

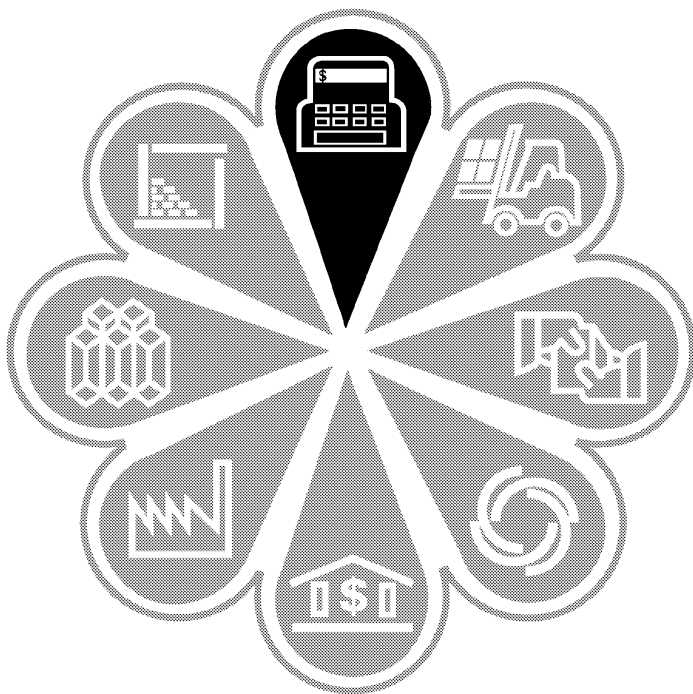
1992

Census of Retail Trade

RC92-A-50

GEOGRAPHIC AREA SERIES

Wisconsin



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RC92-A-50

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Wisconsin

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Economics and Statistics Administration
Everett M. Ehrlich, Under Secretary
for Economic Affairs
BUREAU OF THE CENSUS
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If you have any questions concerning the statistics in this report, call 301-763-7038.



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Introduction to the Economic Census

PURPOSES AND USES OF THE ECONOMIC CENSUS

The economic census is the major source of facts about the structure and functioning of the Nation's economy. It provides essential information for government, business, industry, and the general public.

The economic census furnishes an important part of the framework for such composite measures as the gross domestic product, input/output measures, production and price indexes, and other statistical series that measure short-term changes in economic conditions.

Policymaking agencies of the Federal Government use the data, especially in monitoring economic activity and providing assistance to business.

State and local governments use the data to assess business activities and tax bases within their jurisdictions and to develop programs to attract business.

Trade associations study trends in their own and competing industries and keep their members informed of market changes.

Individual businesses use the data to locate potential markets and to analyze their own production and sales performance relative to industry or area averages.

AUTHORITY AND SCOPE

Title 13 of the United States Code (sections 131, 191, and 224) directs the Census Bureau to take the economic census every 5 years, covering years ending in 2 and 7. The 1992 Economic Census consists of the following eight censuses:

- Census of Retail Trade
- Census of Wholesale Trade
- Census of Service Industries
- Census of Financial, Insurance, and Real Estate Industries
- Census of Transportation, Communications, and Utilities
- Census of Manufactures
- Census of Mineral Industries
- Census of Construction Industries

Special programs also cover enterprise statistics and minority-owned and women-owned businesses. (The 1992 Census of Agriculture and 1992 Census of Governments are conducted separately.) The next economic census is scheduled to be taken in 1998 covering the year 1997.

AVAILABILITY OF THE DATA

The results of the economic census are available in printed reports for sale by the U.S. Government Printing Office and on compact discs for sale by the Census Bureau. Order forms for all types of products are available on request from Customer Services, Bureau of the Census, Washington, DC 20233-8300. A more complete description of publications being issued from this census is on the inside back cover of this document.

Census facts are also widely disseminated by trade associations, business journals, and newspapers. Volumes containing census statistics are available in most major public and college libraries. Finally, State data centers in every State as well as business and industry data centers in many States also supply economic census statistics.

WHAT'S NEW IN 1992

The 1992 Economic Census covers more of the economy than any previous census. New for 1992 are data on communications, utilities, finance, insurance, and real estate, as well as coverage of more transportation industries. The economic, agriculture, and governments censuses now collectively cover nearly 98 percent of all economic activity.

Among other changes, new 1992 definitions affect the boundaries of about a third of all metropolitan areas. Also, the Survey of Women-Owned Businesses has now been expanded to include all corporations.

HISTORICAL INFORMATION

The economic census has been taken as an integrated program at 5-year intervals since 1967 and before that for 1963, 1958, and 1954. Prior to that time, the individual subcomponents of the economic census were taken separately at varying intervals.

The economic census traces its beginnings to the 1810 Decennial Census, when questions on manufacturing were included with those for population. Coverage of economic activities was expanded for 1840 and subsequent censuses to include mining and some commercial activities. In 1902, Congress established a permanent Census Bureau and directed that a census of manufactures be taken every 5 years. The 1905 Manufactures Census was the first time a census was taken apart from the regular every-10-year population census.

The first census of business was taken in 1930, covering 1929. Initially it covered retail and wholesale trade and construction industries, but it was broadened in 1933 to include some of the service trades.

The 1954 Economic Census was the first census to be fully integrated—providing comparable census data across economic sectors, using consistent time periods, concepts, definitions, classifications, and reporting units. It was the first census to be taken by mail, using lists of firms provided by the administrative records of other Federal agencies. Since 1963, administrative records also have been used to provide basic statistics for very small firms, reducing or eliminating the need to send them census questionnaires. The Enterprise Statistics Program, which publishes combined data from the economic census, was made possible with the implementation of the integrated census program in 1954.

The range of industries covered in the economic censuses has continued to expand. The census of construction industries began on a regular basis in 1967, and the scope of service industries was broadened in 1967, 1977, and 1987. The census of transportation began in 1963 as a set of surveys covering travel, transportation of commodities, and trucks, but expanded in 1987 to cover business establishments in several transportation industries. For 1992, these statistics are incorporated into a broadened census of transportation, communications, and utilities. Also new for 1992 is the census of financial, insurance, and real estate industries. This is part of a gradual expansion in coverage of industries previously subjected to government regulation.

The Survey of Minority-Owned Business Enterprises was first conducted as a special project in 1969 and was incorporated into the economic census in 1972 along with the Survey of Women-Owned Businesses.

An economic census has also been taken in Puerto Rico since 1909, in the Virgin Islands of the United States and Guam since 1958, and in the Commonwealth of the Northern Mariana Islands since 1982.

Statistical reports from the 1987 and earlier censuses provide historical figures for the study of long-term time series and are available in some large libraries. All of the census data published since 1967 are still available for sale on microfiche from the Census Bureau.

AVAILABILITY OF MORE FREQUENT ECONOMIC DATA

While the census provides complete enumerations every 5 years, there are many needs for more frequent data as well. The Census Bureau conducts a number of monthly, quarterly, and annual surveys, with the results appearing in publication series such as Current Business Reports (retail and wholesale trade and service industries), the Annual Survey of Manufactures, Current Industrial Reports, and the Quarterly Financial Report. Most of these surveys, while providing more frequent observations, yield less kind-of-business and geographic detail than the census. The County Business Patterns program offers annual statistics on the number of establishments, employment, and payroll classified by industry within each county.

SOURCES FOR MORE INFORMATION

More information about the scope, coverage, classification system, data items, and publications for each of the economic censuses and related surveys is published in the *Guide to the 1992 Economic Census and Related Statistics*. More information on the methodology, procedures, and history of the census will be published in the *History of the 1992 Economic Census*. Contact Customer Services for information on availability.

Census of Retail Trade

GENERAL

The 1992 Census of Retail Trade, part of the 1992 Economic Census, covered retail trade as defined in the *Standard Industrial Classification Manual: 1987*¹ (SIC). It included all establishments primarily engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of the goods. The census excluded governmental organizations classified in the covered industries except for liquor stores operated by State and local governments. Data for direct sellers (SIC 5963) with no paid employees and post exchanges, ship stores, and similar establishments operated on military posts by agencies of the Federal Government were not included. The basic tabulations in this report do not include data for establishments which are auxiliary (primary function is providing a service, such as warehouses) to retail establishments within the same organization. Data for auxiliaries are presented in a subsequent report issued as part of the 1992 Enterprise Statistics reports.

For the 1992 Census of Retail Trade, large- and medium-size firms, plus all firms known to operate more than one establishment, were sent questionnaires to be completed and returned to the Census Bureau by mail. For most very small firms, including those with no paid employees, data from existing administrative records of other Federal agencies were used instead. These records provided basic information on location, kind of business, sales, payroll, number of employees, and legal form of organization. In addition, more detailed information for selected kinds of business was obtained on the various questionnaires.

Appendix A gives a more detailed explanation of census coverage and methodology.

CENSUS DISCLOSURE RULES

In accordance with Federal law governing census reports, no data are published that would disclose the operations of an individual establishment or business. However, the number of establishments in a kind-of-business classification is not considered a disclosure; therefore, this information may be released even though other information is withheld.

¹*Standard Industrial Classification Manual: 1987*. For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402. Stock No. 041-001-00314-2.

GEOGRAPHIC AREAS COVERED

This report series presents data for the following areas:

1. The United States as a whole.
2. Each State and the District of Columbia.
3. Each consolidated metropolitan statistical area (CMSA) and primary metropolitan statistical area (PMSA) defined by the Office of Management and Budget (OMB) as of June 30, 1993. A CMSA is an area used to facilitate the presentation and analysis of data for large concentrations of metropolitan populations. It includes two or more contiguous PMSA's which have a population of at least 1,000,000² and which meet specific criteria of urban character and of social and economic integration.
4. Each metropolitan statistical area (MSA) defined by the OMB as of June 30, 1993. An MSA is an integrated economic and social unit with a population nucleus of at least 50,000 inhabitants.² Each MSA consists of one or more counties meeting standards of metropolitan character; in New England, cities and towns rather than counties are the component geographic units.
5. The area within the State outside metropolitan areas (MA's).
6. Each county or county equivalent.³ Counties are the primary divisions of States, except in Louisiana where they are called parishes and in Alaska where they are called boroughs and census areas. Maryland, Missouri, Nevada, and Virginia have one place or more that is independent of any county organization and constitutes primary divisions of their States. These places are treated as counties and as places.
7. Each consolidated city.³ Consolidated cities are consolidated governments which consist of separately incorporated municipalities.
8. Each municipality of 2,500 inhabitants or more incorporated as a city, borough, village, or town.^{2 3} For the economic census, boroughs and census areas in Alaska and boroughs in New York are not included in this category.

²According to the 1990 Census of Population or subsequent special census.

³Those defined as of January 1, 1992.

9. Special economic urban areas (SEUA's), which include townships in Michigan, New Jersey, and Pennsylvania and towns in New York, Wisconsin, and the six New England States with 10,000 inhabitants or more.⁴

DOLLAR VALUES

All dollar values presented in this report are expressed in current dollars; i.e., 1992 data are expressed in 1992 dollars and 1987 data in 1987 dollars. Consequently, when making comparisons to prior years, users of the data should consider the inflation that has occurred.

RELIABILITY OF DATA

All data compiled in this report originated from either census questionnaires or administrative records of other Federal agencies and, therefore, are not subject to sampling errors. However, the data are subject to nonsampling errors. Nonsampling errors can be attributed to many sources: inability to identify all cases in the actual universe; definition and classification difficulties; differences in the interpretation of questions; errors in recording or coding the data obtained; and other errors of collection, response, coverage, and estimation for missing or misreported data.

The accuracy of these tabulated data is determined by the joint effects of the various nonsampling errors. No direct measurement of these effects has been obtained except for estimation for missing or misreported data; however, precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize the effects of nonsampling errors.

The Census Bureau obtains on computer tape limited information extracted from administrative records of other Federal agencies. This information is used in conjunction with other information available to the Census Bureau to develop estimates for nonemployers, small employers, and other establishments for which responses were not received in time for publication. For an indication of the extent that data included in these reports were obtained from the administrative records of other Federal agencies and from estimation, rather than reports directly from respondents, see appendix E. Also, see appendix A for a more detailed explanation of census coverage and methodology.

SPECIAL TABULATIONS

Special tabulations of data collected in the 1992 Census of Retail Trade may be obtained, depending on availability of time and personnel, on diskette, computer tape, or in

⁴According to the 1990 Census of Population or subsequent special census.

tabular form. The data will be in summary form and subject to the same rules prohibiting disclosure of confidential information (including name, address, kind of business, or other data for individual business establishments or companies) as are the regular publications.

Special tabulations are prepared on a cost basis. A request for a cost estimate, as well as exact specifications on the type and format of the data to be provided, should be directed to the Chief, Services Division, Bureau of the Census, Washington, DC 20233.

To discuss a special tabulation before submitting specifications, call 1-800-541-8345.

ABBREVIATIONS AND SYMBOLS

The following abbreviations and symbols are used in this publication:

–	Represents zero.
(D)	Withheld to avoid disclosing data for individual companies; data are included in broader kind-of-business totals.
(IC)	Independent city.
(NA)	Not available.
(NC)	Not comparable.
(X)	Not applicable.
CMSA	Consolidated metropolitan statistical area.
MA	Metropolitan area.
MSA	Metropolitan statistical area.
n.e.c.	Not elsewhere classified.
PMSA	Primary metropolitan statistical area.
pt.	Part.
r	Revised.
SIC	Standard industrial classification.

The following symbols are used in this publication to show employment size ranges for employment data that has been withheld to avoid disclosing data for individual companies (employment size range codes are provided for the first time in the 1992 Economic Census):

Symbol Employment Size

AA	0–19
BB	20–99
CC	100–249
EE	250–499
FF	500–999
GG	1,000–2,499
HH	2,500–4,999
II	5,000–9,999
JJ	10,000–24,999
KK	25,000–49,999
LL	50,000–99,999
MM	100,000 or more

Users' Guide for Locating Statistics in This Report by Table Number

Information shown in tables	Table									
	1	2	3	4	5	6	7	8	9	10
GEOGRAPHIC AREAS										
The State	X	X	X							
CMSA's and MSA's in the State							X			
PMSA's in the State							X			
Area of the State not in any CMSA, PMSA, or MSA								X		
Counties in the State				X		¹ X				X
Places in the State				² X	¹ X				² X	
DATA ITEMS³										
Establishments	X		X	X	X	X	X	X	X	
Sales	X		X	X	X	X	X	X	X	
Annual payroll	X		X	X	X	X	X	X	X	
First-quarter payroll	X		X	X	X	X	X	X	X	
Paid employees for pay period including March 12, 1992	X		X	X	X	X	X	X	X	
Sales per establishment		X								
Sales per employee		X								
Annual payroll per employee		X								
Employees per establishment		X								
1987 to 1992 comparative statistics (establishments, sales, payroll, employees)			X							
Counties ranked by volume of 1992 sales										X
Places ranked by volume of 1992 sales									² X	

¹Includes areas with 350 retail establishments or more.

²Includes places with 2,500 inhabitants or more, according to the 1990 Census of Population or subsequent special census.

³See Explanation of Terms, appendix A.

Users' Guide for Locating Statistics in the 1992 Census of Retail Trade Reports

Report and geographic area	Information shown in reports by kind of business or industry category										
	Number of establishments	Sales (\$1,000)	Payroll (\$1,000)	Number of employees	Selected ratios and rankings	Merchandise line sales	Sales size and employment size of establishments and firms	Concentration ratios of largest firms	Single units and multi-units	Legal form of organization	Selected topics
GEOGRAPHIC AREA SERIES											
United States	X	X	X	X	X						
State	X	X	X	X	X						
CMSA, PMSA, MSA	X	X	X	X	X						
County	X	X	X	X	X						
Place	X	X	X	X	X						
NONEMPLOYER STATISTICS SERIES											
United States	¹ X	¹ X					² X			X	
State	¹ X	¹ X									
CMSA, PMSA, MSA	X	X									
County	^{1 3} X	^{1 3} X									
Place	^{1 3} X	^{1 3} X									
ESTABLISHMENT AND FIRM SIZE (INCLUDING LEGAL FORM OF ORGANIZATION)											
United States	X	X	X	X			X	X	X	X	
MEASURES OF VALUE PRODUCED, CAPITAL EXPENDITURES, DEPRECIABLE ASSETS, AND OPERATING EXPENSES											
United States		X	X							X	⁴ X
MERCHANDISE LINE SALES											
United States	X	X				X					
State	³ X	³ X				³ X					
CMSA, PMSA, MSA	³ X	³ X				³ X					
MISCELLANEOUS SUBJECTS											
United States	X	X	X	X							⁵ X
State	X	X	X	X							⁵ X
CMSA, PMSA, MSA	X	X	X	X							⁵ X
ZIP CODES											
State	³ X	³ X	³ X	³ X			³ X				

See footnotes at end of table.

Report and geographic area	Information shown in reports by kind of business or industry category										
	Number of establishments	Sales (\$1,000)	Payroll (\$1,000)	Number of employees	Selected ratios and rankings	Merchandise line sales	Sales size and employment size of establishments and firms	Concentration ratios of largest firms	Single units and multi-units	Legal form of organization	Selected topics
SPECIAL REPORT SERIES—SELECTED STATISTICS											
United States	¹ X	¹ X	X	X	X						^{6 7} X
State	X	X	X	X	X						^{6 7} X
CMSA, MSA	X	X	X	X	X						^{6 7} X

¹Includes data for all establishments, establishments with payroll, and establishments without payroll, by kind of business.

²Data available by sales size of establishments without payroll only.

³Data available on CD-ROM only.

⁴Includes value produced, capital expenditures, depreciable assets, and selected operating expenses detail.

⁵For United States, States, and MA's, includes data on number of gasoline pumps and gallon sales of gasoline and other automotive fuels; storage capacity and number of tanks; establishments offering self-service sale of gasoline; on seating capacity and average cost per meal; on the number of pharmacists, number of prescriptions filled, and percent of prescriptions paid for by third parties; and floor space by selected kind of business. For United States and States only, includes data on number of automotive service bays, number of automotive mechanics, number of boat docking/storage slips, principal type of supplier, gasoline service stations operating 24 hours, shoe stores operating as self-service and concessions, types of food service, types of menus, percent of food and beverage sales by day-part, franchise holders, concession operators, contract feeding and automatic merchandising machine operators, number of opticians, part- and full-time employment, class of customer, and leased departments.

⁶Includes percent of retail sales in MA's, in non-MA's, in central cities, and outside central cities within MA's.

⁷Includes percent of retail sales inside and outside central cities within each individual MA.

Contents

Wisconsin

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Publication Program Inside back cover

Summary of Findings

Data from the 1992 Census of Retail Trade show that Wisconsin's 31,955 retail stores with payroll had sales totaling \$38.4 billion. In 1987, 32,164 retail stores had sales of \$27.8 billion. The 1992 data represent an increase of 37.9 percent in total retail sales for the State.

For establishments with payroll in 1992, sales of new and used car dealers accounted for 18.2 percent of the State's total sales by retailers compared with 18.1 percent in 1987. Other leading retail kinds of business in 1992 were grocery stores with 17.2 percent of sales, department stores (including leased departments) with 10.4 percent, and gasoline service stations with 8.3 percent.

For 1992, sales for establishments with payroll in the State averaged \$1.2 million per establishment, compared with \$864 thousand in 1987. In 1992, department stores (including leased departments) averaged \$13.8 million per establishment; new and used car dealers, \$11.0 million; catalog and mail-order houses, \$9.1 million; miscellaneous general merchandise stores, \$4.3 million; and grocery stores, \$3.7 million.

For retail establishments with payroll, 1992 sales per employee averaged \$95 thousand. New and used car dealers had sales per employee of \$358 thousand, which contrasts sharply with the \$23 thousand per employee average for restaurants.

The 1992 payroll of retailers in the State amounted to \$4.3 billion, compared with \$3.2 billion for 1987. Payroll as a percent of sales of establishments with payroll averaged 11.3 percent for all retailers, 30.5 percent for retail bakeries, compared with 5.8 percent for gasoline service stations.

There were 405,026 paid employees (full- and part-time) engaged in retail trade in the State as of mid-March 1992, compared with 372,205 employees in 1987. Large employers included restaurants with 73,116 employees, grocery stores with 54,090 employees, and refreshment places with 51,078 employees.

Figure 1. **Percent Change in Sales and Annual Payroll: 1987 to 1992**

(Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text)


 Sales
 Payroll

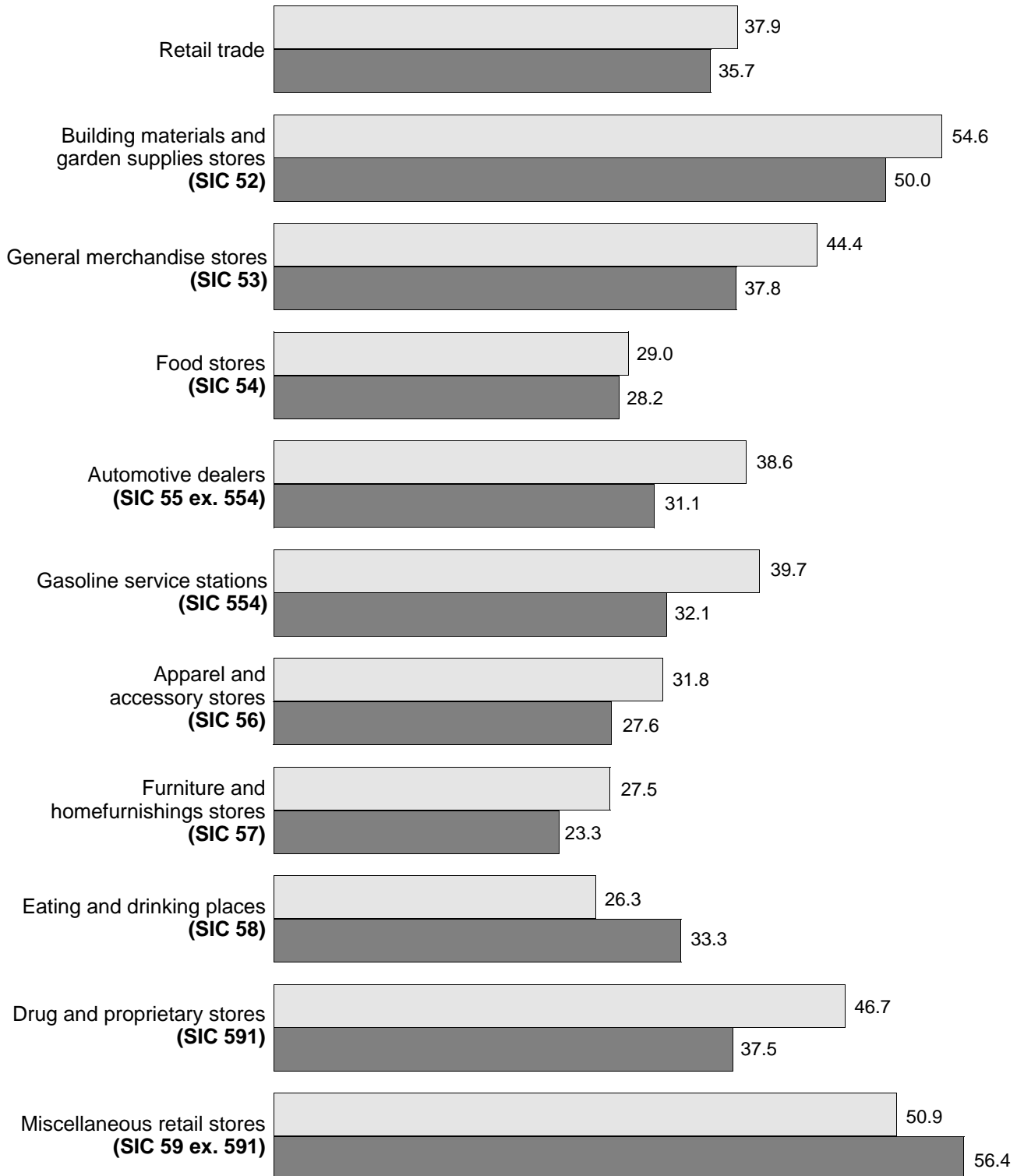
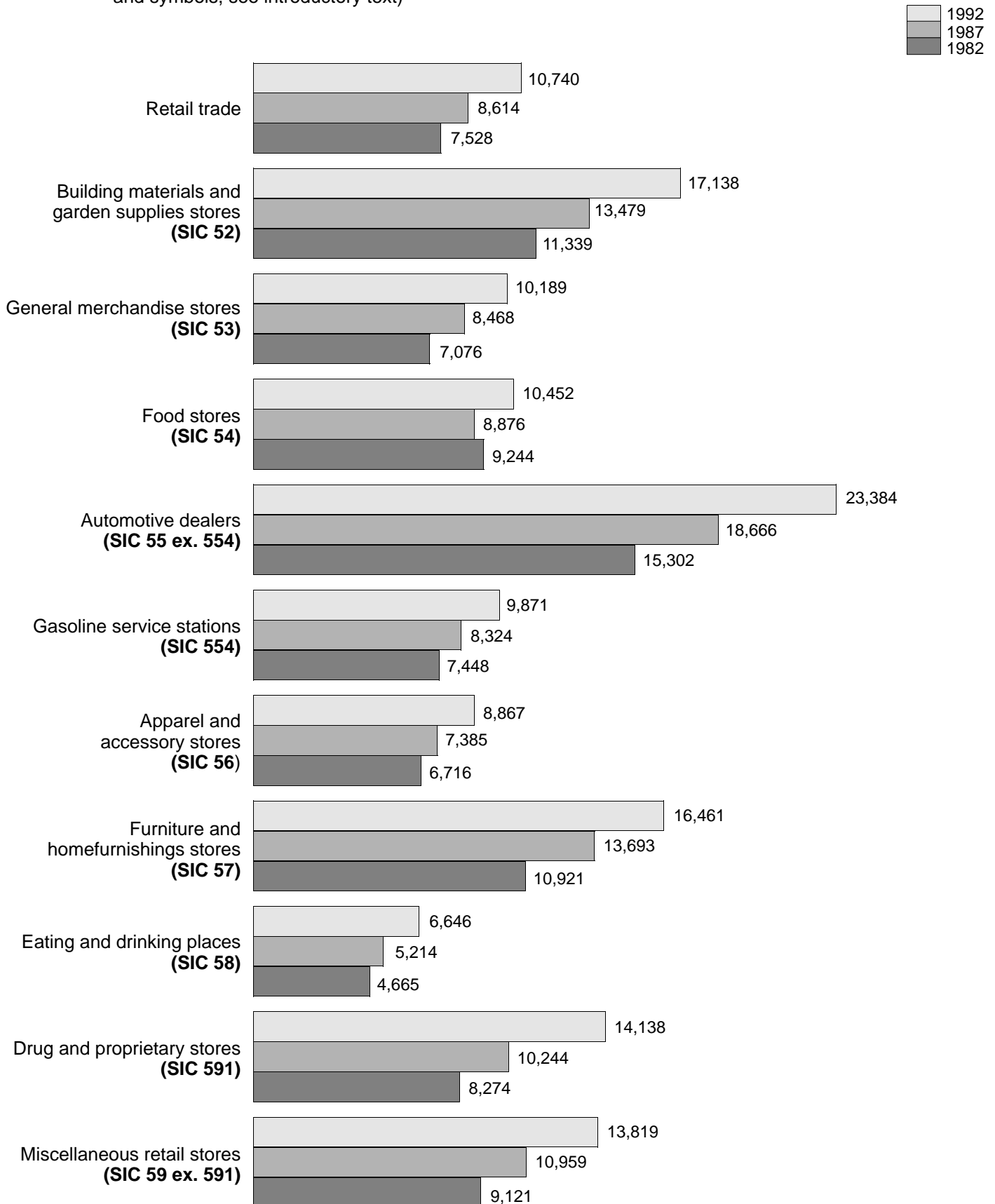


Figure 2. **Annual Payroll per Employee: 1992, 1987, and 1982**

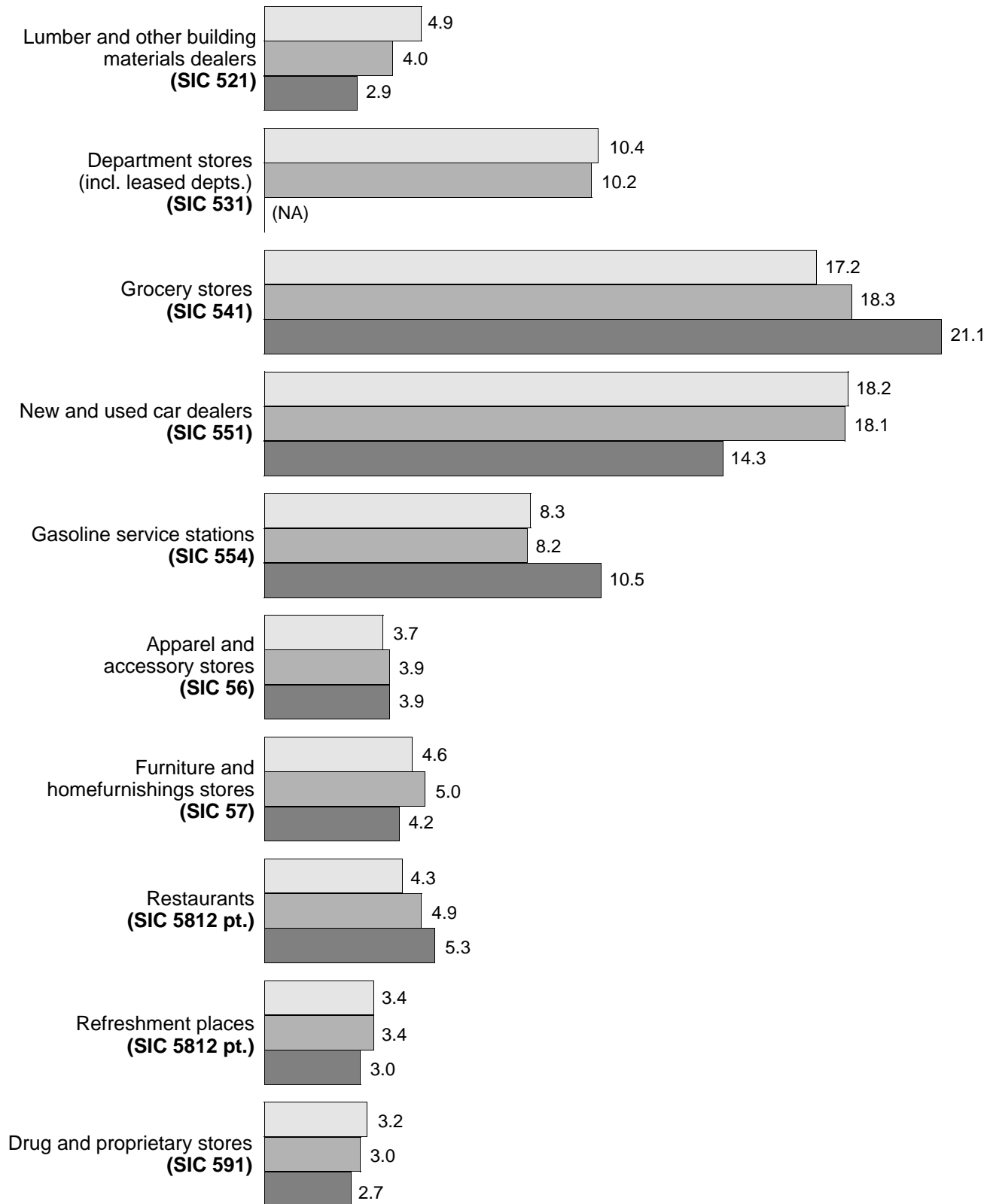
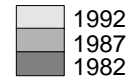
(In dollars. Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text)



Note: Data are based on 1987 Standard Industrial Classification.

Figure 3. **Percent of Total Retail Sales by Selected Kinds of Business: 1992, 1987, and 1982**

(Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text)



Note: Data are based on 1987 Standard Industrial Classification.



Table 1. Summary Statistics for the State: 1992

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A]

SIC code	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)
	Retail trade	31 955	38 350 527	4 349 836	993 364	405 026
52	Building materials and garden supplies stores	1 676	2 585 527	299 899	66 496	17 499
521, 3	Building materials and supply stores	839	1 967 927	208 373	47 078	10 199
521	Lumber and other building materials dealers	647	1 865 955	193 591	43 809	9 381
523	Paint, glass, and wallpaper stores	192	101 972	14 782	3 269	818
525	Hardware stores	562	375 997	58 707	13 405	5 095
526	Retail nurseries, lawn and garden supply stores	213	148 286	22 704	4 148	1 757
527	Manufactured (mobile) home dealers	62	93 317	10 115	1 865	448
53	General merchandise stores	707	4 940 937	481 959	110 901	47 304
531	Department stores (incl. leased depts.) ^{1 2}	289	3 988 671	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹	289	3 904 179	399 868	92 093	40 186
531 pt.	Conventional ¹	69	(D)	(D)	(D)	JJ
531 pt.	Discount or mass merchandising ¹	186	2 473 110	239 430	54 240	23 899
531 pt.	National chain ¹	34	(D)	(D)	(D)	II
533	Variety stores	206	116 679	16 733	3 727	1 818
539	Miscellaneous general merchandise stores	212	920 079	65 358	15 081	5 300
54	Food stores	2 726	6 886 014	639 151	149 510	61 153
541	Grocery stores	1 801	6 579 648	574 280	134 755	54 090
541 pt.	Supermarkets and other general-line grocery stores	1 390	6 295 962	552 180	129 821	51 288
541 pt.	Convenience food stores	224	117 612	9 766	2 089	1 242
541 pt.	Convenience food/gasoline stores	146	153 385	9 747	2 281	1 245
541 pt.	Delicatessens	41	12 689	2 587	564	315
542	Meat and fish (seafood) markets	173	85 357	12 369	2 855	1 098
546	Retail bakeries	402	114 134	34 787	7 905	4 056
546 pt.	Retail bakeries —baking and selling	349	97 068	31 345	7 057	3 600
546 pt.	Retail bakeries —selling only	53	17 066	3 442	848	456
543, 4, 5, 9	Other food stores	350	106 875	17 715	3 995	1 909
543	Fruit and vegetable markets	31	18 302	2 512	484	197
544	Candy, nut, and confectionery stores	135	29 460	6 187	1 390	707
545	Dairy products stores	73	18 334	2 862	651	351
549	Miscellaneous food stores	111	40 779	6 154	1 470	654
55 ex. 554	Automotive dealers	1 891	8 291 745	630 431	141 250	26 960
551	New and used car dealers	635	6 998 088	500 905	113 449	19 543
552	Used car dealers	460	384 756	26 235	5 819	1 544
553	Auto and home supply stores	459	458 462	60 949	13 733	3 714
553 pt.	Auto parts, tires, and accessories stores	439	(D)	(D)	(D)	HH
553 pt.	Home and auto supply stores	20	(D)	(D)	(D)	GG
555, 6, 7, 9	Miscellaneous automotive dealers	337	450 439	42 342	8 249	2 159
555	Boat dealers	145	194 789	19 450	3 610	934
556	Recreational vehicle dealers	72	115 111	8 417	1 582	453
557	Motorcycle dealers	97	125 105	12 821	2 706	676
559	Automotive dealers, n.e.c.	23	15 434	1 654	351	96
554	Gasoline service stations	2 552	3 188 009	184 357	43 756	18 676
554 pt.	Gasoline/convenience food stores	1 127	1 673 115	84 436	20 158	9 244
554 pt.	Other gasoline service stations and truck stops	1 425	1 514 894	99 921	23 598	9 432
56	Apparel and accessory stores	2 620	1 431 410	169 544	39 842	19 121
561	Men's and boys' clothing and accessory stores	272	143 640	20 921	4 995	1 769
562, 3	Women's clothing and specialty stores	1 119	533 792	65 520	15 286	8 852
562	Women's clothing stores	979	493 171	59 209	13 815	8 161
563	Women's accessory and specialty stores	140	40 621	6 311	1 471	691
565	Family clothing stores	333	369 484	36 152	8 318	4 038
566	Shoe stores	690	318 243	38 317	9 240	3 515
566 pt.	Men's shoe stores	34	8 057	1 501	395	94
566 pt.	Women's shoe stores	124	51 804	6 585	1 604	646
566 pt.	Children's and juveniles' shoe stores	8	1 681	256	55	32
566 pt.	Family shoe stores	458	205 541	24 508	5 946	2 291
566 pt.	Athletic footwear stores	66	51 160	5 467	1 240	452
564, 9	Other apparel and accessory stores	206	66 251	8 634	2 003	947
564	Children's and infants' wear stores	69	28 166	3 034	749	421
569	Miscellaneous apparel and accessory stores	137	38 085	5 600	1 254	526
57	Furniture and homefurnishings stores	2 100	1 782 603	233 166	53 173	14 165
5712	Furniture stores	627	552 773	81 129	17 536	4 333
5713, 4, 9	Homefurnishings stores	623	327 541	49 860	10 916	3 153
5713	Floor covering stores	303	214 950	32 378	7 016	1 554
5714	Drapery, curtain, and upholstery stores	52	9 463	1 722	413	172
5719	Miscellaneous homefurnishings stores	268	103 128	15 760	3 487	1 427
572	Household appliance stores	269	174 120	23 924	5 611	1 529
573	Radio, television, computer, and music stores	581	728 169	78 253	19 110	5 150
5731	Radio, television, and electronics stores	296	504 521	52 301	13 157	3 223
5734	Computer and software stores	73	59 887	5 901	1 216	342
5735	Record and prerecorded tape stores	131	100 922	9 043	2 190	905
5736	Musical instrument stores	81	62 839	11 008	2 547	680

See footnotes at end of table.

Table 1. Summary Statistics for the State: 1992 —Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A]

SIC code	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)
58	Eating and drinking places -----	10 985	3 668 310	980 359	221 181	147 502
5812	Eating places -----	7 768	3 203 033	901 106	202 371	134 114
5812 pt.	Restaurants -----	4 220	1 664 023	505 163	114 556	73 116
5812 pt.	Cafeterias -----	49	22 523	6 236	1 522	1 055
5812 pt.	Refreshment places -----	2 876	1 300 826	328 464	72 979	51 078
5812 pt.	Other eating places -----	623	215 661	61 243	13 314	8 865
5813	Drinking places -----	3 217	465 277	79 253	18 810	13 388
591	Drug and proprietary stores -----	817	1 229 629	152 971	37 025	10 820
591 pt.	Drug stores -----	797	1 215 560	151 522	36 664	10 681
591 pt.	Proprietary stores -----	20	14 069	1 449	361	139
59 ex. 591	Miscellaneous retail stores -----	5 881	4 346 343	577 999	130 230	41 826
592	Liquor stores -----	584	362 911	22 535	5 256	2 688
593	Used merchandise stores -----	342	76 789	14 275	3 193	1 609
594	Miscellaneous shopping goods stores -----	2 574	1 080 978	139 215	31 146	13 706
5941	Sporting goods stores and bicycle shops -----	576	299 050	35 873	7 533	3 070
5941 pt.	General line sporting goods stores -----	213	119 044	13 491	3 090	1 251
5941 pt.	Specialty line sporting goods stores -----	363	180 006	22 382	4 443	1 819
5942	Book stores -----	219	113 745	12 388	3 181	1 361
5944	Jewelry stores -----	524	233 945	37 590	9 030	2 773
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores -----	1 255	434 238	53 364	11 402	6 502
5943	Stationery stores -----	39	13 092	2 068	491	191
5945	Hobby, toy, and game shops -----	206	141 597	14 065	3 005	1 508
5946	Camera and photographic supply stores -----	54	23 208	3 198	732	270
5947	Gift, novelty, and souvenir shops -----	762	182 108	24 355	4 873	3 100
5948	Luggage and leather goods stores -----	26	7 513	1 137	282	132
5949	Sewing, needlework, and piece goods stores -----	168	66 720	8 541	2 019	1 301
596	Nonstore retailers -----	626	2 115 924	281 046	62 386	14 957
5961	Catalog and mail-order houses -----	191	1 744 304	205 879	44 658	10 724
5962	Automatic merchandising machine operators -----	134	192 905	39 608	9 658	2 038
5963	Direct selling establishments -----	301	178 715	35 559	8 070	2 195
598	Fuel dealers -----	305	280 151	33 349	8 022	1 709
5983	Fuel oil dealers -----	108	(D)	(D)	(D)	FF
5984	Liquefied petroleum gas (bottled gas) dealers -----	193	155 706	23 607	5 720	1 176
5989	Fuel dealers, n.e.c. -----	4	(D)	(D)	(D)	AA
5992	Florists -----	463	97 520	21 505	4 971	2 467
5993	Tobacco stores and stands -----	16	6 027	373	87	42
5994	News dealers and newsstands -----	19	5 403	674	113	63
5995	Optical goods stores -----	273	81 143	20 355	4 775	1 246
5999	Miscellaneous retail stores, n.e.c. -----	679	239 497	44 672	10 281	3 339
5999 pt.	Pet shops -----	127	43 242	6 283	1 585	732
5999 pt.	Art dealers -----	104	21 779	3 668	832	359
5999 pt.	Other miscellaneous retail stores, n.e.c. -----	448	174 476	34 721	7 864	2 248

¹Includes sales from catalog order desks.

²Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

Table 2. Selected Ratios for the State: 1992

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A]

SIC code	Kind of business	Sales		Annual payroll per employee ¹ (dollars)	Employees per establishment ¹ (number)
		Per establishment (dollars)	Per employee ¹ (dollars)		
	Retail trade -----	1 200 142	94 687	10 740	13
52	Building materials and garden supplies stores -----	1 542 677	147 753	17 138	10
521, 3	Building materials and supply stores -----	2 345 563	192 953	20 431	12
521	Lumber and other building materials dealers -----	2 884 011	198 908	20 636	14
523	Paint, glass, and wallpaper stores -----	531 104	124 660	18 071	4
525	Hardware stores -----	669 034	73 797	11 522	9
526	Retail nurseries, lawn and garden supply stores -----	696 178	84 397	12 922	8
527	Manufactured (mobile) home dealers -----	1 505 113	208 297	22 578	7
53	General merchandise stores -----	6 988 595	104 451	10 189	67
531	Department stores (incl. leased depts.) ^{2 3} -----	13 801 630	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ² -----	13 509 270	97 153	9 950	139
531 pt.	Conventional ² -----	(D)	(D)	(D)	(D)
531 pt.	Discount or mass merchandising ² -----	13 296 290	103 482	10 018	128
531 pt.	National chain ² -----	(D)	(D)	(D)	(D)
533	Variety stores -----	566 403	64 180	9 204	9
539	Miscellaneous general merchandise stores -----	4 339 995	173 600	12 332	25
54	Food stores -----	2 526 051	112 603	10 452	22
541	Grocery stores -----	3 653 330	121 643	10 617	30
541 pt.	Supermarkets and other general-line grocery stores -----	4 529 469	122 757	10 766	37
541 pt.	Convenience food stores -----	525 054	94 696	7 863	6
541 pt.	Convenience food/gasoline stores -----	1 050 582	123 201	7 829	9
541 pt.	Delicatessens -----	309 488	40 283	8 213	8
542	Meat and fish (seafood) markets -----	493 393	77 739	11 265	6
546	Retail bakeries -----	283 915	28 140	8 577	10
546 pt.	Retail bakeries —baking and selling -----	278 132	26 963	8 707	10
546 pt.	Retail bakeries —selling only -----	322 000	37 425	7 548	9
543, 4, 5, 9	Other food stores -----	305 357	55 985	9 280	5
543	Fruit and vegetable markets -----	590 387	92 904	12 751	6
544	Candy, nut, and confectionery stores -----	218 222	41 669	8 751	5
545	Dairy products stores -----	251 151	52 234	8 154	5
549	Miscellaneous food stores -----	367 378	62 353	9 410	6
55 ex. 554	Automotive dealers -----	4 384 847	307 557	23 384	14
551	New and used car dealers -----	11 020 611	358 087	25 631	31
552	Used car dealers -----	836 426	249 194	16 992	3
553	Auto and home supply stores -----	998 828	123 442	16 411	8
553 pt.	Auto parts, tires, and accessories stores -----	(D)	(D)	(D)	(D)
553 pt.	Home and auto supply stores -----	(D)	(D)	(D)	(D)
555, 6, 7, 9	Miscellaneous automotive dealers -----	1 336 614	208 633	19 612	6
555	Boat dealers -----	1 343 372	208 554	20 824	6
556	Recreational vehicle dealers -----	1 598 764	254 108	18 581	6
557	Motorcycle dealers -----	1 289 742	185 067	18 966	7
559	Automotive dealers, n.e.c. -----	671 043	160 771	17 229	4
554	Gasoline service stations -----	1 249 220	170 701	9 871	7
554 pt.	Gasoline/convenience food stores -----	1 484 574	180 995	9 134	8
554 pt.	Other gasoline service stations and truck stops -----	1 063 084	160 612	10 594	7
56	Apparel and accessory stores -----	546 340	74 861	8 867	7
561	Men's and boys' clothing and accessory stores -----	528 088	81 198	11 826	7
562, 3	Women's clothing and specialty stores -----	477 026	60 302	7 402	8
562	Women's clothing stores -----	503 750	60 430	7 255	8
563	Women's accessory and specialty stores -----	290 150	58 786	9 133	5
565	Family clothing stores -----	1 109 562	91 502	8 953	12
566	Shoe stores -----	461 222	90 539	10 901	5
566 pt.	Men's shoe stores -----	236 971	85 713	15 968	3
566 pt.	Women's shoe stores -----	417 774	80 192	10 193	5
566 pt.	Children's and juveniles' shoe stores -----	210 125	52 531	8 000	4
566 pt.	Family shoe stores -----	448 779	89 717	10 698	5
566 pt.	Athletic footwear stores -----	775 152	113 186	12 095	7
564, 9	Other apparel and accessory stores -----	321 607	69 959	9 117	5
564	Children's and infants' wear stores -----	408 203	66 903	7 207	6
569	Miscellaneous apparel and accessory stores -----	277 993	72 405	10 646	4
57	Furniture and home furnishings stores -----	848 859	125 846	16 461	7
5712	Furniture stores -----	881 616	127 573	18 724	7
5713, 4, 9	Home furnishings stores -----	525 748	103 882	15 814	5
5713	Floor covering stores -----	709 406	138 320	20 835	5
5714	Drapery, curtain, and upholstery stores -----	181 981	55 017	10 012	3
5719	Miscellaneous home furnishings stores -----	384 806	72 269	11 044	5
572	Household appliance stores -----	647 286	113 878	15 647	6
573	Radio, television, computer, and music stores -----	1 253 303	141 392	15 195	9
5731	Radio, television, and electronics stores -----	1 704 463	156 538	16 227	11
5734	Computer and software stores -----	820 370	175 108	17 254	5
5735	Record and prerecorded tape stores -----	770 397	111 516	9 992	7
5736	Musical instrument stores -----	775 790	92 410	16 188	8

See footnotes at end of table.

Table 2. Selected Ratios for the State: 1992 – Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A]

SIC code	Kind of business	Sales		Annual payroll per employee ¹ (dollars)	Employees per establishment ¹ (number)
		Per establishment (dollars)	Per employee ¹ (dollars)		
58	Eating and drinking places -----	333 938	24 870	6 646	13
5812	Eating places -----	412 337	23 883	6 719	17
5812 pt.	Restaurants -----	394 318	22 759	6 909	17
5812 pt.	Cafeterias -----	459 653	21 349	5 911	22
5812 pt.	Refreshment places -----	452 304	25 467	6 431	18
5812 pt.	Other eating places -----	346 165	24 327	6 908	14
5813	Drinking places -----	144 631	34 753	5 920	4
591	Drug and proprietary stores -----	1 505 054	113 644	14 138	13
591 pt.	Drug stores -----	1 525 169	113 806	14 186	13
591 pt.	Proprietary stores -----	703 450	101 216	10 424	7
59 ex. 591	Miscellaneous retail stores -----	739 048	103 915	13 819	7
592	Liquor stores -----	621 423	135 012	8 384	5
593	Used merchandise stores -----	224 529	47 725	8 872	5
594	Miscellaneous shopping goods stores -----	419 960	78 869	10 157	5
5941	Sporting goods stores and bicycle shops -----	519 184	97 410	11 685	5
5941 pt.	General line sporting goods stores -----	558 892	95 159	10 784	6
5941 pt.	Specialty line sporting goods stores -----	495 884	98 959	12 305	5
5942	Book stores -----	519 384	83 575	9 102	6
5944	Jewelry stores -----	446 460	84 365	13 556	5
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores -----	346 006	66 785	8 207	5
5943	Stationery stores -----	335 692	68 545	10 827	5
5945	Hobby, toy, and game shops -----	687 364	93 897	9 327	7
5946	Camera and photographic supply stores -----	429 778	85 956	11 844	5
5947	Gift, novelty, and souvenir shops -----	238 987	58 745	7 856	4
5948	Luggage and leather goods stores -----	288 962	56 917	8 614	5
5949	Sewing, needlework, and piece goods stores -----	397 143	51 284	6 565	8
596	Nonstore retailers -----	3 380 070	141 467	18 790	24
5961	Catalog and mail-order houses -----	9 132 482	162 654	19 198	56
5962	Automatic merchandising machine operators -----	1 439 590	94 654	19 435	15
5963	Direct selling establishments -----	593 738	81 419	16 200	7
598	Fuel dealers -----	918 528	163 927	19 514	6
5983	Fuel oil dealers -----	(D)	(D)	(D)	(D)
5984	Liquefied petroleum gas (bottled gas) dealers -----	806 767	132 403	20 074	6
5989	Fuel dealers, n.e.c. -----	(D)	(D)	(D)	(D)
5992	Florists -----	210 626	39 530	8 717	5
5993	Tobacco stores and stands -----	376 688	143 500	8 881	3
5994	News dealers and newsstands -----	284 368	85 762	10 698	3
5995	Optical goods stores -----	297 227	65 123	16 336	5
5999	Miscellaneous retail stores, n.e.c. -----	352 720	71 727	13 379	5
5999 pt.	Pet shops -----	340 488	59 074	8 583	6
5999 pt.	Art dealers -----	209 413	60 666	10 217	3
5999 pt.	Other miscellaneous retail stores, n.e.c. -----	389 455	77 614	15 445	5

¹Based on number of employees for pay period including March 12.

²Includes sales from catalog order desks.

³Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

Table 3. Comparative Statistics for the State: 1992 and 1987

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A]

SIC code	Kind of business	Establishments		Sales			Annual payroll			Paid employees for pay period including March 12	
		1992 (number)	1987 (number)	1992 (\$1,000)	1987 (\$1,000)	Percent change 1987 to 1992	1992 (\$1,000)	1987 (\$1,000)	Percent change 1987 to 1992	1992 (number)	1987 (number)
	Retail trade	31 955	32 164	38 350 527	27 802 534	37.9	4 349 836	3 206 355	35.7	405 026	372 205
52	Building materials and garden supplies stores	1 676	1 750	2 585 527	1 672 052	54.6	299 899	199 920	50.0	17 499	14 832
521, 3	Building materials and supply stores	839	874	1 967 927	1 189 867	65.4	208 373	133 523	56.1	10 199	8 115
521	Lumber and other building materials dealers	647	672	1 865 955	1 108 267	68.4	193 591	121 459	59.4	9 381	7 248
523	Paint, glass, and wallpaper stores	192	202	101 972	81 600	25.0	14 782	12 064	22.5	818	867
525	Hardware stores	562	610	375 997	323 874	16.1	58 707	47 770	22.9	5 095	5 049
526	Retail nurseries, lawn and garden supply stores	213	201	148 286	100 536	47.5	22 704	13 363	69.9	1 757	1 342
527	Manufactured (mobile) home dealers	62	65	93 317	57 775	61.5	10 115	5 264	92.2	448	326
53	General merchandise stores	707	730	4 940 937	3 421 825	44.4	481 959	349 769	37.8	47 304	41 305
531	Department stores (incl. leased depts.) ^{1 2}	289	225	3 988 671	2 844 321	40.2	(NA)	(NA)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹	289	225	3 904 179	2 748 007	42.1	399 868	287 955	38.9	40 186	34 397
531 pt.	Conventional ¹	69	41	(D)	(D)	(D)	(D)	(D)	(D)	JJ	II
531 pt.	Discount or mass merchandising ¹	186	144	2 473 110	1 674 630	47.7	239 430	157 960	51.6	23 899	20 079
531 pt.	National chain ¹	34	40	(D)	(D)	(D)	(D)	(D)	(D)	II	II
533	Variety stores	206	235	116 679	122 667	-4.9	16 733	18 218	-8.2	1 818	2 639
539	Miscellaneous general merchandise stores	212	270	920 079	551 151	66.9	65 358	43 596	49.9	5 300	4 269
54	Food stores	2 726	3 010	6 886 014	5 337 106	29.0	639 151	498 434	28.2	61 153	56 154
541	Grocery stores	1 801	1 977	6 579 648	5 078 501	29.6	574 280	449 276	27.8	54 090	48 767
542	Meat and fish (seafood) markets	173	201	85 357	76 116	12.1	12 369	10 256	20.6	1 098	1 221
546	Retail bakeries	402	430	114 134	89 908	26.9	34 787	25 403	36.9	4 056	4 148
546 pt.	Retail bakeries —baking and selling	349	382	97 068	79 283	22.4	31 345	23 448	33.7	3 600	3 853
546 pt.	Retail bakeries —selling only	53	48	17 066	16 393	4.1	3 442	3 226	6.7	456	519
543, 4, 5, 9	Other food stores	350	402	106 875	92 581	15.4	17 715	13 499	31.2	1 909	2 018
543	Fruit and vegetable markets	31	32	18 302	23 960	-23.6	2 512	2 858	-12.1	197	313
544	Candy, nut, and confectionery stores	135	150	29 460	21 829	35.0	6 187	4 295	44.1	707	589
545	Dairy products stores	73	115	18 334	25 172	-27.2	2 862	3 535	-19.0	351	581
549	Miscellaneous food stores	111	105	40 779	21 620	88.6	6 154	2 811	118.9	654	535
55 ex. 554	Automotive dealers	1 891	1 972	8 291 745	5 983 520	38.6	630 431	480 762	31.1	26 960	25 756
551	New and used car dealers	635	758	6 998 088	5 039 309	38.9	500 905	379 922	31.8	19 543	18 478
552	Used car dealers	460	313	384 756	212 715	80.9	26 235	14 733	78.1	1 544	1 142
553	Auto and home supply stores	459	553	458 462	385 256	19.0	60 949	53 946	13.0	3 714	3 865
553 pt.	Auto parts, tires, and accessories stores	439	513	(D)	274 935	(D)	(D)	45 836	(D)	HH	3 157
553 pt.	Home and auto supply stores	20	40	(D)	164 521	(D)	(D)	11 730	(D)	GG	1 023
555, 6, 7, 9	Miscellaneous automotive dealers	337	348	450 439	346 240	30.1	42 342	32 161	31.7	2 159	2 271
555	Boat dealers	145	145	194 789	174 807	11.4	19 450	16 671	16.7	1 904	1 091
556	Recreational vehicle dealers	72	76	115 111	76 082	51.3	8 417	5 766	46.0	453	401
557	Motorcycle dealers	97	107	125 105	84 493	48.1	12 821	8 244	55.5	676	650
559	Automotive dealers, n.e.c.	23	20	15 434	10 858	42.1	1 654	1 480	11.8	96	129
554	Gasoline service stations	2 552	2 735	3 188 009	2 282 355	39.7	184 357	139 510	32.1	18 676	16 760
56	Apparel and accessory stores	2 620	2 690	1 431 410	1 086 065	31.8	169 544	132 850	27.6	19 121	17 990
561	Men's and boys' clothing and accessory stores	272	303	143 640	120 461	19.2	20 921	18 219	14.8	1 769	1 893
562, 3	Women's clothing and specialty stores	1 119	1 123	533 792	437 253	22.1	65 520	53 046	23.5	8 852	8 173
562	Women's clothing stores	979	1 010	493 171	404 237	22.0	59 209	47 729	24.1	8 161	7 625
563	Women's accessory and specialty stores	140	113	40 621	33 016	23.0	6 311	5 317	18.7	691	548
565	Family clothing stores	333	304	369 484	244 135	51.3	36 152	24 826	45.6	4 038	3 129
566	Shoe stores	690	747	318 243	241 254	31.9	38 317	31 708	20.8	3 515	3 886
566 pt.	Men's shoe stores	34	43	8 057	9 987	-19.3	1 501	1 560	-3.8	94	136
566 pt.	Women's shoe stores	124	155	51 804	39 869	29.9	6 585	5 764	14.2	646	678
566 pt.	Children's and juveniles' shoe stores	8	17	1 681	3 205	-47.6	256	536	-52.2	32	59
566 pt.	Family shoe stores	458	457	205 541	154 760	32.8	24 508	19 436	26.1	2 291	2 516
566 pt.	Athletic footwear stores	66	75	51 160	33 433	53.0	5 467	4 412	23.9	452	497
564, 9	Other apparel and accessory stores	206	213	66 251	42 962	54.2	8 634	5 051	70.9	947	909
564	Children's and infants' wear stores	69	86	28 166	24 907	13.1	3 034	2 472	22.7	421	490
569	Miscellaneous apparel and accessory stores	137	127	38 085	18 055	110.9	5 600	2 579	117.1	526	419
57	Furniture and home furnishings stores	2 100	2 029	1 782 603	1 398 004	27.5	233 166	189 092	23.3	14 165	13 809
5712	Furniture stores	627	582	552 773	415 086	33.2	81 129	61 061	32.9	4 333	4 205
5713, 4, 9	Home furnishings stores	623	520	327 541	217 840	50.4	49 860	32 183	54.9	3 153	2 559
5713	Floor covering stores	303	259	214 950	153 817	39.7	32 378	21 522	50.4	1 554	1 342
5714	Drapery, curtain, and upholstery stores	52	50	9 463	9 261	2.2	1 722	1 828	-5.8	172	216
5719	Miscellaneous home furnishings stores	268	211	103 128	56 666	82.0	15 760	9 289	69.7	1 427	1 039
572	Household appliance stores	269	287	174 120	183 120	-4.9	23 924	23 826	.4	1 529	1 740
573	Radio, television, computer, and music stores	581	640	728 169	581 958	25.1	78 253	72 022	8.7	5 150	5 305
5731	Radio, television, and electronics stores	296	368	504 521	423 419	19.2	52 301	50 916	2.7	3 223	3 485
5734	Computer and software stores	73	62	59 887	35 769	67.4	5 901	5 380	9.7	342	395
5735	Record and prerecorded tape stores	131	105	100 922	57 629	75.1	9 043	6 178	46.4	905	623
5736	Musical instrument stores	81	105	62 839	56 747	10.7	11 008	9 548	15.3	680	802
58	Eating and drinking places	10 985	10 747	3 668 310	2 903 356	26.3	980 359	735 307	33.3	147 502	141 026
5812	Eating places	7 768	7 070	3 203 033	2 503 436	27.9	901 106	661 697	36.2	134 114	126 058
5812 pt.	Restaurants	4 220	4 047	1 664 023	1 362 988	22.1	505 163	393 061	28.5	73 116	71 893
5812 pt.	Cafeterias	49	91	22 523	31 660	-28.9	6 236	7 620	-18.2	1 055	1 496
5812 pt.	Refreshment places	2 876	2 349	1 300 826	949 634	37.0	328 464	218 068	50.6	51 078	45 062
5812 pt.	Other eating places	623	583	215 661	159 154	35.5	61 243	42 948	42.6	8 865	7 607
5813	Drinking places	3 217	3 677	465 277	399 920	16.3	79 253	73 610	7.7	13 388	14 968

See footnotes at end of table.

Table 3. Comparative Statistics for the State: 1992 and 1987 — Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A]

SIC code	Kind of business	Establishments		Sales			Annual payroll			Paid employees for pay period including March 12	
		1992 (number)	1987 (number)	1992 (\$1,000)	1987 (\$1,000)	Percent change 1987 to 1992	1992 (\$1,000)	1987 (\$1,000)	Percent change 1987 to 1992	1992 (number)	1987 (number)
591	Drug and proprietary stores -----	817	970	1 229 629	838 294	46.7	152 971	111 240	37.5	10 820	10 859
591 pt.	Drug stores -----	797	921	1 215 560	813 111	49.5	151 522	107 657	40.7	10 681	10 405
591 pt.	Proprietary stores -----	20	49	14 069	16 735	-15.9	1 449	2 118	-31.6	139	1323
59 ex. 591	Miscellaneous retail stores -----	5 881	5 531	4 346 343	2 879 957	50.9	577 999	369 471	56.4	41 826	33 714
592	Liquor stores -----	584	693	362 911	335 519	8.2	22 535	23 339	-3.4	2 688	3 350
593	Used merchandise stores -----	342	247	76 789	47 323	62.3	14 275	8 196	74.2	1 609	1 161
594	Miscellaneous shopping goods stores -----	2 574	2 473	1 080 978	735 411	47.0	139 215	97 277	43.1	13 706	12 158
5941	Sporting goods stores and bicycle shops -----	576	535	299 050	183 654	62.8	35 873	22 098	62.3	3 070	2 371
5941 pt.	General line sporting goods stores -----	213	223	119 044	91 017	30.8	13 491	9 940	35.7	1 251	1 127
5941 pt.	Specialty line sporting goods stores -----	363	312	180 006	92 637	94.3	22 382	12 158	84.1	1 819	1 244
5942	Book stores -----	219	182	113 745	71 983	58.0	12 388	7 809	58.6	1 361	1 000
5944	Jewelry stores -----	524	498	233 945	170 461	37.2	37 590	28 409	32.3	2 773	2 710
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores ---	1 255	1 258	434 238	309 313	40.4	53 364	38 961	37.0	6 502	6 077
5943	Stationery stores -----	39	48	13 092	15 036	-12.9	2 068	2 075	-3	191	247
5945	Hobby, toy, and game shops -----	206	206	141 597	76 935	84.0	14 065	7 403	90.0	1 508	1 051
5946	Camera and photographic supply stores -----	54	87	23 208	32 060	-27.6	3 198	4 253	-24.8	270	425
5947	Gift, novelty, and souvenir shops -----	762	689	182 108	120 366	51.3	24 355	16 337	49.1	3 100	2 789
5948	Luggage and leather goods stores -----	26	34	7 513	9 187	-18.2	1 137	1 190	-4.5	132	156
5949	Sewing, needlework, and piece goods stores -	168	194	66 720	55 729	19.7	8 541	7 703	10.9	1 301	1 409
596	Nonstore retailers -----	626	543	2 115 924	1 224 693	72.8	281 046	153 767	82.8	14 957	9 268
5961	Catalog and mail-order houses -----	191	174	1 744 304	928 522	87.9	205 879	95 350	115.9	10 724	5 111
5962	Automatic merchandising machine operators ---	134	133	192 905	181 947	6.0	39 608	35 689	11.0	2 038	2 304
5963	Direct selling establishments -----	301	236	178 715	114 224	56.5	35 559	22 728	56.5	2 195	1 853
598	Fuel dealers -----	305	315	280 151	266 640	5.1	33 349	31 248	6.7	1 709	1 944
5983	Fuel oil dealers -----	108	140	(D)	126 836	(D)	(D)	11 794	(D)	FF	798
5984	Liquefied petroleum gas (bottled gas) dealers --	193	165	155 706	116 129	34.1	23 607	19 343	22.0	1 176	1 124
5989	Fuel dealers, n.e.c. -----	4	10	(D)	907	(D)	(D)	111	(D)	AA	22
5992	Florists -----	463	442	97 520	78 024	25.0	21 505	16 684	28.9	2 467	2 355
5993	Tobacco stores and stands -----	16	19	6 027	6 563	-8.2	373	595	-37.3	42	181
5994	News dealers and newsstands -----	19	26	5 403	4 942	9.3	674	644	4.7	63	86
5995	Optical goods stores -----	273	254	81 143	59 605	36.1	20 355	13 602	49.6	1 246	918
5999	Miscellaneous retail stores, n.e.c. -----	679	519	239 497	123 258	94.3	44 672	24 237	84.3	3 339	2 399
5999 pt.	Pet shops -----	127	99	43 242	18 154	138.2	6 283	3 199	96.4	732	497
5999 pt.	Art dealers -----	104	41	21 779	11 735	85.6	3 668	1 909	92.1	359	207
5999 pt.	Other miscellaneous retail stores, n.e.c. -----	448	379	174 476	93 369	86.9	34 721	19 129	81.5	2 248	1 695

¹Includes sales from catalog order desks.

²Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

Table 4. Summary Statistics for Counties and for Places With 2,500 Inhabitants or More:

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see

Geographic area	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Kind-of-business groups					
						Building materials and garden supplies stores (SIC 52)		General merchandise stores (SIC 53)		Food stores (SIC 54)	
						Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)
1 Wisconsin ▲	31 955	38 350 527	4 349 836	993 364	405 026	1 676	2 585 527	707	4 940 937	2 726	6 886 014
2 Adams County	67	37 965	4 322	912	428	4	955	4	(D)	11	12 608
3 Ashland County	171	135 225	13 131	2 913	1 290	16	10 671	3	(D)	21	26 892
4 Ashland	120	104 388	11 089	2 495	1 113	10	(D)	3	(D)	9	23 315
5 Balance of county	51	30 837	2 042	418	177	6	(D)	—	—	12	3 577
6 Barron County	355	328 070	32 873	7 511	3 342	24	27 179	12	47 494	32	59 815
7 Barron	37	33 158	3 013	736	333	2	(D)	1	(D)	3	(D)
8 Rice Lake	137	192 811	19 419	4 408	1 795	8	12 654	6	43 085	11	27 543
9 Balance of county	181	102 101	10 441	2 367	1 214	14	(D)	5	(D)	18	(D)
10 Bayfield County	125	48 402	6 485	1 238	687	10	5 813	2	(D)	17	13 310
11 Brown County	1 263	1 809 199	208 411	47 857	18 562	62	150 147	27	354 669	97	274 758
12 Allouez ▲	2	(D)	(D)	(D)	BB	—	—	—	—	1	(D)
13 Ashwaubenon	198	386 852	44 554	10 354	3 850	11	12 339	6	(D)	15	55 620
14 De Pere	95	99 053	12 664	2 985	1 247	7	8 501	1	(D)	5	10 708
15 Green Bay	764	1 112 566	127 972	29 452	11 324	28	89 589	18	265 912	55	173 773
16 Howard	49	66 937	7 797	1 626	610	3	(D)	—	—	5	9 529
17 Balance of county	155	(D)	(D)	(D)	GG	13	(D)	2	(D)	16	(D)
18 Buffalo County	90	39 159	4 069	962	545	6	4 657	2	(D)	10	7 938
19 Burnett County	107	67 625	6 334	1 415	650	14	10 480	3	2 460	13	18 395
20 Calumet County	185	196 829	21 445	4 652	2 308	12	7 234	2	(D)	17	56 055
21 Appleton (part) ▲	12	35 380	4 159	861	512	—	—	—	—	2	(D)
22 Brillion	29	31 265	2 634	576	277	4	(D)	—	—	4	(D)
23 Chilton	51	47 727	4 945	1 133	560	1	(D)	1	(D)	3	(D)
24 Kiel (part) ▲	5	2 043	252	60	57	—	—	—	—	—	—
25 Menasha (part) (Calumet County) ▲	6	4 511	758	135	87	—	—	—	—	—	—
26 New Holstein	23	25 651	2 837	595	285	2	(D)	1	(D)	3	(D)
27 Balance of county	59	50 252	5 860	1 292	530	5	4 856	—	—	5	(D)
28 Chippewa County	336	390 789	35 114	7 966	3 426	23	17 364	10	33 893	28	53 566
29 Bloomer	43	52 121	4 097	915	375	2	(D)	1	(D)	4	2 038
30 Chippewa Falls	153	244 498	22 910	5 241	2 135	8	11 408	5	31 804	10	37 224
31 Eau Claire (part) ▲	2	(D)	(D)	(D)	AA	—	—	—	—	—	—
32 Balance of county	138	(D)	(D)	(D)	FF	13	(D)	4	(D)	14	14 304
33 Clark County	183	112 041	11 335	2 528	1 146	15	9 270	6	5 853	17	25 643
34 Neillsville	35	37 373	3 992	837	406	—	—	2	(D)	2	(D)
35 Balance of county	148	74 668	7 343	1 691	740	15	9 270	4	(D)	15	(D)
36 Columbia County	392	332 334	37 867	7 832	3 264	18	23 602	5	(D)	31	60 339
37 Columbus (part) ▲	49	(D)	(D)	(D)	EE	3	(D)	1	(D)	4	(D)
38 Portage	115	157 632	16 235	3 790	1 480	5	8 289	2	(D)	4	(D)
39 Balance of county	228	(D)	(D)	(D)	GG	10	(D)	2	(D)	23	(D)
40 Crawford County	125	111 822	12 633	2 846	1 263	9	8 417	6	(D)	14	20 896
41 Prairie du Chien	88	100 399	11 269	2 541	1 105	6	7 567	4	(D)	6	(D)
42 Balance of county	37	11 423	1 364	305	158	3	850	2	(D)	8	(D)
43 Dane County	2 517	3 595 557	431 450	100 344	38 212	105	264 060	42	406 972	175	554 320
44 De Forest	28	43 235	4 850	1 192	418	1	(D)	—	—	4	(D)
45 Fitchburg	7	(D)	(D)	(D)	FF	—	—	—	—	—	—
46 McFarland	32	21 137	3 036	685	354	3	(D)	—	—	2	(D)
47 Madison	1 555	2 254 036	266 737	62 783	25 310	49	82 517	29	337 959	102	384 534
48 Middleton	118	199 664	23 292	5 317	1 680	3	(D)	—	—	5	(D)
49 Monona	101	174 492	17 602	3 986	1 695	3	(D)	4	(D)	9	24 997
50 Mount Horeb	37	27 169	3 000	676	363	2	(D)	2	(D)	3	(D)
51 Oregon	35	27 291	2 566	610	260	3	(D)	1	(D)	1	(D)
52 Stoughton	77	96 813	9 299	2 090	851	4	(D)	3	(D)	5	20 901
53 Sun Prairie	93	157 137	22 896	5 110	1 696	7	11 337	1	(D)	6	29 414
54 Verona	34	42 801	7 143	1 301	508	2	(D)	—	—	1	(D)
55 Waunakee	31	37 929	3 913	918	456	2	(D)	1	(D)	4	(D)
56 Balance of county	369	(D)	(D)	(D)	HH	26	62 191	1	(D)	33	38 437
57 Dodge County	431	407 987	45 121	10 183	4 496	28	41 157	12	53 267	31	75 522
58 Beaver Dam	165	194 380	21 990	5 024	2 041	7	8 534	7	49 363	7	27 498
59 Columbus (part) ▲	1	(D)	(D)	(D)	AA	—	—	—	—	—	—
60 Hartford (part) ▲	1	(D)	(D)	(D)	AA	—	—	—	—	—	—
61 Horicon	23	16 639	1 847	357	183	—	—	—	—	2	(D)
62 Mayville	40	47 589	4 144	946	378	3	(D)	2	(D)	2	(D)
63 Watertown (part) ▲	16	17 834	1 973	476	161	3	(D)	—	—	1	(D)
64 Waupun (part) ▲	41	32 524	3 980	864	507	2	(D)	1	(D)	3	(D)
65 Balance of county	144	(D)	(D)	(D)	GG	13	25 423	2	(D)	16	20 086
66 Door County	367	235 972	30 015	5 503	2 466	16	16 085	4	27 924	30	49 105
67 Sturgeon Bay	144	151 545	16 270	3 625	1 546	8	8 065	4	27 924	11	33 856
68 Balance of county	223	84 427	13 745	1 878	920	8	8 020	—	—	19	15 249
69 Douglas County	320	322 923	36 183	8 454	3 747	18	23 735	7	42 196	31	57 914
70 Superior	247	295 490	32 825	7 650	3 377	10	19 162	7	42 196	25	52 351
71 Balance of county	73	27 433	3 358	804	370	8	4 573	—	—	6	5 563
72 Dunn County	218	191 718	20 037	4 414	2 323	10	7 508	5	36 866	19	33 448
73 Menomonie	126	155 244	16 315	3 586	1 853	7	4 892	5	36 866	8	28 709
74 Balance of county	92	36 474	3 722	828	470	3	2 616	—	—	11	4 739
75 Eau Claire County	645	773 607	92 012	21 824	9 847	28	83 668	17	148 986	49	126 729
76 Altoona	15	6 292	844	206	75	2	(D)	—	—	—	—
77 Eau Claire (part) ▲	481	(D)	(D)	(D)	II	16	47 325	14	(D)	38	102 445
78 Balance of county	149	(D)	(D)	(D)	GG	10	(D)	3	(D)	11	24 284
79 Florence County	26	12 501	1 130	234	184	1	(D)	—	—	3	(D)
80 Fond du Lac County	552	669 961	76 736	17 302	7 483	21	30 618	20	122 816	49	124 709
81 Fond du Lac	358	511 044	58 193	12 966	5 588	11	21 084	15	112 583	26	91 752
82 Kewaskum (part) ▲	—	—	—	—	—	—	—	—	—	—	—

appendix A. For information on geographic areas followed by ▲, see appendix F]

Kind-of-business groups — Con.														
Automotive dealers (SIC 55 ex. 554)		Gasoline service stations (SIC 554)		Apparel and accessory stores (SIC 56)		Furniture and home furnishings stores (SIC 57)		Eating and drinking places (SIC 58)		Drug and proprietary stores (SIC 591)		Miscellaneous retail stores (SIC 59 ex. 591)		
Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	
1 891	8 291 745	2 552	3 188 009	2 620	1 431 410	2 100	1 782 603	10 985	3 668 310	817	1 229 629	5 881	4 346 343	1
3	(D)	4	4 733	2	(D)	1	(D)	30	5 718	3	1 097	5	(D)	2
10	30 239	18	17 158	11	4 599	7	2 468	51	10 266	5	4 255	29	(D)	3
5	(D)	11	12 532	11	4 599	7	2 468	36	8 526	5	4 255	23	(D)	4
5	(D)	7	4 626	-	-	-	-	15	1 740	-	-	6	591	5
30	82 005	32	36 317	20	9 718	24	7 789	120	28 557	12	8 502	49	20 694	6
4	10 887	6	6 701	1	(D)	3	(D)	11	2 122	2	(D)	4	1 344	7
13	55 987	10	14 080	14	8 270	14	4 382	34	12 104	5	4 370	22	10 336	8
13	15 131	16	15 536	5	(D)	7	(D)	75	14 331	5	(D)	23	9 014	9
7	(D)	10	8 391	3	(D)	1	(D)	56	12 763	3	1 617	16	(D)	10
84	419 908	83	120 299	126	72 000	91	89 964	413	169 261	18	29 648	262	128 545	11
14	123 299	10	17 231	32	15 919	20	29 818	43	33 168	1	(D)	46	22 683	13
5	(D)	10	18 029	3	1 316	3	663	41	13 234	2	(D)	18	6 214	14
50	209 870	49	64 327	84	51 709	54	52 861	253	97 924	12	19 213	161	87 388	15
8	4 264	3	5 739	-	-	1	(D)	20	7 600	1	(D)	8	(D)	16
7	(D)	11	14 973	7	3 056	13	(D)	56	17 335	2	(D)	28	(D)	17
5	5 060	9	8 228	3	(D)	3	(D)	38	6 146	3	1 769	11	(D)	18
6	14 793	8	7 947	3	(D)	3	(D)	42	6 835	2	(D)	13	4 087	19
14	52 797	19	18 129	9	4 420	12	11 440	79	23 242	3	(D)	18	(D)	20
1	(D)	-	-	-	-	-	-	9	(D)	-	-	-	-	21
4	13 390	3	4 064	1	(D)	1	(D)	9	2 713	1	(D)	2	(D)	22
4	(D)	7	6 433	4	718	4	1 976	23	5 085	1	(D)	3	639	23
2	(D)	1	(D)	-	-	-	-	3	(D)	-	-	1	(D)	24
2	(D)	3	(D)	-	-	-	-	2	(D)	-	-	1	(D)	25
1	(D)	5	4 808	4	(D)	5	8 311	8	2 703	1	(D)	2	(D)	26
42	166 144	30	61 037	13	4 515	15	5 415	127	28 041	8	7 042	40	13 772	28
8	32 546	4	9 396	-	-	3	753	17	3 734	1	(D)	3	581	29
16	90 384	13	38 176	10	(D)	5	2 114	56	16 178	3	3 244	27	(D)	30
18	43 214	13	13 465	2	(D)	7	2 548	54	8 129	4	(D)	10	(D)	31
15	32 686	19	15 660	7	(D)	13	3 349	63	9 512	7	3 397	21	(D)	33
2	(D)	4	4 922	3	274	2	(D)	14	2 961	2	(D)	4	576	34
13	(D)	15	10 738	4	(D)	11	(D)	49	6 551	5	(D)	17	(D)	35
27	78 363	42	67 426	26	7 959	9	4 095	149	40 939	12	11 128	73	(D)	36
3	(D)	4	4 291	3	(D)	3	(D)	20	(D)	2	(D)	6	1 276	37
9	36 155	15	35 709	16	5 532	4	2 991	36	11 143	5	6 371	19	(D)	38
15	(D)	23	27 426	7	(D)	2	(D)	93	(D)	5	(D)	48	(D)	39
8	23 909	11	9 982	11	5 541	7	2 449	45	10 612	4	2 585	10	(D)	40
7	(D)	8	9 214	11	5 541	7	2 449	27	8 231	3	(D)	9	(D)	41
1	(D)	3	768	-	-	-	-	18	2 381	1	(D)	1	(D)	42
105	798 418	170	239 400	260	168 715	190	260 333	829	360 148	64	99 975	577	443 216	43
2	(D)	5	14 118	-	-	-	-	12	4 033	1	(D)	3	(D)	44
1	(D)	2	(D)	-	-	1	(D)	3	1 079	-	-	-	-	45
1	(D)	2	(D)	-	-	1	(D)	15	5 525	1	(D)	7	2 069	46
49	497 564	84	111 674	217	147 758	125	148 566	510	248 902	35	74 107	355	220 455	47
4	(D)	11	10 878	5	1 020	14	8 410	36	14 550	5	6 643	35	100 123	48
5	3 028	5	8 708	11	4 365	9	10 045	33	11 407	2	(D)	20	(D)	49
2	(D)	2	(D)	2	(D)	1	(D)	11	3 196	-	-	12	7 759	50
5	2 544	5	(D)	-	-	2	(D)	8	2 078	3	1 216	7	3 808	51
4	33 761	7	8 599	1	(D)	4	1 407	28	7 349	2	(D)	19	(D)	52
5	(D)	7	10 646	3	(D)	4	1 159	31	11 904	3	(D)	26	53 983	53
2	(D)	7	8 225	-	-	1	(D)	14	4 787	1	(D)	6	(D)	54
25	196 093	5	10 154	2	(D)	2	(D)	9	4 069	1	(D)	5	(D)	55
34	98 276	28	38 748	19	13 888	26	119	119	41 269	10	(D)	82	29 381	56
13	42 049	37	36 592	27	12 839	29	11 806	158	34 295	8	7 618	67	36 615	57
-	-	12	13 860	19	10 677	17	8 335	50	15 490	2	(D)	31	(D)	58
2	(D)	-	-	-	-	-	-	1	(D)	-	-	-	-	59
4	(D)	3	(D)	-	-	1	(D)	11	1 592	1	(D)	3	(D)	60
2	(D)	3	3 139	2	(D)	4	1 169	14	1 439	1	(D)	5	(D)	62
1	(D)	1	(D)	-	-	1	(D)	3	454	-	-	6	(D)	63
2	(D)	5	(D)	2	(D)	1	(D)	18	(D)	1	(D)	6	(D)	64
12	11 694	13	10 366	4	1 205	5	1 689	60	10 076	3	(D)	16	15 724	65
19	43 617	22	21 085	43	9 664	22	5 089	116	39 380	3	(D)	92	(D)	66
12	39 289	10	12 350	11	2 634	7	1 520	48	14 598	2	(D)	31	(D)	67
7	4 328	12	8 735	32	7 030	15	3 569	68	24 782	1	(D)	61	(D)	68
17	73 689	29	26 505	17	6 213	11	5 034	134	34 746	7	9 813	49	43 078	69
15	(D)	21	20 966	17	6 213	11	5 034	91	28 673	7	9 813	43	(D)	70
2	(D)	8	5 539	-	-	-	-	43	6 073	-	-	6	(D)	71
13	40 198	28	28 930	16	4 450	11	4 200	76	20 701	7	6 684	33	8 733	72
8	28 344	16	22 510	13	(D)	6	2 687	31	13 588	6	(D)	26	7 620	73
5	11 854	12	6 420	3	(D)	5	1 513	45	7 113	1	(D)	7	1 113	74
20	66 602	61	71 897	80	51 107	61	54 368	197	80 683	15	35 024	117	54 543	75
1	(D)	4	2 599	-	-	-	-	6	1 243	-	-	2	(D)	76
12	52 177	44	53 733	74	(D)	49	51 051	132	66 179	12	(D)	90	(D)	77
7	(D)	13	15 565	6	(D)	12	3 317	59	13 261	3	(D)	25	(D)	78
1	(D)	1	(D)	-	-	-	-	15	2 269	-	-	5	(D)	79
42	160 953	49	53 263	45	17 184	40	26 421	174	64 529	13	24 376	99	45 092	80
27	117 853	31	30 654	36	15 360	23	14 558	107	49 945	9	17 323	73	39 932	81

Table 4. Summary Statistics for Counties and for Places With 2,500 Inhabitants or More:

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see

Geographic area	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Kind-of-business groups					
						Building materials and garden supplies stores (SIC 52)		General merchandise stores (SIC 53)		Food stores (SIC 54)	
						Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)
Wisconsin ▲—Con.											
Fond du Lac County —Con.											
1 North Fond du Lac	8	4 902	580	139	45	—	—	—	—	—	—
2 Ripon	70	73 632	8 915	2 034	925	5	2 441	2	(D)	5	(D)
3 Waupun (part) ▲	19	23 912	2 503	602	240	1	(D)	1	(D)	1	(D)
4 Balance of county	97	56 471	6 545	1 561	685	4	(D)	2	(D)	17	(D)
5 Forest County	61	28 018	2 741	568	351	3	(D)	2	(D)	4	(D)
6 Grant County	352	293 807	30 096	6 958	3 185	26	18 351	9	38 967	33	61 604
7 Boscobel	36	28 274	3 021	706	306	3	(D)	4	(D)	2	(D)
8 Lancaster	38	57 013	5 696	1 332	451	4	3 272	1	(D)	2	(D)
9 Platteville	88	113 667	11 923	2 729	1 280	3	(D)	3	36 126	7	22 004
10 Balance of county	190	94 853	9 456	2 191	1 148	16	7 552	1	(D)	22	(D)
11 Green County	241	394 742	46 759	9 948	3 355	12	(D)	5	47 684	20	45 630
12 Brodhead	28	26 996	2 779	671	263	1	(D)	1	(D)	1	(D)
13 Monroe	143	317 033	38 533	8 056	2 490	5	(D)	3	(D)	10	35 735
14 Balance of county	70	50 713	5 447	1 221	602	6	(D)	1	(D)	9	(D)
15 Green Lake County	143	114 753	12 546	2 735	1 322	12	8 180	1	(D)	10	23 031
16 Berlin (part) ▲	55	62 744	6 244	1 404	589	2	(D)	1	(D)	4	12 282
17 Balance of county	88	52 009	6 302	1 331	733	10	(D)	—	—	6	10 749
18 Iowa County	135	832 360	69 697	14 842	5 063	11	(D)	3	(D)	17	(D)
19 Dodgeville	38	(D)	(D)	(D)	HH	2	(D)	2	(D)	4	(D)
20 Balance of county	97	(D)	(D)	(D)	FF	9	(D)	1	(D)	13	(D)
21 Iron County	65	40 232	4 355	1 039	546	4	5 057	1	(D)	5	12 264
22 Jackson County	130	103 602	11 011	2 495	1 237	7	3 678	4	(D)	14	21 422
23 Black River Falls	72	74 788	8 475	1 900	879	4	2 974	2	(D)	4	(D)
24 Balance of county	58	28 814	2 536	595	358	3	704	2	(D)	10	(D)
25 Jefferson County	383	376 615	46 111	10 616	4 816	17	14 271	10	51 286	26	86 977
26 Fort Atkinson	92	108 050	15 580	3 740	1 480	7	5 224	2	(D)	4	24 104
27 Jefferson	55	40 607	4 936	1 110	564	2	(D)	2	(D)	4	(D)
28 Lake Mills	32	27 636	2 821	641	313	1	(D)	1	(D)	1	(D)
29 Waterloo	16	12 139	1 103	260	117	1	(D)	—	—	3	(D)
30 Watertown (part) ▲	126	155 603	16 922	3 762	1 623	4	(D)	5	(D)	9	(D)
31 Whitewater (part) ▲	5	2 103	285	62	33	—	—	—	—	—	—
32 Balance of county	57	30 477	4 464	1 041	686	2	(D)	—	—	5	3 861
33 Juneau County	157	130 338	12 703	2 925	1 325	17	12 702	4	(D)	16	23 962
34 Mauston	57	69 766	6 812	1 558	710	6	5 062	1	(D)	6	(D)
35 Balance of county	100	60 572	5 891	1 367	615	11	7 640	3	(D)	10	(D)
36 Kenosha	828	951 721	103 697	23 520	9 856	29	29 128	11	76 409	62	155 440
37 Kenosha	643	681 857	75 033	17 426	7 492	17	(D)	10	(D)	50	133 608
38 Paddock Lake	4	10 863	883	184	80	1	(D)	—	—	1	(D)
39 Pleasant Prairie ▲	5	1 923	119	28	14	1	(D)	—	—	—	—
40 Twin Lakes	32	34 441	3 653	765	327	4	(D)	1	(D)	1	(D)
41 Balance of county	144	222 637	24 009	5 117	1 943	6	(D)	—	—	10	(D)
42 Kewaunee County	113	83 186	8 321	1 906	950	6	4 755	1	(D)	13	18 893
43 Algoma	39	35 406	2 960	619	287	3	(D)	—	—	2	(D)
44 Kewaunee	26	21 585	2 410	569	286	1	(D)	1	(D)	3	(D)
45 Balance of county	48	26 195	2 951	718	377	2	(D)	—	—	8	4 999
46 La Crosse County	747	1 010 537	114 484	26 688	11 724	28	67 834	16	(D)	52	170 259
47 Holmen	6	13 522	1 028	206	109	—	—	—	—	2	(D)
48 La Crosse	556	721 344	87 350	20 528	8 790	17	58 673	10	(D)	33	81 826
49 Onalaska	86	195 508	18 161	4 222	2 041	4	5 936	4	61 704	4	69 628
50 West Salem	28	35 591	3 407	687	230	2	(D)	1	(D)	5	3 482
51 Balance of county	71	44 572	4 538	1 045	554	5	(D)	1	(D)	8	(D)
52 Lafayette County	75	51 966	5 366	1 256	539	8	6 894	1	(D)	10	10 803
53 Langlade County	152	149 223	15 299	3 405	1 500	13	6 904	6	25 138	12	33 418
54 Antigo	118	134 970	13 734	3 096	1 353	7	2 555	6	25 138	10	(D)
55 Balance of county	34	14 253	1 565	309	147	6	4 349	—	—	2	(D)
56 Lincoln County	199	172 267	18 602	4 249	2 046	11	7 640	7	22 007	14	38 005
57 Merrill	103	114 184	12 291	2 840	1 293	6	4 727	5	(D)	7	(D)
58 Tomahawk	80	48 928	5 157	1 157	577	4	(D)	2	(D)	6	15 587
59 Balance of county	16	9 155	1 154	252	176	1	(D)	—	—	1	(D)
60 Manitowoc County	479	458 425	52 851	12 110	5 879	27	22 068	15	85 529	43	102 499
61 Kiel (part) ▲	27	25 978	3 364	737	317	2	(D)	1	(D)	5	9 698
62 Manitowoc	286	332 552	36 232	8 366	3 903	14	11 548	12	83 487	22	70 164
63 Two Rivers	85	57 579	7 806	1 803	919	3	1 363	1	(D)	4	(D)
64 Balance of county	81	42 316	5 449	1 204	740	8	(D)	1	(D)	12	(D)
65 Marathon County	690	905 954	99 376	22 647	9 310	44	78 438	16	147 176	51	161 499
66 Marshfield (part) ▲	6	3 331	254	66	31	—	—	—	—	—	—
67 Mosinee	31	32 791	4 238	790	378	1	(D)	1	(D)	3	(D)
68 Rothschild	28	31 703	3 906	919	459	1	(D)	1	(D)	3	(D)
69 Wausau	366	508 482	57 673	13 237	5 299	18	25 804	10	107 921	23	83 539
70 Weston town	25	70 745	5 748	1 335	602	—	—	2	(D)	3	(D)
71 Balance of county	234	258 902	27 557	6 300	2 541	24	(D)	2	(D)	19	31 589
72 Marinette County	324	236 932	27 626	6 184	2 993	21	15 946	9	30 907	28	39 264
73 Marinette	154	139 488	16 624	3 834	1 682	9	7 907	6	(D)	8	11 476
74 Peshtigo	29	18 501	2 257	506	215	3	2 332	—	—	4	5 297
75 Balance of county	141	78 943	8 745	1 844	1 096	9	5 707	3	(D)	16	22 491
76 Marquette County	84	50 673	5 196	1 078	578	5	3 117	3	939	7	10 006
77 Menominee County	7	3 972	377	91	67	—	—	—	—	2	(D)
78 Milwaukee County	5 354	7 139 542	892 360	208 588	77 682	174	342 426	92	869 054	543	1 292 260
79 Bayside (part) ▲	33	(D)	(D)	(D)	EE	1	(D)	—	—	6	6 531
80 Brown Deer	55	147 115	13 084	3 131	1 268	2	(D)	1	(D)	7	49 593
81 Cudahy	102	124 466	14 510	3 366	1 346	4	(D)	2	(D)	11	31 050
82 Fox Point	36	29 596	4 046	862	347	—	—	—	—	2	(D)

appendix A. For information on geographic areas followed by ▲, see appendix F]

Kind-of-business groups—Con.														
Automotive dealers (SIC 55 ex. 554)		Gasoline service stations (SIC 554)		Apparel and accessory stores (SIC 56)		Furniture and home furnishings stores (SIC 57)		Eating and drinking places (SIC 58)		Drug and proprietary stores (SIC 591)		Miscellaneous retail stores (SIC 59 ex. 591)		
Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	
—	—	1	(D)	—	—	2	(D)	4	204	—	—	1	(D)	1
4	21 497	5	6 362	7	(D)	6	1 600	21	8 209	3	(D)	12	1 955	2
2	(D)	2	(D)	—	—	5	(D)	3	(D)	1	(D)	3	(D)	3
9	(D)	10	(D)	2	(D)	4	(D)	39	(D)	—	—	10	1 186	4
1	(D)	6	4 078	1	(D)	2	(D)	28	3 570	3	(D)	11	(D)	5
32	78 083	42	34 523	14	4 064	17	7 434	123	25 900	11	8 220	45	16 661	6
4	8 096	2	(D)	2	(D)	1	(D)	10	2 209	2	(D)	6	1 030	7
4	22 772	5	6 976	2	(D)	4	(D)	7	2 258	2	(D)	7	4 302	8
9	22 881	9	6 322	9	2 740	4	1 659	24	9 932	3	(D)	17	4 830	9
15	24 334	26	(D)	1	(D)	8	(D)	82	11 501	4	1 812	15	6 499	10
16	70 486	21	17 151	24	(D)	16	(D)	73	19 327	6	(D)	48	(D)	11
2	(D)	4	2 680	1	(D)	2	(D)	9	1 493	1	(D)	6	(D)	12
10	32 350	8	(D)	21	(D)	11	(D)	35	12 026	4	(D)	36	(D)	13
4	(D)	9	(D)	2	(D)	3	(D)	29	5 808	1	(D)	6	(D)	14
15	32 634	14	14 102	6	2 466	6	2 610	51	11 604	5	2 711	23	(D)	15
5	21 609	5	5 133	6	2 466	3	(D)	16	2 882	2	(D)	11	(D)	16
10	11 025	9	8 969	—	—	3	(D)	35	8 722	3	(D)	12	(D)	17
10	(D)	14	(D)	8	(D)	8	(D)	41	(D)	5	(D)	18	(D)	18
4	(D)	2	(D)	3	(D)	4	(D)	8	(D)	1	(D)	8	(D)	19
6	(D)	12	(D)	5	(D)	4	(D)	33	(D)	4	(D)	10	3 116	20
2	(D)	9	(D)	—	—	1	(D)	27	4 835	3	1 285	13	(D)	21
12	21 836	15	26 107	8	(D)	6	1 270	49	11 428	3	3 234	12	(D)	22
4	8 422	10	(D)	6	(D)	6	1 270	25	7 628	3	3 234	8	(D)	23
8	13 414	5	(D)	2	(D)	—	—	24	3 800	—	—	4	(D)	24
26	84 069	30	44 863	22	8 946	18	9 771	161	50 342	8	10 884	65	15 206	25
6	(D)	7	8 581	6	1 056	2	(D)	38	17 425	2	(D)	18	4 304	26
5	10 958	4	4 985	2	(D)	3	(D)	23	6 051	1	(D)	9	1 685	27
2	(D)	7	8 173	1	(D)	1	(D)	14	4 354	2	(D)	2	(D)	28
1	(D)	2	(D)	1	(D)	—	—	5	517	1	(D)	2	(D)	29
11	(D)	6	(D)	9	6 499	10	(D)	41	10 775	2	(D)	29	7 780	30
—	—	—	—	1	(D)	1	(D)	3	(D)	—	—	—	—	31
1	(D)	4	11 425	2	(D)	1	(D)	37	(D)	—	—	5	811	32
9	17 203	18	39 622	3	1 104	6	3 281	69	13 538	6	6 331	9	(D)	33
3	(D)	6	8 396	3	1 104	3	(D)	20	6 472	3	(D)	6	(D)	34
6	(D)	12	31 226	—	—	3	(D)	49	7 066	3	(D)	3	(D)	35
40	174 734	63	89 161	116	79 680	71	40 359	304	93 828	12	24 499	120	188 483	36
32	161 317	41	56 429	113	78 342	63	36 326	211	70 630	9	(D)	97	(D)	37
—	—	1	(D)	—	—	—	—	—	—	—	—	—	—	38
1	(D)	3	3 693	1	(D)	1	(D)	17	3 020	1	(D)	2	(D)	40
7	(D)	16	(D)	2	(D)	7	(D)	73	(D)	2	(D)	21	(D)	41
9	30 500	12	11 402	3	(D)	10	3 085	41	9 114	5	2 132	13	(D)	42
5	(D)	4	3 087	2	(D)	5	1 000	11	2 064	3	(D)	4	(D)	43
2	(D)	3	1 827	—	—	1	(D)	13	2 579	1	(D)	1	(D)	44
2	(D)	5	6 488	1	(D)	4	(D)	17	4 471	1	(D)	8	(D)	45
42	197 692	50	61 774	74	35 351	55	(D)	261	98 534	11	16 022	158	145 956	46
1	(D)	3	(D)	—	—	—	—	—	—	—	—	—	—	47
26	155 007	33	39 618	64	28 961	43	37 194	202	77 266	9	(D)	119	(D)	48
2	(D)	7	(D)	9	(D)	8	15 175	24	12 301	2	(D)	22	(D)	49
6	(D)	2	(D)	—	—	1	(D)	6	1 293	—	—	5	(D)	50
7	(D)	5	(D)	1	(D)	3	(D)	29	7 674	—	—	12	(D)	51
3	(D)	12	11 697	5	(D)	4	(D)	24	4 638	3	(D)	5	(D)	52
13	31 658	16	17 213	11	4 945	4	2 592	53	13 248	6	5 520	18	8 587	53
11	(D)	11	13 546	11	4 945	3	(D)	37	10 592	5	(D)	17	(D)	54
2	(D)	5	3 667	—	—	1	(D)	16	2 656	1	(D)	1	(D)	55
15	34 824	19	23 563	11	4 290	10	3 375	71	16 522	7	7 144	34	14 897	56
8	28 601	10	16 059	7	3 637	7	(D)	29	9 079	4	4 708	20	(D)	57
4	5 272	8	(D)	4	653	3	(D)	32	(D)	3	2 436	14	(D)	58
3	951	1	(D)	—	—	—	—	10	(D)	—	—	—	—	59
32	91 906	49	47 891	32	9 218	22	13 242	166	43 813	11	13 373	82	28 886	60
2	(D)	3	(D)	—	—	2	(D)	8	(D)	1	(D)	3	(D)	61
16	70 604	23	22 798	28	(D)	16	9 174	92	26 172	6	8 985	57	(D)	62
11	11 927	11	10 107	4	(D)	3	(D)	31	8 095	4	(D)	13	(D)	63
3	(D)	12	(D)	—	—	1	(D)	35	(D)	—	—	9	1 955	64
41	189 150	59	71 488	59	27 112	46	38 609	230	73 627	14	13 271	130	105 584	65
2	(D)	1	(D)	2	(D)	—	—	1	(D)	—	—	—	—	66
3	(D)	4	(D)	—	—	2	(D)	14	3 446	1	(D)	2	(D)	67
—	—	3	3 394	2	(D)	1	(D)	11	4 054	—	—	6	3 543	68
13	90 314	21	24 463	51	24 508	28	28 065	113	38 290	7	8 025	82	77 553	69
4	(D)	2	(D)	1	(D)	1	(D)	7	1 471	—	—	5	1 278	70
19	83 671	28	(D)	3	(D)	14	(D)	84	(D)	6	(D)	35	(D)	71
17	49 121	31	24 871	22	12 044	21	10 625	116	25 300	4	7 874	55	20 980	72
6	29 262	11	11 592	19	11 579	12	7 256	44	11 960	2	(D)	37	13 357	73
2	(D)	5	2 220	—	—	5	2 029	6	1 438	1	(D)	3	879	74
9	(D)	15	11 059	3	465	4	1 340	66	11 902	1	(D)	15	6 744	75
6	7 329	12	18 015	—	—	1	(D)	38	(D)	2	(D)	10	(D)	76
—	—	1	(D)	1	(D)	—	—	2	(D)	—	—	1	(D)	77
218	1 438 851	331	459 514	559	379 839	379	453 560	1 836	773 320	161	367 559	1 061	763 159	78
—	—	2	(D)	2	(D)	1	(D)	10	(D)	—	—	11	4 210	79
1	(D)	2	(D)	8	21 172	4	(D)	17	7 794	3	(D)	10	4 816	80
7	27 793	6	10 341	3	(D)	6	(D)	39	11 532	3	(D)	21	9 258	81
—	—	1	(D)	8	2 547	5	7 452	7	2 687	2	(D)	11	(D)	82

Table 4. Summary Statistics for Counties and for Places With 2,500 Inhabitants or More:

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see

Geographic area	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Kind-of-business groups					
						Building materials and garden supplies stores (SIC 52)		General merchandise stores (SIC 53)		Food stores (SIC 54)	
						Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)
Wisconsin ▲—Con.											
Milwaukee County—Con.											
1 Franklin	74	200 747	18 694	4 272	1 475	9	(D)	2	(D)	8	(D)
2 Glendale	177	279 008	34 778	8 322	3 089	3	2 241	3	44 933	12	30 395
3 Greendale	172	261 564	30 406	7 144	3 141	2	(D)	7	118 923	13	16 667
4 Greenfield	225	560 396	58 889	13 318	5 043	10	12 441	5	70 300	17	86 097
5 Hales Corners	107	171 844	19 178	4 178	1 571	4	8 438	1	(D)	8	(D)
6 Milwaukee (part) ▲	3 114	(D)	(D)	(D)	KK	81	177 199	48	300 506	371	630 105
7 Oak Creek	85	196 812	20 075	4 859	1 814	3	6 288	—	—	5	59 595
8 St. Francis	28	41 895	4 007	898	434	2	(D)	1	(D)	3	(D)
9 Shorewood	67	65 121	9 343	2 258	863	2	(D)	1	(D)	4	23 928
10 South Milwaukee	75	56 010	7 523	1 724	790	7	2 313	2	(D)	5	(D)
11 Wauwatosa	409	764 504	120 765	28 501	8 518	17	16 285	8	127 279	28	69 882
12 West Allis	497	779 394	88 134	19 585	7 258	25	64 562	9	93 452	34	147 299
13 West Milwaukee	25	33 761	4 602	1 197	394	1	(D)	1	(D)	2	(D)
14 Whitefish Bay	69	54 053	9 164	2 179	738	1	(D)	1	(D)	7	19 258
15 Balance of county	4	(D)	(D)	(D)	BB	—	—	—	—	—	—
16 Monroe County	233	212 603	23 184	5 374	2 490	18	19 289	9	33 526	21	47 462
17 Sparta	77	70 072	7 822	1 876	866	5	4 925	4	(D)	7	16 193
18 Tomah	82	110 108	12 079	2 818	1 241	4	6 930	4	(D)	8	24 837
19 Balance of county	74	32 423	3 283	680	383	9	7 434	1	(D)	6	6 432
20 Oconto County	167	121 630	11 511	2 479	1 264	12	15 142	3	(D)	26	27 230
21 Oconto	39	35 924	3 438	808	372	4	6 902	1	(D)	4	(D)
22 Oconto Falls	21	29 934	2 439	501	223	1	(D)	1	(D)	3	(D)
23 Balance of county	107	55 772	5 634	1 170	669	7	(D)	1	(D)	19	(D)
24 Oneida County	369	344 014	36 683	7 929	3 256	16	23 031	10	33 082	23	62 295
25 Rhinelander	167	194 826	19 777	4 445	1 834	8	9 991	5	19 880	7	32 792
26 Balance of county	202	149 188	16 906	3 484	1 422	8	13 040	5	13 202	16	29 503
27 Outagamie County	836	1 273 846	140 804	32 979	13 036	49	138 563	23	185 388	49	191 493
28 Appleton (part) ▲	449	665 899	72 532	17 123	6 668	20	101 587	11	(D)	21	66 964
29 Grand Chute town	21	106 309	11 784	2 720	858	—	—	—	(D)	3	(D)
30 Kaukauna	74	78 833	9 045	2 121	1 078	5	6 303	1	(D)	5	(D)
31 Kimberly	29	57 774	5 478	1 343	626	3	(D)	2	(D)	2	(D)
32 Little Chute	49	48 044	6 379	1 519	569	6	3 173	1	(D)	1	(D)
33 New London (part) ▲	6	13 212	1 410	331	130	—	—	—	—	1	(D)
34 Seymour	29	32 269	2 445	546	278	2	(D)	2	(D)	2	(D)
35 Balance of county	179	271 506	31 731	7 276	2 829	13	21 852	4	(D)	14	(D)
36 Ozaukee County	479	532 396	65 692	15 003	6 062	31	36 970	8	44 677	33	97 275
37 Bayside (part) ▲	3	(D)	(D)	(D)	BB	1	(D)	—	—	—	—
38 Cedarburg	105	124 500	15 315	3 411	1 190	7	17 993	—	—	4	(D)
39 Grafton	64	80 781	9 538	2 185	1 128	1	(D)	4	(D)	6	25 732
40 Mequon	151	134 622	18 483	4 307	1 571	13	10 010	1	(D)	8	(D)
41 Port Washington	63	74 787	8 348	1 951	873	1	(D)	1	(D)	7	18 177
42 Saukville	25	46 225	4 565	980	387	1	(D)	2	(D)	2	(D)
43 Thiensville	43	52 515	6 697	1 592	628	2	(D)	—	—	3	5 445
44 Balance of county	25	(D)	(D)	(D)	EE	5	4 284	—	—	3	(D)
45 Pepin County	60	54 145	4 274	937	500	2	(D)	2	(D)	5	8 702
46 Pierce County	223	137 070	17 593	4 018	2 243	12	9 999	3	488	21	31 566
47 Ellsworth	39	26 663	2 937	666	345	3	(D)	3	488	3	(D)
48 Prescott	31	22 422	2 540	523	310	1	(D)	—	—	6	5 925
49 River Falls (part) ▲	83	64 122	9 162	2 195	1 159	3	(D)	—	—	4	(D)
50 Balance of county	70	23 863	2 954	634	429	5	1 906	—	—	8	4 760
51 Polk County	272	165 995	16 840	3 708	1 799	28	20 887	9	3 045	28	40 718
52 Amery	14	11 426	1 273	305	114	2	(D)	—	—	1	(D)
53 Balance of county	258	154 569	15 567	3 403	1 685	26	(D)	9	3 045	27	(D)
54 Portage County	390	447 561	50 419	11 501	5 346	23	27 918	9	73 941	28	78 570
55 Plover	55	32 960	4 154	988	543	3	1 342	1	(D)	3	(D)
56 Stevens Point	263	353 711	41 066	9 373	4 274	11	12 326	6	(D)	17	63 275
57 Balance of county	72	60 890	5 199	1 140	529	9	14 250	2	(D)	8	(D)
58 Price County	118	85 756	9 519	2 077	943	10	6 138	5	7 066	10	22 533
59 Park Falls	46	37 356	4 476	1 006	459	3	2 901	2	(D)	3	(D)
60 Balance of county	72	48 400	5 043	1 071	484	7	3 237	3	(D)	7	(D)
61 Racine County	1 085	1 267 323	146 735	33 780	13 672	49	97 830	19	178 740	128	261 378
62 Burlington (part) ▲	122	(D)	(D)	(D)	GG	9	10 018	1	(D)	7	(D)
63 Caledonia town	25	33 717	4 563	846	318	2	(D)	—	—	3	(D)
64 Mount Pleasant town	8	48 447	4 443	996	416	1	(D)	1	(D)	2	(D)
65 Racine	681	798 824	94 452	22 140	8 811	20	55 193	14	(D)	91	154 528
66 Sturtevant	49	56 499	5 825	1 377	575	4	3 253	—	—	4	(D)
67 Union Grove	33	43 155	3 734	793	305	3	4 841	—	—	2	(D)
68 Balance of county	167	(D)	(D)	(D)	GG	10	(D)	3	(D)	19	25 700
69 Richland County	100	99 817	10 207	2 302	966	6	4 346	2	(D)	12	22 531
70 Richland Center	76	93 418	9 462	2 068	830	4	(D)	2	(D)	8	20 351
71 Balance of county	24	6 399	745	234	136	2	(D)	—	—	4	2 180
72 Rock County	840	1 163 093	124 811	28 261	11 197	43	110 628	19	157 533	60	220 871
73 Beloit	233	330 191	34 158	8 116	3 420	9	12 706	8	(D)	18	75 866
74 Edgerton	46	44 437	5 285	1 180	401	5	(D)	—	—	3	(D)
75 Evansville	26	29 039	2 075	569	216	2	(D)	—	—	5	(D)
76 Janesville	413	678 526	74 541	16 654	6 324	21	75 460	10	107 285	19	116 570
77 Milton	40	19 062	2 502	527	315	1	(D)	—	—	4	(D)
78 Balance of county	82	61 838	6 250	1 215	521	5	(D)	1	(D)	11	4 328
79 Rusk County	105	61 038	6 295	1 401	643	10	9 871	2	(D)	11	18 126
80 Ladysmith	61	43 348	4 953	1 118	483	5	(D)	2	(D)	3	(D)
81 Balance of county	44	17 690	1 342	283	160	5	(D)	—	—	8	(D)
82 St. Croix County	306	336 320	34 793	8 056	3 527	21	17 510	9	61 673	22	59 714
83 Hudson	95	155 408	16 827	3 853	1 690	4	5 350	3	50 516	6	(D)

appendix A. For information on geographic areas followed by ▲, see appendix F]

Kind-of-business groups—Con.													
Automotive dealers (SIC 55 ex. 554)		Gasoline service stations (SIC 554)		Apparel and accessory stores (SIC 56)		Furniture and homefurnishings stores (SIC 57)		Eating and drinking places (SIC 58)		Drug and proprietary stores (SIC 591)		Miscellaneous retail stores (SIC 59 ex. 591)	
Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)
4	(D)	7	12 344	1	(D)	—	—	32	9 542	1	(D)	10	9 275
11	103 961	7	13 018	35	18 473	15	12 790	45	26 152	6	11 261	40	15 784
1	(D)	1	(D)	62	48 813	10	7 354	23	10 111	3	7 912	50	45 318
23	180 331	17	27 837	18	23 625	29	59 807	62	45 827	7	28 536	37	25 595
5	(D)	10	12 922	7	2 322	8	5 249	36	16 777	5	7 229	23	12 740
128	611 433	193	247 349	294	184 783	197	173 775	1 163	464 993	88	194 484	551	(D)
4	(D)	9	26 461	2	(D)	3	(D)	39	17 663	3	4 723	17	15 403
—	—	1	(D)	1	(D)	3	(D)	11	3 354	1	(D)	5	(D)
—	—	7	8 221	3	(D)	4	(D)	19	7 915	5	10 396	22	8 929
—	—	3	(D)	4	1 014	3	(D)	27	8 102	4	5 938	20	8 944
10	181 512	18	22 608	71	45 846	40	45 929	99	59 525	14	30 478	104	165 160
23	190 038	43	57 080	23	10 812	42	59 639	182	70 303	13	31 353	103	54 856
—	—	—	—	2	(D)	1	(D)	15	1 610	—	—	3	(D)
1	(D)	3	3 001	15	8 904	7	4 400	9	2 626	3	(D)	22	8 100
—	—	1	(D)	—	—	1	(D)	1	(D)	—	—	1	(D)
15	34 550	26	31 854	9	2 611	11	6 718	100	25 726	4	5 075	20	5 792
3	(D)	7	6 871	4	(D)	2	(D)	36	8 318	2	(D)	7	(D)
7	20 633	10	17 379	4	1 309	7	(D)	27	12 150	2	(D)	9	3 405
5	(D)	9	7 604	1	(D)	2	(D)	37	5 258	—	—	4	(D)
10	28 534	18	19 616	1	(D)	6	2 599	74	17 586	4	3 339	13	(D)
3	(D)	6	6 450	1	(D)	—	—	15	3 577	2	(D)	3	(D)
3	18 420	1	(D)	—	—	1	(D)	10	2 183	1	(D)	—	(D)
4	(D)	11	(D)	—	—	5	(D)	49	11 826	1	(D)	10	5 760
24	86 012	25	25 279	24	12 944	29	11 042	129	34 761	8	6 234	81	49 334
12	52 143	12	11 308	13	9 203	12	5 686	54	15 689	5	4 345	39	33 789
12	33 869	13	13 971	11	3 741	17	5 356	75	19 072	3	1 889	42	15 545
65	285 937	63	89 056	88	55 695	60	99 541	266	113 033	19	(D)	154	(D)
31	125 683	24	(D)	58	(D)	41	79 418	134	53 536	8	(D)	101	(D)
1	(D)	—	—	2	(D)	2	(D)	3	(D)	—	—	8	(D)
4	(D)	12	14 709	3	1 109	4	2 163	31	9 397	1	(D)	8	(D)
2	(D)	4	4 761	3	1 546	—	—	10	3 240	1	(D)	2	(D)
5	7 359	7	15 763	2	(D)	4	6 624	15	7 154	2	(D)	6	1 842
—	—	2	(D)	—	—	—	—	—	—	2	(D)	1	(D)
3	(D)	2	(D)	—	—	—	—	13	2 391	2	(D)	3	776
19	112 616	12	(D)	20	16 532	9	(D)	60	(D)	3	2 014	25	14 090
27	168 362	36	46 329	35	13 231	46	20 685	138	52 895	10	18 792	115	33 180
—	—	—	—	—	—	1	(D)	1	(D)	—	—	—	—
7	51 775	7	10 270	6	1 888	13	4 378	24	7 691	2	(D)	35	13 050
3	(D)	5	5 195	5	1 804	7	1 043	20	5 998	1	(D)	12	4 839
5	(D)	9	11 795	20	8 555	16	10 888	37	17 760	1	(D)	41	8 290
4	30 142	5	4 989	2	(D)	4	2 090	28	11 838	4	4 546	7	(D)
2	(D)	4	(D)	—	—	1	(D)	11	2 044	—	—	2	(D)
4	(D)	2	(D)	2	(D)	3	1 473	11	5 442	1	(D)	15	4 121
2	(D)	4	(D)	—	—	1	(D)	6	(D)	1	(D)	3	1 436
7	14 059	5	(D)	2	(D)	5	(D)	26	5 554	2	(D)	4	(D)
12	29 458	19	17 751	11	1 513	9	4 723	88	21 967	10	7 296	38	12 309
2	(D)	4	5 794	—	—	1	(D)	15	2 681	2	(D)	6	(D)
2	(D)	2	(D)	—	—	1	(D)	14	4 053	1	(D)	4	(D)
5	(D)	6	(D)	10	(D)	5	2 085	25	(D)	4	3 717	21	(D)
3	(D)	7	4 407	1	(D)	2	(D)	34	(D)	3	(D)	7	2 455
18	30 466	21	22 614	10	2 157	13	5 443	89	20 014	11	8 322	45	12 329
1	(D)	—	—	1	(D)	4	(D)	2	(D)	—	—	3	393
17	(D)	21	22 614	9	(D)	9	(D)	87	(D)	11	8 322	42	11 936
19	79 441	28	35 616	31	20 023	27	24 034	141	44 198	5	4 813	79	59 007
2	(D)	8	8 714	8	(D)	1	(D)	16	5 118	1	(D)	12	3 555
13	76 252	15	22 630	22	16 349	24	23 463	94	34 505	4	(D)	57	(D)
4	(D)	5	4 272	1	(D)	2	(D)	31	4 575	—	—	10	(D)
8	16 330	16	15 936	10	2 328	6	1 134	32	6 815	3	(D)	18	(D)
4	4 716	6	4 952	6	1 495	2	(D)	11	3 120	2	(D)	7	1 217
4	11 614	10	10 984	4	833	4	(D)	21	3 695	1	(D)	11	(D)
74	278 118	72	82 415	92	44 991	71	63 548	348	116 155	28	61 256	204	82 892
12	45 839	9	8 389	10	4 483	9	5 621	38	11 820	4	(D)	23	(D)
2	(D)	4	8 145	—	—	—	—	13	1 803	—	—	1	(D)
—	—	1	(D)	—	—	—	—	3	(D)	—	—	—	—
38	147 892	34	39 659	74	35 225	49	50 799	201	71 550	20	50 292	140	(D)
6	32 354	6	4 878	—	—	4	(D)	17	6 085	1	(D)	7	2 001
6	22 508	6	4 663	2	(D)	2	(D)	8	2 467	1	(D)	3	(D)
10	(D)	12	(D)	6	(D)	7	(D)	68	(D)	2	(D)	30	(D)
11	27 217	7	8 242	5	4 105	8	4 283	30	8 018	5	3 745	14	(D)
10	(D)	7	8 242	5	4 105	8	4 283	15	5 830	5	3 745	12	(D)
1	(D)	—	—	—	—	—	—	15	2 188	—	—	2	(D)
48	270 634	77	123 348	60	26 166	59	36 310	300	105 331	27	43 980	147	68 292
13	73 760	27	50 039	20	7 969	19	5 706	82	29 725	7	15 764	30	(D)
1	(D)	5	11 530	—	—	1	(D)	23	3 654	2	(D)	6	1 513
2	(D)	3	(D)	1	(D)	1	(D)	8	1 102	1	(D)	3	408
25	149 291	34	50 579	34	16 639	34	29 527	136	60 551	14	23 164	86	49 460
1	(D)	4	3 918	1	(D)	1	(D)	18	3 816	1	(D)	9	3 147
6	(D)	4	(D)	4	(D)	3	(D)	33	6 483	2	(D)	13	(D)
3	(D)	10	9 096	3	(D)	1	(D)	42	6 275	4	2 760	19	(D)
2	(D)	6	6 054	3	(D)	1	(D)	23	4 233	2	(D)	14	(D)
1	(D)	4	3 042	—	—	—	—	19	2 042	2	(D)	5	(D)
23	79 852	34	50 315	13	3 797	14	5 543	109	35 003	6	5 162	55	17 751
7	26 859	7	(D)	5	2 262	5	2 475	32	16 868	2	(D)	24	10 158

Table 4. Summary Statistics for Counties and for Places With 2,500 Inhabitants or More:

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see

Geographic area	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Kind-of-business groups					
						Building materials and garden supplies stores (SIC 52)		General merchandise stores (SIC 53)		Food stores (SIC 54)	
						Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)
Wisconsin ▲—Con.											
1 St. Croix County—Con.											
2 New Richmond	63	88 430	8 426	2 002	812	4	4 184	3	(D)	5	(D)
3 North Hudson	2	(D)	(D)	(D)	AA	—	—	—	—	1	(D)
4 River Falls (part) ▲	7	7 328	819	176	95	1	(D)	—	—	—	—
5 Balance of county	139	(D)	(D)	(D)	FF	12	(D)	3	(D)	10	(D)
6 Sauk County	405	391 444	47 045	10 181	4 338	30	26 046	11	40 777	33	82 292
7 Baraboo	113	121 686	12 723	2 744	1 148	10	12 004	3	705	7	35 009
8 Prairie du Sac	3	(D)	(D)	(D)	CC	—	—	—	—	1	(D)
9 Reedsburg	78	76 825	8 577	2 003	788	7	3 868	2	(D)	4	(D)
10 Sauk City	48	58 436	6 862	1 570	663	2	(D)	3	(D)	4	(D)
11 Balance of county	163	(D)	(D)	(D)	GG	11	(D)	3	(D)	17	(D)
12 Sawyer County	167	110 456	11 325	2 247	1 026	12	12 961	3	(D)	13	26 488
13 Shawano County	243	171 285	21 107	4 711	2 082	19	19 766	8	22 994	30	32 837
14 Shawano	123	119 980	15 449	3 472	1 392	6	16 524	5	22 528	11	(D)
15 Balance of county	120	51 305	5 658	1 239	690	13	3 242	3	466	19	(D)
16 Sheboygan County	574	723 222	81 353	18 611	8 000	31	65 893	16	119 853	55	164 313
17 Plymouth	71	120 864	10 470	2 353	1 012	5	2 212	3	30 827	4	26 512
18 Sheboygan	343	442 094	52 926	11 913	5 029	11	9 134	9	86 318	30	106 640
19 Sheboygan Falls	40	40 780	4 788	1 126	435	2	(D)	1	(D)	5	11 331
20 Balance of county	120	119 484	13 169	3 219	1 524	13	(D)	3	(D)	16	19 830
21 Taylor County	110	96 099	9 055	2 215	988	6	5 430	3	(D)	13	31 732
22 Medford	76	84 055	7 963	1 887	852	3	(D)	3	(D)	4	(D)
23 Balance of county	34	12 044	1 092	328	136	3	(D)	—	—	9	(D)
24 Trempealeau County	175	102 786	10 693	2 410	1 238	12	10 353	4	1 525	24	23 838
25 Vernon County	162	103 480	11 118	2 493	1 188	16	6 822	5	(D)	24	29 491
26 Viroqua	40	52 104	5 314	1 183	505	5	2 651	1	(D)	4	11 043
27 Balance of county	122	51 376	5 804	1 310	683	11	4 171	4	(D)	20	18 448
28 Vilas County	314	148 037	17 551	3 586	1 530	22	14 531	9	7 441	20	34 943
29 Walworth County	583	506 339	61 892	13 436	6 508	27	45 827	12	59 284	45	107 858
30 Burlington (part) ▲	2	(D)	(D)	(D)	AA	—	—	—	—	—	—
31 Delavan	85	93 466	11 898	2 476	1 184	4	7 133	3	(D)	6	(D)
32 East Troy	15	8 788	1 381	280	160	2	(D)	1	(D)	1	(D)
33 Elkhorn	69	73 299	7 748	1 730	687	4	(D)	—	—	7	(D)
34 Lake Geneva	144	144 950	17 136	3 581	1 683	3	(D)	3	(D)	8	(D)
35 Mukwonago (part) ▲	—	—	—	—	—	—	—	—	—	—	—
36 Whitewater (part) ▲	58	78 222	8 672	2 018	1 276	2	(D)	1	(D)	2	(D)
37 Balance of county	210	(D)	(D)	(D)	GG	12	(D)	4	(D)	21	24 612
38 Washburn County	137	117 148	11 912	2 510	1 111	7	7 211	5	(D)	15	26 497
39 Washington County	517	715 261	70 884	16 530	7 022	24	57 640	7	63 999	41	154 390
40 Germantown	51	72 676	9 032	2 113	893	5	(D)	—	—	4	(D)
41 Hartford (part) ▲	85	(D)	(D)	(D)	GG	4	7 260	2	(D)	5	(D)
42 Kewaskum (part) ▲	15	8 330	873	186	111	—	—	—	—	—	—
43 Milwaukee (part) ▲	—	—	—	—	—	—	—	—	—	—	—
44 West Bend	222	386 051	32 544	7 820	3 229	6	10 040	4	(D)	19	76 324
45 Balance of county	144	(D)	(D)	(D)	GG	9	(D)	1	(D)	13	(D)
46 Waukesha County	1 785	3 092 112	330 144	75 436	28 762	110	215 057	32	434 980	121	567 931
47 Brookfield	370	746 444	84 312	19 636	6 996	12	26 470	9	127 687	20	138 452
48 Delafield	30	43 902	5 169	1 180	652	2	(D)	1	(D)	2	(D)
49 Elm Grove	42	39 598	6 746	1 530	660	1	(D)	—	—	4	(D)
50 Hartland	63	45 612	6 507	1 458	695	2	(D)	2	(D)	4	(D)
51 Menomonee Falls	181	408 669	39 114	8 600	2 936	10	19 267	6	120 938	10	59 701
52 Milwaukee (part) ▲	1	(D)	(D)	(D)	AA	—	—	—	—	—	—
53 Mukwonago (part) ▲	61	98 260	8 850	2 019	916	6	3 000	1	(D)	4	(D)
54 Muskego	53	74 991	7 269	1 623	646	5	2 262	—	—	4	29 015
55 New Berlin	114	117 388	16 483	3 687	1 456	10	18 526	1	(D)	9	30 140
56 Oconomowoc	154	230 391	22 311	5 184	2 164	11	23 198	3	(D)	16	58 887
57 Pewaukee	67	72 195	8 368	1 934	914	4	2 307	1	(D)	5	(D)
58 Sussex	32	25 454	2 806	623	355	3	3 412	—	—	1	(D)
59 Waukesha	380	861 954	85 405	19 451	6 900	24	31 608	6	88 876	26	137 739
60 Balance of county	237	(D)	(D)	(D)	HH	20	73 661	2	(D)	16	(D)
61 Waupaca County	354	309 279	32 920	7 339	3 220	27	17 903	13	48 360	31	64 207
62 Clintonville	53	61 151	7 171	1 571	573	2	(D)	4	(D)	4	15 589
63 New London (part) ▲	62	53 201	5 660	1 268	612	4	2 684	2	(D)	6	(D)
64 Waupaca	105	126 436	12 669	2 881	1 209	7	5 611	4	22 372	8	25 901
65 Balance of county	134	68 491	7 420	1 619	826	14	(D)	3	441	13	(D)
66 Waushara County	129	93 044	9 251	1 984	942	5	(D)	2	(D)	12	20 519
67 Berlin (part) ▲	—	—	—	—	—	—	—	—	—	—	—
68 Balance of county	129	93 044	9 251	1 984	942	5	(D)	2	(D)	12	20 519
69 Winnebago County	970	1 262 580	141 152	31 435	13 218	42	85 279	20	(D)	62	217 766
70 Appleton (part) ▲	42	49 352	6 595	1 543	708	—	—	1	(D)	6	(D)
71 Menasha (part) (Winnebago County) ▲	78	103 880	10 890	2 558	1 253	3	(D)	2	(D)	7	46 823
72 Menasha town (Winnebago County)	18	11 939	1 997	495	161	2	(D)	—	—	—	—
73 Neenah	159	209 264	22 357	5 035	1 986	7	6 349	3	(D)	12	47 804
74 Omro	22	15 634	1 313	294	152	1	(D)	—	—	4	(D)
75 Oshkosh	479	640 218	76 019	16 304	6 941	17	61 022	11	96 328	28	99 694
76 Balance of county	172	232 293	21 981	5 206	2 017	12	(D)	3	(D)	5	4 271
77 Wood County	553	756 797	76 797	17 697	6 916	41	41 419	20	137 588	33	115 243
78 Marshfield (part) ▲	202	391 811	38 242	8 975	3 101	14	15 679	9	76 280	6	(D)
79 Nekoosa	30	18 154	1 703	373	205	3	(D)	3	(D)	5	6 710
80 Wisconsin Rapids	251	295 678	31 698	7 357	3 192	17	13 318	6	57 981	12	57 793
81 Balance of county	70	51 154	5 154	992	418	7	(D)	2	(D)	10	(D)

appendix A. For information on geographic areas followed by ▲, see appendix F]

Kind-of-business groups—Con.														
Automotive dealers (SIC 55 ex. 554)		Gasoline service stations (SIC 554)		Apparel and accessory stores (SIC 56)		Furniture and homefurnishings stores (SIC 57)		Eating and drinking places (SIC 58)		Drug and proprietary stores (SIC 591)		Miscellaneous retail stores (SIC 59 ex. 591)		
Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	
5	33 204	8	12 433	5	(D)	3	(D)	18	5 813	1	(D)	11	2 540	1
1	(D)	2	(D)	—	—	—	—	1	(D)	—	—	1	(D)	2
10	(D)	17	(D)	3	(D)	6	(D)	2	(D)	3	(D)	19	(D)	3
25	103 490	29	32 977	28	11 930	17	7 422	144	51 765	13	12 811	75	21 934	5
7	32 330	6	12 578	10	4 942	7	4 699	36	10 058	4	2 763	23	6 598	6
—	—	—	—	—	—	—	—	1	(D)	—	—	—	(D)	7
5	20 420	8	8 124	8	2 798	5	1 786	19	6 440	3	3 847	17	5 042	8
3	(D)	2	(D)	3	(D)	3	(D)	17	7 680	2	(D)	9	(D)	9
10	(D)	13	(D)	7	(D)	2	(D)	71	(D)	4	(D)	25	5 525	10
8	17 977	14	15 018	4	2 900	11	3 042	68	13 420	3	(D)	31	(D)	11
19	29 705	22	20 733	10	6 047	11	5 469	92	21 048	6	6 605	26	6 081	12
9	18 818	13	10 694	10	6 047	8	5 215	40	12 157	3	(D)	18	4 211	13
10	10 887	9	10 039	—	—	3	254	52	8 891	3	(D)	8	1 870	14
42	159 627	47	52 861	33	12 848	40	24 309	194	59 456	22	23 852	94	40 210	15
6	37 385	6	8 008	3	1 172	6	1 826	23	6 521	3	(D)	12	(D)	16
24	102 331	22	23 071	25	9 552	27	18 838	120	39 169	15	19 599	60	27 442	17
1	(D)	5	4 359	1	(D)	2	(D)	15	3 632	1	(D)	7	2 681	18
11	(D)	14	17 423	4	(D)	5	(D)	36	10 134	3	(D)	15	(D)	19
11	19 413	13	12 159	5	(D)	9	3 414	29	6 810	1	(D)	20	(D)	20
9	(D)	8	9 306	5	(D)	9	3 414	20	5 697	1	(D)	14	(D)	21
2	(D)	5	2 853	—	—	—	—	9	1 113	—	—	6	(D)	22
10	23 629	23	20 082	5	1 005	8	1 825	68	11 649	6	3 576	15	5 304	23
8	14 253	17	15 158	10	3 558	12	3 690	48	8 019	5	4 476	17	(D)	24
6	(D)	—	—	4	(D)	3	(D)	7	1 501	2	(D)	8	(D)	25
2	(D)	17	15 158	6	(D)	9	(D)	41	6 518	3	(D)	9	1 366	26
11	15 033	22	15 839	12	2 342	15	6 872	130	22 502	4	3 931	69	24 603	27
28	98 442	47	43 822	41	13 117	28	10 866	232	74 283	14	16 899	109	35 941	28
3	(D)	8	7 153	6	3 136	4	910	28	14 015	3	3 402	20	5 833	30
5	19 465	3	(D)	4	764	3	3 320	25	5 663	2	(D)	16	5 072	32
6	20 487	7	5 012	25	7 266	11	4 703	47	18 631	2	(D)	32	8 332	33
—	—	—	—	—	—	—	—	—	—	—	—	—	—	34
5	19 294	6	9 449	2	(D)	3	(D)	23	(D)	1	(D)	13	4 119	35
9	(D)	23	(D)	4	(D)	7	(D)	99	(D)	4	2 138	27	(D)	36
10	37 903	14	14 852	4	1 491	4	2 430	54	10 000	1	(D)	23	(D)	37
29	196 025	47	68 248	28	13 847	47	22 169	183	60 879	13	30 737	98	47 327	38
3	(D)	3	8 670	—	—	2	(D)	28	14 411	2	(D)	4	11 342	39
6	16 203	7	6 682	5	(D)	9	5 137	24	(D)	3	12 136	20	(D)	40
1	(D)	2	(D)	—	—	1	(D)	6	869	—	—	5	(D)	41
12	154 842	14	18 446	21	10 815	21	8 717	68	22 581	5	12 676	52	(D)	43
7	19 482	21	(D)	2	(D)	14	(D)	57	(D)	3	(D)	17	(D)	44
101	828 017	129	200 881	156	111 865	146	173 843	519	225 588	55	102 344	416	231 606	45
16	167 912	14	18 485	86	78 648	46	65 115	60	41 161	9	23 207	98	59 307	46
1	(D)	3	8 805	1	(D)	1	(D)	12	7 346	1	(D)	6	(D)	47
—	—	3	4 283	6	1 208	2	(D)	8	5 001	3	4 624	15	6 024	48
—	—	6	9 455	4	463	6	2 497	18	7 160	2	(D)	19	6 234	49
10	115 287	17	26 509	10	4 221	16	12 417	54	20 095	6	11 756	42	18 478	50
—	—	—	—	—	—	—	—	—	—	—	—	—	—	51
5	(D)	10	16 154	3	(D)	3	487	19	7 304	2	(D)	8	(D)	52
5	21 593	4	7 350	—	—	1	(D)	21	5 021	3	(D)	10	(D)	53
5	6 013	12	14 753	5	2 317	3	(D)	38	13 301	4	5 824	27	(D)	54
12	74 050	11	18 291	11	4 915	6	3 294	45	14 102	3	(D)	36	9 815	55
5	(D)	4	6 593	1	(D)	5	1 582	29	12 042	2	(D)	11	5 598	56
2	(D)	4	(D)	1	(D)	4	1 356	11	3 004	1	(D)	5	1 471	57
26	356 575	26	47 388	14	6 685	35	64 763	118	52 060	16	33 111	89	43 149	58
14	55 279	15	(D)	14	12 070	18	(D)	86	37 991	3	(D)	49	56 984	59
35	77 875	29	34 827	15	2 685	19	9 088	115	27 704	11	10 115	59	16 515	60
6	(D)	5	5 397	3	(D)	3	(D)	13	3 497	2	(D)	11	(D)	61
6	9 258	6	(D)	3	(D)	5	3 505	20	4 769	1	(D)	9	(D)	62
8	(D)	10	14 197	9	1 264	8	4 062	22	8 507	4	5 194	25	(D)	63
15	20 616	8	(D)	—	—	3	(D)	60	10 931	4	(D)	14	5 620	64
11	28 575	13	14 782	—	—	4	1 016	58	11 192	2	(D)	22	(D)	65
11	28 575	13	14 782	—	—	4	1 016	58	11 192	2	(D)	22	(D)	66
72	252 585	77	95 187	116	71 008	66	39 713	304	103 316	23	30 086	188	(D)	68
2	(D)	2	(D)	2	(D)	5	2 134	11	(D)	1	(D)	12	(D)	69
7	(D)	8	9 824	4	1 422	3	(D)	31	(D)	1	(D)	12	(D)	70
4	3 046	1	(D)	—	—	1	(D)	6	2 106	—	—	4	(D)	71
12	(D)	16	16 915	12	5 457	11	6 165	46	16 976	4	7 528	36	13 068	72
4	2 665	4	(D)	—	—	1	(D)	5	575	2	(D)	1	(D)	73
26	100 724	35	42 803	69	35 978	36	22 902	153	56 633	8	12 254	96	111 880	74
17	(D)	11	(D)	29	(D)	9	6 224	52	(D)	7	8 157	27	(D)	75
46	166 716	46	46 430	58	23 322	45	25 054	159	51 010	9	7 416	96	142 599	76
13	(D)	16	(D)	24	(D)	17	12 478	58	(D)	2	(D)	43	(D)	77
2	(D)	3	2 798	—	—	1	(D)	10	1 941	1	(D)	2	(D)	78
23	70 864	20	21 974	34	(D)	21	10 851	68	23 755	4	(D)	46	(D)	79
8	19 147	7	(D)	—	—	6	(D)	23	(D)	2	(D)	5	(D)	80

Table 5. Summary Statistics for Places With 350 Establishments or More: 1992

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

SIC 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)
	APPLETON ▲					
	Retail trade	503	750 631	83 286	19 527	7 888
52	Building materials and garden supplies stores	20	101 587	8 842	2 130	463
521, 3	Building materials and supply stores	12	92 666	7 573	1 862	348
525	Hardware stores	5	(D)	(D)	(D)	BB
526	Retail nurseries, lawn and garden supply stores	3	(D)	(D)	(D)	BB
527	Manufactured (mobile) home dealers	—	—	—	—	—
53	General merchandise stores	12	125 498	9 997	2 458	1 093
531	Department stores (incl. leased depts.) ^{1 2}	6	(D)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹	6	(D)	(D)	(D)	FF
533	Variety stores	2	(D)	(D)	(D)	AA
539	Miscellaneous general merchandise stores	4	(D)	(D)	(D)	CC
54	Food stores	29	110 235	10 011	2 674	1 193
541	Grocery stores	14	105 335	8 575	2 378	1 004
542	Meat and fish (seafood) markets	1	(D)	(D)	(D)	AA
546	Retail bakeries	7	2 469	945	194	131
543, 4, 5, 9	Other food stores	7	(D)	(D)	(D)	BB
55 ex. 554	Automotive dealers	34	128 621	10 563	2 114	414
551	New and used car dealers	5	96 488	7 331	1 446	234
552	Used car dealers	12	11 165	815	180	50
553	Auto and home supply stores	13	12 897	1 755	359	101
555, 6, 7, 9	Miscellaneous automotive dealers	4	8 071	662	129	29
554	Gasoline service stations	26	33 830	2 089	510	194
56	Apparel and accessory stores	60	31 991	4 073	935	448
561	Men's and boys' clothing and accessory stores	6	3 304	461	106	42
562, 3	Women's clothing and specialty stores	24	7 417	1 368	316	165
562	Women's clothing stores	22	(D)	(D)	(D)	CC
563	Women's accessory and specialty stores	2	(D)	(D)	(D)	AA
565	Family clothing stores	11	(D)	(D)	(D)	CC
566	Shoe stores	12	6 336	702	183	67
564, 9	Other apparel and accessory stores	7	(D)	(D)	(D)	BB
57	Furniture and home furnishings stores	46	81 552	9 351	2 170	483
5712	Furniture stores	14	15 763	2 601	551	121
5713, 4, 9	Home furnishings stores	11	(D)	(D)	(D)	BB
572	Household appliance stores	5	(D)	(D)	(D)	AA
573	Radio, television, computer, and music stores	16	57 330	5 493	1 318	283
58	Eating and drinking places	154	63 038	17 728	4 032	2 657
5812	Eating places	109	53 922	16 224	3 644	2 388
5812 pt.	Restaurants	56	26 827	9 096	2 041	1 301
5812 pt.	Cafeterias	2	(D)	(D)	(D)	CC
5812 pt.	Refreshment places	41	20 828	5 468	1 222	767
5812 pt.	Other eating places	10	(D)	(D)	(D)	CC
5813	Drinking places	45	9 116	1 504	388	269
591	Drug and proprietary stores	9	18 297	2 007	559	176
59 ex. 591	Miscellaneous retail stores	113	55 982	8 625	1 945	767
592	Liquor stores	4	(D)	(D)	(D)	AA
593	Used merchandise stores	8	1 508	300	68	34
594	Miscellaneous shopping goods stores	60	27 892	4 149	959	436
5941	Sporting goods stores and bicycle shops	9	6 701	1 014	221	68
5942	Book stores	7	5 207	651	163	75
5944	Jewelry stores	11	5 086	979	244	69
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores	33	10 898	1 505	331	224
596	Nonstore retailers	7	2 517	450	83	17
598	Fuel dealers	2	(D)	(D)	(D)	AA
5992	Florists	5	3 794	1 024	224	97
5993	Tobacco stores and stands	—	—	—	—	—
5994	News dealers and newsstands	2	(D)	(D)	(D)	AA
5995	Optical goods stores	10	4 210	886	191	69
5999	Miscellaneous retail stores, n.e.c.	15	6 556	1 072	250	73

See footnotes at end of table.

Table 5. Summary Statistics for Places With 350 Establishments or More: 1992 –Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

SIC 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)
	BROOKFIELD					
	Retail trade	370	746 444	84 312	19 636	6 996
52	Building materials and garden supplies stores	12	26 470	5 631	1 344	228
521, 3	Building materials and supply stores	6	21 141	4 474	1 093	143
525	Hardware stores	3	(D)	(D)	(D)	BB
526	Retail nurseries, lawn and garden supply stores	3	(D)	(D)	(D)	BB
527	Manufactured (mobile) home dealers	—	—	—	—	—
53	General merchandise stores	9	127 687	14 308	3 380	1 459
531	Department stores (incl. leased depts.) ^{1 2}	6	(D)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹	6	(D)	(D)	(D)	GG
533	Variety stores	2	(D)	(D)	(D)	BB
539	Miscellaneous general merchandise stores	1	(D)	(D)	(D)	AA
54	Food stores	20	138 452	13 021	2 972	920
541	Grocery stores	12	135 839	12 539	2 871	867
542	Meat and fish (seafood) markets	—	—	—	—	—
546	Retail bakeries	4	1 679	311	53	34
543, 4, 5, 9	Other food stores	4	934	171	48	19
55 ex. 554	Automotive dealers	16	167 912	12 718	3 013	450
551	New and used car dealers	8	156 978	10 893	2 594	360
552	Used car dealers	—	—	—	—	—
553	Auto and home supply stores	6	(D)	(D)	(D)	BB
555, 6, 7, 9	Miscellaneous automotive dealers	2	(D)	(D)	(D)	BB
554	Gasoline service stations	14	18 485	1 382	338	132
56	Apparel and accessory stores	86	78 648	8 192	1 976	1 004
561	Men's and boys' clothing and accessory stores	11	9 611	1 237	391	105
562, 3	Women's clothing and specialty stores	36	23 008	2 509	576	405
562	Women's clothing stores	29	19 644	1 990	460	344
563	Women's accessory and specialty stores	7	3 364	519	116	61
565	Family clothing stores	8	(D)	(D)	(D)	CC
566	Shoe stores	19	12 397	1 263	305	149
564, 9	Other apparel and accessory stores	12	(D)	(D)	(D)	CC
57	Furniture and home furnishings stores	46	65 115	5 956	1 294	391
5712	Furniture stores	13	13 134	1 938	463	124
5713, 4, 9	Home furnishings stores	15	7 116	1 253	289	79
572	Household appliance stores	4	1 402	154	37	15
573	Radio, television, computer, and music stores	14	43 463	2 611	505	173
58	Eating and drinking places	60	41 161	11 683	2 654	1 469
5812	Eating places	53	40 058	11 449	2 593	1 435
5812 pt.	Restaurants	23	21 900	6 926	1 646	804
5812 pt.	Cafeterias	1	(D)	(D)	(D)	BB
5812 pt.	Refreshment places	23	15 536	3 844	810	533
5812 pt.	Other eating places	6	(D)	(D)	(D)	BB
5813	Drinking places	7	1 103	234	61	34
591	Drug and proprietary stores	9	23 207	2 154	511	197
59 ex. 591	Miscellaneous retail stores	98	59 307	9 267	2 154	746
592	Liquor stores	2	(D)	(D)	(D)	AA
593	Used merchandise stores	3	1 260	252	25	14
594	Miscellaneous shopping goods stores	56	39 019	5 000	1 141	479
5941	Sporting goods stores and bicycle shops	9	8 431	1 197	260	116
5942	Book stores	3	3 841	358	81	50
5944	Jewelry stores	12	11 961	1 674	370	86
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores	32	14 786	1 771	430	227
596	Nonstore retailers	11	7 270	1 852	465	82
598	Fuel dealers	—	—	—	—	—
5992	Florists	9	1 612	266	55	45
5993	Tobacco stores and stands	—	—	—	—	—
5994	News dealers and newsstands	—	—	—	—	—
5995	Optical goods stores	7	3 841	912	228	56
5999	Miscellaneous retail stores, n.e.c.	10	(D)	(D)	(D)	BB

See footnotes at end of table.

RETAIL TRADE—GEOGRAPHIC AREA SERIES

Table 5. Summary Statistics for Places With 350 Establishments or More: 1992 –Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

SIC 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)
EAU CLAIRE ▲						
	Retail trade	483	650 436	78 014	18 551	8 450
52	Building materials and garden supplies stores	16	47 325	5 226	1 117	257
521, 3	Building materials and supply stores	10	(D)	(D)	(D)	CC
525	Hardware stores	3	(D)	(D)	(D)	AA
526	Retail nurseries, lawn and garden supply stores	2	(D)	(D)	(D)	AA
527	Manufactured (mobile) home dealers	1	(D)	(D)	(D)	AA
53	General merchandise stores	14	(D)	(D)	(D)	GG
531	Department stores (incl. leased depts.) ^{1 2}	8	(D)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹	8	(D)	(D)	(D)	GG
533	Variety stores	3	799	141	19	5
539	Miscellaneous general merchandise stores	3	(D)	(D)	(D)	CC
54	Food stores	38	102 445	10 048	2 423	1 073
541	Grocery stores	17	99 289	9 170	2 234	942
542	Meat and fish (seafood) markets	1	(D)	(D)	(D)	AA
546	Retail bakeries	12	(D)	(D)	(D)	BB
543, 4, 5, 9	Other food stores	8	(D)	(D)	(D)	BB
55 ex. 554	Automotive dealers	12	52 177	4 570	938	200
551	New and used car dealers	2	(D)	(D)	(D)	CC
552	Used car dealers	4	(D)	(D)	(D)	AA
553	Auto and home supply stores	4	(D)	(D)	(D)	BB
555, 6, 7, 9	Miscellaneous automotive dealers	2	(D)	(D)	(D)	BB
554	Gasoline service stations	44	53 733	2 779	678	316
56	Apparel and accessory stores	76	49 625	5 249	1 238	614
561	Men's and boys' clothing and accessory stores	8	(D)	(D)	(D)	BB
562, 3	Women's clothing and specialty stores	39	17 686	2 097	518	293
562	Women's clothing stores	35	(D)	(D)	(D)	EE
563	Women's accessory and specialty stores	4	(D)	(D)	(D)	BB
565	Family clothing stores	10	20 279	1 812	423	185
566	Shoe stores	17	(D)	(D)	(D)	BB
564, 9	Other apparel and accessory stores	2	(D)	(D)	(D)	AA
57	Furniture and home furnishings stores	49	51 051	6 226	1 418	435
5712	Furniture stores	12	(D)	(D)	(D)	BB
5713, 4, 9	Home furnishings stores	15	9 415	1 387	274	109
572	Household appliance stores	8	(D)	(D)	(D)	BB
573	Radio, television, computer, and music stores	14	26 277	2 713	674	201
58	Eating and drinking places	132	66 179	18 820	4 634	3 325
5812	Eating places	99	56 844	16 559	4 079	2 880
5812 pt.	Restaurants	35	(D)	(D)	(D)	GG
5812 pt.	Cafeterias	1	(D)	(D)	(D)	BB
5812 pt.	Refreshment places	56	30 038	8 113	1 912	1 409
5812 pt.	Other eating places	7	(D)	(D)	(D)	EE
5813	Drinking places	33	9 335	2 261	555	445
591	Drug and proprietary stores	12	(D)	(D)	(D)	CC
59 ex. 591	Miscellaneous retail stores	90	(D)	(D)	(D)	FF
592	Liquor stores	1	(D)	(D)	(D)	AA
593	Used merchandise stores	1	(D)	(D)	(D)	AA
594	Miscellaneous shopping goods stores	47	27 244	3 678	869	363
5941	Sporting goods stores and bicycle shops	11	(D)	(D)	(D)	CC
5942	Book stores	5	(D)	(D)	(D)	BB
5944	Jewelry stores	13	(D)	(D)	(D)	BB
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores	18	9 579	1 071	239	147
596	Nonstore retailers	7	6 464	1 309	335	62
598	Fuel dealers	2	(D)	(D)	(D)	BB
5992	Florists	6	1 238	257	100	30
5993	Tobacco stores and stands	—	—	—	—	—
5994	News dealers and newsstands	—	—	—	—	—
5995	Optical goods stores	8	1 315	355	64	14
5999	Miscellaneous retail stores, n.e.c.	18	5 651	1 040	237	73

See footnotes at end of table.

Table 5. Summary Statistics for Places With 350 Establishments or More: 1992 –Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

SIC 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)
FOND DU LAC						
	Retail trade	358	511 044	58 193	12 966	5 588
52	Building materials and garden supplies stores	11	21 084	2 297	502	122
521, 3	Building materials and supply stores	7	(D)	(D)	(D)	BB
525	Hardware stores	1	(D)	(D)	(D)	AA
526	Retail nurseries, lawn and garden supply stores	—	—	—	—	—
527	Manufactured (mobile) home dealers	3	7 956	967	187	51
53	General merchandise stores	15	112 583	10 769	2 352	965
531	Department stores (incl. leased depts.) ^{1 2}	8	(D)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹	8	(D)	(D)	(D)	FF
533	Variety stores	4	(D)	(D)	(D)	AA
539	Miscellaneous general merchandise stores	3	(D)	(D)	(D)	CC
54	Food stores	26	91 752	8 641	2 086	887
541	Grocery stores	16	88 796	7 823	1 886	795
542	Meat and fish (seafood) markets	1	(D)	(D)	(D)	AA
546	Retail bakeries	8	(D)	(D)	(D)	BB
543, 4, 5, 9	Other food stores	1	(D)	(D)	(D)	AA
55 ex. 554	Automotive dealers	27	117 853	9 363	2 059	442
551	New and used car dealers	6	97 156	7 054	1 558	304
552	Used car dealers	10	(D)	(D)	(D)	BB
553	Auto and home supply stores	6	(D)	(D)	(D)	BB
555, 6, 7, 9	Miscellaneous automotive dealers	5	(D)	(D)	(D)	BB
554	Gasoline service stations	31	30 654	1 303	314	150
56	Apparel and accessory stores	36	15 360	2 134	499	264
561	Men's and boys' clothing and accessory stores	4	(D)	(D)	(D)	BB
562, 3	Women's clothing and specialty stores	20	8 804	1 340	306	179
562	Women's clothing stores	17	(D)	(D)	(D)	CC
563	Women's accessory and specialty stores	3	(D)	(D)	(D)	AA
565	Family clothing stores	2	(D)	(D)	(D)	AA
566	Shoe stores	10	(D)	(D)	(D)	BB
564, 9	Other apparel and accessory stores	—	—	—	—	—
57	Furniture and home furnishings stores	23	14 558	2 152	467	132
5712	Furniture stores	9	5 901	757	179	38
5713, 4, 9	Home furnishings stores	6	3 841	887	170	49
572	Household appliance stores	2	(D)	(D)	(D)	AA
573	Radio, television, computer, and music stores	6	(D)	(D)	(D)	BB
58	Eating and drinking places	107	49 945	13 844	2 960	2 018
5812	Eating places	76	43 367	12 323	2 656	1 821
5812 pt.	Restaurants	33	(D)	(D)	(D)	FF
5812 pt.	Cafeterias	1	(D)	(D)	(D)	AA
5812 pt.	Refreshment places	36	21 441	5 219	1 140	816
5812 pt.	Other eating places	6	(D)	(D)	(D)	BB
5813	Drinking places	31	6 578	1 521	304	197
591	Drug and proprietary stores	9	17 323	2 318	556	164
59 ex. 591	Miscellaneous retail stores	73	39 932	5 372	1 171	444
592	Liquor stores	4	(D)	(D)	(D)	AA
593	Used merchandise stores	3	(D)	(D)	(D)	AA
594	Miscellaneous shopping goods stores	36	13 265	1 645	356	196
5941	Sporting goods stores and bicycle shops	8	4 185	544	132	68
5942	Book stores	3	1 890	113	27	14
5944	Jewelry stores	7	1 810	309	87	36
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores	18	5 380	679	110	78
596	Nonstore retailers	9	16 262	2 433	520	122
598	Fuel dealers	2	(D)	(D)	(D)	AA
5992	Florists	4	924	281	49	14
5993	Tobacco stores and stands	—	—	—	—	—
5994	News dealers and newsstands	—	—	—	—	—
5995	Optical goods stores	3	(D)	(D)	(D)	AA
5999	Miscellaneous retail stores, n.e.c.	12	(D)	(D)	(D)	BB

See footnotes at end of table.

Table 5. Summary Statistics for Places With 350 Establishments or More: 1992 –Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

SIC 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)
GREEN BAY						
	Retail trade	764	1 112 566	127 972	29 452	11 324
52	Building materials and garden supplies stores	28	89 589	14 215	3 200	590
521, 3	Building materials and supply stores	18	80 419	12 997	2 927	502
525	Hardware stores	8	(D)	(D)	(D)	BB
526	Retail nurseries, lawn and garden supply stores	—	—	—	—	—
527	Manufactured (mobile) home dealers	2	(D)	(D)	(D)	AA
53	General merchandise stores	18	265 912	22 962	5 458	2 076
531	Department stores (incl. leased depts.) ^{1 2}	11	(D)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹	11	(D)	(D)	(D)	GG
533	Variety stores	2	(D)	(D)	(D)	AA
539	Miscellaneous general merchandise stores	5	(D)	(D)	(D)	EE
54	Food stores	55	173 773	15 969	3 866	1 587
541	Grocery stores	27	165 072	13 714	3 315	1 354
542	Meat and fish (seafood) markets	3	(D)	(D)	(D)	AA
546	Retail bakeries	13	3 939	1 349	337	126
543, 4, 5, 9	Other food stores	12	(D)	(D)	(D)	BB
55 ex. 554	Automotive dealers	50	209 870	17 537	3 791	663
551	New and used car dealers	7	163 590	13 640	2 917	438
552	Used car dealers	23	25 202	1 442	332	91
553	Auto and home supply stores	9	7 399	1 359	344	74
555, 6, 7, 9	Miscellaneous automotive dealers	11	13 679	1 096	198	60
554	Gasoline service stations	49	64 327	3 709	884	408
56	Apparel and accessory stores	84	51 709	6 266	1 548	640
561	Men's and boys' clothing and accessory stores	6	2 925	505	143	45
562, 3	Women's clothing and specialty stores	38	26 501	3 194	778	337
562	Women's clothing stores	33	(D)	(D)	(D)	EE
563	Women's accessory and specialty stores	5	(D)	(D)	(D)	BB
565	Family clothing stores	7	(D)	(D)	(D)	CC
566	Shoe stores	29	10 703	1 197	293	114
564, 9	Other apparel and accessory stores	4	(D)	(D)	(D)	AA
57	Furniture and home furnishings stores	54	52 861	5 291	1 329	414
5712	Furniture stores	12	7 162	1 126	241	65
5713, 4, 9	Home furnishings stores	14	(D)	(D)	(D)	BB
572	Household appliance stores	9	(D)	(D)	(D)	BB
573	Radio, television, computer, and music stores	19	33 004	2 753	691	202
58	Eating and drinking places	253	97 924	26 132	5 884	3 753
5812	Eating places	170	84 526	24 088	5 391	3 428
5812 pt.	Restaurants	67	32 387	10 203	2 429	1 482
5812 pt.	Cafeterias	1	(D)	(D)	(D)	BB
5812 pt.	Refreshment places	80	40 683	10 677	2 380	1 569
5812 pt.	Other eating places	22	(D)	(D)	(D)	EE
5813	Drinking places	83	13 398	2 044	493	325
591	Drug and proprietary stores	12	19 213	2 783	608	173
59 ex. 591	Miscellaneous retail stores	161	87 388	13 108	2 884	1 020
592	Liquor stores	16	12 505	928	201	90
593	Used merchandise stores	6	910	207	43	18
594	Miscellaneous shopping goods stores	87	43 909	6 066	1 356	576
5941	Sporting goods stores and bicycle shops	23	13 206	1 991	460	148
5942	Book stores	8	2 759	318	76	39
5944	Jewelry stores	20	10 899	1 756	382	133
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores	36	17 045	2 001	438	256
596	Nonstore retailers	13	17 330	3 548	795	154
598	Fuel dealers	1	(D)	(D)	(D)	AA
5992	Florists	10	1 300	335	39	14
5993	Tobacco stores and stands	—	—	—	—	—
5994	News dealers and newsstands	2	(D)	(D)	(D)	AA
5995	Optical goods stores	5	(D)	(D)	(D)	BB
5999	Miscellaneous retail stores, n.e.c.	21	7 161	1 341	294	115

See footnotes at end of table.

Table 5. Summary Statistics for Places With 350 Establishments or More: 1992 –Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

SIC 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)
JANESVILLE						
	Retail trade	413	678 526	74 541	16 654	6 324
52	Building materials and garden supplies stores	21	75 460	6 100	1 438	359
521, 3	Building materials and supply stores	10	(D)	(D)	(D)	EE
525	Hardware stores	4	(D)	(D)	(D)	BB
526	Retail nurseries, lawn and garden supply stores	5	2 380	281	66	33
527	Manufactured (mobile) home dealers	2	(D)	(D)	(D)	AA
53	General merchandise stores	10	107 285	10 523	2 175	912
531	Department stores (incl. leased depts.) ^{1 2}	7	109 677	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹	7	104 420	10 110	2 133	892
533	Variety stores	3	2 865	413	42	20
539	Miscellaneous general merchandise stores	—	—	—	—	—
54	Food stores	19	116 570	10 411	2 338	690
541	Grocery stores	12	114 023	9 764	2 186	636
542	Meat and fish (seafood) markets	1	(D)	(D)	(D)	AA
546	Retail bakeries	3	(D)	(D)	(D)	BB
543, 4, 5, 9	Other food stores	3	771	122	29	14
55 ex. 554	Automotive dealers	25	149 291	11 724	2 429	471
551	New and used car dealers	10	110 457	8 262	1 695	260
552	Used car dealers	6	3 724	326	70	26
553	Auto and home supply stores	7	(D)	(D)	(D)	CC
555, 6, 7, 9	Miscellaneous automotive dealers	2	(D)	(D)	(D)	AA
554	Gasoline service stations	34	50 579	2 615	632	263
56	Apparel and accessory stores	34	16 639	2 009	468	217
561	Men's and boys' clothing and accessory stores	3	862	87	16	13
562, 3	Women's clothing and specialty stores	15	9 432	1 088	264	133
562	Women's clothing stores	14	(D)	(D)	(D)	CC
563	Women's accessory and specialty stores	1	(D)	(D)	(D)	AA
565	Family clothing stores	3	(D)	(D)	(D)	AA
566	Shoe stores	11	4 944	629	162	59
564, 9	Other apparel and accessory stores	2	(D)	(D)	(D)	AA
57	Furniture and home furnishings stores	34	29 527	3 928	890	244
5712	Furniture stores	11	11 936	1 373	294	80
5713, 4, 9	Home furnishings stores	11	6 635	982	242	55
572	Household appliance stores	4	(D)	(D)	(D)	BB
573	Radio, television, computer, and music stores	8	(D)	(D)	(D)	BB
58	Eating and drinking places	136	60 551	17 060	4 014	2 399
5812	Eating places	103	53 887	15 814	3 746	2 252
5812 pt.	Restaurants	47	24 212	7 989	1 946	1 076
5812 pt.	Cafeterias	1	(D)	(D)	(D)	BB
5812 pt.	Refreshment places	47	25 765	6 671	1 520	1 025
5812 pt.	Other eating places	8	(D)	(D)	(D)	BB
5813	Drinking places	33	6 664	1 246	268	147
591	Drug and proprietary stores	14	23 164	3 063	707	182
59 ex. 591	Miscellaneous retail stores	86	49 460	7 108	1 563	587
592	Liquor stores	7	3 779	261	57	23
593	Used merchandise stores	4	1 314	200	64	28
594	Miscellaneous shopping goods stores	33	19 016	2 585	564	233
5941	Sporting goods stores and bicycle shops	10	3 544	504	111	42
5942	Book stores	5	2 452	208	50	27
5944	Jewelry stores	6	4 589	883	183	45
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores	12	8 431	990	220	119
596	Nonstore retailers	11	13 045	1 796	397	132
598	Fuel dealers	6	4 912	393	92	27
5992	Florists	7	2 588	604	102	46
5993	Tobacco stores and stands	—	—	—	—	—
5994	News dealers and newsstands	—	—	—	—	—
5995	Optical goods stores	6	2 201	792	185	44
5999	Miscellaneous retail stores, n.e.c.	12	2 605	477	102	54

See footnotes at end of table.

Table 5. Summary Statistics for Places With 350 Establishments or More: 1992 –Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

SIC 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)
KENOSHA						
	Retail trade	643	681 857	75 033	17 426	7 492
52	Building materials and garden supplies stores	17	(D)	(D)	(D)	CC
521, 3	Building materials and supply stores	6	(D)	(D)	(D)	BB
525	Hardware stores	8	(D)	(D)	(D)	BB
526	Retail nurseries, lawn and garden supply stores	3	(D)	(D)	(D)	BB
527	Manufactured (mobile) home dealers	—	—	—	—	—
53	General merchandise stores	10	(D)	(D)	(D)	FF
531	Department stores (incl. leased depts.) ^{1 2}	4	73 374	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹	4	72 069	7 127	1 699	760
533	Variety stores	6	(D)	(D)	(D)	BB
539	Miscellaneous general merchandise stores	—	—	—	—	—
54	Food stores	50	133 608	12 591	2 971	984
541	Grocery stores	31	127 055	11 328	2 665	867
542	Meat and fish (seafood) markets	3	(D)	(D)	(D)	AA
546	Retail bakeries	10	2 197	532	129	61
543, 4, 5, 9	Other food stores	6	(D)	(D)	(D)	BB
55 ex. 554	Automotive dealers	32	161 317	8 744	1 850	409
551	New and used car dealers	6	(D)	(D)	(D)	EE
552	Used car dealers	12	(D)	(D)	(D)	BB
553	Auto and home supply stores	7	(D)	(D)	(D)	BB
555, 6, 7, 9	Miscellaneous automotive dealers	7	7 316	777	147	45
554	Gasoline service stations	41	56 429	3 385	782	267
56	Apparel and accessory stores	113	78 342	7 987	1 896	847
561	Men's and boys' clothing and accessory stores	20	11 066	1 336	322	137
562, 3	Women's clothing and specialty stores	39	(D)	(D)	(D)	EE
562	Women's clothing stores	31	(D)	(D)	(D)	CC
563	Women's accessory and specialty stores	8	2 739	380	97	54
565	Family clothing stores	20	19 196	1 720	401	212
566	Shoe stores	21	(D)	(D)	(D)	CC
564, 9	Other apparel and accessory stores	13	7 289	756	182	86
57	Furniture and home furnishings stores	63	36 326	4 197	1 053	307
5712	Furniture stores	13	10 014	1 526	393	77
5713, 4, 9	Home furnishings stores	29	12 819	1 478	333	142
572	Household appliance stores	6	(D)	(D)	(D)	BB
573	Radio, television, computer, and music stores	15	(D)	(D)	(D)	BB
58	Eating and drinking places	211	70 630	20 116	4 674	3 027
5812	Eating places	137	60 450	18 685	4 303	2 742
5812 pt.	Restaurants	62	30 548	10 032	2 349	1 395
5812 pt.	Cafeterias	—	—	—	—	—
5812 pt.	Refreshment places	63	27 293	7 787	1 763	1 227
5812 pt.	Other eating places	12	2 609	866	191	120
5813	Drinking places	74	10 180	1 431	371	285
591	Drug and proprietary stores	9	(D)	(D)	(D)	CC
59 ex. 591	Miscellaneous retail stores	97	(D)	(D)	(D)	FF
592	Liquor stores	12	(D)	(D)	(D)	BB
593	Used merchandise stores	3	(D)	(D)	(D)	AA
594	Miscellaneous shopping goods stores	42	(D)	(D)	(D)	EE
5941	Sporting goods stores and bicycle shops	8	2 915	432	94	49
5942	Book stores	3	(D)	(D)	(D)	AA
5944	Jewelry stores	9	(D)	(D)	(D)	BB
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores	22	8 907	1 458	341	146
596	Nonstore retailers	7	(D)	(D)	(D)	BB
598	Fuel dealers	1	(D)	(D)	(D)	AA
5992	Florists	7	(D)	(D)	(D)	BB
5993	Tobacco stores and stands	1	(D)	(D)	(D)	AA
5994	News dealers and newsstands	1	(D)	(D)	(D)	AA
5995	Optical goods stores	6	(D)	(D)	(D)	BB
5999	Miscellaneous retail stores, n.e.c.	17	(D)	(D)	(D)	BB

See footnotes at end of table.

Table 5. Summary Statistics for Places With 350 Establishments or More: 1992 –Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

SIC 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)
LA CROSSE						
	Retail trade	556	721 344	87 350	20 528	8 790
52	Building materials and garden supplies stores	17	58 673	6 227	1 359	342
521, 3	Building materials and supply stores	10	53 522	5 423	1 188	277
525	Hardware stores	4	(D)	(D)	(D)	BB
526	Retail nurseries, lawn and garden supply stores	3	(D)	(D)	(D)	BB
527	Manufactured (mobile) home dealers	—	—	—	—	—
53	General merchandise stores	10	(D)	(D)	(D)	GG
531	Department stores (incl. leased depts.) ^{1 2}	7	100 350	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹	7	99 238	11 194	2 676	1 098
533	Variety stores	3	(D)	(D)	(D)	AA
539	Miscellaneous general merchandise stores	—	—	—	—	—
54	Food stores	33	81 826	7 139	1 608	759
541	Grocery stores	21	77 982	6 382	1 427	668
542	Meat and fish (seafood) markets	1	(D)	(D)	(D)	AA
546	Retail bakeries	6	(D)	(D)	(D)	BB
543, 4, 5, 9	Other food stores	5	1 822	287	68	30
55 ex. 554	Automotive dealers	26	155 007	12 016	2 683	595
551	New and used car dealers	8	131 013	9 667	2 171	430
552	Used car dealers	8	(D)	(D)	(D)	AA
553	Auto and home supply stores	8	20 043	2 136	473	152
555, 6, 7, 9	Miscellaneous automotive dealers	2	(D)	(D)	(D)	AA
554	Gasoline service stations	33	39 618	2 723	660	233
56	Apparel and accessory stores	64	28 961	3 452	824	447
561	Men's and boys' clothing and accessory stores	5	(D)	(D)	(D)	BB
562, 3	Women's clothing and specialty stores	30	14 789	1 698	399	246
562	Women's clothing stores	27	(D)	(D)	(D)	CC
563	Women's accessory and specialty stores	3	(D)	(D)	(D)	AA
565	Family clothing stores	6	(D)	(D)	(D)	BB
566	Shoe stores	17	6 286	777	214	91
564, 9	Other apparel and accessory stores	6	(D)	(D)	(D)	BB
57	Furniture and home furnishings stores	43	37 194	5 970	1 435	390
5712	Furniture stores	11	9 685	1 431	349	101
5713, 4, 9	Home furnishings stores	13	7 309	1 054	248	73
572	Household appliance stores	4	(D)	(D)	(D)	CC
573	Radio, television, computer, and music stores	15	(D)	(D)	(D)	CC
58	Eating and drinking places	202	77 266	21 586	5 106	3 751
5812	Eating places	131	67 278	19 762	4 660	3 406
5812 pt.	Restaurants	56	30 208	10 058	2 333	1 516
5812 pt.	Cafeterias	—	—	—	—	—
5812 pt.	Refreshment places	63	31 951	8 130	1 978	1 538
5812 pt.	Other eating places	12	5 119	1 574	349	352
5813	Drinking places	71	9 988	1 824	446	345
591	Drug and proprietary stores	9	(D)	(D)	(D)	CC
59 ex. 591	Miscellaneous retail stores	119	(D)	(D)	(D)	FF
592	Liquor stores	4	(D)	(D)	(D)	BB
593	Used merchandise stores	9	(D)	(D)	(D)	BB
594	Miscellaneous shopping goods stores	59	24 025	3 016	690	299
5941	Sporting goods stores and bicycle shops	17	7 256	827	197	76
5942	Book stores	7	(D)	(D)	(D)	BB
5944	Jewelry stores	10	(D)	(D)	(D)	BB
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores	25	6 646	850	188	114
596	Nonstore retailers	13	(D)	(D)	(D)	EE
598	Fuel dealers	2	(D)	(D)	(D)	BB
5992	Florists	8	(D)	(D)	(D)	BB
5993	Tobacco stores and stands	—	—	—	—	—
5994	News dealers and newsstands	—	—	—	—	—
5995	Optical goods stores	8	1 906	421	95	28
5999	Miscellaneous retail stores, n.e.c.	16	7 237	1 174	252	91

See footnotes at end of table.

RETAIL TRADE—GEOGRAPHIC AREA SERIES

Table 5. Summary Statistics for Places With 350 Establishments or More: 1992 –Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

SIC 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)
MADISON						
	Retail trade	1 555	2 254 036	266 737	62 783	25 310
52	Building materials and garden supplies stores	49	82 517	10 930	2 613	600
521, 3	Building materials and supply stores	31	62 685	7 735	1 885	351
525	Hardware stores	11	12 770	2 321	543	176
526	Retail nurseries, lawn and garden supply stores	7	7 062	874	185	73
527	Manufactured (mobile) home dealers	—	—	—	—	—
53	General merchandise stores	29	337 959	32 920	7 820	3 296
531	Department stores (incl. leased depts.) ^{1 2}	19	(D)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹	19	(D)	(D)	(D)	HH
533	Variety stores	6	(D)	(D)	(D)	BB
539	Miscellaneous general merchandise stores	4	(D)	(D)	(D)	CC
54	Food stores	102	384 534	32 961	7 915	2 617
541	Grocery stores	58	365 489	29 137	6 987	2 172
542	Meat and fish (seafood) markets	8	3 627	422	96	37
546	Retail bakeries	16	5 868	1 623	395	217
543, 4, 5, 9	Other food stores	20	9 550	1 779	437	191
55 ex. 554	Automotive dealers	49	497 564	37 262	8 444	1 454
551	New and used car dealers	16	433 948	31 089	7 105	1 085
552	Used car dealers	7	16 278	940	193	35
553	Auto and home supply stores	19	35 607	4 089	941	279
555, 6, 7, 9	Miscellaneous automotive dealers	7	11 731	1 144	205	55
554	Gasoline service stations	84	111 674	6 591	1 521	650
56	Apparel and accessory stores	217	147 758	17 182	4 198	2 005
561	Men's and boys' clothing and accessory stores	27	(D)	(D)	(D)	CC
562, 3	Women's clothing and specialty stores	96	57 322	7 008	1 654	983
562	Women's clothing stores	85	(D)	(D)	(D)	FF
563	Women's accessory and specialty stores	11	(D)	(D)	(D)	BB
565	Family clothing stores	31	(D)	(D)	(D)	EE
566	Shoe stores	51	26 587	3 491	995	281
564, 9	Other apparel and accessory stores	12	5 808	973	242	80
57	Furniture and home furnishings stores	125	148 566	15 239	3 508	1 082
5712	Furniture stores	33	37 720	5 184	1 169	273
5713, 4, 9	Home furnishings stores	38	29 132	3 658	786	275
572	Household appliance stores	12	3 778	920	219	56
573	Radio, television, computer, and music stores	42	77 936	5 477	1 334	478
58	Eating and drinking places	510	248 902	72 097	17 059	10 444
5812	Eating places	408	220 688	65 072	15 354	9 266
5812 pt.	Restaurants	189	124 100	39 721	9 524	5 565
5812 pt.	Cafeterias	7	(D)	(D)	(D)	CC
5812 pt.	Refreshment places	175	81 702	21 579	5 006	3 121
5812 pt.	Other eating places	37	(D)	(D)	(D)	EE
5813	Drinking places	102	28 214	7 025	1 705	1 178
591	Drug and proprietary stores	35	74 107	8 938	2 008	514
59 ex. 591	Miscellaneous retail stores	355	220 455	32 617	7 697	2 648
592	Liquor stores	29	17 251	1 146	259	165
593	Used merchandise stores	22	6 906	1 597	349	147
594	Miscellaneous shopping goods stores	188	140 026	18 310	4 265	1 590
5941	Sporting goods stores and bicycle shops	41	34 463	4 433	816	318
5942	Book stores	32	33 812	4 189	1 266	336
5944	Jewelry stores	34	24 667	4 079	960	267
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores	81	47 084	5 609	1 223	669
596	Nonstore retailers	24	18 116	4 416	1 061	224
598	Fuel dealers	4	6 343	547	133	27
5992	Florists	21	5 915	1 446	357	168
5993	Tobacco stores and stands	1	(D)	(D)	(D)	AA
5994	News dealers and newsstands	1	(D)	(D)	(D)	AA
5995	Optical goods stores	16	6 400	1 261	278	89
5999	Miscellaneous retail stores, n.e.c.	49	(D)	(D)	(D)	CC

See footnotes at end of table.

Table 5. Summary Statistics for Places With 350 Establishments or More: 1992 –Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

SIC 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)
MILWAUKEE ▲						
	Retail trade	3 115	3 347 618	431 136	101 860	39 156
52	Building materials and garden supplies stores	81	177 199	19 595	4 386	1 354
521, 3	Building materials and supply stores	39	141 013	12 718	2 934	770
521	Lumber and other building materials dealers	27	133 813	11 642	2 706	721
523	Paint, glass, and wallpaper stores	12	7 200	1 076	228	49
525	Hardware stores	31	18 273	3 818	822	276
526	Retail nurseries, lawn and garden supply stores	10	(D)	(D)	(D)	EE
527	Manufactured (mobile) home dealers	1	(D)	(D)	(D)	BB
53	General merchandise stores	48	300 506	37 571	8 946	3 714
531	Department stores (incl. leased depts.) ^{1 2}	18	282 169	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹	18	271 148	33 205	7 973	3 313
533	Variety stores	29	(D)	(D)	(D)	EE
539	Miscellaneous general merchandise stores	1	(D)	(D)	(D)	AA
54	Food stores	371	630 105	61 094	14 516	5 337
541	Grocery stores	274	590 111	52 977	12 518	4 494
542	Meat and fish (seafood) markets	13	8 563	614	155	65
546	Retail bakeries	50	20 380	5 496	1 357	582
543, 4, 5, 9	Other food stores	34	11 051	2 007	486	196
543	Fruit and vegetable markets	3	(D)	(D)	(D)	AA
544	Candy, nut, and confectionery stores	19	4 413	884	216	94
545	Dairy products stores	4	(D)	(D)	(D)	AA
549	Miscellaneous food stores	8	5 683	993	254	85
55 ex. 554	Automotive dealers	128	611 433	50 451	12 127	2 164
551	New and used car dealers	23	541 084	40 146	9 834	1 621
552	Used car dealers	48	31 760	3 270	710	260
553	Auto and home supply stores	44	29 473	5 071	1 185	299
553 pt.	Auto parts, tires, and accessories stores	43	(D)	(D)	(D)	EE
553 pt.	Home and auto supply stores	1	(D)	(D)	(D)	AA
555, 6, 7, 9	Miscellaneous automotive dealers	13	9 116	1 964	398	84
555	Boat dealers	5	2 617	1 192	253	40
556	Recreational vehicle dealers	—	—	—	—	—
557	Motorcycle dealers	8	6 499	772	145	44
559	Automotive dealers, n.e.c.	—	—	—	—	—
554	Gasoline service stations	193	247 349	13 276	3 161	1 290
56	Apparel and accessory stores	294	184 783	25 564	5 887	2 562
561	Men's and boys' clothing and accessory stores	39	26 329	4 462	1 000	314
562, 3	Women's clothing and specialty stores	110	58 221	8 048	1 873	1 065
562	Women's clothing stores	80	49 855	6 444	1 501	908
563	Women's accessory and specialty stores	30	8 366	1 604	372	157
565	Family clothing stores	30	41 101	4 532	1 060	464
566	Shoe stores	85	48 195	7 074	1 591	573
566 pt.	Men's shoe stores	9	(D)	(D)	(D)	BB
566 pt.	Women's shoe stores	28	12 774	1 865	448	176
566 pt.	Children's and juveniles' shoe stores	1	(D)	(D)	(D)	AA
566 pt.	Family shoe stores	38	21 718	3 738	796	304
566 pt.	Athletic footwear stores	9	10 942	1 044	238	62
564, 9	Other apparel and accessory stores	30	10 937	1 448	363	146
564	Children's and infants' wear stores	8	4 783	478	125	68
569	Miscellaneous apparel and accessory stores	22	6 154	970	238	78
57	Furniture and home furnishings stores	197	173 775	22 802	5 227	1 453
5712	Furniture stores	51	58 005	8 242	1 807	472
5713, 4, 9	Home furnishings stores	53	34 767	6 358	1 434	341
5713	Floor covering stores	26	22 424	4 042	920	179
5714	Drapery, curtain, and upholstery stores	6	611	86	18	7
5719	Miscellaneous home furnishings stores	21	11 732	2 230	496	155
572	Household appliance stores	16	7 333	1 152	293	80
573	Radio, television, computer, and music stores	77	73 670	7 050	1 693	560
5731	Radio, television, and electronics stores	28	30 167	2 669	633	209
5734	Computer and software stores	9	5 423	412	81	30
5735	Record and prerecorded tape stores	32	33 137	3 130	784	272
5736	Musical instrument stores	8	4 943	839	195	49
58	Eating and drinking places	1 163	464 993	127 187	29 906	15 969
5812	Eating places	774	402 436	114 246	26 660	14 094
5812 pt.	Restaurants	353	171 939	54 637	13 122	6 657
5812 pt.	Cafeterias	2	(D)	(D)	(D)	BB
5812 pt.	Refreshment places	317	168 714	42 179	9 693	5 906
5812 pt.	Other eating places	102	(D)	(D)	(D)	GG
5813	Drinking places	389	62 557	12 941	3 246	1 875
591	Drug and proprietary stores	88	194 484	24 253	6 092	1 597
591 pt.	Drug stores	81	187 943	23 538	5 898	1 538
591 pt.	Proprietary stores	7	6 541	715	194	59

See footnotes at end of table.

RETAIL TRADE—GEOGRAPHIC AREA SERIES

Table 5. Summary Statistics for Places With 350 Establishments or More: 1992 —Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

SIC 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)
MILWAUKEE ▲—Con.						
59 ex. 591	Miscellaneous retail stores -----	552	362 991	49 343	11 612	3 716
592	Liquor stores -----	86	67 812	4 239	1 092	434
593	Used merchandise stores -----	41	18 122	3 890	818	367
594	Miscellaneous shopping goods stores -----	207	113 805	15 163	3 395	1 387
5941	Sporting goods stores and bicycle shops -----	32	20 106	3 253	622	214
5941 pt.	General line sporting goods stores -----	17	13 735	2 319	460	159
5941 pt.	Specialty line sporting goods stores -----	15	6 371	934	162	55
5942	Book stores -----	17	9 602	1 049	242	109
5944	Jewelry stores -----	55	27 389	4 708	1 093	357
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores -----	103	56 708	6 153	1 438	707
5943	Stationery stores -----	2	(D)	(D)	(D)	AA
5945	Hobby, toy, and game shops -----	26	33 024	2 727	579	273
5946	Camera and photographic supply stores -----	6	1 781	331	78	30
5947	Gift, novelty, and souvenir shops -----	56	14 839	2 012	483	279
5948	Luggage and leather goods stores -----	4	(D)	(D)	(D)	AA
5949	Sewing, needlework, and piece goods stores -----	9	5 765	782	218	93
596	Nonstore retailers -----	46	78 168	8 746	1 885	419
5961	Catalog and mail-order houses -----	7	(D)	(D)	(D)	CC
5962	Automatic merchandising machine operators -----	16	14 991	2 682	648	150
5963	Direct selling establishments -----	23	(D)	(D)	(D)	CC
598	Fuel dealers -----	3	14 235	1 318	383	54
5983	Fuel oil dealers -----	3	14 235	1 318	383	54
5984	Liquefied petroleum gas (bottled gas) dealers -----	—	—	—	—	—
5989	Fuel dealers, n.e.c. -----	—	—	—	—	—
5992	Florists -----	37	7 399	1 765	436	172
5993	Tobacco stores and stands -----	8	(D)	(D)	(D)	BB
5994	News dealers and newsstands -----	3	(D)	(D)	(D)	AA
5995	Optical goods stores -----	39	14 245	3 998	995	223
5999	Miscellaneous retail stores, n.e.c. -----	82	46 511	9 990	2 553	631
5999 pt.	Pet shops -----	19	7 550	925	229	108
5999 pt.	Art dealers -----	11	3 035	452	113	40
5999 pt.	Other miscellaneous retail stores, n.e.c. -----	52	35 926	8 613	2 211	483
OSHKOSH						
	Retail trade -----	479	640 218	76 019	16 304	6 941
52	Building materials and garden supplies stores -----	17	61 022	6 585	1 563	389
521, 3	Building materials and supply stores -----	10	53 365	4 998	1 126	271
525	Hardware stores -----	6	(D)	(D)	(D)	BB
526	Retail nurseries, lawn and garden supply stores -----	1	(D)	(D)	(D)	BB
527	Manufactured (mobile) home dealers -----	—	—	—	—	—
53	General merchandise stores -----	11	96 328	9 559	2 056	845
531	Department stores (incl. leased depts.) ^{1 2} -----	8	(D)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹ -----	8	(D)	(D)	(D)	FF
533	Variety stores -----	2	(D)	(D)	(D)	AA
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	BB
54	Food stores -----	28	99 694	8 613	1 935	794
541	Grocery stores -----	13	94 318	7 277	1 625	670
542	Meat and fish (seafood) markets -----	1	(D)	(D)	(D)	AA
546	Retail bakeries -----	7	(D)	(D)	(D)	BB
543, 4, 5, 9	Other food stores -----	7	3 118	760	182	46
55 ex. 554	Automotive dealers -----	26	100 724	7 455	1 564	342
551	New and used car dealers -----	5	77 980	5 050	1 120	214
552	Used car dealers -----	11	9 282	408	89	22
553	Auto and home supply stores -----	6	3 799	851	159	46
555, 6, 7, 9	Miscellaneous automotive dealers -----	4	9 663	1 146	196	60
554	Gasoline service stations -----	35	42 803	2 402	548	203
56	Apparel and accessory stores -----	69	35 978	3 882	858	480
561	Men's and boys' clothing and accessory stores -----	11	(D)	(D)	(D)	BB
562, 3	Women's clothing and specialty stores -----	25	8 215	1 183	288	157
562	Women's clothing stores -----	23	(D)	(D)	(D)	CC
563	Women's accessory and specialty stores -----	2	(D)	(D)	(D)	AA
565	Family clothing stores -----	13	13 074	1 079	205	143
566	Shoe stores -----	16	7 444	709	168	77
564, 9	Other apparel and accessory stores -----	4	(D)	(D)	(D)	BB
57	Furniture and homefurnishings stores -----	36	22 902	2 981	670	184
5712	Furniture stores -----	14	7 118	1 003	226	54
5713, 4, 9	Homefurnishings stores -----	9	4 153	483	119	42
572	Household appliance stores -----	3	5 471	770	168	45
573	Radio, television, computer, and music stores -----	10	6 160	725	157	43

See footnotes at end of table.

Table 5. Summary Statistics for Places With 350 Establishments or More: 1992 —Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

SIC 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)
	OSHKOSH—Con.					
58	Eating and drinking places -----	153	56 633	15 669	3 496	2 580
5812	Eating places -----	101	49 503	14 358	3 172	2 314
5812 pt.	Restaurants -----	40	23 255	7 335	1 601	1 073
5812 pt.	Cafeterias -----	1	(D)	(D)	(D)	AA
5812 pt.	Refreshment places -----	51	21 399	5 422	1 270	900
5812 pt.	Other eating places -----	9	(D)	(D)	(D)	EE
5813	Drinking places -----	52	7 130	1 311	324	266
591	Drug and proprietary stores -----	8	12 254	1 639	379	132
59 ex. 591	Miscellaneous retail stores -----	96	111 880	17 234	3 235	992
592	Liquor stores -----	6	3 332	182	59	25
593	Used merchandise stores -----	6	(D)	(D)	(D)	AA
594	Miscellaneous shopping goods stores -----	41	18 144	2 496	494	243
5941	Sporting goods stores and bicycle shops -----	10	4 950	374	83	53
5942	Book stores -----	5	1 753	199	54	25
5944	Jewelry stores -----	7	2 417	690	120	39
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores -----	19	9 024	1 233	237	126
596	Nonstore retailers -----	13	81 878	12 762	2 235	557
598	Fuel dealers -----	1	(D)	(D)	(D)	AA
5992	Florists -----	5	1 932	611	143	57
5993	Tobacco stores and stands -----	—	—	—	—	—
5994	News dealers and newsstands -----	1	(D)	(D)	(D)	AA
5995	Optical goods stores -----	10	(D)	(D)	(D)	BB
5999	Miscellaneous retail stores, n.e.c. -----	13	(D)	(D)	(D)	BB
	RACINE					
	Retail trade -----	681	798 824	94 452	22 140	8 811
52	Building materials and garden supplies stores -----	20	55 193	6 534	1 458	423
521, 3	Building materials and supply stores -----	9	43 178	4 605	1 036	246
525	Hardware stores -----	8	(D)	(D)	(D)	CC
526	Retail nurseries, lawn and garden supply stores -----	3	(D)	(D)	(D)	BB
527	Manufactured (mobile) home dealers -----	—	—	—	—	—
53	General merchandise stores -----	14	(D)	(D)	(D)	GG
531	Department stores (incl. leased depts.) ^{1 2} -----	8	(D)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹ -----	8	(D)	(D)	(D)	GG
533	Variety stores -----	5	(D)	(D)	(D)	BB
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	CC
54	Food stores -----	91	154 528	16 521	3 814	1 329
541	Grocery stores -----	55	140 447	12 924	3 098	978
542	Meat and fish (seafood) markets -----	8	3 962	453	111	62
546	Retail bakeries -----	12	(D)	(D)	(D)	CC
543, 4, 5, 9	Other food stores -----	16	(D)	(D)	(D)	BB
55 ex. 554	Automotive dealers -----	38	147 892	11 855	2 623	477
551	New and used car dealers -----	8	129 529	9 511	2 072	330
552	Used car dealers -----	6	4 818	403	86	18
553	Auto and home supply stores -----	16	8 192	1 514	360	100
555, 6, 7, 9	Miscellaneous automotive dealers -----	8	5 353	427	105	29
554	Gasoline service stations -----	34	39 659	2 203	555	216
56	Apparel and accessory stores -----	74	35 225	4 135	993	517
561	Men's and boys' clothing and accessory stores -----	10	(D)	(D)	(D)	BB
562, 3	Women's clothing and specialty stores -----	31	14 966	1 792	430	284
562	Women's clothing stores -----	28	(D)	(D)	(D)	EE
563	Women's accessory and specialty stores -----	3	(D)	(D)	(D)	AA
565	Family clothing stores -----	6	(D)	(D)	(D)	BB
566	Shoe stores -----	22	10 326	1 141	291	106
564, 9	Other apparel and accessory stores -----	5	1 328	203	45	22
57	Furniture and home furnishings stores -----	49	50 799	5 881	1 436	433
5712	Furniture stores -----	13	14 874	2 368	584	159
5713, 4, 9	Home furnishings stores -----	15	(D)	(D)	(D)	BB
572	Household appliance stores -----	3	(D)	(D)	(D)	BB
573	Radio, television, computer, and music stores -----	18	22 599	1 412	354	145
58	Eating and drinking places -----	201	71 550	18 883	4 412	2 839
5812	Eating places -----	153	64 915	17 507	4 079	2 615
5812 pt.	Restaurants -----	62	28 120	7 953	1 858	1 161
5812 pt.	Cafeterias -----	1	(D)	(D)	(D)	BB
5812 pt.	Refreshment places -----	71	26 449	6 909	1 614	1 114
5812 pt.	Other eating places -----	19	(D)	(D)	(D)	EE
5813	Drinking places -----	48	6 635	1 376	333	224
591	Drug and proprietary stores -----	20	50 292	6 684	1 693	401

See footnotes at end of table.

RETAIL TRADE—GEOGRAPHIC AREA SERIES

Table 5. Summary Statistics for Places With 350 Establishments or More: 1992 —Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

SIC 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)
	RACINE—Con.					
59 ex. 591	Miscellaneous retail stores -----	140	(D)	(D)	(D)	FF
592	Liquor stores -----	15	9 608	704	142	63
593	Used merchandise stores -----	11	(D)	(D)	(D)	BB
594	Miscellaneous shopping goods stores -----	61	29 250	3 691	876	395
5941	Sporting goods stores and bicycle shops -----	5	(D)	(D)	(D)	AA
5942	Book stores -----	6	(D)	(D)	(D)	BB
5944	Jewelry stores -----	20	(D)	(D)	(D)	CC
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores -----	30	15 934	1 760	420	237
596	Nonstore retailers -----	11	(D)	(D)	(D)	BB
598	Fuel dealers -----	-	-	-	-	-
5992	Florists -----	9	2 317	602	141	77
5993	Tobacco stores and stands -----	-	-	-	-	-
5994	News dealers and newsstands -----	-	-	-	-	-
5995	Optical goods stores -----	11	(D)	(D)	(D)	BB
5999	Miscellaneous retail stores, n.e.c. -----	22	(D)	(D)	(D)	BB
	WAUKESHA					
	Retail trade -----	380	861 954	85 405	19 451	6 900
52	Building materials and garden supplies stores -----	24	31 608	4 946	932	252
521, 3	Building materials and supply stores -----	15	22 912	3 675	690	123
525	Hardware stores -----	3	(D)	(D)	(D)	BB
526	Retail nurseries, lawn and garden supply stores -----	5	(D)	(D)	(D)	BB
527	Manufactured (mobile) home dealers -----	1	(D)	(D)	(D)	AA
53	General merchandise stores -----	6	88 876	7 807	1 721	777
531	Department stores (incl. leased depts.) ^{1 2} -----	4	(D)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹ -----	4	(D)	(D)	(D)	FF
533	Variety stores -----	1	(D)	(D)	(D)	BB
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	AA
54	Food stores -----	26	137 739	12 468	2 938	1 131
541	Grocery stores -----	18	132 200	10 868	2 580	960
542	Meat and fish (seafood) markets -----	2	(D)	(D)	(D)	BB
546	Retail bakeries -----	5	(D)	(D)	(D)	CC
543, 4, 5, 9	Other food stores -----	1	(D)	(D)	(D)	AA
55 ex. 554	Automotive dealers -----	26	356 575	24 909	5 511	853
551	New and used car dealers -----	12	325 951	21 999	4 893	683
552	Used car dealers -----	4	4 719	187	33	8
553	Auto and home supply stores -----	4	(D)	(D)	(D)	CC
555, 6, 7, 9	Miscellaneous automotive dealers -----	6	(D)	(D)	(D)	AA
554	Gasoline service stations -----	26	47 388	2 459	608	259
56	Apparel and accessory stores -----	14	6 685	1 032	252	127
561	Men's and boys' clothing and accessory stores -----	1	(D)	(D)	(D)	AA
562, 3	Women's clothing and specialty stores -----	8	3 998	649	162	91
562	Women's clothing stores -----	6	(D)	(D)	(D)	BB
563	Women's accessory and specialty stores -----	2	(D)	(D)	(D)	BB
565	Family clothing stores -----	-	-	-	-	-
566	Shoe stores -----	5	(D)	(D)	(D)	BB
564, 9	Other apparel and accessory stores -----	-	-	-	-	-
57	Furniture and home furnishings stores -----	35	64 763	7 554	1 865	453
5712	Furniture stores -----	7	12 894	1 494	322	65
5713, 4, 9	Home furnishings stores -----	12	6 119	1 078	226	68
572	Household appliance stores -----	5	(D)	(D)	(D)	BB
573	Radio, television, computer, and music stores -----	11	(D)	(D)	(D)	EE
58	Eating and drinking places -----	118	52 060	14 355	3 309	2 248
5812	Eating places -----	88	47 291	13 542	3 137	2 144
5812 pt.	Restaurants -----	30	19 391	6 247	1 459	860
5812 pt.	Cafeterias -----	1	(D)	(D)	(D)	AA
5812 pt.	Refreshment places -----	47	23 735	6 033	1 395	969
5812 pt.	Other eating places -----	10	(D)	(D)	(D)	EE
5813	Drinking places -----	30	4 769	813	172	104
591	Drug and proprietary stores -----	16	33 111	3 773	924	287

See footnotes at end of table.

Table 5. Summary Statistics for Places With 350 Establishments or More: 1992 —Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

SIC 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)
WAUKESHA—Con.						
59 ex. 591	Miscellaneous retail stores -----	89	43 149	6 102	1 391	513
592	Liquor stores -----	6	8 370	364	87	50
593	Used merchandise stores -----	4	1 022	267	61	24
594	Miscellaneous shopping goods stores -----	38	14 643	1 850	424	221
5941	Sporting goods stores and bicycle shops -----	8	4 191	489	102	40
5942	Book stores -----	5	(D)	(D)	(D)	BB
5944	Jewelry stores -----	8	(D)	(D)	(D)	BB
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores -----	17	5 973	746	182	125
596	Nonstore retailers -----	18	13 393	2 202	503	118
598	Fuel dealers -----	2	(D)	(D)	(D)	AA
5992	Florists -----	6	1 524	358	87	34
5993	Tobacco stores and stands -----	—	—	—	—	—
5994	News dealers and newsstands -----	—	—	—	—	—
5995	Optical goods stores -----	6	(D)	(D)	(D)	BB
5999	Miscellaneous retail stores, n.e.c. -----	9	(D)	(D)	(D)	BB
WAUSAU						
	Retail trade -----	366	508 482	57 673	13 237	5 299
52	Building materials and garden supplies stores -----	18	25 804	3 236	654	144
521, 3	Building materials and supply stores -----	14	24 207	3 062	618	125
525	Hardware stores -----	1	(D)	(D)	(D)	AA
526	Retail nurseries, lawn and garden supply stores -----	2	(D)	(D)	(D)	AA
527	Manufactured (mobile) home dealers -----	1	(D)	(D)	(D)	AA
53	General merchandise stores -----	10	107 921	10 675	2 524	969
531	Department stores (incl. leased depts.) ^{1 2} -----	7	(D)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹ -----	7	(D)	(D)	(D)	FF
533	Variety stores -----	1	(D)	(D)	(D)	AA
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	BB
54	Food stores -----	23	83 539	7 187	1 687	718
541	Grocery stores -----	11	79 554	6 327	1 472	614
542	Meat and fish (seafood) markets -----	2	(D)	(D)	(D)	AA
546	Retail bakeries -----	4	(D)	(D)	(D)	BB
543, 4, 5, 9	Other food stores -----	6	(D)	(D)	(D)	BB
55 ex. 554	Automotive dealers -----	13	90 314	7 113	1 654	283
551	New and used car dealers -----	7	80 273	5 929	1 401	223
552	Used car dealers -----	—	—	—	—	—
553	Auto and home supply stores -----	4	(D)	(D)	(D)	BB
555, 6, 7, 9	Miscellaneous automotive dealers -----	2	(D)	(D)	(D)	BB
554	Gasoline service stations -----	21	24 463	1 457	345	144
56	Apparel and accessory stores -----	51	24 508	3 005	705	358
561	Men's and boys' clothing and accessory stores -----	5	2 148	340	73	25
562, 3	Women's clothing and specialty stores -----	27	(D)	(D)	(D)	CC
562	Women's clothing stores -----	24	(D)	(D)	(D)	CC
563	Women's accessory and specialty stores -----	3	827	146	34	11
565	Family clothing stores -----	3	(D)	(D)	(D)	BB
566	Shoe stores -----	13	5 713	855	205	74
564, 9	Other apparel and accessory stores -----	3	606	87	19	12
57	Furniture and home furnishings stores -----	28	28 065	4 101	904	218
5712	Furniture stores -----	11	(D)	(D)	(D)	CC
5713, 4, 9	Home furnishings stores -----	7	1 620	245	58	25
572	Household appliance stores -----	3	(D)	(D)	(D)	BB
573	Radio, television, computer, and music stores -----	7	4 593	568	129	40
58	Eating and drinking places -----	113	38 290	11 916	2 727	1 735
5812	Eating places -----	95	35 664	11 481	2 622	1 660
5812 pt.	Restaurants -----	37	17 697	6 123	1 402	879
5812 pt.	Cafeterias -----	—	—	—	—	—
5812 pt.	Refreshment places -----	30	13 433	3 586	822	540
5812 pt.	Other eating places -----	28	4 534	1 772	398	241
5813	Drinking places -----	18	2 626	435	105	75
591	Drug and proprietary stores -----	7	8 025	915	215	53

See footnotes at end of table.

RETAIL TRADE—GEOGRAPHIC AREA SERIES

WISCONSIN WI-35

Table 5. Summary Statistics for Places With 350 Establishments or More: 1992 —Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

SIC 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)
WAUSAU—Con.						
59 ex. 591	Miscellaneous retail stores -----	82	77 553	8 068	1 822	677
592	Liquor stores -----	2	(D)	(D)	(D)	AA
593	Used merchandise stores -----	4	959	250	57	15
594	Miscellaneous shopping goods stores -----	40	16 615	1 826	439	196
5941	Sporting goods stores and bicycle shops -----	7	(D)	(D)	(D)	BB
5942	Book stores -----	3	(D)	(D)	(D)	BB
5944	Jewelry stores -----	10	(D)	(D)	(D)	BB
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores -----	20	4 543	518	125	85
596	Nonstore retailers -----	11	(D)	(D)	(D)	EE
598	Fuel dealers -----	2	(D)	(D)	(D)	AA
5992	Florists -----	5	1 175	230	58	23
5993	Tobacco stores and stands -----	—	—	—	—	—
5994	News dealers and newsstands -----	1	(D)	(D)	(D)	AA
5995	Optical goods stores -----	7	2 191	535	119	30
5999	Miscellaneous retail stores, n.e.c. -----	10	1 920	397	68	31
WAUWATOSA						
	Retail trade -----	409	764 504	120 765	28 501	8 518
52	Building materials and garden supplies stores -----	17	16 285	3 093	587	147
521, 3	Building materials and supply stores -----	9	8 292	1 478	305	62
525	Hardware stores -----	6	(D)	(D)	(D)	BB
526	Retail nurseries, lawn and garden supply stores -----	2	(D)	(D)	(D)	BB
527	Manufactured (mobile) home dealers -----	—	—	—	—	—
53	General merchandise stores -----	8	127 279	12 646	2 973	1 239
531	Department stores (incl. leased depts.) ^{1 2} -----	4	128 609	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹ -----	4	122 269	12 208	2 860	1 184
533	Variety stores -----	3	(D)	(D)	(D)	BB
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	AA
54	Food stores -----	28	69 882	7 010	1 619	616
541	Grocery stores -----	7	55 107	4 233	1 013	371
542	Meat and fish (seafood) markets -----	3	(D)	(D)	(D)	AA
546	Retail bakeries -----	8	(D)	(D)	(D)	BB
543, 4, 5, 9	Other food stores -----	10	11 572	1 947	430	156
55 ex. 554	Automotive dealers -----	10	181 512	13 894	3 446	561
551	New and used car dealers -----	7	(D)	(D)	(D)	FF
552	Used car dealers -----	2	(D)	(D)	(D)	AA
553	Auto and home supply stores -----	—	—	—	—	—
555, 6, 7, 9	Miscellaneous automotive dealers -----	1	(D)	(D)	(D)	AA
554	Gasoline service stations -----	18	22 608	1 503	374	147
56	Apparel and accessory stores -----	71	45 846	5 376	1 241	662
561	Men's and boys' clothing and accessory stores -----	5	4 036	482	107	42
562, 3	Women's clothing and specialty stores -----	37	24 498	3 004	668	424
562	Women's clothing stores -----	32	21 428	2 711	600	395
563	Women's accessory and specialty stores -----	5	3 070	293	68	29
565	Family clothing stores -----	5	5 369	387	99	71
566	Shoe stores -----	17	8 259	997	236	86
564, 9	Other apparel and accessory stores -----	7	3 684	506	131	39
57	Furniture and home furnishings stores -----	40	45 929	5 362	1 191	358
5712	Furniture stores -----	6	3 914	480	115	51
5713, 4, 9	Home furnishings stores -----	12	6 821	1 172	277	90
572	Household appliance stores -----	5	6 278	879	156	33
573	Radio, television, computer, and music stores -----	17	28 916	2 831	643	184
58	Eating and drinking places -----	99	59 525	16 946	4 038	2 093
5812	Eating places -----	84	56 833	16 407	3 910	2 024
5812 pt.	Restaurants -----	36	29 562	9 702	2 372	1 111
5812 pt.	Cafeterias -----	—	—	—	—	—
5812 pt.	Refreshment places -----	38	21 353	5 147	1 193	788
5812 pt.	Other eating places -----	10	5 918	1 558	345	125
5813	Drinking places -----	15	2 692	539	128	69
591	Drug and proprietary stores -----	14	30 478	3 562	892	252

See footnotes at end of table.

Table 5. Summary Statistics for Places With 350 Establishments or More: 1992 —Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

SIC 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)
WAUWATOSA—Con.						
59 ex. 591	Miscellaneous retail stores -----	104	165 160	51 373	12 140	2 443
592	Liquor stores -----	5	8 110	363	80	33
593	Used merchandise stores -----	3	173	20	5	4
594	Miscellaneous shopping goods stores -----	53	36 912	4 380	1 081	389
5941	Sporting goods stores and bicycle shops -----	7	6 241	797	219	63
5942	Book stores -----	6	5 216	379	85	41
5944	Jewelry stores -----	16	12 416	1 627	434	123
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores -----	24	13 039	1 577	343	162
596	Nonstore retailers -----	11	(D)	(D)	(D)	GG
598	Fuel dealers -----	—	—	—	—	—
5992	Florists -----	4	(D)	(D)	(D)	BB
5993	Tobacco stores and stands -----	—	—	—	—	—
5994	News dealers and newsstands -----	—	—	—	—	—
5995	Optical goods stores -----	11	(D)	(D)	(D)	BB
5999	Miscellaneous retail stores, n.e.c. -----	17	(D)	(D)	(D)	CC
WEST ALLIS						
	Retail trade -----	497	779 394	88 134	19 585	7 258
52	Building materials and garden supplies stores -----	25	64 562	8 242	1 819	570
521, 3	Building materials and supply stores -----	14	51 312	5 941	1 344	431
525	Hardware stores -----	7	11 969	2 057	421	122
526	Retail nurseries, lawn and garden supply stores -----	3	(D)	(D)	(D)	AA
527	Manufactured (mobile) home dealers -----	1	(D)	(D)	(D)	AA
53	General merchandise stores -----	9	93 452	7 163	1 691	768
531	Department stores (incl. leased depts.) ^{1 2} -----	3	(D)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹ -----	3	(D)	(D)	(D)	FF
533	Variety stores -----	2	(D)	(D)	(D)	AA
539	Miscellaneous general merchandise stores -----	4	(D)	(D)	(D)	CC
54	Food stores -----	34	147 299	12 750	2 911	1 068
541	Grocery stores -----	19	142 508	11 965	2 727	969
542	Meat and fish (seafood) markets -----	1	(D)	(D)	(D)	AA
546	Retail bakeries -----	6	2 849	560	123	59
543, 4, 5, 9	Other food stores -----	8	(D)	(D)	(D)	BB
55 ex. 554	Automotive dealers -----	23	190 038	15 115	3 618	553
551	New and used car dealers -----	8	180 423	13 948	3 357	477
552	Used car dealers -----	3	1 787	82	19	4
553	Auto and home supply stores -----	12	7 828	1 085	242	72
555, 6, 7, 9	Miscellaneous automotive dealers -----	—	—	—	—	—
554	Gasoline service stations -----	43	57 080	2 657	627	266
56	Apparel and accessory stores -----	23	10 812	1 533	340	148
561	Men's and boys' clothing and accessory stores -----	2	(D)	(D)	(D)	AA
562, 3	Women's clothing and specialty stores -----	11	5 053	804	158	87
562	Women's clothing stores -----	10	(D)	(D)	(D)	BB
563	Women's accessory and specialty stores -----	1	(D)	(D)	(D)	AA
565	Family clothing stores -----	—	—	—	—	—
566	Shoe stores -----	8	3 567	398	100	36
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	AA
57	Furniture and home furnishings stores -----	42	59 639	11 770	1 752	367
5712	Furniture stores -----	10	(D)	(D)	(D)	CC
5713, 4, 9	Home furnishings stores -----	15	11 467	2 417	488	115
572	Household appliance stores -----	4	(D)	(D)	(D)	AA
573	Radio, television, computer, and music stores -----	13	(D)	(D)	(D)	BB
58	Eating and drinking places -----	182	70 303	18 706	4 377	2 634
5812	Eating places -----	127	62 366	17 232	4 023	2 387
5812 pt.	Restaurants -----	66	30 691	9 452	2 460	1 243
5812 pt.	Cafeterias -----	1	(D)	(D)	(D)	BB
5812 pt.	Refreshment places -----	50	27 384	6 441	1 343	976
5812 pt.	Other eating places -----	10	(D)	(D)	(D)	CC
5813	Drinking places -----	55	7 937	1 474	354	247
591	Drug and proprietary stores -----	13	31 353	3 167	780	266

See footnotes at end of table.

RETAIL TRADE—GEOGRAPHIC AREA SERIES

WISCONSIN WI-37

Table 5. Summary Statistics for Places With 350 Establishments or More: 1992 –Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

SIC 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)
	WEST ALLIS—Con.					
59 ex. 591	Miscellaneous retail stores -----	103	54 856	7 031	1 670	618
592	Liquor stores -----	15	8 190	607	87	47
593	Used merchandise stores -----	12	2 502	624	137	74
594	Miscellaneous shopping goods stores -----	42	26 211	3 416	845	328
5941	Sporting goods stores and bicycle shops -----	10	9 582	959	218	102
5942	Book stores -----	3	1 286	131	35	14
5944	Jewelry stores -----	8	6 064	1 141	298	74
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores -----	21	9 279	1 185	294	138
596	Nonstore retailers -----	9	7 202	707	209	46
598	Fuel dealers -----	3	(D)	(D)	(D)	BB
5992	Florists -----	7	1 643	352	92	28
5993	Tobacco stores and stands -----	1	(D)	(D)	(D)	AA
5994	News dealers and newsstands -----	—	—	—	—	—
5995	Optical goods stores -----	3	(D)	(D)	(D)	BB
5999	Miscellaneous retail stores, n.e.c. -----	11	3 720	467	106	49

¹Includes sales from catalog order desks.

²Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

Table 6. Summary Statistics for Counties With 350 Establishments or More: 1992

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

SIC 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)
	BARRON COUNTY					
	Retail trade -----	355	328 070	32 873	7 511	3 342
52	Building materials and garden supplies stores -----	24	27 179	2 896	624	175
521, 3	Building materials and supply stores -----	13	16 892	1 655	365	86
525	Hardware stores -----	8	(D)	(D)	(D)	BB
526	Retail nurseries, lawn and garden supply stores -----	2	(D)	(D)	(D)	AA
527	Manufactured (mobile) home dealers -----	1	(D)	(D)	(D)	AA
53	General merchandise stores -----	12	47 494	4 904	1 154	466
531	Department stores (incl. leased depts.) ^{1 2} -----	3	39 318	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹ -----	3	38 907	3 941	914	360
533	Variety stores -----	3	(D)	(D)	(D)	BB
539	Miscellaneous general merchandise stores -----	6	(D)	(D)	(D)	BB
54	Food stores -----	32	59 815	5 327	1 272	603
541	Grocery stores -----	18	55 820	4 636	1 115	509
542	Meat and fish (seafood) markets -----	3	(D)	(D)	(D)	AA
546	Retail bakeries -----	7	(D)	(D)	(D)	BB
543, 4, 5, 9	Other food stores -----	4	1 391	130	29	23
55 ex. 554	Automotive dealers -----	30	82 005	5 464	1 166	303
551	New and used car dealers -----	11	51 341	3 322	713	157
552	Used car dealers -----	7	(D)	(D)	(D)	AA
553	Auto and home supply stores -----	6	(D)	(D)	(D)	CC
555, 6, 7, 9	Miscellaneous automotive dealers -----	6	7 340	466	109	26
554	Gasoline service stations -----	32	36 317	2 314	573	220
56	Apparel and accessory stores -----	20	9 718	1 042	239	107
561	Men's and boys' clothing and accessory stores -----	3	(D)	(D)	(D)	AA
562, 3	Women's clothing and specialty stores -----	10	2 875	345	77	43
562	Women's clothing stores -----	9	(D)	(D)	(D)	BB
563	Women's accessory and specialty stores -----	1	(D)	(D)	(D)	AA
565	Family clothing stores -----	3	(D)	(D)	(D)	BB
566	Shoe stores -----	4	1 555	167	41	16
564, 9	Other apparel and accessory stores -----	—	—	—	—	—
57	Furniture and home furnishings stores -----	24	7 789	918	222	66
5712	Furniture stores -----	9	3 681	472	119	28
5713, 4, 9	Home furnishings stores -----	4	1 450	164	39	12
572	Household appliance stores -----	5	1 403	118	26	11
573	Radio, television, computer, and music stores -----	6	1 255	164	38	15

See footnotes at end of table.

Table 6. Summary Statistics for Counties With 350 Establishments or More: 1992 — Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

SIC 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)
BARRON COUNTY—Con.						
58	Eating and drinking places -----	120	28 557	6 464	1 426	1 110
5812	Eating places -----	78	21 164	5 486	1 227	978
5812 pt.	Restaurants -----	46	11 233	2 977	663	521
5812 pt.	Cafeterias -----	2	(D)	(D)	(D)	AA
5812 pt.	Refreshment places -----	25	9 164	2 376	534	416
5812 pt.	Other eating places -----	5	(D)	(D)	(D)	BB
5813	Drinking places -----	42	7 393	978	199	132
591	Drug and proprietary stores -----	12	8 502	1 109	241	85
59 ex. 591	Miscellaneous retail stores -----	49	20 694	2 435	594	207
592	Liquor stores -----	8	3 840	332	69	41
593	Used merchandise stores -----	1	(D)	(D)	(D)	AA
594	Miscellaneous shopping goods stores -----	23	4 408	517	106	70
5941	Sporting goods stores and bicycle shops -----	7	1 667	154	30	17
5942	Book stores -----	—	—	—	—	—
5944	Jewelry stores -----	4	1 144	157	33	13
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores -----	12	1 597	206	43	40
596	Nonstore retailers -----	7	7 297	996	266	48
598	Fuel dealers -----	4	4 257	447	109	27
5992	Florists -----	1	(D)	(D)	(D)	AA
5993	Tobacco stores and stands -----	—	—	—	—	—
5994	News dealers and newsstands -----	—	—	—	—	—
5995	Optical goods stores -----	1	(D)	(D)	(D)	AA
5999	Miscellaneous retail stores, n.e.c. -----	4	417	68	17	8
BROWN COUNTY (Coextensive with Green Bay, WI MSA; see table 7.)						
COLUMBIA COUNTY						
Retail trade -----		392	332 334	37 867	7 832	3 264
52	Building materials and garden supplies stores -----	18	23 602	3 030	812	171
521, 3	Building materials and supply stores -----	8	18 334	2 338	634	110
525	Hardware stores -----	8	(D)	(D)	(D)	BB
526	Retail nurseries, lawn and garden supply stores -----	2	(D)	(D)	(D)	AA
527	Manufactured (mobile) home dealers -----	—	—	—	—	—
53	General merchandise stores -----	5	(D)	(D)	(D)	CC
531	Department stores (incl. leased depts.) ^{1 2} -----	2	(D)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹ -----	2	(D)	(D)	(D)	CC
533	Variety stores -----	2	(D)	(D)	(D)	AA
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	AA
54	Food stores -----	31	60 339	5 513	1 295	546
541	Grocery stores -----	19	57 927	5 042	1 253	504
542	Meat and fish (seafood) markets -----	1	(D)	(D)	(D)	AA
546	Retail bakeries -----	4	(D)	(D)	(D)	AA
543, 4, 5, 9	Other food stores -----	7	1 433	276	—	21
55 ex. 554	Automotive dealers -----	27	78 363	5 692	1 409	290
551	New and used car dealers -----	10	69 939	4 803	1 213	228
552	Used car dealers -----	5	1 865	122	36	11
553	Auto and home supply stores -----	7	3 330	419	110	35
555, 6, 7, 9	Miscellaneous automotive dealers -----	5	3 229	348	50	16
554	Gasoline service stations -----	42	67 426	5 108	1 135	407
56	Apparel and accessory stores -----	26	7 959	996	225	107
561	Men's and boys' clothing and accessory stores -----	3	(D)	(D)	(D)	AA
562, 3	Women's clothing and specialty stores -----	13	3 055	454	111	53
562	Women's clothing stores -----	12	(D)	(D)	(D)	BB
563	Women's accessory and specialty stores -----	1	(D)	(D)	(D)	AA
565	Family clothing stores -----	4	2 630	270	65	27
566	Shoe stores -----	2	(D)	(D)	(D)	AA
564, 9	Other apparel and accessory stores -----	4	300	41	6	8
57	Furniture and home furnishings stores -----	9	4 095	471	113	44
5712	Furniture stores -----	4	1 665	176	40	16
5713, 4, 9	Home furnishings stores -----	1	(D)	(D)	(D)	AA
572	Household appliance stores -----	3	(D)	(D)	(D)	AA
573	Radio, television, computer, and music stores -----	1	(D)	(D)	(D)	AA
58	Eating and drinking places -----	149	40 939	10 551	1 766	1 253
5812	Eating places -----	112	35 696	9 696	1 593	1 129
5812 pt.	Restaurants -----	69	18 500	5 421	939	673
5812 pt.	Cafeterias -----	1	(D)	(D)	(D)	AA
5812 pt.	Refreshment places -----	39	(D)	(D)	(D)	EE
5812 pt.	Other eating places -----	3	(D)	(D)	(D)	BB
5813	Drinking places -----	37	5 243	855	173	124

See footnotes at end of table.

RETAIL TRADE—GEOGRAPHIC AREA SERIES

Table 6. Summary Statistics for Counties With 350 Establishments or More: 1992 — Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

SIC 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)
COLUMBIA COUNTY—Con.						
591	Drug and proprietary stores -----	12	11 128	1 437	339	117
59 ex. 591	Miscellaneous retail stores -----	73	(D)	(D)	(D)	CC
592	Liquor stores -----	7	2 309	59	11	12
593	Used merchandise stores -----	8	1 384	276	57	28
594	Miscellaneous shopping goods stores -----	44	11 005	2 078	235	113
5941	Sporting goods stores and bicycle shops -----	2	(D)	(D)	(D)	AA
5942	Book stores -----	3	(D)	(D)	(D)	AA
5944	Jewelry stores -----	6	794	143	34	15
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores -----	33	9 416	1 854	181	83
596	Nonstore retailers -----	2	(D)	(D)	(D)	AA
598	Fuel dealers -----	3	3 095	478	101	18
5992	Florists -----	3	(D)	(D)	(D)	AA
5993	Tobacco stores and stands -----	—	—	—	—	—
5994	News dealers and newsstands -----	—	—	—	—	—
5995	Optical goods stores -----	1	(D)	(D)	(D)	AA
5999	Miscellaneous retail stores, n.e.c. -----	5	(D)	(D)	(D)	AA
DANE COUNTY (Coextensive with Madison, WI MSA; see table 7.)						
DODGE COUNTY						
	Retail trade -----	431	407 987	45 121	10 183	4 496
52	Building materials and garden supplies stores -----	28	41 157	4 131	960	202
521, 3	Building materials and supply stores -----	15	37 722	3 876	905	174
525	Hardware stores -----	8	1 457	146	31	17
526	Retail nurseries, lawn and garden supply stores -----	3	(D)	(D)	(D)	AA
527	Manufactured (mobile) home dealers -----	2	(D)	(D)	(D)	AA
53	General merchandise stores -----	12	53 267	5 294	1 221	477
531	Department stores (incl. leased depts.) ^{1 2} -----	3	(D)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹ -----	3	(D)	(D)	(D)	EE
533	Variety stores -----	2	(D)	(D)	(D)	BB
539	Miscellaneous general merchandise stores -----	7	(D)	(D)	(D)	BB
54	Food stores -----	31	75 522	8 060	1 841	770
541	Grocery stores -----	23	74 170	7 824	1 789	737
542	Meat and fish (seafood) markets -----	2	(D)	(D)	(D)	AA
546	Retail bakeries -----	2	(D)	(D)	(D)	AA
543, 4, 5, 9	Other food stores -----	4	805	92	16	11
55 ex. 554	Automotive dealers -----	34	98 276	7 215	1 625	378
551	New and used car dealers -----	16	74 091	4 963	1 133	224
552	Used car dealers -----	9	8 132	633	128	45
553	Auto and home supply stores -----	4	(D)	(D)	(D)	BB
555, 6, 7, 9	Miscellaneous automotive dealers -----	5	(D)	(D)	(D)	AA
554	Gasoline service stations -----	37	36 592	2 368	567	245
56	Apparel and accessory stores -----	27	12 839	1 511	336	152
561	Men's and boys' clothing and accessory stores -----	3	(D)	(D)	(D)	AA
562, 3	Women's clothing and specialty stores -----	14	3 314	437	93	60
562	Women's clothing stores -----	12	(D)	(D)	(D)	BB
563	Women's accessory and specialty stores -----	2	(D)	(D)	(D)	AA
565	Family clothing stores -----	3	(D)	(D)	(D)	BB
566	Shoe stores -----	6	(D)	(D)	(D)	BB
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	AA
57	Furniture and home furnishings stores -----	29	11 806	1 863	401	132
5712	Furniture stores -----	10	4 233	637	130	44
5713, 4, 9	Home furnishings stores -----	5	2 841	592	131	26
572	Household appliance stores -----	4	1 554	147	34	20
573	Radio, television, computer, and music stores -----	10	3 178	487	106	42
58	Eating and drinking places -----	158	34 295	8 357	1 849	1 567
5812	Eating places -----	109	29 374	7 628	1 673	1 387
5812 pt.	Restaurants -----	62	16 039	4 744	1 073	832
5812 pt.	Cafeterias -----	1	(D)	(D)	(D)	AA
5812 pt.	Refreshment places -----	37	12 651	2 750	581	499
5812 pt.	Other eating places -----	9	(D)	(D)	(D)	BB
5813	Drinking places -----	49	4 921	729	176	180
591	Drug and proprietary stores -----	8	7 618	773	174	75

See footnotes at end of table.

Table 6. Summary Statistics for Counties With 350 Establishments or More: 1992 — Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

SIC 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)
DODGE COUNTY—Con.						
59 ex. 591	Miscellaneous retail stores -----	67	36 615	5 549	1 209	498
592	Liquor stores -----	4	821	43	7	7
593	Used merchandise stores -----	1	(D)	(D)	(D)	AA
594	Miscellaneous shopping goods stores -----	22	7 808	689	177	87
5941	Sporting goods stores and bicycle shops -----	8	3 880	236	64	19
5942	Book stores -----	2	(D)	(D)	(D)	AA
5944	Jewelry stores -----	3	(D)	(D)	(D)	AA
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores -----	9	2 130	258	62	47
596	Nonstore retailers -----	11	17 100	3 363	672	291
598	Fuel dealers -----	7	7 682	859	204	33
5992	Florists -----	15	1 839	392	97	60
5993	Tobacco stores and stands -----	—	—	—	—	—
5994	News dealers and newsstands -----	—	—	—	—	—
5995	Optical goods stores -----	3	591	130	39	7
5999	Miscellaneous retail stores, n.e.c. -----	4	(D)	(D)	(D)	AA
DOOR COUNTY						
	Retail trade -----	367	235 972	30 015	5 503	2 466
52	Building materials and garden supplies stores -----	16	16 085	1 984	465	113
521, 3	Building materials and supply stores -----	6	(D)	(D)	(D)	BB
525	Hardware stores -----	7	4 246	650	140	43
526	Retail nurseries, lawn and garden supply stores -----	2	(D)	(D)	(D)	AA
527	Manufactured (mobile) home dealers -----	1	(D)	(D)	(D)	AA
53	General merchandise stores -----	4	27 924	2 729	599	276
531	Department stores (incl. leased depts.) ^{1 2} -----	4	28 226	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹ -----	4	27 924	2 729	599	276
533	Variety stores -----	—	—	—	—	—
539	Miscellaneous general merchandise stores -----	—	—	—	—	—
54	Food stores -----	30	49 105	4 500	978	400
541	Grocery stores -----	17	46 842	4 148	938	381
542	Meat and fish (seafood) markets -----	1	(D)	(D)	(D)	AA
546	Retail bakeries -----	4	(D)	(D)	(D)	AA
543, 4, 5, 9	Other food stores -----	8	1 581	200	12	9
55 ex. 554	Automotive dealers -----	19	43 617	3 738	809	174
551	New and used car dealers -----	4	30 667	2 571	579	106
552	Used car dealers -----	3	5 281	245	62	16
553	Auto and home supply stores -----	6	2 622	325	61	26
555, 6, 7, 9	Miscellaneous automotive dealers -----	6	5 047	597	107	26
554	Gasoline service stations -----	22	21 085	1 161	280	113
56	Apparel and accessory stores -----	43	9 664	1 059	132	95
561	Men's and boys' clothing and accessory stores -----	4	650	50	8	8
562, 3	Women's clothing and specialty stores -----	17	4 081	566	72	48
562	Women's clothing stores -----	14	3 803	545	71	45
563	Women's accessory and specialty stores -----	3	278	21	1	3
565	Family clothing stores -----	8	2 472	226	28	21
566	Shoe stores -----	6	868	65	12	8
564, 9	Other apparel and accessory stores -----	8	1 593	152	12	10
57	Furniture and home furnishings stores -----	22	5 089	574	82	48
5712	Furniture stores -----	6	1 704	244	33	17
5713, 4, 9	Home furnishings stores -----	9	1 945	189	15	15
572	Household appliance stores -----	3	649	59	15	9
573	Radio, television, computer, and music stores -----	4	791	82	19	7
58	Eating and drinking places -----	116	39 380	10 969	1 554	1 003
5812	Eating places -----	92	35 333	10 328	1 435	938
5812 pt.	Restaurants -----	71	29 802	8 932	1 195	774
5812 pt.	Cafeterias -----	—	—	—	—	—
5812 pt.	Refreshment places -----	17	4 910	1 284	231	153
5812 pt.	Other eating places -----	4	621	112	9	11
5813	Drinking places -----	24	4 047	641	119	65
591	Drug and proprietary stores -----	3	(D)	(D)	(D)	BB

See footnotes at end of table.

RETAIL TRADE—GEOGRAPHIC AREA SERIES

Table 6. Summary Statistics for Counties With 350 Establishments or More: 1992 — Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

SIC 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)
DOOR COUNTY — Con.						
59 ex. 591	Miscellaneous retail stores -----	92	(D)	(D)	(D)	CC
592	Liquor stores -----	5	1 267	136	36	19
593	Used merchandise stores -----	6	812	68	7	3
594	Miscellaneous shopping goods stores -----	62	10 845	1 208	163	99
5941	Sporting goods stores and bicycle shops -----	8	1 554	191	27	13
5942	Book stores -----	6	741	74	13	13
5944	Jewelry stores -----	3	526	127	25	6
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores -----	45	8 024	816	98	67
596	Nonstore retailers -----	3	(D)	(D)	(D)	AA
598	Fuel dealers -----	5	4 782	864	166	35
5992	Florists -----	3	(D)	(D)	(D)	AA
5993	Tobacco stores and stands -----	—	—	—	—	—
5994	News dealers and newsstands -----	—	—	—	—	—
5995	Optical goods stores -----	2	(D)	(D)	(D)	AA
5999	Miscellaneous retail stores, n.e.c. -----	6	(D)	(D)	(D)	AA
EAU CLAIRE COUNTY						
	Retail trade -----	645	773 607	92 012	21 824	9 847
52	Building materials and garden supplies stores -----	28	83 668	8 978	1 990	489
521, 3	Building materials and supply stores -----	18	78 059	7 791	1 812	424
525	Hardware stores -----	6	(D)	(D)	(D)	BB
526	Retail nurseries, lawn and garden supply stores -----	3	(D)	(D)	(D)	AA
527	Manufactured (mobile) home dealers -----	1	(D)	(D)	(D)	AA
53	General merchandise stores -----	17	148 986	14 404	3 436	1 438
531	Department stores (incl. leased depts.) ^{1 2} -----	8	(D)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹ -----	8	(D)	(D)	(D)	GG
533	Variety stores -----	3	799	141	19	5
539	Miscellaneous general merchandise stores -----	6	(D)	(D)	(D)	CC
54	Food stores -----	49	126 729	12 243	2 855	1 281
541	Grocery stores -----	24	122 046	11 176	2 622	1 131
542	Meat and fish (seafood) markets -----	2	(D)	(D)	(D)	AA
546	Retail bakeries -----	14	2 565	723	161	103
543, 4, 5, 9	Other food stores -----	9	(D)	(D)	(D)	BB
55 ex. 554	Automotive dealers -----	20	66 602	5 902	1 251	265
551	New and used car dealers -----	3	48 845	3 752	756	136
552	Used car dealers -----	5	(D)	(D)	(D)	AA
553	Auto and home supply stores -----	9	7 348	1 130	273	78
555, 6, 7, 9	Miscellaneous automotive dealers -----	3	(D)	(D)	(D)	BB
554	Gasoline service stations -----	61	71 897	3 896	940	459
56	Apparel and accessory stores -----	80	51 107	5 412	1 302	646
561	Men's and boys' clothing and accessory stores -----	10	2 755	307	60	39
562, 3	Women's clothing and specialty stores -----	39	17 473	2 073	513	292
562	Women's clothing stores -----	34	(D)	(D)	(D)	EE
563	Women's accessory and specialty stores -----	5	(D)	(D)	(D)	BB
565	Family clothing stores -----	10	(D)	(D)	(D)	CC
566	Shoe stores -----	19	9 618	1 114	256	110
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	AA
57	Furniture and home furnishings stores -----	61	54 368	6 707	1 541	485
5712	Furniture stores -----	14	11 841	1 795	399	108
5713, 4, 9	Home furnishings stores -----	20	(D)	(D)	(D)	CC
572	Household appliance stores -----	9	(D)	(D)	(D)	BB
573	Radio, television, computer, and music stores -----	18	(D)	(D)	(D)	CC
58	Eating and drinking places -----	197	80 683	22 144	5 423	3 833
5812	Eating places -----	140	67 827	19 356	4 736	3 294
5812 pt.	Restaurants -----	55	(D)	(D)	(D)	GG
5812 pt.	Cafeterias -----	2	(D)	(D)	(D)	BB
5812 pt.	Refreshment places -----	75	34 464	9 101	2 141	1 578
5812 pt.	Other eating places -----	8	(D)	(D)	(D)	EE
5813	Drinking places -----	57	12 856	2 788	687	539
591	Drug and proprietary stores -----	15	35 024	3 860	1 001	224

See footnotes at end of table.

Table 6. Summary Statistics for Counties With 350 Establishments or More: 1992 — Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

SIC 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)
EAU CLAIRE COUNTY —Con.						
59 ex. 591	Miscellaneous retail stores -----	117	54 543	8 466	2 085	727
592	Liquor stores -----	2	(D)	(D)	(D)	AA
593	Used merchandise stores -----	2	(D)	(D)	(D)	AA
594	Miscellaneous shopping goods stores -----	57	29 415	4 025	966	408
5941	Sporting goods stores and bicycle shops -----	12	8 682	1 111	276	106
5942	Book stores -----	7	(D)	(D)	(D)	BB
5944	Jewelry stores -----	14	7 155	1 386	330	89
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores -----	24	(D)	(D)	(D)	CC
596	Nonstore retailers -----	13	10 200	2 011	518	121
598	Fuel dealers -----	4	(D)	(D)	(D)	BB
5992	Florists -----	7	(D)	(D)	(D)	BB
5993	Tobacco stores and stands -----	—	—	—	—	—
5994	News dealers and newsstands -----	—	—	—	—	—
5995	Optical goods stores -----	9	(D)	(D)	(D)	BB
5999	Miscellaneous retail stores, n.e.c. -----	23	6 458	1 137	254	85
FOND DU LAC COUNTY						
	Retail trade -----	552	669 961	76 736	17 302	7 483
52	Building materials and garden supplies stores -----	21	30 618	3 666	808	218
521, 3	Building materials and supply stores -----	10	16 486	1 587	363	70
525	Hardware stores -----	5	5 602	933	217	87
526	Retail nurseries, lawn and garden supply stores -----	3	574	179	41	10
527	Manufactured (mobile) home dealers -----	3	7 956	967	187	51
53	General merchandise stores -----	20	122 816	12 064	2 688	1 169
531	Department stores (incl. leased depts.) ^{1 2} -----	9	91 943	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹ -----	9	90 539	9 507	2 080	949
533	Variety stores -----	5	(D)	(D)	(D)	BB
539	Miscellaneous general merchandise stores -----	6	(D)	(D)	(D)	CC
54	Food stores -----	49	124 709	12 219	2 904	1 218
541	Grocery stores -----	31	117 612	10 603	2 543	1 078
542	Meat and fish (seafood) markets -----	6	4 170	753	153	44
546	Retail bakeries -----	10	(D)	(D)	(D)	BB
543, 4, 5, 9	Other food stores -----	2	(D)	(D)	(D)	AA
55 ex. 554	Automotive dealers -----	42	160 953	13 002	2 845	634
551	New and used car dealers -----	14	135 979	10 224	2 243	464
552	Used car dealers -----	12	11 050	400	81	30
553	Auto and home supply stores -----	8	5 854	1 563	351	90
555, 6, 7, 9	Miscellaneous automotive dealers -----	8	8 070	815	170	50
554	Gasoline service stations -----	49	53 263	2 994	670	304
56	Apparel and accessory stores -----	45	17 184	2 366	567	301
561	Men's and boys' clothing and accessory stores -----	4	(D)	(D)	(D)	BB
562, 3	Women's clothing and specialty stores -----	25	9 595	1 451	334	193
562	Women's clothing stores -----	21	9 162	1 356	315	186
563	Women's accessory and specialty stores -----	4	433	95	19	7
565	Family clothing stores -----	3	(D)	(D)	(D)	BB
566	Shoe stores -----	13	4 745	541	135	60
564, 9	Other apparel and accessory stores -----	—	—	—	—	—
57	Furniture and home furnishings stores -----	40	26 421	3 768	849	247
5712	Furniture stores -----	15	9 131	1 227	285	67
5713, 4, 9	Home furnishings stores -----	10	(D)	(D)	(D)	BB
572	Household appliance stores -----	5	(D)	(D)	(D)	BB
573	Radio, television, computer, and music stores -----	10	6 175	676	154	48
58	Eating and drinking places -----	174	64 529	17 116	3 777	2 607
5812	Eating places -----	118	55 527	15 250	3 397	2 332
5812 pt.	Restaurants -----	60	27 313	8 604	1 949	1 272
5812 pt.	Cafeterias -----	1	(D)	(D)	(D)	AA
5812 pt.	Refreshment places -----	48	24 760	6 105	1 308	950
5812 pt.	Other eating places -----	9	(D)	(D)	(D)	CC
5813	Drinking places -----	56	9 002	1 866	380	275
591	Drug and proprietary stores -----	13	24 376	3 309	805	241

See footnotes at end of table.

RETAIL TRADE—GEOGRAPHIC AREA SERIES

Table 6. Summary Statistics for Counties With 350 Establishments or More: 1992 — Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

SIC 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)
FOND DU LAC COUNTY — Con.						
59 ex. 591	Miscellaneous retail stores -----	99	45 092	6 232	1 389	544
592	Liquor stores -----	6	3 824	89	23	18
593	Used merchandise stores -----	4	615	199	46	20
594	Miscellaneous shopping goods stores -----	48	16 450	2 222	492	236
5941	Sporting goods stores and bicycle shops -----	8	4 185	544	132	68
5942	Book stores -----	4	(D)	(D)	(D)	AA
5944	Jewelry stores -----	12	(D)	(D)	(D)	BB
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores -----	24	6 043	799	137	91
596	Nonstore retailers -----	13	16 656	2 498	547	154
598	Fuel dealers -----	2	(D)	(D)	(D)	AA
5992	Florists -----	7	1 168	313	55	21
5993	Tobacco stores and stands -----	—	—	—	—	—
5994	News dealers and newsstands -----	—	—	—	—	—
5995	Optical goods stores -----	4	1 118	307	71	28
5999	Miscellaneous retail stores, n.e.c. -----	15	(D)	(D)	(D)	BB
GRANT COUNTY						
	Retail trade -----	352	293 807	30 096	6 958	3 185
52	Building materials and garden supplies stores -----	26	18 351	2 176	487	189
521, 3	Building materials and supply stores -----	14	9 104	1 125	233	88
525	Hardware stores -----	11	(D)	(D)	(D)	CC
526	Retail nurseries, lawn and garden supply stores -----	1	(D)	(D)	(D)	AA
527	Manufactured (mobile) home dealers -----	—	—	—	—	—
53	General merchandise stores -----	9	38 967	3 403	802	312
531	Department stores (incl. leased depts.) ^{1 2} -----	2	(D)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹ -----	2	(D)	(D)	(D)	CC
533	Variety stores -----	3	(D)	(D)	(D)	BB
539	Miscellaneous general merchandise stores -----	4	(D)	(D)	(D)	BB
54	Food stores -----	33	61 604	5 717	1 384	549
541	Grocery stores -----	25	57 637	4 961	1 214	480
542	Meat and fish (seafood) markets -----	2	(D)	(D)	(D)	BB
546	Retail bakeries -----	3	692	177	35	32
543, 4, 5, 9	Other food stores -----	3	(D)	(D)	(D)	AA
55 ex. 554	Automotive dealers -----	32	78 083	5 285	1 168	285
551	New and used car dealers -----	15	62 843	3 940	840	191
552	Used car dealers -----	7	10 159	645	161	42
553	Auto and home supply stores -----	7	(D)	(D)	(D)	BB
555, 6, 7, 9	Miscellaneous automotive dealers -----	3	(D)	(D)	(D)	AA
554	Gasoline service stations -----	42	34 523	2 160	478	243
56	Apparel and accessory stores -----	14	4 064	556	119	77
561	Men's and boys' clothing and accessory stores -----	3	(D)	(D)	(D)	AA
562, 3	Women's clothing and specialty stores -----	6	2 245	404	87	53
562	Women's clothing stores -----	6	2 245	404	87	53
563	Women's accessory and specialty stores -----	—	—	—	—	—
565	Family clothing stores -----	1	(D)	(D)	(D)	AA
566	Shoe stores -----	4	535	51	14	11
564, 9	Other apparel and accessory stores -----	—	—	—	—	—
57	Furniture and home furnishings stores -----	17	7 434	1 073	250	76
5712	Furniture stores -----	8	3 288	533	131	40
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	AA
572	Household appliance stores -----	3	(D)	(D)	(D)	BB
573	Radio, television, computer, and music stores -----	4	506	75	20	9
58	Eating and drinking places -----	123	25 900	6 027	1 404	1 218
5812	Eating places -----	78	21 045	5 548	1 290	1 118
5812 pt.	Restaurants -----	49	11 443	3 254	731	689
5812 pt.	Cafeterias -----	1	(D)	(D)	(D)	AA
5812 pt.	Refreshment places -----	24	8 966	2 167	541	417
5812 pt.	Other eating places -----	4	(D)	(D)	(D)	AA
5813	Drinking places -----	45	4 855	479	114	100
591	Drug and proprietary stores -----	11	8 220	1 441	372	79

See footnotes at end of table.

Table 6. Summary Statistics for Counties With 350 Establishments or More: 1992 — Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

SIC 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)
GRANT COUNTY — Con.						
59 ex. 591	Miscellaneous retail stores -----	45	16 661	2 258	494	157
592	Liquor stores -----	7	(D)	(D)	(D)	BB
593	Used merchandise stores -----	2	(D)	(D)	(D)	AA
594	Miscellaneous shopping goods stores -----	11	2 989	425	75	35
5941	Sporting goods stores and bicycle shops -----	3	677	56	13	8
5942	Book stores -----	—	—	—	—	—
5944	Jewelry stores -----	5	2 198	355	57	21
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores -----	3	114	14	5	6
596	Nonstore retailers -----	7	(D)	(D)	(D)	BB
598	Fuel dealers -----	7	4 844	774	190	32
5992	Florists -----	6	702	110	27	22
5993	Tobacco stores and stands -----	—	—	—	—	—
5994	News dealers and newsstands -----	—	—	—	—	—
5995	Optical goods stores -----	1	(D)	(D)	(D)	AA
5999	Miscellaneous retail stores, n.e.c. -----	4	1 001	105	23	11
JEFFERSON COUNTY						
	Retail trade -----	383	376 615	46 111	10 616	4 816
52	Building materials and garden supplies stores -----	17	14 271	2 291	475	156
521, 3	Building materials and supply stores -----	5	8 288	1 348	282	59
525	Hardware stores -----	9	(D)	(D)	(D)	BB
526	Retail nurseries, lawn and garden supply stores -----	3	(D)	(D)	(D)	AA
527	Manufactured (mobile) home dealers -----	—	—	—	—	—
53	General merchandise stores -----	10	51 286	6 919	1 482	553
531	Department stores (incl. leased depts.) ^{1 2} -----	5	50 065	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹ -----	5	49 301	6 602	1 395	504
533	Variety stores -----	4	(D)	(D)	(D)	BB
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	AA
54	Food stores -----	26	86 977	8 278	2 041	785
541	Grocery stores -----	17	83 548	7 793	1 921	723
542	Meat and fish (seafood) markets -----	3	(D)	(D)	(D)	AA
546	Retail bakeries -----	4	639	164	33	32
543, 4, 5, 9	Other food stores -----	2	(D)	(D)	(D)	AA
55 ex. 554	Automotive dealers -----	26	84 069	6 644	1 528	278
551	New and used car dealers -----	12	77 133	5 675	1 312	229
552	Used car dealers -----	6	2 733	312	68	17
553	Auto and home supply stores -----	4	1 669	330	77	15
555, 6, 7, 9	Miscellaneous automotive dealers -----	4	2 534	327	71	17
554	Gasoline service stations -----	30	44 863	2 262	520	263
56	Apparel and accessory stores -----	22	8 946	1 020	267	120
561	Men's and boys' clothing and accessory stores -----	2	(D)	(D)	(D)	AA
562, 3	Women's clothing and specialty stores -----	8	1 671	165	49	38
562	Women's clothing stores -----	8	1 671	165	49	38
563	Women's accessory and specialty stores -----	—	—	—	—	—
565	Family clothing stores -----	5	3 997	392	83	47
566	Shoe stores -----	6	(D)	(D)	(D)	BB
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	AA
57	Furniture and home furnishings stores -----	18	9 771	1 357	318	82
5712	Furniture stores -----	4	2 891	374	75	25
5713, 4, 9	Home furnishings stores -----	4	1 048	165	44	11
572	Household appliance stores -----	6	(D)	(D)	(D)	BB
573	Radio, television, computer, and music stores -----	4	(D)	(D)	(D)	AA
58	Eating and drinking places -----	161	50 342	13 939	3 176	2 229
5812	Eating places -----	118	45 513	13 313	3 041	2 125
5812 pt.	Restaurants -----	67	26 505	8 707	2 021	1 274
5812 pt.	Cafeterias -----	1	(D)	(D)	(D)	AA
5812 pt.	Refreshment places -----	42	17 501	4 265	943	775
5812 pt.	Other eating places -----	8	(D)	(D)	(D)	BB
5813	Drinking places -----	43	4 829	626	135	104
591	Drug and proprietary stores -----	8	10 884	1 544	381	127

See footnotes at end of table.

RETAIL TRADE — GEOGRAPHIC AREA SERIES

Table 6. Summary Statistics for Counties With 350 Establishments or More: 1992 — Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

SIC 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)
JEFFERSON COUNTY—Con.						
59 ex. 591	Miscellaneous retail stores -----	65	15 206	1 857	428	223
592	Liquor stores -----	13	(D)	(D)	(D)	BB
593	Used merchandise stores -----	2	(D)	(D)	(D)	AA
594	Miscellaneous shopping goods stores -----	21	5 084	473	106	62
5941	Sporting goods stores and bicycle shops -----	5	2 444	139	28	10
5942	Book stores -----	1	(D)	(D)	(D)	AA
5944	Jewelry stores -----	5	1 294	188	42	20
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores -----	10	(D)	(D)	(D)	BB
596	Nonstore retailers -----	12	(D)	(D)	(D)	BB
598	Fuel dealers -----	3	(D)	(D)	(D)	AA
5992	Florists -----	7	1 122	292	70	41
5993	Tobacco stores and stands -----	—	—	—	—	—
5994	News dealers and newsstands -----	—	—	—	—	—
5995	Optical goods stores -----	2	(D)	(D)	(D)	AA
5999	Miscellaneous retail stores, n.e.c. -----	5	601	123	27	18
KENOSHA COUNTY (Coextensive with Kenosha, WI PMSA; see table 7.)						
LA CROSSE COUNTY						
	Retail trade -----	747	1 010 537	114 484	26 688	11 724
52	Building materials and garden supplies stores -----	28	67 834	7 148	1 584	408
521, 3	Building materials and supply stores -----	16	(D)	(D)	(D)	EE
525	Hardware stores -----	7	6 397	825	197	76
526	Retail nurseries, lawn and garden supply stores -----	4	(D)	(D)	(D)	BB
527	Manufactured (mobile) home dealers -----	1	(D)	(D)	(D)	AA
53	General merchandise stores -----	16	(D)	(D)	(D)	GG
531	Department stores (incl. leased depts.) ^{1 2} -----	11	162 653	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹ -----	11	160 942	17 249	4 098	1 685
533	Variety stores -----	4	(D)	(D)	(D)	AA
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	AA
54	Food stores -----	52	170 259	13 250	3 065	1 427
541	Grocery stores -----	33	(D)	(D)	(D)	GG
542	Meat and fish (seafood) markets -----	2	(D)	(D)	(D)	AA
546	Retail bakeries -----	9	(D)	(D)	(D)	CC
543, 4, 5, 9	Other food stores -----	8	(D)	(D)	(D)	BB
55 ex. 554	Automotive dealers -----	42	197 692	14 718	3 237	719
551	New and used car dealers -----	12	(D)	(D)	(D)	FF
552	Used car dealers -----	11	(D)	(D)	(D)	AA
553	Auto and home supply stores -----	11	(D)	(D)	(D)	CC
555, 6, 7, 9	Miscellaneous automotive dealers -----	8	6 121	645	109	28
554	Gasoline service stations -----	50	61 774	3 928	949	346
56	Apparel and accessory stores -----	74	35 351	3 986	959	515
561	Men's and boys' clothing and accessory stores -----	5	(D)	(D)	(D)	BB
562, 3	Women's clothing and specialty stores -----	34	(D)	(D)	(D)	EE
562	Women's clothing stores -----	30	(D)	(D)	(D)	EE
563	Women's accessory and specialty stores -----	4	666	111	32	13
565	Family clothing stores -----	7	(D)	(D)	(D)	BB
566	Shoe stores -----	21	9 324	981	273	114
564, 9	Other apparel and accessory stores -----	7	1 656	330	66	41
57	Furniture and home furnishings stores -----	55	(D)	(D)	(D)	EE
5712	Furniture stores -----	17	12 778	1 763	433	121
5713, 4, 9	Home furnishings stores -----	15	(D)	(D)	(D)	BB
572	Household appliance stores -----	5	(D)	(D)	(D)	CC
573	Radio, television, computer, and music stores -----	18	25 402	2 646	614	187
58	Eating and drinking places -----	261	98 534	27 185	6 290	4 737
5812	Eating places -----	172	85 945	24 987	5 759	4 318
5812 pt.	Restaurants -----	80	(D)	(D)	(D)	GG
5812 pt.	Cafeterias -----	—	—	—	—	—
5812 pt.	Refreshment places -----	79	(D)	(D)	(D)	GG
5812 pt.	Other eating places -----	13	(D)	(D)	(D)	EE
5813	Drinking places -----	89	12 589	2 198	531	419
591	Drug and proprietary stores -----	11	16 022	2 386	578	219

See footnotes at end of table.

Table 6. Summary Statistics for Counties With 350 Establishments or More: 1992 — Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

SIC 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)
LA CROSSE COUNTY—Con.						
59 ex. 591	Miscellaneous retail stores -----	158	145 956	17 148	4 164	1 155
592	Liquor stores -----	5	(D)	(D)	(D)	BB
593	Used merchandise stores -----	11	1 024	173	47	34
594	Miscellaneous shopping goods stores -----	76	(D)	(D)	(D)	EE
5941	Sporting goods stores and bicycle shops -----	22	8 398	881	208	87
5942	Book stores -----	8	3 110	281	66	36
5944	Jewelry stores -----	12	(D)	(D)	(D)	BB
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores -----	34	9 724	1 268	283	182
596	Nonstore retailers -----	20	90 230	8 894	2 314	418
598	Fuel dealers -----	8	(D)	(D)	(D)	BB
5992	Florists -----	10	2 759	542	124	67
5993	Tobacco stores and stands -----	—	—	—	—	—
5994	News dealers and newsstands -----	—	—	—	—	—
5995	Optical goods stores -----	8	1 906	421	95	28
5999	Miscellaneous retail stores, n.e.c. -----	20	8 495	1 398	286	108
MANITOWOC COUNTY						
	Retail trade -----	479	458 425	52 851	12 110	5 879
52	Building materials and garden supplies stores -----	27	22 068	2 865	632	178
521, 3	Building materials and supply stores -----	10	15 578	1 932	427	101
525	Hardware stores -----	11	4 240	637	168	63
526	Retail nurseries, lawn and garden supply stores -----	5	(D)	(D)	(D)	AA
527	Manufactured (mobile) home dealers -----	1	(D)	(D)	(D)	AA
53	General merchandise stores -----	15	85 529	8 508	1 986	795
531	Department stores (incl. leased depts.) ^{1 2} -----	7	63 345	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹ -----	7	62 561	6 494	1 513	626
533	Variety stores -----	2	(D)	(D)	(D)	BB
539	Miscellaneous general merchandise stores -----	6	(D)	(D)	(D)	CC
54	Food stores -----	43	102 499	10 666	2 449	1 208
541	Grocery stores -----	26	96 487	8 948	2 075	1 020
542	Meat and fish (seafood) markets -----	6	2 922	596	137	53
546	Retail bakeries -----	8	2 212	824	180	80
543, 4, 5, 9	Other food stores -----	3	878	298	57	55
55 ex. 554	Automotive dealers -----	32	91 906	6 957	1 585	380
551	New and used car dealers -----	8	69 174	5 151	1 183	267
552	Used car dealers -----	12	15 293	974	225	55
553	Auto and home supply stores -----	5	1 954	409	90	25
555, 6, 7, 9	Miscellaneous automotive dealers -----	7	5 485	423	87	33
554	Gasoline service stations -----	49	47 891	2 876	717	332
56	Apparel and accessory stores -----	32	9 218	1 402	321	171
561	Men's and boys' clothing and accessory stores -----	2	(D)	(D)	(D)	AA
562, 3	Women's clothing and specialty stores -----	15	3 942	581	120	81
562	Women's clothing stores -----	14	(D)	(D)	(D)	BB
563	Women's accessory and specialty stores -----	1	(D)	(D)	(D)	AA
565	Family clothing stores -----	3	(D)	(D)	(D)	BB
566	Shoe stores -----	10	2 582	339	86	34
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	AA
57	Furniture and home furnishings stores -----	22	13 242	2 330	542	162
5712	Furniture stores -----	8	6 728	1 020	239	72
5713, 4, 9	Home furnishings stores -----	5	(D)	(D)	(D)	BB
572	Household appliance stores -----	4	(D)	(D)	(D)	BB
573	Radio, television, computer, and music stores -----	5	2 600	604	144	35
58	Eating and drinking places -----	166	43 813	11 521	2 556	2 146
5812	Eating places -----	115	37 501	10 538	2 341	1 916
5812 pt.	Restaurants -----	63	18 534	5 625	1 255	1 089
5812 pt.	Cafeterias -----	2	(D)	(D)	(D)	AA
5812 pt.	Refreshment places -----	43	17 339	4 459	983	742
5812 pt.	Other eating places -----	7	(D)	(D)	(D)	BB
5813	Drinking places -----	51	6 312	983	215	230
591	Drug and proprietary stores -----	11	13 373	2 140	490	141

See footnotes at end of table.

RETAIL TRADE—GEOGRAPHIC AREA SERIES

Table 6. Summary Statistics for Counties With 350 Establishments or More: 1992 — Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

SIC 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)
MANITOWOC COUNTY — Con.						
59 ex. 591	Miscellaneous retail stores -----	82	28 886	3 586	832	366
592	Liquor stores -----	9	6 764	328	97	30
593	Used merchandise stores -----	13	2 366	278	64	35
594	Miscellaneous shopping goods stores -----	33	8 529	1 102	232	127
5941	Sporting goods stores and bicycle shops -----	7	2 534	316	65	29
5942	Book stores -----	3	1 411	139	34	19
5944	Jewelry stores -----	7	2 982	423	83	38
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores -----	16	1 602	224	50	41
596	Nonstore retailers -----	7	(D)	(D)	(D)	BB
598	Fuel dealers -----	4	1 724	319	66	10
5992	Florists -----	7	1 702	427	102	45
5993	Tobacco stores and stands -----	—	—	—	—	—
5994	News dealers and newsstands -----	1	(D)	(D)	(D)	AA
5995	Optical goods stores -----	1	(D)	(D)	(D)	AA
5999	Miscellaneous retail stores, n.e.c. -----	7	(D)	(D)	(D)	BB
MARATHON COUNTY (Coextensive with Wausau, WI MSA; see table 7.)						
MILWAUKEE COUNTY						
Retail trade -----		5 354	7 139 542	892 360	208 588	77 682
52	Building materials and garden supplies stores -----	174	342 426	41 938	9 235	2 733
521, 3	Building materials and supply stores -----	87	260 130	27 105	6 238	1 603
521	Lumber and other building materials dealers -----	56	238 035	23 852	5 522	1 444
523	Paint, glass, and wallpaper stores -----	31	22 095	3 253	716	159
525	Hardware stores -----	58	46 119	8 913	1 860	651
526	Retail nurseries, lawn and garden supply stores -----	24	(D)	(D)	(D)	EE
527	Manufactured (mobile) home dealers -----	5	(D)	(D)	(D)	BB
53	General merchandise stores -----	92	869 054	93 385	21 937	9 334
531	Department stores (incl. leased depts.) ^{1 2} -----	41	(D)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹ -----	41	(D)	(D)	(D)	II
533	Variety stores -----	42	37 913	5 392	1 170	503
539	Miscellaneous general merchandise stores -----	9	(D)	(D)	(D)	FF
54	Food stores -----	543	1 292 260	120 959	28 238	10 511
541	Grocery stores -----	362	1 214 998	106 026	24 723	8 966
542	Meat and fish (seafood) markets -----	21	13 859	1 271	289	117
546	Retail bakeries -----	83	32 152	8 546	2 010	921
543, 4, 5, 9	Other food stores -----	77	31 251	5 116	1 216	507
543	Fruit and vegetable markets -----	8	11 400	1 698	358	130
544	Candy, nut, and confectionery stores -----	43	(D)	(D)	(D)	CC
545	Dairy products stores -----	6	(D)	(D)	(D)	AA
549	Miscellaneous food stores -----	20	10 468	1 590	385	134
55 ex. 554	Automotive dealers -----	218	1 438 851	117 845	27 864	4 804
551	New and used car dealers -----	55	1 289 833	98 308	23 611	3 761
552	Used car dealers -----	66	48 128	4 711	1 052	246
553	Auto and home supply stores -----	75	71 389	10 185	2 342	601
553 pt.	Auto parts, tires, and accessories stores -----	73	(D)	(D)	(D)	FF
553 pt.	Home and auto supply stores -----	2	(D)	(D)	(D)	BB
555, 6, 7, 9	Miscellaneous automotive dealers -----	22	29 501	4 641	859	196
555	Boat dealers -----	8	(D)	(D)	(D)	BB
556	Recreational vehicle dealers -----	1	(D)	(D)	(D)	AA
557	Motorcycle dealers -----	13	19 496	2 598	431	112
559	Automotive dealers, n.e.c. -----	—	—	—	—	—
554	Gasoline service stations -----	331	459 514	24 575	5 870	2 352
56	Apparel and accessory stores -----	559	379 839	47 562	11 031	5 084
561	Men's and boys' clothing and accessory stores -----	64	47 791	7 542	1 787	535
562, 3	Women's clothing and specialty stores -----	233	136 597	17 489	4 062	2 428
562	Women's clothing stores -----	184	121 550	15 021	3 489	2 165
563	Women's accessory and specialty stores -----	49	15 047	2 468	573	263
565	Family clothing stores -----	57	88 144	8 404	1 897	890
566	Shoe stores -----	156	85 075	11 245	2 551	958
566 pt.	Men's shoe stores -----	15	(D)	(D)	(D)	BB
566 pt.	Women's shoe stores -----	50	23 780	3 310	816	315
566 pt.	Children's and juveniles' shoe stores -----	4	(D)	(D)	(D)	AA
566 pt.	Family shoe stores -----	68	40 571	5 612	1 231	492
566 pt.	Athletic footwear stores -----	19	(D)	(D)	(D)	BB
564, 9	Other apparel and accessory stores -----	49	22 232	2 882	734	273
564	Children's and infants' wear stores -----	15	10 284	1 136	315	141
569	Miscellaneous apparel and accessory stores -----	34	11 948	1 746	419	132

See footnotes at end of table.

Table 6. Summary Statistics for Counties With 350 Establishments or More: 1992 — Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

SIC 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)
MILWAUKEE COUNTY — Con.						
57	Furniture and home furnishings stores -----	379	453 560	56 668	12 351	3 195
5712	Furniture stores -----	101	146 515	22 565	4 185	993
5713, 4, 9	Home furnishings stores -----	113	68 502	12 345	2 792	724
5713	Floor covering stores -----	46	40 419	7 201	1 612	305
5714	Drapery, curtain, and upholstery stores -----	10	1 378	156	63	16
5719	Miscellaneous home furnishings stores -----	57	26 705	4 988	1 117	403
572	Household appliance stores -----	30	19 495	2 801	639	152
573	Radio, television, computer, and music stores -----	135	219 048	18 957	4 735	1 326
5731	Radio, television, and electronics stores -----	59	151 856	12 372	3 130	779
5734	Computer and software stores -----	15	11 168	949	233	79
5735	Record and prerecorded tape stores -----	43	42 944	3 901	980	365
5736	Musical instrument stores -----	18	13 080	1 735	392	103
58	Eating and drinking places -----	1 836	773 320	212 071	49 806	27 977
5812	Eating places -----	1 305	689 809	195 427	45 647	25 466
5812 pt.	Restaurants -----	610	316 717	99 440	24 106	12 691
5812 pt.	Cafeterias -----	6	(D)	(D)	(D)	CC
5812 pt.	Refreshment places -----	528	280 861	69 663	15 848	10 170
5812 pt.	Other eating places -----	161	(D)	(D)	(D)	GG
5813	Drinking places -----	531	83 511	16 644	4 159	2 511
591	Drug and proprietary stores -----	161	367 559	42 971	10 688	2 938
591 pt.	Drug stores -----	154	361 018	42 256	10 494	2 879
591 pt.	Proprietary stores -----	7	6 541	715	194	59
59 ex. 591	Miscellaneous retail stores -----	1 061	763 159	134 386	31 568	8 754
592	Liquor stores -----	128	102 531	6 248	1 504	618
593	Used merchandise stores -----	68	23 233	5 065	1 085	493
594	Miscellaneous shopping goods stores -----	451	251 086	33 332	7 587	3 024
5941	Sporting goods stores and bicycle shops -----	79	52 645	7 570	1 567	586
5941 pt.	General line sporting goods stores -----	32	23 489	3 283	697	244
5941 pt.	Specialty line sporting goods stores -----	47	29 156	4 287	870	342
5942	Book stores -----	34	22 882	2 242	528	231
5944	Jewelry stores -----	116	66 160	10 495	2 552	756
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores -----	222	109 399	13 025	2 940	1 451
5943	Stationery stores -----	7	(D)	(D)	(D)	BB
5945	Hobby, toy, and game shops -----	49	44 032	4 164	904	406
5946	Camera and photographic supply stores -----	17	6 854	942	221	83
5947	Gift, novelty, and souvenir shops -----	118	40 713	5 385	1 134	650
5948	Luggage and leather goods stores -----	5	(D)	(D)	(D)	BB
5949	Sewing, needlework, and piece goods stores -----	26	14 052	1 895	496	239
596	Nonstore retailers -----	97	240 230	60 346	14 046	2 684
5961	Catalog and mail-order houses -----	23	184 164	49 028	11 445	1 978
5962	Automatic merchandising machine operators -----	29	29 942	6 179	1 516	371
5963	Direct selling establishments -----	45	26 124	5 139	1 085	335
598	Fuel dealers -----	8	21 212	2 111	572	94
5983	Fuel oil dealers -----	8	21 212	2 111	572	94
5984	Liquefied petroleum gas (bottled gas) dealers -----	-	-	-	-	-
5989	Fuel dealers, n.e.c. -----	-	-	-	-	-
5992	Florists -----	68	18 492	4 124	1 017	384
5993	Tobacco stores and stands -----	10	2 385	194	50	28
5994	News dealers and newsstands -----	3	(D)	(D)	(D)	AA
5995	Optical goods stores -----	81	27 541	7 211	1 772	403
5999	Miscellaneous retail stores, n.e.c. -----	147	(D)	(D)	(D)	GG
5999 pt.	Pet shops -----	32	14 271	2 134	525	226
5999 pt.	Art dealers -----	19	5 454	911	228	87
5999 pt.	Other miscellaneous retail stores, n.e.c. -----	96	(D)	(D)	(D)	FF
ONEIDA COUNTY						
	Retail trade -----	369	344 014	36 683	7 929	3 256
52	Building materials and garden supplies stores -----	16	23 031	2 533	495	151
521, 3	Building materials and supply stores -----	10	17 018	1 752	349	102
525	Hardware stores -----	4	(D)	(D)	(D)	BB
526	Retail nurseries, lawn and garden supply stores -----	1	(D)	(D)	(D)	AA
527	Manufactured (mobile) home dealers -----	1	(D)	(D)	(D)	AA
53	General merchandise stores -----	10	33 082	3 281	643	293
531	Department stores (incl. leased depts.) ^{1 2} -----	3	22 121	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹ -----	3	21 642	1 962	373	168
533	Variety stores -----	5	(D)	(D)	(D)	BB
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	BB
54	Food stores -----	23	62 295	4 898	1 168	480
541	Grocery stores -----	12	60 833	4 617	1 113	443
542	Meat and fish (seafood) markets -----	-	-	-	-	-
546	Retail bakeries -----	3	546	158	29	15
543, 4, 5, 9	Other food stores -----	8	916	123	26	22

See footnotes at end of table.

RETAIL TRADE — GEOGRAPHIC AREA SERIES

Table 6. Summary Statistics for Counties With 350 Establishments or More: 1992 — Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

SIC 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)
ONEIDA COUNTY — Con.						
55 ex. 554	Automotive dealers	24	86 012	6 699	1 471	309
551	New and used car dealers	9	71 843	5 033	1 097	212
552	Used car dealers	5	4 061	263	61	17
553	Auto and home supply stores	6	3 745	732	185	42
555, 6, 7, 9	Miscellaneous automotive dealers	4	6 363	671	128	38
554	Gasoline service stations	25	25 279	1 385	326	155
56	Apparel and accessory stores	24	12 944	1 565	339	137
561	Men's and boys' clothing and accessory stores	1	(D)	(D)	(D)	AA
562, 3	Women's clothing and specialty stores	8	2 817	347	49	20
562	Women's clothing stores	8	2 817	347	49	20
563	Women's accessory and specialty stores	—	—	—	—	—
565	Family clothing stores	8	7 749	882	206	91
566	Shoe stores	6	(D)	(D)	(D)	BB
564, 9	Other apparel and accessory stores	1	(D)	(D)	(D)	AA
57	Furniture and home furnishings stores	29	11 042	1 523	281	91
5712	Furniture stores	5	4 226	715	136	38
5713, 4, 9	Home furnishings stores	13	3 623	408	61	23
572	Household appliance stores	4	900	163	43	14
573	Radio, television, computer, and music stores	7	2 293	237	41	16
58	Eating and drinking places	129	34 761	8 365	1 699	1 183
5812	Eating places	92	29 864	7 529	1 542	1 079
5812 pt.	Restaurants	58	15 216	4 116	856	648
5812 pt.	Cafeterias	1	(D)	(D)	(D)	AA
5812 pt.	Refreshment places	30	14 395	3 396	684	429
5812 pt.	Other eating places	3	(D)	(D)	(D)	AA
5813	Drinking places	37	4 897	836	157	104
591	Drug and proprietary stores	8	6 234	727	187	49
59 ex. 591	Miscellaneous retail stores	81	49 334	5 707	1 320	408
592	Liquor stores	7	2 938	191	43	15
593	Used merchandise stores	1	(D)	(D)	(D)	AA
594	Miscellaneous shopping goods stores	46	13 624	1 666	307	151
5941	Sporting goods stores and bicycle shops	14	5 616	651	119	52
5942	Book stores	2	(D)	(D)	(D)	AA
5944	Jewelry stores	5	(D)	(D)	(D)	BB
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores	25	5 369	736	124	70
596	Nonstore retailers	8	21 748	1 963	443	129
598	Fuel dealers	6	8 145	1 243	378	52
5992	Florists	3	1 002	274	62	28
5993	Tobacco stores and stands	—	—	—	—	—
5994	News dealers and newsstands	—	—	—	—	—
5995	Optical goods stores	2	(D)	(D)	(D)	AA
5999	Miscellaneous retail stores, n.e.c.	8	(D)	(D)	(D)	BB
OUTAGAMIE COUNTY						
	Retail trade	836	1 273 846	140 804	32 979	13 036
52	Building materials and garden supplies stores	49	138 563	13 169	3 084	717
521, 3	Building materials and supply stores	25	119 575	10 191	2 525	469
525	Hardware stores	15	11 225	1 763	419	157
526	Retail nurseries, lawn and garden supply stores	8	(D)	(D)	(D)	BB
527	Manufactured (mobile) home dealers	1	(D)	(D)	(D)	AA
53	General merchandise stores	23	185 388	16 846	4 105	1 769
531	Department stores (incl. leased depts.) ^{1 2}	10	153 446	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹	10	150 665	14 338	3 566	1 573
533	Variety stores	6	(D)	(D)	(D)	BB
539	Miscellaneous general merchandise stores	7	(D)	(D)	(D)	CC
54	Food stores	49	191 493	17 659	4 535	1 920
541	Grocery stores	25	183 564	15 648	4 047	1 641
542	Meat and fish (seafood) markets	5	2 856	602	171	74
546	Retail bakeries	10	2 795	941	220	146
543, 4, 5, 9	Other food stores	9	2 278	468	97	59
55 ex. 554	Automotive dealers	65	285 937	22 435	4 733	892
551	New and used car dealers	18	234 770	17 616	3 726	624
552	Used car dealers	22	22 384	1 653	342	92
553	Auto and home supply stores	19	15 233	2 091	442	129
555, 6, 7, 9	Miscellaneous automotive dealers	6	13 550	1 075	223	47
554	Gasoline service stations	63	89 056	5 187	1 259	499

See footnotes at end of table.

Table 6. Summary Statistics for Counties With 350 Establishments or More: 1992 — Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

SIC 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)
OUTAGAMIE COUNTY —Con.						
56	Apparel and accessory stores -----	88	55 695	6 771	1 605	741
561	Men's and boys' clothing and accessory stores -----	10	7 972	889	201	82
562, 3	Women's clothing and specialty stores -----	37	(D)	(D)	(D)	EE
562	Women's clothing stores -----	35	(D)	(D)	(D)	EE
563	Women's accessory and specialty stores -----	2	(D)	(D)	(D)	AA
565	Family clothing stores -----	12	14 033	1 428	318	158
566	Shoe stores -----	23	(D)	(D)	(D)	CC
564, 9	Other apparel and accessory stores -----	6	(D)	(D)	(D)	AA
57	Furniture and home furnishings stores -----	60	99 541	12 357	2 894	622
5712	Furniture stores -----	18	19 153	3 073	641	140
5713, 4, 9	Home furnishings stores -----	15	13 226	1 971	448	109
572	Household appliance stores -----	7	5 479	1 119	323	51
573	Radio, television, computer, and music stores -----	20	61 683	6 194	1 482	322
58	Eating and drinking places -----	266	113 033	29 743	6 855	4 598
5812	Eating places -----	198	101 400	27 939	6 391	4 241
5812 pt.	Restaurants -----	109	53 251	15 547	3 729	2 413
5812 pt.	Cafeterias -----	2	(D)	(D)	(D)	CC
5812 pt.	Refreshment places -----	74	36 038	9 192	2 043	1 367
5812 pt.	Other eating places -----	13	(D)	(D)	(D)	EE
5813	Drinking places -----	68	11 633	1 804	464	357
591	Drug and proprietary stores -----	19	(D)	(D)	(D)	EE
59 ex. 591	Miscellaneous retail stores -----	154	(D)	(D)	(D)	GG
592	Liquor stores -----	5	6 271	244	63	26
593	Used merchandise stores -----	8	1 508	300	68	34
594	Miscellaneous shopping goods stores -----	81	38 602	5 166	1 199	555
5941	Sporting goods stores and bicycle shops -----	15	(D)	(D)	(D)	CC
5942	Book stores -----	7	5 015	629	157	71
5944	Jewelry stores -----	18	(D)	(D)	(D)	CC
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores -----	41	14 229	1 873	408	260
596	Nonstore retailers -----	15	(D)	(D)	(D)	CC
598	Fuel dealers -----	5	7 215	852	180	34
5992	Florists -----	6	(D)	(D)	(D)	BB
5993	Tobacco stores and stands -----	—	—	—	—	—
5994	News dealers and newsstands -----	2	(D)	(D)	(D)	AA
5995	Optical goods stores -----	10	(D)	(D)	(D)	BB
5999	Miscellaneous retail stores, n.e.c. -----	22	(D)	(D)	(D)	CC
OZAUKEE COUNTY						
	Retail trade -----	479	532 396	65 692	15 003	6 062
52	Building materials and garden supplies stores -----	31	36 970	6 383	1 561	406
521, 3	Building materials and supply stores -----	11	21 030	3 583	886	157
525	Hardware stores -----	14	(D)	(D)	(D)	CC
526	Retail nurseries, lawn and garden supply stores -----	6	(D)	(D)	(D)	BB
527	Manufactured (mobile) home dealers -----	—	—	—	—	—
53	General merchandise stores -----	8	44 677	4 358	974	530
531	Department stores (incl. leased depts.) ^{1 2} -----	4	44 829	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹ -----	4	44 319	4 330	961	520
533	Variety stores -----	3	(D)	(D)	(D)	AA
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	AA
54	Food stores -----	33	97 275	10 389	2 336	930
541	Grocery stores -----	18	93 180	9 471	2 101	824
542	Meat and fish (seafood) markets -----	5	2 307	339	74	22
546	Retail bakeries -----	7	1 481	532	155	76
543, 4, 5, 9	Other food stores -----	3	307	47	6	8
55 ex. 554	Automotive dealers -----	27	168 362	14 276	3 136	522
551	New and used car dealers -----	15	154 826	12 970	2 766	456
552	Used car dealers -----	7	(D)	(D)	(D)	AA
553	Auto and home supply stores -----	1	(D)	(D)	(D)	AA
555, 6, 7, 9	Miscellaneous automotive dealers -----	4	(D)	(D)	(D)	BB
554	Gasoline service stations -----	36	46 329	3 255	790	301
56	Apparel and accessory stores -----	35	13 231	1 916	468	182
561	Men's and boys' clothing and accessory stores -----	4	(D)	(D)	(D)	BB
562, 3	Women's clothing and specialty stores -----	12	3 235	490	118	62
562	Women's clothing stores -----	12	3 235	490	118	62
563	Women's accessory and specialty stores -----	—	—	—	—	—
565	Family clothing stores -----	5	(D)	(D)	(D)	BB
566	Shoe stores -----	6	3 412	366	81	34
564, 9	Other apparel and accessory stores -----	8	(D)	(D)	(D)	BB

See footnotes at end of table.

RETAIL TRADE — GEOGRAPHIC AREA SERIES

Table 6. Summary Statistics for Counties With 350 Establishments or More: 1992 — Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

SIC 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)
OZAUKEE COUNTY—Con.						
57	Furniture and homefurnishings stores	46	20 685	2 745	662	229
5712	Furniture stores	21	12 758	1 667	418	147
5713, 4, 9	Homefurnishings stores	15	4 709	593	130	45
572	Household appliance stores	3	(D)	(D)	(D)	AA
573	Radio, television, computer, and music stores	7	(D)	(D)	(D)	BB
58	Eating and drinking places	138	52 895	15 597	3 564	2 229
5812	Eating places	111	49 213	14 911	3 397	2 147
5812 pt.	Restaurants	73	33 445	10 849	2 492	1 500
5812 pt.	Cafeterias	—	—	—	—	—
5812 pt.	Refreshment places	29	12 886	3 198	685	513
5812 pt.	Other eating places	9	2 882	864	220	134
5813	Drinking places	27	3 682	686	167	82
591	Drug and proprietary stores	10	18 792	2 177	556	189
59 ex. 591	Miscellaneous retail stores	115	33 180	4 596	956	544
592	Liquor stores	8	5 702	221	56	34
593	Used merchandise stores	10	1 358	275	50	39
594	Miscellaneous shopping goods stores	51	14 307	1 858	417	216
5941	Sporting goods stores and bicycle shops	10	(D)	(D)	(D)	BB
5942	Book stores	3	(D)	(D)	(D)	BB
5944	Jewelry stores	12	4 404	507	118	41
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores	26	5 660	743	181	118
596	Nonstore retailers	7	2 602	718	140	146
598	Fuel dealers	4	(D)	(D)	(D)	AA
5992	Florists	11	1 174	125	37	26
5993	Tobacco stores and stands	—	—	—	—	—
5994	News dealers and newsstands	—	—	—	—	—
5995	Optical goods stores	6	764	172	40	11
5999	Miscellaneous retail stores, n.e.c.	18	(D)	(D)	(D)	BB
PORTAGE COUNTY						
	Retail trade	390	447 561	50 419	11 501	5 346
52	Building materials and garden supplies stores	23	27 918	2 643	550	159
521, 3	Building materials and supply stores	12	21 263	1 716	366	93
525	Hardware stores	7	3 735	600	118	45
526	Retail nurseries, lawn and garden supply stores	2	(D)	(D)	(D)	AA
527	Manufactured (mobile) home dealers	2	(D)	(D)	(D)	AA
53	General merchandise stores	9	73 941	6 875	1 328	516
531	Department stores (incl. leased depts.) ^{1 2}	5	(D)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹	5	(D)	(D)	(D)	EE
533	Variety stores	—	—	—	—	—
539	Miscellaneous general merchandise stores	4	(D)	(D)	(D)	CC
54	Food stores	28	78 570	7 100	1 609	849
541	Grocery stores	18	76 336	6 327	1 435	775
542	Meat and fish (seafood) markets	—	—	—	—	—
546	Retail bakeries	7	1 911	722	160	63
543, 4, 5, 9	Other food stores	3	323	51	14	11
55 ex. 554	Automotive dealers	19	79 441	6 318	1 327	270
551	New and used car dealers	5	71 008	5 245	1 083	199
552	Used car dealers	3	(D)	(D)	(D)	AA
553	Auto and home supply stores	8	4 785	739	170	42
555, 6, 7, 9	Miscellaneous automotive dealers	3	(D)	(D)	(D)	AA
554	Gasoline service stations	28	35 616	1 573	368	184
56	Apparel and accessory stores	31	20 023	2 509	570	271
561	Men's and boys' clothing and accessory stores	2	(D)	(D)	(D)	AA
562, 3	Women's clothing and specialty stores	15	6 046	742	170	116
562	Women's clothing stores	13	(D)	(D)	(D)	CC
563	Women's accessory and specialty stores	2	(D)	(D)	(D)	AA
565	Family clothing stores	4	8 474	938	220	88
566	Shoe stores	10	(D)	(D)	(D)	BB
564, 9	Other apparel and accessory stores	—	—	—	—	—
57	Furniture and homefurnishings stores	27	24 034	3 381	727	175
5712	Furniture stores	6	13 196	2 094	446	85
5713, 4, 9	Homefurnishings stores	10	6 147	911	189	53
572	Household appliance stores	4	566	46	12	4
573	Radio, television, computer, and music stores	7	4 125	330	80	33

See footnotes at end of table.

Table 6. Summary Statistics for Counties With 350 Establishments or More: 1992 — Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

SIC 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)
PORTAGE COUNTY—Con.						
58	Eating and drinking places -----	141	44 198	11 893	2 938	2 238
5812	Eating places -----	99	39 343	11 218	2 790	2 124
5812 pt.	Restaurants -----	55	18 228	5 225	1 297	916
5812 pt.	Cafeterias -----	—	—	—	—	—
5812 pt.	Refreshment places -----	36	18 676	4 726	1 107	770
5812 pt.	Other eating places -----	8	2 439	1 267	386	438
5813	Drinking places -----	42	4 855	675	148	114
591	Drug and proprietary stores -----	5	4 813	587	145	54
59 ex. 591	Miscellaneous retail stores -----	79	59 007	7 540	1 939	630
592	Liquor stores -----	10	8 874	215	46	21
593	Used merchandise stores -----	4	718	95	27	15
594	Miscellaneous shopping goods stores -----	37	13 850	1 558	364	184
5941	Sporting goods stores and bicycle shops -----	12	5 666	535	119	59
5942	Book stores -----	5	1 723	126	30	27
5944	Jewelry stores -----	6	2 760	489	130	39
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores -----	14	3 701	408	85	59
596	Nonstore retailers -----	10	29 548	4 746	1 287	340
598	Fuel dealers -----	4	2 451	327	76	15
5992	Florists -----	6	1 171	324	85	31
5993	Tobacco stores and stands -----	—	—	—	—	—
5994	News dealers and newsstands -----	—	—	—	—	—
5995	Optical goods stores -----	1	(D)	(D)	(D)	AA
5999	Miscellaneous retail stores, n.e.c. -----	7	(D)	(D)	(D)	BB
RACINE COUNTY (Coextensive with Racine, WI PMSA; see table 7.)						
ROCK COUNTY (Coextensive with Janesville—Beloit, WI MSA; see table 7.)						
SAUK COUNTY						
	Retail trade -----	405	391 444	47 045	10 181	4 338
52	Building materials and garden supplies stores -----	30	26 046	3 275	685	206
521, 3	Building materials and supply stores -----	16	15 259	1 661	337	91
525	Hardware stores -----	8	5 286	903	233	76
526	Retail nurseries, lawn and garden supply stores -----	4	(D)	(D)	(D)	BB
527	Manufactured (mobile) home dealers -----	2	(D)	(D)	(D)	AA
53	General merchandise stores -----	11	40 777	4 404	1 055	430
531	Department stores (incl. leased depts.) ^{1 2} -----	3	33 849	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹ -----	3	33 391	3 173	725	326
533	Variety stores -----	2	(D)	(D)	(D)	AA
539	Miscellaneous general merchandise stores -----	6	(D)	(D)	(D)	BB
54	Food stores -----	33	82 292	7 518	1 634	727
541	Grocery stores -----	19	77 974	6 619	1 401	641
542	Meat and fish (seafood) markets -----	4	2 303	420	132	34
546	Retail bakeries -----	2	(D)	(D)	(D)	BB
543, 4, 5, 9	Other food stores -----	8	(D)	(D)	(D)	AA
55 ex. 554	Automotive dealers -----	25	103 490	6 812	1 471	305
551	New and used car dealers -----	12	80 432	4 942	1 063	181
552	Used car dealers -----	3	(D)	(D)	(D)	AA
553	Auto and home supply stores -----	4	(D)	(D)	(D)	CC
555, 6, 7, 9	Miscellaneous automotive dealers -----	6	(D)	(D)	(D)	AA
554	Gasoline service stations -----	29	32 977	2 119	507	192
56	Apparel and accessory stores -----	28	11 930	1 312	338	168
561	Men's and boys' clothing and accessory stores -----	1	(D)	(D)	(D)	AA
562, 3	Women's clothing and specialty stores -----	10	3 185	438	111	62
562	Women's clothing stores -----	8	(D)	(D)	(D)	BB
563	Women's accessory and specialty stores -----	2	(D)	(D)	(D)	AA
565	Family clothing stores -----	10	6 511	693	181	80
566	Shoe stores -----	5	(D)	(D)	(D)	AA
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	AA
57	Furniture and home furnishings stores -----	17	7 422	1 185	268	86
5712	Furniture stores -----	8	4 434	640	149	42
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	AA
572	Household appliance stores -----	3	(D)	(D)	(D)	AA
573	Radio, television, computer, and music stores -----	4	1 952	413	84	30

See footnotes at end of table.

RETAIL TRADE—GEOGRAPHIC AREA SERIES

Table 6. Summary Statistics for Counties With 350 Establishments or More: 1992 — Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

SIC 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)
SAUK COUNTY—Con.						
58	Eating and drinking places -----	144	51 765	15 363	3 083	1 843
5812	Eating places -----	116	48 090	14 708	2 952	1 772
5812 pt.	Restaurants -----	66	27 909	9 325	1 892	1 069
5812 pt.	Cafeterias -----	—	—	—	—	—
5812 pt.	Refreshment places -----	44	19 495	5 208	1 004	688
5812 pt.	Other eating places -----	6	686	175	56	15
5813	Drinking places -----	28	3 675	655	131	71
591	Drug and proprietary stores -----	13	12 811	2 042	490	128
59 ex. 591	Miscellaneous retail stores -----	75	21 934	3 015	650	253
592	Liquor stores -----	8	2 900	139	38	16
593	Used merchandise stores -----	4	441	29	6	9
594	Miscellaneous shopping goods stores -----	31	6 322	980	188	91
5941	Sporting goods stores and bicycle shops -----	6	1 812	185	34	20
5942	Book stores -----	2	(D)	(D)	(D)	AA
5944	Jewelry stores -----	7	(D)	(D)	(D)	BB
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores -----	16	2 709	475	82	39
596	Nonstore retailers -----	6	(D)	(D)	(D)	BB
598	Fuel dealers -----	6	4 768	562	140	31
5992	Florists -----	9	(D)	(D)	(D)	BB
5993	Tobacco stores and stands -----	—	—	—	—	—
5994	News dealers and newsstands -----	—	—	—	—	—
5995	Optical goods stores -----	1	(D)	(D)	(D)	AA
5999	Miscellaneous retail stores, n.e.c. -----	10	1 488	325	58	21
SHEBOYGAN COUNTY (Coextensive with Sheboygan, WI MSA; see table 7.)						
WALWORTH COUNTY						
Retail trade -----		583	506 339	61 892	13 436	6 508
52	Building materials and garden supplies stores -----	27	45 827	5 759	1 412	336
521, 3	Building materials and supply stores -----	12	36 466	4 330	1 091	187
525	Hardware stores -----	11	7 240	1 130	265	128
526	Retail nurseries, lawn and garden supply stores -----	4	2 121	299	56	21
527	Manufactured (mobile) home dealers -----	—	—	—	—	—
53	General merchandise stores -----	12	59 284	5 566	1 216	589
531	Department stores (incl. leased depts.) ^{1 2} -----	4	54 371	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹ -----	4	53 851	4 687	1 013	506
533	Variety stores -----	4	(D)	(D)	(D)	BB
539	Miscellaneous general merchandise stores -----	4	(D)	(D)	(D)	BB
54	Food stores -----	45	107 858	8 803	2 056	997
541	Grocery stores -----	35	105 214	8 476	1 954	948
542	Meat and fish (seafood) markets -----	—	—	—	—	—
546	Retail bakeries -----	3	(D)	(D)	(D)	BB
543, 4, 5, 9	Other food stores -----	7	(D)	(D)	(D)	AA
55 ex. 554	Automotive dealers -----	28	98 442	8 292	1 800	344
551	New and used car dealers -----	17	87 862	6 869	1 559	287
552	Used car dealers -----	1	(D)	(D)	(D)	AA
553	Auto and home supply stores -----	3	(D)	(D)	(D)	AA
555, 6, 7, 9	Miscellaneous automotive dealers -----	7	8 512	970	155	39
554	Gasoline service stations -----	47	43 822	2 409	575	269
56	Apparel and accessory stores -----	41	13 117	1 552	320	158
561	Men's and boys' clothing and accessory stores -----	5	1 254	204	50	21
562, 3	Women's clothing and specialty stores -----	16	5 332	512	98	59
562	Women's clothing stores -----	14	(D)	(D)	(D)	BB
563	Women's accessory and specialty stores -----	2	(D)	(D)	(D)	AA
565	Family clothing stores -----	6	2 685	377	80	33
566	Shoe stores -----	8	2 195	277	59	31
564, 9	Other apparel and accessory stores -----	6	1 651	182	33	14
57	Furniture and home furnishings stores -----	28	10 866	1 450	323	98
5712	Furniture stores -----	7	4 100	455	105	27
5713, 4, 9	Home furnishings stores -----	11	2 246	321	71	36
572	Household appliance stores -----	3	(D)	(D)	(D)	AA
573	Radio, television, computer, and music stores -----	7	(D)	(D)	(D)	AA
58	Eating and drinking places -----	232	74 283	20 254	3 983	3 148
5812	Eating places -----	171	64 245	18 401	3 566	2 821
5812 pt.	Restaurants -----	107	38 978	11 601	2 181	1 644
5812 pt.	Cafeterias -----	2	(D)	(D)	(D)	AA
5812 pt.	Refreshment places -----	45	19 012	4 906	960	723
5812 pt.	Other eating places -----	17	(D)	(D)	(D)	EE
5813	Drinking places -----	61	10 038	1 853	417	327

See footnotes at end of table.

Table 6. Summary Statistics for Counties With 350 Establishments or More: 1992 — Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

SIC 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)
WALWORTH COUNTY —Con.						
591	Drug and proprietary stores -----	14	16 899	1 998	487	149
59 ex. 591	Miscellaneous retail stores -----	109	35 941	5 809	1 264	420
592	Liquor stores -----	15	5 879	365	82	59
593	Used merchandise stores -----	6	1 378	75	15	9
594	Miscellaneous shopping goods stores -----	46	8 199	991	217	119
5941	Sporting goods stores and bicycle shops -----	6	(D)	(D)	(D)	AA
5942	Book stores -----	1	(D)	(D)	(D)	AA
5944	Jewelry stores -----	9	2 339	322	72	31
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores -----	30	3 531	404	83	70
596	Nonstore retailers -----	15	13 401	3 098	681	137
598	Fuel dealers -----	4	2 337	282	76	13
5992	Florists -----	7	1 404	186	42	30
5993	Tobacco stores and stands -----	—	—	—	—	—
5994	News dealers and newsstands -----	—	—	—	—	—
5995	Optical goods stores -----	4	892	269	47	10
5999	Miscellaneous retail stores, n.e.c. -----	12	2 451	543	104	43
WASHINGTON COUNTY						
Retail trade -----		517	715 261	70 884	16 530	7 022
52	Building materials and garden supplies stores -----	24	57 640	5 957	1 346	306
521, 3	Building materials and supply stores -----	14	47 115	4 511	1 049	174
525	Hardware stores -----	7	(D)	(D)	(D)	BB
526	Retail nurseries, lawn and garden supply stores -----	3	(D)	(D)	(D)	BB
527	Manufactured (mobile) home dealers -----	—	—	—	—	—
53	General merchandise stores -----	7	63 999	5 483	1 275	653
531	Department stores (incl. leased depts.) ^{1 2} -----	4	(D)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹ -----	4	(D)	(D)	(D)	FF
533	Variety stores -----	2	(D)	(D)	(D)	BB
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	BB
54	Food stores -----	41	154 390	13 301	3 329	1 233
541	Grocery stores -----	28	148 940	12 158	3 039	1 098
542	Meat and fish (seafood) markets -----	3	1 563	360	86	19
546	Retail bakeries -----	4	1 757	560	157	97
543, 4, 5, 9	Other food stores -----	6	2 130	223	47	19
55 ex. 554	Automotive dealers -----	29	196 025	10 347	2 333	424
551	New and used car dealers -----	11	168 825	8 220	1 949	342
552	Used car dealers -----	7	(D)	(D)	(D)	AA
553	Auto and home supply stores -----	4	(D)	(D)	(D)	AA
555, 6, 7, 9	Miscellaneous automotive dealers -----	7	(D)	(D)	(D)	BB
554	Gasoline service stations -----	47	68 248	3 968	931	434
56	Apparel and accessory stores -----	28	13 847	1 514	375	176
561	Men's and boys' clothing and accessory stores -----	2	(D)	(D)	(D)	AA
562, 3	Women's clothing and specialty stores -----	12	4 903	567	135	72
562	Women's clothing stores -----	11	(D)	(D)	(D)	BB
563	Women's accessory and specialty stores -----	1	(D)	(D)	(D)	AA
565	Family clothing stores -----	4	(D)	(D)	(D)	BB
566	Shoe stores -----	8	3 247	431	118	53
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	AA
57	Furniture and home furnishings stores -----	47	22 169	3 320	761	199
5712	Furniture stores -----	11	7 094	1 148	281	58
5713, 4, 9	Home furnishings stores -----	17	7 152	1 127	242	68
572	Household appliance stores -----	8	(D)	(D)	(D)	BB
573	Radio, television, computer, and music stores -----	11	(D)	(D)	(D)	BB
58	Eating and drinking places -----	183	60 879	16 133	3 595	2 810
5812	Eating places -----	143	55 600	15 348	3 419	2 666
5812 pt.	Restaurants -----	79	29 490	9 444	2 105	1 620
5812 pt.	Cafeterias -----	—	—	—	—	—
5812 pt.	Refreshment places -----	57	25 238	5 750	1 275	994
5812 pt.	Other eating places -----	7	872	154	39	52
5813	Drinking places -----	40	5 279	785	176	144
591	Drug and proprietary stores -----	13	30 737	3 845	895	225

See footnotes at end of table.

RETAIL TRADE—GEOGRAPHIC AREA SERIES

WISCONSIN WI-55

Table 6. Summary Statistics for Counties With 350 Establishments or More: 1992 — Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

SIC 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)
WASHINGTON COUNTY — Con.						
59 ex. 591	Miscellaneous retail stores -----	98	47 327	7 016	1 690	562
592	Liquor stores -----	9	3 840	179	43	25
593	Used merchandise stores -----	7	1 743	379	91	44
594	Miscellaneous shopping goods stores -----	39	13 548	1 917	526	217
5941	Sporting goods stores and bicycle shops -----	7	(D)	(D)	(D)	BB
5942	Book stores -----	3	(D)	(D)	(D)	AA
5944	Jewelry stores -----	7	4 144	660	229	29
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores -----	22	7 430	1 052	249	151
596	Nonstore retailers -----	10	16 793	3 019	742	154
598	Fuel dealers -----	9	(D)	(D)	(D)	BB
5992	Florists -----	10	1 887	315	78	55
5993	Tobacco stores and stands -----	—	—	—	—	—
5994	News dealers and newsstands -----	—	—	—	—	—
5995	Optical goods stores -----	5	1 232	328	58	14
5999	Miscellaneous retail stores, n.e.c. -----	9	(D)	(D)	(D)	BB
WAUKESHA COUNTY						
	Retail trade -----	1 785	3 092 112	330 144	75 436	28 762
52	Building materials and garden supplies stores -----	110	215 057	27 211	5 918	1 525
521, 3	Building materials and supply stores -----	50	150 809	17 968	4 006	725
525	Hardware stores -----	31	42 970	6 341	1 363	537
526	Retail nurseries, lawn and garden supply stores -----	28	(D)	(D)	(D)	EE
527	Manufactured (mobile) home dealers -----	1	(D)	(D)	(D)	AA
53	General merchandise stores -----	32	434 980	39 455	8 724	3 893
531	Department stores (incl. leased depts.) ^{1 2} -----	18	(D)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹ -----	18	(D)	(D)	(D)	HH
533	Variety stores -----	7	6 364	1 178	275	142
539	Miscellaneous general merchandise stores -----	7	(D)	(D)	(D)	FF
54	Food stores -----	121	567 931	50 544	11 869	4 536
541	Grocery stores -----	75	549 572	46 878	11 060	4 147
542	Meat and fish (seafood) markets -----	10	7 430	1 045	231	84
546	Retail bakeries -----	19	7 066	2 075	447	235
543, 4, 5, 9	Other food stores -----	17	3 863	546	131	70
55 ex. 554	Automotive dealers -----	101	828 017	60 646	13 557	2 221
551	New and used car dealers -----	38	738 516	50 917	11 512	1 743
552	Used car dealers -----	13	11 644	782	164	39
553	Auto and home supply stores -----	24	39 010	5 594	1 254	284
555, 6, 7, 9	Miscellaneous automotive dealers -----	26	38 847	3 353	627	155
554	Gasoline service stations -----	129	200 881	10 615	2 587	1 076
56	Apparel and accessory stores -----	156	111 865	12 178	2 881	1 477
561	Men's and boys' clothing and accessory stores -----	15	11 202	1 605	452	125
562, 3	Women's clothing and specialty stores -----	64	38 129	4 155	972	635
562	Women's clothing stores -----	54	(D)	(D)	(D)	FF
563	Women's accessory and specialty stores -----	10	(D)	(D)	(D)	BB
565	Family clothing stores -----	12	29 594	2 586	607	285
566	Shoe stores -----	41	23 534	2 617	598	287
564, 9	Other apparel and accessory stores -----	24	9 406	1 215	252	145
57	Furniture and home furnishings stores -----	146	173 843	19 495	4 596	1 163
5712	Furniture stores -----	36	33 532	4 880	1 165	267
5713, 4, 9	Home furnishings stores -----	51	33 620	5 147	1 200	273
572	Household appliance stores -----	13	12 089	1 207	277	66
573	Radio, television, computer, and music stores -----	46	94 602	8 261	1 954	557
58	Eating and drinking places -----	519	225 588	61 554	14 018	8 972
5812	Eating places -----	398	205 457	58 009	13 204	8 448
5812 pt.	Restaurants -----	188	105 756	32 418	7 600	4 374
5812 pt.	Cafeterias -----	3	(D)	(D)	(D)	BB
5812 pt.	Refreshment places -----	166	87 768	22 049	4 837	3 372
5812 pt.	Other eating places -----	41	(D)	(D)	(D)	FF
5813	Drinking places -----	121	20 131	3 545	814	524
591	Drug and proprietary stores -----	55	102 344	11 492	2 753	932

See footnotes at end of table.

Table 6. Summary Statistics for Counties With 350 Establishments or More: 1992 — Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

SIC 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)
WAUKESHA COUNTY—Con.						
59 ex. 591	Miscellaneous retail stores -----	416	231 606	36 954	8 533	2 967
592	Liquor stores -----	26	21 064	1 141	245	134
593	Used merchandise stores -----	13	3 143	568	98	51
594	Miscellaneous shopping goods stores -----	181	98 116	12 039	2 651	1 211
5941	Sporting goods stores and bicycle shops -----	44	31 514	3 934	793	341
5942	Book stores -----	9	6 474	648	149	90
5944	Jewelry stores -----	37	18 646	2 850	646	178
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores -----	91	41 482	4 607	1 063	602
596	Nonstore retailers -----	66	61 549	13 487	3 325	739
598	Fuel dealers -----	12	7 572	976	255	55
5992	Florists -----	48	7 627	1 601	353	203
5993	Tobacco stores and stands -----	—	—	—	—	—
5994	News dealers and newsstands -----	—	—	—	—	—
5995	Optical goods stores -----	24	7 537	1 776	408	108
5999	Miscellaneous retail stores, n.e.c. -----	46	24 998	5 366	1 198	466
WAUPACA COUNTY						
	Retail trade -----	354	309 279	32 920	7 339	3 220
52	Building materials and garden supplies stores -----	27	17 903	2 694	504	155
521, 3	Building materials and supply stores -----	13	13 718	2 261	405	97
525	Hardware stores -----	11	3 759	387	89	53
526	Retail nurseries, lawn and garden supply stores -----	3	426	46	10	5
527	Manufactured (mobile) home dealers -----	—	—	—	—	—
53	General merchandise stores -----	13	48 360	4 946	1 026	391
531	Department stores (incl. leased depts.) ^{1 2} -----	3	26 405	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹ -----	3	26 006	2 642	576	244
533	Variety stores -----	4	938	84	18	13
539	Miscellaneous general merchandise stores -----	6	21 416	2 220	432	134
54	Food stores -----	31	64 207	5 989	1 390	603
541	Grocery stores -----	20	61 174	5 465	1 280	525
542	Meat and fish (seafood) markets -----	2	(D)	(D)	(D)	AA
546	Retail bakeries -----	5	(D)	(D)	(D)	BB
543, 4, 5, 9	Other food stores -----	4	1 646	181	39	31
55 ex. 554	Automotive dealers -----	35	77 875	5 564	1 231	264
551	New and used car dealers -----	11	61 574	4 385	958	183
552	Used car dealers -----	9	8 591	388	103	32
553	Auto and home supply stores -----	7	2 231	304	70	20
555, 6, 7, 9	Miscellaneous automotive dealers -----	8	5 479	487	100	29
554	Gasoline service stations -----	29	34 827	2 244	526	243
56	Apparel and accessory stores -----	15	2 685	225	62	47
561	Men's and boys' clothing and accessory stores -----	2	(D)	(D)	(D)	AA
562, 3	Women's clothing and specialty stores -----	5	527	61	13	13
562	Women's clothing stores -----	5	527	61	13	13
563	Women's accessory and specialty stores -----	—	—	—	—	—
565	Family clothing stores -----	1	(D)	(D)	(D)	AA
566	Shoe stores -----	7	1 736	98	31	20
564, 9	Other apparel and accessory stores -----	—	—	—	—	—
57	Furniture and home furnishings stores -----	19	9 088	1 313	281	82
5712	Furniture stores -----	8	5 341	851	198	56
5713, 4, 9	Home furnishings stores -----	3	(D)	(D)	(D)	AA
572	Household appliance stores -----	4	(D)	(D)	(D)	AA
573	Radio, television, computer, and music stores -----	4	790	76	15	7
58	Eating and drinking places -----	115	27 704	6 843	1 451	1 095
5812	Eating places -----	72	22 646	6 178	1 299	997
5812 pt.	Restaurants -----	49	14 717	4 257	879	683
5812 pt.	Cafeterias -----	—	—	—	—	—
5812 pt.	Refreshment places -----	19	7 661	1 859	414	305
5812 pt.	Other eating places -----	4	268	62	6	9
5813	Drinking places -----	43	5 058	665	152	98
591	Drug and proprietary stores -----	11	10 115	1 347	349	105

See footnotes at end of table.

RETAIL TRADE—GEOGRAPHIC AREA SERIES

WISCONSIN WI-57

Table 6. Summary Statistics for Counties With 350 Establishments or More: 1992 — Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

SIC 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)
WAUPACA COUNTY—Con.						
59 ex. 591	Miscellaneous retail stores -----	59	16 515	1 755	519	235
592	Liquor stores -----	10	2 824	218	43	41
593	Used merchandise stores -----	5	(D)	(D)	(D)	AA
594	Miscellaneous shopping goods stores -----	25	5 666	585	239	94
5941	Sporting goods stores and bicycle shops -----	7	1 766	124	24	13
5942	Book stores -----	—	—	—	—	—
5944	Jewelry stores -----	5	1 510	234	160	50
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores -----	13	2 390	207	55	31
596	Nonstore retailers -----	3	(D)	(D)	(D)	AA
598	Fuel dealers -----	6	4 540	445	122	35
5992	Florists -----	7	1 302	229	55	28
5993	Tobacco stores and stands -----	—	—	—	—	—
5994	News dealers and newsstands -----	—	—	—	—	—
5995	Optical goods stores -----	1	(D)	(D)	(D)	AA
5999	Miscellaneous retail stores, n.e.c. -----	2	(D)	(D)	(D)	AA
WINNEBAGO COUNTY						
	Retail trade -----	970	1 262 580	141 152	31 435	13 218
52	Building materials and garden supplies stores -----	42	85 279	9 709	2 285	591
521, 3	Building materials and supply stores -----	25	66 043	6 566	1 492	366
525	Hardware stores -----	10	12 026	2 328	618	161
526	Retail nurseries, lawn and garden supply stores -----	5	(D)	(D)	(D)	BB
527	Manufactured (mobile) home dealers -----	2	(D)	(D)	(D)	AA
53	General merchandise stores -----	20	(D)	(D)	(D)	GG
531	Department stores (incl. leased depts.) ^{1 2} -----	12	149 594	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹ -----	12	147 072	14 761	3 446	1 508
533	Variety stores -----	5	(D)	(D)	(D)	BB
539	Miscellaneous general merchandise stores -----	3	(D)	(D)	(D)	CC
54	Food stores -----	62	217 766	20 168	4 531	1 916
541	Grocery stores -----	31	208 747	17 624	3 973	1 653
542	Meat and fish (seafood) markets -----	2	(D)	(D)	(D)	AA
546	Retail bakeries -----	17	(D)	(D)	(D)	CC
543, 4, 5, 9	Other food stores -----	12	3 535	842	198	60
55 ex. 554	Automotive dealers -----	72	252 585	18 425	4 067	821
551	New and used car dealers -----	12	203 000	13 375	3 042	531
552	Used car dealers -----	24	(D)	(D)	(D)	BB
553	Auto and home supply stores -----	17	(D)	(D)	(D)	CC
555, 6, 7, 9	Miscellaneous automotive dealers -----	19	18 917	2 095	381	122
554	Gasoline service stations -----	77	95 187	5 299	1 229	485
56	Apparel and accessory stores -----	116	71 008	7 276	1 646	931
561	Men's and boys' clothing and accessory stores -----	13	5 755	718	163	86
562, 3	Women's clothing and specialty stores -----	50	25 474	2 951	707	416
562	Women's clothing stores -----	47	24 585	2 830	679	402
563	Women's accessory and specialty stores -----	3	889	121	28	14
565	Family clothing stores -----	19	24 808	1 997	408	250
566	Shoe stores -----	23	(D)	(D)	(D)	CC
564, 9	Other apparel and accessory stores -----	11	(D)	(D)	(D)	BB
57	Furniture and home furnishings stores -----	66	39 713	5 732	1 343	394
5712	Furniture stores -----	26	14 740	2 101	466	137
5713, 4, 9	Home furnishings stores -----	17	(D)	(D)	(D)	BB
572	Household appliance stores -----	6	(D)	(D)	(D)	BB
573	Radio, television, computer, and music stores -----	17	(D)	(D)	(D)	CC
58	Eating and drinking places -----	304	103 316	28 043	6 343	4 496
5812	Eating places -----	199	89 635	25 755	5 788	4 042
5812 pt.	Restaurants -----	86	40 004	12 893	2 913	1 929
5812 pt.	Cafeterias -----	1	(D)	(D)	(D)	AA
5812 pt.	Refreshment places -----	95	40 803	10 014	2 308	1 604
5812 pt.	Other eating places -----	17	(D)	(D)	(D)	FF
5813	Drinking places -----	105	13 681	2 288	555	454
591	Drug and proprietary stores -----	23	30 086	3 586	887	263

See footnotes at end of table.

Table 6. Summary Statistics for Counties With 350 Establishments or More: 1992 — Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

SIC 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)
WINNEBAGO COUNTY — Con.						
59 ex. 591	Miscellaneous retail stores -----	188	(D)	(D)	(D)	GG
592	Liquor stores -----	14	9 056	479	126	56
593	Used merchandise stores -----	11	2 898	353	91	49
594	Miscellaneous shopping goods stores -----	92	46 851	6 151	1 292	576
5941	Sporting goods stores and bicycle shops -----	25	14 875	1 881	415	169
5942	Book stores -----	10	4 113	433	108	60
5944	Jewelry stores -----	14	4 644	1 105	233	74
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores -----	43	23 219	2 732	536	273
596	Nonstore retailers -----	21	88 506	13 750	2 500	612
598	Fuel dealers -----	3	(D)	(D)	(D)	AA
5992	Florists -----	11	5 564	1 703	385	173
5993	Tobacco stores and stands -----	—	—	—	—	—
5994	News dealers and newsstands -----	1	(D)	(D)	(D)	AA
5995	Optical goods stores -----	13	(D)	(D)	(D)	BB
5999	Miscellaneous retail stores, n.e.c. -----	22	(D)	(D)	(D)	BB
WOOD COUNTY						
	Retail trade -----	553	756 797	76 797	17 697	6 916
52	Building materials and garden supplies stores -----	41	41 419	4 357	919	214
521, 3	Building materials and supply stores -----	29	26 624	2 710	596	127
525	Hardware stores -----	4	5 512	931	189	50
526	Retail nurseries, lawn and garden supply stores -----	5	(D)	(D)	(D)	AA
527	Manufactured (mobile) home dealers -----	3	(D)	(D)	(D)	BB
53	General merchandise stores -----	20	137 588	12 097	2 727	1 114
531	Department stores (incl. leased depts.) ^{1 2} -----	9	106 079	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹ -----	9	104 168	9 893	2 242	941
533	Variety stores -----	1	(D)	(D)	(D)	AA
539	Miscellaneous general merchandise stores -----	10	(D)	(D)	(D)	CC
54	Food stores -----	33	115 243	10 830	2 609	1 152
541	Grocery stores -----	26	114 099	10 636	2 559	1 123
542	Meat and fish (seafood) markets -----	1	(D)	(D)	(D)	AA
546	Retail bakeries -----	3	365	85	21	15
543, 4, 5, 9	Other food stores -----	3	(D)	(D)	(D)	AA
55 ex. 554	Automotive dealers -----	46	166 716	13 744	2 811	589
551	New and used car dealers -----	15	128 945	10 537	2 153	411
552	Used car dealers -----	14	14 329	702	143	39
553	Auto and home supply stores -----	7	4 359	896	193	49
555, 6, 7, 9	Miscellaneous automotive dealers -----	10	19 083	1 609	322	90
554	Gasoline service stations -----	46	46 430	2 989	720	370
56	Apparel and accessory stores -----	58	23 322	2 920	690	334
561	Men's and boys' clothing and accessory stores -----	4	727	123	33	10
562, 3	Women's clothing and specialty stores -----	28	9 602	1 107	270	158
562	Women's clothing stores -----	26	(D)	(D)	(D)	CC
563	Women's accessory and specialty stores -----	2	(D)	(D)	(D)	AA
565	Family clothing stores -----	3	6 285	862	212	91
566	Shoe stores -----	17	5 964	714	155	57
564, 9	Other apparel and accessory stores -----	6	744	114	20	18
57	Furniture and home furnishings stores -----	45	25 054	3 439	780	201
5712	Furniture stores -----	12	7 654	1 265	270	68
5713, 4, 9	Home furnishings stores -----	11	7 657	887	199	47
572	Household appliance stores -----	7	1 238	127	24	12
573	Radio, television, computer, and music stores -----	15	8 505	1 160	287	74
58	Eating and drinking places -----	159	51 010	12 513	3 007	2 037
5812	Eating places -----	106	42 519	11 538	2 753	1 858
5812 pt.	Restaurants -----	58	20 003	5 849	1 400	961
5812 pt.	Cafeterias -----	—	—	—	—	—
5812 pt.	Refreshment places -----	41	21 658	5 489	1 300	841
5812 pt.	Other eating places -----	7	858	200	53	56
5813	Drinking places -----	53	8 491	975	254	179
591	Drug and proprietary stores -----	9	7 416	925	212	80

See footnotes at end of table.

RETAIL TRADE — GEOGRAPHIC AREA SERIES

WISCONSIN WI-59

Table 6. Summary Statistics for Counties With 350 Establishments or More: 1992 — Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

SIC 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)
WOOD COUNTY—Con.						
59 ex. 591	Miscellaneous retail stores -----	96	142 599	12 983	3 222	825
592	Liquor stores -----	6	(D)	(D)	(D)	BB
593	Used merchandise stores -----	4	(D)	(D)	(D)	BB
594	Miscellaneous shopping goods stores -----	39	10 760	1 471	344	174
5941	Sporting goods stores and bicycle shops -----	9	2 541	261	54	26
5942	Book stores -----	7	1 723	184	50	26
5944	Jewelry stores -----	11	2 588	461	114	42
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores -----	12	3 908	565	126	80
596	Nonstore retailers -----	15	(D)	(D)	(D)	EE
598	Fuel dealers -----	10	9 376	1 009	248	55
5992	Florists -----	8	(D)	(D)	(D)	BB
5993	Tobacco stores and stands -----	—	—	—	—	—
5994	News dealers and newsstands -----	—	—	—	—	—
5995	Optical goods stores -----	3	(D)	(D)	(D)	AA
5999	Miscellaneous retail stores, n.e.c. -----	11	(D)	(D)	(D)	BB

¹Includes sales from catalog order desks.

²Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

Table 7. Summary Statistics for Metropolitan Areas: 1992

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For definitions of metropolitan areas (CMSA's, MSA's, and PMSA's), see appendix D]

SIC 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)
APPLETON—OSHKOSH—NEENAH, WI MSA						
Retail trade -----		1 991	2 733 255	303 401	69 066	28 562
52	Building materials and garden supplies stores -----	103	231 076	23 601	5 538	1 354
521, 3	Building materials and supply stores -----	55	191 337	17 388	4 166	868
525	Hardware stores -----	32	24 766	4 183	1 057	331
526	Retail nurseries, lawn and garden supply stores -----	13	(D)	(D)	(D)	CC
527	Manufactured (mobile) home dealers -----	3	(D)	(D)	(D)	AA
53	General merchandise stores -----	45	393 096	35 475	8 393	3 520
531	Department stores (incl. leased depts.) ^{1 2} -----	22	303 040	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹ -----	22	297 737	29 099	7 012	3 081
533	Variety stores -----	12	(D)	(D)	(D)	BB
539	Miscellaneous general merchandise stores -----	11	(D)	(D)	(D)	EE
54	Food stores -----	128	465 314	43 186	10 260	4 410
541	Grocery stores -----	68	447 409	38 435	9 170	3 854
542	Meat and fish (seafood) markets -----	9	4 124	778	210	86
546	Retail bakeries -----	30	7 968	2 663	585	351
543, 4, 5, 9	Other food stores -----	21	5 813	1 310	295	119
55 ex. 554	Automotive dealers -----	151	591 319	44 190	9 488	1 889
551	New and used car dealers -----	36	483 144	33 537	7 290	1 276
552	Used car dealers -----	51	47 849	3 137	658	176
553	Auto and home supply stores -----	39	27 859	4 346	936	268
555, 6, 7, 9	Miscellaneous automotive dealers -----	25	32 467	3 170	604	169
554	Gasoline service stations -----	159	202 372	11 439	2 718	1 108
56	Apparel and accessory stores -----	213	131 123	14 529	3 352	1 720
561	Men's and boys' clothing and accessory stores -----	23	13 727	1 607	364	168
562, 3	Women's clothing and specialty stores -----	90	47 829	5 778	1 357	783
562	Women's clothing stores -----	83	44 966	5 467	1 285	753
563	Women's accessory and specialty stores -----	7	2 863	311	72	30
565	Family clothing stores -----	34	39 610	3 535	751	417
566	Shoe stores -----	49	24 394	2 929	761	267
564, 9	Other apparel and accessory stores -----	17	5 563	680	119	85
57	Furniture and home furnishings stores -----	138	150 694	19 394	4 526	1 114
5712	Furniture stores -----	49	36 410	5 518	1 188	308
5713, 4, 9	Home furnishings stores -----	33	22 027	3 264	765	212
572	Household appliance stores -----	17	17 981	2 711	676	156
573	Radio, television, computer, and music stores -----	39	74 276	7 901	1 897	438

See footnotes at end of table.

Table 7. Summary Statistics for Metropolitan Areas: 1992 —Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For definitions of metropolitan areas (CMSA's, MSA's, and PMSA's), see appendix D]

SIC 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)
APPLETON-OSHKOSH-NEENAH, WI MSA—Con.						
58	Eating and drinking places -----	649	239 591	63 947	14 436	10 084
5812	Eating places -----	453	212 181	59 578	13 366	9 215
5812 pt.	Restaurants -----	227	107 016	32 263	7 391	4 966
5812 pt.	Cafeterias -----	3	(D)	(D)	(D)	CC
5812 pt.	Refreshment places -----	188	83 252	21 016	4 733	3 219
5812 pt.	Other eating places -----	35	(D)	(D)	(D)	FF
5813	Drinking places -----	196	27 410	4 369	1 070	869
591	Drug and proprietary stores -----	45	59 868	7 284	1 829	539
59 ex. 591	Miscellaneous retail stores -----	360	268 802	40 356	8 526	2 824
592	Liquor stores -----	19	15 327	723	189	82
593	Used merchandise stores -----	19	4 406	653	159	83
594	Miscellaneous shopping goods stores -----	183	95 235	12 490	2 777	1 240
5941	Sporting goods stores and bicycle shops -----	47	31 174	3 892	868	353
5942	Book stores -----	13	9 128	1 062	265	131
5944	Jewelry stores -----	35	15 569	2 708	649	193
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores -----	88	39 364	4 828	995	563
596	Nonstore retailers -----	38	107 041	17 436	3 334	771
598	Fuel dealers -----	10	10 886	1 265	301	63
5992	Florists -----	19	8 224	2 266	511	220
5993	Tobacco stores and stands -----	—	—	—	—	—
5994	News dealers and newsstands -----	3	808	85	21	11
5995	Optical goods stores -----	23	6 842	1 729	387	124
5999	Miscellaneous retail stores, n.e.c. -----	46	20 033	3 709	847	230
CHICAGO-GARY-KENOSHA, IL-IN-WI CMSA						
	Retail trade -----	45 100	64 858 219	7 747 292	1 812 103	622 698
52	Building materials and garden supplies stores -----	1 773	2 916 964	403 492	88 658	23 422
521, 3	Building materials and supply stores -----	886	2 125 563	263 908	58 823	13 712
521	Lumber and other building materials dealers -----	592	(D)	(D)	(D)	JJ
523	Paint, glass, and wallpaper stores -----	294	(D)	(D)	(D)	GG
525	Hardware stores -----	618	524 850	91 212	21 712	6 856
526	Retail nurseries, lawn and garden supply stores -----	245	(D)	(D)	(D)	HH
527	Manufactured (mobile) home dealers -----	24	(D)	(D)	(D)	CC
53	General merchandise stores -----	833	7 253 162	748 453	172 387	64 897
531	Department stores (incl. leased depts.) ^{1 2} -----	279	6 108 615	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹ -----	279	5 866 699	637 031	146 837	55 619
531 pt.	Conventional ¹ -----	65	(D)	(D)	(D)	JJ
531 pt.	Discount or mass merchandising ¹ -----	148	2 340 725	231 200	52 728	22 695
531 pt.	National chain ¹ -----	66	(D)	(D)	(D)	JJ
533	Variety stores -----	272	(D)	(D)	(D)	HH
539	Miscellaneous general merchandise stores -----	282	(D)	(D)	(D)	II
54	Food stores -----	4 821	11 066 082	1 176 305	282 363	92 410
541	Grocery stores -----	3 013	10 298 841	1 040 153	250 429	78 861
541 pt.	Supermarkets and other general-line grocery stores -----	1 945	9 626 008	977 386	235 574	71 497
541 pt.	Convenience food stores -----	841	(D)	(D)	(D)	II
541 pt.	Convenience food/gasoline stores -----	88	104 699	6 112	1 442	676
541 pt.	Delicatessens -----	139	(D)	(D)	(D)	FF
542	Meat and fish (seafood) markets -----	258	(D)	(D)	(D)	GG
546	Retail bakeries -----	797	(D)	(D)	(D)	II
546 pt.	Retail bakeries —baking and selling -----	717	(D)	(D)	(D)	II
546 pt.	Retail bakeries —selling only -----	80	(D)	(D)	(D)	FF
543, 4, 5, 9	Other food stores -----	753	(D)	(D)	(D)	HH
543	Fruit and vegetable markets -----	100	109 953	10 888	2 456	887
544	Candy, nut, and confectionery stores -----	318	(D)	(D)	(D)	GG
545	Dairy products stores -----	95	(D)	(D)	(D)	EE
549	Miscellaneous food stores -----	240	107 183	15 422	3 473	1 436
55 ex. 554	Automotive dealers -----	2 074	13 338 359	1 059 936	237 503	37 048
551	New and used car dealers -----	656	12 032 370	883 406	197 494	27 801
552	Used car dealers -----	375	349 621	31 556	6 978	1 474
553	Auto and home supply stores -----	840	660 591	113 040	26 190	6 274
553 pt.	Auto parts, tires, and accessories stores -----	817	(D)	(D)	(D)	II
553 pt.	Home and auto supply stores -----	23	(D)	(D)	(D)	EE
555, 6, 7, 9	Miscellaneous automotive dealers -----	203	295 777	31 934	6 841	1 499
555	Boat dealers -----	69	(D)	(D)	(D)	FF
556	Recreational vehicle dealers -----	41	(D)	(D)	(D)	EE
557	Motorcycle dealers -----	80	(D)	(D)	(D)	FF
559	Automotive dealers, n.e.c. -----	13	12 406	1 793	457	94
554	Gasoline service stations -----	2 526	4 238 011	214 915	51 803	18 062
554 pt.	Gasoline/convenience food stores -----	642	1 272 200	50 294	11 754	4 654
554 pt.	Other gasoline service stations and truck stops -----	1 884	2 965 811	164 621	40 049	13 408

See footnotes at end of table.

RETAIL TRADE—GEOGRAPHIC AREA SERIES

WISCONSIN WI-61

Table 7. Summary Statistics for Metropolitan Areas: 1992 — Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For definitions of metropolitan areas (CMSA's, MSA's, and PMSA's), see appendix D]

SIC 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)
CHICAGO—GARY—KENOSHA, IL—IN—WI CMSA—Con.						
56	Apparel and accessory stores -----	5 049	4 276 583	508 331	121 833	48 633
561	Men's and boys' clothing and accessory stores -----	658	483 951	66 959	16 160	4 691
562, 3	Women's clothing and specialty stores -----	2 014	1 530 513	184 811	43 473	20 753
562	Women's clothing stores -----	1 642	1 366 406	161 007	37 578	18 809
563	Women's accessory and specialty stores -----	372	164 107	23 804	5 895	1 944
565	Family clothing stores -----	591	1 239 679	127 580	31 450	12 218
566	Shoe stores -----	1 286	759 959	95 853	22 891	7 534
566 pt.	Men's shoe stores -----	134	86 662	11 886	2 879	707
566 pt.	Women's shoe stores -----	319	(D)	(D)	(D)	GG
566 pt.	Children's and juveniles' shoe stores -----	42	(D)	(D)	(D)	CC
566 pt.	Family shoe stores -----	618	298 468	37 150	8 946	3 068
566 pt.	Athletic footwear stores -----	173	(D)	(D)	(D)	GG
564, 9	Other apparel and accessory stores -----	500	262 481	33 128	7 859	3 437
564	Children's and infants' wear stores -----	241	(D)	(D)	(D)	GG
569	Miscellaneous apparel and accessory stores -----	259	(D)	(D)	(D)	GG
57	Furniture and home furnishings stores -----	3 446	3 739 963	463 730	111 275	26 871
5712	Furniture stores -----	857	1 069 839	151 908	35 984	7 498
5713, 4, 9	Home furnishings stores -----	1 154	868 586	126 595	30 148	7 938
5713	Floor covering stores -----	422	402 313	58 772	14 475	2 654
5714	Drapery, curtain, and upholstery stores -----	124	38 212	7 494	1 638	449
5719	Miscellaneous home furnishings stores -----	608	428 061	60 329	14 035	4 835
572	Household appliance stores -----	197	273 809	37 909	8 519	1 628
573	Radio, television, computer, and music stores -----	1 238	1 527 729	147 318	36 624	9 807
5731	Radio, television, and electronics stores -----	594	832 802	79 648	19 901	4 823
5734	Computer and software stores -----	182	(D)	(D)	(D)	GG
5735	Record and prerecorded tape stores -----	325	(D)	(D)	(D)	HH
5736	Musical instrument stores -----	137	(D)	(D)	(D)	FF
58	Eating and drinking places -----	14 361	6 919 460	1 830 832	426 659	221 253
5812	Eating places -----	12 217	6 482 637	1 743 143	405 619	210 195
5812 pt.	Restaurants -----	5 085	3 019 165	868 497	206 489	98 730
5812 pt.	Cafeterias -----	99	(D)	(D)	(D)	GG
5812 pt.	Refreshment places -----	5 530	2 601 059	623 081	142 453	88 064
5812 pt.	Other eating places -----	1 503	(D)	(D)	(D)	JJ
5813	Drinking places -----	2 144	436 823	87 689	21 040	11 058
591	Drug and proprietary stores -----	1 452	3 557 205	375 361	91 906	26 511
591 pt.	Drug stores -----	1 386	(D)	(D)	(D)	KK
591 pt.	Proprietary stores -----	66	(D)	(D)	(D)	FF
59 ex. 591	Miscellaneous retail stores -----	8 765	7 552 430	965 937	227 716	63 591
592	Liquor stores -----	1 041	738 967	56 831	13 252	4 851
593	Used merchandise stores -----	412	(D)	(D)	(D)	GG
594	Miscellaneous shopping goods stores -----	3 638	2 401 907	301 647	70 104	25 445
5941	Sporting goods stores and bicycle shops -----	632	498 941	57 631	12 346	4 503
5941 pt.	General line sporting goods stores -----	193	267 867	26 140	5 796	2 274
5941 pt.	Specialty line sporting goods stores -----	439	231 074	31 491	6 550	2 229
5942	Book stores -----	398	289 133	33 268	7 857	3 012
5944	Jewelry stores -----	819	522 775	83 019	20 665	4 928
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores -----	1 789	1 091 058	127 729	29 236	13 002
5943	Stationery stores -----	154	(D)	(D)	(D)	FF
5945	Hobby, toy, and game shops -----	322	(D)	(D)	(D)	HH
5946	Camera and photographic supply stores -----	132	(D)	(D)	(D)	FF
5947	Gift, novelty, and souvenir shops -----	922	323 990	43 022	9 763	5 132
5948	Luggage and leather goods stores -----	64	(D)	(D)	(D)	EE
5949	Sewing, needlework, and piece goods stores -----	195	(D)	(D)	(D)	GG
596	Nonstore retailers -----	1 023	(D)	(D)	(D)	JJ
5961	Catalog and mail-order houses -----	242	(D)	(D)	(D)	II
5962	Automatic merchandising machine operators -----	334	284 593	59 304	15 535	3 019
5963	Direct selling establishments -----	447	511 746	96 713	22 750	5 227
598	Fuel dealers -----	57	(D)	(D)	(D)	EE
5983	Fuel oil dealers -----	23	(D)	(D)	(D)	BB
5984	Liquefied petroleum gas (bottled gas) dealers -----	28	(D)	(D)	(D)	CC
5989	Fuel dealers, n.e.c. -----	6	(D)	(D)	(D)	AA
5992	Florists -----	715	(D)	(D)	(D)	HH
5993	Tobacco stores and stands -----	79	(D)	(D)	(D)	EE
5994	News dealers and newsstands -----	73	(D)	(D)	(D)	EE
5995	Optical goods stores -----	417	(D)	(D)	(D)	GG
5999	Miscellaneous retail stores, n.e.c. -----	1 310	(D)	(D)	(D)	II
5999 pt.	Pet shops -----	270	(D)	(D)	(D)	GG
5999 pt.	Art dealers -----	176	86 435	13 739	3 523	700
5999 pt.	Other miscellaneous retail stores, n.e.c. -----	864	(D)	(D)	(D)	HH

See footnotes at end of table.

Table 7. Summary Statistics for Metropolitan Areas: 1992 —Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For definitions of metropolitan areas (CMSA's, MSA's, and PMSA's), see appendix D]

SIC 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)
CHICAGO—GARY—KENOSHA, IL—IN—WI CMSA—Con.						
Chicago, IL PMSA						
	Retail trade	40 523	58 832 375	7 078 516	1 656 528	560 684
(See appropriate State for SIC detail.)						
Gary, IN PMSA						
	Retail trade	3 203	4 365 938	483 893	113 126	44 700
(See appropriate State for SIC detail.)						
Kankakee, IL PMSA						
	Retail trade	546	708 185	81 186	18 929	7 458
(See appropriate State for SIC detail.)						
Kenosha, WI PMSA						
	Retail trade	828	951 721	103 697	23 520	9 856
52	Building materials and garden supplies stores	29	29 128	3 767	793	267
521, 3	Building materials and supply stores	10	15 542	1 506	311	75
525	Hardware stores	14	11 410	1 902	420	166
526	Retail nurseries, lawn and garden supply stores	5	2 176	359	62	26
527	Manufactured (mobile) home dealers	—	—	—	—	—
53	General merchandise stores	11	76 409	7 649	1 798	811
531	Department stores (incl. leased depts.) ^{1 2}	4	73 374	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹	4	72 069	7 127	1 699	760
533	Variety stores	6	(D)	(D)	(D)	BB
539	Miscellaneous general merchandise stores	1	(D)	(D)	(D)	AA
54	Food stores	62	155 440	14 907	3 461	1 180
541	Grocery stores	39	147 966	13 475	3 116	1 034
542	Meat and fish (seafood) markets	4	(D)	(D)	(D)	AA
546	Retail bakeries	12	(D)	(D)	(D)	BB
543, 4, 5, 9	Other food stores	7	3 162	547	126	47
55 ex. 554	Automotive dealers	40	174 734	9 582	2 036	455
551	New and used car dealers	8	147 524	6 875	1 471	295
552	Used car dealers	14	10 938	650	115	29
553	Auto and home supply stores	8	5 374	1 059	260	68
555, 6, 7, 9	Miscellaneous automotive dealers	10	10 898	998	190	63
554	Gasoline service stations	63	89 161	5 063	1 184	438
56	Apparel and accessory stores	116	79 680	8 160	1 932	862
561	Men's and boys' clothing and accessory stores	20	11 066	1 336	322	137
562, 3	Women's clothing and specialty stores	40	24 269	2 767	628	285
562	Women's clothing stores	32	21 530	2 387	531	231
563	Women's accessory and specialty stores	8	2 739	380	97	54
565	Family clothing stores	20	19 196	1 720	401	212
566	Shoe stores	23	17 860	1 581	399	142
564, 9	Other apparel and accessory stores	13	7 289	756	182	86
57	Furniture and homefurnishings stores	71	40 359	4 618	1 135	336
5712	Furniture stores	13	10 014	1 526	393	77
5713, 4, 9	Homefurnishings stores	33	15 094	1 670	362	153
572	Household appliance stores	8	2 913	308	114	35
573	Radio, television, computer, and music stores	17	12 338	1 114	266	71
58	Eating and drinking places	304	93 828	25 846	5 867	3 860
5812	Eating places	202	80 718	24 014	5 409	3 518
5812 pt.	Restaurants	95	39 608	12 551	2 886	1 768
5812 pt.	Cafeterias	—	—	—	—	—
5812 pt.	Refreshment places	89	36 557	10 024	2 225	1 534
5812 pt.	Other eating places	18	4 553	1 439	298	216
5813	Drinking places	102	13 110	1 832	458	342
591	Drug and proprietary stores	12	24 499	2 950	625	201

See footnotes at end of table.

RETAIL TRADE—GEOGRAPHIC AREA SERIES

Table 7. Summary Statistics for Metropolitan Areas: 1992 —Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For definitions of metropolitan areas (CMSA's, MSA's, and PMSA's), see appendix D]

SIC 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)
CHICAGO-GARY-KENOSHA, IL-IN-WI CMSA—Con.						
Kenosha, WI PMSA —Con.						
59 ex. 591	Miscellaneous retail stores -----	120	188 483	21 155	4 689	1 446
592	Liquor stores -----	13	8 096	525	120	88
593	Used merchandise stores -----	3	(D)	(D)	(D)	AA
594	Miscellaneous shopping goods stores -----	54	22 706	3 454	874	331
5941	Sporting goods stores and bicycle shops -----	13	4 742	605	133	81
5942	Book stores -----	4	2 851	249	53	18
5944	Jewelry stores -----	10	4 632	968	307	61
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores -----	27	10 481	1 632	381	171
596	Nonstore retailers -----	9	(D)	(D)	(D)	FF
598	Fuel dealers -----	3	(D)	(D)	(D)	AA
5992	Florists -----	11	(D)	(D)	(D)	CC
5993	Tobacco stores and stands -----	1	(D)	(D)	(D)	AA
5994	News dealers and newsstands -----	1	(D)	(D)	(D)	AA
5995	Optical goods stores -----	6	(D)	(D)	(D)	BB
5999	Miscellaneous retail stores, n.e.c. -----	19	(D)	(D)	(D)	BB
DULUTH-SUPERIOR, MN-WI MSA						
	Retail trade -----	1 822	1 870 481	215 097	49 748	20 809
52	Building materials and garden supplies stores -----	104	109 541	14 105	3 615	812
521, 3	Building materials and supply stores -----	59	77 393	10 069	2 468	474
525	Hardware stores -----	34	21 825	2 923	682	250
526	Retail nurseries, lawn and garden supply stores -----	9	(D)	(D)	(D)	BB
527	Manufactured (mobile) home dealers -----	2	(D)	(D)	(D)	BB
53	General merchandise stores -----	37	320 841	30 224	6 989	2 964
531	Department stores (incl. leased depts.) ^{1 2} -----	19	267 487	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹ -----	19	263 906	27 097	6 249	2 579
533	Variety stores -----	4	(D)	(D)	(D)	BB
539	Miscellaneous general merchandise stores -----	14	(D)	(D)	(D)	EE
54	Food stores -----	186	341 423	32 538	7 841	2 751
541	Grocery stores -----	138	324 408	28 981	7 014	2 360
542	Meat and fish (seafood) markets -----	3	3 337	317	86	22
546	Retail bakeries -----	21	4 881	1 878	425	193
543, 4, 5, 9	Other food stores -----	24	8 797	1 362	316	176
55 ex. 554	Automotive dealers -----	96	340 134	26 487	5 782	1 082
551	New and used car dealers -----	33	282 119	20 360	4 514	745
552	Used car dealers -----	9	10 947	637	159	46
553	Auto and home supply stores -----	35	19 644	3 153	656	175
555, 6, 7, 9	Miscellaneous automotive dealers -----	19	27 424	2 337	453	116
554	Gasoline service stations -----	158	159 818	10 821	2 542	1 134
56	Apparel and accessory stores -----	150	74 489	8 673	2 082	1 025
561	Men's and boys' clothing and accessory stores -----	17	6 730	1 024	242	102
562, 3	Women's clothing and specialty stores -----	68	33 382	3 704	876	507
562	Women's clothing stores -----	63	32 226	3 503	828	486
563	Women's accessory and specialty stores -----	5	1 156	201	48	21
565	Family clothing stores -----	19	18 670	2 139	517	220
566	Shoe stores -----	36	13 456	1 499	370	155
564, 9	Other apparel and accessory stores -----	10	2 251	307	77	41
57	Furniture and home furnishings stores -----	102	81 858	9 933	2 166	692
5712	Furniture stores -----	34	29 276	3 984	847	226
5713, 4, 9	Home furnishings stores -----	24	9 538	1 586	273	107
572	Household appliance stores -----	16	11 270	1 639	390	114
573	Radio, television, computer, and music stores -----	28	31 774	2 724	656	245
58	Eating and drinking places -----	555	175 197	48 276	10 385	7 336
5812	Eating places -----	399	148 566	42 783	9 069	6 389
5812 pt.	Restaurants -----	207	83 983	26 939	5 635	3 524
5812 pt.	Cafeterias -----	11	4 423	1 115	271	209
5812 pt.	Refreshment places -----	160	56 111	13 778	2 925	2 460
5812 pt.	Other eating places -----	21	4 049	951	238	196
5813	Drinking places -----	156	26 631	5 493	1 316	947
591	Drug and proprietary stores -----	48	66 081	7 978	2 000	626

See footnotes at end of table.

Table 7. Summary Statistics for Metropolitan Areas: 1992 —Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For definitions of metropolitan areas (CMSA's, MSA's, and PMSA's), see appendix D]

SIC 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)
DULUTH-SUPERIOR, MN-WI MSA—Con.						
59 ex. 591	Miscellaneous retail stores -----	386	201 099	26 062	6 346	2 387
592	Liquor stores -----	62	47 604	4 091	960	435
593	Used merchandise stores -----	21	2 518	509	117	71
594	Miscellaneous shopping goods stores -----	151	68 464	8 187	2 014	936
5941	Sporting goods stores and bicycle shops -----	45	29 755	2 998	641	279
5942	Book stores -----	11	4 152	422	85	58
5944	Jewelry stores -----	22	12 590	2 110	691	162
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores -----	73	21 967	2 657	597	437
596	Nonstore retailers -----	33	20 750	3 127	799	248
598	Fuel dealers -----	27	34 262	4 487	1 154	204
5992	Florists -----	24	6 965	1 553	370	204
5993	Tobacco stores and stands -----	1	(D)	(D)	(D)	AA
5994	News dealers and newsstands -----	3	800	63	16	14
5995	Optical goods stores -----	29	7 011	1 663	437	118
5999	Miscellaneous retail stores, n.e.c. -----	35	(D)	(D)	(D)	CC
EAU CLAIRE, WI MSA						
	Retail trade -----	981	1 164 396	127 126	29 790	13 273
52	Building materials and garden supplies stores -----	51	101 032	10 852	2 345	641
521, 3	Building materials and supply stores -----	28	86 874	8 694	1 997	476
525	Hardware stores -----	14	5 649	780	148	99
526	Retail nurseries, lawn and garden supply stores -----	6	2 871	464	78	40
527	Manufactured (mobile) home dealers -----	3	5 638	914	122	26
53	General merchandise stores -----	27	182 879	17 739	4 252	1 834
531	Department stores (incl. leased depts.) ^{1 2} -----	11	149 284	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹ -----	11	146 874	15 305	3 719	1 631
533	Variety stores -----	7	(D)	(D)	(D)	BB
539	Miscellaneous general merchandise stores -----	9	(D)	(D)	(D)	CC
54	Food stores -----	77	180 295	16 940	4 084	1 778
541	Grocery stores -----	44	174 286	15 678	3 808	1 605
542	Meat and fish (seafood) markets -----	6	1 357	134	30	14
546	Retail bakeries -----	17	2 987	845	189	117
543, 4, 5, 9	Other food stores -----	10	1 665	283	57	42
55 ex. 554	Automotive dealers -----	62	232 746	17 737	3 785	854
551	New and used car dealers -----	16	163 949	11 445	2 415	463
552	Used car dealers -----	16	10 038	921	215	62
553	Auto and home supply stores -----	20	30 858	3 240	716	210
555, 6, 7, 9	Miscellaneous automotive dealers -----	10	27 901	2 131	439	119
554	Gasoline service stations -----	91	132 934	6 820	1 605	831
56	Apparel and accessory stores -----	93	55 622	6 034	1 438	706
561	Men's and boys' clothing and accessory stores -----	11	(D)	(D)	(D)	BB
562, 3	Women's clothing and specialty stores -----	45	20 491	2 533	621	338
562	Women's clothing stores -----	40	(D)	(D)	(D)	EE
563	Women's accessory and specialty stores -----	5	(D)	(D)	(D)	BB
565	Family clothing stores -----	12	21 077	1 908	463	202
566	Shoe stores -----	22	10 501	1 189	273	116
564, 9	Other apparel and accessory stores -----	3	(D)	(D)	(D)	AA
57	Furniture and home furnishings stores -----	76	59 783	7 299	1 684	533
5712	Furniture stores -----	22	14 997	2 180	487	140
5713, 4, 9	Home furnishings stores -----	22	10 292	1 433	290	120
572	Household appliance stores -----	12	6 677	666	165	46
573	Radio, television, computer, and music stores -----	20	27 817	3 020	742	227
58	Eating and drinking places -----	324	108 724	28 880	6 930	4 907
5812	Eating places -----	222	90 777	25 441	6 074	4 220
5812 pt.	Restaurants -----	105	40 102	12 329	2 847	1 841
5812 pt.	Cafeterias -----	2	(D)	(D)	(D)	BB
5812 pt.	Refreshment places -----	104	44 474	11 752	2 725	1 943
5812 pt.	Other eating places -----	11	(D)	(D)	(D)	EE
5813	Drinking places -----	102	17 947	3 439	856	687
591	Drug and proprietary stores -----	23	42 066	4 717	1 210	277

See footnotes at end of table.

RETAIL TRADE—GEOGRAPHIC AREA SERIES

WISCONSIN WI-65

Table 7. Summary Statistics for Metropolitan Areas: 1992 —Con.

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SIC 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)
EAU CLAIRE, WI MSA —Con.						
59 ex. 591	Miscellaneous retail stores -----	157	68 315	10 108	2 457	912
592	Liquor stores -----	6	2 014	92	24	21
593	Used merchandise stores -----	3	1 481	308	79	45
594	Miscellaneous shopping goods stores -----	73	33 381	4 514	1 077	464
5941	Sporting goods stores and bicycle shops -----	19	10 741	1 304	318	127
5942	Book stores -----	8	3 189	379	95	51
5944	Jewelry stores -----	17	7 468	1 415	337	93
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores -----	29	11 983	1 416	327	193
596	Nonstore retailers -----	23	(D)	(D)	(D)	CC
598	Fuel dealers -----	7	6 532	630	167	70
5992	Florists -----	9	1 536	308	113	37
5993	Tobacco stores and stands -----	—	—	—	—	—
5994	News dealers and newsstands -----	—	—	—	—	—
5995	Optical goods stores -----	10	2 313	524	105	25
5999	Miscellaneous retail stores, n.e.c. -----	26	(D)	(D)	(D)	CC
GREEN BAY, WI MSA						
	Retail trade -----	1 263	1 809 199	208 411	47 857	18 562
52	Building materials and garden supplies stores -----	62	150 147	19 910	4 386	870
521, 3	Building materials and supply stores -----	40	131 044	17 266	3 893	683
525	Hardware stores -----	15	7 596	1 229	285	97
526	Retail nurseries, lawn and garden supply stores -----	4	5 868	716	126	66
527	Manufactured (mobile) home dealers -----	3	5 639	699	82	24
53	General merchandise stores -----	27	354 669	31 249	7 315	2 908
531	Department stores (incl. leased depts.) ^{1 2} -----	17	(D)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹ -----	17	(D)	(D)	(D)	HH
533	Variety stores -----	4	(D)	(D)	(D)	AA
539	Miscellaneous general merchandise stores -----	6	(D)	(D)	(D)	EE
54	Food stores -----	97	274 758	26 261	6 275	2 703
541	Grocery stores -----	50	257 351	21 823	5 243	2 261
542	Meat and fish (seafood) markets -----	8	4 196	497	109	47
546	Retail bakeries -----	21	6 911	2 396	562	227
543, 4, 5, 9	Other food stores -----	18	6 300	1 545	361	168
55 ex. 554	Automotive dealers -----	84	419 908	36 022	8 107	1 360
551	New and used car dealers -----	18	352 324	29 675	6 652	987
552	Used car dealers -----	31	28 692	1 764	379	106
553	Auto and home supply stores -----	18	14 185	2 434	625	140
555, 6, 7, 9	Miscellaneous automotive dealers -----	17	24 707	2 149	451	127
554	Gasoline service stations -----	83	120 299	7 060	1 660	770
56	Apparel and accessory stores -----	126	72 000	8 724	2 185	911
561	Men's and boys' clothing and accessory stores -----	10	5 991	1 045	276	76
562, 3	Women's clothing and specialty stores -----	57	36 508	4 187	1 024	468
562	Women's clothing stores -----	49	34 260	3 857	938	437
563	Women's accessory and specialty stores -----	8	2 248	330	86	31
565	Family clothing stores -----	10	13 098	1 504	385	166
566	Shoe stores -----	42	15 041	1 764	423	170
564, 9	Other apparel and accessory stores -----	7	1 362	224	77	31
57	Furniture and home furnishings stores -----	91	89 964	10 535	2 554	635
5712	Furniture stores -----	27	29 296	4 425	1 023	183
5713, 4, 9	Home furnishings stores -----	28	13 490	1 768	404	141
572	Household appliance stores -----	12	9 533	831	236	70
573	Radio, television, computer, and music stores -----	24	37 645	3 511	891	241
58	Eating and drinking places -----	413	169 261	46 307	10 467	6 601
5812	Eating places -----	293	150 114	43 317	9 760	6 148
5812 pt.	Restaurants -----	132	67 050	20 977	4 910	2 932
5812 pt.	Cafeterias -----	1	(D)	(D)	(D)	BB
5812 pt.	Refreshment places -----	128	68 494	17 524	3 896	2 668
5812 pt.	Other eating places -----	32	(D)	(D)	(D)	EE
5813	Drinking places -----	120	19 147	2 990	707	453
591	Drug and proprietary stores -----	18	29 648	4 073	887	291

See footnotes at end of table.

Table 7. Summary Statistics for Metropolitan Areas: 1992 —Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For definitions of metropolitan areas (CMSA's, MSA's, and PMSA's), see appendix D]

SIC 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)
GREEN BAY, WI MSA —Con.						
59 ex. 591	Miscellaneous retail stores -----	262	128 545	18 270	4 021	1 513
592	Liquor stores -----	32	19 004	1 470	327	156
593	Used merchandise stores -----	11	2 366	402	107	41
594	Miscellaneous shopping goods stores -----	133	65 227	8 718	1 950	851
5941	Sporting goods stores and bicycle shops -----	33	21 192	3 003	686	244
5942	Book stores -----	15	5 263	575	137	73
5944	Jewelry stores -----	28	14 542	2 318	514	178
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores -----	57	24 230	2 822	613	356
596	Nonstore retailers -----	24	22 166	4 334	976	200
598	Fuel dealers -----	3	(D)	(D)	(D)	AA
5992	Florists -----	15	2 178	496	74	34
5993	Tobacco stores and stands -----	—	—	—	—	—
5994	News dealers and newsstands -----	3	(D)	(D)	(D)	AA
5995	Optical goods stores -----	8	3 419	731	153	57
5999	Miscellaneous retail stores, n.e.c. -----	33	(D)	(D)	(D)	CC
JANESVILLE-BELOIT, WI MSA						
	Retail trade -----	840	1 163 093	124 811	28 261	11 197
52	Building materials and garden supplies stores -----	43	110 628	10 111	2 277	578
521, 3	Building materials and supply stores -----	18	92 544	7 598	1 685	350
525	Hardware stores -----	14	10 105	1 520	375	155
526	Retail nurseries, lawn and garden supply stores -----	9	(D)	(D)	(D)	BB
527	Manufactured (mobile) home dealers -----	2	(D)	(D)	(D)	AA
53	General merchandise stores -----	19	157 533	16 487	3 642	1 548
531	Department stores (incl. leased depts.) ^{1 2} -----	11	152 514	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹ -----	11	146 223	14 978	3 332	1 413
533	Variety stores -----	7	(D)	(D)	(D)	BB
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	BB
54	Food stores -----	60	220 871	19 725	4 620	1 481
541	Grocery stores -----	45	216 700	18 712	4 387	1 379
542	Meat and fish (seafood) markets -----	3	(D)	(D)	(D)	AA
546	Retail bakeries -----	5	1 821	670	157	68
543, 4, 5, 9	Other food stores -----	7	(D)	(D)	(D)	BB
55 ex. 554	Automotive dealers -----	48	270 634	19 979	4 103	761
551	New and used car dealers -----	19	220 000	14 821	3 082	484
552	Used car dealers -----	10	6 632	679	136	42
553	Auto and home supply stores -----	12	34 198	3 177	655	186
555, 6, 7, 9	Miscellaneous automotive dealers -----	7	9 804	1 302	230	49
554	Gasoline service stations -----	77	123 348	6 400	1 600	604
56	Apparel and accessory stores -----	60	26 166	3 226	751	355
561	Men's and boys' clothing and accessory stores -----	5	(D)	(D)	(D)	BB
562, 3	Women's clothing and specialty stores -----	30	13 995	1 807	429	209
562	Women's clothing stores -----	28	(D)	(D)	(D)	CC
563	Women's accessory and specialty stores -----	2	(D)	(D)	(D)	AA
565	Family clothing stores -----	4	1 752	223	32	18
566	Shoe stores -----	19	8 596	983	245	94
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	AA
57	Furniture and home furnishings stores -----	59	36 310	4 933	1 133	335
5712	Furniture stores -----	14	12 773	1 514	327	90
5713, 4, 9	Home furnishings stores -----	17	8 439	1 289	334	81
572	Household appliance stores -----	11	7 917	1 235	272	93
573	Radio, television, computer, and music stores -----	17	7 181	895	200	71
58	Eating and drinking places -----	300	105 331	28 767	6 667	4 298
5812	Eating places -----	213	90 370	26 166	6 049	3 924
5812 pt.	Restaurants -----	109	41 978	13 476	3 240	1 944
5812 pt.	Cafeterias -----	1	(D)	(D)	(D)	BB
5812 pt.	Refreshment places -----	88	41 945	10 801	2 349	1 713
5812 pt.	Other eating places -----	15	(D)	(D)	(D)	CC
5813	Drinking places -----	87	14 961	2 601	618	374
591	Drug and proprietary stores -----	27	43 980	5 317	1 253	359

See footnotes at end of table.

RETAIL TRADE—GEOGRAPHIC AREA SERIES

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Table 7. Summary Statistics for Metropolitan Areas: 1992 —Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For definitions of metropolitan areas (CMSA's, MSA's, and PMSA's), see appendix D]

SIC 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)
JANESVILLE-BELOIT, WI MSA —Con.						
59 ex. 591	Miscellaneous retail stores -----	147	68 292	9 866	2 215	878
592	Liquor stores -----	16	6 816	445	94	55
593	Used merchandise stores -----	10	2 343	323	91	45
594	Miscellaneous shopping goods stores -----	55	26 326	3 619	779	342
5941	Sporting goods stores and bicycle shops -----	15	5 020	625	130	55
5942	Book stores -----	8	3 016	297	72	40
5944	Jewelry stores -----	10	5 726	1 129	233	68
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores -----	22	12 564	1 568	344	179
596	Nonstore retailers -----	16	14 188	2 018	504	182
598	Fuel dealers -----	10	8 126	942	218	53
5992	Florists -----	15	3 903	885	179	79
5993	Tobacco stores and stands -----	—	—	—	—	—
5994	News dealers and newsstands -----	—	—	—	—	—
5995	Optical goods stores -----	6	2 201	792	185	44
5999	Miscellaneous retail stores, n.e.c. -----	19	4 389	842	165	78
LA CROSSE, WI-MN MSA						
	Retail trade -----	840	1 069 831	119 817	27 870	12 357
52	Building materials and garden supplies stores -----	40	74 235	7 876	1 733	481
521, 3	Building materials and supply stores -----	18	60 114	6 064	1 351	311
525	Hardware stores -----	14	8 586	993	235	104
526	Retail nurseries, lawn and garden supply stores -----	7	(D)	(D)	(D)	BB
527	Manufactured (mobile) home dealers -----	1	(D)	(D)	(D)	AA
53	General merchandise stores -----	19	163 055	17 493	4 155	1 716
531	Department stores (incl. leased depts.) ^{1 2} -----	11	162 653	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹ -----	11	160 942	17 249	4 098	1 685
533	Variety stores -----	6	(D)	(D)	(D)	BB
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	AA
54	Food stores -----	65	183 289	14 375	3 324	1 577
541	Grocery stores -----	43	177 124	12 870	3 014	1 406
542	Meat and fish (seafood) markets -----	2	(D)	(D)	(D)	AA
546	Retail bakeries -----	11	3 230	1 038	205	124
543, 4, 5, 9	Other food stores -----	9	(D)	(D)	(D)	BB
55 ex. 554	Automotive dealers -----	48	210 100	15 369	3 375	755
551	New and used car dealers -----	16	177 473	12 064	2 680	540
552	Used car dealers -----	12	4 784	266	58	20
553	Auto and home supply stores -----	12	21 722	2 394	528	167
555, 6, 7, 9	Miscellaneous automotive dealers -----	8	6 121	645	109	28
554	Gasoline service stations -----	63	75 492	4 938	1 190	440
56	Apparel and accessory stores -----	77	35 681	4 003	963	519
561	Men's and boys' clothing and accessory stores -----	6	1 871	244	52	25
562, 3	Women's clothing and specialty stores -----	35	17 135	1 950	457	282
562	Women's clothing stores -----	31	16 469	1 839	425	269
563	Women's accessory and specialty stores -----	4	666	111	32	13
565	Family clothing stores -----	8	5 695	498	115	57
566	Shoe stores -----	21	9 324	981	273	114
564, 9	Other apparel and accessory stores -----	7	1 656	330	66	41
57	Furniture and home furnishings stores -----	56	54 953	7 339	1 732	499
5712	Furniture stores -----	17	12 778	1 763	433	121
5713, 4, 9	Home furnishings stores -----	15	(D)	(D)	(D)	BB
572	Household appliance stores -----	6	(D)	(D)	(D)	CC
573	Radio, television, computer, and music stores -----	18	25 402	2 646	614	187
58	Eating and drinking places -----	289	102 699	27 924	6 447	4 904
5812	Eating places -----	192	89 249	25 595	5 894	4 448
5812 pt.	Restaurants -----	94	40 842	13 114	2 941	1 996
5812 pt.	Cafeterias -----	—	—	—	—	—
5812 pt.	Refreshment places -----	84	43 238	10 877	2 603	2 096
5812 pt.	Other eating places -----	14	5 169	1 604	350	356
5813	Drinking places -----	97	13 450	2 329	553	456
591	Drug and proprietary stores -----	15	17 866	2 604	629	240

See footnotes at end of table.

Table 7. Summary Statistics for Metropolitan Areas: 1992 —Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For definitions of metropolitan areas (CMSA's, MSA's, and PMSA's), see appendix D]

SIC 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)
LA CROSSE, WI-MN MSA —Con.						
59 ex. 591	Miscellaneous retail stores -----	168	152 461	17 896	4 322	1 226
592	Liquor stores -----	9	7 121	720	156	75
593	Used merchandise stores -----	11	1 024	173	47	34
594	Miscellaneous shopping goods stores -----	78	28 984	3 546	811	387
5941	Sporting goods stores and bicycle shops -----	22	8 398	881	208	87
5942	Book stores -----	8	3 110	281	66	36
5944	Jewelry stores -----	14	7 752	1 116	254	82
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores -----	34	9 724	1 268	283	182
596	Nonstore retailers -----	20	90 230	8 894	2 314	418
598	Fuel dealers -----	9	11 518	2 131	474	97
5992	Florists -----	13	3 183	613	139	79
5993	Tobacco stores and stands -----	—	—	—	—	—
5994	News dealers and newsstands -----	—	—	—	—	—
5995	Optical goods stores -----	8	1 906	421	95	28
5999	Miscellaneous retail stores, n.e.c. -----	20	8 495	1 398	286	108
MADISON, WI MSA						
	Retail trade -----	2 517	3 595 557	431 450	100 344	38 212
52	Building materials and garden supplies stores -----	105	264 060	27 196	6 281	1 398
521, 3	Building materials and supply stores -----	62	228 386	21 662	5 059	957
521	Lumber and other building materials dealers -----	46	214 012	19 959	4 671	868
523	Paint, glass, and wallpaper stores -----	16	14 374	1 703	388	89
525	Hardware stores -----	28	22 009	3 921	904	329
526	Retail nurseries, lawn and garden supply stores -----	13	(D)	(D)	(D)	BB
527	Manufactured (mobile) home dealers -----	2	(D)	(D)	(D)	AA
53	General merchandise stores -----	42	406 972	39 441	9 330	4 080
531	Department stores (incl. leased depts.) ^{1 2} -----	24	352 123	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹ -----	24	344 102	35 914	8 418	3 759
533	Variety stores -----	11	(D)	(D)	(D)	CC
539	Miscellaneous general merchandise stores -----	7	(D)	(D)	(D)	CC
54	Food stores -----	175	554 320	50 993	12 160	4 347
541	Grocery stores -----	111	524 515	44 897	10 624	3 715
542	Meat and fish (seafood) markets -----	14	7 684	904	200	82
546	Retail bakeries -----	21	8 240	2 554	602	294
543, 4, 5, 9	Other food stores -----	29	13 881	2 638	734	256
543	Fruit and vegetable markets -----	—	—	—	—	—
544	Candy, nut, and confectionery stores -----	9	2 729	458	114	59
545	Dairy products stores -----	4	1 094	222	104	17
549	Miscellaneous food stores -----	16	10 058	1 958	516	180
55 ex. 554	Automotive dealers -----	105	798 418	61 525	14 130	2 410
551	New and used car dealers -----	31	681 926	50 374	11 741	1 808
552	Used car dealers -----	17	28 982	1 863	391	73
553	Auto and home supply stores -----	37	46 061	5 756	1 310	368
553 pt.	Auto parts, tires, and accessories stores -----	36	(D)	(D)	(D)	CC
553 pt.	Home and auto supply stores -----	1	(D)	(D)	(D)	CC
555, 6, 7, 9	Miscellaneous automotive dealers -----	20	41 449	3 532	688	161
555	Boat dealers -----	8	7 794	874	141	40
556	Recreational vehicle dealers -----	8	19 225	1 320	301	64
557	Motorcycle dealers -----	4	14 430	1 338	246	57
559	Automotive dealers, n.e.c. -----	—	—	—	—	—
554	Gasoline service stations -----	170	239 400	13 826	3 298	1 342
56	Apparel and accessory stores -----	260	168 715	19 736	4 741	2 228
561	Men's and boys' clothing and accessory stores -----	28	16 316	2 393	552	217
562, 3	Women's clothing and specialty stores -----	113	64 891	7 888	1 846	1 087
562	Women's clothing stores -----	101	59 618	7 249	1 715	1 035
563	Women's accessory and specialty stores -----	12	5 273	639	131	52
565	Family clothing stores -----	37	43 858	3 591	823	477
566	Shoe stores -----	62	36 853	4 791	1 262	357
566 pt.	Men's shoe stores -----	2	(D)	(D)	(D)	AA
566 pt.	Women's shoe stores -----	18	8 832	895	223	90
566 pt.	Children's and juveniles' shoe stores -----	2	(D)	(D)	(D)	AA
566 pt.	Family shoe stores -----	29	20 617	3 120	850	180
566 pt.	Athletic footwear stores -----	11	6 812	704	164	76
564, 9	Other apparel and accessory stores -----	20	6 797	1 073	258	90
564	Children's and infants' wear stores -----	5	1 922	268	69	41
569	Miscellaneous apparel and accessory stores -----	15	4 875	805	189	49

See footnotes at end of table.

RETAIL TRADE —GEOGRAPHIC AREA SERIES

Table 7. Summary Statistics for Metropolitan Areas: 1992—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For definitions of metropolitan areas (CMSA's, MSA's, and PMSA's), see appendix D]

SIC 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)
MADISON, WI MSA—Con.						
57	Furniture and home furnishings stores	190	260 333	39 317	9 022	2 145
5712	Furniture stores	52	54 720	7 539	1 577	388
5713, 4, 9	Home furnishings stores	65	53 385	7 800	1 539	463
5713	Floor covering stores	25	37 043	5 250	969	197
5714	Drapery, curtain, and upholstery stores	2	(D)	(D)	(D)	BB
5719	Miscellaneous home furnishings stores	38	(D)	(D)	(D)	CC
572	Household appliance stores	22	19 528	2 826	640	145
573	Radio, television, computer, and music stores	51	132 700	21 152	5 266	1 149
5731	Radio, television, and electronics stores	18	(D)	(D)	(D)	FF
5734	Computer and software stores	6	(D)	(D)	(D)	AA
5735	Record and prerecorded tape stores	17	14 547	1 163	262	120
5736	Musical instrument stores	10	11 145	2 429	565	150
58	Eating and drinking places	829	360 148	100 932	23 550	14 998
5812	Eating places	641	318 579	91 766	21 325	13 484
5812 pt.	Restaurants	306	169 931	52 671	12 517	7 627
5812 pt.	Cafeterias	8	4 024	1 278	311	169
5812 pt.	Refreshment places	283	131 253	34 671	7 826	5 177
5812 pt.	Other eating places	44	13 371	3 146	671	511
5813	Drinking places	188	41 569	9 166	2 225	1 514
591	Drug and proprietary stores	64	99 975	12 194	2 766	748
591 pt.	Drug stores	59	(D)	(D)	(D)	FF
591 pt.	Proprietary stores	5	(D)	(D)	(D)	BB
59 ex. 591	Miscellaneous retail stores	577	443 216	66 290	15 066	4 516
592	Liquor stores	64	34 905	2 215	496	307
593	Used merchandise stores	44	12 332	2 200	479	229
594	Miscellaneous shopping goods stores	271	162 876	21 112	4 842	1 892
5941	Sporting goods stores and bicycle shops	59	44 665	5 533	1 045	389
5941 pt.	General line sporting goods stores	13	14 793	1 674	434	160
5941 pt.	Specialty line sporting goods stores	46	29 872	3 859	611	229
5942	Book stores	36	34 185	4 264	1 282	343
5944	Jewelry stores	44	26 567	4 319	996	287
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores	132	57 459	6 996	1 519	873
5943	Stationery stores	6	2 621	381	88	34
5945	Hobby, toy, and game shops	22	20 038	1 734	361	192
5946	Camera and photographic supply stores	7	(D)	(D)	(D)	BB
5947	Gift, novelty, and souvenir shops	77	22 364	3 285	689	428
5948	Luggage and leather goods stores	2	(D)	(D)	(D)	AA
5949	Sewing, needlework, and piece goods stores	18	8 717	985	246	173
596	Nonstore retailers	54	173 745	30 654	6 824	1 301
5961	Catalog and mail-order houses	13	141 962	22 734	5 296	933
5962	Automatic merchandising machine operators	13	14 790	3 071	646	138
5963	Direct selling establishments	28	16 993	4 849	882	230
598	Fuel dealers	9	13 729	973	244	51
5983	Fuel oil dealers	6	9 790	489	129	26
5984	Liquefied petroleum gas (bottled gas) dealers	3	3 939	484	115	25
5989	Fuel dealers, n.e.c.	-	-	-	-	-
5992	Florists	34	9 182	2 332	511	266
5993	Tobacco stores and stands	2	(D)	(D)	(D)	AA
5994	News dealers and newsstands	2	(D)	(D)	(D)	AA
5995	Optical goods stores	22	7 111	1 385	294	95
5999	Miscellaneous retail stores, n.e.c.	75	28 845	5 368	1 366	370
5999 pt.	Pet shops	11	6 040	860	256	103
5999 pt.	Art dealers	14	2 781	501	117	44
5999 pt.	Other miscellaneous retail stores, n.e.c.	50	20 024	4 007	993	223
MILWAUKEE-RACINE, WI CMSA						
	Retail trade	9 220	12 746 634	1 505 815	349 337	133 200
52	Building materials and garden supplies stores	388	749 923	94 517	20 766	5 805
521, 3	Building materials and supply stores	181	541 550	59 633	13 605	3 006
521	Lumber and other building materials dealers	120	502 954	53 644	12 322	2 718
523	Paint, glass, and wallpaper stores	61	38 596	5 989	1 283	288
525	Hardware stores	131	124 333	21 537	4 619	1 743
526	Retail nurseries, lawn and garden supply stores	70	81 283	12 833	2 436	1 018
527	Manufactured (mobile) home dealers	6	2 757	514	106	38
53	General merchandise stores	158	1 591 450	159 501	36 902	16 248
531	Department stores (incl. leased depts.) ^{1 2}	78	¹ 340 422	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹	78	(D)	(D)	(D)	JJ
533	Variety stores	61	(D)	(D)	(D)	FF
539	Miscellaneous general merchandise stores	19	(D)	(D)	(D)	GG

See footnotes at end of table.

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RETAIL TRADE—GEOGRAPHIC AREA SERIES

Table 7. Summary Statistics for Metropolitan Areas: 1992 —Con.

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SIC 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)
MILWAUKEE-RACINE, WI CMSA —Con.						
54	Food stores -----	866	2 373 234	221 899	51 912	19 439
541	Grocery stores -----	566	2 249 432	196 734	46 148	16 807
542	Meat and fish (seafood) markets -----	50	32 288	4 106	928	375
546	Retail bakeries -----	127	49 714	14 420	3 304	1 562
543, 4, 5, 9	Other food stores -----	123	41 800	6 639	1 532	695
543	Fruit and vegetable markets -----	18	14 080	2 047	420	165
544	Candy, nut, and confectionery stores -----	59	12 088	2 316	607	306
545	Dairy products stores -----	12	1 604	243	48	29
549	Miscellaneous food stores -----	34	14 028	2 033	457	195
55 ex. 554	Automotive dealers -----	449	2 909 373	225 794	51 967	8 963
551	New and used car dealers -----	139	2 562 761	186 302	43 448	6 905
552	Used car dealers -----	106	82 221	6 912	1 513	353
553	Auto and home supply stores -----	131	144 786	20 136	4 572	1 151
553 pt.	Auto parts, tires, and accessories stores -----	126	(D)	(D)	(D)	FF
553 pt.	Home and auto supply stores -----	5	(D)	(D)	(D)	EE
555, 6, 7, 9	Miscellaneous automotive dealers -----	73	119 605	12 444	2 434	554
555	Boat dealers -----	27	45 271	4 676	875	192
556	Recreational vehicle dealers -----	8	(D)	(D)	(D)	BB
557	Motorcycle dealers -----	30	(D)	(D)	(D)	EE
559	Automotive dealers, n.e.c. -----	8	4 525	577	104	27
554	Gasoline service stations -----	615	857 387	46 696	11 241	4 623
56	Apparel and accessory stores -----	870	563 773	68 415	16 020	7 555
561	Men's and boys' clothing and accessory stores -----	96	67 944	10 590	2 586	752
562, 3	Women's clothing and specialty stores -----	359	199 714	24 696	5 770	3 515
562	Women's clothing stores -----	293	179 557	21 348	4 989	3 142
563	Women's accessory and specialty stores -----	66	20 157	3 348	781	373
565	Family clothing stores -----	87	131 142	12 417	2 843	1 346
566	Shoe stores -----	240	130 451	16 273	3 745	1 471
566 pt.	Men's shoe stores -----	19	(D)	(D)	(D)	BB
566 pt.	Women's shoe stores -----	70	(D)	(D)	(D)	EE
566 pt.	Children's and juveniles' shoe stores -----	5	(D)	(D)	(D)	BB
566 pt.	Family shoe stores -----	123	71 061	8 758	1 968	850
566 pt.	Athletic footwear stores -----	23	(D)	(D)	(D)	CC
564, 9	Other apparel and accessory stores -----	88	34 522	4 439	1 076	471
564	Children's and infants' wear stores -----	31	(D)	(D)	(D)	CC
569	Miscellaneous apparel and accessory stores -----	57	(D)	(D)	(D)	CC
57	Furniture and homefurnishings stores -----	689	733 805	90 143	20 287	5 345
5712	Furniture stores -----	191	221 818	33 737	6 881	1 689
5713, 4, 9	Homefurnishings stores -----	220	(D)	(D)	(D)	GG
5713	Floor covering stores -----	101	(D)	(D)	(D)	FF
5714	Drapery, curtain, and upholstery stores -----	20	(D)	(D)	(D)	BB
5719	Miscellaneous homefurnishings stores -----	99	(D)	(D)	(D)	FF
572	Household appliance stores -----	58	(D)	(D)	(D)	EE
573	Radio, television, computer, and music stores -----	220	344 768	30 000	7 380	2 125
5731	Radio, television, and electronics stores -----	97	(D)	(D)	(D)	GG
5734	Computer and software stores -----	31	(D)	(D)	(D)	CC
5735	Record and prerecorded tape stores -----	60	(D)	(D)	(D)	EE
5736	Musical instrument stores -----	32	(D)	(D)	(D)	CC
58	Eating and drinking places -----	3 024	1 228 837	335 727	78 022	46 554
5812	Eating places -----	2 210	1 104 175	311 888	72 149	42 883
5812 pt.	Restaurants -----	1 069	534 456	166 276	39 608	22 228
5812 pt.	Cafeterias -----	10	(D)	(D)	(D)	EE
5812 pt.	Refreshment places -----	885	449 659	111 538	25 115	16 747
5812 pt.	Other eating places -----	246	(D)	(D)	(D)	HH
5813	Drinking places -----	814	124 662	23 839	5 873	3 671
591	Drug and proprietary stores -----	267	580 688	68 844	16 926	4 788
591 pt.	Drug stores -----	260	574 147	68 129	16 732	4 729
591 pt.	Proprietary stores -----	7	6 541	715	194	59
59 ex. 591	Miscellaneous retail stores -----	1 894	1 158 164	194 279	45 294	13 880
592	Liquor stores -----	196	149 682	8 862	2 069	916
593	Used merchandise stores -----	119	33 449	7 018	1 490	732

See footnotes at end of table.

RETAIL TRADE—GEOGRAPHIC AREA SERIES

WISCONSIN WI-71

Table 7. Summary Statistics for Metropolitan Areas: 1992 —Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For definitions of metropolitan areas (CMSA's, MSA's, and PMSA's), see appendix D]

SIC 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)
MILWAUKEE-RACINE, WI CMSA —Con.						
59 ex. 591	Miscellaneous retail stores —Con.					
594	Miscellaneous shopping goods stores -----	797	409 847	53 167	12 125	5 113
5941	Sporting goods stores and bicycle shops -----	151	93 234	12 666	2 608	1 019
5941 pt.	General line sporting goods stores -----	55	33 526	4 568	980	368
5941 pt.	Specialty line sporting goods stores -----	96	59 708	8 098	1 628	651
5942	Book stores -----	56	33 640	3 353	776	397
5944	Jewelry stores -----	194	102 289	15 829	3 864	1 110
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores -----	396	180 684	21 319	4 877	2 587
5943	Stationery stores -----	10	(D)	(D)	(D)	BB
5945	Hobby, toy, and game shops -----	87	74 379	7 035	1 571	763
5946	Camera and photographic supply stores -----	23	(D)	(D)	(D)	CC
5947	Gift, novelty, and souvenir shops -----	213	(D)	(D)	(D)	GG
5948	Luggage and leather goods stores -----	9	2 333	355	92	42
5949	Sewing, needlework, and piece goods stores -----	54	(D)	(D)	(D)	EE
596	Nonstore retailers -----	198	(D)	(D)	(D)	HH
5961	Catalog and mail-order houses -----	40	(D)	(D)	(D)	GG
5962	Automatic merchandising machine operators -----	60	(D)	(D)	(D)	FF
5963	Direct selling establishments -----	98	(D)	(D)	(D)	FF
598	Fuel dealers -----	40	47 430	5 163	1 206	234
5983	Fuel oil dealers -----	29	(D)	(D)	(D)	CC
5984	Liquefied petroleum gas (bottled gas) dealers -----	9	(D)	(D)	(D)	BB
5989	Fuel dealers, n.e.c. -----	2	(D)	(D)	(D)	AA
5992	Florists -----	152	32 809	7 099	1 713	781
5993	Tobacco stores and stands -----	10	2 385	194	50	28
5994	News dealers and newsstands -----	3	(D)	(D)	(D)	AA
5995	Optical goods stores -----	129	41 639	10 822	2 599	610
5999	Miscellaneous retail stores, n.e.c. -----	250	(D)	(D)	(D)	GG
5999 pt.	Pet shops -----	52	(D)	(D)	(D)	EE
5999 pt.	Art dealers -----	35	(D)	(D)	(D)	CC
5999 pt.	Other miscellaneous retail stores, n.e.c. -----	163	(D)	(D)	(D)	GG
Milwaukee-Waukesha, WI PMSA						
	Retail trade -----	8 135	11 479 311	1 359 080	315 557	119 528
52	Building materials and garden supplies stores -----	339	652 093	81 489	18 060	4 970
521, 3	Building materials and supply stores -----	162	479 084	53 167	12 179	2 659
521	Lumber and other building materials dealers -----	105	442 086	47 411	10 939	2 384
523	Paint, glass, and wallpaper stores -----	57	36 998	5 756	1 240	275
525	Hardware stores -----	110	106 635	18 320	3 890	1 469
526	Retail nurseries, lawn and garden supply stores -----	61	63 617	9 488	1 885	804
527	Manufactured (mobile) home dealers -----	6	2 757	514	106	38
53	General merchandise stores -----	139	1 412 710	142 681	32 910	14 410
531	Department stores (incl. leased depts.) ^{1 2} -----	67	1 190 086	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹ -----	67	1 156 191	121 785	28 176	12 406
533	Variety stores -----	54	45 131	6 685	1 483	675
539	Miscellaneous general merchandise stores -----	18	211 388	14 211	3 251	1 329
54	Food stores -----	738	2 111 856	195 193	45 772	17 210
541	Grocery stores -----	483	2 006 690	174 533	40 923	15 035
542	Meat and fish (seafood) markets -----	39	25 159	3 015	680	242
546	Retail bakeries -----	113	42 456	11 713	2 769	1 329
543, 4, 5, 9	Other food stores -----	103	37 551	5 932	1 400	604
543	Fruit and vegetable markets -----	13	12 822	1 846	385	141
544	Candy, nut, and confectionery stores -----	54	11 198	2 141	556	281
545	Dairy products stores -----	8	1 051	159	29	21
549	Miscellaneous food stores -----	28	12 480	1 786	430	161
55 ex. 554	Automotive dealers -----	375	2 631 255	203 114	46 890	7 971
551	New and used car dealers -----	119	2 352 000	170 415	39 838	6 302
552	Used car dealers -----	93	69 880	6 083	1 338	313
553	Auto and home supply stores -----	104	112 248	16 057	3 663	903
553 pt.	Auto parts, tires, and accessories stores -----	100	(D)	(D)	(D)	FF
553 pt.	Home and auto supply stores -----	4	(D)	(D)	(D)	CC
555, 6, 7, 9	Miscellaneous automotive dealers -----	59	97 127	10 559	2 051	453
555	Boat dealers -----	21	39 054	4 153	767	164
556	Recreational vehicle dealers -----	5	8 566	647	117	43
557	Motorcycle dealers -----	25	44 982	5 182	1 063	219
559	Automotive dealers, n.e.c. -----	8	4 525	577	104	27
554	Gasoline service stations -----	543	774 972	42 413	10 178	4 163

See footnotes at end of table.

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RETAIL TRADE—GEOGRAPHIC AREA SERIES

Table 7. Summary Statistics for Metropolitan Areas: 1992 — Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For definitions of metropolitan areas (CMSA's, MSA's, and PMSA's), see appendix D]

SIC 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)
MILWAUKEE—RACINE, WI CMSA — Con.						
Milwaukee—Waukesha, WI PMSA — Con.						
56	Apparel and accessory stores -----	778	518 782	63 170	14 755	6 919
561	Men's and boys' clothing and accessory stores -----	85	63 169	9 925	2 426	693
562, 3	Women's clothing and specialty stores -----	321	182 864	22 701	5 287	3 197
562	Women's clothing stores -----	261	163 535	19 491	4 540	2 842
563	Women's accessory and specialty stores -----	60	19 329	3 210	747	355
565	Family clothing stores -----	78	124 287	11 649	2 663	1 248
566	Shoe stores -----	211	115 268	14 659	3 348	1 332
566 pt.	Men's shoe stores -----	17	(D)	(D)	(D)	BB
566 pt.	Women's shoe stores -----	63	31 947	4 254	1 050	403
566 pt.	Children's and juveniles' shoe stores -----	5	(D)	(D)	(D)	BB
566 pt.	Family shoe stores -----	106	60 995	7 836	1 746	761
566 pt.	Athletic footwear stores -----	20	16 655	1 682	338	99
564, 9	Other apparel and accessory stores -----	83	33 194	4 236	1 031	449
564	Children's and infants' wear stores -----	29	14 961	1 575	413	213
569	Miscellaneous apparel and accessory stores -----	54	18 233	2 661	618	236
57	Furniture and homefurnishings stores -----	618	670 257	82 228	18 370	4 786
5712	Furniture stores -----	169	199 899	30 260	6 049	1 465
5713, 4, 9	Homefurnishings stores -----	196	113 983	19 212	4 364	1 110
5713	Floor covering stores -----	86	73 997	12 040	2 732	538
5714	Drapery, curtain, and upholstery stores -----	17	2 883	371	109	33
5719	Miscellaneous homefurnishings stores -----	93	37 103	6 801	1 523	539
572	Household appliance stores -----	54	35 408	4 330	991	247
573	Radio, television, computer, and music stores -----	199	320 967	28 426	6 966	1 964
5731	Radio, television, and electronics stores -----	87	214 534	18 032	4 596	1 155
5734	Computer and software stores -----	27	37 039	2 941	552	174
5735	Record and prerecorded tape stores -----	57	51 383	4 647	1 162	448
5736	Musical instrument stores -----	28	18 011	2 806	656	187
58	Eating and drinking places -----	2 676	1 112 682	305 355	70 983	41 988
5812	Eating places -----	1 957	1 000 079	283 695	65 667	38 727
5812 pt.	Restaurants -----	950	485 408	152 151	36 303	20 185
5812 pt.	Cafeterias -----	9	(D)	(D)	(D)	EE
5812 pt.	Refreshment places -----	780	406 753	100 660	22 645	15 049
5812 pt.	Other eating places -----	218	(D)	(D)	(D)	HH
5813	Drinking places -----	719	112 603	21 660	5 316	3 261
591	Drug and proprietary stores -----	239	519 432	60 485	14 892	4 284
591 pt.	Drug stores -----	232	512 891	59 770	14 698	4 225
591 pt.	Proprietary stores -----	7	6 541	715	194	59
59 ex. 591	Miscellaneous retail stores -----	1 690	1 075 272	182 952	42 747	12 827
592	Liquor stores -----	171	133 137	7 789	1 848	811
593	Used merchandise stores -----	98	29 477	6 287	1 324	627
594	Miscellaneous shopping goods stores -----	722	377 057	49 146	11 181	4 668
5941	Sporting goods stores and bicycle shops -----	140	89 142	12 165	2 491	986
5941 pt.	General line sporting goods stores -----	51	32 337	4 408	941	354
5941 pt.	Specialty line sporting goods stores -----	89	56 805	7 757	1 550	632
5942	Book stores -----	49	30 590	3 042	712	356
5944	Jewelry stores -----	172	93 354	14 512	3 545	1 004
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores -----	361	163 971	19 427	4 433	2 322
5943	Stationery stores -----	9	3 642	581	170	60
5945	Hobby, toy, and game shops -----	80	65 856	6 359	1 418	668
5946	Camera and photographic supply stores -----	22	11 723	1 494	348	119
5947	Gift, novelty, and souvenir shops -----	195	58 351	7 682	1 641	1 028
5948	Luggage and leather goods stores -----	9	2 333	355	92	42
5949	Sewing, needlework, and piece goods stores -----	46	22 066	2 956	764	405
596	Nonstore retailers -----	180	321 174	77 570	18 253	3 723
5961	Catalog and mail-order houses -----	38	(D)	(D)	(D)	GG
5962	Automatic merchandising machine operators -----	57	76 261	17 074	4 270	952
5963	Direct selling establishments -----	85	(D)	(D)	(D)	FF
598	Fuel dealers -----	33	37 856	3 946	994	197
5983	Fuel oil dealers -----	24	34 864	3 415	850	160
5984	Liquefied petroleum gas (bottled gas) dealers -----	7	(D)	(D)	(D)	BB
5989	Fuel dealers, n.e.c. -----	2	(D)	(D)	(D)	AA
5992	Florists -----	137	29 180	6 165	1 485	668
5993	Tobacco stores and stands -----	10	2 385	194	50	28
5994	News dealers and newsstands -----	3	(D)	(D)	(D)	AA
5995	Optical goods stores -----	116	37 074	9 487	2 278	536
5999	Miscellaneous retail stores, n.e.c. -----	220	(D)	(D)	(D)	GG
5999 pt.	Pet shops -----	49	19 746	2 793	682	307
5999 pt.	Art dealers -----	30	7 736	1 310	312	133
5999 pt.	Other miscellaneous retail stores, n.e.c. -----	141	(D)	(D)	(D)	GG

See footnotes at end of table.

RETAIL TRADE—GEOGRAPHIC AREA SERIES

WISCONSIN WI-73

Table 7. Summary Statistics for Metropolitan Areas: 1992—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For definitions of metropolitan areas (CMSA's, MSA's, and PMSA's), see appendix D]

SIC 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)
MILWAUKEE-RACINE, WI CMSA—Con.						
Racine, WI PMSA						
	Retail trade	1 085	1 267 323	146 735	33 780	13 672
52	Building materials and garden supplies stores	49	97 830	13 028	2 706	835
521, 3	Building materials and supply stores	19	62 466	6 466	1 426	347
525	Hardware stores	21	17 698	3 217	729	274
526	Retail nurseries, lawn and garden supply stores	9	17 666	3 345	551	214
527	Manufactured (mobile) home dealers	—	—	—	—	—
53	General merchandise stores	19	178 740	16 820	3 992	1 838
531	Department stores (incl. leased depts.) ^{1 2}	11	150 336	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹	11	(D)	(D)	(D)	GG
533	Variety stores	7	(D)	(D)	(D)	BB
539	Miscellaneous general merchandise stores	1	(D)	(D)	(D)	CC
54	Food stores	128	261 378	26 706	6 140	2 229
541	Grocery stores	83	242 742	22 201	5 225	1 772
542	Meat and fish (seafood) markets	11	7 129	1 091	248	133
546	Retail bakeries	14	7 258	2 707	535	233
543, 4, 5, 9	Other food stores	20	4 249	707	132	91
55 ex. 554	Automotive dealers	74	278 118	22 680	5 077	992
551	New and used car dealers	20	210 761	15 887	3 610	603
552	Used car dealers	13	12 341	829	175	40
553	Auto and home supply stores	27	32 538	4 079	909	248
555, 6, 7, 9	Miscellaneous automotive dealers	14	22 478	1 885	383	101
554	Gasoline service stations	72	82 415	4 283	1 063	460
56	Apparel and accessory stores	92	44 991	5 245	1 265	636
561	Men's and boys' clothing and accessory stores	11	4 775	665	160	59
562, 3	Women's clothing and specialty stores	38	16 850	1 995	483	318
562	Women's clothing stores	32	16 022	1 857	449	300
563	Women's accessory and specialty stores	6	828	138	34	18
565	Family clothing stores	9	6 855	768	180	98
566	Shoe stores	29	15 183	1 614	397	139
564, 9	Other apparel and accessory stores	5	1 328	203	45	22
57	Furniture and home furnishings stores	71	63 548	7 915	1 917	559
5712	Furniture stores	22	21 919	3 477	832	224
5713, 4, 9	Home furnishings stores	24	(D)	(D)	(D)	CC
572	Household appliance stores	4	(D)	(D)	(D)	BB
573	Radio, television, computer, and music stores	21	23 801	1 574	414	161
58	Eating and drinking places	348	116 155	30 372	7 039	4 566
5812	Eating places	253	104 096	28 193	6 482	4 156
5812 pt.	Restaurants	119	49 048	14 125	3 305	2 043
5812 pt.	Cafeterias	1	(D)	(D)	(D)	BB
5812 pt.	Refreshment places	105	42 906	10 878	2 470	1 698
5812 pt.	Other eating places	28	(D)	(D)	(D)	EE
5813	Drinking places	95	12 059	2 179	557	410
591	Drug and proprietary stores	28	61 256	8 359	2 034	504
59 ex. 591	Miscellaneous retail stores	204	82 892	11 327	2 547	1 053
592	Liquor stores	25	16 545	1 073	221	105
593	Used merchandise stores	21	3 972	731	166	105
594	Miscellaneous shopping goods stores	75	32 790	4 021	944	445
5941	Sporting goods stores and bicycle shops	11	4 092	501	117	33
5942	Book stores	7	3 050	311	64	41
5944	Jewelry stores	22	8 935	1 317	319	106
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores	35	16 713	1 892	444	265
596	Nonstore retailers	18	(D)	(D)	(D)	BB
598	Fuel dealers	7	9 574	1 217	212	37
5992	Florists	15	3 629	934	228	113
5993	Tobacco stores and stands	—	—	—	—	—
5994	News dealers and newsstands	—	—	—	—	—
5995	Optical goods stores	13	4 565	1 335	321	74
5999	Miscellaneous retail stores, n.e.c.	30	(D)	(D)	(D)	CC

See footnotes at end of table.

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RETAIL TRADE—GEOGRAPHIC AREA SERIES

Table 7. Summary Statistics for Metropolitan Areas: 1992 —Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For definitions of metropolitan areas (CMSA's, MSA's, and PMSA's), see appendix D]

SIC 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)
MINNEAPOLIS—ST. PAUL, MN—WI MSA						
	Retail trade	14 398	22 602 942	2 619 309	606 848	228 203
52	Building materials and garden supplies stores	645	1 377 941	160 683	35 150	9 015
521, 3	Building materials and supply stores	287	1 113 988	120 505	26 977	6 000
521	Lumber and other building materials dealers	209	1 044 860	111 344	24 886	5 442
523	Paint, glass, and wallpaper stores	78	69 128	9 161	2 091	558
525	Hardware stores	226	156 593	25 004	5 487	2 065
526	Retail nurseries, lawn and garden supply stores	112	93 188	14 158	2 456	889
527	Manufactured (mobile) home dealers	20	14 172	1 016	230	61
53	General merchandise stores	253	3 020 286	302 078	68 122	27 791
531	Department stores (incl. leased depts.) ^{1 2}	110	2 629 155	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹	110	2 552 481	268 355	60 883	25 019
531 pt.	Conventional ¹	31	802 749	97 235	20 922	7 985
531 pt.	Discount or mass merchandising ¹	58	1 261 502	111 277	25 839	11 962
531 pt.	National chain ¹	21	488 230	59 843	14 122	5 072
533	Variety stores	55	42 699	6 154	1 285	562
539	Miscellaneous general merchandise stores	88	425 106	27 569	5 954	2 210
54	Food stores	1 316	3 659 100	343 943	81 853	28 177
541	Grocery stores	802	3 465 788	308 496	74 699	24 413
541 pt.	Supermarkets and other general-line grocery stores	432	3 214 228	284 203	68 921	21 551
541 pt.	Convenience food stores	229	121 170	12 412	2 948	1 450
541 pt.	Convenience food/gasoline stores	106	119 658	8 887	2 158	1 098
541 pt.	Delicatessens	35	10 732	2 994	672	314
542	Meat and fish (seafood) markets	74	53 325	7 057	1 597	516
546	Retail bakeries	247	95 492	21 439	3 914	2 384
546 pt.	Retail bakeries —baking and selling	181	(D)	(D)	(D)	GG
546 pt.	Retail bakeries —selling only	66	(D)	(D)	(D)	EE
543, 4, 5, 9	Other food stores	193	44 495	6 951	1 643	864
543	Fruit and vegetable markets	13	3 790	622	114	44
544	Candy, nut, and confectionery stores	84	13 816	2 701	705	421
545	Dairy products stores	22	2 241	226	59	41
549	Miscellaneous food stores	74	24 648	3 402	765	358
55 ex. 554	Automotive dealers	721	4 865 961	346 839	79 025	13 240
551	New and used car dealers	219	4 316 524	276 455	63 569	9 562
552	Used car dealers	77	100 716	6 431	1 416	271
553	Auto and home supply stores	314	236 201	41 998	9 663	2 454
553 pt.	Auto parts, tires, and accessories stores	306	232 599	41 301	9 516	2 406
553 pt.	Home and auto supply stores	8	3 602	697	147	48
555, 6, 7, 9	Miscellaneous automotive dealers	111	212 520	21 955	4 377	953
555	Boat dealers	48	89 635	9 388	1 910	400
556	Recreational vehicle dealers	23	39 589	3 258	571	157
557	Motorcycle dealers	26	70 167	7 817	1 528	325
559	Automotive dealers, n.e.c.	14	13 129	1 492	368	71
554	Gasoline service stations	1 090	1 732 859	115 178	27 880	11 032
554 pt.	Gasoline/convenience food stores	559	1 112 605	59 831	14 333	6 606
554 pt.	Other gasoline service stations and truck stops	531	620 254	55 347	13 547	4 426
56	Apparel and accessory stores	1 438	1 087 146	130 774	28 168	12 827
561	Men's and boys' clothing and accessory stores	147	103 407	16 372	4 084	1 110
562, 3	Women's clothing and specialty stores	599	393 730	48 601	11 092	5 842
562	Women's clothing stores	521	361 839	44 112	10 011	5 399
563	Women's accessory and specialty stores	78	31 891	4 489	1 081	443
565	Family clothing stores	213	360 076	37 531	6 430	3 189
566	Shoe stores	339	164 673	20 607	4 848	1 813
566 pt.	Men's shoe stores	38	11 719	1 781	485	125
566 pt.	Women's shoe stores	112	53 388	6 347	1 528	660
566 pt.	Children's and juveniles' shoe stores	13	(D)	(D)	(D)	BB
566 pt.	Family shoe stores	136	63 783	8 128	1 955	722
566 pt.	Athletic footwear stores	40	(D)	(D)	(D)	EE
564, 9	Other apparel and accessory stores	140	65 260	7 663	1 714	873
564	Children's and infants' wear stores	50	33 524	3 430	784	422
569	Miscellaneous apparel and accessory stores	90	31 736	4 233	930	451
57	Furniture and home furnishings stores	1 107	1 171 488	140 475	33 156	8 507
5712	Furniture stores	294	408 225	52 789	12 144	2 805
5713, 4, 9	Home furnishings stores	383	231 129	30 642	6 889	2 015
5713	Floor covering stores	155	125 263	15 071	3 371	743
5714	Drapery, curtain, and upholstery stores	23	5 417	963	228	83
5719	Miscellaneous home furnishings stores	205	100 449	14 608	3 290	1 189
572	Household appliance stores	89	52 431	7 260	1 980	389
573	Radio, television, computer, and music stores	341	479 703	49 784	12 143	3 298
5731	Radio, television, and electronics stores	132	279 158	25 164	5 883	1 629
5734	Computer and software stores	76	86 378	9 052	2 205	447
5735	Record and prerecorded tape stores	92	67 551	7 518	1 710	774
5736	Musical instrument stores	41	46 616	8 050	2 345	448

See footnotes at end of table.

RETAIL TRADE—GEOGRAPHIC AREA SERIES

WISCONSIN WI-75

Table 7. Summary Statistics for Metropolitan Areas: 1992 — Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For definitions of metropolitan areas (CMSA's, MSA's, and PMSA's), see appendix D]

SIC 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)
MINNEAPOLIS-ST. PAUL, MN-WI MSA — Con.						
58	Eating and drinking places -----	4 001	2 274 391	654 058	153 357	85 127
5812	Eating places -----	3 509	2 122 845	618 345	144 866	80 563
5812 pt.	Restaurants -----	1 577	1 128 346	357 054	84 863	44 140
5812 pt.	Cafeterias -----	54	33 327	9 482	2 312	1 212
5812 pt.	Refreshment places -----	1 495	751 106	192 439	44 140	28 894
5812 pt.	Other eating places -----	383	210 066	59 370	13 551	6 317
5813	Drinking places -----	492	151 546	35 713	8 491	4 564
591	Drug and proprietary stores -----	376	647 009	82 211	20 184	6 255
591 pt.	Drug stores -----	367	(D)	(D)	(D)	II
591 pt.	Proprietary stores -----	9	(D)	(D)	(D)	BB
59 ex. 591	Miscellaneous retail stores -----	3 451	2 766 761	343 070	79 953	26 232
592	Liquor stores -----	407	432 688	35 643	8 309	3 128
593	Used merchandise stores -----	149	53 387	9 917	2 083	896
594	Miscellaneous shopping goods stores -----	1 474	844 233	109 799	25 210	10 093
5941	Sporting goods stores and bicycle shops -----	332	252 873	32 106	6 928	2 731
5941 pt.	General line sporting goods stores -----	129	116 760	12 806	2 697	1 212
5941 pt.	Specialty line sporting goods stores -----	203	136 113	19 300	4 231	1 519
5942	Book stores -----	134	89 720	10 329	2 419	1 003
5944	Jewelry stores -----	259	148 612	21 870	5 526	1 469
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores -----	749	353 028	45 494	10 337	4 890
5943	Stationery stores -----	59	25 223	3 431	791	419
5945	Hobby, toy, and game shops -----	147	104 621	10 320	2 269	1 101
5946	Camera and photographic supply stores -----	48	39 805	5 891	1 310	335
5947	Gift, novelty, and souvenir shops -----	388	122 206	17 291	3 693	1 966
5948	Luggage and leather goods stores -----	22	6 705	1 094	246	113
5949	Sewing, needlework, and piece goods stores -----	85	54 468	7 467	2 028	956
596	Nonstore retailers -----	397	1 024 092	119 132	28 343	6 807
5961	Catalog and mail-order houses -----	112	738 492	62 755	14 783	3 511
5962	Automatic merchandising machine operators -----	114	124 709	26 416	6 421	1 595
5963	Direct selling establishments -----	171	160 891	29 961	7 139	1 701
598	Fuel dealers -----	55	64 579	6 912	1 579	318
5983	Fuel oil dealers -----	19	37 119	2 950	582	137
5984	Liquefied petroleum gas (bottled gas) dealers -----	36	27 460	3 962	997	181
5989	Fuel dealers, n.e.c. -----	-	-	-	-	-
5992	Florists -----	247	81 410	14 951	3 527	1 653
5993	Tobacco stores and stands -----	17	7 782	442	71	32
5994	News dealers and newsstands -----	11	(D)	(D)	(D)	CC
5995	Optical goods stores -----	209	77 599	16 690	4 096	921
5999	Miscellaneous retail stores, n.e.c. -----	485	(D)	(D)	(D)	GG
5999 pt.	Pet shops -----	105	45 680	6 363	1 535	710
5999 pt.	Art dealers -----	80	20 923	4 016	853	292
5999 pt.	Other miscellaneous retail stores, n.e.c. -----	300	(D)	(D)	(D)	GG
SHEBOYGAN, WI MSA						
	Retail trade -----	574	723 222	81 353	18 611	8 000
52	Building materials and garden supplies stores -----	31	65 893	7 683	1 742	458
521, 3	Building materials and supply stores -----	19	58 211	6 290	1 441	335
525	Hardware stores -----	7	4 481	800	205	85
526	Retail nurseries, lawn and garden supply stores -----	4	(D)	(D)	(D)	BB
527	Manufactured (mobile) home dealers -----	1	(D)	(D)	(D)	AA
53	General merchandise stores -----	16	119 853	11 752	2 700	1 144
531	Department stores (incl. leased depts.) ^{1 2} -----	9	95 538	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹ -----	9	94 909	9 682	2 197	983
533	Variety stores -----	5	(D)	(D)	(D)	BB
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	CC
54	Food stores -----	55	164 313	15 838	3 712	1 685
541	Grocery stores -----	36	159 142	14 675	3 475	1 517
542	Meat and fish (seafood) markets -----	4	2 303	498	88	39
546	Retail bakeries -----	9	1 935	570	126	96
543, 4, 5, 9	Other food stores -----	6	933	95	23	33
55 ex. 554	Automotive dealers -----	42	159 627	12 673	2 745	566
551	New and used car dealers -----	18	136 451	10 545	2 301	441
552	Used car dealers -----	13	12 916	840	177	44
553	Auto and home supply stores -----	6	4 192	770	165	46
555, 6, 7, 9	Miscellaneous automotive dealers -----	5	6 068	518	102	35
554	Gasoline service stations -----	47	52 861	3 139	760	349

See footnotes at end of table.

Table 7. Summary Statistics for Metropolitan Areas: 1992—Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For definitions of metropolitan areas (CMSA's, MSA's, and PMSA's), see appendix D]

SIC 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)
SHEBOYGAN, WI MSA—Con.						
56	Apparel and accessory stores -----	33	12 848	1 836	426	211
561	Men's and boys' clothing and accessory stores -----	4	(D)	(D)	(D)	BB
562, 3	Women's clothing and specialty stores -----	13	6 154	719	168	101
562	Women's clothing stores -----	12	(D)	(D)	(D)	BB
563	Women's accessory and specialty stores -----	1	(D)	(D)	(D)	AA
565	Family clothing stores -----	1	(D)	(D)	(D)	AA
566	Shoe stores -----	14	3 762	487	117	49
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	AA
57	Furniture and home furnishings stores -----	40	24 309	2 967	621	199
5712	Furniture stores -----	12	6 095	527	115	48
5713, 4, 9	Home furnishings stores -----	8	4 687	823	156	38
572	Household appliance stores -----	9	9 151	1 267	279	80
573	Radio, television, computer, and music stores -----	11	4 376	350	71	33
58	Eating and drinking places -----	194	59 456	15 533	3 549	2 598
5812	Eating places -----	142	52 382	14 365	3 260	2 404
5812 pt.	Restaurants -----	84	26 728	7 814	1 812	1 350
5812 pt.	Cafeterias -----	1	(D)	(D)	(D)	AA
5812 pt.	Refreshment places -----	51	25 146	6 453	1 437	1 029
5812 pt.	Other eating places -----	6	(D)	(D)	(D)	BB
5813	Drinking places -----	52	7 074	1 168	289	194
591	Drug and proprietary stores -----	22	23 852	3 639	891	276
59 ex. 591	Miscellaneous retail stores -----	94	40 210	6 293	1 465	514
592	Liquor stores -----	8	10 243	428	101	74
593	Used merchandise stores -----	4	(D)	(D)	(D)	BB
594	Miscellaneous shopping goods stores -----	38	12 656	1 702	370	191
5941	Sporting goods stores and bicycle shops -----	11	3 445	394	79	48
5942	Book stores -----	5	1 969	261	52	31
5944	Jewelry stores -----	10	3 696	568	148	50
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores -----	12	3 546	479	91	62
596	Nonstore retailers -----	7	(D)	(D)	(D)	BB
598	Fuel dealers -----	2	(D)	(D)	(D)	AA
5992	Florists -----	11	(D)	(D)	(D)	BB
5993	Tobacco stores and stands -----	—	—	—	—	—
5994	News dealers and newsstands -----	1	(D)	(D)	(D)	AA
5995	Optical goods stores -----	9	(D)	(D)	(D)	BB
5999	Miscellaneous retail stores, n.e.c. -----	14	2 354	366	72	27
WAUSAU, WI MSA						
	Retail trade -----	690	905 954	99 376	22 647	9 310
52	Building materials and garden supplies stores -----	44	78 438	8 697	1 906	500
521, 3	Building materials and supply stores -----	26	64 813	7 206	1 541	360
525	Hardware stores -----	8	5 809	841	224	72
526	Retail nurseries, lawn and garden supply stores -----	5	2 121	331	74	37
527	Manufactured (mobile) home dealers -----	5	5 695	319	67	31
53	General merchandise stores -----	16	147 176	14 336	3 428	1 356
531	Department stores (incl. leased depts.) ^{1 2} -----	9	118 600	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹ -----	9	(D)	(D)	(D)	GG
533	Variety stores -----	1	(D)	(D)	(D)	AA
539	Miscellaneous general merchandise stores -----	6	(D)	(D)	(D)	CC
54	Food stores -----	51	161 499	13 980	3 226	1 497
541	Grocery stores -----	29	154 388	12 452	2 888	1 305
542	Meat and fish (seafood) markets -----	4	1 949	298	50	19
546	Retail bakeries -----	10	2 899	953	223	131
543, 4, 5, 9	Other food stores -----	8	2 263	277	65	42
55 ex. 554	Automotive dealers -----	41	189 150	14 316	3 250	588
551	New and used car dealers -----	18	168 312	12 296	2 822	476
552	Used car dealers -----	6	2 752	100	18	7
553	Auto and home supply stores -----	7	4 948	770	169	44
555, 6, 7, 9	Miscellaneous automotive dealers -----	10	13 138	1 150	241	61
554	Gasoline service stations -----	59	71 488	3 753	900	396
56	Apparel and accessory stores -----	59	27 112	3 288	773	392
561	Men's and boys' clothing and accessory stores -----	5	2 148	340	73	25
562, 3	Women's clothing and specialty stores -----	30	14 369	1 628	385	230
562	Women's clothing stores -----	27	13 542	1 482	351	219
563	Women's accessory and specialty stores -----	3	827	146	34	11
565	Family clothing stores -----	4	3 022	210	50	34
566	Shoe stores -----	17	6 967	1 023	246	91
564, 9	Other apparel and accessory stores -----	3	606	87	19	12

See footnotes at end of table.

RETAIL TRADE—GEOGRAPHIC AREA SERIES

WISCONSIN WI-77

Table 7. Summary Statistics for Metropolitan Areas: 1992 – Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For definitions of metropolitan areas (CMSA's, MSA's, and PMSA's), see appendix D]

SIC 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)
	WAUSAU, WI MSA – Con.					
57	Furniture and home furnishings stores -----	46	38 609	5 398	1 205	304
5712	Furniture stores -----	15	23 119	3 502	797	151
5713, 4, 9	Home furnishings stores -----	13	(D)	(D)	(D)	BB
572	Household appliance stores -----	5	(D)	(D)	(D)	BB
573	Radio, television, computer, and music stores -----	13	7 275	835	208	73
58	Eating and drinking places -----	230	73 627	21 606	4 888	3 204
5812	Eating places -----	177	66 637	20 530	4 649	3 029
5812 pt.	Restaurants -----	78	31 921	10 476	2 454	1 605
5812 pt.	Cafeterias -----	1	(D)	(D)	(D)	BB
5812 pt.	Refreshment places -----	66	29 657	8 105	1 750	1 141
5812 pt.	Other eating places -----	32	(D)	(D)	(D)	EE
5813	Drinking places -----	53	6 990	1 076	239	175
591	Drug and proprietary stores -----	14	13 271	1 608	359	99
59 ex. 591	Miscellaneous retail stores -----	130	105 584	12 394	2 712	974
592	Liquor stores -----	3	(D)	(D)	(D)	AA
593	Used merchandise stores -----	8	2 061	460	112	37
594	Miscellaneous shopping goods stores -----	54	22 131	2 452	576	280
5941	Sporting goods stores and bicycle shops -----	11	5 061	453	100	51
5942	Book stores -----	4	2 808	251	63	30
5944	Jewelry stores -----	11	6 610	830	200	58
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores -----	28	7 652	918	213	141
596	Nonstore retailers -----	22	62 848	6 540	1 391	472
598	Fuel dealers -----	5	5 465	771	187	35
5992	Florists -----	11	1 758	325	79	35
5993	Tobacco stores and stands -----	-	-	-	-	-
5994	News dealers and newsstands -----	1	(D)	(D)	(D)	AA
5995	Optical goods stores -----	7	2 191	535	119	30
5999	Miscellaneous retail stores, n.e.c. -----	19	7 292	1 213	223	75

¹Includes sales from catalog order desks.

²Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

Table 8. Summary Statistics for the Area Outside Metropolitan Areas: 1992

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For definitions of metropolitan areas (CMSA's, MSA's, and PMSA's), see appendix D]

SIC code	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)
	Retail trade -----	11 455	10 750 646	1 161 343	256 715	113 613
52	Building materials and garden supplies stores -----	741	686 124	81 080	17 741	4 911
521, 3	Building materials and supply stores -----	357	(D)	(D)	(D)	HH
521	Lumber and other building materials dealers -----	304	440 046	48 812	10 702	2 440
523	Paint, glass, and wallpaper stores -----	53	(D)	(D)	(D)	CC
525	Hardware stores -----	270	(D)	(D)	(D)	GG
526	Retail nurseries, lawn and garden supply stores -----	78	(D)	(D)	(D)	CC
527	Manufactured (mobile) home dealers -----	36	(D)	(D)	(D)	EE
53	General merchandise stores -----	311	(D)	(D)	(D)	JJ
531	Department stores (incl. leased depts.) ^{1 2} -----	86	(D)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.) ¹ -----	86	(D)	(D)	(D)	II
531 pt.	Conventional ¹ -----	11	67 790	7 352	1 750	836
531 pt.	Discount or mass merchandising ¹ -----	72	806 265	79 042	17 019	7 201
531 pt.	National chain ¹ -----	3	(D)	(D)	(D)	CC
533	Variety stores -----	82	(D)	(D)	(D)	FF
539	Miscellaneous general merchandise stores -----	143	(D)	(D)	(D)	GG

See footnotes at end of table.

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Table 8. Summary Statistics for the Area Outside Metropolitan Areas: 1992 —Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For definitions of metropolitan areas (CMSA's, MSA's, and PMSA's), see appendix D]

SIC code	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)
54	Food stores -----	1 029	2 016 517	188 177	43 363	19 852
541	Grocery stores -----	731	(D)	(D)	(D)	JJ
541 pt.	Supermarkets and other general-line grocery stores -----	588	1 843 096	166 229	38 654	17 292
541 pt.	Convenience food stores -----	66	36 843	2 643	577	358
541 pt.	Convenience food/gasoline stores -----	69	62 813	4 007	872	482
541 pt.	Delicatessens -----	8	(D)	(D)	(D)	BB
542	Meat and fish (seafood) markets -----	62	26 394	4 477	1 081	379
546	Retail bakeries -----	129	(D)	(D)	(D)	FF
546 pt.	Retail bakeries —baking and selling -----	123	22 562	7 102	1 571	883
546 pt.	Retail bakeries —selling only -----	6	(D)	(D)	(D)	BB
543, 4, 5, 9	Other food stores -----	107	(D)	(D)	(D)	EE
543	Fruit and vegetable markets -----	9	(D)	(D)	(D)	AA
544	Candy, nut, and confectionery stores -----	36	6 395	1 320	174	136
545	Dairy products stores -----	35	8 501	977	182	130
549	Miscellaneous food stores -----	27	4 983	493	105	88
55 ex. 554	Automotive dealers -----	775	2 165 145	160 063	35 150	7 779
551	New and used car dealers -----	298	(D)	(D)	(D)	II
552	Used car dealers -----	180	146 688	8 887	2 114	618
553	Auto and home supply stores -----	152	(D)	(D)	(D)	GG
553 pt.	Auto parts, tires, and accessories stores -----	142	(D)	(D)	(D)	FF
553 pt.	Home and auto supply stores -----	10	(D)	(D)	(D)	EE
555, 6, 7, 9	Miscellaneous automotive dealers -----	145	(D)	(D)	(D)	FF
555	Boat dealers -----	66	76 559	7 512	1 300	372
556	Recreational vehicle dealers -----	31	37 481	2 665	507	154
557	Motorcycle dealers -----	36	27 011	2 350	542	163
559	Automotive dealers, n.e.c. -----	12	(D)	(D)	(D)	BB
554	Gasoline service stations -----	1 056	1 142 414	70 162	16 429	7 221
554 pt.	Gasoline/convenience food stores -----	505	664 814	36 679	8 675	4 014
554 pt.	Other gasoline service stations and truck stops -----	551	477 600	33 483	7 754	3 207
56	Apparel and accessory stores -----	675	247 497	30 244	6 916	3 495
561	Men's and boys' clothing and accessory stores -----	63	17 997	2 343	554	250
562, 3	Women's clothing and specialty stores -----	294	(D)	(D)	(D)	GG
562	Women's clothing stores -----	271	(D)	(D)	(D)	GG
563	Women's accessory and specialty stores -----	23	(D)	(D)	(D)	BB
565	Family clothing stores -----	111	(D)	(D)	(D)	GG
566	Shoe stores -----	165	(D)	(D)	(D)	FF
566 pt.	Men's shoe stores -----	2	(D)	(D)	(D)	AA
566 pt.	Women's shoe stores -----	6	(D)	(D)	(D)	AA
566 pt.	Children's and juveniles' shoe stores -----	—	—	—	—	—
566 pt.	Family shoe stores -----	147	44 840	5 078	1 206	516
566 pt.	Athletic footwear stores -----	10	5 157	734	159	68
564, 9	Other apparel and accessory stores -----	42	(D)	(D)	(D)	BB
564	Children's and infants' wear stores -----	15	(D)	(D)	(D)	BB
569	Miscellaneous apparel and accessory stores -----	27	4 953	632	113	66
57	Furniture and homefurnishings stores -----	611	(D)	(D)	(D)	HH
5712	Furniture stores -----	205	123 706	17 994	4 125	1 089
5713, 4, 9	Homefurnishings stores -----	156	56 029	8 248	1 719	534
5713	Floor covering stores -----	95	42 555	6 307	1 353	374
5714	Drapery, curtain, and upholstery stores -----	14	1 852	327	71	40
5719	Miscellaneous homefurnishings stores -----	47	11 622	1 614	295	120
572	Household appliance stores -----	106	(D)	(D)	(D)	EE
573	Radio, television, computer, and music stores -----	144	52 379	6 516	1 502	505
5731	Radio, television, and electronics stores -----	101	35 210	4 692	1 111	348
5734	Computer and software stores -----	16	6 077	706	123	35
5735	Record and prerecorded tape stores -----	17	5 729	584	135	63
5736	Musical instrument stores -----	10	5 363	534	133	59
58	Eating and drinking places -----	4 126	1 039 257	261 519	55 024	41 470
5812	Eating places -----	2 835	878 043	238 069	49 829	37 376
5812 pt.	Restaurants -----	1 821	(D)	(D)	(D)	JJ
5812 pt.	Cafeterias -----	20	(D)	(D)	(D)	BB
5812 pt.	Refreshment places -----	840	(D)	(D)	(D)	JJ
5812 pt.	Other eating places -----	154	(D)	(D)	(D)	GG
5813	Drinking places -----	1 291	161 214	23 450	5 195	4 094
591	Drug and proprietary stores -----	291	273 489	37 028	9 023	2 770
591 pt.	Drug stores -----	286	272 660	36 889	8 978	2 747
591 pt.	Proprietary stores -----	5	829	139	45	23

See footnotes at end of table.

RETAIL TRADE—GEOGRAPHIC AREA SERIES

Table 8. Summary Statistics for the Area Outside Metropolitan Areas: 1992 —Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For definitions of metropolitan areas (CMSA's, MSA's, and PMSA's), see appendix D]

SIC code	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)
59 ex. 591	Miscellaneous retail stores -----	1 840	1 657 638	173 087	37 562	12 431
592	Liquor stores -----	191	84 679	5 016	1 183	670
593	Used merchandise stores -----	103	15 867	2 342	538	303
594	Miscellaneous shopping goods stores -----	792	(D)	(D)	(D)	GG
5941	Sporting goods stores and bicycle shops -----	185	64 837	5 791	1 178	547
5941 pt.	General line sporting goods stores -----	90	32 728	2 827	613	289
5941 pt.	Specialty line sporting goods stores -----	95	32 109	2 964	565	258
5942	Book stores -----	53	(D)	(D)	(D)	CC
5944	Jewelry stores -----	143	37 109	5 993	1 440	556
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores -----	411	73 675	9 667	1 685	1 131
5943	Stationery stores -----	14	3 181	577	141	47
5945	Hobby, toy, and game shops -----	32	4 427	565	101	68
5946	Camera and photographic supply stores -----	13	2 251	274	63	29
5947	Gift, novelty, and souvenir shops -----	302	54 214	7 086	1 136	800
5948	Luggage and leather goods stores -----	3	445	52	8	6
5949	Sewing, needlework, and piece goods stores -----	47	9 157	1 113	236	181
596	Nonstore retailers -----	202	1 150 940	113 360	24 252	6 779
5961	Catalog and mail-order houses -----	96	1 068 965	99 249	20 974	5 938
5962	Automatic merchandising machine operators -----	28	24 597	3 746	933	236
5963	Direct selling establishments -----	78	57 378	10 365	2 345	605
598	Fuel dealers -----	192	153 190	18 682	4 509	967
5983	Fuel oil dealers -----	44	(D)	(D)	(D)	CC
5984	Liquefied petroleum gas (bottled gas) dealers -----	146	111 279	16 299	3 943	814
5989	Fuel dealers, n.e.c. -----	2	(D)	(D)	(D)	AA
5992	Florists -----	164	26 888	5 309	1 226	715
5993	Tobacco stores and stands -----	2	(D)	(D)	(D)	AA
5994	News dealers and newsstands -----	3	(D)	(D)	(D)	AA
5995	Optical goods stores -----	41	(D)	(D)	(D)	CC
5999	Miscellaneous retail stores, n.e.c. -----	150	(D)	(D)	(D)	EE
5999 pt.	Pet shops -----	22	4 244	585	136	100
5999 pt.	Art dealers -----	34	6 250	900	179	89
5999 pt.	Other miscellaneous retail stores, n.e.c. -----	94	(D)	(D)	(D)	EE

¹Includes sales from catalog order desks.

²Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

Table 9. Places With 2,500 Inhabitants or More Ranked by Volume of Sales: 1992

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

Geographic area	Rank ¹	Sales (\$1,000)	Cumulative		Geographic area	Rank ¹	Sales (\$1,000)	Cumulative	
			Sales (\$1,000)	Percent of State total				Sales (\$1,000)	Percent of State total
Wisconsin ▲ -----	(X)	38 350 527	38 350 527	100.0	Wisconsin ▲—Con.				
Milwaukee ▲-----	1	3 347 618	3 347 618	8.7	Elkhorn -----	86	73 299	28 220 984	73.6
Madison -----	2	2 254 036	5 601 654	14.6	Germantown -----	87	72 676	28 293 660	73.8
Green Bay -----	3	1 112 566	6 714 220	17.5	Pewaukee -----	88	72 195	28 365 855	74.0
Waukesha -----	4	861 954	7 576 174	19.8	River Falls ▲-----	89	71 450	28 437 305	74.2
Racine -----	5	798 824	8 374 998	21.8	Weston town -----	90	70 745	28 508 050	74.3
West Allis -----	6	779 394	9 154 392	23.9	Sparta -----	91	70 072	28 578 122	74.5
Wauwatosa -----	7	764 504	9 918 896	25.9	Mauston -----	92	69 766	28 647 888	74.7
Appleton ▲-----	8	750 631	10 669 527	27.8	Howard -----	93	66 937	28 714 825	74.9
Brookfield -----	9	746 444	11 415 971	29.8	New London ▲-----	94	66 413	28 781 238	75.0
La Crosse -----	10	721 344	12 137 315	31.6	Shorewood -----	95	65 121	28 846 359	75.2
Kenosha -----	11	681 857	12 819 172	33.4	Berlin ▲-----	96	62 744	28 909 103	75.4
Janesville -----	12	678 526	13 497 698	35.2	Clintonville -----	97	61 151	28 970 254	75.5
Eau Claire ▲-----	13	650 436	14 148 134	36.9	Sauk City -----	98	58 436	29 028 690	75.7
Oshkosh -----	14	640 218	14 788 352	38.6	Kimberly -----	99	57 774	29 086 464	75.8
Greenfield -----	15	560 396	15 348 748	40.0	Two Rivers -----	100	57 579	29 144 043	76.0
Fond du Lac -----	16	511 044	15 859 792	41.4	Lancaster -----	101	57 013	29 201 056	76.1
Wausau -----	17	508 482	16 368 274	42.7	Sturtevant -----	102	56 499	29 257 555	76.3
Sheboygan -----	18	442 094	16 810 368	43.8	Waupun ▲-----	103	56 436	29 313 991	76.4
Menomonee Falls -----	19	408 669	17 219 037	44.9	South Milwaukee -----	104	56 010	29 370 001	76.6
Marshfield ▲-----	20	395 142	17 614 179	45.9	Whitefish Bay -----	105	54 053	29 424 054	76.7
Ashwaubenon -----	21	386 852	18 001 031	46.9	Thiensville -----	106	52 515	29 476 569	76.9
West Bend -----	22	386 051	18 387 082	47.9	Bloomer -----	107	52 121	29 528 690	77.0
Stevens Point -----	23	353 711	18 740 793	48.9	Viroqua -----	108	52 104	29 580 794	77.1
Manitowoc -----	24	332 552	19 073 345	49.7	Tomahawk -----	109	48 928	29 629 722	77.3
Beloit -----	25	330 191	19 403 536	50.6	Mount Pleasant town -----	110	48 447	29 678 169	77.4
Monroe -----	26	317 033	19 720 569	51.4	Little Chute -----	111	48 044	29 726 213	77.5
Wisconsin Rapids -----	27	295 678	20 016 247	52.2	Chilton -----	112	47 727	29 773 940	77.6
Superior -----	28	295 490	20 311 737	53.0	Mayville -----	113	47 589	29 821 529	77.8
Glendale -----	29	279 008	20 590 745	53.7	Saukville -----	114	46 225	29 867 754	77.9
Greendale -----	30	261 564	20 852 309	54.4	Hartland -----	115	45 612	29 913 366	78.0
Chippewa Falls -----	31	244 498	21 096 807	55.0	Edgerton -----	116	44 437	29 957 803	78.1
Oconomowoc -----	32	230 391	21 327 198	55.6	Delafield -----	117	43 902	30 001 705	78.2
Neenah -----	33	209 264	21 536 462	56.2	Ladysmith -----	118	43 348	30 045 053	78.3
Franklin -----	34	200 747	21 737 209	56.7	De Forest -----	119	43 235	30 088 288	78.5
Middleton -----	35	199 664	21 936 873	57.2	Union Grove -----	120	43 155	30 131 443	78.6
Oak Creek -----	36	196 812	22 133 685	57.7	Verona -----	121	42 801	30 174 244	78.7
Onalaska -----	37	195 508	22 329 193	58.2	St. Francis -----	122	41 895	30 216 139	78.8
Rhineland -----	38	194 826	22 524 019	58.7	Sheboygan Falls -----	123	40 780	30 256 919	78.9
Beaver Dam -----	39	194 380	22 718 399	59.2	Jefferson -----	124	40 607	30 297 526	79.0
Rice Lake -----	40	192 811	22 911 210	59.7	Elm Grove -----	125	39 598	30 337 124	79.1
Monona -----	41	174 492	23 085 702	60.2	Columbus ▲-----	126	38 096	30 375 220	79.2
Watertown ▲-----	42	173 437	23 259 139	60.6	Waunakee -----	127	37 929	30 413 149	79.3
Hales Corners -----	43	171 844	23 430 983	61.1	Neillsville -----	128	37 373	30 450 522	79.4
Portage -----	44	157 632	23 588 615	61.5	Park Falls -----	129	37 356	30 487 878	79.5
Sun Prairie -----	45	157 137	23 745 752	61.9	Oconto -----	130	35 924	30 523 802	79.6
Hudson -----	46	155 408	23 901 160	62.3	West Salem -----	131	35 591	30 559 393	79.7
Menomonie -----	47	155 244	24 056 404	62.7	Algoma -----	132	35 406	30 594 799	79.8
Sturgeon Bay -----	48	151 545	24 207 949	63.1	Twin Lakes -----	133	34 441	30 629 240	79.9
Burlington ▲-----	49	149 083	24 357 032	63.5	West Milwaukee -----	134	33 761	30 663 001	80.0
Brown Deer -----	50	147 115	24 504 147	63.9	Caledonia town -----	135	33 717	30 696 718	80.0
Lake Geneva -----	51	144 950	24 649 097	64.3	Barron -----	136	33 158	30 729 876	80.1
Marinette -----	52	139 488	24 788 585	64.6	Plover -----	137	32 960	30 762 836	80.2
Antigo -----	53	134 970	24 923 555	65.0	Mosinee -----	138	32 791	30 795 627	80.3
Mequon -----	54	134 622	25 058 177	65.3	Seymour -----	139	32 269	30 827 896	80.4
Waupaca -----	55	126 436	25 184 613	65.7	Rothschild -----	140	31 703	30 859 599	80.5
Cedarburg -----	56	124 500	25 309 113	66.0	Brillion -----	141	31 265	30 890 864	80.5
Cudahy -----	57	124 466	25 433 579	66.3	Oconto Falls -----	142	29 934	30 920 798	80.6
Baraboo -----	58	121 686	25 555 265	66.6	Fox Point -----	143	29 596	30 950 394	80.7
Plymouth -----	59	120 864	25 676 129	67.0	Evansville -----	144	29 039	30 979 433	80.8
Shawano -----	60	119 980	25 796 109	67.3	Boscobel -----	145	28 274	31 007 707	80.9
New Berlin -----	61	117 388	25 913 497	67.6	Kiel ▲-----	146	28 021	31 035 728	80.9
Merrill -----	62	114 184	26 027 681	67.9	Lake Mills -----	147	27 636	31 063 364	81.0
Platteville -----	63	113 667	26 141 348	68.2	Oregon -----	148	27 291	31 090 655	81.1
Tomah -----	64	110 108	26 251 456	68.5	Mount Horeb -----	149	27 169	31 117 824	81.1
Menasha ▲-----	65	108 391	26 359 847	68.7	Brodhead -----	150	26 996	31 144 820	81.2
Fort Atkinson -----	66	108 050	26 467 897	69.0	Ellsworth -----	151	26 663	31 171 483	81.3
Grand Chute town -----	67	106 309	26 574 206	69.3	New Holstein -----	152	25 651	31 197 134	81.3
Ashland -----	68	104 388	26 678 594	69.6	Sussex -----	153	25 454	31 222 588	81.4
Prairie du Chien -----	69	100 399	26 778 993	69.8	Bayside ▲-----	154	24 651	31 247 239	81.5
Hartford ▲-----	70	100 235	26 879 228	70.1	Prescott -----	155	22 422	31 269 661	81.5
De Pere -----	71	99 053	26 978 281	70.3	Kewaunee -----	156	21 585	31 291 246	81.6
Mukwonago ▲-----	72	98 260	27 076 541	70.6	McFarland -----	157	21 137	31 312 383	81.6
Stoughton -----	73	96 813	27 173 354	70.9	Milton -----	158	19 062	31 331 445	81.7
Delavan -----	74	93 466	27 266 820	71.1	Peshigo -----	159	18 501	31 349 946	81.7
Richland Center -----	75	93 418	27 360 238	71.3	Nekoosa -----	160	18 154	31 368 100	81.8
New Richmond -----	76	88 430	27 448 668	71.6	Horicon -----	161	16 639	31 384 739	81.8
Medford -----	77	84 055	27 532 723	71.8	Omro -----	162	15 634	31 400 373	81.9
Grafton -----	78	80 781	27 613 504	72.0	Holmen -----	163	13 522	31 413 895	81.9
Whitewater ▲-----	79	80 325	27 693 829	72.2	Waterloo -----	164	12 139	31 426 034	81.9
Kaukauna -----	80	78 833	27 772 662	72.4	Menasha town (Winnebago County) -----	165	11 939	31 437 973	82.0
Reedsburg -----	81	76 825	27 849 487	72.6	Amery -----	166	11 426	31 449 399	82.0
Muskego -----	82	74 991	27 924 478	72.8	Paddock Lake -----	167	10 863	31 460 262	82.0
Black River Falls -----	83	74 788	27 999 266	73.0	East Troy -----	168	8 788	31 469 050	82.1
Port Washington -----	84	74 787	28 074 053	73.2	Kewaskum ▲-----	169	8 330	31 477 380	82.1
Ripon -----	85	73 632	28 147 685	73.4	Altoona -----	170	6 292	31 483 672	82.1

See footnotes at end of table.

RETAIL TRADE—GEOGRAPHIC AREA SERIES

Table 9. Places With 2,500 Inhabitants or More Ranked by Volume of Sales: 1992 —Con.

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

Geographic area	Rank ¹	Sales (\$1,000)	Cumulative		Geographic area	Rank ¹	Sales (\$1,000)	Cumulative	
			Sales (\$1,000)	Percent of State total				Sales (\$1,000)	Percent of State total
Wisconsin ▲—Con.					Wisconsin ▲—Con.				
North Fond du Lac	171	4 902	31 488 574	82.1	Fitchburg	(X)	(D)	(X)	(X)
Pleasant Prairie ▲	172	1 923	31 490 497	82.1	North Hudson	(X)	(D)	(X)	(X)
Allouez ▲	(X)	(D)	(X)	(X)	Prairie du Sac	(X)	(D)	(X)	(X)
Dodgeville	(X)	(D)	(X)	(X)					

¹Places with suppressed sales (if applicable) are listed at end of table rather than by rank to avoid disclosing data for individual companies.

Table 10. Counties Ranked by Volume of Sales: 1992

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A. For information on geographic areas followed by ▲, see appendix F]

Geographic area	Rank ¹	Sales (\$1,000)	Cumulative		Geographic area	Rank ¹	Sales (\$1,000)	Cumulative	
			Sales (\$1,000)	Percent of State total				Sales (\$1,000)	Percent of State total
Wisconsin ▲					Wisconsin ▲—Con.				
	(X)	38 350 527	38 350 527	100.0					
Milwaukee	1	7 139 542	7 139 542	18.6	Monroe	36	212 603	34 801 224	90.7
Dane	2	3 595 557	10 735 099	28.0	Calumet	37	196 829	34 998 053	91.3
Waukesha	3	3 092 112	13 827 211	36.1	Dunn	38	191 718	35 189 771	91.8
Brown	4	1 809 199	15 636 410	40.8	Lincoln	39	172 267	35 362 038	92.2
Outagamie	5	1 273 846	16 910 256	44.1	Shawano	40	171 285	35 533 323	92.7
Racine	6	1 267 323	18 177 579	47.4	Polk	41	165 995	35 699 318	93.1
Winnebago	7	1 262 580	19 440 159	50.7	Langlade	42	149 223	35 848 541	93.5
Rock	8	1 163 093	20 603 252	53.7	Vilas	43	148 037	35 996 578	93.9
La Crosse	9	1 010 537	21 613 789	56.4	Pierce	44	137 070	36 133 648	94.2
Kenosha	10	951 721	22 565 510	58.8	Ashland	45	135 225	36 268 873	94.6
Marathon	11	905 954	23 471 464	61.2	Juneau	46	130 338	36 399 211	94.9
Iowa	12	832 360	24 303 824	63.4	Oconto	47	121 630	36 520 841	95.2
Eau Claire	13	773 607	25 077 431	65.4	Washburn	48	117 148	36 637 989	95.5
Wood	14	756 797	25 834 228	67.4	Green Lake	49	114 753	36 752 742	95.8
Sheboygan	15	723 222	26 557 450	69.2	Clark	50	112 041	36 864 783	96.1
Washington	16	715 261	27 272 711	71.1	Crawford	51	111 822	36 976 605	96.4
Fond du Lac	17	669 961	27 942 672	72.9	Sawyer	52	110 456	37 087 061	96.7
Ozaukee	18	532 396	28 475 068	74.2	Jackson	53	103 602	37 190 663	97.0
Walworth	19	506 339	28 981 407	75.6	Vernon	54	103 480	37 294 143	97.2
Manitowoc	20	458 425	29 439 832	76.8	Trempealeau	55	102 786	37 396 929	97.5
Portage	21	447 561	29 887 393	77.9	Richland	56	99 817	37 496 746	97.8
Dodge	22	407 987	30 295 380	79.0	Taylor	57	96 099	37 592 845	98.0
Green	23	394 742	30 690 122	80.0	Waushara	58	93 044	37 685 889	98.3
Sauk	24	391 444	31 081 566	81.0	Price	59	85 756	37 771 645	98.5
Chippewa	25	390 789	31 472 355	82.1	Kewaunee	60	83 186	37 854 831	98.7
Jefferson	26	376 615	31 848 970	83.0	Burnett	61	67 625	37 922 456	98.9
Oneida	27	344 014	32 192 984	83.9	Rusk	62	61 038	37 983 494	99.0
St. Croix	28	336 320	32 529 304	84.8	Pepin	63	54 145	38 037 639	99.2
Columbia	29	332 334	32 861 638	85.7	Lafayette	64	51 966	38 089 605	99.3
Barron	30	328 070	33 189 708	86.5	Marquette	65	50 673	38 140 278	99.5
Douglas	31	322 923	33 512 631	87.4	Bayfield	66	48 402	38 188 680	99.6
Waupaca	32	309 279	33 821 910	88.2	Iron	67	40 232	38 228 912	99.7
Grant	33	293 807	34 115 717	89.0	Buffalo	68	39 159	38 268 071	99.8
Marinette	34	236 932	34 352 649	89.6	Adams	69	37 965	38 306 036	99.9
Door	35	235 972	34 588 621	90.2	Forest	70	28 018	38 334 054	100.0
					Florence	71	12 501	38 346 555	100.0
					Menominee	72	3 972	38 350 527	100.0

¹Counties with suppressed sales (if applicable) are listed at end of table rather than by rank to avoid disclosing data for individual companies.

Appendix A.

General Explanation

CENSUS COVERAGE AND METHODOLOGY

Structure and method of enumeration. Firms in the 1992 Census of Retail Trade were divided into the nonmail universe and mail universe. The coverage and the method of obtaining census information from each follow:

1. The nonmail universe consisted of firms which were not required to file a regular census return and included:
 - a. All nonemployers, i.e., all firms with no paid employment during 1992. Sales information for these firms was obtained from administrative records of other Federal agencies. Although consisting of many firms, nonemployers account for less than 5 percent of total retail sales.

The census included only those retail nonemployer firms which reported a sales volume of \$1,000 or more during 1992.

Data on nonemployers are provided in subsequent 1992 Census of Retail Trade reports; Non-employer Statistics (RC92-N-1) and Selected Statistics (RC92-SP-1).

- b. Selected small employers, i.e., single-establishment firms with payroll below a specified cutoff. (The term "employers" refers to all business firms with one or more paid employees at any time during 1992 as shown in the active administrative records of other Federal agencies.) Although the payroll cutoff varied by kind of business, small employers generally included firms with one to four employees and represented about 10 percent of total retail sales of establishments covered in the census.

Data on sales, payroll, and employment for employer firms below the payroll cutoff were derived or estimated from administrative records of other Federal agencies except for a sample of small employer firms. This sample was included in the mail universe.

2. The mail universe consisted of firms for which information was obtained by means of a mail canvass and included:
 - a. Large employers; i.e., all multiestablishment firms and all employer firms above the payroll size cutoff referred to in section 1b. Within this category, a report of company organization was conducted

periodically to identify firms which operated establishments at more than one location and to obtain information on payroll and mid-March employment at each location. The 1991 Report of Company Organization was used as a coverage check in the census. In the 1992 census, all multiestablishment firms were asked to notify the Census Bureau of any establishments for which a form was not received. Report forms were subsequently provided to the firms for these establishments.

- b. A sample of small employer firms referred to in section 1b. These firms were sent the census mailing packages containing the appropriate 1992 questionnaire. For the retail trade sector, the overall sample of small employer firms was 20.6 percent which varied by kind of business.

Method of classifying kinds of business. The retail trade classifications for all establishments were based on the *Standard Industrial Classification Manual: 1987*¹ (SIC). However, the method of assigning these classifications, and the level of detail at which establishments were classified, differed between the nonmail and mail universe as follows:

1. The nonmail universe.
 - a. Nonemployers were classified on the basis of information obtained from administrative records of other Federal agencies.
 - b. Selected small employers were classified on the basis of the most current census kind-of-business classification available from one of the Census Bureau's current sample surveys or the 1987 census. Otherwise, the classification was obtained from administrative records of other Federal agencies.

If the census or administrative record classifications proved inadequate (none corresponded to a 1992 census classification in the detail required for employers), the firm was sent a brief inquiry requesting information necessary to assign a 1992 census kind-of-business code.

¹*Standard Industrial Classification Manual: 1987*. For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402. Stock No. 041-001-00314-2.

- Establishments in the mail universe were classified on the basis of their self-designation, answers to questions on sales by merchandise line, and other special inquiries.

COMPARABILITY OF THE 1987 AND 1992 CENSUSES

The 1987 and 1992 censuses were conducted under similar conditions and procedures except for the following:

Geographic areas. The boundaries of a number of areas for which data are shown in the 1992 census are not the same as in the 1987 census because of annexations; other boundary changes; and redefinitions of metropolitan statistical areas (MSA's), primary metropolitan statistical areas (PMSA's), and consolidated metropolitan statistical areas (CMSA's).² In addition, data for consolidated cities are included in the 1992 census.

Data for special economic urban areas (SEUA's) with 10,000 inhabitants or more in Michigan, Minnesota, New York, and Wisconsin qualified for publication in the 1992 census. This included townships in Michigan and Minnesota and towns in New York and Wisconsin. However, Minnesota did not have any townships that met the publication criteria.

EXPLANATION OF TERMS

Establishments. An establishment is a single physical location at which business is conducted. It is not necessarily identical with a company or enterprise, which may consist of one establishment or more. Census of retail trade figures represent a summary of reports for individual establishments rather than companies. For cases where a census report was received, separate information was obtained for each location where business was conducted. When administrative records of other Federal agencies were used instead of a census report, no information was available on the number of locations operated. Estimates of this number were derived from a sample and are provided in the retail trade report, *Miscellaneous Subjects* (RC92-S-4). Each retail establishment was tabulated according to the physical location at which the business was conducted. The count of establishments represents those in business at any time during 1992. Appendix G provides a comparison of the number of establishments active any time during the year versus the number in business at the end of the year.

When two activities or more were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment. The entire establishment was classified on the basis of its major activity and all data for it were included in that

classification. However, when distinct and separate economic activities (for which different industry classification codes were appropriate) were conducted at a single location under a single ownership, and when conditions prescribed by the SIC manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were obtained in the census.

Leased departments are treated as separate establishments and are classified according to the kind of business they conduct. For example, a leased department selling shoes within a department store would be considered a separate retail establishment under the "shoe store" classification.

Firms. A firm is a business organization or entity consisting of one domestic establishment (location) or more under common ownership or control. All establishments of subsidiary firms are included as part of the owning or controlling firm. For the economic census, the terms "firm" and "company" are synonymous.

Sales. Sales include merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental or leasing of vehicles, equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; the total value of service contracts; and gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed on to the retailer.

Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade-in allowances are not deducted from total sales. Total sales do not include carrying or other credit charges; sales (or other) taxes collected from customers and forwarded to taxing authorities; commissions from vending machine operators; sales and receipts of departments or concessions operated by other firms; commissions or receipts from the sale of government lottery tickets; installment payments from leasing of vehicles, equipment, instruments, tools, etc. marketed under capital, finance, or full payout leases; and nonoperating income from such sources as investments, rental or sale of real estate, etc.

Sales in this report do not include retail sales made by manufacturers, wholesalers, service establishments, or other businesses whose primary activity is other than retail trade. They do include receipts other than from the sale of merchandise at retail, e.g., service receipts, sales to industrial users, and sales to other retailers, by establishments primarily engaged in retail trade.

Annual payroll. Payroll includes all forms of compensation such as salaries, wages, commissions, bonuses, vacation allowances, sick-leave pay, employee contributions to qualified pension plans, and the value of payments in kind (e.g., free meals and lodgings) paid during the year to all

²Newly defined metropolitan areas (MA's) were announced by the Office of Management and Budget (OMB) effective June 30, 1993.

employees. Tips and gratuities received by employees from patrons and reported to employers are included. For corporations, payroll includes amounts paid to officers and executives; for unincorporated businesses, it does not include profit or other compensation of proprietors or partners. Payroll is reported before deductions for social security, income tax, insurance, union dues, etc. This definition of payroll is the same as that used by the Internal Revenue Service (IRS) on form 941.

First-quarter payroll. This item consists of payroll, as defined above, paid to persons employed at any time during the quarter January to March 1992.

Paid employees for pay period including March 12. Paid employees consist of the full- and part-time employees, including salaried officers and executives of corporations, who were on the payroll during the pay period including March 12. Included are employees on paid sick leave, paid holidays, and paid vacations; not included are proprietors and partners of unincorporated businesses. The definition of paid employees is the same as that used on IRS form 941.

Auxiliary establishments. Each company included in this census was asked to identify and separately report auxiliary locations whose primary functions were to manage, administer, service, or support the activities of the other establishments of the company. Data presented in this report do not include auxiliary establishments. Data for auxiliaries are presented in a subsequent report issued as part of the 1992 Enterprise Statistics reports.

KIND-OF-BUSINESS CLASSIFICATIONS

Retail trade, SIC major groups 52 through 59 in the SIC manual, includes establishments primarily engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of the goods. Exceptions to this general rule are lumber yards; paint, glass, and wallpaper stores; typewriter stores; stationery stores; and gasoline service stations, which sell to both the general public for personal and household consumption and to businesses. These types of stores are included in retail trade even if a higher proportion of their sales is made to other than individuals for personal or household consumption. However, such establishments that sell their products only to institutional or industrial users and to other wholesalers and establishments that sell similar merchandise for use exclusively by business establishments are classified in wholesale trade.

Other important characteristics of retail trade establishments are that they are usually places of business; they are engaged in activities to attract the general public to buy; they buy or receive as well as sell merchandise; they may process their products, although processing is incidental or subordinate to selling; and they are considered as retail in the trade. Not all of these characteristics need be present and some are modified by trade practice.

The retail trade industries were covered in the 1992 Economic and Agriculture Census. However, retail establishments of the following types were excluded from census coverage:

1. Federal, State, and local government agencies that sold merchandise, other than liquor stores operated by State and local governments
2. Officers' clubs and officers' open messes (classified based on primary activity with a T/O code of 90); and public school lunch programs except those which operated on a fee or contract basis (classified based on primary activity with a T/O code of 55)

The following types of retail establishments were covered in the census:

1. Appliance stores owned by public utilities if the establishments were primarily engaged in selling appliances to customers
2. Liquor stores operated by State and local governments

Establishments covered by the census were assigned kind-of-business classifications according to the industry classifications defined in the 1987 SIC manual. When a more detailed classification than defined in the SIC manual was needed, additional kinds of business were identified within a SIC industry.

In general, retail establishments were classified according to the principal lines of commodities sold (groceries, hardware, etc.), or the usual trade designation (drug store, cigar store, etc.).

Kind-of-business classifications are not interchangeable with commodity classifications; most businesses sell several kinds of commodities. The kind-of-business code generally reflects either the individual commodity or the commodity group which is the primary source of the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the food stores classification excludes stores selling food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as food stores, some of their receipts may be derived from the sale of nonfood products. (Information on the extent to which various broad groups of commodities or merchandise lines are sold by different kinds of business is available in the 1992 Census of Retail Trade report, *Merchandise Line Sales*, RC92-S-3.)

Building Materials and Garden Supplies Stores (SIC Major Group 52)

This major group includes retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery stock; lawn

and garden supplies; and manufactured (mobile) homes. It includes lumber and other building materials dealers and paint, glass, and wallpaper stores selling to the general public, even if sales to contractors account for a larger proportion of total sales; these establishments are known as retail in the trade. Establishments primarily selling these products but not selling to the general public are classified in wholesale trade.

Lumber and other building materials dealers (SIC 521). Establishments primarily engaged in selling lumber, or lumber and a general line of building materials, to the general public. While these establishments may also sell to contractors, they are known as retail in the trade, even if sales to contractors account for a higher proportion of the sales. The lumber they sell may include rough and dressed lumber, flooring, molding, doors, sashes, frames, and other millwork. The building materials may include roofing, siding, shingles, wallboard, paint, brick, tile, cement, sand, gravel, and other building materials and supplies. For lumber yards, at least 32 percent of sales must be from the sale of lumber and millwork. Hardware is often an important line of retail lumber and building materials dealers. Also included in this group are home centers. These are retail establishments that sell both lumber and building materials and hardware. Additionally, they must sell at least 5 of the following merchandise lines: housewares, tools (power and/or hand), floor coverings, electrical supplies, kitchen cabinets, plumbing and bath supplies, lawn and garden products, paints and/or sundries, windows and/or doors, roofing, wallcoverings, ceiling products and materials, lawn and garden supplies, and appliances. Establishments not selling to the general public or known in the trade as wholesale are classified in SIC 503.

Paint, glass, and wallpaper stores (SIC 523). Establishments primarily engaged in selling paint, glass, and wallpaper, or any combination of these lines, to the general public. While these establishments may also sell to contractors, they are known as retail in the trade, even if sales to contractors account for a higher proportion of the sales. Establishments which do not sell to the general public are classified in wholesale trade.

Hardware stores (SIC 525). Establishments primarily engaged in selling a number of basic hardware lines, such as tools, builders' hardware, locks and other security hardware, paint and glass, housewares, household appliances, cutlery, and building materials, no one of which accounts for 50 percent or more of the sales of the establishments.

Retail nurseries, lawn and garden supply stores (SIC 526). Establishments primarily engaged in selling trees, shrubs, other plants, seeds, bulbs, mulches, soil conditioners, fertilizers, pesticides, garden tools, and other garden supplies to the general public. These establishments primarily sell products purchased from others, but

may sell some plants which they grow themselves. Establishments primarily engaged in growing trees, shrubs, other plants, seeds, and bulbs are classified in SIC major group 01, and those growing Christmas trees are classified in SIC major group 08.

Manufactured (mobile) home dealers (SIC 527). Establishments primarily engaged in the retail sale of new and used mobile homes, parts and equipment. Establishments primarily selling travel trailers and campers are classified in SIC 5561 and those primarily selling utility trailers are classified in SIC 5599.

General Merchandise Stores (SIC Major Group 53)

This major group includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise stores, catalog showrooms, warehouse clubs, and general stores. Establishments primarily engaged in selling used general merchandise are classified in SIC 593, and those selling general merchandise by mail, vending machine, or direct selling are classified in SIC 596.

Department stores (SIC 531). Retail stores normally having 50 employees or more, having sales of apparel and soft goods combined amounting to 20 percent or more of total sales, and selling each of the following groups of merchandise:

1. Household linens, dry goods, furniture, home furnishings, appliances, and radio and TV sets
2. A general line of apparel for the family

The employment and lines of merchandise sold in leased departments are both taken into account when classifying a department store.

To qualify as a department store, sales of each of the lines listed above must be less than 80 percent of total store sales. An establishment with total sales of \$10 million or more is classified as a department store even if sales of one of the merchandise lines listed above exceed the maximum percent of total sales, provided that the sales of the other group is \$1 million or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Due to the relatively high level of leased department activity in department stores, department store sales have been separately presented for the following classifications:

Department stores (including leased depts.)

Department stores (excluding leased depts.)

For States and for areas with 10,000 retail establishments or more, the following subcategories of department stores also are presented:

Conventional department stores (SIC 531 pt.). Establishments which satisfy the criteria of a department store (see above) and:

1. Usually provide check-out service and customer assistance (sales persons) within each department
2. May have a catalog order service
3. Are not affiliated with a company which operates similar establishments on a national basis

These stores often sell:

1. Soft goods and hard goods which are primarily nationally advertised brands
2. Appliances which are serviced by another company
3. Limited lines of merchandise through seasonal or special catalogs

Discount or mass merchandising department stores (SIC 531 pt.). Establishments which satisfy the criteria of a department store (see above) and usually:

1. Convey the image of a high-volume, fast turnover outlet selling a variety of merchandise for less than conventional prices
2. Provide centralized check-out service
3. Sell merchandise through self-service with minimal customer assistance provided in any department
4. Do not have a catalog order service

These stores often sell:

1. Soft goods which are usually their own corporate brands or are unbranded
2. Hard goods which are primarily nationally advertised brands
3. Appliances which are serviced by another company

National chain department stores (SIC 531 pt.). Establishments which satisfy the criteria of a department store (see above) and:

1. Usually provide check-out service and customer assistance (sales persons) within each department
2. Usually have a catalog order service
3. Are affiliated with a company which operates similar establishments on a national basis

These stores often sell:

1. Soft goods and hard goods which are their own corporate brands or are unbranded
2. Appliances which are serviced by their own company

Variety stores (SIC 533). Establishments primarily engaged in the retail sale of a variety of merchandise in the low and popular price ranges. Sales usually are made on a cash-and-carry basis, with the open selling method of display and customer selection of merchandise. These stores generally do not carry a complete line of merchandise, are not departmentalized, do not carry their own charge service, and do not deliver merchandise.

Miscellaneous general merchandise stores (SIC 539). Establishments primarily engaged in the retail sale of a general line of apparel, dry goods, hardware, housewares or homefurnishings, groceries, and other lines in limited amounts. Stores selling commodities covered in the definition for department stores but normally having less than 50 employees, and stores usually known as country or general stores are included here. Also included are most catalog showrooms. Establishments primarily engaged in the retail sales of merchandise by catalog, mail, or television order are classified in SIC 5961.

Warehouse clubs (SIC 539 pt.). Establishments primarily engaged in the retail sale of general lines of merchandise such as groceries; automotive tires, batteries, parts, and accessories; audio and video equipment; household appliances; office equipment and supplies; apparel; and books through warehouse-based operations. These establishments are sometimes known as membership warehouse clubs.

Catalog showrooms (SIC 539 pt.). Establishments primarily engaged in the retail sale of general lines of merchandise such as homefurnishings, housewares, jewelry, radios, televisions, stereo equipment, and sporting goods. Inventory is stored at the location but not usually on display. Customers order using a catalog and wait while the merchandise is being delivered from the stock room.

Other miscellaneous general merchandise stores (SIC 539 pt.). Establishments primarily engaged in the retail sale of several lines of merchandise such as piece goods, men's and women's apparel and accessories, dry goods, hardware, housewares, homefurnishings, and other lines in limited amounts. Included in this industry are stores selling commodities covered in the definition for industry 5311, but normally having less than 50 employees. Also included are stores known as country general stores.

Food Stores (SIC Major Group 54)

This major group includes retail stores primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared foods and drinks for consumption on the premises are classified in major group 58, and stores primarily engaged in selling packaged beers and liquors are classified in SIC 5921.

Grocery stores (SIC 541). Establishments primarily selling (1) a wide variety of canned or frozen foods such as vegetables, fruits, and soups; (2) packaged or bulk dry groceries such as tea, coffee, cocoa, dried fruits, spices, sugar, flour, and crackers, and (3) other processed foods and nonedible grocery items. These establishments often sell smoked and prepared meats, fresh fish and poultry, fresh vegetables and fruits, and fresh or frozen meats.

Supermarkets and other general-line grocery stores (SIC 541 pt.). Establishments commonly known as supermarkets, food stores, grocery stores, and food warehouses primarily engaged in the retail sale of a wide variety of grocery store merchandise. Customers normally make large, volume purchases from these stores.

Convenience food stores (SIC 541 pt.). Establishments primarily engaged in the retail sale of a medium variety of canned goods, dairy products, pre-packaged meats, and other grocery items in limited amounts. They also may sell newspapers, magazines, refreshment items, cigarettes, beer, wine, and novelties. Customers normally utilize a convenience store to purchase a few items, whereas grocery stores are utilized for large, volume purchases. Convenience stores normally have a maximum of two check-out counters; less than 2,500 square feet of total under-roof floor space; a small, private parking lot; and hours of operation which normally extend beyond those of traditional grocery stores. Establishments primarily selling convenience store items but also selling gasoline are classified in kind of business 541130.

Convenience food/gasoline stores (SIC 541 pt.). These are establishments that satisfy the criteria of a convenience food store and also sell gasoline; however, gasoline sales may not exceed 49 percent of total sales. Establishments selling convenience store items but primarily selling gasoline are classified in kind of business 554130.

Delicatessens (SIC 541 pt.). Establishments primarily engaged in the retail sale of cold cuts, oven-roasted meats, bread, and other grocery items. They often prepare sandwiches for carry-out and party platters, and may prepare gourmet platters for take-home consumption.

Meat and fish (seafood) markets (SIC 542). Establishments primarily engaged in the retail sale of fresh, frozen or cured meats, fish, shellfish, and other seafoods. They

may also sell poultry, dairy products, eggs, and other commodities. Meat markets may butcher animals on their own account, or they may buy from others. This industry includes freezer and locker meat provisioners. Food locker plants primarily engaged in renting locker space for the storage of food products for individual households are classified in industry 4222. Establishments primarily engaged in the retail sale of food via frozen food plans delivered to households or individuals are classified in SIC 5963, and establishments primarily engaged in the retail sale of poultry are classified in SIC 549.

Fruit and vegetable markets (SIC 543). Establishments primarily selling fresh fruits and fresh vegetables. They frequently also carry a limited line of grocery items. They are often found in public or municipal markets, or roadside stands. However, roadside stands of farmers selling only their own produce are classified in SIC major group 01.

Candy, nut, and confectionery stores (SIC 544). Establishments primarily engaged in selling nuts, popcorn, boxed or bulk candy and other confections such as candied fruits, and chewing gum. Ice cream, frozen yogurt, and soft drinks are often sold in these stores. Candy or confectionery stores making their own products, and candy and popcorn stands in theaters are classified here.

Dairy products stores (SIC 545). Establishments primarily engaged in the retail sale of packaged dairy products such as milk, cream, butter, cheese, and related products to over-the-counter customers. Ice cream and frozen yogurt stands are classified in SIC 5812 and establishments selling ice cream and similar products from trucks or wagons are classified in SIC 5963. Establishments primarily engaged in processing and distributing milk and cream are classified in SIC 2026.

Retail bakeries (SIC 546). Establishments primarily engaged in the retail sale of bakery products. The products may be purchased from others or made on the premises. Establishments manufacturing bakery products for the trade are classified in SIC 2051 and those purchasing bakery products and selling them house to house are classified in SIC 5963.

Retail bakeries—baking and selling (SIC 546 pt.). Establishments selling, over the counter, bakery products such as breads, rolls, cakes, cookies, and pies at least part of which are baked on the premises.

Retail bakeries—selling only (SIC 546 pt.). Establishments primarily engaged in the retail sale of bakery products such as breads, cakes, and pies none of which are produced on the premises.

Miscellaneous food stores (SIC 549). Establishments primarily engaged in the retail sale of specialized foods, not elsewhere classified, such as eggs, poultry, health

foods, vitamins, spices, herbs, coffee, and tea. The poultry stores may sell live poultry, slaughter and clean poultry for their own account, and sell dressed fowls or sell fowls cleaned and dressed by others.

Automotive Dealers and Gasoline Service Stations (SIC Major Group 55)

This major group includes retail dealers selling new and used automobiles, boats, recreational vehicles and utility trailers, and motorcycles and mopeds; dealers selling new automobile parts and accessories; and gasoline service stations selling gasoline and lubricating oils. Automobile repair shops maintained by establishments engaged in the sale of new automobiles also are included unless reported separately.

New and used car dealers (SIC 551). Establishments primarily engaged in the sale of new automobiles or new and used automobiles. These establishments have a franchise for the sale of new domestic and/or new imported automobiles. They frequently maintain repair departments and carry stocks of replacement parts, tires, batteries, and automotive accessories. These establishments also frequently sell pickups and vans at retail.

Used car dealers (SIC 552). Establishments primarily engaged in selling used cars and not holding a franchise for the sale of new passenger cars. Some of these dealers may sell a small quantity of trucks and farm equipment. Some maintain repair and service departments. These establishments also frequently sell used pickups and vans at retail.

Auto and home supply stores (SIC 553). Establishments primarily engaged in the retail sale of auto supplies such as automotive batteries, parts, accessories; and sundry supplies such as polishes, paint, and decorative items. Establishments where used tires, batteries, and accessories exceed 49 percent of total sales are classified in SIC 501.

Auto parts, tires, and accessories stores (SIC 553 pt.). Establishments primarily engaged in the retail sale of new automotive tires and tubes. These establishments frequently have facilities for tire recapping and vulcanizing. These establishments also sell auto supplies such as automotive batteries, parts, and accessories. Establishments engaged in producing and installing custom-made seat covers for household users are included here.

Home and auto supply stores (SIC 553 pt.). Establishments primarily engaged in selling a combination of lines such as tires, batteries and accessories; household appliances; sporting goods; housewares and hardware. These differ from tire, battery, and accessory stores in that, although the largest merchandise line sales may be in automotive parts, accessories, and repairs, a considerable amount of sales also are made in nonautomotive lines.

Gasoline service stations (SIC 554). Establishments primarily engaged in selling gasoline and automotive lubricants. These establishments frequently sell other merchandise such as tires, batteries, accessories, and other automobile parts or perform minor repair work. Establishments called garages but deriving more than half of their receipts from the sale of gasoline and automotive lubricants are included. Gasoline stations combined with other activities such as grocery stores, convenience stores, or car washes are classified based on primary activities as determined by sales.

Gasoline/convenience food stores (SIC 554 pt.). Establishments primarily engaged in the retail sale of gasoline and automotive lubricants and also sell a line of convenience store items such as milk, eggs, bread, beer, pet food, detergents, etc. Establishments selling gasoline and lubricants but primarily selling convenience food items are classified in SIC 541.

Other gasoline service stations and truck stops (SIC 554 pt.). Establishments primarily engaged in selling gasoline and automotive lubricants. These establishments usually sell tires, batteries, and accessories and perform related services. They also may do minor repair work. Truck stops primarily sell diesel fuel to truckers. They also may sell gasoline and lubricants, provide repair services, and operate a restaurant or motel as part of the truck stop establishment. They normally are open on a 24-hour per day basis.

Boat dealers (SIC 555). Establishments primarily engaged in the retail sale of new and used motorboats and other watercraft including parts, accessories, marine supplies, and outboard motors.

Recreational vehicle dealers (SIC 556). Establishments primarily engaged in the retail sale of new and used motor homes, recreational trailers, and campers (pickup coaches) including parts and accessories. Establishments primarily engaged in the retail sale of manufactured (mobile) homes are classified in SIC 527, and those primarily selling utility trailers are classified in SIC 559.

Motorcycle dealers (SIC 557). Establishments primarily engaged in the retail sale of new and used motorcycles, including motor scooters, mopeds, all-terrain vehicles, and parts and accessories.

Automotive dealers, not elsewhere classified (SIC 559). Establishments primarily engaged in the retail sale of new and used automotive vehicles, utility trailers, and automotive equipment and supplies, not elsewhere classified, such as snowmobiles, dunebuggies, and go-carts. Also included are establishments primarily engaged in the retail sale of aircraft.

Apparel and Accessory Stores (SIC Major Group 56)

This major group includes retail stores primarily engaged in selling clothing of all kinds and related articles for

personal wear and adornment. Not included are establishments which meet the criteria for Department Stores (SIC 531) or Miscellaneous General Merchandise Stores (SIC 539) even though most of their receipts are from the sale of apparel and apparel accessories.

Men's and boys' clothing and accessory stores (SIC 561). Establishments primarily engaged in selling men's and boys' ready-to-wear clothing and accessories. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise stores) account for 50 percent or more of total sales and (2) receipts from sales of all men's and boys' apparel are three or more times the receipts from sales of all women's and girls' apparel.

Women's clothing stores (SIC 562). Establishments primarily engaged in selling women's and girls' ready-to-wear apparel. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise stores) account for 50 percent or more of total sales, (2) sales of all women's and girls' apparel are three or more times the sales of all men's and boys' apparel, and (3) sales of dresses, skirts, slacks, coats, suits, and furs are two or more times greater than the sales of millinery, hosiery, underwear, blouses, handbags, and other apparel and accessories. Custom tailors primarily engaged in making women's clothing to individual order are classified in SIC 569.

Women's accessory and specialty stores (SIC 563). Establishments primarily engaged in selling women's accessories and specialties such as millinery, hats, foundation garments, lingerie, hosiery, costume jewelry, gloves, handbags, and fur including custom-made.

Furriers and fur shops (SIC 563 pt.). Establishments primarily engaged in making fur coats and other fur apparel to custom order and selling ready-made fur coats and other fur apparel. If fur repair and storage are the chief sources of receipts, the establishments are classified in Services, SIC 7219.

Other women's accessory and specialty stores (SIC 563 pt.). Establishments primarily engaged in selling a specialized line of women's accessories such as blouses, knitwear, hosiery, hats, foundation garments, negligees, costume jewelry, gloves and handbags. Juniors' and misses' accessory and specialty apparel is classified here.

Children's and infants' wear stores (SIC 564). Establishments primarily engaged in the retail sale of children's and infants' clothing, furnishings, and accessories. They may specialize in either children's or infants' wear or sell a combination of children's and infants' wear.

Family clothing stores (SIC 565). Establishments primarily engaged in selling clothing, furnishings, and accessories for men, women, and children, without specializing

in sales for an individual sex or age group. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise stores) account for 50 percent or more of their total sales, and (2) sales of apparel items for an individual sex or age group are not more than three times the sales of all other apparel items.

Men's shoe stores (SIC 566 pt.). Establishments primarily engaged in selling men's and boys' shoes and other footwear. Establishments selling women's and girls' and/or children's and infants' footwear are included in this classification, if sales of men's and boys' footwear are more than three times the combined sales of women's, girls', children's, and infants' footwear.

Women's shoe stores (SIC 566 pt.). Establishments primarily engaged in selling women's and girls' shoes and other footwear. Establishments selling men's and boys' and/or children's and infants' footwear are included in this classification, if sales of women's and girls' footwear are more than three times the combined sales of men's, boys', children's, and infants' footwear.

Children's and juveniles' shoe stores (SIC 566 pt.). Establishments primarily engaged in selling children's and infants' shoes and other footwear. Establishments selling men's, boys', and/or women's and girls' footwear are included in this classification, if sales of children's and infants' footwear are more than three times the combined sales of men's, boys', women's, and girls' footwear.

Family shoe stores (SIC 566 pt.). Establishments primarily engaged in selling both men's and women's shoes and other footwear; they may or may not sell children's shoes. Frequently, they also sell accessories such as hosiery, gloves, and handbags. Establishments are included in this classification, if sales of any one of the three major groupings (men's and boys' footwear, women's and girls' footwear, and children's and infants' footwear) are not more than three times the sales of the other two groups combined.

Athletic footwear stores (SIC 566 pt.). Establishments primarily engaged in selling athletic shoes for activities such as tennis, jogging, baseball, softball, basketball, boxing, racquetball, football, volleyball, etc. These establishments may also sell athletic apparel.

Miscellaneous apparel and accessory stores (SIC 569). Establishments primarily engaged in the retail sale of specialized lines of apparel and accessories, not elsewhere classified, such as uniforms, bathing suits, raincoats, riding apparel, sports apparel, umbrellas, wigs, and toupees. This industry also includes custom tailors primarily engaged in making and selling men's and women's clothing, except fur apparel. Establishments primarily engaged in making fur apparel to custom order are classified in SIC 563.

Furniture and Homefurnishings Stores (SIC Major Group 57)

This major group includes retail stores selling goods used for furnishing the home such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electric and gas appliances. Establishments selling electric and gas appliances are included in this group only if the major part of their sales consists of articles for home use. These stores also may perform repair work on household appliances, radios, televisions, and stereo equipment; but establishments primarily engaged in repair of these products are classified in SIC 76. Dealers primarily engaged in selling antique and secondhand furniture are classified in SIC 5932. Stores furnishing interior decorating service are classified according to the merchandise handled. Stores primarily engaged in selling furnishings in conjunction with an interior decorator service are classified according to the merchandise handled; if the interior designer primarily advises clients on selection of merchandise, the establishment is classified in SIC 7389.

Furniture stores (SIC 5712). Establishments primarily engaged in selling new household furniture, beds, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, phonographs, radios, television sets, and floor coverings, provided the receipts from sales of furniture and sleep equipment exceed those from sales of other merchandise. Furniture warehouse showrooms, sleep shops and waterbed stores, and specialty furniture stores such as baby furniture stores, are classified here. If sales of new office furniture account for more than half of the total sales, the establishments are classified in SIC 502120.

Floor covering stores (SIC 5713). Establishments primarily engaged in the retail sale of rugs, carpets, linoleum, floor tile, and related products. Stores selling ceramic (wall or floor) tile are classified in SIC 521130. Establishments included in this industry may incidentally perform installation but contractors primarily engaged in installing floor coverings for others are classified in SIC 1743 or 1752.

Drapery, curtain, and upholstery stores (SIC 5714). Establishments primarily engaged in selling draperies, curtains, slipcovers, and upholstery materials. Establishments primarily selling custom-made draperies and slipcovers for household use also are included. Establishments primarily engaged in reupholstering or repairing furniture are classified in SIC 7641.

Miscellaneous homefurnishings stores (SIC 5719). Establishments primarily engaged in the retail sale of miscellaneous homefurnishings such as china, glassware, and metalware for kitchen and table use; bedding and linen; brooms and brushes; lamps and shades; mirrors and pictures; and venetian blinds and window shades. Establishments primarily engaged in the retail sale of miscellaneous homefurnishings by house-to-house canvass or by party-plan merchandising are classified in SIC 5963.

Household appliance stores (SIC 572). Establishments primarily engaged in the retail sale of electric and gas refrigerators, stoves, microwave ovens, home freezers, and other household appliances such as electric irons, percolators, hot plates, vacuum cleaners, sewing machines, dehumidifiers, and self contained room air-conditioners. Many such stores also sell radios and television sets.

Radio, television, and electronics stores (SIC 5731). Establishments primarily engaged in the retail sale of radios, television sets, compact disc players, record players, high fidelity (hi-fi) sound reproducing equipment, and other consumer electronics equipment. Such establishments also may sell additional lines such as household appliances, computers, computer peripheral equipment, software, musical instruments, and records. Establishments in this industry may perform incidental installation and repair work on radios, televisions, and other consumer electronics equipment. Establishments primarily engaged in the installation and repair of these products are classified in SIC 7622.

Computer stores (SIC 5734 pt.). Establishments primarily engaged in the retail sale of computer hardware and peripheral equipment such as printers, disk drives, etc. Computer software and computer furniture frequently are sold in these establishments.

Computer software stores (SIC 5734 pt.). Establishments primarily engaged in the retail sale of prepackaged (off-the-shelf) computer software. Computer furniture, peripheral equipment, books, supplies, and accessories are frequently sold in these establishments.

Record and prerecorded tape stores (SIC 5735). Establishments primarily engaged in selling phonograph records, compact discs, and prerecorded audio and video tapes and discs. Establishments primarily engaged in the retail sale of computer software are classified in SIC 5734 and those primarily engaged in the rental of video tapes in SIC 7841.

Musical instrument stores (SIC 5736). Establishments primarily engaged in selling musical instruments such as organs, pianos, horns, stringed instruments, and percussion instruments; sheet music; and similar supplies.

Eating and Drinking Places (SIC Major Group 58)

This major group includes retail establishments engaged in selling prepared foods and drinks for consumption on the premises. Also included are caterers which serve prepared food other than at the place of business and lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption. In-plant food contractors are included here as well as leased eating and drinking concessions in hotels, motels, sports arenas, and other amusement places.

Restaurants (SIC 5812 pt.). Establishments primarily engaged in serving prepared food and beverages. Included here are only those establishments in which waiters/waitresses take orders from patrons while the patrons are seated at a counter, booth, or table. They often serve alcoholic beverages. Establishments in which sales of alcoholic beverages for consumption on the premises exceed sales of prepared food and nonalcoholic beverages are classified in Drinking Places (SIC 5813).

Cafeterias (SIC 5812 pt.). Establishments engaged in serving a wide variety of prepared food and beverages primarily through the use of a cafeteria line where customers make selections from displayed items. Some limited waiter/waitress service may be provided. Table and/or booth seating facilities are usually provided.

Refreshment places (SIC 5812 pt.). Establishments primarily engaged in selling limited lines of refreshments and prepared food. Included in this group are establishments which prepare items such as chicken and hamburgers for consumption either on or near the premises or for "take-home" consumption. Such establishments do not have waiter/waitress service where the patron's order is taken while the patron is seated at a table, booth, or counter.

Other eating places (SIC 5812 pt.). This includes social caterers, contract feeding and ice cream and frozen yogurt shops. See following descriptions.

Social caterers (SIC 5812 pt.). Establishments primarily engaged in serving prepared food and beverages for weddings, banquets, etc. at a hall or similar dedicated facility rather than at a fixed business location. Such establishments also may arrange for some entertainment but entertainment should be a minor part of the business. (Separate data are shown only at the national level.)

Contract feeding (SIC 5812 pt.). Establishments primarily engaged in providing food service under contract to another company; hospital; or governmental, penal, or educational institution. The facilities and personnel of these establishments may be provided by the contracting company, institution, etc., but the management must always be supplied by the contractor. (Separate data are shown only at the national level.)

Ice cream and frozen yogurt shops (SIC 5812 pt.). Establishments primarily engaged in selling ice cream, frozen yogurt, or other frozen ices for consumption either on or near the premises. "Take-home" packages also may be provided for ice cream sold in bulk. (Separate data are shown only at the national level.) Establishments known as ice cream or yogurt shops but primarily selling hamburgers, hot dogs, etc. are classified in SIC 581240.

Drinking places (SIC 5813). Establishments primarily engaged in the retail sale of alcoholic drinks such as beer,

ale, wine, and liquor for consumption on the premises. The sale of food frequently accounts for a substantial portion of the receipts of these establishments. Meals may or may not be served.

Miscellaneous Retail Stores (SIC Major Group 59)

This major group includes retail establishments not elsewhere classified. These establishments fall into the following categories: drug stores and proprietary stores; liquor stores; used merchandise stores; miscellaneous shopping goods stores; nonstore retailers, fuel dealers, florists, cigar stores and stands, news dealers and newsstands, and miscellaneous retail stores not elsewhere classified.

Drug stores (SIC 591 pt.). Establishments primarily engaged in the retail sale of prescription drugs. They may carry a number of related lines such as cosmetics, toiletries, tobacco, and novelty merchandise and may operate a soda fountain or lunch counter. Some of these stores sell small electrical appliances, window fans, dishes, lawn chairs, and similar products. Drug stores are classified here if any prescriptions are sold or if there is an indication that a pharmacist is employed. These stores are classified on the basis of their usual trade designation rather than on the stricter interpretation of commodities handled.

Proprietary stores (SIC 591 pt.). Establishments generally selling the same merchandise as drug stores, except that prescriptions are not filled and sold.

Liquor stores (SIC 592). Establishments primarily engaged in selling packaged alcoholic beverages such as ale, beer, wine, and liquor for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

Used merchandise stores (SIC 593). This industry includes stores primarily engaged in the retail sale of used merchandise, antiques, and secondhand goods such as clothing and shoes; furniture; books and rare manuscripts; musical instruments; office furniture; phonographs and phonograph records; and store fixtures and equipment. The industry also includes pawnshops. Dealers primarily engaged in selling used motor vehicles, trailers, and boats are classified in major group 55; and those primarily selling used mobile homes in SIC 5271. Establishments primarily selling used automobile parts and accessories are classified in SIC 5015 and scrap and waste dealers are classified in SIC 5093. Establishments primarily engaged in automobile repair are classified in SIC 753.

General-line sporting goods stores (SIC 5941 pt.). Establishments primarily engaged in selling a general line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports; and gymnasium and playground equipment.

Specialty-line sporting goods stores (SIC 5941 pt.). Establishments specializing in a maximum of four lines of sporting goods and equipment such as guns, bicycles, trophies, skiing, golfing, bowling, and billiards equipment. These stores may also sell parts and/or accessories for the specialized line and often rent and/or repair the line they sell. Sales of motorcycles and motor scooters (including mopeds) are classified in SIC 5571. Establishments primarily engaged in the retail sale of athletic footwear are classified in SIC 5661.

Book stores (SIC 5942). Establishments primarily engaged in selling new books and periodicals. Stationery and related items may also be sold. The subclassifications are general, specialty, and college book stores. Book clubs (not engaged in publishing) primarily selling new books through the mail are included in mail-order houses (SIC 5961). Establishments primarily engaged in the sale of used books are classified in SIC 593.

Stationery stores (SIC 5943). Establishments primarily engaged in the retail sale of stationery such as paper and paper products (including printing and engraving), post cards, novelties, and school supplies. These establishments also may sell additional lines of office type supplies such as accounting and legal forms, blankbooks and forms, and office forms and supplies. Establishments primarily engaged in selling office supply forms and supplies are classified in SIC 5112. Stores specializing in the sale of artists' supplies are classified in SIC 5999.

Jewelry stores (SIC 5944). Establishments primarily engaged in the retail sale of any combination of the lines of jewelry such as diamonds and other precious stones; rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks. Stores primarily engaged in watch and jewelry repair are classified in SIC 7631. Establishments primarily engaged in selling costume jewelry are classified in kind of business 563210.

Hobby, toy, and game shops (SIC 5945). Establishments primarily engaged in the retail sale of toys, games, and hobby and craft kits and supplies. Establishments primarily engaged in selling artists' supplies or collectors' items such as coins, stamps, and autographs are classified in SIC 5999.

Camera and photographic supply stores (SIC 5946). Establishments primarily engaged in the retail sale of cameras, film, and other photographic supplies and equipment. Establishments primarily engaged in the retail sale of video cameras are classified in SIC 5731. Establishments primarily engaged in finishing films are classified in SIC 7384.

Gift, novelty, and souvenir shops (SIC 5947). Establishments primarily engaged in the retail sale of combined lines of gifts and novelty merchandise, souvenirs, greeting cards, holiday decorations, and miscellaneous small art goods.

Luggage and leather goods stores (SIC 5948). Establishments primarily engaged in the retail sale of luggage, trunks, and leather goods, except apparel.

Sewing, needlework, and piece goods stores (SIC 5949). Establishments primarily engaged in the retail sale of sewing supplies, fabrics, patterns, yarn, and other needlework accessories.

Catalog and mail-order houses (SIC 5961). Establishments primarily selling merchandise as a result of orders received by catalog, mail, or television order. Customers are made aware of goods available for sale through catalogs, mailing pieces, advertisements in newspapers and magazines, advertising on radio and television, and by operating catalog stores that carry little stock other than display items. They receive their orders by phone or mail and fill most of their orders by mail. These establishments do not ordinarily maintain stock for sale on the premises. Departmentalized retail stores normally with 50 employees or more and operated by mail-order houses and selling a general line of merchandise are classified in SIC 531. Retail stores normally with less than 50 employees and operated by mail-order houses and selling a general line of merchandise are classified in SIC 539. Establishments primarily engaged in mail-order sales of computer hardware and/or software and television order (home shopping) sales are included within the classification.

Mail-order houses, department store merchandise (SIC 5961 pt.). These are mail-order houses selling the following lines of merchandise; furniture; homefurnishings; appliances; radio and TV sets; household linens and dry goods; and apparel with the same percentage requirements of a department store.

Mail-order houses, other general merchandise (SIC 5961 pt.). These are mail-order houses selling a variety of merchandise but not meeting the criteria of a department store (see SIC 5311 for criteria).

Mail-order houses, specialized (SIC 5961 pt.). These are mail-order houses which primarily sell a single item or a group of related items such as foods; apparel and accessories; computers and computer software; appliances, TV's, audio equipment, furniture, floor coverings, kitchenware, and homefurnishings; books and stationery; proprietary medicines; antiques; used merchandise; sporting goods; silverware; cigars and cigarettes; cameras and photographic equipment; gifts and novelties; optical goods; leather goods; artists' supplies; pet goods; hobby equipment; and toys and games. Sales of a single or related group of items must exceed 49 percent.

Automatic merchandising machine operators (SIC 5962). Establishments primarily engaged in the retail sale of products by automatic merchandising units (vending machines) which are generally located on the premises of other

businesses. This industry does not include coin-operated service machines such as washers and dryers (SIC 7215), music machines and amusement game machines (SIC 7993), lockers and scales (SIC 7299), or insurance policies sold through vending machines (SIC 63). The "establishment" is the location from which the vending route (or routes) is serviced, not the number of vending machines or the number of business locations in which vending machines are located.

Direct selling establishments (SIC 5963). Establishments primarily engaged in selling merchandise by house-to-house canvass, by party plan, by telephone, or from trucks or wagons or other temporary locations. The "establishment" is the location from which the canvassers operate. Canvassers who do not have any paid help are excluded from the tabulations in this report. In some tabulations at the national level, direct selling organizations are divided into subclassifications on the basis of the merchandise they sell. The subclassifications are furniture, homefurnishings, and equipment; mobile food service; books and stationery; and other direct selling.

Direct selling, furniture, homefurnishings, and equipment (SIC 5963 pt.). These are establishments primarily engaged in direct selling of furniture, baby furniture, floor coverings, draperies, curtains, china, glassware, kitchen utensils, cutlery, plastic housewares, brooms and brushes, lamps and shades, mirrors and pictures, venetian blinds and window shades, radios and television sets and parts, household appliances such as refrigerators and broilers, and other homefurnishings. Sales of these items must exceed 49 percent of total sales. Sellers of brushes and other cleaning aids are classified here. Sellers by the party plan where the salesperson conducts parties in order to assemble customers are also included here.

Direct selling, mobile food service (SIC 5963 pt.). These are establishments primarily engaged in direct selling of food for immediate consumption such as sandwiches, soup, etc. Establishments primarily engaged in direct selling of food, not for immediate consumption, are classified in kind of business 596340.

Direct selling, books and stationery (SIC 5963 pt.). These are establishments primarily engaged in direct selling of books, magazine subscriptions, encyclopedias, and stationery. Sales of these items must exceed 49 percent of total sales. Direct sellers of greeting cards and newspapers are classified in kind of business 596340.

Direct selling, other (SIC 5963 pt.). These are direct selling establishments which sell merchandise not covered in above kind of businesses. Included are establishments selling building materials, hardware, and lawn and garden supplies; general merchandise; food (including frozen food and freezer plans) and the door-to-door delivery of dairy products (excluding prepared foods for immediate

consumption); apparel and accessories; cosmetics; proprietary medicines; used merchandise; sporting goods; jewelry; tobacco products; cameras and photographic equipment; gifts, novelties, and souvenirs; optical goods; leather goods; hobby equipment; religious articles; newspapers; greeting cards; and toys and games.

Fuel oil dealers (SIC 5983). Establishments primarily engaged in the retail sale of fuel oil. Establishments primarily selling fuel oil burners are classified in SIC 5074; dealers primarily engaged in installing and servicing fuel oil burners, in SIC 1711; and fuel oil burner repair service only, in SIC 7699.

Liquefied petroleum gas (bottled gas) dealers (SIC 5984). Establishments primarily engaged in the retail sale of bottled or bulk liquefied petroleum (LP) gas.

Fuel dealers, not elsewhere classified (SIC 5989). Establishments primarily engaged in the retail sale of coal, coke, charcoal, wood, or any combination of these lines. Establishments primarily selling fuel oil are classified in SIC 5983 and those primarily selling bottled gas in SIC 5984.

Florists (SIC 5992). Establishments primarily engaged in the retail sale of cut flowers and growing plants. Stores primarily engaged in the retail sale of seeds, bulbs, and nursery stock are classified in SIC 5261, and greenhouses and nurseries primarily engaged in growing seeds, bulbs, flowers, and nursery stock are classified in SIC 0181.

Tobacco stores and stands (SIC 5993). Establishments primarily engaged in the retail sale of cigarettes, cigars, tobacco, and smokers' supplies. Many of the establishments included in this classification are operated as concessions in places of amusement, railway stations, airports, and other public places.

News dealers and newsstands (SIC 5994). Establishments primarily engaged in the retail sale of newspapers, magazines, and other periodicals. Home delivery of newspapers by other than printers or publishers is classified in SIC 5963. Establishments engaged in delivering newspapers for subsequent home delivery are classified in SIC 4212.

Optical goods stores (SIC 5995). Establishments primarily engaged in the retail sale of prescription eyeglasses and contact lenses for individuals. Offices of oculists, ophthalmologists and optometrists are classified in major group 80 even though a majority of their revenue is from the sale of eyeglass frames or prescription eyeglasses and contact lenses.

Miscellaneous retail stores, not elsewhere classified (SIC 5999). Establishments primarily engaged in the retail sale of specialized lines of merchandise, not elsewhere classified. This industry also includes establishments primarily engaged in selling a general line of their own or

consigned merchandise at retail or at auction. Establishments primarily engaged in auctioning tangible personal property of others on a fee basis are classified in SIC 7389.

Pet shops (SIC 5999 pt.). These are retail stores selling pets such as dogs, cats, birds, rabbits, and tropical fish; pet foods and remedies. Aquariums, cages, pet toys, and aquatic plants are often sold in these types of stores. Many of these shops board pets on the premises. If receipts from the boarding of pets account for more than 49 percent of total receipts, the establishments are classified in Agriculture, Industry 075200 6.

Art dealers (SIC 5999 pt.). These are retail establishments primarily engaged in the retail sale of art goods, including original oil paintings, sculptures, glassware items

and ceramics, at retail or at auction. Establishments primarily selling supplies for making ceramic items are classified in kind of business 594520. Establishments primarily selling artists' supplies are classified in kind of business 599990. Establishments primarily selling art reproductions are classified in Industry 571900.

Other miscellaneous retail stores, not elsewhere classified (SIC 5999 pt.). These are retail stores, not elsewhere classified, which sell specialized lines such as artists' supplies, above-ground swimming pools and supplies, orthopedic and artificial limbs, drafting materials, hearing aids, furniture polish, rubber stamps, monuments and tombstones, sanitary supplies (including disinfectants), seasonal decorations, artificial flowers and plants, fireworks, etc. Religious goods stores are classified here.



Appendix C.

Kind-of-Business Titles and Reporting-Form Numbers

[Listed below are retail kind-of-business titles and their corresponding reporting-form numbers. Requests for copies of any of these forms, including the inquiries used to classify establishments by kind of business, should be directed to the Services Division, Bureau of the Census, Washington, DC 20233]

SIC code	Title	Reporting form CB-	SIC code	Title	Reporting form CB-
52	BUILDING MATERIALS AND GARDEN SUPPLIES STORES		57	FURNITURE AND HOMEFURNISHINGS STORES	
5211	Lumber and other building materials dealers	5201	5712	Furniture stores	5701
5231	Paint, glass, and wallpaper stores	5202	5713	Floor covering stores	5704
5251	Hardware stores	5203	5714	Drapery, curtain, and upholstery stores	5705
5261	Retail nurseries, lawn and garden supply stores	5204	5719	Miscellaneous homefurnishings stores	5705
5271	Manufactured (mobile) home dealers	5205	5722	Household appliance stores	5702
			5731	Radio, television, and electronics stores	5702
			5734	Computer and software stores	5702
			5735	Record and prerecorded tape stores	5703
			5736	Musical instrument stores	5703
53	GENERAL MERCHANDISE STORES		58	EATING AND DRINKING PLACES	
5311 pt.	Conventional department stores	5301	5812 pt.	Restaurants	5801
5311 pt.	Discount or mass merchandising department stores	5301	5812 pt.	Social caterers	5801
5311 pt.	National chain department stores	5301	5812 pt.	Cafeterias	5801
5331	Variety stores	5302	5812 pt.	Refreshment places	5801
5399	Miscellaneous general merchandise stores	5301	5812 pt.	Contract feeding	5802
			5812 pt.	Ice cream and frozen yogurt shops	5801
			5813	Drinking places	5801
54	FOOD STORES		59	MISCELLANEOUS RETAIL STORES	
5411	Grocery stores	5400	5912 pt.	Drug stores	5901
5421	Meat and fish (seafood) markets	5400	5912 pt.	Proprietary stores	5901
5431	Fruit and vegetable markets	5400	5921	Liquor stores	5902
5441	Candy, nut, and confectionery stores	5400	5932	Used merchandise stores	5903
5451	Dairy products stores	5400	5941 pt.	General line sporting goods stores	5904
5461	Retail bakeries	5400	5941 pt.	Specialty line sporting goods stores	5904
5499	Miscellaneous food stores	5400			
			5942	Book stores	5905
			5943	Stationery stores	5906
			5944	Jewelry stores	5907
			5945	Hobby, toy, and game shops	5908
			5946	Camera and photographic supply stores	5909
5511	New and used car dealers	5501	5947	Gift, novelty, and souvenir shops	5906
5521	Used car dealers	5501	5948	Luggage and leather goods stores	5906
5531 pt.	Auto parts, tires and accessories stores	5502	5949	Sewing, needlework, and piece goods stores	5910
5531 pt.	Home and auto supply stores	5502	5961 pt.	Mail-order — department store merchandise	5911
			5961 pt.	Mail-order — other general merchandise	5911
			5961 pt.	Mail-order — specialized merchandise	5911
			5962	Automatic merchandising machine operators	5802
5541	Gasoline service stations	5504	5963 pt.	Direct selling — furniture, homefurnishings, and equipment	5911
5551	Boat dealers	5503	5963 pt.	Direct selling — mobile food service	5911
5561	Recreational vehicle dealers	5503	5963 pt.	Direct selling — books and stationery	5911
5571	Motorcycle dealers	5503	5963 pt.	Other direct selling	5911
5599	Automotive dealers, n.e.c.	5503			
			5983	Fuel oil dealers	5912
			5984	Liquefied petroleum gas (bottled gas) dealers	5912
			5989	Fuel dealers, n.e.c.	5912
			5992	Florists	5913, 5917
			5993	Tobacco stores and stands	5902
			5994	News dealers and newsstands	5902
			5995	Optical goods stores	5914
			5999 pt.	Pet shops	5915
			5999 pt.	Art dealers	5916
			5999 pt.	Other retail stores, n.e.c.	5916
56	APPAREL AND ACCESSORY STORES				
5611	Men's and boys' clothing and accessory stores	5601			
5621	Women's clothing stores	5601			
5631	Women's accessory and specialty stores	5601			
5641	Children's and infants' wear stores	5601			
5651	Family clothing stores	5601			
5661 pt.	Men's shoe stores	5602			
5661 pt.	Women's shoe stores	5602			
5661 pt.	Children's and juveniles' shoe stores	5602			
5661 pt.	Family shoe stores	5602			
5661 pt.	Athletic footwear stores	5602			
5699	Miscellaneous apparel and accessory stores	5601			

Appendix D. Metropolitan Areas

(Titles and definitions shown for MSA's, CMSA's, and PMSA's are those established by the Office of Management and Budget, as of June 30, 1993)

WISCONSIN

Appleton-Oshkosh-Neenah, WI MSA

Calumet County, WI
Outagamie County, WI
Winnebago County, WI

Chicago-Gary-Kenosha, IL-IN-WI CMSA

Chicago, IL PMSA
Cook County, IL
DeKalb County, IL
DuPage County, IL
Grundy County, IL
Kane County, IL
Kendall County, IL
Lake County, IL
McHenry County, IL
Will County, IL

Gary, IN PMSA

Lake County, IN
Porter County, IN

Kankakee, IL PMSA

Kankakee County, IL

Kenosha, WI PMSA

Kenosha County, WI

Duluth-Superior, MN-WI MSA

St. Louis County, MN
Douglas County, WI

Eau Claire, WI MSA

Chippewa County, WI
Eau Claire County, WI

Green Bay, WI MSA

Brown County, WI

Janesville-Beloit, WI MSA

Rock County, WI

Kenosha, WI PMSA—see Chicago-Gary-Kenosha, IL-IN-WI CMSA

La Crosse, WI-MN MSA

Houston County, MN
La Crosse County, WI

Madison, WI MSA

Dane County, WI

Milwaukee-Waukesha, WI PMSA—see Milwaukee-Racine, WI CMSA

Milwaukee-Racine, WI CMSA

Milwaukee-Waukesha, WI PMSA
Milwaukee County, WI
Ozaukee County, WI
Washington County, WI
Waukesha County, WI
Racine, WI PMSA
Racine County, WI

Minneapolis-St. Paul, MN-WI MSA

Anoka County, MN
Carver County, MN
Chisago County, MN
Dakota County, MN
Hennepin County, MN
Isanti County, MN
Ramsey County, MN
Scott County, MN
Sherburne County, MN
Washington County, MN
Wright County, MN
Pierce County, WI
St. Croix County, WI

Racine, WI PMSA—see Milwaukee-Racine, WI CMSA

Sheboygan, WI MSA

Sheboygan County, WI

Wausau, WI MSA

Marathon County, WI

Appendix E.

Percent of Sales Data Based on Administrative Records and Estimation for the State: 1992

[Includes only establishments with payroll. For meaning of abbreviations and symbols and for more information on reliability of data, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A]

SIC code	Kind of business	Percent of sales —		SIC code	Kind of business	Percent of sales —	
		From administrative records ¹	Estimated ²			From administrative records ¹	Estimated ²
52	Retail trade -----	14.2	3.7	56	Apparel and accessory stores -----	9.9	5.2
	Building materials and garden supplies stores ----	16.4	3.2	561	Men's and boys' clothing and accessory stores ----	11.7	4.0
				562, 3	Women's clothing and specialty stores -----	12.0	5.2
521, 3	Building materials and supply stores -----	14.8	3.3	562	Women's clothing stores -----	11.9	5.2
521	Lumber and other building materials dealers -----	14.8	3.3	563	Women's accessory and specialty stores -----	12.2	4.8
523	Paint, glass, and wallpaper stores -----	13.3	4.7	565	Family clothing stores -----	8.6	5.7
				566	Shoe stores -----	5.3	4.2
525	Hardware stores -----	25.4	3.2	566 pt.	Men's shoe stores -----	2.9	6.8
526	Retail nurseries, lawn and garden supply stores ----	19.6	3.5	566 pt.	Women's shoe stores -----	3.0	9.9
527	Manufactured (mobile) home dealers -----	11.1	.8	566 pt.	Children's and juveniles' shoe stores -----	7.3	—
				566 pt.	Family shoe stores -----	6.0	3.1
				566 pt.	Athletic footwear stores -----	4.8	2.4
53	General merchandise stores -----	.9	.6	564, 9	Other apparel and accessory stores -----	17.9	9.8
				564	Children's and infants' wear stores -----	10.0	7.1
531	Department stores (incl. leased depts.) ^{3 4} -----	—	—	569	Miscellaneous apparel and accessory stores ----	23.8	11.8
				57	Furniture and home furnishings stores -----	16.6	5.4
531	Department stores (excl. leased depts.) ³ -----	—	—	5712	Furniture stores -----	20.2	4.3
531 pt.	Conventional ³ -----	(D)	(D)	5713, 4, 9	Home furnishings stores -----	24.0	7.9
531 pt.	Discount or mass merchandising ³ -----	(D)	(D)	5713	Floor covering stores -----	25.9	8.7
531 pt.	National chain ³ -----	(D)	(D)	5714	Drapery, curtain, and upholstery stores -----	21.6	9.8
				5719	Miscellaneous home furnishings stores -----	20.1	5.9
533	Variety stores -----	10.7	7.0	572	Household appliance stores -----	19.1	6.2
539	Miscellaneous general merchandise stores -----	3.5	2.6				
				573	Radio, television, computer, and music stores ----	9.9	4.9
54	Food stores -----	11.4	2.2	5731	Radio, television, and electronics stores -----	6.4	3.2
				5734	Computer and software stores -----	25.1	14.0
541	Grocery stores -----	11.0	2.0	5735	Record and prerecorded tape stores -----	15.1	10.9
541 pt.	Supermarkets and other general-line grocery stores -----	10.0	1.7	5736	Musical instrument stores -----	15.1	1.0
541 pt.	Convenience food stores -----	52.7	10.5	58	Eating and drinking places -----	29.8	7.7
541 pt.	Convenience food/gasoline stores -----	21.0	7.2	5812	Eating places -----	26.1	7.6
541 pt.	Delicatessens -----	21.1	5.1	5812 pt.	Restaurants -----	31.1	8.7
				5812 pt.	Cafeterias -----	6.6	8.4
542	Meat and fish (seafood) markets -----	19.3	5.0	5812 pt.	Refreshment places -----	22.3	6.1
				5812 pt.	Other eating places -----	11.6	8.5
				5813	Drinking places -----	55.2	8.2
546	Retail bakeries -----	16.2	12.1	591	Drug and proprietary stores -----	19.2	6.4
546 pt.	Retail bakeries —baking and selling -----	18.1	13.6	591 pt.	Drug stores -----	19.3	6.5
546 pt.	Retail bakeries —selling only -----	5.0	3.6	591 pt.	Proprietary stores -----	4.5	—
				59 ex. 591	Miscellaneous retail stores -----	13.0	3.5
543, 4, 5, 9	Other food stores -----	22.1	2.5	592	Liquor stores -----	33.3	6.1
543	Fruit and vegetable markets -----	7.3	7.0	593	Used merchandise stores -----	28.6	9.3
544	Candy, nut, and confectionery stores -----	15.4	.5				
545	Dairy products stores -----	32.1	4.2	594	Miscellaneous shopping goods stores -----	19.6	4.5
549	Miscellaneous food stores -----	29.1	1.1	5941	Sporting goods stores and bicycle shops -----	19.7	5.9
				5941 pt.	General line sporting goods stores -----	18.9	7.7
55 ex. 554	Automotive dealers -----	15.4	2.5	5941 pt.	Specialty line sporting goods stores -----	20.2	4.7
551	New and used car dealers -----	14.6	2.1	5942	Book stores -----	9.7	2.3
552	Used car dealers -----	31.6	4.7	5944	Jewelry stores -----	19.2	4.2
				5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores ----	22.4	4.3
553	Auto and home supply stores -----	12.4	7.3	5943	Stationery stores -----	49.3	1.6
553 pt.	Auto parts, tires, and accessories stores -----	(D)	(D)	5945	Hobby, toy, and game shops -----	11.4	.5
553 pt.	Home and auto supply stores -----	(D)	(D)	5946	Camera and photographic supply stores -----	13.2	7.8
				5947	Gift, novelty, and souvenir shops -----	34.2	7.9
555, 6, 7, 9	Miscellaneous automotive dealers -----	17.2	1.7	5948	Luggage and leather goods stores -----	9.8	.2
555	Boat dealers -----	18.5	1.1	5949	Sewing, needlework, and piece goods stores ----	12.7	2.4
556	Recreational vehicle dealers -----	18.3	.2	596	Nonstore retailers -----	3.1	1.1
557	Motorcycle dealers -----	14.6	3.6	5961	Catalog and mail-order houses -----	.8	.6
559	Automotive dealers, n.e.c. -----	14.9	4.7	5962	Automatic merchandising machine operators ----	12.7	3.7
				5963	Direct selling establishments -----	14.8	3.5
554	Gasoline service stations -----	18.4	8.3	598	Fuel dealers -----	17.2	6.8
554 pt.	Gasoline/convenience food stores -----	9.0	7.0	5983	Fuel oil dealers -----	(D)	(D)
554 pt.	Other gasoline service stations and truck stops ----	28.8	9.9	5984	Liquefied petroleum gas (bottled gas) dealers ----	11.6	6.5
				5989	Fuel dealers, n.e.c. -----	(D)	(D)

See footnotes at end of table.

SIC code	Kind of business	Percent of sales —		SIC code	Kind of business	Percent of sales —	
		From administrative records ¹	Estimated ²			From administrative records ¹	Estimated ²
59 ex. 591	Miscellaneous retail stores —Con.			59 ex. 591	Miscellaneous retail stores —Con.		
5992	Florists	31.4	7.9	5999	Miscellaneous retail stores, n.e.c.	24.1	7.5
5993	Tobacco stores and stands	21.1	5.8	5999 pt.	Pet shops	20.4	2.2
5994	News dealers and newsstands	4.0	4.5	5999 pt.	Art dealers	35.1	6.6
5995	Optical goods stores	11.3	6.3	5999 pt.	Other miscellaneous retail stores, n.e.c.	23.7	8.9

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

²Includes sales information which was imputed based on historic company ratios or administrative records, or on industry averages.

³Includes sales from catalog order desks.

⁴Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

Appendix F. Geographic Notes

WISCONSIN

Note: This is the first economic census in which the Bureau of the Census has recognized special economic urban areas in Wisconsin. In Wisconsin, special economic urban areas, which are place equivalents, are towns that have a population of 10,000 or more.

Allouez was incorporated in February 1986, but this change was not submitted to the Bureau of the Census until May 1988.

Appleton is in Calumet, Outagamie, and Winnebago Counties.

Bayside is in Milwaukee and Ozaukee Counties.

Berlin is in Green Lake and Waushara Counties.

Burlington is in Racine and Walworth Counties.

Columbus is in Columbia and Dodge Counties.

Eau Claire is in Chippewa and Eau Claire Counties.

Hartford is in Dodge and Washington Counties; it annexed into Dodge County in October 1987.

Kewaskum is in Fond du Lac and Washington Counties.

Kiel is in Calumet and Manitowoc Counties.

Marshfield is in Marathon and Wood Counties.

Menasha is in Calumet and Winnebago Counties.

Milwaukee is in Milwaukee, Washington, and Waukesha Counties; it annexed into Waukesha County in July 1989.

Mukwonago is in Walworth and Waukesha Counties; it annexed into Walworth County in April 1991.

New London is in Outagamie and Waupaca Counties.

Pleasant Prairie was incorporated in April 1989.

River Falls is in Pierce and St. Croix Counties.

Watertown is in Dodge and Jefferson Counties.

Waupun is in Dodge and Fond du Lac Counties.

Whitewater is in Jefferson and Walworth Counties.

Appendix G.

Establishments in Business Any Time During Year and Establishments in Business at End of Year for the State: 1992 and 1987

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms and comparability of 1987 and 1992 censuses, see appendix A]

SIC code	Kind of business	Establishments in business —			
		Any time during year		At end of year	
		1992	1987	1992	1987
	Retail trade	31 955	32 164	29 312	29 726
52	Building materials and garden supplies stores	1 676	1 750	1 583	1 674
521, 3	Building materials and supply stores	839	874	799	831
521	Lumber and other building materials dealers	647	672	612	638
523	Paint, glass, and wallpaper stores	192	202	187	193
525	Hardware stores	562	610	521	594
526	Retail nurseries, lawn and garden supply stores	213	201	204	189
527	Manufactured (mobile) home dealers	62	65	59	60
53	General merchandise stores	707	730	666	695
531	Department stores (incl. leased depts.) ^{1 2}	289	225	283	223
531	Department stores (excl. leased depts.) ¹	289	225	283	223
531 pt.	Conventional ¹	69	41	66	40
531 pt.	Discount or mass merchandising ¹	186	144	184	143
531 pt.	National chain ¹	34	40	33	40
533	Variety stores	206	235	185	216
539	Miscellaneous general merchandise stores	212	270	198	256
54	Food stores	2 726	3 010	2 491	2 780
541	Grocery stores	1 801	1 977	1 662	1 828
542	Meat and fish (seafood) markets	173	201	157	185
546	Retail bakeries	402	430	370	395
546 pt.	Retail bakeries —baking and selling	349	382	322	353
546 pt.	Retail bakeries —selling only	53	48	48	42
543, 4, 5, 9	Other food stores	350	402	302	372
543	Fruit and vegetable markets	31	32	29	29
544	Candy, nut, and confectionery stores	135	150	102	137
545	Dairy products stores	73	115	67	107
549	Miscellaneous food stores	111	105	104	99
55 ex. 554	Automotive dealers	1 891	1 972	1 768	1 873
551	New and used car dealers	635	758	612	726
552	Used car dealers	460	313	417	289
553	Auto and home supply stores	459	553	424	528
553 pt.	Auto parts, tires, and accessories stores	439	513	406	491
553 pt.	Home and auto supply stores	20	40	18	37
555, 6, 7, 9	Miscellaneous automotive dealers	337	348	315	330
555	Boat dealers	145	145	137	141
556	Recreational vehicle dealers	72	76	70	74
557	Motorcycle dealers	97	107	87	100
559	Automotive dealers, n.e.c.	23	20	21	15
554	Gasoline service stations	2 552	2 735	2 404	2 581
56	Apparel and accessory stores	2 620	2 690	2 392	2 484
561	Men's and boys' clothing and accessory stores	272	303	243	272
562, 3	Women's clothing and specialty stores	1 119	1 123	1 025	1 056
562	Women's clothing stores	979	1 010	892	950
563	Women's accessory and specialty stores	140	113	133	106
565	Family clothing stores	333	304	312	289
566	Shoe stores	690	747	629	689
566 pt.	Men's shoe stores	34	43	26	41
566 pt.	Women's shoe stores	124	155	109	146
566 pt.	Children's and juveniles' shoe stores	8	17	8	17
566 pt.	Family shoe stores	458	457	423	415
566 pt.	Athletic footwear stores	66	75	63	70
564, 9	Other apparel and accessory stores	206	213	183	178
564	Children's and infants' wear stores	69	86	60	73
569	Miscellaneous apparel and accessory stores	137	127	123	105

See footnotes at end of table.

RETAIL TRADE—GEOGRAPHIC AREA SERIES

APPENDIX G G-1

SIC code	Kind of business	Establishments in business —			
		Any time during year		At end of year	
		1992	1987	1992	1987
57	Furniture and homefurnishings stores -----	2 100	2 029	1 947	1 903
5712	Furniture stores -----	627	582	583	553
5713, 4, 9	Homefurnishings stores -----	623	520	583	494
5713	Floor covering stores -----	303	259	284	248
5714	Drapery, curtain, and upholstery stores -----	52	50	50	47
5719	Miscellaneous homefurnishings stores -----	268	211	249	199
572	Household appliance stores -----	269	287	245	272
573	Radio, television, computer, and music stores -----	581	640	536	584
5731	Radio, television, and electronics stores -----	296	368	266	341
5734	Computer and software stores -----	73	62	63	51
5735	Record and prerecorded tape stores -----	131	105	129	95
5736	Musical instrument stores -----	81	105	78	97
58	Eating and drinking places -----	10 985	10 747	9 865	9 631
5812	Eating places -----	7 768	7 070	6 987	6 404
5812 pt.	Restaurants -----	4 220	4 047	3 812	3 674
5812 pt.	Cafeterias -----	49	91	40	81
5812 pt.	Refreshment places -----	2 876	2 349	2 568	2 119
5812 pt.	Other eating places -----	623	583	567	530
5813	Drinking places -----	3 217	3 677	2 878	3 227
591	Drug and proprietary stores -----	817	970	769	918
591 pt.	Drug stores -----	797	921	753	872
591 pt.	Proprietary stores -----	20	49	16	46
59 ex. 591	Miscellaneous retail stores -----	5 881	5 531	5 427	5 187
592	Liquor stores -----	584	693	529	631
593	Used merchandise stores -----	342	247	318	237
594	Miscellaneous shopping goods stores -----	2 574	2 473	2 365	2 329
5941	Sporting goods stores and bicycle shops -----	576	535	539	505
5941 pt.	General line sporting goods stores -----	213	223	195	207
5941 pt.	Specialty line sporting goods stores -----	363	312	344	298
5942	Book stores -----	219	182	204	176
5944	Jewelry stores -----	524	498	488	462
5943, 5, 6, 7, 8, 9	Other miscellaneous shopping goods stores -----	1 255	1 258	1 134	1 186
5943	Stationery stores -----	39	48	38	46
5945	Hobby, toy, and game shops -----	206	206	183	193
5946	Camera and photographic supply stores -----	54	87	46	84
5947	Gift, novelty, and souvenir shops -----	762	689	694	649
5948	Luggage and leather goods stores -----	26	34	20	33
5949	Sewing, needlework, and piece goods stores -----	168	194	153	181
596	Nonstore retailers -----	626	543	581	513
5961	Catalog and mail-order houses -----	191	174	177	163
5962	Automatic merchandising machine operators -----	134	133	124	128
5963	Direct selling establishments -----	301	236	280	222
598	Fuel dealers -----	305	315	288	292
5983	Fuel oil dealers -----	108	140	102	126
5984	Liquefied petroleum gas (bottled gas) dealers -----	193	165	182	158
5989	Fuel dealers, n.e.c. -----	4	10	4	8
5992	Florists -----	463	442	436	417
5993	Tobacco stores and stands -----	16	19	10	17
5994	News dealers and newsstands -----	19	26	17	25
5995	Optical goods stores -----	273	254	255	243
5999	Miscellaneous retail stores, n.e.c. -----	679	519	628	483
5999 pt.	Pet shops -----	127	99	123	91
5999 pt.	Art dealers -----	104	41	98	39
5999 pt.	Other miscellaneous retail stores, n.e.c. -----	448	379	407	353

¹Includes sales from catalog order desks.

²Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

Publication Program

1992 CENSUS OF RETAIL TRADE

Publications of the 1992 Census of Retail Trade, containing data on retail establishments in the United States, are described below. Publications order forms for specific reports may be obtained from any Department of Commerce district office or from Data User Services Division, Customer Services, Bureau of the Census, Washington, DC 20233-8300. The first results were issued in press releases. Final detailed statistics are issued in separate paperbound reports and compact disc-read only memory (CD-ROM).

Final Reports

Geographic area series—52 reports (RC92-A-1 to -52)

A separate paperbound report containing data for establishments with payroll is published for each State, the District of Columbia, and the United States. Each report presents general statistics for establishments with payroll including number of establishments, sales, payroll, and employment by varied retail classifications. All statistics are presented for the State, metropolitan areas (MA's), counties, and places with 2,500 inhabitants or more. Greater kind-of-business detail is shown for larger areas. For each State, the District of Columbia, and the United States, 1992 data are provided by kind of business on sales and employees per establishment and sales and payroll per employee. Comparative statistics showing percent changes in sales and payroll between 1987 and 1992 are shown by kind of business.

Nonemployer statistics series—1 report (RC92-N-1)

This report includes number of establishments and sales by kind of business for all establishments, establishments with payroll, and establishments without payroll for the United States and States. Data on sales size of establishments without payroll and the number of proprietorships and partnerships is also provided for the United States. Also presented are statistics for establishments without payroll including number of establishments and sales by varied retail classifications for MA's. Similar data for counties and places with 2,500 inhabitants or more are available on electronic media only.

Subject series—4 reports (RC92-S-1 to -4)

The *Establishment and Firm Size* report (RC92-S-1) presents data for establishments with payroll, based on size of establishment, size of company or firm, and legal form of organization. Establishment statistics are presented by sales size and by employment size; statistics for firms by sales size (including concentration by largest firms), by employment size, and by number of establishments operated (single units and multiunits). Statistics are presented by kind of business on the number of establishments, sales, payroll, and employment for the United States.

The *Measures of Value Produced, Capital Expenditures, Depreciable Assets, and Operating Expenses* report (RC92-S-2) presents data on measures of value produced, capital expenditures, depreciable assets, and operating expenses for firms with payroll

for the United States by major kind of business. Operating expenses include annual payroll, supplemental labor costs, purchased services, etc. Receipts data also are provided.

The *Merchandise Line Sales* report (RC92-S-3) presents data on major categories of merchandise sold by retail kinds of business for each State and the District of Columbia, each MA, and the United States as a whole. Data for States and MA's will be available on electronic media only. Tables present data for establishments with payroll for each kind of business and show, for each merchandise line, the number of establishments handling the line and their sales of the line; the percentage of total sales of the kind of business accounted for by each of the lines carried; and, for establishments actually handling a specific line, the percentage of their total sales represented by sales of that line. Summary statistics also are provided for the 43 broad merchandise line categories, including counts of establishments and the amount and percentage of the line sold by various kinds of retail businesses.

The *Miscellaneous Subjects* report (RC92-S-4) contains special statistics on eating and drinking places, gasoline service stations, shoe stores, optical goods stores, and other miscellaneous subjects. Data are presented for the United States as a whole and, where feasible, for States and MA's.

Special report series—1 report (RC92-SP-1)

The *Selected Statistics* report presents selected data for establishments with and without payroll for 1992 and 1987 by kind of business. Data include number of establishments, sales, payroll and employment, and selected ratios and rankings. Data are presented for the United States as a whole and for States and MA's.

Electronic Media

All data included in the printed reports are available on CD-ROM. The CD-ROM's provide the same information found in the final reports as well as additional information not published in the final reports such as ZIP Code statistics available from series RC92-Z, merchandise line sales statistics for States and MA's from series RC92-S, and nonemployer data for counties and places from series RC92-N. Electronic media products are available for users who wish to summarize, rearrange, or process large amounts of data. These products, with corresponding technical documentation, are sold by Data User Services Division, Customer Services, Bureau of the Census, Washington, DC 20233-8300.

OTHER ECONOMIC CENSUS REPORTS

Data on wholesale trade, service industries, transportation, communications, utilities, financial, insurance, real estate, construction industries, manufactures, mineral industries, enterprise statistics, minority-owned business enterprises, and women-owned businesses also are available from the 1992 Economic Census. A separate series of reports covers the census of outlying areas: Puerto Rico, Virgin Islands of the United States, Guam, and the Northern Marianas. Separate announcements describing these reports are available free of charge from Data User Services Division, Customer Services, Bureau of the Census, Washington, DC 20233-8300.