7	6 137	783	172	61	63.2	15.5
4452	Specialty food stores	1	D	D	D	a	D	D
446	Health and personal care stores	2	D	D	D	b	D	D
44612	Cosmetics, beauty supplies, and perfume stores	2	D	D	D	b	D	D
446120	Cosmetics, beauty supplies, and perfume stores	2	D	D	D	b	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

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							From admini-strative records ¹	Estimated ²
BALANCE OF JEFFERSON COUNTY—Con.								
44-45	Retail trade—Con.							
447	Gasoline stations	6	25 106	1 338	316	110	26.2	8.0
4471	Gasoline stations	6	25 106	1 338	316	110	26.2	8.0
44711	Gasoline stations with convenience stores	5	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	5	D	D	D	b	D	D
448	Clothing and clothing accessories stores	35	D	D	D	e	D	D
4481	Clothing stores	29	D	D	D	e	D	D
44811	Men's clothing stores	6	D	D	D	b	D	D
448110	Men's clothing stores	6	D	D	D	b	D	D
44813	Children's and infants' clothing stores	3	D	D	D	b	D	D
448130	Children's and infants' clothing stores	3	D	D	D	b	D	D
44814	Family clothing stores	9	D	D	D	c	D	D
448140	Family clothing stores	9	D	D	D	c	D	D
44819	Other clothing stores	3	D	D	D	b	D	D
448190	Other clothing stores	3	D	D	D	b	D	D
4482105	Athletic footwear stores	1	D	D	D	a	D	D
44832	Luggage and leather goods stores	2	D	D	D	a	D	D
448320	Luggage and leather goods stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	4	D	D	D	b	D	D
4511	Sporting goods, hobby, and musical instrument stores	3	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	9	D	D	D	b	D	D
4539	Other miscellaneous store retailers	3	D	D	D	a	D	D
45399	All other miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
BALANCE OF JUNEAU COUNTY								
44-45	Retail trade	61	66 845	6 396	1 388	346	31.5	12.7
441	Motor vehicle and parts dealers	9	12 386	1 456	258	43	81.7	—
4412	Other motor vehicle dealers	2	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	a	D	D
442	Furniture and home furnishings stores	2	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	7	5 404	652	162	33	39.0	—
445	Food and beverage stores	9	D	D	D	b	D	D
446	Health and personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	16	29 277	2 101	461	119	5.2	4.7
4471	Gasoline stations	16	29 277	2 101	461	119	5.2	4.7
44711	Gasoline stations with convenience stores	12	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	12	D	D	D	b	D	D
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	5	D	D	D	a	D	D
454	Nonstore retailers	6	3 900	540	128	23	8.6	—
4543	Direct selling establishments	3	D	D	D	a	D	D
BALANCE OF KENOSHA COUNTY								
44-45	Retail trade	107	121 780	12 977	3 009	776	19.2	8.8
441	Motor vehicle and parts dealers	8	D	D	D	b	D	D
4412	Other motor vehicle dealers	3	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	3	D	D	D	b	D	D
441222	Boat dealers	1	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	11	9 901	1 799	419	105	2.8	—
4422	Home furnishings stores	11	9 901	1 799	419	105	2.8	—
44229	Other home furnishings stores	8	D	D	D	b	D	D
442299	All other home furnishings stores	8	D	D	D	b	D	D
443	Electronics and appliance stores	3	D	D	D	a	D	D
4431	Electronics and appliance stores	3	D	D	D	a	D	D
44311	Appliance, television, and other electronics stores	3	D	D	D	a	D	D
443112	Radio, television, and other electronics stores	3	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	7	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	4	D	D	D	b	D	D
44421	Outdoor power equipment stores	3	D	D	D	b	D	D
444210	Outdoor power equipment stores	3	D	D	D	b	D	D

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							From admini- strative records ¹	Estimated ²
BALANCE OF KENOSHA COUNTY—Con.								
44-45	Retail trade—Con.							
445	Food and beverage stores	14	D	D	D	b	D	D
4452	Specialty food stores	7	D	D	D	b	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	17	D	D	D	c	D	D
4471	Gasoline stations	17	D	D	D	c	D	D
44711	Gasoline stations with convenience stores	13	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	13	D	D	D	b	D	D
448	Clothing and clothing accessories stores	20	D	D	D	c	D	D
4481	Clothing stores	15	D	D	D	c	D	D
44813	Children's and infants' clothing stores	1	D	D	D	a	D	D
448130	Children's and infants' clothing stores	1	D	D	D	a	D	D
44819	Other clothing stores	3	D	D	D	b	D	D
448190	Other clothing stores	3	D	D	D	b	D	D
44832	Luggage and leather goods stores	1	D	D	D	a	D	D
448320	Luggage and leather goods stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	9	D	D	D	c	D	D
4511	Sporting goods, hobby, and musical instrument stores	7	D	D	D	b	D	D
45111	Sporting goods stores	4	D	D	D	b	D	D
451110	Sporting goods stores	4	D	D	D	b	D	D
4511102	Specialty-line sporting goods stores	3	D	D	D	b	D	D
45114	Musical instrument and supplies stores	1	D	D	D	b	D	D
451140	Musical instrument and supplies stores	1	D	D	D	b	D	D
4512	Book, periodical, and music stores	2	D	D	D	a	D	D
45121	Book stores and news dealers	2	D	D	D	a	D	D
451211	Book stores	2	D	D	D	a	D	D
4512113	College book stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	14	D	D	D	b	D	D
45392	Art dealers	2	D	D	D	a	D	D
453920	Art dealers	2	D	D	D	a	D	D
454	Nonstore retailers	3	D	D	D	b	D	D
BALANCE OF KEWAUNEE COUNTY								
44-45	Retail trade	37	65 446	6 651	1 536	339	21.3	—
441	Motor vehicle and parts dealers	5	D	D	D	b	D	D
4412	Other motor vehicle dealers	3	D	D	D	a	D	D
44121	Recreational vehicle dealers	1	D	D	D	a	D	D
441210	Recreational vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	a	D	D
441229	All other motor vehicle dealers	2	D	D	D	a	D	D
442	Furniture and home furnishings stores	2	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers	6	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	3	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	2	D	D	D	a	D	D
444220	Nursery, garden center, and farm supply stores	2	D	D	D	a	D	D
445	Food and beverage stores	2	D	D	D	b	D	D
4452	Specialty food stores	1	D	D	D	a	D	D
447	Gasoline stations	10	D	D	D	b	D	D
44711	Gasoline stations with convenience stores	7	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	7	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	8	D	D	D	b	D	D
4543	Direct selling establishments	8	D	D	D	b	D	D
45431	Fuel dealers	4	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	3	D	D	D	b	D	D
45439	Other direct selling establishments	4	D	D	D	b	D	D
454390	Other direct selling establishments	4	D	D	D	b	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
BALANCE OF LA CROSSE COUNTY								
44-45	Retail trade	53	84 180	9 510	2 253	590	10.5	3.3
441	Motor vehicle and parts dealers	8	26 165	1 590	337	55	14.2	.1
4412	Other motor vehicle dealers	3	D	D	D	b	D	D
44121	Recreational vehicle dealers	1	D	D	D	a	D	D
441210	Recreational vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	a	D	D
441221	Motorcycle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	6	D	D	D	b	D	D
4422	Home furnishings stores	5	D	D	D	b	D	D
44221	Floor covering stores	4	D	D	D	b	D	D
442210	Floor covering stores	4	D	D	D	b	D	D
443	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	9	D	D	D	c	D	D
4441	Building material and supplies dealers	6	D	D	D	b	D	D
44419	Other building material dealers	6	D	D	D	b	D	D
444190	Other building material dealers	6	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	3	D	D	D	b	D	D
44421	Outdoor power equipment stores	3	D	D	D	b	D	D
444210	Outdoor power equipment stores	3	D	D	D	b	D	D
445	Food and beverage stores	6	D	D	D	c	D	D
447	Gasoline stations	8	D	D	D	c	D	D
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	2	D	D	D	b	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	8	D	D	D	b	D	D
4531	Florists	2	D	D	D	b	D	D
45311	Florists	2	D	D	D	b	D	D
453110	Florists	2	D	D	D	b	D	D
454	Nonstore retailers	2	D	D	D	b	D	D
4543	Direct selling establishments	1	D	D	D	b	D	D
45439	Other direct selling establishments	1	D	D	D	b	D	D
454390	Other direct selling establishments	1	D	D	D	b	D	D
BALANCE OF LAFAYETTE COUNTY								
44-45	Retail trade	49	73 723	6 104	1 412	395	32.7	4.4
441	Motor vehicle and parts dealers	9	30 101	1 344	359	61	37.8	.1
44112	Used car dealers	5	D	D	D	b	D	D
441120	Used car dealers	5	D	D	D	b	D	D
442	Furniture and home furnishings stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	12	13 125	1 555	325	76	21.5	20.9
4442	Lawn and garden equipment and supplies stores	6	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	4	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	4	D	D	D	b	D	D
445	Food and beverage stores	4	9 410	1 001	248	82	15.9	—
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	10	13 481	816	192	104	40.8	—
44711	Gasoline stations with convenience stores	9	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	9	D	D	D	c	D	D
448	Clothing and clothing accessories stores	3	531	44	11	7	—	—
453	Miscellaneous store retailers	5	D	D	D	b	D	D
4539	Other miscellaneous store retailers	2	D	D	D	a	D	D
45399	All other miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	3	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
BALANCE OF LANGLADE COUNTY								
44-45	Retail trade	42	62 059	6 453	1 436	429	35.2	35.0
441	Motor vehicle and parts dealers	10	16 326	2 131	496	93	29.6	—
4412	Other motor vehicle dealers	2	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	a	D	D
4413	Automotive parts, accessories, and tire stores	5	D	D	D	b	D	D
44132	Tire dealers	2	D	D	D	b	D	D
441320	Tire dealers	2	D	D	D	b	D	D
442	Furniture and home furnishings stores	2	D	D	D	a	D	D
443	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	7	8 977	881	180	44	45.1	4.1
445	Food and beverage stores	4	D	D	D	c	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	10	8 568	382	89	49	82.8	—
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
BALANCE OF LINCOLN COUNTY								
44-45	Retail trade	30	52 285	5 818	1 305	270	10.1	16.5
441	Motor vehicle and parts dealers	6	3 741	384	92	24	51.5	—
4412	Other motor vehicle dealers	4	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	4	D	D	D	a	D	D
441229	All other motor vehicle dealers	3	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	8	34 474	4 053	933	175	1.3	—
4441	Building material and supplies dealers	4	D	D	D	c	D	D
44411	Home centers	1	D	D	D	b	D	D
444110	Home centers	1	D	D	D	b	D	D
44419	Other building material dealers	3	D	D	D	b	D	D
444190	Other building material dealers	3	D	D	D	b	D	D
445	Food and beverage stores	3	D	D	D	b	D	D
4452	Specialty food stores	1	D	D	D	a	D	D
447	Gasoline stations	4	3 843	150	37	23	10.6	78.2
451	Sporting goods, hobby, book, and music stores	3	D	D	D	a	D	D
4511	Sporting goods, hobby, and musical instrument stores	3	D	D	D	a	D	D
453	Miscellaneous store retailers	4	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
BALANCE OF MANITOWOC COUNTY								
44-45	Retail trade	63	D	D	D	e	D	D
441	Motor vehicle and parts dealers	14	D	D	D	b	D	D
4412	Other motor vehicle dealers	8	D	D	D	b	D	D
44121	Recreational vehicle dealers	2	D	D	D	a	D	D
441210	Recreational vehicle dealers	2	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	6	D	D	D	b	D	D
441221	Motorcycle dealers	3	D	D	D	a	D	D
441222	Boat dealers	2	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	16	18 557	2 121	466	94	10.9	—
44419	Other building material dealers	8	D	D	D	b	D	D
444190	Other building material dealers	8	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	7	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	6	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	6	D	D	D	b	D	D
445	Food and beverage stores	8	D	D	D	c	D	D
4452	Specialty food stores	2	D	D	D	a	D	D
447	Gasoline stations	12	23 559	1 378	342	117	19.2	23.2
4471	Gasoline stations	12	23 559	1 378	342	117	19.2	23.2
44711	Gasoline stations with convenience stores	8	15 360	996	248	93	26.2	28.0
447110	Gasoline stations with convenience stores	8	15 360	996	248	93	26.2	28.0
451	Sporting goods, hobby, book, and music stores	2	D	D	D	a	D	D
4512113	College book stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	4	789	114	25	9	90.6	—

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
BALANCE OF MANITOWOC COUNTY—Con.								
44-45	Retail trade—Con.							
454	Nonstore retailers	5	D	D	D	b	D	D
4543	Direct selling establishments	4	D	D	D	b	D	D
45431	Fuel dealers	4	D	D	D	b	D	D
454311	Heating oil dealers	2	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	1	D	D	D	a	D	D
454319	Other fuel dealers	1	D	D	D	a	D	D
BALANCE OF MARATHON COUNTY								
44-45	Retail trade	185	523 011	49 670	11 446	2 517	9.6	1.1
441	Motor vehicle and parts dealers	31	D	D	D	e	D	D
4411	Automobile dealers	14	113 860	8 536	1 936	234	6.6	—
4412	Other motor vehicle dealers	9	D	D	D	b	D	D
44121	Recreational vehicle dealers	2	D	D	D	b	D	D
441210	Recreational vehicle dealers	2	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	7	D	D	D	b	D	D
441221	Motorcycle dealers	3	D	D	D	a	D	D
441229	All other motor vehicle dealers	2	D	D	D	b	D	D
442	Furniture and home furnishings stores	11	D	D	D	b	D	D
4421	Furniture stores	4	D	D	D	b	D	D
44211	Furniture stores	4	D	D	D	b	D	D
442110	Furniture stores	4	D	D	D	b	D	D
4422	Home furnishings stores	7	D	D	D	b	D	D
44221	Floor covering stores	4	D	D	D	b	D	D
442210	Floor covering stores	4	D	D	D	b	D	D
443	Electronics and appliance stores	6	D	D	D	c	D	D
4431	Electronics and appliance stores	6	D	D	D	c	D	D
44311	Appliance, television, and other electronics stores	4	D	D	D	c	D	D
443112	Radio, television, and other electronics stores	4	D	D	D	c	D	D
44312	Computer and software stores	2	D	D	D	a	D	D
443120	Computer and software stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	29	D	D	D	e	D	D
4441	Building material and supplies dealers	23	D	D	D	c	D	D
44419	Other building material dealers	16	D	D	D	c	D	D
444190	Other building material dealers	16	D	D	D	c	D	D
4442	Lawn and garden equipment and supplies stores	6	D	D	D	c	D	D
44422	Nursery, garden center, and farm supply stores	6	D	D	D	c	D	D
444220	Nursery, garden center, and farm supply stores	6	D	D	D	c	D	D
445	Food and beverage stores	19	33 604	3 907	855	296	51.8	—
4452	Specialty food stores	4	D	D	D	b	D	D
446	Health and personal care stores	6	D	D	D	c	D	D
4461	Health and personal care stores	6	D	D	D	c	D	D
4461102	Proprietary stores	1	D	D	D	b	D	D
44619	Other health and personal care stores	3	D	D	D	b	D	D
446199	All other health and personal care stores	1	D	D	D	b	D	D
447	Gasoline stations	22	D	D	D	c	D	D
4471	Gasoline stations	22	D	D	D	c	D	D
44711	Gasoline stations with convenience stores	21	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	21	D	D	D	c	D	D
448	Clothing and clothing accessories stores	7	D	D	D	b	D	D
4481	Clothing stores	6	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	11	D	D	D	b	D	D
4511	Sporting goods, hobby, and musical instrument stores	11	D	D	D	b	D	D
45111	Sporting goods stores	8	D	D	D	b	D	D
451110	Sporting goods stores	8	D	D	D	a	D	D
4511101	General-line sporting goods stores	2	D	D	D	a	D	D
452	General merchandise stores	5	D	D	D	f	D	D
4529	Other general merchandise stores	4	D	D	D	e	D	D
45291	Warehouse clubs and supercenters	2	D	D	D	e	D	D
452910	Warehouse clubs and supercenters	2	D	D	D	e	D	D
453	Miscellaneous store retailers	23	D	D	D	c	D	D
4532	Office supplies, stationery, and gift stores	5	D	D	D	b	D	D
45321	Office supplies and stationery stores	1	D	D	D	b	D	D
453210	Office supplies and stationery stores	1	D	D	D	b	D	D
4539	Other miscellaneous store retailers	9	D	D	D	b	D	D
45391	Pet and pet supplies stores	3	D	D	D	b	D	D
453910	Pet and pet supplies stores	3	D	D	D	b	D	D
45399	All other miscellaneous store retailers	5	D	D	D	b	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab-lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
BALANCE OF MARATHON COUNTY—Con.								
44-45	Retail trade—Con.							
454	Nonstore retailers	15	D	D	D	c	D	D
4541	Electronic shopping and mail-order houses	2	D	D	D	b	D	D
45411	Electronic shopping and mail-order houses	2	D	D	D	b	D	D
4543	Direct selling establishments	12	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	2	D	D	D	a	D	D
45439	Other direct selling establishments	10	D	D	D	b	D	D
454390	Other direct selling establishments	10	D	D	D	b	D	D
BALANCE OF MARINETTE COUNTY								
44-45	Retail trade	81	131 327	11 237	2 641	812	42.9	—
441	Motor vehicle and parts dealers	14	45 824	3 795	950	134	68.1	—
4412	Other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	8	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	3	D	D	D	a	D	D
44422	Nursery, garden center, and farm supply stores	1	D	D	D	a	D	D
444220	Nursery, garden center, and farm supply stores	1	D	D	D	a	D	D
445	Food and beverage stores	15	32 105	3 163	744	358	31.4	—
4452	Specialty food stores	1	D	D	D	a	D	D
446	Health and personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	20	D	D	D	c	D	D
4471	Gasoline stations	20	D	D	D	c	D	D
44711	Gasoline stations with convenience stores	20	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	20	D	D	D	c	D	D
451	Sporting goods, hobby, book, and music stores	3	D	D	D	a	D	D
451212	News dealers and newsstands	1	D	D	D	a	D	D
452	General merchandise stores	3	532	22	4	2	88.9	11.1
453	Miscellaneous store retailers	8	D	D	D	a	D	D
454	Nonstore retailers	6	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	3	D	D	D	a	D	D
BALANCE OF MARQUETTE COUNTY								
44-45	Retail trade	42	58 883	5 778	1 230	383	38.3	12.3
441	Motor vehicle and parts dealers	10	12 148	1 178	259	52	73.0	1.2
4412	Other motor vehicle dealers	2	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	a	D	D
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	4	3 521	537	101	25	62.5	35.1
445	Food and beverage stores	7	11 373	1 195	222	93	46.3	50.1
446	Health and personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	8	23 096	1 878	422	163	24.0	—
4471	Gasoline stations	8	23 096	1 878	422	163	24.0	—
44711	Gasoline stations with convenience stores	7	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	7	D	D	D	b	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	4	D	D	D	a	D	D
454	Nonstore retailers	5	3 391	377	85	14	9.3	—
4543	Direct selling establishments	4	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	1	D	D	D	a	D	D
BALANCE OF MENOMINEE COUNTY								
44-45	Retail trade	5	6 505	419	86	56	39.8	17.2
445	Food and beverage stores	2	D	D	D	a	D	D
447	Gasoline stations	3	D	D	D	b	D	D
BALANCE OF MILWAUKEE COUNTY								
44-45	Retail trade	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
BALANCE OF MONROE COUNTY								
44-45	Retail trade	44	56 964	5 100	1 175	291	35.5	5.6
441	Motor vehicle and parts dealers	7	D	D	D	b	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	12	16 758	2 028	472	75	21.3	—
4442	Lawn and garden equipment and supplies stores	9	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	8	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	8	D	D	D	b	D	D
445	Food and beverage stores	6	D	D	D	b	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	9	19 685	1 301	305	110	11.4	—
44711	Gasoline stations with convenience stores	7	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	7	D	D	D	b	D	D
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	4	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
BALANCE OF OCONTO COUNTY								
44-45	Retail trade	61	76 220	7 481	1 672	471	26.0	10.7
441	Motor vehicle and parts dealers	5	7 270	542	140	39	4.8	10.5
4412	Other motor vehicle dealers	3	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	a	D	D
441222	Boat dealers	1	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	3	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	9	D	D	D	b	D	D
4441	Building material and supplies dealers	5	D	D	D	b	D	D
44419	Other building material dealers	4	D	D	D	b	D	D
444190	Other building material dealers	4	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	4	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	3	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	3	D	D	D	b	D	D
445	Food and beverage stores	9	D	D	D	b	D	D
4452	Specialty food stores	2	D	D	D	a	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	16	20 667	1 714	417	160	17.6	23.5
44711	Gasoline stations with convenience stores	15	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	15	D	D	D	c	D	D
451	Sporting goods, hobby, book, and music stores	3	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	7	D	D	D	b	D	D
4539	Other miscellaneous store retailers	3	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers	3	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	3	D	D	D	a	D	D
454	Nonstore retailers	7	9 880	989	197	41	2.8	7.2
4543	Direct selling establishments	7	9 880	989	197	41	2.8	7.2
45431	Fuel dealers	5	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	4	D	D	D	b	D	D
45439	Other direct selling establishments	2	D	D	D	a	D	D
454390	Other direct selling establishments	2	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

NAICS code	Geographic area and kind of business	Estab-lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
BALANCE OF ONEIDA COUNTY								
44-45	Retail trade	172	327 530	33 259	7 181	1 637	14.3	7.0
441	Motor vehicle and parts dealers	25	99 635	7 750	1 664	255	16.8	.1
4411	Automobile dealers	9	80 931	5 647	1 255	180	11.7	.1
4412	Other motor vehicle dealers	11	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	10	D	D	D	b	D	D
441222	Boat dealers	7	D	D	D	b	D	D
441229	All other motor vehicle dealers	2	D	D	D	a	D	D
442	Furniture and home furnishings stores	14	D	D	D	b	D	D
4421	Furniture stores	5	5 990	790	187	26	3.2	16.6
44211	Furniture stores	5	5 990	790	187	26	3.2	16.6
442110	Furniture stores	5	5 990	790	187	26	3.2	16.6
4422	Home furnishings stores	9	D	D	D	b	D	D
44229	Other home furnishings stores	7	3 084	624	124	23	13.7	—
442299	All other home furnishings stores	7	3 084	624	124	23	13.7	—
443	Electronics and appliance stores	3	D	D	D	b	D	D
4431	Electronics and appliance stores	3	D	D	D	b	D	D
44311	Appliance, television, and other electronics stores	3	D	D	D	b	D	D
444	Building material and garden equipment and supplies dealers ...	17	20 569	2 831	593	119	19.8	10.5
4441	Building material and supplies dealers	13	17 992	2 498	533	105	22.4	12.0
44413	Hardware stores	4	D	D	D	b	D	D
444130	Hardware stores	4	D	D	D	b	D	D
44419	Other building material dealers	6	D	D	D	b	D	D
444190	Other building material dealers	6	D	D	D	b	D	D
445	Food and beverage stores	13	37 170	4 987	1 079	311	18.0	42.6
4451	Grocery stores	6	D	D	D	e	D	D
4452	Specialty food stores	5	1 909	369	75	16	67.6	—
446	Health and personal care stores	4	4 052	639	141	26	30.7	16.6
447	Gasoline stations	17	24 689	1 425	339	112	28.5	1.5
4471	Gasoline stations	17	24 689	1 425	339	112	28.5	1.5
44711	Gasoline stations with convenience stores	15	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	15	D	D	D	b	D	D
448	Clothing and clothing accessories stores	20	14 134	1 615	375	119	9.5	11.7
4481	Clothing stores	15	12 021	1 348	321	102	9.1	5.5
451	Sporting goods, hobby, book, and music stores	16	6 795	795	189	61	45.5	1.3
4511	Sporting goods, hobby, and musical instrument stores	12	D	D	D	b	D	D
45111	Sporting goods stores	11	D	D	D	b	D	D
451110	Sporting goods stores	11	D	D	D	b	D	D
4511101	General-line sporting goods stores	3	D	D	D	b	D	D
4512	Book, periodical, and music stores	4	D	D	D	a	D	D
452	General merchandise stores	4	D	D	D	e	D	D
4529	Other general merchandise stores	3	D	D	D	e	D	D
45291	Warehouse clubs and supercenters	1	D	D	D	e	D	D
452910	Warehouse clubs and supercenters	1	D	D	D	e	D	D
453	Miscellaneous store retailers	28	D	D	D	b	D	D
4532	Office supplies, stationery, and gift stores	16	5 751	752	167	61	30.5	5.8
45321	Office supplies and stationery stores	1	D	D	D	b	D	D
453210	Office supplies and stationery stores	1	D	D	D	b	D	D
4539	Other miscellaneous store retailers	6	D	D	D	a	D	D
45399	All other miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	11	D	D	D	b	D	D
4541	Electronic shopping and mail-order houses	4	D	D	D	b	D	D
45411	Electronic shopping and mail-order houses	4	D	D	D	b	D	D
4543	Direct selling establishments	6	D	D	D	a	D	D
45431	Fuel dealers	5	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	4	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab-lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
BALANCE OF OUTAGAMIE COUNTY								
44-45	Retail trade	99	130 057	14 794	3 410	693	29.2	1.3
441	Motor vehicle and parts dealers	25	D	D	D	c	D	D
4412	Other motor vehicle dealers	7	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	7	D	D	D	b	D	D
441222	Boat dealers	3	D	D	D	b	D	D
441229	All other motor vehicle dealers	3	D	D	D	b	D	D
4413	Automotive parts, accessories, and tire stores	8	D	D	D	b	D	D
44131	Automotive parts and accessories stores	6	D	D	D	b	D	D
441310	Automotive parts and accessories stores	6	D	D	D	b	D	D
442	Furniture and home furnishings stores	3	D	D	D	b	D	D
4421	Furniture stores	2	D	D	D	b	D	D
44211	Furniture stores	2	D	D	D	b	D	D
442110	Furniture stores	2	D	D	D	b	D	D
44229	Other home furnishings stores	1	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	24	D	D	D	c	D	D
4441	Building material and supplies dealers	12	D	D	D	b	D	D
44419	Other building material dealers	11	D	D	D	b	D	D
444190	Other building material dealers	11	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	12	D	D	D	c	D	D
44422	Nursery, garden center, and farm supply stores	9	D	D	D	c	D	D
444220	Nursery, garden center, and farm supply stores	9	D	D	D	c	D	D
445	Food and beverage stores	9	D	D	D	b	D	D
4452	Specialty food stores	2	D	D	D	a	D	D
447	Gasoline stations	15	34 628	1 762	423	159	41.5	—
4471	Gasoline stations	15	34 628	1 762	423	159	41.5	—
44711	Gasoline stations with convenience stores	13	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	13	D	D	D	c	D	D
451	Sporting goods, hobby, book, and music stores	6	D	D	D	a	D	D
4511	Sporting goods, hobby, and musical instrument stores	4	D	D	D	a	D	D
452	General merchandise stores	3	D	D	D	b	D	D
45299	All other general merchandise stores	3	D	D	D	b	D	D
452990	All other general merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	6	D	D	D	b	D	D
4539	Other miscellaneous store retailers	4	D	D	D	a	D	D
454	Nonstore retailers	7	8 087	943	237	36	2.6	.3
4543	Direct selling establishments	7	8 087	943	237	36	2.6	.3
45431	Fuel dealers	3	D	D	D	b	D	D
454311	Heating oil dealers	2	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	1	D	D	D	a	D	D
BALANCE OF OZAUKEE COUNTY								
44-45	Retail trade	44	183 372	18 927	4 435	815	5.1	1.3
441	Motor vehicle and parts dealers	11	84 739	9 327	2 124	308	1.3	.6
4411	Automobile dealers	8	D	D	D	e	D	D
4412	Other motor vehicle dealers	3	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	3	D	D	D	b	D	D
441221	Motorcycle dealers	2	D	D	D	b	D	D
441222	Boat dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	5	D	D	D	b	D	D
4422	Home furnishings stores	4	D	D	D	b	D	D
44221	Floor covering stores	4	D	D	D	b	D	D
442210	Floor covering stores	4	D	D	D	b	D	D
444	Building material and garden equipment and supplies dealers ...	7	D	D	D	c	D	D
4441	Building material and supplies dealers	4	D	D	D	c	D	D
44411	Home centers	1	D	D	D	c	D	D
444110	Home centers	1	D	D	D	c	D	D
445	Food and beverage stores	1	D	D	D	a	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	8	21 606	1 205	299	86	21.5	1.8
44711	Gasoline stations with convenience stores	5	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	5	D	D	D	b	D	D
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	c	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
BALANCE OF OZAUKEE COUNTY—Con.								
44-45	Retail trade—Con.							
453	Miscellaneous store retailers	4	D	D	D	b	D	D
4532	Office supplies, stationery, and gift stores	1	D	D	D	b	D	D
45321	Office supplies and stationery stores	1	D	D	D	b	D	D
453210	Office supplies and stationery stores	1	D	D	D	b	D	D
45399	All other miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	4	D	D	D	b	D	D
4543	Direct selling establishments	4	D	D	D	b	D	D
45431	Fuel dealers	3	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	2	D	D	D	b	D	D
BALANCE OF PEPIN COUNTY								
44-45	Retail trade	33	103 294	6 852	1 608	339	43.2	1.4
441	Motor vehicle and parts dealers	9	47 364	3 838	906	126	28.7	—
4412	Other motor vehicle dealers	3	D	D	D	b	D	D
44121	Recreational vehicle dealers	1	D	D	D	a	D	D
441210	Recreational vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	a	D	D
441229	All other motor vehicle dealers	2	D	D	D	a	D	D
4413	Automotive parts, accessories, and tire stores	3	D	D	D	b	D	D
44132	Tire dealers	2	D	D	D	b	D	D
441320	Tire dealers	2	D	D	D	b	D	D
442	Furniture and home furnishings stores	4	1 334	124	29	11	53.7	—
444	Building material and garden equipment and supplies dealers ...	2	D	D	D	a	D	D
445	Food and beverage stores	3	D	D	D	b	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	4	D	D	D	b	D	D
4471	Gasoline stations	4	D	D	D	b	D	D
44719	Other gasoline stations	1	D	D	D	a	D	D
447190	Other gasoline stations	1	D	D	D	a	D	D
448	Clothing and clothing accessories stores	3	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	3	D	D	D	a	D	D
454	Nonstore retailers	3	7 823	758	174	32	—	—
4543	Direct selling establishments	3	7 823	758	174	32	—	—
45431	Fuel dealers	3	7 823	758	174	32	—	—
454311	Heating oil dealers	1	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	2	D	D	D	b	D	D
BALANCE OF PIERCE COUNTY								
44-45	Retail trade	34	30 396	2 857	681	198	23.6	15.0
441	Motor vehicle and parts dealers	2	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
4431	Electronics and appliance stores	1	D	D	D	a	D	D
44311	Appliance, television, and other electronics stores	1	D	D	D	a	D	D
443111	Household appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	8	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	3	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	3	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	3	D	D	D	b	D	D
445	Food and beverage stores	7	D	D	D	b	D	D
446	Health and personal care stores	3	D	D	D	a	D	D
447	Gasoline stations	6	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
45114	Musical instrument and supplies stores	1	D	D	D	a	D	D
451140	Musical instrument and supplies stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	4	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab-lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
BALANCE OF POLK COUNTY								
44-45	Retail trade	150	253 825	24 358	5 552	1 388	23.3	4.0
441	Motor vehicle and parts dealers	19	67 846	4 911	1 019	145	14.0	—
4411	Automobile dealers	9	D	D	D	b	D	D
44112	Used car dealers	5	8 710	599	145	26	12.0	—
441120	Used car dealers	5	8 710	599	145	26	12.0	—
4412	Other motor vehicle dealers	2	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	a	D	D
442	Furniture and home furnishings stores	7	D	D	D	b	D	D
443	Electronics and appliance stores	3	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	31	40 243	4 569	1 011	193	19.9	—
4441	Building material and supplies dealers	20	31 913	3 558	805	137	19.1	—
44413	Hardware stores	12	D	D	D	b	D	D
444130	Hardware stores	12	D	D	D	b	D	D
44419	Other building material dealers	7	D	D	D	b	D	D
444190	Other building material dealers	7	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	11	8 330	1 011	206	56	22.7	—
44422	Nursery, garden center, and farm supply stores	9	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	9	D	D	D	b	D	D
445	Food and beverage stores	16	D	D	D	e	D	D
4451	Grocery stores	10	D	D	D	e	D	D
4452	Specialty food stores	4	D	D	D	a	D	D
446	Health and personal care stores	7	D	D	D	b	D	D
4461	Health and personal care stores	7	D	D	D	b	D	D
447	Gasoline stations	21	33 162	2 507	588	207	28.5	27.6
4471	Gasoline stations	21	33 162	2 507	588	207	28.5	27.6
44711	Gasoline stations with convenience stores	19	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	19	D	D	D	c	D	D
448	Clothing and clothing accessories stores	3	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	10	D	D	D	b	D	D
4511	Sporting goods, hobby, and musical instrument stores	9	D	D	D	b	D	D
452	General merchandise stores	6	D	D	D	e	D	D
45299	All other general merchandise stores	5	D	D	D	b	D	D
452990	All other general merchandise stores	5	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	19	D	D	D	c	D	D
4531	Florists	4	1 624	347	53	27	22.2	—
45311	Florists	4	1 624	347	53	27	22.2	—
453110	Florists	4	1 624	347	53	27	22.2	—
4539	Other miscellaneous store retailers	8	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	3	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	3	D	D	D	a	D	D
45399	All other miscellaneous store retailers	4	D	D	D	b	D	D
454	Nonstore retailers	8	D	D	D	b	D	D
4543	Direct selling establishments	7	D	D	D	b	D	D
45431	Fuel dealers	6	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	5	D	D	D	b	D	D
BALANCE OF PORTAGE COUNTY								
44-45	Retail trade	49	55 072	4 746	1 060	295	39.6	1.2
441	Motor vehicle and parts dealers	8	6 442	691	144	28	44.6	—
4412	Other motor vehicle dealers	3	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	11	17 456	1 628	399	79	6.6	—
44419	Other building material dealers	5	D	D	D	b	D	D
444190	Other building material dealers	5	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	3	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	3	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	3	D	D	D	b	D	D
445	Food and beverage stores	8	D	D	D	b	D	D
4452	Specialty food stores	3	D	D	D	a	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	8	17 494	709	173	67	57.7	—
44711	Gasoline stations with convenience stores	6	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	6	D	D	D	b	D	D
448	Clothing and clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	3	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

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							From admini- strative records ¹	Estimated ²
BALANCE OF PORTAGE COUNTY—Con.								
44-45	Retail trade—Con.							
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	5	987	196	79	12	76.7	—
BALANCE OF PRICE COUNTY								
44-45	Retail trade	52	64 383	5 807	1 342	274	72.0	1.1
441	Motor vehicle and parts dealers	6	22 831	1 528	363	54	66.9	—
442	Furniture and home furnishings stores	4	D	D	D	a	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	9	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	4	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	2	D	D	D	a	D	D
444220	Nursery, garden center, and farm supply stores	2	D	D	D	a	D	D
445	Food and beverage stores	6	D	D	D	b	D	D
446	Health and personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	9	7 880	718	159	50	66.6	—
448	Clothing and clothing accessories stores	3	355	41	14	10	—	—
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	7	D	D	D	b	D	D
4539	Other miscellaneous store retailers	2	D	D	D	a	D	D
45392	Art dealers	1	D	D	D	a	D	D
453920	Art dealers	1	D	D	D	a	D	D
454	Nonstore retailers	3	D	D	D	a	D	D
BALANCE OF RACINE COUNTY								
44-45	Retail trade	61	123 320	8 083	1 815	425	16.0	.3
441	Motor vehicle and parts dealers	13	D	D	D	c	D	D
4411	Automobile dealers	7	D	D	D	c	D	D
44112	Used car dealers	3	D	D	D	a	D	D
441120	Used car dealers	3	D	D	D	a	D	D
4412	Other motor vehicle dealers	4	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	4	D	D	D	b	D	D
441222	Boat dealers	3	D	D	D	b	D	D
442	Furniture and home furnishings stores	2	D	D	D	a	D	D
443	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	9	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	6	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	4	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	4	D	D	D	b	D	D
445	Food and beverage stores	5	D	D	D	a	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	13	36 486	1 827	423	131	39.6	—
4471	Gasoline stations	13	36 486	1 827	423	131	39.6	—
44711	Gasoline stations with convenience stores	10	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	10	D	D	D	b	D	D
44719	Other gasoline stations	3	D	D	D	b	D	D
447190	Other gasoline stations	3	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	8	D	D	D	b	D	D
4539	Other miscellaneous store retailers	2	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
454	Nonstore retailers	6	D	D	D	a	D	D
BALANCE OF RICHLAND COUNTY								
44-45	Retail trade	23	37 402	2 550	615	164	37.4	7.4
441	Motor vehicle and parts dealers	4	D	D	D	b	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	9	D	D	D	b	D	D
445	Food and beverage stores	3	D	D	D	a	D	D
447	Gasoline stations	5	D	D	D	b	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
BALANCE OF ROCK COUNTY								
44-45	Retail trade	87	D	D	D	f	D	D
441	Motor vehicle and parts dealers	16	D	D	D	c	D	D
4411	Automobile dealers	7	D	D	D	c	D	D
4412	Other motor vehicle dealers	6	D	D	D	b	D	D
44121	Recreational vehicle dealers	3	D	D	D	b	D	D
441210	Recreational vehicle dealers	3	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	3	D	D	D	a	D	D
441222	Boat dealers	2	D	D	D	a	D	D
442	Furniture and home furnishings stores	2	D	D	D	a	D	D
443	Electronics and appliance stores	2	D	D	D	a	D	D
4431	Electronics and appliance stores	2	D	D	D	a	D	D
44311	Appliance, television, and other electronics stores	2	D	D	D	a	D	D
443112	Radio, television, and other electronics stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	12	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	7	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	7	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	7	D	D	D	b	D	D
445	Food and beverage stores	8	D	D	D	b	D	D
446	Health and personal care stores	3	D	D	D	a	D	D
447	Gasoline stations	15	30 505	1 464	353	119	21.7	10.7
4471	Gasoline stations	15	30 505	1 464	353	119	21.7	10.7
44711	Gasoline stations with convenience stores	12	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	12	D	D	D	b	D	D
448	Clothing and clothing accessories stores	3	D	D	D	a	D	D
44819	Other clothing stores	1	D	D	D	a	D	D
448190	Other clothing stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	4	3 268	539	126	26	3.7	—
4512	Book, periodical, and music stores	1	D	D	D	a	D	D
45121	Book stores and news dealers	1	D	D	D	a	D	D
4512111	Book stores, general	1	D	D	D	a	D	D
453	Miscellaneous store retailers	14	9 749	1 661	363	77	3.2	26.0
4532	Office supplies, stationery, and gift stores	1	D	D	D	a	D	D
4539	Other miscellaneous store retailers	8	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	2	D	D	D	b	D	D
453930	Manufactured (mobile) home dealers	2	D	D	D	b	D	D
45399	All other miscellaneous store retailers	3	1 963	381	50	14	13.3	—
454	Nonstore retailers	8	8 405	1 327	261	50	2.0	—
4543	Direct selling establishments	6	D	D	D	b	D	D
45431	Fuel dealers	2	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	2	D	D	D	b	D	D
45439	Other direct selling establishments	4	D	D	D	a	D	D
454390	Other direct selling establishments	4	D	D	D	a	D	D
BALANCE OF RUSK COUNTY								
44-45	Retail trade	26	27 808	2 290	513	134	32.0	.7
441	Motor vehicle and parts dealers	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	6	D	D	D	b	D	D
44419	Other building material dealers	2	D	D	D	a	D	D
444190	Other building material dealers	2	D	D	D	a	D	D
445	Food and beverage stores	7	D	D	D	b	D	D
446	Health and personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	5	5 729	381	82	34	61.5	2.8
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	2	D	D	D	a	D	D
4539	Other miscellaneous store retailers	1	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
BALANCE OF ST. CROIX COUNTY								
44-45	Retail trade	76	156 825	13 923	3 388	652	15.2	2.3
441	Motor vehicle and parts dealers	6	D	D	D	b	D	D
4412	Other motor vehicle dealers	1	D	D	D	a	D	D
44121	Recreational vehicle dealers	1	D	D	D	a	D	D
441210	Recreational vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	6	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers	10	D	D	D	c	D	D
4441	Building material and supplies dealers	8	D	D	D	c	D	D
44419	Other building material dealers	6	D	D	D	b	D	D
444190	Other building material dealers	6	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	2	D	D	D	a	D	D
44422	Nursery, garden center, and farm supply stores	2	D	D	D	a	D	D
444220	Nursery, garden center, and farm supply stores	2	D	D	D	a	D	D
445	Food and beverage stores	9	D	D	D	c	D	D
4452	Specialty food stores	2	D	D	D	b	D	D
446	Health and personal care stores	3	D	D	D	a	D	D
447	Gasoline stations	14	D	D	D	c	D	D
4471	Gasoline stations	14	D	D	D	c	D	D
44711	Gasoline stations with convenience stores	11	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	11	D	D	D	c	D	D
44719	Other gasoline stations	3	D	D	D	b	D	D
447190	Other gasoline stations	3	D	D	D	b	D	D
448	Clothing and clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	2	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	6	D	D	D	a	D	D
4539	Other miscellaneous store retailers	3	1 730	493	67	11	—	16.8
45399	All other miscellaneous store retailers	3	1 730	493	67	11	—	16.8
454	Nonstore retailers	16	D	D	D	b	D	D
4541	Electronic shopping and mail-order houses	2	D	D	D	a	D	D
45411	Electronic shopping and mail-order houses	2	D	D	D	a	D	D
4543	Direct selling establishments	14	D	D	D	b	D	D
45431	Fuel dealers	6	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	6	D	D	D	b	D	D
45439	Other direct selling establishments	8	D	D	D	b	D	D
454390	Other direct selling establishments	8	D	D	D	b	D	D
BALANCE OF SAUK COUNTY								
44-45	Retail trade	126	367 900	35 527	7 184	1 714	9.8	1.0
441	Motor vehicle and parts dealers	11	D	D	D	b	D	D
4412	Other motor vehicle dealers	4	D	D	D	a	D	D
44132	Tire dealers	2	D	D	D	b	D	D
441320	Tire dealers	2	D	D	D	b	D	D
442	Furniture and home furnishings stores	5	D	D	D	b	D	D
4422	Home furnishings stores	3	D	D	D	a	D	D
443	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers	20	D	D	D	e	D	D
4441	Building material and supplies dealers	12	D	D	D	c	D	D
44411	Home centers	3	D	D	D	c	D	D
444110	Home centers	3	D	D	D	c	D	D
44419	Other building material dealers	4	D	D	D	b	D	D
444190	Other building material dealers	4	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	8	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	6	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	6	D	D	D	b	D	D
445	Food and beverage stores	13	31 813	3 081	723	205	20.2	2.5
4452	Specialty food stores	5	D	D	D	a	D	D
446	Health and personal care stores	2	D	D	D	b	D	D
4461	Health and personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	25	D	D	D	c	D	D
4471	Gasoline stations	25	D	D	D	c	D	D
44711	Gasoline stations with convenience stores	22	40 425	2 492	539	180	17.4	5.8
447110	Gasoline stations with convenience stores	22	40 425	2 492	539	180	17.4	5.8

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

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							From admini- strative records ¹	Estimated ²
BALANCE OF SAUK COUNTY—Con.								
44-45	Retail trade—Con.							
448	Clothing and clothing accessories stores	12	D	D	D	b	D	D
4481	Clothing stores	9	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	5	D	D	D	b	D	D
4511	Sporting goods, hobby, and musical instrument stores	5	D	D	D	b	D	D
452	General merchandise stores	7	D	D	D	f	D	D
4529	Other general merchandise stores	6	D	D	D	f	D	D
45291	Warehouse clubs and supercenters	2	D	D	D	e	D	D
452910	Warehouse clubs and supercenters	2	D	D	D	e	D	D
45299	All other general merchandise stores	4	D	D	D	c	D	D
452990	All other general merchandise stores	4	D	D	D	c	D	D
4529904	Miscellaneous general merchandise stores	3	D	D	D	c	D	D
453	Miscellaneous store retailers	18	D	D	D	b	D	D
4532	Office supplies, stationery, and gift stores	10	2 715	483	84	30	37.5	2.7
4533	Used merchandise stores	2	D	D	D	a	D	D
45331	Used merchandise stores	2	D	D	D	a	D	D
453310	Used merchandise stores	2	D	D	D	a	D	D
4539	Other miscellaneous store retailers	4	9 189	743	110	28	49.0	—
45393	Manufactured (mobile) home dealers	2	D	D	D	b	D	D
453930	Manufactured (mobile) home dealers	2	D	D	D	b	D	D
454	Nonstore retailers	6	D	D	D	b	D	D
4541	Electronic shopping and mail-order houses	2	D	D	D	b	D	D
45411	Electronic shopping and mail-order houses	2	D	D	D	b	D	D
4543	Direct selling establishments	4	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	1	D	D	D	a	D	D
BALANCE OF SAWYER COUNTY								
44-45	Retail trade	111	199 945	19 686	4 576	1 160	13.3	2.0
441	Motor vehicle and parts dealers	14	53 395	3 864	949	140	21.0	3.3
4412	Other motor vehicle dealers	5	7 317	612	103	32	18.7	24.2
44122	Motorcycle, boat, and other motor vehicle dealers	5	7 317	612	103	32	18.7	24.2
441222	Boat dealers	4	D	D	D	b	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	7	7 949	1 052	247	48	6.8	14.7
4421	Furniture stores	3	4 877	536	128	23	5.3	—
44211	Furniture stores	3	4 877	536	128	23	5.3	—
442110	Furniture stores	3	4 877	536	128	23	5.3	—
4422	Home furnishings stores	4	3 072	516	119	25	9.2	38.0
44229	Other home furnishings stores	3	D	D	D	a	D	D
443	Electronics and appliance stores	4	1 453	180	46	11	54.9	17.6
444	Building material and garden equipment and supplies dealers	12	23 837	3 060	767	116	5.8	—
4441	Building material and supplies dealers	8	22 046	2 694	696	103	3.9	—
44413	Hardware stores	3	D	D	D	b	D	D
444130	Hardware stores	3	D	D	D	b	D	D
44419	Other building material dealers	4	15 809	1 945	525	55	4.2	—
444190	Other building material dealers	4	15 809	1 945	525	55	4.2	—
445	Food and beverage stores	6	28 826	2 858	705	267	10.5	—
446	Health and personal care stores	3	D	D	D	a	D	D
447	Gasoline stations	20	25 498	1 480	319	116	14.0	.4
4471	Gasoline stations	20	25 498	1 480	319	116	14.0	.4
44711	Gasoline stations with convenience stores	18	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	18	D	D	D	c	D	D
448	Clothing and clothing accessories stores	7	4 467	979	175	49	69.0	—
4481	Clothing stores	4	D	D	D	b	D	D
44832	Luggage and leather goods stores	1	D	D	D	a	D	D
448320	Luggage and leather goods stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	9	4 216	556	125	36	14.5	—
4511	Sporting goods, hobby, and musical instrument stores	8	D	D	D	b	D	D
452	General merchandise stores	5	D	D	D	e	D	D
4529	Other general merchandise stores	5	D	D	D	e	D	D
45299	All other general merchandise stores	4	6 499	819	181	44	1.8	—
452990	All other general merchandise stores	4	6 499	819	181	44	1.8	—
4529904	Miscellaneous general merchandise stores	2	D	D	D	b	D	D

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							From admini- strative records ¹	Estimated ²
BALANCE OF SAWYER COUNTY—Con.								
44-45	Retail trade—Con.							
453	Miscellaneous store retailers	21	D	D	D	b	D	D
4532	Office supplies, stationery, and gift stores	15	3 844	595	122	42	44.3	—
45321	Office supplies and stationery stores	1	D	D	D	a	D	D
453210	Office supplies and stationery stores	1	D	D	D	a	D	D
4539	Other miscellaneous store retailers	4	D	D	D	a	D	D
45392	Art dealers	1	D	D	D	a	D	D
453920	Art dealers	1	D	D	D	a	D	D
454	Nonstore retailers	3	D	D	D	a	D	D
4543	Direct selling establishments	3	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	2	D	D	D	a	D	D
BALANCE OF SHAWANO COUNTY								
44-45	Retail trade	68	80 368	6 742	1 940	392	51.5	5.0
441	Motor vehicle and parts dealers	12	24 278	1 606	362	82	53.6	3.8
4412	Other motor vehicle dealers	2	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	a	D	D
441221	Motorcycle dealers	1	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	2	D	D	D	a	D	D
443	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	8	3 295	405	83	20	76.1	4.2
445	Food and beverage stores	12	D	D	D	b	D	D
446	Health and personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	19	26 250	1 136	256	112	62.9	8.2
4471	Gasoline stations	19	26 250	1 136	256	112	62.9	8.2
44711	Gasoline stations with convenience stores	18	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	18	D	D	D	c	D	D
452	General merchandise stores	3	D	D	D	a	D	D
453	Miscellaneous store retailers	5	D	D	D	b	D	D
4539	Other miscellaneous store retailers	3	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	2	D	D	D	b	D	D
453930	Manufactured (mobile) home dealers	2	D	D	D	b	D	D
454	Nonstore retailers	3	D	D	D	a	D	D
BALANCE OF SHEBOYGAN COUNTY								
44-45	Retail trade	123	281 127	26 660	6 295	1 446	7.1	1.5
441	Motor vehicle and parts dealers	23	D	D	D	e	D	D
4411	Automobile dealers	11	D	D	D	c	D	D
44112	Used car dealers	5	D	D	D	b	D	D
441120	Used car dealers	5	D	D	D	b	D	D
4412	Other motor vehicle dealers	4	D	D	D	b	D	D
44121	Recreational vehicle dealers	1	D	D	D	a	D	D
441210	Recreational vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	3	D	D	D	a	D	D
441221	Motorcycle dealers	3	D	D	D	a	D	D
442	Furniture and home furnishings stores	12	D	D	D	b	D	D
4421	Furniture stores	5	D	D	D	b	D	D
44211	Furniture stores	5	D	D	D	b	D	D
442110	Furniture stores	5	D	D	D	b	D	D
4422	Home furnishings stores	7	D	D	D	b	D	D
443	Electronics and appliance stores	5	D	D	D	b	D	D
4431	Electronics and appliance stores	5	D	D	D	b	D	D
44311	Appliance, television, and other electronics stores	4	D	D	D	b	D	D
443112	Radio, television, and other electronics stores	4	D	D	D	b	D	D
444	Building material and garden equipment and supplies dealers ...	15	D	D	D	c	D	D
4441	Building material and supplies dealers	6	D	D	D	c	D	D
44411	Home centers	1	D	D	D	c	D	D
444110	Home centers	1	D	D	D	c	D	D
4442	Lawn and garden equipment and supplies stores	9	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	8	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	8	D	D	D	b	D	D
445	Food and beverage stores	8	25 320	2 497	669	199	6.5	—
4452	Specialty food stores	2	D	D	D	b	D	D
446	Health and personal care stores	5	D	D	D	b	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab-lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
BALANCE OF SHEBOYGAN COUNTY—Con.								
44-45	Retail trade—Con.							
447	Gasoline stations	17	36 419	2 527	623	254	16.7	3.1
4471	Gasoline stations	17	36 419	2 527	623	254	16.7	3.1
44711	Gasoline stations with convenience stores	14	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	14	D	D	D	c	D	D
448	Clothing and clothing accessories stores	13	D	D	D	b	D	D
4481	Clothing stores	9	D	D	D	b	D	D
44819	Other clothing stores	2	D	D	D	a	D	D
448190	Other clothing stores	2	D	D	D	a	D	D
44832	Luggage and leather goods stores	1	D	D	D	a	D	D
448320	Luggage and leather goods stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	7	D	D	D	b	D	D
4511	Sporting goods, hobby, and musical instrument stores	6	D	D	D	b	D	D
452	General merchandise stores	3	D	D	D	c	D	D
4529	Other general merchandise stores	2	D	D	D	b	D	D
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	7	D	D	D	b	D	D
4539	Other miscellaneous store retailers	3	D	D	D	b	D	D
45399	All other miscellaneous store retailers	3	D	D	D	b	D	D
454	Nonstore retailers	8	5 598	894	197	37	18.7	29.2
4543	Direct selling establishments	6	D	D	D	b	D	D
45439	Other direct selling establishments	5	D	D	D	b	D	D
454390	Other direct selling establishments	5	D	D	D	b	D	D
BALANCE OF TAYLOR COUNTY								
44-45	Retail trade	35	36 971	3 082	681	187	41.7	7.4
441	Motor vehicle and parts dealers	8	5 109	457	104	26	24.0	—
443	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers	11	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	4	4 191	487	112	24	13.1	—
44422	Nursery, garden center, and farm supply stores	4	4 191	487	112	24	13.1	—
444220	Nursery, garden center, and farm supply stores	4	4 191	487	112	24	13.1	—
445	Food and beverage stores	5	D	D	D	b	D	D
447	Gasoline stations	4	9 257	390	86	33	98.3	—
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
4539	Other miscellaneous store retailers	1	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
454	Nonstore retailers	3	D	D	D	a	D	D
BALANCE OF TREMPLEAU COUNTY								
44-45	Retail trade	125	229 557	19 529	4 466	1 151	26.4	16.8
441	Motor vehicle and parts dealers	23	61 543	4 496	1 074	193	38.6	—
4412	Other motor vehicle dealers	2	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	a	D	D
441221	Motorcycle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	6	D	D	D	c	D	D
4421	Furniture stores	4	D	D	D	c	D	D
44211	Furniture stores	4	D	D	D	c	D	D
442110	Furniture stores	4	D	D	D	c	D	D
443	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers	22	32 087	3 005	669	145	18.5	20.7
4441	Building material and supplies dealers	16	21 862	2 048	461	108	27.2	26.7
44413	Hardware stores	6	7 557	771	187	51	10.3	77.3
444130	Hardware stores	6	7 557	771	187	51	10.3	77.3
44419	Other building material dealers	10	14 305	1 277	274	57	36.1	—
444190	Other building material dealers	10	14 305	1 277	274	57	36.1	—
4442	Lawn and garden equipment and supplies stores	6	10 225	957	208	37	—	7.9
44422	Nursery, garden center, and farm supply stores	6	10 225	957	208	37	—	7.9
444220	Nursery, garden center, and farm supply stores	6	10 225	957	208	37	—	7.9
445	Food and beverage stores	19	34 321	2 510	625	242	24.7	51.4
4451	Grocery stores	14	34 064	2 482	618	235	24.2	51.7
44512	Convenience stores	4	D	D	D	a	D	D
445120	Convenience stores	4	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab-lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini-strative records ¹	Estimated ²
BALANCE OF TREMPLEAU COUNTY—Con.								
44-45	Retail trade—Con.							
446	Health and personal care stores	5	6 765	625	164	26	16.1	12.2
4461	Health and personal care stores	5	6 765	625	164	26	16.1	12.2
447	Gasoline stations	26	55 622	3 551	896	320	23.2	14.4
4471	Gasoline stations	26	55 622	3 551	896	320	23.2	14.4
44711	Gasoline stations with convenience stores	20	45 445	3 119	764	294	25.2	8.4
447110	Gasoline stations with convenience stores	20	45 445	3 119	764	294	25.2	8.4
448	Clothing and clothing accessories stores	3	792	140	41	10	100.0	—
451	Sporting goods, hobby, book, and music stores	1	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	b	D	D
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	13	8 557	640	138	37	77.6	1.5
4539	Other miscellaneous store retailers	4	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers	2	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	2	D	D	D	a	D	D
454	Nonstore retailers	3	3 472	385	93	19	—	—
4543	Direct selling establishments	3	3 472	385	93	19	—	—
454312	Liquefied petroleum gas (bottled gas) dealers	2	D	D	D	a	D	D
BALANCE OF VERNON COUNTY								
44-45	Retail trade	57	69 520	9 559	2 257	518	32.0	13.5
441	Motor vehicle and parts dealers	6	5 069	656	166	33	90.6	—
442	Furniture and home furnishings stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ..	13	D	D	D	c	D	D
44419	Other building material dealers	5	5 989	783	183	23	44.6	37.5
444190	Other building material dealers	5	5 989	783	183	23	44.6	37.5
4442	Lawn and garden equipment and supplies stores	5	20 070	4 041	922	138	—	—
44422	Nursery, garden center, and farm supply stores	5	20 070	4 041	922	138	—	—
444220	Nursery, garden center, and farm supply stores	5	20 070	4 041	922	138	—	—
445	Food and beverage stores	13	D	D	D	c	D	D
4452	Specialty food stores	4	1 309	184	45	18	33.7	—
446	Health and personal care stores	3	D	D	D	a	D	D
447	Gasoline stations	11	14 865	1 550	346	120	31.6	—
44711	Gasoline stations with convenience stores	11	14 865	1 550	346	120	31.6	—
447110	Gasoline stations with convenience stores	11	14 865	1 550	346	120	31.6	—
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	4	D	D	D	b	D	D
453	Miscellaneous store retailers	3	D	D	D	a	D	D
4539	Other miscellaneous store retailers	2	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
BALANCE OF VILAS COUNTY								
44-45	Retail trade	167	191 135	19 421	4 208	1 068	32.2	11.4
441	Motor vehicle and parts dealers	17	35 628	2 703	565	106	22.2	—
4412	Other motor vehicle dealers	9	27 035	1 952	389	70	5.9	—
44122	Motorcycle, boat, and other motor vehicle dealers	8	D	D	D	b	D	D
441221	Motorcycle dealers	2	D	D	D	a	D	D
441222	Boat dealers	4	14 819	994	177	30	10.0	—
441229	All other motor vehicle dealers	2	D	D	D	b	D	D
442	Furniture and home furnishings stores	11	6 573	834	186	40	46.8	23.2
4421	Furniture stores	4	2 342	307	78	16	100.0	—
44211	Furniture stores	4	2 342	307	78	16	100.0	—
442110	Furniture stores	4	2 342	307	78	16	100.0	—
4422	Home furnishings stores	7	4 231	527	108	24	17.3	36.0
44221	Floor covering stores	6	D	D	D	b	D	D
442210	Floor covering stores	6	D	D	D	b	D	D
443	Electronics and appliance stores	6	2 345	484	93	16	17.4	.7
4431	Electronics and appliance stores	6	2 345	484	93	16	17.4	.7
44311	Appliance, television, and other electronics stores	4	D	D	D	a	D	D
443112	Radio, television, and other electronics stores	4	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
BALANCE OF VILAS COUNTY—Con.								
44-45	Retail trade—Con.							
444	Building material and garden equipment and supplies dealers . . .	18	21 707	2 586	561	118	27.4	.5
4441	Building material and supplies dealers	15	D	D	D	c	D	D
44413	Hardware stores	6	9 647	1 243	286	62	18.7	—
444130	Hardware stores	6	9 647	1 243	286	62	18.7	—
44419	Other building material dealers	9	D	D	D	b	D	D
444190	Other building material dealers	9	D	D	D	b	D	D
445	Food and beverage stores	17	41 527	6 208	1 401	357	27.3	35.6
4451	Grocery stores	13	D	D	D	e	D	D
4452	Specialty food stores	3	D	D	D	a	D	D
446	Health and personal care stores	4	6 803	760	150	42	77.1	—
4461	Health and personal care stores	4	6 803	760	150	42	77.1	—
447	Gasoline stations	29	53 187	2 740	595	173	41.4	8.9
4471	Gasoline stations	29	53 187	2 740	595	173	41.4	8.9
44711	Gasoline stations with convenience stores	22	31 152	2 201	478	141	52.8	7.6
447110	Gasoline stations with convenience stores	22	31 152	2 201	478	141	52.8	7.6
44719	Other gasoline stations	7	22 035	539	117	32	25.5	10.9
447190	Other gasoline stations	7	22 035	539	117	32	25.5	10.9
448	Clothing and clothing accessories stores	10	2 445	300	60	24	5.3	8.8
451	Sporting goods, hobby, book, and music stores	10	2 804	340	63	26	18.1	.3
4511	Sporting goods, hobby, and musical instrument stores	8	D	D	D	b	D	D
452	General merchandise stores	5	4 535	575	106	41	5.4	—
45299	All other general merchandise stores	5	4 535	575	106	41	5.4	—
452990	All other general merchandise stores	5	4 535	575	106	41	5.4	—
4529904	Miscellaneous general merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	27	7 462	804	176	77	48.3	3.1
4532	Office supplies, stationery, and gift stores	22	3 302	373	71	37	78.0	7.1
4539	Other miscellaneous store retailers	4	D	D	D	b	D	D
45399	All other miscellaneous store retailers	2	D	D	D	b	D	D
454	Nonstore retailers	13	6 119	1 087	252	48	16.4	.8
4543	Direct selling establishments	11	D	D	D	b	D	D
45431	Fuel dealers	7	4 845	748	176	29	13.9	.9
454312	Liquefied petroleum gas (bottled gas) dealers	7	4 845	748	176	29	13.9	.9
BALANCE OF WALWORTH COUNTY								
44-45	Retail trade	95	118 010	10 691	2 330	731	25.3	5.8
441	Motor vehicle and parts dealers	11	D	D	D	b	D	D
4412	Other motor vehicle dealers	5	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	4	D	D	D	b	D	D
441222	Boat dealers	2	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	6	D	D	D	b	D	D
443	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers . . .	16	D	D	D	c	D	D
4442	Lawn and garden equipment and supplies stores	10	D	D	D	c	D	D
44422	Nursery, garden center, and farm supply stores	7	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	7	D	D	D	b	D	D
445	Food and beverage stores	16	D	D	D	e	D	D
4451	Grocery stores	14	D	D	D	e	D	D
446	Health and personal care stores	5	D	D	D	b	D	D
4461	Health and personal care stores	5	D	D	D	b	D	D
447	Gasoline stations	15	D	D	D	c	D	D
4471	Gasoline stations	15	D	D	D	c	D	D
44711	Gasoline stations with convenience stores	14	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	14	D	D	D	c	D	D
448	Clothing and clothing accessories stores	3	263	43	21	7	44.1	44.9
451	Sporting goods, hobby, book, and music stores	6	D	D	D	b	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	5	353	52	21	10	70.0	30.0
454	Nonstore retailers	9	D	D	D	b	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
BALANCE OF WASHBURN COUNTY								
44-45	Retail trade	70	105 078	9 946	2 196	503	21.6	4.4
441	Motor vehicle and parts dealers	10	42 690	3 973	916	128	3.4	.1
4412	Other motor vehicle dealers	5	D	D	D	b	D	D
44121	Recreational vehicle dealers	2	D	D	D	a	D	D
441210	Recreational vehicle dealers	2	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	3	D	D	D	b	D	D
441222	Boat dealers	1	D	D	D	b	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	3	925	159	37	12	100.0	—
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ..	8	10 501	1 099	205	50	28.3	—
44419	Other building material dealers	4	D	D	D	b	D	D
444190	Other building material dealers	4	D	D	D	b	D	D
445	Food and beverage stores	7	D	D	D	b	D	D
446	Health and personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	10	21 487	1 269	299	126	9.7	7.9
44711	Gasoline stations with convenience stores	9	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	9	D	D	D	c	D	D
448	Clothing and clothing accessories stores	3	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	5	1 535	151	32	18	20.7	—
452	General merchandise stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	14	7 719	807	151	41	24.9	4.3
4539	Other miscellaneous store retailers	5	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers	3	D	D	D	a	D	D
454	Nonstore retailers	6	6 968	922	217	33	52.1	—
4543	Direct selling establishments	4	D	D	D	b	D	D
45431	Fuel dealers	4	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	3	D	D	D	b	D	D
BALANCE OF WASHINGTON COUNTY								
44-45	Retail trade	60	D	D	D	f	D	D
441	Motor vehicle and parts dealers	15	134 798	14 650	4 798	301	32.8	.5
4411	Automobile dealers	8	D	D	D	c	D	D
44112	Used car dealers	6	D	D	D	c	D	D
441120	Used car dealers	6	D	D	D	c	D	D
4412	Other motor vehicle dealers	3	19 647	1 451	250	49	33.2	—
44121	Recreational vehicle dealers	1	D	D	D	b	D	D
441210	Recreational vehicle dealers	1	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	2	D	D	D	b	D	D
441221	Motorcycle dealers	1	D	D	D	a	D	D
441222	Boat dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	3	D	D	D	b	D	D
4422	Home furnishings stores	2	D	D	D	b	D	D
44221	Floor covering stores	2	D	D	D	b	D	D
442210	Floor covering stores	2	D	D	D	b	D	D
443	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ..	14	46 038	5 630	1 222	179	44.1	7.9
4441	Building material and supplies dealers	6	D	D	D	b	D	D
44419	Other building material dealers	3	D	D	D	b	D	D
444190	Other building material dealers	3	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	8	D	D	D	b	D	D
44421	Outdoor power equipment stores	2	D	D	D	b	D	D
444210	Outdoor power equipment stores	2	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	6	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	6	D	D	D	b	D	D
445	Food and beverage stores	5	D	D	D	a	D	D
4452	Specialty food stores	2	D	D	D	a	D	D
446	Health and personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	8	D	D	D	c	D	D
44711	Gasoline stations with convenience stores	7	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	7	D	D	D	b	D	D
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	7	D	D	D	a	D	D
454319	Other fuel dealers	1	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
BALANCE OF WAUKESHA COUNTY								
44-45	Retail trade	214	D	D	D	h	D	D
441	Motor vehicle and parts dealers	30	256 256	18 812	4 472	507	2.2	.8
4411	Automobile dealers	15	221 668	13 892	3 379	342	1.1	.4
44111	New car dealers	7	216 285	13 281	3 248	313	—	—
441110	New car dealers	7	216 285	13 281	3 248	313	—	—
4412	Other motor vehicle dealers	4	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	4	D	D	D	b	D	D
441221	Motorcycle dealers	2	D	D	D	a	D	D
441222	Boat dealers	1	D	D	D	b	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
4413	Automotive parts, accessories, and tire stores	11	D	D	D	b	D	D
44131	Automotive parts and accessories stores	10	D	D	D	b	D	D
441310	Automotive parts and accessories stores	10	D	D	D	b	D	D
442	Furniture and home furnishings stores	14	28 619	4 694	1 121	147	6.2	—
4422	Home furnishings stores	12	D	D	D	c	D	D
44221	Floor covering stores	6	22 375	3 791	919	96	4.1	—
442210	Floor covering stores	6	22 375	3 791	919	96	4.1	—
44229	Other home furnishings stores	6	D	D	D	b	D	D
442291	Window treatment stores	2	D	D	D	a	D	D
443	Electronics and appliance stores	6	D	D	D	c	D	D
4431	Electronics and appliance stores	6	D	D	D	c	D	D
44311	Appliance, television, and other electronics stores	2	D	D	D	c	D	D
443112	Radio, television, and other electronics stores	2	D	D	D	c	D	D
44312	Computer and software stores	3	D	D	D	a	D	D
443120	Computer and software stores	3	D	D	D	a	D	D
44313	Camera and photographic supplies stores	1	D	D	D	b	D	D
443130	Camera and photographic supplies stores	1	D	D	D	b	D	D
444	Building material and garden equipment and supplies dealers	42	66 521	10 073	2 464	388	12.5	1.0
4441	Building material and supplies dealers	21	52 643	7 842	2 048	263	7.2	.9
44411	Home centers	1	D	D	D	b	D	D
444110	Home centers	1	D	D	D	b	D	D
44419	Other building material dealers	17	D	D	D	c	D	D
444190	Other building material dealers	17	D	D	D	c	D	D
4442	Lawn and garden equipment and supplies stores	21	13 878	2 231	416	125	32.8	1.6
44421	Outdoor power equipment stores	8	2 859	366	94	22	83.1	7.6
444210	Outdoor power equipment stores	8	2 859	366	94	22	83.1	7.6
44422	Nursery, garden center, and farm supply stores	13	11 019	1 865	322	103	19.8	—
444220	Nursery, garden center, and farm supply stores	13	11 019	1 865	322	103	19.8	—
445	Food and beverage stores	18	71 435	8 629	2 011	563	3.7	13.9
4451	Grocery stores	13	67 015	8 306	1 942	537	2.4	14.3
44511	Supermarkets and other grocery (except convenience) stores	13	67 015	8 306	1 942	537	2.4	14.3
445110	Supermarkets and other grocery (except convenience) stores	13	67 015	8 306	1 942	537	2.4	14.3
4452	Specialty food stores	2	D	D	D	a	D	D
446	Health and personal care stores	8	D	D	D	c	D	D
4461	Health and personal care stores	8	D	D	D	c	D	D
446191	Food (health) supplement stores	3	D	D	D	b	D	D
447	Gasoline stations	20	60 269	3 266	754	206	27.6	12.4
4471	Gasoline stations	20	60 269	3 266	754	206	27.6	12.4
44711	Gasoline stations with convenience stores	16	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	16	D	D	D	c	D	D
44719	Other gasoline stations	4	D	D	D	b	D	D
447190	Other gasoline stations	4	D	D	D	b	D	D
448	Clothing and clothing accessories stores	15	D	D	D	b	D	D
4481	Clothing stores	10	D	D	D	b	D	D
451	Sporting goods, hobby, book, and music stores	15	D	D	D	c	D	D
4511	Sporting goods, hobby, and musical instrument stores	15	D	D	D	c	D	D
45111	Sporting goods stores	10	19 339	2 358	551	166	5.8	4.3
451110	Sporting goods stores	10	19 339	2 358	551	166	5.8	4.3
4511102	Specialty-line sporting goods stores	9	D	D	D	c	D	D
452	General merchandise stores	5	109 844	7 687	1 859	440	—	—
4529	Other general merchandise stores	2	D	D	D	c	D	D
45291	Warehouse clubs and supercenters	1	D	D	D	c	D	D
452910	Warehouse clubs and supercenters	1	D	D	D	c	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
BALANCE OF WAUKESHA COUNTY—Con.								
44-45	Retail trade—Con.							
453	Miscellaneous store retailers	23	13 858	1 882	433	194	21.8	6.0
4532	Office supplies, stationery, and gift stores	6	2 060	476	92	56	46.8	6.4
4539	Other miscellaneous store retailers	12	D	D	D	c	D	D
45391	Pet and pet supplies stores	5	2 957	521	139	82	2.6	6.4
453910	Pet and pet supplies stores	5	2 957	521	139	82	2.6	6.4
45399	All other miscellaneous store retailers	7	D	D	D	b	D	D
454	Nonstore retailers	18	D	D	D	c	D	D
4541	Electronic shopping and mail-order houses	6	13 939	2 670	537	125	8.4	11.4
45411	Electronic shopping and mail-order houses	6	13 939	2 670	537	125	8.4	11.4
4543	Direct selling establishments	12	D	D	D	b	D	D
45439	Other direct selling establishments	11	3 555	586	152	20	8.2	54.1
454390	Other direct selling establishments	11	3 555	586	152	20	8.2	54.1
BALANCE OF WAUPACA COUNTY								
44-45	Retail trade	95	111 897	10 257	2 393	643	37.8	12.2
441	Motor vehicle and parts dealers	18	D	D	D	b	D	D
4412	Other motor vehicle dealers	6	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	6	D	D	D	a	D	D
441229	All other motor vehicle dealers	3	1 809	151	28	6	23.6	—
442	Furniture and home furnishings stores	3	D	D	D	a	D	D
443	Electronics and appliance stores	5	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers	15	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	6	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	4	D	D	D	a	D	D
444220	Nursery, garden center, and farm supply stores	4	D	D	D	a	D	D
445	Food and beverage stores	12	D	D	D	c	D	D
4452	Specialty food stores	3	632	187	37	44	60.3	—
446	Health and personal care stores	3	D	D	D	b	D	D
447	Gasoline stations	13	D	D	D	c	D	D
4471	Gasoline stations	13	D	D	D	c	D	D
44711	Gasoline stations with convenience stores	12	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	12	D	D	D	c	D	D
451	Sporting goods, hobby, book, and music stores	3	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	b	D	D
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	13	D	D	D	b	D	D
4539	Other miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	8	D	D	D	b	D	D
4543	Direct selling establishments	6	D	D	D	b	D	D
45431	Fuel dealers	4	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	3	D	D	D	b	D	D
BALANCE OF WAUSHARA COUNTY								
44-45	Retail trade	87	156 297	14 397	3 460	826	28.2	21.8
441	Motor vehicle and parts dealers	20	50 737	2 457	595	96	40.5	.1
44112	Used car dealers	6	5 644	522	135	23	18.7	—
441120	Used car dealers	6	5 644	522	135	23	18.7	—
4412	Other motor vehicle dealers	7	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	3	2 311	470	134	21	49.8	23.2
443	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers	11	22 011	3 391	869	118	11.1	59.7
4441	Building material and supplies dealers	9	D	D	D	c	D	D
44419	Other building material dealers	5	D	D	D	b	D	D
444190	Other building material dealers	5	D	D	D	b	D	D
445	Food and beverage stores	8	29 556	3 256	735	292	38.3	58.4
447	Gasoline stations	18	33 261	1 750	402	135	17.1	8.3
4471	Gasoline stations	18	33 261	1 750	402	135	17.1	8.3
44711	Gasoline stations with convenience stores	12	24 513	1 244	270	99	13.4	8.1
447110	Gasoline stations with convenience stores	12	24 513	1 244	270	99	13.4	8.1
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	4	688	84	22	14	59.9	13.4

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
BALANCE OF WAUSHARA COUNTY—Con.								
44-45	Retail trade—Con.							
452	General merchandise stores	2	D	D	D	b	D	D
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
4529904	Miscellaneous general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	12	2 701	506	113	46	43.2	7.5
454	Nonstore retailers	6	8 419	1 637	413	58	2.6	1.3
4543	Direct selling establishments	5	D	D	D	b	D	D
45431	Fuel dealers	3	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	3	D	D	D	b	D	D
BALANCE OF WINNEBAGO COUNTY								
44-45	Retail trade	71	D	D	D	f	D	D
441	Motor vehicle and parts dealers	15	D	D	D	c	D	D
4412	Other motor vehicle dealers	5	D	D	D	b	D	D
44121	Recreational vehicle dealers	2	D	D	D	a	D	D
441210	Recreational vehicle dealers	2	D	D	D	a	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	3	D	D	D	b	D	D
441221	Motorcycle dealers	1	D	D	D	b	D	D
441222	Boat dealers	2	D	D	D	a	D	D
443	Electronics and appliance stores	2	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	15	25 942	3 750	808	141	21.0	1.4
4441	Building material and supplies dealers	8	D	D	D	b	D	D
44419	Other building material dealers	6	D	D	D	b	D	D
444190	Other building material dealers	6	D	D	D	b	D	D
4442	Lawn and garden equipment and supplies stores	7	D	D	D	b	D	D
44422	Nursery, garden center, and farm supply stores	5	D	D	D	b	D	D
444220	Nursery, garden center, and farm supply stores	5	D	D	D	b	D	D
445	Food and beverage stores	6	D	D	D	b	D	D
4452	Specialty food stores	3	D	D	D	b	D	D
446	Health and personal care stores	3	D	D	D	b	D	D
447	Gasoline stations	12	D	D	D	c	D	D
4471	Gasoline stations	12	D	D	D	c	D	D
44711	Gasoline stations with convenience stores	10	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	10	D	D	D	c	D	D
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	5	D	D	D	b	D	D
4511	Sporting goods, hobby, and musical instrument stores	4	D	D	D	b	D	D
45111	Sporting goods stores	4	D	D	D	b	D	D
451110	Sporting goods stores	4	D	D	D	b	D	D
4511101	General-line sporting goods stores	3	D	D	D	a	D	D
453	Miscellaneous store retailers	5	D	D	D	a	D	D
4539	Other miscellaneous store retailers	2	D	D	D	a	D	D
45399	All other miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	7	D	D	D	b	D	D
4541	Electronic shopping and mail-order houses	4	D	D	D	b	D	D
45411	Electronic shopping and mail-order houses	4	D	D	D	b	D	D
BALANCE OF WOOD COUNTY								
44-45	Retail trade	76	110 015	9 902	2 264	523	24.2	4.6
441	Motor vehicle and parts dealers	21	D	D	D	c	D	D
44112	Used car dealers	9	D	D	D	b	D	D
441120	Used car dealers	9	D	D	D	b	D	D
4412	Other motor vehicle dealers	8	D	D	D	c	D	D
44121	Recreational vehicle dealers	5	D	D	D	b	D	D
441210	Recreational vehicle dealers	5	D	D	D	b	D	D
44122	Motorcycle, boat, and other motor vehicle dealers	3	D	D	D	b	D	D
441221	Motorcycle dealers	2	D	D	D	b	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture and home furnishings stores	5	D	D	D	b	D	D
4421	Furniture stores	4	D	D	D	b	D	D
44211	Furniture stores	4	D	D	D	b	D	D
442110	Furniture stores	4	D	D	D	b	D	D
443	Electronics and appliance stores	1	D	D	D	a	D	D
444	Building material and garden equipment and supplies dealers ...	11	D	D	D	b	D	D
445	Food and beverage stores	8	D	D	D	b	D	D
4452	Specialty food stores	2	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
BALANCE OF WOOD COUNTY—Con.								
44-45	Retail trade—Con.							
447	Gasoline stations	12	D	D	D	c	D	D
4471	Gasoline stations	12	D	D	D	c	D	D
44711	Gasoline stations with convenience stores	12	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	12	D	D	D	c	D	D
448	Clothing and clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, and music stores	2	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	6	1 258	201	42	17	89.0	11.0
454	Nonstore retailers	8	D	D	D	b	D	D
4543	Direct selling establishments	8	D	D	D	b	D	D
45431	Fuel dealers	7	D	D	D	b	D	D
454311	Heating oil dealers	3	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	4	D	D	D	b	D	D

¹Includes sales information obtained from administrative records of other federal agencies.

²Includes sales information that was imputed based on historic data, administrative data, industry averages, or other statistical methods.

³Data for this line not included in broader kind-of-business totals.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.