

Wisconsin: 2002

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2002 Economic Census

Accommodation and Food Services

Geographic Area Series



U S C E N S U S B U R E A U

Helping You Make Informed Decisions

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU



CONTENTS

Introduction to the Economic Census	v
Accommodation and Food Services	ix
Tables	
1. Summary Statistics for the State: 2002	1
2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002	2
3. Summary Statistics for Counties: 2002	13
4. Summary Statistics for Places: 2002	28
Appendixes	
A. Explanation of Terms	A-1
B. NAICS Codes, Titles, and Descriptions	B-1
C. Methodology	C-1
D. Geographic Notes	D-1
E. Metropolitan and Micropolitan Statistical Areas	E-1

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 admini- strative records ¹	Estimated ²
WISCONSIN								
72	Accommodation and food services	13 268	6 885 765	1 954 391	448 146	200 748	24.6	8.2
721	Accommodation	1 521	1 370 747	379 970	83 616	27 824	9.4	6.5
7211	Traveler accommodation	1 209	1 243 454	347 898	78 790	26 431	7.1	6.2
72111	Hotels (except casino hotels) and motels	1 070	1 154 024	323 968	73 266	25 021	7.3	6.6
721110	Hotels (except casino hotels) and motels	1 070	1 154 024	323 968	73 266	25 021	7.3	6.6
72112	Casino hotels	3	D	D	D	f	D	D
721120	Casino hotels	3	D	D	D	f	D	D
72119	Other traveler accommodation	136	D	D	D	e	D	D
721191	Bed-and-breakfast inns	81	16 171	4 096	783	391	15.5	6.5
721199	All other traveler accommodation	55	D	D	D	b	D	D
7212	RV (recreational vehicle) parks and recreational camps	272	120 447	30 667	4 461	1 187	33.2	8.5
72121	RV (recreational vehicle) parks and recreational camps	272	120 447	30 667	4 461	1 187	33.2	8.5
721211	RV (recreational vehicle) parks and campgrounds	148	50 293	9 264	1 059	344	50.3	3.7
721214	Recreational and vacation camps (except campgrounds)	124	70 154	21 403	3 402	843	20.9	11.9
7213	Rooming and boarding houses	40	6 846	1 405	365	206	22.9	9.9
72131	Rooming and boarding houses	40	6 846	1 405	365	206	22.9	9.9
721310	Rooming and boarding houses	40	6 846	1 405	365	206	22.9	9.9
722	Food services and drinking places	11 747	5 515 018	1 574 421	364 530	172 924	28.4	8.6
7221	Full-service restaurants	4 578	2 485 473	795 241	184 490	85 933	32.9	7.6
72211	Full-service restaurants	4 578	2 485 473	795 241	184 490	85 933	32.9	7.6
722110	Full-service restaurants	4 578	2 485 473	795 241	184 490	85 933	32.9	7.6
7222	Limited-service eating places	3 651	2 131 136	578 187	133 841	64 682	19.1	9.2
72221	Limited-service eating places	3 651	2 131 136	578 187	133 841	64 682	19.1	9.2
722211	Limited-service restaurants	3 128	1 947 051	528 255	122 610	59 428	19.2	9.4
722212	Cafeterias, buffets, and grill buffets	49	39 576	10 809	2 426	959	10.4	4.4
722213	Snack and nonalcoholic beverage bars	474	144 509	39 123	8 805	4 295	20.1	7.6
7223	Special food services	501	300 792	89 456	20 150	8 271	10.0	12.8
72231	Food service contractors	286	208 081	62 037	14 467	5 517	3.4	17.7
722310	Food service contractors	286	208 081	62 037	14 467	5 517	3.4	17.7
72232	Caterers	167	85 309	26 049	5 437	2 694	24.9	1.8
722320	Caterers	167	85 309	26 049	5 437	2 694	24.9	1.8
72233	Mobile food services	48	7 402	1 370	246	60	26.8	1.5
722330	Mobile food services	48	7 402	1 370	246	60	26.8	1.5
7224	Drinking places (alcoholic beverages)	3 017	597 617	111 537	26 049	14 038	51.8	8.7
72241	Drinking places (alcoholic beverages)	3 017	597 617	111 537	26 049	14 038	51.8	8.7
722410	Drinking places (alcoholic beverages)	3 017	597 617	111 537	26 049	14 038	51.8	8.7

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.

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								
72	Accommodation and food services	808	438 568	122 408	28 424	13 444	25.4	5.6
721	Accommodation	51	63 436	17 200	3 509	1 227	5.0	2.6
7211	Traveler accommodation	44	D	D	D	g	D	D
72111	Hotels (except casino hotels) and motels	43	D	D	D	g	D	D
721110	Hotels (except casino hotels) and motels	43	D	D	D	g	D	D
722	Food services and drinking places	757	375 132	105 208	24 915	12 217	28.8	6.1
7221	Full-service restaurants	277	D	D	D	i	D	D
72211	Full-service restaurants	277	D	D	D	i	D	D
722110	Full-service restaurants	277	D	D	D	i	D	D
7222	Limited-service eating places	248	145 439	39 024	9 270	4 710	20.7	6.1
72221	Limited-service eating places	248	145 439	39 024	9 270	4 710	20.7	6.1
7223	Special food services	43	D	D	D	f	D	D
7224	Drinking places (alcoholic beverages)	189	42 721	8 343	1 900	967	51.6	6.6
72241	Drinking places (alcoholic beverages)	189	42 721	8 343	1 900	967	51.6	6.6
722410	Drinking places (alcoholic beverages)	189	42 721	8 343	1 900	967	51.6	6.6
Appleton, WI Metropolitan Statistical Area								
72	Accommodation and food services	456	271 230	74 822	17 876	8 282	22.0	4.0
721	Accommodation	30	44 253	10 869	2 635	920	.9	.2
7211	Traveler accommodation	25	D	D	D	f	D	D
72111	Hotels (except casino hotels) and motels	24	43 844	10 758	2 626	918	.5	—
721110	Hotels (except casino hotels) and motels	24	43 844	10 758	2 626	918	.5	—
722	Food services and drinking places	426	226 977	63 953	15 241	7 362	26.1	4.8
7222	Limited-service eating places	143	82 430	22 092	5 362	2 608	20.4	6.0
72221	Limited-service eating places	143	82 430	22 092	5 362	2 608	20.4	6.0
7223	Special food services	27	15 762	4 806	1 140	510	28.1	2.9
7224	Drinking places (alcoholic beverages)	96	23 098	4 487	1 061	500	48.0	6.2
72241	Drinking places (alcoholic beverages)	96	23 098	4 487	1 061	500	48.0	6.2
722410	Drinking places (alcoholic beverages)	96	23 098	4 487	1 061	500	48.0	6.2
Oshkosh-Neenah, WI Metropolitan Statistical Area								
72	Accommodation and food services	352	167 338	47 586	10 548	5 162	30.9	8.1
721	Accommodation	21	19 183	6 331	874	307	14.5	8.0
722	Food services and drinking places	331	148 155	41 255	9 674	4 855	33.0	8.2
7222	Limited-service eating places	105	63 009	16 932	3 908	2 102	21.1	6.3
72221	Limited-service eating places	105	63 009	16 932	3 908	2 102	21.1	6.3
7223	Special food services	16	D	D	D	c	D	D
7224	Drinking places (alcoholic beverages)	93	19 623	3 856	839	467	55.9	7.0
72241	Drinking places (alcoholic beverages)	93	19 623	3 856	839	467	55.9	7.0
722410	Drinking places (alcoholic beverages)	93	19 623	3 856	839	467	55.9	7.0
CHICAGO-NAPERVILLE-MICHIGAN CITY, IL-IN-WI COMBINED STATISTICAL AREA								
72	Accommodation and food services	17 493	16 033 743	4 346 268	1 021 940	322 440	20.4	8.7
721	Accommodation	985	D	D	D	l	D	D
7211	Traveler accommodation	876	D	D	D	k	D	D
72111	Hotels (except casino hotels) and motels	846	D	D	D	k	D	D
721110	Hotels (except casino hotels) and motels	846	D	D	D	k	D	D
72112	Casino hotels	5	D	D	D	i	D	D
721120	Casino hotels	5	D	D	D	i	D	D
7212	RV (recreational vehicle) parks and recreational camps	70	D	D	D	e	D	D
72121	RV (recreational vehicle) parks and recreational camps	70	D	D	D	e	D	D
721211	RV (recreational vehicle) parks and campgrounds	30	D	D	D	b	D	D
721214	Recreational and vacation camps (except campgrounds)	40	D	D	D	e	D	D
7213	Rooming and boarding houses	39	D	D	D	e	D	D
72131	Rooming and boarding houses	39	D	D	D	e	D	D
721310	Rooming and boarding houses	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.]

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
CHICAGO-NAPERVILLE-MICHIGAN CITY, IL-IN-WI COMBINED STATISTICAL AREA—Con.								
72	Accommodation and food services—Con.							
722	Food services and drinking places	16 508	D	D	D	m	D	D
7221	Full-service restaurants	5 581	4 865 655	1 533 292	368 327	120 043	28.7	6.6
72211	Full-service restaurants	5 581	4 865 655	1 533 292	368 327	120 043	28.7	6.6
722110	Full-service restaurants	5 581	4 865 655	1 533 292	368 327	120 043	28.7	6.6
7222	Limited-service eating places	7 674	4 652 668	1 176 149	273 830	111 090	29.0	10.4
72221	Limited-service eating places	7 674	4 652 668	1 176 149	273 830	111 090	29.0	10.4
722211	Limited-service restaurants	6 303	3 906 234	983 618	229 848	94 634	30.0	11.3
722212	Cafeterias, buffets, and grill buffets	127	D	D	D	g	D	D
722213	Snack and nonalcoholic beverage bars	1 244	D	D	D	j	D	D
7223	Special food services	1 329	D	D	D	k	D	D
7224	Drinking places (alcoholic beverages)	1 924	D	D	D	j	D	D
72241	Drinking places (alcoholic beverages)	1 924	D	D	D	j	D	D
722410	Drinking places (alcoholic beverages)	1 924	D	D	D	j	D	D
Chicago-Naperville-Joliet, IL-IN-WI Metropolitan Statistical Area								
72	Accommodation and food services	17 053	15 580 857	4 249 277	999 091	314 064	20.6	8.9
721	Accommodation	950	4 191 822	1 042 949	241 361	48 728	3.2	5.1
7211	Traveler accommodation	844	D	D	D	k	D	D
72111	Hotels (except casino hotels) and motels	819	3 202 228	857 777	190 856	40 772	3.7	6.2
721110	Hotels (except casino hotels) and motels	819	3 202 228	857 777	190 856	40 772	3.7	6.2
72112	Casino hotels	4	931 958	169 203	46 995	7 121	—	—
721120	Casino hotels	4	931 958	169 203	46 995	7 121	—	—
7212	RV (recreational vehicle) parks and recreational camps	67	D	D	D	e	D	D
72121	RV (recreational vehicle) parks and recreational camps	67	D	D	D	e	D	D
721211	RV (recreational vehicle) parks and campgrounds	27	D	D	D	b	D	D
721214	Recreational and vacation camps (except campgrounds)	40	D	D	D	e	D	D
7213	Rooming and boarding houses	39	D	D	D	e	D	D
72131	Rooming and boarding houses	39	D	D	D	e	D	D
721310	Rooming and boarding houses	39	D	D	D	e	D	D
722	Food services and drinking places	16 103	11 389 035	3 206 328	757 730	265 336	27.0	10.3
7221	Full-service restaurants	5 438	4 777 555	1 504 907	361 421	116 891	28.6	6.7
72211	Full-service restaurants	5 438	4 777 555	1 504 907	361 421	116 891	28.6	6.7
722110	Full-service restaurants	5 438	4 777 555	1 504 907	361 421	116 891	28.6	6.7
7222	Limited-service eating places	7 510	4 552 165	1 149 419	267 760	108 061	29.3	10.5
72221	Limited-service eating places	7 510	4 552 165	1 149 419	267 760	108 061	29.3	10.5
722211	Limited-service restaurants	6 168	3 819 402	960 815	224 599	92 084	30.3	11.4
722212	Cafeterias, buffets, and grill buffets	122	94 947	26 800	6 128	2 240	19.1	3.8
722213	Snack and nonalcoholic beverage bars	1 220	637 816	161 804	37 033	13 737	24.7	6.3
7223	Special food services	1 307	1 426 541	402 825	93 846	27 850	9.2	20.3
7224	Drinking places (alcoholic beverages)	1 848	632 774	149 177	34 703	12 534	38.7	13.7
72241	Drinking places (alcoholic beverages)	1 848	632 774	149 177	34 703	12 534	38.7	13.7
722410	Drinking places (alcoholic beverages)	1 848	632 774	149 177	34 703	12 534	38.7	13.7
Chicago-Naperville-Joliet, IL Metropolitan Division								
72	Accommodation and food services	14 132	13 270 886	3 637 618	852 603	261 629	21.0	9.1
721	Accommodation	767	3 537 689	902 663	207 493	41 348	3.4	5.4
7211	Traveler accommodation	691	D	D	D	k	D	D
72111	Hotels (except casino hotels) and motels	673	D	D	D	k	D	D
721110	Hotels (except casino hotels) and motels	673	D	D	D	k	D	D
72112	Casino hotels	2	D	D	D	h	D	D
721120	Casino hotels	2	D	D	D	h	D	D
7212	RV (recreational vehicle) parks and recreational camps	42	D	D	D	c	D	D
72121	RV (recreational vehicle) parks and recreational camps	42	D	D	D	c	D	D
721211	RV (recreational vehicle) parks and campgrounds	12	D	D	D	b	D	D
721214	Recreational and vacation camps (except campgrounds)	30	D	D	D	c	D	D
7213	Rooming and boarding houses	34	D	D	D	e	D	D
72131	Rooming and boarding houses	34	D	D	D	e	D	D
721310	Rooming and boarding houses	34	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
	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.							
72	Accommodation and food services—Con.							
722	Food services and drinking places	13 365	9 733 197	2 734 955	645 110	220 281	27.3	10.5
7221	Full-service restaurants	4 526	D	D	D	I	D	D
72211	Full-service restaurants	4 526	D	D	D	I	D	D
722110	Full-service restaurants	4 526	D	D	D	I	D	D
7222	Limited-service eating places	6 260	3 809 874	958 282	223 250	88 580	30.4	10.4
72221	Limited-service eating places	6 260	3 809 874	958 282	223 250	88 580	30.4	10.4
722211	Limited-service restaurants	5 112	D	D	D	I	D	D
722212	Cafeterias, buffets, and grill buffets	104	D	D	D	G	D	D
722213	Snack and nonalcoholic beverage bars	1 044	556 518	139 978	32 068	11 726	25.5	6.3
7223	Special food services	1 097	D	D	D	J	D	D
7224	Drinking places (alcoholic beverages)	1 482	D	D	D	J	D	D
72241	Drinking places (alcoholic beverages)	1 482	D	D	D	J	D	D
722410	Drinking places (alcoholic beverages)	1 482	D	D	D	J	D	D
	Gary, IN Metropolitan Division							
72	Accommodation and food services	1 273	1 116 994	274 294	67 124	24 673	15.2	5.3
721	Accommodation	78	463 474	93 887	23 698	4 831	1.2	1.1
7211	Traveler accommodation	65	D	D	D	H	D	D
72111	Hotels (except casino hotels) and motels	60	D	D	D	G	D	D
721110	Hotels (except casino hotels) and motels	60	D	D	D	G	D	D
72112	Casino hotels	2	D	D	D	H	D	D
721120	Casino hotels	2	D	D	D	H	D	D
7212	RV (recreational vehicle) parks and recreational camps	10	D	D	D	B	D	D
72121	RV (recreational vehicle) parks and recreational camps	10	D	D	D	B	D	D
722	Food services and drinking places	1 195	653 520	180 407	43 426	19 842	25.1	8.2
7221	Full-service restaurants	402	D	D	D	I	D	D
72211	Full-service restaurants	402	D	D	D	I	D	D
722110	Full-service restaurants	402	D	D	D	I	D	D
7222	Limited-service eating places	562	325 359	82 334	19 624	9 844	20.3	10.5
72221	Limited-service eating places	562	325 359	82 334	19 624	9 844	20.3	10.5
722211	Limited-service restaurants	488	D	D	D	I	D	D
7223	Special food services	53	D	D	D	F	D	D
7224	Drinking places (alcoholic beverages)	178	D	D	D	F	D	D
72241	Drinking places (alcoholic beverages)	178	D	D	D	F	D	D
722410	Drinking places (alcoholic beverages)	178	D	D	D	F	D	D
	Lake County-Kenosha County, IL-WI Metropolitan Division							
72	Accommodation and food services	1 648	1 192 977	337 365	79 364	27 762	21.7	9.8
721	Accommodation	105	190 659	46 399	10 170	2 549	4.5	9.7
7211	Traveler accommodation	88	D	D	D	G	D	D
72111	Hotels (except casino hotels) and motels	86	178 316	42 981	9 444	2 355	3.5	7.8
721110	Hotels (except casino hotels) and motels	86	178 316	42 981	9 444	2 355	3.5	7.8
7212	RV (recreational vehicle) parks and recreational camps	15	11 711	3 316	705	190	14.9	39.1
72121	RV (recreational vehicle) parks and recreational camps	15	11 711	3 316	705	190	14.9	39.1
721211	RV (recreational vehicle) parks and campgrounds	8	D	D	D	A	D	D
721214	Recreational and vacation camps (except campgrounds)	7	D	D	D	C	D	D
722	Food services and drinking places	1 543	1 002 318	290 966	69 194	25 213	24.9	9.8
7221	Full-service restaurants	510	437 789	141 375	34 498	12 116	27.0	5.7
72211	Full-service restaurants	510	437 789	141 375	34 498	12 116	27.0	5.7
722110	Full-service restaurants	510	437 789	141 375	34 498	12 116	27.0	5.7
7222	Limited-service eating places	688	416 932	108 803	24 886	9 637	25.9	11.7
72221	Limited-service eating places	688	416 932	108 803	24 886	9 637	25.9	11.7
722211	Limited-service restaurants	568	352 377	90 944	20 854	8 164	28.2	12.7
722212	Cafeterias, buffets, and grill buffets	11	D	D	D	C	D	D
722213	Snack and nonalcoholic beverage bars	109	D	D	D	G	D	D
7223	Special food services	157	100 930	31 085	7 496	2 443	4.1	14.5
7224	Drinking places (alcoholic beverages)	188	46 667	9 703	2 314	1 017	41.6	22.3
72241	Drinking places (alcoholic beverages)	188	46 667	9 703	2 314	1 017	41.6	22.3
722410	Drinking places (alcoholic beverages)	188	46 667	9 703	2 314	1 017	41.6	22.3

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
CHICAGO-NAPERVILLE-MICHIGAN CITY, IL-IN-WI COMBINED STATISTICAL AREA—Con.								
Kankakee-Bradley, IL Metropolitan Statistical Area								
72	Accommodation and food services	207	111 928	31 368	7 342	3 347	25.0	2.6
721	Accommodation	13	9 034	1 908	394	195	10.8	1.1
722	Food services and drinking places	194	102 894	29 460	6 948	3 152	26.3	2.8
7222	Limited-service eating places	81	47 280	12 916	2 873	1 470	18.2	3.3
72221	Limited-service eating places	81	47 280	12 916	2 873	1 470	18.2	3.3
7223	Special food services	14	D	D	D	c	D	D
Michigan City-La Porte, IN Metropolitan Statistical Area								
72	Accommodation and food services	233	340 958	65 623	15 507	5 029	8.0	2.0
721	Accommodation	22	D	D	D	g	D	D
7211	Traveler accommodation	19	D	D	D	g	D	D
72112	Casino hotels	1	D	D	D	g	D	D
721120	Casino hotels	1	D	D	D	g	D	D
722	Food services and drinking places	211	D	D	D	h	D	D
7222	Limited-service eating places	83	53 223	13 814	3 197	1 559	16.6	6.6
72221	Limited-service eating places	83	53 223	13 814	3 197	1 559	16.6	6.6
EAU CLAIRE-MENOMONIE, WI COMBINED STATISTICAL AREA								
72	Accommodation and food services	456	219 037	61 937	14 241	7 334	20.1	7.3
721	Accommodation	54	35 327	9 948	1 980	894	3.9	11.9
7211	Traveler accommodation	47	34 576	9 733	1 955	882	4.0	12.0
72111	Hotels (except casino hotels) and motels	44	D	D	D	f	D	D
721110	Hotels (except casino hotels) and motels	44	D	D	D	f	D	D
722	Food services and drinking places	402	183 710	51 989	12 261	6 440	23.2	6.4
7222	Limited-service eating places	137	D	D	D	g	D	D
72221	Limited-service eating places	137	D	D	D	g	D	D
7224	Drinking places (alcoholic beverages)	121	25 276	4 613	1 115	712	43.2	5.0
72241	Drinking places (alcoholic beverages)	121	25 276	4 613	1 115	712	43.2	5.0
722410	Drinking places (alcoholic beverages)	121	25 276	4 613	1 115	712	43.2	5.0
Eau Claire, WI Metropolitan Statistical Area								
72	Accommodation and food services	377	183 534	52 398	12 029	6 095	19.6	7.2
721	Accommodation	46	30 416	8 454	1 603	740	3.3	13.8
7211	Traveler accommodation	41	D	D	D	f	D	D
72111	Hotels (except casino hotels) and motels	39	29 718	8 276	1 575	724	3.4	14.0
721110	Hotels (except casino hotels) and motels	39	29 718	8 276	1 575	724	3.4	14.0
722	Food services and drinking places	331	153 118	43 944	10 426	5 355	22.8	5.9
7222	Limited-service eating places	116	63 797	17 260	4 143	2 059	15.6	3.5
72221	Limited-service eating places	116	63 797	17 260	4 143	2 059	15.6	3.5
7224	Drinking places (alcoholic beverages)	96	19 917	3 570	877	541	44.9	6.0
72241	Drinking places (alcoholic beverages)	96	19 917	3 570	877	541	44.9	6.0
722410	Drinking places (alcoholic beverages)	96	19 917	3 570	877	541	44.9	6.0
Menomonie, WI Micropolitan Statistical Area								
72	Accommodation and food services	79	35 503	9 539	2 212	1 239	22.6	7.6
721	Accommodation	8	4 911	1 494	377	154	7.6	.4
722	Food services and drinking places	71	30 592	8 045	1 835	1 085	25.0	8.7

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								
72	Accommodation and food services	367	156 389	43 553	10 170	5 202	23.3	9.4
721	Accommodation	34	13 926	3 953	986	365	10.9	3.5
722	Food services and drinking places	333	142 463	39 600	9 184	4 837	24.6	10.0
7222	Limited-service eating places	100	62 661	16 657	3 875	2 015	14.1	8.6
72221	Limited-service eating places	100	62 661	16 657	3 875	2 015	14.1	8.6
7223	Special food services	19	7 365	2 500	566	299	11.5	—
Beaver Dam, WI Micropolitan Statistical Area								
72	Accommodation and food services	145	44 505	11 389	2 575	1 507	38.7	10.8
721	Accommodation	11	2 534	651	130	57	5.9	15.2
722	Food services and drinking places	134	41 971	10 738	2 445	1 450	40.7	10.6
Fond du Lac, WI Metropolitan Statistical Area								
72	Accommodation and food services	222	111 884	32 164	7 595	3 695	17.2	8.8
721	Accommodation	23	11 392	3 302	856	308	12.0	.9
722	Food services and drinking places	199	100 492	28 862	6 739	3 387	17.8	9.8
7222	Limited-service eating places	68	46 208	12 631	2 950	1 509	14.2	5.0
72221	Limited-service eating places	68	46 208	12 631	2 950	1 509	14.2	5.0
7223	Special food services	13	6 289	2 220	519	260	5.0	—
MADISON-BARABOO, WI COMBINED STATISTICAL AREA								
72	Accommodation and food services	1 534	1 062 640	308 559	70 038	28 172	20.8	6.0
721	Accommodation	218	283 071	76 951	16 324	5 398	8.8	1.5
7211	Traveler accommodation	167	D	D	D	i	D	D
72111	Hotels (except casino hotels) and motels	160	262 585	73 036	15 669	5 074	7.3	1.4
721110	Hotels (except casino hotels) and motels	160	262 585	73 036	15 669	5 074	7.3	1.4
7212	RV (recreational vehicle) parks and recreational camps	29	D	D	D	c	D	D
72121	RV (recreational vehicle) parks and recreational camps	29	D	D	D	c	D	D
721211	RV (recreational vehicle) parks and campgrounds	24	D	D	D	b	D	D
721214	Recreational and vacation camps (except campgrounds) .	5	D	D	D	b	D	D
7213	Rooming and boarding houses	22	5 360	991	262	173	23.0	3.8
72131	Rooming and boarding houses	22	5 360	991	262	173	23.0	3.8
721310	Rooming and boarding houses	22	5 360	991	262	173	23.0	3.8
722	Food services and drinking places	1 316	779 569	231 608	53 714	22 774	25.2	7.7
7221	Full-service restaurants	510	363 747	120 629	27 853	11 537	26.6	6.4
72211	Full-service restaurants	510	363 747	120 629	27 853	11 537	26.6	6.4
722110	Full-service restaurants	510	363 747	120 629	27 853	11 537	26.6	6.4
7222	Limited-service eating places	506	320 029	87 752	20 561	8 948	20.5	9.0
72221	Limited-service eating places	506	320 029	87 752	20 561	8 948	20.5	9.0
722211	Limited-service restaurants	434	D	D	D	i	D	D
722212	Cafeterias, buffets, and grill buffets	9	D	D	D	c	D	D
722212	Cafeterias, buffets, and grill buffets	9	D	D	D	c	D	D
7223	Special food services	37	23 066	7 510	1 675	599	7.1	7.5
7224	Drinking places (alcoholic beverages)	263	72 727	15 717	3 625	1 690	45.0	8.1
72241	Drinking places (alcoholic beverages)	263	72 727	15 717	3 625	1 690	45.0	8.1
722410	Drinking places (alcoholic beverages)	263	72 727	15 717	3 625	1 690	45.0	8.1
Baraboo, WI Micropolitan Statistical Area								
72	Accommodation and food services	235	238 730	70 561	14 104	5 128	13.7	3.5
721	Accommodation	65	135 164	39 349	7 739	2 471	7.0	.2
7211	Traveler accommodation	56	D	D	D	g	D	D
72111	Hotels (except casino hotels) and motels	54	127 201	37 847	7 550	2 419	6.4	.2
721110	Hotels (except casino hotels) and motels	54	127 201	37 847	7 550	2 419	6.4	.2
7212	RV (recreational vehicle) parks and recreational camps	9	D	D	D	b	D	D
72121	RV (recreational vehicle) parks and recreational camps	9	D	D	D	b	D	D
721211	RV (recreational vehicle) parks and campgrounds	6	D	D	D	a	D	D
721214	Recreational and vacation camps (except campgrounds) .	3	5 502	945	135	38	8.5	—
722	Food services and drinking places	170	103 566	31 212	6 365	2 657	22.4	7.9
7222	Limited-service eating places	54	32 553	8 665	1 795	760	18.8	14.9
72221	Limited-service eating places	54	32 553	8 665	1 795	760	18.8	14.9

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
MADISON-BARABOO, WI COMBINED STATISTICAL AREA—Con.								
Madison, WI Metropolitan Statistical Area								
72	Accommodation and food services	1 299	823 910	237 998	55 934	23 044	22.9	6.7
721	Accommodation	153	147 907	37 602	8 585	2 927	10.3	2.6
7211	Traveler accommodation	111	136 632	35 534	8 173	2 681	8.4	2.6
72111	Hotels (except casino hotels) and motels	106	135 384	35 189	8 119	2 655	8.2	2.6
721110	Hotels (except casino hotels) and motels	106	135 384	35 189	8 119	2 655	8.2	2.6
7212	RV (recreational vehicle) parks and recreational camps	20	5 915	1 077	150	73	43.8	2.7
72121	RV (recreational vehicle) parks and recreational camps	20	5 915	1 077	150	73	43.8	2.7
721211	RV (recreational vehicle) parks and campgrounds	18	D	D	D	b	D	D
7213	Rooming and boarding houses	22	5 360	991	262	173	23.0	3.8
72131	Rooming and boarding houses	22	5 360	991	262	173	23.0	3.8
721310	Rooming and boarding houses	22	5 360	991	262	173	23.0	3.8
722	Food services and drinking places	1 146	676 003	200 396	47 349	20 117	25.7	7.6
7221	Full-service restaurants	436	301 846	99 870	23 614	9 779	28.0	6.7
72211	Full-service restaurants	436	301 846	99 870	23 614	9 779	28.0	6.7
722110	Full-service restaurants	436	301 846	99 870	23 614	9 779	28.0	6.7
7222	Limited-service eating places	452	287 476	79 087	18 766	8 188	20.7	8.3
72221	Limited-service eating places	452	287 476	79 087	18 766	8 188	20.7	8.3
722211	Limited-service restaurants	383	254 797	70 025	16 682	7 311	20.9	8.9
722212	Cafeterias, buffets, and grill buffets	9	D	D	D	c	D	D
722213	Cafeterias, buffets, and grill buffets	9	D	D	D	c	D	D
7223	Special food services	31	21 657	7 233	1 658	593	5.2	8.0
7224	Drinking places (alcoholic beverages)	227	65 024	14 206	3 311	1 557	43.9	8.5
72241	Drinking places (alcoholic beverages)	227	65 024	14 206	3 311	1 557	43.9	8.5
722410	Drinking places (alcoholic beverages)	227	65 024	14 206	3 311	1 557	43.9	8.5
MILWAUKEE-RACINE-WAUKESHA, WI COMBINED STATISTICAL AREA								
72	Accommodation and food services	3 219	2 137 712	614 598	144 515	58 335	20.1	9.2
721	Accommodation	173	310 012	88 018	21 028	5 925	6.5	4.6
7211	Traveler accommodation	156	D	D	D	i	D	D
72111	Hotels (except casino hotels) and motels	147	D	D	D	i	D	D
721110	Hotels (except casino hotels) and motels	147	D	D	D	i	D	D
7212	RV (recreational vehicle) parks and recreational camps	12	D	D	D	b	D	D
72121	RV (recreational vehicle) parks and recreational camps	12	D	D	D	b	D	D
721214	Recreational and vacation camps (except campgrounds)	8	D	D	D	b	D	D
722	Food services and drinking places	3 046	1 827 700	526 580	123 487	52 410	22.4	9.9
7221	Full-service restaurants	1 071	774 077	248 331	59 919	24 401	27.0	8.2
72211	Full-service restaurants	1 071	774 077	248 331	59 919	24 401	27.0	8.2
722110	Full-service restaurants	1 071	774 077	248 331	59 919	24 401	27.0	8.2
7222	Limited-service eating places	1 116	739 628	202 730	46 376	21 135	16.3	11.2
72221	Limited-service eating places	1 116	739 628	202 730	46 376	21 135	16.3	11.2
722211	Limited-service restaurants	947	657 777	180 620	41 259	19 139	16.8	11.8
722212	Cafeterias, buffets, and grill buffets	15	D	D	D	e	D	D
722213	Snack and nonalcoholic beverage bars	154	D	D	D	g	D	D
7223	Special food services	222	168 013	47 247	10 576	3 431	9.7	12.2
7224	Drinking places (alcoholic beverages)	637	145 982	28 272	6 616	3 443	43.2	10.2
72241	Drinking places (alcoholic beverages)	637	145 982	28 272	6 616	3 443	43.2	10.2
722410	Drinking places (alcoholic beverages)	637	145 982	28 272	6 616	3 443	43.2	10.2
Milwaukee-Waukesha-West Allis, WI Metropolitan Statistical Area								
72	Accommodation and food services	2 870	1 951 584	561 342	132 099	52 862	19.7	9.1
721	Accommodation	147	287 029	82 357	19 558	5 517	6.8	4.9
7211	Traveler accommodation	133	280 237	80 097	19 148	5 443	6.9	4.3
72111	Hotels (except casino hotels) and motels	126	278 572	79 642	19 054	5 390	6.9	4.3
721110	Hotels (except casino hotels) and motels	126	278 572	79 642	19 054	5 390	6.9	4.3
7212	RV (recreational vehicle) parks and recreational camps	10	D	D	D	b	D	D
72121	RV (recreational vehicle) parks and recreational camps	10	D	D	D	b	D	D
721214	Recreational and vacation camps (except campgrounds)	7	5 748	1 905	357	60	3.8	29.6

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
	MILWAUKEE-RACINE-WAUKESHA, WI COMBINED STATISTICAL AREA—Con.							
	Milwaukee-Waukesha-West Allis, WI Metropolitan Statistical Area—Con.							
72	Accommodation and food services—Con.							
722	Food services and drinking places	2 723	1 664 555	478 985	112 541	47 345	21.9	9.8
7221	Full-service restaurants	957	702 298	225 026	54 508	21 924	26.4	8.0
72211	Full-service restaurants	957	702 298	225 026	54 508	21 924	26.4	8.0
722110	Full-service restaurants	957	702 298	225 026	54 508	21 924	26.4	8.0
7222	Limited-service eating places	1 009	669 697	184 039	42 248	19 086	15.9	10.9
72221	Limited-service eating places	1 009	669 697	184 039	42 248	19 086	15.9	10.9
722211	Limited-service restaurants	857	593 103	163 478	37 414	17 224	16.3	11.4
722212	Cafeterias, buffets, and grill buffets	12	10 665	2 975	689	236	12.0	4.5
722213	Snack and nonalcoholic beverage bars	140	65 929	17 586	4 145	1 626	13.6	7.2
7223	Special food services	200	158 513	43 610	9 608	3 159	10.1	12.7
7224	Drinking places (alcoholic beverages)	557	134 047	26 310	6 177	3 176	41.7	10.4
72241	Drinking places (alcoholic beverages)	557	134 047	26 310	6 177	3 176	41.7	10.4
722410	Drinking places (alcoholic beverages)	557	134 047	26 310	6 177	3 176	41.7	10.4
	Racine, WI Metropolitan Statistical Area							
72	Accommodation and food services	349	186 128	53 256	12 416	5 473	24.6	9.9
721	Accommodation	26	22 983	5 661	1 470	408	3.0	.3
721214	Recreational and vacation camps (except campgrounds) .	1	D	D	D	b	D	D
722	Food services and drinking places	323	163 145	47 595	10 946	5 065	27.6	11.3
7222	Limited-service eating places	107	69 931	18 691	4 128	2 049	20.1	14.6
72221	Limited-service eating places	107	69 931	18 691	4 128	2 049	20.1	14.6
7223	Special food services	22	9 500	3 637	968	272	3.6	3.4
	MINNEAPOLIS-ST. PAUL-ST. CLOUD, MN-WI COMBINED STATISTICAL AREA							
72	Accommodation and food services	6 133	5 493 373	1 697 080	406 691	138 774	15.6	13.9
721	Accommodation	506	D	D	D	j	D	D
7211	Traveler accommodation	407	D	D	D	j	D	D
72111	Hotels (except casino hotels) and motels	379	D	D	D	j	D	D
721110	Hotels (except casino hotels) and motels	379	D	D	D	j	D	D
72112	Casino hotels	2	D	D	D	i	D	D
721120	Casino hotels	2	D	D	D	i	D	D
7212	RV (recreational vehicle) parks and recreational camps	62	D	D	D	e	D	D
72121	RV (recreational vehicle) parks and recreational camps	62	D	D	D	e	D	D
721211	RV (recreational vehicle) parks and campgrounds	40	D	D	D	b	D	D
721214	Recreational and vacation camps (except campgrounds) .	22	D	D	D	e	D	D
7213	Rooming and boarding houses	37	D	D	D	c	D	D
72131	Rooming and boarding houses	37	D	D	D	c	D	D
721310	Rooming and boarding houses	37	D	D	D	c	D	D
722	Food services and drinking places	5 627	D	D	D	m	D	D
7221	Full-service restaurants	2 022	2 026 516	693 350	167 592	59 939	19.1	7.3
72211	Full-service restaurants	2 022	2 026 516	693 350	167 592	59 939	19.1	7.3
722110	Full-service restaurants	2 022	2 026 516	693 350	167 592	59 939	19.1	7.3
7222	Limited-service eating places	2 567	1 692 572	444 321	103 778	44 511	18.4	13.4
72221	Limited-service eating places	2 567	1 692 572	444 321	103 778	44 511	18.4	13.4
722211	Limited-service restaurants	1 971	1 435 520	376 975	87 984	37 432	18.6	14.7
722212	Cafeterias, buffets, and grill buffets	59	D	D	D	g	D	D
722213	Snack and nonalcoholic beverage bars	537	D	D	D	i	D	D
7223	Special food services	517	D	D	D	i	D	D
7224	Drinking places (alcoholic beverages)	521	D	D	D	i	D	D
72241	Drinking places (alcoholic beverages)	521	D	D	D	i	D	D
722410	Drinking places (alcoholic beverages)	521	D	D	D	i	D	D
	Faribault-Northfield, MN Micropolitan Statistical Area							
72	Accommodation and food services	113	71 043	21 538	5 032	2 154	25.0	16.7
721	Accommodation	19	6 747	1 842	341	164	37.4	15.5
721214	Recreational and vacation camps (except campgrounds) .	1	D	D	D	a	D	D
722	Food services and drinking places	94	64 296	19 696	4 691	1 990	23.7	16.8
7223	Special food services	12	20 679	6 940	1 760	416	.7	32.4
	Hutchinson, MN Micropolitan Statistical Area							
72	Accommodation and food services	66	30 819	8 643	2 033	1 021	29.9	.8
721	Accommodation	8	3 093	987	231	122	2.7	2.3
722	Food services and drinking places	58	27 726	7 656	1 802	899	33.0	.6

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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
	MINNEAPOLIS-ST. PAUL-ST. CLOUD, MN-WI COMBINED STATISTICAL AREA—Con.							
	Minneapolis-St. Paul-Bloomington, MN-WI Metropolitan Statistical Area							
72	Accommodation and food services	5 475	4 944 296	1 542 056	368 296	125 153	15.5	11.3
721	Accommodation	411	888 542	307 748	74 211	16 469	5.6	9.2
7211	Traveler accommodation	332	D	D	D	j	D	D
72111	Hotels (except casino hotels) and motels	310	721 266	190 131	45 120	12 070	5.5	10.9
721110	Hotels (except casino hotels) and motels	310	721 266	190 131	45 120	12 070	5.5	10.9
72112	Casino hotels	1	D	D	D	h	D	D
721120	Casino hotels	1	D	D	D	h	D	D
7212	RV (recreational vehicle) parks and recreational camps	47	D	D	D	e	D	D
72121	RV (recreational vehicle) parks and recreational camps	47	D	D	D	e	D	D
721211	RV (recreational vehicle) parks and campgrounds	28	D	D	D	b	D	D
721214	Recreational and vacation camps (except campgrounds)	19	9 593	3 350	612	234	39.2	6.5
7213	Rooming and boarding houses	32	D	D	D	c	D	D
72131	Rooming and boarding houses	32	D	D	D	c	D	D
721310	Rooming and boarding houses	32	D	D	D	c	D	D
722	Food services and drinking places	5 064	4 055 754	1 234 308	294 085	108 684	17.7	11.7
7221	Full-service restaurants	1 809	1 892 386	648 760	156 799	55 050	18.5	7.7
72211	Full-service restaurants	1 809	1 892 386	648 760	156 799	55 050	18.5	7.7
722110	Full-service restaurants	1 809	1 892 386	648 760	156 799	55 050	18.5	7.7
7222	Limited-service eating places	2 349	1 566 257	410 066	95 972	40 548	18.0	13.4
72221	Limited-service eating places	2 349	1 566 257	410 066	95 972	40 548	18.0	13.4
722211	Limited-service restaurants	1 789	1 323 856	346 484	81 013	33 988	18.0	14.7
722212	Cafeterias, buffets, and grill buffets	51	50 453	14 388	3 417	1 177	15.4	2.0
722213	Snack and nonalcoholic beverage bars	509	191 948	49 194	11 542	5 383	18.4	7.3
7223	Special food services	476	406 796	126 438	29 585	8 164	6.7	24.2
7224	Drinking places (alcoholic beverages)	430	190 315	49 044	11 729	4 922	31.1	10.9
72241	Drinking places (alcoholic beverages)	430	190 315	49 044	11 729	4 922	31.1	10.9
722410	Drinking places (alcoholic beverages)	430	190 315	49 044	11 729	4 922	31.1	10.9
	Red Wing, MN Micropolitan Statistical Area							
72	Accommodation and food services	114	219 107	60 068	15 777	3 333	7.1	79.3
721	Accommodation	24	D	D	D	g	D	D
7211	Traveler accommodation	18	D	D	D	g	D	D
72112	Casino hotels	1	D	D	D	g	D	D
721120	Casino hotels	1	D	D	D	g	D	D
722	Food services and drinking places	90	D	D	D	g	D	D
	St. Cloud, MN Metropolitan Statistical Area							
72	Accommodation and food services	365	228 108	64 775	15 553	7 113	20.3	8.8
721	Accommodation	44	31 303	8 451	1 946	842	12.1	5.1
7211	Traveler accommodation	35	29 411	7 973	1 873	806	11.7	5.4
722	Food services and drinking places	321	196 805	56 324	13 607	6 271	21.6	9.4
7222	Limited-service eating places	116	75 932	20 407	4 581	2 292	18.2	14.8
72221	Limited-service eating places	116	75 932	20 407	4 581	2 292	18.2	14.8
7223	Special food services	21	15 440	3 019	880	447	1.0	17.8
7224	Drinking places (alcoholic beverages)	65	21 001	4 271	1 045	503	41.0	10.8
72241	Drinking places (alcoholic beverages)	65	21 001	4 271	1 045	503	41.0	10.8
722410	Drinking places (alcoholic beverages)	65	21 001	4 271	1 045	503	41.0	10.8
	WAUSAU-MERRILL, WI COMBINED STATISTICAL AREA							
72	Accommodation and food services	374	151 400	43 076	10 210	5 091	28.0	2.9
721	Accommodation	37	21 249	5 910	1 301	558	6.3	2.4
722	Food services and drinking places	337	130 151	37 166	8 909	4 533	31.5	2.9
7222	Limited-service eating places	103	D	D	D	g	D	D
72221	Limited-service eating places	103	D	D	D	g	D	D
	Merrill, WI Micropolitan Statistical Area							
72	Accommodation and food services	101	23 350	5 775	1 294	763	50.1	7.5
721	Accommodation	17	3 251	796	131	66	18.9	15.4
722	Food services and drinking places	84	20 099	4 979	1 163	697	55.1	6.3

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
WAUSAU-MERRILL, WI COMBINED STATISTICAL AREA—Con.								
Wausau, WI Metropolitan Statistical Area								
72	Accommodation and food services	273	128 050	37 301	8 916	4 328	23.9	2.0
721	Accommodation	20	17 998	5 114	1 170	492	4.0	—
722	Food services and drinking places	253	110 052	32 187	7 746	3 836	27.2	2.3
7222	Limited-service eating places	84	43 762	12 077	2 971	1 487	18.2	1.5
72221	Limited-service eating places	84	43 762	12 077	2 971	1 487	18.2	1.5
DULUTH, MN-WI METROPOLITAN STATISTICAL AREA								
72	Accommodation and food services	832	442 314	123 573	28 003	12 508	24.1	7.4
721	Accommodation	174	147 468	38 589	8 494	2 710	10.1	3.0
7211	Traveler accommodation	129	D	D	D	h	D	D
72111	Hotels (except casino hotels) and motels	108	96 408	24 994	5 524	2 075	9.8	4.5
721110	Hotels (except casino hotels) and motels	108	96 408	24 994	5 524	2 075	9.8	4.5
7212	RV (recreational vehicle) parks and recreational camps	38	14 586	3 724	538	134	33.5	.2
72121	RV (recreational vehicle) parks and recreational camps	38	14 586	3 724	538	134	33.5	.2
721214	Recreational and vacation camps (except campgrounds) .	29	D	D	D	c	D	D
7213	Rooming and boarding houses	7	D	D	D	b	D	D
72131	Rooming and boarding houses	7	D	D	D	b	D	D
721310	Rooming and boarding houses	7	D	D	D	b	D	D
722	Food services and drinking places	658	294 846	84 984	19 509	9 798	31.1	9.6
7221	Full-service restaurants	261	147 236	46 695	10 712	5 304	34.3	9.8
72211	Full-service restaurants	261	147 236	46 695	10 712	5 304	34.3	9.8
722110	Full-service restaurants	261	147 236	46 695	10 712	5 304	34.3	9.8
7222	Limited-service eating places	197	99 347	26 593	5 952	3 108	21.3	4.8
72221	Limited-service eating places	197	99 347	26 593	5 952	3 108	21.3	4.8
7223	Special food services	16	11 393	4 137	1 076	414	3.5	54.2
7224	Drinking places (alcoholic beverages)	184	36 870	7 559	1 769	972	52.8	8.1
72241	Drinking places (alcoholic beverages)	184	36 870	7 559	1 769	972	52.8	8.1
722410	Drinking places (alcoholic beverages)	184	36 870	7 559	1 769	972	52.8	8.1
GREEN BAY, WI METROPOLITAN STATISTICAL AREA								
72	Accommodation and food services	707	367 949	106 309	25 037	11 489	22.3	8.6
721	Accommodation	57	59 690	16 974	3 712	1 505	4.2	12.4
7211	Traveler accommodation	51	57 892	16 411	3 601	1 486	4.0	12.8
72111	Hotels (except casino hotels) and motels	47	57 214	16 316	3 586	1 472	3.5	13.0
721110	Hotels (except casino hotels) and motels	47	57 214	16 316	3 586	1 472	3.5	13.0
721214	Recreational and vacation camps (except campgrounds) .	4	D	D	D	a	D	D
722	Food services and drinking places	650	308 259	89 335	21 325	9 984	25.9	7.9
7221	Full-service restaurants	253	140 672	45 894	11 061	4 981	29.7	9.7
72211	Full-service restaurants	253	140 672	45 894	11 061	4 981	29.7	9.7
722110	Full-service restaurants	253	140 672	45 894	11 061	4 981	29.7	9.7
7222	Limited-service eating places	206	115 658	31 980	7 599	3 711	19.5	3.3
72221	Limited-service eating places	206	115 658	31 980	7 599	3 711	19.5	3.3
7223	Special food services	30	14 861	4 497	1 001	428	4.8	27.8
7224	Drinking places (alcoholic beverages)	161	37 068	6 964	1 664	864	39.5	7.2
72241	Drinking places (alcoholic beverages)	161	37 068	6 964	1 664	864	39.5	7.2
722410	Drinking places (alcoholic beverages)	161	37 068	6 964	1 664	864	39.5	7.2
IRON MOUNTAIN, MI-WI MICROPOLITAN STATISTICAL AREA								
72	Accommodation and food services	104	31 206	8 700	2 038	1 093	40.3	10.5
721	Accommodation	20	5 275	1 640	425	193	13.9	.3
722	Food services and drinking places	84	25 931	7 060	1 613	900	45.7	12.6

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
JANESVILLE, WI METROPOLITAN STATISTICAL AREA								
72	Accommodation and food services	353	183 824	49 601	11 551	5 356	19.9	10.8
721	Accommodation	22	17 158	4 781	1 091	407	17.5	.5
722	Food services and drinking places	331	166 666	44 820	10 460	4 949	20.2	11.9
7222	Limited-service eating places	120	78 571	19 953	4 612	2 207	10.3	14.5
72221	Limited-service eating places	120	78 571	19 953	4 612	2 207	10.3	14.5
7223	Special food services	9	D	D	D	c	D	D
7224	Drinking places (alcoholic beverages)	81	D	D	D	e	D	D
72241	Drinking places (alcoholic beverages)	81	D	D	D	e	D	D
722410	Drinking places (alcoholic beverages)	81	D	D	D	e	D	D
LA CROSSE, WI-MN METROPOLITAN STATISTICAL AREA								
72	Accommodation and food services	330	172 718	50 241	12 223	6 344	23.3	8.8
721	Accommodation	35	26 851	6 927	1 700	783	2.5	17.5
722	Food services and drinking places	295	145 867	43 314	10 523	5 561	27.1	7.2
7222	Limited-service eating places	94	56 626	15 951	3 852	2 003	17.2	12.2
72221	Limited-service eating places	94	56 626	15 951	3 852	2 003	17.2	12.2
7223	Special food services	9	D	D	D	e	D	D
7224	Drinking places (alcoholic beverages)	93	21 505	4 338	1 040	675	56.7	10.0
72241	Drinking places (alcoholic beverages)	93	21 505	4 338	1 040	675	56.7	10.0
722410	Drinking places (alcoholic beverages)	93	21 505	4 338	1 040	675	56.7	10.0
MANITOWOC, WI MICROPOLITAN STATISTICAL AREA								
72	Accommodation and food services	185	71 868	20 776	4 738	2 552	36.4	6.3
721	Accommodation	16	10 124	3 126	667	277	5.2	—
722	Food services and drinking places	169	61 744	17 650	4 071	2 275	41.5	7.4
MARINETTE, WI-MI MICROPOLITAN STATISTICAL AREA								
72	Accommodation and food services	195	56 796	14 733	3 333	1 783	45.0	10.3
721	Accommodation	20	6 480	1 655	445	145	24.2	3.1
722	Food services and drinking places	175	50 316	13 078	2 888	1 638	47.7	11.2
MONROE, WI MICROPOLITAN STATISTICAL AREA								
72	Accommodation and food services	82	29 125	7 618	1 754	947	56.4	2.0
721	Accommodation	7	2 207	398	77	40	10.4	13.1
722	Food services and drinking places	75	26 918	7 220	1 677	907	60.1	1.1
PLATTEVILLE, WI MICROPOLITAN STATISTICAL AREA								
72	Accommodation and food services	148	37 336	9 539	2 096	1 314	43.6	13.3
721	Accommodation	25	5 702	1 523	192	106	9.6	25.4
721214	Recreational and vacation camps (except campgrounds) .	2	D	D	D	a	D	D
722	Food services and drinking places	123	31 634	8 016	1 904	1 208	49.7	11.2
SHEBOYGAN, WI METROPOLITAN STATISTICAL AREA								
72	Accommodation and food services	250	138 650	40 154	9 131	4 401	16.3	4.5
721	Accommodation	31	52 880	14 727	3 119	1 238	3.0	2.1
7211	Traveler accommodation	23	49 322	13 825	2 978	1 205	3.0	2.0
72111	Hotels (except casino hotels) and motels	20	49 068	13 778	2 971	1 197	2.8	2.0
721110	Hotels (except casino hotels) and motels	20	49 068	13 778	2 971	1 197	2.8	2.0
7212	RV (recreational vehicle) parks and recreational camps	8	3 558	902	141	33	3.9	4.5
72121	RV (recreational vehicle) parks and recreational camps . . .	8	3 558	902	141	33	3.9	4.5
721214	Recreational and vacation camps (except campgrounds) .	3	1 508	526	85	19	—	10.5
722	Food services and drinking places	219	85 770	25 427	6 012	3 163	24.5	6.0
7222	Limited-service eating places	69	38 175	10 733	2 546	1 274	14.3	2.7
72221	Limited-service eating places	69	38 175	10 733	2 546	1 274	14.3	2.7
STEVENS POINT, WI MICROPOLITAN STATISTICAL AREA								
72	Accommodation and food services	177	85 453	21 742	5 115	2 652	26.2	20.3
721	Accommodation	17	16 650	4 498	1 030	271	3.1	54.5
722	Food services and drinking places	160	68 803	17 244	4 085	2 381	31.7	12.0
7223	Special food services	4	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
WATERTOWN-FORT ATKINSON, WI MICROPOLITAN STATISTICAL AREA								
72	Accommodation and food services	192	70 197	18 282	4 324	2 474	36.3	16.7
721	Accommodation	19	6 621	1 526	323	136	20.3	1.3
722	Food services and drinking places	173	63 576	16 756	4 001	2 338	37.9	18.3
7222	Limited-service eating places	58	29 506	7 775	1 799	1 089	28.3	19.4
72221	Limited-service eating places	58	29 506	7 775	1 799	1 089	28.3	19.4
WHITEWATER, WI MICROPOLITAN STATISTICAL AREA								
72	Accommodation and food services	270	185 537	55 093	12 961	5 567	19.3	17.6
721	Accommodation	32	76 566	22 182	5 985	1 797	1.9	26.5
7211	Traveler accommodation	26	73 827	21 245	5 793	1 728	1.4	27.5
72111	Hotels (except casino hotels) and motels	22	72 216	20 808	5 693	1 696	1.4	28.1
721110	Hotels (except casino hotels) and motels	22	72 216	20 808	5 693	1 696	1.4	28.1
7212	RV (recreational vehicle) parks and recreational camps	6	2 739	937	192	69	16.1	—
72121	RV (recreational vehicle) parks and recreational camps	6	2 739	937	192	69	16.1	—
721214	Recreational and vacation camps (except campgrounds)	4	D	D	D	b	D	D
722	Food services and drinking places	238	108 971	32 911	6 976	3 770	31.5	11.3
7222	Limited-service eating places	64	32 034	8 056	1 838	912	22.7	2.2
72221	Limited-service eating places	64	32 034	8 056	1 838	912	22.7	2.2
WISCONSIN RAPIDS-MARSHFIELD, WI MICROPOLITAN STATISTICAL AREA								
72	Accommodation and food services	183	75 173	20 654	4 908	2 330	33.8	10.4
721	Accommodation	14	10 596	3 639	841	296	7.8	—
722	Food services and drinking places	169	64 577	17 015	4 067	2 034	38.0	12.2
7222	Limited-service eating places	53	29 759	7 553	1 766	860	22.3	22.4
72221	Limited-service eating places	53	29 759	7 553	1 766	860	22.3	22.4

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.

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								
72	Accommodation and food services	35	17 239	5 015	927	366	24.9	3.6
721	Accommodation	7	D	D	D	c	D	D
7211	Traveler accommodation	4	D	D	D	c	D	D
72111	Hotels (except casino hotels) and motels	4	D	D	D	c	D	D
721110	Hotels (except casino hotels) and motels	4	D	D	D	c	D	D
7212	RV (recreational vehicle) parks and recreational camps	3	D	D	D	a	D	D
72121	RV (recreational vehicle) parks and recreational camps	3	D	D	D	a	D	D
722	Food services and drinking places	28	D	D	D	c	D	D
ASHLAND								
72	Accommodation and food services	80	25 605	7 707	1 695	872	35.3	16.1
721	Accommodation	14	5 013	1 369	297	141	.6	.2
722	Food services and drinking places	66	20 592	6 338	1 398	731	43.7	19.9
BARRON								
72	Accommodation and food services	137	46 953	12 818	2 743	1 556	40.7	2.8
721	Accommodation	25	5 826	1 527	261	130	18.4	1.1
7212	RV (recreational vehicle) parks and recreational camps	8	1 331	320	30	7	64.8	—
72121	RV (recreational vehicle) parks and recreational camps	8	1 331	320	30	7	64.8	—
721211	RV (recreational vehicle) parks and campgrounds	6	D	D	D	a	D	D
721214	Recreational and vacation camps (except campgrounds)	2	D	D	D	a	D	D
722	Food services and drinking places	112	41 127	11 291	2 482	1 426	43.9	3.0
7222	Limited-service eating places	29	13 546	3 445	800	460	33.7	4.1
72221	Limited-service eating places	29	13 546	3 445	800	460	33.7	4.1
7224	Drinking places (alcoholic beverages)	38	6 569	1 351	301	169	64.5	9.6
72241	Drinking places (alcoholic beverages)	38	6 569	1 351	301	169	64.5	9.6
722410	Drinking places (alcoholic beverages)	38	6 569	1 351	301	169	64.5	9.6
BAYFIELD								
72	Accommodation and food services	94	29 335	8 261	1 764	671	33.6	6.0
721	Accommodation	30	17 447	4 901	1 155	322	6.5	7.0
7211	Traveler accommodation	24	14 107	4 354	1 070	299	2.0	8.1
72111	Hotels (except casino hotels) and motels	16	12 390	3 807	976	265	1.9	8.9
721110	Hotels (except casino hotels) and motels	16	12 390	3 807	976	265	1.9	8.9
7212	RV (recreational vehicle) parks and recreational camps	6	3 340	547	85	23	25.5	2.4
72121	RV (recreational vehicle) parks and recreational camps	6	3 340	547	85	23	25.5	2.4
721211	RV (recreational vehicle) parks and campgrounds	3	D	D	D	a	D	D
721214	Recreational and vacation camps (except campgrounds)	3	D	D	D	a	D	D
722	Food services and drinking places	64	11 888	3 360	609	349	73.4	4.4
BROWN								
72	Accommodation and food services	556	332 297	97 540	23 181	10 315	19.3	8.5
721	Accommodation	36	54 755	15 925	3 517	1 398	2.8	13.4
7211	Traveler accommodation	36	54 755	15 925	3 517	1 398	2.8	13.4
72111	Hotels (except casino hotels) and motels	35	D	D	D	g	D	D
721110	Hotels (except casino hotels) and motels	35	D	D	D	g	D	D
722	Food services and drinking places	520	277 542	81 615	19 664	8 917	22.5	7.5
7221	Full-service restaurants	184	120 953	40 621	9 978	4 242	24.4	9.0
72211	Full-service restaurants	184	120 953	40 621	9 978	4 242	24.4	9.0
722110	Full-service restaurants	184	120 953	40 621	9 978	4 242	24.4	9.0
7222	Limited-service eating places	188	110 394	30 453	7 241	3 515	19.5	3.1
72221	Limited-service eating places	188	110 394	30 453	7 241	3 515	19.5	3.1
722211	Limited-service restaurants	156	100 072	27 459	6 574	3 201	20.2	2.1
722212	Cafeterias, buffets, and grill buffets	1	D	D	D	b	D	D
7223	Special food services	30	14 861	4 497	1 001	428	4.8	27.8
7224	Drinking places (alcoholic beverages)	118	31 334	6 044	1 444	732	34.1	7.8
72241	Drinking places (alcoholic beverages)	118	31 334	6 044	1 444	732	34.1	7.8
722410	Drinking places (alcoholic beverages)	118	31 334	6 044	1 444	732	34.1	7.8
BUFFALO								
72	Accommodation and food services	44	D	D	D	e	D	D
721	Accommodation	4	D	D	D	a	D	D
722	Food services and drinking places	40	8 339	2 220	560	345	47.2	14.3

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
BURNETT								
72	Accommodation and food services	74	18 084	4 168	843	389	51.1	10.3
721	Accommodation	17	5 477	1 542	278	90	41.3	.7
7212	RV (recreational vehicle) parks and recreational camps	6	2 711	893	119	37	81.2	—
72121	RV (recreational vehicle) parks and recreational camps	6	2 711	893	119	37	81.2	—
721211	RV (recreational vehicle) parks and campgrounds	3	D	D	D	a	D	D
721214	Recreational and vacation camps (except campgrounds)	3	D	D	D	b	D	D
722	Food services and drinking places	57	12 607	2 626	565	299	55.3	14.4
CALUMET								
72	Accommodation and food services	73	36 673	10 651	2 494	1 453	23.6	4.9
721	Accommodation	4	292	57	14	10	3.4	—
722	Food services and drinking places	69	36 381	10 594	2 480	1 443	23.8	5.0
7222	Limited-service eating places	21	11 103	2 924	711	399	5.1	9.6
72221	Limited-service eating places	21	11 103	2 924	711	399	5.1	9.6
7223	Special food services	4	2 568	762	166	151	91.4	1.4
CHIPPEWA								
72	Accommodation and food services	130	42 883	11 025	2 279	1 214	31.0	11.3
721	Accommodation	16	7 558	2 150	242	120	1.7	42.5
7211	Traveler accommodation	12	7 087	1 992	219	109	1.9	45.3
72111	Hotels (except casino hotels) and motels	11	D	D	D	c	D	D
721110	Hotels (except casino hotels) and motels	11	D	D	D	c	D	D
7212	RV (recreational vehicle) parks and recreational camps	4	471	158	23	11	—	—
72121	RV (recreational vehicle) parks and recreational camps	4	471	158	23	11	—	—
722	Food services and drinking places	114	35 325	8 875	2 037	1 094	37.3	4.7
7222	Limited-service eating places	22	10 708	2 668	573	282	9.8	—
72221	Limited-service eating places	22	10 708	2 668	573	282	9.8	—
7224	Drinking places (alcoholic beverages)	49	7 917	1 209	299	149	61.1	11.2
72241	Drinking places (alcoholic beverages)	49	7 917	1 209	299	149	61.1	11.2
722410	Drinking places (alcoholic beverages)	49	7 917	1 209	299	149	61.1	11.2
CLARK								
72	Accommodation and food services	61	16 585	4 600	1 036	616	38.4	2.9
721	Accommodation	4	1 423	466	114	42	46.0	—
722	Food services and drinking places	57	15 162	4 134	922	574	37.7	3.2
COLUMBIA								
72	Accommodation and food services	206	91 833	22 896	4 733	2 162	37.6	9.3
721	Accommodation	45	22 087	4 033	757	332	35.9	.9
7211	Traveler accommodation	30	D	D	D	c	D	D
72111	Hotels (except casino hotels) and motels	27	15 930	2 904	593	233	29.9	.3
721110	Hotels (except casino hotels) and motels	27	15 930	2 904	593	233	29.9	.3
7212	RV (recreational vehicle) parks and recreational camps	14	D	D	D	b	D	D
72121	RV (recreational vehicle) parks and recreational camps	14	D	D	D	b	D	D
721211	RV (recreational vehicle) parks and campgrounds	14	D	D	D	b	D	D
7213	Rooming and boarding houses	1	D	D	D	b	D	D
72131	Rooming and boarding houses	1	D	D	D	b	D	D
721310	Rooming and boarding houses	1	D	D	D	b	D	D
722	Food services and drinking places	161	69 746	18 863	3 976	1 830	38.1	12.0
7222	Limited-service eating places	38	29 366	7 362	1 540	708	33.7	6.2
72221	Limited-service eating places	38	29 366	7 362	1 540	708	33.7	6.2
7223	Special food services	3	D	D	D	b	D	D
7224	Drinking places (alcoholic beverages)	46	D	D	D	c	D	D
72241	Drinking places (alcoholic beverages)	46	D	D	D	c	D	D
722410	Drinking places (alcoholic beverages)	46	D	D	D	c	D	D
CRAWFORD								
72	Accommodation and food services	54	19 442	5 746	1 243	689	36.1	4.6
721	Accommodation	10	4 296	1 217	260	149	42.8	12.1
7212	RV (recreational vehicle) parks and recreational camps	1	D	D	D	a	D	D
72121	RV (recreational vehicle) parks and recreational camps	1	D	D	D	a	D	D
721214	Recreational and vacation camps (except campgrounds)	1	D	D	D	a	D	D
722	Food services and drinking places	44	15 146	4 529	983	540	34.2	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
DANE								
72	Accommodation and food services	1 047	718 149	211 367	50 423	20 442	20.7	6.4
721	Accommodation	104	123 339	32 798	7 682	2 505	6.0	3.0
7211	Traveler accommodation	77	D	D	D	g	D	D
72111	Hotels (except casino hotels) and motels	75	116 973	31 514	7 380	2 332	5.4	3.0
721110	Hotels (except casino hotels) and motels	75	116 973	31 514	7 380	2 332	5.4	3.0
7212	RV (recreational vehicle) parks and recreational camps	6	D	D	D	a	D	D
72121	RV (recreational vehicle) parks and recreational camps	6	D	D	D	a	D	D
721211	RV (recreational vehicle) parks and campgrounds	4	D	D	D	a	D	D
721214	Recreational and vacation camps (except campgrounds)	2	D	D	D	a	D	D
7213	Rooming and boarding houses	21	D	D	D	c	D	D
72131	Rooming and boarding houses	21	D	D	D	c	D	D
721310	Rooming and boarding houses	21	D	D	D	c	D	D
722	Food services and drinking places	943	594 810	178 569	42 741	17 937	23.8	7.1
7221	Full-service restaurants	341	265 863	88 879	21 297	8 603	26.4	5.5
72211	Full-service restaurants	341	265 863	88 879	21 297	8 603	26.4	5.5
722110	Full-service restaurants	341	265 863	88 879	21 297	8 603	26.4	5.5
7222	Limited-service eating places	404	254 607	70 884	17 051	7 400	19.2	8.5
72221	Limited-service eating places	404	254 607	70 884	17 051	7 400	19.2	8.5
722211	Limited-service restaurants	340	D	D	D	i	D	D
722212	Cafeterias, buffets, and grill buffets	7	D	D	D	c	D	D
722213	Snack and nonalcoholic beverage bars	57	24 708	6 994	1 655	705	18.1	5.0
7223	Special food services	27	19 230	6 384	1 439	531	5.8	3.8
7224	Drinking places (alcoholic beverages)	171	55 110	12 422	2 954	1 403	38.5	8.9
72241	Drinking places (alcoholic beverages)	171	55 110	12 422	2 954	1 403	38.5	8.9
722410	Drinking places (alcoholic beverages)	171	55 110	12 422	2 954	1 403	38.5	8.9
DODGE								
72	Accommodation and food services	145	44 505	11 389	2 575	1 507	38.7	10.8
721	Accommodation	11	2 534	651	130	57	5.9	15.2
722	Food services and drinking places	134	41 971	10 738	2 445	1 450	40.7	10.6
7222	Limited-service eating places	32	16 453	4 026	925	506	13.9	18.7
72221	Limited-service eating places	32	16 453	4 026	925	506	13.9	18.7
7224	Drinking places (alcoholic beverages)	39	5 712	819	178	129	76.8	8.9
72241	Drinking places (alcoholic beverages)	39	5 712	819	178	129	76.8	8.9
722410	Drinking places (alcoholic beverages)	39	5 712	819	178	129	76.8	8.9
DOOR								
72	Accommodation and food services	243	118 861	32 768	5 411	2 286	38.5	6.0
721	Accommodation	98	54 550	13 029	2 113	787	26.2	5.5
7211	Traveler accommodation	88	43 934	12 023	1 965	763	10.9	5.0
72111	Hotels (except casino hotels) and motels	70	38 826	10 803	1 778	661	9.9	5.4
721110	Hotels (except casino hotels) and motels	70	38 826	10 803	1 778	661	9.9	5.4
7212	RV (recreational vehicle) parks and recreational camps	10	10 616	1 006	148	24	89.5	7.8
72121	RV (recreational vehicle) parks and recreational camps	10	10 616	1 006	148	24	89.5	7.8
721211	RV (recreational vehicle) parks and campgrounds	9	D	D	D	b	D	D
721214	Recreational and vacation camps (except campgrounds)	1	D	D	D	a	D	D
722	Food services and drinking places	145	64 311	19 739	3 298	1 499	48.9	6.4
7221	Full-service restaurants	87	48 292	15 396	2 493	1 069	48.0	4.5
72211	Full-service restaurants	87	48 292	15 396	2 493	1 069	48.0	4.5
722110	Full-service restaurants	87	48 292	15 396	2 493	1 069	48.0	4.5
7222	Limited-service eating places	34	12 353	3 613	675	355	47.2	13.9
72221	Limited-service eating places	34	12 353	3 613	675	355	47.2	13.9
DOUGLAS								
72	Accommodation and food services	178	61 654	16 551	3 763	2 004	34.3	7.1
721	Accommodation	24	11 471	2 999	599	247	21.8	21.0
7211	Traveler accommodation	20	D	D	D	c	D	D
72111	Hotels (except casino hotels) and motels	18	D	D	D	c	D	D
721110	Hotels (except casino hotels) and motels	18	D	D	D	c	D	D
7212	RV (recreational vehicle) parks and recreational camps	4	D	D	D	b	D	D
72121	RV (recreational vehicle) parks and recreational camps	4	D	D	D	b	D	D
721214	Recreational and vacation camps (except campgrounds)	3	D	D	D	b	D	D
722	Food services and drinking places	154	50 183	13 552	3 164	1 757	37.2	4.0
7222	Limited-service eating places	34	17 112	4 815	1 115	579	18.9	.9
72221	Limited-service eating places	34	17 112	4 815	1 115	579	18.9	.9
7224	Drinking places (alcoholic beverages)	75	14 134	2 750	641	415	53.5	9.3
72241	Drinking places (alcoholic beverages)	75	14 134	2 750	641	415	53.5	9.3
722410	Drinking places (alcoholic beverages)	75	14 134	2 750	641	415	53.5	9.3

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
DUNN								
72	Accommodation and food services	79	35 503	9 539	2 212	1 239	22.6	7.6
721	Accommodation	8	4 911	1 494	377	154	7.6	.4
722	Food services and drinking places	71	30 592	8 045	1 835	1 085	25.0	8.7
7222	Limited-service eating places	21	D	D	D	e	D	D
72221	Limited-service eating places	21	D	D	D	e	D	D
EAU CLAIRE								
72	Accommodation and food services	247	140 651	41 373	9 750	4 881	16.1	6.0
721	Accommodation	30	22 858	6 304	1 361	620	3.8	4.3
7211	Traveler accommodation	29	D	D	D	f	D	D
72111	Hotels (except casino hotels) and motels	28	D	D	D	f	D	D
721110	Hotels (except casino hotels) and motels	28	D	D	D	f	D	D
722	Food services and drinking places	217	117 793	35 069	8 389	4 261	18.5	6.3
7221	Full-service restaurants	66	48 765	16 400	3 972	1 797	18.0	7.4
72211	Full-service restaurants	66	48 765	16 400	3 972	1 797	18.0	7.4
722110	Full-service restaurants	66	48 765	16 400	3 972	1 797	18.0	7.4
7222	Limited-service eating places	94	53 089	14 592	3 570	1 777	16.7	4.2
72221	Limited-service eating places	94	53 089	14 592	3 570	1 777	16.7	4.2
722211	Limited-service restaurants	83	48 395	13 333	3 261	1 610	18.1	3.9
722212	Cafeterias, buffets, and grill buffets	1	D	D	D	b	D	D
7223	Special food services	10	3 939	1 716	269	295	—	32.9
7224	Drinking places (alcoholic beverages)	47	12 000	2 361	578	392	34.2	2.6
72241	Drinking places (alcoholic beverages)	47	12 000	2 361	578	392	34.2	2.6
722410	Drinking places (alcoholic beverages)	47	12 000	2 361	578	392	34.2	2.6
FLORENCE								
72	Accommodation and food services	20	3 409	847	196	129	70.8	1.3
721	Accommodation	4	217	43	8	5	20.7	—
722	Food services and drinking places	16	3 192	804	188	124	74.2	1.4
FOND DU LAC								
72	Accommodation and food services	222	111 884	32 164	7 595	3 695	17.2	8.8
721	Accommodation	23	11 392	3 302	856	308	12.0	.9
7211	Traveler accommodation	18	D	D	D	e	D	D
72111	Hotels (except casino hotels) and motels	18	D	D	D	e	D	D
721110	Hotels (except casino hotels) and motels	18	D	D	D	e	D	D
7212	RV (recreational vehicle) parks and recreational camps	5	D	D	D	a	D	D
72121	RV (recreational vehicle) parks and recreational camps	5	D	D	D	a	D	D
721211	RV (recreational vehicle) parks and campgrounds	3	D	D	D	a	D	D
721214	Recreational and vacation camps (except campgrounds) .	2	D	D	D	a	D	D
722	Food services and drinking places	199	100 492	28 862	6 739	3 387	17.8	9.8
7221	Full-service restaurants	65	39 659	12 460	2 903	1 426	18.1	14.8
72211	Full-service restaurants	65	39 659	12 460	2 903	1 426	18.1	14.8
722110	Full-service restaurants	65	39 659	12 460	2 903	1 426	18.1	14.8
7222	Limited-service eating places	68	46 208	12 631	2 950	1 509	14.2	5.0
72221	Limited-service eating places	68	46 208	12 631	2 950	1 509	14.2	5.0
722211	Limited-service restaurants	64	43 731	11 952	2 801	1 425	15.0	5.2
722212	Cafeterias, buffets, and grill buffets	1	D	D	D	b	D	D
7223	Special food services	13	6 289	2 220	519	260	5.0	—
7224	Drinking places (alcoholic beverages)	53	8 336	1 551	367	192	46.6	19.4
72241	Drinking places (alcoholic beverages)	53	8 336	1 551	367	192	46.6	19.4
722410	Drinking places (alcoholic beverages)	53	8 336	1 551	367	192	46.6	19.4
FOREST								
72	Accommodation and food services	39	D	D	D	c	D	D
721	Accommodation	12	D	D	D	b	D	D
722	Food services and drinking places	27	D	D	D	c	D	D
GRANT								
72	Accommodation and food services	148	37 336	9 539	2 096	1 314	43.6	13.3
721	Accommodation	25	5 702	1 523	192	106	9.6	25.4
7212	RV (recreational vehicle) parks and recreational camps	4	1 136	382	36	7	.7	—
72121	RV (recreational vehicle) parks and recreational camps	4	1 136	382	36	7	.7	—
721214	Recreational and vacation camps (except campgrounds) .	2	D	D	D	a	D	D
722	Food services and drinking places	123	31 634	8 016	1 904	1 208	49.7	11.2
7222	Limited-service eating places	25	D	D	D	e	D	D
72221	Limited-service eating places	25	D	D	D	e	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
GREEN								
72	Accommodation and food services	82	29 125	7 618	1 754	947	56.4	2.0
721	Accommodation	7	2 207	398	77	40	10.4	13.1
722	Food services and drinking places	75	26 918	7 220	1 677	907	60.1	1.1
7222	Limited-service eating places	22	D	D	D	e	D	D
72221	Limited-service eating places	22	D	D	D	e	D	D
GREEN LAKE								
72	Accommodation and food services	61	23 375	6 478	1 284	607	37.6	7.6
721	Accommodation	13	8 199	2 585	509	160	5.0	1.9
7211	Traveler accommodation	12	D	D	D	c	D	D
72111	Hotels (except casino hotels) and motels	9	7 747	2 562	507	159	3.1	—
721110	Hotels (except casino hotels) and motels	9	7 747	2 562	507	159	3.1	—
722	Food services and drinking places	48	15 176	3 893	775	447	55.2	10.7
IOWA								
72	Accommodation and food services	46	13 928	3 735	778	440	38.8	8.6
721	Accommodation	4	2 481	771	146	90	—	—
722	Food services and drinking places	42	11 447	2 964	632	350	47.3	10.5
IRON								
72	Accommodation and food services	45	14 171	3 670	1 030	471	63.3	2.0
721	Accommodation	9	6 904	1 931	620	244	51.9	—
7211	Traveler accommodation	9	6 904	1 931	620	244	51.9	—
72111	Hotels (except casino hotels) and motels	8	D	D	D	c	D	D
721110	Hotels (except casino hotels) and motels	8	D	D	D	c	D	D
722	Food services and drinking places	36	7 267	1 739	410	227	74.2	3.8
JACKSON								
72	Accommodation and food services	52	18 078	4 713	1 051	675	31.6	5.5
721	Accommodation	6	3 423	1 025	207	106	—	—
722	Food services and drinking places	46	14 655	3 688	844	569	39.0	6.8
JEFFERSON								
72	Accommodation and food services	192	70 197	18 282	4 324	2 474	36.3	16.7
721	Accommodation	19	6 621	1 526	323	136	20.3	1.3
7211	Traveler accommodation	15	5 847	1 443	308	134	20.4	1.1
72111	Hotels (except casino hotels) and motels	11	5 670	1 399	304	130	21.0	1.1
721110	Hotels (except casino hotels) and motels	11	5 670	1 399	304	130	21.0	1.1
7212	RV (recreational vehicle) parks and recreational camps	4	774	83	15	2	19.6	2.5
72121	RV (recreational vehicle) parks and recreational camps	4	774	83	15	2	19.6	2.5
721211	RV (recreational vehicle) parks and campgrounds	4	774	83	15	2	19.6	2.5
722	Food services and drinking places	173	63 576	16 756	4 001	2 338	37.9	18.3
7222	Limited-service eating places	58	29 506	7 775	1 799	1 089	28.3	19.4
72221	Limited-service eating places	58	29 506	7 775	1 799	1 089	28.3	19.4
7223	Special food services	7	2 236	508	112	55	7.2	7.2
JUNEAU								
72	Accommodation and food services	69	23 081	6 017	1 249	657	34.2	11.9
721	Accommodation	12	3 897	1 132	212	74	8.4	27.0
7212	RV (recreational vehicle) parks and recreational camps	4	1 626	546	75	15	11.9	64.3
72121	RV (recreational vehicle) parks and recreational camps	4	1 626	546	75	15	11.9	64.3
721211	RV (recreational vehicle) parks and campgrounds	3	D	D	D	a	D	D
721214	Recreational and vacation camps (except campgrounds)	1	D	D	D	a	D	D
722	Food services and drinking places	57	19 184	4 885	1 037	583	39.4	8.9

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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								
72	Accommodation and food services	323	150 679	45 457	10 311	4 797	25.6	10.6
721	Accommodation	16	12 730	4 398	987	318	20.5	32.7
7211	Traveler accommodation	13	D	D	D	e	D	D
72111	Hotels (except casino hotels) and motels	13	D	D	D	e	D	D
721110	Hotels (except casino hotels) and motels	13	D	D	D	e	D	D
7212	RV (recreational vehicle) parks and recreational camps	2	D	D	D	b	D	D
72121	RV (recreational vehicle) parks and recreational camps	2	D	D	D	b	D	D
721214	Recreational and vacation camps (except campgrounds) ..	1	D	D	D	b	D	D
7213	Rooming and boarding houses	1	D	D	D	a	D	D
72131	Rooming and boarding houses	1	D	D	D	a	D	D
721310	Rooming and boarding houses	1	D	D	D	a	D	D
722	Food services and drinking places	307	137 949	41 059	9 324	4 479	26.1	8.6
7221	Full-service restaurants	102	D	D	D	g	D	D
72211	Full-service restaurants	102	D	D	D	g	D	D
722110	Full-service restaurants	102	D	D	D	g	D	D
7222	Limited-service eating places	113	60 437	16 546	3 666	1 839	17.6	8.3
72221	Limited-service eating places	113	60 437	16 546	3 666	1 839	17.6	8.3
722211	Limited-service restaurants	101	D	D	D	g	D	D
722212	Cafeterias, buffets, and grill buffets	4	D	D	D	c	D	D
7223	Special food services	15	D	D	D	c	D	D
7224	Drinking places (alcoholic beverages)	77	D	D	D	c	D	D
72241	Drinking places (alcoholic beverages)	77	D	D	D	c	D	D
722410	Drinking places (alcoholic beverages)	77	D	D	D	c	D	D
KEWAUNEE								
72	Accommodation and food services	52	12 000	2 634	517	384	50.4	18.2
721	Accommodation	9	1 894	281	42	42	48.0	—
722	Food services and drinking places	43	10 106	2 353	475	342	50.8	21.6
LA CROSSE								
72	Accommodation and food services	294	165 667	48 715	11 893	6 125	23.3	9.0
721	Accommodation	29	D	D	D	f	D	D
7211	Traveler accommodation	25	D	D	D	f	D	D
72111	Hotels (except casino hotels) and motels	25	D	D	D	f	D	D
721110	Hotels (except casino hotels) and motels	25	D	D	D	f	D	D
7212	RV (recreational vehicle) parks and recreational camps	4	D	D	D	a	D	D
72121	RV (recreational vehicle) parks and recreational camps	4	D	D	D	a	D	D
721211	RV (recreational vehicle) parks and campgrounds	2	D	D	D	a	D	D
721214	Recreational and vacation camps (except campgrounds) ..	2	D	D	D	a	D	D
722	Food services and drinking places	265	D	D	D	i	D	D
7221	Full-service restaurants	82	D	D	D	g	D	D
72211	Full-service restaurants	82	D	D	D	g	D	D
722110	Full-service restaurants	82	D	D	D	g	D	D
7222	Limited-service eating places	88	55 283	15 603	3 780	1 958	17.4	12.4
72221	Limited-service eating places	88	55 283	15 603	3 780	1 958	17.4	12.4
722211	Limited-service restaurants	78	51 018	14 477	3 532	1 815	18.9	12.4
722212	Cafeterias, buffets, and grill buffets	2	D	D	D	b	D	D
7223	Special food services	9	D	D	D	e	D	D
7224	Drinking places (alcoholic beverages)	86	20 431	4 139	993	650	58.3	10.2
72241	Drinking places (alcoholic beverages)	86	20 431	4 139	993	650	58.3	10.2
722410	Drinking places (alcoholic beverages)	86	20 431	4 139	993	650	58.3	10.2
LAFAYETTE								
72	Accommodation and food services	38	D	D	D	c	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Food services and drinking places	37	5 939	1 369	336	203	78.1	7.3
LANGLADE								
72	Accommodation and food services	73	23 003	6 427	1 431	816	37.4	9.9
721	Accommodation	12	3 632	1 100	244	100	15.5	1.2
7212	RV (recreational vehicle) parks and recreational camps	3	1 642	620	142	47	—	—
72121	RV (recreational vehicle) parks and recreational camps	3	1 642	620	142	47	—	—
721214	Recreational and vacation camps (except campgrounds) ..	3	1 642	620	142	47	—	—
7213	Rooming and boarding houses	1	D	D	D	a	D	D
72131	Rooming and boarding houses	1	D	D	D	a	D	D
721310	Rooming and boarding houses	1	D	D	D	a	D	D
722	Food services and drinking places	61	19 371	5 327	1 187	716	41.5	11.5

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 administrative records ¹	Estimated ²
LINCOLN								
72	Accommodation and food services	101	23 350	5 775	1 294	763	50.1	7.5
721	Accommodation	17	3 251	796	131	66	18.9	15.4
7212	RV (recreational vehicle) parks and recreational camps	3	D	D	D	a	D	D
72121	RV (recreational vehicle) parks and recreational camps	3	D	D	D	a	D	D
721211	RV (recreational vehicle) parks and campgrounds	2	D	D	D	a	D	D
722	Food services and drinking places	84	20 099	4 979	1 163	697	55.1	6.3
MANITOWOC								
72	Accommodation and food services	185	71 868	20 776	4 738	2 552	36.4	6.3
721	Accommodation	16	10 124	3 126	667	277	5.2	—
7211	Traveler accommodation	13	D	D	D	e	D	D
72111	Hotels (except casino hotels) and motels	11	D	D	D	e	D	D
721110	Hotels (except casino hotels) and motels	11	D	D	D	e	D	D
7212	RV (recreational vehicle) parks and recreational camps	3	D	D	D	a	D	D
72121	RV (recreational vehicle) parks and recreational camps	3	D	D	D	a	D	D
722	Food services and drinking places	169	61 744	17 650	4 071	2 275	41.5	7.4
7222	Limited-service eating places	43	21 270	5 682	1 336	655	25.0	4.0
72221	Limited-service eating places	43	21 270	5 682	1 336	655	25.0	4.0
7224	Drinking places (alcoholic beverages)	46	7 994	1 223	287	192	72.6	5.0
72241	Drinking places (alcoholic beverages)	46	7 994	1 223	287	192	72.6	5.0
722410	Drinking places (alcoholic beverages)	46	7 994	1 223	287	192	72.6	5.0
MARATHON								
72	Accommodation and food services	273	128 050	37 301	8 916	4 328	23.9	2.0
721	Accommodation	20	17 998	5 114	1 170	492	4.0	—
7211	Traveler accommodation	18	D	D	D	e	D	D
72111	Hotels (except casino hotels) and motels	18	D	D	D	e	D	D
721110	Hotels (except casino hotels) and motels	18	D	D	D	e	D	D
722	Food services and drinking places	253	110 052	32 187	7 746	3 836	27.2	2.3
7221	Full-service restaurants	92	50 149	15 986	3 833	1 862	29.0	2.3
72211	Full-service restaurants	92	50 149	15 986	3 833	1 862	29.0	2.3
722110	Full-service restaurants	92	50 149	15 986	3 833	1 862	29.0	2.3
7222	Limited-service eating places	84	43 762	12 077	2 971	1 487	18.2	1.5
72221	Limited-service eating places	84	43 762	12 077	2 971	1 487	18.2	1.5
7223	Special food services	19	D	D	D	c	D	D
7224	Drinking places (alcoholic beverages)	58	D	D	D	e	D	D
72241	Drinking places (alcoholic beverages)	58	D	D	D	e	D	D
722410	Drinking places (alcoholic beverages)	58	D	D	D	e	D	D
MARINETTE								
72	Accommodation and food services	145	41 139	10 569	2 447	1 311	46.9	11.7
721	Accommodation	18	D	D	D	c	D	D
7211	Traveler accommodation	15	D	D	D	c	D	D
72111	Hotels (except casino hotels) and motels	12	D	D	D	c	D	D
721110	Hotels (except casino hotels) and motels	12	D	D	D	c	D	D
722	Food services and drinking places	127	D	D	D	g	D	D
7222	Limited-service eating places	23	D	D	D	e	D	D
72221	Limited-service eating places	23	D	D	D	e	D	D
7224	Drinking places (alcoholic beverages)	48	8 458	1 468	339	176	66.7	7.2
72241	Drinking places (alcoholic beverages)	48	8 458	1 468	339	176	66.7	7.2
722410	Drinking places (alcoholic beverages)	48	8 458	1 468	339	176	66.7	7.2
MARQUETTE								
72	Accommodation and food services	61	15 857	3 491	707	389	56.1	4.4
721	Accommodation	9	4 051	795	73	38	30.9	—
7212	RV (recreational vehicle) parks and recreational camps	6	3 187	626	34	17	24.6	—
72121	RV (recreational vehicle) parks and recreational camps	6	3 187	626	34	17	24.6	—
721211	RV (recreational vehicle) parks and campgrounds	5	D	D	D	a	D	D
721214	Recreational and vacation camps (except campgrounds)	1	D	D	D	a	D	D
722	Food services and drinking places	52	11 806	2 696	634	351	64.7	5.9

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
MENOMINEE								
72	Accommodation and food services	2	D	D	D	f	D	D
721	Accommodation	1	D	D	D	f	D	D
7211	Traveler accommodation	1	D	D	D	f	D	D
72112	Casino hotels	1	D	D	D	f	D	D
721120	Casino hotels	1	D	D	D	f	D	D
722	Food services and drinking places	1	D	D	D	a	D	D
MILWAUKEE								
72	Accommodation and food services	1 778	1 254 504	356 799	84 371	32 377	17.8	9.3
721	Accommodation	79	188 827	55 105	13 425	3 583	5.8	4.2
7211	Traveler accommodation	71	D	D	D	h	D	D
72111	Hotels (except casino hotels) and motels	69	185 225	54 191	13 242	3 556	5.9	3.5
721110	Hotels (except casino hotels) and motels	69	185 225	54 191	13 242	3 556	5.9	3.5
7212	RV (recreational vehicle) parks and recreational camps	4	2 901	705	146	17	1.7	35.5
72121	RV (recreational vehicle) parks and recreational camps	4	2 901	705	146	17	1.7	35.5
721214	Recreational and vacation camps (except campgrounds) .	3	D	D	D	a	D	D
7213	Rooming and boarding houses	4	D	D	D	a	D	D
72131	Rooming and boarding houses	4	D	D	D	a	D	D
721310	Rooming and boarding houses	4	D	D	D	a	D	D
722	Food services and drinking places	1 699	1 065 677	301 694	70 946	28 794	20.0	10.3
7221	Full-service restaurants	550	423 447	135 152	32 933	12 318	23.8	7.6
72211	Full-service restaurants	550	423 447	135 152	32 933	12 318	23.8	7.6
722110	Full-service restaurants	550	423 447	135 152	32 933	12 318	23.8	7.6
7222	Limited-service eating places	627	425 034	116 433	26 868	11 844	15.1	12.4
72221	Limited-service eating places	627	425 034	116 433	26 868	11 844	15.1	12.4
722211	Limited-service restaurants	536	377 292	103 316	23 691	10 711	15.3	12.9
722212	Cafeterias, buffets, and grill buffets	8	D	D	D	c	D	D
722213	Snack and nonalcoholic beverage bars	83	D	D	D	f	D	D
7223	Special food services	136	119 697	29 859	6 355	2 141	8.1	11.5
7224	Drinking places (alcoholic beverages)	386	97 499	20 250	4 790	2 491	38.8	11.1
72241	Drinking places (alcoholic beverages)	386	97 499	20 250	4 790	2 491	38.8	11.1
722410	Drinking places (alcoholic beverages)	386	97 499	20 250	4 790	2 491	38.8	11.1
MONROE								
72	Accommodation and food services	110	41 402	11 095	2 342	1 225	26.4	2.3
721	Accommodation	20	9 447	2 485	435	176	13.7	7.1
7211	Traveler accommodation	17	D	D	D	c	D	D
72111	Hotels (except casino hotels) and motels	16	D	D	D	c	D	D
721110	Hotels (except casino hotels) and motels	16	D	D	D	c	D	D
7212	RV (recreational vehicle) parks and recreational camps	3	D	D	D	a	D	D
72121	RV (recreational vehicle) parks and recreational camps	3	D	D	D	a	D	D
721211	RV (recreational vehicle) parks and campgrounds	3	D	D	D	a	D	D
722	Food services and drinking places	90	31 955	8 610	1 907	1 049	30.1	.9
7222	Limited-service eating places	16	12 608	3 337	782	457	5.1	.1
72221	Limited-service eating places	16	12 608	3 337	782	457	5.1	.1
OCONTO								
72	Accommodation and food services	99	23 652	6 135	1 339	790	51.2	5.5
721	Accommodation	12	3 041	768	153	65	.8	2.3
7212	RV (recreational vehicle) parks and recreational camps	5	D	D	D	a	D	D
72121	RV (recreational vehicle) parks and recreational camps	5	D	D	D	a	D	D
721214	Recreational and vacation camps (except campgrounds) .	4	D	D	D	a	D	D
722	Food services and drinking places	87	20 611	5 367	1 186	725	58.6	5.9
ONEIDA								
72	Accommodation and food services	178	65 190	17 895	3 468	1 616	35.0	5.6
721	Accommodation	36	18 013	4 530	797	266	19.0	2.7
7211	Traveler accommodation	27	11 727	3 226	721	251	25.7	4.1
72111	Hotels (except casino hotels) and motels	22	11 173	3 146	712	248	26.8	4.3
721110	Hotels (except casino hotels) and motels	22	11 173	3 146	712	248	26.8	4.3
7212	RV (recreational vehicle) parks and recreational camps	9	6 286	1 304	76	15	6.5	—
72121	RV (recreational vehicle) parks and recreational camps	9	6 286	1 304	76	15	6.5	—
721211	RV (recreational vehicle) parks and campgrounds	2	D	D	D	a	D	D
721214	Recreational and vacation camps (except campgrounds) .	7	D	D	D	a	D	D
722	Food services and drinking places	142	47 177	13 365	2 671	1 350	41.1	6.7
7222	Limited-service eating places	29	16 273	4 089	797	392	14.3	1.0
72221	Limited-service eating places	29	16 273	4 089	797	392	14.3	1.0

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
OUTAGAMIE								
72	Accommodation and food services	383	234 557	64 171	15 382	6 829	21.7	3.9
721	Accommodation	26	43 961	10 812	2 621	910	.9	.2
7211	Traveler accommodation	21	D	D	D	f	D	D
72111	Hotels (except casino hotels) and motels	21	D	D	D	f	D	D
721110	Hotels (except casino hotels) and motels	21	D	D	D	f	D	D
7213	Rooming and boarding houses	3	D	D	D	a	D	D
72131	Rooming and boarding houses	3	D	D	D	a	D	D
721310	Rooming and boarding houses	3	D	D	D	a	D	D
722	Food services and drinking places	357	190 596	53 359	12 761	5 919	26.5	4.7
7221	Full-service restaurants	129	85 048	25 956	6 136	2 889	27.2	3.8
72211	Full-service restaurants	129	85 048	25 956	6 136	2 889	27.2	3.8
722110	Full-service restaurants	129	85 048	25 956	6 136	2 889	27.2	3.8
7222	Limited-service eating places	122	71 327	19 168	4 651	2 209	22.8	5.5
72221	Limited-service eating places	122	71 327	19 168	4 651	2 209	22.8	5.5
722211	Limited-service restaurants	103	63 671	16 897	4 108	1 960	24.0	6.0
722212	Cafeterias, buffets, and grill buffets	1	D	D	D	b	D	D
7223	Special food services	23	13 194	4 044	974	359	15.8	3.2
7224	Drinking places (alcoholic beverages)	83	21 027	4 191	1 000	462	43.0	6.8
72241	Drinking places (alcoholic beverages)	83	21 027	4 191	1 000	462	43.0	6.8
722410	Drinking places (alcoholic beverages)	83	21 027	4 191	1 000	462	43.0	6.8
OZAUKEE								
72	Accommodation and food services	178	101 492	32 806	7 617	3 191	27.2	11.2
721	Accommodation	12	9 431	2 747	609	238	10.2	27.4
7211	Traveler accommodation	12	9 431	2 747	609	238	10.2	27.4
72111	Hotels (except casino hotels) and motels	9	D	D	D	c	D	D
721110	Hotels (except casino hotels) and motels	9	D	D	D	c	D	D
722	Food services and drinking places	166	92 061	30 059	7 008	2 953	29.0	9.6
7221	Full-service restaurants	79	47 672	16 905	3 958	1 660	33.6	9.5
72211	Full-service restaurants	79	47 672	16 905	3 958	1 660	33.6	9.5
722110	Full-service restaurants	79	47 672	16 905	3 958	1 660	33.6	9.5
7222	Limited-service eating places	56	33 330	9 468	2 112	975	26.9	.9
72221	Limited-service eating places	56	33 330	9 468	2 112	975	26.9	.9
7223	Special food services	12	8 200	3 090	783	253	3.6	46.3
PEPIN								
72	Accommodation and food services	28	D	D	D	c	D	D
721	Accommodation	1	D	D	D	a	D	D
721214	Recreational and vacation camps (except campgrounds) ..	1	D	D	D	a	D	D
722	Food services and drinking places	27	5 599	1 665	379	220	73.9	5.8
PIERCE								
72	Accommodation and food services	104	26 265	7 172	1 662	1 130	42.6	8.9
721	Accommodation	5	1 111	240	59	28	66.8	—
7213	Rooming and boarding houses	1	D	D	D	a	D	D
72131	Rooming and boarding houses	1	D	D	D	a	D	D
721310	Rooming and boarding houses	1	D	D	D	a	D	D
722	Food services and drinking places	99	25 154	6 932	1 603	1 102	41.5	9.3
7223	Special food services	6	D	D	D	c	D	D
7224	Drinking places (alcoholic beverages)	37	7 004	961	234	127	42.9	6.0
72241	Drinking places (alcoholic beverages)	37	7 004	961	234	127	42.9	6.0
722410	Drinking places (alcoholic beverages)	37	7 004	961	234	127	42.9	6.0
POLK								
72	Accommodation and food services	120	31 281	8 919	1 969	1 105	48.8	12.8
721	Accommodation	20	4 571	1 610	337	109	14.4	1.8
7212	RV (recreational vehicle) parks and recreational camps	7	1 815	889	189	34	24.5	4.4
72121	RV (recreational vehicle) parks and recreational camps	7	1 815	889	189	34	24.5	4.4
721211	RV (recreational vehicle) parks and campgrounds	4	D	D	D	a	D	D
721214	Recreational and vacation camps (except campgrounds) ..	3	D	D	D	b	D	D
722	Food services and drinking places	100	26 710	7 309	1 632	996	54.7	14.7
7222	Limited-service eating places	28	8 328	2 370	493	282	59.0	30.8
72221	Limited-service eating places	28	8 328	2 370	493	282	59.0	30.8
7224	Drinking places (alcoholic beverages)	40	7 854	1 481	312	162	72.0	13.1
72241	Drinking places (alcoholic beverages)	40	7 854	1 481	312	162	72.0	13.1
722410	Drinking places (alcoholic beverages)	40	7 854	1 481	312	162	72.0	13.1

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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 administrative records ¹	Estimated ²
PORTAGE								
72	Accommodation and food services	177	85 453	21 742	5 115	2 652	26.2	20.3
721	Accommodation	17	16 650	4 498	1 030	271	3.1	54.5
7211	Traveler accommodation	11	15 766	4 211	1 003	261	—	55.9
72111	Hotels (except casino hotels) and motels	11	15 766	4 211	1 003	261	—	55.9
721110	Hotels (except casino hotels) and motels	11	15 766	4 211	1 003	261	—	55.9
7212	RV (recreational vehicle) parks and recreational camps	6	884	287	27	10	58.1	31.1
72121	RV (recreational vehicle) parks and recreational camps	6	884	287	27	10	58.1	31.1
721211	RV (recreational vehicle) parks and campgrounds	3	471	104	7	4	100.0	—
721214	Recreational and vacation camps (except campgrounds) .	3	413	183	20	6	10.4	66.6
722	Food services and drinking places	160	68 803	17 244	4 085	2 381	31.7	12.0
7222	Limited-service eating places	44	22 226	5 611	1 332	805	27.1	26.2
72221	Limited-service eating places	44	22 226	5 611	1 332	805	27.1	26.2
7223	Special food services	4	D	D	D	c	D	D
7224	Drinking places (alcoholic beverages)	58	D	D	D	c	D	D
72241	Drinking places (alcoholic beverages)	58	D	D	D	c	D	D
722410	Drinking places (alcoholic beverages)	58	D	D	D	c	D	D
PRICE								
72	Accommodation and food services	48	9 874	2 479	490	338	54.1	9.0
721	Accommodation	12	2 829	652	72	67	9.2	—
722	Food services and drinking places	36	7 045	1 827	418	271	72.1	12.6
RACINE								
72	Accommodation and food services	349	186 128	53 256	12 416	5 473	24.6	9.9
721	Accommodation	26	22 983	5 661	1 470	408	3.0	.3
7211	Traveler accommodation	23	D	D	D	e	D	D
72111	Hotels (except casino hotels) and motels	21	D	D	D	e	D	D
721110	Hotels (except casino hotels) and motels	21	D	D	D	e	D	D
7212	RV (recreational vehicle) parks and recreational camps	2	D	D	D	b	D	D
72121	RV (recreational vehicle) parks and recreational camps	2	D	D	D	b	D	D
721214	Recreational and vacation camps (except campgrounds) .	1	D	D	D	b	D	D
722	Food services and drinking places	323	163 145	47 595	10 946	5 065	27.6	11.3
7221	Full-service restaurants	114	71 779	23 305	5 411	2 477	32.8	9.8
72211	Full-service restaurants	114	71 779	23 305	5 411	2 477	32.8	9.8
722110	Full-service restaurants	114	71 779	23 305	5 411	2 477	32.8	9.8
7222	Limited-service eating places	107	69 931	18 691	4 128	2 049	20.1	14.6
72221	Limited-service eating places	107	69 931	18 691	4 128	2 049	20.1	14.6
722211	Limited-service restaurants	90	64 674	17 142	3 845	1 915	21.1	15.8
722212	Cafeterias, buffets, and grill buffets	3	D	D	D	b	D	D
7223	Special food services	22	9 500	3 637	968	272	3.6	3.4
7224	Drinking places (alcoholic beverages)	80	11 935	1 962	439	267	59.8	7.3
72241	Drinking places (alcoholic beverages)	80	11 935	1 962	439	267	59.8	7.3
722410	Drinking places (alcoholic beverages)	80	11 935	1 962	439	267	59.8	7.3
RICHLAND								
72	Accommodation and food services	35	12 756	3 342	778	412	34.5	4.4
721	Accommodation	4	784	202	42	19	21.2	—
722	Food services and drinking places	31	11 972	3 140	736	393	35.4	4.7
ROCK								

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.								
72	Accommodation and food services	353	183 824	49 601	11 551	5 356	19.9	10.8
721	Accommodation	22	17 158	4 781	1 091	407	17.5	.5
7211	Traveler accommodation	16	15 162	4 208	995	390	11.4	—
72111	Hotels (except casino hotels) and motels	16	15 162	4 208	995	390	11.4	—
721110	Hotels (except casino hotels) and motels	16	15 162	4 208	995	390	11.4	—
7212	RV (recreational vehicle) parks and recreational camps	4	D	D	D	a	D	D
72121	RV (recreational vehicle) parks and recreational camps	4	D	D	D	a	D	D
721211	RV (recreational vehicle) parks and campgrounds	4	D	D	D	a	D	D
7213	Rooming and boarding houses	2	D	D	D	a	D	D
72131	Rooming and boarding houses	2	D	D	D	a	D	D
721310	Rooming and boarding houses	2	D	D	D	a	D	D
722	Food services and drinking places	331	166 666	44 820	10 460	4 949	20.2	11.9
7221	Full-service restaurants	121	D	D	D	g	D	D
72211	Full-service restaurants	121	D	D	D	g	D	D
722110	Full-service restaurants	121	D	D	D	g	D	D
7222	Limited-service eating places	120	78 571	19 953	4 612	2 207	10.3	14.5
72221	Limited-service eating places	120	78 571	19 953	4 612	2 207	10.3	14.5
722211	Limited-service restaurants	105	74 009	18 719	4 367	2 076	10.4	15.3
722212	Cafeterias, buffets, and grill buffets	3	D	D	D	b	D	D
7223	Special food services	9	D	D	D	c	D	D
7224	Drinking places (alcoholic beverages)	81	D	D	D	e	D	D
72241	Drinking places (alcoholic beverages)	81	D	D	D	e	D	D
722410	Drinking places (alcoholic beverages)	81	D	D	D	e	D	D
RUSK								
72	Accommodation and food services	29	D	D	D	e	D	D
721	Accommodation	4	D	D	D	b	D	D
722	Food services and drinking places	25	6 595	1 815	408	276	55.7	11.3
ST. CROIX								
72	Accommodation and food services	170	83 670	24 632	5 435	2 723	23.1	8.3
721	Accommodation	25	15 511	4 587	903	396	32.6	—
7211	Traveler accommodation	19	D	D	D	e	D	D
72111	Hotels (except casino hotels) and motels	16	D	D	D	e	D	D
721110	Hotels (except casino hotels) and motels	16	D	D	D	e	D	D
7212	RV (recreational vehicle) parks and recreational camps	6	D	D	D	c	D	D
72121	RV (recreational vehicle) parks and recreational camps	6	D	D	D	c	D	D
721211	RV (recreational vehicle) parks and campgrounds	3	D	D	D	a	D	D
721214	Recreational and vacation camps (except campgrounds) ..	3	D	D	D	c	D	D
722	Food services and drinking places	145	68 159	20 045	4 532	2 327	20.9	10.1
7222	Limited-service eating places	44	26 889	6 796	1 542	820	16.1	5.4
72221	Limited-service eating places	44	26 889	6 796	1 542	820	16.1	5.4
7223	Special food services	7	D	D	D	b	D	D
7224	Drinking places (alcoholic beverages)	32	5 979	1 100	237	126	42.4	12.7
72241	Drinking places (alcoholic beverages)	32	5 979	1 100	237	126	42.4	12.7
722410	Drinking places (alcoholic beverages)	32	5 979	1 100	237	126	42.4	12.7
SAUK								
72	Accommodation and food services	235	238 730	70 561	14 104	5 128	13.7	3.5
721	Accommodation	65	135 164	39 349	7 739	2 471	7.0	.2
7211	Traveler accommodation	56	D	D	D	g	D	D
72111	Hotels (except casino hotels) and motels	54	127 201	37 847	7 550	2 419	6.4	.2
721110	Hotels (except casino hotels) and motels	54	127 201	37 847	7 550	2 419	6.4	.2
7212	RV (recreational vehicle) parks and recreational camps	9	D	D	D	b	D	D
72121	RV (recreational vehicle) parks and recreational camps	9	D	D	D	b	D	D
721211	RV (recreational vehicle) parks and campgrounds	6	D	D	D	a	D	D
721214	Recreational and vacation camps (except campgrounds) ..	3	5 502	945	135	38	8.5	—
722	Food services and drinking places	170	103 566	31 212	6 365	2 657	22.4	7.9
7221	Full-service restaurants	74	61 901	20 759	4 239	1 758	20.0	4.7
72211	Full-service restaurants	74	61 901	20 759	4 239	1 758	20.0	4.7
722110	Full-service restaurants	74	61 901	20 759	4 239	1 758	20.0	4.7
7222	Limited-service eating places	54	32 553	8 665	1 795	760	18.8	14.9
72221	Limited-service eating places	54	32 553	8 665	1 795	760	18.8	14.9
7224	Drinking places (alcoholic beverages)	36	7 703	1 511	314	133	54.7	5.0
72241	Drinking places (alcoholic beverages)	36	7 703	1 511	314	133	54.7	5.0
722410	Drinking places (alcoholic beverages)	36	7 703	1 511	314	133	54.7	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]

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
SAWYER								
72	Accommodation and food services	114	58 527	15 641	3 373	1 014	17.9	4.4
721	Accommodation	39	35 096	9 942	2 210	469	8.3	.6
7211	Traveler accommodation	20	29 226	8 771	2 027	437	.9	—
72112	Casino hotels	1	D	D	D	e	D	D
721120	Casino hotels	1	D	D	D	e	D	D
7212	RV (recreational vehicle) parks and recreational camps	19	5 870	1 171	183	32	44.8	3.3
72121	RV (recreational vehicle) parks and recreational camps	19	5 870	1 171	183	32	44.8	3.3
721211	RV (recreational vehicle) parks and campgrounds	4	1 114	151	7	6	13.1	—
721214	Recreational and vacation camps (except campgrounds)	15	4 756	1 020	176	26	52.2	4.1
722	Food services and drinking places	75	23 431	5 699	1 163	545	32.4	10.3
SHAWANO								
72	Accommodation and food services	108	32 336	8 915	2 128	1 293	38.5	6.4
721	Accommodation	13	4 422	1 210	260	137	6.0	—
722	Food services and drinking places	95	27 914	7 705	1 868	1 156	43.6	7.4
7222	Limited-service eating places	23	8 448	2 245	531	257	10.7	11.2
72221	Limited-service eating places	23	8 448	2 245	531	257	10.7	11.2
SHEBOYGAN								
72	Accommodation and food services	250	138 650	40 154	9 131	4 401	16.3	4.5
721	Accommodation	31	52 880	14 727	3 119	1 238	3.0	2.1
7211	Traveler accommodation	23	49 322	13 825	2 978	1 205	3.0	2.0
72111	Hotels (except casino hotels) and motels	20	49 068	13 778	2 971	1 197	2.8	2.0
721110	Hotels (except casino hotels) and motels	20	49 068	13 778	2 971	1 197	2.8	2.0
7212	RV (recreational vehicle) parks and recreational camps	8	3 558	902	141	33	3.9	4.5
72121	RV (recreational vehicle) parks and recreational camps	8	3 558	902	141	33	3.9	4.5
721211	RV (recreational vehicle) parks and campgrounds	5	2 050	376	56	14	6.8	—
721214	Recreational and vacation camps (except campgrounds)	3	1 508	526	85	19	—	10.5
722	Food services and drinking places	219	85 770	25 427	6 012	3 163	24.5	6.0
7222	Limited-service eating places	69	38 175	10 733	2 546	1 274	14.3	2.7
72221	Limited-service eating places	69	38 175	10 733	2 546	1 274	14.3	2.7
7224	Drinking places (alcoholic beverages)	59	9 391	1 754	409	252	42.2	11.8
72241	Drinking places (alcoholic beverages)	59	9 391	1 754	409	252	42.2	11.8
722410	Drinking places (alcoholic beverages)	59	9 391	1 754	409	252	42.2	11.8
TAYLOR								
72	Accommodation and food services	49	20 743	6 901	1 584	676	25.1	1.7
721	Accommodation	7	10 496	3 879	910	267	—	.2
7211	Traveler accommodation	6	D	D	D	c	D	D
72111	Hotels (except casino hotels) and motels	6	D	D	D	c	D	D
721110	Hotels (except casino hotels) and motels	6	D	D	D	c	D	D
7212	RV (recreational vehicle) parks and recreational camps	1	D	D	D	b	D	D
72121	RV (recreational vehicle) parks and recreational camps	1	D	D	D	b	D	D
721214	Recreational and vacation camps (except campgrounds)	1	D	D	D	b	D	D
722	Food services and drinking places	42	10 247	3 022	674	409	50.9	3.2
TREMPEALEAU								
72	Accommodation and food services	83	18 908	4 943	1 100	621	44.8	7.3
721	Accommodation	11	1 236	238	61	39	9.5	7.6
722	Food services and drinking places	72	17 672	4 705	1 039	582	47.2	7.3
VERNON								
72	Accommodation and food services	56	13 571	3 555	805	497	45.4	6.6
721	Accommodation	10	1 282	343	63	36	11.5	8.3
722	Food services and drinking places	46	12 289	3 212	742	461	49.0	6.5
VILAS								
72	Accommodation and food services	217	65 823	19 117	3 343	1 320	45.0	8.6
721	Accommodation	78	30 655	8 350	1 261	371	32.9	9.3
7211	Traveler accommodation	49	D	D	D	e	D	D
72111	Hotels (except casino hotels) and motels	37	10 177	2 462	438	187	33.7	3.4
721110	Hotels (except casino hotels) and motels	37	10 177	2 462	438	187	33.7	3.4
7212	RV (recreational vehicle) parks and recreational camps	28	15 684	4 807	600	114	38.7	12.2
72121	RV (recreational vehicle) parks and recreational camps	28	15 684	4 807	600	114	38.7	12.2
721211	RV (recreational vehicle) parks and campgrounds	8	2 353	593	42	25	66.4	8.6
721214	Recreational and vacation camps (except campgrounds)	20	13 331	4 214	558	89	33.8	12.9
722	Food services and drinking places	139	35 168	10 767	2 082	949	55.5	8.1

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 administrative records ¹	Estimated ²
WALWORTH								
72	Accommodation and food services	270	185 537	55 093	12 961	5 567	19.3	17.6
721	Accommodation	32	76 566	22 182	5 985	1 797	1.9	26.5
7211	Traveler accommodation	26	73 827	21 245	5 793	1 728	1.4	27.5
72111	Hotels (except casino hotels) and motels	22	72 216	20 808	5 693	1 696	1.4	28.1
721110	Hotels (except casino hotels) and motels	22	72 216	20 808	5 693	1 696	1.4	28.1
7212	RV (recreational vehicle) parks and recreational camps	6	2 739	937	192	69	16.1	—
72121	RV (recreational vehicle) parks and recreational camps	6	2 739	937	192	69	16.1	—
721214	Recreational and vacation camps (except campgrounds) .	4	D	D	D	b	D	D
722	Food services and drinking places	238	108 971	32 911	6 976	3 770	31.5	11.3
7221	Full-service restaurants	115	60 840	19 696	4 014	1 942	33.8	15.1
72211	Full-service restaurants	115	60 840	19 696	4 014	1 942	33.8	15.1
722110	Full-service restaurants	115	60 840	19 696	4 014	1 942	33.8	15.1
7222	Limited-service eating places	64	32 034	8 056	1 838	912	22.7	2.2
72221	Limited-service eating places	64	32 034	8 056	1 838	912	22.7	2.2
7223	Special food services	8	4 887	2 608	568	579	.7	30.8
7224	Drinking places (alcoholic beverages)	51	11 210	2 551	556	337	57.8	8.4
72241	Drinking places (alcoholic beverages)	51	11 210	2 551	556	337	57.8	8.4
722410	Drinking places (alcoholic beverages)	51	11 210	2 551	556	337	57.8	8.4
WASHBURN								
72	Accommodation and food services	89	21 520	5 115	961	531	41.9	6.9
721	Accommodation	23	5 241	1 059	128	91	16.5	5.6
7212	RV (recreational vehicle) parks and recreational camps	7	3 190	746	75	40	15.0	.2
72121	RV (recreational vehicle) parks and recreational camps	7	3 190	746	75	40	15.0	.2
721211	RV (recreational vehicle) parks and campgrounds	3	404	59	8	4	61.6	—
721214	Recreational and vacation camps (except campgrounds) .	4	2 786	687	67	36	8.2	.2
722	Food services and drinking places	66	16 279	4 056	833	440	50.1	7.4
WASHINGTON								
72	Accommodation and food services	223	111 084	32 056	7 524	3 930	20.9	8.7
721	Accommodation	17	9 686	2 323	492	244	15.6	—
7211	Traveler accommodation	14	D	D	D	c	D	D
72111	Hotels (except casino hotels) and motels	13	D	D	D	c	D	D
721110	Hotels (except casino hotels) and motels	13	D	D	D	c	D	D
7212	RV (recreational vehicle) parks and recreational camps	3	D	D	D	a	D	D
72121	RV (recreational vehicle) parks and recreational camps	3	D	D	D	a	D	D
721211	RV (recreational vehicle) parks and campgrounds	2	D	D	D	a	D	D
722	Food services and drinking places	206	101 398	29 733	7 032	3 686	21.4	9.5
7221	Full-service restaurants	85	47 241	15 851	3 809	1 998	28.2	8.0
72211	Full-service restaurants	85	47 241	15 851	3 809	1 998	28.2	8.0
722110	Full-service restaurants	85	47 241	15 851	3 809	1 998	28.2	8.0
7222	Limited-service eating places	71	44 547	11 933	2 768	1 437	8.8	11.7
72221	Limited-service eating places	71	44 547	11 933	2 768	1 437	8.8	11.7
7224	Drinking places (alcoholic beverages)	45	8 033	1 493	384	211	44.3	8.3
72241	Drinking places (alcoholic beverages)	45	8 033	1 493	384	211	44.3	8.3
722410	Drinking places (alcoholic beverages)	45	8 033	1 493	384	211	44.3	8.3
WAUKESHA								
72	Accommodation and food services	691	484 504	139 681	32 587	13 364	22.5	8.1
721	Accommodation	39	79 085	22 182	5 032	1 452	7.8	4.6
7211	Traveler accommodation	36	D	D	D	g	D	D
72111	Hotels (except casino hotels) and motels	35	76 207	20 924	4 816	1 401	8.1	3.9
721110	Hotels (except casino hotels) and motels	35	76 207	20 924	4 816	1 401	8.1	3.9
7212	RV (recreational vehicle) parks and recreational camps	3	D	D	D	b	D	D
72121	RV (recreational vehicle) parks and recreational camps	3	D	D	D	b	D	D
721214	Recreational and vacation camps (except campgrounds) .	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
WAUKESHA—Con.								
72	Accommodation and food services—Con.							
722	Food services and drinking places	652	405 419	117 499	27 555	11 912	25.4	8.8
7221	Full-service restaurants	243	183 938	57 118	13 808	5 948	29.9	8.6
72211	Full-service restaurants	243	183 938	57 118	13 808	5 948	29.9	8.6
722110	Full-service restaurants	243	183 938	57 118	13 808	5 948	29.9	8.6
7222	Limited-service eating places	255	166 786	46 205	10 500	4 830	17.8	9.0
72221	Limited-service eating places	255	166 786	46 205	10 500	4 830	17.8	9.0
722211	Limited-service restaurants	218	147 071	41 146	9 398	4 377	18.8	9.8
722212	Cafeterias, buffets, and grill buffets	2	D	D	D	b	D	D
722213	Snack and nonalcoholic beverage bars	35	D	D	D	e	D	D
7223	Special food services	47	29 039	10 205	2 399	725	17.4	8.8
7224	Drinking places (alcoholic beverages)	107	25 656	3 971	848	409	51.3	8.9
72241	Drinking places (alcoholic beverages)	107	25 656	3 971	848	409	51.3	8.9
722410	Drinking places (alcoholic beverages)	107	25 656	3 971	848	409	51.3	8.9
WAUPACA								
72	Accommodation and food services	141	47 532	12 785	2 838	1 684	42.3	3.6
721	Accommodation	20	7 132	1 800	367	177	29.1	.9
7212	RV (recreational vehicle) parks and recreational camps	8	2 619	469	65	27	53.7	2.2
72121	RV (recreational vehicle) parks and recreational camps	8	2 619	469	65	27	53.7	2.2
721211	RV (recreational vehicle) parks and campgrounds	6	D	D	D	b	D	D
722	Food services and drinking places	121	40 400	10 985	2 471	1 507	44.6	4.0
7222	Limited-service eating places	29	13 648	3 841	872	514	25.4	.3
72221	Limited-service eating places	29	13 648	3 841	872	514	25.4	.3
7224	Drinking places (alcoholic beverages)	34	6 024	1 162	278	166	56.9	4.0
72241	Drinking places (alcoholic beverages)	34	6 024	1 162	278	166	56.9	4.0
722410	Drinking places (alcoholic beverages)	34	6 024	1 162	278	166	56.9	4.0
WAUSHARA								
72	Accommodation and food services	62	18 172	4 842	1 026	664	49.3	5.8
721	Accommodation	11	2 843	681	127	55	33.6	13.5
7212	RV (recreational vehicle) parks and recreational camps	5	1 509	302	43	11	63.3	1.1
72121	RV (recreational vehicle) parks and recreational camps	5	1 509	302	43	11	63.3	1.1
721211	RV (recreational vehicle) parks and campgrounds	3	D	D	D	a	D	D
721214	Recreational and vacation camps (except campgrounds)	2	D	D	D	a	D	D
722	Food services and drinking places	51	15 329	4 161	899	609	52.2	4.4
WINNEBAGO								
72	Accommodation and food services	352	167 338	47 586	10 548	5 162	30.9	8.1
721	Accommodation	21	19 183	6 331	874	307	14.5	8.0
7211	Traveler accommodation	19	D	D	D	e	D	D
72111	Hotels (except casino hotels) and motels	19	D	D	D	e	D	D
721110	Hotels (except casino hotels) and motels	19	D	D	D	e	D	D
7212	RV (recreational vehicle) parks and recreational camps	2	D	D	D	a	D	D
72121	RV (recreational vehicle) parks and recreational camps	2	D	D	D	a	D	D
721214	Recreational and vacation camps (except campgrounds)	1	D	D	D	a	D	D
722	Food services and drinking places	331	148 155	41 255	9 674	4 855	33.0	8.2
7221	Full-service restaurants	117	D	D	D	g	D	D
72211	Full-service restaurants	117	D	D	D	g	D	D
722110	Full-service restaurants	117	D	D	D	g	D	D
7222	Limited-service eating places	105	63 009	16 932	3 908	2 102	21.1	6.3
72221	Limited-service eating places	105	63 009	16 932	3 908	2 102	21.1	6.3
722211	Limited-service restaurants	93	D	D	D	g	D	D
7223	Special food services	16	D	D	D	c	D	D
7224	Drinking places (alcoholic beverages)	93	19 623	3 856	839	467	55.9	7.0
72241	Drinking places (alcoholic beverages)	93	19 623	3 856	839	467	55.9	7.0
722410	Drinking places (alcoholic beverages)	93	19 623	3 856	839	467	55.9	7.0

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
WOOD								
72	Accommodation and food services	183	75 173	20 654	4 908	2 330	33.8	10.4
721	Accommodation	14	10 596	3 639	841	296	7.8	—
7211	Traveler accommodation	14	10 596	3 639	841	296	7.8	—
72111	Hotels (except casino hotels) and motels	14	10 596	3 639	841	296	7.8	—
721110	Hotels (except casino hotels) and motels	14	10 596	3 639	841	296	7.8	—
722	Food services and drinking places	169	64 577	17 015	4 067	2 034	38.0	12.2
7222	Limited-service eating places	53	29 759	7 553	1 766	860	22.3	22.4
72221	Limited-service eating places	53	29 759	7 553	1 766	860	22.3	22.4
7224	Drinking places (alcoholic beverages)	50	8 543	1 529	378	202	66.6	5.7
72241	Drinking places (alcoholic beverages)	50	8 543	1 529	378	202	66.6	5.7
722410	Drinking places (alcoholic beverages)	50	8 543	1 529	378	202	66.6	5.7

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.

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								
72	Accommodation and food services	17	2 916	681	137	111	71.8	.3
721	Accommodation	4	716	116	16	18	20.7	—
722	Food services and drinking places	13	2 200	565	121	93	88.5	.4
ALLOUEZ								
72	Accommodation and food services	21	10 280	3 180	742	314	18.9	35.0
721	Accommodation	1	D	D	D	b	D	D
722	Food services and drinking places	20	D	D	D	e	D	D
ALTOONA								
72	Accommodation and food services	10	D	D	D	b	D	D
721	Accommodation	3	D	D	D	a	D	D
722	Food services and drinking places	7	2 385	509	135	63	34.0	39.7
AMERY								
72	Accommodation and food services	17	4 841	1 771	366	195	53.9	10.4
721	Accommodation	4	853	445	71	23	1.6	—
7212	RV (recreational vehicle) parks and recreational camps	1	D	D	D	a	D	D
72121	RV (recreational vehicle) parks and recreational camps	1	D	D	D	a	D	D
721214	Recreational and vacation camps (except campgrounds)	1	D	D	D	a	D	D
722	Food services and drinking places	13	3 988	1 326	295	172	65.0	12.7
ANTIGO								
72	Accommodation and food services	32	12 218	3 235	749	401	29.3	9.3
721	Accommodation	3	D	D	D	b	D	D
722	Food services and drinking places	29	D	D	D	e	D	D
7222	Limited-service eating places	10	5 860	1 484	347	182	8.5	6.7
72221	Limited-service eating places	10	5 860	1 484	347	182	8.5	6.7
APPLETON								
72	Accommodation and food services	174	109 151	31 343	7 643	3 282	19.2	3.9
721	Accommodation	5	D	D	D	e	D	D
7211	Traveler accommodation	2	D	D	D	e	D	D
72111	Hotels (except casino hotels) and motels	2	D	D	D	e	D	D
721110	Hotels (except casino hotels) and motels	2	D	D	D	e	D	D
7213	Rooming and boarding houses	2	D	D	D	a	D	D
72131	Rooming and boarding houses	2	D	D	D	a	D	D
721310	Rooming and boarding houses	2	D	D	D	a	D	D
722	Food services and drinking places	169	D	D	D	h	D	D
7221	Full-service restaurants	57	41 153	13 490	3 242	1 447	21.6	4.9
72211	Full-service restaurants	57	41 153	13 490	3 242	1 447	21.6	4.9
722110	Full-service restaurants	57	41 153	13 490	3 242	1 447	21.6	4.9
7222	Limited-service eating places	59	33 764	9 305	2 235	1 052	19.9	4.1
72221	Limited-service eating places	59	33 764	9 305	2 235	1 052	19.9	4.1
722211	Limited-service restaurants	48	29 530	7 974	1 924	912	20.3	4.6
7223	Special food services	11	D	D	D	c	D	D
7224	Drinking places (alcoholic beverages)	42	11 354	2 274	524	266	38.8	7.1
72241	Drinking places (alcoholic beverages)	42	11 354	2 274	524	266	38.8	7.1
722410	Drinking places (alcoholic beverages)	42	11 354	2 274	524	266	38.8	7.1
APPLETON (PART - CALUMET COUNTY)								
72	Accommodation and food services	7	6 756	2 232	520	257	3.8	9.9
722	Food services and drinking places	7	6 756	2 232	520	257	3.8	9.9

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 administrative records ¹	Estimated ²
APPLETON (PART - OUTAGAMIE COUNTY)								
72	Accommodation and food services	160	98 254	27 724	6 754	2 836	20.7	3.5
721	Accommodation	5	D	D	D	e	D	D
7211	Traveler accommodation	2	D	D	D	e	D	D
72111	Hotels (except casino hotels) and motels	2	D	D	D	e	D	D
721110	Hotels (except casino hotels) and motels	2	D	D	D	e	D	D
7213	Rooming and boarding houses	2	D	D	D	a	D	D
72131	Rooming and boarding houses	2	D	D	D	a	D	D
721310	Rooming and boarding houses	2	D	D	D	a	D	D
722	Food services and drinking places	155	D	D	D	h	D	D
7221	Full-service restaurants	48	32 494	10 461	2 489	1 078	26.3	5.9
72211	Full-service restaurants	48	32 494	10 461	2 489	1 078	26.3	5.9
722110	Full-service restaurants	48	32 494	10 461	2 489	1 078	26.3	5.9
7222	Limited-service eating places	55	D	D	D	f	D	D
72221	Limited-service eating places	55	D	D	D	f	D	D
722211	Limited-service restaurants	45	D	D	D	f	D	D
7223	Special food services	11	D	D	D	c	D	D
7224	Drinking places (alcoholic beverages)	41	D	D	D	e	D	D
72241	Drinking places (alcoholic beverages)	41	D	D	D	e	D	D
722410	Drinking places (alcoholic beverages)	41	D	D	D	e	D	D
APPLETON (PART - WINNEBAGO COUNTY)								
72	Accommodation and food services	7	4 141	1 387	369	189	7.5	5.7
722	Food services and drinking places	7	4 141	1 387	369	189	7.5	5.7
ASHLAND								
72	Accommodation and food services	49	20 225	6 212	1 418	727	31.0	19.9
721	Accommodation	9	D	D	D	c	D	D
7211	Traveler accommodation	9	D	D	D	c	D	D
72111	Hotels (except casino hotels) and motels	9	D	D	D	c	D	D
721110	Hotels (except casino hotels) and motels	9	D	D	D	c	D	D
722	Food services and drinking places	40	D	D	D	f	D	D
7222	Limited-service eating places	11	5 016	1 448	324	192	22.6	.4
72221	Limited-service eating places	11	5 016	1 448	324	192	22.6	.4
ASHWAUBENON								
72	Accommodation and food services	81	100 760	29 868	6 981	2 758	5.5	7.4
721	Accommodation	18	38 834	11 087	2 423	963	2.1	14.1
7211	Traveler accommodation	18	38 834	11 087	2 423	963	2.1	14.1
72111	Hotels (except casino hotels) and motels	18	38 834	11 087	2 423	963	2.1	14.1
721110	Hotels (except casino hotels) and motels	18	38 834	11 087	2 423	963	2.1	14.1
722	Food services and drinking places	63	61 926	18 781	4 558	1 795	7.6	3.2
7221	Full-service restaurants	27	34 627	11 575	2 847	1 010	5.7	5.7
72211	Full-service restaurants	27	34 627	11 575	2 847	1 010	5.7	5.7
722110	Full-service restaurants	27	34 627	11 575	2 847	1 010	5.7	5.7
7222	Limited-service eating places	30	19 146	5 336	1 236	588	14.2	—
72221	Limited-service eating places	30	19 146	5 336	1 236	588	14.2	—
7224	Drinking places (alcoholic beverages)	4	D	D	D	c	D	D
72241	Drinking places (alcoholic beverages)	4	D	D	D	c	D	D
722410	Drinking places (alcoholic beverages)	4	D	D	D	c	D	D
BALDWIN								
72	Accommodation and food services	15	9 282	2 544	562	304	16.5	11.3
721	Accommodation	3	D	D	D	b	D	D
722	Food services and drinking places	12	D	D	D	e	D	D
BARABOO								
72	Accommodation and food services	33	9 845	2 832	631	280	55.3	5.1
721	Accommodation	5	648	119	23	12	90.6	—
7212	RV (recreational vehicle) parks and recreational camps	1	D	D	D	a	D	D
72121	RV (recreational vehicle) parks and recreational camps	1	D	D	D	a	D	D
721211	RV (recreational vehicle) parks and campgrounds	1	D	D	D	a	D	D
722	Food services and drinking places	28	9 197	2 713	608	268	52.8	5.5
BARRON								
72	Accommodation and food services	9	1 930	424	74	71	38.7	30.7
721	Accommodation	1	D	D	D	a	D	D
722	Food services and drinking places	8	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
BAYSIDE								
72	Accommodation and food services	10	8 120	2 727	648	308	7.7	13.0
722	Food services and drinking places	10	8 120	2 727	648	308	7.7	13.0
BAYSIDE (PART - MILWAUKEE COUNTY)								
72	Accommodation and food services	10	8 120	2 727	648	308	7.7	13.0
722	Food services and drinking places	10	8 120	2 727	648	308	7.7	13.0
BEAVER DAM								
72	Accommodation and food services	43	20 297	5 738	1 283	631	20.3	11.2
721	Accommodation	3	D	D	D	b	D	D
722	Food services and drinking places	40	D	D	D	f	D	D
7222	Limited-service eating places	15	9 625	2 402	531	270	12.4	15.7
72221	Limited-service eating places	15	9 625	2 402	531	270	12.4	15.7
BELLEVUE								
72	Accommodation and food services	18	8 123	2 697	701	289	26.0	5.6
722	Food services and drinking places	18	8 123	2 697	701	289	26.0	5.6
BELOIT								
72	Accommodation and food services	95	49 508	11 657	2 821	1 350	15.8	26.3
721	Accommodation	5	2 982	572	125	52	21.9	2.8
7213	Rooming and boarding houses	2	D	D	D	a	D	D
72131	Rooming and boarding houses	2	D	D	D	a	D	D
721310	Rooming and boarding houses	2	D	D	D	a	D	D
722	Food services and drinking places	90	46 526	11 085	2 696	1 298	15.4	27.8
7222	Limited-service eating places	38	28 706	6 155	1 462	673	7.8	36.1
72221	Limited-service eating places	38	28 706	6 155	1 462	673	7.8	36.1
722211	Limited-service restaurants	37	D	D	D	f	D	D
7223	Special food services	2	D	D	D	b	D	D
7224	Drinking places (alcoholic beverages)	14	3 639	1 037	274	142	12.1	11.5
72241	Drinking places (alcoholic beverages)	14	3 639	1 037	274	142	12.1	11.5
722410	Drinking places (alcoholic beverages)	14	3 639	1 037	274	142	12.1	11.5
BERLIN								
72	Accommodation and food services	17	D	D	D	c	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Food services and drinking places	16	5 279	1 228	282	164	59.2	1.1
BERLIN (PART - GREEN LAKE COUNTY)								
72	Accommodation and food services	17	D	D	D	c	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Food services and drinking places	16	5 279	1 228	282	164	59.2	1.1
BLACK RIVER FALLS								
72	Accommodation and food services	19	8 775	2 507	583	322	20.9	7.9
721	Accommodation	1	D	D	D	b	D	D
722	Food services and drinking places	18	D	D	D	e	D	D
BLOOMER								
72	Accommodation and food services	11	4 622	1 155	274	139	25.1	-
721	Accommodation	1	D	D	D	a	D	D
722	Food services and drinking places	10	D	D	D	c	D	D
BOSCOBEL								
72	Accommodation and food services	12	2 841	762	179	112	76.2	.1
721	Accommodation	2	D	D	D	a	D	D
722	Food services and drinking places	10	D	D	D	b	D	D
BRILLION								
72	Accommodation and food services	6	D	D	D	b	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Food services and drinking places	5	1 350	389	95	50	80.7	19.3
BRODHEAD								
72	Accommodation and food services	12	3 413	831	192	119	77.1	6.5
722	Food services and drinking places	12	3 413	831	192	119	77.1	6.5

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
BRODHEAD (PART - GREEN COUNTY)								
72	Accommodation and food services	12	3 413	831	192	119	77.1	6.5
722	Food services and drinking places	12	3 413	831	192	119	77.1	6.5
BROOKFIELD								
72	Accommodation and food services	99	106 188	30 224	7 202	2 362	13.7	6.1
721	Accommodation	6	27 169	8 386	1 919	443	—	11.0
7211	Traveler accommodation	6	27 169	8 386	1 919	443	—	11.0
72111	Hotels (except casino hotels) and motels	6	27 169	8 386	1 919	443	—	11.0
721110	Hotels (except casino hotels) and motels	6	27 169	8 386	1 919	443	—	11.0
722	Food services and drinking places	93	79 019	21 838	5 283	1 919	18.5	4.4
7221	Full-service restaurants	35	40 652	12 068	3 095	1 107	12.8	3.7
72211	Full-service restaurants	35	40 652	12 068	3 095	1 107	12.8	3.7
722110	Full-service restaurants	35	40 652	12 068	3 095	1 107	12.8	3.7
7222	Limited-service eating places	47	31 578	8 390	1 906	754	11.9	5.3
72221	Limited-service eating places	47	31 578	8 390	1 906	754	11.9	5.3
722212	Cafeterias, buffets, and grill buffets	1	D	D	D	b	D	D
722213	Snack and nonalcoholic beverage bars	13	7 455	1 904	442	181	5.3	6.8
7223	Special food services	4	4 362	1 173	248	44	79.2	—
BROWN DEER								
72	Accommodation and food services	26	23 111	6 620	1 596	564	12.6	13.9
721	Accommodation	3	7 970	2 687	651	168	—	25.4
7211	Traveler accommodation	3	7 970	2 687	651	168	—	25.4
72111	Hotels (except casino hotels) and motels	3	7 970	2 687	651	168	—	25.4
721110	Hotels (except casino hotels) and motels	3	7 970	2 687	651	168	—	25.4
722	Food services and drinking places	23	15 141	3 933	945	396	19.3	7.8
7222	Limited-service eating places	12	10 092	2 809	654	244	18.2	—
72221	Limited-service eating places	12	10 092	2 809	654	244	18.2	—
722212	Cafeterias, buffets, and grill buffets	1	D	D	D	b	D	D
BURLINGTON								
72	Accommodation and food services	38	15 689	4 007	846	482	33.7	2.3
721	Accommodation	3	D	D	D	b	D	D
722	Food services and drinking places	35	D	D	D	e	D	D
7222	Limited-service eating places	15	6 756	1 650	379	194	40.4	—
72221	Limited-service eating places	15	6 756	1 650	379	194	40.4	—
BURLINGTON (PART - RACINE COUNTY)								
72	Accommodation and food services	38	15 689	4 007	846	482	33.7	2.3
721	Accommodation	3	D	D	D	b	D	D
722	Food services and drinking places	35	D	D	D	e	D	D
7222	Limited-service eating places	15	6 756	1 650	379	194	40.4	—
72221	Limited-service eating places	15	6 756	1 650	379	194	40.4	—
CALEDONIA								
72	Accommodation and food services	29	8 532	1 967	439	237	48.5	27.5
721	Accommodation	2	D	D	D	a	D	D
722	Food services and drinking places	27	D	D	D	c	D	D
CEDARBURG								
72	Accommodation and food services	31	13 466	3 953	887	425	22.2	11.9
721	Accommodation	3	D	D	D	b	D	D
722	Food services and drinking places	28	D	D	D	e	D	D
7222	Limited-service eating places	10	5 415	1 768	363	166	20.8	5.3
72221	Limited-service eating places	10	5 415	1 768	363	166	20.8	5.3
CHILTON								
72	Accommodation and food services	17	D	D	D	c	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Food services and drinking places	16	6 670	1 749	413	205	18.3	6.0
7222	Limited-service eating places	6	5 328	1 489	360	188	.5	4.8
72221	Limited-service eating places	6	5 328	1 489	360	188	.5	4.8

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]

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 FALLS								
72	Accommodation and food services	55	20 545	5 272	1 224	619	31.5	2.1
721	Accommodation	3	1 062	192	39	27	12.4	—
722	Food services and drinking places	52	19 483	5 080	1 185	592	32.6	2.2
7222	Limited-service eating places	15	8 653	2 167	486	236	3.3	—
72221	Limited-service eating places	15	8 653	2 167	486	236	3.3	—
7224	Drinking places (alcoholic beverages)	23	3 933	558	154	72	68.0	1.6
72241	Drinking places (alcoholic beverages)	23	3 933	558	154	72	68.0	1.6
722410	Drinking places (alcoholic beverages)	23	3 933	558	154	72	68.0	1.6
CLINTONVILLE								
72	Accommodation and food services	22	5 769	1 568	328	204	33.5	8.8
721	Accommodation	2	D	D	D	a	D	D
722	Food services and drinking places	20	D	D	D	c	D	D
COLUMBUS								
72	Accommodation and food services	17	4 678	1 336	307	184	46.6	1.6
721	Accommodation	1	D	D	D	b	D	D
722	Food services and drinking places	16	D	D	D	c	D	D
COLUMBUS (PART - COLUMBIA COUNTY)								
72	Accommodation and food services	17	4 678	1 336	307	184	46.6	1.6
721	Accommodation	1	D	D	D	b	D	D
722	Food services and drinking places	16	D	D	D	c	D	D
COTTAGE GROVE								
72	Accommodation and food services	3	708	225	51	29	58.6	—
722	Food services and drinking places	3	708	225	51	29	58.6	—
CROSS PLAINS								
72	Accommodation and food services	10	5 135	1 487	416	170	99.9	.1
722	Food services and drinking places	10	5 135	1 487	416	170	99.9	.1
CUDAHY								
72	Accommodation and food services	32	D	D	D	e	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Food services and drinking places	31	13 244	3 717	845	396	29.2	9.9
7222	Limited-service eating places	6	4 916	1 288	285	136	11.9	.3
72221	Limited-service eating places	6	4 916	1 288	285	136	11.9	.3
7223	Special food services	7	2 518	789	190	99	41.5	.5
DEFOREST								
72	Accommodation and food services	14	5 861	1 524	327	205	40.6	1.0
721	Accommodation	2	D	D	D	a	D	D
722	Food services and drinking places	12	D	D	D	c	D	D
DELAFIELD								
72	Accommodation and food services	28	25 757	8 092	1 748	710	15.6	13.2
721	Accommodation	2	D	D	D	b	D	D
722	Food services and drinking places	26	D	D	D	f	D	D
7222	Limited-service eating places	9	7 777	1 948	481	220	6.0	—
72221	Limited-service eating places	9	7 777	1 948	481	220	6.0	—
DELAVAN								
72	Accommodation and food services	51	40 248	11 176	2 717	867	18.8	56.4
721	Accommodation	7	D	D	D	e	D	D
7211	Traveler accommodation	6	D	D	D	e	D	D
72111	Hotels (except casino hotels) and motels	5	D	D	D	e	D	D
721110	Hotels (except casino hotels) and motels	5	D	D	D	e	D	D
7212	RV (recreational vehicle) parks and recreational camps	1	D	D	D	a	D	D
72121	RV (recreational vehicle) parks and recreational camps	1	D	D	D	a	D	D
721211	RV (recreational vehicle) parks and campgrounds	1	D	D	D	a	D	D
722	Food services and drinking places	44	D	D	D	f	D	D
7222	Limited-service eating places	18	7 475	1 735	441	158	21.7	.1
72221	Limited-service eating places	18	7 475	1 735	441	158	21.7	.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
DE PERE								
72	Accommodation and food services	56	23 954	6 932	1 621	795	23.0	6.5
721	Accommodation	3	2 974	866	205	83	—	—
722	Food services and drinking places	53	20 980	6 066	1 416	712	26.2	7.4
7222	Limited-service eating places	19	9 057	2 325	506	287	14.1	7.7
72221	Limited-service eating places	19	9 057	2 325	506	287	14.1	7.7
7223	Special food services	4	D	D	D	b	D	D
DODGEVILLE								
72	Accommodation and food services	15	6 978	1 975	400	198	11.6	9.8
721	Accommodation	2	D	D	D	b	D	D
722	Food services and drinking places	13	D	D	D	c	D	D
EAST TROY								
72	Accommodation and food services	18	5 509	1 292	266	143	41.8	8.3
721	Accommodation	2	D	D	D	a	D	D
722	Food services and drinking places	16	D	D	D	c	D	D
EAU CLAIRE								
72	Accommodation and food services	197	129 710	39 024	9 209	4 575	12.3	5.2
721	Accommodation	25	21 781	6 078	1 316	601	3.0	4.4
7211	Traveler accommodation	24	D	D	D	f	D	D
72111	Hotels (except casino hotels) and motels	24	D	D	D	f	D	D
721110	Hotels (except casino hotels) and motels	24	D	D	D	f	D	D
722	Food services and drinking places	172	107 929	32 946	7 893	3 974	14.2	5.4
7221	Full-service restaurants	47	44 103	15 321	3 736	1 671	12.3	5.1
72211	Full-service restaurants	47	44 103	15 321	3 736	1 671	12.3	5.1
722110	Full-service restaurants	47	44 103	15 321	3 736	1 671	12.3	5.1
7222	Limited-service eating places	85	50 885	14 042	3 446	1 720	14.9	3.9
72221	Limited-service eating places	85	50 885	14 042	3 446	1 720	14.9	3.9
722211	Limited-service restaurants	77	46 671	12 946	3 171	1 571	16.3	3.5
722212	Cafeterias, buffets, and grill buffets	1	D	D	D	b	D	D
7223	Special food services	8	D	D	D	e	D	D
7224	Drinking places (alcoholic beverages)	32	D	D	D	e	D	D
72241	Drinking places (alcoholic beverages)	32	D	D	D	e	D	D
722410	Drinking places (alcoholic beverages)	32	D	D	D	e	D	D
EAU CLAIRE (PART - CHIPPEWA COUNTY)								
72	Accommodation and food services	2	D	D	D	b	D	D
722	Food services and drinking places	2	D	D	D	b	D	D
EAU CLAIRE (PART - EAU CLAIRE COUNTY)								
72	Accommodation and food services	195	D	D	D	h	D	D
721	Accommodation	25	21 781	6 078	1 316	601	3.0	4.4
7211	Traveler accommodation	24	D	D	D	f	D	D
72111	Hotels (except casino hotels) and motels	24	D	D	D	f	D	D
721110	Hotels (except casino hotels) and motels	24	D	D	D	f	D	D
722	Food services and drinking places	170	D	D	D	h	D	D
7221	Full-service restaurants	46	D	D	D	g	D	D
72211	Full-service restaurants	46	D	D	D	g	D	D
722110	Full-service restaurants	46	D	D	D	g	D	D
7222	Limited-service eating places	85	50 885	14 042	3 446	1 720	14.9	3.9
72221	Limited-service eating places	85	50 885	14 042	3 446	1 720	14.9	3.9
722211	Limited-service restaurants	77	46 671	12 946	3 171	1 571	16.3	3.5
722212	Cafeterias, buffets, and grill buffets	1	D	D	D	b	D	D
7223	Special food services	8	D	D	D	e	D	D
7224	Drinking places (alcoholic beverages)	31	D	D	D	e	D	D
72241	Drinking places (alcoholic beverages)	31	D	D	D	e	D	D
722410	Drinking places (alcoholic beverages)	31	D	D	D	e	D	D
EDGERTON								
72	Accommodation and food services	17	D	D	D	c	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Food services and drinking places	16	3 436	820	174	107	73.0	7.9

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
EDGERTON (PART - ROCK COUNTY)								
72	Accommodation and food services	17	D	D	D	c	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Food services and drinking places	16	3 436	820	174	107	73.0	7.9
ELKHORN								
72	Accommodation and food services	23	9 024	2 568	562	338	38.8	2.4
721	Accommodation	2	D	D	D	b	D	D
722	Food services and drinking places	21	D	D	D	e	D	D
ELLSWORTH								
72	Accommodation and food services	17	D	D	D	b	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Food services and drinking places	16	2 520	612	120	85	44.4	28.3
ELM GROVE								
72	Accommodation and food services	14	7 116	2 314	548	313	52.1	9.5
721	Accommodation	3	1 352	283	65	47	78.7	—
722	Food services and drinking places	11	5 764	2 031	483	266	45.8	11.7
EVANSVILLE								
72	Accommodation and food services	7	2 549	616	144	103	73.7	1.7
722	Food services and drinking places	7	2 549	616	144	103	73.7	1.7
FITCHBURG								
72	Accommodation and food services	22	15 269	5 199	1 269	488	23.4	—
721	Accommodation	1	D	D	D	b	D	D
722	Food services and drinking places	21	D	D	D	e	D	D
7222	Limited-service eating places	15	8 702	2 775	674	255	16.0	—
72221	Limited-service eating places	15	8 702	2 775	674	255	16.0	—
FOND DU LAC								
72	Accommodation and food services	124	74 389	22 580	5 507	2 513	13.9	7.0
721	Accommodation	15	8 868	2 774	751	259	8.3	1.1
7211	Traveler accommodation	14	D	D	D	e	D	D
72111	Hotels (except casino hotels) and motels	14	D	D	D	e	D	D
721110	Hotels (except casino hotels) and motels	14	D	D	D	e	D	D
7212	RV (recreational vehicle) parks and recreational camps	1	D	D	D	a	D	D
72121	RV (recreational vehicle) parks and recreational camps	1	D	D	D	a	D	D
721211	RV (recreational vehicle) parks and campgrounds	1	D	D	D	a	D	D
722	Food services and drinking places	109	65 521	19 806	4 756	2 254	14.7	7.8
7222	Limited-service eating places	49	34 821	9 658	2 284	1 151	15.3	5.6
72221	Limited-service eating places	49	34 821	9 658	2 284	1 151	15.3	5.6
722211	Limited-service restaurants	46	D	D	D	g	D	D
722212	Cafeterias, buffets, and grill buffets	1	D	D	D	b	D	D
7223	Special food services	7	2 712	1 166	310	140	10.0	—
7224	Drinking places (alcoholic beverages)	26	4 676	926	216	130	28.7	21.9
72241	Drinking places (alcoholic beverages)	26	4 676	926	216	130	28.7	21.9
722410	Drinking places (alcoholic beverages)	26	4 676	926	216	130	28.7	21.9
FORT ATKINSON								
72	Accommodation and food services	44	16 096	4 270	1 171	732	38.0	28.4
721	Accommodation	3	1 592	371	81	35	—	—
722	Food services and drinking places	41	14 504	3 899	1 090	697	42.1	31.5
7222	Limited-service eating places	16	7 551	1 977	499	348	32.2	47.2
72221	Limited-service eating places	16	7 551	1 977	499	348	32.2	47.2
FOX POINT								
72	Accommodation and food services	9	7 054	2 283	537	191	8.7	5.3
722	Food services and drinking places	9	7 054	2 283	537	191	8.7	5.3

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 admini- strative records ¹	Estimated ²
FRANKLIN								
72	Accommodation and food services	44	23 293	6 401	1 429	690	23.9	3.8
721	Accommodation	5	D	D	D	a	D	D
722	Food services and drinking places	39	D	D	D	f	D	D
7222	Limited-service eating places	16	10 666	3 096	700	352	19.4	1.4
72221	Limited-service eating places	16	10 666	3 096	700	352	19.4	1.4
7224	Drinking places (alcoholic beverages)	8	3 839	1 000	214	106	36.2	4.0
72241	Drinking places (alcoholic beverages)	8	3 839	1 000	214	106	36.2	4.0
722410	Drinking places (alcoholic beverages)	8	3 839	1 000	214	106	36.2	4.0
GERMANTOWN								
72	Accommodation and food services	41	29 873	8 395	1 960	900	16.0	9.5
721	Accommodation	4	4 367	1 039	225	103	13.3	—
7211	Traveler accommodation	4	4 367	1 039	225	103	13.3	—
72111	Hotels (except casino hotels) and motels	4	4 367	1 039	225	103	13.3	—
721110	Hotels (except casino hotels) and motels	4	4 367	1 039	225	103	13.3	—
722	Food services and drinking places	37	25 506	7 356	1 735	797	16.4	11.1
7222	Limited-service eating places	16	12 713	3 234	735	345	4.8	22.1
72221	Limited-service eating places	16	12 713	3 234	735	345	4.8	22.1
GLENDALE								
72	Accommodation and food services	46	42 089	12 378	3 024	1 020	10.5	14.1
721	Accommodation	6	15 040	4 231	930	251	—	21.2
7211	Traveler accommodation	6	15 040	4 231	930	251	—	21.2
72111	Hotels (except casino hotels) and motels	6	15 040	4 231	930	251	—	21.2
721110	Hotels (except casino hotels) and motels	6	15 040	4 231	930	251	—	21.2
722	Food services and drinking places	40	27 049	8 147	2 094	769	16.4	10.2
7222	Limited-service eating places	18	13 421	3 790	999	344	9.1	9.6
72221	Limited-service eating places	18	13 421	3 790	999	344	9.1	9.6
GRAFTON								
72	Accommodation and food services	19	9 962	2 948	731	337	44.1	—
722	Food services and drinking places	19	9 962	2 948	731	337	44.1	—
7222	Limited-service eating places	11	7 027	2 069	534	245	32.0	—
72221	Limited-service eating places	11	7 027	2 069	534	245	32.0	—
GRAND CHUTE								
72	Accommodation and food services	75	80 267	21 363	5 148	2 057	10.8	1.7
721	Accommodation	17	25 832	6 174	1 462	531	.2	.1
7211	Traveler accommodation	16	D	D	D	f	D	D
72111	Hotels (except casino hotels) and motels	16	D	D	D	f	D	D
721110	Hotels (except casino hotels) and motels	16	D	D	D	f	D	D
722	Food services and drinking places	58	54 435	15 189	3 686	1 526	15.8	2.5
7221	Full-service restaurants	23	29 263	8 765	2 090	847	5.8	.5
72211	Full-service restaurants	23	29 263	8 765	2 090	847	5.8	.5
722110	Full-service restaurants	23	29 263	8 765	2 090	847	5.8	.5
7222	Limited-service eating places	25	18 745	4 847	1 227	546	22.0	4.0
72221	Limited-service eating places	25	18 745	4 847	1 227	546	22.0	4.0
722212	Cafeterias, buffets, and grill buffets	1	D	D	D	b	D	D
7223	Special food services	3	1 737	408	61	16	75.6	24.4
7224	Drinking places (alcoholic beverages)	7	4 690	1 169	308	117	31.1	1.3
72241	Drinking places (alcoholic beverages)	7	4 690	1 169	308	117	31.1	1.3
722410	Drinking places (alcoholic beverages)	7	4 690	1 169	308	117	31.1	1.3

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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								
72	Accommodation and food services	283	147 399	42 422	10 073	4 383	22.0	8.3
721	Accommodation	10	9 313	3 136	698	264	—	—
7211	Traveler accommodation	10	9 313	3 136	698	264	—	—
72111	Hotels (except casino hotels) and motels	9	D	D	D	e	D	D
721110	Hotels (except casino hotels) and motels	9	D	D	D	e	D	D
722	Food services and drinking places	273	138 086	39 286	9 375	4 119	23.5	8.9
7221	Full-service restaurants	77	48 316	15 809	3 881	1 582	22.2	10.7
72211	Full-service restaurants	77	48 316	15 809	3 881	1 582	22.2	10.7
722110	Full-service restaurants	77	48 316	15 809	3 881	1 582	22.2	10.7
7222	Limited-service eating places	99	63 197	17 392	4 176	1 958	24.2	1.9
72221	Limited-service eating places	99	63 197	17 392	4 176	1 958	24.2	1.9
722211	Limited-service restaurants	85	57 406	15 743	3 804	1 797	26.2	2.1
722212	Cafeterias, buffets, and grill buffets	1	D	D	D	b	D	D
7223	Special food services	19	9 948	3 013	596	201	.5	41.6
7224	Drinking places (alcoholic beverages)	78	16 625	3 072	722	378	38.4	10.6
72241	Drinking places (alcoholic beverages)	78	16 625	3 072	722	378	38.4	10.6
722410	Drinking places (alcoholic beverages)	78	16 625	3 072	722	378	38.4	10.6
GREENDALE								
72	Accommodation and food services	24	15 062	5 199	1 158	456	27.6	3.8
722	Food services and drinking places	24	15 062	5 199	1 158	456	27.6	3.8
7222	Limited-service eating places	14	8 001	1 767	382	202	36.7	7.2
72221	Limited-service eating places	14	8 001	1 767	382	202	36.7	7.2
GREENFIELD								
72	Accommodation and food services	68	67 961	19 883	4 848	1 974	8.2	4.4
721	Accommodation	3	D	D	D	a	D	D
722	Food services and drinking places	65	D	D	D	g	D	D
7221	Full-service restaurants	28	39 450	12 219	3 025	1 261	7.9	.6
72211	Full-service restaurants	28	39 450	12 219	3 025	1 261	7.9	.6
722110	Full-service restaurants	28	39 450	12 219	3 025	1 261	7.9	.6
7222	Limited-service eating places	24	24 738	6 949	1 657	636	—	9.5
72221	Limited-service eating places	24	24 738	6 949	1 657	636	—	9.5
722212	Cafeterias, buffets, and grill buffets	1	D	D	D	b	D	D
7223	Special food services	4	1 331	316	55	26	14.1	33.1
HALES CORNERS								
72	Accommodation and food services	28	19 809	6 085	1 461	639	27.8	2.1
722	Food services and drinking places	28	19 809	6 085	1 461	639	27.8	2.1
7222	Limited-service eating places	14	9 341	2 798	613	272	48.5	.2
72221	Limited-service eating places	14	9 341	2 798	613	272	48.5	.2
HARTFORD								
72	Accommodation and food services	30	16 467	5 330	1 235	574	9.6	6.7
721	Accommodation	3	992	242	55	24	—	—
722	Food services and drinking places	27	15 475	5 088	1 180	550	10.2	7.2
7222	Limited-service eating places	12	6 421	1 827	432	248	6.2	15.0
72221	Limited-service eating places	12	6 421	1 827	432	248	6.2	15.0
HARTFORD (PART - WASHINGTON COUNTY)								
72	Accommodation and food services	30	16 467	5 330	1 235	574	9.6	6.7
721	Accommodation	3	992	242	55	24	—	—
722	Food services and drinking places	27	15 475	5 088	1 180	550	10.2	7.2
7222	Limited-service eating places	12	6 421	1 827	432	248	6.2	15.0
72221	Limited-service eating places	12	6 421	1 827	432	248	6.2	15.0
HARTLAND								
72	Accommodation and food services	20	6 951	2 109	511	263	47.1	2.6
722	Food services and drinking places	20	6 951	2 109	511	263	47.1	2.6
HOLMEN								
72	Accommodation and food services	14	5 391	1 581	349	195	21.6	—
722	Food services and drinking places	14	5 391	1 581	349	195	21.6	—
HORICON								
72	Accommodation and food services	8	1 792	439	102	63	37.8	25.5
722	Food services and drinking places	8	1 792	439	102	63	37.8	25.5

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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
HOWARD								
72	Accommodation and food services	36	21 143	7 124	1 799	923	34.9	.6
721	Accommodation	2	D	D	D	b	D	D
722	Food services and drinking places	34	D	D	D	f	D	D
7222	Limited-service eating places	14	6 422	1 796	445	247	9.3	2.1
72221	Limited-service eating places	14	6 422	1 796	445	247	9.3	2.1
HOWARD (PART - BROWN COUNTY)								
72	Accommodation and food services	36	21 143	7 124	1 799	923	34.9	.6
721	Accommodation	2	D	D	D	b	D	D
722	Food services and drinking places	34	D	D	D	f	D	D
7222	Limited-service eating places	14	6 422	1 796	445	247	9.3	2.1
72221	Limited-service eating places	14	6 422	1 796	445	247	9.3	2.1
HOWARDS GROVE								
72	Accommodation and food services	3	D	D	D	b	D	D
722	Food services and drinking places	3	D	D	D	b	D	D
HUDSON								
72	Accommodation and food services	46	37 356	10 899	2 409	1 255	19.5	5.3
721	Accommodation	8	5 579	1 679	373	147	39.7	—
7211	Traveler accommodation	8	5 579	1 679	373	147	39.7	—
72111	Hotels (except casino hotels) and motels	5	D	D	D	c	D	D
721110	Hotels (except casino hotels) and motels	5	D	D	D	c	D	D
722	Food services and drinking places	38	31 777	9 220	2 036	1 108	16.0	6.3
7222	Limited-service eating places	19	14 719	3 248	753	376	10.6	8.7
72221	Limited-service eating places	19	14 719	3 248	753	376	10.6	8.7
JACKSON								
72	Accommodation and food services	10	5 853	1 369	314	205	28.5	.6
721	Accommodation	1	D	D	D	b	D	D
722	Food services and drinking places	9	D	D	D	c	D	D
JANESVILLE								
72	Accommodation and food services	162	106 804	31 009	7 208	3 141	12.7	4.3
721	Accommodation	11	11 612	3 458	826	323	4.1	—
7211	Traveler accommodation	11	11 612	3 458	826	323	4.1	—
72111	Hotels (except casino hotels) and motels	11	11 612	3 458	826	323	4.1	—
721110	Hotels (except casino hotels) and motels	11	11 612	3 458	826	323	4.1	—
722	Food services and drinking places	151	95 192	27 551	6 382	2 818	13.8	4.8
7221	Full-service restaurants	50	39 252	13 086	3 015	1 305	21.1	7.6
72211	Full-service restaurants	50	39 252	13 086	3 015	1 305	21.1	7.6
722110	Full-service restaurants	50	39 252	13 086	3 015	1 305	21.1	7.6
7222	Limited-service eating places	64	42 949	11 881	2 740	1 320	7.4	1.1
72221	Limited-service eating places	64	42 949	11 881	2 740	1 320	7.4	1.1
722211	Limited-service restaurants	51	D	D	D	g	D	D
722212	Cafeterias, buffets, and grill buffets	2	D	D	D	b	D	D
7223	Special food services	5	D	D	D	b	D	D
7224	Drinking places (alcoholic beverages)	32	D	D	D	c	D	D
72241	Drinking places (alcoholic beverages)	32	D	D	D	c	D	D
722410	Drinking places (alcoholic beverages)	32	D	D	D	c	D	D
JEFFERSON								
72	Accommodation and food services	20	4 918	1 223	297	203	42.3	11.0
721	Accommodation	3	D	D	D	a	D	D
722	Food services and drinking places	17	D	D	D	c	D	D
KAUKAUNA								
72	Accommodation and food services	31	9 244	2 432	512	326	54.8	4.3
721	Accommodation	2	D	D	D	a	D	D
722	Food services and drinking places	29	D	D	D	e	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
KENOSHA								
72	Accommodation and food services	208	100 772	30 544	7 095	3 271	22.8	7.9
721	Accommodation	5	4 808	1 880	411	135	2.8	—
7211	Traveler accommodation	4	D	D	D	c	D	D
72111	Hotels (except casino hotels) and motels	4	D	D	D	c	D	D
721110	Hotels (except casino hotels) and motels	4	D	D	D	c	D	D
7213	Rooming and boarding houses	1	D	D	D	a	D	D
72131	Rooming and boarding houses	1	D	D	D	a	D	D
721310	Rooming and boarding houses	1	D	D	D	a	D	D
722	Food services and drinking places	203	95 964	28 664	6 684	3 136	23.8	8.3
7221	Full-service restaurants	60	39 896	14 116	3 380	1 488	28.2	7.3
72211	Full-service restaurants	60	39 896	14 116	3 380	1 488	28.2	7.3
722110	Full-service restaurants	60	39 896	14 116	3 380	1 488	28.2	7.3
7222	Limited-service eating places	81	44 520	12 335	2 808	1 375	17.2	10.8
72221	Limited-service eating places	81	44 520	12 335	2 808	1 375	17.2	10.8
722211	Limited-service restaurants	72	39 836	11 075	2 532	1 226	18.0	9.6
722212	Cafeterias, buffets, and grill buffets	4	D	D	D	c	D	D
7223	Special food services	9	3 037	966	195	110	16.4	3.3
7224	Drinking places (alcoholic beverages)	53	8 511	1 247	301	163	39.9	1.8
72241	Drinking places (alcoholic beverages)	53	8 511	1 247	301	163	39.9	1.8
722410	Drinking places (alcoholic beverages)	53	8 511	1 247	301	163	39.9	1.8
KEWASKUM								
72	Accommodation and food services	12	3 409	848	222	144	23.0	—
722	Food services and drinking places	12	3 409	848	222	144	23.0	—
KEWAUNEE								
72	Accommodation and food services	11	2 246	435	72	70	77.4	—
721	Accommodation	4	D	D	D	b	D	D
722	Food services and drinking places	7	D	D	D	b	D	D
KIEL								
72	Accommodation and food services	11	3 015	687	159	78	61.9	26.1
721	Accommodation	1	D	D	D	a	D	D
7212	RV (recreational vehicle) parks and recreational camps	1	D	D	D	a	D	D
72121	RV (recreational vehicle) parks and recreational camps	1	D	D	D	a	D	D
721214	Recreational and vacation camps (except campgrounds)	1	D	D	D	a	D	D
722	Food services and drinking places	10	D	D	D	b	D	D
KIEL (PART - CALUMET COUNTY)								
72	Accommodation and food services	1	D	D	D	a	D	D
722	Food services and drinking places	1	D	D	D	a	D	D
KIEL (PART - MANITOWOC COUNTY)								
72	Accommodation and food services	10	D	D	D	b	D	D
721	Accommodation	1	D	D	D	a	D	D
7212	RV (recreational vehicle) parks and recreational camps	1	D	D	D	a	D	D
72121	RV (recreational vehicle) parks and recreational camps	1	D	D	D	a	D	D
721214	Recreational and vacation camps (except campgrounds)	1	D	D	D	a	D	D
722	Food services and drinking places	9	D	D	D	b	D	D
KIMBERLY								
72	Accommodation and food services	19	12 405	3 585	801	374	21.9	5.8
721	Accommodation	2	D	D	D	b	D	D
722	Food services and drinking places	17	D	D	D	e	D	D
7222	Limited-service eating places	8	4 706	1 267	283	173	37.1	11.0
72221	Limited-service eating places	8	4 706	1 267	283	173	37.1	11.0
7223	Special food services	4	2 055	784	175	44	8.7	—

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
LA CROSSE								
72	Accommodation and food services	208	116 176	34 149	8 367	4 320	23.2	9.5
721	Accommodation	19	18 467	4 810	1 166	542	3.1	25.5
7211	Traveler accommodation	18	D	D	D	f	D	D
72111	Hotels (except casino hotels) and motels	18	D	D	D	f	D	D
721110	Hotels (except casino hotels) and motels	18	D	D	D	f	D	D
7212	RV (recreational vehicle) parks and recreational camps	1	D	D	D	a	D	D
72121	RV (recreational vehicle) parks and recreational camps	1	D	D	D	a	D	D
721211	RV (recreational vehicle) parks and campgrounds	1	D	D	D	a	D	D
722	Food services and drinking places	189	97 709	29 339	7 201	3 778	27.0	6.5
7221	Full-service restaurants	53	38 646	13 104	3 262	1 533	27.2	3.0
72211	Full-service restaurants	53	38 646	13 104	3 262	1 533	27.2	3.0
722110	Full-service restaurants	53	38 646	13 104	3 262	1 533	27.2	3.0
7222	Limited-service eating places	62	35 307	9 835	2 413	1 229	16.8	9.2
72221	Limited-service eating places	62	35 307	9 835	2 413	1 229	16.8	9.2
722211	Limited-service restaurants	53	D	D	D	g	D	D
722212	Cafeterias, buffets, and grill buffets	2	D	D	D	b	D	D
7223	Special food services	7	D	D	D	e	D	D
7224	Drinking places (alcoholic beverages)	67	D	D	D	f	D	D
72241	Drinking places (alcoholic beverages)	67	D	D	D	f	D	D
722410	Drinking places (alcoholic beverages)	67	D	D	D	f	D	D
LADYSMITH								
72	Accommodation and food services	13	5 606	1 602	377	247	32.9	12.4
721	Accommodation	3	D	D	D	b	D	D
722	Food services and drinking places	10	D	D	D	c	D	D
LAKE GENEVA								
72	Accommodation and food services	56	77 094	23 394	5 673	1 899	10.7	3.6
721	Accommodation	7	D	D	D	f	D	D
7211	Traveler accommodation	7	D	D	D	f	D	D
72111	Hotels (except casino hotels) and motels	7	D	D	D	f	D	D
721110	Hotels (except casino hotels) and motels	7	D	D	D	f	D	D
722	Food services and drinking places	49	D	D	D	f	D	D
7221	Full-service restaurants	29	24 790	9 045	1 781	648	23.5	9.6
72211	Full-service restaurants	29	24 790	9 045	1 781	648	23.5	9.6
722110	Full-service restaurants	29	24 790	9 045	1 781	648	23.5	9.6
7222	Limited-service eating places	13	D	D	D	e	D	D
72221	Limited-service eating places	13	D	D	D	e	D	D
LAKE MILLS								
72	Accommodation and food services	17	5 533	1 533	333	209	31.1	11.6
721	Accommodation	3	250	86	8	10	—	—
722	Food services and drinking places	14	5 283	1 447	325	199	32.6	12.1
LANCASTER								
72	Accommodation and food services	13	3 694	919	239	137	46.7	29.3
721	Accommodation	2	D	D	D	a	D	D
722	Food services and drinking places	11	D	D	D	c	D	D
LITTLE CHUTE								
72	Accommodation and food services	19	8 922	2 631	689	299	21.7	18.7
722	Food services and drinking places	19	8 922	2 631	689	299	21.7	18.7
LODI								
72	Accommodation and food services	10	1 951	449	88	89	79.4	20.6
721	Accommodation	3	430	72	14	24	100.0	—
722	Food services and drinking places	7	1 521	377	74	65	73.6	26.4
MCFARLAND								
72	Accommodation and food services	15	8 608	2 280	517	251	44.2	—
721	Accommodation	1	D	D	D	a	D	D
722	Food services and drinking places	14	D	D	D	e	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
MADISON								
72	Accommodation and food services	644	505 175	149 936	36 060	14 132	18.1	6.3
721	Accommodation	69	92 278	24 480	5 841	1 880	6.1	2.8
7211	Traveler accommodation	49	D	D	D	g	D	D
72111	Hotels (except casino hotels) and motels	47	D	D	D	g	D	D
721110	Hotels (except casino hotels) and motels	47	D	D	D	g	D	D
7213	Rooming and boarding houses	20	D	D	D	c	D	D
72131	Rooming and boarding houses	20	D	D	D	c	D	D
721310	Rooming and boarding houses	20	D	D	D	c	D	D
722	Food services and drinking places	575	412 897	125 456	30 219	12 252	20.8	7.1
7221	Full-service restaurants	211	197 228	66 529	16 206	6 173	23.2	4.8
72211	Full-service restaurants	211	197 228	66 529	16 206	6 173	23.2	4.8
722110	Full-service restaurants	211	197 228	66 529	16 206	6 173	23.2	4.8
7222	Limited-service eating places	260	166 041	45 644	11 014	4 771	16.8	9.3
72221	Limited-service eating places	260	166 041	45 644	11 014	4 771	16.8	9.3
722211	Limited-service restaurants	211	141 279	38 977	9 458	4 127	17.6	10.3
722212	Cafeterias, buffets, and grill buffets	5	5 455	1 374	311	103	17.3	—
722213	Snack and nonalcoholic beverage bars	44	19 307	5 293	1 245	541	10.4	5.3
7223	Special food services	17	15 933	5 222	1 161	425	5.7	2.7
7224	Drinking places (alcoholic beverages)	87	33 695	8 061	1 838	883	34.0	12.1
72241	Drinking places (alcoholic beverages)	87	33 695	8 061	1 838	883	34.0	12.1
722410	Drinking places (alcoholic beverages)	87	33 695	8 061	1 838	883	34.0	12.1
MANITOWOC								
72	Accommodation and food services	98	48 127	13 706	3 151	1 583	29.0	6.8
721	Accommodation	8	8 375	2 573	552	227	.3	—
7211	Traveler accommodation	7	D	D	D	c	D	D
72111	Hotels (except casino hotels) and motels	6	D	D	D	c	D	D
721110	Hotels (except casino hotels) and motels	6	D	D	D	c	D	D
722	Food services and drinking places	90	39 752	11 133	2 599	1 356	35.0	8.2
7222	Limited-service eating places	25	14 304	3 843	926	438	19.9	.6
72221	Limited-service eating places	25	14 304	3 843	926	438	19.9	.6
7224	Drinking places (alcoholic beverages)	27	5 101	877	205	129	60.0	6.8
72241	Drinking places (alcoholic beverages)	27	5 101	877	205	129	60.0	6.8
722410	Drinking places (alcoholic beverages)	27	5 101	877	205	129	60.0	6.8
MARINETTE								
72	Accommodation and food services	44	15 059	3 887	992	459	43.5	14.9
721	Accommodation	7	3 278	968	319	95	2.9	—
7213	Rooming and boarding houses	1	D	D	D	a	D	D
72131	Rooming and boarding houses	1	D	D	D	a	D	D
721310	Rooming and boarding houses	1	D	D	D	a	D	D
722	Food services and drinking places	37	11 781	2 919	673	364	54.8	19.1
7222	Limited-service eating places	9	4 543	939	193	124	28.2	43.6
72221	Limited-service eating places	9	4 543	939	193	124	28.2	43.6
MARSHALL								
72	Accommodation and food services	4	485	160	44	14	12.6	33.0
722	Food services and drinking places	4	485	160	44	14	12.6	33.0
MARSHFIELD								
72	Accommodation and food services	71	32 236	8 979	2 240	1 011	23.2	8.9
721	Accommodation	11	4 758	1 320	365	134	17.4	—
7211	Traveler accommodation	11	4 758	1 320	365	134	17.4	—
72111	Hotels (except casino hotels) and motels	11	4 758	1 320	365	134	17.4	—
721110	Hotels (except casino hotels) and motels	11	4 758	1 320	365	134	17.4	—
722	Food services and drinking places	60	27 478	7 659	1 875	877	24.2	10.5
7222	Limited-service eating places	21	12 953	3 471	835	369	9.8	21.2
72221	Limited-service eating places	21	12 953	3 471	835	369	9.8	21.2
MARSHFIELD (PART - MARATHON COUNTY)								
72	Accommodation and food services	4	1 451	199	45	15	5.2	—
721	Accommodation	2	D	D	D	a	D	D
722	Food services and drinking places	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
MARSHFIELD (PART - WOOD COUNTY)								
72	Accommodation and food services	67	30 785	8 780	2 195	996	24.0	9.3
721	Accommodation	9	D	D	D	c	D	D
7211	Traveler accommodation	9	D	D	D	c	D	D
72111	Hotels (except casino hotels) and motels	9	D	D	D	c	D	D
721110	Hotels (except casino hotels) and motels	9	D	D	D	c	D	D
722	Food services and drinking places	58	D	D	D	f	D	D
7222	Limited-service eating places	21	12 953	3 471	835	369	9.8	21.2
72221	Limited-service eating places	21	12 953	3 471	835	369	9.8	21.2
MAUSTON								
72	Accommodation and food services	21	11 834	3 425	734	370	12.4	15.2
721	Accommodation	4	1 766	567	107	40	7.5	45.0
7212	RV (recreational vehicle) parks and recreational camps	1	D	D	D	a	D	D
72121	RV (recreational vehicle) parks and recreational camps	1	D	D	D	a	D	D
721214	Recreational and vacation camps (except campgrounds)	1	D	D	D	a	D	D
722	Food services and drinking places	17	10 068	2 858	627	330	13.2	10.0
MAYVILLE								
72	Accommodation and food services	13	3 148	752	157	117	25.6	9.8
721	Accommodation	2	D	D	D	a	D	D
722	Food services and drinking places	11	D	D	D	c	D	D
MEDFORD								
72	Accommodation and food services	27	15 699	5 255	1 211	527	21.7	1.5
721	Accommodation	6	D	D	D	c	D	D
7211	Traveler accommodation	6	D	D	D	c	D	D
72111	Hotels (except casino hotels) and motels	6	D	D	D	c	D	D
721110	Hotels (except casino hotels) and motels	6	D	D	D	c	D	D
722	Food services and drinking places	21	D	D	D	e	D	D
MENASHA CITY								
72	Accommodation and food services	41	14 765	3 753	1 003	535	32.6	5.7
722	Food services and drinking places	41	14 765	3 753	1 003	535	32.6	5.7
7222	Limited-service eating places	14	8 141	2 140	525	298	6.4	—
72221	Limited-service eating places	14	8 141	2 140	525	298	6.4	—
MENASHA CITY (PART - CALUMET COUNTY)								
72	Accommodation and food services	1	D	D	D	b	D	D
722	Food services and drinking places	1	D	D	D	b	D	D
MENASHA CITY (PART - WINNEBAGO COUNTY)								
72	Accommodation and food services	40	D	D	D	e	D	D
722	Food services and drinking places	40	D	D	D	e	D	D
7222	Limited-service eating places	13	D	D	D	e	D	D
72221	Limited-service eating places	13	D	D	D	e	D	D
MENASHA TOWN								
72	Accommodation and food services	22	D	D	D	c	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Food services and drinking places	21	7 736	2 193	594	224	32.6	10.8
MENOMONEE FALLS								
72	Accommodation and food services	62	32 033	10 295	2 427	1 021	23.0	3.6
721	Accommodation	3	537	115	28	9	11.2	—
722	Food services and drinking places	59	31 496	10 180	2 399	1 012	23.2	3.7
7222	Limited-service eating places	23	13 332	3 986	820	456	23.8	—
72221	Limited-service eating places	23	13 332	3 986	820	456	23.8	—
7223	Special food services	4	2 686	1 643	493	52	26.5	25.2

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							From admini- strative records ¹	Estimated ²
MENOMONIE								
72	Accommodation and food services	51	28 603	7 990	1 920	1 037	20.6	8.4
721	Accommodation	5	D	D	D	c	D	D
7211	Traveler accommodation	5	D	D	D	c	D	D
72111	Hotels (except casino hotels) and motels	4	D	D	D	b	D	D
721110	Hotels (except casino hotels) and motels	4	D	D	D	b	D	D
722	Food services and drinking places	46	D	D	D	f	D	D
7222	Limited-service eating places	19	10 799	2 672	659	346	21.5	22.2
72221	Limited-service eating places	19	10 799	2 672	659	346	21.5	22.2
MEQUON								
72	Accommodation and food services	53	41 027	13 685	3 362	1 131	19.0	21.9
721	Accommodation	4	4 149	1 139	251	72	23.3	61.8
7211	Traveler accommodation	4	4 149	1 139	251	72	23.3	61.8
72111	Hotels (except casino hotels) and motels	4	4 149	1 139	251	72	23.3	61.8
721110	Hotels (except casino hotels) and motels	4	4 149	1 139	251	72	23.3	61.8
722	Food services and drinking places	49	36 878	12 546	3 111	1 059	18.5	17.4
7222	Limited-service eating places	14	11 123	2 815	661	280	26.0	—
72221	Limited-service eating places	14	11 123	2 815	661	280	26.0	—
7223	Special food services	7	4 921	1 794	555	102	2.2	77.0
MERRILL								
72	Accommodation and food services	36	9 666	2 744	661	358	44.9	4.7
721	Accommodation	4	1 190	320	58	28	19.6	—
722	Food services and drinking places	32	8 476	2 424	603	330	48.5	5.4
MIDDLETON								
72	Accommodation and food services	40	40 512	11 360	2 661	986	14.3	2.3
721	Accommodation	6	16 041	4 391	1 070	305	—	2.0
7211	Traveler accommodation	6	16 041	4 391	1 070	305	—	2.0
72111	Hotels (except casino hotels) and motels	6	16 041	4 391	1 070	305	—	2.0
721110	Hotels (except casino hotels) and motels	6	16 041	4 391	1 070	305	—	2.0
722	Food services and drinking places	34	24 471	6 969	1 591	681	23.6	2.5
7222	Limited-service eating places	13	10 738	2 909	641	294	26.2	1.9
72221	Limited-service eating places	13	10 738	2 909	641	294	26.2	1.9
7224	Drinking places (alcoholic beverages)	5	3 187	801	197	91	—	—
72241	Drinking places (alcoholic beverages)	5	3 187	801	197	91	—	—
722410	Drinking places (alcoholic beverages)	5	3 187	801	197	91	—	—
MILTON								
72	Accommodation and food services	16	3 191	777	178	99	56.5	4.7
722	Food services and drinking places	16	3 191	777	178	99	56.5	4.7
MILWAUKEE								
72	Accommodation and food services	1 066	781 967	220 658	51 958	19 233	18.1	10.4
721	Accommodation	49	D	D	D	h	D	D
7211	Traveler accommodation	42	D	D	D	h	D	D
72111	Hotels (except casino hotels) and motels	40	143 338	42 945	10 640	2 781	6.7	.9
721110	Hotels (except casino hotels) and motels	40	143 338	42 945	10 640	2 781	6.7	.9
7212	RV (recreational vehicle) parks and recreational camps	4	2 901	705	146	17	1.7	35.5
72121	RV (recreational vehicle) parks and recreational camps	4	2 901	705	146	17	1.7	35.5
721214	Recreational and vacation camps (except campgrounds) ..	3	D	D	D	a	D	D
7213	Rooming and boarding houses	3	D	D	D	a	D	D
72131	Rooming and boarding houses	3	D	D	D	a	D	D
721310	Rooming and boarding houses	3	D	D	D	a	D	D
722	Food services and drinking places	1 017	D	D	D	j	D	D
7221	Full-service restaurants	319	240 742	77 317	18 655	6 597	27.2	7.1
72211	Full-service restaurants	319	240 742	77 317	18 655	6 597	27.2	7.1
722110	Full-service restaurants	319	240 742	77 317	18 655	6 597	27.2	7.1
7222	Limited-service eating places	352	229 587	62 581	14 448	6 555	16.1	17.9
72221	Limited-service eating places	352	229 587	62 581	14 448	6 555	16.1	17.9
722211	Limited-service restaurants	305	213 693	58 436	13 494	6 172	16.1	18.0
722213	Snack and nonalcoholic beverage bars	43	D	D	D	e	D	D
7223	Special food services	85	D	D	D	g	D	D
7224	Drinking places (alcoholic beverages)	261	67 807	13 641	3 199	1 719	39.0	11.8
72241	Drinking places (alcoholic beverages)	261	67 807	13 641	3 199	1 719	39.0	11.8
722410	Drinking places (alcoholic beverages)	261	67 807	13 641	3 199	1 719	39.0	11.8

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]

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
MILWAUKEE (PART - MILWAUKEE COUNTY)								
72	Accommodation and food services	1 065	D	D	D	j	D	D
721	Accommodation	49	D	D	D	h	D	D
7211	Traveler accommodation	42	D	D	D	h	D	D
72111	Hotels (except casino hotels) and motels	40	143 338	42 945	10 640	2 781	6.7	.9
721110	Hotels (except casino hotels) and motels	40	143 338	42 945	10 640	2 781	6.7	.9
7212	RV (recreational vehicle) parks and recreational camps	4	2 901	705	146	17	1.7	35.5
72121	RV (recreational vehicle) parks and recreational camps	4	2 901	705	146	17	1.7	35.5
721214	Recreational and vacation camps (except campgrounds)	3	D	D	D	a	D	D
7213	Rooming and boarding houses	3	D	D	D	a	D	D
72131	Rooming and boarding houses	3	D	D	D	a	D	D
721310	Rooming and boarding houses	3	D	D	D	a	D	D
722	Food services and drinking places	1 016	D	D	D	j	D	D
7221	Full-service restaurants	319	240 742	77 317	18 655	6 597	27.2	7.1
72211	Full-service restaurants	319	240 742	77 317	18 655	6 597	27.2	7.1
722110	Full-service restaurants	319	240 742	77 317	18 655	6 597	27.2	7.1
7222	Limited-service eating places	351	D	D	D	i	D	D
72221	Limited-service eating places	351	D	D	D	i	D	D
722211	Limited-service restaurants	304	D	D	D	i	D	D
722213	Snack and nonalcoholic beverage bars	43	D	D	D	e	D	D
7223	Special food services	85	D	D	D	g	D	D
7224	Drinking places (alcoholic beverages)	261	67 807	13 641	3 199	1 719	39.0	11.8
72241	Drinking places (alcoholic beverages)	261	67 807	13 641	3 199	1 719	39.0	11.8
722410	Drinking places (alcoholic beverages)	261	67 807	13 641	3 199	1 719	39.0	11.8
MILWAUKEE (PART - WAUKESHA COUNTY)								
72	Accommodation and food services	1	D	D	D	b	D	D
722	Food services and drinking places	1	D	D	D	b	D	D
MINERAL POINT								
72	Accommodation and food services	13	2 867	652	131	92	75.9	3.8
721	Accommodation	1	D	D	D	b	D	D
722	Food services and drinking places	12	D	D	D	b	D	D
MONDOVI								
72	Accommodation and food services	12	D	D	D	c	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Food services and drinking places	11	2 744	805	215	130	49.8	24.2
MONONA								
72	Accommodation and food services	38	21 425	5 983	1 414	646	23.3	23.8
721	Accommodation	2	D	D	D	b	D	D
722	Food services and drinking places	36	D	D	D	f	D	D
7222	Limited-service eating places	17	9 084	2 815	690	281	17.8	34.4
72221	Limited-service eating places	17	9 084	2 815	690	281	17.8	34.4
MONROE								
72	Accommodation and food services	39	16 017	4 359	1 036	532	57.1	2.1
721	Accommodation	3	759	123	28	18	—	38.2
722	Food services and drinking places	36	15 258	4 236	1 008	514	59.9	.3
7222	Limited-service eating places	14	7 290	2 028	483	268	66.2	.2
72221	Limited-service eating places	14	7 290	2 028	483	268	66.2	.2
MOSINEE								
72	Accommodation and food services	17	9 409	2 825	738	415	16.5	2.8
722	Food services and drinking places	17	9 409	2 825	738	415	16.5	2.8
MOUNT HOREB								
72	Accommodation and food services	10	3 991	1 135	255	125	32.6	12.6
721	Accommodation	1	D	D	D	a	D	D
722	Food services and drinking places	9	D	D	D	c	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
MOUNT PLEASANT								
72	Accommodation and food services	55	34 398	10 345	2 402	978	13.4	10.4
721	Accommodation	9	3 864	810	204	80	14.0	—
7211	Traveler accommodation	9	3 864	810	204	80	14.0	—
72111	Hotels (except casino hotels) and motels	9	3 864	810	204	80	14.0	—
721110	Hotels (except casino hotels) and motels	9	3 864	810	204	80	14.0	—
722	Food services and drinking places	46	30 534	9 535	2 198	898	13.3	11.8
7222	Limited-service eating places	16	12 610	3 361	707	314	5.5	.1
72221	Limited-service eating places	16	12 610	3 361	707	314	5.5	.1
7223	Special food services	4	D	D	D	c	D	D
MUKWONAGO								
72	Accommodation and food services	14	10 776	2 814	632	302	35.3	26.7
722	Food services and drinking places	14	10 776	2 814	632	302	35.3	26.7
7222	Limited-service eating places	8	6 679	2 008	425	198	3.5	43.1
72221	Limited-service eating places	8	6 679	2 008	425	198	3.5	43.1
MUKWONAGO (PART - WAUKESHA COUNTY)								
72	Accommodation and food services	14	10 776	2 814	632	302	35.3	26.7
722	Food services and drinking places	14	10 776	2 814	632	302	35.3	26.7
7222	Limited-service eating places	8	6 679	2 008	425	198	3.5	43.1
72221	Limited-service eating places	8	6 679	2 008	425	198	3.5	43.1
MUSKEGO								
72	Accommodation and food services	26	12 927	2 920	676	365	42.8	1.2
722	Food services and drinking places	26	12 927	2 920	676	365	42.8	1.2
7224	Drinking places (alcoholic beverages)	9	5 008	576	109	48	24.4	1.9
72241	Drinking places (alcoholic beverages)	9	5 008	576	109	48	24.4	1.9
722410	Drinking places (alcoholic beverages)	9	5 008	576	109	48	24.4	1.9
NEENAH								
72	Accommodation and food services	58	30 575	8 267	1 809	857	35.0	13.2
721	Accommodation	2	D	D	D	c	D	D
7211	Traveler accommodation	2	D	D	D	c	D	D
72111	Hotels (except casino hotels) and motels	2	D	D	D	c	D	D
721110	Hotels (except casino hotels) and motels	2	D	D	D	c	D	D
722	Food services and drinking places	56	D	D	D	f	D	D
7222	Limited-service eating places	23	15 020	3 817	808	431	25.4	14.3
72221	Limited-service eating places	23	15 020	3 817	808	431	25.4	14.3
NEILLSVILLE								
72	Accommodation and food services	9	2 463	758	162	136	39.1	.9
722	Food services and drinking places	9	2 463	758	162	136	39.1	.9
NEKOOSA								
72	Accommodation and food services	11	3 917	953	206	142	52.5	34.0
722	Food services and drinking places	11	3 917	953	206	142	52.5	34.0
NEW BERLIN								
72	Accommodation and food services	59	33 527	8 895	2 159	959	19.9	6.9
721	Accommodation	2	D	D	D	b	D	D
722	Food services and drinking places	57	D	D	D	f	D	D
7222	Limited-service eating places	25	14 911	4 028	923	425	18.8	11.5
72221	Limited-service eating places	25	14 911	4 028	923	425	18.8	11.5
7224	Drinking places (alcoholic beverages)	12	2 955	309	79	32	29.8	1.9
72241	Drinking places (alcoholic beverages)	12	2 955	309	79	32	29.8	1.9
722410	Drinking places (alcoholic beverages)	12	2 955	309	79	32	29.8	1.9
NEW HOLSTEIN								
72	Accommodation and food services	9	1 673	427	92	53	92.3	7.7
722	Food services and drinking places	9	1 673	427	92	53	92.3	7.7
NEW LONDON								
72	Accommodation and food services	31	10 338	2 885	697	419	44.3	.2
721	Accommodation	2	D	D	D	a	D	D
722	Food services and drinking places	29	D	D	D	e	D	D
7222	Limited-service eating places	13	5 110	1 419	371	195	16.9	.3
72221	Limited-service eating places	13	5 110	1 419	371	195	16.9	.3

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
NEW LONDON (PART - OUTAGAMIE COUNTY)								
72	Accommodation and food services	3	649	163	38	35	35.0	—
722	Food services and drinking places	3	649	163	38	35	35.0	—
NEW LONDON (PART - WAUPACA COUNTY)								
72	Accommodation and food services	28	9 689	2 722	659	384	44.9	.2
721	Accommodation	2	D	D	D	a	D	D
722	Food services and drinking places	26	D	D	D	e	D	D
7222	Limited-service eating places	12	D	D	D	c	D	D
72221	Limited-service eating places	12	D	D	D	c	D	D
NEW RICHMOND								
72	Accommodation and food services	29	9 831	2 688	614	320	21.1	3.0
721	Accommodation	2	D	D	D	b	D	D
722	Food services and drinking places	27	D	D	D	e	D	D
7222	Limited-service eating places	8	5 292	1 537	356	168	—	.8
72221	Limited-service eating places	8	5 292	1 537	356	168	—	.8
NORTH FOND DU LAC								
72	Accommodation and food services	5	720	199	58	14	16.9	69.6
722	Food services and drinking places	5	720	199	58	14	16.9	69.6
NORTH HUDSON								
72	Accommodation and food services	2	D	D	D	a	D	D
722	Food services and drinking places	2	D	D	D	a	D	D
OAK CREEK								
72	Accommodation and food services	51	33 181	8 569	2 048	861	13.8	10.5
721	Accommodation	4	6 438	1 318	302	100	—	—
7211	Traveler accommodation	4	6 438	1 318	302	100	—	—
72111	Hotels (except casino hotels) and motels	4	6 438	1 318	302	100	—	—
721110	Hotels (except casino hotels) and motels	4	6 438	1 318	302	100	—	—
722	Food services and drinking places	47	26 743	7 251	1 746	761	17.1	13.1
7222	Limited-service eating places	21	14 727	3 504	809	398	17.3	7.2
72221	Limited-service eating places	21	14 727	3 504	809	398	17.3	7.2
OCONOMOWOC								
72	Accommodation and food services	42	23 037	7 289	1 677	871	52.8	3.4
721	Accommodation	3	D	D	D	c	D	D
7211	Traveler accommodation	3	D	D	D	c	D	D
72111	Hotels (except casino hotels) and motels	2	D	D	D	c	D	D
721110	Hotels (except casino hotels) and motels	2	D	D	D	c	D	D
722	Food services and drinking places	39	D	D	D	f	D	D
7222	Limited-service eating places	14	7 519	2 173	476	271	17.6	10.0
72221	Limited-service eating places	14	7 519	2 173	476	271	17.6	10.0
OCONTO								
72	Accommodation and food services	18	5 265	1 448	341	215	20.6	11.7
721	Accommodation	1	D	D	D	b	D	D
722	Food services and drinking places	17	D	D	D	c	D	D
OCONTO FALLS								
72	Accommodation and food services	11	1 436	380	134	75	59.4	4.9
721	Accommodation	2	D	D	D	a	D	D
722	Food services and drinking places	9	D	D	D	b	D	D
OMRO								
72	Accommodation and food services	10	D	D	D	b	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Food services and drinking places	9	1 899	385	78	65	70.7	20.2

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							From admini- strative records ¹	Estimated ²
ONALASKA								
72	Accommodation and food services	34	30 784	9 018	2 178	1 151	12.5	11.9
721	Accommodation	5	D	D	D	c	D	D
7211	Traveler accommodation	5	D	D	D	c	D	D
72111	Hotels (except casino hotels) and motels	5	D	D	D	c	D	D
721110	Hotels (except casino hotels) and motels	5	D	D	D	c	D	D
722	Food services and drinking places	29	D	D	D	g	D	D
7222	Limited-service eating places	13	13 374	3 826	907	509	22.2	27.1
72221	Limited-service eating places	13	13 374	3 826	907	509	22.2	27.1
OOSTBURG								
72	Accommodation and food services	2	D	D	D	b	D	D
722	Food services and drinking places	2	D	D	D	b	D	D
OREGON								
72	Accommodation and food services	13	5 274	1 632	382	179	29.9	-
722	Food services and drinking places	13	5 274	1 632	382	179	29.9	-
OSHKOSH								
72	Accommodation and food services	180	99 294	29 395	6 210	3 049	26.4	6.8
721	Accommodation	13	14 514	4 943	537	189	15.5	8.3
7211	Traveler accommodation	13	14 514	4 943	537	189	15.5	8.3
72111	Hotels (except casino hotels) and motels	13	14 514	4 943	537	189	15.5	8.3
721110	Hotels (except casino hotels) and motels	13	14 514	4 943	537	189	15.5	8.3
722	Food services and drinking places	167	84 780	24 452	5 673	2 860	28.2	6.6
7221	Full-service restaurants	56	28 629	9 325	2 200	1 063	43.9	.4
72211	Full-service restaurants	56	28 629	9 325	2 200	1 063	43.9	.4
722110	Full-service restaurants	56	28 629	9 325	2 200	1 063	43.9	.4
7222	Limited-service eating places	55	36 052	9 953	2 373	1 253	19.0	4.5
72221	Limited-service eating places	55	36 052	9 953	2 373	1 253	19.0	4.5
722211	Limited-service restaurants	50	34 917	9 687	2 318	1 198	19.4	4.6
7223	Special food services	7	D	D	D	c	D	D
7224	Drinking places (alcoholic beverages)	49	D	D	D	e	D	D
72241	Drinking places (alcoholic beverages)	49	D	D	D	e	D	D
722410	Drinking places (alcoholic beverages)	49	D	D	D	e	D	D
PADDOCK LAKE								
72	Accommodation and food services	8	4 427	908	199	136	17.5	1.4
722	Food services and drinking places	8	4 427	908	199	136	17.5	1.4
PARK FALLS								
72	Accommodation and food services	16	3 239	806	192	98	56.5	3.9
721	Accommodation	3	417	76	14	10	8.4	-
722	Food services and drinking places	13	2 822	730	178	88	63.6	4.5
PESHTIGO								
72	Accommodation and food services	12	D	D	D	b	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Food services and drinking places	11	2 372	622	135	82	46.5	17.5
PEWAUKEE CITY								
72	Accommodation and food services	18	7 228	2 480	563	257	29.4	4.7
722	Food services and drinking places	18	7 228	2 480	563	257	29.4	4.7
7223	Special food services	4	1 518	572	148	44	-	8.2
PEWAUKEE VILLAGE								
72	Accommodation and food services	38	33 409	8 206	1 889	840	14.5	1.9
721	Accommodation	3	D	D	D	b	D	D
7211	Traveler accommodation	3	D	D	D	b	D	D
72111	Hotels (except casino hotels) and motels	3	D	D	D	b	D	D
721110	Hotels (except casino hotels) and motels	3	D	D	D	b	D	D
722	Food services and drinking places	35	D	D	D	f	D	D
7222	Limited-service eating places	17	11 285	3 124	744	320	2.5	5.6
72221	Limited-service eating places	17	11 285	3 124	744	320	2.5	5.6

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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
PLATTEVILLE								
72	Accommodation and food services	33	12 812	3 866	869	539	25.6	4.2
721	Accommodation	6	2 169	683	119	48	—	.6
7212	RV (recreational vehicle) parks and recreational camps	1	D	D	D	a	D	D
72121	RV (recreational vehicle) parks and recreational camps	1	D	D	D	a	D	D
721214	Recreational and vacation camps (except campgrounds)	1	D	D	D	a	D	D
722	Food services and drinking places	27	10 643	3 183	750	491	30.8	4.9
7222	Limited-service eating places	12	5 375	1 510	357	186	9.2	9.0
72221	Limited-service eating places	12	5 375	1 510	357	186	9.2	9.0
PLEASANT PRAIRIE								
72	Accommodation and food services	27	15 240	4 565	956	461	27.5	9.4
721	Accommodation	5	3 741	1 306	296	97	39.2	34.4
7211	Traveler accommodation	5	3 741	1 306	296	97	39.2	34.4
72111	Hotels (except casino hotels) and motels	5	3 741	1 306	296	97	39.2	34.4
721110	Hotels (except casino hotels) and motels	5	3 741	1 306	296	97	39.2	34.4
722	Food services and drinking places	22	11 499	3 259	660	364	23.7	1.3
7222	Limited-service eating places	13	8 073	2 061	408	216	10.8	1.9
72221	Limited-service eating places	13	8 073	2 061	408	216	10.8	1.9
PLOVER								
72	Accommodation and food services	24	8 758	2 251	599	324	23.7	25.9
721	Accommodation	1	D	D	D	a	D	D
722	Food services and drinking places	23	D	D	D	e	D	D
PLYMOUTH								
72	Accommodation and food services	21	7 192	2 161	463	250	8.0	4.1
721	Accommodation	4	2 264	791	190	99	—	—
722	Food services and drinking places	17	4 928	1 370	273	151	11.7	5.9
PORTAGE								
72	Accommodation and food services	50	22 896	6 253	1 429	596	25.7	10.2
721	Accommodation	6	3 683	948	261	95	9.9	—
7211	Traveler accommodation	6	3 683	948	261	95	9.9	—
72111	Hotels (except casino hotels) and motels	6	3 683	948	261	95	9.9	—
721110	Hotels (except casino hotels) and motels	6	3 683	948	261	95	9.9	—
722	Food services and drinking places	44	19 213	5 305	1 168	501	28.7	12.2
7222	Limited-service eating places	14	9 123	2 476	505	222	13.3	14.0
72221	Limited-service eating places	14	9 123	2 476	505	222	13.3	14.0
PORT WASHINGTON								
72	Accommodation and food services	34	18 397	5 941	1 327	622	23.8	2.4
721	Accommodation	2	D	D	D	b	D	D
722	Food services and drinking places	32	D	D	D	f	D	D
7222	Limited-service eating places	11	6 184	1 761	364	184	34.8	—
72221	Limited-service eating places	11	6 184	1 761	364	184	34.8	—
PRAIRIE DU CHIEN								
72	Accommodation and food services	32	15 548	4 674	1 023	560	34.6	.9
721	Accommodation	8	D	D	D	c	D	D
722	Food services and drinking places	24	D	D	D	e	D	D
PRAIRIE DU SAC								
72	Accommodation and food services	4	1 611	582	125	62	54.5	45.5
722	Food services and drinking places	4	1 611	582	125	62	54.5	45.5
PRESCOTT								
72	Accommodation and food services	13	4 369	1 214	260	179	38.6	.8
722	Food services and drinking places	13	4 369	1 214	260	179	38.6	.8
PULASKI								
72	Accommodation and food services	8	1 693	360	86	50	49.7	4.6
722	Food services and drinking places	8	1 693	360	86	50	49.7	4.6
PULASKI (PART - BROWN COUNTY)								
72	Accommodation and food services	8	1 693	360	86	50	49.7	4.6
722	Food services and drinking places	8	1 693	360	86	50	49.7	4.6

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
RACINE								
72	Accommodation and food services	150	96 403	28 441	6 874	2 878	21.9	10.6
721	Accommodation	6	D	D	D	c	D	D
7211	Traveler accommodation	5	D	D	D	c	D	D
72111	Hotels (except casino hotels) and motels	4	D	D	D	c	D	D
721110	Hotels (except casino hotels) and motels	4	D	D	D	c	D	D
7213	Rooming and boarding houses	1	D	D	D	a	D	D
72131	Rooming and boarding houses	1	D	D	D	a	D	D
721310	Rooming and boarding houses	1	D	D	D	a	D	D
722	Food services and drinking places	144	D	D	D	h	D	D
7221	Full-service restaurants	51	37 663	12 892	3 043	1 388	33.4	4.5
72211	Full-service restaurants	51	37 663	12 892	3 043	1 388	33.4	4.5
722110	Full-service restaurants	51	37 663	12 892	3 043	1 388	33.4	4.5
7222	Limited-service eating places	52	35 324	9 632	2 204	1 051	16.6	22.2
72221	Limited-service eating places	52	35 324	9 632	2 204	1 051	16.6	22.2
722211	Limited-service restaurants	43	31 828	8 563	1 960	945	18.0	24.7
722212	Cafeterias, buffets, and grill buffets	1	D	D	D	b	D	D
7223	Special food services	9	D	D	D	b	D	D
7224	Drinking places (alcoholic beverages)	32	4 771	838	198	115	54.8	14.1
72241	Drinking places (alcoholic beverages)	32	4 771	838	198	115	54.8	14.1
722410	Drinking places (alcoholic beverages)	32	4 771	838	198	115	54.8	14.1
REEDSBURG								
72	Accommodation and food services	22	10 983	2 833	650	288	25.5	9.8
721	Accommodation	4	2 282	642	141	58	55.4	5.4
722	Food services and drinking places	18	8 701	2 191	509	230	17.7	11.0
RHINELANDER								
72	Accommodation and food services	44	21 429	6 267	1 422	663	27.6	3.9
721	Accommodation	5	3 822	1 173	278	100	—	—
7211	Traveler accommodation	5	3 822	1 173	278	100	—	—
72111	Hotels (except casino hotels) and motels	5	3 822	1 173	278	100	—	—
721110	Hotels (except casino hotels) and motels	5	3 822	1 173	278	100	—	—
722	Food services and drinking places	39	17 607	5 094	1 144	563	33.6	4.7
7222	Limited-service eating places	10	8 654	2 116	419	221	18.3	.4
72221	Limited-service eating places	10	8 654	2 116	419	221	18.3	.4
RICE LAKE								
72	Accommodation and food services	39	22 909	6 492	1 481	769	27.6	.4
721	Accommodation	4	1 812	543	126	51	—	—
722	Food services and drinking places	35	21 097	5 949	1 355	718	30.0	.4
7222	Limited-service eating places	12	9 455	2 370	566	285	31.0	—
72221	Limited-service eating places	12	9 455	2 370	566	285	31.0	—
RICHFIELD								
72	Accommodation and food services	19	8 574	2 836	681	317	30.3	18.9
722	Food services and drinking places	19	8 574	2 836	681	317	30.3	18.9
RICHLAND CENTER								
72	Accommodation and food services	23	11 308	3 028	691	369	30.7	3.0
721	Accommodation	3	D	D	D	a	D	D
722	Food services and drinking places	20	D	D	D	e	D	D
7222	Limited-service eating places	8	4 903	1 414	333	153	39.9	—
72221	Limited-service eating places	8	4 903	1 414	333	153	39.9	—
RIPON								
72	Accommodation and food services	29	13 433	3 779	797	471	15.9	4.5
721	Accommodation	2	D	D	D	a	D	D
722	Food services and drinking places	27	D	D	D	e	D	D
7222	Limited-service eating places	10	6 040	1 639	350	195	16.5	4.9
72221	Limited-service eating places	10	6 040	1 639	350	195	16.5	4.9
7223	Special food services	3	3 163	904	177	107	—	—

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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
RIVER FALLS								
72	Accommodation and food services	38	16 360	5 330	1 323	743	23.8	12.0
721	Accommodation	4	1 642	423	98	51	45.2	—
7213	Rooming and boarding houses	1	D	D	D	a	D	D
72131	Rooming and boarding houses	1	D	D	D	a	D	D
721310	Rooming and boarding houses	1	D	D	D	a	D	D
722	Food services and drinking places	34	14 718	4 907	1 225	692	21.4	13.3
7223	Special food services	3	D	D	D	c	D	D
RIVER FALLS (PART - PIERCE COUNTY)								
72	Accommodation and food services	32	11 010	3 443	862	533	35.3	11.7
721	Accommodation	2	D	D	D	a	D	D
7213	Rooming and boarding houses	1	D	D	D	a	D	D
72131	Rooming and boarding houses	1	D	D	D	a	D	D
721310	Rooming and boarding houses	1	D	D	D	a	D	D
722	Food services and drinking places	30	D	D	D	f	D	D
7223	Special food services	2	D	D	D	c	D	D
RIVER FALLS (PART - ST. CROIX COUNTY)								
72	Accommodation and food services	6	5 350	1 887	461	210	—	12.5
721	Accommodation	2	D	D	D	b	D	D
722	Food services and drinking places	4	D	D	D	c	D	D
ROTHSCHILD								
72	Accommodation and food services	12	10 479	3 009	742	330	22.9	—
721	Accommodation	3	D	D	D	c	D	D
7211	Traveler accommodation	3	D	D	D	c	D	D
72111	Hotels (except casino hotels) and motels	3	D	D	D	c	D	D
721110	Hotels (except casino hotels) and motels	3	D	D	D	c	D	D
722	Food services and drinking places	9	D	D	D	c	D	D
ST. FRANCIS								
72	Accommodation and food services	14	4 860	1 249	315	128	32.1	13.8
722	Food services and drinking places	14	4 860	1 249	315	128	32.1	13.8
SAUK CITY								
72	Accommodation and food services	16	9 111	2 278	565	280	21.0	.2
721	Accommodation	2	D	D	D	b	D	D
7212	RV (recreational vehicle) parks and recreational camps	1	D	D	D	a	D	D
72121	RV (recreational vehicle) parks and recreational camps	1	D	D	D	a	D	D
721211	RV (recreational vehicle) parks and campgrounds	1	D	D	D	a	D	D
722	Food services and drinking places	14	D	D	D	e	D	D
SAUKVILLE								
72	Accommodation and food services	8	3 050	953	239	113	50.6	—
721	Accommodation	1	D	D	D	b	D	D
722	Food services and drinking places	7	D	D	D	b	D	D
SEYMOUR								
72	Accommodation and food services	13	4 296	1 173	281	169	56.8	8.1
722	Food services and drinking places	13	4 296	1 173	281	169	56.8	8.1
SHAWANO								
72	Accommodation and food services	37	16 719	5 226	1 360	824	24.5	7.1
721	Accommodation	7	3 202	885	208	99	.5	—
722	Food services and drinking places	30	13 517	4 341	1 152	725	30.2	8.8
7222	Limited-service eating places	9	5 921	1 684	443	196	1.8	14.5
72221	Limited-service eating places	9	5 921	1 684	443	196	1.8	14.5

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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
SHEBOYGAN								
72	Accommodation and food services	133	56 451	15 567	3 755	1 837	21.6	4.4
721	Accommodation	8	5 460	1 090	240	99	—	17.7
7211	Traveler accommodation	8	5 460	1 090	240	99	—	17.7
72111	Hotels (except casino hotels) and motels	7	D	D	D	b	D	D
721110	Hotels (except casino hotels) and motels	7	D	D	D	b	D	D
722	Food services and drinking places	125	50 991	14 477	3 515	1 738	23.9	3.0
7222	Limited-service eating places	43	25 830	7 019	1 732	844	11.9	2.3
72221	Limited-service eating places	43	25 830	7 019	1 732	844	11.9	2.3
722211	Limited-service restaurants	39	24 778	6 734	1 667	803	11.3	2.4
7224	Drinking places (alcoholic beverages)	37	5 204	894	196	106	47.1	12.0
72241	Drinking places (alcoholic beverages)	37	5 204	894	196	106	47.1	12.0
722410	Drinking places (alcoholic beverages)	37	5 204	894	196	106	47.1	12.0
SHEBOYGAN FALLS								
72	Accommodation and food services	21	7 317	2 480	646	345	27.7	—
721	Accommodation	2	D	D	D	b	D	D
722	Food services and drinking places	19	D	D	D	e	D	D
SHOREWOOD								
72	Accommodation and food services	23	16 554	5 163	1 086	387	28.0	7.1
722	Food services and drinking places	23	16 554	5 163	1 086	387	28.0	7.1
7222	Limited-service eating places	10	7 394	2 341	458	176	12.9	8.0
72221	Limited-service eating places	10	7 394	2 341	458	176	12.9	8.0
SLINGER								
72	Accommodation and food services	12	2 164	490	108	82	46.2	26.2
722	Food services and drinking places	12	2 164	490	108	82	46.2	26.2
SOUTH MILWAUKEE								
72	Accommodation and food services	31	9 819	2 960	690	327	37.6	6.2
722	Food services and drinking places	31	9 819	2 960	690	327	37.6	6.2
7222	Limited-service eating places	8	5 180	1 728	404	179	7.3	—
72221	Limited-service eating places	8	5 180	1 728	404	179	7.3	—
SPARTA								
72	Accommodation and food services	42	12 015	3 312	755	455	23.5	.9
721	Accommodation	6	1 448	369	81	53	8.5	5.3
722	Food services and drinking places	36	10 567	2 943	674	402	25.6	.4
SPOONER								
72	Accommodation and food services	19	5 363	1 513	359	161	41.6	1.1
721	Accommodation	2	D	D	D	a	D	D
722	Food services and drinking places	17	D	D	D	c	D	D
STEVENS POINT								
72	Accommodation and food services	96	64 250	15 996	3 826	1 979	20.0	21.7
721	Accommodation	7	13 129	3 354	784	179	—	65.4
7211	Traveler accommodation	7	13 129	3 354	784	179	—	65.4
72111	Hotels (except casino hotels) and motels	7	13 129	3 354	784	179	—	65.4
721110	Hotels (except casino hotels) and motels	7	13 129	3 354	784	179	—	65.4
722	Food services and drinking places	89	51 121	12 642	3 042	1 800	25.1	10.5
7222	Limited-service eating places	28	16 186	4 119	934	623	29.7	24.3
72221	Limited-service eating places	28	16 186	4 119	934	623	29.7	24.3
7223	Special food services	4	D	D	D	c	D	D
7224	Drinking places (alcoholic beverages)	29	6 390	988	237	139	35.1	4.2
72241	Drinking places (alcoholic beverages)	29	6 390	988	237	139	35.1	4.2
722410	Drinking places (alcoholic beverages)	29	6 390	988	237	139	35.1	4.2
STOUGHTON								
72	Accommodation and food services	26	9 094	2 664	609	363	36.6	2.6
721	Accommodation	2	D	D	D	a	D	D
722	Food services and drinking places	24	D	D	D	e	D	D
7222	Limited-service eating places	10	4 859	1 385	314	195	46.4	4.8
72221	Limited-service eating places	10	4 859	1 385	314	195	46.4	4.8

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							From administrative records ¹	Estimated ²
STURGEON BAY								
72	Accommodation and food services	59	26 708	8 329	1 698	762	34.7	8.5
721	Accommodation	14	7 150	2 064	359	148	2.2	11.6
7211	Traveler accommodation	13	D	D	D	c	D	D
72111	Hotels (except casino hotels) and motels	11	5 610	1 585	275	121	2.8	—
721110	Hotels (except casino hotels) and motels	11	5 610	1 585	275	121	2.8	—
7212	RV (recreational vehicle) parks and recreational camps	1	D	D	D	a	D	D
72121	RV (recreational vehicle) parks and recreational camps	1	D	D	D	a	D	D
721211	RV (recreational vehicle) parks and campgrounds	1	D	D	D	a	D	D
722	Food services and drinking places	45	19 558	6 265	1 339	614	46.6	7.3
7222	Limited-service eating places	12	5 861	1 659	378	192	11.9	14.2
72221	Limited-service eating places	12	5 861	1 659	378	192	11.9	14.2
STURTEVANT								
72	Accommodation and food services	15	6 323	1 473	336	138	22.9	4.7
721	Accommodation	3	2 412	365	98	38	—	—
722	Food services and drinking places	12	3 911	1 108	238	100	37.0	7.6
SUN PRAIRIE								
72	Accommodation and food services	44	19 973	5 720	1 423	655	23.8	5.7
721	Accommodation	4	1 961	557	131	58	—	—
722	Food services and drinking places	40	18 012	5 163	1 292	597	26.4	6.3
7222	Limited-service eating places	18	11 199	2 967	738	314	15.2	2.8
72221	Limited-service eating places	18	11 199	2 967	738	314	15.2	2.8
SUPERIOR								
72	Accommodation and food services	115	48 551	13 560	3 228	1 687	31.9	7.5
721	Accommodation	16	7 986	1 960	498	195	24.5	29.5
7211	Traveler accommodation	16	7 986	1 960	498	195	24.5	29.5
72111	Hotels (except casino hotels) and motels	16	7 986	1 960	498	195	24.5	29.5
721110	Hotels (except casino hotels) and motels	16	7 986	1 960	498	195	24.5	29.5
722	Food services and drinking places	99	40 565	11 600	2 730	1 492	33.4	3.1
7222	Limited-service eating places	29	16 320	4 617	1 080	567	19.8	—
72221	Limited-service eating places	29	16 320	4 617	1 080	567	19.8	—
7224	Drinking places (alcoholic beverages)	43	9 466	1 977	474	304	47.2	9.2
72241	Drinking places (alcoholic beverages)	43	9 466	1 977	474	304	47.2	9.2
722410	Drinking places (alcoholic beverages)	43	9 466	1 977	474	304	47.2	9.2
SUSSEX								
72	Accommodation and food services	18	7 959	2 178	514	260	35.6	4.8
722	Food services and drinking places	18	7 959	2 178	514	260	35.6	4.8
7222	Limited-service eating places	10	5 808	1 572	370	201	26.5	.1
72221	Limited-service eating places	10	5 808	1 572	370	201	26.5	.1
THIENSVILLE								
72	Accommodation and food services	12	8 256	2 904	579	308	48.7	—
722	Food services and drinking places	12	8 256	2 904	579	308	48.7	—
7223	Special food services	1	D	D	D	c	D	D
TOMAH								
72	Accommodation and food services	35	21 035	5 691	1 252	613	20.4	3.0
721	Accommodation	8	4 772	1 132	229	104	18.6	10.8
7211	Traveler accommodation	8	4 772	1 132	229	104	18.6	10.8
72111	Hotels (except casino hotels) and motels	8	4 772	1 132	229	104	18.6	10.8
721110	Hotels (except casino hotels) and motels	8	4 772	1 132	229	104	18.6	10.8
722	Food services and drinking places	27	16 263	4 559	1 023	509	21.0	.7
7222	Limited-service eating places	6	7 393	2 015	469	250	3.4	—
72221	Limited-service eating places	6	7 393	2 015	469	250	3.4	—
TOMAHAWK								
72	Accommodation and food services	30	6 901	1 614	378	233	64.0	8.0
721	Accommodation	4	713	200	53	26	—	62.1
722	Food services and drinking places	26	6 188	1 414	325	207	71.4	1.8
TWIN LAKES								
72	Accommodation and food services	16	3 787	1 153	203	108	79.6	16.5
721	Accommodation	1	D	D	D	a	D	D
722	Food services and drinking places	15	D	D	D	c	D	D

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							From administrative records ¹	Estimated ²
TWO RIVERS								
72	Accommodation and food services	32	10 498	3 839	846	458	27.3	.6
721	Accommodation	3	1 017	426	90	40	—	—
722	Food services and drinking places	29	9 481	3 413	756	418	30.2	.7
7222	Limited-service eating places	11	4 481	1 243	282	144	16.4	.3
72221	Limited-service eating places	11	4 481	1 243	282	144	16.4	.3
UNION GROVE								
72	Accommodation and food services	9	1 464	260	61	34	57.9	—
721	Accommodation	1	D	D	D	a	D	D
722	Food services and drinking places	8	D	D	D	b	D	D
VERONA								
72	Accommodation and food services	18	6 791	2 103	386	173	18.2	14.8
721	Accommodation	2	D	D	D	b	D	D
722	Food services and drinking places	16	D	D	D	c	D	D
VIROQUA								
72	Accommodation and food services	11	4 559	1 425	341	167	20.3	—
721	Accommodation	2	D	D	D	a	D	D
722	Food services and drinking places	9	D	D	D	c	D	D
WALES								
72	Accommodation and food services	4	1 822	534	100	52	55.7	—
722	Food services and drinking places	4	1 822	534	100	52	55.7	—
WATERFORD								
72	Accommodation and food services	11	3 753	1 097	194	131	10.5	12.5
721	Accommodation	1	D	D	D	a	D	D
722	Food services and drinking places	10	D	D	D	c	D	D
WATERLOO								
72	Accommodation and food services	9	1 702	399	89	36	27.0	27.1
722	Food services and drinking places	9	1 702	399	89	36	27.0	27.1
WATERTOWN								
72	Accommodation and food services	55	26 288	6 687	1 521	799	39.4	16.9
721	Accommodation	6	2 206	494	107	42	58.2	—
722	Food services and drinking places	49	24 082	6 193	1 414	757	37.7	18.5
7222	Limited-service eating places	22	12 199	3 176	725	405	33.1	9.8
72221	Limited-service eating places	22	12 199	3 176	725	405	33.1	9.8
7223	Special food services	3	D	D	D	b	D	D
WATERTOWN (PART - DODGE COUNTY)								
72	Accommodation and food services	4	544	100	27	17	87.3	—
721	Accommodation	2	D	D	D	a	D	D
722	Food services and drinking places	2	D	D	D	a	D	D
WATERTOWN (PART - JEFFERSON COUNTY)								
72	Accommodation and food services	51	25 744	6 587	1 494	782	38.4	17.3
721	Accommodation	4	D	D	D	b	D	D
722	Food services and drinking places	47	D	D	D	f	D	D
7222	Limited-service eating places	22	12 199	3 176	725	405	33.1	9.8
72221	Limited-service eating places	22	12 199	3 176	725	405	33.1	9.8
7223	Special food services	3	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 administrative records ¹	Estimated ²
WAUKESHA								
72	Accommodation and food services	123	91 518	27 071	6 331	2 604	17.5	6.9
721	Accommodation	7	20 475	5 483	1 318	438	—	—
7211	Traveler accommodation	7	20 475	5 483	1 318	438	—	—
72111	Hotels (except casino hotels) and motels	7	20 475	5 483	1 318	438	—	—
721110	Hotels (except casino hotels) and motels	7	20 475	5 483	1 318	438	—	—
722	Food services and drinking places	116	71 043	21 588	5 013	2 166	22.5	8.8
7222	Limited-service eating places	47	35 040	10 003	2 269	997	16.5	10.9
72221	Limited-service eating places	47	35 040	10 003	2 269	997	16.5	10.9
722211	Limited-service restaurants	43	33 621	9 521	2 152	950	17.2	11.3
7223	Special food services	15	14 718	5 099	1 128	406	1.9	.1
7224	Drinking places (alcoholic beverages)	19	3 413	695	175	83	45.7	19.5
72241	Drinking places (alcoholic beverages)	19	3 413	695	175	83	45.7	19.5
722410	Drinking places (alcoholic beverages)	19	3 413	695	175	83	45.7	19.5
WAUNAKEE								
72	Accommodation and food services	16	8 394	2 388	541	299	42.5	3.8
721	Accommodation	1	D	D	D	b	D	D
722	Food services and drinking places	15	D	D	D	e	D	D
WAUPACA								
72	Accommodation and food services	28	15 686	4 455	1 032	579	32.5	.3
721	Accommodation	2	D	D	D	b	D	D
722	Food services and drinking places	26	D	D	D	e	D	D
7222	Limited-service eating places	9	6 548	1 888	388	238	31.8	—
72221	Limited-service eating places	9	6 548	1 888	388	238	31.8	—
WAUPUN								
72	Accommodation and food services	21	7 895	2 189	513	315	16.4	1.4
721	Accommodation	2	D	D	D	b	D	D
722	Food services and drinking places	19	D	D	D	e	D	D
WAUPUN (PART - DODGE COUNTY)								
72	Accommodation and food services	10	2 405	581	145	115	42.0	—
721	Accommodation	1	D	D	D	a	D	D
722	Food services and drinking places	9	D	D	D	c	D	D
WAUPUN (PART - FOND DU LAC COUNTY)								
72	Accommodation and food services	11	5 490	1 608	368	200	5.2	2.0
721	Accommodation	1	D	D	D	b	D	D
722	Food services and drinking places	10	D	D	D	c	D	D
WAUSAU								
72	Accommodation and food services	127	61 468	18 856	4 523	2 103	22.8	2.1
721	Accommodation	6	6 695	1 928	453	201	1.4	—
7211	Traveler accommodation	6	6 695	1 928	453	201	1.4	—
72111	Hotels (except casino hotels) and motels	6	6 695	1 928	453	201	1.4	—
721110	Hotels (except casino hotels) and motels	6	6 695	1 928	453	201	1.4	—
722	Food services and drinking places	121	54 773	16 928	4 070	1 902	25.4	2.3
7221	Full-service restaurants	40	25 180	8 482	2 018	905	25.7	.9
72211	Full-service restaurants	40	25 180	8 482	2 018	905	25.7	.9
722110	Full-service restaurants	40	25 180	8 482	2 018	905	25.7	.9
7222	Limited-service eating places	41	20 199	5 647	1 435	674	18.1	1.7
72221	Limited-service eating places	41	20 199	5 647	1 435	674	18.1	1.7
7223	Special food services	14	4 108	1 794	384	134	31.0	6.2
7224	Drinking places (alcoholic beverages)	26	5 286	1 005	233	189	47.5	8.8
72241	Drinking places (alcoholic beverages)	26	5 286	1 005	233	189	47.5	8.8
722410	Drinking places (alcoholic beverages)	26	5 286	1 005	233	189	47.5	8.8

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
WAUWATOSA								
72	Accommodation and food services	105	97 006	27 288	6 696	2 558	7.3	5.5
721	Accommodation	7	10 642	2 735	651	229	3.0	—
7211	Traveler accommodation	7	10 642	2 735	651	229	3.0	—
72111	Hotels (except casino hotels) and motels	7	10 642	2 735	651	229	3.0	—
721110	Hotels (except casino hotels) and motels	7	10 642	2 735	651	229	3.0	—
722	Food services and drinking places	98	86 364	24 553	6 045	2 329	7.9	6.2
7221	Full-service restaurants	30	36 277	11 274	2 926	1 089	5.5	4.2
72211	Full-service restaurants	30	36 277	11 274	2 926	1 089	5.5	4.2
722110	Full-service restaurants	30	36 277	11 274	2 926	1 089	5.5	4.2
7222	Limited-service eating places	51	40 063	10 521	2 513	1 073	10.9	9.5
72221	Limited-service eating places	51	40 063	10 521	2 513	1 073	10.9	9.5
722211	Limited-service restaurants	40	32 464	8 853	2 156	923	8.9	10.0
722213	Snack and nonalcoholic beverage bars	11	7 599	1 668	357	150	19.3	7.3
7223	Special food services	9	4 166	1 352	264	49	6.8	1.1
7224	Drinking places (alcoholic beverages)	8	5 858	1 406	342	118	2.7	—
72241	Drinking places (alcoholic beverages)	8	5 858	1 406	342	118	2.7	—
722410	Drinking places (alcoholic beverages)	8	5 858	1 406	342	118	2.7	—
WEST ALLIS								
72	Accommodation and food services	175	D	D	D	g	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Food services and drinking places	174	82 410	23 101	5 524	2 398	30.2	7.7
7221	Full-service restaurants	49	28 548	8 979	2 254	885	39.9	9.7
72211	Full-service restaurants	49	28 548	8 979	2 254	885	39.9	9.7
722110	Full-service restaurants	49	28 548	8 979	2 254	885	39.9	9.7
7222	Limited-service eating places	60	34 847	9 806	2 217	952	13.8	4.5
72221	Limited-service eating places	60	34 847	9 806	2 217	952	13.8	4.5
722211	Limited-service restaurants	50	32 044	9 014	2 025	887	11.0	4.7
7223	Special food services	13	8 141	1 789	432	213	48.5	10.2
7224	Drinking places (alcoholic beverages)	52	10 874	2 527	621	348	43.6	10.7
72241	Drinking places (alcoholic beverages)	52	10 874	2 527	621	348	43.6	10.7
722410	Drinking places (alcoholic beverages)	52	10 874	2 527	621	348	43.6	10.7
WEST BEND								
72	Accommodation and food services	60	33 952	9 876	2 296	1 242	18.0	8.1
721	Accommodation	4	2 718	683	147	83	—	—
722	Food services and drinking places	56	31 234	9 193	2 149	1 159	19.5	8.8
7222	Limited-service eating places	25	17 217	4 830	1 102	554	6.0	5.2
72221	Limited-service eating places	25	17 217	4 830	1 102	554	6.0	5.2
WEST MILWAUKEE								
72	Accommodation and food services	19	6 252	1 628	372	143	12.6	8.6
722	Food services and drinking places	19	6 252	1 628	372	143	12.6	8.6
WESTON								
72	Accommodation and food services	26	8 278	2 124	489	252	26.0	3.7
722	Food services and drinking places	26	8 278	2 124	489	252	26.0	3.7
WEST SALEM								
72	Accommodation and food services	8	3 053	840	195	110	62.3	1.8
721	Accommodation	1	D	D	D	a	D	D
722	Food services and drinking places	7	D	D	D	b	D	D
WHITEFISH BAY								
72	Accommodation and food services	8	3 799	1 265	255	145	18.5	23.2
722	Food services and drinking places	8	3 799	1 265	255	145	18.5	23.2
WHITEWATER								
72	Accommodation and food services	29	14 473	5 062	1 195	985	27.9	4.2
721	Accommodation	1	D	D	D	b	D	D
722	Food services and drinking places	28	D	D	D	f	D	D
7222	Limited-service eating places	9	4 874	1 446	355	196	18.1	10.2
72221	Limited-service eating places	9	4 874	1 446	355	196	18.1	10.2
7223	Special food services	1	D	D	D	f	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
WHITEWATER (PART - WALWORTH COUNTY)								
72	Accommodation and food services	29	14 473	5 062	1 195	985	27.9	4.2
721	Accommodation	1	D	D	D	b	D	D
722	Food services and drinking places	28	D	D	D	f	D	D
7222	Limited-service eating places	9	4 874	1 446	355	196	18.1	10.2
72221	Limited-service eating places	9	4 874	1 446	355	196	18.1	10.2
7223	Special food services	1	D	D	D	f	D	D
WISCONSIN RAPIDS								
72	Accommodation and food services	68	32 228	8 935	2 017	932	29.6	9.6
721	Accommodation	5	D	D	D	c	D	D
7211	Traveler accommodation	5	D	D	D	c	D	D
72111	Hotels (except casino hotels) and motels	5	D	D	D	c	D	D
721110	Hotels (except casino hotels) and motels	5	D	D	D	c	D	D
722	Food services and drinking places	63	D	D	D	f	D	D
7222	Limited-service eating places	24	13 749	3 179	728	381	30.5	20.9
72221	Limited-service eating places	24	13 749	3 179	728	381	30.5	20.9
BALANCE OF ADAMS COUNTY								
72	Accommodation and food services	35	17 239	5 015	927	366	24.9	3.6
721	Accommodation	7	D	D	D	c	D	D
7211	Traveler accommodation	4	D	D	D	c	D	D
72111	Hotels (except casino hotels) and motels	4	D	D	D	c	D	D
721110	Hotels (except casino hotels) and motels	4	D	D	D	c	D	D
7212	RV (recreational vehicle) parks and recreational camps	3	D	D	D	a	D	D
72121	RV (recreational vehicle) parks and recreational camps	3	D	D	D	a	D	D
721211	RV (recreational vehicle) parks and campgrounds	2	D	D	D	a	D	D
721214	Recreational and vacation camps (except campgrounds) .	1	D	D	D	a	D	D
722	Food services and drinking places	28	D	D	D	c	D	D
BALANCE OF ASHLAND COUNTY								
72	Accommodation and food services	31	5 380	1 495	277	145	51.4	1.7
721	Accommodation	5	D	D	D	b	D	D
722	Food services and drinking places	26	D	D	D	c	D	D
BALANCE OF BARRON COUNTY								
72	Accommodation and food services	89	22 114	5 902	1 188	716	54.5	2.8
721	Accommodation	20	D	D	D	b	D	D
7212	RV (recreational vehicle) parks and recreational camps	8	1 331	320	30	7	64.8	—
72121	RV (recreational vehicle) parks and recreational camps	8	1 331	320	30	7	64.8	—
721211	RV (recreational vehicle) parks and campgrounds	6	D	D	D	a	D	D
721214	Recreational and vacation camps (except campgrounds) .	2	D	D	D	a	D	D
722	Food services and drinking places	69	D	D	D	f	D	D
7224	Drinking places (alcoholic beverages)	26	4 767	973	209	119	68.7	11.6
72241	Drinking places (alcoholic beverages)	26	4 767	973	209	119	68.7	11.6
722410	Drinking places (alcoholic beverages)	26	4 767	973	209	119	68.7	11.6
BALANCE OF BAYFIELD COUNTY								
72	Accommodation and food services	94	29 335	8 261	1 764	671	33.6	6.0
721	Accommodation	30	17 447	4 901	1 155	322	6.5	7.0
7211	Traveler accommodation	24	14 107	4 354	1 070	299	2.0	8.1
72111	Hotels (except casino hotels) and motels	16	12 390	3 807	976	265	1.9	8.9
721110	Hotels (except casino hotels) and motels	16	12 390	3 807	976	265	1.9	8.9
7212	RV (recreational vehicle) parks and recreational camps	6	3 340	547	85	23	25.5	2.4
72121	RV (recreational vehicle) parks and recreational camps	6	3 340	547	85	23	25.5	2.4
721211	RV (recreational vehicle) parks and campgrounds	3	D	D	D	a	D	D
721214	Recreational and vacation camps (except campgrounds) .	3	D	D	D	a	D	D
722	Food services and drinking places	64	11 888	3 360	609	349	73.4	4.4
7224	Drinking places (alcoholic beverages)	25	3 175	535	113	78	76.2	4.3
72241	Drinking places (alcoholic beverages)	25	3 175	535	113	78	76.2	4.3
722410	Drinking places (alcoholic beverages)	25	3 175	535	113	78	76.2	4.3

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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
BALANCE OF BROWN COUNTY								
72	Accommodation and food services	53	18 945	4 957	1 178	803	43.7	14.6
721	Accommodation	2	D	D	D	b	D	D
722	Food services and drinking places	51	D	D	D	f	D	D
7222	Limited-service eating places	11	4 568	1 281	308	181	10.9	17.9
72221	Limited-service eating places	11	4 568	1 281	308	181	10.9	17.9
7223	Special food services	3	D	D	D	c	D	D
BALANCE OF BUFFALO COUNTY								
72	Accommodation and food services	32	D	D	D	c	D	D
721	Accommodation	3	D	D	D	a	D	D
722	Food services and drinking places	29	5 595	1 415	345	215	46.0	9.5
BALANCE OF BURNETT COUNTY								
72	Accommodation and food services	74	18 084	4 168	843	389	51.1	10.3
721	Accommodation	17	5 477	1 542	278	90	41.3	.7
7212	RV (recreational vehicle) parks and recreational camps	6	2 711	893	119	37	81.2	—
72121	RV (recreational vehicle) parks and recreational camps	6	2 711	893	119	37	81.2	—
721211	RV (recreational vehicle) parks and campgrounds	3	D	D	D	a	D	D
721214	Recreational and vacation camps (except campgrounds) ..	3	D	D	D	b	D	D
722	Food services and drinking places	57	12 607	2 626	565	299	55.3	14.4
7224	Drinking places (alcoholic beverages)	24	3 997	657	171	79	57.8	6.0
72241	Drinking places (alcoholic beverages)	24	3 997	657	171	79	57.8	6.0
722410	Drinking places (alcoholic beverages)	24	3 997	657	171	79	57.8	6.0
BALANCE OF CALUMET COUNTY								
72	Accommodation and food services	32	D	D	D	f	D	D
721	Accommodation	2	D	D	D	a	D	D
722	Food services and drinking places	30	D	D	D	f	D	D
7223	Special food services	3	D	D	D	c	D	D
BALANCE OF CHIPPEWA COUNTY								
72	Accommodation and food services	62	D	D	D	e	D	D
721	Accommodation	12	D	D	D	b	D	D
7211	Traveler accommodation	8	D	D	D	b	D	D
72111	Hotels (except casino hotels) and motels	7	D	D	D	b	D	D
721110	Hotels (except casino hotels) and motels	7	D	D	D	b	D	D
7212	RV (recreational vehicle) parks and recreational camps	4	471	158	23	11	—	—
72121	RV (recreational vehicle) parks and recreational camps	4	471	158	23	11	—	—
721211	RV (recreational vehicle) parks and campgrounds	2	D	D	D	a	D	D
721214	Recreational and vacation camps (except campgrounds) ..	2	D	D	D	a	D	D
722	Food services and drinking places	50	D	D	D	e	D	D
7224	Drinking places (alcoholic beverages)	22	D	D	D	b	D	D
72241	Drinking places (alcoholic beverages)	22	D	D	D	b	D	D
722410	Drinking places (alcoholic beverages)	22	D	D	D	b	D	D
BALANCE OF CLARK COUNTY								
72	Accommodation and food services	52	14 122	3 842	874	480	38.3	3.3
721	Accommodation	4	1 423	466	114	42	46.0	—
721214	Recreational and vacation camps (except campgrounds) ..	1	D	D	D	a	D	D
722	Food services and drinking places	48	12 699	3 376	760	438	37.4	3.7

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 COLUMBIA COUNTY								
72	Accommodation and food services	129	62 308	14 858	2 909	1 293	39.9	9.2
721	Accommodation	35	D	D	D	c	D	D
7211	Traveler accommodation	20	D	D	D	c	D	D
72111	Hotels (except casino hotels) and motels	18	D	D	D	b	D	D
721110	Hotels (except casino hotels) and motels	18	D	D	D	b	D	D
7212	RV (recreational vehicle) parks and recreational camps	14	D	D	D	b	D	D
72121	RV (recreational vehicle) parks and recreational camps	14	D	D	D	b	D	D
721211	RV (recreational vehicle) parks and campgrounds	14	D	D	D	b	D	D
7213	Rooming and boarding houses	1	D	D	D	b	D	D
72131	Rooming and boarding houses	1	D	D	D	b	D	D
721310	Rooming and boarding houses	1	D	D	D	b	D	D
722	Food services and drinking places	94	D	D	D	g	D	D
7222	Limited-service eating places	20	18 521	4 370	923	409	43.1	2.4
72221	Limited-service eating places	20	18 521	4 370	923	409	43.1	2.4
722212	Cafeterias, buffets, and grill buffets	1	D	D	D	b	D	D
7224	Drinking places (alcoholic beverages)	27	4 874	956	168	70	74.5	8.1
72241	Drinking places (alcoholic beverages)	27	4 874	956	168	70	74.5	8.1
722410	Drinking places (alcoholic beverages)	27	4 874	956	168	70	74.5	8.1
BALANCE OF CRAWFORD COUNTY								
72	Accommodation and food services	22	3 894	1 072	220	129	42.3	19.4
721	Accommodation	2	D	D	D	b	D	D
7212	RV (recreational vehicle) parks and recreational camps	1	D	D	D	a	D	D
72121	RV (recreational vehicle) parks and recreational camps	1	D	D	D	a	D	D
721214	Recreational and vacation camps (except campgrounds)	1	D	D	D	a	D	D
722	Food services and drinking places	20	D	D	D	b	D	D
BALANCE OF DANE COUNTY								
72	Accommodation and food services	130	61 454	17 571	4 068	1 727	24.9	6.8
721	Accommodation	13	D	D	D	c	D	D
7211	Traveler accommodation	9	D	D	D	c	D	D
72111	Hotels (except casino hotels) and motels	9	D	D	D	c	D	D
721110	Hotels (except casino hotels) and motels	9	D	D	D	c	D	D
7212	RV (recreational vehicle) parks and recreational camps	4	D	D	D	a	D	D
72121	RV (recreational vehicle) parks and recreational camps	4	D	D	D	a	D	D
721211	RV (recreational vehicle) parks and campgrounds	3	D	D	D	a	D	D
721214	Recreational and vacation camps (except campgrounds)	1	D	D	D	a	D	D
722	Food services and drinking places	117	D	D	D	g	D	D
7222	Limited-service eating places	26	20 309	5 712	1 346	571	16.0	6.2
72221	Limited-service eating places	26	20 309	5 712	1 346	571	16.0	6.2
7224	Drinking places (alcoholic beverages)	45	9 303	1 714	408	202	56.0	7.9
72241	Drinking places (alcoholic beverages)	45	9 303	1 714	408	202	56.0	7.9
722410	Drinking places (alcoholic beverages)	45	9 303	1 714	408	202	56.0	7.9
BALANCE OF DODGE COUNTY								
72	Accommodation and food services	67	16 319	3 779	861	564	62.2	10.9
721	Accommodation	3	D	D	D	a	D	D
722	Food services and drinking places	64	D	D	D	f	D	D
7224	Drinking places (alcoholic beverages)	25	3 561	464	98	75	77.2	4.9
72241	Drinking places (alcoholic beverages)	25	3 561	464	98	75	77.2	4.9
722410	Drinking places (alcoholic beverages)	25	3 561	464	98	75	77.2	4.9
BALANCE OF DOOR COUNTY								
72	Accommodation and food services	184	92 153	24 439	3 713	1 524	39.5	5.3
721	Accommodation	84	47 400	10 965	1 754	639	29.8	4.6
7211	Traveler accommodation	75	D	D	D	f	D	D
72111	Hotels (except casino hotels) and motels	59	33 216	9 218	1 503	540	11.0	6.3
721110	Hotels (except casino hotels) and motels	59	33 216	9 218	1 503	540	11.0	6.3
7212	RV (recreational vehicle) parks and recreational camps	9	D	D	D	b	D	D
72121	RV (recreational vehicle) parks and recreational camps	9	D	D	D	b	D	D
721211	RV (recreational vehicle) parks and campgrounds	8	D	D	D	b	D	D
721214	Recreational and vacation camps (except campgrounds)	1	D	D	D	a	D	D
722	Food services and drinking places	100	44 753	13 474	1 959	885	49.9	5.9
7221	Full-service restaurants	63	35 880	11 038	1 592	673	44.1	4.4
72211	Full-service restaurants	63	35 880	11 038	1 592	673	44.1	4.4
722110	Full-service restaurants	63	35 880	11 038	1 592	673	44.1	4.4
7222	Limited-service eating places	22	6 492	1 954	297	163	79.1	13.6
72221	Limited-service eating places	22	6 492	1 954	297	163	79.1	13.6

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 administrative records ¹	Estimated ²
BALANCE OF DOUGLAS COUNTY								
72	Accommodation and food services	63	13 103	2 991	535	317	43.2	6.0
721	Accommodation	8	3 485	1 039	101	52	15.6	1.6
7212	RV (recreational vehicle) parks and recreational camps	4	D	D	D	b	D	D
72121	RV (recreational vehicle) parks and recreational camps	4	D	D	D	b	D	D
721214	Recreational and vacation camps (except campgrounds)	3	D	D	D	b	D	D
722	Food services and drinking places	55	9 618	1 952	434	265	53.1	7.5
7224	Drinking places (alcoholic beverages)	32	4 668	773	167	111	66.2	9.4
72241	Drinking places (alcoholic beverages)	32	4 668	773	167	111	66.2	9.4
722410	Drinking places (alcoholic beverages)	32	4 668	773	167	111	66.2	9.4
BALANCE OF DUNN COUNTY								
72	Accommodation and food services	28	6 900	1 549	292	202	30.8	4.1
721	Accommodation	3	D	D	D	a	D	D
7212	RV (recreational vehicle) parks and recreational camps	2	D	D	D	a	D	D
72121	RV (recreational vehicle) parks and recreational camps	2	D	D	D	a	D	D
721211	RV (recreational vehicle) parks and campgrounds	2	D	D	D	a	D	D
722	Food services and drinking places	25	D	D	D	c	D	D
BALANCE OF EAU CLAIRE COUNTY								
72	Accommodation and food services	42	D	D	D	e	D	D
721	Accommodation	2	D	D	D	a	D	D
722	Food services and drinking places	40	D	D	D	e	D	D
BALANCE OF FLORENCE COUNTY								
72	Accommodation and food services	20	3 409	847	196	129	70.8	1.3
721	Accommodation	4	217	43	8	5	20.7	—
722	Food services and drinking places	16	3 192	804	188	124	74.2	1.4
BALANCE OF FOND DU LAC COUNTY								
72	Accommodation and food services	53	17 852	3 998	865	497	35.7	19.5
721	Accommodation	5	D	D	D	a	D	D
7212	RV (recreational vehicle) parks and recreational camps	4	D	D	D	a	D	D
72121	RV (recreational vehicle) parks and recreational camps	4	D	D	D	a	D	D
721211	RV (recreational vehicle) parks and campgrounds	2	D	D	D	a	D	D
721214	Recreational and vacation camps (except campgrounds)	2	D	D	D	a	D	D
722	Food services and drinking places	48	D	D	D	e	D	D
BALANCE OF FOREST COUNTY								
72	Accommodation and food services	39	D	D	D	c	D	D
721	Accommodation	12	D	D	D	b	D	D
721214	Recreational and vacation camps (except campgrounds)	1	D	D	D	a	D	D
722	Food services and drinking places	27	D	D	D	c	D	D
BALANCE OF GRANT COUNTY								
72	Accommodation and food services	90	17 989	3 992	809	526	50.6	18.6
721	Accommodation	15	D	D	D	b	D	D
7212	RV (recreational vehicle) parks and recreational camps	3	D	D	D	a	D	D
72121	RV (recreational vehicle) parks and recreational camps	3	D	D	D	a	D	D
721211	RV (recreational vehicle) parks and campgrounds	2	D	D	D	a	D	D
721214	Recreational and vacation camps (except campgrounds)	1	D	D	D	a	D	D
722	Food services and drinking places	75	D	D	D	f	D	D
7222	Limited-service eating places	8	D	D	D	c	D	D
72221	Limited-service eating places	8	D	D	D	c	D	D
7224	Drinking places (alcoholic beverages)	29	3 683	371	83	55	88.2	7.5
72241	Drinking places (alcoholic beverages)	29	3 683	371	83	55	88.2	7.5
722410	Drinking places (alcoholic beverages)	29	3 683	371	83	55	88.2	7.5
BALANCE OF GREEN COUNTY								
72	Accommodation and food services	31	9 695	2 428	526	296	47.8	.2
721	Accommodation	4	1 448	275	49	22	15.9	—
7212	RV (recreational vehicle) parks and recreational camps	1	D	D	D	a	D	D
72121	RV (recreational vehicle) parks and recreational camps	1	D	D	D	a	D	D
721211	RV (recreational vehicle) parks and campgrounds	1	D	D	D	a	D	D
722	Food services and drinking places	27	8 247	2 153	477	274	53.5	.2

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
BALANCE OF GREEN LAKE COUNTY								
72	Accommodation and food services	44	D	D	D	e	D	D
721	Accommodation	12	D	D	D	c	D	D
7211	Traveler accommodation	11	D	D	D	c	D	D
72111	Hotels (except casino hotels) and motels	8	D	D	D	c	D	D
721110	Hotels (except casino hotels) and motels	8	D	D	D	c	D	D
722	Food services and drinking places	32	9 897	2 665	493	283	53.1	15.8
BALANCE OF IOWA COUNTY								
72	Accommodation and food services	18	4 083	1 108	247	150	59.4	9.9
721	Accommodation	1	D	D	D	b	D	D
722	Food services and drinking places	17	D	D	D	c	D	D
BALANCE OF IRON COUNTY								
72	Accommodation and food services	45	14 171	3 670	1 030	471	63.3	2.0
721	Accommodation	9	6 904	1 931	620	244	51.9	—
7211	Traveler accommodation	9	6 904	1 931	620	244	51.9	—
72111	Hotels (except casino hotels) and motels	8	D	D	D	c	D	D
721110	Hotels (except casino hotels) and motels	8	D	D	D	c	D	D
722	Food services and drinking places	36	7 267	1 739	410	227	74.2	3.8
BALANCE OF JACKSON COUNTY								
72	Accommodation and food services	33	9 303	2 206	468	353	41.7	3.2
721	Accommodation	5	D	D	D	b	D	D
722	Food services and drinking places	28	D	D	D	e	D	D
BALANCE OF JEFFERSON COUNTY								
72	Accommodation and food services	51	16 204	4 270	940	512	32.1	6.5
721	Accommodation	6	D	D	D	b	D	D
7212	RV (recreational vehicle) parks and recreational camps	4	774	83	15	2	19.6	2.5
72121	RV (recreational vehicle) parks and recreational camps	4	774	83	15	2	19.6	2.5
721211	RV (recreational vehicle) parks and campgrounds	4	774	83	15	2	19.6	2.5
722	Food services and drinking places	45	D	D	D	e	D	D
BALANCE OF JUNEAU COUNTY								
72	Accommodation and food services	48	11 247	2 592	515	287	57.1	8.5
721	Accommodation	8	2 131	565	105	34	9.1	12.2
7212	RV (recreational vehicle) parks and recreational camps	3	D	D	D	a	D	D
72121	RV (recreational vehicle) parks and recreational camps	3	D	D	D	a	D	D
721211	RV (recreational vehicle) parks and campgrounds	3	D	D	D	a	D	D
722	Food services and drinking places	40	9 116	2 027	410	253	68.4	7.6
BALANCE OF KENOSHA COUNTY								
72	Accommodation and food services	64	26 453	8 287	1 858	821	28.8	22.4
721	Accommodation	5	D	D	D	b	D	D
7212	RV (recreational vehicle) parks and recreational camps	2	D	D	D	b	D	D
72121	RV (recreational vehicle) parks and recreational camps	2	D	D	D	b	D	D
721211	RV (recreational vehicle) parks and campgrounds	1	D	D	D	a	D	D
721214	Recreational and vacation camps (except campgrounds)	1	D	D	D	b	D	D
722	Food services and drinking places	59	D	D	D	f	D	D
BALANCE OF KEWAUNEE COUNTY								
72	Accommodation and food services	24	6 838	1 518	308	203	32.3	31.8
721	Accommodation	1	D	D	D	a	D	D
722	Food services and drinking places	23	D	D	D	c	D	D
BALANCE OF LA CROSSE COUNTY								
72	Accommodation and food services	30	10 263	3 127	804	349	46.6	.5
721	Accommodation	4	D	D	D	b	D	D
7212	RV (recreational vehicle) parks and recreational camps	3	D	D	D	a	D	D
72121	RV (recreational vehicle) parks and recreational camps	3	D	D	D	a	D	D
721211	RV (recreational vehicle) parks and campgrounds	1	D	D	D	a	D	D
721214	Recreational and vacation camps (except campgrounds)	2	D	D	D	a	D	D
722	Food services and drinking places	26	D	D	D	e	D	D
BALANCE OF LAFAYETTE COUNTY								
72	Accommodation and food services	38	D	D	D	c	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Food services and drinking places	37	5 939	1 369	336	203	78.1	7.3

See footnotes at end of table.

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							From administrative records ¹	Estimated ²
BALANCE OF LANGLADE COUNTY								
72	Accommodation and food services	41	10 785	3 192	682	415	46.6	10.6
721	Accommodation	9	D	D	D	b	D	D
7212	RV (recreational vehicle) parks and recreational camps	3	1 642	620	142	47	—	—
72121	RV (recreational vehicle) parks and recreational camps	3	1 642	620	142	47	—	—
721214	Recreational and vacation camps (except campgrounds) .	3	1 642	620	142	47	—	—
7213	Rooming and boarding houses	1	D	D	D	a	D	D
72131	Rooming and boarding houses	1	D	D	D	a	D	D
721310	Rooming and boarding houses	1	D	D	D	a	D	D
722	Food services and drinking places	32	D	D	D	e	D	D
BALANCE OF LINCOLN COUNTY								
72	Accommodation and food services	35	6 783	1 417	255	172	43.3	11.1
721	Accommodation	9	1 348	276	20	12	28.4	4.3
7212	RV (recreational vehicle) parks and recreational camps	3	D	D	D	a	D	D
72121	RV (recreational vehicle) parks and recreational camps	3	D	D	D	a	D	D
721211	RV (recreational vehicle) parks and campgrounds	2	D	D	D	a	D	D
721214	Recreational and vacation camps (except campgrounds) .	1	D	D	D	a	D	D
722	Food services and drinking places	26	5 435	1 141	235	160	47.0	12.7
BALANCE OF MANITOWOC COUNTY								
72	Accommodation and food services	45	D	D	D	e	D	D
721	Accommodation	4	D	D	D	a	D	D
722	Food services and drinking places	41	D	D	D	e	D	D
BALANCE OF MARATHON COUNTY								
72	Accommodation and food services	87	36 965	10 288	2 379	1 213	28.2	1.9
721	Accommodation	9	5 471	1 821	381	131	11.4	—
7211	Traveler accommodation	7	D	D	D	c	D	D
72111	Hotels (except casino hotels) and motels	7	D	D	D	c	D	D
721110	Hotels (except casino hotels) and motels	7	D	D	D	c	D	D
7212	RV (recreational vehicle) parks and recreational camps	2	D	D	D	a	D	D
72121	RV (recreational vehicle) parks and recreational camps	2	D	D	D	a	D	D
721211	RV (recreational vehicle) parks and campgrounds	2	D	D	D	a	D	D
722	Food services and drinking places	78	31 494	8 467	1 998	1 082	31.1	2.2
7222	Limited-service eating places	21	13 292	3 679	851	456	15.1	1.7
72221	Limited-service eating places	21	13 292	3 679	851	456	15.1	1.7
7223	Special food services	5	D	D	D	b	D	D
7224	Drinking places (alcoholic beverages)	20	D	D	D	b	D	D
72241	Drinking places (alcoholic beverages)	20	D	D	D	b	D	D
722410	Drinking places (alcoholic beverages)	20	D	D	D	b	D	D
BALANCE OF MARINETTE COUNTY								
72	Accommodation and food services	89	D	D	D	f	D	D
721	Accommodation	10	D	D	D	b	D	D
7212	RV (recreational vehicle) parks and recreational camps	2	D	D	D	a	D	D
72121	RV (recreational vehicle) parks and recreational camps	2	D	D	D	a	D	D
721214	Recreational and vacation camps (except campgrounds) .	1	D	D	D	a	D	D
722	Food services and drinking places	79	D	D	D	f	D	D
7224	Drinking places (alcoholic beverages)	28	5 291	1 038	234	120	57.3	10.5
72241	Drinking places (alcoholic beverages)	28	5 291	1 038	234	120	57.3	10.5
722410	Drinking places (alcoholic beverages)	28	5 291	1 038	234	120	57.3	10.5
BALANCE OF MARQUETTE COUNTY								
72	Accommodation and food services	61	15 857	3 491	707	389	56.1	4.4
721	Accommodation	9	4 051	795	73	38	30.9	—
7212	RV (recreational vehicle) parks and recreational camps	6	3 187	626	34	17	24.6	—
72121	RV (recreational vehicle) parks and recreational camps	6	3 187	626	34	17	24.6	—
721211	RV (recreational vehicle) parks and campgrounds	5	D	D	D	a	D	D
721214	Recreational and vacation camps (except campgrounds) .	1	D	D	D	a	D	D
722	Food services and drinking places	52	11 806	2 696	634	351	64.7	5.9
7224	Drinking places (alcoholic beverages)	20	3 096	488	108	59	92.3	3.8
72241	Drinking places (alcoholic beverages)	20	3 096	488	108	59	92.3	3.8
722410	Drinking places (alcoholic beverages)	20	3 096	488	108	59	92.3	3.8

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							From administrative records ¹	Estimated ²
BALANCE OF MENOMINEE COUNTY								
72	Accommodation and food services	2	D	D	D	f	D	D
721	Accommodation	1	D	D	D	f	D	D
7211	Traveler accommodation	1	D	D	D	f	D	D
72112	Casino hotels	1	D	D	D	f	D	D
721120	Casino hotels	1	D	D	D	f	D	D
722	Food services and drinking places	1	D	D	D	a	D	D
BALANCE OF MONROE COUNTY								
72	Accommodation and food services	33	8 352	2 092	335	157	45.4	2.7
721	Accommodation	6	3 227	984	125	19	9.0	2.4
7212	RV (recreational vehicle) parks and recreational camps	3	D	D	D	a	D	D
72121	RV (recreational vehicle) parks and recreational camps	3	D	D	D	a	D	D
721211	RV (recreational vehicle) parks and campgrounds	3	D	D	D	a	D	D
722	Food services and drinking places	27	5 125	1 108	210	138	68.4	2.8
BALANCE OF OCONTO COUNTY								
72	Accommodation and food services	70	16 951	4 307	864	500	60.0	3.6
721	Accommodation	9	D	D	D	b	D	D
7212	RV (recreational vehicle) parks and recreational camps	5	D	D	D	a	D	D
72121	RV (recreational vehicle) parks and recreational camps	5	D	D	D	a	D	D
721214	Recreational and vacation camps (except campgrounds)	4	D	D	D	a	D	D
722	Food services and drinking places	61	D	D	D	e	D	D
7224	Drinking places (alcoholic beverages)	21	3 146	592	144	84	71.3	1.0
72241	Drinking places (alcoholic beverages)	21	3 146	592	144	84	71.3	1.0
722410	Drinking places (alcoholic beverages)	21	3 146	592	144	84	71.3	1.0
BALANCE OF ONEIDA COUNTY								
72	Accommodation and food services	134	43 761	11 628	2 046	953	38.6	6.4
721	Accommodation	31	14 191	3 357	519	166	24.1	3.4
7211	Traveler accommodation	22	7 905	2 053	443	151	38.1	6.0
72111	Hotels (except casino hotels) and motels	17	7 351	1 973	434	148	40.8	6.5
721110	Hotels (except casino hotels) and motels	17	7 351	1 973	434	148	40.8	6.5
7212	RV (recreational vehicle) parks and recreational camps	9	6 286	1 304	76	15	6.5	—
72121	RV (recreational vehicle) parks and recreational camps	9	6 286	1 304	76	15	6.5	—
721211	RV (recreational vehicle) parks and campgrounds	2	D	D	D	a	D	D
721214	Recreational and vacation camps (except campgrounds)	7	D	D	D	a	D	D
722	Food services and drinking places	103	29 570	8 271	1 527	787	45.6	7.9
7222	Limited-service eating places	19	7 619	1 973	378	171	9.7	1.6
72221	Limited-service eating places	19	7 619	1 973	378	171	9.7	1.6
7224	Drinking places (alcoholic beverages)	28	3 554	546	120	52	60.3	16.7
72241	Drinking places (alcoholic beverages)	28	3 554	546	120	52	60.3	16.7
722410	Drinking places (alcoholic beverages)	28	3 554	546	120	52	60.3	16.7
BALANCE OF OUTAGAMIE COUNTY								
72	Accommodation and food services	63	20 520	5 100	1 159	733	46.7	5.7
722	Food services and drinking places	63	20 520	5 100	1 159	733	46.7	5.7
7222	Limited-service eating places	16	D	D	D	c	D	D
72221	Limited-service eating places	16	D	D	D	c	D	D
7224	Drinking places (alcoholic beverages)	18	3 061	540	120	50	62.4	2.2
72241	Drinking places (alcoholic beverages)	18	3 061	540	120	50	62.4	2.2
722410	Drinking places (alcoholic beverages)	18	3 061	540	120	50	62.4	2.2
BALANCE OF OZAUKEE COUNTY								
72	Accommodation and food services	21	7 334	2 422	492	255	34.2	4.7
721	Accommodation	2	D	D	D	b	D	D
722	Food services and drinking places	19	D	D	D	c	D	D
BALANCE OF PEPIN COUNTY								
72	Accommodation and food services	28	D	D	D	c	D	D
721	Accommodation	1	D	D	D	a	D	D
7212	RV (recreational vehicle) parks and recreational camps	1	D	D	D	a	D	D
72121	RV (recreational vehicle) parks and recreational camps	1	D	D	D	a	D	D
721214	Recreational and vacation camps (except campgrounds)	1	D	D	D	a	D	D
722	Food services and drinking places	27	5 599	1 665	379	220	73.9	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]

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 PIERCE COUNTY							
72	Accommodation and food services	42	D	D	D	e	D	D
721	Accommodation	2	D	D	D	a	D	D
722	Food services and drinking places	40	D	D	D	e	D	D
	BALANCE OF POLK COUNTY							
72	Accommodation and food services	103	26 440	7 148	1 603	910	47.9	13.2
721	Accommodation	16	3 718	1 165	266	86	17.4	2.2
7212	RV (recreational vehicle) parks and recreational camps	6	D	D	D	b	D	D
72121	RV (recreational vehicle) parks and recreational camps	6	D	D	D	b	D	D
721211	RV (recreational vehicle) parks and campgrounds	4	D	D	D	a	D	D
721214	Recreational and vacation camps (except campgrounds)	2	D	D	D	a	D	D
722	Food services and drinking places	87	22 722	5 983	1 337	824	52.9	15.0
7222	Limited-service eating places	20	D	D	D	c	D	D
72221	Limited-service eating places	20	D	D	D	c	D	D
7224	Drinking places (alcoholic beverages)	37	7 117	1 320	276	146	69.1	14.4
72241	Drinking places (alcoholic beverages)	37	7 117	1 320	276	146	69.1	14.4
722410	Drinking places (alcoholic beverages)	37	7 117	1 320	276	146	69.1	14.4
	BALANCE OF PORTAGE COUNTY							
72	Accommodation and food services	57	12 445	3 495	690	349	59.8	8.8
721	Accommodation	9	D	D	D	b	D	D
7212	RV (recreational vehicle) parks and recreational camps	6	884	287	27	10	58.1	31.1
72121	RV (recreational vehicle) parks and recreational camps	6	884	287	27	10	58.1	31.1
721211	RV (recreational vehicle) parks and campgrounds	3	471	104	7	4	100.0	—
721214	Recreational and vacation camps (except campgrounds)	3	413	183	20	6	10.4	66.6
722	Food services and drinking places	48	D	D	D	e	D	D
7224	Drinking places (alcoholic beverages)	24	3 093	498	110	67	84.0	9.5
72241	Drinking places (alcoholic beverages)	24	3 093	498	110	67	84.0	9.5
722410	Drinking places (alcoholic beverages)	24	3 093	498	110	67	84.0	9.5
	BALANCE OF PRICE COUNTY							
72	Accommodation and food services	32	6 635	1 673	298	240	52.9	11.5
721	Accommodation	9	2 412	576	58	57	9.3	—
722	Food services and drinking places	23	4 223	1 097	240	183	77.7	18.1
	BALANCE OF RACINE COUNTY							
72	Accommodation and food services	42	19 566	5 666	1 264	595	40.4	6.3
721	Accommodation	1	D	D	D	b	D	D
7212	RV (recreational vehicle) parks and recreational camps	1	D	D	D	b	D	D
72121	RV (recreational vehicle) parks and recreational camps	1	D	D	D	b	D	D
721214	Recreational and vacation camps (except campgrounds)	1	D	D	D	b	D	D
722	Food services and drinking places	41	D	D	D	f	D	D
7222	Limited-service eating places	9	D	D	D	e	D	D
72221	Limited-service eating places	9	D	D	D	e	D	D
7224	Drinking places (alcoholic beverages)	15	3 180	501	103	62	53.7	—
72241	Drinking places (alcoholic beverages)	15	3 180	501	103	62	53.7	—
722410	Drinking places (alcoholic beverages)	15	3 180	501	103	62	53.7	—
	BALANCE OF RICHLAND COUNTY							
72	Accommodation and food services	12	1 448	314	87	43	64.6	15.3
721	Accommodation	1	D	D	D	a	D	D
722	Food services and drinking places	11	D	D	D	b	D	D
	BALANCE OF ROCK COUNTY							
72	Accommodation and food services	56	D	D	D	f	D	D
721	Accommodation	5	D	D	D	b	D	D
7212	RV (recreational vehicle) parks and recreational camps	4	D	D	D	a	D	D
72121	RV (recreational vehicle) parks and recreational camps	4	D	D	D	a	D	D
721211	RV (recreational vehicle) parks and campgrounds	4	D	D	D	a	D	D
722	Food services and drinking places	51	15 772	3 971	886	524	45.6	11.7
7224	Drinking places (alcoholic beverages)	21	D	D	D	c	D	D
72241	Drinking places (alcoholic beverages)	21	D	D	D	c	D	D
722410	Drinking places (alcoholic beverages)	21	D	D	D	c	D	D
	BALANCE OF RUSK COUNTY							
72	Accommodation and food services	16	D	D	D	b	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Food services and drinking places	15	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 ST. CROIX COUNTY									
72	Accommodation and food services	72	D	D	D	f	D	D	
721	Accommodation	10	D	D	D	c	D	D	
7212	RV (recreational vehicle) parks and recreational camps	6	D	D	D	c	D	D	
72121	RV (recreational vehicle) parks and recreational camps	6	D	D	D	c	D	D	
721211	RV (recreational vehicle) parks and campgrounds	3	D	D	D	a	D	D	
721214	Recreational and vacation camps (except campgrounds)	3	D	D	D	c	D	D	
722	Food services and drinking places	62	D	D	D	e	D	D	
7223	Special food services	5	D	D	D	b	D	D	
7224	Drinking places (alcoholic beverages)	21	3 729	655	138	69	53.9	14.3	
72241	Drinking places (alcoholic beverages)	21	3 729	655	138	69	53.9	14.3	
722410	Drinking places (alcoholic beverages)	21	3 729	655	138	69	53.9	14.3	
BALANCE OF SAUK COUNTY									
72	Accommodation and food services	160	207 180	62 036	12 133	4 218	10.5	3.0	
721	Accommodation	54	D	D	D	g	D	D	
7211	Traveler accommodation	47	D	D	D	g	D	D	
72111	Hotels (except casino hotels) and motels	45	D	D	D	g	D	D	
721110	Hotels (except casino hotels) and motels	45	D	D	D	g	D	D	
7212	RV (recreational vehicle) parks and recreational camps	7	D	D	D	b	D	D	
72121	RV (recreational vehicle) parks and recreational camps	7	D	D	D	b	D	D	
721211	RV (recreational vehicle) parks and campgrounds	4	D	D	D	a	D	D	
721214	Recreational and vacation camps (except campgrounds)	3	5 502	945	135	38	8.5	—	
722	Food services and drinking places	106	D	D	D	g	D	D	
7221	Full-service restaurants	49	48 684	16 769	3 283	1 312	14.8	4.5	
72211	Full-service restaurants	49	48 684	16 769	3 283	1 312	14.8	4.5	
722110	Full-service restaurants	49	48 684	16 769	3 283	1 312	14.8	4.5	
7222	Limited-service eating places	35	21 453	5 832	1 132	444	20.3	16.9	
72221	Limited-service eating places	35	21 453	5 832	1 132	444	20.3	16.9	
7224	Drinking places (alcoholic beverages)	21	D	D	D	b	D	D	
72241	Drinking places (alcoholic beverages)	21	D	D	D	b	D	D	
722410	Drinking places (alcoholic beverages)	21	D	D	D	b	D	D	
BALANCE OF SAWYER COUNTY									
72	Accommodation and food services	114	58 527	15 641	3 373	1 014	17.9	4.4	
721	Accommodation	39	35 096	9 942	2 210	469	8.3	.6	
7211	Traveler accommodation	20	29 226	8 771	2 027	437	.9	—	
72111	Hotels (except casino hotels) and motels	15	D	D	D	b	D	D	
721110	Hotels (except casino hotels) and motels	15	D	D	D	b	D	D	
72112	Casino hotels	1	D	D	D	e	D	D	
721120	Casino hotels	1	D	D	D	e	D	D	
7212	RV (recreational vehicle) parks and recreational camps	19	5 870	1 171	183	32	44.8	3.3	
72121	RV (recreational vehicle) parks and recreational camps	19	5 870	1 171	183	32	44.8	3.3	
721211	RV (recreational vehicle) parks and campgrounds	4	1 114	151	7	6	13.1	—	
721214	Recreational and vacation camps (except campgrounds)	15	4 756	1 020	176	26	52.2	4.1	
722	Food services and drinking places	75	23 431	5 699	1 163	545	32.4	10.3	
7224	Drinking places (alcoholic beverages)	19	3 513	532	119	62	50.2	6.8	
72241	Drinking places (alcoholic beverages)	19	3 513	532	119	62	50.2	6.8	
722410	Drinking places (alcoholic beverages)	19	3 513	532	119	62	50.2	6.8	
BALANCE OF SHAWANO COUNTY									
72	Accommodation and food services	71	15 617	3 689	768	469	53.4	5.6	
721	Accommodation	6	1 220	325	52	38	20.2	—	
7212	RV (recreational vehicle) parks and recreational camps	2	D	D	D	a	D	D	
72121	RV (recreational vehicle) parks and recreational camps	2	D	D	D	a	D	D	
721211	RV (recreational vehicle) parks and campgrounds	2	D	D	D	a	D	D	
722	Food services and drinking places	65	14 397	3 364	716	431	56.2	6.1	

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
BALANCE OF SHEBOYGAN COUNTY								
72	Accommodation and food services	70	D	D	D	g	D	D
721	Accommodation	17	D	D	D	g	D	D
7211	Traveler accommodation	9	D	D	D	f	D	D
72111	Hotels (except casino hotels) and motels	8	D	D	D	f	D	D
721110	Hotels (except casino hotels) and motels	8	D	D	D	f	D	D
7212	RV (recreational vehicle) parks and recreational camps	8	3 558	902	141	33	3.9	4.5
72121	RV (recreational vehicle) parks and recreational camps	8	3 558	902	141	33	3.9	4.5
721211	RV (recreational vehicle) parks and campgrounds	5	2 050	376	56	14	6.8	—
721214	Recreational and vacation camps (except campgrounds) .	3	1 508	526	85	19	—	10.5
722	Food services and drinking places	53	D	D	D	f	D	D
7222	Limited-service eating places	13	6 639	2 027	476	249	21.0	5.9
72221	Limited-service eating places	13	6 639	2 027	476	249	21.0	5.9
BALANCE OF TAYLOR COUNTY								
72	Accommodation and food services	22	5 044	1 646	373	149	35.7	2.2
721	Accommodation	1	D	D	D	b	D	D
7212	RV (recreational vehicle) parks and recreational camps	1	D	D	D	b	D	D
72121	RV (recreational vehicle) parks and recreational camps	1	D	D	D	b	D	D
721214	Recreational and vacation camps (except campgrounds) .	1	D	D	D	b	D	D
722	Food services and drinking places	21	D	D	D	c	D	D
BALANCE OF TREMPLEAU COUNTY								
72	Accommodation and food services	83	18 908	4 943	1 100	621	44.8	7.3
721	Accommodation	11	1 236	238	61	39	9.5	7.6
722	Food services and drinking places	72	17 672	4 705	1 039	582	47.2	7.3
7222	Limited-service eating places	13	5 200	1 467	345	190	17.0	—
72221	Limited-service eating places	13	5 200	1 467	345	190	17.0	—
7224	Drinking places (alcoholic beverages)	32	4 212	499	102	55	78.3	18.9
72241	Drinking places (alcoholic beverages)	32	4 212	499	102	55	78.3	18.9
722410	Drinking places (alcoholic beverages)	32	4 212	499	102	55	78.3	18.9
BALANCE OF VERNON COUNTY								
72	Accommodation and food services	45	9 012	2 130	464	330	58.1	10.0
721	Accommodation	8	D	D	D	b	D	D
722	Food services and drinking places	37	D	D	D	e	D	D
BALANCE OF VILAS COUNTY								
72	Accommodation and food services	217	65 823	19 117	3 343	1 320	45.0	8.6
721	Accommodation	78	30 655	8 350	1 261	371	32.9	9.3
7211	Traveler accommodation	49	D	D	D	e	D	D
72111	Hotels (except casino hotels) and motels	37	10 177	2 462	438	187	33.7	3.4
721110	Hotels (except casino hotels) and motels	37	10 177	2 462	438	187	33.7	3.4
7212	RV (recreational vehicle) parks and recreational camps	28	15 684	4 807	600	114	38.7	12.2
72121	RV (recreational vehicle) parks and recreational camps	28	15 684	4 807	600	114	38.7	12.2
721211	RV (recreational vehicle) parks and campgrounds	8	2 353	593	42	25	66.4	8.6
721214	Recreational and vacation camps (except campgrounds) .	20	13 331	4 214	558	89	33.8	12.9
7213	Rooming and boarding houses	1	D	D	D	a	D	D
72131	Rooming and boarding houses	1	D	D	D	a	D	D
721310	Rooming and boarding houses	1	D	D	D	a	D	D
722	Food services and drinking places	139	35 168	10 767	2 082	949	55.5	8.1
7221	Full-service restaurants	95	D	D	D	f	D	D
72211	Full-service restaurants	95	D	D	D	f	D	D
722110	Full-service restaurants	95	D	D	D	f	D	D
7222	Limited-service eating places	17	D	D	D	c	D	D
72221	Limited-service eating places	17	D	D	D	c	D	D
7224	Drinking places (alcoholic beverages)	24	3 404	605	155	82	71.0	8.0
72241	Drinking places (alcoholic beverages)	24	3 404	605	155	82	71.0	8.0
722410	Drinking places (alcoholic beverages)	24	3 404	605	155	82	71.0	8.0

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]

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 WALWORTH COUNTY								
72	Accommodation and food services	93	39 189	11 601	2 548	1 335	26.0	14.9
721	Accommodation	13	D	D	D	f	D	D
7211	Traveler accommodation	8	D	D	D	e	D	D
72111	Hotels (except casino hotels) and motels	6	D	D	D	e	D	D
721110	Hotels (except casino hotels) and motels	6	D	D	D	e	D	D
7212	RV (recreational vehicle) parks and recreational camps	5	D	D	D	b	D	D
72121	RV (recreational vehicle) parks and recreational camps	5	D	D	D	b	D	D
721214	Recreational and vacation camps (except campgrounds) ..	4	D	D	D	b	D	D
722	Food services and drinking places	80	D	D	D	f	D	D
7223	Special food services	5	D	D	D	b	D	D
7224	Drinking places (alcoholic beverages)	22	D	D	D	c	D	D
72241	Drinking places (alcoholic beverages)	22	D	D	D	c	D	D
722410	Drinking places (alcoholic beverages)	22	D	D	D	c	D	D
BALANCE OF WASHBURN COUNTY								
72	Accommodation and food services	70	16 157	3 602	602	370	42.0	8.9
721	Accommodation	21	D	D	D	b	D	D
7212	RV (recreational vehicle) parks and recreational camps	7	3 190	746	75	40	15.0	.2
72121	RV (recreational vehicle) parks and recreational camps	7	3 190	746	75	40	15.0	.2
721211	RV (recreational vehicle) parks and campgrounds	3	404	59	8	4	61.6	—
721214	Recreational and vacation camps (except campgrounds) ..	4	2 786	687	67	36	8.2	.2
722	Food services and drinking places	49	D	D	D	e	D	D
BALANCE OF WASHINGTON COUNTY								
72	Accommodation and food services	39	10 792	2 912	708	466	43.7	7.0
721	Accommodation	5	D	D	D	a	D	D
7212	RV (recreational vehicle) parks and recreational camps	3	D	D	D	a	D	D
72121	RV (recreational vehicle) parks and recreational camps	3	D	D	D	a	D	D
721211	RV (recreational vehicle) parks and campgrounds	2	D	D	D	a	D	D
721214	Recreational and vacation camps (except campgrounds) ..	1	D	D	D	a	D	D
722	Food services and drinking places	34	D	D	D	e	D	D
BALANCE OF WAUKESHA COUNTY								
72	Accommodation and food services	125	D	D	D	g	D	D
721	Accommodation	10	D	D	D	c	D	D
7211	Traveler accommodation	7	D	D	D	c	D	D
72111	Hotels (except casino hotels) and motels	7	D	D	D	c	D	D
721110	Hotels (except casino hotels) and motels	7	D	D	D	c	D	D
7212	RV (recreational vehicle) parks and recreational camps	3	D	D	D	b	D	D
72121	RV (recreational vehicle) parks and recreational camps	3	D	D	D	b	D	D
721214	Recreational and vacation camps (except campgrounds) ..	3	D	D	D	b	D	D
722	Food services and drinking places	115	D	D	D	g	D	D
7221	Full-service restaurants	52	40 054	13 319	3 141	1 282	30.9	18.8
72211	Full-service restaurants	52	40 054	13 319	3 141	1 282	30.9	18.8
722110	Full-service restaurants	52	40 054	13 319	3 141	1 282	30.9	18.8
7222	Limited-service eating places	29	D	D	D	f	D	D
72221	Limited-service eating places	29	D	D	D	f	D	D
7223	Special food services	6	D	D	D	b	D	D
7224	Drinking places (alcoholic beverages)	28	D	D	D	c	D	D
72241	Drinking places (alcoholic beverages)	28	D	D	D	c	D	D
722410	Drinking places (alcoholic beverages)	28	D	D	D	c	D	D
BALANCE OF WAUPACA COUNTY								
72	Accommodation and food services	63	16 388	4 040	819	517	53.2	6.9
721	Accommodation	14	3 494	774	127	67	45.3	1.9
7212	RV (recreational vehicle) parks and recreational camps	8	2 619	469	65	27	53.7	2.2
72121	RV (recreational vehicle) parks and recreational camps	8	2 619	469	65	27	53.7	2.2
721211	RV (recreational vehicle) parks and campgrounds	6	D	D	D	b	D	D
722	Food services and drinking places	49	12 894	3 266	692	450	55.4	8.2
7224	Drinking places (alcoholic beverages)	20	3 328	677	162	118	49.7	5.9
72241	Drinking places (alcoholic beverages)	20	3 328	677	162	118	49.7	5.9
722410	Drinking places (alcoholic beverages)	20	3 328	677	162	118	49.7	5.9

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
BALANCE OF WAUSHARA COUNTY								
72	Accommodation and food services	62	18 172	4 842	1 026	664	49.3	5.8
721	Accommodation	11	2 843	681	127	55	33.6	13.5
7212	RV (recreational vehicle) parks and recreational camps	5	1 509	302	43	11	63.3	1.1
72121	RV (recreational vehicle) parks and recreational camps	5	1 509	302	43	11	63.3	1.1
721211	RV (recreational vehicle) parks and campgrounds	3	D	D	D	a	D	D
721214	Recreational and vacation camps (except campgrounds) .	2	D	D	D	a	D	D
722	Food services and drinking places	51	15 329	4 161	899	609	52.2	4.4
7224	Drinking places (alcoholic beverages)	15	3 065	500	117	57	66.8	1.1
72241	Drinking places (alcoholic beverages)	15	3 065	500	117	57	66.8	1.1
722410	Drinking places (alcoholic beverages)	15	3 065	500	117	57	66.8	1.1
BALANCE OF WINNEBAGO COUNTY								
72	Accommodation and food services	35	D	D	D	e	D	D
721	Accommodation	4	D	D	D	a	D	D
7212	RV (recreational vehicle) parks and recreational camps	2	D	D	D	a	D	D
72121	RV (recreational vehicle) parks and recreational camps	2	D	D	D	a	D	D
721214	Recreational and vacation camps (except campgrounds) .	1	D	D	D	a	D	D
722	Food services and drinking places	31	D	D	D	e	D	D
BALANCE OF WOOD COUNTY								
72	Accommodation and food services	37	8 243	1 986	490	260	77.6	6.6
722	Food services and drinking places	37	8 243	1 986	490	260	77.6	6.6

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.

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.