

Wisconsin

1997

Issued December 1999

EC97R44A-WI

**1997 Economic Census**

*Retail Trade*

Geographic Area Series



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

*Helping You Make Informed Decisions*

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



## ACKNOWLEDGMENTS

Many persons participated in the various activities of the 1997 Economic Census for the Retail Trade sector.

Service Sector Statistics Division prepared this report. **Bobby E. Russell**, Assistant Chief for Census Programs, was responsible for the overall planning, management, and coordination. Planning and implementation were under the direction of **Fay Dorsett**, Chief, Retail Census Branch, assisted by **Thomas G. Dassel**, **Peter H. Lee**, **Maria P. Ray**, and **M. Yvonne Wade**. Primary staff assistance was provided by **Sean M. Anthony**, **Nicole C. Carrigan**, **Kasey L. Dickenson**, **Darrell S. Dow**, **Charlene B. Harris**, **Ronald J. MacKenzie**, **Veronica R. Morgan**, **Deborah S. Newton**, **J. Robert Nusz**, **Barbara T. Parlett**, **Jeremy R. Stash**, **Pamela L. Stumler**, **Anna M. Stump**, **Paula M. Thompson**, and **Keeley H. Voor**.

Mathematical and statistical techniques as well as the coverage operations were provided by **Carl A. Konschnik**, Assistant Chief for Research and Methodology, assisted by **Carol S. King**, Chief, Statistical Methods Branch, and **Jock R. Black**, Chief, Program Research and Development Branch, with staff assistance from **Maria C. Cruz** and **David L. Kinyon**.

The Economic Planning and Coordination Division provided overall planning and review of many operations and the computer processing procedures. **Shirin A. Ahmed**, Assistant Chief for Post-Collection Processing, was responsible for edit procedures and designing the interactive analytical software. Design and specifications were prepared under the supervision of **Dennis L. Shoemaker**, Chief, Census Processing Branch, assisted by **John D. Ward**. Primary staff assistance was provided by **Sonya P. Curcio**, **Richard W. Graham**, and **Cheryl E. Merkle**. The Economic Product Team, with primary contributions from **Andrew W. Hait** and

**Jennifer E. Lins**, was responsible for the development of the system to disseminate 1997 Economic Census reports.

The staff of the National Processing Center, **Judith N. Petty**, Chief, performed mailout preparation and receipt operations, clerical and analytical review activities, and data entry.

The Geography Division staff developed geographic coding procedures and associated computer programs.

The Economic Statistical Methods and Programming Division, **Charles P. Pautler Jr.**, Chief, developed and coordinated the computer processing systems. **Martin S. Harahush**, Assistant Chief for Quinquennial Programs, was responsible for design and implementation of the computer systems. **Robert S. Jewett** and **Barbara L. Lambert** provided special computer programming. **William C. Wester**, Chief, Services Branch, assisted by **Robert A. Hill**, **Dennis P. Kelly**, and **Jeffrey S. Rosen**, supervised the preparation of the computer programs. Additional programming assistance was provided by **Donell D. Barnes**, **Daniel C. Collier**, **Gilbert J. Flodine**, **David Hiller**, **Leatrice D. Hines**, **William D. McClain**, **Jay L. Norris**, **Sarah J. Presley**, and **Michael A. Sendelbach**.

Computer Services Division, **Debra D. Williams**, Chief, performed the computer processing.

The staff of the Administrative and Customer Services Division, **Walter C. Odom**, Chief, performed publication planning, design, composition, editorial review, and printing planning and procurement for publications, Internet products, and report forms. **Bernadette J. Gayle** provided publication coordination and editing.

Special acknowledgment is also due the many businesses whose cooperation has contributed to the publication of these data.



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**Economics**

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## CONTENTS

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Introduction to the Economic Census .....	1
Retail Trade .....	5
TABLES	
1. Summary Statistics for the State: 1997 .....	7
2. Summary Statistics for Metropolitan Areas: 1997 .....	10
3. Summary Statistics for Counties: 1997 .....	44
4. Summary Statistics for Places: 1997 .....	107
APPENDIXES	
A. Explanation of Terms .....	A-1
B. NAICS Codes, Titles, and Descriptions .....	B-1
C. Coverage and Methodology .....	C-1
D. Geographic Notes .....	D-1
E. Metropolitan Areas .....	E-1

# Introduction to the Economic Census

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

- Policymaking agencies of the Federal Government use the data to monitor economic activity and assess the effectiveness of policies.
- 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, which allows them to 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.

## ALL-NEW INDUSTRY CLASSIFICATIONS

Data from the 1997 Economic Census are published primarily on the basis of the North American Industry Classification System (NAICS), unlike earlier censuses, which were published according to the Standard Industrial Classification (SIC) system. NAICS is in the process of being adopted in the United States, Canada, and Mexico. Most economic census reports cover one of the following NAICS sectors:

21	Mining
22	Utilities
23	Construction
31-33	Manufacturing
42	Wholesale Trade
44-45	Retail Trade
48-49	Transportation and Warehousing
51	Information

52	Finance and Insurance
53	Real Estate and Rental and Leasing
54	Professional, Scientific, and Technical Services
55	Management of Companies and Enterprises
56	Administrative and Support and Waste Management and Remediation Services
61	Educational Services
62	Health Care and Social Assistance
71	Arts, Entertainment, and Recreation
72	Accommodation and Foodservices
81	Other Services (except Public Administration)

(Not listed above are the Agriculture, Forestry, Fishing, and Hunting sector (NAICS 11), partially covered by the census of agriculture conducted by the U.S. Department of Agriculture, and the Public Administration sector (NAICS 92), covered by the census of governments conducted by the Census Bureau.)

The 20 NAICS sectors are subdivided into 96 subsectors (three-digit codes), 313 industry groups (four-digit codes), and, as implemented in the United States, 1170 industries (five- and six-digit codes).

## RELATIONSHIP TO SIC

While many of the individual NAICS industries correspond directly to industries as defined under the SIC system, most of the higher level groupings do not. Particular care should be taken in comparing data for retail trade, wholesale trade, and manufacturing, which are sector titles used in both NAICS and SIC, but cover somewhat different groups of industries. The industry definitions discuss the relationships between NAICS and SIC industries. Where changes are significant, it will not be possible to construct time series that include data for points both before and after 1997.

For 1997, data for auxiliary establishments (those functioning primarily to manage, service, or support the activities of their company's operating establishments, such as a central administrative office or warehouse) will not be included in the sector-specific reports. These data will be published separately.

## GEOGRAPHIC AREA CODING

Accurate and complete information on the physical location of each establishment is required to tabulate the census data for the states, metropolitan areas (MAs), counties, parishes, and corporate municipalities including cities, towns, villages, and boroughs. Respondents were

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required to report their physical location (street address, municipality, county, and state) if it differed from their mailing address. For establishments not surveyed by mail (and those single-establishment companies that did not provide acceptable information on physical location), location information from Internal Revenue Service tax forms is used as a basis for coding.

## **BASIS OF REPORTING**

The economic census is conducted on an establishment basis. A company operating at more than one location is required to file a separate report for each store, factory, shop, or other location. Each establishment is assigned a separate industry classification based on its primary activity and not that of its parent company.

## **DOLLAR VALUES**

All dollar values presented are expressed in current dollars; i.e., 1997 data are expressed in 1997 dollars, and 1992 data, in 1992 dollars. Consequently, when making comparisons with prior years, users of the data should consider the changes in prices that have occurred.

All dollar values are shown in thousands of dollars.

## **AVAILABILITY OF ADDITIONAL DATA**

### **Reports in Print and Electronic Media**

All results of the 1997 Economic Census are available on the Census Bureau Internet site ([www.census.gov](http://www.census.gov)) and on compact discs (CD-ROM) for sale by the Census Bureau. Unlike previous censuses, only selected highlights are published in printed reports. For more information, including a description of electronic and printed reports being issued, see the Internet site, or write to U.S. Census Bureau, Washington, DC 20233-8300, or call Customer Services at 301-457-4100.

### **Special Tabulations**

Special tabulations of data collected in the 1997 Economic Census may be obtained, depending on availability of time and personnel, in electronic or tabular form. The data will be summaries 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) that govern 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 of the division named below, U.S. Census Bureau, Washington, DC 20233-8300. To discuss a special tabulation before submitting specifications, call the appropriate division:

Manufacturing and Construction Division 301-457-4673  
Service Sector Statistics Division 301-457-2668

## **HISTORICAL INFORMATION**

The economic census has been taken as an integrated program at 5-year intervals since 1967 and before that for 1954, 1958, and 1963. Prior to that time, individual components 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 the 1840 Decennial Census and subsequent censuses to include mining and some commercial activities. The 1905 Manufactures Census was the first time a census was taken apart from the regular decennial population census. Censuses covering retail and wholesale trade and construction industries were added in 1930, as were some covering service trades in 1933. Censuses of construction, manufacturing, and the other business service censuses were suspended during World War II.

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 range of industries covered in the economic censuses expanded between 1967 and 1992. The census of construction industries began on a regular basis in 1967, and the scope of service industries, introduced in 1933, was broadened in 1967, 1977, and 1987. While a few transportation industries were covered as early as 1963, it was not until 1992 that the census broadened to include all of transportation, communications, and utilities. Also new for 1992 was coverage of financial, insurance, and real estate industries. With these additions, the economic census and the separate census of governments and census of agriculture collectively covered roughly 98 percent of all economic activity.

Printed statistical reports from the 1992 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 reports printed since 1967 are still available for sale on microfiche from the Census Bureau. CD-ROMs issued from the 1987 and 1992 Economic Censuses contain databases including nearly all data published in print, plus additional statistics, such as ZIP Code statistics, published only on CD-ROM.

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## 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 1997 Economic Census and Related Statistics* at [www.census.gov/econguide](http://www.census.gov/econguide). More information on the methodology, procedures, and history of the censuses will be published in the *History of the 1997 Economic Census* at [www.census.gov/econ/www/history.html](http://www.census.gov/econ/www/history.html).

## ABBREVIATIONS AND SYMBOLS

The following abbreviations and symbols are used with the 1997 Economic Census data:

A	Standard error of 100 percent or more.
D	Withheld to avoid disclosing data of individual companies; data are included in higher level totals.
F	Exceeds 100 percent because data include establishments with payroll exceeding revenue.
N	Not available or not comparable.
Q	Revenue not collected at this level of detail for multiestablishment firms.
S	Withheld because estimates did not meet publication standards.

V	Represents less than 50 vehicles or .05 percent.
X	Not applicable.
Y	Disclosure withheld because of insufficient coverage of merchandise lines.
Z	Less than half the unit shown.
a	0 to 19 employees.
b	20 to 99 employees.
c	100 to 249 employees.
e	250 to 499 employees.
f	500 to 999 employees.
g	1,000 to 2,499 employees.
h	2,500 to 4,999 employees.
i	5,000 to 9,999 employees.
j	10,000 to 24,999 employees.
k	25,000 to 49,999 employees.
l	50,000 to 99,999 employees.
m	100,000 employees or more.
p	10 to 19 percent estimated.
q	20 to 29 percent estimated.
r	Revised.
s	Sampling error exceeds 40 percent.
nec	Not elsewhere classified.
nsk	Not specified by kind.
–	Represents zero (page image/print only).
(CC)	Consolidated city.
(IC)	Independent city.



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# Retail Trade

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## SCOPE

The Retail Trade sector (sector 44-45) comprises establishments engaged in retailing merchandise, generally without transformation, and rendering services incidental to the sale of merchandise.

The retailing process is the final step in the distribution of merchandise; retailers are, therefore, organized to sell merchandise in small quantities to the general public. This sector comprises two main types of retailers: store and nonstore retailers.

Store retailers operate fixed point-of-sale locations, located and designed to attract a high volume of walk-in customers. In general, retail stores have extensive displays of merchandise and use mass-media advertising to attract customers. They typically sell merchandise to the general public for personal or household consumption, but some also serve business and institutional clients. In addition to retailing merchandise, some types of store retailers are also engaged in the provision of after-sales services, such as repair and installation. As a general rule, establishments engaged in retailing merchandise and providing after-sales services are classified here.

Nonstore retailers, like store retailers, are organized to serve the general public, but their retailing methods differ. The establishments of this subsector reach customers and market merchandise with methods such as the broadcasting of "infomercials," the broadcasting and publishing of direct-response advertising, the publishing of paper and electronic catalogs, door-to-door solicitation, in-home demonstration, selling from portable stalls (street vendors, except food), and distribution through vending machines. Establishments engaged in the direct sale (nonstore) of products, such as home heating oil dealers and home delivery newspaper routes, are classified here.

Excluded from this sector are governmental organizations classified in the covered industries except for liquor stores operated by state and local governments. Data for direct sellers with no paid employees and post exchanges, ship stores, and similar establishments operated on military posts by agencies of the Federal Government are 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.

## GENERAL

A list of publications that provide statistics on sector 44-45 follows.

**Geographic area reports.** There is a separate report for each state, the District of Columbia, and the United States.

Each state report presents general statistics for establishments with payroll including number of establishments, sales, payroll, and employment by kind of business for the state, metropolitan areas (MAs), counties, and places with 2,500 inhabitants or more. Greater kind-of-business detail is shown for larger areas.

The United States report presents data for the United States as a whole for establishments with payroll for detailed kind-of-business classifications.

**Merchandise line sales report.** This report presents data on major categories of merchandise sold for establishments with payroll by kind of business. Data are presented for the United States, states, and MAs.

**Establishment and firm size (including legal form of organization) report.** This report presents sales, payroll, and employment data for the United States by sales size, and employment size, and by legal form of organization for establishments; and by sales size (including concentration by largest firms), by employment size, and by number of establishments operated (single units and multiunits) for firms.

**Miscellaneous subjects report.** This report presents data for establishments with payroll for a variety of industry-specific questions. Presentation of data varies by kind of business.

**ZIP Code report.** This report presents data for establishments with payroll by United States ZIP Code.

## GEOGRAPHIC AREAS COVERED

The level of geographic detail varies by report. Data may be presented for:

1. The United States as a whole.
2. States and the District of Columbia.
3. Consolidated metropolitan statistical areas (CMSAs) and primary metropolitan statistical areas (PMSAs) defined by the Office of Management and Budget (OMB) as of June 30, 1997. 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 PMSAs which have a population of at least 1,000,000 (according to the

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1990 Census of Population or subsequent special census) and which meet specific criteria of urban character and of social and economic integration.

4. Metropolitan statistical areas (MSAs) defined by the OMB as of June 30, 1997. An MSA is an integrated economic and social unit with a population nucleus of at least 50,000 inhabitants (according to the 1990 Census of Population or subsequent special census). 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. Areas within the state outside metropolitan areas (MAs).
6. Counties and county equivalents defined as of January 1, 1997. 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. Consolidated cities defined as of January 1, 1997. Consolidated cities are consolidated governments which consist of separately incorporated municipalities.
8. Municipalities of 2,500 inhabitants or more defined as of January 1, 1997. These are areas of significant population incorporated as cities, boroughs, villages, or towns according to the 1990 Census of Population or subsequent special census. For the economic census, boroughs and census areas in Alaska and boroughs in New York are not included in this category.

9. Special economic urban areas (SEUAs), 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 (according to the 1990 Census of Population or subsequent special census).

#### **COMPARABILITY OF THE 1992 AND 1997 CENSUSES**

The 1997 Economic Census is the first census to present data based on the new North American Industry Classification System (NAICS). Previous census data were presented according to the Standard Industrial Classification (SIC) system developed some 60 years ago. Due to this change, comparability between census years may be limited. Comparative statistics will be included as part of the Core Business Statistics Reports.

#### **DISCLOSURE**

In accordance with Federal law governing census reports (Title 13 of the United States Code), 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.

#### **AVAILABILITY OF MORE FREQUENT ECONOMIC DATA**

The Census Bureau conducts annual and monthly surveys on retail trade. These surveys, while providing more frequent observations, yield less kind-of-business and geographic detail than the economic census. In addition, the County Business Patterns program offers annual statistics on the number of establishments, employment, and payroll classified by industry within each county.

**Table 1. Summary Statistics for the State: 1997**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>WISCONSIN</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>21 717</b>	<b>50 520 463</b>	<b>4 826 217</b>	<b>1 118 961</b>	<b>305 255</b>	<b>7.7</b>	<b>4.6</b>
441	Motor vehicle & parts dealers	2 616	13 443 679	1 005 497	227 811	37 641	9.7	4.0
4411	Automobile dealers	1 208	11 501 014	728 875	165 204	25 660	9.5	3.8
44111	New car dealers	668	10 808 194	683 523	155 378	23 431	8.7	3.9
441110	New car dealers	668	10 808 194	683 523	155 378	23 431	8.7	3.9
44112	Used car dealers	540	692 820	45 352	9 826	2 229	22.1	3.7
441120	Used car dealers	540	692 820	45 352	9 826	2 229	22.1	3.7
4412	Other motor vehicle dealers	415	823 560	76 607	15 568	3 078	16.5	4.9
44121	Recreational vehicle dealers	81	171 432	14 099	2 590	595	23.1	5.2
441210	Recreational vehicle dealers	81	171 432	14 099	2 590	595	23.1	5.2
44122	Motorcycle, boat, & other motor vehicle dealers	334	652 128	62 508	12 978	2 483	14.8	4.8
441221	Motorcycle dealers	100	241 163	23 861	5 137	825	17.8	7.1
441222	Boat dealers	160	296 517	29 489	5 463	1 190	11.6	4.0
441229	All other motor vehicle dealers	74	114 448	9 158	2 378	468	16.5	2.3
4413	Automotive parts, accessories, & tire stores	993	1 119 105	200 015	47 039	8 903	6.6	4.6
44131	Automotive parts & accessories stores	753	831 980	146 625	34 896	6 816	5.0	3.2
441310	Automotive parts & accessories stores	753	831 980	146 625	34 896	6 816	5.0	3.2
44132	Tire dealers	240	287 125	53 390	12 143	2 087	11.5	8.7
441320	Tire dealers	240	287 125	53 390	12 143	2 087	11.5	8.7
442	Furniture & home furnishings stores	1 222	1 276 590	184 994	42 807	8 714	11.9	6.6
4421	Furniture stores	537	736 673	101 287	24 152	4 537	11.0	8.2
44211	Furniture stores	537	736 673	101 287	24 152	4 537	11.0	8.2
442110	Furniture stores	537	736 673	101 287	24 152	4 537	11.0	8.2
4422	Home furnishings stores	685	539 917	83 707	18 655	4 177	13.2	4.4
44221	Floor covering stores	377	376 063	59 903	13 418	2 330	14.5	3.9
442210	Floor covering stores	377	376 063	59 903	13 418	2 330	14.5	3.9
44229	Other home furnishings stores	308	163 854	23 804	5 237	1 847	10.3	5.3
442291	Window treatment stores	33	7 249	1 268	253	98	36.3	2.0
442299	All other home furnishings stores	275	156 605	22 536	4 984	1 749	9.1	5.5
443	Electronics & appliance stores	870	1 337 075	156 991	36 092	7 849	8.1	3.1
4431	Electronics & appliance stores	870	1 337 075	156 991	36 092	7 849	8.1	3.1
44311	Appliance, television, & other electronics stores	634	1 052 063	123 757	28 546	6 345	7.0	2.5
443111	Household appliance stores	295	240 629	33 502	7 564	1 746	17.0	7.2
443112	Radio, television, & other electronics stores	339	811 434	90 255	20 982	4 599	4.0	1.2
44312	Computer & software stores	198	261 211	28 928	6 624	1 249	12.8	5.3
443120	Computer & software stores	198	261 211	28 928	6 624	1 249	12.8	5.3
44313	Camera & photographic supplies stores	38	23 801	4 306	922	255	8.0	1.5
443130	Camera & photographic supplies stores	38	23 801	4 306	922	255	8.0	1.5
444	Building material & garden equipment & supplies dealers	2 367	5 770 115	638 396	147 086	28 712	5.9	2.6
4441	Building material & supplies dealers	1 697	4 417 322	505 512	117 942	22 322	6.4	2.5
44411	Home centers	47	D	D	D	h	D	D
444110	Home centers	47	D	D	D	h	D	D
44412	Paint & wallpaper stores	179	D	D	D	f	D	D
444120	Paint & wallpaper stores	179	D	D	D	f	D	D
44413	Hardware stores	440	433 376	70 046	16 309	5 411	15.9	4.7
444130	Hardware stores	440	433 376	70 046	16 309	5 411	15.9	4.7
44419	Other building material dealers	1 031	3 028 918	348 503	80 467	11 787	6.2	2.8
444190	Other building material dealers	1 031	3 028 918	348 503	80 467	11 787	6.2	2.8
4442	Lawn & garden equipment & supplies stores	670	1 352 793	132 884	29 144	6 390	4.2	3.0
44421	Outdoor power equipment stores	136	113 798	14 167	3 052	697	20.5	5.5
444210	Outdoor power equipment stores	136	113 798	14 167	3 052	697	20.5	5.5
44422	Nursery & garden centers	534	1 238 995	118 717	26 092	5 693	2.7	2.7
444220	Nursery & garden centers	534	1 238 995	118 717	26 092	5 693	2.7	2.7
445	Food & beverage stores	2 372	7 830 155	736 312	175 259	61 524	7.7	4.5
4451	Grocery stores	1 410	7 288 475	680 128	162 198	56 204	6.4	4.4
44511	Supermarkets & other grocery (except convenience) stores	1 209	7 163 345	671 022	160 099	55 168	5.6	4.1
445110	Supermarkets & other grocery (except convenience) stores	1 209	7 163 345	671 022	160 099	55 168	5.6	4.1
44512	Convenience stores	201	125 130	9 106	2 099	1 036	50.9	16.7
445120	Convenience stores	201	125 130	9 106	2 099	1 036	50.9	16.7
4452	Specialty food stores	472	182 382	32 997	7 775	2 925	19.6	7.2
4453	Beer, wine, & liquor stores	490	359 298	23 187	5 286	2 395	27.8	7.2
44531	Beer, wine, & liquor stores	490	359 298	23 187	5 286	2 395	27.8	7.2
445310	Beer, wine, & liquor stores	490	359 298	23 187	5 286	2 395	27.8	7.2
446	Health & personal care stores	1 348	1 904 229	264 458	63 028	17 190	13.0	7.0
4461	Health & personal care stores	1 348	1 904 229	264 458	63 028	17 190	13.0	7.0
44611	Pharmacies & drug stores	724	1 646 621	211 560	50 836	14 058	13.5	6.7
446110	Pharmacies & drug stores	724	1 646 621	211 560	50 836	14 058	13.5	6.7
4461101	Pharmacies & drug stores	705	1 623 515	206 266	49 667	13 808	13.6	6.8
4461102	Proprietary stores	19	23 106	5 294	1 169	250	1.3	3.8
44612	Cosmetics, beauty supplies, & perfume stores	108	55 619	6 826	1 535	596	3.4	.6
446120	Cosmetics, beauty supplies, & perfume stores	108	55 619	6 826	1 535	596	3.4	.6
44613	Optical goods stores	277	109 865	25 222	5 983	1 359	8.4	5.6
446130	Optical goods stores	277	109 865	25 222	5 983	1 359	8.4	5.6
44619	Other health & personal care stores	239	92 124	20 850	4 674	1 177	15.1	16.6
446191	Food (health) supplement stores	120	41 731	6 231	1 355	608	12.4	33.3
446199	All other health & personal care stores	119	50 393	14 619	3 319	569	17.4	2.7

See footnotes at end of table.

**Table 1. Summary Statistics for the State: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>WISCONSIN—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
447	Gasoline stations .....	2 684	4 451 852	264 813	60 900	23 828	11.8	8.0
4471	Gasoline stations .....	2 684	4 451 852	264 813	60 900	23 828	11.8	8.0
44711	Gasoline stations with convenience stores .....	1 931	3 364 307	187 117	43 054	17 703	9.4	7.6
447110	Gasoline stations with convenience stores .....	1 931	3 364 307	187 117	43 054	17 703	9.4	7.6
44719	Other gasoline stations .....	753	1 087 545	77 696	17 846	6 125	18.9	9.5
447190	Other gasoline stations .....	753	1 087 545	77 696	17 846	6 125	18.9	9.5
448	Clothing & clothing accessories stores .....	2 560	1 697 318	211 162	48 659	19 470	9.6	5.5
4481	Clothing stores .....	1 489	1 052 277	124 913	29 125	12 854	9.5	4.8
44811	Men's clothing stores .....	180	111 377	15 411	3 808	1 127	13.4	10.9
448110	Men's clothing stores .....	180	111 377	15 411	3 808	1 127	13.4	10.9
44812	Women's clothing stores .....	642	340 874	42 338	10 177	4 913	13.7	5.2
448120	Women's clothing stores .....	642	340 874	42 338	10 177	4 913	13.7	5.2
44813	Children's & infants' clothing stores .....	53	32 856	3 401	785	374	3.0	1.9
448130	Children's & infants' clothing stores .....	53	32 856	3 401	785	374	3.0	1.9
44814	Family clothing stores .....	298	441 492	45 740	10 335	4 710	5.5	2.7
448140	Family clothing stores .....	298	441 492	45 740	10 335	4 710	5.5	2.7
44815	Clothing accessories stores .....	107	21 061	3 551	825	375	9.5	12.0
448150	Clothing accessories stores .....	107	21 061	3 551	825	375	9.5	12.0
44819	Other clothing stores .....	209	104 617	14 472	3 195	1 355	10.3	5.2
448190	Other clothing stores .....	209	104 617	14 472	3 195	1 355	10.3	5.2
4482	Shoe stores .....	524	323 280	35 889	7 913	3 449	4.2	4.4
44821	Shoe stores .....	524	323 280	35 889	7 913	3 449	4.2	4.4
448210	Shoe stores .....	524	323 280	35 889	7 913	3 449	4.2	4.4
4482101	Men's shoe stores .....	22	10 989	1 316	314	79	—	9.8
4482102	Women's shoe stores .....	47	17 532	2 491	617	251	3.4	20.4
4482103	Children's & juveniles' shoe stores .....	9	4 113	513	126	55	1.3	—
4482104	Family shoe stores .....	351	192 385	21 977	4 786	2 057	6.0	1.5
4482105	Athletic footwear stores .....	95	98 261	9 592	2 070	1 007	1.4	6.7
4483	Jewelry, luggage, & leather goods stores .....	547	321 761	50 360	11 621	3 167	15.6	9.0
44831	Jewelry stores .....	522	311 575	48 927	11 291	3 047	16.0	8.7
448310	Jewelry stores .....	522	311 575	48 927	11 291	3 047	16.0	8.7
44832	Luggage & leather goods stores .....	25	10 186	1 433	330	120	2.2	19.6
448320	Luggage & leather goods stores .....	25	10 186	1 433	330	120	2.2	19.6
451	Sporting goods, hobby, book, & music stores .....	1 476	1 062 660	126 788	29 957	11 194	10.5	4.4
4511	Sporting goods, hobby, & musical instrument stores ..	1 085	769 020	94 760	22 206	7 967	12.2	4.2
45111	Sporting goods stores .....	610	423 731	50 180	11 574	4 299	13.6	6.2
451110	Sporting goods stores .....	610	423 731	50 180	11 574	4 299	13.6	6.2
4511101	General-line sporting goods stores .....	177	150 855	17 331	4 357	1 523	15.6	9.7
4511102	Specialty-line sporting goods stores .....	433	272 876	32 849	7 217	2 776	12.5	4.3
45112	Hobby, toy, & game stores .....	244	205 783	22 169	5 198	2 143	5.1	1.2
451120	Hobby, toy, & game stores .....	244	205 783	22 169	5 198	2 143	5.1	1.2
45113	Sewing, needlework, & piece goods stores .....	147	56 140	8 175	2 157	813	10.4	4.5
451130	Sewing, needlework, & piece goods stores .....	147	56 140	8 175	2 157	813	10.4	4.5
45114	Musical instrument & supplies stores .....	84	83 366	14 236	3 277	712	23.8	1.2
451140	Musical instrument & supplies stores .....	84	83 366	14 236	3 277	712	23.8	1.2
4512	Book, periodical, & music stores .....	391	293 640	32 028	7 751	3 227	6.1	4.9
45121	Book stores & news dealers .....	254	193 094	22 177	5 462	2 206	6.1	1.5
451211	Book stores .....	237	186 947	21 034	5 201	2 142	5.8	1.5
4512111	Book stores, general .....	160	128 361	14 624	3 551	1 483	5.8	.5
4512112	Specialty book stores .....	48	18 396	2 470	596	287	14.1	6.2
4512113	College book stores .....	29	40 190	3 940	1 054	372	1.9	2.5
451212	News dealers & newsstands .....	17	6 147	1 143	261	64	17.0	2.0
45122	Prerecorded tape, compact disc, & record stores ...	137	100 546	9 851	2 289	1 021	6.0	11.4
451220	Prerecorded tape, compact disc, & record stores ...	137	100 546	9 851	2 289	1 021	6.0	11.4
452	General merchandise stores .....	620	6 792 282	619 136	146 425	54 081	.2	3.3
4521	Department stores (incl leased depts) ## .....	272	5 378 299	N	N	N	—	2.7
45211	Department stores (incl leased depts) ## .....	272	5 378 299	N	N	N	—	2.7
4521	Department stores (excl leased depts) .....	272	5 308 110	506 206	121 446	46 250	—	2.8
45211	Department stores (excl leased depts) .....	272	5 308 110	506 206	121 446	46 250	—	2.8
452110	Department stores (excl leased depts) .....	272	5 308 110	506 206	121 446	46 250	—	2.8
4521101	Conventional department stores (excl leased depts) .....	38	D	D	D	i	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	204	4 136 711	365 550	88 393	34 049	—	1.7
4521103	National chain department stores (excl leased depts) .....	30	D	D	D	i	D	D
4529	Other general merchandise stores .....	348	1 484 172	112 930	24 979	7 831	1.0	5.4
45291	Warehouse clubs & superstores .....	12	D	D	D	g	D	D
452910	Warehouse clubs & superstores .....	12	D	D	D	g	D	D
45299	All other general merchandise stores .....	336	D	D	D	i	D	D
452990	All other general merchandise stores .....	336	D	D	D	i	D	D
4529901	Variety stores .....	141	D	D	D	g	D	D
4529903	Miscellaneous general merchandise stores ....	195	981 844	77 694	17 889	5 060	.9	8.0

See footnotes at end of table.



**Table 1. Summary Statistics for the State: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>WISCONSIN—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
453	Miscellaneous store retailers .....	2 522	1 144 502	167 805	36 953	14 624	15.6	6.6
4531	Florists .....	485	118 331	26 678	6 321	2 723	22.7	6.2
45311	Florists .....	485	118 331	26 678	6 321	2 723	22.7	6.2
453110	Florists .....	485	118 331	26 678	6 321	2 723	22.7	6.2
4532	Office supplies, stationery, & gift stores .....	911	453 709	54 179	11 975	5 514	15.9	9.1
45321	Office supplies & stationery stores .....	105	205 600	20 845	4 951	1 326	4.9	13.1
453210	Office supplies & stationery stores .....	105	205 600	20 845	4 951	1 326	4.9	13.1
4532101	Stationery stores .....	10	3 143	336	79	31	16.6	19.8
4532102	Office supplies stores .....	95	202 457	20 509	4 872	1 295	4.7	13.0
45322	Gift, novelty, & souvenir stores .....	806	248 109	33 334	7 024	4 188	25.0	5.7
453220	Gift, novelty, & souvenir stores .....	806	248 109	33 334	7 024	4 188	25.0	5.7
4533	Used merchandise stores .....	345	97 988	23 081	5 297	2 265	10.2	9.8
45331	Used merchandise stores .....	345	97 988	23 081	5 297	2 265	10.2	9.8
453310	Used merchandise stores .....	345	97 988	23 081	5 297	2 265	10.2	9.8
4539	Other miscellaneous store retailers .....	781	474 474	63 867	13 360	4 122	14.6	3.7
45391	Pet & pet supplies stores .....	161	90 682	13 672	3 166	1 217	11.4	3.3
453910	Pet & pet supplies stores .....	161	90 682	13 672	3 166	1 217	11.4	3.3
45392	Art dealers .....	135	30 898	4 826	1 124	442	30.3	9.1
453920	Art dealers .....	135	30 898	4 826	1 124	442	30.3	9.1
45393	Manufactured (mobile) home dealers .....	77	179 479	18 609	3 532	610	13.0	1.7
453930	Manufactured (mobile) home dealers .....	77	179 479	18 609	3 532	610	13.0	1.7
45399	All other miscellaneous store retailers .....	408	173 415	26 760	5 538	1 853	15.1	4.9
454	Nonstore retailers .....	1 060	3 810 006	449 865	103 984	20 428	3.3	6.2
4541	Electronic shopping & mail-order houses .....	219	2 765 027	301 651	68 735	13 545	1.2	5.6
45411	Electronic shopping & mail-order houses .....	219	2 765 027	301 651	68 735	13 545	1.2	5.6
454110	Electronic shopping & mail-order houses .....	219	2 765 027	301 651	68 735	13 545	1.2	5.6
4542	Vending machine operators .....	157	216 131	43 064	10 178	1 890	8.5	6.9
45421	Vending machine operators .....	157	216 131	43 064	10 178	1 890	8.5	6.9
454210	Vending machine operators .....	157	216 131	43 064	10 178	1 890	8.5	6.9
4543	Direct selling establishments .....	684	828 848	105 150	25 071	4 993	8.8	7.8
45431	Fuel dealers .....	368	606 718	56 239	13 621	2 532	8.6	8.7
454311	Heating oil dealers .....	161	344 477	21 215	5 120	983	10.0	6.5
454312	Liquefied petroleum gas (bottled gas) dealers .....	205	D	D	D	g	D	D
454319	Other fuel dealers .....	2	D	D	D	a	D	D
45439	Other direct selling establishments .....	316	222 130	48 911	11 450	2 461	9.2	5.5
454390	Other direct selling establishments .....	316	222 130	48 911	11 450	2 461	9.2	5.5

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

<sup>1</sup>Includes sales information obtained from administrative records of other Federal agencies.

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

**Table 2. Summary Statistics for Metropolitan Areas: 1997**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions of metropolitan areas (CMSAs, MSAs, and PMSAs), see Appendix E]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>APPLETON-OSHKOSH-NEENAH, WI MSA</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>1 429</b>	<b>3 658 608</b>	<b>343 729</b>	<b>77 719</b>	<b>21 545</b>	<b>3.3</b>	<b>6.5</b>
441	Motor vehicle & parts dealers .....	198	1 024 670	70 495	15 900	3 081	2.1	10.1
4411	Automobile dealers .....	99	911 708	52 973	11 999	2 157	1.8	10.5
44111	New car dealers .....	44	824 506	48 040	10 963	1 918	—	11.5
441110	New car dealers .....	44	824 506	48 040	10 963	1 918	—	11.5
44112	Used car dealers .....	55	87 202	4 933	1 036	239	18.4	1.1
441120	Used car dealers .....	55	87 202	4 933	1 036	239	18.4	1.1
4412	Other motor vehicle dealers .....	24	51 567	5 363	1 047	191	1.8	1.3
44122	Motorcycle, boat, & other motor vehicle dealers .....	21	45 727	4 856	948	173	2.0	1.5
441221	Motorcycle dealers .....	6	D	D	D	b	D	D
441222	Boat dealers .....	13	23 872	2 726	466	112	1.4	2.9
441229	All other motor vehicle dealers .....	2	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores .....	75	61 395	12 159	2 854	733	6.9	12.0
44131	Automotive parts & accessories stores .....	55	38 708	7 746	1 903	533	4.0	9.8
441310	Automotive parts & accessories stores .....	55	38 708	7 746	1 903	533	4.0	9.8
44132	Tire dealers .....	20	22 687	4 413	951	200	12.0	15.7
441320	Tire dealers .....	20	22 687	4 413	951	200	12.0	15.7
442	Furniture & home furnishings stores .....	90	91 486	12 915	2 994	650	11.4	4.8
4421	Furniture stores .....	38	47 815	6 473	1 631	317	10.8	5.7
44211	Furniture stores .....	38	47 815	6 473	1 631	317	10.8	5.7
442110	Furniture stores .....	38	47 815	6 473	1 631	317	10.8	5.7
4422	Home furnishings stores .....	52	43 671	6 442	1 363	333	12.1	3.8
44221	Floor covering stores .....	28	27 132	4 214	846	176	18.0	—
442210	Floor covering stores .....	28	27 132	4 214	846	176	18.0	—
44229	Other home furnishings stores .....	24	16 539	2 228	517	157	2.5	10.0
442299	All other home furnishings stores .....	22	D	D	D	c	D	D
443	Electronics & appliance stores .....	56	126 730	12 967	3 091	654	3.0	5.9
4431	Electronics & appliance stores .....	56	126 730	12 967	3 091	654	3.0	5.9
44311	Appliance, television, & other electronics stores .....	41	109 558	10 841	2 562	561	2.6	6.3
443111	Household appliance stores .....	23	25 653	3 492	802	175	10.7	18.1
443112	Radio, television, & other electronics stores .....	18	83 905	7 349	1 760	386	.2	2.7
44312	Computer & software stores .....	11	15 142	1 884	473	74	5.8	4.3
443120	Computer & software stores .....	11	15 142	1 884	473	74	5.8	4.3
444	Building material & garden equipment & supplies dealers .....	141	436 912	49 105	11 406	2 063	1.3	5.0
4441	Building material & supplies dealers .....	112	384 732	43 072	10 250	1 825	1.3	3.4
44411	Home centers .....	4	D	D	D	e	D	D
444110	Home centers .....	4	D	D	D	e	D	D
44412	Paint & wallpaper stores .....	12	D	D	D	b	D	D
444120	Paint & wallpaper stores .....	12	D	D	D	b	D	D
44413	Hardware stores .....	24	30 823	5 464	1 390	392	3.1	2.7
444130	Hardware stores .....	24	30 823	5 464	1 390	392	3.1	2.7
44419	Other building material dealers .....	72	270 960	29 848	6 934	997	1.5	4.6
444190	Other building material dealers .....	72	270 960	29 848	6 934	997	1.5	4.6
4442	Lawn & garden equipment & supplies stores .....	29	52 180	6 033	1 156	238	1.7	16.2
44422	Nursery & garden centers .....	23	49 211	5 686	1 082	217	.9	17.1
444220	Nursery & garden centers .....	23	49 211	5 686	1 082	217	.9	17.1
445	Food & beverage stores .....	105	507 579	47 171	11 198	3 926	2.7	3.4
4451	Grocery stores .....	60	486 393	44 845	10 655	3 720	2.3	3.5
44511	Supermarkets & other grocery (except convenience) stores .....	55	482 357	44 675	10 624	3 702	1.6	3.5
445110	Supermarkets & other grocery (except convenience) stores .....	55	482 357	44 675	10 624	3 702	1.6	3.5
4452	Specialty food stores .....	24	7 082	1 588	381	136	4.2	.9
446	Health & personal care stores .....	96	104 078	15 650	3 798	987	8.5	9.0
4461	Health & personal care stores .....	96	104 078	15 650	3 798	987	8.5	9.0
44612	Cosmetics, beauty supplies, & perfume stores .....	11	5 681	736	185	70	1.9	—
446120	Cosmetics, beauty supplies, & perfume stores .....	11	5 681	736	185	70	1.9	—
44613	Optical goods stores .....	29	9 361	2 163	516	137	13.6	5.2
446130	Optical goods stores .....	29	9 361	2 163	516	137	13.6	5.2
44619	Other health & personal care stores .....	18	7 325	1 751	341	76	3.4	5.7
447	Gasoline stations .....	156	267 083	15 064	3 472	1 378	8.5	14.9
4471	Gasoline stations .....	156	267 083	15 064	3 472	1 378	8.5	14.9
44711	Gasoline stations with convenience stores .....	125	231 769	12 335	2 803	1 110	7.6	17.1
447110	Gasoline stations with convenience stores .....	125	231 769	12 335	2 803	1 110	7.6	17.1

See footnotes at end of table.

**Table 2. Summary Statistics for Metropolitan Areas: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions of metropolitan areas (CMSAs, MSAs, and PMSAs), see Appendix E]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>APPLETON—OSHKOSH—NEENAH, WI MSA—Con.</b>							
<b>44-45</b>	<b>Retail trade—Con.</b>							
448	Clothing & clothing accessories stores .....	219	175 743	20 934	4 667	1 946	7.2	4.0
4481	Clothing stores .....	134	123 043	13 886	3 138	1 420	6.5	3.7
44811	Men's clothing stores .....	18	15 739	1 403	335	118	—	5.7
448110	Men's clothing stores .....	18	15 739	1 403	335	118	—	5.7
44813	Children's & infants' clothing stores .....	6	5 794	554	124	56	—	—
448130	Children's & infants' clothing stores .....	6	5 794	554	124	56	—	—
44814	Family clothing stores .....	31	56 981	6 502	1 383	637	2.8	—
448140	Family clothing stores .....	31	56 981	6 502	1 383	637	2.8	—
44819	Other clothing stores .....	18	9 378	1 111	256	120	8.5	2.0
448190	Other clothing stores .....	18	9 378	1 111	256	120	8.5	2.0
4482	Shoe stores .....	39	25 701	3 018	620	281	.1	.8
44821	Shoe stores .....	39	25 701	3 018	620	281	.1	.8
448210	Shoe stores .....	39	25 701	3 018	620	281	.1	.8
4482105	Athletic footwear stores .....	7	D	D	D	c	D	D
4483	Jewelry, luggage, & leather goods stores .....	46	26 999	4 030	909	245	17.3	8.3
44831	Jewelry stores .....	41	25 197	3 745	856	221	18.5	8.0
448310	Jewelry stores .....	41	25 197	3 745	856	221	18.5	8.0
44832	Luggage & leather goods stores .....	5	1 802	285	53	24	—	12.6
448320	Luggage & leather goods stores .....	5	1 802	285	53	24	—	12.6
451	Sporting goods, hobby, book, & music stores .....	120	95 255	10 200	2 374	942	7.9	3.7
4511	Sporting goods, hobby, & musical instrument stores ..	84	66 141	7 062	1 633	606	8.5	3.7
45111	Sporting goods stores .....	49	38 838	4 053	952	353	9.5	5.9
451110	Sporting goods stores .....	49	38 838	4 053	952	353	9.5	5.9
4511101	General-line sporting goods stores .....	12	16 325	1 758	376	140	11.7	11.4
4511102	Specialty-line sporting goods stores .....	37	22 513	2 295	576	213	7.9	1.8
45112	Hobby, toy, & game stores .....	20	20 470	1 926	433	184	6.4	.1
451120	Hobby, toy, & game stores .....	20	20 470	1 926	433	184	6.4	.1
45114	Musical instrument & supplies stores .....	5	4 390	728	132	27	13.4	—
451140	Musical instrument & supplies stores .....	5	4 390	728	132	27	13.4	—
4512	Book, periodical, & music stores .....	36	29 114	3 138	741	336	6.7	3.5
45121	Book stores & news dealers .....	21	15 191	1 734	421	195	12.8	—
451211	Book stores .....	21	15 191	1 734	421	195	12.8	—
4512111	Book stores, general .....	13	10 826	1 302	316	141	5.1	—
4512112	Specialty book stores .....	6	D	D	D	b	D	D
45122	Prerecorded tape, compact disc, & record stores ...	15	13 923	1 404	320	141	—	7.4
451220	Prerecorded tape, compact disc, & record stores ...	15	13 923	1 404	320	141	—	7.4
452	General merchandise stores .....	33	505 076	42 876	10 123	3 675	.1	1.2
4521	Department stores (incl leased depts) ## .....	18	396 199	N	N	N	—	—
45211	Department stores (incl leased depts) ## .....	18	396 199	N	N	N	—	—
4521	Department stores (excl leased depts) .....	18	392 413	36 089	8 581	3 177	—	—
45211	Department stores (excl leased depts) .....	18	392 413	36 089	8 581	3 177	—	—
452110	Department stores (excl leased depts) .....	18	392 413	36 089	8 581	3 177	—	—
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	14	303 467	26 622	6 435	2 314	—	—
45299	All other general merchandise stores .....	14	D	D	D	e	D	D
452990	All other general merchandise stores .....	14	D	D	D	e	D	D
4529903	Miscellaneous general merchandise stores ....	6	D	D	D	e	D	D
453	Miscellaneous store retailers .....	147	86 841	13 818	2 966	1 129	6.5	11.1
4531	Florists .....	18	10 022	2 680	595	236	5.1	2.8
45311	Florists .....	18	10 022	2 680	595	236	5.1	2.8
453110	Florists .....	18	10 022	2 680	595	236	5.1	2.8
4532	Office supplies, stationery, & gift stores .....	48	35 889	3 738	806	377	5.6	10.5
45321	Office supplies & stationery stores .....	6	20 691	1 780	347	108	—	11.9
453210	Office supplies & stationery stores .....	6	20 691	1 780	347	108	—	11.9
4532102	Office supplies stores .....	6	20 691	1 780	347	108	—	11.9
45322	Gift, novelty, & souvenir stores .....	42	15 198	1 958	459	269	13.1	8.6
453220	Gift, novelty, & souvenir stores .....	42	15 198	1 958	459	269	13.1	8.6
4533	Used merchandise stores .....	28	8 278	2 352	495	192	4.0	10.6
45331	Used merchandise stores .....	28	8 278	2 352	495	192	4.0	10.6
453310	Used merchandise stores .....	28	8 278	2 352	495	192	4.0	10.6
4539	Other miscellaneous store retailers .....	53	32 652	5 048	1 070	324	8.5	14.4
45391	Pet & pet supplies stores .....	12	8 719	1 179	275	102	4.8	.6
453910	Pet & pet supplies stores .....	12	8 719	1 179	275	102	4.8	.6
45392	Art dealers .....	9	1 384	303	76	21	44.9	6.8
453920	Art dealers .....	9	1 384	303	76	21	44.9	6.8
45399	All other miscellaneous store retailers .....	30	D	D	D	c	D	D

See footnotes at end of table.

**Table 2. Summary Statistics for Metropolitan Areas: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions of metropolitan areas (CMSAs, MSAs, and PMSAs), see Appendix E]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>APPLETON—OSHKOSH—NEENAH, WI MSA—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
454	Nonstore retailers .....	68	237 155	32 534	5 730	1 114	2.9	2.7
4541	Electronic shopping & mail-order houses .....	19	D	D	D	f	D	D
45411	Electronic shopping & mail-order houses .....	19	D	D	D	f	D	D
454110	Electronic shopping & mail-order houses .....	19	D	D	D	f	D	D
4542	Vending machine operators .....	11	D	D	D	c	D	D
45421	Vending machine operators .....	11	D	D	D	c	D	D
454210	Vending machine operators .....	11	D	D	D	c	D	D
4543	Direct selling establishments .....	38	53 655	6 612	1 581	335	6.7	8.2
45431	Fuel dealers .....	16	40 791	3 229	785	144	7.4	10.8
454311	Heating oil dealers .....	10	30 742	2 209	518	91	9.9	4.9
454312	Liquefied petroleum gas (bottled gas) dealers ...	6	10 049	1 020	267	53	—	28.6
45439	Other direct selling establishments .....	22	12 864	3 383	796	191	4.5	—
454390	Other direct selling establishments .....	22	12 864	3 383	796	191	4.5	—
<b>CHICAGO—GARY—KENOSHA, IL—IN—WI CMSA</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>30 327</b>	<b>81 073 764</b>	<b>8 015 866</b>	<b>1 855 569</b>	<b>442 052</b>	<b>8.3</b>	<b>6.9</b>
441	Motor vehicle & parts dealers .....	2 650	20 955 137	1 620 871	362 718	47 737	9.6	7.1
4411	Automobile dealers .....	1 160	18 769 492	1 285 252	287 193	34 151	9.1	6.7
44111	New car dealers .....	704	18 106 933	1 231 704	276 266	32 239	8.3	6.5
441110	New car dealers .....	704	18 106 933	1 231 704	276 266	32 239	8.3	6.5
44112	Used car dealers .....	456	662 559	53 548	10 927	1 912	32.7	12.7
441120	Used car dealers .....	456	662 559	53 548	10 927	1 912	32.7	12.7
4412	Other motor vehicle dealers .....	224	536 860	52 680	10 670	1 924	24.6	3.0
44121	Recreational vehicle dealers .....	40	D	D	D	e	D	D
441210	Recreational vehicle dealers .....	40	D	D	D	e	D	D
44122	Motorcycle, boat, & other motor vehicle dealers ...	184	D	D	D	g	D	D
441221	Motorcycle dealers .....	82	D	D	D	f	D	D
441222	Boat dealers .....	78	D	D	D	f	D	D
441229	All other motor vehicle dealers .....	24	D	D	D	c	D	D
4413	Automotive parts, accessories, & tire stores .....	1 266	1 648 785	282 939	64 855	11 662	9.4	12.7
44131	Automotive parts & accessories stores .....	901	1 212 222	193 299	43 839	8 427	8.8	12.5
441310	Automotive parts & accessories stores .....	901	1 212 222	193 299	43 839	8 427	8.8	12.5
44132	Tire dealers .....	365	436 563	89 640	21 016	3 235	11.2	13.2
441320	Tire dealers .....	365	436 563	89 640	21 016	3 235	11.2	13.2
442	Furniture & home furnishings stores .....	1 920	2 749 186	383 269	89 317	17 185	10.2	10.5
4421	Furniture stores .....	834	1 528 437	200 015	46 258	7 898	8.8	12.4
44211	Furniture stores .....	834	1 528 437	200 015	46 258	7 898	8.8	12.4
442110	Furniture stores .....	834	1 528 437	200 015	46 258	7 898	8.8	12.4
4422	Home furnishings stores .....	1 086	1 220 749	183 254	43 059	9 287	12.0	8.0
44221	Floor covering stores .....	490	D	D	D	h	D	D
442210	Floor covering stores .....	490	D	D	D	h	D	D
44229	Other home furnishings stores .....	596	D	D	D	i	D	D
442291	Window treatment stores .....	72	D	D	D	e	D	D
442299	All other home furnishings stores .....	524	D	D	D	i	D	D
443	Electronics & appliance stores .....	1 278	2 621 429	266 888	62 403	12 937	7.5	7.4
4431	Electronics & appliance stores .....	1 278	2 621 429	266 888	62 403	12 937	7.5	7.4
44311	Appliance, television, & other electronics stores ...	854	D	D	D	i	D	D
443111	Household appliance stores .....	208	D	D	D	g	D	D
443112	Radio, television, & other electronics stores ...	646	1 571 950	134 346	31 725	7 638	4.1	6.9
44312	Computer & software stores .....	311	D	D	D	h	D	D
443120	Computer & software stores .....	311	D	D	D	h	D	D
44313	Camera & photographic supplies stores .....	113	D	D	D	f	D	D
443130	Camera & photographic supplies stores .....	113	D	D	D	f	D	D
444	Building material & garden equipment & supplies dealers .....	2 255	6 590 344	829 246	184 141	34 900	4.8	3.1
4441	Building material & supplies dealers .....	1 924	D	D	D	k	D	D
44411	Home centers .....	107	D	D	D	j	D	D
444110	Home centers .....	107	D	D	D	j	D	D
44412	Paint & wallpaper stores .....	233	D	D	D	g	D	D
444120	Paint & wallpaper stores .....	233	D	D	D	g	D	D
44413	Hardware stores .....	493	D	D	D	i	D	D
444130	Hardware stores .....	493	D	D	D	i	D	D
44419	Other building material dealers .....	1 091	3 487 734	446 393	100 236	13 020	4.2	4.4
444190	Other building material dealers .....	1 091	3 487 734	446 393	100 236	13 020	4.2	4.4
4442	Lawn & garden equipment & supplies stores .....	331	D	D	D	h	D	D
44421	Outdoor power equipment stores .....	81	D	D	D	e	D	D
444210	Outdoor power equipment stores .....	81	D	D	D	e	D	D
44422	Nursery & garden centers .....	250	D	D	D	h	D	D
444220	Nursery & garden centers .....	250	D	D	D	h	D	D

See footnotes at end of table.

**Table 2. Summary Statistics for Metropolitan Areas: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions of metropolitan areas (CMSAs, MSAs, and PMSAs), see Appendix E]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>CHICAGO—GARY—KENOSHA, IL—IN—WI CMSA—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
445	Food & beverage stores .....	4 576	12 506 814	1 338 426	322 172	79 059	9.1	5.4
4451	Grocery stores .....	2 760	11 057 007	1 192 853	289 046	68 425	7.1	5.1
44511	Supermarkets & other grocery (except convenience) stores .....	1 883	10 527 307	1 136 495	275 798	62 345	5.8	4.7
445110	Supermarkets & other grocery (except convenience) stores .....	1 883	10 527 307	1 136 495	275 798	62 345	5.8	4.7
44512	Convenience stores .....	877	529 700	56 358	13 248	6 080	34.2	14.2
445120	Convenience stores .....	877	529 700	56 358	13 248	6 080	34.2	14.2
4452	Specialty food stores .....	882	594 611	80 639	18 415	6 074	21.8	8.0
4453	Beer, wine, & liquor stores .....	934	855 196	64 934	14 711	4 560	26.2	7.7
44531	Beer, wine, & liquor stores .....	934	855 196	64 934	14 711	4 560	26.2	7.7
445310	Beer, wine, & liquor stores .....	934	855 196	64 934	14 711	4 560	26.2	7.7
446	Health & personal care stores .....	2 386	4 898 304	579 560	138 581	39 854	7.9	4.4
4461	Health & personal care stores .....	2 386	4 898 304	579 560	138 581	39 854	7.9	4.4
44611	Pharmacies & drug stores .....	1 137	4 158 194	447 611	108 103	32 194	7.0	2.9
446110	Pharmacies & drug stores .....	1 137	4 158 194	447 611	108 103	32 194	7.0	2.9
4461101	Pharmacies & drug stores .....	1 091	D	D	D	k	D	D
4461102	Proprietary stores .....	46	D	D	D	e	D	D
44612	Cosmetics, beauty supplies, & perfume stores .....	333	D	D	D	g	D	D
446120	Cosmetics, beauty supplies, & perfume stores .....	333	D	D	D	g	D	D
44613	Optical goods stores .....	494	249 460	56 618	13 190	2 928	14.5	10.6
446130	Optical goods stores .....	494	249 460	56 618	13 190	2 928	14.5	10.6
44619	Other health & personal care stores .....	422	D	D	D	g	D	D
446191	Food (health) supplement stores .....	230	D	D	D	g	D	D
446199	All other health & personal care stores .....	192	D	D	D	g	D	D
447	Gasoline stations .....	2 475	5 332 077	255 113	60 633	19 386	17.2	10.9
4471	Gasoline stations .....	2 475	5 332 077	255 113	60 633	19 386	17.2	10.9
44711	Gasoline stations with convenience stores .....	1 457	3 293 432	140 262	33 202	11 286	11.2	7.8
447110	Gasoline stations with convenience stores .....	1 457	3 293 432	140 262	33 202	11 286	11.2	7.8
44719	Other gasoline stations .....	1 018	2 038 645	114 851	27 431	8 100	26.8	15.8
447190	Other gasoline stations .....	1 018	2 038 645	114 851	27 431	8 100	26.8	15.8
448	Clothing & clothing accessories stores .....	5 125	5 357 304	657 470	155 379	50 116	8.5	10.6
4481	Clothing stores .....	3 162	3 775 548	455 945	108 424	36 796	7.2	10.9
44811	Men's clothing stores .....	548	449 091	62 929	15 881	4 016	17.4	17.7
448110	Men's clothing stores .....	548	449 091	62 929	15 881	4 016	17.4	17.7
44812	Women's clothing stores .....	1 212	1 101 919	139 202	33 210	12 054	8.3	17.4
448120	Women's clothing stores .....	1 212	1 101 919	139 202	33 210	12 054	8.3	17.4
44813	Children's & infants' clothing stores .....	214	D	D	D	g	D	D
448130	Children's & infants' clothing stores .....	214	D	D	D	g	D	D
44814	Family clothing stores .....	588	1 636 674	180 644	42 157	14 786	3.1	5.4
448140	Family clothing stores .....	588	1 636 674	180 644	42 157	14 786	3.1	5.4
44815	Clothing accessories stores .....	237	D	D	D	f	D	D
448150	Clothing accessories stores .....	237	D	D	D	f	D	D
44819	Other clothing stores .....	363	D	D	D	h	D	D
448190	Other clothing stores .....	363	D	D	D	h	D	D
4482	Shoe stores .....	1 068	838 303	94 846	22 052	7 340	6.1	6.3
44821	Shoe stores .....	1 068	838 303	94 846	22 052	7 340	6.1	6.3
448210	Shoe stores .....	1 068	838 303	94 846	22 052	7 340	6.1	6.3
4482101	Men's shoe stores .....	91	D	D	D	e	D	D
4482102	Women's shoe stores .....	156	D	D	D	g	D	D
4482103	Children's & juveniles' shoe stores .....	49	D	D	D	e	D	D
4482104	Family shoe stores .....	566	423 736	45 774	10 573	3 865	7.2	2.5
4482105	Athletic footwear stores .....	206	D	D	D	g	D	D
4483	Jewelry, luggage, & leather goods stores .....	895	743 453	106 679	24 903	5 980	17.6	13.9
44831	Jewelry stores .....	829	D	D	D	i	D	D
448310	Jewelry stores .....	829	D	D	D	i	D	D
44832	Luggage & leather goods stores .....	66	D	D	D	e	D	D
448320	Luggage & leather goods stores .....	66	D	D	D	e	D	D
451	Sporting goods, hobby, book, & music stores .....	2 076	2 219 404	248 777	60 910	19 294	10.4	5.7
4511	Sporting goods, hobby, & musical instrument stores ..	1 326	1 510 908	168 044	41 197	12 649	11.8	5.4
45111	Sporting goods stores .....	673	700 248	82 765	19 916	5 983	14.9	7.6
451110	Sporting goods stores .....	673	700 248	82 765	19 916	5 983	14.9	7.6
4511101	General-line sporting goods stores .....	176	D	D	D	h	D	D
4511102	Specialty-line sporting goods stores .....	497	D	D	D	h	D	D
45112	Hobby, toy, & game stores .....	360	D	D	D	h	D	D
451120	Hobby, toy, & game stores .....	360	D	D	D	h	D	D
45113	Sewing, needlework, & piece goods stores .....	156	D	D	D	g	D	D
451130	Sewing, needlework, & piece goods stores .....	156	D	D	D	g	D	D
45114	Musical instrument & supplies stores .....	137	D	D	D	g	D	D
451140	Musical instrument & supplies stores .....	137	D	D	D	g	D	D

See footnotes at end of table.



**Table 2. Summary Statistics for Metropolitan Areas: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions of metropolitan areas (CMSAs, MSAs, and PMSAs), see Appendix E]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>CHICAGO-GARY-KENOSHA, IL-IN-WI CMSA—Con.</b>							
<b>44-45</b>	<b>Retail trade—Con.</b>							
451	Sporting goods, hobby, book, & music stores—Con.							
4512	Book, periodical, & music stores .....	750	708 496	80 733	19 713	6 645	7.5	6.4
45121	Book stores & news dealers .....	458	478 216	57 266	13 764	4 508	7.0	6.5
451211	Book stores .....	377	D	D	D	h	D	D
4512111	Book stores, general .....	235	D	D	D	h	D	D
4512112	Specialty book stores .....	91	D	D	D	f	D	D
4512113	College book stores .....	51	D	D	D	f	D	D
451212	News dealers & newsstands .....	81	D	D	D	e	D	D
45122	Prerecorded tape, compact disc, & record stores ...	292	230 280	23 467	5 949	2 137	8.6	6.1
451220	Prerecorded tape, compact disc, & record stores .	292	230 280	23 467	5 949	2 137	8.6	6.1
452	General merchandise stores .....	857	9 658 681	931 322	223 555	76 664	.6	6.0
4521	Department stores (incl leased depts) ## .....	314	7 656 216	N	N	N	—	7.0
45211	Department stores (incl leased depts) ## .....	314	7 656 216	N	N	N	—	7.0
4521	Department stores (excl leased depts) .....	314	7 538 881	764 161	184 204	61 624	—	7.1
45211	Department stores (excl leased depts) .....	314	7 538 881	764 161	184 204	61 624	—	7.1
452110	Department stores (excl leased depts) .....	314	7 538 881	764 161	184 204	61 624	—	7.1
4521101	Conventional department stores (excl leased depts) .....	48	D	D	D	j	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	198	D	D	D	k	D	D
4521103	National chain department stores (excl leased depts) .....	68	D	D	D	j	D	D
4529	Other general merchandise stores .....	543	2 119 800	167 161	39 351	15 040	2.6	2.2
45291	Warehouse clubs & superstores .....	29	D	D	D	i	D	D
452910	Warehouse clubs & superstores .....	29	D	D	D	i	D	D
45299	All other general merchandise stores .....	514	D	D	D	i	D	D
452990	All other general merchandise stores .....	514	D	D	D	i	D	D
4529901	Variety stores .....	259	188 143	21 391	4 767	1 992	8.2	4.2
4529902	Catalog showrooms .....	28	D	D	D	h	D	D
4529903	Miscellaneous general merchandise stores ....	227	D	D	D	g	D	D
453	Miscellaneous store retailers .....	3 556	D	D	D	j	D	D
4531	Florists .....	684	230 403	54 102	12 046	4 016	26.2	6.6
45311	Florists .....	684	230 403	54 102	12 046	4 016	26.2	6.6
453110	Florists .....	684	230 403	54 102	12 046	4 016	26.2	6.6
4532	Office supplies, stationery, & gift stores .....	1 240	1 076 891	127 138	29 697	10 946	11.0	11.3
45321	Office supplies & stationery stores .....	215	D	D	D	h	D	D
453210	Office supplies & stationery stores .....	215	D	D	D	h	D	D
4532101	Stationery stores .....	35	D	D	D	c	D	D
4532102	Office supplies stores .....	180	D	D	D	h	D	D
45322	Gift, novelty, & souvenir stores .....	1 025	D	D	D	i	D	D
453220	Gift, novelty, & souvenir stores .....	1 025	D	D	D	i	D	D
4533	Used merchandise stores .....	415	185 361	36 338	8 419	2 783	20.4	9.7
45331	Used merchandise stores .....	415	185 361	36 338	8 419	2 783	20.4	9.7
453310	Used merchandise stores .....	415	185 361	36 338	8 419	2 783	20.4	9.7
4539	Other miscellaneous store retailers .....	1 217	D	D	D	i	D	D
45391	Pet & pet supplies stores .....	299	231 111	28 005	6 820	2 513	11.2	5.5
453910	Pet & pet supplies stores .....	299	231 111	28 005	6 820	2 513	11.2	5.5
45392	Art dealers .....	187	105 444	15 664	3 593	756	24.2	19.5
453920	Art dealers .....	187	105 444	15 664	3 593	756	24.2	19.5
45393	Manufactured (mobile) home dealers .....	24	D	D	D	c	D	D
453930	Manufactured (mobile) home dealers .....	24	D	D	D	c	D	D
45399	All other miscellaneous store retailers .....	707	D	D	D	h	D	D
454	Nonstore retailers .....	1 173	D	D	D	j	D	D
4541	Electronic shopping & mail-order houses .....	349	D	D	D	j	D	D
45411	Electronic shopping & mail-order houses .....	349	D	D	D	j	D	D
454110	Electronic shopping & mail-order houses .....	349	D	D	D	j	D	D
4542	Vending machine operators .....	321	D	D	D	h	D	D
45421	Vending machine operators .....	321	D	D	D	h	D	D
454210	Vending machine operators .....	321	D	D	D	h	D	D
4543	Direct selling establishments .....	503	D	D	D	i	D	D
45431	Fuel dealers .....	54	D	D	D	f	D	D
454311	Heating oil dealers .....	18	D	D	D	c	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ...	33	D	D	D	e	D	D
454319	Other fuel dealers .....	3	D	D	D	a	D	D
45439	Other direct selling establishments .....	449	1 118 296	130 250	29 863	4 945	7.1	12.7
454390	Other direct selling establishments .....	449	1 118 296	130 250	29 863	4 945	7.1	12.7

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>CHICAGO—GARY—KENOSHA, IL—IN—WI CMSA—Con.</b>								
<b>Chicago, IL PMSA</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>27 221</b>	<b>73 673 450</b>	<b>7 334 481</b>	<b>1 697 098</b>	<b>398 282</b>	<b>8.6</b>	<b>7.1</b>
441	Motor vehicle & parts dealers .....	2 291	19 161 739	1 481 715	332 075	42 926	9.7	7.4
4411	Automobile dealers .....	982	17 184 536	1 177 307	263 495	30 811	9.3	7.0
44111	New car dealers .....	621	16 607 670	1 130 746	254 090	29 200	8.4	6.8
441110	New car dealers .....	621	16 607 670	1 130 746	254 090	29 200	8.4	6.8
44112	Used car dealers .....	361	576 866	46 561	9 405	1 611	34.0	11.9
441120	Used car dealers .....	361	576 866	46 561	9 405	1 611	34.0	11.9
4412	Other motor vehicle dealers .....	186	451 076	44 536	9 137	1 605	28.4	3.5
44121	Recreational vehicle dealers .....	34	99 880	8 088	1 300	248	22.3	2.6
441210	Recreational vehicle dealers .....	34	99 880	8 088	1 300	248	22.3	2.6
44122	Motorcycle, boat, & other motor vehicle dealers ....	152	351 196	36 448	7 837	1 357	30.2	3.8
441221	Motorcycle dealers .....	65	D	D	D	f	D	D
441222	Boat dealers .....	66	132 378	15 092	3 061	597	25.1	2.7
441229	All other motor vehicle dealers .....	21	D	D	D	c	D	D
4413	Automotive parts, accessories, & tire stores .....	1 123	1 526 127	259 872	59 443	10 510	9.3	12.8
44131	Automotive parts & accessories stores .....	806	1 134 656	180 302	40 741	7 690	8.7	12.5
441310	Automotive parts & accessories stores .....	806	1 134 656	180 302	40 741	7 690	8.7	12.5
44132	Tire dealers .....	317	391 471	79 570	18 702	2 820	11.1	13.5
441320	Tire dealers .....	317	391 471	79 570	18 702	2 820	11.1	13.5
442	Furniture & home furnishings stores .....	1 761	2 587 352	359 359	83 591	15 964	10.2	10.6
4421	Furniture stores .....	774	1 442 141	187 786	43 310	7 328	8.7	12.7
44211	Furniture stores .....	774	1 442 141	187 786	43 310	7 328	8.7	12.7
442110	Furniture stores .....	774	1 442 141	187 786	43 310	7 328	8.7	12.7
4422	Home furnishings stores .....	987	1 145 211	171 573	40 281	8 636	12.1	8.0
44221	Floor covering stores .....	437	584 307	93 685	21 427	3 175	14.3	10.5
442210	Floor covering stores .....	437	584 307	93 685	21 427	3 175	14.3	10.5
44229	Other home furnishings stores .....	550	560 904	77 888	18 854	5 461	9.9	5.4
442291	Window treatment stores .....	67	37 403	6 783	1 562	326	35.3	7.4
442299	All other home furnishings stores .....	483	523 501	71 105	17 292	5 135	8.1	5.3
443	Electronics & appliance stores .....	1 147	2 468 574	250 914	58 410	12 013	7.8	7.6
4431	Electronics & appliance stores .....	1 147	2 468 574	250 914	58 410	12 013	7.8	7.6
44311	Appliance, television, & other electronics stores ....	752	1 751 033	167 449	37 813	8 424	5.8	6.5
443111	Household appliance stores .....	173	289 856	42 900	8 468	1 359	12.9	3.6
443112	Radio, television, & other electronics stores .....	579	1 461 177	124 549	29 345	7 065	4.4	7.1
44312	Computer & software stores .....	289	638 163	71 348	17 719	2 969	13.4	10.5
443120	Computer & software stores .....	289	638 163	71 348	17 719	2 969	13.4	10.5
44313	Camera & photographic supplies stores .....	106	79 378	12 117	2 878	620	7.2	8.5
443130	Camera & photographic supplies stores .....	106	79 378	12 117	2 878	620	7.2	8.5
444	Building material & garden equipment & supplies dealers .....	1 993	5 937 858	747 694	167 054	31 271	4.9	3.0
4441	Building material & supplies dealers .....	1 709	5 566 019	687 569	156 315	28 133	4.5	2.9
44411	Home centers .....	95	1 662 884	170 341	38 314	8 967	.8	.1
444110	Home centers .....	95	1 662 884	170 341	38 314	8 967	.8	.1
44412	Paint & wallpaper stores .....	205	205 688	27 824	6 347	1 211	14.7	4.6
444120	Paint & wallpaper stores .....	205	205 688	27 824	6 347	1 211	14.7	4.6
44413	Hardware stores .....	439	526 178	85 344	20 061	6 350	13.4	4.0
444130	Hardware stores .....	439	526 178	85 344	20 061	6 350	13.4	4.0
44419	Other building material dealers .....	970	3 171 269	404 060	91 593	11 605	4.3	4.1
444190	Other building material dealers .....	970	3 171 269	404 060	91 593	11 605	4.3	4.1
4442	Lawn & garden equipment & supplies stores .....	284	371 839	60 125	10 739	3 138	11.3	3.5
44421	Outdoor power equipment stores .....	64	50 890	7 488	1 452	327	32.2	7.0
444210	Outdoor power equipment stores .....	64	50 890	7 488	1 452	327	32.2	7.0
44422	Nursery & garden centers .....	220	320 949	52 637	9 287	2 811	7.9	3.0
444220	Nursery & garden centers .....	220	320 949	52 637	9 287	2 811	7.9	3.0
445	Food & beverage stores .....	4 182	11 276 298	1 217 331	292 433	70 517	9.6	5.4
4451	Grocery stores .....	2 567	9 965 767	1 085 465	262 392	60 927	7.7	5.0
44511	Supermarkets & other grocery (except convenience) stores .....	1 747	9 465 003	1 031 939	249 791	55 151	6.3	4.6
445110	Supermarkets & other grocery (except convenience) stores .....	1 747	9 465 003	1 031 939	249 791	55 151	6.3	4.6
44512	Convenience stores .....	820	500 764	53 526	12 601	5 776	34.6	14.2
445120	Convenience stores .....	820	500 764	53 526	12 601	5 776	34.6	14.2
4452	Specialty food stores .....	798	547 455	73 377	16 870	5 549	21.9	8.1
4453	Beer, wine, & liquor stores .....	817	763 076	58 489	13 171	4 041	26.3	7.8
44531	Beer, wine, & liquor stores .....	817	763 076	58 489	13 171	4 041	26.3	7.8
445310	Beer, wine, & liquor stores .....	817	763 076	58 489	13 171	4 041	26.3	7.8

See footnotes at end of table.

**Table 2. Summary Statistics for Metropolitan Areas: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions of metropolitan areas (CMSAs, MSAs, and PMSAs), see Appendix E]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>CHICAGO—GARY—KENOSHA, IL—IN—WI CMSA—Con.</b>							
	<b>Chicago, IL PMSA—Con.</b>							
<b>44-45</b>	<b>Retail trade—Con.</b>							
446	Health & personal care stores .....	2 159	4 466 705	524 508	125 265	36 140	8.2	4.3
4461	Health & personal care stores .....	2 159	4 466 705	524 508	125 265	36 140	8.2	4.3
44611	Pharmacies & drug stores .....	1 020	3 775 856	401 284	96 812	29 068	7.2	2.8
446110	Pharmacies & drug stores .....	1 020	3 775 856	401 284	96 812	29 068	7.2	2.8
4461101	Pharmacies & drug stores .....	977	3 748 857	393 048	94 823	28 757	7.1	2.7
4461102	Proprietary stores .....	43	26 999	8 236	1 989	311	25.4	6.7
44612	Cosmetics, beauty supplies, & perfume stores .....	302	206 701	26 264	6 474	2 209	7.3	2.5
446120	Cosmetics, beauty supplies, & perfume stores .....	302	206 701	26 264	6 474	2 209	7.3	2.5
44613	Optical goods stores .....	454	231 445	52 962	12 341	2 687	15.4	11.1
446130	Optical goods stores .....	454	231 445	52 962	12 341	2 687	15.4	11.1
44619	Other health & personal care stores .....	383	252 703	43 998	9 638	2 176	16.5	23.2
446191	Food (health) supplement stores .....	212	110 903	16 084	3 451	1 227	16.5	39.7
446199	All other health & personal care stores .....	171	141 800	27 914	6 187	949	16.6	10.3
447	Gasoline stations .....	2 079	4 294 975	210 338	50 215	15 569	19.7	12.3
4471	Gasoline stations .....	2 079	4 294 975	210 338	50 215	15 569	19.7	12.3
44711	Gasoline stations with convenience stores .....	1 181	2 679 345	114 623	27 363	9 050	12.5	8.8
447110	Gasoline stations with convenience stores .....	1 181	2 679 345	114 623	27 363	9 050	12.5	8.8
44719	Other gasoline stations .....	898	1 615 630	95 715	22 852	6 519	31.8	18.0
447190	Other gasoline stations .....	898	1 615 630	95 715	22 852	6 519	31.8	18.0
448	Clothing & clothing accessories stores .....	4 688	4 997 826	617 358	145 771	46 342	8.8	10.8
4481	Clothing stores .....	2 881	3 537 794	430 671	102 353	34 125	7.4	10.9
44811	Men's clothing stores .....	496	407 481	58 576	14 781	3 627	18.4	18.1
448110	Men's clothing stores .....	496	407 481	58 576	14 781	3 627	18.4	18.1
44812	Women's clothing stores .....	1 102	1 028 544	131 322	31 273	11 082	8.5	17.4
448120	Women's clothing stores .....	1 102	1 028 544	131 322	31 273	11 082	8.5	17.4
44813	Children's & infants' clothing stores .....	202	219 983	20 878	4 949	2 142	3.6	2.7
448130	Children's & infants' clothing stores .....	202	219 983	20 878	4 949	2 142	3.6	2.7
44814	Family clothing stores .....	534	1 546 795	171 463	40 032	13 842	3.2	5.4
448140	Family clothing stores .....	534	1 546 795	171 463	40 032	13 842	3.2	5.4
44815	Clothing accessories stores .....	220	71 274	11 694	2 686	875	16.9	24.2
448150	Clothing accessories stores .....	220	71 274	11 694	2 686	875	16.9	24.2
44819	Other clothing stores .....	327	263 717	36 738	8 632	2 557	11.2	10.4
448190	Other clothing stores .....	327	263 717	36 738	8 632	2 557	11.2	10.4
4482	Shoe stores .....	976	760 185	87 500	20 322	6 678	6.6	6.8
44821	Shoe stores .....	976	760 185	87 500	20 322	6 678	6.6	6.8
448210	Shoe stores .....	976	760 185	87 500	20 322	6 678	6.6	6.8
4482101	Men's shoe stores .....	85	46 598	6 687	1 465	313	3.5	8.9
4482102	Women's shoe stores .....	146	91 173	13 019	2 944	1 066	8.6	25.1
4482103	Children's & juveniles' shoe stores .....	45	24 555	3 146	798	254	3.1	1.8
4482104	Family shoe stores .....	512	385 507	42 089	9 702	3 534	7.9	2.6
4482105	Athletic footwear stores .....	188	212 352	22 559	5 413	1 511	4.4	6.8
4483	Jewelry, luggage, & leather goods stores .....	831	699 847	99 187	23 096	5 539	18.0	14.3
44831	Jewelry stores .....	771	656 570	93 543	21 733	5 216	19.0	14.5
448310	Jewelry stores .....	771	656 570	93 543	21 733	5 216	19.0	14.5
44832	Luggage & leather goods stores .....	60	43 277	5 644	1 363	323	3.7	11.5
448320	Luggage & leather goods stores .....	60	43 277	5 644	1 363	323	3.7	11.5
451	Sporting goods, hobby, book, & music stores .....	1 866	2 042 611	230 311	56 413	17 715	10.6	5.8
4511	Sporting goods, hobby, & musical instrument stores ..	1 185	1 381 382	154 347	37 883	11 536	11.9	5.3
45111	Sporting goods stores .....	593	629 670	74 772	18 099	5 329	16.2	7.3
451110	Sporting goods stores .....	593	629 670	74 772	18 099	5 329	16.2	7.3
4511101	General-line sporting goods stores .....	156	293 818	29 864	7 545	2 500	10.8	3.5
4511102	Specialty-line sporting goods stores .....	437	335 852	44 908	10 554	2 829	20.9	10.6
45112	Hobby, toy, & game stores .....	324	530 248	46 611	11 442	3 807	5.0	1.9
451120	Hobby, toy, & game stores .....	324	530 248	46 611	11 442	3 807	5.0	1.9
45113	Sewing, needlework, & piece goods stores .....	140	90 807	14 710	4 092	1 297	7.3	6.9
451130	Sewing, needlework, & piece goods stores .....	140	90 807	14 710	4 092	1 297	7.3	6.9
45114	Musical instrument & supplies stores .....	128	130 657	18 254	4 250	1 103	22.6	8.5
451140	Musical instrument & supplies stores .....	128	130 657	18 254	4 250	1 103	22.6	8.5
4512	Book, periodical, & music stores .....	681	661 229	75 964	18 530	6 179	7.8	6.7
45121	Book stores & news dealers .....	413	446 610	54 006	12 973	4 182	7.2	6.9
451211	Book stores .....	338	419 867	50 266	12 138	3 819	5.8	6.6
4512111	Book stores, general .....	209	300 599	36 245	8 794	2 747	3.2	5.6
4512112	Specialty book stores .....	84	46 645	6 678	1 542	564	26.0	19.9
4512113	College book stores .....	45	72 623	7 343	1 802	508	3.7	2.1
451212	News dealers & newsstands .....	75	26 743	3 740	835	363	29.0	11.1
45122	Prerecorded tape, compact disc, & record stores ...	268	214 619	21 958	5 557	1 997	9.1	6.4
451220	Prerecorded tape, compact disc, & record stores ...	268	214 619	21 958	5 557	1 997	9.1	6.4

See footnotes at end of table.

**Table 2. Summary Statistics for Metropolitan Areas: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions of metropolitan areas (CMSAs, MSAs, and PMSAs), see Appendix E]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>CHICAGO—GARY—KENOSHA, IL—IN—WI CMSA—Con.</b>								
<b>Chicago, IL PMSA—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
452	General merchandise stores .....	763	8 553 810	833 433	200 180	68 282	.7	6.3
4521	Department stores (incl leased depts) ## .....	280	6 889 302	N	N	N	—	7.2
45211	Department stores (incl leased depts) ## .....	280	6 889 302	N	N	N	—	7.2
4521	Department stores (excl leased depts) .....	280	6 782 380	695 725	167 984	55 852	—	7.3
45211	Department stores (excl leased depts) .....	280	6 782 380	695 725	167 984	55 852	—	7.3
452110	Department stores (excl leased depts) .....	280	6 782 380	695 725	167 984	55 852	—	7.3
4521101	Conventional department stores (excl leased depts) .....	44	1 607 551	194 035	46 865	13 149	—	23.9
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	174	3 668 783	330 466	80 075	29 636	—	1.3
4521103	National chain department stores (excl leased depts) .....	62	1 506 046	171 224	41 044	13 067	—	4.1
4529	Other general merchandise stores .....	483	1 771 430	137 708	32 196	12 430	3.2	2.5
45291	Warehouse clubs & superstores .....	25	D	D	D	i	D	D
452910	Warehouse clubs & superstores .....	25	D	D	D	i	D	D
45299	All other general merchandise stores .....	458	D	D	D	i	D	D
452990	All other general merchandise stores .....	458	D	D	D	i	D	D
4529901	Variety stores .....	215	148 079	17 264	3 860	1 600	10.3	4.6
4529902	Catalog showrooms .....	25	D	D	D	h	D	D
4529903	Miscellaneous general merchandise stores .....	218	192 295	20 651	4 764	1 506	21.1	19.9
453	Miscellaneous store retailers .....	3 206	2 149 173	302 099	69 035	22 598	15.4	10.1
4531	Florists .....	615	211 116	49 574	11 005	3 572	26.3	6.9
45311	Florists .....	615	211 116	49 574	11 005	3 572	26.3	6.9
453110	Florists .....	615	211 116	49 574	11 005	3 572	26.3	6.9
4532	Office supplies, stationery, & gift stores .....	1 124	998 325	116 045	27 149	9 982	11.1	11.5
45321	Office supplies & stationery stores .....	194	461 315	49 142	12 524	3 017	3.4	15.1
453210	Office supplies & stationery stores .....	194	461 315	49 142	12 524	3 017	3.4	15.1
4532101	Stationery stores .....	34	14 907	2 596	612	180	30.7	11.1
4532102	Office supplies stores .....	160	446 408	46 546	11 912	2 837	2.5	15.2
45322	Gift, novelty, & souvenir stores .....	930	537 010	66 903	14 625	6 965	17.6	8.4
453220	Gift, novelty, & souvenir stores .....	930	537 010	66 903	14 625	6 965	17.6	8.4
4533	Used merchandise stores .....	380	175 008	34 072	7 883	2 596	20.7	9.2
45331	Used merchandise stores .....	380	175 008	34 072	7 883	2 596	20.7	9.2
453310	Used merchandise stores .....	380	175 008	34 072	7 883	2 596	20.7	9.2
4539	Other miscellaneous store retailers .....	1 087	764 724	102 408	22 998	6 448	16.9	9.3
45391	Pet & pet supplies stores .....	268	214 022	25 852	6 289	2 286	11.9	5.8
453910	Pet & pet supplies stores .....	268	214 022	25 852	6 289	2 286	11.9	5.8
45392	Art dealers .....	178	104 042	15 462	3 536	736	24.4	19.3
453920	Art dealers .....	178	104 042	15 462	3 536	736	24.4	19.3
45393	Manufactured (mobile) home dealers .....	20	34 889	4 162	1 009	205	5.0	6.8
453930	Manufactured (mobile) home dealers .....	20	34 889	4 162	1 009	205	5.0	6.8
45399	All other miscellaneous store retailers .....	621	411 771	56 932	12 164	3 221	18.6	8.7
454	Nonstore retailers .....	1 086	5 736 529	559 421	116 656	18 945	6.8	7.3
4541	Electronic shopping & mail-order houses .....	333	4 187 009	349 187	68 160	10 781	5.6	5.9
45411	Electronic shopping & mail-order houses .....	333	4 187 009	349 187	68 160	10 781	5.6	5.9
454110	Electronic shopping & mail-order houses .....	333	4 187 009	349 187	68 160	10 781	5.6	5.9
4542	Vending machine operators .....	296	316 776	69 093	15 999	2 929	19.2	7.5
45421	Vending machine operators .....	296	316 776	69 093	15 999	2 929	19.2	7.5
454210	Vending machine operators .....	296	316 776	69 093	15 999	2 929	19.2	7.5
4543	Direct selling establishments .....	457	1 232 744	141 141	32 497	5 235	7.6	12.1
45431	Fuel dealers .....	41	133 764	14 712	3 562	514	13.0	5.6
454311	Heating oil dealers .....	14	68 003	6 390	1 430	202	22.3	7.1
454312	Liquefied petroleum gas (bottled gas) dealers .....	24	D	D	D	e	D	D
454319	Other fuel dealers .....	3	D	D	D	a	D	D
45439	Other direct selling establishments .....	416	1 098 980	126 429	28 935	4 721	7.0	12.9
454390	Other direct selling establishments .....	416	1 098 980	126 429	28 935	4 721	7.0	12.9
<b>Gary, IN PMSA</b>								
<b>44-45 Retail trade .....</b>								
441	Motor vehicle & parts dealers .....	250	1 287 218	106 602	22 987	3 570	6.8	3.5
4411	Automobile dealers .....	122	1 130 699	82 480	17 544	2 422	6.6	2.9
44111	New car dealers .....	55	1 068 379	77 272	16 397	2 212	5.5	1.7
441110	New car dealers .....	55	1 068 379	77 272	16 397	2 212	5.5	1.7
44112	Used car dealers .....	67	62 320	5 208	1 147	210	24.3	23.6
441120	Used car dealers .....	67	62 320	5 208	1 147	210	24.3	23.6
4412	Other motor vehicle dealers .....	23	59 624	6 090	1 195	241	2.1	.1
44121	Recreational vehicle dealers .....	4	21 478	1 883	257	52	—	—
441210	Recreational vehicle dealers .....	4	21 478	1 883	257	52	—	—
44122	Motorcycle, boat, & other motor vehicle dealers .....	19	38 146	4 207	938	189	3.3	.2
441221	Motorcycle dealers .....	12	31 622	3 229	729	145	4.0	—
4413	Automotive parts, accessories, & tire stores .....	105	96 895	18 032	4 248	907	12.5	12.7
44131	Automotive parts & accessories stores .....	69	58 704	9 591	2 294	549	12.7	13.2
441310	Automotive parts & accessories stores .....	69	58 704	9 591	2 294	549	12.7	13.2
44132	Tire dealers .....	36	38 191	8 441	1 954	358	12.3	11.9
441320	Tire dealers .....	36	38 191	8 441	1 954	358	12.3	11.9

See footnotes at end of table.

**Table 2. Summary Statistics for Metropolitan Areas: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions of metropolitan areas (CMSAs, MSAs, and PMSAs), see Appendix E]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>CHICAGO–GARY–KENOSHA, IL–IN–WI CMSA—Con.</b>							
	<b>Gary, IN PMSA—Con.</b>							
<b>44-45</b>	<b>Retail trade—Con.</b>							
442	Furniture & home furnishings stores .....	99	119 466	16 976	4 062	811	12.7	7.1
4421	Furniture stores .....	43	69 655	9 649	2 316	444	11.4	9.7
44211	Furniture stores .....	43	69 655	9 649	2 316	444	11.4	9.7
442110	Furniture stores .....	43	69 655	9 649	2 316	444	11.4	9.7
4422	Home furnishings stores .....	56	49 811	7 327	1 746	367	14.6	3.4
44221	Floor covering stores .....	33	38 194	5 570	1 314	228	16.9	3.0
442210	Floor covering stores .....	33	38 194	5 570	1 314	228	16.9	3.0
44229	Other home furnishings stores .....	23	11 617	1 757	432	139	7.0	4.6
442299	All other home furnishings stores .....	21	D	D	D	c	D	D
443	Electronics & appliance stores .....	91	120 332	11 743	2 780	685	3.2	3.9
4431	Electronics & appliance stores .....	91	120 332	11 743	2 780	685	3.2	3.9
44311	Appliance, television, & other electronics stores .....	68	106 245	9 888	2 377	584	1.8	2.3
443111	Household appliance stores .....	22	12 858	1 828	435	102	13.3	—
443112	Radio, television, & other electronics stores .....	46	93 387	8 060	1 942	482	.2	2.6
44312	Computer & software stores .....	18	11 529	1 333	274	76	16.7	19.2
443120	Computer & software stores .....	18	11 529	1 333	274	76	16.7	19.2
44313	Camera & photographic supplies stores .....	5	2 558	522	129	25	—	—
443130	Camera & photographic supplies stores .....	5	2 558	522	129	25	—	—
444	Building material & garden equipment & supplies dealers .....	184	483 727	57 868	12 087	2 686	3.6	3.9
4441	Building material & supplies dealers .....	154	450 134	53 251	11 236	2 421	3.8	4.2
44411	Home centers .....	8	172 339	17 706	3 703	861	—	—
444110	Home centers .....	8	172 339	17 706	3 703	861	—	—
44412	Paint & wallpaper stores .....	19	12 021	1 599	394	90	7.2	11.1
444120	Paint & wallpaper stores .....	19	12 021	1 599	394	90	7.2	11.1
44413	Hardware stores .....	39	29 592	4 589	1 106	428	28.6	2.8
444130	Hardware stores .....	39	29 592	4 589	1 106	428	28.6	2.8
44419	Other building material dealers .....	88	236 182	29 357	6 033	1 042	3.2	7.1
444190	Other building material dealers .....	88	236 182	29 357	6 033	1 042	3.2	7.1
4442	Lawn & garden equipment & supplies stores .....	30	33 593	4 617	851	265	1.7	.3
44421	Outdoor power equipment stores .....	9	9 851	1 442	301	61	.5	—
444210	Outdoor power equipment stores .....	9	9 851	1 442	301	61	.5	—
44422	Nursery & garden centers .....	21	23 742	3 175	550	204	2.2	.4
444220	Nursery & garden centers .....	21	23 742	3 175	550	204	2.2	.4
445	Food & beverage stores .....	299	936 102	92 445	21 993	6 484	5.0	7.4
4451	Grocery stores .....	145	820 340	81 487	19 618	5 647	2.6	7.5
44511	Supermarkets & other grocery (except convenience) stores .....	94	794 823	79 141	19 090	5 369	1.7	7.2
445110	Supermarkets & other grocery (except convenience) stores .....	94	794 823	79 141	19 090	5 369	1.7	7.2
44512	Convenience stores .....	51	25 517	2 346	528	278	30.8	17.6
445120	Convenience stores .....	51	25 517	2 346	528	278	30.8	17.6
4452	Specialty food stores .....	56	31 792	5 333	1 049	371	13.1	7.6
4453	Beer, wine, & liquor stores .....	98	83 970	5 625	1 326	466	26.0	6.3
44531	Beer, wine, & liquor stores .....	98	83 970	5 625	1 326	466	26.0	6.3
445310	Beer, wine, & liquor stores .....	98	83 970	5 625	1 326	466	26.0	6.3
446	Health & personal care stores .....	167	331 946	42 174	10 121	2 847	6.5	5.0
4461	Health & personal care stores .....	167	331 946	42 174	10 121	2 847	6.5	5.0
44611	Pharmacies & drug stores .....	91	295 317	36 296	8 738	2 414	6.1	4.3
446110	Pharmacies & drug stores .....	91	295 317	36 296	8 738	2 414	6.1	4.3
4461101	Pharmacies & drug stores .....	89	D	D	D	g	D	D
4461102	Proprietary stores .....	2	D	D	D	b	D	D
44612	Cosmetics, beauty supplies, & perfume stores .....	24	11 496	1 284	324	136	1.4	11.6
446120	Cosmetics, beauty supplies, & perfume stores .....	24	11 496	1 284	324	136	1.4	11.6
44613	Optical goods stores .....	26	11 800	2 235	513	151	4.4	5.0
446130	Optical goods stores .....	26	11 800	2 235	513	151	4.4	5.0
44619	Other health & personal care stores .....	26	13 333	2 359	546	146	20.7	15.8
446191	Food (health) supplement stores .....	13	5 514	712	164	84	33.5	33.8
447	Gasoline stations .....	288	811 813	34 624	8 201	3 048	6.6	4.3
4471	Gasoline stations .....	288	811 813	34 624	8 201	3 048	6.6	4.3
44711	Gasoline stations with convenience stores .....	190	432 291	17 534	4 077	1 634	6.4	3.4
447110	Gasoline stations with convenience stores .....	190	432 291	17 534	4 077	1 634	6.4	3.4
44719	Other gasoline stations .....	98	379 522	17 090	4 124	1 414	6.9	5.3
447190	Other gasoline stations .....	98	379 522	17 090	4 124	1 414	6.9	5.3

See footnotes at end of table.



**Table 2. Summary Statistics for Metropolitan Areas: 1997—Con.**

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>CHICAGO–GARY–KENOSHA, IL–IN–WI CMSA—Con.</b>							
	<b>Gary, IN PMSA—Con.</b>							
<b>44-45</b>	<b>Retail trade—Con.</b>							
448	Clothing & clothing accessories stores .....	268	214 707	25 411	6 157	2 394	7.0	6.6
4481	Clothing stores .....	173	140 507	15 834	3 866	1 720	7.6	8.4
44811	Men's clothing stores .....	32	21 238	2 608	674	221	14.5	11.9
448110	Men's clothing stores .....	32	21 238	2 608	674	221	14.5	11.9
44812	Women's clothing stores .....	71	45 614	5 106	1 251	640	8.4	16.4
448120	Women's clothing stores .....	71	45 614	5 106	1 251	640	8.4	16.4
44813	Children's & infants' clothing stores .....	9	6 979	672	161	73	13.1	—
448130	Children's & infants' clothing stores .....	9	6 979	672	161	73	13.1	—
44814	Family clothing stores .....	33	53 825	5 872	1 406	648	2.9	2.2
448140	Family clothing stores .....	33	53 825	5 872	1 406	648	2.9	2.2
44819	Other clothing stores .....	19	10 889	1 338	315	115	10.9	.4
448190	Other clothing stores .....	19	10 889	1 338	315	115	10.9	.4
4482	Shoe stores .....	54	41 168	4 114	992	362	2.5	2.4
44821	Shoe stores .....	54	41 168	4 114	992	362	2.5	2.4
448210	Shoe stores .....	54	41 168	4 114	992	362	2.5	2.4
4482101	Men's shoe stores .....	4	1 692	265	66	19	—	—
4482103	Children's & juveniles' shoe stores .....	D	D	D	D	b	D	D
4482104	Family shoe stores .....	32	24 930	2 434	581	213	—	1.8
4482105	Athletic footwear stores .....	10	11 205	1 024	250	83	9.3	—
4483	Jewelry, luggage, & leather goods stores .....	41	33 032	5 463	1 299	312	10.0	4.5
44831	Jewelry stores .....	41	33 032	5 463	1 299	312	10.0	4.5
448310	Jewelry stores .....	41	33 032	5 463	1 299	312	10.0	4.5
451	Sporting goods, hobby, book, & music stores .....	136	116 048	12 380	3 044	1 077	4.1	6.6
4511	Sporting goods, hobby, & musical instrument stores ..	93	84 017	9 156	2 243	771	5.0	8.5
45111	Sporting goods stores .....	51	46 031	5 305	1 190	443	4.6	15.1
451110	Sporting goods stores .....	51	46 031	5 305	1 190	443	4.6	15.1
4511101	General-line sporting goods stores .....	13	24 233	3 006	730	267	1.2	27.4
4511102	Specialty-line sporting goods stores .....	38	21 798	2 299	460	176	8.4	1.5
45112	Hobby, toy, & game stores .....	27	28 635	2 621	657	225	3.1	.5
451120	Hobby, toy, & game stores .....	27	28 635	2 621	657	225	3.1	.5
45113	Sewing, needlework, & piece goods stores .....	10	D	D	D	b	D	D
451130	Sewing, needlework, & piece goods stores .....	10	D	D	D	b	D	D
4512	Book, periodical, & music stores .....	43	32 031	3 224	801	306	1.7	1.6
45121	Book stores & news dealers .....	27	22 312	2 351	574	223	1.8	1.6
451211	Book stores .....	26	D	D	D	c	D	D
4512111	Book stores, general .....	17	12 721	1 492	360	139	3.0	2.4
4512112	Specialty book stores .....	6	D	D	D	b	D	D
4512113	College book stores .....	3	D	D	D	b	D	D
45122	Prerecorded tape, compact disc, & record stores ...	16	9 719	873	227	83	1.4	1.7
451220	Prerecorded tape, compact disc, & record stores .	16	9 719	873	227	83	1.4	1.7
452	General merchandise stores .....	67	773 545	67 270	16 024	5 674	—	5.4
4521	Department stores (incl leased depts) ## .....	23	543 204	N	N	N	—	7.3
45211	Department stores (incl leased depts) ## .....	23	543 204	N	N	N	—	7.3
4521	Department stores (excl leased depts) .....	23	534 183	47 816	11 320	3 942	—	7.4
45211	Department stores (excl leased depts) .....	23	534 183	47 816	11 320	3 942	—	7.4
452110	Department stores (excl leased depts) .....	23	534 183	47 816	11 320	3 942	—	7.4
4521101	Conventional department stores (excl leased depts) .....	3	D	D	D	f	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	16	339 089	28 237	6 705	2 448	—	—
4521103	National chain department stores (excl leased depts) .....	4	D	D	D	f	D	D
4529	Other general merchandise stores .....	44	239 362	19 454	4 704	1 732	.1	.8
45299	All other general merchandise stores .....	41	D	D	D	f	D	D
452990	All other general merchandise stores .....	41	D	D	D	f	D	D
4529901	Variety stores .....	32	27 919	2 886	618	281	—	4.3
4529902	Catalog showrooms .....	2	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores .....	7	D	D	D	b	D	D
453	Miscellaneous store retailers .....	267	145 963	18 959	4 312	1 639	12.8	7.2
4531	Florists .....	53	12 706	2 773	650	281	34.7	4.7
45311	Florists .....	53	12 706	2 773	650	281	34.7	4.7
453110	Florists .....	53	12 706	2 773	650	281	34.7	4.7
4532	Office supplies, stationery, & gift stores .....	95	63 492	8 907	1 990	754	11.4	9.6
45321	Office supplies & stationery stores .....	15	30 001	3 836	1 036	223	.3	1.8
453210	Office supplies & stationery stores .....	15	30 001	3 836	1 036	223	.3	1.8
4532102	Office supplies stores .....	14	D	D	D	c	D	D
45322	Gift, novelty, & souvenir stores .....	80	33 491	5 071	954	531	21.4	16.5
453220	Gift, novelty, & souvenir stores .....	80	33 491	5 071	954	531	21.4	16.5
4533	Used merchandise stores .....	24	7 236	1 706	398	133	3.5	16.0
45331	Used merchandise stores .....	24	7 236	1 706	398	133	3.5	16.0
453310	Used merchandise stores .....	24	7 236	1 706	398	133	3.5	16.0
4539	Other miscellaneous store retailers .....	95	62 529	5 573	1 274	471	10.9	4.3
45391	Pet & pet supplies stores .....	19	11 088	1 344	357	150	1.8	2.1
453910	Pet & pet supplies stores .....	19	11 088	1 344	357	150	1.8	2.1
45399	All other miscellaneous store retailers .....	67	D	D	D	e	D	D

See footnotes at end of table.

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>CHICAGO–GARY–KENOSHA, IL–IN–WI CMSA—Con.</b>								
<b>Gary, IN PMSA—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
454	Nonstore retailers .....	56	80 026	10 746	2 540	819	8.7	10.7
4541	Electronic shopping & mail-order houses .....	12	51 068	5 725	1 327	584	4.5	15.4
454110	Electronic shopping & mail-order houses .....	12	51 068	5 725	1 327	584	4.5	15.4
454110	Electronic shopping & mail-order houses .....	12	51 068	5 725	1 327	584	4.5	15.4
4543	Direct selling establishments .....	29	20 497	3 482	829	161	9.3	2.4
454311	Heating oil dealers .....	3	4 214	917	185	31	—	—
45439	Other direct selling establishments .....	22	11 549	1 992	492	107	16.4	4.3
454390	Other direct selling establishments .....	22	11 549	1 992	492	107	16.4	4.3
<b>Kankakee, IL PMSA</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>388</b>	<b>907 024</b>	<b>88 450</b>	<b>21 838</b>	<b>5 594</b>	<b>5.1</b>	<b>5.2</b>
441	Motor vehicle & parts dealers .....	55	217 361	16 504	4 048	633	14.6	13.8
442	Furniture & home furnishings stores .....	19	14 571	2 756	667	172	1.4	.8
443	Electronics & appliance stores .....	20	13 522	1 940	648	134	5.0	7.5
4431	Electronics & appliance stores .....	20	13 522	1 940	648	134	5.0	7.5
44311	Appliance, television, & other electronics stores .....	16	11 443	1 695	593	116	4.2	8.8
444	Building material & garden equipment & supplies dealers .....	36	109 947	13 444	3 089	606	1.0	5.4
4441	Building material & supplies dealers .....	30	D	D	D	f	D	D
44419	Other building material dealers .....	17	40 729	5 553	1 225	194	1.5	10.4
444190	Other building material dealers .....	17	40 729	5 553	1 225	194	1.5	10.4
4442	Lawn & garden equipment & supplies stores .....	6	D	D	D	b	D	D
44422	Nursery & garden centers .....	4	D	D	D	b	D	D
444220	Nursery & garden centers .....	4	D	D	D	b	D	D
445	Food & beverage stores .....	40	101 666	10 309	3 118	635	1.2	1.1
4452	Specialty food stores .....	11	2 949	307	76	37	—	12.2
446	Health & personal care stores .....	29	47 358	5 806	1 412	418	3.0	5.1
4461	Health & personal care stores .....	29	47 358	5 806	1 412	418	3.0	5.1
447	Gasoline stations .....	37	99 584	4 147	820	221	.7	—
44711	Gasoline stations with convenience stores .....	33	95 990	3 835	761	207	.2	—
447110	Gasoline stations with convenience stores .....	33	95 990	3 835	761	207	.2	—
448	Clothing & clothing accessories stores .....	54	38 917	4 826	1 172	498	.5	9.6
4481	Clothing stores .....	32	26 624	3 294	791	355	.2	10.4
451	Sporting goods, hobby, book, & music stores .....	29	19 172	1 828	465	187	10.7	3.1
4511	Sporting goods, hobby, & musical instrument stores ..	14	11 014	1 029	266	86	10.9	2.8
4512	Book, periodical, & music stores .....	15	8 158	799	199	101	10.5	3.5
45121	Book stores & news dealers .....	12	5 810	607	152	79	14.7	4.9
451212	News dealers & newsstands .....	5	1 011	136	26	14	29.5	28.0
452	General merchandise stores .....	16	199 286	18 925	4 571	1 584	—	—
45299	All other general merchandise stores .....	10	D	D	D	e	D	D
452990	All other general merchandise stores .....	10	D	D	D	e	D	D
4529903	Miscellaneous general merchandise stores .....	2	D	D	D	c	D	D
453	Miscellaneous store retailers .....	36	22 756	3 619	792	318	7.2	9.9
4532	Office supplies, stationery, & gift stores .....	9	9 188	831	179	112	—	15.4
45321	Office supplies & stationery stores .....	2	D	D	D	b	D	D
453210	Office supplies & stationery stores .....	2	D	D	D	b	D	D
4532102	Office supplies stores .....	2	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	12	7 510	1 398	300	79	3.7	1.1
45399	All other miscellaneous store retailers .....	7	D	D	D	b	D	D
454	Nonstore retailers .....	17	22 884	4 346	1 036	188	23.1	—
4543	Direct selling establishments .....	11	13 003	2 438	582	100	—	—
454312	Liquefied petroleum gas (bottled gas) dealers .....	4	6 397	872	227	28	—	—

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<b>CHICAGO-GARY-KENOSHA, IL-IN-WI CMSA—Con.</b>								
<b>Kenosha, WI PMSA</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>546</b>	<b>1 072 397</b>	<b>95 737</b>	<b>22 325</b>	<b>6 442</b>	<b>5.5</b>	<b>3.9</b>
441	Motor vehicle & parts dealers .....	54	288 819	16 050	3 608	608	7.6	.4
4411	Automobile dealers .....	27	252 556	11 958	2 779	427	7.6	.2
4412	Other motor vehicle dealers .....	10	24 576	1 713	253	63	8.4	1.1
44122	Motorcycle, boat, & other motor vehicle dealers .....	9	D	D	D	b	D	D
441221	Motorcycle dealers .....	4	D	D	D	b	D	D
441222	Boat dealers .....	4	12 889	985	135	31	—	—
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	41	27 797	4 178	997	238	6.7	17.0
4422	Home furnishings stores .....	33	18 124	2 636	614	176	3.2	26.1
44229	Other home furnishings stores .....	21	12 712	1 458	361	131	1.4	28.7
442299	All other home furnishings stores .....	18	D	D	D	c	D	D
443	Electronics & appliance stores .....	20	19 001	2 291	565	105	1.7	1.9
4431	Electronics & appliance stores .....	20	19 001	2 291	565	105	1.7	1.9
44311	Appliance, television, & other electronics stores .....	18	D	D	D	b	D	D
443112	Radio, television, & other electronics stores .....	12	11 545	1 184	308	54	.9	3.2
444	Building material & garden equipment & supplies dealers .....	42	58 812	10 240	1 911	337	5.5	.5
4441	Building material & supplies dealers .....	31	49 678	9 134	1 672	278	3.8	—
44419	Other building material dealers .....	16	39 554	7 423	1 385	179	4.2	—
444190	Other building material dealers .....	16	39 554	7 423	1 385	179	4.2	—
4442	Lawn & garden equipment & supplies stores .....	11	9 134	1 106	239	59	14.9	3.2
445	Food & beverage stores .....	55	192 748	18 341	4 628	1 423	3.9	1.5
4451	Grocery stores .....	30	176 755	16 386	4 108	1 288	.4	.6
4452	Specialty food stores .....	17	12 415	1 622	420	117	44.7	7.8
446	Health & personal care stores .....	31	52 295	7 072	1 783	449	—	1.1
4461	Health & personal care stores .....	31	52 295	7 072	1 783	449	—	1.1
447	Gasoline stations .....	71	125 705	6 004	1 397	548	10.2	15.0
4471	Gasoline stations .....	71	125 705	6 004	1 397	548	10.2	15.0
44711	Gasoline stations with convenience stores .....	53	85 806	4 270	1 001	395	7.9	9.3
447110	Gasoline stations with convenience stores .....	53	85 806	4 270	1 001	395	7.9	9.3
448	Clothing & clothing accessories stores .....	115	105 854	9 875	2 279	882	1.2	11.6
4481	Clothing stores .....	76	70 623	6 146	1 414	596	.2	15.8
44811	Men's clothing stores .....	15	18 260	1 461	347	140	—	13.1
448110	Men's clothing stores .....	15	18 260	1 461	347	140	—	13.1
44819	Other clothing stores .....	13	7 321	789	181	73	—	1.3
448190	Other clothing stores .....	13	7 321	789	181	73	—	1.3
4482	Shoe stores .....	27	29 333	2 513	567	217	—	.3
44821	Shoe stores .....	27	29 333	2 513	567	217	—	.3
448210	Shoe stores .....	27	29 333	2 513	567	217	—	.3
4482101	Men's shoe stores .....	1	D	D	D	a	D	D
4482105	Athletic footwear stores .....	6	15 839	1 203	250	101	—	—
44832	Luggage & leather goods stores .....	6	D	D	D	b	D	D
448320	Luggage & leather goods stores .....	6	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores .....	45	41 573	4 258	988	315	19.3	.1
4511	Sporting goods, hobby, & musical instrument stores ..	34	34 495	3 512	805	256	23.1	.1
45111	Sporting goods stores .....	22	21 299	2 357	544	182	.5	—
451110	Sporting goods stores .....	22	21 299	2 357	544	182	.5	—
45114	Musical instrument & supplies stores .....	2	D	D	D	b	D	D
451140	Musical instrument & supplies stores .....	2	D	D	D	b	D	D
4512	Book, periodical, & music stores .....	11	7 078	746	183	59	.8	—
452	General merchandise stores .....	11	132 040	11 694	2 780	1 124	—	—
453	Miscellaneous store retailers .....	47	D	D	D	e	D	D
4532102	Office supplies stores .....	4	1 416	411	112	40	2.4	—
4539	Other miscellaneous store retailers .....	23	D	D	D	c	D	D
45391	Pet & pet supplies stores .....	8	4 161	540	114	49	6.2	—
453910	Pet & pet supplies stores .....	8	4 161	540	114	49	6.2	—
45399	All other miscellaneous store retailers .....	12	D	D	D	b	D	D
454	Nonstore retailers .....	14	D	D	D	b	D	D

See footnotes at end of table.

**Table 2. Summary Statistics for Metropolitan Areas: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions of metropolitan areas (CMSAs, MSAs, and PMSAs), see Appendix E]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>DULUTH—SUPERIOR, MN—WI MSA</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>1 248</b>	<b>2 226 057</b>	<b>217 270</b>	<b>50 208</b>	<b>14 460</b>	<b>6.2</b>	<b>4.1</b>
441	Motor vehicle & parts dealers	122	517 025	43 617	10 005	1 652	4.5	.9
4411	Automobile dealers	37	416 083	28 552	6 780	975	4.8	.8
4412	Other motor vehicle dealers	21	45 238	4 868	903	178	1.5	.6
44121	Recreational vehicle dealers	4	12 778	2 122	308	39	—	—
441210	Recreational vehicle dealers	4	12 778	2 122	308	39	—	—
44122	Motorcycle, boat, & other motor vehicle dealers	17	32 460	2 746	595	139	2.0	.9
441222	Boat dealers	11	16 638	1 415	309	76	4.0	1.4
441229	All other motor vehicle dealers	5	D	D	D	b	D	D
4413	Automotive parts, accessories, & tire stores	64	55 704	10 197	2 322	499	4.4	1.7
44131	Automotive parts & accessories stores	51	37 953	6 878	1 614	364	3.8	1.5
441310	Automotive parts & accessories stores	51	37 953	6 878	1 614	364	3.8	1.5
44132	Tire dealers	13	17 751	3 319	708	135	5.5	2.1
441320	Tire dealers	13	17 751	3 319	708	135	5.5	2.1
442	Furniture & home furnishings stores	57	43 551	7 083	1 601	383	9.4	3.5
4421	Furniture stores	30	27 967	4 597	1 015	226	8.3	2.5
44211	Furniture stores	30	27 967	4 597	1 015	226	8.3	2.5
442110	Furniture stores	30	27 967	4 597	1 015	226	8.3	2.5
4422	Home furnishings stores	27	15 584	2 486	586	157	11.5	5.2
44229	Other home furnishings stores	13	5 813	966	229	74	15.5	—
443	Electronics & appliance stores	44	67 655	7 310	1 665	415	6.9	5.4
4431	Electronics & appliance stores	44	67 655	7 310	1 665	415	6.9	5.4
44311	Appliance, television, & other electronics stores	32	53 394	5 272	1 201	322	6.9	5.1
443111	Household appliance stores	13	12 619	1 949	472	99	17.8	—
443112	Radio, television, & other electronics stores	19	40 775	3 323	729	223	3.5	6.7
44312	Computer & software stores	11	D	D	D	b	D	D
443120	Computer & software stores	11	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers	117	270 886	28 301	6 014	1 231	4.9	1.5
4441	Building material & supplies dealers	101	262 354	27 128	5 810	1 163	4.9	1.5
44411	Home centers	11	84 736	6 492	1 488	353	5.6	2.1
444110	Home centers	11	84 736	6 492	1 488	353	5.6	2.1
44413	Hardware stores	29	32 360	4 606	1 071	290	12.4	.1
444130	Hardware stores	29	32 360	4 606	1 071	290	12.4	.1
44419	Other building material dealers	52	139 819	15 260	3 088	485	2.6	1.5
444190	Other building material dealers	52	139 819	15 260	3 088	485	2.6	1.5
445	Food & beverage stores	165	358 747	33 544	7 621	2 441	9.4	8.7
4451	Grocery stores	71	298 497	27 373	6 202	1 826	7.3	6.1
44511	Supermarkets & other grocery (except convenience) stores	64	294 194	27 032	6 125	1 788	6.4	6.2
445110	Supermarkets & other grocery (except convenience) stores	64	294 194	27 032	6 125	1 788	6.4	6.2
4452	Specialty food stores	28	8 467	1 682	383	149	16.4	4.0
4453	Beer, wine, & liquor stores	66	51 783	4 489	1 036	466	20.0	24.1
44531	Beer, wine, & liquor stores	66	51 783	4 489	1 036	466	20.0	24.1
445310	Beer, wine, & liquor stores	66	51 783	4 489	1 036	466	20.0	24.1
446	Health & personal care stores	87	93 511	13 483	3 344	867	11.6	5.9
4461	Health & personal care stores	87	93 511	13 483	3 344	867	11.6	5.9
44612	Cosmetics, beauty supplies, & perfume stores	4	2 323	269	62	17	7.9	—
446120	Cosmetics, beauty supplies, & perfume stores	4	2 323	269	62	17	7.9	—
44613	Optical goods stores	24	8 262	1 693	429	114	1.9	18.5
446130	Optical goods stores	24	8 262	1 693	429	114	1.9	18.5
44619	Other health & personal care stores	17	13 414	3 384	807	171	5.2	8.5
446199	All other health & personal care stores	9	11 290	3 092	743	130	—	1.2
447	Gasoline stations	177	212 693	14 595	3 467	1 468	12.1	12.1
4471	Gasoline stations	177	212 693	14 595	3 467	1 468	12.1	12.1
44711	Gasoline stations with convenience stores	130	176 917	11 201	2 672	1 169	11.1	10.2
447110	Gasoline stations with convenience stores	130	176 917	11 201	2 672	1 169	11.1	10.2
448	Clothing & clothing accessories stores	142	78 711	10 135	2 462	972	9.7	2.9
4481	Clothing stores	91	50 773	6 129	1 390	652	14.4	1.4
44819	Other clothing stores	11	5 187	598	152	78	38.3	1.1
448190	Other clothing stores	11	5 187	598	152	78	38.3	1.1
4482101	Men's shoe stores	5	1 953	253	66	17	—	—
4483	Jewelry, luggage, & leather goods stores	23	14 611	2 269	606	179	2.1	7.2
451	Sporting goods, hobby, book, & music stores	104	66 945	7 629	1 751	702	6.1	.2
4511	Sporting goods, hobby, & musical instrument stores	80	53 001	6 165	1 410	544	6.7	.3
45111	Sporting goods stores	46	33 538	3 781	801	323	8.5	.1
451110	Sporting goods stores	46	33 538	3 781	801	323	8.5	.1
4511102	Specialty-line sporting goods stores	39	27 433	3 064	598	248	9.9	.1
45114	Musical instrument & supplies stores	5	4 488	738	188	40	—	—
451140	Musical instrument & supplies stores	5	4 488	738	188	40	—	—
4512	Book, periodical, & music stores	24	13 944	1 464	341	158	3.7	—
45121	Book stores & news dealers	16	9 306	999	223	116	4.2	—
451211	Book stores, general	10	7 525	827	183	89	1.4	—

See footnotes at end of table.

**Table 2. Summary Statistics for Metropolitan Areas: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions of metropolitan areas (CMSAs, MSAs, and PMSAs), see Appendix E]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>DULUTH—SUPERIOR, MN—WI MSA—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
452	General merchandise stores .....	37	381 828	35 147	8 245	3 132	.4	.2
4521	Department stores (incl leased depts) ## .....	19	325 184	N	N	N	—	—
45211	Department stores (incl leased depts) ## .....	19	325 184	N	N	N	—	—
4521	Department stores (excl leased depts) .....	19	322 459	31 389	7 391	2 816	—	—
45211	Department stores (excl leased depts) .....	19	322 459	31 389	7 391	2 816	—	—
452110	Department stores (excl leased depts) .....	19	322 459	31 389	7 391	2 816	—	—
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	12	220 169	18 688	4 421	1 821	—	—
4521103	National chain department stores (excl leased depts) .....	4	D	D	D	f	D	D
45299	All other general merchandise stores .....	17	D	D	D	c	D	D
452990	All other general merchandise stores .....	17	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores .....	15	D	D	D	c	D	D
453	Miscellaneous store retailers .....	120	48 449	6 925	1 712	685	9.9	6.1
4532	Office supplies, stationery, & gift stores .....	54	D	D	D	e	D	D
45321	Office supplies & stationery stores .....	3	D	D	D	b	D	D
453210	Office supplies & stationery stores .....	3	D	D	D	b	D	D
4532102	Office supplies stores .....	2	D	D	D	b	D	D
4533	Used merchandise stores .....	16	3 735	660	149	74	2.1	14.1
45331	Used merchandise stores .....	16	3 735	660	149	74	2.1	14.1
453310	Used merchandise stores .....	16	3 735	660	149	74	2.1	14.1
4539	Other miscellaneous store retailers .....	27	D	D	D	c	D	D
45391	Pet & pet supplies stores .....	9	4 379	517	106	49	3.8	1.3
453910	Pet & pet supplies stores .....	9	4 379	517	106	49	3.8	1.3
45393	Manufactured (mobile) home dealers .....	2	D	D	D	b	D	D
453930	Manufactured (mobile) home dealers .....	2	D	D	D	b	D	D
45399	All other miscellaneous store retailers .....	12	D	D	D	b	D	D
454	Nonstore retailers .....	76	86 056	9 501	2 321	512	6.3	9.3
4543	Direct selling establishments .....	53	76 359	7 852	1 964	390	6.0	7.0
45431	Fuel dealers .....	36	69 644	6 756	1 725	272	5.7	7.5
454311	Heating oil dealers .....	18	47 140	4 071	942	163	8.4	11.1
454312	Liquefied petroleum gas (bottled gas) dealers .....	17	D	D	D	c	D	D
454319	Other fuel dealers .....	1	D	D	D	a	D	D
<b>EAU CLAIRE, WI MSA</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>664</b>	<b>1 517 360</b>	<b>140 602</b>	<b>32 469</b>	<b>9 880</b>	<b>4.4</b>	<b>3.6</b>
441	Motor vehicle & parts dealers .....	91	349 768	27 056	6 062	1 154	9.2	5.0
4411	Automobile dealers .....	42	279 125	18 945	4 224	737	6.9	4.5
4412	Other motor vehicle dealers .....	15	40 620	3 016	646	136	21.9	11.4
44121	Recreational vehicle dealers .....	5	18 496	1 038	221	63	40.7	25.1
441210	Recreational vehicle dealers .....	5	18 496	1 038	221	63	40.7	25.1
44122	Motorcycle, boat, & other motor vehicle dealers .....	10	22 124	1 978	425	73	6.1	—
441221	Motorcycle dealers .....	5	12 009	938	182	31	11.3	—
441222	Boat dealers .....	4	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	39	32 099	5 179	1 128	318	11.6	3.9
4421	Furniture stores .....	18	18 679	2 808	664	214	18.8	6.6
44211	Furniture stores .....	18	18 679	2 808	664	214	18.8	6.6
442110	Furniture stores .....	18	18 679	2 808	664	214	18.8	6.6
4422	Home furnishings stores .....	21	13 420	2 371	464	104	1.4	.1
443	Electronics & appliance stores .....	30	57 419	5 225	1 244	304	5.6	1.4
4431	Electronics & appliance stores .....	30	57 419	5 225	1 244	304	5.6	1.4
44311	Appliance, television, & other electronics stores .....	20	51 641	4 416	1 042	267	4.8	—
443111	Household appliance stores .....	9	12 118	1 493	372	93	14.7	—
443112	Radio, television, & other electronics stores .....	11	39 523	2 923	670	174	1.8	—
44312	Computer & software stores .....	8	D	D	D	b	D	D
443120	Computer & software stores .....	8	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers .....	70	237 525	22 023	5 110	940	.4	1.4
4441	Building material & supplies dealers .....	48	208 879	19 289	4 525	805	.3	.4
44411	Home centers .....	2	D	D	D	e	D	D
444110	Home centers .....	2	D	D	D	e	D	D
44419	Other building material dealers .....	34	D	D	D	e	D	D
444190	Other building material dealers .....	34	D	D	D	e	D	D
4442	Lawn & garden equipment & supplies stores .....	22	28 646	2 734	585	135	1.1	8.9
44422	Nursery & garden centers .....	18	26 057	2 441	549	115	.6	9.8
444220	Nursery & garden centers .....	18	26 057	2 441	549	115	.6	9.8
445	Food & beverage stores .....	60	183 991	16 799	4 152	1 943	3.8	2.5
4451	Grocery stores .....	38	178 965	16 143	3 994	1 857	3.3	2.5
4452	Specialty food stores .....	15	2 687	530	133	58	20.8	1.9
446	Health & personal care stores .....	45	46 542	7 387	1 699	380	11.4	6.4
4461	Health & personal care stores .....	45	46 542	7 387	1 699	380	11.4	6.4
44612	Cosmetics, beauty supplies, & perfume stores .....	6	2 749	357	88	29	—	10.1
446120	Cosmetics, beauty supplies, & perfume stores .....	6	2 749	357	88	29	—	10.1

See footnotes at end of table.

**Table 2. Summary Statistics for Metropolitan Areas: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions of metropolitan areas (CMSAs, MSAs, and PMSAs), see Appendix E]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>EAU CLAIRE, WI MSA—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
447	Gasoline stations .....	81	164 958	9 035	2 062	912	3.6	2.8
4471	Gasoline stations .....	81	164 958	9 035	2 062	912	3.6	2.8
44711	Gasoline stations with convenience stores .....	55	92 946	4 378	1 018	495	2.1	5.0
447110	Gasoline stations with convenience stores .....	55	92 946	4 378	1 018	495	2.1	5.0
44719	Other gasoline stations .....	26	72 012	4 657	1 044	417	5.6	.1
447190	Other gasoline stations .....	26	72 012	4 657	1 044	417	5.6	.1
448	Clothing & clothing accessories stores .....	74	67 107	9 052	2 073	772	4.9	.2
4481	Clothing stores .....	44	46 668	5 787	1 281	582	5.9	.1
44819	Other clothing stores .....	8	5 166	835	187	85	1.3	—
448190	Other clothing stores .....	8	5 166	835	187	85	1.3	—
4483	Jewelry, luggage, & leather goods stores .....	16	12 360	2 382	566	103	4.6	1.0
451	Sporting goods, hobby, book, & music stores .....	48	41 129	5 451	1 466	440	2.8	3.0
4511	Sporting goods, hobby, & musical instrument stores ..	36	34 789	4 768	1 301	355	2.0	3.5
45111	Sporting goods stores .....	16	24 869	3 197	946	223	.9	4.5
451110	Sporting goods stores .....	16	24 869	3 197	946	223	.9	4.5
4511101	General-line sporting goods stores .....	5	D	D	D	c	D	D
452	General merchandise stores .....	22	263 466	22 436	5 244	2 042	—	5.6
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	8	D	D	D	g	D	D
45299	All other general merchandise stores .....	11	D	D	D	c	D	D
452990	All other general merchandise stores .....	11	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores .....	6	D	D	D	c	D	D
453	Miscellaneous store retailers .....	70	38 116	6 523	1 217	472	4.7	4.1
4532	Office supplies, stationery, & gift stores .....	25	10 034	1 546	320	173	9.2	—
45321	Office supplies & stationery stores .....	3	2 539	455	78	32	D	—
453210	Office supplies & stationery stores .....	3	2 539	455	78	32	D	—
4532102	Office supplies stores .....	3	2 539	455	78	32	D	—
4539	Other miscellaneous store retailers .....	27	22 743	3 798	626	184	2.7	3.6
45391	Pet & pet supplies stores .....	6	4 368	665	155	45	4.1	16.5
453910	Pet & pet supplies stores .....	6	4 368	665	155	45	4.1	16.5
45393	Manufactured (mobile) home dealers .....	3	11 627	2 000	235	48	—	—
453930	Manufactured (mobile) home dealers .....	3	11 627	2 000	235	48	—	—
45399	All other miscellaneous store retailers .....	14	D	D	D	b	D	D
454	Nonstore retailers .....	34	35 240	4 436	1 012	203	7.0	4.5
4543	Direct selling establishments .....	28	32 379	4 026	926	174	7.4	4.9
45431	Fuel dealers .....	11	20 974	1 958	461	84	—	4.8
454311	Heating oil dealers .....	8	17 694	1 457	364	65	—	5.6
45439	Other direct selling establishments .....	17	11 405	2 068	465	90	20.9	5.2
454390	Other direct selling establishments .....	17	11 405	2 068	465	90	20.9	5.2
<b>GREEN BAY, WI MSA</b>								
<b>44-45 Retail trade .....</b>								
		<b>950</b>	<b>2 569 147</b>	<b>239 743</b>	<b>56 579</b>	<b>14 976</b>	<b>3.2</b>	<b>4.1</b>
441	Motor vehicle & parts dealers .....	118	720 636	57 464	13 627	2 225	1.3	.2
4411	Automobile dealers .....	53	625 228	39 514	9 312	1 455	1.1	—
44111	New car dealers .....	21	591 187	37 067	8 696	1 324	—	—
441110	New car dealers .....	21	591 187	37 067	8 696	1 324	—	—
44112	Used car dealers .....	32	34 041	2 447	616	131	20.3	.4
441120	Used car dealers .....	32	34 041	2 447	616	131	20.3	.4
4412	Other motor vehicle dealers .....	20	40 170	3 815	786	173	2.4	1.9
44121	Recreational vehicle dealers .....	7	17 639	1 493	340	68	4.3	—
441210	Recreational vehicle dealers .....	7	17 639	1 493	340	68	4.3	—
44122	Motorcycle, boat, & other motor vehicle dealers .....	13	22 531	2 322	446	105	.9	3.5
441222	Boat dealers .....	9	D	D	D	b	D	D
4413	Automotive parts, accessories, & tire stores .....	45	55 238	14 135	3 529	597	3.3	1.3
44131	Automotive parts & accessories stores .....	35	37 254	7 965	1 854	419	4.8	1.9
441310	Automotive parts & accessories stores .....	35	37 254	7 965	1 854	419	4.8	1.9
44132	Tire dealers .....	10	17 984	6 170	1 675	178	—	—
441320	Tire dealers .....	10	17 984	6 170	1 675	178	—	—
442	Furniture & home furnishings stores .....	55	61 078	8 776	2 063	428	12.9	2.7
4421	Furniture stores .....	21	36 498	4 621	1 074	216	6.2	—
44211	Furniture stores .....	21	36 498	4 621	1 074	216	6.2	—
442110	Furniture stores .....	21	36 498	4 621	1 074	216	6.2	—
4422	Home furnishings stores .....	34	24 580	4 155	989	212	22.9	6.7
44221	Floor covering stores .....	18	17 647	3 353	809	125	18.5	9.3
442210	Floor covering stores .....	18	17 647	3 353	809	125	18.5	9.3
44229	Other home furnishings stores .....	16	6 933	802	180	87	34.2	—
443	Electronics & appliance stores .....	41	86 921	8 594	1 895	363	3.8	1.6
4431	Electronics & appliance stores .....	41	86 921	8 594	1 895	363	3.8	1.6
44311	Appliance, television, & other electronics stores .....	30	D	D	D	c	D	D
443111	Household appliance stores .....	13	D	D	D	b	D	D
443112	Radio, television, & other electronics stores .....	17	42 579	3 300	607	184	3.9	3.2
44312	Computer & software stores .....	11	D	D	D	c	D	D
443120	Computer & software stores .....	11	D	D	D	c	D	D

See footnotes at end of table.

**Table 2. Summary Statistics for Metropolitan Areas: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions of metropolitan areas (CMSAs, MSAs, and PMSAs), see Appendix E]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>GREEN BAY, WI MSA—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
444	Building material & garden equipment & supplies dealers .....	102	332 287	37 048	9 003	1 594	3.8	5.3
4441	Building material & supplies dealers .....	82	282 946	32 543	8 059	1 361	4.5	5.4
44411	Home centers .....	2	D	D	D	e	D	D
444110	Home centers .....	2	D	D	D	e	D	D
44419	Other building material dealers .....	59	204 798	24 645	6 057	868	5.9	6.3
444190	Other building material dealers .....	59	204 798	24 645	6 057	868	5.9	6.3
4442	Lawn & garden equipment & supplies stores .....	20	49 341	4 505	944	233	—	5.2
44422	Nursery & garden centers .....	17	D	D	D	c	D	D
444220	Nursery & garden centers .....	17	D	D	D	c	D	D
445	Food & beverage stores .....	90	325 537	29 979	7 250	2 596	4.5	4.6
4451	Grocery stores .....	42	299 393	27 246	6 605	2 354	3.5	3.9
44511	Supermarkets & other grocery (except convenience) stores .....	38	295 408	27 074	6 578	2 336	3.5	3.8
445110	Supermarkets & other grocery (except convenience) stores .....	38	295 408	27 074	6 578	2 336	3.5	3.8
4452	Specialty food stores .....	16	7 355	1 260	279	112	1.1	41.8
446	Health & personal care stores .....	52	66 747	9 684	2 358	640	5.3	7.2
4461	Health & personal care stores .....	52	66 747	9 684	2 358	640	5.3	7.2
4461102	Proprietary stores .....	1	D	D	D	a	D	D
44612	Cosmetics, beauty supplies, & perfume stores .....	6	4 363	424	99	40	—	—
446120	Cosmetics, beauty supplies, & perfume stores .....	6	4 363	424	99	40	—	—
447	Gasoline stations .....	96	178 339	10 462	2 424	985	10.6	12.3
4471	Gasoline stations .....	96	178 339	10 462	2 424	985	10.6	12.3
44711	Gasoline stations with convenience stores .....	68	130 395	6 287	1 463	663	9.2	13.6
447110	Gasoline stations with convenience stores .....	68	130 395	6 287	1 463	663	9.2	13.6
448	Clothing & clothing accessories stores .....	142	86 060	10 504	2 281	979	4.5	1.9
4481	Clothing stores .....	79	49 664	5 859	1 330	607	3.5	1.7
44819	Other clothing stores .....	19	9 366	1 466	342	146	1.1	6.5
448190	Other clothing stores .....	19	9 366	1 466	342	146	1.1	6.5
4482105	Athletic footwear stores .....	6	6 978	593	109	83	—	8.3
4483	Jewelry, luggage, & leather goods stores .....	32	21 070	3 073	628	189	9.9	1.0
44831	Jewelry stores .....	31	D	D	D	c	D	D
448310	Jewelry stores .....	31	D	D	D	c	D	D
451	Sporting goods, hobby, book, & music stores .....	85	66 176	8 290	1 988	694	4.4	3.0
4511	Sporting goods, hobby, & musical instrument stores .....	63	54 226	6 862	1 633	551	4.5	3.7
45111	Sporting goods stores .....	33	24 875	3 244	810	274	8.3	7.8
451110	Sporting goods stores .....	33	24 875	3 244	810	274	8.3	7.8
4511101	General-line sporting goods stores .....	9	11 850	1 528	452	142	2.8	—
45112	Hobby, toy, & game stores .....	16	19 012	1 768	376	167	.6	—
451120	Hobby, toy, & game stores .....	16	19 012	1 768	376	167	.6	—
45114	Musical instrument & supplies stores .....	6	7 709	1 531	372	80	3.2	—
451140	Musical instrument & supplies stores .....	6	7 709	1 531	372	80	3.2	—
4512	Book, periodical, & music stores .....	22	11 950	1 428	355	143	4.0	—
45121	Book stores & news dealers .....	13	7 572	956	240	86	—	—
4512112	Specialty book stores .....	3	D	D	D	a	D	D
451212	News dealers & newsstands .....	2	D	D	D	a	D	D
452	General merchandise stores .....	25	511 633	42 904	10 241	3 449	—	6.7
4521	Department stores (incl leased depts) ## .....	17	378 737	N	N	N	—	6.8
45211	Department stores (incl leased depts) ## .....	17	378 737	N	N	N	—	6.8
4521	Department stores (excl leased depts) .....	17	373 863	35 454	8 583	2 975	—	6.9
45211	Department stores (excl leased depts) .....	17	373 863	35 454	8 583	2 975	—	6.9
452110	Department stores (excl leased depts) .....	17	373 863	35 454	8 583	2 975	—	6.9
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	11	282 855	24 451	5 730	2 097	—	9.1
4529	Other general merchandise stores .....	8	137 770	7 450	1 658	474	—	6.2
45299	All other general merchandise stores .....	7	D	D	D	e	D	D
452990	All other general merchandise stores .....	7	D	D	D	e	D	D
4529903	Miscellaneous general merchandise stores .....	5	D	D	D	c	D	D
453	Miscellaneous store retailers .....	101	60 550	8 336	1 778	674	5.8	3.7
4532	Office supplies, stationery, & gift stores .....	39	32 397	3 447	836	338	5.0	5.7
45321	Office supplies & stationery stores .....	6	16 645	1 160	273	89	.8	10.0
453210	Office supplies & stationery stores .....	6	16 645	1 160	273	89	.8	10.0
4532102	Office supplies stores .....	5	D	D	D	b	D	D
45322	Gift, novelty, & souvenir stores .....	33	15 752	2 287	563	249	9.6	1.3
453220	Gift, novelty, & souvenir stores .....	33	15 752	2 287	563	249	9.6	1.3
4539	Other miscellaneous store retailers .....	34	20 837	3 284	581	182	5.3	.2
45391	Pet & pet supplies stores .....	8	4 399	609	130	60	8.5	—
453910	Pet & pet supplies stores .....	8	4 399	609	130	60	8.5	—
45393	Manufactured (mobile) home dealers .....	3	9 430	1 385	155	26	—	—
453930	Manufactured (mobile) home dealers .....	3	9 430	1 385	155	26	—	—
45399	All other miscellaneous store retailers .....	20	6 572	1 217	278	87	8.4	.6

See footnotes at end of table.

**Table 2. Summary Statistics for Metropolitan Areas: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions of metropolitan areas (CMSAs, MSAs, and PMSAs), see Appendix E]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>GREEN BAY, WI MSA—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
454	Nonstore retailers .....	43	73 183	7 702	1 671	349	1.7	1.3
4541	Electronic shopping & mail-order houses .....	11	D	D	D	b	D	D
45411	Electronic shopping & mail-order houses .....	11	D	D	D	b	D	D
454110	Electronic shopping & mail-order houses .....	11	D	D	D	b	D	D
4542	Vending machine operators .....	5	13 760	2 593	578	105	—	2.8
45421	Vending machine operators .....	5	13 760	2 593	578	105	—	2.8
454210	Vending machine operators .....	5	13 760	2 593	578	105	—	2.8
4543	Direct selling establishments .....	27	D	D	D	c	D	D
454311	Heating oil dealers .....	4	D	D	D	a	D	D
45439	Other direct selling establishments .....	20	13 044	3 087	633	137	7.1	—
454390	Other direct selling establishments .....	20	13 044	3 087	633	137	7.1	—
<b>JANESVILLE-BELOIT, WI MSA</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>584</b>	<b>1 599 727</b>	<b>148 400</b>	<b>34 148</b>	<b>8 484</b>	<b>3.2</b>	<b>3.5</b>
441	Motor vehicle & parts dealers .....	72	508 811	42 684	9 941	1 494	3.9	2.4
4411	Automobile dealers .....	27	370 327	21 453	5 182	745	3.4	1.7
4412	Other motor vehicle dealers .....	14	25 062	2 693	463	95	25.4	18.6
44121	Recreational vehicle dealers .....	4	12 806	1 507	253	46	35.9	15.9
441210	Recreational vehicle dealers .....	4	12 806	1 507	253	46	35.9	15.9
44122	Motorcycle, boat, & other motor vehicle dealers .....	10	12 256	1 186	210	49	14.3	21.5
441221	Motorcycle dealers .....	4	D	D	D	b	D	D
4413	Automotive parts, accessories, & tire stores .....	31	113 422	18 538	4 296	654	1.0	1.1
44131	Automotive parts & accessories stores .....	27	107 869	17 260	4 007	610	.9	.1
441310	Automotive parts & accessories stores .....	27	107 869	17 260	4 007	610	.9	.1
442	Furniture & home furnishings stores .....	22	20 220	2 789	610	135	.2	3.6
4421	Furniture stores .....	12	11 585	1 378	290	66	—	6.2
44211	Furniture stores .....	12	11 585	1 378	290	66	—	6.2
442110	Furniture stores .....	12	11 585	1 378	290	66	—	6.2
4422	Home furnishings stores .....	10	8 635	1 411	320	69	.4	—
443	Electronics & appliance stores .....	25	24 174	3 583	722	145	8.6	2.4
4431	Electronics & appliance stores .....	25	24 174	3 583	722	145	8.6	2.4
44311	Appliance, television, & other electronics stores .....	15	12 595	2 178	401	101	10.7	—
44312	Computer & software stores .....	7	10 587	1 151	282	35	—	5.5
443120	Computer & software stores .....	7	10 587	1 151	282	35	—	5.5
444	Building material & garden equipment & supplies dealers .....	68	207 723	20 175	4 802	928	.9	3.5
4441	Building material & supplies dealers .....	49	155 471	16 311	3 960	739	.7	4.7
44419	Other building material dealers .....	26	100 992	11 219	2 700	381	.1	6.4
444190	Other building material dealers .....	26	100 992	11 219	2 700	381	.1	6.4
4442	Lawn & garden equipment & supplies stores .....	19	52 252	3 864	842	189	1.3	—
44422	Nursery & garden centers .....	11	43 504	2 653	612	142	—	—
444220	Nursery & garden centers .....	11	43 504	2 653	612	142	—	—
445	Food & beverage stores .....	54	239 727	18 779	4 507	1 315	2.2	.3
4451	Grocery stores .....	29	230 276	17 624	4 228	1 206	1.3	.3
44511	Supermarkets & other grocery (except convenience) stores .....	23	227 974	17 425	4 181	1 180	1.1	.3
445110	Supermarkets & other grocery (except convenience) stores .....	23	227 974	17 425	4 181	1 180	1.1	.3
446	Health & personal care stores .....	52	65 637	9 358	2 231	587	8.2	15.3
4461	Health & personal care stores .....	52	65 637	9 358	2 231	587	8.2	15.3
447	Gasoline stations .....	81	173 200	9 387	2 192	828	6.5	5.8
4471	Gasoline stations .....	81	173 200	9 387	2 192	828	6.5	5.8
44711	Gasoline stations with convenience stores .....	54	91 173	5 496	1 276	527	8.6	1.5
447110	Gasoline stations with convenience stores .....	54	91 173	5 496	1 276	527	8.6	1.5
44719	Other gasoline stations .....	27	82 027	3 891	916	301	4.1	10.6
447190	Other gasoline stations .....	27	82 027	3 891	916	301	4.1	10.6
448	Clothing & clothing accessories stores .....	52	29 129	4 069	946	329	5.1	4.2
451	Sporting goods, hobby, book, & music stores .....	42	24 241	3 021	734	270	4.6	.8
4511	Sporting goods, hobby, & musical instrument stores ..	30	18 054	2 415	573	195	5.4	1.1
452	General merchandise stores .....	18	243 794	24 430	5 210	1 788	—	—
45299	All other general merchandise stores .....	7	D	D	D	e	D	D
452990	All other general merchandise stores .....	7	D	D	D	e	D	D
4529903	Miscellaneous general merchandise stores .....	2	D	D	D	c	D	D
453	Miscellaneous store retailers .....	67	38 818	5 591	1 077	381	4.3	27.8
4532	Office supplies, stationery, & gift stores .....	21	20 014	2 374	335	136	2.6	52.0
45321	Office supplies & stationery stores .....	4	13 690	1 582	169	32	—	76.0
453210	Office supplies & stationery stores .....	4	13 690	1 582	169	32	—	76.0
4532102	Office supplies stores .....	4	13 690	1 582	169	32	—	76.0
4539	Other miscellaneous store retailers .....	26	14 378	1 835	413	132	1.9	1.0
45391	Pet & pet supplies stores .....	5	3 760	481	123	49	—	—
453910	Pet & pet supplies stores .....	5	3 760	481	123	49	—	—
45399	All other miscellaneous store retailers .....	17	D	D	D	b	D	D

See footnotes at end of table.



**Table 2. Summary Statistics for Metropolitan Areas: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions of metropolitan areas (CMSAs, MSAs, and PMSAs), see Appendix E]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>JANESVILLE—BELOIT, WI MSA—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
454	Nonstore retailers .....	31	24 253	4 534	1 176	284	5.8	10.7
4542	Vending machine operators .....	6	9 968	2 200	561	129	5.2	.7
45421	Vending machine operators .....	6	9 968	2 200	561	129	5.2	.7
454210	Vending machine operators .....	6	9 968	2 200	561	129	5.2	.7
4543	Direct selling establishments .....	21	13 698	2 058	541	131	4.9	18.5
45431	Fuel dealers .....	8	11 564	1 502	428	77	—	21.2
454312	Liquefied petroleum gas (bottled gas) dealers ...	6	D	D	D	b	D	D
<b>LA CROSSE, WI—MN MSA</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>579</b>	<b>1 528 928</b>	<b>141 626</b>	<b>33 430</b>	<b>9 505</b>	<b>3.5</b>	<b>8.9</b>
441	Motor vehicle & parts dealers .....	66	318 463	23 731	5 588	930	8.8	2.5
4411	Automobile dealers .....	30	279 528	18 021	4 212	671	8.5	2.7
4412	Other motor vehicle dealers .....	11	17 488	1 371	248	47	10.7	—
44122	Motorcycle, boat, & other motor vehicle dealers ....	9	D	D	D	b	D	D
441221	Motorcycle dealers .....	5	7 287	561	87	18	—	—
442	Furniture & home furnishings stores .....	26	27 339	3 804	823	241	10.3	4.2
4421	Furniture stores .....	12	15 746	2 165	439	133	17.7	—
44211	Furniture stores .....	12	15 746	2 165	439	133	17.7	—
442110	Furniture stores .....	12	15 746	2 165	439	133	17.7	—
4422	Home furnishings stores .....	14	11 593	1 639	384	108	.4	9.9
443	Electronics & appliance stores .....	22	57 858	6 392	1 532	378	1.3	.4
4431	Electronics & appliance stores .....	22	57 858	6 392	1 532	378	1.3	.4
44311	Appliance, television, & other electronics stores ....	16	D	D	D	e	D	D
443112	Radio, television, & other electronics stores .....	10	44 955	4 550	1 092	282	.3	.1
44312	Computer & software stores .....	5	D	D	D	b	D	D
443120	Computer & software stores .....	5	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers .....	57	245 012	24 191	5 853	941	.8	—
4441	Building material & supplies dealers .....	43	232 997	22 926	5 603	879	.8	—
44411	Home centers .....	2	D	D	D	e	D	D
444110	Home centers .....	2	D	D	D	e	D	D
44419	Other building material dealers .....	25	167 460	17 203	4 141	480	.4	—
444190	Other building material dealers .....	25	167 460	17 203	4 141	480	.4	—
4442	Lawn & garden equipment & supplies stores .....	14	12 015	1 265	250	62	.8	—
44422	Nursery & garden centers .....	11	11 096	1 134	223	54	—	—
444220	Nursery & garden centers .....	11	11 096	1 134	223	54	—	—
445	Food & beverage stores .....	54	205 929	17 722	4 302	1 671	2.0	.8
4451	Grocery stores .....	32	D	D	D	g	D	D
4452	Specialty food stores .....	15	D	D	D	c	D	D
446	Health & personal care stores .....	33	33 659	4 902	1 303	345	6.0	1.9
4461	Health & personal care stores .....	33	33 659	4 902	1 303	345	6.0	1.9
44612	Cosmetics, beauty supplies, & perfume stores .....	4	2 549	277	57	24	—	—
446120	Cosmetics, beauty supplies, & perfume stores ...	4	2 549	277	57	24	—	—
447	Gasoline stations .....	68	104 318	6 686	1 452	562	4.0	2.0
44711	Gasoline stations with convenience stores .....	49	92 825	5 871	1 271	507	2.8	1.8
447110	Gasoline stations with convenience stores .....	49	92 825	5 871	1 271	507	2.8	1.8
448	Clothing & clothing accessories stores .....	74	40 854	4 960	1 087	513	5.1	1.3
4481	Clothing stores .....	46	23 109	2 725	612	335	6.6	.1
4482105	Athletic footwear stores .....	5	5 421	454	96	48	—	—
451	Sporting goods, hobby, book, & music stores .....	53	36 367	4 657	1 125	450	2.9	3.0
4511	Sporting goods, hobby, & musical instrument stores ..	39	26 624	3 574	863	345	4.0	4.1
45114	Musical instrument & supplies stores .....	3	D	D	D	b	D	D
451140	Musical instrument & supplies stores .....	3	D	D	D	b	D	D
4512	Book, periodical, & music stores .....	14	9 743	1 083	262	105	—	—
45121	Book stores & news dealers .....	10	D	D	D	b	D	D
452	General merchandise stores .....	21	258 404	23 392	5 599	2 112	—	.1
45299	All other general merchandise stores .....	9	D	D	D	c	D	D
452990	All other general merchandise stores .....	9	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores ....	5	D	D	D	c	D	D
453	Miscellaneous store retailers .....	80	44 249	5 933	1 188	515	12.1	3.0
4532	Office supplies, stationery, & gift stores .....	26	16 380	1 959	453	219	5.2	5.5
45321	Office supplies & stationery stores .....	5	9 927	983	236	79	2.3	8.8
453210	Office supplies & stationery stores .....	5	9 927	983	236	79	2.3	8.8
4532102	Office supplies stores .....	4	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	25	21 508	2 379	462	129	18.4	1.9
45391	Pet & pet supplies stores .....	6	4 014	552	108	39	14.3	—
453910	Pet & pet supplies stores .....	6	4 014	552	108	39	14.3	—
45393	Manufactured (mobile) home dealers .....	3	12 742	1 031	193	39	D	—
453930	Manufactured (mobile) home dealers .....	3	12 742	1 031	193	39	D	—
45399	All other miscellaneous store retailers .....	14	D	D	D	b	D	D

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>LA CROSSE, WI—MN MSA—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
454	Nonstore retailers .....	25	156 476	15 256	3 578	847	.5	76.2
4541	Electronic shopping & mail-order houses .....	4	D	D	D	f	D	D
45411	Electronic shopping & mail-order houses .....	4	D	D	D	f	D	D
454110	Electronic shopping & mail-order houses .....	4	D	D	D	f	D	D
4542	Vending machine operators .....	3	D	D	D	c	D	D
45421	Vending machine operators .....	3	D	D	D	c	D	D
454210	Vending machine operators .....	3	D	D	D	c	D	D
4543	Direct selling establishments .....	18	D	D	D	c	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ...	3	D	D	D	b	D	D
45439	Other direct selling establishments .....	11	11 888	2 659	508	116	3.6	3.9
454390	Other direct selling establishments .....	11	11 888	2 659	508	116	3.6	3.9
<b>MADISON, WI MSA</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>1 845</b>	<b>4 860 927</b>	<b>507 249</b>	<b>116 552</b>	<b>30 150</b>	<b>4.0</b>	<b>4.1</b>
441	Motor vehicle & parts dealers .....	157	1 148 232	90 549	19 562	3 081	3.0	2.1
4411	Automobile dealers .....	54	986 895	66 929	14 402	2 154	2.5	.4
44111	New car dealers .....	35	933 723	63 650	13 700	2 051	2.6	.3
441110	New car dealers .....	35	933 723	63 650	13 700	2 051	2.6	.3
44112	Used car dealers .....	19	53 172	3 279	702	103	—	1.5
441120	Used car dealers .....	19	53 172	3 279	702	103	—	1.5
4412	Other motor vehicle dealers .....	27	65 505	6 288	1 099	230	14.3	19.5
44121	Recreational vehicle dealers .....	9	25 799	2 269	455	77	25.4	—
441210	Recreational vehicle dealers .....	9	25 799	2 269	455	77	25.4	—
44122	Motorcycle, boat, & other motor vehicle dealers ....	18	39 706	4 019	644	153	7.0	32.2
441221	Motorcycle dealers .....	5	24 885	2 227	399	88	—	51.4
441222	Boat dealers .....	11	D	D	D	b	D	D
441229	All other motor vehicle dealers .....	2	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores .....	76	95 832	17 332	4 061	697	1.0	7.4
44131	Automotive parts & accessories stores .....	57	65 674	12 027	2 886	515	1.0	2.8
441310	Automotive parts & accessories stores .....	57	65 674	12 027	2 886	515	1.0	2.8
44132	Tire dealers .....	19	30 158	5 305	1 175	182	1.2	17.5
441320	Tire dealers .....	19	30 158	5 305	1 175	182	1.2	17.5
442	Furniture & home furnishings stores .....	130	189 501	25 390	5 579	1 096	7.1	8.0
4421	Furniture stores .....	52	93 976	12 014	2 704	448	4.3	14.0
44211	Furniture stores .....	52	93 976	12 014	2 704	448	4.3	14.0
442110	Furniture stores .....	52	93 976	12 014	2 704	448	4.3	14.0
4422	Home furnishings stores .....	78	95 525	13 376	2 875	648	9.8	2.1
44221	Floor covering stores .....	39	64 504	9 013	2 022	331	12.2	1.8
442210	Floor covering stores .....	39	64 504	9 013	2 022	331	12.2	1.8
44229	Other home furnishings stores .....	39	31 021	4 363	853	317	4.8	2.7
442299	All other home furnishings stores .....	36	30 427	4 282	835	310	4.9	2.4
443	Electronics & appliance stores .....	87	238 679	35 167	7 842	1 472	3.3	2.7
4431	Electronics & appliance stores .....	87	238 679	35 167	7 842	1 472	3.3	2.7
44311	Appliance, television, & other electronics stores ....	56	186 758	29 517	6 830	1 278	3.1	2.0
443111	Household appliance stores .....	24	27 040	3 133	710	150	9.7	12.7
443112	Radio, television, & other electronics stores .....	32	159 718	26 384	6 120	1 128	2.0	.2
44312	Computer & software stores .....	24	45 571	4 413	807	142	4.2	5.8
443120	Computer & software stores .....	24	45 571	4 413	807	142	4.2	5.8
44313	Camera & photographic supplies stores .....	7	6 350	1 237	205	52	—	—
443130	Camera & photographic supplies stores .....	7	6 350	1 237	205	52	—	—
444	Building material & garden equipment & supplies dealers .....	168	548 501	61 453	15 607	2 556	3.1	3.2
4441	Building material & supplies dealers .....	129	489 333	55 009	13 784	2 301	3.2	3.5
44411	Home centers .....	3	D	D	D	f	D	D
444110	Home centers .....	3	D	D	D	f	D	D
44412	Paint & wallpaper stores .....	16	D	D	D	b	D	D
444120	Paint & wallpaper stores .....	16	D	D	D	b	D	D
44413	Hardware stores .....	29	23 902	4 635	1 182	403	4.0	7.2
444130	Hardware stores .....	29	23 902	4 635	1 182	403	4.0	7.2
44419	Other building material dealers .....	81	353 654	40 699	10 059	1 310	4.1	4.1
444190	Other building material dealers .....	81	353 654	40 699	10 059	1 310	4.1	4.1
4442	Lawn & garden equipment & supplies stores .....	39	59 168	6 444	1 823	255	2.7	.3
44422	Nursery & garden centers .....	33	54 904	5 653	1 511	231	1.5	.3
444220	Nursery & garden centers .....	33	54 904	5 653	1 511	231	1.5	.3
445	Food & beverage stores .....	201	675 316	63 491	14 079	4 613	5.1	1.5
4451	Grocery stores .....	98	616 855	56 513	12 401	3 907	3.4	1.1
44511	Supermarkets & other grocery (except convenience) stores .....	85	611 910	56 092	12 296	3 846	3.2	.9
445110	Supermarkets & other grocery (except convenience) stores .....	85	611 910	56 092	12 296	3 846	3.2	.9
4452	Specialty food stores .....	47	17 731	3 676	934	358	16.7	5.6
4453	Beer, wine, & liquor stores .....	56	40 730	3 302	744	348	25.1	6.2
44531	Beer, wine, & liquor stores .....	56	40 730	3 302	744	348	25.1	6.2
445310	Beer, wine, & liquor stores .....	56	40 730	3 302	744	348	25.1	6.2

See footnotes at end of table.

**Table 2. Summary Statistics for Metropolitan Areas: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions of metropolitan areas (CMSAs, MSAs, and PMSAs), see Appendix E]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MADISON, WI MSA—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
446	Health & personal care stores .....	120	189 032	25 890	6 260	1 672	9.2	6.2
4461	Health & personal care stores .....	120	189 032	25 890	6 260	1 672	9.2	6.2
44611	Pharmacies & drug stores .....	63	159 922	19 886	4 675	1 316	9.0	6.2
446110	Pharmacies & drug stores .....	63	159 922	19 886	4 675	1 316	9.0	6.2
4461101	Pharmacies & drug stores .....	60	159 366	19 756	4 642	1 306	9.1	6.2
44612	Cosmetics, beauty supplies, & perfume stores .....	14	7 349	801	183	72	5.2	—
446120	Cosmetics, beauty supplies, & perfume stores .....	14	7 349	801	183	72	5.2	—
44613	Optical goods stores .....	30	15 445	3 423	788	177	.3	7.7
446130	Optical goods stores .....	30	15 445	3 423	788	177	.3	7.7
447	Gasoline stations .....	161	301 518	19 359	4 487	1 604	7.8	3.4
4471	Gasoline stations .....	161	301 518	19 359	4 487	1 604	7.8	3.4
44711	Gasoline stations with convenience stores .....	117	231 914	12 722	2 983	1 101	5.2	4.1
447110	Gasoline stations with convenience stores .....	117	231 914	12 722	2 983	1 101	5.2	4.1
44719	Other gasoline stations .....	44	69 604	6 637	1 504	503	16.3	1.3
447190	Other gasoline stations .....	44	69 604	6 637	1 504	503	16.3	1.3
448	Clothing & clothing accessories stores .....	280	213 853	27 076	6 133	2 639	6.8	9.3
4481	Clothing stores .....	167	130 725	15 327	3 602	1 769	6.2	8.0
44812	Women's clothing stores .....	70	39 068	5 270	1 247	627	11.1	2.1
448120	Women's clothing stores .....	70	39 068	5 270	1 247	627	11.1	2.1
44813	Children's & infants' clothing stores .....	9	5 027	483	113	65	—	.4
448130	Children's & infants' clothing stores .....	9	5 027	483	113	65	—	.4
44814	Family clothing stores .....	35	60 035	5 436	1 263	720	2.1	7.5
448140	Family clothing stores .....	35	60 035	5 436	1 263	720	2.1	7.5
44819	Other clothing stores .....	22	14 051	2 257	487	205	9.5	12.9
448190	Other clothing stores .....	22	14 051	2 257	487	205	9.5	12.9
4482	Shoe stores .....	52	39 459	4 526	888	432	2.8	5.4
44821	Shoe stores .....	52	39 459	4 526	888	432	2.8	5.4
448210	Shoe stores .....	52	39 459	4 526	888	432	2.8	5.4
4482104	Family shoe stores .....	31	27 433	3 112	589	275	1.6	—
4482105	Athletic footwear stores .....	13	9 210	1 033	216	109	6.9	17.1
4483	Jewelry, luggage, & leather goods stores .....	61	43 669	7 223	1 643	438	12.4	16.5
44831	Jewelry stores .....	59	D	D	D	e	D	D
448310	Jewelry stores .....	59	D	D	D	e	D	D
44832	Luggage & leather goods stores .....	2	D	D	D	a	D	D
448320	Luggage & leather goods stores .....	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	171	191 290	25 417	6 029	2 061	7.0	7.4
4511	Sporting goods, hobby, & musical instrument stores ..	125	120 004	16 260	3 719	1 271	9.5	6.3
45111	Sporting goods stores .....	64	67 680	7 903	1 704	604	11.1	10.6
451110	Sporting goods stores .....	64	67 680	7 903	1 704	604	11.1	10.6
4511101	General-line sporting goods stores .....	12	14 135	1 825	424	117	1.5	23.5
4511102	Specialty-line sporting goods stores .....	52	53 545	6 078	1 280	487	13.6	7.2
45112	Hobby, toy, & game stores .....	34	30 786	3 886	985	390	7.4	.7
451120	Hobby, toy, & game stores .....	34	30 786	3 886	985	390	7.4	.7
45113	Sewing, needlework, & piece goods stores .....	16	7 654	1 273	330	115	12.3	—
451130	Sewing, needlework, & piece goods stores .....	16	7 654	1 273	330	115	12.3	—
45114	Musical instrument & supplies stores .....	11	13 884	3 198	700	162	5.4	.8
451140	Musical instrument & supplies stores .....	11	13 884	3 198	700	162	5.4	.8
4512	Book, periodical, & music stores .....	46	71 286	9 157	2 310	790	2.7	9.4
45121	Book stores & news dealers .....	29	55 988	6 976	1 804	573	3.0	3.0
451211	Book stores .....	28	D	D	D	f	D	D
4512111	Book stores, general .....	19	D	D	D	e	D	D
4512112	Specialty book stores .....	5	D	D	D	b	D	D
4512113	College book stores .....	4	D	D	D	c	D	D
45122	Prerecorded tape, compact disc, & record stores ...	17	15 298	2 181	506	217	1.6	33.0
451220	Prerecorded tape, compact disc, & record stores ...	17	15 298	2 181	506	217	1.6	33.0
452	General merchandise stores .....	40	565 619	57 791	13 674	5 200	—	5.3
4521	Department stores (incl leased depts) ## .....	25	487 343	N	N	N	—	6.1
45211	Department stores (incl leased depts) ## .....	25	487 343	N	N	N	—	6.1
4521	Department stores (excl leased depts) .....	25	480 086	51 085	12 104	4 719	—	6.2
45211	Department stores (excl leased depts) .....	25	480 086	51 085	12 104	4 719	—	6.2
452110	Department stores (excl leased depts) .....	25	480 086	51 085	12 104	4 719	—	6.2
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	17	328 683	32 180	7 754	3 099	—	9.1
4521103	National chain department stores (excl leased depts) .....	4	D	D	D	f	D	D
45299	All other general merchandise stores .....	14	D	D	D	e	D	D
452990	All other general merchandise stores .....	14	D	D	D	e	D	D
4529903	Miscellaneous general merchandise stores .....	8	D	D	D	e	D	D

See footnotes at end of table.

**Table 2. Summary Statistics for Metropolitan Areas: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions of metropolitan areas (CMSAs, MSAs, and PMSAs), see Appendix E]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MADISON, WI MSA—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
453	Miscellaneous store retailers .....	260	139 453	20 138	4 599	1 863	10.6	7.6
4531	Florists .....	41	10 378	2 168	523	233	17.9	9.8
45311	Florists .....	41	10 378	2 168	523	233	17.9	9.8
453110	Florists .....	41	10 378	2 168	523	233	17.9	9.8
4532	Office supplies, stationery, & gift stores .....	94	65 629	7 863	1 815	785	7.0	10.5
45321	Office supplies & stationery stores .....	14	34 891	3 617	913	225	.9	7.8
453210	Office supplies & stationery stores .....	14	34 891	3 617	913	225	.9	7.8
4532102	Office supplies stores .....	11	D	D	D	c	D	D
45322	Gift, novelty, & souvenir stores .....	80	30 738	4 246	902	560	13.9	13.5
453220	Gift, novelty, & souvenir stores .....	80	30 738	4 246	902	560	13.9	13.5
4533	Used merchandise stores .....	47	15 641	3 083	671	334	10.7	1.4
45331	Used merchandise stores .....	47	15 641	3 083	671	334	10.7	1.4
453310	Used merchandise stores .....	47	15 641	3 083	671	334	10.7	1.4
4539	Other miscellaneous store retailers .....	78	47 805	7 024	1 590	511	14.0	5.1
45391	Pet & pet supplies stores .....	15	17 432	2 951	662	201	9.6	—
453910	Pet & pet supplies stores .....	15	17 432	2 951	662	201	9.6	—
45392	Art dealers .....	23	5 989	878	188	86	31.5	16.0
453920	Art dealers .....	23	5 989	878	188	86	31.5	16.0
45399	All other miscellaneous store retailers .....	37	18 635	2 656	603	195	16.7	8.0
454	Nonstore retailers .....	70	459 933	55 528	12 701	2 293	.5	6.0
4541	Electronic shopping & mail-order houses .....	22	387 181	41 936	9 610	1 761	—	6.0
45411	Electronic shopping & mail-order houses .....	22	387 181	41 936	9 610	1 761	—	6.0
454110	Electronic shopping & mail-order houses .....	22	387 181	41 936	9 610	1 761	—	6.0
4542	Vending machine operators .....	16	20 859	3 854	934	168	8.6	.3
45421	Vending machine operators .....	16	20 859	3 854	934	168	8.6	.3
454210	Vending machine operators .....	16	20 859	3 854	934	168	8.6	.3
4543	Direct selling establishments .....	32	51 893	9 738	2 157	364	.6	8.5
45431	Fuel dealers .....	8	24 885	2 837	660	111	—	1.2
454311	Heating oil dealers .....	4	D	D	D	b	D	D
45439	Other direct selling establishments .....	24	27 008	6 901	1 497	253	1.2	15.2
454390	Other direct selling establishments .....	24	27 008	6 901	1 497	253	1.2	15.2
<b>MILWAUKEE—RACINE, WI CMSA</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>6 015</b>	<b>15 865 138</b>	<b>1 534 953</b>	<b>360 634</b>	<b>96 146</b>	<b>6.5</b>	<b>5.2</b>
441	Motor vehicle & parts dealers .....	612	4 660 802	336 715	75 562	11 252	6.6	4.4
4411	Automobile dealers .....	263	4 192 663	264 257	59 379	8 250	6.2	4.3
44111	New car dealers .....	137	4 005 044	251 229	56 564	7 660	5.7	4.2
441110	New car dealers .....	137	4 005 044	251 229	56 564	7 660	5.7	4.2
44112	Used car dealers .....	126	187 619	13 028	2 815	590	17.9	5.3
441120	Used car dealers .....	126	187 619	13 028	2 815	590	17.9	5.3
4412	Other motor vehicle dealers .....	79	189 684	21 224	4 609	736	17.1	2.4
44121	Recreational vehicle dealers .....	10	D	D	D	c	D	D
441210	Recreational vehicle dealers .....	10	D	D	D	c	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	69	D	D	D	f	D	D
441221	Motorcycle dealers .....	29	80 367	9 073	2 130	285	29.5	.8
441222	Boat dealers .....	28	59 499	6 970	1 355	216	3.8	6.5
441229	All other motor vehicle dealers .....	12	D	D	D	c	D	D
4413	Automotive parts, accessories, & tire stores .....	270	278 455	51 234	11 574	2 266	5.8	8.2
44131	Automotive parts & accessories stores .....	208	205 106	37 446	8 376	1 725	4.3	5.6
441310	Automotive parts & accessories stores .....	208	205 106	37 446	8 376	1 725	4.3	5.6
44132	Tire dealers .....	62	73 349	13 788	3 198	541	10.0	15.5
441320	Tire dealers .....	62	73 349	13 788	3 198	541	10.0	15.5
442	Furniture & home furnishings stores .....	371	538 476	78 781	19 095	3 406	6.8	7.1
4421	Furniture stores .....	151	312 663	42 540	10 768	1 723	4.2	10.3
44211	Furniture stores .....	151	312 663	42 540	10 768	1 723	4.2	10.3
442110	Furniture stores .....	151	312 663	42 540	10 768	1 723	4.2	10.3
4422	Home furnishings stores .....	220	225 813	36 241	8 327	1 683	10.5	2.8
44221	Floor covering stores .....	112	154 371	25 287	5 844	863	10.0	3.2
442210	Floor covering stores .....	112	154 371	25 287	5 844	863	10.0	3.2
44229	Other home furnishings stores .....	108	71 442	10 954	2 483	820	11.7	1.7
442299	All other home furnishings stores .....	95	D	D	D	f	D	D
443	Electronics & appliance stores .....	246	537 332	51 460	12 225	2 813	8.7	1.8
4431	Electronics & appliance stores .....	246	537 332	51 460	12 225	2 813	8.7	1.8
44311	Appliance, television, & other electronics stores .....	166	411 543	37 735	8 956	2 107	6.2	.6
443111	Household appliance stores .....	60	D	D	D	e	D	D
443112	Radio, television, & other electronics stores .....	106	D	D	D	g	D	D
44312	Computer & software stores .....	66	D	D	D	f	D	D
443120	Computer & software stores .....	66	D	D	D	f	D	D
44313	Camera & photographic supplies stores .....	14	D	D	D	c	D	D
443130	Camera & photographic supplies stores .....	14	D	D	D	c	D	D

See footnotes at end of table.

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>MILWAUKEE—RACINE, WI CMSA—Con.</b>							
<b>44-45</b>	<b>Retail trade—Con.</b>							
444	Building material & garden equipment & supplies dealers .....	536	1 426 662	174 297	39 853	8 135	4.8	2.6
4441	Building material & supplies dealers .....	434	1 264 626	154 416	35 924	6 848	4.4	2.8
44411	Home centers .....	14	D	D	D	g	D	D
444110	Home centers .....	14	D	D	D	g	D	D
44412	Paint & wallpaper stores .....	63	D	D	D	e	D	D
444120	Paint & wallpaper stores .....	63	D	D	D	e	D	D
44413	Hardware stores .....	99	142 709	23 970	5 447	1 841	5.8	6.9
444130	Hardware stores .....	99	142 709	23 970	5 447	1 841	5.8	6.9
44419	Other building material dealers .....	258	821 738	100 094	23 080	3 187	5.0	3.1
444190	Other building material dealers .....	258	821 738	100 094	23 080	3 187	5.0	3.1
4442	Lawn & garden equipment & supplies stores .....	102	162 036	19 881	3 929	1 287	7.5	1.3
44421	Outdoor power equipment stores .....	35	26 869	3 621	719	169	28.3	4.3
444210	Outdoor power equipment stores .....	35	26 869	3 621	719	169	28.3	4.3
44422	Nursery & garden centers .....	67	135 167	16 260	3 210	1 118	3.4	.7
444220	Nursery & garden centers .....	67	135 167	16 260	3 210	1 118	3.4	.7
445	Food & beverage stores .....	770	2 748 850	250 305	60 650	19 288	5.0	6.3
4451	Grocery stores .....	458	2 536 494	230 825	56 264	17 451	3.5	6.1
44511	Supermarkets & other grocery (except convenience) stores .....	365	2 478 109	226 638	55 324	16 991	2.3	5.9
445110	Supermarkets & other grocery (except convenience) stores .....	365	2 478 109	226 638	55 324	16 991	2.3	5.9
44512	Convenience stores .....	93	58 385	4 187	940	460	52.8	12.9
445120	Convenience stores .....	93	58 385	4 187	940	460	52.8	12.9
4452	Specialty food stores .....	150	62 841	10 761	2 487	1 054	15.5	7.6
4453	Beer, wine, & liquor stores .....	162	149 515	8 719	1 899	783	27.2	10.1
44531	Beer, wine, & liquor stores .....	162	149 515	8 719	1 899	783	27.2	10.1
445310	Beer, wine, & liquor stores .....	162	149 515	8 719	1 899	783	27.2	10.1
446	Health & personal care stores .....	477	874 716	119 979	28 465	8 174	8.7	4.8
4461	Health & personal care stores .....	477	874 716	119 979	28 465	8 174	8.7	4.8
44611	Pharmacies & drug stores .....	234	758 340	95 824	23 007	6 837	8.5	4.3
446110	Pharmacies & drug stores .....	234	758 340	95 824	23 007	6 837	8.5	4.3
4461101	Pharmacies & drug stores .....	224	738 979	91 278	22 024	6 638	8.7	4.3
4461102	Proprietary stores .....	10	19 361	4 546	199	883	—	4.6
44612	Cosmetics, beauty supplies, & perfume stores .....	40	23 133	3 027	645	258	4.9	—
446120	Cosmetics, beauty supplies, & perfume stores .....	40	23 133	3 027	645	258	4.9	—
44613	Optical goods stores .....	116	51 451	12 078	2 855	590	9.9	4.9
446130	Optical goods stores .....	116	51 451	12 078	2 855	590	9.9	4.9
44619	Other health & personal care stores .....	87	41 792	9 050	1 958	489	13.3	15.6
446191	Food (health) supplement stores .....	40	22 372	3 268	704	283	6.6	28.4
446199	All other health & personal care stores .....	47	19 420	5 782	1 254	206	21.1	.8
447	Gasoline stations .....	615	1 125 749	61 064	14 399	5 227	15.2	10.1
4471	Gasoline stations .....	615	1 125 749	61 064	14 399	5 227	15.2	10.1
44711	Gasoline stations with convenience stores .....	413	834 042	40 247	9 465	3 687	9.3	9.7
447110	Gasoline stations with convenience stores .....	413	834 042	40 247	9 465	3 687	9.3	9.7
44719	Other gasoline stations .....	202	291 707	20 817	4 934	1 540	32.0	11.1
447190	Other gasoline stations .....	202	291 707	20 817	4 934	1 540	32.0	11.1
448	Clothing & clothing accessories stores .....	856	635 973	79 064	18 697	7 166	8.7	5.6
4481	Clothing stores .....	475	371 049	44 361	10 711	4 490	9.1	4.4
44811	Men's clothing stores .....	61	42 338	7 097	1 786	434	18.3	13.2
448110	Men's clothing stores .....	61	42 338	7 097	1 786	434	18.3	13.2
44812	Women's clothing stores .....	202	127 691	16 370	4 032	1 803	12.2	4.1
448120	Women's clothing stores .....	202	127 691	16 370	4 032	1 803	12.2	4.1
44813	Children's & infants' clothing stores .....	21	D	D	D	c	D	D
448130	Children's & infants' clothing stores .....	21	D	D	D	c	D	D
44814	Family clothing stores .....	73	136 119	12 277	2 896	1 422	3.0	2.2
448140	Family clothing stores .....	73	136 119	12 277	2 896	1 422	3.0	2.2
44815	Clothing accessories stores .....	47	D	D	D	c	D	D
448150	Clothing accessories stores .....	47	D	D	D	c	D	D
44819	Other clothing stores .....	71	40 153	5 315	1 244	488	10.0	2.8
448190	Other clothing stores .....	71	40 153	5 315	1 244	488	10.0	2.8
4482	Shoe stores .....	184	130 532	14 777	3 340	1 408	3.4	6.2
44821	Shoe stores .....	184	130 532	14 777	3 340	1 408	3.4	6.2
448210	Shoe stores .....	184	130 532	14 777	3 340	1 408	3.4	6.2
4482101	Men's shoe stores .....	12	D	D	D	b	D	D
4482102	Women's shoe stores .....	22	D	D	D	c	D	D
4482103	Children's & juveniles' shoe stores .....	7	D	D	D	b	D	D
4482104	Family shoe stores .....	112	D	D	D	f	D	D
4482105	Athletic footwear stores .....	31	32 632	3 105	726	297	1.0	12.4
4483	Jewelry, luggage, & leather goods stores .....	197	134 392	19 926	4 646	1 278	12.7	8.5
44831	Jewelry stores .....	190	130 900	19 444	4 521	1 236	13.0	8.1
448310	Jewelry stores .....	190	130 900	19 444	4 521	1 236	13.0	8.1
44832	Luggage & leather goods stores .....	7	3 492	482	125	42	—	24.4
448320	Luggage & leather goods stores .....	7	3 492	482	125	42	—	24.4

See footnotes at end of table.

**Table 2. Summary Statistics for Metropolitan Areas: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions of metropolitan areas (CMSAs, MSAs, and PMSAs), see Appendix E]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MILWAUKEE—RACINE, WI CMSA—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
451	Sporting goods, hobby, book, & music stores .....	445	388 140	46 159	10 884	4 075	9.5	3.8
4511	Sporting goods, hobby, & musical instrument stores ..	322	278 502	35 348	8 408	3 033	9.8	3.3
451111	Sporting goods stores .....	162	131 526	17 559	3 933	1 562	12.7	5.3
4511110	Sporting goods stores .....	162	131 526	17 559	3 933	1 562	12.7	5.3
4511101	General-line sporting goods stores .....	50	D	D	D	f	D	D
4511102	Specialty-line sporting goods stores .....	112	D	D	D	f	D	D
45112	Hobby, toy, & game stores .....	83	93 819	9 232	2 275	866	3.9	1.1
451120	Hobby, toy, & game stores .....	83	93 819	9 232	2 275	866	3.9	1.1
45113	Sewing, needlework, & piece goods stores .....	45	25 987	3 798	1 011	373	8.9	4.7
451130	Sewing, needlework, & piece goods stores .....	45	25 987	3 798	1 011	373	8.9	4.7
45114	Musical instrument & supplies stores .....	32	27 170	4 759	1 189	232	17.5	.3
451140	Musical instrument & supplies stores .....	32	27 170	4 759	1 189	232	17.5	.3
4512	Book, periodical, & music stores .....	123	109 638	10 811	2 476	1 042	8.7	4.9
45121	Book stores & news dealers .....	73	68 218	7 433	1 733	712	7.4	.8
451211	Book stores .....	66	D	D	D	f	D	D
4512111	Book stores, general .....	46	D	D	D	f	D	D
4512112	Specialty book stores .....	12	D	D	D	b	D	D
4512113	College book stores .....	8	D	D	D	b	D	D
451212	News dealers & newsstands .....	7	D	D	D	b	D	D
45122	Prerecorded tape, compact disc, & record stores ...	50	41 420	3 378	743	330	10.9	11.6
451220	Prerecorded tape, compact disc, & record stores ...	50	41 420	3 378	743	330	10.9	11.6
452	General merchandise stores .....	131	2 022 821	186 271	44 531	16 841	—	5.8
4521	Department stores (incl leased depts) ## .....	75	1 706 195	N	N	N	—	4.5
45211	Department stores (incl leased depts) ## .....	75	1 706 195	N	N	N	—	4.5
4521	Department stores (excl leased depts) .....	75	1 678 501	160 911	38 682	15 017	—	4.5
452110	Department stores (excl leased depts) .....	75	1 678 501	160 911	38 682	15 017	—	4.5
4521101	Department stores (excl leased depts) .....	75	1 678 501	160 911	38 682	15 017	—	4.5
4521101	Conventional department stores (excl leased depts) .....	13	D	D	D	h	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	52	1 129 562	93 550	22 886	9 323	—	—
4521103	National chain department stores (excl leased depts) .....	10	D	D	D	h	D	D
4529	Other general merchandise stores .....	56	344 320	25 360	5 849	1 824	.2	11.9
45299	All other general merchandise stores .....	51	D	D	D	f	D	D
452990	All other general merchandise stores .....	51	D	D	D	f	D	D
4529901	Variety stores .....	33	D	D	D	e	D	D
4529903	Miscellaneous general merchandise stores .....	18	140 675	11 997	2 835	727	.4	29.1
453	Miscellaneous store retailers .....	699	342 479	51 750	12 381	5 107	13.8	6.4
4531	Florists .....	140	38 729	8 608	2 232	895	16.8	10.1
45311	Florists .....	140	38 729	8 608	2 232	895	16.8	10.1
453110	Florists .....	140	38 729	8 608	2 232	895	16.8	10.1
4532	Office supplies, stationery, & gift stores .....	233	151 157	16 659	4 073	1 997	11.3	5.5
45321	Office supplies & stationery stores .....	31	76 689	6 535	1 771	522	4.1	6.4
453210	Office supplies & stationery stores .....	31	76 689	6 535	1 771	522	4.1	6.4
4532101	Stationery stores .....	5	2 245	234	49	19	—	27.8
4532102	Office supplies stores .....	26	74 444	6 301	1 722	503	4.2	5.8
45322	Gift, novelty, & souvenir stores .....	202	74 468	10 124	2 302	1 475	18.8	4.5
453220	Gift, novelty, & souvenir stores .....	202	74 468	10 124	2 302	1 475	18.8	4.5
4533	Used merchandise stores .....	108	39 613	9 680	2 319	925	7.0	11.2
45331	Used merchandise stores .....	108	39 613	9 680	2 319	925	7.0	11.2
453310	Used merchandise stores .....	108	39 613	9 680	2 319	925	7.0	11.2
4539	Other miscellaneous store retailers .....	218	112 980	16 803	3 757	1 290	18.5	4.8
45391	Pet & pet supplies stores .....	61	34 186	5 366	1 295	535	14.6	5.4
453910	Pet & pet supplies stores .....	61	34 186	5 366	1 295	535	14.6	5.4
45392	Art dealers .....	36	D	D	D	c	D	D
453920	Art dealers .....	36	D	D	D	c	D	D
45399	All other miscellaneous store retailers .....	115	63 812	9 371	1 973	587	19.8	1.6
454	Nonstore retailers .....	257	563 138	99 108	23 892	4 662	7.4	2.7
4541	Electronic shopping & mail-order houses .....	65	D	D	D	h	D	D
45411	Electronic shopping & mail-order houses .....	65	D	D	D	h	D	D
454110	Electronic shopping & mail-order houses .....	65	D	D	D	h	D	D
4542	Vending machine operators .....	59	75 628	15 077	3 563	617	10.7	5.7
45421	Vending machine operators .....	59	75 628	15 077	3 563	617	10.7	5.7
454210	Vending machine operators .....	59	75 628	15 077	3 563	617	10.7	5.7
4543	Direct selling establishments .....	133	D	D	D	g	D	D
45431	Fuel dealers .....	42	154 213	9 248	2 217	359	5.0	.5
454311	Heating oil dealers .....	28	D	D	D	c	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ...	13	D	D	D	c	D	D
454319	Other fuel dealers .....	1	D	D	D	a	D	D
45439	Other direct selling establishments .....	91	D	D	D	f	D	D
454390	Other direct selling establishments .....	91	D	D	D	f	D	D

See footnotes at end of table.

**Table 2. Summary Statistics for Metropolitan Areas: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions of metropolitan areas (CMSAs, MSAs, and PMSAs), see Appendix E]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>MILWAUKEE—RACINE, WI CMSA—Con.</b>							
	<b>Milwaukee—Waukesha, WI PMSA</b>							
<b>44-45</b>	<b>Retail trade .....</b>	<b>5 351</b>	<b>14 301 026</b>	<b>1 392 945</b>	<b>327 552</b>	<b>86 453</b>	<b>6.8</b>	<b>5.3</b>
441	Motor vehicle & parts dealers .....	530	4 222 325	306 723	69 073	10 176	7.0	3.9
4411	Automobile dealers .....	227	3 801 331	240 886	54 229	7 512	6.6	3.7
44111	New car dealers .....	119	3 645 441	229 693	51 780	6 999	6.0	3.6
441110	New car dealers .....	119	3 645 441	229 693	51 780	6 999	6.0	3.6
44112	Used car dealers .....	108	155 890	11 193	2 449	513	21.1	6.1
441120	Used car dealers .....	108	155 890	11 193	2 449	513	21.1	6.1
4412	Other motor vehicle dealers .....	64	163 150	18 522	4 171	609	17.9	2.7
44121	Recreational vehicle dealers .....	7	15 031	1 188	212	59	1.6	—
441210	Recreational vehicle dealers .....	7	15 031	1 188	212	59	1.6	—
44122	Motorcycle, boat, & other motor vehicle dealers .....	57	148 119	17 334	3 959	550	19.6	3.0
441221	Motorcycle dealers .....	24	78 142	8 635	2 037	263	29.2	.8
441222	Boat dealers .....	23	53 545	6 304	1 221	183	3.2	7.2
441229	All other motor vehicle dealers .....	10	16 432	2 395	701	104	27.2	—
4413	Automotive parts, accessories, & tire stores .....	239	257 844	47 315	10 673	2 055	5.8	7.5
44131	Automotive parts & accessories stores .....	184	190 866	34 828	7 747	1 571	4.0	5.3
441310	Automotive parts & accessories stores .....	184	190 866	34 828	7 747	1 571	4.0	5.3
44132	Tire dealers .....	55	66 978	12 487	2 926	484	10.9	13.8
441320	Tire dealers .....	55	66 978	12 487	2 926	484	10.9	13.8
442	Furniture & home furnishings stores .....	338	505 901	73 214	17 813	3 123	6.9	6.7
4421	Furniture stores .....	136	293 428	39 454	10 056	1 556	4.3	10.7
44211	Furniture stores .....	136	293 428	39 454	10 056	1 556	4.3	10.7
442110	Furniture stores .....	136	293 428	39 454	10 056	1 556	4.3	10.7
4422	Home furnishings stores .....	202	212 473	33 760	7 757	1 567	10.5	1.3
44221	Floor covering stores .....	103	144 230	23 399	5 394	795	9.9	1.1
442210	Floor covering stores .....	103	144 230	23 399	5 394	795	9.9	1.1
44229	Other home furnishings stores .....	99	68 243	10 361	2 363	772	11.8	1.8
442299	All other home furnishings stores .....	87	64 660	9 753	2 262	726	10.0	1.9
443	Electronics & appliance stores .....	223	496 357	48 402	11 494	2 571	9.2	1.9
4431	Electronics & appliance stores .....	223	496 357	48 402	11 494	2 571	9.2	1.9
44311	Appliance, television, & other electronics stores .....	149	373 987	35 250	8 379	1 899	6.7	.7
443111	Household appliance stores .....	53	48 191	6 484	1 456	312	26.7	3.1
443112	Radio, television, & other electronics stores .....	96	325 796	28 766	6 923	1 587	3.7	.3
44312	Computer & software stores .....	61	112 389	11 448	2 705	545	17.4	6.1
443120	Computer & software stores .....	61	112 389	11 448	2 705	545	17.4	6.1
44313	Camera & photographic supplies stores .....	13	9 981	1 704	410	127	11.9	2.7
443130	Camera & photographic supplies stores .....	13	9 981	1 704	410	127	11.9	2.7
444	Building material & garden equipment & supplies dealers .....	477	1 240 260	154 781	35 456	7 052	5.3	3.0
4441	Building material & supplies dealers .....	390	1 129 450	140 678	32 648	6 110	4.8	3.1
44411	Home centers .....	11	D	D	D	g	D	D
444110	Home centers .....	11	D	D	D	g	D	D
44412	Paint & wallpaper stores .....	57	D	D	D	e	D	D
444120	Paint & wallpaper stores .....	57	D	D	D	e	D	D
44413	Hardware stores .....	88	127 446	21 235	4 803	1 634	5.9	7.7
444130	Hardware stores .....	88	127 446	21 235	4 803	1 634	5.9	7.7
44419	Other building material dealers .....	234	756 400	94 011	21 640	2 961	5.3	3.3
444190	Other building material dealers .....	234	756 400	94 011	21 640	2 961	5.3	3.3
4442	Lawn & garden equipment & supplies stores .....	87	110 810	14 103	2 808	942	10.4	1.9
44421	Outdoor power equipment stores .....	30	22 767	3 067	600	139	31.7	5.0
444210	Outdoor power equipment stores .....	30	22 767	3 067	600	139	31.7	5.0
44422	Nursery & garden centers .....	57	88 043	11 036	2 208	803	4.9	1.1
444220	Nursery & garden centers .....	57	88 043	11 036	2 208	803	4.9	1.1
445	Food & beverage stores .....	680	2 472 997	223 912	54 353	17 307	5.2	6.8
4451	Grocery stores .....	407	2 282 962	206 560	50 450	15 677	3.5	6.6
44511	Supermarkets & other grocery (except convenience) stores .....	328	2 230 656	202 805	49 617	15 281	2.4	6.4
445110	Supermarkets & other grocery (except convenience) stores .....	328	2 230 656	202 805	49 617	15 281	2.4	6.4
44512	Convenience stores .....	79	52 306	3 755	833	396	50.8	13.3
445120	Convenience stores .....	79	52 306	3 755	833	396	50.8	13.3
4452	Specialty food stores .....	131	55 260	9 417	2 185	922	17.6	6.5
4453	Beer, wine, & liquor stores .....	142	134 775	7 935	1 718	708	28.6	10.6
44531	Beer, wine, & liquor stores .....	142	134 775	7 935	1 718	708	28.6	10.6
445310	Beer, wine, & liquor stores .....	142	134 775	7 935	1 718	708	28.6	10.6

See footnotes at end of table.

**Table 2. Summary Statistics for Metropolitan Areas: 1997—Con.**

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>MILWAUKEE—RACINE, WI CMSA—Con.</b>							
	<b>Milwaukee—Waukesha, WI PMSA—Con.</b>							
<b>44-45</b>	<b>Retail trade—Con.</b>							
446	Health & personal care stores .....	431	788 777	109 820	26 044	7 486	9.3	5.1
4461	Health & personal care stores .....	431	788 777	109 820	26 044	7 486	9.3	5.1
44611	Pharmacies & drug stores .....	214	681 664	87 590	21 022	6 250	9.1	4.6
446110	Pharmacies & drug stores .....	214	681 664	87 590	21 022	6 250	9.1	4.6
4461101	Pharmacies & drug stores .....	204	662 303	83 044	20 039	6 051	9.3	4.6
4461102	Proprietary stores .....	10	19 361	4 546	983	199	—	4.6
44612	Cosmetics, beauty supplies, & perfume stores .....	35	21 174	2 760	576	239	4.8	—
446120	Cosmetics, beauty supplies, & perfume stores .....	35	21 174	2 760	576	239	4.8	—
44613	Optical goods stores .....	105	47 308	11 028	2 643	547	10.8	4.9
446130	Optical goods stores .....	105	47 308	11 028	2 643	547	10.8	4.9
44619	Other health & personal care stores .....	77	38 631	8 442	1 803	450	14.2	15.7
446191	Food (health) supplement stores .....	37	21 277	3 152	677	270	7.0	27.8
446199	All other health & personal care stores .....	40	17 354	5 290	1 126	180	23.2	.9
447	Gasoline stations .....	537	982 726	53 275	12 576	4 503	16.3	10.4
4471	Gasoline stations .....	537	982 726	53 275	12 576	4 503	16.3	10.4
44711	Gasoline stations with convenience stores .....	355	738 391	35 522	8 365	3 193	9.4	10.1
447110	Gasoline stations with convenience stores .....	355	738 391	35 522	8 365	3 193	9.4	10.1
44719	Other gasoline stations .....	182	244 335	17 753	4 211	1 310	37.2	11.6
447190	Other gasoline stations .....	182	244 335	17 753	4 211	1 310	37.2	11.6
448	Clothing & clothing accessories stores .....	772	589 196	73 554	17 327	6 600	8.9	5.8
4481	Clothing stores .....	431	346 664	41 713	10 038	4 160	9.3	4.6
44811	Men's clothing stores .....	58	41 441	6 927	1 745	422	17.2	13.4
448110	Men's clothing stores .....	58	41 441	6 927	1 745	422	17.2	13.4
44812	Women's clothing stores .....	180	117 477	15 168	3 700	1 634	12.8	4.4
448120	Women's clothing stores .....	180	117 477	15 168	3 700	1 634	12.8	4.4
44813	Children's & infants' clothing stores .....	20	14 927	1 683	394	187	6.6	—
448130	Children's & infants' clothing stores .....	20	14 927	1 683	394	187	6.6	—
44814	Family clothing stores .....	68	128 803	11 618	2 745	1 356	2.9	2.3
448140	Family clothing stores .....	68	128 803	11 618	2 745	1 356	2.9	2.3
44815	Clothing accessories stores .....	41	7 584	1 376	297	124	16.8	15.2
448150	Clothing accessories stores .....	41	7 584	1 376	297	124	16.8	15.2
44819	Other clothing stores .....	64	36 432	4 941	1 157	437	11.0	3.0
448190	Other clothing stores .....	64	36 432	4 941	1 157	437	11.0	3.0
4482	Shoe stores .....	168	120 278	13 764	3 091	1 282	3.6	6.7
44821	Shoe stores .....	168	120 278	13 764	3 091	1 282	3.6	6.7
448210	Shoe stores .....	168	120 278	13 764	3 091	1 282	3.6	6.7
4482101	Men's shoe stores .....	12	D	D	D	b	D	D
4482102	Women's shoe stores .....	21	9 559	1 367	354	121	5.8	31.5
4482103	Children's & juveniles' shoe stores .....	7	D	D	D	b	D	D
4482104	Family shoe stores .....	101	73 916	8 565	1 834	857	4.7	.3
4482105	Athletic footwear stores .....	27	27 122	2 580	597	223	1.2	15.0
4483	Jewelry, luggage, & leather goods stores .....	173	122 254	18 077	4 198	1 158	12.8	8.2
44831	Jewelry stores .....	166	118 762	17 595	4 073	1 116	13.1	7.7
448310	Jewelry stores .....	166	118 762	17 595	4 073	1 116	13.1	7.7
44832	Luggage & leather goods stores .....	7	3 492	482	125	42	—	24.4
448320	Luggage & leather goods stores .....	7	3 492	482	125	42	—	24.4
451	Sporting goods, hobby, book, & music stores .....	400	356 793	42 258	9 972	3 772	9.8	4.1
4511	Sporting goods, hobby, & musical instrument stores ..	289	255 309	32 516	7 703	2 818	10.4	3.6
45111	Sporting goods stores .....	148	126 626	16 860	3 798	1 511	12.9	5.4
451110	Sporting goods stores .....	148	126 626	16 860	3 798	1 511	12.9	5.4
4511101	General-line sporting goods stores .....	47	49 896	5 544	1 375	577	14.2	8.0
4511102	Specialty-line sporting goods stores .....	101	76 730	11 316	2 423	934	12.1	3.8
45112	Hobby, toy, & game stores .....	74	80 830	7 932	1 963	769	3.9	1.3
451120	Hobby, toy, & game stores .....	74	80 830	7 932	1 963	769	3.9	1.3
45113	Sewing, needlework, & piece goods stores .....	38	22 080	3 260	841	316	10.2	5.2
451130	Sewing, needlework, & piece goods stores .....	38	22 080	3 260	841	316	10.2	5.2
45114	Musical instrument & supplies stores .....	29	25 773	4 464	1 101	222	18.4	.3
451140	Musical instrument & supplies stores .....	29	25 773	4 464	1 101	222	18.4	.3
4512	Book, periodical, & music stores .....	111	101 484	9 742	2 269	954	8.3	5.3
45121	Book stores & news dealers .....	65	63 047	6 614	1 580	650	6.2	.9
451211	Book stores .....	59	60 853	6 222	1 467	628	6.0	.9
4512111	Book stores, general .....	42	48 445	5 090	1 159	510	7.2	.3
4512112	Specialty book stores .....	11	D	D	D	b	D	D
4512113	College book stores .....	6	D	D	D	b	D	D
451212	News dealers & newsstands .....	6	2 194	392	113	22	11.4	—
45122	Prerecorded tape, compact disc, & record stores ...	46	38 437	3 128	689	304	11.7	12.5
451220	Prerecorded tape, compact disc, & record stores ...	46	38 437	3 128	689	304	11.7	12.5

See footnotes at end of table.



**Table 2. Summary Statistics for Metropolitan Areas: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions of metropolitan areas (CMSAs, MSAs, and PMSAs), see Appendix E]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MILWAUKEE—RACINE, WI CMSA—Con.</b>								
<b>Milwaukee—Waukesha, WI PMSA—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
452	General merchandise stores .....	113	1 795 376	165 411	39 541	14 876	—	6.5
4521	Department stores (incl leased depts) ## .....	65	1 531 516	N	N	N	—	5.0
45211	Department stores (incl leased depts) ## .....	65	1 531 516	N	N	N	—	5.0
4521	Department stores (excl leased depts) .....	65	1 507 451	144 528	34 726	13 388	—	5.1
452110	Department stores (excl leased depts) .....	65	1 507 451	144 528	34 726	13 388	—	5.1
4521101	Conventional department stores (excl leased depts) .....	11	D	D	D	h	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	46	1 015 916	84 354	20 653	8 352	—	—
4521103	National chain department stores (excl leased depts) .....	8	D	D	D	g	D	D
4529	Other general merchandise stores .....	48	287 925	20 883	4 815	1 488	.3	14.3
45299	All other general merchandise stores .....	44	D	D	D	f	D	D
452990	All other general merchandise stores .....	44	D	D	D	f	D	D
4529901	Variety stores .....	27	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores .....	17	D	D	D	f	D	D
453	Miscellaneous store retailers .....	620	306 184	46 424	11 075	4 526	14.9	6.6
4531	Florists .....	123	32 380	7 078	1 851	743	18.3	12.1
45311	Florists .....	123	32 380	7 078	1 851	743	18.3	12.1
453110	Florists .....	123	32 380	7 078	1 851	743	18.3	12.1
4532	Office supplies, stationery, & gift stores .....	209	135 683	15 163	3 719	1 800	11.9	6.1
45321	Office supplies & stationery stores .....	28	66 799	5 779	1 585	444	4.7	7.4
453210	Office supplies & stationery stores .....	28	66 799	5 779	1 585	444	4.7	7.4
4532101	Stationery stores .....	5	2 245	234	49	19	—	27.8
4532102	Office supplies stores .....	23	64 554	5 545	1 536	425	4.9	6.7
45322	Gift, novelty, & souvenir stores .....	181	68 884	9 384	2 134	1 356	18.8	4.8
453220	Gift, novelty, & souvenir stores .....	181	68 884	9 384	2 134	1 356	18.8	4.8
4533	Used merchandise stores .....	90	35 360	8 610	2 043	811	7.6	11.1
45331	Used merchandise stores .....	90	35 360	8 610	2 043	811	7.6	11.1
453310	Used merchandise stores .....	90	35 360	8 610	2 043	811	7.6	11.1
4539	Other miscellaneous store retailers .....	198	102 761	15 573	3 462	1 172	20.2	4.0
45391	Pet & pet supplies stores .....	57	30 878	4 908	1 180	484	16.2	5.9
453910	Pet & pet supplies stores .....	57	30 878	4 908	1 180	484	16.2	5.9
45392	Art dealers .....	34	9 475	1 465	384	134	30.6	5.0
453920	Art dealers .....	34	9 475	1 465	384	134	30.6	5.0
45399	All other miscellaneous store retailers .....	103	60 109	8 841	1 846	541	20.7	1.6
454	Nonstore retailers .....	230	544 134	95 171	22 828	4 461	7.3	2.7
4541	Electronic shopping & mail-order houses .....	64	260 818	57 870	13 956	2 720	7.3	2.7
45411	Electronic shopping & mail-order houses .....	64	260 818	57 870	13 956	2 720	7.3	2.7
454110	Electronic shopping & mail-order houses .....	64	260 818	57 870	13 956	2 720	7.3	2.7
4542	Vending machine operators .....	52	68 778	13 936	3 289	569	11.0	6.3
45421	Vending machine operators .....	52	68 778	13 936	3 289	569	11.0	6.3
454210	Vending machine operators .....	52	68 778	13 936	3 289	569	11.0	6.3
4543	Direct selling establishments .....	114	214 538	23 365	5 583	1 172	6.1	1.6
45431	Fuel dealers .....	37	149 574	7 955	1 950	305	4.7	.5
454311	Heating oil dealers .....	25	130 076	4 962	1 232	177	5.3	.6
454312	Liquefied petroleum gas (bottled gas) dealers .....	11	D	D	D	c	D	D
454319	Other fuel dealers .....	1	D	D	D	a	D	D
45439	Other direct selling establishments .....	77	64 964	15 410	3 633	867	9.2	4.2
454390	Other direct selling establishments .....	77	64 964	15 410	3 633	867	9.2	4.2
<b>Racine, WI PMSA</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>664</b>	<b>1 564 112</b>	<b>142 008</b>	<b>33 082</b>	<b>9 693</b>	<b>3.3</b>	<b>4.4</b>
441	Motor vehicle & parts dealers .....	82	438 477	29 992	6 489	1 076	3.2	9.7
4411	Automobile dealers .....	36	391 332	23 371	5 150	738	2.4	9.9
44112	Used car dealers .....	18	31 729	1 835	366	77	2.4	1.8
441120	Used car dealers .....	18	31 729	1 835	366	77	2.4	1.8
4412	Other motor vehicle dealers .....	15	26 534	2 702	438	127	12.4	—
44121	Recreational vehicle dealers .....	3	D	D	D	b	D	D
441210	Recreational vehicle dealers .....	3	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	12	D	D	D	b	D	D
441229	All other motor vehicle dealers .....	2	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	33	32 575	5 567	1 282	283	6.0	13.4
4421	Furniture stores .....	15	19 235	3 086	712	167	2.5	4.7
44211	Furniture stores .....	15	19 235	3 086	712	167	2.5	4.7
442110	Furniture stores .....	15	19 235	3 086	712	167	2.5	4.7
4422	Home furnishings stores .....	18	13 340	2 481	570	116	11.0	25.9
443	Electronics & appliance stores .....	23	40 975	3 058	731	242	1.6	—
4431	Electronics & appliance stores .....	23	40 975	3 058	731	242	1.6	—
44311	Appliance, television, & other electronics stores .....	17	37 556	2 485	577	208	1.6	—
443112	Radio, television, & other electronics stores .....	10	D	D	D	c	D	D

See footnotes at end of table.

**Table 2. Summary Statistics for Metropolitan Areas: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions of metropolitan areas (CMSAs, MSAs, and PMSAs), see Appendix E]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>MILWAUKEE—RACINE, WI CMSA—Con.</b>							
	<b>Racine, WI PMSA—Con.</b>							
<b>44-45</b>	<b>Retail trade—Con.</b>							
444	Building material & garden equipment & supplies dealers .....	59	186 402	19 516	4 397	1 083	1.4	—
4441	Building material & supplies dealers .....	44	135 176	13 738	3 276	738	1.5	—
44411	Home centers .....	3	D	D	D	e	D	D
444110	Home centers .....	3	D	D	D	e	D	D
44419	Other building material dealers .....	24	65 338	6 083	1 440	226	1.9	—
444190	Other building material dealers .....	24	65 338	6 083	1 440	226	1.9	—
4442	Lawn & garden equipment & supplies stores .....	15	51 226	5 778	1 121	345	1.2	—
44422	Nursery & garden centers .....	10	47 124	5 224	1 002	315	.5	—
444220	Nursery & garden centers .....	10	47 124	5 224	1 002	315	.5	—
445	Food & beverage stores .....	90	275 853	26 393	6 297	1 981	3.7	2.0
4451	Grocery stores .....	51	253 532	24 265	5 814	1 774	3.1	1.4
44511	Supermarkets & other grocery (except convenience) stores .....	37	247 453	23 833	5 707	1 710	1.5	1.2
445110	Supermarkets & other grocery (except convenience) stores .....	37	247 453	23 833	5 707	1 710	1.5	1.2
4452	Specialty food stores .....	19	7 581	1 344	302	132	.9	15.2
446	Health & personal care stores .....	46	85 939	10 159	2 421	688	2.9	2.2
4461	Health & personal care stores .....	46	85 939	10 159	2 421	688	2.9	2.2
44612	Cosmetics, beauty supplies, & perfume stores .....	5	1 959	267	69	19	6.0	—
446120	Cosmetics, beauty supplies, & perfume stores .....	5	1 959	267	69	19	6.0	—
447	Gasoline stations .....	78	143 023	7 789	1 823	724	7.6	7.4
4471	Gasoline stations .....	78	143 023	7 789	1 823	724	7.6	7.4
44711	Gasoline stations with convenience stores .....	58	95 651	4 725	1 100	494	8.8	6.6
447110	Gasoline stations with convenience stores .....	58	95 651	4 725	1 100	494	8.8	6.6
448	Clothing & clothing accessories stores .....	84	46 777	5 510	1 370	566	6.2	4.0
4481	Clothing stores .....	44	24 385	2 648	673	320	6.1	1.6
44819	Other clothing stores .....	7	3 721	374	87	51	—	—
448190	Other clothing stores .....	7	3 721	374	87	51	—	—
4482105	Athletic footwear stores .....	4	5 510	525	129	74	—	—
4483	Jewelry, luggage, & leather goods stores .....	24	12 138	1 849	448	120	11.6	12.1
451	Sporting goods, hobby, book, & music stores .....	45	31 347	3 901	912	303	6.7	.5
4511	Sporting goods, hobby, & musical instrument stores ..	33	23 193	2 832	705	215	4.0	.6
45113	Sewing, needlework, & piece goods stores .....	7	3 907	538	170	57	1.5	1.8
451130	Sewing, needlework, & piece goods stores .....	7	3 907	538	170	57	1.5	1.8
4512	Book, periodical, & music stores .....	12	8 154	1 069	207	88	14.3	—
4512112	Specialty book stores .....	1	D	D	D	b	D	D
451212	News dealers & newsstands .....	1	D	D	D	a	D	D
452	General merchandise stores .....	18	227 445	20 860	4 990	1 965	—	—
45299	All other general merchandise stores .....	7	D	D	D	c	D	D
452990	All other general merchandise stores .....	7	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores .....	1	D	D	D	c	D	D
453	Miscellaneous store retailers .....	79	36 295	5 326	1 306	581	5.2	5.2
4532	Office supplies, stationery, & gift stores .....	24	15 474	1 496	354	197	6.7	.4
45321	Office supplies & stationery stores .....	3	9 890	756	186	78	—	—
453210	Office supplies & stationery stores .....	3	9 890	756	186	78	—	—
4532102	Office supplies stores .....	3	9 890	756	186	78	—	—
4533	Used merchandise stores .....	18	4 253	1 070	276	114	2.5	11.9
45331	Used merchandise stores .....	18	4 253	1 070	276	114	2.5	11.9
453310	Used merchandise stores .....	18	4 253	1 070	276	114	2.5	11.9
4539	Other miscellaneous store retailers .....	20	10 219	1 230	295	118	1.7	12.7
45399	All other miscellaneous store retailers .....	12	3 703	530	127	46	4.7	.8
454	Nonstore retailers .....	27	19 004	3 937	1 064	201	9.0	1.8
4543	Direct selling establishments .....	19	D	D	D	c	D	D
	<b>MINNEAPOLIS—ST. PAUL, MN—WI MSA</b>							
<b>44-45</b>	<b>Retail trade .....</b>	<b>10 519</b>	<b>31 195 823</b>	<b>2 969 623</b>	<b>689 397</b>	<b>173 134</b>	<b>6.4</b>	<b>5.0</b>

See footnotes at end of table.

**Table 2. Summary Statistics for Metropolitan Areas: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions of metropolitan areas (CMSAs, MSAs, and PMSAs), see Appendix E]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>MINNEAPOLIS—ST. PAUL, MN—WI MSA—Con.</b>							
<b>44-45</b>	<b>Retail trade—Con.</b>							
441	Motor vehicle & parts dealers .....	983	8 279 673	572 357	125 393	18 449	9.0	3.9
4411	Automobile dealers .....	345	7 123 356	424 432	92 960	12 302	9.0	4.2
44111	New car dealers .....	225	6 936 504	414 870	90 812	11 890	8.3	4.1
441110	New car dealers .....	225	6 936 504	414 870	90 812	11 890	8.3	4.1
44112	Used car dealers .....	120	186 852	9 562	2 148	412	34.2	5.4
441120	Used car dealers .....	120	186 852	9 562	2 148	412	34.2	5.4
4412	Other motor vehicle dealers .....	150	376 927	35 093	7 049	1 331	16.1	3.5
44121	Recreational vehicle dealers .....	35	88 680	7 121	1 062	238	21.1	9.1
441210	Recreational vehicle dealers .....	35	88 680	7 121	1 062	238	21.1	9.1
44122	Motorcycle, boat, & other motor vehicle dealers ....	115	288 247	27 972	5 987	1 093	14.6	1.8
441221	Motorcycle dealers .....	28	92 366	10 031	2 185	352	9.7	.3
441222	Boat dealers .....	60	138 089	13 283	2 776	532	21.0	2.3
441229	All other motor vehicle dealers .....	27	57 792	4 658	1 026	209	7.0	2.8
4413	Automotive parts, accessories, & tire stores .....	488	779 390	112 832	25 384	4 816	6.0	1.6
44131	Automotive parts & accessories stores .....	354	592 599	73 713	17 039	3 430	6.8	1.8
441310	Automotive parts & accessories stores .....	354	592 599	73 713	17 039	3 430	6.8	1.8
44132	Tire dealers .....	134	186 791	39 119	8 345	1 386	3.5	.9
441320	Tire dealers .....	134	186 791	39 119	8 345	1 386	3.5	.9
442	Furniture & home furnishings stores .....	660	967 632	138 444	32 617	6 138	9.3	14.8
4421	Furniture stores .....	242	515 250	66 896	16 290	2 896	5.1	25.8
44211	Furniture stores .....	242	515 250	66 896	16 290	2 896	5.1	25.8
442110	Furniture stores .....	242	515 250	66 896	16 290	2 896	5.1	25.8
4422	Home furnishings stores .....	418	452 382	71 548	16 327	3 242	14.0	2.3
44221	Floor covering stores .....	201	287 902	45 133	9 908	1 363	15.7	1.9
442210	Floor covering stores .....	201	287 902	45 133	9 908	1 363	15.7	1.9
44229	Other home furnishings stores .....	217	164 480	26 415	6 419	1 879	10.9	3.1
442291	Window treatment stores .....	22	9 427	1 773	389	91	24.3	4.8
442299	All other home furnishings stores .....	195	155 053	24 642	6 030	1 788	10.1	3.0
443	Electronics & appliance stores .....	436	1 037 943	99 506	24 818	5 229	4.5	5.9
4431	Electronics & appliance stores .....	436	1 037 943	99 506	24 818	5 229	4.5	5.9
44311	Appliance, television, & other electronics stores ....	276	678 843	59 488	14 228	3 647	4.8	3.8
443111	Household appliance stores .....	103	92 104	13 734	3 459	616	19.9	10.7
443112	Radio, television, & other electronics stores .....	173	586 739	45 754	10 769	3 031	2.5	2.7
44312	Computer & software stores .....	120	309 391	32 231	8 781	1 200	4.4	11.3
443120	Computer & software stores .....	120	309 391	32 231	8 781	1 200	4.4	11.3
44313	Camera & photographic supplies stores .....	40	49 709	7 787	1 809	382	—	1.4
443130	Camera & photographic supplies stores .....	40	49 709	7 787	1 809	382	—	1.4
444	Building material & garden equipment & supplies dealers .....	908	3 047 655	365 291	81 438	14 047	4.8	5.8
4441	Building material & supplies dealers .....	728	2 735 264	328 295	74 594	12 324	4.0	6.2
44411	Home centers .....	39	743 790	73 650	17 487	3 657	—	1.9
444110	Home centers .....	39	743 790	73 650	17 487	3 657	—	1.9
44412	Paint & wallpaper stores .....	82	99 363	12 961	3 055	622	4.2	1.7
444120	Paint & wallpaper stores .....	82	99 363	12 961	3 055	622	4.2	1.7
44413	Hardware stores .....	198	202 527	30 411	6 675	2 300	21.4	2.8
444130	Hardware stores .....	198	202 527	30 411	6 675	2 300	21.4	2.8
44419	Other building material dealers .....	409	1 689 584	211 273	47 377	5 745	3.7	8.8
444190	Other building material dealers .....	409	1 689 584	211 273	47 377	5 745	3.7	8.8
4442	Lawn & garden equipment & supplies stores .....	180	312 391	36 996	6 844	1 723	11.7	1.4
44421	Outdoor power equipment stores .....	38	58 474	6 530	1 387	282	26.5	.8
444210	Outdoor power equipment stores .....	38	58 474	6 530	1 387	282	26.5	.8
44422	Nursery & garden centers .....	142	253 917	30 466	5 457	1 441	8.2	1.6
444220	Nursery & garden centers .....	142	253 917	30 466	5 457	1 441	8.2	1.6
445	Food & beverage stores .....	1 259	4 283 153	438 756	105 845	30 029	5.6	2.7
4451	Grocery stores .....	585	3 689 786	382 238	92 622	25 013	3.8	2.2
44511	Supermarkets & other grocery (except convenience) stores .....	389	3 584 934	371 506	89 367	23 858	2.8	1.8
445110	Supermarkets & other grocery (except convenience) stores .....	389	3 584 934	371 506	89 367	23 858	2.8	1.8
44512	Convenience stores .....	196	104 852	10 732	3 255	1 155	38.0	13.0
445120	Convenience stores .....	196	104 852	10 732	3 255	1 155	38.0	13.0
4452	Specialty food stores .....	260	100 369	17 247	4 302	1 629	16.5	10.0
4453	Beer, wine, & liquor stores .....	414	492 998	39 271	8 921	3 387	16.5	5.1
44531	Beer, wine, & liquor stores .....	414	492 998	39 271	8 921	3 387	16.5	5.1
445310	Beer, wine, & liquor stores .....	414	492 998	39 271	8 921	3 387	16.5	5.1

See footnotes at end of table.

**Table 2. Summary Statistics for Metropolitan Areas: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions of metropolitan areas (CMSAs, MSAs, and PMSAs), see Appendix E]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>MINNEAPOLIS—ST. PAUL, MN—WI MSA—Con.</b>							
<b>44-45</b>	<b>Retail trade—Con.</b>							
446	Health & personal care stores .....	775	1 111 858	148 366	35 344	10 733	10.8	20.5
4461	Health & personal care stores .....	775	1 111 858	148 366	35 344	10 733	10.8	20.5
44611	Pharmacies & drug stores .....	324	868 769	101 524	23 910	7 932	11.0	22.7
446110	Pharmacies & drug stores .....	324	868 769	101 524	23 910	7 932	11.0	22.7
4461101	Pharmacies & drug stores .....	316	865 354	100 805	23 797	7 905	10.7	22.7
4461102	Proprietary stores .....	8	3 415	719	113	27	68.5	8.5
44612	Cosmetics, beauty supplies, & perfume stores .....	95	56 430	8 362	2 019	683	8.2	.2
446120	Cosmetics, beauty supplies, & perfume stores .....	95	56 430	8 362	2 019	683	8.2	.2
44613	Optical goods stores .....	210	97 750	20 799	5 234	1 192	9.0	15.7
446130	Optical goods stores .....	210	97 750	20 799	5 234	1 192	9.0	15.7
44619	Other health & personal care stores .....	146	88 909	17 681	4 181	926	13.1	17.3
446191	Food (health) supplement stores .....	74	28 240	4 416	994	445	24.5	48.9
446199	All other health & personal care stores .....	72	60 669	13 265	3 187	481	7.7	2.6
447	Gasoline stations .....	1 153	2 511 848	164 221	38 496	13 171	7.4	8.8
4471	Gasoline stations .....	1 153	2 511 848	164 221	38 496	13 171	7.4	8.8
44711	Gasoline stations with convenience stores .....	875	2 153 897	125 945	29 702	10 581	5.0	8.5
447110	Gasoline stations with convenience stores .....	875	2 153 897	125 945	29 702	10 581	5.0	8.5
44719	Other gasoline stations .....	278	357 951	38 276	8 794	2 590	21.6	10.7
447190	Other gasoline stations .....	278	357 951	38 276	8 794	2 590	21.6	10.7
448	Clothing & clothing accessories stores .....	1 392	1 504 350	184 071	43 253	14 459	6.5	8.6
4481	Clothing stores .....	855	1 098 992	128 443	30 157	11 206	5.0	9.9
44811	Men's clothing stores .....	96	79 260	11 685	2 747	669	7.2	18.3
448110	Men's clothing stores .....	96	79 260	11 685	2 747	669	7.2	18.3
44812	Women's clothing stores .....	342	284 204	37 301	8 717	3 593	10.0	13.4
448120	Women's clothing stores .....	342	284 204	37 301	8 717	3 593	10.0	13.4
44813	Children's & infants' clothing stores .....	52	50 936	5 140	1 206	612	6.1	1.4
448130	Children's & infants' clothing stores .....	52	50 936	5 140	1 206	612	6.1	1.4
44814	Family clothing stores .....	196	576 051	59 029	13 813	5 067	2.5	9.1
448140	Family clothing stores .....	196	576 051	59 029	13 813	5 067	2.5	9.1
44815	Clothing accessories stores .....	58	13 684	2 487	567	239	.5	13.5
448150	Clothing accessories stores .....	58	13 684	2 487	567	239	.5	13.5
44819	Other clothing stores .....	111	94 857	12 801	3 107	1 026	3.3	1.9
448190	Other clothing stores .....	111	94 857	12 801	3 107	1 026	3.3	1.9
4482	Shoe stores .....	262	177 847	21 087	4 818	1 691	2.9	2.8
44821	Shoe stores .....	262	177 847	21 087	4 818	1 691	2.9	2.8
448210	Shoe stores .....	262	177 847	21 087	4 818	1 691	2.9	2.8
4482101	Men's shoe stores .....	35	15 791	2 170	501	118	3.2	1.9
4482102	Women's shoe stores .....	49	24 524	3 571	845	290	4.7	9.2
4482103	Children's & juveniles' shoe stores .....	11	5 100	585	147	74	3.5	9.1
4482104	Family shoe stores .....	123	83 587	9 551	2 045	771	4.0	2.2
4482105	Athletic footwear stores .....	44	48 845	5 210	1 280	438	—	.3
4483	Jewelry, luggage, & leather goods stores .....	275	227 511	34 541	8 278	1 562	16.9	6.4
44831	Jewelry stores .....	250	208 759	31 203	7 486	1 361	17.1	6.7
448310	Jewelry stores .....	250	208 759	31 203	7 486	1 361	17.1	6.7
44832	Luggage & leather goods stores .....	25	18 752	3 338	792	201	14.8	2.8
448320	Luggage & leather goods stores .....	25	18 752	3 338	792	201	14.8	2.8
451	Sporting goods, hobby, book, & music stores .....	815	930 990	112 918	25 397	8 995	8.8	4.7
4511	Sporting goods, hobby, & musical instrument stores ..	626	712 013	88 852	19 492	6 681	10.0	5.2
45111	Sporting goods stores .....	356	415 698	50 855	10 687	3 738	11.3	5.4
451110	Sporting goods stores .....	356	415 698	50 855	10 687	3 738	11.3	5.4
4511101	General-line sporting goods stores .....	105	176 788	19 945	4 276	1 587	15.1	4.5
4511102	Specialty-line sporting goods stores .....	251	238 910	30 910	6 411	2 151	8.6	6.0
45112	Hobby, toy, & game stores .....	144	179 833	18 707	4 480	1 607	7.3	5.5
451120	Hobby, toy, & game stores .....	144	179 833	18 707	4 480	1 607	7.3	5.5
45113	Sewing, needlework, & piece goods stores .....	75	48 518	8 284	1 888	825	7.1	3.7
451130	Sewing, needlework, & piece goods stores .....	75	48 518	8 284	1 888	825	7.1	3.7
45114	Musical instrument & supplies stores .....	51	67 964	11 006	2 437	511	10.9	4.3
451140	Musical instrument & supplies stores .....	51	67 964	11 006	2 437	511	10.9	4.3
4512	Book, periodical, & music stores .....	189	218 977	24 066	5 905	2 314	5.0	3.3
45121	Book stores & news dealers .....	124	158 844	18 137	4 225	1 703	4.9	4.1
451211	Book stores .....	109	D	D	D	g	D	D
4512111	Book stores, general .....	75	122 786	14 240	3 244	1 313	5.7	3.4
4512112	Specialty book stores .....	22	10 844	1 601	413	171	6.5	4.4
4512113	College book stores .....	12	D	D	D	c	D	D
451212	News dealers & newsstands .....	15	D	D	D	c	D	D
45122	Prerecorded tape, compact disc, & record stores ...	65	60 133	5 929	1 680	611	5.3	1.3
451220	Prerecorded tape, compact disc, & record stores ...	65	60 133	5 929	1 680	611	5.3	1.3

See footnotes at end of table.

**Table 2. Summary Statistics for Metropolitan Areas: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions of metropolitan areas (CMSAs, MSAs, and PMSAs), see Appendix E]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MINNEAPOLIS—ST. PAUL, MN—WI MSA—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
452	General merchandise stores .....	248	3 965 707	373 937	87 748	31 630	.3	.5
4521	Department stores (incl leased depts) ## .....	122	3 523 178	N	N	N	—	.2
45211	Department stores (incl leased depts) ## .....	122	3 523 178	N	N	N	—	.2
4521	Department stores (excl leased depts) .....	122	3 501 951	343 639	80 717	29 219	—	.2
45211	Department stores (excl leased depts) .....	122	3 501 951	343 639	80 717	29 219	—	.2
452110	Department stores (excl leased depts) .....	122	3 501 951	343 639	80 717	29 219	—	.2
4521101	Conventional department stores (excl leased depts) .....	22	D	D	D	i	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	81	2 280 585	196 470	44 994	17 314	—	—
4521103	National chain department stores (excl leased depts) .....	19	D	D	D	h	D	D
4529	Other general merchandise stores .....	126	463 756	30 298	7 031	2 411	2.2	2.5
45299	All other general merchandise stores .....	121	D	D	D	g	D	D
452990	All other general merchandise stores .....	121	D	D	D	g	D	D
4529901	Variety stores .....	59	D	D	D	f	D	D
4529903	Miscellaneous general merchandise stores .....	61	D	D	D	f	D	D
453	Miscellaneous store retailers .....	1 339	877 822	125 814	27 996	10 718	14.4	8.0
4531	Florists .....	246	107 303	19 904	4 517	1 769	14.6	11.0
45311	Florists .....	246	107 303	19 904	4 517	1 769	14.6	11.0
453110	Florists .....	246	107 303	19 904	4 517	1 769	14.6	11.0
4532	Office supplies, stationery, & gift stores .....	485	365 306	46 225	10 487	4 365	12.2	8.0
45321	Office supplies & stationery stores .....	68	147 137	14 085	3 477	1 008	2.0	11.6
453210	Office supplies & stationery stores .....	68	147 137	14 085	3 477	1 008	2.0	11.6
4532101	Stationery stores .....	7	3 846	532	229	95	1.5	58.3
4532102	Office supplies stores .....	61	143 291	13 553	3 248	913	2.0	10.3
45322	Gift, novelty, & souvenir stores .....	417	218 169	32 140	7 010	3 357	19.0	5.6
453220	Gift, novelty, & souvenir stores .....	417	218 169	32 140	7 010	3 357	19.0	5.6
4533	Used merchandise stores .....	164	64 635	13 121	2 798	1 131	19.8	8.4
45331	Used merchandise stores .....	164	64 635	13 121	2 798	1 131	19.8	8.4
453310	Used merchandise stores .....	164	64 635	13 121	2 798	1 131	19.8	8.4
4539	Other miscellaneous store retailers .....	444	340 578	46 564	10 194	3 453	15.7	7.0
45391	Pet & pet supplies stores .....	128	103 442	14 806	3 345	1 431	7.4	3.3
453910	Pet & pet supplies stores .....	128	103 442	14 806	3 345	1 431	7.4	3.3
45392	Art dealers .....	67	25 843	4 470	983	312	23.2	29.3
453920	Art dealers .....	67	25 843	4 470	983	312	23.2	29.3
45393	Manufactured (mobile) home dealers .....	24	43 943	2 834	535	117	20.0	.1
453930	Manufactured (mobile) home dealers .....	24	43 943	2 834	535	117	20.0	.1
45399	All other miscellaneous store retailers .....	225	167 350	24 454	5 331	1 593	18.6	7.7
454	Nonstore retailers .....	551	2 677 192	245 942	61 052	9 536	4.4	1.1
4541	Electronic shopping & mail-order houses .....	172	2 088 374	152 911	38 418	5 936	1.6	.4
45411	Electronic shopping & mail-order houses .....	172	2 088 374	152 911	38 418	5 936	1.6	.4
454110	Electronic shopping & mail-order houses .....	172	2 088 374	152 911	38 418	5 936	1.6	.4
4542	Vending machine operators .....	113	122 318	24 857	5 717	1 186	31.9	2.6
45421	Vending machine operators .....	113	122 318	24 857	5 717	1 186	31.9	2.6
454210	Vending machine operators .....	113	122 318	24 857	5 717	1 186	31.9	2.6
4543	Direct selling establishments .....	266	466 500	68 174	16 917	2 414	9.4	3.9
45431	Fuel dealers .....	56	94 160	9 581	2 567	407	11.0	9.9
454311	Heating oil dealers .....	21	36 446	2 194	531	111	14.7	9.5
454312	Liquefied petroleum gas (bottled gas) dealers .....	35	57 714	7 387	2 036	296	8.8	10.1
45439	Other direct selling establishments .....	210	372 340	58 593	14 350	2 007	8.9	2.4
454390	Other direct selling establishments .....	210	372 340	58 593	14 350	2 007	8.9	2.4
<b>SHEBOYGAN, WI MSA</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>398</b>	<b>911 049</b>	<b>88 045</b>	<b>20 826</b>	<b>5 831</b>	<b>9.4</b>	<b>3.6</b>
441	Motor vehicle & parts dealers .....	57	251 385	20 045	4 439	773	25.9	6.1
4412	Other motor vehicle dealers .....	5	8 351	1 139	187	40	—	—
442	Furniture & home furnishings stores .....	23	15 681	2 517	535	125	7.4	12.8
443	Electronics & appliance stores .....	20	14 890	2 049	461	124	6.6	11.1
4431	Electronics & appliance stores .....	20	14 890	2 049	461	124	6.6	11.1
44311	Appliance, television, & other electronics stores .....	14	12 146	1 850	422	109	2.9	.7
444	Building material & garden equipment & supplies dealers .....	34	123 498	13 700	3 217	600	3.8	—
4441	Building material & supplies dealers .....	23	91 713	10 600	2 508	469	4.1	—
44419	Other building material dealers .....	11	51 164	6 359	1 442	220	5.6	—
444190	Other building material dealers .....	11	51 164	6 359	1 442	220	5.6	—
4442	Lawn & garden equipment & supplies stores .....	11	31 785	3 100	709	131	3.1	.1
44422	Nursery & garden centers .....	8	28 696	2 756	630	109	3.5	.1
444220	Nursery & garden centers .....	8	28 696	2 756	630	109	3.5	.1
445	Food & beverage stores .....	36	164 273	15 257	3 806	1 355	2.6	.6
4452	Specialty food stores .....	6	D	D	D	b	D	D
446	Health & personal care stores .....	28	36 376	5 621	1 445	361	—	1.7
4461	Health & personal care stores .....	28	36 376	5 621	1 445	361	—	1.7

See footnotes at end of table.

**Table 2. Summary Statistics for Metropolitan Areas: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions of metropolitan areas (CMSAs, MSAs, and PMSAs), see Appendix E]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>SHEBOYGAN, WI MSA—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
447	Gasoline stations .....	54	87 771	5 859	1 407	508	6.1	7.6
44711	Gasoline stations with convenience stores .....	42	69 968	4 661	1 091	407	4.0	5.9
447110	Gasoline stations with convenience stores .....	42	69 968	4 661	1 091	407	4.0	5.9
448	Clothing & clothing accessories stores .....	43	17 780	2 636	654	258	7.3	2.4
451	Sporting goods, hobby, book, & music stores .....	30	14 069	1 668	376	169	6.5	6.4
452	General merchandise stores .....	12	D	D	D	g	D	D
45299	All other general merchandise stores .....	5	D	D	D	c	D	D
452990	All other general merchandise stores .....	5	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores .....	4	D	D	D	c	D	D
453	Miscellaneous store retailers .....	46	D	D	D	c	D	D
45321	Office supplies & stationery stores .....	2	D	D	D	a	D	D
453210	Office supplies & stationery stores .....	2	D	D	D	a	D	D
4532102	Office supplies stores .....	2	D	D	D	a	D	D
4539	Other miscellaneous store retailers .....	20	D	D	D	b	D	D
45399	All other miscellaneous store retailers .....	14	D	D	D	b	D	D
454	Nonstore retailers .....	15	12 820	2 462	573	126	2.8	6.9
<b>WAUSAU, WI MSA</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>565</b>	<b>1 421 572</b>	<b>142 583</b>	<b>33 926</b>	<b>9 236</b>	<b>4.2</b>	<b>2.1</b>
441	Motor vehicle & parts dealers .....	75	303 249	25 610	5 691	948	2.7	.3
4412	Other motor vehicle dealers .....	15	28 665	2 226	451	101	1.7	.4
44122	Motorcycle, boat, & other motor vehicle dealers .....	12	D	D	D	b	D	D
441229	All other motor vehicle dealers .....	5	D	D	D	b	D	D
44131	Automotive parts & accessories stores .....	21	25 626	4 952	1 203	242	2.9	.7
441310	Automotive parts & accessories stores .....	21	25 626	4 952	1 203	242	2.9	.7
442	Furniture & home furnishings stores .....	32	36 964	5 335	1 199	255	1.9	4.3
4421	Furniture stores .....	14	27 452	3 930	883	152	1.9	—
44211	Furniture stores .....	14	27 452	3 930	883	152	1.9	—
442110	Furniture stores .....	14	27 452	3 930	883	152	1.9	—
4422	Home furnishings stores .....	18	9 512	1 405	316	103	2.1	16.8
443	Electronics & appliance stores .....	24	24 021	6 556	1 271	174	5.3	1.6
4431	Electronics & appliance stores .....	24	24 021	6 556	1 271	174	5.3	1.6
44311	Appliance, television, & other electronics stores .....	17	21 509	6 291	1 234	157	1.8	1.8
443112	Radio, television, & other electronics stores .....	9	15 345	5 518	1 082	111	—	2.5
444	Building material & garden equipment & supplies dealers .....	76	245 295	25 259	5 772	1 007	2.6	1.3
4441	Building material & supplies dealers .....	52	172 776	17 159	3 933	647	3.5	1.7
44419	Other building material dealers .....	38	116 299	12 508	2 997	404	.8	2.5
444190	Other building material dealers .....	38	116 299	12 508	2 997	404	.8	2.5
4442	Lawn & garden equipment & supplies stores .....	24	72 519	8 100	1 839	360	.3	.5
44422	Nursery & garden centers .....	21	70 655	7 800	1 769	342	.3	.5
444220	Nursery & garden centers .....	21	70 655	7 800	1 769	342	.3	.5
445	Food & beverage stores .....	46	172 286	16 876	3 863	1 670	19.3	3.8
4451	Grocery stores .....	33	D	D	D	g	D	D
4452	Specialty food stores .....	13	D	D	D	b	D	D
446	Health & personal care stores .....	30	25 153	4 019	964	219	2.1	5.7
44612	Cosmetics, beauty supplies, & perfume stores .....	4	2 191	223	53	16	—	—
446120	Cosmetics, beauty supplies, & perfume stores .....	4	2 191	223	53	16	—	—
447	Gasoline stations .....	57	99 308	5 868	1 385	500	5.8	3.4
44711	Gasoline stations with convenience stores .....	42	77 257	4 668	1 082	391	2.9	—
447110	Gasoline stations with convenience stores .....	42	77 257	4 668	1 082	391	2.9	—
448	Clothing & clothing accessories stores .....	71	40 796	5 016	1 249	501	3.5	3.8
4481	Clothing stores .....	41	22 942	2 611	658	296	5.0	2.2
44819	Other clothing stores .....	6	3 643	423	90	31	7.5	1.9
448190	Other clothing stores .....	6	3 643	423	90	31	7.5	1.9
451	Sporting goods, hobby, book, & music stores .....	43	26 721	2 902	775	242	.8	.3
4511	Sporting goods, hobby, & musical instrument stores .....	34	21 331	2 323	630	189	.9	.4
452	General merchandise stores .....	19	238 078	21 024	4 906	1 765	—	2.8
45299	All other general merchandise stores .....	9	D	D	D	c	D	D
452990	All other general merchandise stores .....	9	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores .....	7	D	D	D	c	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>	
<b>WAUSAU, WI MSA—Con.</b>									
<b>44-45 Retail trade—Con.</b>									
453	Miscellaneous store retailers .....	62	34 628	5 363	1 254	435	3.5	5.9	
4532	Office supplies, stationery, & gift stores .....	15	11 658	1 769	439	164	3.1	7.5	
45321	Office supplies & stationery stores .....	2	D	D	D	b	D	D	
453210	Office supplies & stationery stores .....	2	D	D	D	b	D	D	
4532102	Office supplies stores .....	2	D	D	D	b	D	D	
4539	Other miscellaneous store retailers .....	20	D	D	D	c	D	D	
45393	Manufactured (mobile) home dealers .....	4	8 537	644	135	25	3.9	—	
453930	Manufactured (mobile) home dealers .....	4	8 537	644	135	25	3.9	—	
45399	All other miscellaneous store retailers .....	11	4 919	817	178	69	.2	—	
454	Nonstore retailers .....	30	175 073	18 755	5 597	1 520	.2	1.4	
4541	Electronic shopping & mail-order houses .....	3	D	D	D	g	D	D	
45411	Electronic shopping & mail-order houses .....	3	D	D	D	g	D	D	
454110	Electronic shopping & mail-order houses .....	3	D	D	D	g	D	D	
4543	Direct selling establishments .....	22	D	D	D	c	D	D	
45431	Fuel dealers .....	10	D	D	D	b	D	D	
454312	Liquefied petroleum gas (bottled gas) dealers .....	6	D	D	D	b	D	D	
454319	Other fuel dealers .....	1	D	D	D	a	D	D	
<b>AREA OUTSIDE WISCONSIN METROPOLITAN AREAS</b>									
<b>44-45</b>	<b>Retail trade .....</b>	<b>7 715</b>	<b>14 515 888</b>	<b>1 352 660</b>	<b>308 807</b>	<b>87 385</b>	<b>14.0</b>	<b>3.9</b>	
441	Motor vehicle & parts dealers .....	1 071	3 588 657	274 942	62 951	11 391	21.0	4.0	
4411	Automobile dealers .....	525	D	D	D	i	D	D	
44111	New car dealers .....	310	D	D	D	i	D	D	
441110	New car dealers .....	310	D	D	D	i	D	D	
44112	Used car dealers .....	215	D	D	D	f	D	D	
441120	Used car dealers .....	215	D	D	D	f	D	D	
4412	Other motor vehicle dealers .....	190	D	D	D	g	D	D	
44121	Recreational vehicle dealers .....	32	D	D	D	c	D	D	
441210	Recreational vehicle dealers .....	32	D	D	D	c	D	D	
44122	Motorcycle, boat, & other motor vehicle dealers .....	158	285 501	24 589	5 194	1 106	19.5	3.4	
441221	Motorcycle dealers .....	30	70 677	6 472	1 382	232	23.3	1.4	
441222	Boat dealers .....	79	143 512	13 055	2 487	591	19.0	4.2	
441229	All other motor vehicle dealers .....	49	71 312	5 062	1 325	283	16.7	3.6	
4413	Automotive parts, accessories, & tire stores .....	356	394 793	63 857	15 346	2 811	10.1	2.6	
44131	Automotive parts & accessories stores .....	272	295 533	48 499	11 963	2 167	7.8	2.3	
441310	Automotive parts & accessories stores .....	272	295 533	48 499	11 963	2 167	7.8	2.3	
44132	Tire dealers .....	84	99 260	15 358	3 383	644	17.2	3.6	
441320	Tire dealers .....	84	99 260	15 358	3 383	644	17.2	3.6	
442	Furniture & home furnishings stores .....	365	223 005	33 575	7 401	1 715	32.1	4.6	
4421	Furniture stores .....	188	147 086	22 024	4 914	1 099	31.4	4.0	
44211	Furniture stores .....	188	147 086	22 024	4 914	1 099	31.4	4.0	
442110	Furniture stores .....	188	147 086	22 024	4 914	1 099	31.4	4.0	
4422	Home furnishings stores .....	177	75 919	11 551	2 487	616	33.4	5.7	
44221	Floor covering stores .....	117	D	D	D	e	D	D	
442210	Floor covering stores .....	117	D	D	D	e	D	D	
44229	Other home furnishings stores .....	60	D	D	D	c	D	D	
442299	All other home furnishings stores .....	53	D	D	D	c	D	D	
443	Electronics & appliance stores .....	284	D	D	D	g	D	D	
4431	Electronics & appliance stores .....	284	D	D	D	g	D	D	
44311	Appliance, television, & other electronics stores .....	227	114 902	17 490	4 111	1 020	26.3	9.3	
443111	Household appliance stores .....	124	73 105	11 023	2 560	606	23.1	9.9	
443112	Radio, television, & other electronics stores .....	103	41 797	6 467	1 551	414	31.9	8.3	
44312	Computer & software stores .....	52	D	D	D	c	D	D	
443120	Computer & software stores .....	52	D	D	D	c	D	D	
444	Building material & garden equipment & supplies dealers .....	1 019	1 753 265	186 541	41 188	8 910	11.6	2.2	
4441	Building material & supplies dealers .....	652	977 313	114 292	25 243	5 642	17.9	1.5	
44411	Home centers .....	14	D	D	D	e	D	D	
444110	Home centers .....	14	D	D	D	e	D	D	
44412	Paint & wallpaper stores .....	43	D	D	D	c	D	D	
444120	Paint & wallpaper stores .....	43	D	D	D	c	D	D	
44413	Hardware stores .....	211	169 477	25 528	5 892	1 953	28.6	4.2	
444130	Hardware stores .....	211	169 477	25 528	5 892	1 953	28.6	4.2	
44419	Other building material dealers .....	384	709 049	79 225	17 193	3 129	15.2	1.0	
444190	Other building material dealers .....	384	709 049	79 225	17 193	3 129	15.2	1.0	
4442	Lawn & garden equipment & supplies stores .....	367	775 952	72 249	15 945	3 268	3.7	3.0	
44421	Outdoor power equipment stores .....	60	D	D	D	e	D	D	
444210	Outdoor power equipment stores .....	60	D	D	D	e	D	D	
44422	Nursery & garden centers .....	307	D	D	D	h	D	D	
444220	Nursery & garden centers .....	307	D	D	D	h	D	D	

See footnotes at end of table.

**Table 2. Summary Statistics for Metropolitan Areas: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions of metropolitan areas (CMSAs, MSAs, and PMSAs), see Appendix E]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>AREA OUTSIDE WISCONSIN METROPOLITAN AREAS—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
445	Food & beverage stores .....	842	2 239 439	221 735	52 063	20 287	14.6	5.1
4451	Grocery stores .....	542	D	D	D	j	D	D
44511	Supermarkets & other grocery (except convenience) stores .....	478	D	D	D	j	D	D
445110	Supermarkets & other grocery (except convenience) stores .....	478	D	D	D	j	D	D
44512	Convenience stores .....	64	D	D	D	e	D	D
445120	Convenience stores .....	64	D	D	D	e	D	D
4452	Specialty food stores .....	149	D	D	D	f	D	D
4453	Beer, wine, & liquor stores .....	151	79 837	4 527	1 077	550	45.1	7.1
44531	Beer, wine, & liquor stores .....	151	79 837	4 527	1 077	550	45.1	7.1
445310	Beer, wine, & liquor stores .....	151	79 837	4 527	1 077	550	45.1	7.1
446	Health & personal care stores .....	357	388 160	51 781	12 010	3 149	32.0	12.3
4461	Health & personal care stores .....	357	388 160	51 781	12 010	3 149	32.0	12.3
44611	Pharmacies & drug stores .....	243	361 464	46 694	10 844	2 764	32.7	12.6
446110	Pharmacies & drug stores .....	243	361 464	46 694	10 844	2 764	32.7	12.6
4461101	Pharmacies & drug stores .....	240	D	D	D	h	D	D
4461102	Proprietary stores .....	3	D	D	D	a	D	D
44612	Cosmetics, beauty supplies, & perfume stores .....	14	D	D	D	b	D	D
446120	Cosmetics, beauty supplies, & perfume stores .....	14	D	D	D	b	D	D
44613	Optical goods stores .....	40	8 605	1 936	507	122	25.2	1.8
446130	Optical goods stores .....	40	8 605	1 936	507	122	25.2	1.8
44619	Other health & personal care stores .....	60	D	D	D	c	D	D
446191	Food (health) supplement stores .....	34	D	D	D	c	D	D
447	Gasoline stations .....	1 178	1 700 672	108 032	24 242	10 027	14.1	6.2
4471	Gasoline stations .....	1 178	1 700 672	108 032	24 242	10 027	14.1	6.2
44711	Gasoline stations with convenience stores .....	862	D	D	D	i	D	D
447110	Gasoline stations with convenience stores .....	862	D	D	D	i	D	D
44719	Other gasoline stations .....	316	D	D	D	g	D	D
447190	Other gasoline stations .....	316	D	D	D	g	D	D
448	Clothing & clothing accessories stores .....	607	274 803	36 691	8 292	3 347	23.9	4.6
4481	Clothing stores .....	366	D	D	D	g	D	D
44811	Men's clothing stores .....	41	D	D	D	c	D	D
448110	Men's clothing stores .....	41	D	D	D	c	D	D
44812	Women's clothing stores .....	173	58 016	7 211	1 614	889	27.6	5.8
448120	Women's clothing stores .....	173	58 016	7 211	1 614	889	27.6	5.8
44814	Family clothing stores .....	91	100 941	12 945	3 011	1 104	14.5	1.1
448140	Family clothing stores .....	91	100 941	12 945	3 011	1 104	14.5	1.1
44819	Other clothing stores .....	36	10 737	1 540	259	127	28.5	11.2
448190	Other clothing stores .....	36	10 737	1 540	259	127	28.5	11.2
4482	Shoe stores .....	116	D	D	D	e	D	D
44821	Shoe stores .....	116	D	D	D	e	D	D
448210	Shoe stores .....	116	D	D	D	e	D	D
4482104	Family shoe stores .....	94	D	D	D	e	D	D
4482105	Athletic footwear stores .....	17	D	D	D	c	D	D
4483	Jewelry, luggage, & leather goods stores .....	125	D	D	D	e	D	D
44831	Jewelry stores .....	123	D	D	D	e	D	D
448310	Jewelry stores .....	123	D	D	D	e	D	D
451	Sporting goods, hobby, book, & music stores .....	367	D	D	D	g	D	D
4511	Sporting goods, hobby, & musical instrument stores ..	278	D	D	D	f	D	D
45111	Sporting goods stores .....	185	67 934	6 803	1 423	609	35.2	8.9
451110	Sporting goods stores .....	185	67 934	6 803	1 423	609	35.2	8.9
4511101	General-line sporting goods stores .....	68	D	D	D	e	D	D
4511102	Specialty-line sporting goods stores .....	117	D	D	D	e	D	D
45113	Sewing, needlework, & piece goods stores .....	44	8 469	1 232	313	165	26.4	12.2
451130	Sewing, needlework, & piece goods stores .....	44	8 469	1 232	313	165	26.4	12.2
45114	Musical instrument & supplies stores .....	12	D	D	D	b	D	D
451140	Musical instrument & supplies stores .....	12	D	D	D	b	D	D
4512	Book, periodical, & music stores .....	89	28 304	2 794	718	422	11.3	2.8
45121	Book stores & news dealers .....	65	D	D	D	e	D	D
451211	Book stores .....	62	D	D	D	e	D	D
4512111	Book stores, general .....	42	12 152	1 173	274	190	9.9	.4
4512112	Specialty book stores .....	12	2 610	322	92	47	26.6	—
4512113	College book stores .....	8	D	D	D	b	D	D
45122	Prerecorded tape, compact disc, & record stores ...	24	D	D	D	c	D	D
451220	Prerecorded tape, compact disc, & record stores ...	24	D	D	D	c	D	D

See footnotes at end of table.



**Table 2. Summary Statistics for Metropolitan Areas: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions of metropolitan areas (CMSAs, MSAs, and PMSAs), see Appendix E]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>AREA OUTSIDE WISCONSIN METROPOLITAN AREAS—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
452	General merchandise stores .....	275	1 736 940	158 723	37 561	13 820	.8	.6
4521	Department stores (incl leased depts) ## .....	77	D	N	N	N	D	D
45211	Department stores (incl leased depts) ## .....	77	D	N	N	N	D	D
4521	Department stores (excl leased depts) .....	77	D	D	D	j	D	D
45211	Department stores (excl leased depts) .....	77	D	D	D	j	D	D
452110	Department stores (excl leased depts) .....	77	D	D	D	j	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	66	1 187 403	109 263	26 390	10 102	—	—
4529	Other general merchandise stores .....	198	D	D	D	h	D	D
45299	All other general merchandise stores .....	198	D	D	D	h	D	D
452990	All other general merchandise stores .....	198	D	D	D	h	D	D
4529901	Variety stores .....	68	D	D	D	e	D	D
4529903	Miscellaneous general merchandise stores .....	130	D	D	D	h	D	D
453	Miscellaneous store retailers .....	908	314 478	41 972	8 630	3 362	28.9	3.6
4531	Florists .....	187	D	D	D	f	D	D
45311	Florists .....	187	D	D	D	f	D	D
453110	Florists .....	187	D	D	D	f	D	D
4532	Office supplies, stationery, & gift stores .....	376	96 947	12 569	2 366	1 129	43.9	5.7
45321	Office supplies & stationery stores .....	28	D	D	D	c	D	D
453210	Office supplies & stationery stores .....	28	D	D	D	c	D	D
4532102	Office supplies stores .....	28	D	D	D	c	D	D
45322	Gift, novelty, & souvenir stores .....	348	D	D	D	g	D	D
453220	Gift, novelty, & souvenir stores .....	348	D	D	D	g	D	D
4533	Used merchandise stores .....	103	D	D	D	e	D	D
45331	Used merchandise stores .....	103	D	D	D	e	D	D
453310	Used merchandise stores .....	103	D	D	D	e	D	D
4539	Other miscellaneous store retailers .....	242	163 032	18 200	3 711	991	18.4	1.6
45391	Pet & pet supplies stores .....	29	5 508	731	153	84	28.3	3.2
453910	Pet & pet supplies stores .....	29	5 508	731	153	84	28.3	3.2
45392	Art dealers .....	50	10 148	1 334	277	128	33.3	10.0
453920	Art dealers .....	50	10 148	1 334	277	128	33.3	10.0
45393	Manufactured (mobile) home dealers .....	48	114 840	11 376	2 362	376	15.4	.9
453930	Manufactured (mobile) home dealers .....	48	114 840	11 376	2 362	376	15.4	.9
45399	All other miscellaneous store retailers .....	115	32 536	4 759	919	403	22.8	1.3
454	Nonstore retailers .....	442	2 029 387	203 935	46 629	8 754	3.3	2.8
4541	Electronic shopping & mail-order houses .....	84	1 652 803	157 978	35 645	6 523	.8	.3
45411	Electronic shopping & mail-order houses .....	84	1 652 803	157 978	35 645	6 523	.8	.3
454110	Electronic shopping & mail-order houses .....	84	1 652 803	157 978	35 645	6 523	.8	.3
4542	Vending machine operators .....	37	30 241	5 529	1 342	321	16.6	33.2
45421	Vending machine operators .....	37	30 241	5 529	1 342	321	16.6	33.2
454210	Vending machine operators .....	37	30 241	5 529	1 342	321	16.6	33.2
4543	Direct selling establishments .....	321	346 343	40 428	9 642	1 910	14.1	12.2
45431	Fuel dealers .....	233	290 939	30 365	7 140	1 433	14.1	13.4
454311	Heating oil dealers .....	87	113 764	7 699	1 805	421	20.5	12.8
454312	Liquefied petroleum gas (bottled gas) dealers .....	146	177 175	22 666	5 335	1 012	10.0	13.7
45439	Other direct selling establishments .....	88	55 404	10 063	2 502	477	14.2	6.0
454390	Other direct selling establishments .....	88	55 404	10 063	2 502	477	14.2	6.0

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

<sup>1</sup>Includes sales information obtained from administrative records of other Federal agencies.

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

**Table 3. Summary Statistics for Counties: 1997**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>ADAMS COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>37</b>	<b>64 734</b>	<b>5 483</b>	<b>1 165</b>	<b>327</b>	<b>21.0</b>	<b>4.5</b>
441	Motor vehicle & parts dealers .....	10	17 765	1 355	321	51	39.3	—
4412	Other motor vehicle dealers .....	3	4 607	266	56	10	D	—
44122	Motorcycle, boat, & other motor vehicle dealers .....	3	4 607	266	56	10	D	—
441229	All other motor vehicle dealers .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	8	15 401	762	124	29	6.1	.6
4441	Building material & supplies dealers .....	5	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	3	D	D	D	a	D	D
44422	Nursery & garden centers .....	3	D	D	D	a	D	D
444220	Nursery & garden centers .....	3	D	D	D	a	D	D
445	Food & beverage stores .....	6	14 396	1 381	316	127	26.2	—
4452	Specialty food stores .....	1	D	D	D	a	D	D
446	Health & personal care stores .....	2	D	D	D	a	D	D
447	Gasoline stations .....	5	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	2	D	D	D	a	D	D
452	General merchandise stores .....	2	D	D	D	b	D	D
45299	All other general merchandise stores .....	2	D	D	D	b	D	D
452990	All other general merchandise stores .....	2	D	D	D	b	D	D
453	Miscellaneous store retailers .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	1	D	D	D	a	D	D
<b>ASHLAND COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>113</b>	<b>149 705</b>	<b>13 445</b>	<b>3 124</b>	<b>1 041</b>	<b>26.1</b>	<b>2.3</b>
441	Motor vehicle & parts dealers .....	11	43 354	2 684	605	137	25.2	.7
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	5	3 063	435	97	24	34.8	34.1
443	Electronics & appliance stores .....	4	1 808	135	22	8	44.8	22.6
4431	Electronics & appliance stores .....	4	1 808	135	22	8	44.8	22.6
444	Building material & garden equipment & supplies dealers .....	12	12 934	1 392	273	80	67.2	—
4441	Building material & supplies dealers .....	11	D	D	D	b	D	D
445	Food & beverage stores .....	16	19 012	2 628	661	262	25.6	1.4
446	Health & personal care stores .....	6	5 712	681	162	38	41.4	1.5
447	Gasoline stations .....	19	15 940	1 201	303	111	30.5	8.2
448	Clothing & clothing accessories stores .....	8	4 521	499	111	49	16.7	—
451	Sporting goods, hobby, book, & music stores .....	5	D	D	D	a	D	D
452	General merchandise stores .....	4	D	D	D	c	D	D
45299	All other general merchandise stores .....	3	D	D	D	b	D	D
452990	All other general merchandise stores .....	3	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores .....	2	D	D	D	b	D	D
453	Miscellaneous store retailers .....	16	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	5	D	D	D	b	D	D
45399	All other miscellaneous store retailers .....	2	D	D	D	b	D	D
454	Nonstore retailers .....	7	D	D	D	b	D	D
4543	Direct selling establishments .....	7	D	D	D	b	D	D
454311	Heating oil dealers .....	2	D	D	D	a	D	D

See footnotes at end of table.

**Table 3. Summary Statistics for Counties: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BARRON COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>254</b>	<b>451 556</b>	<b>41 908</b>	<b>9 354</b>	<b>2 812</b>	<b>13.4</b>	<b>4.9</b>
441	Motor vehicle & parts dealers .....	36	121 888	7 997	1 752	331	20.6	4.2
4411	Automobile dealers .....	20	99 504	5 289	1 137	213	19.4	4.8
4412	Other motor vehicle dealers .....	5	11 912	873	199	38	28.5	.8
44122	Motorcycle, boat, & other motor vehicle dealers .....	4	D	D	D	b	D	D
441221	Motorcycle dealers .....	2	D	D	D	a	D	D
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores .....	11	10 472	1 835	416	80	23.2	2.9
44132	Tire dealers .....	3	5 941	895	221	29	D	—
441320	Tire dealers .....	3	5 941	895	221	29	D	—
442	Furniture & home furnishings stores .....	15	7 699	1 058	242	60	44.7	18.7
4421	Furniture stores .....	7	4 928	681	156	38	25.9	29.3
44211	Furniture stores .....	7	4 928	681	156	38	25.9	29.3
442110	Furniture stores .....	7	4 928	681	156	38	25.9	29.3
4422	Home furnishings stores .....	8	2 771	377	86	22	78.0	—
443	Electronics & appliance stores .....	7	3 645	731	175	30	60.4	—
4431	Electronics & appliance stores .....	7	3 645	731	175	30	60.4	—
44311	Appliance, television, & other electronics stores .....	7	3 645	731	175	30	60.4	—
443112	Radio, television, & other electronics stores .....	4	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers .....	32	55 514	6 480	1 265	300	3.9	—
4441	Building material & supplies dealers .....	22	32 799	4 140	929	223	5.8	—
44413	Hardware stores .....	8	D	D	D	c	D	D
444130	Hardware stores .....	8	D	D	D	c	D	D
44419	Other building material dealers .....	13	22 226	2 402	521	92	2.9	—
444190	Other building material dealers .....	13	22 226	2 402	521	92	2.9	—
4442	Lawn & garden equipment & supplies stores .....	10	22 715	2 340	336	77	1.1	—
44421	Outdoor power equipment stores .....	3	D	D	D	b	D	D
444210	Outdoor power equipment stores .....	3	D	D	D	b	D	D
44422	Nursery & garden centers .....	7	D	D	D	b	D	D
444220	Nursery & garden centers .....	7	D	D	D	b	D	D
445	Food & beverage stores .....	35	70 401	6 751	1 489	598	14.0	6.0
4451	Grocery stores .....	15	D	D	D	e	D	D
4452	Specialty food stores .....	8	D	D	D	b	D	D
446	Health & personal care stores .....	15	9 074	1 070	192	67	63.3	3.6
4461	Health & personal care stores .....	15	9 074	1 070	192	67	63.3	3.6
447	Gasoline stations .....	31	40 807	2 950	647	219	9.3	13.7
4471	Gasoline stations .....	31	40 807	2 950	647	219	9.3	13.7
44711	Gasoline stations with convenience stores .....	22	31 073	2 171	475	181	3.8	10.3
447110	Gasoline stations with convenience stores .....	22	31 073	2 171	475	181	3.8	10.3
448	Clothing & clothing accessories stores .....	18	13 504	1 613	391	157	11.1	—
4481	Clothing stores .....	8	9 867	1 237	306	122	—	—
451	Sporting goods, hobby, book, & music stores .....	13	7 909	1 027	196	74	29.5	—
4511	Sporting goods, hobby, & musical instrument stores ..	10	6 833	927	169	62	34.2	—
45111	Sporting goods stores .....	6	6 013	784	149	44	38.9	—
451110	Sporting goods stores .....	6	6 013	784	149	44	38.9	—
4511101	General-line sporting goods stores .....	5	D	D	D	b	D	D
452	General merchandise stores .....	14	97 479	8 888	2 262	739	.7	—
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	3	D	D	D	f	D	D
45299	All other general merchandise stores .....	10	31 639	2 692	687	157	2.3	—
452990	All other general merchandise stores .....	10	31 639	2 692	687	157	2.3	—
4529903	Miscellaneous general merchandise stores .....	7	D	D	D	c	D	D
453	Miscellaneous store retailers .....	29	10 077	1 611	300	155	34.0	4.0
4539	Other miscellaneous store retailers .....	8	6 579	951	146	39	23.0	—
45393	Manufactured (mobile) home dealers .....	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers .....	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers .....	6	D	D	D	b	D	D
454	Nonstore retailers .....	9	13 559	1 732	443	82	—	38.3
4543	Direct selling establishments .....	7	D	D	D	b	D	D
45431	Fuel dealers .....	5	7 043	746	158	51	—	67.0
454311	Heating oil dealers .....	2	D	D	D	b	D	D
45439	Other direct selling establishments .....	2	D	D	D	b	D	D
454390	Other direct selling establishments .....	2	D	D	D	b	D	D

See footnotes at end of table.

**Table 3. Summary Statistics for Counties: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BAYFIELD COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>66</b>	<b>50 986</b>	<b>4 189</b>	<b>896</b>	<b>328</b>	<b>36.7</b>	<b>2.7</b>
441	Motor vehicle & parts dealers .....	8	D	D	D	b	D	D
4412	Other motor vehicle dealers .....	3	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	3	D	D	D	b	D	D
441222	Boat dealers .....	2	D	D	D	b	D	D
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	12	9 749	869	168	39	59.9	—
4441	Building material & supplies dealers .....	11	D	D	D	b	D	D
445	Food & beverage stores .....	9	14 148	1 412	327	122	36.8	—
446	Health & personal care stores .....	3	1 552	131	29	13	D	—
447	Gasoline stations .....	10	11 446	668	158	73	25.4	—
448	Clothing & clothing accessories stores .....	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	5	D	D	D	a	D	D
452	General merchandise stores .....	2	D	D	D	a	D	D
453	Miscellaneous store retailers .....	14	D	D	D	a	D	D
45392	Art dealers .....	2	D	D	D	a	D	D
453920	Art dealers .....	2	D	D	D	a	D	D
454	Nonstore retailers .....	1	D	D	D	a	D	D
<b>BROWN COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>950</b>	<b>2 569 147</b>	<b>239 743</b>	<b>56 579</b>	<b>14 976</b>	<b>3.2</b>	<b>4.1</b>
441	Motor vehicle & parts dealers .....	118	720 636	57 464	13 627	2 225	1.3	.2
4411	Automobile dealers .....	53	625 228	39 514	9 312	1 455	1.1	—
44111	New car dealers .....	21	591 187	37 067	8 696	1 324	—	—
441110	New car dealers .....	21	591 187	37 067	8 696	1 324	—	—
44112	Used car dealers .....	32	34 041	2 447	616	131	20.3	.4
441120	Used car dealers .....	32	34 041	2 447	616	131	20.3	.4
4412	Other motor vehicle dealers .....	20	40 170	3 815	786	173	2.4	1.9
44121	Recreational vehicle dealers .....	7	17 639	1 493	340	68	4.3	—
441210	Recreational vehicle dealers .....	7	17 639	1 493	340	68	4.3	—
44122	Motorcycle, boat, & other motor vehicle dealers .....	13	22 531	2 322	446	105	.9	3.5
441222	Boat dealers .....	9	D	D	D	b	D	D
4413	Automotive parts, accessories, & tire stores .....	45	55 238	14 135	3 529	597	3.3	1.3
44131	Automotive parts & accessories stores .....	35	37 254	7 965	1 854	419	4.8	1.9
441310	Automotive parts & accessories stores .....	35	37 254	7 965	1 854	419	4.8	1.9
44132	Tire dealers .....	10	17 984	6 170	1 675	178	—	—
441320	Tire dealers .....	10	17 984	6 170	1 675	178	—	—
442	Furniture & home furnishings stores .....	55	61 078	8 776	2 063	428	12.9	2.7
4421	Furniture stores .....	21	36 498	4 621	1 074	216	6.2	—
44211	Furniture stores .....	21	36 498	4 621	1 074	216	6.2	—
442110	Furniture stores .....	21	36 498	4 621	1 074	216	6.2	—
4422	Home furnishings stores .....	34	24 580	4 155	989	212	22.9	6.7
44221	Floor covering stores .....	18	17 647	3 353	809	125	18.5	9.3
442210	Floor covering stores .....	18	17 647	3 353	809	125	18.5	9.3
44229	Other home furnishings stores .....	16	6 933	802	180	87	34.2	—
443	Electronics & appliance stores .....	41	86 921	8 594	1 895	363	3.8	1.6
4431	Electronics & appliance stores .....	41	86 921	8 594	1 895	363	3.8	1.6
44311	Appliance, television, & other electronics stores .....	30	D	D	D	c	D	D
443111	Household appliance stores .....	13	D	D	D	b	D	D
443112	Radio, television, & other electronics stores .....	17	42 579	3 300	607	184	3.9	3.2
44312	Computer & software stores .....	11	D	D	D	c	D	D
443120	Computer & software stores .....	11	D	D	D	c	D	D
444	Building material & garden equipment & supplies dealers .....	102	332 287	37 048	9 003	1 594	3.8	5.3
4441	Building material & supplies dealers .....	82	282 946	32 543	8 059	1 361	4.5	5.4
44411	Home centers .....	2	D	D	D	e	D	D
444110	Home centers .....	2	D	D	D	e	D	D
44419	Other building material dealers .....	59	204 798	24 645	6 057	868	5.9	6.3
444190	Other building material dealers .....	59	204 798	24 645	6 057	868	5.9	6.3
4442	Lawn & garden equipment & supplies stores .....	20	49 341	4 505	944	233	—	5.2
44422	Nursery & garden centers .....	17	D	D	D	c	D	D
444220	Nursery & garden centers .....	17	D	D	D	c	D	D
445	Food & beverage stores .....	90	325 537	29 979	7 250	2 596	4.5	4.6
4451	Grocery stores .....	42	299 393	27 246	6 605	2 354	3.5	3.9
44511	Supermarkets & other grocery (except convenience) stores .....	38	295 408	27 074	6 578	2 336	3.5	3.8
445110	Supermarkets & other grocery (except convenience) stores .....	38	295 408	27 074	6 578	2 336	3.5	3.8
4452	Specialty food stores .....	16	7 355	1 260	279	112	1.1	41.8

See footnotes at end of table.

**Table 3. Summary Statistics for Counties: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BROWN COUNTY, WI—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
446	Health & personal care stores .....	52	66 747	9 684	2 358	640	5.3	7.2
4461	Health & personal care stores .....	52	66 747	9 684	2 358	640	5.3	7.2
4461102	Proprietary stores .....	1	D	D	D	a	D	D
44612	Cosmetics, beauty supplies, & perfume stores .....	6	4 363	424	99	40	—	—
446120	Cosmetics, beauty supplies, & perfume stores .....	6	4 363	424	99	40	—	—
447	Gasoline stations .....	96	178 339	10 462	2 424	985	10.6	12.3
4471	Gasoline stations .....	96	178 339	10 462	2 424	985	10.6	12.3
44711	Gasoline stations with convenience stores .....	68	130 395	6 287	1 463	663	9.2	13.6
447110	Gasoline stations with convenience stores .....	68	130 395	6 287	1 463	663	9.2	13.6
448	Clothing & clothing accessories stores .....	142	86 060	10 504	2 281	979	4.5	1.9
4481	Clothing stores .....	79	49 664	5 859	1 330	607	3.5	1.7
44819	Other clothing stores .....	19	9 366	1 466	342	146	1.1	6.5
448190	Other clothing stores .....	19	9 366	1 466	342	146	1.1	6.5
4482105	Athletic footwear stores .....	6	6 978	593	109	83	—	8.3
4483	Jewelry, luggage, & leather goods stores .....	32	21 070	3 073	628	189	9.9	1.0
44831	Jewelry stores .....	31	D	D	D	c	D	D
448310	Jewelry stores .....	31	D	D	D	c	D	D
451	Sporting goods, hobby, book, & music stores .....	85	66 176	8 290	1 988	694	4.4	3.0
4511	Sporting goods, hobby, & musical instrument stores .....	63	54 226	6 862	1 633	551	4.5	3.7
45111	Sporting goods stores .....	33	24 875	3 244	810	274	8.3	7.8
451110	Sporting goods stores .....	33	24 875	3 244	810	274	8.3	7.8
4511101	General-line sporting goods stores .....	9	11 850	1 528	452	142	2.8	—
45112	Hobby, toy, & game stores .....	16	19 012	1 768	376	167	.6	—
451120	Hobby, toy, & game stores .....	16	19 012	1 768	376	167	.6	—
45114	Musical instrument & supplies stores .....	6	7 709	1 531	372	80	3.2	—
451140	Musical instrument & supplies stores .....	6	7 709	1 531	372	80	3.2	—
4512	Book, periodical, & music stores .....	22	11 950	1 428	355	143	4.0	—
45121	Book stores & news dealers .....	13	7 572	956	240	86	—	—
4512112	Specialty book stores .....	3	D	D	D	a	D	D
451212	News dealers & newsstands .....	2	D	D	D	a	D	D
452	General merchandise stores .....	25	511 633	42 904	10 241	3 449	—	6.7
4521	Department stores (incl leased depts) ## .....	17	378 737	N	N	N	—	6.8
45211	Department stores (incl leased depts) ## .....	17	378 737	N	N	N	—	6.8
4521	Department stores (excl leased depts) .....	17	373 863	35 454	8 583	2 975	—	6.9
45211	Department stores (excl leased depts) .....	17	373 863	35 454	8 583	2 975	—	6.9
452110	Department stores (excl leased depts) .....	17	373 863	35 454	8 583	2 975	—	6.9
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	11	282 855	24 451	5 730	2 097	—	9.1
4529	Other general merchandise stores .....	8	137 770	7 450	1 658	474	—	6.2
45299	All other general merchandise stores .....	7	D	D	D	e	D	D
452990	All other general merchandise stores .....	7	D	D	D	e	D	D
4529903	Miscellaneous general merchandise stores .....	5	D	D	D	c	D	D
453	Miscellaneous store retailers .....	101	60 550	8 336	1 778	674	5.8	3.7
4532	Office supplies, stationery, & gift stores .....	39	32 397	3 447	836	338	5.0	5.7
45321	Office supplies & stationery stores .....	6	16 645	1 160	273	89	.8	10.0
453210	Office supplies & stationery stores .....	6	16 645	1 160	273	89	.8	10.0
4532102	Office supplies stores .....	5	D	D	D	b	D	D
45322	Gift, novelty, & souvenir stores .....	33	15 752	2 287	563	249	9.6	1.3
453220	Gift, novelty, & souvenir stores .....	33	15 752	2 287	563	249	9.6	1.3
4539	Other miscellaneous store retailers .....	34	20 837	3 284	581	182	5.3	.2
45391	Pet & pet supplies stores .....	8	4 399	609	130	60	8.5	—
453910	Pet & pet supplies stores .....	8	4 399	609	130	60	8.5	—
45393	Manufactured (mobile) home dealers .....	3	9 430	1 385	155	26	—	—
453930	Manufactured (mobile) home dealers .....	3	9 430	1 385	155	26	—	—
45399	All other miscellaneous store retailers .....	20	6 572	1 217	278	87	8.4	.6
454	Nonstore retailers .....	43	73 183	7 702	1 671	349	1.7	1.3
4541	Electronic shopping & mail-order houses .....	11	D	D	D	b	D	D
45411	Electronic shopping & mail-order houses .....	11	D	D	D	b	D	D
454110	Electronic shopping & mail-order houses .....	11	D	D	D	b	D	D
4542	Vending machine operators .....	5	13 760	2 593	578	105	—	2.8
45421	Vending machine operators .....	5	13 760	2 593	578	105	—	2.8
454210	Vending machine operators .....	5	13 760	2 593	578	105	—	2.8
4543	Direct selling establishments .....	27	D	D	D	c	D	D
454311	Heating oil dealers .....	4	D	D	D	a	D	D
45439	Other direct selling establishments .....	20	13 044	3 087	633	137	7.1	—
454390	Other direct selling establishments .....	20	13 044	3 087	633	137	7.1	—

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BUFFALO COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>46</b>	<b>45 656</b>	<b>3 767</b>	<b>886</b>	<b>305</b>	<b>27.0</b>	<b>3.7</b>
441	Motor vehicle & parts dealers .....	4	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	7	12 299	1 353	327	74	.4	3.5
4441	Building material & supplies dealers .....	4	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	3	D	D	D	b	D	D
44422	Nursery & garden centers .....	3	D	D	D	b	D	D
444220	Nursery & garden centers .....	3	D	D	D	b	D	D
445	Food & beverage stores .....	13	10 304	978	242	104	29.5	10.2
4452	Specialty food stores .....	3	D	D	D	a	D	D
446	Health & personal care stores .....	2	D	D	D	a	D	D
447	Gasoline stations .....	8	9 870	550	122	57	15.9	—
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	5	D	D	D	a	D	D
454	Nonstore retailers .....	3	D	D	D	a	D	D
<b>BURNETT COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>71</b>	<b>77 082</b>	<b>7 591</b>	<b>1 645</b>	<b>530</b>	<b>27.5</b>	<b>8.2</b>
441	Motor vehicle & parts dealers .....	9	18 919	1 743	339	62	17.5	—
4412	Other motor vehicle dealers .....	4	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	3	3 164	364	77	18	D	—
441222	Boat dealers .....	3	3 164	364	77	18	D	—
442	Furniture & home furnishings stores .....	4	1 515	129	28	13	8.1	31.0
444	Building material & garden equipment & supplies dealers .....	12	12 581	1 456	275	63	29.5	6.9
4441	Building material & supplies dealers .....	11	D	D	D	b	D	D
44419	Other building material dealers .....	8	10 710	1 245	228	48	17.3	7.9
444190	Other building material dealers .....	8	10 710	1 245	228	48	17.3	7.9
445	Food & beverage stores .....	8	D	D	D	c	D	D
446	Health & personal care stores .....	3	2 834	370	86	21	—	35.6
447	Gasoline stations .....	12	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	4	765	67	16	10	100.0	—
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	3	3 948	335	74	37	D	—
45299	All other general merchandise stores .....	3	3 948	335	74	37	D	—
452990	All other general merchandise stores .....	3	3 948	335	74	37	D	—
4529903	Miscellaneous general merchandise stores .....	3	3 948	335	74	37	D	—
453	Miscellaneous store retailers .....	9	D	D	D	a	D	D
454	Nonstore retailers .....	6	D	D	D	b	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>CALUMET COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>106</b>	<b>232 692</b>	<b>20 140</b>	<b>4 627</b>	<b>1 615</b>	<b>4.4</b>	<b>11.3</b>
441	Motor vehicle & parts dealers	18	82 760	4 784	1 076	209	.2	6.3
4411	Automobile dealers	14	80 520	4 349	967	184	.2	6.5
44112	Used car dealers	7	9 213	635	137	31	2.1	7.7
441120	Used car dealers	7	9 213	635	137	31	2.1	7.7
442	Furniture & home furnishings stores	5	3 871	764	151	33	7.6	—
4421	Furniture stores	4	D	D	D	b	D	D
44211	Furniture stores	4	D	D	D	b	D	D
442110	Furniture stores	4	D	D	D	b	D	D
443	Electronics & appliance stores	4	5 691	905	206	30	8.3	11.4
4431	Electronics & appliance stores	4	5 691	905	206	30	8.3	11.4
44311	Appliance, television, & other electronics stores	4	5 691	905	206	30	8.3	11.4
443111	Household appliance stores	3	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers	15	16 194	1 675	384	107	—	.6
4441	Building material & supplies dealers	9	12 029	1 294	296	85	—	.8
4442	Lawn & garden equipment & supplies stores	6	4 165	381	88	22	—	—
44422	Nursery & garden centers	6	4 165	381	88	22	—	—
444220	Nursery & garden centers	6	4 165	381	88	22	—	—
445	Food & beverage stores	18	66 072	7 343	1 738	784	8.1	19.7
4451	Grocery stores	14	D	D	D	f	D	D
4452	Specialty food stores	3	D	D	D	b	D	D
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	20	28 900	1 642	393	192	10.1	4.4
44711	Gasoline stations with convenience stores	15	25 856	1 517	362	173	8.8	5.0
447110	Gasoline stations with convenience stores	15	25 856	1 517	362	173	8.8	5.0
448	Clothing & clothing accessories stores	6	3 362	241	55	25	8.0	—
44819	Other clothing stores	2	D	D	D	a	D	D
448190	Other clothing stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	2	D	D	D	a	D	D
452	General merchandise stores	3	D	D	D	c	D	D
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	6	D	D	D	b	D	D
45392	Art dealers	2	D	D	D	a	D	D
453920	Art dealers	2	D	D	D	a	D	D
454	Nonstore retailers	7	3 451	222	49	10	9.5	—
454311	Heating oil dealers	2	D	D	D	a	D	D
<b>CHIPPEWA COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>205</b>	<b>481 313</b>	<b>39 896</b>	<b>8 896</b>	<b>2 475</b>	<b>8.6</b>	<b>1.4</b>
441	Motor vehicle & parts dealers	49	190 777	13 832	2 949	551	14.5	.7
4411	Automobile dealers	23	151 631	10 021	2 095	360	12.6	.7
44112	Used car dealers	11	12 584	805	150	43	14.4	.5
441120	Used car dealers	11	12 584	805	150	43	14.4	.5
4412	Other motor vehicle dealers	10	27 563	2 045	447	91	23.5	—
44121	Recreational vehicle dealers	3	D	D	D	b	D	D
441210	Recreational vehicle dealers	3	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	7	D	D	D	b	D	D
441221	Motorcycle dealers	3	D	D	D	b	D	D
441222	Boat dealers	3	D	D	D	b	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores	16	11 583	1 766	407	100	16.6	2.2
44131	Automotive parts & accessories stores	10	D	D	D	b	D	D
441310	Automotive parts & accessories stores	10	D	D	D	b	D	D
442	Furniture & home furnishings stores	12	5 846	970	230	64	7.0	3.8
4422	Home furnishings stores	7	3 571	707	164	42	1.7	.3
443	Electronics & appliance stores	6	3 955	432	98	24	42.0	—
4431	Electronics & appliance stores	6	3 955	432	98	24	42.0	—
44311	Appliance, television, & other electronics stores	3	D	D	D	a	D	D
44312	Computer & software stores	2	D	D	D	a	D	D
443120	Computer & software stores	2	D	D	D	a	D	D

See footnotes at end of table.

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>CHIPPEWA COUNTY, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
444	Building material & garden equipment & supplies dealers .....	28	43 981	4 571	1 047	208	1.7	.1
4441	Building material & supplies dealers .....	17	28 578	3 228	737	145	2.0	.2
44419	Other building material dealers .....	10	D	D	D	b	D	D
444190	Other building material dealers .....	10	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	11	15 403	1 343	310	63	1.1	—
44422	Nursery & garden centers .....	9	D	D	D	b	D	D
444220	Nursery & garden centers .....	9	D	D	D	b	D	D
445	Food & beverage stores .....	23	53 029	4 531	1 155	530	9.3	.6
4451	Grocery stores .....	14	50 978	4 402	1 131	503	8.8	.6
446	Health & personal care stores .....	11	10 446	1 238	310	67	25.4	4.6
4461	Health & personal care stores .....	11	10 446	1 238	310	67	25.4	4.6
447	Gasoline stations .....	24	70 881	3 542	793	331	3.4	4.5
4471	Gasoline stations .....	24	70 881	3 542	793	331	3.4	4.5
44711	Gasoline stations with convenience stores .....	16	29 929	1 316	292	155	4.3	10.7
447110	Gasoline stations with convenience stores .....	16	29 929	1 316	292	155	4.3	10.7
44719	Other gasoline stations .....	8	40 952	2 226	501	176	2.8	—
447190	Other gasoline stations .....	8	40 952	2 226	501	176	2.8	—
448	Clothing & clothing accessories stores .....	10	3 851	507	121	60	6.0	—
451	Sporting goods, hobby, book, & music stores .....	10	3 530	414	100	40	7.9	32.0
4511	Sporting goods, hobby, & musical instrument stores ..	9	D	D	D	b	D	D
452	General merchandise stores .....	7	D	D	D	e	D	D
45299	All other general merchandise stores .....	5	D	D	D	c	D	D
452990	All other general merchandise stores .....	5	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores .....	4	D	D	D	c	D	D
453	Miscellaneous store retailers .....	14	D	D	D	c	D	D
4539	Other miscellaneous store retailers .....	7	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers .....	3	11 627	2 000	235	48	—	—
453930	Manufactured (mobile) home dealers .....	3	11 627	2 000	235	48	—	—
45399	All other miscellaneous store retailers .....	4	D	D	D	b	D	D
454	Nonstore retailers .....	11	16 461	1 537	346	75	.7	1.1
4543	Direct selling establishments .....	9	D	D	D	b	D	D
45431	Fuel dealers .....	5	D	D	D	b	D	D
454311	Heating oil dealers .....	4	D	D	D	b	D	D
<b>CLARK COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>137</b>	<b>197 959</b>	<b>16 104</b>	<b>3 778</b>	<b>1 071</b>	<b>19.1</b>	<b>8.5</b>
441	Motor vehicle & parts dealers .....	24	61 024	4 677	1 006	207	20.2	15.6
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	5	D	D	D	a	D	D
443	Electronics & appliance stores .....	7	2 037	282	99	22	9.5	21.6
4431	Electronics & appliance stores .....	7	2 037	282	99	22	9.5	21.6
444	Building material & garden equipment & supplies dealers .....	28	51 318	4 406	1 085	195	6.9	1.3
4441	Building material & supplies dealers .....	13	14 611	1 249	325	62	23.0	3.9
44419	Other building material dealers .....	10	13 974	1 186	310	53	19.5	4.1
444190	Other building material dealers .....	10	13 974	1 186	310	53	19.5	4.1
4442	Lawn & garden equipment & supplies stores .....	15	36 707	3 157	760	133	.6	.2
44422	Nursery & garden centers .....	15	36 707	3 157	760	133	.6	.2
444220	Nursery & garden centers .....	15	36 707	3 157	760	133	.6	.2
445	Food & beverage stores .....	17	30 953	2 996	702	343	34.1	—
4452	Specialty food stores .....	3	D	D	D	a	D	D
446	Health & personal care stores .....	6	4 160	403	90	29	73.3	—
447	Gasoline stations .....	17	18 661	1 110	258	93	10.5	23.1
448	Clothing & clothing accessories stores .....	5	628	37	9	9	73.7	22.6
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	6	D	D	D	b	D	D
45299	All other general merchandise stores .....	6	D	D	D	b	D	D
452990	All other general merchandise stores .....	6	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores .....	6	D	D	D	b	D	D
453	Miscellaneous store retailers .....	11	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	2	D	D	D	a	D	D

See footnotes at end of table.



**Table 3. Summary Statistics for Counties: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>CLARK COUNTY, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
454	Nonstore retailers .....	10	11 931	685	175	38	16.8	2.8
4541	Electronic shopping & mail-order houses .....	2	D	D	D	a	D	D
45411	Electronic shopping & mail-order houses .....	2	D	D	D	a	D	D
454110	Electronic shopping & mail-order houses .....	2	D	D	D	a	D	D
4543	Direct selling establishments .....	8	D	D	D	b	D	D
45431	Fuel dealers .....	7	D	D	D	b	D	D
454311	Heating oil dealers .....	3	D	D	D	a	D	D
<b>COLUMBIA COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>228</b>	<b>407 414</b>	<b>37 671</b>	<b>8 823</b>	<b>2 434</b>	<b>9.9</b>	<b>2.4</b>
441	Motor vehicle & parts dealers .....	34	101 500	9 003	2 146	345	11.4	1.6
4411	Automobile dealers .....	18	91 109	7 084	1 706	264	10.1	.6
4412	Other motor vehicle dealers .....	5	3 756	327	73	15	40.4	1.0
44122	Motorcycle, boat, & other motor vehicle dealers .....	5	3 756	327	73	15	40.4	1.0
441229	All other motor vehicle dealers .....	4	D	D	D	a	D	D
44131	Automotive parts & accessories stores .....	10	D	D	D	b	D	D
441310	Automotive parts & accessories stores .....	10	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	7	1 766	270	62	24	53.7	—
443	Electronics & appliance stores .....	8	4 134	689	171	40	13.8	2.4
4431	Electronics & appliance stores .....	8	4 134	689	171	40	13.8	2.4
44311	Appliance, television, & other electronics stores .....	8	4 134	689	171	40	13.8	2.4
444	Building material & garden equipment & supplies dealers .....	23	36 927	4 814	1 191	218	4.9	—
4441	Building material & supplies dealers .....	15	24 308	3 136	845	163	7.4	—
44419	Other building material dealers .....	10	21 609	2 712	737	111	.2	—
444190	Other building material dealers .....	10	21 609	2 712	737	111	.2	—
4442	Lawn & garden equipment & supplies stores .....	8	12 619	1 678	346	55	—	—
44422	Nursery & garden centers .....	7	D	D	D	b	D	D
444220	Nursery & garden centers .....	7	D	D	D	b	D	D
445	Food & beverage stores .....	21	66 763	5 518	1 350	485	14.2	—
4451	Grocery stores .....	13	D	D	D	e	D	D
4452	Specialty food stores .....	2	D	D	D	a	D	D
446	Health & personal care stores .....	11	14 160	1 764	369	125	27.6	—
4461	Health & personal care stores .....	11	14 160	1 764	369	125	27.6	—
447	Gasoline stations .....	45	113 840	6 885	1 503	547	6.7	4.3
4471	Gasoline stations .....	45	113 840	6 885	1 503	547	6.7	4.3
44711	Gasoline stations with convenience stores .....	37	80 950	4 149	846	362	9.4	—
447110	Gasoline stations with convenience stores .....	37	80 950	4 149	846	362	9.4	—
44719	Other gasoline stations .....	8	32 890	2 736	657	185	.3	14.9
447190	Other gasoline stations .....	8	32 890	2 736	657	185	.3	14.9
448	Clothing & clothing accessories stores .....	19	7 921	963	170	78	30.8	—
4481	Clothing stores .....	14	6 616	772	123	58	23.1	—
451	Sporting goods, hobby, book, & music stores .....	8	1 215	118	27	22	8.8	4.6
452	General merchandise stores .....	5	D	D	D	e	D	D
453	Miscellaneous store retailers .....	35	D	D	D	c	D	D
4532	Office supplies, stationery, & gift stores .....	19	7 723	1 472	156	70	9.3	7.7
45322	Gift, novelty, & souvenir stores .....	19	7 723	1 472	156	70	9.3	7.7
453220	Gift, novelty, & souvenir stores .....	19	7 723	1 472	156	70	9.3	7.7
4539	Other miscellaneous store retailers .....	10	D	D	D	a	D	D
45399	All other miscellaneous store retailers .....	5	D	D	D	a	D	D
454	Nonstore retailers .....	12	10 882	2 070	708	121	5.4	19.8
4543	Direct selling establishments .....	8	D	D	D	b	D	D
45431	Fuel dealers .....	4	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers .....	3	D	D	D	b	D	D

See footnotes at end of table.

**Table 3. Summary Statistics for Counties: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>CRAWFORD COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>88</b>	<b>133 586</b>	<b>12 333</b>	<b>2 975</b>	<b>915</b>	<b>13.3</b>	<b>.4</b>
441	Motor vehicle & parts dealers	13	34 314	2 945	735	145	25.0	1.3
4412	Other motor vehicle dealers	3	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	2	D	D	D	b	D	D
441222	Boat dealers	1	D	D	D	b	D	D
442	Furniture & home furnishings stores	4	1 110	158	40	13	92.4	—
443	Electronics & appliance stores	5	2 003	309	76	19	52.6	—
4431	Electronics & appliance stores	5	2 003	309	76	19	52.6	—
444	Building material & garden equipment & supplies dealers	12	D	D	D	b	D	D
4441	Building material & supplies dealers	6	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	6	D	D	D	a	D	D
44422	Nursery & garden centers	4	D	D	D	a	D	D
444220	Nursery & garden centers	4	D	D	D	a	D	D
445	Food & beverage stores	10	D	D	D	c	D	D
446	Health & personal care stores	3	2 677	262	63	15	100.0	—
447	Gasoline stations	13	12 521	967	234	123	8.5	—
448	Clothing & clothing accessories stores	10	5 772	829	186	74	15.5	—
4481	Clothing stores	7	D	D	D	b	D	D
4482105	Athletic footwear stores	1	D	D	D	a	D	D
452	General merchandise stores	6	D	D	D	c	D	D
45299	All other general merchandise stores	5	3 976	510	81	36	1.0	—
452990	All other general merchandise stores	5	3 976	510	81	36	1.0	—
453	Miscellaneous store retailers	9	D	D	D	b	D	D
4539	Other miscellaneous store retailers	4	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	3	D	D	D	b	D	D
453930	Manufactured (mobile) home dealers	3	D	D	D	b	D	D
454	Nonstore retailers	3	D	D	D	a	D	D
<b>DANE COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>1 845</b>	<b>4 860 927</b>	<b>507 249</b>	<b>116 552</b>	<b>30 150</b>	<b>4.0</b>	<b>4.1</b>
441	Motor vehicle & parts dealers	157	1 148 232	90 549	19 562	3 081	3.0	2.1
4411	Automobile dealers	54	986 895	66 929	14 402	2 154	2.5	.4
44111	New car dealers	35	933 723	63 650	13 700	2 051	2.6	.3
441110	New car dealers	35	933 723	63 650	13 700	2 051	2.6	.3
44112	Used car dealers	19	53 172	3 279	702	103	—	1.5
441120	Used car dealers	19	53 172	3 279	702	103	—	1.5
4412	Other motor vehicle dealers	27	65 505	6 288	1 099	230	14.3	19.5
44121	Recreational vehicle dealers	9	25 799	2 269	455	77	25.4	—
441210	Recreational vehicle dealers	9	25 799	2 269	455	77	25.4	—
44122	Motorcycle, boat, & other motor vehicle dealers	18	39 706	4 019	644	153	7.0	32.2
441221	Motorcycle dealers	5	24 885	2 227	399	88	—	51.4
441222	Boat dealers	11	D	D	D	b	D	D
441229	All other motor vehicle dealers	2	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores	76	95 832	17 332	4 061	697	1.0	7.4
44131	Automotive parts & accessories stores	57	65 674	12 027	2 886	515	1.0	2.8
441310	Automotive parts & accessories stores	57	65 674	12 027	2 886	515	1.0	2.8
44132	Tire dealers	19	30 158	5 305	1 175	182	1.2	17.5
441320	Tire dealers	19	30 158	5 305	1 175	182	1.2	17.5
442	Furniture & home furnishings stores	130	189 501	25 390	5 579	1 096	7.1	8.0
4421	Furniture stores	52	93 976	12 014	2 704	448	4.3	14.0
44211	Furniture stores	52	93 976	12 014	2 704	448	4.3	14.0
442110	Furniture stores	52	93 976	12 014	2 704	448	4.3	14.0
4422	Home furnishings stores	78	95 525	13 376	2 875	648	9.8	2.1
44221	Floor covering stores	39	64 504	9 013	2 022	331	12.2	1.8
442210	Floor covering stores	39	64 504	9 013	2 022	331	12.2	1.8
44229	Other home furnishings stores	39	31 021	4 363	853	317	4.8	2.7
442299	All other home furnishings stores	36	30 427	4 282	835	310	4.9	2.4
443	Electronics & appliance stores	87	238 679	35 167	7 842	1 472	3.3	2.7
4431	Electronics & appliance stores	87	238 679	35 167	7 842	1 472	3.3	2.7
44311	Appliance, television, & other electronics stores	56	186 758	29 517	6 830	1 278	3.1	2.0
443111	Household appliance stores	24	27 040	3 133	7 710	150	9.7	12.7
443112	Radio, television, & other electronics stores	32	159 718	26 384	6 120	1 128	2.0	.2
44312	Computer & software stores	24	45 571	4 413	807	142	4.2	5.8
443120	Computer & software stores	24	45 571	4 413	807	142	4.2	5.8
44313	Camera & photographic supplies stores	7	6 350	1 237	205	52	—	—
443130	Camera & photographic supplies stores	7	6 350	1 237	205	52	—	—

See footnotes at end of table.

**Table 3. Summary Statistics for Counties: 1997—Con.**

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>DANE COUNTY, WI—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
444	Building material & garden equipment & supplies dealers .....	168	548 501	61 453	15 607	2 556	3.1	3.2
4441	Building material & supplies dealers .....	129	489 333	55 009	13 784	2 301	3.2	3.5
44411	Home centers .....	3	D	D	D	f	D	D
444110	Home centers .....	3	D	D	D	f	D	D
44412	Paint & wallpaper stores .....	16	D	D	D	b	D	D
444120	Paint & wallpaper stores .....	16	D	D	D	b	D	D
44413	Hardware stores .....	29	23 902	4 635	1 182	403	4.0	7.2
444130	Hardware stores .....	29	23 902	4 635	1 182	403	4.0	7.2
44419	Other building material dealers .....	81	353 654	40 699	10 059	1 310	4.1	4.1
444190	Other building material dealers .....	81	353 654	40 699	10 059	1 310	4.1	4.1
4442	Lawn & garden equipment & supplies stores .....	39	59 168	6 444	1 823	255	2.7	.3
44422	Nursery & garden centers .....	33	54 904	5 653	1 511	231	1.5	.3
444220	Nursery & garden centers .....	33	54 904	5 653	1 511	231	1.5	.3
445	Food & beverage stores .....	201	675 316	63 491	14 079	4 613	5.1	1.5
4451	Grocery stores .....	98	616 855	56 513	12 401	3 907	3.4	1.1
44511	Supermarkets & other grocery (except convenience) stores .....	85	611 910	56 092	12 296	3 846	3.2	.9
445110	Supermarkets & other grocery (except convenience) stores .....	85	611 910	56 092	12 296	3 846	3.2	.9
4452	Specialty food stores .....	47	17 731	3 676	934	358	16.7	5.6
4453	Beer, wine, & liquor stores .....	56	40 730	3 302	744	348	25.1	6.2
44531	Beer, wine, & liquor stores .....	56	40 730	3 302	744	348	25.1	6.2
445310	Beer, wine, & liquor stores .....	56	40 730	3 302	744	348	25.1	6.2
446	Health & personal care stores .....	120	189 032	25 890	6 260	1 672	9.2	6.2
4461	Health & personal care stores .....	120	189 032	25 890	6 260	1 672	9.2	6.2
44611	Pharmacies & drug stores .....	63	159 922	19 886	4 675	1 316	9.0	6.2
446110	Pharmacies & drug stores .....	63	159 922	19 886	4 675	1 316	9.0	6.2
4461101	Pharmacies & drug stores .....	60	159 366	19 756	4 642	1 306	9.1	6.2
44612	Cosmetics, beauty supplies, & perfume stores .....	14	7 349	801	183	72	5.2	—
446120	Cosmetics, beauty supplies, & perfume stores .....	14	7 349	801	183	72	5.2	—
44613	Optical goods stores .....	30	15 445	3 423	788	177	.3	7.7
446130	Optical goods stores .....	30	15 445	3 423	788	177	.3	7.7
447	Gasoline stations .....	161	301 518	19 359	4 487	1 604	7.8	3.4
4471	Gasoline stations .....	161	301 518	19 359	4 487	1 604	7.8	3.4
44711	Gasoline stations with convenience stores .....	117	231 914	12 722	2 983	1 101	5.2	4.1
447110	Gasoline stations with convenience stores .....	117	231 914	12 722	2 983	1 101	5.2	4.1
44719	Other gasoline stations .....	44	69 604	6 637	1 504	503	16.3	1.3
447190	Other gasoline stations .....	44	69 604	6 637	1 504	503	16.3	1.3
448	Clothing & clothing accessories stores .....	280	213 853	27 076	6 133	2 639	6.8	9.3
4481	Clothing stores .....	167	130 725	15 327	3 602	1 769	6.2	8.0
44812	Women's clothing stores .....	70	39 068	5 270	1 247	627	11.1	2.1
448120	Women's clothing stores .....	70	39 068	5 270	1 247	627	11.1	2.1
44813	Children's & infants' clothing stores .....	9	5 027	483	113	65	—	.4
448130	Children's & infants' clothing stores .....	9	5 027	483	113	65	—	.4
44814	Family clothing stores .....	35	60 035	5 436	1 263	720	2.1	7.5
448140	Family clothing stores .....	35	60 035	5 436	1 263	720	2.1	7.5
44819	Other clothing stores .....	22	14 051	2 257	487	205	9.5	12.9
448190	Other clothing stores .....	22	14 051	2 257	487	205	9.5	12.9
4482	Shoe stores .....	52	39 459	4 526	888	432	2.8	5.4
44821	Shoe stores .....	52	39 459	4 526	888	432	2.8	5.4
448210	Shoe stores .....	52	39 459	4 526	888	432	2.8	5.4
4482104	Family shoe stores .....	31	27 433	3 112	589	275	1.6	—
4482105	Athletic footwear stores .....	13	9 210	1 033	216	109	6.9	17.1
4483	Jewelry, luggage, & leather goods stores .....	61	43 669	7 223	1 643	438	12.4	16.5
44831	Jewelry stores .....	59	D	D	D	e	D	D
448310	Jewelry stores .....	59	D	D	D	e	D	D
44832	Luggage & leather goods stores .....	2	D	D	D	a	D	D
448320	Luggage & leather goods stores .....	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	171	191 290	25 417	6 029	2 061	7.0	7.4
4511	Sporting goods, hobby, & musical instrument stores ..	125	120 004	16 260	3 719	1 271	9.5	6.3
45111	Sporting goods stores .....	64	67 680	7 903	1 704	604	11.1	10.6
451110	Sporting goods stores .....	64	67 680	7 903	1 704	604	11.1	10.6
4511101	General-line sporting goods stores .....	12	14 135	1 825	424	117	1.5	23.5
4511102	Specialty-line sporting goods stores .....	52	53 545	6 078	1 280	487	13.6	7.2
45112	Hobby, toy, & game stores .....	34	30 786	3 886	985	390	7.4	.7
451120	Hobby, toy, & game stores .....	34	30 786	3 886	985	390	7.4	.7
45113	Sewing, needlework, & piece goods stores .....	16	7 654	1 273	330	115	12.3	—
451130	Sewing, needlework, & piece goods stores .....	16	7 654	1 273	330	115	12.3	—
45114	Musical instrument & supplies stores .....	11	13 884	3 198	700	162	5.4	.8
451140	Musical instrument & supplies stores .....	11	13 884	3 198	700	162	5.4	.8

See footnotes at end of table.

**Table 3. Summary Statistics for Counties: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>DANE COUNTY, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
451	Sporting goods, hobby, book, & music stores—Con.							
4512	Book, periodical, & music stores . . . . .	46	71 286	9 157	2 310	790	2.7	9.4
45121	Book stores & news dealers . . . . .	29	55 988	6 976	1 804	573	3.0	3.0
451211	Book stores . . . . .	28	D	D	D	f	D	D
4512111	Book stores, general . . . . .	19	D	D	D	e	D	D
4512112	Specialty book stores . . . . .	5	D	D	D	b	D	D
4512113	College book stores . . . . .	4	D	D	D	c	D	D
45122	Prerecorded tape, compact disc, & record stores . . .	17	15 298	2 181	506	217	1.6	33.0
451220	Prerecorded tape, compact disc, & record stores .	17	15 298	2 181	506	217	1.6	33.0
452	General merchandise stores . . . . .	40	565 619	57 791	13 674	5 200	—	5.3
4521	Department stores (incl leased depts) ## . . . . .	25	487 343	N	N	N	—	6.1
45211	Department stores (incl leased depts) ## . . . . .	25	487 343	N	N	N	—	6.1
4521	Department stores (excl leased depts) . . . . .	25	480 086	51 085	12 104	4 719	—	6.2
45211	Department stores (excl leased depts) . . . . .	25	480 086	51 085	12 104	4 719	—	6.2
452110	Department stores (excl leased depts) . . . . .	25	480 086	51 085	12 104	4 719	—	6.2
4521102	Discount or mass merchandising dept stores (excl leased depts) . . . . .	17	328 683	32 180	7 754	3 099	—	9.1
4521103	National chain department stores (excl leased depts) . . . . .	4	D	D	D	f	D	D
45299	All other general merchandise stores . . . . .	14	D	D	D	e	D	D
452990	All other general merchandise stores . . . . .	14	D	D	D	e	D	D
4529903	Miscellaneous general merchandise stores . . . . .	8	D	D	D	e	D	D
453	Miscellaneous store retailers . . . . .	260	139 453	20 138	4 599	1 863	10.6	7.6
4531	Florists . . . . .	41	10 378	2 168	523	233	17.9	9.8
45311	Florists . . . . .	41	10 378	2 168	523	233	17.9	9.8
453110	Florists . . . . .	41	10 378	2 168	523	233	17.9	9.8
4532	Office supplies, stationery, & gift stores . . . . .	94	65 629	7 863	1 815	785	7.0	10.5
45321	Office supplies & stationery stores . . . . .	14	34 891	3 617	913	225	.9	7.8
453210	Office supplies & stationery stores . . . . .	14	34 891	3 617	913	225	.9	7.8
4532102	Office supplies stores . . . . .	11	D	D	D	c	D	D
45322	Gift, novelty, & souvenir stores . . . . .	80	30 738	4 246	902	560	13.9	13.5
453220	Gift, novelty, & souvenir stores . . . . .	80	30 738	4 246	902	560	13.9	13.5
4533	Used merchandise stores . . . . .	47	15 641	3 083	671	334	10.7	1.4
45331	Used merchandise stores . . . . .	47	15 641	3 083	671	334	10.7	1.4
453310	Used merchandise stores . . . . .	47	15 641	3 083	671	334	10.7	1.4
4539	Other miscellaneous store retailers . . . . .	78	47 805	7 024	1 590	511	14.0	5.1
45391	Pet & pet supplies stores . . . . .	15	17 432	2 951	662	201	9.6	—
453910	Pet & pet supplies stores . . . . .	15	17 432	2 951	662	201	9.6	—
45392	Art dealers . . . . .	23	5 989	878	188	86	31.5	16.0
453920	Art dealers . . . . .	23	5 989	878	188	86	31.5	16.0
45399	All other miscellaneous store retailers . . . . .	37	18 635	2 656	603	195	16.7	8.0
454	Nonstore retailers . . . . .	70	459 933	55 528	12 701	2 293	.5	6.0
4541	Electronic shopping & mail-order houses . . . . .	22	387 181	41 936	9 610	1 761	—	6.0
45411	Electronic shopping & mail-order houses . . . . .	22	387 181	41 936	9 610	1 761	—	6.0
454110	Electronic shopping & mail-order houses . . . . .	22	387 181	41 936	9 610	1 761	—	6.0
4542	Vending machine operators . . . . .	16	20 859	3 854	934	168	8.6	.3
45421	Vending machine operators . . . . .	16	20 859	3 854	934	168	8.6	.3
454210	Vending machine operators . . . . .	16	20 859	3 854	934	168	8.6	.3
4543	Direct selling establishments . . . . .	32	51 893	9 738	2 157	364	.6	8.5
45431	Fuel dealers . . . . .	8	24 885	2 837	660	111	—	1.2
454311	Heating oil dealers . . . . .	4	D	D	D	b	D	D
45439	Other direct selling establishments . . . . .	24	27 008	6 901	1 497	253	1.2	15.2
454390	Other direct selling establishments . . . . .	24	27 008	6 901	1 497	253	1.2	15.2
<b>DODGE COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade . . . . .</b>	<b>277</b>	<b>544 175</b>	<b>49 602</b>	<b>11 388</b>	<b>3 220</b>	<b>9.9</b>	<b>2.6</b>
441	Motor vehicle & parts dealers . . . . .	42	144 953	10 827	2 412	448	15.3	5.7
4411	Automobile dealers . . . . .	22	125 460	8 262	1 819	320	14.2	6.5
44112	Used car dealers . . . . .	8	14 208	1 079	200	59	41.0	—
441120	Used car dealers . . . . .	8	14 208	1 079	200	59	41.0	—
4412	Other motor vehicle dealers . . . . .	6	9 178	608	129	26	41.6	—
44121	Recreational vehicle dealers . . . . .	2	D	D	D	a	D	D
441210	Recreational vehicle dealers . . . . .	2	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers . . . .	4	D	D	D	a	D	D
441221	Motorcycle dealers . . . . .	2	D	D	D	a	D	D
441229	All other motor vehicle dealers . . . . .	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores . . . . .	14	10 315	1 957	464	102	6.0	—
44131	Automotive parts & accessories stores . . . . .	9	6 611	1 267	307	70	—	—
441310	Automotive parts & accessories stores . . . . .	9	6 611	1 267	307	70	—	—
442	Furniture & home furnishings stores . . . . .	10	6 546	1 231	320	65	52.3	1.9
4421	Furniture stores . . . . .	6	3 779	629	170	38	79.8	3.4
44211	Furniture stores . . . . .	6	3 779	629	170	38	79.8	3.4
442110	Furniture stores . . . . .	6	3 779	629	170	38	79.8	3.4
4422	Home furnishings stores . . . . .	4	2 767	602	150	27	14.8	—
443	Electronics & appliance stores . . . . .	15	3 485	470	113	36	29.5	37.9
4431	Electronics & appliance stores . . . . .	15	3 485	470	113	36	29.5	37.9
44311	Appliance, television, & other electronics stores . . . .	15	3 485	470	113	36	29.5	37.9

See footnotes at end of table.

**Table 3. Summary Statistics for Counties: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>DODGE COUNTY, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
444	Building material & garden equipment & supplies dealers .....	34	81 634	6 951	1 538	268	5.4	.2
4441	Building material & supplies dealers .....	21	D	D	D	c	D	D
44419	Other building material dealers .....	15	35 443	3 842	868	149	9.6	—
444190	Other building material dealers .....	15	35 443	3 842	868	149	9.6	—
4442	Lawn & garden equipment & supplies stores .....	13	D	D	D	c	D	D
44422	Nursery & garden centers .....	12	43 033	2 719	575	94	.1	.3
444220	Nursery & garden centers .....	12	43 033	2 719	575	94	.1	.3
445	Food & beverage stores .....	24	75 071	8 366	1 968	738	4.2	.4
4451	Grocery stores .....	17	D	D	D	f	D	D
44511	Supermarkets & other grocery (except convenience) stores .....	14	71 226	7 959	1 868	690	1.6	.4
445110	Supermarkets & other grocery (except convenience) stores .....	14	71 226	7 959	1 868	690	1.6	.4
4452	Specialty food stores .....	6	2 196	269	66	26	74.6	1.3
446	Health & personal care stores .....	14	10 459	1 777	353	94	18.8	2.7
4461	Health & personal care stores .....	14	10 459	1 777	353	94	18.8	2.7
44612	Cosmetics, beauty supplies, & perfume stores .....	1	D	D	D	a	D	D
446120	Cosmetics, beauty supplies, & perfume stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	50	82 470	4 662	1 072	465	9.2	3.8
4471	Gasoline stations .....	50	82 470	4 662	1 072	465	9.2	3.8
44711	Gasoline stations with convenience stores .....	35	72 806	3 945	893	398	7.5	2.2
447110	Gasoline stations with convenience stores .....	35	72 806	3 945	893	398	7.5	2.2
448	Clothing & clothing accessories stores .....	19	13 638	1 758	406	172	15.3	—
4481	Clothing stores .....	8	9 914	1 332	307	132	4.2	.1
451	Sporting goods, hobby, book, & music stores .....	10	4 970	395	71	29	58.8	—
4511	Sporting goods, hobby, & musical instrument stores .....	7	D	D	D	a	D	D
452	General merchandise stores .....	11	91 490	8 083	1 924	568	.1	—
4529	Other general merchandise stores .....	8	D	D	D	c	D	D
45299	All other general merchandise stores .....	8	D	D	D	c	D	D
452990	All other general merchandise stores .....	8	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores .....	6	D	D	D	c	D	D
453	Miscellaneous store retailers .....	30	6 798	1 174	281	125	28.9	5.7
45321	Office supplies & stationery stores .....	1	D	D	D	a	D	D
453210	Office supplies & stationery stores .....	1	D	D	D	a	D	D
4532102	Office supplies stores .....	1	D	D	D	a	D	D
4539	Other miscellaneous store retailers .....	9	D	D	D	b	D	D
45392	Art dealers .....	2	D	D	D	a	D	D
453920	Art dealers .....	2	D	D	D	a	D	D
45399	All other miscellaneous store retailers .....	5	D	D	D	a	D	D
454	Nonstore retailers .....	18	22 661	3 908	930	212	12.6	.2
4541	Electronic shopping & mail-order houses .....	4	D	D	D	c	D	D
45411	Electronic shopping & mail-order houses .....	4	D	D	D	c	D	D
454110	Electronic shopping & mail-order houses .....	4	D	D	D	c	D	D
4543	Direct selling establishments .....	11	D	D	D	b	D	D
45431	Fuel dealers .....	7	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers .....	6	D	D	D	b	D	D
<b>DOOR COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>281</b>	<b>258 899</b>	<b>24 791</b>	<b>5 106</b>	<b>1 581</b>	<b>20.1</b>	<b>13.3</b>
441	Motor vehicle & parts dealers .....	22	66 009	5 174	1 206	232	24.4	2.5
44112	Used car dealers .....	5	11 138	417	90	27	22.4	3.2
441120	Used car dealers .....	5	11 138	417	90	27	22.4	3.2
4412	Other motor vehicle dealers .....	5	5 874	560	118	27	4.1	22.1
44122	Motorcycle, boat, & other motor vehicle dealers .....	5	5 874	560	118	27	4.1	22.1
441222	Boat dealers .....	4	D	D	D	a	D	D
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	22	6 888	851	125	41	33.2	12.5
4422	Home furnishings stores .....	18	4 303	634	77	29	26.8	9.3
44229	Other home furnishings stores .....	14	3 194	498	66	25	14.0	—
442299	All other home furnishings stores .....	14	3 194	498	66	25	14.0	—
443	Electronics & appliance stores .....	12	4 560	660	145	41	29.1	—
4431	Electronics & appliance stores .....	12	4 560	660	145	41	29.1	—
44311	Appliance, television, & other electronics stores .....	9	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers .....	20	23 287	2 559	615	120	19.3	—
4441	Building material & supplies dealers .....	15	19 005	2 183	544	103	19.3	—
44419	Other building material dealers .....	7	D	D	D	b	D	D
444190	Other building material dealers .....	7	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	5	4 282	376	71	17	19.2	—
44422	Nursery & garden centers .....	4	D	D	D	a	D	D
444220	Nursery & garden centers .....	4	D	D	D	a	D	D

See footnotes at end of table.

**Table 3. Summary Statistics for Counties: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>DOOR COUNTY, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
445	Food & beverage stores .....	29	51 891	4 902	969	323	15.9	53.6
4452	Specialty food stores .....	11	D	D	D	b	D	D
446	Health & personal care stores .....	7	6 998	1 195	280	80	19.8	9.1
447	Gasoline stations .....	22	25 550	1 467	326	143	3.6	7.9
44711	Gasoline stations with convenience stores .....	18	23 837	1 286	286	130	3.9	7.7
447110	Gasoline stations with convenience stores .....	18	23 837	1 286	286	130	3.9	7.7
448	Clothing & clothing accessories stores .....	45	14 397	1 759	239	122	43.7	6.9
4481	Clothing stores .....	38	13 170	1 575	205	102	44.2	4.3
44819	Other clothing stores .....	6	3 059	297	35	14	55.4	—
448190	Other clothing stores .....	6	3 059	297	35	14	55.4	—
44832	Luggage & leather goods stores .....	2	D	D	D	a	D	D
448320	Luggage & leather goods stores .....	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	21	4 689	559	76	42	25.1	1.2
4511	Sporting goods, hobby, & musical instrument stores ..	15	3 078	403	42	20	19.8	1.8
452	General merchandise stores .....	5	D	D	D	c	D	D
45299	All other general merchandise stores .....	4	D	D	D	b	D	D
452990	All other general merchandise stores .....	4	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores .....	1	D	D	D	b	D	D
453	Miscellaneous store retailers .....	66	D	D	D	c	D	D
4532	Office supplies, stationery, & gift stores .....	39	9 272	936	98	74	76.0	3.1
45322	Gift, novelty, & souvenir stores .....	39	9 272	936	98	74	76.0	3.1
453220	Gift, novelty, & souvenir stores .....	39	9 272	936	98	74	76.0	3.1
4539	Other miscellaneous store retailers .....	16	D	D	D	b	D	D
45392	Art dealers .....	9	3 527	330	59	21	26.2	—
453920	Art dealers .....	9	3 527	330	59	21	26.2	—
45399	All other miscellaneous store retailers .....	6	2 531	363	66	28	—	—
454	Nonstore retailers .....	10	D	D	D	b	D	D
4543	Direct selling establishments .....	7	5 554	522	119	26	16.0	1.8
454311	Heating oil dealers .....	3	D	D	D	a	D	D
<b>DOUGLAS COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>161</b>	<b>334 077</b>	<b>31 071</b>	<b>7 278</b>	<b>2 075</b>	<b>2.6</b>	<b>1.4</b>
441	Motor vehicle & parts dealers .....	19	92 789	7 184	1 727	266	—	.7
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	7	3 874	650	141	35	37.6	—
443	Electronics & appliance stores .....	6	3 189	684	115	26	—	4.1
444	Building material & garden equipment & supplies dealers .....	20	36 317	4 031	802	186	—	1.0
44419	Other building material dealers .....	9	28 677	2 865	518	98	—	1.2
444190	Other building material dealers .....	9	28 677	2 865	518	98	—	1.2
445	Food & beverage stores .....	26	68 034	6 307	1 464	477	6.5	2.4
446	Health & personal care stores .....	11	10 127	1 320	327	96	—	6.1
447	Gasoline stations .....	28	37 522	2 527	661	250	5.4	2.2
448	Clothing & clothing accessories stores .....	10	5 417	768	170	76	11.1	—
451	Sporting goods, hobby, book, & music stores .....	11	7 777	871	227	81	1.3	—
452	General merchandise stores .....	5	D	D	D	e	D	D
453	Miscellaneous store retailers .....	9	D	D	D	b	D	D
454	Nonstore retailers .....	9	19 380	1 505	405	66	—	2.5
4543	Direct selling establishments .....	8	D	D	D	b	D	D
45431	Fuel dealers .....	8	D	D	D	b	D	D
454311	Heating oil dealers .....	3	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ...	5	D	D	D	b	D	D

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>DUNN COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>156</b>	<b>324 014</b>	<b>30 011</b>	<b>6 641</b>	<b>2 060</b>	<b>7.3</b>	<b>8.4</b>
441	Motor vehicle & parts dealers .....	20	77 344	5 661	1 415	281	13.7	2.9
4412	Other motor vehicle dealers .....	2	D	D	D	b	D	D
44121	Recreational vehicle dealers .....	1	D	D	D	a	D	D
441210	Recreational vehicle dealers .....	1	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	1	D	D	D	b	D	D
441221	Motorcycle dealers .....	1	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	8	4 540	517	99	28	29.2	—
4422	Home furnishings stores .....	4	2 580	346	70	15	26.4	—
443	Electronics & appliance stores .....	5	D	D	D	b	D	D
4431	Electronics & appliance stores .....	5	D	D	D	b	D	D
44311	Appliance, television, & other electronics stores .....	4	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers .....	26	58 775	6 097	1 327	264	5.4	.6
4441	Building material & supplies dealers .....	10	D	D	D	b	D	D
44419	Other building material dealers .....	8	D	D	D	b	D	D
444190	Other building material dealers .....	8	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	16	D	D	D	c	D	D
44422	Nursery & garden centers .....	15	45 964	4 824	973	209	5.8	—
444220	Nursery & garden centers .....	15	45 964	4 824	973	209	5.8	—
445	Food & beverage stores .....	15	44 328	4 327	1 028	450	3.4	—
446	Health & personal care stores .....	10	28 133	3 460	783	193	7.1	78.5
4461	Health & personal care stores .....	10	28 133	3 460	783	193	7.1	78.5
447	Gasoline stations .....	26	43 457	3 711	537	270	6.4	4.2
4471	Gasoline stations .....	26	43 457	3 711	537	270	6.4	4.2
44711	Gasoline stations with convenience stores .....	17	25 226	1 348	318	173	5.3	6.0
447110	Gasoline stations with convenience stores .....	17	25 226	1 348	318	173	5.3	6.0
44719	Other gasoline stations .....	9	18 231	2 363	219	97	7.8	1.8
447190	Other gasoline stations .....	9	18 231	2 363	219	97	7.8	1.8
448	Clothing & clothing accessories stores .....	16	3 740	488	138	66	32.6	2.0
451	Sporting goods, hobby, book, & music stores .....	7	2 474	250	54	36	12.4	2.3
4512	Book, periodical, & music stores .....	4	D	D	D	b	D	D
4512113	College book stores .....	2	D	D	D	a	D	D
452	General merchandise stores .....	3	52 984	4 366	987	364	—	—
45299	All other general merchandise stores .....	1	D	D	D	b	D	D
452990	All other general merchandise stores .....	1	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores .....	1	D	D	D	b	D	D
453	Miscellaneous store retailers .....	13	D	D	D	b	D	D
454	Nonstore retailers .....	7	D	D	D	a	D	D
<b>EAU CLAIRE COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>459</b>	<b>1 036 047</b>	<b>100 706</b>	<b>23 573</b>	<b>7 405</b>	<b>2.5</b>	<b>4.6</b>
441	Motor vehicle & parts dealers .....	42	158 991	13 224	3 113	603	3.0	10.2
4411	Automobile dealers .....	19	127 494	8 924	2 129	377	.1	9.0
4412	Other motor vehicle dealers .....	5	13 057	971	199	45	18.4	35.6
44121	Recreational vehicle dealers .....	2	D	D	D	b	D	D
441210	Recreational vehicle dealers .....	2	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	3	D	D	D	b	D	D
441221	Motorcycle dealers .....	2	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores .....	18	18 440	3 329	785	181	11.9	—
44131	Automotive parts & accessories stores .....	14	D	D	D	c	D	D
441310	Automotive parts & accessories stores .....	14	D	D	D	c	D	D
442	Furniture & home furnishings stores .....	27	26 253	4 209	898	254	12.6	3.9
4421	Furniture stores .....	13	16 404	2 545	598	192	19.3	6.2
44211	Furniture stores .....	13	16 404	2 545	598	192	19.3	6.2
442110	Furniture stores .....	13	16 404	2 545	598	192	19.3	6.2
4422	Home furnishings stores .....	14	9 849	1 664	300	62	1.4	—
44221	Floor covering stores .....	5	D	D	D	a	D	D
442210	Floor covering stores .....	5	D	D	D	a	D	D
44229	Other home furnishings stores .....	9	D	D	D	b	D	D
442299	All other home furnishings stores .....	9	D	D	D	b	D	D
443	Electronics & appliance stores .....	24	53 464	4 793	1 146	280	2.9	1.5
4431	Electronics & appliance stores .....	24	53 464	4 793	1 146	280	2.9	1.5
44311	Appliance, television, & other electronics stores .....	17	D	D	D	c	D	D
443111	Household appliance stores .....	7	D	D	D	b	D	D
443112	Radio, television, & other electronics stores .....	10	D	D	D	c	D	D
44312	Computer & software stores .....	6	3 568	572	156	26	12.3	21.8
443120	Computer & software stores .....	6	3 568	572	156	26	12.3	21.8
44313	Camera & photographic supplies stores .....	1	D	D	D	a	D	D
443130	Camera & photographic supplies stores .....	1	D	D	D	a	D	D

See footnotes at end of table.

**Table 3. Summary Statistics for Counties: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D.]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>EAU CLAIRE COUNTY, WI—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
444	Building material & garden equipment & supplies dealers .....	42	193 544	17 452	4 063	732	.1	1.8
4441	Building material & supplies dealers .....	31	180 301	16 061	3 788	660	—	.5
44411	Home centers .....	2	D	D	D	e	D	D
444110	Home centers .....	2	D	D	D	e	D	D
44412	Paint & wallpaper stores .....	3	D	D	D	b	D	D
444120	Paint & wallpaper stores .....	3	D	D	D	b	D	D
44419	Other building material dealers .....	24	D	D	D	e	D	D
444190	Other building material dealers .....	24	D	D	D	e	D	D
4442	Lawn & garden equipment & supplies stores .....	11	13 243	1 391	275	72	1.2	19.2
44422	Nursery & garden centers .....	9	D	D	D	b	D	D
444220	Nursery & garden centers .....	9	D	D	D	b	D	D
445	Food & beverage stores .....	37	130 962	12 268	2 997	1 413	1.5	3.2
4451	Grocery stores .....	24	127 987	11 741	2 863	1 354	1.1	3.3
44511	Supermarkets & other grocery (except convenience) stores .....	20	127 260	11 629	2 843	1 345	.8	3.3
445110	Supermarkets & other grocery (except convenience) stores .....	20	127 260	11 629	2 843	1 345	.8	3.3
4452	Specialty food stores .....	11	D	D	D	b	D	D
446	Health & personal care stores .....	34	36 096	6 149	1 389	313	7.3	6.9
4461	Health & personal care stores .....	34	36 096	6 149	1 389	313	7.3	6.9
4461102	Proprietary stores .....	1	D	D	D	a	D	D
44612	Cosmetics, beauty supplies, & perfume stores .....	5	D	D	D	b	D	D
446120	Cosmetics, beauty supplies, & perfume stores .....	5	D	D	D	b	D	D
44619	Other health & personal care stores .....	9	D	D	D	b	D	D
446191	Food (health) supplement stores .....	3	D	D	D	a	D	D
446199	All other health & personal care stores .....	6	D	D	D	b	D	D
447	Gasoline stations .....	57	94 077	5 493	1 269	581	3.8	1.6
4471	Gasoline stations .....	57	94 077	5 493	1 269	581	3.8	1.6
44711	Gasoline stations with convenience stores .....	39	63 017	3 062	726	340	1.1	2.2
447110	Gasoline stations with convenience stores .....	39	63 017	3 062	726	340	1.1	2.2
44719	Other gasoline stations .....	18	31 060	2 431	543	241	9.3	.2
447190	Other gasoline stations .....	18	31 060	2 431	543	241	9.3	.2
448	Clothing & clothing accessories stores .....	64	63 256	8 545	1 952	712	4.9	.3
4481	Clothing stores .....	38	43 700	5 341	1 174	531	5.9	.1
44814	Family clothing stores .....	11	D	D	D	e	D	D
448140	Family clothing stores .....	11	D	D	D	e	D	D
44819	Other clothing stores .....	7	D	D	D	b	D	D
448190	Other clothing stores .....	7	D	D	D	b	D	D
4482105	Athletic footwear stores .....	4	D	D	D	b	D	D
4483	Jewelry, luggage, & leather goods stores .....	14	D	D	D	c	D	D
44831	Jewelry stores .....	14	D	D	D	c	D	D
448310	Jewelry stores .....	14	D	D	D	c	D	D
451	Sporting goods, hobby, book, & music stores .....	38	37 599	5 037	1 366	400	2.3	.3
4511	Sporting goods, hobby, & musical instrument stores ..	27	D	D	D	e	D	D
45111	Sporting goods stores .....	11	22 392	2 967	883	199	1.0	—
451110	Sporting goods stores .....	11	22 392	2 967	883	199	1.0	—
4511101	General-line sporting goods stores .....	3	D	D	D	c	D	D
4511102	Specialty-line sporting goods stores .....	8	D	D	D	b	D	D
45112	Hobby, toy, & game stores .....	9	D	D	D	b	D	D
451120	Hobby, toy, & game stores .....	9	D	D	D	b	D	D
45113	Sewing, needlework, & piece goods stores .....	3	D	D	D	a	D	D
451130	Sewing, needlework, & piece goods stores .....	3	D	D	D	a	D	D
45114	Musical instrument & supplies stores .....	4	D	D	D	b	D	D
451140	Musical instrument & supplies stores .....	4	D	D	D	b	D	D
4512	Book, periodical, & music stores .....	11	D	D	D	b	D	D
45121	Book stores & news dealers .....	9	D	D	D	b	D	D
451211	Book stores .....	8	D	D	D	b	D	D
4512111	Book stores, general .....	5	D	D	D	b	D	D
4512112	Specialty book stores .....	3	D	D	D	a	D	D
452	General merchandise stores .....	15	D	D	D	g	D	D
4521	Department stores (incl leased depts) ## .....	8	D	N	N	N	D	D
45211	Department stores (incl leased depts) ## .....	8	D	N	N	N	D	D
4521	Department stores (excl leased depts) .....	8	D	D	D	g	D	D
45211	Department stores (excl leased depts) .....	8	D	D	D	g	D	D
452110	Department stores (excl leased depts) .....	8	D	D	D	g	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	6	D	D	D	g	D	D
4521103	National chain department stores (excl leased depts) .....	1	D	D	D	c	D	D
45299	All other general merchandise stores .....	6	D	D	D	b	D	D
452990	All other general merchandise stores .....	6	D	D	D	b	D	D

See footnotes at end of table.



**Table 3. Summary Statistics for Counties: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>EAU CLAIRE COUNTY, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
453	Miscellaneous store retailers .....	56	D	D	D	e	D	D
4532	Office supplies, stationery, & gift stores .....	23	D	D	D	c	D	D
45321	Office supplies & stationery stores .....	2	D	D	D	b	D	D
453210	Office supplies & stationery stores .....	2	D	D	D	b	D	D
4532102	Office supplies stores .....	2	D	D	D	b	D	D
45322	Gift, novelty, & souvenir stores .....	21	D	D	D	c	D	D
453220	Gift, novelty, & souvenir stores .....	21	D	D	D	c	D	D
4533	Used merchandise stores .....	6	D	D	D	b	D	D
45331	Used merchandise stores .....	6	D	D	D	b	D	D
453310	Used merchandise stores .....	6	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	20	D	D	D	c	D	D
45391	Pet & pet supplies stores .....	6	4 368	665	155	45	4.1	16.5
453910	Pet & pet supplies stores .....	6	4 368	665	155	45	4.1	16.5
45392	Art dealers .....	4	D	D	D	a	D	D
453920	Art dealers .....	4	D	D	D	a	D	D
45399	All other miscellaneous store retailers .....	10	D	D	D	b	D	D
454	Nonstore retailers .....	23	18 779	2 899	666	128	12.6	7.5
4543	Direct selling establishments .....	19	D	D	D	c	D	D
45431	Fuel dealers .....	6	D	D	D	b	D	D
454311	Heating oil dealers .....	4	D	D	D	b	D	D
45439	Other direct selling establishments .....	13	D	D	D	b	D	D
454390	Other direct selling establishments .....	13	D	D	D	b	D	D
<b>FLORENCE COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>12</b>	<b>15 053</b>	<b>797</b>	<b>170</b>	<b>78</b>	<b>41.9</b>	<b>8.7</b>
441	Motor vehicle & parts dealers .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	1	D	D	D	a	D	D
445	Food & beverage stores .....	4	6 210	363	64	43	56.1	—
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	3	D	D	D	a	D	D
454	Nonstore retailers .....	2	D	D	D	a	D	D
<b>FOND DU LAC COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>413</b>	<b>891 209</b>	<b>86 612</b>	<b>20 200</b>	<b>5 744</b>	<b>10.8</b>	<b>3.8</b>
441	Motor vehicle & parts dealers .....	58	241 296	19 655	4 446	839	22.4	.1
4411	Automobile dealers .....	27	201 595	13 267	3 037	553	23.6	.1
44111	New car dealers .....	16	190 215	12 632	2 895	520	20.6	—
441110	New car dealers .....	16	190 215	12 632	2 895	520	20.6	—
44112	Used car dealers .....	11	11 380	635	142	33	73.7	2.5
441120	Used car dealers .....	11	11 380	635	142	33	73.7	2.5
4412	Other motor vehicle dealers .....	10	16 705	1 293	273	59	38.6	—
44121	Recreational vehicle dealers .....	2	D	D	D	a	D	D
441210	Recreational vehicle dealers .....	2	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	8	D	D	D	b	D	D
441221	Motorcycle dealers .....	2	D	D	D	a	D	D
441222	Boat dealers .....	5	D	D	D	b	D	D
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores .....	21	22 996	5 095	1 136	227	—	—
44131	Automotive parts & accessories stores .....	17	19 319	4 301	939	192	—	—
441310	Automotive parts & accessories stores .....	17	19 319	4 301	939	192	—	—
442	Furniture & home furnishings stores .....	21	16 346	2 903	645	124	15.2	1.3
4421	Furniture stores .....	10	7 809	1 423	335	63	18.1	2.8
44211	Furniture stores .....	10	7 809	1 423	335	63	18.1	2.8
442110	Furniture stores .....	10	7 809	1 423	335	63	18.1	2.8
4422	Home furnishings stores .....	11	8 537	1 480	310	61	12.5	—
44221	Floor covering stores .....	7	7 539	1 331	279	50	7.7	—
442210	Floor covering stores .....	7	7 539	1 331	279	50	7.7	—
443	Electronics & appliance stores .....	18	19 000	2 673	684	152	3.2	15.0
4431	Electronics & appliance stores .....	18	19 000	2 673	684	152	3.2	15.0
44311	Appliance, television, & other electronics stores .....	15	17 458	2 438	635	134	3.5	16.3
443111	Household appliance stores .....	6	D	D	D	b	D	D
443112	Radio, television, & other electronics stores .....	9	D	D	D	b	D	D
44312	Computer & software stores .....	2	D	D	D	a	D	D
443120	Computer & software stores .....	2	D	D	D	a	D	D

See footnotes at end of table.

**Table 3. Summary Statistics for Counties: 1997—Con.**

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>FOND DU LAC COUNTY, WI—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
444	Building material & garden equipment & supplies dealers .....	43	102 962	10 320	2 221	483	2.1	1.1
4441	Building material & supplies dealers .....	24	74 200	7 057	1 538	338	3.0	1.1
44411	Home centers .....	1	D	D	D	c	D	D
444110	Home centers .....	1	D	D	D	c	D	D
44419	Other building material dealers .....	14	39 980	3 794	785	130	3.1	—
444190	Other building material dealers .....	14	39 980	3 794	785	130	3.1	—
4442	Lawn & garden equipment & supplies stores .....	19	28 762	3 263	683	145	—	1.1
44422	Nursery & garden centers .....	17	D	D	D	c	D	D
444220	Nursery & garden centers .....	17	D	D	D	c	D	D
445	Food & beverage stores .....	38	145 657	13 976	3 465	1 227	2.3	.3
4451	Grocery stores .....	20	D	D	D	g	D	D
44511	Supermarkets & other grocery (except convenience) stores .....	18	134 414	12 312	3 098	1 090	.8	.1
445110	Supermarkets & other grocery (except convenience) stores .....	18	134 414	12 312	3 098	1 090	.8	.1
4452	Specialty food stores .....	13	D	D	D	b	D	D
446	Health & personal care stores .....	26	35 208	4 794	1 161	264	20.6	8.8
4461	Health & personal care stores .....	26	35 208	4 794	1 161	264	20.6	8.8
44611	Pharmacies & drug stores .....	14	31 231	3 967	936	205	22.3	8.7
446110	Pharmacies & drug stores .....	14	31 231	3 967	936	205	22.3	8.7
4461101	Pharmacies & drug stores .....	13	D	D	D	c	D	D
4461102	Proprietary stores .....	1	D	D	D	a	D	D
44612	Cosmetics, beauty supplies, & perfume stores .....	2	D	D	D	a	D	D
446120	Cosmetics, beauty supplies, & perfume stores .....	2	D	D	D	a	D	D
44619	Other health & personal care stores .....	5	1 845	456	119	31	17.0	15.0
447	Gasoline stations .....	54	88 001	4 712	1 063	421	16.3	18.4
4471	Gasoline stations .....	54	88 001	4 712	1 063	421	16.3	18.4
44711	Gasoline stations with convenience stores .....	40	66 905	3 755	839	343	18.8	12.2
447110	Gasoline stations with convenience stores .....	40	66 905	3 755	839	343	18.8	12.2
44719	Other gasoline stations .....	14	21 096	957	224	78	8.5	37.8
447190	Other gasoline stations .....	14	21 096	957	224	78	8.5	37.8
448	Clothing & clothing accessories stores .....	47	24 166	3 886	942	370	9.6	4.8
4481	Clothing stores .....	25	14 101	2 307	592	239	8.6	.2
44815	Clothing accessories stores .....	4	D	D	D	b	D	D
448150	Clothing accessories stores .....	4	D	D	D	b	D	D
4482105	Athletic footwear stores .....	3	1 912	248	53	31	—	—
4483	Jewelry, luggage, & leather goods stores .....	11	5 457	992	219	67	9.3	20.6
44831	Jewelry stores .....	11	5 457	992	219	67	9.3	20.6
448310	Jewelry stores .....	11	5 457	992	219	67	9.3	20.6
451	Sporting goods, hobby, book, & music stores .....	31	18 650	1 909	419	192	16.0	3.2
4511	Sporting goods, hobby, & musical instrument stores .....	24	13 890	1 529	307	142	18.8	4.3
45111	Sporting goods stores .....	12	5 907	627	115	61	22.1	2.6
451110	Sporting goods stores .....	12	5 907	627	115	61	22.1	2.6
45112	Hobby, toy, & game stores .....	6	5 805	590	101	46	10.7	—
451120	Hobby, toy, & game stores .....	6	5 805	590	101	46	10.7	—
45113	Sewing, needlework, & piece goods stores .....	5	D	D	D	b	D	D
451130	Sewing, needlework, & piece goods stores .....	5	D	D	D	b	D	D
4512	Book, periodical, & music stores .....	7	4 760	380	112	50	7.8	—
45121	Book stores & news dealers .....	5	D	D	D	b	D	D
451211	Book stores .....	5	D	D	D	b	D	D
4512111	Book stores, general .....	3	D	D	D	a	D	D
4512112	Specialty book stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	14	149 697	14 019	3 336	1 198	—	—
4521	Department stores (incl leased depts) ## .....	8	117 864	N	N	N	—	—
45211	Department stores (incl leased depts) ## .....	8	117 864	N	N	N	—	—
4521	Department stores (excl leased depts) .....	8	116 694	11 595	2 771	1 015	—	—
452110	Department stores (excl leased depts) .....	8	116 694	11 595	2 771	1 015	—	—
4521102	Department stores (excl leased depts) .....	8	116 694	11 595	2 771	1 015	—	—
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	6	D	D	D	f	D	D
45299	All other general merchandise stores .....	6	33 003	2 424	565	183	—	—
452990	All other general merchandise stores .....	6	33 003	2 424	565	183	—	—
4529903	Miscellaneous general merchandise stores .....	4	D	D	D	c	D	D

See footnotes at end of table.

**Table 3. Summary Statistics for Counties: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>FOND DU LAC COUNTY, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
453	Miscellaneous store retailers .....	50	28 891	3 941	931	296	13.5	2.8
4532	Office supplies, stationery, & gift stores .....	18	8 836	1 179	254	97	9.8	1.7
45321	Office supplies & stationery stores .....	4	3 740	440	90	18	—	—
453210	Office supplies & stationery stores .....	4	3 740	440	90	18	—	—
4532102	Office supplies stores .....	4	3 740	440	90	18	—	—
45322	Gift, novelty, & souvenir stores .....	14	5 096	739	164	79	17.1	2.9
453220	Gift, novelty, & souvenir stores .....	14	5 096	739	164	79	17.1	2.9
4533	Used merchandise stores .....	9	4 563	813	206	68	4.5	7.4
45331	Used merchandise stores .....	9	4 563	813	206	68	4.5	7.4
453310	Used merchandise stores .....	9	4 563	813	206	68	4.5	7.4
4539	Other miscellaneous store retailers .....	15	13 623	1 602	380	99	15.2	1.4
45391	Pet & pet supplies stores .....	3	962	111	32	18	—	—
453910	Pet & pet supplies stores .....	3	962	111	32	18	—	—
45393	Manufactured (mobile) home dealers .....	3	10 113	1 130	286	36	D	—
453930	Manufactured (mobile) home dealers .....	3	10 113	1 130	286	36	D	—
45399	All other miscellaneous store retailers .....	7	D	D	D	b	D	D
454	Nonstore retailers .....	13	21 335	3 824	887	178	11.3	32.9
4542	Vending machine operators .....	4	8 515	2 006	478	103	—	82.4
45421	Vending machine operators .....	4	8 515	2 006	478	103	—	82.4
454210	Vending machine operators .....	4	8 515	2 006	478	103	—	82.4
4543	Direct selling establishments .....	9	12 820	1 818	409	75	18.8	—
45431	Fuel dealers .....	5	D	D	D	b	D	D
454311	Heating oil dealers .....	3	5 255	476	85	18	D	—
45439	Other direct selling establishments .....	4	D	D	D	b	D	D
454390	Other direct selling establishments .....	4	D	D	D	b	D	D
<b>FOREST COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>42</b>	<b>50 883</b>	<b>4 917</b>	<b>1 130</b>	<b>345</b>	<b>12.6</b>	<b>1.6</b>
441	Motor vehicle & parts dealers .....	6	10 213	807	161	50	5.0	1.4
4412	Other motor vehicle dealers .....	3	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	3	D	D	D	b	D	D
441222	Boat dealers .....	1	D	D	D	a	D	D
441229	All other motor vehicle dealers .....	2	D	D	D	b	D	D
443	Electronics & appliance stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	4	D	D	D	b	D	D
4441	Building material & supplies dealers .....	4	D	D	D	b	D	D
445	Food & beverage stores .....	5	D	D	D	c	D	D
446	Health & personal care stores .....	3	D	D	D	a	D	D
447	Gasoline stations .....	9	12 975	579	132	50	9.3	2.8
451	Sporting goods, hobby, book, & music stores .....	2	D	D	D	a	D	D
452	General merchandise stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	5	2 216	178	32	13	11.3	11.7
4539	Other miscellaneous store retailers .....	3	D	D	D	a	D	D
45399	All other miscellaneous store retailers .....	2	D	D	D	a	D	D
454	Nonstore retailers .....	5	D	D	D	a	D	D
<b>GRANT COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>243</b>	<b>357 639</b>	<b>32 261</b>	<b>7 453</b>	<b>2 310</b>	<b>17.2</b>	<b>3.8</b>
441	Motor vehicle & parts dealers .....	30	105 161	6 353	1 470	291	21.1	.9
4411	Automobile dealers .....	17	D	D	D	c	D	D
44112	Used car dealers .....	4	D	D	D	b	D	D
441120	Used car dealers .....	4	D	D	D	b	D	D
4412	Other motor vehicle dealers .....	3	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	3	D	D	D	b	D	D
441229	All other motor vehicle dealers .....	2	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	8	D	D	D	b	D	D
4421	Furniture stores .....	6	2 884	493	117	34	69.3	—
44211	Furniture stores .....	6	2 884	493	117	34	69.3	—
442110	Furniture stores .....	6	2 884	493	117	34	69.3	—
443	Electronics & appliance stores .....	7	5 042	828	183	48	2.5	—
4431	Electronics & appliance stores .....	7	5 042	828	183	48	2.5	—
44311	Appliance, television, & other electronics stores .....	4	D	D	D	b	D	D
44312	Computer & software stores .....	3	D	D	D	b	D	D
443120	Computer & software stores .....	3	D	D	D	b	D	D

See footnotes at end of table.

**Table 3. Summary Statistics for Counties: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>GRANT COUNTY, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
444	Building material & garden equipment & supplies dealers .....	53	54 497	5 687	1 345	355	11.7	11.0
4441	Building material & supplies dealers .....	27	D	D	D	c	D	D
44413	Hardware stores .....	7	7 189	905	240	92	44.8	—
444130	Hardware stores .....	7	7 189	905	240	92	44.8	—
44419	Other building material dealers .....	17	13 956	1 666	379	104	21.5	1.5
444190	Other building material dealers .....	17	13 956	1 666	379	104	21.5	1.5
4442	Lawn & garden equipment & supplies stores .....	26	D	D	D	c	D	D
44422	Nursery & garden centers .....	25	29 204	2 616	606	117	—	19.8
444220	Nursery & garden centers .....	25	29 204	2 616	606	117	—	19.8
445	Food & beverage stores .....	27	62 377	6 116	1 486	533	16.2	4.2
4451	Grocery stores .....	16	D	D	D	e	D	D
4452	Specialty food stores .....	4	D	D	D	b	D	D
446	Health & personal care stores .....	12	9 809	1 529	335	78	28.4	18.3
4461	Health & personal care stores .....	12	9 809	1 529	335	78	28.4	18.3
447	Gasoline stations .....	45	43 357	2 865	641	302	24.6	2.7
4471	Gasoline stations .....	45	43 357	2 865	641	302	24.6	2.7
44711	Gasoline stations with convenience stores .....	29	31 665	2 232	486	243	13.5	3.7
447110	Gasoline stations with convenience stores .....	29	31 665	2 232	486	243	13.5	3.7
448	Clothing & clothing accessories stores .....	12	6 805	1 015	224	86	55.2	.3
4481	Clothing stores .....	7	4 110	518	121	61	74.2	—
451	Sporting goods, hobby, book, & music stores .....	5	1 950	181	32	16	10.6	49.3
452	General merchandise stores .....	7	47 737	4 527	1 053	410	.3	—
45299	All other general merchandise stores .....	5	D	D	D	b	D	D
452990	All other general merchandise stores .....	5	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores .....	3	D	D	D	b	D	D
453	Miscellaneous store retailers .....	21	3 865	687	148	85	52.1	.7
4539	Other miscellaneous store retailers .....	5	D	D	D	b	D	D
45399	All other miscellaneous store retailers .....	4	1 304	217	49	20	70.7	—
454	Nonstore retailers .....	16	D	D	D	b	D	D
4543	Direct selling establishments .....	15	13 511	1 809	392	62	6.1	.1
45431	Fuel dealers .....	12	9 672	1 128	257	36	—	.2
454311	Heating oil dealers .....	5	3 935	239	75	11	—	—
454312	Liquefied petroleum gas (bottled gas) dealers .....	7	5 737	889	182	25	—	.3
45439	Other direct selling establishments .....	3	3 839	681	135	26	D	—
454390	Other direct selling establishments .....	3	3 839	681	135	26	D	—
<b>GREEN COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>181</b>	<b>572 891</b>	<b>66 298</b>	<b>15 878</b>	<b>3 025</b>	<b>7.7</b>	<b>1.0</b>
441	Motor vehicle & parts dealers .....	26	166 002	22 808	5 870	755	10.3	.2
4411	Automobile dealers .....	14	D	D	D	c	D	D
4412	Other motor vehicle dealers .....	3	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	3	D	D	D	a	D	D
441229	All other motor vehicle dealers .....	2	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores .....	9	D	D	D	f	D	D
44131	Automotive parts & accessories stores .....	6	D	D	D	f	D	D
441310	Automotive parts & accessories stores .....	6	D	D	D	f	D	D
442	Furniture & home furnishings stores .....	10	7 279	1 404	330	62	30.8	—
4421	Furniture stores .....	5	5 714	986	230	43	38.3	—
44211	Furniture stores .....	5	5 714	986	230	43	38.3	—
442110	Furniture stores .....	5	5 714	986	230	43	38.3	—
443	Electronics & appliance stores .....	8	D	D	D	b	D	D
4431	Electronics & appliance stores .....	8	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers .....	19	30 928	4 057	933	159	10.2	—
4441	Building material & supplies dealers .....	14	20 209	3 471	799	130	15.6	—
44419	Other building material dealers .....	9	18 585	3 187	733	105	14.4	—
444190	Other building material dealers .....	9	18 585	3 187	733	105	14.4	—
4442	Lawn & garden equipment & supplies stores .....	5	10 719	586	134	29	—	—
44422	Nursery & garden centers .....	5	10 719	586	134	29	—	—
444220	Nursery & garden centers .....	5	10 719	586	134	29	—	—
445	Food & beverage stores .....	21	47 347	4 620	1 046	380	14.2	2.1
4452	Specialty food stores .....	7	1 375	201	49	21	52.8	—
446	Health & personal care stores .....	10	D	D	D	b	D	D
447	Gasoline stations .....	20	37 567	2 143	557	166	10.0	—
44711	Gasoline stations with convenience stores .....	13	18 635	1 084	293	88	16.3	—
447110	Gasoline stations with convenience stores .....	13	18 635	1 084	293	88	16.3	—
44719	Other gasoline stations .....	7	18 932	1 059	264	78	3.8	—
447190	Other gasoline stations .....	7	18 932	1 059	264	78	3.8	—

See footnotes at end of table.

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>GREEN COUNTY, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
448	Clothing & clothing accessories stores .....	22	D	D	D	b	D	D
4481	Clothing stores .....	18	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores .....	3	D	D	D	a	D	D
452	General merchandise stores .....	4	49 286	4 900	992	406	—	—
45299	All other general merchandise stores .....	2	D	D	D	b	D	D
452990	All other general merchandise stores .....	2	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores .....	2	D	D	D	b	D	D
453	Miscellaneous store retailers .....	26	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores .....	12	D	D	D	b	D	D
4532102	Office supplies stores .....	2	D	D	D	a	D	D
454	Nonstore retailers .....	12	D	D	D	f	D	D
4541	Electronic shopping & mail-order houses .....	8	D	D	D	f	D	D
45411	Electronic shopping & mail-order houses .....	8	D	D	D	f	D	D
454110	Electronic shopping & mail-order houses .....	8	D	D	D	f	D	D
4543	Direct selling establishments .....	4	4 467	717	246	77	11.0	—
45439	Other direct selling establishments .....	2	D	D	D	b	D	D
454390	Other direct selling establishments .....	2	D	D	D	b	D	D
<b>GREEN LAKE COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>113</b>	<b>161 407</b>	<b>15 653</b>	<b>3 384</b>	<b>1 297</b>	<b>18.2</b>	<b>16.4</b>
441	Motor vehicle & parts dealers .....	18	33 291	2 829	563	116	32.8	16.4
4412	Other motor vehicle dealers .....	6	5 196	377	50	15	37.0	—
44122	Motorcycle, boat, & other motor vehicle dealers .....	6	5 196	377	50	15	37.0	—
441222	Boat dealers .....	5	D	D	D	a	D	D
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	3	2 101	279	61	18	D	—
443	Electronics & appliance stores .....	4	1 034	101	22	5	21.4	42.8
444	Building material & garden equipment & supplies dealers .....	17	28 641	2 814	584	240	13.4	—
4441	Building material & supplies dealers .....	11	14 679	1 645	304	71	26.2	—
44419	Other building material dealers .....	7	12 620	1 341	248	44	24.0	—
444190	Other building material dealers .....	7	12 620	1 341	248	44	24.0	—
4442	Lawn & garden equipment & supplies stores .....	6	13 962	1 169	280	169	—	—
44422	Nursery & garden centers .....	5	D	D	D	c	D	D
444220	Nursery & garden centers .....	5	D	D	D	c	D	D
445	Food & beverage stores .....	15	49 965	5 125	1 152	521	5.2	35.3
4451	Grocery stores .....	12	D	D	D	f	D	D
446	Health & personal care stores .....	5	3 792	352	94	35	42.6	—
447	Gasoline stations .....	14	17 365	1 305	279	117	21.8	5.9
448	Clothing & clothing accessories stores .....	8	3 127	437	110	41	36.5	38.9
451	Sporting goods, hobby, book, & music stores .....	3	447	51	11	8	8.7	91.3
452	General merchandise stores .....	2	D	D	D	c	D	D
453	Miscellaneous store retailers .....	18	D	D	D	b	D	D
45321	Office supplies & stationery stores .....	2	D	D	D	a	D	D
453210	Office supplies & stationery stores .....	2	D	D	D	a	D	D
4532102	Office supplies stores .....	2	D	D	D	a	D	D
454	Nonstore retailers .....	6	D	D	D	b	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>IOWA COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>105</b>	<b>1 211 440</b>	<b>107 734</b>	<b>23 780</b>	<b>4 409</b>	<b>3.0</b>	<b>.5</b>
441	Motor vehicle & parts dealers .....	10	D	D	D	c	D	D
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	3	D	D	D	a	D	D
443	Electronics & appliance stores .....	4	D	D	D	b	D	D
4431	Electronics & appliance stores .....	4	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers .....	20	D	D	D	b	D	D
4441	Building material & supplies dealers .....	11	D	D	D	b	D	D
44419	Other building material dealers .....	8	16 396	1 202	161	28	15.0	—
444190	Other building material dealers .....	8	16 396	1 202	161	28	15.0	—
4442	Lawn & garden equipment & supplies stores .....	9	D	D	D	b	D	D
44422	Nursery & garden centers .....	8	D	D	D	b	D	D
444220	Nursery & garden centers .....	8	D	D	D	b	D	D
445	Food & beverage stores .....	15	D	D	D	c	D	D
446	Health & personal care stores .....	5	D	D	D	b	D	D
447	Gasoline stations .....	18	D	D	D	c	D	D
448	Clothing & clothing accessories stores .....	7	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	3	D	D	D	c	D	D
45299	All other general merchandise stores .....	2	D	D	D	b	D	D
452990	All other general merchandise stores .....	2	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores .....	1	D	D	D	b	D	D
453	Miscellaneous store retailers .....	11	D	D	D	b	D	D
454	Nonstore retailers .....	8	D	D	D	h	D	D
4541	Electronic shopping & mail-order houses .....	1	D	D	D	h	D	D
45411	Electronic shopping & mail-order houses .....	1	D	D	D	h	D	D
454110	Electronic shopping & mail-order houses .....	1	D	D	D	h	D	D
4543	Direct selling establishments .....	6	6 852	505	130	20	—	6.1
45431	Fuel dealers .....	6	6 852	505	130	20	—	6.1
454311	Heating oil dealers .....	3	D	D	D	a	D	D
<b>IRON COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>38</b>	<b>49 419</b>	<b>4 502</b>	<b>1 158</b>	<b>337</b>	<b>20.9</b>	<b>9.9</b>
441	Motor vehicle & parts dealers .....	5	12 127	800	207	37	9.8	28.1
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	4	D	D	D	b	D	D
4441	Building material & supplies dealers .....	4	D	D	D	b	D	D
445	Food & beverage stores .....	7	17 006	1 519	434	150	19.3	—
446	Health & personal care stores .....	2	D	D	D	a	D	D
447	Gasoline stations .....	9	9 449	590	134	56	24.5	—
452	General merchandise stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	6	D	D	D	a	D	D
454	Nonstore retailers .....	3	D	D	D	a	D	D

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>JACKSON COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>83</b>	<b>124 660</b>	<b>11 647</b>	<b>2 626</b>	<b>919</b>	<b>21.4</b>	<b>10.2</b>
441	Motor vehicle & parts dealers .....	12	23 615	1 330	321	90	62.5	4.5
4412	Other motor vehicle dealers .....	2	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	5	D	D	D	a	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	17	14 336	1 473	377	72	20.5	—
4441	Building material & supplies dealers .....	7	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	10	D	D	D	b	D	D
44422	Nursery & garden centers .....	8	7 771	749	189	34	—	—
444220	Nursery & garden centers .....	8	7 771	749	189	34	—	—
445	Food & beverage stores .....	9	D	D	D	c	D	D
446	Health & personal care stores .....	3	3 505	492	101	27	D	—
447	Gasoline stations .....	16	31 868	3 106	627	284	8.6	2.5
448	Clothing & clothing accessories stores .....	5	533	65	15	15	74.5	25.5
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	3	D	D	D	c	D	D
453	Miscellaneous store retailers .....	8	957	142	34	24	70.5	—
454	Nonstore retailers .....	3	D	D	D	b	D	D
4543	Direct selling establishments .....	3	D	D	D	b	D	D
45431	Fuel dealers .....	3	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers .....	2	D	D	D	b	D	D
<b>JEFFERSON COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>253</b>	<b>568 159</b>	<b>53 053</b>	<b>12 109</b>	<b>3 519</b>	<b>14.1</b>	<b>3.9</b>
441	Motor vehicle & parts dealers .....	37	156 617	11 103	2 536	395	23.6	1.6
4411	Automobile dealers .....	18	143 516	9 120	2 142	313	24.9	1.3
4412	Other motor vehicle dealers .....	5	5 136	541	99	24	6.6	—
44122	Motorcycle, boat, & other motor vehicle dealers .....	4	D	D	D	b	D	D
441229	All other motor vehicle dealers .....	3	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	12	12 244	1 739	420	99	57.3	4.1
4421	Furniture stores .....	7	7 407	1 138	268	64	78.4	1.1
44211	Furniture stores .....	7	7 407	1 138	268	64	78.4	1.1
442110	Furniture stores .....	7	7 407	1 138	268	64	78.4	1.1
4422	Home furnishings stores .....	5	4 837	601	152	35	25.0	8.6
44221	Floor covering stores .....	5	4 837	601	152	35	25.0	8.6
442210	Floor covering stores .....	5	4 837	601	152	35	25.0	8.6
443	Electronics & appliance stores .....	17	7 805	1 216	273	78	26.8	—
4431	Electronics & appliance stores .....	17	7 805	1 216	273	78	26.8	—
44311	Appliance, television, & other electronics stores .....	11	5 322	816	208	55	6.7	—
443111	Household appliance stores .....	7	D	D	D	b	D	D
44312	Computer & software stores .....	6	2 483	400	65	23	69.8	—
443120	Computer & software stores .....	6	2 483	400	65	23	69.8	—
444	Building material & garden equipment & supplies dealers .....	33	46 838	6 178	1 238	289	9.5	17.8
4441	Building material & supplies dealers .....	19	24 466	3 799	748	212	15.9	1.9
44413	Hardware stores .....	8	D	D	D	c	D	D
444130	Hardware stores .....	8	D	D	D	c	D	D
44419	Other building material dealers .....	9	16 177	2 433	425	96	18.6	2.9
444190	Other building material dealers .....	9	16 177	2 433	425	96	18.6	2.9
4442	Lawn & garden equipment & supplies stores .....	14	22 372	2 379	490	77	2.6	35.1
44421	Outdoor power equipment stores .....	3	D	D	D	b	D	D
444210	Outdoor power equipment stores .....	3	D	D	D	b	D	D
44422	Nursery & garden centers .....	11	D	D	D	b	D	D
444220	Nursery & garden centers .....	11	D	D	D	b	D	D
445	Food & beverage stores .....	32	105 630	9 361	2 185	887	13.6	5.3
4451	Grocery stores .....	16	98 894	8 584	1 996	815	12.9	4.4
44511	Supermarkets & other grocery (except convenience) stores .....	16	98 894	8 584	1 996	815	12.9	4.4
445110	Supermarkets & other grocery (except convenience) stores .....	16	98 894	8 584	1 996	815	12.9	4.4
4452	Specialty food stores .....	5	3 427	560	142	47	2.5	22.3
446	Health & personal care stores .....	15	14 265	1 989	507	150	34.6	14.4
4461	Health & personal care stores .....	15	14 265	1 989	507	150	34.6	14.4

See footnotes at end of table.

**Table 3. Summary Statistics for Counties: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>JEFFERSON COUNTY, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
447	Gasoline stations .....	35	70 103	4 077	883	395	6.4	.5
4471	Gasoline stations .....	35	70 103	4 077	883	395	6.4	.5
44711	Gasoline stations with convenience stores .....	28	57 816	3 216	682	333	7.6	.6
447110	Gasoline stations with convenience stores .....	28	57 816	3 216	682	333	7.6	.6
448	Clothing & clothing accessories stores .....	25	9 577	1 054	240	96	28.9	8.7
4481	Clothing stores .....	11	4 078	505	116	49	29.2	—
4483	Jewelry, luggage, & leather goods stores .....	8	3 064	321	68	19	48.0	27.1
451	Sporting goods, hobby, book, & music stores .....	10	D	D	D	b	D	D
4511	Sporting goods, hobby, & musical instrument stores ..	8	D	D	D	b	D	D
452	General merchandise stores .....	9	69 929	7 091	1 631	703	.3	—
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	5	69 503	7 025	1 611	684	—	—
453	Miscellaneous store retailers .....	15	D	D	D	b	D	D
454	Nonstore retailers .....	13	66 638	8 112	1 896	303	1.2	2.1
4541	Electronic shopping & mail-order houses .....	4	D	D	D	e	D	D
45411	Electronic shopping & mail-order houses .....	4	D	D	D	e	D	D
454110	Electronic shopping & mail-order houses .....	4	D	D	D	e	D	D
4543	Direct selling establishments .....	8	D	D	D	b	D	D
45431	Fuel dealers .....	6	D	D	D	b	D	D
454311	Heating oil dealers .....	6	D	D	D	b	D	D
<b>JUNEAU COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>102</b>	<b>170 466</b>	<b>15 067</b>	<b>3 402</b>	<b>1 056</b>	<b>24.7</b>	<b>1.4</b>
441	Motor vehicle & parts dealers .....	13	24 761	1 448	309	66	76.5	3.5
4412	Other motor vehicle dealers .....	4	3 389	102	7	4	74.6	25.4
44122	Motorcycle, boat, & other motor vehicle dealers ....	4	3 389	102	7	4	74.6	25.4
442	Furniture & home furnishings stores .....	4	2 399	313	76	20	100.0	—
443	Electronics & appliance stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	14	24 711	2 717	575	126	7.0	.3
4441	Building material & supplies dealers .....	9	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	5	D	D	D	b	D	D
44422	Nursery & garden centers .....	4	D	D	D	b	D	D
444220	Nursery & garden centers .....	4	D	D	D	b	D	D
445	Food & beverage stores .....	13	27 234	2 345	604	237	8.8	1.2
446	Health & personal care stores .....	5	9 924	1 524	338	87	15.3	—
4461	Health & personal care stores .....	5	9 924	1 524	338	87	15.3	—
447	Gasoline stations .....	24	50 810	3 602	824	292	18.7	—
4471	Gasoline stations .....	24	50 810	3 602	824	292	18.7	—
44711	Gasoline stations with convenience stores .....	15	20 547	1 496	335	142	25.1	—
447110	Gasoline stations with convenience stores .....	15	20 547	1 496	335	142	25.1	—
44719	Other gasoline stations .....	9	30 263	2 106	489	150	14.3	—
447190	Other gasoline stations .....	9	30 263	2 106	489	150	14.3	—
448	Clothing & clothing accessories stores .....	4	1 194	67	16	9	12.8	15.3
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	3	D	D	D	c	D	D
453	Miscellaneous store retailers .....	15	13 326	1 415	291	70	27.1	1.7
4539	Other miscellaneous store retailers .....	5	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers .....	3	11 800	1 173	237	47	D	—
453930	Manufactured (mobile) home dealers .....	3	11 800	1 173	237	47	D	—
454	Nonstore retailers .....	4	D	D	D	a	D	D

See footnotes at end of table.



**Table 3. Summary Statistics for Counties: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>KENOSHA COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade . . . . .</b>	<b>546</b>	<b>1 072 397</b>	<b>95 737</b>	<b>22 325</b>	<b>6 442</b>	<b>5.5</b>	<b>3.9</b>
441	Motor vehicle & parts dealers . . . . .	54	288 819	16 050	3 608	608	7.6	.4
4411	Automobile dealers . . . . .	27	252 556	11 958	2 779	427	7.6	.2
4412	Other motor vehicle dealers . . . . .	10	24 576	1 713	253	63	8.4	1.1
44122	Motorcycle, boat, & other motor vehicle dealers . . . . .	9	D	D	D	b	D	D
441221	Motorcycle dealers . . . . .	4	D	D	D	b	D	D
441222	Boat dealers . . . . .	4	12 889	985	135	31	D	—
441229	All other motor vehicle dealers . . . . .	1	D	D	D	a	D	D
442	Furniture & home furnishings stores . . . . .	41	27 797	4 178	997	238	6.7	17.0
4422	Home furnishings stores . . . . .	33	18 124	2 636	614	176	3.2	26.1
44229	Other home furnishings stores . . . . .	21	12 712	1 458	361	131	1.4	28.7
442299	All other home furnishings stores . . . . .	18	D	D	D	c	D	D
443	Electronics & appliance stores . . . . .	20	19 001	2 291	565	105	1.7	1.9
4431	Electronics & appliance stores . . . . .	20	19 001	2 291	565	105	1.7	1.9
44311	Appliance, television, & other electronics stores . . . . .	18	D	D	D	b	D	D
443112	Radio, television, & other electronics stores . . . . .	12	11 545	1 184	308	54	.9	3.2
444	Building material & garden equipment & supplies dealers . . . . .	42	58 812	10 240	1 911	337	5.5	.5
4441	Building material & supplies dealers . . . . .	31	49 678	9 134	1 672	278	3.8	—
44419	Other building material dealers . . . . .	16	39 554	7 423	1 385	179	4.2	—
444190	Other building material dealers . . . . .	16	39 554	7 423	1 385	179	4.2	—
4442	Lawn & garden equipment & supplies stores . . . . .	11	9 134	1 106	239	59	14.9	3.2
445	Food & beverage stores . . . . .	55	192 748	18 341	4 628	1 423	3.9	1.5
4451	Grocery stores . . . . .	30	176 755	16 386	4 108	1 288	.4	.6
4452	Specialty food stores . . . . .	17	12 415	1 622	420	117	44.7	7.8
446	Health & personal care stores . . . . .	31	52 295	7 072	1 783	449	—	1.1
4461	Health & personal care stores . . . . .	31	52 295	7 072	1 783	449	—	1.1
447	Gasoline stations . . . . .	71	125 705	6 004	1 397	548	10.2	15.0
4471	Gasoline stations . . . . .	71	125 705	6 004	1 397	548	10.2	15.0
44711	Gasoline stations with convenience stores . . . . .	53	85 806	4 270	1 001	395	7.9	9.3
447110	Gasoline stations with convenience stores . . . . .	53	85 806	4 270	1 001	395	7.9	9.3
448	Clothing & clothing accessories stores . . . . .	115	105 854	9 875	2 279	882	1.2	11.6
4481	Clothing stores . . . . .	76	70 623	6 146	1 414	596	.2	15.8
44811	Men's clothing stores . . . . .	15	18 260	1 461	347	140	—	13.1
448110	Men's clothing stores . . . . .	15	18 260	1 461	347	140	—	13.1
44819	Other clothing stores . . . . .	13	7 321	789	181	73	—	1.3
448190	Other clothing stores . . . . .	13	7 321	789	181	73	—	1.3
4482	Shoe stores . . . . .	27	29 333	2 513	567	217	—	.3
44821	Shoe stores . . . . .	27	29 333	2 513	567	217	—	.3
448210	Shoe stores . . . . .	27	29 333	2 513	567	217	—	.3
4482101	Men's shoe stores . . . . .	1	D	D	D	a	D	D
4482105	Athletic footwear stores . . . . .	6	15 839	1 203	250	101	D	—
44832	Luggage & leather goods stores . . . . .	6	D	D	D	b	D	D
448320	Luggage & leather goods stores . . . . .	6	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores . . . . .	45	41 573	4 258	988	315	19.3	.1
4511	Sporting goods, hobby, & musical instrument stores . . . . .	34	34 495	3 512	805	256	23.1	.1
45111	Sporting goods stores . . . . .	22	21 299	2 357	544	182	.5	—
451110	Sporting goods stores . . . . .	22	21 299	2 357	544	182	.5	—
45114	Musical instrument & supplies stores . . . . .	2	D	D	D	b	D	D
451140	Musical instrument & supplies stores . . . . .	2	D	D	D	b	D	D
4512	Book, periodical, & music stores . . . . .	11	7 078	746	183	59	.8	—
452	General merchandise stores . . . . .	11	132 040	11 694	2 780	1 124	—	—
453	Miscellaneous store retailers . . . . .	47	D	D	D	e	D	D
4532102	Office supplies stores . . . . .	4	1 416	411	112	40	2.4	—
4539	Other miscellaneous store retailers . . . . .	23	D	D	D	c	D	D
45391	Pet & pet supplies stores . . . . .	8	4 161	540	114	49	6.2	—
453910	Pet & pet supplies stores . . . . .	8	4 161	540	114	49	6.2	—
45399	All other miscellaneous store retailers . . . . .	12	D	D	D	b	D	D
454	Nonstore retailers . . . . .	14	D	D	D	b	D	D

See footnotes at end of table.

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>KEWAUNEE COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>72</b>	<b>113 550</b>	<b>10 267</b>	<b>2 411</b>	<b>655</b>	<b>25.1</b>	<b>2.3</b>
441	Motor vehicle & parts dealers .....	11	40 695	2 740	596	113	27.1	1.8
4412	Other motor vehicle dealers .....	3	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	3	D	D	D	b	D	D
441229	All other motor vehicle dealers .....	2	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	5	1 546	391	109	13	8.1	12.2
443	Electronics & appliance stores .....	6	1 706	231	51	18	64.9	—
44312	Computer & software stores .....	2	D	D	D	a	D	D
443120	Computer & software stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	10	21 069	2 117	546	109	8.5	—
4441	Building material & supplies dealers .....	4	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	6	D	D	D	b	D	D
44422	Nursery & garden centers .....	5	15 922	1 277	292	62	1.0	—
444220	Nursery & garden centers .....	5	15 922	1 277	292	62	1.0	—
445	Food & beverage stores .....	10	23 729	2 607	624	219	20.6	1.2
4452	Specialty food stores .....	4	D	D	D	a	D	D
446	Health & personal care stores .....	2	D	D	D	b	D	D
447	Gasoline stations .....	13	15 977	1 005	218	96	53.6	—
448	Clothing & clothing accessories stores .....	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	4	786	75	12	6	4.2	—
452	General merchandise stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	6	D	D	D	b	D	D
454	Nonstore retailers .....	3	D	D	D	a	D	D
4543	Direct selling establishments .....	3	D	D	D	a	D	D
<b>LA CROSSE COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>509</b>	<b>1 452 613</b>	<b>135 645</b>	<b>32 138</b>	<b>9 005</b>	<b>2.8</b>	<b>9.4</b>
441	Motor vehicle & parts dealers .....	57	297 316	22 872	5 385	884	6.3	2.7
4411	Automobile dealers .....	26	D	D	D	f	D	D
4412	Other motor vehicle dealers .....	10	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	8	D	D	D	b	D	D
441221	Motorcycle dealers .....	5	7 287	561	87	18	—	—
442	Furniture & home furnishings stores .....	26	27 339	3 804	823	241	10.3	4.2
4421	Furniture stores .....	12	15 746	2 165	439	133	17.7	—
44211	Furniture stores .....	12	15 746	2 165	439	133	17.7	—
442110	Furniture stores .....	12	15 746	2 165	439	133	17.7	—
4422	Home furnishings stores .....	14	11 593	1 639	384	108	.4	9.9
443	Electronics & appliance stores .....	21	D	D	D	e	D	D
4431	Electronics & appliance stores .....	21	D	D	D	e	D	D
44311	Appliance, television, & other electronics stores .....	15	D	D	D	e	D	D
443112	Radio, television, & other electronics stores .....	9	D	D	D	e	D	D
44312	Computer & software stores .....	5	D	D	D	b	D	D
443120	Computer & software stores .....	5	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers .....	42	231 876	22 546	5 530	846	.6	—
4441	Building material & supplies dealers .....	35	227 826	22 131	5 441	825	.6	—
44411	Home centers .....	2	D	D	D	e	D	D
444110	Home centers .....	2	D	D	D	e	D	D
44419	Other building material dealers .....	23	D	D	D	e	D	D
444190	Other building material dealers .....	23	D	D	D	e	D	D
445	Food & beverage stores .....	43	192 580	16 401	3 999	1 526	1.9	.8
4451	Grocery stores .....	25	D	D	D	g	D	D
4452	Specialty food stores .....	15	D	D	D	c	D	D
446	Health & personal care stores .....	30	31 834	4 769	1 274	327	6.3	2.0
4461	Health & personal care stores .....	30	31 834	4 769	1 274	327	6.3	2.0
44612	Cosmetics, beauty supplies, & perfume stores .....	4	2 549	277	57	24	—	—
446120	Cosmetics, beauty supplies, & perfume stores .....	4	2 549	277	57	24	—	—
447	Gasoline stations .....	53	83 084	5 266	1 143	440	2.7	2.5
44711	Gasoline stations with convenience stores .....	40	D	D	D	e	D	D
447110	Gasoline stations with convenience stores .....	40	D	D	D	e	D	D
448	Clothing & clothing accessories stores .....	70	40 518	4 941	1 083	508	5.1	1.3
4481	Clothing stores .....	44	D	D	D	e	D	D
4482105	Athletic footwear stores .....	5	5 421	454	96	48	—	—

See footnotes at end of table.

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>LA CROSSE COUNTY, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
451	Sporting goods, hobby, book, & music stores . . . . .	52	D	D	D	e	D	D
4511	Sporting goods, hobby, & musical instrument stores . .	38	D	D	D	e	D	D
45114	Musical instrument & supplies stores . . . . .	3	D	D	D	b	D	D
451140	Musical instrument & supplies stores . . . . .	3	D	D	D	b	D	D
4512	Book, periodical, & music stores . . . . .	14	9 743	1 083	262	105	—	—
45121	Book stores & news dealers . . . . .	10	D	D	D	b	D	D
452	General merchandise stores . . . . .	18	D	D	D	g	D	D
45299	All other general merchandise stores . . . . .	6	D	D	D	c	D	D
452990	All other general merchandise stores . . . . .	6	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores . . . . .	3	D	D	D	c	D	D
453	Miscellaneous store retailers . . . . .	74	D	D	D	e	D	D
4532	Office supplies, stationery, & gift stores . . . . .	25	D	D	D	c	D	D
45321	Office supplies & stationery stores . . . . .	5	9 927	983	236	79	2.3	8.8
453210	Office supplies & stationery stores . . . . .	5	9 927	983	236	79	2.3	8.8
4532102	Office supplies stores . . . . .	4	D	D	D	b	D	D
4539	Other miscellaneous store retailers . . . . .	25	21 508	2 379	462	129	18.4	1.9
45391	Pet & pet supplies stores . . . . .	6	4 014	552	108	39	14.3	—
453910	Pet & pet supplies stores . . . . .	6	4 014	552	108	39	14.3	—
45393	Manufactured (mobile) home dealers . . . . .	3	12 742	1 031	193	39	D	—
453930	Manufactured (mobile) home dealers . . . . .	3	12 742	1 031	193	39	D	—
45399	All other miscellaneous store retailers . . . . .	14	D	D	D	b	D	D
454	Nonstore retailers . . . . .	23	D	D	D	f	D	D
4541	Electronic shopping & mail-order houses . . . . .	4	D	D	D	f	D	D
45411	Electronic shopping & mail-order houses . . . . .	4	D	D	D	f	D	D
454110	Electronic shopping & mail-order houses . . . . .	4	D	D	D	f	D	D
4542	Vending machine operators . . . . .	3	D	D	D	c	D	D
45421	Vending machine operators . . . . .	3	D	D	D	c	D	D
454210	Vending machine operators . . . . .	3	D	D	D	c	D	D
4543	Direct selling establishments . . . . .	16	D	D	D	c	D	D
454312	Liquefied petroleum gas (bottled gas) dealers . . . . .	2	D	D	D	b	D	D
45439	Other direct selling establishments . . . . .	11	11 888	2 659	508	116	3.6	3.9
454390	Other direct selling establishments . . . . .	11	11 888	2 659	508	116	3.6	3.9
<b>LAFAYETTE COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade . . . . .</b>	<b>62</b>	<b>94 776</b>	<b>8 774</b>	<b>2 128</b>	<b>526</b>	<b>14.7</b>	<b>1.0</b>
441	Motor vehicle & parts dealers . . . . .	7	23 385	2 005	623	104	6.6	1.7
442	Furniture & home furnishings stores . . . . .	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers . . . . .	17	34 154	3 350	688	140	7.0	—
4441	Building material & supplies dealers . . . . .	7	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores . . . . .	10	D	D	D	c	D	D
44422	Nursery & garden centers . . . . .	8	29 800	2 615	520	97	—	—
444220	Nursery & garden centers . . . . .	8	29 800	2 615	520	97	—	—
445	Food & beverage stores . . . . .	6	D	D	D	c	D	D
446	Health & personal care stores . . . . .	1	D	D	D	b	D	D
447	Gasoline stations . . . . .	11	11 719	762	200	76	19.1	—
448	Clothing & clothing accessories stores . . . . .	3	536	70	16	12	100.0	—
451	Sporting goods, hobby, book, & music stores . . . . .	2	D	D	D	a	D	D
453	Miscellaneous store retailers . . . . .	7	D	D	D	a	D	D
4539	Other miscellaneous store retailers . . . . .	2	D	D	D	a	D	D
45399	All other miscellaneous store retailers . . . . .	2	D	D	D	a	D	D
454	Nonstore retailers . . . . .	6	D	D	D	b	D	D
4543	Direct selling establishments . . . . .	5	9 032	627	154	33	26.6	—
45431	Fuel dealers . . . . .	5	9 032	627	154	33	26.6	—
454311	Heating oil dealers . . . . .	5	9 032	627	154	33	26.6	—

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**Table 3. Summary Statistics for Counties: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>LANGLADE COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>114</b>	<b>255 693</b>	<b>20 516</b>	<b>4 575</b>	<b>1 270</b>	<b>11.8</b>	<b>4.5</b>
441	Motor vehicle & parts dealers .....	24	108 540	7 184	1 602	300	9.6	9.6
44112	Used car dealers .....	9	D	D	D	b	D	D
441120	Used car dealers .....	9	D	D	D	b	D	D
4412	Other motor vehicle dealers .....	5	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	4	D	D	D	b	D	D
4413	Automotive parts, accessories, & tire stores .....	7	D	D	D	c	D	D
44131	Automotive parts & accessories stores .....	5	D	D	D	b	D	D
441310	Automotive parts & accessories stores .....	5	D	D	D	b	D	D
44132	Tire dealers .....	2	D	D	D	b	D	D
441320	Tire dealers .....	2	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	5	1 677	185	47	10	68.6	—
443	Electronics & appliance stores .....	8	4 419	762	169	46	92.2	.3
4431	Electronics & appliance stores .....	8	4 419	762	169	46	92.2	.3
44311	Appliance, television, & other electronics stores .....	6	D	D	D	b	D	D
443112	Radio, television, & other electronics stores .....	3	3 361	658	148	39	100.0	—
444	Building material & garden equipment & supplies dealers .....	12	26 535	2 550	466	98	16.2	—
4441	Building material & supplies dealers .....	7	11 709	1 283	215	38	22.2	—
44419	Other building material dealers .....	4	9 299	878	133	19	19.1	—
444190	Other building material dealers .....	4	9 299	878	133	19	19.1	—
4442	Lawn & garden equipment & supplies stores .....	5	14 826	1 267	251	60	11.5	—
44422	Nursery & garden centers .....	2	D	D	D	b	D	D
444220	Nursery & garden centers .....	2	D	D	D	b	D	D
445	Food & beverage stores .....	8	D	D	D	e	D	D
446	Health & personal care stores .....	4	D	D	D	b	D	D
447	Gasoline stations .....	18	17 041	951	193	98	32.8	.2
448	Clothing & clothing accessories stores .....	9	3 103	371	89	36	25.5	9.0
451	Sporting goods, hobby, book, & music stores .....	7	940	133	30	32	39.5	.9
452	General merchandise stores .....	7	D	D	D	c	D	D
45299	All other general merchandise stores .....	6	D	D	D	b	D	D
452990	All other general merchandise stores .....	6	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores .....	2	D	D	D	b	D	D
453	Miscellaneous store retailers .....	6	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	1	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers .....	1	D	D	D	b	D	D
453930	Manufactured (mobile) home dealers .....	1	D	D	D	b	D	D
454	Nonstore retailers .....	6	D	D	D	b	D	D
<b>LINCOLN COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>142</b>	<b>220 054</b>	<b>20 626</b>	<b>4 744</b>	<b>1 504</b>	<b>26.3</b>	<b>8.5</b>
441	Motor vehicle & parts dealers .....	24	63 117	3 830	932	207	32.6	4.9
4412	Other motor vehicle dealers .....	6	9 027	527	161	31	17.4	—
44122	Motorcycle, boat, & other motor vehicle dealers .....	6	9 027	527	161	31	17.4	—
441222	Boat dealers .....	2	D	D	D	a	D	D
441229	All other motor vehicle dealers .....	4	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	10	4 303	442	103	22	44.2	.6
4421	Furniture stores .....	5	3 054	260	60	15	55.8	—
44211	Furniture stores .....	5	3 054	260	60	15	55.8	—
442110	Furniture stores .....	5	3 054	260	60	15	55.8	—
443	Electronics & appliance stores .....	4	1 881	318	73	21	25.0	—
4431	Electronics & appliance stores .....	4	1 881	318	73	21	25.0	—
444	Building material & garden equipment & supplies dealers .....	16	21 733	2 812	648	131	19.8	2.5
4441	Building material & supplies dealers .....	8	13 953	1 751	383	71	12.4	2.5
44419	Other building material dealers .....	5	11 312	1 226	274	46	15.3	—
444190	Other building material dealers .....	5	11 312	1 226	274	46	15.3	—
4442	Lawn & garden equipment & supplies stores .....	8	7 780	1 061	265	60	33.2	2.4
44422	Nursery & garden centers .....	5	4 695	607	164	28	—	4.0
444220	Nursery & garden centers .....	5	4 695	607	164	28	—	4.0
445	Food & beverage stores .....	11	D	D	D	e	D	D
446	Health & personal care stores .....	8	9 952	1 405	355	70	39.9	—
4461	Health & personal care stores .....	8	9 952	1 405	355	70	39.9	—
447	Gasoline stations .....	23	36 305	2 491	534	229	14.7	15.7
44711	Gasoline stations with convenience stores .....	19	33 190	2 311	492	213	14.9	11.1
447110	Gasoline stations with convenience stores .....	19	33 190	2 311	492	213	14.9	11.1

See footnotes at end of table.

**Table 3. Summary Statistics for Counties: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>LINCOLN COUNTY, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
448	Clothing & clothing accessories stores .....	11	4 157	621	154	49	28.0	10.0
451	Sporting goods, hobby, book, & music stores .....	6	D	D	D	a	D	D
4511	Sporting goods, hobby, & musical instrument stores ..	5	D	D	D	a	D	D
452	General merchandise stores .....	8	D	D	D	c	D	D
453	Miscellaneous store retailers .....	15	D	D	D	b	D	D
45321	Office supplies & stationery stores .....	1	D	D	D	a	D	D
453210	Office supplies & stationery stores .....	1	D	D	D	a	D	D
4532102	Office supplies stores .....	1	D	D	D	a	D	D
4539	Other miscellaneous store retailers .....	6	D	D	D	a	D	D
454	Nonstore retailers .....	6	D	D	D	b	D	D
4543	Direct selling establishments .....	5	6 239	980	158	30	5.8	87.5
45431	Fuel dealers .....	4	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ...	3	D	D	D	b	D	D
<b>MANITOWOC COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>295</b>	<b>560 987</b>	<b>55 127</b>	<b>12 823</b>	<b>3 856</b>	<b>9.3</b>	<b>4.3</b>
441	Motor vehicle & parts dealers .....	49	135 324	11 891	2 596	523	3.1	4.7
4411	Automobile dealers .....	24	112 989	8 738	1 884	362	1.2	5.6
44112	Used car dealers .....	15	17 695	1 199	218	72	7.6	13.5
441120	Used car dealers .....	15	17 695	1 199	218	72	7.6	13.5
4412	Other motor vehicle dealers .....	11	11 585	1 017	216	53	17.9	—
44122	Motorcycle, boat, & other motor vehicle dealers ....	8	9 188	861	187	43	5.2	—
441221	Motorcycle dealers .....	4	5 141	492	108	19	8.2	—
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores .....	14	10 750	2 136	496	108	7.3	—
44131	Automotive parts & accessories stores .....	11	7 911	1 525	359	85	—	—
441310	Automotive parts & accessories stores .....	11	7 911	1 525	359	85	—	—
442	Furniture & home furnishings stores .....	11	14 582	1 920	452	90	11.9	1.2
4421	Furniture stores .....	7	12 758	1 657	399	79	4.8	1.4
44211	Furniture stores .....	7	12 758	1 657	399	79	4.8	1.4
442110	Furniture stores .....	7	12 758	1 657	399	79	4.8	1.4
443	Electronics & appliance stores .....	11	8 774	1 276	314	69	6.2	—
4431	Electronics & appliance stores .....	11	8 774	1 276	314	69	6.2	—
44311	Appliance, television, & other electronics stores ....	9	D	D	D	b	D	D
443112	Radio, television, & other electronics stores .....	5	5 263	731	189	35	—	—
44312	Computer & software stores .....	2	D	D	D	a	D	D
443120	Computer & software stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	34	58 234	6 692	1 720	364	8.9	—
4441	Building material & supplies dealers .....	24	27 297	3 835	913	194	9.5	—
44419	Other building material dealers .....	17	21 375	2 973	718	129	3.1	.1
444190	Other building material dealers .....	17	21 375	2 973	718	129	3.1	.1
4442	Lawn & garden equipment & supplies stores .....	10	30 937	2 857	807	170	8.3	—
44422	Nursery & garden centers .....	10	30 937	2 857	807	170	8.3	—
444220	Nursery & garden centers .....	10	30 937	2 857	807	170	8.3	—
445	Food & beverage stores .....	27	115 500	11 274	2 511	1 060	6.2	.5
4451	Grocery stores .....	18	106 590	10 316	2 280	989	6.1	—
44511	Supermarkets & other grocery (except convenience) stores .....	18	106 590	10 316	2 280	989	6.1	—
445110	Supermarkets & other grocery (except convenience) stores .....	18	106 590	10 316	2 280	989	6.1	—
4452	Specialty food stores .....	5	D	D	D	b	D	D
446	Health & personal care stores .....	13	12 068	2 274	636	143	4.8	6.4
4461	Health & personal care stores .....	13	12 068	2 274	636	143	4.8	6.4
447	Gasoline stations .....	47	66 925	4 089	885	364	24.0	15.3
4471	Gasoline stations .....	47	66 925	4 089	885	364	24.0	15.3
44711	Gasoline stations with convenience stores .....	34	54 987	3 234	691	287	23.2	18.2
447110	Gasoline stations with convenience stores .....	34	54 987	3 234	691	287	23.2	18.2
448	Clothing & clothing accessories stores .....	20	10 716	1 535	390	143	17.3	.7
4481	Clothing stores .....	10	5 774	793	182	90	11.8	1.3
4483	Jewelry, luggage, & leather goods stores .....	6	3 898	623	179	40	30.2	—
451	Sporting goods, hobby, book, & music stores .....	22	6 295	988	218	128	24.4	2.8
4511	Sporting goods, hobby, & musical instrument stores ..	13	3 936	726	151	91	22.2	1.3
45113	Sewing, needlework, & piece goods stores .....	2	D	D	D	b	D	D
451130	Sewing, needlework, & piece goods stores .....	2	D	D	D	b	D	D
4512	Book, periodical, & music stores .....	9	2 359	262	67	37	28.1	5.3
452	General merchandise stores .....	12	100 116	9 126	2 194	726	—	—
45299	All other general merchandise stores .....	8	32 957	2 543	591	179	—	—
452990	All other general merchandise stores .....	8	32 957	2 543	591	179	—	—
4529903	Miscellaneous general merchandise stores ....	5	D	D	D	c	D	D

See footnotes at end of table.

**Table 3. Summary Statistics for Counties: 1997—Con.**

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MANITOWOC COUNTY, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
453	Miscellaneous store retailers .....	39	12 095	1 750	377	153	34.2	8.9
4532	Office supplies, stationery, & gift stores .....	13	D	D	D	b	D	D
45321	Office supplies & stationery stores .....	1	D	D	D	a	D	D
453210	Office supplies & stationery stores .....	1	D	D	D	a	D	D
4532102	Office supplies stores .....	1	D	D	D	a	D	D
4533	Used merchandise stores .....	8	1 766	287	59	23	58.7	15.9
45331	Used merchandise stores .....	8	1 766	287	59	23	58.7	15.9
453310	Used merchandise stores .....	8	1 766	287	59	23	58.7	15.9
4539	Other miscellaneous store retailers .....	10	D	D	D	b	D	D
45391	Pet & pet supplies stores .....	2	D	D	D	a	D	D
453910	Pet & pet supplies stores .....	2	D	D	D	a	D	D
45399	All other miscellaneous store retailers .....	7	D	D	D	b	D	D
454	Nonstore retailers .....	10	20 358	2 312	530	93	44.8	23.1
4543	Direct selling establishments .....	8	D	D	D	b	D	D
45431	Fuel dealers .....	5	12 103	1 077	244	37	50.2	38.9
454311	Heating oil dealers .....	2	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ...	3	D	D	D	b	D	D
45439	Other direct selling establishments .....	3	D	D	D	b	D	D
454390	Other direct selling establishments .....	3	D	D	D	b	D	D
<b>MARATHON COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>565</b>	<b>1 421 572</b>	<b>142 583</b>	<b>33 926</b>	<b>9 236</b>	<b>4.2</b>	<b>2.1</b>
441	Motor vehicle & parts dealers .....	75	303 249	25 610	5 691	948	2.7	.3
4412	Other motor vehicle dealers .....	15	28 665	2 226	451	101	1.7	.4
44122	Motorcycle, boat, & other motor vehicle dealers ....	12	D	D	D	b	D	D
441229	All other motor vehicle dealers .....	5	D	D	D	b	D	D
44131	Automotive parts & accessories stores .....	21	25 626	4 952	1 203	242	2.9	.7
441310	Automotive parts & accessories stores .....	21	25 626	4 952	1 203	242	2.9	.7
442	Furniture & home furnishings stores .....	32	36 964	5 335	1 199	255	1.9	4.3
4421	Furniture stores .....	14	27 452	3 930	883	152	1.9	—
44211	Furniture stores .....	14	27 452	3 930	883	152	1.9	—
442110	Furniture stores .....	14	27 452	3 930	883	152	1.9	—
4422	Home furnishings stores .....	18	9 512	1 405	316	103	2.1	16.8
443	Electronics & appliance stores .....	24	24 021	6 556	1 271	174	5.3	1.6
4431	Electronics & appliance stores .....	24	24 021	6 556	1 271	174	5.3	1.6
44311	Appliance, television, & other electronics stores ....	17	21 509	6 291	1 234	157	1.8	1.8
443112	Radio, television, & other electronics stores .....	9	15 345	5 518	1 082	111	—	2.5
444	Building material & garden equipment & supplies dealers .....	76	245 295	25 259	5 772	1 007	2.6	1.3
4441	Building material & supplies dealers .....	52	172 776	17 159	3 933	647	3.5	1.7
44419	Other building material dealers .....	38	116 299	12 508	2 997	404	.8	2.5
444190	Other building material dealers .....	38	116 299	12 508	2 997	404	.8	2.5
4442	Lawn & garden equipment & supplies stores .....	24	72 519	8 100	1 839	360	.3	.5
44422	Nursery & garden centers .....	21	70 655	7 800	1 769	342	.3	.5
444220	Nursery & garden centers .....	21	70 655	7 800	1 769	342	.3	.5
445	Food & beverage stores .....	46	172 286	16 876	3 863	1 670	19.3	3.8
4451	Grocery stores .....	33	D	D	D	g	D	D
4452	Specialty food stores .....	13	D	D	D	b	D	D
446	Health & personal care stores .....	30	25 153	4 019	964	219	2.1	5.7
44612	Cosmetics, beauty supplies, & perfume stores .....	4	2 191	223	53	16	—	—
446120	Cosmetics, beauty supplies, & perfume stores ...	4	2 191	223	53	16	—	—
447	Gasoline stations .....	57	99 308	5 868	1 385	500	5.8	3.4
44711	Gasoline stations with convenience stores .....	42	77 257	4 668	1 082	391	2.9	—
447110	Gasoline stations with convenience stores .....	42	77 257	4 668	1 082	391	2.9	—
448	Clothing & clothing accessories stores .....	71	40 796	5 016	1 249	501	3.5	3.8
4481	Clothing stores .....	41	22 942	2 611	658	296	5.0	2.2
44819	Other clothing stores .....	6	3 643	423	90	31	7.5	1.9
448190	Other clothing stores .....	6	3 643	423	90	31	7.5	1.9
451	Sporting goods, hobby, book, & music stores .....	43	26 721	2 902	775	242	.8	.3
4511	Sporting goods, hobby, & musical instrument stores ..	34	21 331	2 323	630	189	.9	.4
452	General merchandise stores .....	19	238 078	21 024	4 906	1 765	—	2.8
45299	All other general merchandise stores .....	9	D	D	D	c	D	D
452990	All other general merchandise stores .....	9	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores .....	7	D	D	D	c	D	D

See footnotes at end of table.

**Table 3. Summary Statistics for Counties: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MARATHON COUNTY, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
453	Miscellaneous store retailers .....	62	34 628	5 363	1 254	435	3.5	5.9
4532	Office supplies, stationery, & gift stores .....	15	11 658	1 769	439	164	3.1	7.5
45321	Office supplies & stationery stores .....	2	D	D	D	b	D	D
453210	Office supplies & stationery stores .....	2	D	D	D	b	D	D
4532102	Office supplies stores .....	2	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	20	D	D	D	c	D	D
45393	Manufactured (mobile) home dealers .....	4	8 537	644	135	25	3.9	—
453930	Manufactured (mobile) home dealers .....	4	8 537	644	135	25	3.9	—
45399	All other miscellaneous store retailers .....	11	4 919	817	178	69	.2	—
454	Nonstore retailers .....	30	175 073	18 755	5 597	1 520	.2	1.4
4541	Electronic shopping & mail-order houses .....	3	D	D	D	g	D	D
45411	Electronic shopping & mail-order houses .....	3	D	D	D	g	D	D
454110	Electronic shopping & mail-order houses .....	3	D	D	D	g	D	D
4543	Direct selling establishments .....	22	D	D	D	c	D	D
45431	Fuel dealers .....	10	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers .....	6	D	D	D	b	D	D
454319	Other fuel dealers .....	1	D	D	D	a	D	D
<b>MARINETTE COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>187</b>	<b>285 942</b>	<b>27 410</b>	<b>6 469</b>	<b>2 008</b>	<b>19.1</b>	<b>1.2</b>
441	Motor vehicle & parts dealers .....	23	70 117	5 920	1 643	272	24.4	.2
4412	Other motor vehicle dealers .....	3	D	D	D	a	D	D
44131	Automotive parts & accessories stores .....	11	5 493	1 134	273	66	33.9	2.8
441310	Automotive parts & accessories stores .....	11	5 493	1 134	273	66	33.9	2.8
442	Furniture & home furnishings stores .....	11	4 645	763	168	45	61.4	3.4
4421	Furniture stores .....	7	3 011	500	111	32	94.8	5.2
44211	Furniture stores .....	7	3 011	500	111	32	94.8	5.2
442110	Furniture stores .....	7	3 011	500	111	32	94.8	5.2
443	Electronics & appliance stores .....	6	4 853	789	187	39	30.1	—
4431	Electronics & appliance stores .....	6	4 853	789	187	39	30.1	—
44311	Appliance, television, & other electronics stores .....	4	D	D	D	b	D	D
443112	Radio, television, & other electronics stores .....	3	D	D	D	a	D	D
44313	Camera & photographic supplies stores .....	1	D	D	D	a	D	D
443130	Camera & photographic supplies stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	18	22 513	2 819	596	177	28.6	—
4441	Building material & supplies dealers .....	14	18 140	2 320	503	152	35.4	—
44419	Other building material dealers .....	8	13 567	1 617	348	95	41.4	—
444190	Other building material dealers .....	8	13 567	1 617	348	95	41.4	—
4442	Lawn & garden equipment & supplies stores .....	4	4 373	499	93	25	.5	—
44422	Nursery & garden centers .....	2	D	D	D	b	D	D
444220	Nursery & garden centers .....	2	D	D	D	b	D	D
445	Food & beverage stores .....	25	51 233	3 915	889	410	23.6	3.1
4452	Specialty food stores .....	3	D	D	D	a	D	D
446	Health & personal care stores .....	8	13 821	2 110	483	107	3.6	1.9
4461	Health & personal care stores .....	8	13 821	2 110	483	107	3.6	1.9
447	Gasoline stations .....	28	33 106	1 854	424	198	31.5	3.1
44711	Gasoline stations with convenience stores .....	22	29 877	1 624	381	177	27.5	—
447110	Gasoline stations with convenience stores .....	22	29 877	1 624	381	177	27.5	—
448	Clothing & clothing accessories stores .....	16	12 372	1 872	415	141	2.8	—
4481	Clothing stores .....	8	7 912	1 115	244	91	1.3	—
451	Sporting goods, hobby, book, & music stores .....	11	2 542	243	61	35	22.9	—
452	General merchandise stores .....	7	D	D	D	e	D	D
45299	All other general merchandise stores .....	4	D	D	D	b	D	D
452990	All other general merchandise stores .....	4	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores .....	2	D	D	D	b	D	D
453	Miscellaneous store retailers .....	21	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	9	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers .....	5	8 364	624	80	31	11.1	—
453930	Manufactured (mobile) home dealers .....	5	8 364	624	80	31	11.1	—
454	Nonstore retailers .....	13	D	D	D	b	D	D
4543	Direct selling establishments .....	8	4 803	735	179	32	7.2	—

See footnotes at end of table.

**Table 3. Summary Statistics for Counties: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MARQUETTE COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>47</b>	<b>56 556</b>	<b>5 564</b>	<b>1 219</b>	<b>444</b>	<b>22.3</b>	<b>7.0</b>
441	Motor vehicle & parts dealers .....	8	10 686	1 025	177	47	17.6	—
4412	Other motor vehicle dealers .....	2	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	2	D	D	D	a	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	4	D	D	D	b	D	D
4441	Building material & supplies dealers .....	2	D	D	D	a	D	D
445	Food & beverage stores .....	9	11 931	922	235	108	22.9	31.7
4452	Specialty food stores .....	4	D	D	D	a	D	D
446	Health & personal care stores .....	2	D	D	D	a	D	D
447	Gasoline stations .....	9	20 571	2 098	468	199	7.8	—
448	Clothing & clothing accessories stores .....	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	2	D	D	D	a	D	D
453	Miscellaneous store retailers .....	5	D	D	D	a	D	D
454	Nonstore retailers .....	5	D	D	D	b	D	D
4543	Direct selling establishments .....	4	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers .....	3	D	D	D	a	D	D
<b>MENOMINEE COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>13</b>	<b>15 191</b>	<b>1 175</b>	<b>241</b>	<b>113</b>	<b>34.1</b>	<b>22.7</b>
441	Motor vehicle & parts dealers .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	3	D	D	D	b	D	D
445	Food & beverage stores .....	3	4 823	436	71	27	D	—
447	Gasoline stations .....	5	7 318	328	79	54	10.9	47.2
453	Miscellaneous store retailers .....	1	D	D	D	a	D	D
<b>MILWAUKEE COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>3 224</b>	<b>8 065 189</b>	<b>839 203</b>	<b>197 955</b>	<b>52 471</b>	<b>5.9</b>	<b>6.0</b>
441	Motor vehicle & parts dealers .....	314	2 101 154	172 690	38 126	6 000	4.1	3.8
4411	Automobile dealers .....	132	1 902 172	137 288	29 850	4 486	3.8	3.5
44111	New car dealers .....	58	1 789 290	129 039	27 991	4 103	2.9	3.3
441110	New car dealers .....	58	1 789 290	129 039	27 991	4 103	2.9	3.3
44112	Used car dealers .....	74	112 882	8 249	1 859	383	17.6	6.4
441120	Used car dealers .....	74	112 882	8 249	1 859	383	17.6	6.4
4412	Other motor vehicle dealers .....	26	50 521	8 022	1 798	257	2.4	.1
44122	Motorcycle, boat, & other motor vehicle dealers .....	23	D	D	D	c	D	D
441221	Motorcycle dealers .....	11	31 674	3 635	744	122	2.1	.1
441222	Boat dealers .....	9	11 023	3 048	657	79	5.0	—
441229	All other motor vehicle dealers .....	3	D	D	D	b	D	D
4413	Automotive parts, accessories, & tire stores .....	156	148 461	27 380	6 478	1 257	7.8	9.6
44131	Automotive parts & accessories stores .....	122	113 734	20 423	4 764	976	5.5	7.3
441310	Automotive parts & accessories stores .....	122	113 734	20 423	4 764	976	5.5	7.3
44132	Tire dealers .....	34	34 727	6 957	1 714	281	15.5	17.2
441320	Tire dealers .....	34	34 727	6 957	1 714	281	15.5	17.2
442	Furniture & home furnishings stores .....	192	309 104	45 249	11 426	1 885	6.2	10.3
4421	Furniture stores .....	79	213 039	29 006	7 697	1 047	3.6	14.0
44211	Furniture stores .....	79	213 039	29 006	7 697	1 047	3.6	14.0
442110	Furniture stores .....	79	213 039	29 006	7 697	1 047	3.6	14.0
4422	Home furnishings stores .....	113	96 065	16 243	3 729	838	12.2	2.1
44221	Floor covering stores .....	56	59 434	10 716	2 420	379	11.6	2.5
442210	Floor covering stores .....	56	59 434	10 716	2 420	379	11.6	2.5
44229	Other home furnishings stores .....	57	36 631	5 527	1 309	459	13.2	1.4
442291	Window treatment stores .....	9	D	D	D	b	D	D
442299	All other home furnishings stores .....	48	D	D	D	e	D	D

See footnotes at end of table.



**Table 3. Summary Statistics for Counties: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MILWAUKEE COUNTY, WI—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
443	Electronics & appliance stores .....	124	269 366	25 253	5 972	1 404	6.0	2.7
4431	Electronics & appliance stores .....	124	269 366	25 253	5 972	1 404	6.0	2.7
44311	Appliance, television, & other electronics stores .....	92	239 966	21 585	5 071	1 203	4.9	.9
443111	Household appliance stores .....	32	25 294	4 073	949	197	14.9	5.5
443112	Radio, television, & other electronics stores .....	60	214 672	17 512	4 122	1 006	3.8	.4
44312	Computer & software stores .....	23	D	D	D	c	D	D
443120	Computer & software stores .....	23	D	D	D	c	D	D
44313	Camera & photographic supplies stores .....	9	D	D	D	b	D	D
443130	Camera & photographic supplies stores .....	9	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers .....	220	665 488	82 879	18 869	3 655	4.5	1.9
4441	Building material & supplies dealers .....	194	633 050	78 181	17 927	3 275	4.3	1.9
44411	Home centers .....	10	D	D	D	g	D	D
444110	Home centers .....	10	D	D	D	g	D	D
44412	Paint & wallpaper stores .....	30	D	D	D	c	D	D
444120	Paint & wallpaper stores .....	30	D	D	D	c	D	D
44413	Hardware stores .....	42	48 189	8 636	1 996	636	6.2	5.3
444130	Hardware stores .....	42	48 189	8 636	1 996	636	6.2	5.3
44419	Other building material dealers .....	112	400 576	50 635	11 291	1 458	5.4	2.4
444190	Other building material dealers .....	112	400 576	50 635	11 291	1 458	5.4	2.4
4442	Lawn & garden equipment & supplies stores .....	26	32 438	4 698	942	380	7.4	.4
44421	Outdoor power equipment stores .....	9	6 025	945	178	47	11.1	—
444210	Outdoor power equipment stores .....	9	6 025	945	178	47	11.1	—
44422	Nursery & garden centers .....	17	26 413	3 753	764	333	6.6	.5
444220	Nursery & garden centers .....	17	26 413	3 753	764	333	6.6	.5
445	Food & beverage stores .....	503	1 450 111	133 236	32 377	10 134	7.2	10.8
4451	Grocery stores .....	309	1 312 220	120 796	29 534	8 950	5.3	10.9
44511	Supermarkets & other grocery (except convenience) stores .....	236	1 277 255	118 309	28 987	8 660	3.6	10.7
445110	Supermarkets & other grocery (except convenience) stores .....	236	1 277 255	118 309	28 987	8 660	3.6	10.7
44512	Convenience stores .....	73	34 965	2 487	547	290	65.8	19.9
445120	Convenience stores .....	73	34 965	2 487	547	290	65.8	19.9
4452	Specialty food stores .....	88	37 241	6 300	1 491	666	17.1	6.0
4453	Beer, wine, & liquor stores .....	106	100 650	6 140	1 352	518	28.8	11.0
44531	Beer, wine, & liquor stores .....	106	100 650	6 140	1 352	518	28.8	11.0
445310	Beer, wine, & liquor stores .....	106	100 650	6 140	1 352	518	28.8	11.0
446	Health & personal care stores .....	277	556 502	79 847	18 873	5 405	6.7	3.2
4461	Health & personal care stores .....	277	556 502	79 847	18 873	5 405	6.7	3.2
44611	Pharmacies & drug stores .....	141	481 380	64 110	15 298	4 518	6.5	2.7
446110	Pharmacies & drug stores .....	141	481 380	64 110	15 298	4 518	6.5	2.7
4461101	Pharmacies & drug stores .....	133	D	D	D	h	D	D
4461102	Proprietary stores .....	8	D	D	D	c	D	D
44612	Cosmetics, beauty supplies, & perfume stores .....	27	16 033	2 203	451	192	1.2	—
446120	Cosmetics, beauty supplies, & perfume stores .....	27	16 033	2 203	451	192	1.2	—
44613	Optical goods stores .....	69	33 694	7 912	1 887	384	10.4	4.7
446130	Optical goods stores .....	69	33 694	7 912	1 887	384	10.4	4.7
44619	Other health & personal care stores .....	40	25 395	5 622	1 237	311	9.6	10.8
446191	Food (health) supplement stores .....	20	14 521	2 335	513	185	8.4	18.9
446199	All other health & personal care stores .....	20	10 874	3 287	724	126	11.2	—
447	Gasoline stations .....	306	530 963	27 387	6 612	2 310	16.9	8.6
4471	Gasoline stations .....	306	530 963	27 387	6 612	2 310	16.9	8.6
44711	Gasoline stations with convenience stores .....	198	390 726	17 981	4 336	1 639	9.6	9.4
447110	Gasoline stations with convenience stores .....	198	390 726	17 981	4 336	1 639	9.6	9.4
44719	Other gasoline stations .....	108	140 237	9 406	2 276	671	37.0	6.4
447190	Other gasoline stations .....	108	140 237	9 406	2 276	671	37.0	6.4
448	Clothing & clothing accessories stores .....	516	396 981	48 994	11 771	4 521	7.4	5.7
4481	Clothing stores .....	297	240 335	28 404	6 938	2 829	7.9	5.0
44811	Men's clothing stores .....	43	30 963	5 221	1 326	319	17.8	14.4
448110	Men's clothing stores .....	43	30 963	5 221	1 326	319	17.8	14.4
44812	Women's clothing stores .....	112	75 298	9 309	2 359	1 031	8.4	3.5
448120	Women's clothing stores .....	112	75 298	9 309	2 359	1 031	8.4	3.5
44813	Children's & infants' clothing stores .....	11	9 925	1 155	285	121	5.9	—
448130	Children's & infants' clothing stores .....	11	9 925	1 155	285	121	5.9	—
44814	Family clothing stores .....	53	90 750	8 013	1 892	948	3.3	3.3
448140	Family clothing stores .....	53	90 750	8 013	1 892	948	3.3	3.3
44815	Clothing accessories stores .....	31	5 700	864	175	77	8.3	19.8
448150	Clothing accessories stores .....	31	5 700	864	175	77	8.3	19.8
44819	Other clothing stores .....	47	27 699	3 842	901	333	11.2	2.9
448190	Other clothing stores .....	47	27 699	3 842	901	333	11.2	2.9

See footnotes at end of table.

**Table 3. Summary Statistics for Counties: 1997—Con.**

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MILWAUKEE COUNTY, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
448	Clothing & clothing accessories stores—Con.							
4482	Shoe stores .....	115	85 237	9 808	2 230	910	3.6	7.0
44821	Shoe stores .....	115	85 237	9 808	2 230	910	3.6	7.0
448210	Shoe stores .....	115	85 237	9 808	2 230	910	3.6	7.0
4482101	Men's shoe stores .....	9	D	D	D	b	D	D
4482102	Women's shoe stores .....	14	D	D	D	b	D	D
4482103	Children's & juveniles' shoe stores .....	6	3 395	400	103	38	—	—
4482104	Family shoe stores .....	63	47 311	5 612	1 214	557	5.3	4.4
4482105	Athletic footwear stores .....	23	26 004	2 467	210	210	—	15.6
4483	Jewelry, luggage, & leather goods stores .....	104	71 409	10 782	2 603	782	10.1	6.5
44831	Jewelry stores .....	101	D	D	D	f	D	D
448310	Jewelry stores .....	101	D	D	D	f	D	D
44832	Luggage & leather goods stores .....	3	D	D	D	a	D	D
448320	Luggage & leather goods stores .....	3	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	226	215 529	25 405	6 073	2 228	9.5	1.7
4511	Sporting goods, hobby, & musical instrument stores ..	149	143 132	18 416	4 375	1 541	10.9	1.7
45111	Sporting goods stores .....	72	61 184	8 620	1 963	819	15.8	2.6
451110	Sporting goods stores .....	72	61 184	8 620	1 963	819	15.8	2.6
4511101	General-line sporting goods stores .....	23	22 440	2 261	582	274	19.9	.1
4511102	Specialty-line sporting goods stores .....	49	38 744	6 359	1 381	545	13.4	4.1
45112	Hobby, toy, & game stores .....	41	50 666	4 939	1 234	440	3.1	.6
451120	Hobby, toy, & game stores .....	41	50 666	4 939	1 234	440	3.1	.6
45113	Sewing, needlework, & piece goods stores .....	17	13 050	2 063	510	168	9.6	4.4
451130	Sewing, needlework, & piece goods stores .....	17	13 050	2 063	510	168	9.6	4.4
45114	Musical instrument & supplies stores .....	19	18 232	2 794	668	114	17.2	—
451140	Musical instrument & supplies stores .....	19	18 232	2 794	668	114	17.2	—
4512	Book, periodical, & music stores .....	77	72 397	6 989	1 698	687	6.6	1.7
45121	Book stores & news dealers .....	44	44 717	4 772	1 154	451	2.9	1.0
451211	Book stores .....	38	42 523	4 380	1 041	429	2.5	1.0
4512111	Book stores, general .....	25	32 695	3 499	796	341	2.8	—
4512112	Specialty book stores .....	9	D	D	D	b	D	D
4512113	College book stores .....	4	D	D	D	b	D	D
451212	News dealers & newsstands .....	6	2 194	392	113	22	11.4	—
45122	Prerecorded tape, compact disc, & record stores ...	33	27 680	2 217	544	236	12.6	2.9
451220	Prerecorded tape, compact disc, & record stores ...	33	27 680	2 217	544	236	12.6	2.9
452	General merchandise stores .....	75	D	D	D	i	D	D
4521	Department stores (incl leased depts) ## .....	38	902 472	N	N	N	—	8.4
45211	Department stores (incl leased depts) ## .....	38	902 472	N	N	N	—	8.4
4521	Department stores (excl leased depts) .....	38	885 375	89 320	21 713	8 004	—	8.6
45211	Department stores (excl leased depts) .....	38	885 375	89 320	21 713	8 004	—	8.6
452110	Department stores (excl leased depts) .....	38	885 375	89 320	21 713	8 004	—	8.6
4521101	Conventional department stores (excl leased depts) .....	10	D	D	D	g	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	22	504 065	41 480	10 395	3 934	—	—
4521103	National chain department stores (excl leased depts) .....	6	D	D	D	g	D	D
4529	Other general merchandise stores .....	37	D	D	D	f	D	D
45291	Warehouse clubs & superstores .....	3	D	D	D	e	D	D
452910	Warehouse clubs & superstores .....	3	D	D	D	e	D	D
45299	All other general merchandise stores .....	34	D	D	D	e	D	D
452990	All other general merchandise stores .....	34	D	D	D	e	D	D
4529901	Variety stores .....	21	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores ....	13	29 198	3 185	784	231	1.7	1.1
453	Miscellaneous store retailers .....	361	D	D	D	h	D	D
4531	Florists .....	63	19 844	4 403	1 139	413	15.4	16.8
45311	Florists .....	63	19 844	4 403	1 139	413	15.4	16.8
453110	Florists .....	63	19 844	4 403	1 139	413	15.4	16.8
4532	Office supplies, stationery, & gift stores .....	117	84 746	9 536	2 318	1 133	5.1	7.6
45321	Office supplies & stationery stores .....	16	41 390	3 384	862	293	.5	11.9
453210	Office supplies & stationery stores .....	16	41 390	3 384	862	293	.5	11.9
4532101	Stationery stores .....	4	D	D	D	a	D	D
4532102	Office supplies stores .....	12	D	D	D	e	D	D
45322	Gift, novelty, & souvenir stores .....	101	43 356	6 152	1 456	840	9.6	3.4
453220	Gift, novelty, & souvenir stores .....	101	43 356	6 152	1 456	840	9.6	3.4
4533	Used merchandise stores .....	62	28 634	7 015	1 659	650	5.8	11.5
45331	Used merchandise stores .....	62	28 634	7 015	1 659	650	5.8	11.5
453310	Used merchandise stores .....	62	28 634	7 015	1 659	650	5.8	11.5
4539	Other miscellaneous store retailers .....	119	D	D	D	f	D	D
45391	Pet & pet supplies stores .....	33	18 841	3 195	791	297	10.2	5.3
453910	Pet & pet supplies stores .....	33	18 841	3 195	791	297	10.2	5.3
45392	Art dealers .....	23	7 264	1 072	291	91	27.9	4.1
453920	Art dealers .....	23	7 264	1 072	291	91	27.9	4.1
45399	All other miscellaneous store retailers .....	60	D	D	D	e	D	D

See footnotes at end of table.

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MILWAUKEE COUNTY, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
454	Nonstore retailers . . . . .	110	334 769	65 621	15 833	3 061	6.5	3.7
4541	Electronic shopping & mail-order houses . . . . .	33	211 233	50 134	12 186	2 213	7.5	2.9
45411	Electronic shopping & mail-order houses . . . . .	33	211 233	50 134	12 186	2 213	7.5	2.9
454110	Electronic shopping & mail-order houses . . . . .	33	211 233	50 134	12 186	2 213	7.5	2.9
4542	Vending machine operators . . . . .	27	19 499	3 190	740	148	14.6	15.2
45421	Vending machine operators . . . . .	27	19 499	3 190	740	148	14.6	15.2
454210	Vending machine operators . . . . .	27	19 499	3 190	740	148	14.6	15.2
4543	Direct selling establishments . . . . .	50	104 037	12 297	2 907	700	3.0	3.0
45431	Fuel dealers . . . . .	13	67 368	2 767	752	99	—	.6
454311	Heating oil dealers . . . . .	12	D	D	D	b	D	D
45439	Other direct selling establishments . . . . .	37	36 669	9 530	2 155	601	8.5	7.4
454390	Other direct selling establishments . . . . .	37	36 669	9 530	2 155	601	8.5	7.4
<b>MONROE COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade . . . . .</b>	<b>139</b>	<b>261 824</b>	<b>22 834</b>	<b>5 534</b>	<b>1 618</b>	<b>10.7</b>	<b>.8</b>
441	Motor vehicle & parts dealers . . . . .	19	66 942	3 686	885	163	6.5	—
4412	Other motor vehicle dealers . . . . .	2	D	D	D	a	D	D
441229	All other motor vehicle dealers . . . . .	1	D	D	D	a	D	D
442	Furniture & home furnishings stores . . . . .	6	6 813	995	272	50	8.4	—
4421	Furniture stores . . . . .	2	D	D	D	b	D	D
44211	Furniture stores . . . . .	2	D	D	D	b	D	D
442110	Furniture stores . . . . .	2	D	D	D	b	D	D
443	Electronics & appliance stores . . . . .	3	745	124	28	7	100.0	—
444	Building material & garden equipment & supplies dealers . . . . .	20	36 618	4 192	1 030	203	10.0	.2
4441	Building material & supplies dealers . . . . .	13	D	D	D	c	D	D
44419	Other building material dealers . . . . .	11	D	D	D	c	D	D
444190	Other building material dealers . . . . .	11	D	D	D	c	D	D
4442	Lawn & garden equipment & supplies stores . . . . .	7	D	D	D	b	D	D
44422	Nursery & garden centers . . . . .	5	19 685	1 687	383	70	—	—
444220	Nursery & garden centers . . . . .	5	19 685	1 687	383	70	—	—
445	Food & beverage stores . . . . .	18	43 250	4 633	1 108	416	18.9	1.8
4452	Specialty food stores . . . . .	4	D	D	D	a	D	D
446	Health & personal care stores . . . . .	4	7 352	966	227	50	32.7	—
447	Gasoline stations . . . . .	26	46 847	2 453	561	227	10.7	—
4471	Gasoline stations . . . . .	26	46 847	2 453	561	227	10.7	—
44711	Gasoline stations with convenience stores . . . . .	18	28 344	1 810	412	175	15.2	—
447110	Gasoline stations with convenience stores . . . . .	18	28 344	1 810	412	175	15.2	—
44719	Other gasoline stations . . . . .	8	18 503	643	149	52	3.8	—
447190	Other gasoline stations . . . . .	8	18 503	643	149	52	3.8	—
448	Clothing & clothing accessories stores . . . . .	10	2 690	423	103	45	49.1	—
451	Sporting goods, hobby, book, & music stores . . . . .	5	1 724	137	22	17	44.3	55.7
452	General merchandise stores . . . . .	7	D	D	D	e	D	D
45299	All other general merchandise stores . . . . .	5	3 048	577	113	53	11.3	—
452990	All other general merchandise stores . . . . .	5	3 048	577	113	53	11.3	—
453	Miscellaneous store retailers . . . . .	14	D	D	D	b	D	D
4539	Other miscellaneous store retailers . . . . .	3	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers . . . . .	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers . . . . .	1	D	D	D	a	D	D
454	Nonstore retailers . . . . .	7	D	D	D	b	D	D
4543	Direct selling establishments . . . . .	5	D	D	D	b	D	D
45431	Fuel dealers . . . . .	5	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers . . . . .	3	D	D	D	b	D	D

See footnotes at end of table.

**Table 3. Summary Statistics for Counties: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>OCONTO COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>118</b>	<b>178 596</b>	<b>14 199</b>	<b>3 179</b>	<b>1 017</b>	<b>17.1</b>	<b>3.9</b>
441	Motor vehicle & parts dealers .....	18	52 901	2 698	658	125	10.3	3.7
4412	Other motor vehicle dealers .....	2	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	2	D	D	D	a	D	D
441222	Boat dealers .....	1	D	D	D	a	D	D
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	5	D	D	D	a	D	D
443	Electronics & appliance stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	20	45 123	4 479	918	219	23.4	—
4441	Building material & supplies dealers .....	12	D	D	D	c	D	D
44413	Hardware stores .....	7	7 433	1 056	224	74	45.7	—
444130	Hardware stores .....	7	7 433	1 056	224	74	45.7	—
4442	Lawn & garden equipment & supplies stores .....	8	D	D	D	c	D	D
44422	Nursery & garden centers .....	7	24 612	2 370	473	101	—	—
444220	Nursery & garden centers .....	7	24 612	2 370	473	101	—	—
445	Food & beverage stores .....	18	37 978	3 525	778	363	13.2	5.8
4452	Specialty food stores .....	2	D	D	D	a	D	D
446	Health & personal care stores .....	6	5 540	580	131	45	16.9	1.4
447	Gasoline stations .....	21	25 016	1 496	353	164	21.8	1.9
44711	Gasoline stations with convenience stores .....	18	23 997	1 420	341	158	18.4	2.0
447110	Gasoline stations with convenience stores .....	18	23 997	1 420	341	158	18.4	2.0
448	Clothing & clothing accessories stores .....	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	3	D	D	D	a	D	D
453	Miscellaneous store retailers .....	15	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	4	D	D	D	a	D	D
454	Nonstore retailers .....	7	D	D	D	b	D	D
4543	Direct selling establishments .....	7	D	D	D	b	D	D
45431	Fuel dealers .....	6	D	D	D	b	D	D
454311	Heating oil dealers .....	3	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers .....	3	3 428	620	143	23	D	32.0
<b>ONEIDA COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>294</b>	<b>471 489</b>	<b>45 326</b>	<b>10 368</b>	<b>3 030</b>	<b>15.4</b>	<b>1.6</b>
441	Motor vehicle & parts dealers .....	36	145 477	10 163	2 277	434	27.0	1.6
4411	Automobile dealers .....	18	128 481	8 021	1 770	324	28.2	.8
4412	Other motor vehicle dealers .....	7	9 038	840	195	45	27.9	11.6
44122	Motorcycle, boat, & other motor vehicle dealers .....	6	D	D	D	b	D	D
441229	All other motor vehicle dealers .....	3	6 181	507	152	21	D	—
44131	Automotive parts & accessories stores .....	9	D	D	D	b	D	D
441310	Automotive parts & accessories stores .....	9	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	17	9 393	1 320	277	61	11.5	2.6
4421	Furniture stores .....	8	5 513	773	153	34	7.7	—
44211	Furniture stores .....	8	5 513	773	153	34	7.7	—
442110	Furniture stores .....	8	5 513	773	153	34	7.7	—
4422	Home furnishings stores .....	9	3 880	547	124	27	17.0	6.3
44229	Other home furnishings stores .....	4	1 608	302	68	12	—	—
443	Electronics & appliance stores .....	14	4 397	500	117	29	34.8	2.6
4431	Electronics & appliance stores .....	14	4 397	500	117	29	34.8	2.6
44311	Appliance, television, & other electronics stores .....	12	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers .....	30	33 676	3 717	774	204	24.4	1.4
4441	Building material & supplies dealers .....	23	32 226	3 487	755	194	23.1	1.5
44413	Hardware stores .....	7	7 748	1 075	238	77	2.2	1.4
444130	Hardware stores .....	7	7 748	1 075	238	77	2.2	1.4
44419	Other building material dealers .....	13	23 431	2 234	480	106	29.2	1.0
444190	Other building material dealers .....	13	23 431	2 234	480	106	29.2	1.0
445	Food & beverage stores .....	21	62 234	8 806	1 939	689	5.3	.4
4451	Grocery stores .....	12	57 859	8 522	1 866	664	4.4	.4
4452	Specialty food stores .....	5	883	71	15	9	83.1	—
446	Health & personal care stores .....	14	8 234	1 337	327	80	23.1	5.4
4461	Health & personal care stores .....	14	8 234	1 337	327	80	23.1	5.4
447	Gasoline stations .....	35	43 827	2 312	542	253	13.4	4.9
4471	Gasoline stations .....	35	43 827	2 312	542	253	13.4	4.9
44711	Gasoline stations with convenience stores .....	30	41 425	2 145	505	238	11.8	3.5
447110	Gasoline stations with convenience stores .....	30	41 425	2 145	505	238	11.8	3.5

See footnotes at end of table.

**Table 3. Summary Statistics for Counties: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>ONEIDA COUNTY, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
448	Clothing & clothing accessories stores .....	37	20 879	2 762	633	236	14.0	3.5
4481	Clothing stores .....	24	16 672	2 214	508	181	7.7	4.3
44814	Family clothing stores .....	11	12 892	1 698	414	122	3.3	2.9
448140	Family clothing stores .....	11	12 892	1 698	414	122	3.3	2.9
451	Sporting goods, hobby, book, & music stores .....	30	10 357	1 313	290	126	27.4	3.5
4511	Sporting goods, hobby, & musical instrument stores ..	24	D	D	D	b	D	D
45111	Sporting goods stores .....	14	5 300	714	135	61	37.7	5.1
451110	Sporting goods stores .....	14	5 300	714	135	61	37.7	5.1
4511101	General-line sporting goods stores .....	7	3 697	533	115	47	39.4	4.3
4512	Book, periodical, & music stores .....	6	D	D	D	b	D	D
45121	Book stores & news dealers .....	5	D	D	D	b	D	D
452	General merchandise stores .....	11	68 197	5 970	1 362	542	.5	—
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	3	D	D	D	e	D	D
45299	All other general merchandise stores .....	8	D	D	D	b	D	D
452990	All other general merchandise stores .....	8	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores .....	3	D	D	D	b	D	D
453	Miscellaneous store retailers .....	38	8 732	1 166	278	109	37.7	4.5
4532	Office supplies, stationery, & gift stores .....	25	D	D	D	b	D	D
45321	Office supplies & stationery stores .....	3	D	D	D	a	D	D
453210	Office supplies & stationery stores .....	3	D	D	D	a	D	D
4532102	Office supplies stores .....	3	D	D	D	a	D	D
45322	Gift, novelty, & souvenir stores .....	22	4 746	508	73	43	57.9	6.8
453220	Gift, novelty, & souvenir stores .....	22	4 746	508	73	43	57.9	6.8
4539	Other miscellaneous store retailers .....	9	D	D	D	b	D	D
454	Nonstore retailers .....	11	56 086	5 960	1 552	267	3.3	—
4541	Electronic shopping & mail-order houses .....	2	D	D	D	c	D	D
45411	Electronic shopping & mail-order houses .....	2	D	D	D	c	D	D
454110	Electronic shopping & mail-order houses .....	2	D	D	D	c	D	D
4543	Direct selling establishments .....	7	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ..	4	D	D	D	b	D	D
<b>OUTAGAMIE COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>712</b>	<b>1 936 334</b>	<b>182 162</b>	<b>41 767</b>	<b>11 218</b>	<b>3.3</b>	<b>6.5</b>
441	Motor vehicle & parts dealers .....	97	550 745	39 775	8 981	1 632	2.1	12.0
4411	Automobile dealers .....	47	490 101	29 971	6 693	1 081	1.7	12.0
44111	New car dealers .....	24	462 365	27 991	6 316	1 004	—	12.7
441110	New car dealers .....	24	462 365	27 991	6 316	1 004	—	12.7
44112	Used car dealers .....	23	27 736	1 980	377	77	30.8	—
441120	Used car dealers .....	23	27 736	1 980	377	77	30.8	—
4412	Other motor vehicle dealers .....	7	20 691	1 767	372	52	—	—
44121	Recreational vehicle dealers .....	1	D	D	D	a	D	D
441210	Recreational vehicle dealers .....	1	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers ..	6	D	D	D	b	D	D
441221	Motorcycle dealers .....	1	D	D	D	a	D	D
441222	Boat dealers .....	3	D	D	D	a	D	D
441229	All other motor vehicle dealers .....	2	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores .....	43	39 953	8 037	1 916	499	7.7	18.4
44131	Automotive parts & accessories stores .....	31	24 725	5 314	1 329	388	1.7	15.3
441310	Automotive parts & accessories stores .....	31	24 725	5 314	1 329	388	1.7	15.3
44132	Tire dealers .....	12	15 228	2 723	587	111	17.4	23.4
441320	Tire dealers .....	12	15 228	2 723	587	111	17.4	23.4
442	Furniture & home furnishings stores .....	44	52 120	7 600	1 729	352	7.4	4.8
4421	Furniture stores .....	22	27 593	3 534	909	172	6.0	7.7
44211	Furniture stores .....	22	27 593	3 534	909	172	6.0	7.7
442110	Furniture stores .....	22	27 593	3 534	909	172	6.0	7.7
4422	Home furnishings stores .....	22	24 527	4 066	820	180	9.0	1.4
44221	Floor covering stores .....	13	16 258	2 999	596	130	11.1	—
442210	Floor covering stores .....	13	16 258	2 999	596	130	11.1	—
44229	Other home furnishings stores .....	9	8 269	1 067	224	50	4.9	4.3
442299	All other home furnishings stores .....	8	D	D	D	b	D	D
443	Electronics & appliance stores .....	32	98 699	9 129	2 120	480	3.2	1.4
4431	Electronics & appliance stores .....	32	98 699	9 129	2 120	480	3.2	1.4
44311	Appliance, television, & other electronics stores ..	23	D	D	D	e	D	D
443111	Household appliance stores .....	13	D	D	D	b	D	D
443112	Radio, television, & other electronics stores .....	10	79 184	6 714	1 569	347	.2	.9
44312	Computer & software stores .....	6	D	D	D	b	D	D
443120	Computer & software stores .....	6	D	D	D	b	D	D
44313	Camera & photographic supplies stores .....	3	D	D	D	a	D	D
443130	Camera & photographic supplies stores .....	3	D	D	D	a	D	D

See footnotes at end of table.

**Table 3. Summary Statistics for Counties: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>OUTAGAMIE COUNTY, WI—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
444	Building material & garden equipment & supplies dealers .....	78	274 992	30 796	7 048	1 244	1.3	3.7
4441	Building material & supplies dealers .....	60	240 651	26 525	6 281	1 105	1.3	.7
44411	Home centers .....	3	D	D	D	e	D	D
444110	Home centers .....	3	D	D	D	e	D	D
44412	Paint & wallpaper stores .....	5	D	D	D	b	D	D
444120	Paint & wallpaper stores .....	5	D	D	D	b	D	D
44413	Hardware stores .....	12	D	D	D	c	D	D
444130	Hardware stores .....	12	D	D	D	c	D	D
44419	Other building material dealers .....	40	173 128	19 594	4 633	652	1.6	.5
444190	Other building material dealers .....	40	173 128	19 594	4 633	652	1.6	.5
4442	Lawn & garden equipment & supplies stores .....	18	34 341	4 271	767	139	1.5	24.6
44422	Nursery & garden centers .....	14	D	D	D	c	D	D
444220	Nursery & garden centers .....	14	D	D	D	c	D	D
445	Food & beverage stores .....	39	239 226	21 872	4 999	1 738	2.7	—
4451	Grocery stores .....	23	D	D	D	g	D	D
44511	Supermarkets & other grocery (except convenience) stores .....	21	226 688	20 787	4 735	1 627	.8	—
445110	Supermarkets & other grocery (except convenience) stores .....	21	226 688	20 787	4 735	1 627	.8	—
4452	Specialty food stores .....	9	D	D	D	b	D	D
446	Health & personal care stores .....	45	51 346	7 225	1 784	434	10.2	14.7
4461	Health & personal care stores .....	45	51 346	7 225	1 784	434	10.2	14.7
446110	Pharmacies & drug stores .....	16	37 576	4 540	1 155	270	12.1	18.8
4461101	Pharmacies & drug stores .....	16	37 576	4 540	1 155	270	12.1	18.8
44611011	Pharmacies & drug stores .....	16	37 576	4 540	1 155	270	12.1	18.8
44612	Cosmetics, beauty supplies, & perfume stores .....	4	2 550	320	77	31	—	—
446120	Cosmetics, beauty supplies, & perfume stores .....	4	2 550	320	77	31	—	—
44613	Optical goods stores .....	18	6 890	1 492	362	97	10.0	7.1
446130	Optical goods stores .....	18	6 890	1 492	362	97	10.0	7.1
44619	Other health & personal care stores .....	7	4 330	873	190	36	.7	—
446191	Food (health) supplement stores .....	2	D	D	D	a	D	D
446199	All other health & personal care stores .....	5	D	D	D	b	D	D
447	Gasoline stations .....	66	116 064	6 304	1 488	558	8.2	22.2
4471	Gasoline stations .....	66	116 064	6 304	1 488	558	8.2	22.2
44711	Gasoline stations with convenience stores .....	57	102 982	5 332	1 249	478	7.1	25.0
447110	Gasoline stations with convenience stores .....	57	102 982	5 332	1 249	478	7.1	25.0
448	Clothing & clothing accessories stores .....	118	101 959	12 998	2 876	1 102	8.9	3.6
4481	Clothing stores .....	72	67 342	8 244	1 879	777	8.8	2.5
44811	Men's clothing stores .....	10	6 139	603	153	56	—	14.6
448110	Men's clothing stores .....	10	6 139	603	153	56	—	14.6
44812	Women's clothing stores .....	32	20 947	2 784	662	295	22.1	2.3
448120	Women's clothing stores .....	32	20 947	2 784	662	295	22.1	2.3
44813	Children's & infants' clothing stores .....	5	D	D	D	b	D	D
448130	Children's & infants' clothing stores .....	5	D	D	D	b	D	D
44814	Family clothing stores .....	17	32 332	3 839	821	319	4.1	—
448140	Family clothing stores .....	17	32 332	3 839	821	319	4.1	—
44815	Clothing accessories stores .....	3	D	D	D	a	D	D
448150	Clothing accessories stores .....	3	D	D	D	a	D	D
44819	Other clothing stores .....	5	D	D	D	b	D	D
448190	Other clothing stores .....	5	D	D	D	b	D	D
4482	Shoe stores .....	17	12 872	1 659	342	154	—	.6
44821	Shoe stores .....	17	12 872	1 659	342	154	—	.6
448210	Shoe stores .....	17	12 872	1 659	342	154	—	.6
4482101	Men's shoe stores .....	1	D	D	D	a	D	D
4482102	Women's shoe stores .....	2	D	D	D	a	D	D
4482104	Family shoe stores .....	11	7 039	966	199	63	—	1.1
4482105	Athletic footwear stores .....	3	D	D	D	b	D	D
4483	Jewelry, luggage, & leather goods stores .....	29	21 745	3 095	655	171	14.4	8.9
44831	Jewelry stores .....	27	D	D	D	c	D	D
448310	Jewelry stores .....	27	D	D	D	c	D	D
44832	Luggage & leather goods stores .....	2	D	D	D	a	D	D
448320	Luggage & leather goods stores .....	2	D	D	D	a	D	D

See footnotes at end of table.

**Table 3. Summary Statistics for Counties: 1997—Con.**

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>OUTAGAMIE COUNTY, WI—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
451	Sporting goods, hobby, book, & music stores .....	69	71 089	7 629	1 689	685	6.2	2.7
4511	Sporting goods, hobby, & musical instrument stores ..	48	48 458	5 431	1 170	449	5.9	3.7
45111	Sporting goods stores .....	25	28 642	3 206	705	254	4.3	6.0
451110	Sporting goods stores .....	25	28 642	3 206	705	254	4.3	6.0
4511101	General-line sporting goods stores .....	5	13 374	1 556	306	112	—	12.9
4511102	Specialty-line sporting goods stores .....	20	15 268	1 650	399	142	8.1	—
45112	Hobby, toy, & game stores .....	13	14 367	1 389	276	142	7.1	—
451120	Hobby, toy, & game stores .....	13	14 367	1 389	276	142	7.1	—
45113	Sewing, needlework, & piece goods stores .....	7	D	D	D	b	D	D
451130	Sewing, needlework, & piece goods stores .....	7	D	D	D	b	D	D
45114	Musical instrument & supplies stores .....	3	D	D	D	b	D	D
451140	Musical instrument & supplies stores .....	3	D	D	D	b	D	D
4512	Book, periodical, & music stores .....	21	22 631	2 198	519	236	6.8	.5
45121	Book stores & news dealers .....	10	11 305	1 280	303	126	13.7	—
451211	Book stores .....	10	11 305	1 280	303	126	13.7	—
4512111	Book stores, general .....	7	D	D	D	c	D	D
4512112	Specialty book stores .....	2	D	D	D	a	D	D
4512113	College book stores .....	1	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, & record stores ...	11	11 326	918	216	110	—	.9
451220	Prerecorded tape, compact disc, & record stores ...	11	11 326	918	216	110	—	.9
452	General merchandise stores .....	17	D	D	D	g	D	D
4521	Department stores (incl leased depts) ## .....	9	206 359	N	N	N	—	—
45211	Department stores (incl leased depts) ## .....	9	206 359	N	N	N	—	—
4521	Department stores (excl leased depts) .....	9	203 961	19 209	4 488	1 703	—	—
45211	Department stores (excl leased depts) .....	9	203 961	19 209	4 488	1 703	—	—
452110	Department stores (excl leased depts) .....	9	203 961	19 209	4 488	1 703	—	—
4521101	Conventional department stores (excl leased depts) .....	2	D	D	D	e	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	5	115 015	9 742	2 342	840	—	—
4521103	National chain department stores (excl leased depts) .....	2	D	D	D	e	D	D
4529	Other general merchandise stores .....	8	D	D	D	e	D	D
45299	All other general merchandise stores .....	7	D	D	D	c	D	D
452990	All other general merchandise stores .....	7	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores ....	3	D	D	D	c	D	D
453	Miscellaneous store retailers .....	77	D	D	D	f	D	D
4531	Florists .....	6	2 725	619	133	59	14.5	—
45311	Florists .....	6	2 725	619	133	59	14.5	—
453110	Florists .....	6	2 725	619	133	59	14.5	—
4532	Office supplies, stationery, & gift stores .....	28	25 632	2 422	580	261	2.6	4.4
45321	Office supplies & stationery stores .....	2	D	D	D	b	D	D
453210	Office supplies & stationery stores .....	2	D	D	D	b	D	D
4532102	Office supplies stores .....	2	D	D	D	b	D	D
45322	Gift, novelty, & souvenir stores .....	26	D	D	D	c	D	D
453220	Gift, novelty, & souvenir stores .....	26	D	D	D	c	D	D
4533	Used merchandise stores .....	15	4 091	1 395	285	105	2.1	18.1
45331	Used merchandise stores .....	15	4 091	1 395	285	105	2.1	18.1
453310	Used merchandise stores .....	15	4 091	1 395	285	105	2.1	18.1
4539	Other miscellaneous store retailers .....	28	D	D	D	c	D	D
45391	Pet & pet supplies stores .....	6	4 742	587	135	47	6.1	1.1
453910	Pet & pet supplies stores .....	6	4 742	587	135	47	6.1	1.1
45392	Art dealers .....	4	837	230	63	14	26.8	—
453920	Art dealers .....	4	837	230	63	14	26.8	—
45399	All other miscellaneous store retailers .....	18	D	D	D	c	D	D
454	Nonstore retailers .....	30	52 616	8 360	1 974	369	9.2	2.9
4542	Vending machine operators .....	3	D	D	D	c	D	D
45421	Vending machine operators .....	3	D	D	D	c	D	D
454210	Vending machine operators .....	3	D	D	D	c	D	D
4543	Direct selling establishments .....	24	D	D	D	c	D	D
45431	Fuel dealers .....	11	D	D	D	b	D	D
454311	Heating oil dealers .....	7	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ...	4	D	D	D	b	D	D
45439	Other direct selling establishments .....	13	D	D	D	c	D	D
454390	Other direct selling establishments .....	13	D	D	D	c	D	D

See footnotes at end of table.

**Table 3. Summary Statistics for Counties: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>OZAUKEE COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>352</b>	<b>940 130</b>	<b>75 348</b>	<b>17 480</b>	<b>4 453</b>	<b>9.9</b>	<b>2.5</b>
441	Motor vehicle & parts dealers	32	470 970	22 181	5 395	720	9.6	.6
4411	Automobile dealers	19	441 536	18 572	4 328	594	5.6	—
44111	New car dealers	12	432 279	17 823	4 147	550	5.1	—
441110	New car dealers	12	432 279	17 823	4 147	550	5.1	—
44112	Used car dealers	7	9 257	749	181	44	27.6	.2
441120	Used car dealers	7	9 257	749	181	44	27.6	.2
4412	Other motor vehicle dealers	5	25 177	2 714	872	74	78.4	10.9
44122	Motorcycle, boat, & other motor vehicle dealers	5	25 177	2 714	872	74	78.4	10.9
441221	Motorcycle dealers	2	D	D	D	b	D	D
441222	Boat dealers	2	D	D	D	b	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture & home furnishings stores	34	46 034	6 070	1 388	270	10.4	1.4
4421	Furniture stores	9	12 658	1 519	373	83	10.8	—
44211	Furniture stores	9	12 658	1 519	373	83	10.8	—
442110	Furniture stores	9	12 658	1 519	373	83	10.8	—
4422	Home furnishings stores	25	33 376	4 551	1 015	187	10.2	2.0
44221	Floor covering stores	8	D	D	D	c	D	D
442210	Floor covering stores	8	D	D	D	c	D	D
44229	Other home furnishings stores	17	D	D	D	b	D	D
442299	All other home furnishings stores	16	D	D	D	b	D	D
443	Electronics & appliance stores	11	6 571	930	204	44	40.0	—
4431	Electronics & appliance stores	11	6 571	930	204	44	40.0	—
44311	Appliance, television, & other electronics stores	8	D	D	D	b	D	D
443112	Radio, television, & other electronics stores	6	3 497	652	136	24	63.9	—
44312	Computer & software stores	3	D	D	D	a	D	D
443120	Computer & software stores	3	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	45	71 244	9 787	2 105	460	8.4	4.3
4441	Building material & supplies dealers	31	57 777	8 130	1 767	384	7.4	4.5
44412	Paint & wallpaper stores	9	D	D	D	b	D	D
444120	Paint & wallpaper stores	9	D	D	D	b	D	D
44413	Hardware stores	10	D	D	D	c	D	D
444130	Hardware stores	10	D	D	D	c	D	D
44419	Other building material dealers	12	39 345	5 184	1 112	166	4.8	.1
444190	Other building material dealers	12	39 345	5 184	1 112	166	4.8	.1
4442	Lawn & garden equipment & supplies stores	14	13 467	1 657	338	76	12.5	3.4
44422	Nursery & garden centers	10	10 585	1 235	237	56	5.3	4.3
444220	Nursery & garden centers	10	10 585	1 235	237	56	5.3	4.3
445	Food & beverage stores	30	125 326	12 496	2 892	1 045	3.5	.2
4451	Grocery stores	15	117 425	11 476	2 676	954	2.4	—
44511	Supermarkets & other grocery (except convenience) stores	15	117 425	11 476	2 676	954	2.4	—
445110	Supermarkets & other grocery (except convenience) stores	15	117 425	11 476	2 676	954	2.4	—
4452	Specialty food stores	11	D	D	D	b	D	D
446	Health & personal care stores	22	28 162	3 500	791	242	20.1	8.0
4461	Health & personal care stores	22	28 162	3 500	791	242	20.1	8.0
447	Gasoline stations	35	56 903	3 675	864	325	10.5	11.1
4471	Gasoline stations	35	56 903	3 675	864	325	10.5	11.1
44711	Gasoline stations with convenience stores	22	43 581	2 162	485	194	5.3	4.5
447110	Gasoline stations with convenience stores	22	43 581	2 162	485	194	5.3	4.5
448	Clothing & clothing accessories stores	46	23 529	3 929	859	240	30.3	6.2
4481	Clothing stores	21	11 378	2 346	516	152	31.7	—
4482101	Men's shoe stores	1	D	D	D	a	D	D
4482102	Women's shoe stores	2	D	D	D	a	D	D
4483	Jewelry, luggage, & leather goods stores	17	7 091	925	187	43	45.6	9.5
44831	Jewelry stores	16	D	D	D	b	D	D
448310	Jewelry stores	16	D	D	D	b	D	D
44832	Luggage & leather goods stores	1	D	D	D	a	D	D
448320	Luggage & leather goods stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	31	13 017	1 578	295	168	11.2	31.4
4511	Sporting goods, hobby, & musical instrument stores	27	D	D	D	c	D	D
45111	Sporting goods stores	13	5 296	549	117	54	4.8	11.2
451110	Sporting goods stores	13	5 296	549	117	54	4.8	11.2
4512	Book, periodical, & music stores	4	D	D	D	b	D	D
45121	Book stores & news dealers	3	D	D	D	b	D	D
4512112	Specialty book stores	1	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, & record stores	1	D	D	D	a	D	D
451220	Prerecorded tape, compact disc, & record stores	1	D	D	D	a	D	D
452	General merchandise stores	4	66 425	6 016	1 437	604	—	—
4521102	Discount or mass merchandising dept stores (excl leased depts)	4	66 425	6 016	1 437	604	—	—

See footnotes at end of table.



**Table 3. Summary Statistics for Counties: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>OZAUKEE COUNTY, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
453	Miscellaneous store retailers .....	48	13 542	2 109	495	208	36.6	13.9
4532	Office supplies, stationery, & gift stores .....	19	D	D	D	b	D	D
45321	Office supplies & stationery stores .....	3	D	D	D	b	D	D
453210	Office supplies & stationery stores .....	3	D	D	D	b	D	D
4532101	Stationery stores .....	1	D	D	D	a	D	D
4532102	Office supplies stores .....	2	D	D	D	a	D	D
4533	Used merchandise stores .....	7	D	D	D	b	D	D
45331	Used merchandise stores .....	7	D	D	D	b	D	D
453310	Used merchandise stores .....	7	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	11	D	D	D	b	D	D
45391	Pet & pet supplies stores .....	3	2 069	267	68	27	—	40.4
453910	Pet & pet supplies stores .....	3	2 069	267	68	27	—	40.4
45392	Art dealers .....	2	D	D	D	a	D	D
453920	Art dealers .....	2	D	D	D	a	D	D
45399	All other miscellaneous store retailers .....	5	D	D	D	a	D	D
454	Nonstore retailers .....	14	18 407	3 077	755	127	25.1	1.7
4543	Direct selling establishments .....	10	16 427	2 726	678	106	21.6	1.9
45431	Fuel dealers .....	6	D	D	D	b	D	D
454311	Heating oil dealers .....	3	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ...	3	D	D	D	b	D	D
<b>PEPIN COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>38</b>	<b>88 653</b>	<b>8 571</b>	<b>2 051</b>	<b>434</b>	<b>9.9</b>	<b>1.8</b>
441	Motor vehicle & parts dealers .....	9	46 208	4 238	1 030	149	7.3	—
4412	Other motor vehicle dealers .....	2	D	D	D	a	D	D
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores .....	3	D	D	D	b	D	D
44131	Automotive parts & accessories stores .....	1	D	D	D	b	D	D
441310	Automotive parts & accessories stores .....	1	D	D	D	b	D	D
44132	Tire dealers .....	2	D	D	D	b	D	D
441320	Tire dealers .....	2	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	3	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	4	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	2	D	D	D	b	D	D
44422	Nursery & garden centers .....	2	D	D	D	b	D	D
444220	Nursery & garden centers .....	2	D	D	D	b	D	D
445	Food & beverage stores .....	2	D	D	D	b	D	D
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	8	7 506	569	138	71	12.4	—
448	Clothing & clothing accessories stores .....	3	D	D	D	a	D	D
452	General merchandise stores .....	3	D	D	D	a	D	D
453	Miscellaneous store retailers .....	3	D	D	D	a	D	D
454	Nonstore retailers .....	2	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ...	2	D	D	D	b	D	D
<b>PIERCE COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>112</b>	<b>151 643</b>	<b>13 611</b>	<b>3 210</b>	<b>1 047</b>	<b>4.9</b>	<b>7.4</b>
441	Motor vehicle & parts dealers .....	10	43 167	2 790	636	105	—	—
442	Furniture & home furnishings stores .....	5	3 111	383	81	25	—	66.5
443	Electronics & appliance stores .....	6	2 152	382	88	29	34.9	16.1
4431	Electronics & appliance stores .....	6	2 152	382	88	29	34.9	16.1
444	Building material & garden equipment & supplies dealers .....	19	27 146	2 438	574	112	4.6	3.4
4441	Building material & supplies dealers .....	12	12 902	1 386	372	67	9.5	7.1
44419	Other building material dealers .....	6	9 935	939	269	34	8.1	9.2
444190	Other building material dealers .....	6	9 935	939	269	34	8.1	9.2
4442	Lawn & garden equipment & supplies stores .....	7	14 244	1 052	202	45	.1	—
44422	Nursery & garden centers .....	7	14 244	1 052	202	45	.1	—
444220	Nursery & garden centers .....	7	14 244	1 052	202	45	.1	—
445	Food & beverage stores .....	17	41 284	4 389	1 065	446	8.3	13.1
4452	Specialty food stores .....	3	1 756	255	67	17	D	—
446	Health & personal care stores .....	9	6 248	862	205	77	4.6	.5
447	Gasoline stations .....	16	22 225	1 433	357	135	3.0	10.6

See footnotes at end of table.

**Table 3. Summary Statistics for Counties: 1997—Con.**

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>PIERCE COUNTY, WI—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
448	Clothing & clothing accessories stores . . . . .	6	626	61	11	7	31.5	16.8
451	Sporting goods, hobby, book, & music stores . . . . .	5	1 151	132	34	23	33.7	—
4512113	College book stores . . . . .	1	D	D	D	a	D	D
452	General merchandise stores . . . . .	3	D	D	D	b	D	D
453	Miscellaneous store retailers . . . . .	11	D	D	D	b	D	D
454	Nonstore retailers . . . . .	5	1 630	147	34	13	14.0	—
<b>POLK COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade . . . . .</b>	<b>183</b>	<b>221 593</b>	<b>19 709</b>	<b>4 596</b>	<b>1 552</b>	<b>19.3</b>	<b>9.2</b>
441	Motor vehicle & parts dealers . . . . .	24	51 282	3 646	788	143	20.2	20.0
4412	Other motor vehicle dealers . . . . .	4	2 878	207	31	8	75.4	24.6
44122	Motorcycle, boat, & other motor vehicle dealers . . . . .	4	2 878	207	31	8	75.4	24.6
441229	All other motor vehicle dealers . . . . .	2	D	D	D	a	D	D
442	Furniture & home furnishings stores . . . . .	10	5 734	619	131	35	24.5	30.0
4421	Furniture stores . . . . .	6	4 707	538	120	24	21.2	36.5
44211	Furniture stores . . . . .	6	4 707	538	120	24	21.2	36.5
442110	Furniture stores . . . . .	6	4 707	538	120	24	21.2	36.5
443	Electronics & appliance stores . . . . .	4	1 774	196	47	14	88.0	—
4431	Electronics & appliance stores . . . . .	4	1 774	196	47	14	88.0	—
444	Building material & garden equipment & supplies dealers . . . . .	32	35 235	3 691	870	188	19.1	.7
4441	Building material & supplies dealers . . . . .	21	25 422	2 587	626	126	20.6	1.0
44413	Hardware stores . . . . .	14	7 195	954	198	71	56.1	3.4
444130	Hardware stores . . . . .	14	7 195	954	198	71	56.1	3.4
44419	Other building material dealers . . . . .	7	18 227	1 633	428	55	6.6	—
444190	Other building material dealers . . . . .	7	18 227	1 633	428	55	6.6	—
4442	Lawn & garden equipment & supplies stores . . . . .	11	9 813	1 104	244	62	15.3	—
44422	Nursery & garden centers . . . . .	10	D	D	D	b	D	D
444220	Nursery & garden centers . . . . .	10	D	D	D	b	D	D
445	Food & beverage stores . . . . .	27	40 839	4 418	1 106	458	13.9	9.2
4452	Specialty food stores . . . . .	6	642	148	43	30	56.7	8.3
446	Health & personal care stores . . . . .	10	9 197	1 091	224	64	45.0	7.4
4461	Health & personal care stores . . . . .	10	9 197	1 091	224	64	45.0	7.4
447	Gasoline stations . . . . .	27	32 619	2 134	526	235	10.0	8.6
44711	Gasoline stations with convenience stores . . . . .	22	30 257	1 979	493	219	3.9	9.1
447110	Gasoline stations with convenience stores . . . . .	22	30 257	1 979	493	219	3.9	9.1
448	Clothing & clothing accessories stores . . . . .	6	787	63	14	13	91.9	—
451	Sporting goods, hobby, book, & music stores . . . . .	8	1 680	126	28	28	40.3	37.1
452	General merchandise stores . . . . .	8	D	D	D	c	D	D
453	Miscellaneous store retailers . . . . .	12	D	D	D	b	D	D
4539	Other miscellaneous store retailers . . . . .	4	D	D	D	a	D	D
454	Nonstore retailers . . . . .	15	13 522	1 390	344	96	21.8	.8
4543	Direct selling establishments . . . . .	13	D	D	D	b	D	D
45431	Fuel dealers . . . . .	11	11 448	1 259	314	88	8.6	—
454312	Liquefied petroleum gas (bottled gas) dealers . . . . .	9	D	D	D	b	D	D

See footnotes at end of table.

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>PORTAGE COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>262</b>	<b>603 211</b>	<b>56 754</b>	<b>12 637</b>	<b>3 916</b>	<b>7.1</b>	<b>3.9</b>
441	Motor vehicle & parts dealers .....	31	126 378	9 347	1 776	381	7.5	.8
4411	Automobile dealers .....	11	104 950	6 522	1 296	244	6.3	—
4412	Other motor vehicle dealers .....	8	11 672	981	133	49	17.7	8.2
44121	Recreational vehicle dealers .....	4	6 847	578	72	28	21.6	—
441210	Recreational vehicle dealers .....	4	6 847	578	72	28	21.6	—
44122	Motorcycle, boat, & other motor vehicle dealers .....	4	4 825	403	61	21	12.2	19.8
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores .....	12	9 756	1 844	347	88	8.4	—
44131	Automotive parts & accessories stores .....	10	D	D	D	b	D	D
441310	Automotive parts & accessories stores .....	10	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	14	22 307	4 064	726	155	8.7	—
4421	Furniture stores .....	5	16 979	3 078	509	105	5.8	—
44211	Furniture stores .....	5	16 979	3 078	509	105	5.8	—
442110	Furniture stores .....	5	16 979	3 078	509	105	5.8	—
4422	Home furnishings stores .....	9	5 328	986	217	50	18.1	—
44221	Floor covering stores .....	4	4 498	907	209	40	5.6	—
442210	Floor covering stores .....	4	4 498	907	209	40	5.6	—
443	Electronics & appliance stores .....	8	2 395	266	45	16	36.5	1.8
4431	Electronics & appliance stores .....	8	2 395	266	45	16	36.5	1.8
444	Building material & garden equipment & supplies dealers .....	34	95 199	8 926	1 912	434	3.6	1.3
4441	Building material & supplies dealers .....	25	65 560	6 150	1 357	327	5.0	1.9
44411	Home centers .....	1	D	D	D	c	D	D
444110	Home centers .....	1	D	D	D	c	D	D
44419	Other building material dealers .....	15	31 572	3 156	694	136	6.4	—
444190	Other building material dealers .....	15	31 572	3 156	694	136	6.4	—
4442	Lawn & garden equipment & supplies stores .....	9	29 639	2 776	555	107	.6	—
44422	Nursery & garden centers .....	8	D	D	D	b	D	D
444220	Nursery & garden centers .....	8	D	D	D	b	D	D
445	Food & beverage stores .....	23	99 005	9 211	2 342	937	7.8	13.1
4451	Grocery stores .....	13	D	D	D	f	D	D
44511	Supermarkets & other grocery (except convenience) stores .....	10	90 916	8 102	2 068	825	1.6	13.6
445110	Supermarkets & other grocery (except convenience) stores .....	10	90 916	8 102	2 068	825	1.6	13.6
4452	Specialty food stores .....	5	D	D	D	b	D	D
446	Health & personal care stores .....	7	4 141	474	106	52	77.5	15.2
447	Gasoline stations .....	34	51 261	2 629	624	257	4.2	8.5
4471	Gasoline stations .....	34	51 261	2 629	624	257	4.2	8.5
44711	Gasoline stations with convenience stores .....	31	48 728	2 393	566	247	3.4	9.0
447110	Gasoline stations with convenience stores .....	31	48 728	2 393	566	247	3.4	9.0
448	Clothing & clothing accessories stores .....	26	20 813	3 014	706	251	6.4	—
4481	Clothing stores .....	14	13 400	1 571	390	169	7.3	—
4483	Jewelry, luggage, & leather goods stores .....	6	3 451	694	195	48	10.3	—
451	Sporting goods, hobby, book, & music stores .....	23	14 741	1 508	241	128	47.3	7.1
4511	Sporting goods, hobby, & musical instrument stores ..	14	11 428	1 173	170	86	57.8	8.2
45114	Musical instrument & supplies stores .....	2	D	D	D	a	D	D
451140	Musical instrument & supplies stores .....	2	D	D	D	a	D	D
4512	Book, periodical, & music stores .....	9	3 313	335	71	42	11.0	3.2
45121	Book stores & news dealers .....	6	2 490	261	54	34	14.7	—
4512112	Specialty book stores .....	3	893	107	25	19	D	—
452	General merchandise stores .....	10	D	D	D	f	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	4	D	D	D	f	D	D
45299	All other general merchandise stores .....	5	D	D	D	c	D	D
452990	All other general merchandise stores .....	5	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores .....	5	D	D	D	c	D	D
453	Miscellaneous store retailers .....	30	D	D	D	c	D	D
4532	Office supplies, stationery, & gift stores .....	10	D	D	D	b	D	D
4532102	Office supplies stores .....	2	D	D	D	a	D	D
4539	Other miscellaneous store retailers .....	13	D	D	D	b	D	D
45392	Art dealers .....	3	543	105	24	15	D	7.9
453920	Art dealers .....	3	543	105	24	15	D	7.9
45393	Manufactured (mobile) home dealers .....	3	4 345	377	75	15	D	—
453930	Manufactured (mobile) home dealers .....	3	4 345	377	75	15	D	—
45399	All other miscellaneous store retailers .....	6	2 792	420	102	35	—	—
454	Nonstore retailers .....	22	44 952	6 202	1 554	357	7.5	4.8
4541	Electronic shopping & mail-order houses .....	8	D	D	D	e	D	D
45411	Electronic shopping & mail-order houses .....	8	D	D	D	e	D	D
454110	Electronic shopping & mail-order houses .....	8	D	D	D	e	D	D
4543	Direct selling establishments .....	12	D	D	D	b	D	D
45431	Fuel dealers .....	6	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers .....	4	D	D	D	b	D	D

See footnotes at end of table.

**Table 3. Summary Statistics for Counties: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>PRICE COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>97</b>	<b>106 918</b>	<b>9 886</b>	<b>2 340</b>	<b>726</b>	<b>26.1</b>	<b>4.2</b>
441	Motor vehicle & parts dealers .....	10	25 501	1 815	442	90	26.4	.2
442	Furniture & home furnishings stores .....	5	D	D	D	a	D	D
443	Electronics & appliance stores .....	4	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	11	12 701	1 676	339	66	39.1	—
4441	Building material & supplies dealers .....	7	6 999	1 007	206	47	.4	—
4442	Lawn & garden equipment & supplies stores .....	4	5 702	669	133	19	86.6	—
44422	Nursery & garden centers .....	1	D	D	D	a	D	D
444220	Nursery & garden centers .....	1	D	D	D	a	D	D
445	Food & beverage stores .....	12	28 981	2 816	641	260	11.4	1.1
446	Health & personal care stores .....	4	3 378	544	193	25	25.5	35.3
447	Gasoline stations .....	18	17 876	1 374	302	140	24.1	14.2
448	Clothing & clothing accessories stores .....	6	1 085	119	45	13	74.9	13.1
451	Sporting goods, hobby, book, & music stores .....	2	D	D	D	a	D	D
452	General merchandise stores .....	5	8 346	589	136	64	12.6	1.0
45299	All other general merchandise stores .....	5	8 346	589	136	64	12.6	1.0
452990	All other general merchandise stores .....	5	8 346	589	136	64	12.6	1.0
4529903	Miscellaneous general merchandise stores .....	3	D	D	D	b	D	D
453	Miscellaneous store retailers .....	13	D	D	D	b	D	D
454	Nonstore retailers .....	7	D	D	D	b	D	D
4543	Direct selling establishments .....	7	D	D	D	b	D	D
454311	Heating oil dealers .....	3	2 670	172	44	10	D	—
<b>RACINE COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>664</b>	<b>1 564 112</b>	<b>142 008</b>	<b>33 082</b>	<b>9 693</b>	<b>3.3</b>	<b>4.4</b>
441	Motor vehicle & parts dealers .....	82	438 477	29 992	6 489	1 076	3.2	9.7
4411	Automobile dealers .....	36	391 332	23 371	5 150	738	2.4	9.9
44112	Used car dealers .....	18	31 729	1 835	366	77	2.4	1.8
441120	Used car dealers .....	18	31 729	1 835	366	77	2.4	1.8
4412	Other motor vehicle dealers .....	15	26 534	2 702	438	127	12.4	—
44121	Recreational vehicle dealers .....	3	D	D	D	b	D	D
441210	Recreational vehicle dealers .....	3	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	12	D	D	D	b	D	D
441229	All other motor vehicle dealers .....	2	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	33	32 575	5 567	1 282	283	6.0	13.4
4421	Furniture stores .....	15	19 235	3 086	712	167	2.5	4.7
44211	Furniture stores .....	15	19 235	3 086	712	167	2.5	4.7
442110	Furniture stores .....	15	19 235	3 086	712	167	2.5	4.7
4422	Home furnishings stores .....	18	13 340	2 481	570	116	11.0	25.9
443	Electronics & appliance stores .....	23	40 975	3 058	731	242	1.6	—
4431	Electronics & appliance stores .....	23	40 975	3 058	731	242	1.6	—
44311	Appliance, television, & other electronics stores .....	17	37 556	2 485	577	208	1.6	—
443112	Radio, television, & other electronics stores .....	10	D	D	D	c	D	D
444	Building material & garden equipment & supplies dealers .....	59	186 402	19 516	4 397	1 083	1.4	—
4441	Building material & supplies dealers .....	44	135 176	13 738	3 276	738	1.5	—
44411	Home centers .....	3	D	D	D	e	D	D
444110	Home centers .....	3	D	D	D	e	D	D
44419	Other building material dealers .....	24	65 338	6 083	1 440	226	1.9	—
444190	Other building material dealers .....	24	65 338	6 083	1 440	226	1.9	—
4442	Lawn & garden equipment & supplies stores .....	15	51 226	5 778	1 121	345	1.2	—
44422	Nursery & garden centers .....	10	47 124	5 224	1 002	315	.5	—
444220	Nursery & garden centers .....	10	47 124	5 224	1 002	315	.5	—
445	Food & beverage stores .....	90	275 853	26 393	6 297	1 981	3.7	2.0
4451	Grocery stores .....	51	253 532	24 265	5 814	1 774	3.1	1.4
44511	Supermarkets & other grocery (except convenience) stores .....	37	247 453	23 833	5 707	1 710	1.5	1.2
445110	Supermarkets & other grocery (except convenience) stores .....	37	247 453	23 833	5 707	1 710	1.5	1.2
4452	Specialty food stores .....	19	7 581	1 344	302	132	.9	15.2
446	Health & personal care stores .....	46	85 939	10 159	2 421	688	2.9	2.2
4461	Health & personal care stores .....	46	85 939	10 159	2 421	688	2.9	2.2
44612	Cosmetics, beauty supplies, & perfume stores .....	5	1 959	267	69	19	6.0	—
446120	Cosmetics, beauty supplies, & perfume stores .....	5	1 959	267	69	19	6.0	—

See footnotes at end of table.

**Table 3. Summary Statistics for Counties: 1997—Con.**

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>RACINE COUNTY, WI—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
447	Gasoline stations .....	78	143 023	7 789	1 823	724	7.6	7.4
4471	Gasoline stations .....	78	143 023	7 789	1 823	724	7.6	7.4
44711	Gasoline stations with convenience stores .....	58	95 651	4 725	1 100	494	8.8	6.6
447110	Gasoline stations with convenience stores .....	58	95 651	4 725	1 100	494	8.8	6.6
448	Clothing & clothing accessories stores .....	84	46 777	5 510	1 370	566	6.2	4.0
4481	Clothing stores .....	44	24 385	2 648	673	320	6.1	1.6
44819	Other clothing stores .....	7	3 721	374	87	51	—	—
448190	Other clothing stores .....	7	3 721	374	87	51	—	—
4482105	Athletic footwear stores .....	4	5 510	525	129	74	—	—
4483	Jewelry, luggage, & leather goods stores .....	24	12 138	1 849	448	120	11.6	12.1
451	Sporting goods, hobby, book, & music stores .....	45	31 347	3 901	912	303	6.7	.5
4511	Sporting goods, hobby, & musical instrument stores ..	33	23 193	2 832	705	215	4.0	.6
45113	Sewing, needlework, & piece goods stores .....	7	3 907	538	170	57	1.5	1.8
451130	Sewing, needlework, & piece goods stores .....	7	3 907	538	170	57	1.5	1.8
4512	Book, periodical, & music stores .....	12	8 154	1 069	207	88	14.3	—
451212	Specialty book stores .....	1	D	D	D	b	D	D
451212	News dealers & newsstands .....	1	D	D	D	a	D	D
452	General merchandise stores .....	18	227 445	20 860	4 990	1 965	—	—
45299	All other general merchandise stores .....	7	D	D	D	c	D	D
452990	All other general merchandise stores .....	7	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores .....	1	D	D	D	c	D	D
453	Miscellaneous store retailers .....	79	36 295	5 326	1 306	581	5.2	5.2
4532	Office supplies, stationery, & gift stores .....	24	15 474	1 496	354	197	6.7	.4
45321	Office supplies & stationery stores .....	3	9 890	756	186	78	—	—
453210	Office supplies & stationery stores .....	3	9 890	756	186	78	—	—
4532102	Office supplies stores .....	3	9 890	756	186	78	—	—
4533	Used merchandise stores .....	18	4 253	1 070	276	114	2.5	11.9
45331	Used merchandise stores .....	18	4 253	1 070	276	114	2.5	11.9
453310	Used merchandise stores .....	18	4 253	1 070	276	114	2.5	11.9
4539	Other miscellaneous store retailers .....	20	10 219	1 230	295	118	1.7	12.7
45399	All other miscellaneous store retailers .....	12	3 703	530	127	46	4.7	.8
454	Nonstore retailers .....	27	19 004	3 937	1 064	201	9.0	1.8
4543	Direct selling establishments .....	19	D	D	D	c	D	D
<b>RICHLAND COUNTY, WI</b>								
<b>44-45 Retail trade .....</b>								
		<b>76</b>	<b>128 489</b>	<b>11 376</b>	<b>2 677</b>	<b>821</b>	<b>13.0</b>	<b>.7</b>
441	Motor vehicle & parts dealers .....	16	36 019	2 707	660	127	15.6	2.0
4412	Other motor vehicle dealers .....	2	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	2	D	D	D	b	D	D
441221	Motorcycle dealers .....	2	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	3	2 005	313	69	17	D	—
443	Electronics & appliance stores .....	5	3 484	691	160	33	—	—
4431	Electronics & appliance stores .....	5	3 484	691	160	33	—	—
44312	Computer & software stores .....	2	D	D	D	a	D	D
443120	Computer & software stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	9	17 827	1 548	391	78	9.3	—
4441	Building material & supplies dealers .....	6	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	3	D	D	D	b	D	D
44422	Nursery & garden centers .....	3	D	D	D	b	D	D
444220	Nursery & garden centers .....	3	D	D	D	b	D	D
445	Food & beverage stores .....	5	D	D	D	c	D	D
4452	Specialty food stores .....	2	D	D	D	a	D	D
446	Health & personal care stores .....	6	5 076	612	146	37	70.4	—
447	Gasoline stations .....	10	15 474	876	195	95	10.2	—
448	Clothing & clothing accessories stores .....	7	5 339	664	155	63	23.1	—
4481	Clothing stores .....	5	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores .....	3	444	34	6	4	47.5	52.5
452	General merchandise stores .....	1	D	D	D	c	D	D
453	Miscellaneous store retailers .....	6	1 061	161	37	14	27.5	—
454	Nonstore retailers .....	5	D	D	D	a	D	D

See footnotes at end of table.

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>ROCK COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>584</b>	<b>1 599 727</b>	<b>148 400</b>	<b>34 148</b>	<b>8 484</b>	<b>3.2</b>	<b>3.5</b>
441	Motor vehicle & parts dealers .....	72	508 811	42 684	9 941	1 494	3.9	2.4
4411	Automobile dealers .....	27	370 327	21 453	5 182	745	3.4	1.7
4412	Other motor vehicle dealers .....	14	25 062	2 693	463	95	25.4	18.6
44121	Recreational vehicle dealers .....	4	12 806	1 507	253	46	35.9	15.9
441210	Recreational vehicle dealers .....	4	12 806	1 507	253	46	35.9	15.9
44122	Motorcycle, boat, & other motor vehicle dealers .....	10	12 256	1 186	210	49	14.3	21.5
441221	Motorcycle dealers .....	4	D	D	D	b	D	D
4413	Automotive parts, accessories, & tire stores .....	31	113 422	18 538	4 296	654	1.0	1.1
44131	Automotive parts & accessories stores .....	27	107 869	17 260	4 007	610	.9	.1
441310	Automotive parts & accessories stores .....	27	107 869	17 260	4 007	610	.9	.1
442	Furniture & home furnishings stores .....	22	20 220	2 789	610	135	.2	3.6
4421	Furniture stores .....	12	11 585	1 378	290	66	—	6.2
44211	Furniture stores .....	12	11 585	1 378	290	66	—	6.2
442110	Furniture stores .....	12	11 585	1 378	290	66	—	6.2
4422	Home furnishings stores .....	10	8 635	1 411	320	69	.4	—
443	Electronics & appliance stores .....	25	24 174	3 583	722	145	8.6	2.4
4431	Electronics & appliance stores .....	25	24 174	3 583	722	145	8.6	2.4
44311	Appliance, television, & other electronics stores .....	15	12 595	2 178	401	101	10.7	—
44312	Computer & software stores .....	7	10 587	1 151	282	35	—	5.5
443120	Computer & software stores .....	7	10 587	1 151	282	35	—	5.5
444	Building material & garden equipment & supplies dealers .....	68	207 723	20 175	4 802	928	.9	3.5
4441	Building material & supplies dealers .....	49	155 471	16 311	3 960	739	.7	4.7
44419	Other building material dealers .....	26	100 992	11 219	2 700	381	.1	6.4
444190	Other building material dealers .....	26	100 992	11 219	2 700	381	.1	6.4
4442	Lawn & garden equipment & supplies stores .....	19	52 252	3 864	842	189	1.3	—
44422	Nursery & garden centers .....	11	43 504	2 653	612	142	—	—
444220	Nursery & garden centers .....	11	43 504	2 653	612	142	—	—
445	Food & beverage stores .....	54	239 727	18 779	4 507	1 315	2.2	.3
4451	Grocery stores .....	29	230 276	17 624	4 228	1 206	1.3	.3
44511	Supermarkets & other grocery (except convenience) stores .....	23	227 974	17 425	4 181	1 180	1.1	.3
445110	Supermarkets & other grocery (except convenience) stores .....	23	227 974	17 425	4 181	1 180	1.1	.3
446	Health & personal care stores .....	52	65 637	9 358	2 231	587	8.2	15.3
4461	Health & personal care stores .....	52	65 637	9 358	2 231	587	8.2	15.3
447	Gasoline stations .....	81	173 200	9 387	2 192	828	6.5	5.8
4471	Gasoline stations .....	81	173 200	9 387	2 192	828	6.5	5.8
44711	Gasoline stations with convenience stores .....	54	91 173	5 496	1 276	527	8.6	1.5
447110	Gasoline stations with convenience stores .....	54	91 173	5 496	1 276	527	8.6	1.5
44719	Other gasoline stations .....	27	82 027	3 891	916	301	4.1	10.6
447190	Other gasoline stations .....	27	82 027	3 891	916	301	4.1	10.6
448	Clothing & clothing accessories stores .....	52	29 129	4 069	946	329	5.1	4.2
451	Sporting goods, hobby, book, & music stores .....	42	24 241	3 021	734	270	4.6	.8
4511	Sporting goods, hobby, & musical instrument stores ..	30	18 054	2 415	573	195	5.4	1.1
452	General merchandise stores .....	18	243 794	24 430	5 210	1 788	—	—
45299	All other general merchandise stores .....	7	D	D	D	e	D	D
452990	All other general merchandise stores .....	7	D	D	D	e	D	D
4529903	Miscellaneous general merchandise stores .....	2	D	D	D	c	D	D
453	Miscellaneous store retailers .....	67	38 818	5 591	1 077	381	4.3	27.8
4532	Office supplies, stationery, & gift stores .....	21	20 014	2 374	335	136	2.6	52.0
45321	Office supplies & stationery stores .....	4	13 690	1 582	169	32	—	76.0
453210	Office supplies & stationery stores .....	4	13 690	1 582	169	32	—	76.0
4532102	Office supplies stores .....	4	13 690	1 582	169	32	—	76.0
4539	Other miscellaneous store retailers .....	26	14 378	1 835	413	132	1.9	1.0
45391	Pet & pet supplies stores .....	5	3 760	481	123	49	—	—
453910	Pet & pet supplies stores .....	5	3 760	481	123	49	—	—
45399	All other miscellaneous store retailers .....	17	D	D	D	b	D	D
454	Nonstore retailers .....	31	24 253	4 534	1 176	284	5.8	10.7
4542	Vending machine operators .....	6	9 968	2 200	561	129	5.2	.7
45421	Vending machine operators .....	6	9 968	2 200	561	129	5.2	.7
454210	Vending machine operators .....	6	9 968	2 200	561	129	5.2	.7
4543	Direct selling establishments .....	21	13 698	2 058	541	131	4.9	18.5
45431	Fuel dealers .....	8	11 564	1 502	428	77	—	21.2
454312	Liquefied petroleum gas (bottled gas) dealers ..	6	D	D	D	b	D	D

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>RUSK COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>62</b>	<b>78 713</b>	<b>6 728</b>	<b>1 612</b>	<b>486</b>	<b>18.1</b>	<b>6.5</b>
441	Motor vehicle & parts dealers .....	7	11 727	686	149	42	1.3	—
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	10	10 617	1 011	214	54	48.9	5.2
4441	Building material & supplies dealers .....	6	D	D	D	b	D	D
445	Food & beverage stores .....	8	D	D	D	c	D	D
446	Health & personal care stores .....	4	3 494	831	193	32	—	45.2
447	Gasoline stations .....	13	14 591	828	193	81	12.9	18.4
448	Clothing & clothing accessories stores .....	4	337	65	16	9	95.3	4.7
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	2	D	D	D	b	D	D
45299	All other general merchandise stores .....	2	D	D	D	b	D	D
452990	All other general merchandise stores .....	2	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores .....	1	D	D	D	b	D	D
453	Miscellaneous store retailers .....	3	D	D	D	a	D	D
4539	Other miscellaneous store retailers .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	9	D	D	D	b	D	D
4543	Direct selling establishments .....	7	8 588	576	152	25	—	—
45431	Fuel dealers .....	7	8 588	576	152	25	—	—
454311	Heating oil dealers .....	4	3 701	206	53	11	—	—
454312	Liquefied petroleum gas (bottled gas) dealers .....	3	4 887	370	99	14	—	—
<b>ST. CROIX COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>224</b>	<b>590 317</b>	<b>52 189</b>	<b>12 350</b>	<b>3 053</b>	<b>5.9</b>	<b>4.9</b>
441	Motor vehicle & parts dealers .....	25	165 378	11 041	2 720	379	6.6	—
4411	Automobile dealers .....	13	D	D	D	e	D	D
44111	New car dealers .....	12	154 228	9 391	2 414	297	7.0	—
441110	New car dealers .....	12	154 228	9 391	2 414	297	7.0	—
4412	Other motor vehicle dealers .....	2	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	1	D	D	D	a	D	D
441222	Boat dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	16	5 959	722	161	47	10.6	16.7
4421	Furniture stores .....	7	D	D	D	b	D	D
44211	Furniture stores .....	7	D	D	D	b	D	D
442110	Furniture stores .....	7	D	D	D	b	D	D
4422	Home furnishings stores .....	9	D	D	D	b	D	D
443	Electronics & appliance stores .....	4	3 125	311	76	22	—	3.1
4431	Electronics & appliance stores .....	4	3 125	311	76	22	—	3.1
44311	Appliance, television, & other electronics stores .....	4	3 125	311	76	22	—	3.1
443112	Radio, television, & other electronics stores .....	3	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	30	104 296	9 540	2 311	498	11.6	.4
4441	Building material & supplies dealers .....	22	66 428	6 623	1 573	357	3.2	.7
44411	Home centers .....	1	D	D	D	c	D	D
444110	Home centers .....	1	D	D	D	c	D	D
44413	Hardware stores .....	7	D	D	D	c	D	D
444130	Hardware stores .....	7	D	D	D	c	D	D
44419	Other building material dealers .....	14	26 262	2 795	733	106	1.7	1.7
444190	Other building material dealers .....	14	26 262	2 795	733	106	1.7	1.7
4442	Lawn & garden equipment & supplies stores .....	8	37 868	2 917	738	141	26.1	—
44421	Outdoor power equipment stores .....	1	D	D	D	b	D	D
444210	Outdoor power equipment stores .....	1	D	D	D	b	D	D
44422	Nursery & garden centers .....	7	D	D	D	c	D	D
444220	Nursery & garden centers .....	7	D	D	D	c	D	D
445	Food & beverage stores .....	27	78 511	10 482	2 535	659	3.1	.7
4451	Grocery stores .....	13	69 340	9 635	2 360	577	2.0	.8
4453	Beer, wine, & liquor stores .....	10	8 699	812	172	75	12.2	—
44531	Beer, wine, & liquor stores .....	10	8 699	812	172	75	12.2	—
445310	Beer, wine, & liquor stores .....	10	8 699	812	172	75	12.2	—
446	Health & personal care stores .....	10	7 284	1 066	209	72	47.8	2.1
447	Gasoline stations .....	37	84 718	5 453	1 272	486	2.1	19.8
4471	Gasoline stations .....	37	84 718	5 453	1 272	486	2.1	19.8
44711	Gasoline stations with convenience stores .....	28	62 192	4 376	1 021	400	—	20.4
447110	Gasoline stations with convenience stores .....	28	62 192	4 376	1 021	400	—	20.4
44719	Other gasoline stations .....	9	22 526	1 077	251	86	8.0	18.0
447190	Other gasoline stations .....	9	22 526	1 077	251	86	8.0	18.0

See footnotes at end of table.

**Table 3. Summary Statistics for Counties: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>ST. CROIX COUNTY, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
448	Clothing & clothing accessories stores .....	15	3 659	475	124	60	3.1	—
451	Sporting goods, hobby, book, & music stores .....	12	4 593	441	90	57	25.4	22.8
4511	Sporting goods, hobby, & musical instrument stores ..	11	D	D	D	b	D	D
452	General merchandise stores .....	8	D	D	D	f	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	3	73 101	6 516	1 501	438	—	—
45299	All other general merchandise stores .....	5	D	D	D	c	D	D
452990	All other general merchandise stores .....	5	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores ....	4	D	D	D	c	D	D
453	Miscellaneous store retailers .....	21	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	9	3 547	477	50	24	48.4	8.8
45392	Art dealers .....	1	D	D	D	a	D	D
453920	Art dealers .....	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers .....	5	D	D	D	a	D	D
454	Nonstore retailers .....	19	17 168	2 740	669	110	.4	2.3
4543	Direct selling establishments .....	17	D	D	D	c	D	D
45431	Fuel dealers .....	11	D	D	D	b	D	D
454311	Heating oil dealers .....	4	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ...	7	D	D	D	b	D	D
45439	Other direct selling establishments .....	6	D	D	D	b	D	D
454390	Other direct selling establishments .....	6	D	D	D	b	D	D
<b>SAUK COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>295</b>	<b>582 577</b>	<b>62 238</b>	<b>13 820</b>	<b>4 083</b>	<b>16.5</b>	<b>6.3</b>
441	Motor vehicle & parts dealers .....	34	157 452	10 865	2 401	381	34.3	14.8
4411	Automobile dealers .....	20	138 985	8 546	1 926	278	35.0	16.5
4412	Other motor vehicle dealers .....	6	9 120	900	170	25	13.3	4.4
44122	Motorcycle, boat, & other motor vehicle dealers ....	3	D	D	D	b	D	D
441221	Motorcycle dealers .....	1	D	D	D	a	D	D
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores .....	8	9 347	1 419	305	78	44.6	—
44131	Automotive parts & accessories stores .....	8	9 347	1 419	305	78	44.6	—
441310	Automotive parts & accessories stores .....	8	9 347	1 419	305	78	44.6	—
442	Furniture & home furnishings stores .....	11	6 758	868	191	46	62.2	—
4421	Furniture stores .....	7	4 530	699	165	38	43.6	—
44211	Furniture stores .....	7	4 530	699	165	38	43.6	—
442110	Furniture stores .....	7	4 530	699	165	38	43.6	—
443	Electronics & appliance stores .....	9	3 365	745	161	44	14.7	71.2
4431	Electronics & appliance stores .....	9	3 365	745	161	44	14.7	71.2
44311	Appliance, television, & other electronics stores ....	7	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers .....	46	93 477	9 115	2 079	402	6.4	7.6
4441	Building material & supplies dealers .....	28	63 899	5 763	1 266	256	7.6	6.5
44413	Hardware stores .....	13	13 480	2 013	476	112	5.9	28.0
444130	Hardware stores .....	13	13 480	2 013	476	112	5.9	28.0
44419	Other building material dealers .....	11	46 140	3 218	662	115	5.3	.8
444190	Other building material dealers .....	11	46 140	3 218	662	115	5.3	.8
4442	Lawn & garden equipment & supplies stores .....	18	29 578	3 352	813	146	3.6	10.1
44422	Nursery & garden centers .....	15	28 631	3 207	780	137	3.1	10.5
444220	Nursery & garden centers .....	15	28 631	3 207	780	137	3.1	10.5
445	Food & beverage stores .....	26	91 855	9 768	2 355	828	7.2	2.4
4451	Grocery stores .....	15	D	D	D	f	D	D
44511	Supermarkets & other grocery (except convenience) stores .....	12	84 517	8 826	2 101	746	5.8	.3
445110	Supermarkets & other grocery (except convenience) stores .....	12	84 517	8 826	2 101	746	5.8	.3
4452	Specialty food stores .....	7	D	D	D	b	D	D
446	Health & personal care stores .....	15	21 513	3 489	751	181	51.2	—
4461	Health & personal care stores .....	15	21 513	3 489	751	181	51.2	—
44619	Other health & personal care stores .....	3	D	D	D	b	D	D
447	Gasoline stations .....	39	56 195	3 919	883	302	9.3	—
4471	Gasoline stations .....	39	56 195	3 919	883	302	9.3	—
44711	Gasoline stations with convenience stores .....	25	43 013	2 921	644	217	3.0	—
447110	Gasoline stations with convenience stores .....	25	43 013	2 921	644	217	3.0	—
448	Clothing & clothing accessories stores .....	22	13 773	1 505	350	146	20.9	3.1
4481	Clothing stores .....	15	10 618	1 027	244	112	21.4	3.7
451	Sporting goods, hobby, book, & music stores .....	16	3 880	407	121	46	29.1	1.3
4511	Sporting goods, hobby, & musical instrument stores ..	14	D	D	D	b	D	D

See footnotes at end of table.



**Table 3. Summary Statistics for Counties: 1997—Con.**

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>SAUK COUNTY, WI—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
452	General merchandise stores .....	13	72 536	6 790	1 700	590	.6	.6
45299	All other general merchandise stores .....	11	D	D	D	c	D	D
452990	All other general merchandise stores .....	11	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores .....	10	D	D	D	c	D	D
453	Miscellaneous store retailers .....	41	12 318	1 873	294	137	25.7	.2
4532	Office supplies, stationery, & gift stores .....	21	D	D	D	b	D	D
45321	Office supplies & stationery stores .....	2	D	D	D	a	D	D
453210	Office supplies & stationery stores .....	2	D	D	D	a	D	D
4532102	Office supplies stores .....	2	D	D	D	a	D	D
4539	Other miscellaneous store retailers .....	8	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers .....	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers .....	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers .....	5	D	D	D	b	D	D
454	Nonstore retailers .....	23	49 455	12 894	2 534	980	2.2	2.0
4541	Electronic shopping & mail-order houses .....	4	D	D	D	f	D	D
45411	Electronic shopping & mail-order houses .....	4	D	D	D	f	D	D
454110	Electronic shopping & mail-order houses .....	4	D	D	D	f	D	D
4542	Vending machine operators .....	2	D	D	D	b	D	D
45421	Vending machine operators .....	2	D	D	D	b	D	D
454210	Vending machine operators .....	2	D	D	D	b	D	D
4543	Direct selling establishments .....	17	D	D	D	c	D	D
45431	Fuel dealers .....	9	15 500	1 849	421	92	6.0	2.4
454312	Liquefied petroleum gas (bottled gas) dealers .....	7	D	D	D	b	D	D
45439	Other direct selling establishments .....	8	D	D	D	b	D	D
454390	Other direct selling establishments .....	8	D	D	D	b	D	D
<b>SAWYER COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>100</b>	<b>133 597</b>	<b>12 008</b>	<b>2 673</b>	<b>778</b>	<b>23.0</b>	<b>3.0</b>
441	Motor vehicle & parts dealers .....	9	36 742	2 301	537	101	31.4	—
442	Furniture & home furnishings stores .....	9	4 558	672	116	36	8.5	17.3
443	Electronics & appliance stores .....	3	1 207	121	23	12	D	19.9
444	Building material & garden equipment & supplies dealers .....	11	18 504	2 459	574	121	20.4	—
4441	Building material & supplies dealers .....	9	D	D	D	c	D	D
44419	Other building material dealers .....	5	12 089	1 568	405	55	7.6	—
444190	Other building material dealers .....	5	12 089	1 568	405	55	7.6	—
445	Food & beverage stores .....	8	D	D	D	c	D	D
446	Health & personal care stores .....	5	2 404	304	77	14	63.6	—
447	Gasoline stations .....	16	20 371	1 138	265	92	23.4	10.8
448	Clothing & clothing accessories stores .....	7	3 369	570	126	38	80.8	1.1
451	Sporting goods, hobby, book, & music stores .....	9	2 753	297	55	20	32.4	1.3
4511	Sporting goods, hobby, & musical instrument stores ..	7	D	D	D	a	D	D
452	General merchandise stores .....	4	D	D	D	b	D	D
45299	All other general merchandise stores .....	4	D	D	D	b	D	D
452990	All other general merchandise stores .....	4	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores .....	3	D	D	D	b	D	D
453	Miscellaneous store retailers .....	17	2 567	402	71	47	34.3	27.6
4539	Other miscellaneous store retailers .....	5	D	D	D	a	D	D
45392	Art dealers .....	3	888	58	6	6	—	74.3
453920	Art dealers .....	3	888	58	6	6	—	74.3
454	Nonstore retailers .....	2	D	D	D	a	D	D
4543	Direct selling establishments .....	2	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers .....	2	D	D	D	a	D	D

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>SHAWANO COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>153</b>	<b>267 454</b>	<b>26 235</b>	<b>5 938</b>	<b>1 747</b>	<b>18.7</b>	<b>9.2</b>
441	Motor vehicle & parts dealers .....	25	56 288	3 765	872	199	42.2	2.4
4412	Other motor vehicle dealers .....	3	4 252	238	46	15	D	—
44122	Motorcycle, boat, & other motor vehicle dealers .....	3	4 252	238	46	15	D	—
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	7	D	D	D	b	D	D
4421	Furniture stores .....	4	5 468	673	178	32	9.8	—
44211	Furniture stores .....	4	5 468	673	178	32	9.8	—
442110	Furniture stores .....	4	5 468	673	178	32	9.8	—
443	Electronics & appliance stores .....	6	2 932	309	74	20	67.4	—
4431	Electronics & appliance stores .....	6	2 932	309	74	20	67.4	—
44312	Computer & software stores .....	1	D	D	D	a	D	D
443120	Computer & software stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	23	49 762	5 440	1 227	286	6.1	.1
4441	Building material & supplies dealers .....	17	25 397	3 666	803	192	11.9	.1
44413	Hardware stores .....	8	9 092	1 354	294	109	16.6	.3
444130	Hardware stores .....	8	9 092	1 354	294	109	16.6	.3
44419	Other building material dealers .....	9	16 305	2 312	509	83	9.2	—
444190	Other building material dealers .....	9	16 305	2 312	509	83	9.2	—
4442	Lawn & garden equipment & supplies stores .....	6	24 365	1 774	424	94	—	—
44422	Nursery & garden centers .....	5	D	D	D	b	D	D
444220	Nursery & garden centers .....	5	D	D	D	b	D	D
445	Food & beverage stores .....	15	43 861	4 591	1 014	364	14.2	30.9
4452	Specialty food stores .....	2	D	D	D	a	D	D
446	Health & personal care stores .....	7	6 715	787	169	48	75.3	2.6
447	Gasoline stations .....	29	31 619	1 966	435	186	16.6	.4
44711	Gasoline stations with convenience stores .....	22	26 443	1 457	317	128	17.7	.5
447110	Gasoline stations with convenience stores .....	22	26 443	1 457	317	128	17.7	.5
448	Clothing & clothing accessories stores .....	13	7 499	988	225	90	17.5	3.0
4481	Clothing stores .....	6	5 398	740	164	66	1.4	—
451	Sporting goods, hobby, book, & music stores .....	5	2 267	151	36	13	80.5	—
451212	News dealers & newsstands .....	1	D	D	D	a	D	D
452	General merchandise stores .....	8	42 402	4 525	952	402	—	18.8
45299	All other general merchandise stores .....	6	D	D	D	b	D	D
452990	All other general merchandise stores .....	6	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores .....	5	D	D	D	b	D	D
453	Miscellaneous store retailers .....	11	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	5	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers .....	2	D	D	D	b	D	D
453930	Manufactured (mobile) home dealers .....	2	D	D	D	b	D	D
454	Nonstore retailers .....	4	D	D	D	a	D	D
<b>SHEBOYGAN COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>398</b>	<b>911 049</b>	<b>88 045</b>	<b>20 826</b>	<b>5 831</b>	<b>9.4</b>	<b>3.6</b>
441	Motor vehicle & parts dealers .....	57	251 385	20 045	4 439	773	25.9	6.1
4412	Other motor vehicle dealers .....	5	8 351	1 139	187	40	—	—
442	Furniture & home furnishings stores .....	23	15 681	2 517	535	125	7.4	12.8
443	Electronics & appliance stores .....	20	14 890	2 049	461	124	6.6	11.1
4431	Electronics & appliance stores .....	20	14 890	2 049	461	124	6.6	11.1
44311	Appliance, television, & other electronics stores .....	14	12 146	1 850	422	109	2.9	.7
444	Building material & garden equipment & supplies dealers .....	34	123 498	13 700	3 217	600	3.8	—
4441	Building material & supplies dealers .....	23	91 713	10 600	2 508	469	4.1	—
44419	Other building material dealers .....	11	51 164	6 359	1 442	220	5.6	—
444190	Other building material dealers .....	11	51 164	6 359	1 442	220	5.6	—
4442	Lawn & garden equipment & supplies stores .....	11	31 785	3 100	709	131	3.1	.1
44422	Nursery & garden centers .....	8	28 696	2 756	630	109	3.5	.1
444220	Nursery & garden centers .....	8	28 696	2 756	630	109	3.5	.1
445	Food & beverage stores .....	36	164 273	15 257	3 806	1 355	2.6	.6
4452	Specialty food stores .....	6	D	D	D	b	D	D
446	Health & personal care stores .....	28	36 376	5 621	1 445	361	—	1.7
4461	Health & personal care stores .....	28	36 376	5 621	1 445	361	—	1.7
447	Gasoline stations .....	54	87 771	5 859	1 407	508	6.1	7.6
44711	Gasoline stations with convenience stores .....	42	69 968	4 661	1 091	407	4.0	5.9
447110	Gasoline stations with convenience stores .....	42	69 968	4 661	1 091	407	4.0	5.9
448	Clothing & clothing accessories stores .....	43	17 780	2 636	654	258	7.3	2.4

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**Table 3. Summary Statistics for Counties: 1997—Con.**

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>SHEBOYGAN COUNTY, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
451	Sporting goods, hobby, book, & music stores .....	30	14 069	1 668	376	169	6.5	6.4
452	General merchandise stores .....	12	D	D	D	g	D	D
45299	All other general merchandise stores .....	5	D	D	D	c	D	D
452990	All other general merchandise stores .....	5	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores .....	4	D	D	D	c	D	D
453	Miscellaneous store retailers .....	46	D	D	D	c	D	D
45321	Office supplies & stationery stores .....	2	D	D	D	a	D	D
453210	Office supplies & stationery stores .....	2	D	D	D	a	D	D
4532102	Office supplies stores .....	2	D	D	D	a	D	D
4539	Other miscellaneous store retailers .....	20	D	D	D	b	D	D
45399	All other miscellaneous store retailers .....	14	D	D	D	b	D	D
454	Nonstore retailers .....	15	12 820	2 462	573	126	2.8	6.9
<b>TAYLOR COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>88</b>	<b>141 843</b>	<b>11 411</b>	<b>2 709</b>	<b>896</b>	<b>17.1</b>	<b>2.8</b>
441	Motor vehicle & parts dealers .....	15	35 305	2 291	544	107	7.4	—
442	Furniture & home furnishings stores .....	3	1 605	133	29	9	71.5	28.5
443	Electronics & appliance stores .....	6	2 722	340	81	26	39.4	4.7
4431	Electronics & appliance stores .....	6	2 722	340	81	26	39.4	4.7
444	Building material & garden equipment & supplies dealers .....	15	14 485	1 334	357	72	46.2	1.2
4441	Building material & supplies dealers .....	9	9 804	1 063	283	54	66.9	—
4442	Lawn & garden equipment & supplies stores .....	6	4 681	271	74	18	2.9	3.8
44422	Nursery & garden centers .....	6	4 681	271	74	18	2.9	3.8
444220	Nursery & garden centers .....	6	4 681	271	74	18	2.9	3.8
445	Food & beverage stores .....	9	19 334	1 701	433	207	14.9	.8
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	16	23 264	1 239	237	92	18.8	6.7
448	Clothing & clothing accessories stores .....	4	1 224	132	32	13	7.5	—
451	Sporting goods, hobby, book, & music stores .....	2	D	D	D	a	D	D
452	General merchandise stores .....	3	D	D	D	e	D	D
45299	All other general merchandise stores .....	2	D	D	D	c	D	D
452990	All other general merchandise stores .....	2	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores .....	2	D	D	D	c	D	D
453	Miscellaneous store retailers .....	9	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	3	D	D	D	a	D	D
454	Nonstore retailers .....	5	D	D	D	b	D	D
4543	Direct selling establishments .....	4	D	D	D	b	D	D
454311	Heating oil dealers .....	1	D	D	D	b	D	D
<b>TREMPEALEAU COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>126</b>	<b>169 439</b>	<b>13 520</b>	<b>3 135</b>	<b>1 017</b>	<b>26.4</b>	<b>.9</b>
441	Motor vehicle & parts dealers .....	20	51 433	3 209	763	155	47.0	.4
442	Furniture & home furnishings stores .....	5	D	D	D	a	D	D
443	Electronics & appliance stores .....	4	585	33	6	4	53.8	—
444	Building material & garden equipment & supplies dealers .....	26	38 859	3 410	763	194	23.2	—
4441	Building material & supplies dealers .....	12	13 004	1 049	221	74	69.4	—
44419	Other building material dealers .....	8	10 683	780	163	47	73.2	—
444190	Other building material dealers .....	8	10 683	780	163	47	73.2	—
4442	Lawn & garden equipment & supplies stores .....	14	25 855	2 361	542	120	—	—
44422	Nursery & garden centers .....	14	25 855	2 361	542	120	—	—
444220	Nursery & garden centers .....	14	25 855	2 361	542	120	—	—
445	Food & beverage stores .....	15	21 517	2 270	542	229	17.9	1.6
446	Health & personal care stores .....	7	5 029	602	146	38	41.2	19.5
447	Gasoline stations .....	27	44 355	3 006	682	298	6.3	—
4471	Gasoline stations .....	27	44 355	3 006	682	298	6.3	—
44711	Gasoline stations with convenience stores .....	19	30 075	2 084	454	216	6.1	—
447110	Gasoline stations with convenience stores .....	19	30 075	2 084	454	216	6.1	—
448	Clothing & clothing accessories stores .....	6	1 769	252	71	25	36.5	—

See footnotes at end of table.

**Table 3. Summary Statistics for Counties: 1997—Con.**

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>TREMPEALEAU COUNTY, WI—Con.</b>								
<b>Retail trade—Con.</b>								
44-45	Sporting goods, hobby, book, & music stores .....	2	D	D	D	a	D	D
452	General merchandise stores .....	2	D	D	D	a	D	D
453	Miscellaneous store retailers .....	8	D	D	D	b	D	D
454	Nonstore retailers .....	4	D	D	D	a	D	D
<b>VERNON COUNTY, WI</b>								
44-45	<b>Retail trade .....</b>	<b>108</b>	<b>161 074</b>	<b>16 871</b>	<b>3 795</b>	<b>1 139</b>	<b>15.1</b>	<b>4.6</b>
441	Motor vehicle & parts dealers .....	13	28 445	1 715	392	92	2.5	—
442	Furniture & home furnishings stores .....	5	D	D	D	b	D	D
443	Electronics & appliance stores .....	5	2 070	822	125	39	14.1	—
4431	Electronics & appliance stores .....	5	2 070	822	125	39	14.1	—
444	Building material & garden equipment & supplies dealers .....	18	48 847	5 755	1 231	260	3.8	1.9
4441	Building material & supplies dealers .....	11	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	7	D	D	D	c	D	D
44422	Nursery & garden centers .....	6	40 752	4 794	1 024	204	1.6	—
444220	Nursery & garden centers .....	6	40 752	4 794	1 024	204	1.6	—
445	Food & beverage stores .....	18	27 117	2 862	710	268	34.0	1.7
4452	Specialty food stores .....	3	D	D	D	a	D	D
446	Health & personal care stores .....	8	8 372	718	169	61	49.3	50.7
4461	Health & personal care stores .....	8	8 372	718	169	61	49.3	50.7
447	Gasoline stations .....	16	20 283	1 775	388	152	20.9	4.7
44711	Gasoline stations with convenience stores .....	12	19 275	1 703	370	145	19.7	3.4
447110	Gasoline stations with convenience stores .....	12	19 275	1 703	370	145	19.7	3.4
448	Clothing & clothing accessories stores .....	6	2 816	467	115	52	59.6	12.0
451	Sporting goods, hobby, book, & music stores .....	2	D	D	D	a	D	D
452	General merchandise stores .....	6	D	D	D	c	D	D
453	Miscellaneous store retailers .....	4	419	60	14	12	88.1	—
454	Nonstore retailers .....	7	D	D	D	b	D	D
<b>VILAS COUNTY, WI</b>								
44-45	<b>Retail trade .....</b>	<b>150</b>	<b>122 811</b>	<b>12 768</b>	<b>2 590</b>	<b>764</b>	<b>30.7</b>	<b>4.4</b>
441	Motor vehicle & parts dealers .....	16	20 619	1 687	316	60	56.1	4.4
4412	Other motor vehicle dealers .....	9	16 724	1 122	182	33	60.9	3.3
44122	Motorcycle, boat, & other motor vehicle dealers .....	8	D	D	D	b	D	D
441222	Boat dealers .....	6	13 371	893	129	22	55.2	4.1
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	8	4 688	535	115	26	39.0	4.8
4421	Furniture stores .....	5	3 219	331	75	18	48.4	—
44211	Furniture stores .....	5	3 219	331	75	18	48.4	—
442110	Furniture stores .....	5	3 219	331	75	18	48.4	—
443	Electronics & appliance stores .....	6	2 310	405	103	22	—	5.2
4431	Electronics & appliance stores .....	6	2 310	405	103	22	—	5.2
44312	Computer & software stores .....	2	D	D	D	a	D	D
443120	Computer & software stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	17	14 363	1 802	371	98	40.3	—
4441	Building material & supplies dealers .....	15	D	D	D	b	D	D
44413	Hardware stores .....	6	6 234	921	166	44	41.4	—
444130	Hardware stores .....	6	6 234	921	166	44	41.4	—
445	Food & beverage stores .....	11	D	D	D	c	D	D
446	Health & personal care stores .....	4	6 021	706	166	42	65.4	23.4
447	Gasoline stations .....	24	24 072	1 628	406	146	22.0	4.5
44711	Gasoline stations with convenience stores .....	18	19 148	1 198	302	117	16.7	5.6
447110	Gasoline stations with convenience stores .....	18	19 148	1 198	302	117	16.7	5.6
448	Clothing & clothing accessories stores .....	7	543	64	6	3	60.2	21.7
451	Sporting goods, hobby, book, & music stores .....	12	1 422	103	14	14	26.4	—
452	General merchandise stores .....	2	D	D	D	a	D	D

See footnotes at end of table.

**Table 3. Summary Statistics for Counties: 1997—Con.**

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>VILAS COUNTY, WI—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
453	Miscellaneous store retailers .....	28	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores .....	17	3 212	301	37	28	66.4	2.7
4539	Other miscellaneous store retailers .....	8	D	D	D	a	D	D
45392	Art dealers .....	4	516	27	6	2	46.1	—
453920	Art dealers .....	4	516	27	6	2	46.1	—
45399	All other miscellaneous store retailers .....	4	D	D	D	a	D	D
454	Nonstore retailers .....	15	D	D	D	b	D	D
4543	Direct selling establishments .....	11	9 717	1 082	258	47	15.7	13.0
45431	Fuel dealers .....	7	8 846	836	204	43	11.3	14.3
454312	Liquefied petroleum gas (bottled gas) dealers ...	7	8 846	836	204	43	11.3	14.3
<b>WALWORTH COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>371</b>	<b>627 153</b>	<b>59 232</b>	<b>13 471</b>	<b>3 880</b>	<b>24.8</b>	<b>2.1</b>
441	Motor vehicle & parts dealers .....	45	173 917	12 992	2 745	502	51.5	2.0
4411	Automobile dealers .....	20	D	D	D	e	D	D
4412	Other motor vehicle dealers .....	12	22 486	2 931	549	92	13.3	3.0
44122	Motorcycle, boat, & other motor vehicle dealers ...	11	D	D	D	b	D	D
441221	Motorcycle dealers .....	2	D	D	D	b	D	D
441222	Boat dealers .....	6	10 688	1 496	238	55	10.2	6.3
441229	All other motor vehicle dealers .....	3	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	17	8 015	1 122	253	58	46.1	—
4421	Furniture stores .....	7	5 139	636	171	30	32.1	—
44211	Furniture stores .....	7	5 139	636	171	30	32.1	—
442110	Furniture stores .....	7	5 139	636	171	30	32.1	—
4422	Home furnishings stores .....	10	2 876	486	82	28	71.0	—
443	Electronics & appliance stores .....	13	11 537	1 457	341	65	22.1	—
4431	Electronics & appliance stores .....	13	11 537	1 457	341	65	22.1	—
44311	Appliance, television, & other electronics stores....	8	5 658	809	182	39	3.2	—
443111	Household appliance stores .....	4	D	D	D	b	D	D
44312	Computer & software stores .....	5	5 879	648	159	26	40.3	—
443120	Computer & software stores .....	5	5 879	648	159	26	40.3	—
444	Building material & garden equipment & supplies dealers .....	40	104 989	11 551	2 488	525	3.6	.4
4441	Building material & supplies dealers .....	27	72 952	9 231	2 028	420	4.6	.6
44413	Hardware stores .....	11	D	D	D	c	D	D
444130	Hardware stores .....	11	D	D	D	c	D	D
44419	Other building material dealers .....	13	62 930	7 506	1 578	272	4.6	—
444190	Other building material dealers .....	13	62 930	7 506	1 578	272	4.6	—
4442	Lawn & garden equipment & supplies stores .....	13	32 037	2 320	460	105	1.4	—
44422	Nursery & garden centers .....	11	D	D	D	c	D	D
444220	Nursery & garden centers .....	11	D	D	D	c	D	D
445	Food & beverage stores .....	39	108 310	11 561	2 735	925	24.0	2.8
4451	Grocery stores .....	22	100 353	10 764	2 549	852	22.1	3.0
44511	Supermarkets & other grocery (except convenience) stores .....	16	98 302	10 585	2 513	832	21.6	2.7
445110	Supermarkets & other grocery (except convenience) stores .....	16	98 302	10 585	2 513	832	21.6	2.7
4452	Specialty food stores .....	5	1 198	388	96	31	5.5	2.2
446	Health & personal care stores .....	20	24 746	2 707	643	175	25.5	.9
4461	Health & personal care stores .....	20	24 746	2 707	643	175	25.5	.9
447	Gasoline stations .....	52	66 129	3 568	855	382	15.6	2.9
4471	Gasoline stations .....	52	66 129	3 568	855	382	15.6	2.9
44711	Gasoline stations with convenience stores .....	33	56 881	2 783	668	330	11.4	.2
447110	Gasoline stations with convenience stores .....	33	56 881	2 783	668	330	11.4	.2
448	Clothing & clothing accessories stores .....	42	16 005	1 981	449	174	39.4	13.6
4481	Clothing stores .....	28	10 714	1 283	283	130	32.7	14.2
4483	Jewelry, luggage, & leather goods stores .....	8	3 312	463	108	20	72.0	17.7
451	Sporting goods, hobby, book, & music stores .....	18	4 816	662	178	71	17.1	5.3
4511	Sporting goods, hobby, & musical instrument stores ..	12	3 282	471	117	37	14.7	.5
4512113	College book stores .....	2	D	D	D	b	D	D
452	General merchandise stores .....	9	84 841	8 106	1 968	722	.5	—
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	4	79 458	7 578	1 845	667	—	—
45299	All other general merchandise stores .....	5	5 383	528	123	55	8.0	—
452990	All other general merchandise stores .....	5	5 383	528	123	55	8.0	—
4529903	Miscellaneous general merchandise stores .....	3	D	D	D	b	D	D

See footnotes at end of table.

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>WALWORTH COUNTY, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
453	Miscellaneous store retailers .....	57	10 513	1 438	312	177	37.9	13.2
4532	Office supplies, stationery, & gift stores .....	26	D	D	D	b	D	D
4532102	Office supplies stores .....	1	D	D	D	a	D	D
45322	Gift, novelty, & souvenir stores .....	25	4 973	629	125	85	45.9	13.8
453220	Gift, novelty, & souvenir stores .....	25	4 973	629	125	85	45.9	13.8
4539	Other miscellaneous store retailers .....	15	D	D	D	b	D	D
45392	Art dealers .....	5	1 049	232	54	20	42.6	—
453920	Art dealers .....	5	1 049	232	54	20	42.6	—
45399	All other miscellaneous store retailers .....	8	1 067	105	21	15	12.2	9.5
454	Nonstore retailers .....	19	13 335	2 087	504	104	12.0	.4
4543	Direct selling establishments .....	12	D	D	D	b	D	D
45431	Fuel dealers .....	7	D	D	D	b	D	D
454311	Heating oil dealers .....	4	D	D	D	a	D	D
45439	Other direct selling establishments .....	5	3 591	609	155	23	1.5	—
454390	Other direct selling establishments .....	5	3 591	609	155	23	1.5	—
<b>WASHBURN COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>96</b>	<b>173 640</b>	<b>15 385</b>	<b>3 405</b>	<b>975</b>	<b>18.7</b>	<b>1.4</b>
441	Motor vehicle & parts dealers .....	9	67 142	5 552	1 233	244	16.3	—
4412	Other motor vehicle dealers .....	3	D	D	D	c	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	3	D	D	D	c	D	D
441222	Boat dealers .....	3	D	D	D	c	D	D
442	Furniture & home furnishings stores .....	5	2 433	472	91	27	34.8	—
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	10	15 625	1 840	373	91	30.1	1.2
4441	Building material & supplies dealers .....	9	D	D	D	b	D	D
44419	Other building material dealers .....	6	13 454	1 535	310	56	31.2	—
444190	Other building material dealers .....	6	13 454	1 535	310	56	31.2	—
445	Food & beverage stores .....	11	29 585	2 527	611	239	27.8	1.0
446	Health & personal care stores .....	2	D	D	D	b	D	D
447	Gasoline stations .....	13	18 489	1 059	247	108	14.1	7.0
448	Clothing & clothing accessories stores .....	5	1 711	302	47	22	73.1	—
451	Sporting goods, hobby, book, & music stores .....	12	D	D	D	b	D	D
4511	Sporting goods, hobby, & musical instrument stores ..	11	3 253	293	113	33	31.0	3.2
452	General merchandise stores .....	4	D	D	D	b	D	D
45299	All other general merchandise stores .....	4	D	D	D	b	D	D
452990	All other general merchandise stores .....	4	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores .....	2	D	D	D	b	D	D
453	Miscellaneous store retailers .....	15	D	D	D	b	D	D
45321	Office supplies & stationery stores .....	1	D	D	D	a	D	D
453210	Office supplies & stationery stores .....	1	D	D	D	a	D	D
4532102	Office supplies stores .....	1	D	D	D	a	D	D
4539	Other miscellaneous store retailers .....	4	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers .....	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	9	D	D	D	b	D	D
4543	Direct selling establishments .....	6	11 425	1 135	249	62	—	—
45431	Fuel dealers .....	6	11 425	1 135	249	62	—	—
454311	Heating oil dealers .....	2	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers .....	4	D	D	D	b	D	D

See footnotes at end of table.

**Table 3. Summary Statistics for Counties: 1997—Con.**

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>WASHINGTON COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>390</b>	<b>1 201 484</b>	<b>86 028</b>	<b>20 602</b>	<b>5 184</b>	<b>12.1</b>	<b>3.7</b>
441	Motor vehicle & parts dealers	51	576 770	25 449	6 467	666	14.7	1.4
4411	Automobile dealers	22	526 716	19 296	5 379	432	14.9	1.3
44111	New car dealers	13	508 243	18 346	5 240	406	14.8	1.4
441110	New car dealers	13	508 243	18 346	5 240	406	14.8	1.4
44112	Used car dealers	9	18 473	950	139	26	18.4	—
441120	Used car dealers	9	18 473	950	139	26	18.4	—
4412	Other motor vehicle dealers	8	24 874	2 512	378	77	21.8	—
44121	Recreational vehicle dealers	1	D	D	D	a	D	D
441210	Recreational vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	7	D	D	D	b	D	D
441221	Motorcycle dealers	2	D	D	D	a	D	D
441222	Boat dealers	3	D	D	D	b	D	D
441229	All other motor vehicle dealers	2	D	D	D	b	D	D
4413	Automotive parts, accessories, & tire stores	21	25 180	3 641	710	157	4.3	3.7
44131	Automotive parts & accessories stores	17	D	D	D	c	D	D
441310	Automotive parts & accessories stores	17	D	D	D	c	D	D
442	Furniture & home furnishings stores	19	21 471	3 557	854	158	2.7	.1
4421	Furniture stores	6	11 073	1 571	364	69	—	—
44211	Furniture stores	6	11 073	1 571	364	69	—	—
442110	Furniture stores	6	11 073	1 571	364	69	—	—
4422	Home furnishings stores	13	10 398	1 986	490	89	5.5	.1
44221	Floor covering stores	9	D	D	D	b	D	D
442210	Floor covering stores	9	D	D	D	b	D	D
44229	Other home furnishings stores	4	D	D	D	a	D	D
443	Electronics & appliance stores	22	13 061	2 007	495	108	23.2	1.9
4431	Electronics & appliance stores	22	13 061	2 007	495	108	23.2	1.9
44311	Appliance, television, & other electronics stores	13	D	D	D	b	D	D
443111	Household appliance stores	7	D	D	D	b	D	D
443112	Radio, television, & other electronics stores	6	3 471	537	131	33	14.5	—
44312	Computer & software stores	8	D	D	D	b	D	D
443120	Computer & software stores	8	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers	37	97 547	10 863	2 302	509	6.6	.1
4441	Building material & supplies dealers	27	73 325	8 710	1 812	387	8.0	.1
44413	Hardware stores	9	D	D	D	c	D	D
444130	Hardware stores	9	D	D	D	c	D	D
44419	Other building material dealers	16	59 900	6 576	1 376	195	7.2	—
444190	Other building material dealers	16	59 900	6 576	1 376	195	7.2	—
4442	Lawn & garden equipment & supplies stores	10	24 222	2 153	490	122	2.6	—
44422	Nursery & garden centers	7	22 365	1 905	439	111	—	—
444220	Nursery & garden centers	7	22 365	1 905	439	111	—	—
445	Food & beverage stores	36	174 852	15 403	3 689	1 311	3.2	1.4
4451	Grocery stores	17	164 248	14 157	3 427	1 203	.4	.3
44511	Supermarkets & other grocery (except convenience) stores	17	164 248	14 157	3 427	1 203	.4	.3
445110	Supermarkets & other grocery (except convenience) stores	17	164 248	14 157	3 427	1 203	.4	.3
4452	Specialty food stores	11	D	D	D	b	D	D
446	Health & personal care stores	29	33 441	4 802	1 202	339	11.1	7.1
4461	Health & personal care stores	29	33 441	4 802	1 202	339	11.1	7.1
44613	Optical goods stores	9	2 678	833	184	32	14.7	11.5
446130	Optical goods stores	9	2 678	833	184	32	14.7	11.5
447	Gasoline stations	58	124 957	6 760	1 524	592	20.6	22.8
4471	Gasoline stations	58	124 957	6 760	1 524	592	20.6	22.8
44711	Gasoline stations with convenience stores	47	102 803	4 955	1 151	452	11.3	22.2
447110	Gasoline stations with convenience stores	47	102 803	4 955	1 151	452	11.3	22.2
44719	Other gasoline stations	11	22 154	1 805	373	140	63.4	26.0
447190	Other gasoline stations	11	22 154	1 805	373	140	63.4	26.0
448	Clothing & clothing accessories stores	34	17 314	2 060	520	197	15.8	5.1
4481	Clothing stores	17	6 653	751	217	110	25.0	.4
4483	Jewelry, luggage, & leather goods stores	9	6 685	927	230	51	9.2	12.8
44831	Jewelry stores	8	D	D	D	b	D	D
448310	Jewelry stores	8	D	D	D	b	D	D
44832	Luggage & leather goods stores	1	D	D	D	a	D	D
448320	Luggage & leather goods stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	25	11 222	1 492	323	144	14.9	10.3
4511	Sporting goods, hobby, & musical instrument stores	18	D	D	D	c	D	D
45112	Hobby, toy, & game stores	6	4 468	632	142	67	11.9	—
451120	Hobby, toy, & game stores	6	4 468	632	142	67	11.9	—
45114	Musical instrument & supplies stores	2	D	D	D	a	D	D
451140	Musical instrument & supplies stores	2	D	D	D	a	D	D
4512	Book, periodical, & music stores	7	D	D	D	b	D	D

See footnotes at end of table.

**Table 3. Summary Statistics for Counties: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>WASHINGTON COUNTY, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
452	General merchandise stores .....	8	D	D	D	f	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	4	69 540	5 500	1 327	578	—	—
45299	All other general merchandise stores .....	4	D	D	D	b	D	D
452990	All other general merchandise stores .....	4	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores .....	1	D	D	D	b	D	D
453	Miscellaneous store retailers .....	51	D	D	D	c	D	D
4532	Office supplies, stationery, & gift stores .....	18	D	D	D	b	D	D
45321	Office supplies & stationery stores .....	1	D	D	D	a	D	D
453210	Office supplies & stationery stores .....	1	D	D	D	a	D	D
4532102	Office supplies stores .....	1	D	D	D	a	D	D
4539	Other miscellaneous store retailers .....	18	D	D	D	b	D	D
45391	Pet & pet supplies stores .....	4	863	148	30	14	50.2	—
453910	Pet & pet supplies stores .....	4	863	148	30	14	50.2	—
45392	Art dealers .....	2	D	D	D	a	D	D
453920	Art dealers .....	2	D	D	D	a	D	D
45399	All other miscellaneous store retailers .....	12	D	D	D	b	D	D
454	Nonstore retailers .....	20	26 607	4 885	1 102	299	14.4	2.8
4541	Electronic shopping & mail-order houses .....	4	D	D	D	c	D	D
45411	Electronic shopping & mail-order houses .....	4	D	D	D	c	D	D
454110	Electronic shopping & mail-order houses .....	4	D	D	D	c	D	D
4542	Vending machine operators .....	2	D	D	D	b	D	D
45421	Vending machine operators .....	2	D	D	D	b	D	D
454210	Vending machine operators .....	2	D	D	D	b	D	D
4543	Direct selling establishments .....	14	15 714	2 462	579	96	23.0	—
45431	Fuel dealers .....	8	D	D	D	b	D	D
454311	Heating oil dealers .....	5	D	D	D	a	D	D
454319	Other fuel dealers .....	1	D	D	D	a	D	D
45439	Other direct selling establishments .....	6	D	D	D	b	D	D
454390	Other direct selling establishments .....	6	D	D	D	b	D	D
<b>WAUKESHA COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>1 385</b>	<b>4 094 223</b>	<b>392 366</b>	<b>91 515</b>	<b>24 345</b>	<b>6.4</b>	<b>5.0</b>
441	Motor vehicle & parts dealers .....	133	1 073 431	86 403	19 085	2 790	7.5	6.7
4411	Automobile dealers .....	54	930 907	65 730	14 672	2 000	8.2	7.2
44111	New car dealers .....	36	915 629	64 485	14 402	1 940	7.5	7.0
441110	New car dealers .....	36	915 629	64 485	14 402	1 940	7.5	7.0
44112	Used car dealers .....	18	15 278	1 245	270	60	46.7	14.2
441120	Used car dealers .....	18	15 278	1 245	270	60	46.7	14.2
4412	Other motor vehicle dealers .....	25	62 578	5 274	1 123	201	4.5	2.7
44121	Recreational vehicle dealers .....	3	D	D	D	b	D	D
441210	Recreational vehicle dealers .....	3	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	22	D	D	D	c	D	D
441221	Motorcycle dealers .....	9	22 992	2 510	497	94	7.7	2.6
441222	Boat dealers .....	9	26 989	1 669	338	54	3.1	4.0
441229	All other motor vehicle dealers .....	4	D	D	D	b	D	D
4413	Automotive parts, accessories, & tire stores .....	54	79 946	15 399	3 290	589	2.1	5.1
44131	Automotive parts & accessories stores .....	39	51 168	10 683	2 257	421	1.3	1.6
441310	Automotive parts & accessories stores .....	39	51 168	10 683	2 257	421	1.3	1.6
44132	Tire dealers .....	15	28 778	4 716	1 033	168	3.6	11.3
441320	Tire dealers .....	15	28 778	4 716	1 033	168	3.6	11.3
442	Furniture & home furnishings stores .....	93	129 292	18 338	4 145	810	7.9	1.2
4421	Furniture stores .....	42	56 658	7 358	1 622	357	6.4	2.6
44211	Furniture stores .....	42	56 658	7 358	1 622	357	6.4	2.6
442110	Furniture stores .....	42	56 658	7 358	1 622	357	6.4	2.6
4422	Home furnishings stores .....	51	72 634	10 980	2 523	453	9.0	.1
44221	Floor covering stores .....	30	48 141	7 183	1 696	230	9.2	.2
442210	Floor covering stores .....	30	48 141	7 183	1 696	230	9.2	.2
44229	Other home furnishings stores .....	21	24 493	3 797	827	223	8.6	.1
442299	All other home furnishings stores .....	19	D	D	D	c	D	D
443	Electronics & appliance stores .....	66	207 359	20 212	4 823	1 015	11.6	1.0
4431	Electronics & appliance stores .....	66	207 359	20 212	4 823	1 015	11.6	1.0
44311	Appliance, television, & other electronics stores .....	36	121 718	11 858	2 897	601	7.5	.2
443111	Household appliance stores .....	12	17 562	1 793	363	77	44.1	—
443112	Radio, television, & other electronics stores .....	24	104 156	10 065	2 534	524	1.3	.2
44312	Computer & software stores .....	27	80 871	7 404	1 700	349	18.4	2.2
443120	Computer & software stores .....	27	80 871	7 404	1 700	349	18.4	2.2
44313	Camera & photographic supplies stores .....	3	4 770	950	226	65	—	—
443130	Camera & photographic supplies stores .....	3	4 770	950	226	65	—	—

See footnotes at end of table.



**Table 3. Summary Statistics for Counties: 1997—Con.**

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>WAUKESHA COUNTY, WI—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
444	Building material & garden equipment & supplies dealers .....	175	405 981	51 252	12 180	2 428	5.7	5.3
4441	Building material & supplies dealers .....	138	365 298	45 657	11 142	2 064	4.4	5.5
44411	Home centers .....	1	D	D	D	c	D	D
444110	Home centers .....	1	D	D	D	c	D	D
44412	Paint & wallpaper stores .....	16	D	D	D	b	D	D
444120	Paint & wallpaper stores .....	16	D	D	D	b	D	D
44413	Hardware stores .....	27	53 837	8 667	1 975	641	5.4	8.5
444130	Hardware stores .....	27	53 837	8 667	1 975	641	5.4	8.5
44419	Other building material dealers .....	94	256 579	31 616	7 861	1 142	4.7	6.1
444190	Other building material dealers .....	94	256 579	31 616	7 861	1 142	4.7	6.1
4442	Lawn & garden equipment & supplies stores .....	37	40 683	5 595	1 038	364	16.7	3.8
44421	Outdoor power equipment stores .....	14	12 003	1 452	270	61	40.0	9.6
444210	Outdoor power equipment stores .....	14	12 003	1 452	270	61	40.0	9.6
44422	Nursery & garden centers .....	23	28 680	4 143	768	303	7.0	1.3
444220	Nursery & garden centers .....	23	28 680	4 143	768	303	7.0	1.3
445	Food & beverage stores .....	111	722 708	62 777	15 395	4 817	1.9	1.2
4451	Grocery stores .....	66	689 069	60 131	14 813	4 570	1.1	1.0
44511	Supermarkets & other grocery (except convenience) stores .....	60	671 728	58 863	14 527	4 464	.6	1.0
445110	Supermarkets & other grocery (except convenience) stores .....	60	671 728	58 863	14 527	4 464	.6	1.0
44512	Convenience stores .....	6	17 341	1 268	286	106	20.6	—
445120	Convenience stores .....	6	17 341	1 268	286	106	20.6	—
4452	Specialty food stores .....	21	8 711	1 264	305	118	9.1	10.4
4453	Beer, wine, & liquor stores .....	24	24 928	1 382	277	129	22.1	6.2
44531	Beer, wine, & liquor stores .....	24	24 928	1 382	277	129	22.1	6.2
445310	Beer, wine, & liquor stores .....	24	24 928	1 382	277	129	22.1	6.2
446	Health & personal care stores .....	103	170 672	21 671	5 178	1 500	15.5	10.4
4461	Health & personal care stores .....	103	170 672	21 671	5 178	1 500	15.5	10.4
44611	Pharmacies & drug stores .....	48	144 765	17 014	4 129	1 236	15.0	10.1
446110	Pharmacies & drug stores .....	48	144 765	17 014	4 129	1 236	15.0	10.1
4461101	Pharmacies & drug stores .....	47	D	D	D	g	D	D
4461102	Proprietary stores .....	1	D	D	D	a	D	D
44612	Cosmetics, beauty supplies, & perfume stores .....	7	D	D	D	b	D	D
446120	Cosmetics, beauty supplies, & perfume stores .....	7	D	D	D	b	D	D
44613	Optical goods stores .....	22	10 121	2 004	502	115	11.8	4.3
446130	Optical goods stores .....	22	10 121	2 004	502	115	11.8	4.3
44619	Other health & personal care stores .....	26	D	D	D	c	D	D
446191	Food (health) supplement stores .....	13	5 604	630	141	65	4.6	44.5
446199	All other health & personal care stores .....	13	D	D	D	b	D	D
447	Gasoline stations .....	138	269 903	15 453	3 576	1 276	14.5	8.2
4471	Gasoline stations .....	138	269 903	15 453	3 576	1 276	14.5	8.2
44711	Gasoline stations with convenience stores .....	88	201 281	10 424	2 393	908	8.8	6.4
447110	Gasoline stations with convenience stores .....	88	201 281	10 424	2 393	908	8.8	6.4
44719	Other gasoline stations .....	50	68 622	5 029	1 183	368	31.1	13.4
447190	Other gasoline stations .....	50	68 622	5 029	1 183	368	31.1	13.4
448	Clothing & clothing accessories stores .....	176	151 372	18 571	4 177	1 642	8.6	6.0
4481	Clothing stores .....	96	88 298	10 212	2 367	1 069	9.0	4.5
44811	Men's clothing stores .....	11	7 602	1 086	290	81	16.3	14.8
448110	Men's clothing stores .....	11	7 602	1 086	290	81	16.3	14.8
44812	Women's clothing stores .....	48	31 756	3 906	885	442	16.5	7.9
448120	Women's clothing stores .....	48	31 756	3 906	885	442	16.5	7.9
44813	Children's & infants' clothing stores .....	6	D	D	D	b	D	D
448130	Children's & infants' clothing stores .....	6	D	D	D	b	D	D
44814	Family clothing stores .....	11	35 103	3 272	742	359	—	—
448140	Family clothing stores .....	11	35 103	3 272	742	359	—	—
44815	Clothing accessories stores .....	8	D	D	D	b	D	D
448150	Clothing accessories stores .....	8	D	D	D	b	D	D
44819	Other clothing stores .....	12	7 939	1 052	246	94	8.8	3.8
448190	Other clothing stores .....	12	7 939	1 052	246	94	8.8	3.8
4482	Shoe stores .....	37	26 005	2 916	632	291	2.1	5.1
44821	Shoe stores .....	37	26 005	2 916	632	291	2.1	5.1
448210	Shoe stores .....	37	26 005	2 916	632	291	2.1	5.1
4482101	Men's shoe stores .....	2	D	D	D	a	D	D
4482102	Women's shoe stores .....	5	D	D	D	b	D	D
4482103	Children's & juveniles' shoe stores .....	1	D	D	D	a	D	D
4482104	Family shoe stores .....	26	19 820	2 244	467	231	1.8	—
4483	Jewelry, luggage, & leather goods stores .....	43	37 069	5 443	1 178	282	12.2	10.3
44831	Jewelry stores .....	41	D	D	D	e	D	D
448310	Jewelry stores .....	41	D	D	D	e	D	D
44832	Luggage & leather goods stores .....	2	D	D	D	a	D	D
448320	Luggage & leather goods stores .....	2	D	D	D	a	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>WAUKESHA COUNTY, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
451	Sporting goods, hobby, book, & music stores .....	118	117 025	13 783	3 281	1 232	9.7	4.7
4511	Sporting goods, hobby, & musical instrument stores ..	95	95 739	11 841	2 823	1 028	9.2	5.7
45111	Sporting goods stores .....	56	58 148	7 448	1 665	613	10.0	8.0
451110	Sporting goods stores .....	56	58 148	7 448	1 665	613	10.0	8.0
4511101	General-line sporting goods stores .....	18	25 220	3 062	736	273	10.4	14.2
4511102	Specialty-line sporting goods stores .....	38	32 928	4 386	929	340	9.7	3.2
45112	Hobby, toy, & game stores .....	21	23 837	2 022	508	216	4.3	2.9
451120	Hobby, toy, & game stores .....	21	23 837	2 022	508	216	4.3	2.9
45113	Sewing, needlework, & piece goods stores .....	12	7 614	975	280	107	4.8	—
451130	Sewing, needlework, & piece goods stores .....	12	7 614	975	280	107	4.8	—
45114	Musical instrument & supplies stores .....	6	6 140	1 396	370	92	25.3	1.4
451140	Musical instrument & supplies stores .....	6	6 140	1 396	370	92	25.3	1.4
4512	Book, periodical, & music stores .....	23	21 286	1 942	458	204	12.0	.6
45121	Book stores & news dealers .....	14	15 742	1 480	352	161	10.9	.8
451211	Book stores .....	14	15 742	1 480	352	161	10.9	.8
4512111	Book stores, general .....	12	D	D	D	c	D	D
4512113	College book stores .....	2	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, & record stores ...	9	5 544	462	106	43	15.1	—
451220	Prerecorded tape, compact disc, & record stores ...	9	5 544	462	106	43	15.1	—
452	General merchandise stores .....	26	600 258	51 567	12 010	4 714	—	6.8
4521	Department stores (incl leased depts) ## .....	19	491 283	N	N	N	—	—
45211	Department stores (incl leased depts) ## .....	19	491 283	N	N	N	—	—
4521	Department stores (excl leased depts) .....	19	486 111	43 692	10 249	4 202	—	—
45211	Department stores (excl leased depts) .....	19	486 111	43 692	10 249	4 202	—	—
452110	Department stores (excl leased depts) .....	19	486 111	43 692	10 249	4 202	—	—
4521101	Conventional department stores (excl leased depts) .....	1	D	D	D	e	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	16	375 886	31 358	7 494	3 236	—	—
4521103	National chain department stores (excl leased depts) .....	2	D	D	D	f	D	D
4529	Other general merchandise stores .....	7	114 147	7 875	1 761	512	.1	35.6
45299	All other general merchandise stores .....	6	D	D	D	e	D	D
452990	All other general merchandise stores .....	6	D	D	D	e	D	D
4529903	Miscellaneous general merchandise stores ....	3	D	D	D	e	D	D
453	Miscellaneous store retailers .....	160	81 871	10 751	2 527	1 147	14.6	2.9
4531	Florists .....	37	8 598	1 893	540	223	17.8	4.5
45311	Florists .....	37	8 598	1 893	540	223	17.8	4.5
453110	Florists .....	37	8 598	1 893	540	223	17.8	4.5
4532	Office supplies, stationery, & gift stores .....	55	39 426	4 216	961	529	10.5	2.0
45321	Office supplies & stationery stores .....	8	20 674	1 586	397	120	—	—
453210	Office supplies & stationery stores .....	8	20 674	1 586	397	120	—	—
4532102	Office supplies stores .....	8	20 674	1 586	397	120	—	—
45322	Gift, novelty, & souvenir stores .....	47	18 752	2 630	564	409	22.1	4.2
453220	Gift, novelty, & souvenir stores .....	47	18 752	2 630	564	409	22.1	4.2
4533	Used merchandise stores .....	18	4 747	932	229	92	17.2	13.0
45331	Used merchandise stores .....	18	4 747	932	229	92	17.2	13.0
453310	Used merchandise stores .....	18	4 747	932	229	92	17.2	13.0
4539	Other miscellaneous store retailers .....	50	29 100	3 710	797	303	18.7	1.9
45391	Pet & pet supplies stores .....	17	9 105	1 298	291	146	28.9	—
453910	Pet & pet supplies stores .....	17	9 105	1 298	291	146	28.9	—
45392	Art dealers .....	7	1 378	238	55	34	35.5	13.0
453920	Art dealers .....	7	1 378	238	55	34	35.5	13.0
45399	All other miscellaneous store retailers .....	26	18 617	2 174	451	123	12.5	2.1
454	Nonstore retailers .....	86	164 351	21 588	5 138	974	5.7	.9
4541	Electronic shopping & mail-order houses .....	25	42 944	6 503	1 512	339	7.1	1.9
45411	Electronic shopping & mail-order houses .....	25	42 944	6 503	1 512	339	7.1	1.9
454110	Electronic shopping & mail-order houses .....	25	42 944	6 503	1 512	339	7.1	1.9
4542	Vending machine operators .....	21	43 047	9 205	2 207	365	8.3	1.5
45421	Vending machine operators .....	21	43 047	9 205	2 207	365	8.3	1.5
454210	Vending machine operators .....	21	43 047	9 205	2 207	365	8.3	1.5
4543	Direct selling establishments .....	40	78 360	5 880	1 419	270	3.5	—
45431	Fuel dealers .....	10	D	D	D	b	D	D
454311	Heating oil dealers .....	5	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ...	5	D	D	D	b	D	D
45439	Other direct selling establishments .....	30	D	D	D	c	D	D
454390	Other direct selling establishments .....	30	D	D	D	c	D	D

See footnotes at end of table.

**Table 3. Summary Statistics for Counties: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>WAUPACA COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>242</b>	<b>416 278</b>	<b>36 769</b>	<b>7 900</b>	<b>2 473</b>	<b>15.8</b>	<b>2.8</b>
441	Motor vehicle & parts dealers .....	43	116 808	7 923	1 608	336	13.6	1.3
4411	Automobile dealers .....	22	106 105	6 352	1 219	255	12.4	.4
44112	Used car dealers .....	11	11 988	322	71	28	50.2	3.2
441120	Used car dealers .....	11	11 988	322	71	28	50.2	3.2
4412	Other motor vehicle dealers .....	6	4 092	355	74	18	47.7	14.7
44122	Motorcycle, boat, & other motor vehicle dealers .....	6	4 092	355	74	18	47.7	14.7
441222	Boat dealers .....	5	D	D	D	a	D	D
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
44131	Automotive parts & accessories stores .....	14	D	D	D	b	D	D
441310	Automotive parts & accessories stores .....	14	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	16	9 000	1 641	376	82	19.5	—
4421	Furniture stores .....	9	7 789	1 428	338	67	19.3	—
44211	Furniture stores .....	9	7 789	1 428	338	67	19.3	—
442110	Furniture stores .....	9	7 789	1 428	338	67	19.3	—
443	Electronics & appliance stores .....	10	3 239	260	53	19	21.1	10.1
4431	Electronics & appliance stores .....	10	3 239	260	53	19	21.1	10.1
44312	Computer & software stores .....	2	D	D	D	a	D	D
443120	Computer & software stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	26	53 244	5 874	1 109	222	12.6	2.1
4441	Building material & supplies dealers .....	17	D	D	D	c	D	D
44419	Other building material dealers .....	12	21 392	3 257	547	87	24.9	4.6
444190	Other building material dealers .....	12	21 392	3 257	547	87	24.9	4.6
4442	Lawn & garden equipment & supplies stores .....	9	D	D	D	c	D	D
44422	Nursery & garden centers .....	8	29 830	2 336	495	102	—	.4
444220	Nursery & garden centers .....	8	29 830	2 336	495	102	—	.4
445	Food & beverage stores .....	34	76 643	8 229	1 845	740	24.6	—
4451	Grocery stores .....	20	70 975	7 530	1 686	662	21.7	—
44511	Supermarkets & other grocery (except convenience) stores .....	20	70 975	7 530	1 686	662	21.7	—
445110	Supermarkets & other grocery (except convenience) stores .....	20	70 975	7 530	1 686	662	21.7	—
4452	Specialty food stores .....	4	1 725	500	118	47	—	—
446	Health & personal care stores .....	13	16 392	2 290	504	146	33.0	—
4461	Health & personal care stores .....	13	16 392	2 290	504	146	33.0	—
447	Gasoline stations .....	31	62 072	3 549	847	316	14.6	13.3
4471	Gasoline stations .....	31	62 072	3 549	847	316	14.6	13.3
44711	Gasoline stations with convenience stores .....	22	41 263	2 208	511	226	21.0	18.6
447110	Gasoline stations with convenience stores .....	22	41 263	2 208	511	226	21.0	18.6
44719	Other gasoline stations .....	9	20 809	1 341	336	90	1.9	2.7
447190	Other gasoline stations .....	9	20 809	1 341	336	90	1.9	2.7
448	Clothing & clothing accessories stores .....	15	4 582	551	112	61	62.4	1.8
451	Sporting goods, hobby, book, & music stores .....	12	2 800	275	49	33	32.9	17.0
4511	Sporting goods, hobby, & musical instrument stores ..	11	D	D	D	b	D	D
452	General merchandise stores .....	11	54 809	4 771	1 105	404	.9	—
45299	All other general merchandise stores .....	9	D	D	D	c	D	D
452990	All other general merchandise stores .....	9	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores .....	5	D	D	D	c	D	D
453	Miscellaneous store retailers .....	21	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores .....	10	D	D	D	b	D	D
45321	Office supplies & stationery stores .....	1	D	D	D	a	D	D
453210	Office supplies & stationery stores .....	1	D	D	D	a	D	D
4532102	Office supplies stores .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	10	D	D	D	b	D	D
4543	Direct selling establishments .....	8	11 246	774	181	48	2.3	—
45431	Fuel dealers .....	6	D	D	D	b	D	D
454311	Heating oil dealers .....	2	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ..	4	D	D	D	b	D	D

See footnotes at end of table.

**Table 3. Summary Statistics for Counties: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>WAUSHARA COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>91</b>	<b>148 255</b>	<b>12 940</b>	<b>3 251</b>	<b>817</b>	<b>13.5</b>	<b>13.2</b>
441	Motor vehicle & parts dealers .....	18	42 098	3 075	696	116	9.2	39.2
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	3	D	D	D	a	D	D
443	Electronics & appliance stores .....	4	1 879	249	49	14	17.1	9.9
4431	Electronics & appliance stores .....	4	1 879	249	49	14	17.1	9.9
444	Building material & garden equipment & supplies dealers .....	14	32 775	3 473	1 112	132	4.9	—
4441	Building material & supplies dealers .....	9	D	D	D	b	D	D
44419	Other building material dealers .....	5	D	D	D	b	D	D
444190	Other building material dealers .....	5	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	5	D	D	D	b	D	D
44422	Nursery & garden centers .....	4	16 875	1 344	626	37	—	—
444220	Nursery & garden centers .....	4	16 875	1 344	626	37	—	—
445	Food & beverage stores .....	13	26 703	2 374	538	267	33.4	10.5
447	Gasoline stations .....	19	28 276	1 828	410	161	15.6	—
44711	Gasoline stations with convenience stores .....	15	25 656	1 621	360	142	12.1	—
447110	Gasoline stations with convenience stores .....	15	25 656	1 621	360	142	12.1	—
448	Clothing & clothing accessories stores .....	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	2	D	D	D	a	D	D
452	General merchandise stores .....	2	D	D	D	b	D	D
45299	All other general merchandise stores .....	2	D	D	D	b	D	D
452990	All other general merchandise stores .....	2	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores .....	1	D	D	D	b	D	D
453	Miscellaneous store retailers .....	8	1 866	148	28	13	27.7	.4
454	Nonstore retailers .....	7	D	D	D	b	D	D
4543	Direct selling establishments .....	6	6 572	1 055	234	46	—	—
45431	Fuel dealers .....	5	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers .....	3	D	D	D	b	D	D
<b>WINNEBAGO COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>611</b>	<b>1 489 582</b>	<b>141 427</b>	<b>31 325</b>	<b>8 712</b>	<b>3.0</b>	<b>5.7</b>
441	Motor vehicle & parts dealers .....	83	391 165	25 936	5 843	1 240	2.4	8.3
4411	Automobile dealers .....	38	341 087	18 653	4 339	892	2.1	9.3
44111	New car dealers .....	13	290 834	16 335	3 817	761	—	10.8
441110	New car dealers .....	13	290 834	16 335	3 817	761	—	10.8
44112	Used car dealers .....	25	50 253	2 318	522	131	14.5	.5
441120	Used car dealers .....	25	50 253	2 318	522	131	14.5	.5
4412	Other motor vehicle dealers .....	17	30 876	3 596	675	139	3.0	2.2
44122	Motorcycle, boat, & other motor vehicle dealers .....	15	D	D	D	c	D	D
441221	Motorcycle dealers .....	5	D	D	D	b	D	D
441222	Boat dealers .....	10	D	D	D	b	D	D
4413	Automotive parts, accessories, & tire stores .....	28	19 202	3 687	829	209	6.2	—
44131	Automotive parts & accessories stores .....	20	11 743	1 997	465	120	9.5	—
441310	Automotive parts & accessories stores .....	20	11 743	1 997	465	120	9.5	—
44132	Tire dealers .....	8	7 459	1 690	364	89	1.0	—
441320	Tire dealers .....	8	7 459	1 690	364	89	1.0	—
442	Furniture & home furnishings stores .....	41	35 495	4 551	1 114	265	17.7	5.3
4421	Furniture stores .....	12	D	D	D	c	D	D
44211	Furniture stores .....	12	D	D	D	c	D	D
442110	Furniture stores .....	12	D	D	D	c	D	D
4422	Home furnishings stores .....	29	D	D	D	c	D	D
44221	Floor covering stores .....	15	10 874	1 215	250	46	28.4	—
442210	Floor covering stores .....	15	10 874	1 215	250	46	28.4	—
44229	Other home furnishings stores .....	14	D	D	D	b	D	D
442299	All other home furnishings stores .....	13	D	D	D	b	D	D
443	Electronics & appliance stores .....	20	22 340	2 933	765	144	.7	24.5
4431	Electronics & appliance stores .....	20	22 340	2 933	765	144	.7	24.5
44311	Appliance, television, & other electronics stores .....	14	D	D	D	c	D	D
443111	Household appliance stores .....	7	8 206	1 158	264	65	2.0	54.1
443112	Radio, television, & other electronics stores .....	7	D	D	D	b	D	D
44312	Computer & software stores .....	5	D	D	D	b	D	D
443120	Computer & software stores .....	5	D	D	D	b	D	D
44313	Camera & photographic supplies stores .....	1	D	D	D	a	D	D
443130	Camera & photographic supplies stores .....	1	D	D	D	a	D	D

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**Table 3. Summary Statistics for Counties: 1997—Con.**

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>WINNEBAGO COUNTY, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
444	Building material & garden equipment & supplies dealers .....	48	145 726	16 634	3 974	712	1.5	7.9
4441	Building material & supplies dealers .....	43	132 052	15 253	3 673	635	1.4	8.7
44411	Home centers .....	1	D	D	D	c	D	D
444110	Home centers .....	1	D	D	D	c	D	D
44412	Paint & wallpaper stores .....	6	D	D	D	b	D	D
444120	Paint & wallpaper stores .....	6	D	D	D	b	D	D
44413	Hardware stores .....	8	D	D	D	c	D	D
444130	Hardware stores .....	8	D	D	D	c	D	D
44419	Other building material dealers .....	28	90 478	9 645	2 183	320	1.3	12.7
444190	Other building material dealers .....	28	90 478	9 645	2 183	320	1.3	12.7
4442	Lawn & garden equipment & supplies stores .....	5	13 674	1 381	301	77	2.6	—
44422	Nursery & garden centers .....	3	D	D	D	b	D	D
444220	Nursery & garden centers .....	3	D	D	D	b	D	D
445	Food & beverage stores .....	48	202 281	17 956	4 461	1 404	1.0	2.0
4451	Grocery stores .....	23	D	D	D	g	D	D
44511	Supermarkets & other grocery (except convenience) stores .....	21	191 180	16 851	4 224	1 313	.2	2.1
445110	Supermarkets & other grocery (except convenience) stores .....	21	191 180	16 851	4 224	1 313	.2	2.1
4452	Specialty food stores .....	12	D	D	D	b	D	D
4453	Beer, wine, & liquor stores .....	13	8 107	468	100	43	11.7	.6
44531	Beer, wine, & liquor stores .....	13	8 107	468	100	43	11.7	.6
445310	Beer, wine, & liquor stores .....	13	8 107	468	100	43	11.7	.6
446	Health & personal care stores .....	49	D	D	D	f	D	D
4461	Health & personal care stores .....	49	D	D	D	f	D	D
44611	Pharmacies & drug stores .....	20	D	D	D	e	D	D
446110	Pharmacies & drug stores .....	20	D	D	D	e	D	D
4461101	Pharmacies & drug stores .....	19	D	D	D	e	D	D
44612	Cosmetics, beauty supplies, & perfume stores .....	7	3 131	416	108	39	3.4	—
446120	Cosmetics, beauty supplies, & perfume stores .....	7	3 131	416	108	39	3.4	—
44613	Optical goods stores .....	11	2 471	671	154	40	23.8	—
446130	Optical goods stores .....	11	2 471	671	154	40	23.8	—
44619	Other health & personal care stores .....	11	2 995	878	151	40	7.3	14.0
447	Gasoline stations .....	70	122 119	7 118	1 591	628	8.3	10.3
4471	Gasoline stations .....	70	122 119	7 118	1 591	628	8.3	10.3
44711	Gasoline stations with convenience stores .....	53	102 931	5 486	1 192	459	7.8	12.3
447110	Gasoline stations with convenience stores .....	53	102 931	5 486	1 192	459	7.8	12.3
44719	Other gasoline stations .....	17	19 188	1 632	399	169	10.9	—
447190	Other gasoline stations .....	17	19 188	1 632	399	169	10.9	—
448	Clothing & clothing accessories stores .....	95	70 422	7 695	1 736	819	4.7	4.7
4481	Clothing stores .....	58	D	D	D	f	D	D
44811	Men's clothing stores .....	8	9 600	800	182	62	—	—
448110	Men's clothing stores .....	8	9 600	800	182	62	—	—
44812	Women's clothing stores .....	22	12 024	1 234	306	158	7.8	18.5
448120	Women's clothing stores .....	22	12 024	1 234	306	158	7.8	18.5
44813	Children's & infants' clothing stores .....	1	D	D	D	a	D	D
448130	Children's & infants' clothing stores .....	1	D	D	D	a	D	D
44814	Family clothing stores .....	12	D	D	D	e	D	D
448140	Family clothing stores .....	12	D	D	D	e	D	D
44815	Clothing accessories stores .....	4	D	D	D	b	D	D
448150	Clothing accessories stores .....	4	D	D	D	b	D	D
44819	Other clothing stores .....	11	4 487	483	107	59	17.7	1.1
448190	Other clothing stores .....	11	4 487	483	107	59	17.7	1.1
4482	Shoe stores .....	21	D	D	D	c	D	D
44821	Shoe stores .....	21	D	D	D	c	D	D
448210	Shoe stores .....	21	D	D	D	c	D	D
4482101	Men's shoe stores .....	2	D	D	D	a	D	D
4482104	Family shoe stores .....	14	D	D	D	b	D	D
4482105	Athletic footwear stores .....	4	D	D	D	b	D	D
4483	Jewelry, luggage, & leather goods stores .....	16	D	D	D	b	D	D
44832	Luggage & leather goods stores .....	3	D	D	D	a	D	D
448320	Luggage & leather goods stores .....	3	D	D	D	a	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>WINNEBAGO COUNTY, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
451	Sporting goods, hobby, book, & music stores . . . . .	49	D	D	D	e	D	D
4511	Sporting goods, hobby, & musical instrument stores . .	34	D	D	D	c	D	D
45111	Sporting goods stores . . . . .	23	D	D	D	b	D	D
451110	Sporting goods stores . . . . .	23	D	D	D	b	D	D
4511101	General-line sporting goods stores . . . . .	7	2 951	202	70	28	64.8	4.7
4511102	Specialty-line sporting goods stores . . . . .	16	D	D	D	b	D	D
45112	Hobby, toy, & game stores . . . . .	6	D	D	D	b	D	D
451120	Hobby, toy, & game stores . . . . .	6	D	D	D	b	D	D
45114	Musical instrument & supplies stores . . . . .	2	D	D	D	a	D	D
451140	Musical instrument & supplies stores . . . . .	2	D	D	D	a	D	D
4512	Book, periodical, & music stores . . . . .	15	6 483	940	222	100	6.2	14.3
45121	Book stores & news dealers . . . . .	11	3 886	454	118	69	10.3	—
451211	Book stores . . . . .	11	3 886	454	118	69	10.3	—
4512111	Book stores, general . . . . .	6	D	D	D	b	D	D
4512112	Specialty book stores . . . . .	4	907	118	25	19	—	—
45122	Prerecorded tape, compact disc, & record stores . . .	4	2 597	486	104	31	—	35.6
451220	Prerecorded tape, compact disc, & record stores .	4	2 597	486	104	31	—	35.6
452	General merchandise stores . . . . .	13	D	D	D	g	D	D
4521	Department stores (incl leased depts) ## . . . . .	8	D	N	N	N	D	D
45211	Department stores (incl leased depts) ## . . . . .	8	D	N	N	N	D	D
4521	Department stores (excl leased depts) . . . . .	8	D	D	D	g	D	D
452110	Department stores (excl leased depts) . . . . .	8	D	D	D	g	D	D
4521101	Department stores (excl leased depts) . . . . .	8	D	D	D	g	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts) . . . . .	8	D	D	D	g	D	D
45299	All other general merchandise stores . . . . .	5	D	D	D	c	D	D
452990	All other general merchandise stores . . . . .	5	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores . . . . .	1	D	D	D	b	D	D
453	Miscellaneous store retailers . . . . .	64	D	D	D	e	D	D
4531	Florists . . . . .	9	6 578	1 894	423	147	—	4.2
45311	Florists . . . . .	9	6 578	1 894	423	147	—	4.2
453110	Florists . . . . .	9	6 578	1 894	423	147	—	4.2
4532	Office supplies, stationery, & gift stores . . . . .	19	D	D	D	c	D	D
45321	Office supplies & stationery stores . . . . .	4	D	D	D	a	D	D
453210	Office supplies & stationery stores . . . . .	4	D	D	D	a	D	D
4532102	Office supplies stores . . . . .	4	D	D	D	a	D	D
45322	Gift, novelty, & souvenir stores . . . . .	15	D	D	D	b	D	D
453220	Gift, novelty, & souvenir stores . . . . .	15	D	D	D	b	D	D
4533	Used merchandise stores . . . . .	13	4 187	957	210	87	5.9	3.3
45331	Used merchandise stores . . . . .	13	4 187	957	210	87	5.9	3.3
453310	Used merchandise stores . . . . .	13	4 187	957	210	87	5.9	3.3
4539	Other miscellaneous store retailers . . . . .	23	D	D	D	c	D	D
45391	Pet & pet supplies stores . . . . .	6	3 977	592	140	55	3.2	—
453910	Pet & pet supplies stores . . . . .	6	3 977	592	140	55	3.2	—
45393	Manufactured (mobile) home dealers . . . . .	2	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers . . . . .	2	D	D	D	a	D	D
45399	All other miscellaneous store retailers . . . . .	12	D	D	D	b	D	D
454	Nonstore retailers . . . . .	31	181 088	23 952	3 707	735	.9	2.7
4541	Electronic shopping & mail-order houses . . . . .	15	D	D	D	f	D	D
45411	Electronic shopping & mail-order houses . . . . .	15	D	D	D	f	D	D
454110	Electronic shopping & mail-order houses . . . . .	15	D	D	D	f	D	D
4542	Vending machine operators . . . . .	5	D	D	D	c	D	D
45421	Vending machine operators . . . . .	5	D	D	D	c	D	D
454210	Vending machine operators . . . . .	5	D	D	D	c	D	D
4543	Direct selling establishments . . . . .	11	D	D	D	b	D	D
45431	Fuel dealers . . . . .	3	D	D	D	b	D	D
454311	Heating oil dealers . . . . .	1	D	D	D	b	D	D
45439	Other direct selling establishments . . . . .	8	D	D	D	b	D	D
454390	Other direct selling establishments . . . . .	8	D	D	D	b	D	D

See footnotes at end of table.

**Table 3. Summary Statistics for Counties: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>WOOD COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>355</b>	<b>950 540</b>	<b>83 005</b>	<b>19 445</b>	<b>5 177</b>	<b>8.5</b>	<b>3.0</b>
441	Motor vehicle & parts dealers	58	270 928	23 084	5 405	818	7.3	4.7
4411	Automobile dealers	30	235 856	17 967	4 277	574	6.3	4.6
44111	New car dealers	13	214 663	16 377	3 944	484	4.9	4.5
441110	New car dealers	13	214 663	16 377	3 944	484	4.9	4.5
44112	Used car dealers	17	21 193	1 590	333	90	20.3	5.1
441120	Used car dealers	17	21 193	1 590	333	90	20.3	5.1
4412	Other motor vehicle dealers	7	14 823	1 374	313	66	26.0	—
44122	Motorcycle, boat, & other motor vehicle dealers	5	D	D	D	b	D	D
441222	Boat dealers	3	D	D	D	b	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores	21	20 249	3 743	815	178	5.6	9.0
44131	Automotive parts & accessories stores	15	12 806	2 268	532	118	—	14.3
441310	Automotive parts & accessories stores	15	12 806	2 268	532	118	—	14.3
44132	Tire dealers	6	7 443	1 475	283	60	15.3	—
441320	Tire dealers	6	7 443	1 475	283	60	15.3	—
442	Furniture & home furnishings stores	21	14 489	2 172	459	100	15.6	6.2
4421	Furniture stores	11	6 670	1 181	214	56	11.9	2.3
44211	Furniture stores	11	6 670	1 181	214	56	11.9	2.3
442110	Furniture stores	11	6 670	1 181	214	56	11.9	2.3
4422	Home furnishings stores	10	7 819	991	245	44	18.6	9.5
44221	Floor covering stores	9	D	D	D	b	D	D
442210	Floor covering stores	9	D	D	D	b	D	D
443	Electronics & appliance stores	13	7 471	1 296	310	68	21.6	15.6
4431	Electronics & appliance stores	13	7 471	1 296	310	68	21.6	15.6
44311	Appliance, television, & other electronics stores	12	D	D	D	b	D	D
443111	Household appliance stores	6	4 918	957	233	44	26.8	—
443112	Radio, television, & other electronics stores	6	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers	38	47 010	6 551	1 218	283	18.7	9.8
4441	Building material & supplies dealers	32	40 790	5 939	1 093	246	20.9	3.3
44412	Paint & wallpaper stores	5	3 015	399	94	17	—	—
444120	Paint & wallpaper stores	5	3 015	399	94	17	—	—
44413	Hardware stores	4	6 346	1 208	224	66	8.2	—
444130	Hardware stores	4	6 346	1 208	224	66	8.2	—
44419	Other building material dealers	23	31 429	4 332	775	163	25.5	4.3
444190	Other building material dealers	23	31 429	4 332	775	163	25.5	4.3
4442	Lawn & garden equipment & supplies stores	6	6 220	612	125	37	4.2	52.2
44421	Outdoor power equipment stores	3	D	D	D	b	D	D
444210	Outdoor power equipment stores	3	D	D	D	b	D	D
445	Food & beverage stores	21	124 225	11 667	2 914	1 121	14.9	—
4451	Grocery stores	16	D	D	D	g	D	D
44511	Supermarkets & other grocery (except convenience) stores	15	119 431	11 191	2 795	1 067	11.5	—
445110	Supermarkets & other grocery (except convenience) stores	15	119 431	11 191	2 795	1 067	11.5	—
4452	Specialty food stores	3	D	D	D	a	D	D
446	Health & personal care stores	12	11 234	1 399	337	108	54.6	4.1
4461	Health & personal care stores	12	11 234	1 399	337	108	54.6	4.1
446191	Food (health) supplement stores	3	D	D	D	a	D	D
447	Gasoline stations	45	65 484	4 810	1 192	466	7.4	5.6
4471	Gasoline stations	45	65 484	4 810	1 192	466	7.4	5.6
44711	Gasoline stations with convenience stores	36	59 168	4 087	962	396	5.8	4.1
447110	Gasoline stations with convenience stores	36	59 168	4 087	962	396	5.8	4.1
448	Clothing & clothing accessories stores	39	18 405	2 521	597	239	7.7	12.0
4481	Clothing stores	23	12 086	1 736	421	166	10.5	2.7
4482101	Men's shoe stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	20	8 168	944	225	93	15.2	2.8
4511	Sporting goods, hobby, & musical instrument stores	11	4 834	585	136	41	25.8	3.7
45114	Musical instrument & supplies stores	3	D	D	D	a	D	D
451140	Musical instrument & supplies stores	3	D	D	D	a	D	D
4512	Book, periodical, & music stores	9	3 334	359	89	52	—	1.4
45121	Book stores & news dealers	6	D	D	D	b	D	D
451212	Specialty book stores	1	D	D	D	a	D	D
452	General merchandise stores	15	D	D	D	g	D	D
4521	Department stores (incl leased depts) ##	9	128 506	N	N	N	—	—
45211	Department stores (incl leased depts) ##	9	128 506	N	N	N	—	—
4521	Department stores (excl leased depts)	9	126 810	12 154	2 943	1 109	—	—
45211	Department stores (excl leased depts)	9	126 810	12 154	2 943	1 109	—	—
452110	Department stores (excl leased depts)	9	126 810	12 154	2 943	1 109	—	—
4521102	Discount or mass merchandising dept stores (excl leased depts)	6	D	D	D	f	D	D
45299	All other general merchandise stores	6	D	D	D	c	D	D
452990	All other general merchandise stores	6	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores	4	D	D	D	b	D	D

See footnotes at end of table.

**Table 3. Summary Statistics for Counties: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>WOOD COUNTY, WI—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
453	Miscellaneous store retailers .....	42	D	D	D	e	D	D
4531	Florists .....	8	2 708	598	147	68	16.3	—
45311	Florists .....	8	2 708	598	147	68	16.3	—
453110	Florists .....	8	2 708	598	147	68	16.3	—
4532	Office supplies, stationery, & gift stores .....	15	11 265	1 866	475	106	60.4	5.7
45321	Office supplies & stationery stores .....	2	D	D	D	b	D	D
453210	Office supplies & stationery stores .....	2	D	D	D	b	D	D
4532102	Office supplies stores .....	2	D	D	D	b	D	D
45322	Gift, novelty, & souvenir stores .....	13	D	D	D	b	D	D
453220	Gift, novelty, & souvenir stores .....	13	D	D	D	b	D	D
4533	Used merchandise stores .....	5	1 845	693	147	58	.9	—
45331	Used merchandise stores .....	5	1 845	693	147	58	.9	—
453310	Used merchandise stores .....	5	1 845	693	147	58	.9	—
4539	Other miscellaneous store retailers .....	14	D	D	D	b	D	D
45391	Pet & pet supplies stores .....	4	945	125	33	17	—	—
453910	Pet & pet supplies stores .....	4	945	125	33	17	—	—
45393	Manufactured (mobile) home dealers .....	2	D	D	D	b	D	D
453930	Manufactured (mobile) home dealers .....	2	D	D	D	b	D	D
45399	All other miscellaneous store retailers .....	7	D	D	D	a	D	D
454	Nonstore retailers .....	31	196 463	10 377	2 436	368	4.1	.9
4541	Electronic shopping & mail-order houses .....	8	D	D	D	c	D	D
45411	Electronic shopping & mail-order houses .....	8	D	D	D	c	D	D
454110	Electronic shopping & mail-order houses .....	8	D	D	D	c	D	D
4543	Direct selling establishments .....	19	D	D	D	c	D	D
45431	Fuel dealers .....	11	D	D	D	c	D	D
454311	Heating oil dealers .....	6	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers .....	5	D	D	D	b	D	D
45439	Other direct selling establishments .....	8	D	D	D	b	D	D
454390	Other direct selling establishments .....	8	D	D	D	b	D	D

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

<sup>1</sup>Includes sales information obtained from administrative records of other Federal agencies.

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



**Table 4. Summary Statistics for Places: 1997**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>ALGOMA, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>22</b>	<b>34 336</b>	<b>2 703</b>	<b>587</b>	<b>184</b>	<b>20.2</b>	<b>.3</b>
441	Motor vehicle & parts dealers .....	3	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	2	D	D	D	a	D	D
443	Electronics & appliance stores .....	4	D	D	D	a	D	D
445	Food & beverage stores .....	4	D	D	D	b	D	D
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	3	2 050	155	23	11	D	—
448	Clothing & clothing accessories stores .....	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	3	D	D	D	a	D	D
4531	Florists .....	3	D	D	D	a	D	D
45311	Florists .....	3	D	D	D	a	D	D
453110	Florists .....	3	D	D	D	a	D	D
<b>ALLOUEZ, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>22</b>	<b>48 114</b>	<b>4 013</b>	<b>1 053</b>	<b>337</b>	<b>3.4</b>	<b>15.9</b>
441	Motor vehicle & parts dealers .....	1	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	2	D	D	D	a	D	D
445	Food & beverage stores .....	5	13 467	1 075	385	162	2.3	33.3
446	Health & personal care stores .....	2	D	D	D	b	D	D
4461	Health & personal care stores .....	2	D	D	D	b	D	D
447	Gasoline stations .....	1	D	D	D	a	D	D
448	Clothing & clothing accessories stores .....	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	4	D	D	D	b	D	D
454	Nonstore retailers .....	2	D	D	D	a	D	D
<b>ALTOONA, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>16</b>	<b>9 203</b>	<b>1 126</b>	<b>235</b>	<b>67</b>	<b>11.5</b>	<b>3.1</b>
441	Motor vehicle & parts dealers .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	4	1 896	545	114	14	—	15.2
447	Gasoline stations .....	5	5 984	362	81	38	13.2	—
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	2	D	D	D	a	D	D
454	Nonstore retailers .....	2	D	D	D	a	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>AMERY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>36</b>	<b>48 182</b>	<b>4 709</b>	<b>1 169</b>	<b>339</b>	<b>6.3</b>	<b>9.5</b>
441	Motor vehicle & parts dealers .....	3	10 242	783	165	26	—	—
442	Furniture & home furnishings stores .....	4	D	D	D	b	D	D
4421	Furniture stores .....	2	D	D	D	a	D	D
44211	Furniture stores .....	2	D	D	D	a	D	D
442110	Furniture stores .....	2	D	D	D	a	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	6	8 955	962	250	44	5.0	—
4442	Lawn & garden equipment & supplies stores .....	2	D	D	D	a	D	D
44422	Nursery & garden centers .....	2	D	D	D	a	D	D
444220	Nursery & garden centers .....	2	D	D	D	a	D	D
445	Food & beverage stores .....	5	D	D	D	c	D	D
446	Health & personal care stores .....	2	D	D	D	b	D	D
447	Gasoline stations .....	4	7 028	391	94	37	—	16.9
448	Clothing & clothing accessories stores .....	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	2	D	D	D	a	D	D
453	Miscellaneous store retailers .....	3	534	67	18	7	100.0	—
454	Nonstore retailers .....	3	2 306	193	50	9	D	—
454312	Liquefied petroleum gas (bottled gas) dealers ...	2	D	D	D	a	D	D
<b>ANTIGO, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>76</b>	<b>193 032</b>	<b>14 855</b>	<b>3 269</b>	<b>908</b>	<b>7.6</b>	<b>5.7</b>
441	Motor vehicle & parts dealers .....	15	95 061	6 001	1 343	236	6.6	10.9
44112	Used car dealers .....	6	D	D	D	b	D	D
441120	Used car dealers .....	6	D	D	D	b	D	D
4412	Other motor vehicle dealers .....	1	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers ....	1	D	D	D	a	D	D
441221	Motorcycle dealers .....	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores .....	5	D	D	D	c	D	D
44131	Automotive parts & accessories stores .....	4	D	D	D	b	D	D
441310	Automotive parts & accessories stores .....	4	D	D	D	b	D	D
44132	Tire dealers .....	1	D	D	D	b	D	D
441320	Tire dealers .....	1	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	4	D	D	D	a	D	D
443	Electronics & appliance stores .....	6	D	D	D	b	D	D
4431	Electronics & appliance stores .....	6	D	D	D	b	D	D
44311	Appliance, television, & other electronics stores ....	4	D	D	D	b	D	D
443112	Radio, television, & other electronics stores .....	2	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers .....	5	D	D	D	b	D	D
44419	Other building material dealers .....	1	D	D	D	a	D	D
444190	Other building material dealers .....	1	D	D	D	a	D	D
4442	Lawn & garden equipment & supplies stores .....	3	D	D	D	b	D	D
44422	Nursery & garden centers .....	2	D	D	D	b	D	D
444220	Nursery & garden centers .....	2	D	D	D	b	D	D
445	Food & beverage stores .....	4	D	D	D	c	D	D
446	Health & personal care stores .....	2	D	D	D	b	D	D
447	Gasoline stations .....	11	11 478	618	142	70	19.7	—
448	Clothing & clothing accessories stores .....	8	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores .....	6	D	D	D	b	D	D
452	General merchandise stores .....	5	D	D	D	c	D	D
4529	Other general merchandise stores .....	4	D	D	D	b	D	D
45299	All other general merchandise stores .....	4	D	D	D	b	D	D
452990	All other general merchandise stores .....	4	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores ....	1	D	D	D	b	D	D
453	Miscellaneous store retailers .....	5	D	D	D	b	D	D
454	Nonstore retailers .....	5	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ...	2	D	D	D	a	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>APPLETON, WI *</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>329</b>	<b>691 009</b>	<b>73 915</b>	<b>17 150</b>	<b>4 683</b>	<b>4.0</b>	<b>3.6</b>
441	Motor vehicle & parts dealers .....	36	110 255	9 732	2 276	443	5.1	.8
4411	Automobile dealers .....	15	83 365	4 628	1 079	209	5.4	—
44112	Used car dealers .....	13	D	D	D	b	D	D
441120	Used car dealers .....	13	D	D	D	b	D	D
4412	Other motor vehicle dealers .....	3	9 446	1 078	182	35	—	—
44121	Recreational vehicle dealers .....	1	D	D	D	a	D	D
441210	Recreational vehicle dealers .....	1	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	2	D	D	D	b	D	D
441222	Boat dealers .....	2	D	D	D	b	D	D
4413	Automotive parts, accessories, & tire stores .....	18	17 444	4 026	1 015	199	6.5	5.3
44131	Automotive parts & accessories stores .....	14	11 139	2 812	737	151	—	—
441310	Automotive parts & accessories stores .....	14	11 139	2 812	737	151	—	—
44132	Tire dealers .....	4	6 305	1 214	278	48	17.9	14.6
441320	Tire dealers .....	4	6 305	1 214	278	48	17.9	14.6
442	Furniture & home furnishings stores .....	25	25 690	3 530	825	172	12.1	9.4
4421	Furniture stores .....	12	16 625	2 001	511	104	11.0	12.4
44211	Furniture stores .....	12	16 625	2 001	511	104	11.0	12.4
442110	Furniture stores .....	12	16 625	2 001	511	104	11.0	12.4
4422	Home furnishings stores .....	13	9 065	1 529	314	68	14.0	3.9
44221	Floor covering stores .....	7	7 634	1 269	254	51	13.8	—
442210	Floor covering stores .....	7	7 634	1 269	254	51	13.8	—
44229	Other home furnishings stores .....	6	1 431	260	60	17	15.3	24.7
443	Electronics & appliance stores .....	20	42 288	4 428	1 011	189	3.4	3.3
4431	Electronics & appliance stores .....	20	42 288	4 428	1 011	189	3.4	3.3
44311	Appliance, television, & other electronics stores .....	16	40 478	4 236	968	175	3.5	2.4
443111	Household appliance stores .....	10	D	D	D	b	D	D
443112	Radio, television, & other electronics stores .....	6	D	D	D	c	D	D
44312	Computer & software stores .....	2	D	D	D	a	D	D
443120	Computer & software stores .....	2	D	D	D	a	D	D
44313	Camera & photographic supplies stores .....	2	D	D	D	a	D	D
443130	Camera & photographic supplies stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	25	141 384	14 921	3 609	677	2.0	.5
4441	Building material & supplies dealers .....	21	D	D	D	f	D	D
44411	Home centers .....	2	D	D	D	c	D	D
444110	Home centers .....	2	D	D	D	c	D	D
44413	Hardware stores .....	3	D	D	D	b	D	D
444130	Hardware stores .....	3	D	D	D	b	D	D
44419	Other building material dealers .....	15	79 262	8 921	2 251	301	3.5	.9
444190	Other building material dealers .....	15	79 262	8 921	2 251	301	3.5	.9
4442	Lawn & garden equipment & supplies stores .....	4	D	D	D	b	D	D
44422	Nursery & garden centers .....	2	D	D	D	b	D	D
444220	Nursery & garden centers .....	2	D	D	D	b	D	D
445	Food & beverage stores .....	18	101 544	9 762	2 149	738	.6	—
4451	Grocery stores .....	12	D	D	D	f	D	D
44511	Supermarkets & other grocery (except convenience) stores .....	10	95 564	9 320	2 045	698	.4	—
445110	Supermarkets & other grocery (except convenience) stores .....	10	95 564	9 320	2 045	698	.4	—
4452	Specialty food stores .....	3	D	D	D	a	D	D
446	Health & personal care stores .....	25	36 718	5 441	1 359	320	7.6	8.2
4461	Health & personal care stores .....	25	36 718	5 441	1 359	320	7.6	8.2
44611	Pharmacies & drug stores .....	11	30 002	4 035	1 016	232	8.4	7.8
446110	Pharmacies & drug stores .....	11	30 002	4 035	1 016	232	8.4	7.8
4461101	Pharmacies & drug stores .....	11	30 002	4 035	1 016	232	8.4	7.8
44613	Optical goods stores .....	7	D	D	D	b	D	D
446130	Optical goods stores .....	7	D	D	D	b	D	D
44619	Other health & personal care stores .....	7	D	D	D	b	D	D
446199	All other health & personal care stores .....	5	D	D	D	b	D	D
447	Gasoline stations .....	31	51 436	2 546	585	217	6.1	18.9
4471	Gasoline stations .....	31	51 436	2 546	585	217	6.1	18.9
44711	Gasoline stations with convenience stores .....	28	D	D	D	c	D	D
447110	Gasoline stations with convenience stores .....	28	D	D	D	c	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>APPLETON, WI *—Con.</b>							
<b>44-45</b>	<b>Retail trade—Con.</b>							
448	Clothing & clothing accessories stores . . . . .	48	30 928	5 387	1 108	441	13.8	2.0
4481	Clothing stores . . . . .	24	17 074	3 287	700	275	15.7	2.0
44814	Family clothing stores . . . . .	5	D	D	D	c	D	D
448140	Family clothing stores . . . . .	5	D	D	D	c	D	D
4482	Shoe stores . . . . .	10	D	D	D	b	D	D
44821	Shoe stores . . . . .	10	D	D	D	b	D	D
448210	Shoe stores . . . . .	10	D	D	D	b	D	D
4482101	Men's shoe stores . . . . .	1	D	D	D	a	D	D
4482104	Family shoe stores . . . . .	8	D	D	D	b	D	D
4482105	Athletic footwear stores . . . . .	1	D	D	D	b	D	D
4483	Jewelry, luggage, & leather goods stores . . . . .	14	D	D	D	b	D	D
44831	Jewelry stores . . . . .	13	D	D	D	b	D	D
448310	Jewelry stores . . . . .	13	D	D	D	b	D	D
44832	Luggage & leather goods stores . . . . .	1	D	D	D	a	D	D
448320	Luggage & leather goods stores . . . . .	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores . . . . .	34	18 170	2 658	572	249	15.0	10.0
4511	Sporting goods, hobby, & musical instrument stores . .	19	10 181	1 502	299	127	13.2	17.8
45111	Sporting goods stores . . . . .	9	5 621	705	156	65	16.0	30.8
451110	Sporting goods stores . . . . .	9	5 621	705	156	65	16.0	30.8
4511101	General-line sporting goods stores . . . . .	2	D	D	D	b	D	D
45114	Musical instrument & supplies stores . . . . .	2	D	D	D	a	D	D
451140	Musical instrument & supplies stores . . . . .	2	D	D	D	a	D	D
4512	Book, periodical, & music stores . . . . .	15	7 989	1 156	273	122	17.3	—
45121	Book stores & news dealers . . . . .	7	4 501	774	180	77	30.7	—
451211	Book stores . . . . .	7	4 501	774	180	77	30.7	—
4512111	Book stores, general . . . . .	6	D	D	D	b	D	D
4512112	Specialty book stores . . . . .	1	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, & record stores . . .	8	3 488	382	93	45	—	—
451220	Prerecorded tape, compact disc, & record stores .	8	3 488	382	93	45	—	—
452	General merchandise stores . . . . .	4	86 096	7 082	1 711	619	—	—
4521	Department stores (incl leased depts) ## . . . . .	4	87 394	N	N	N	—	—
45211	Department stores (incl leased depts) ## . . . . .	4	87 394	N	N	N	—	—
4521	Department stores (excl leased depts) . . . . .	4	86 096	7 082	1 711	619	—	—
452110	Department stores (excl leased depts) . . . . .	4	86 096	7 082	1 711	619	—	—
4521102	Department stores (excl leased depts) . . . . .	4	86 096	7 082	1 711	619	—	—
4521102	Discount or mass merchandising dept stores (excl leased depts) . . . . .	4	86 096	7 082	1 711	619	—	—
453	Miscellaneous store retailers . . . . .	52	36 356	6 194	1 376	490	3.0	11.9
4531	Florists . . . . .	3	D	D	D	b	D	D
45311	Florists . . . . .	3	D	D	D	b	D	D
453110	Florists . . . . .	3	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores . . . . .	16	14 665	1 273	302	142	1.7	6.0
45321	Office supplies & stationery stores . . . . .	1	D	D	D	b	D	D
453210	Office supplies & stationery stores . . . . .	1	D	D	D	b	D	D
4532102	Office supplies stores . . . . .	1	D	D	D	b	D	D
45322	Gift, novelty, & souvenir stores . . . . .	15	D	D	D	b	D	D
453220	Gift, novelty, & souvenir stores . . . . .	15	D	D	D	b	D	D
4533	Used merchandise stores . . . . .	13	D	D	D	c	D	D
45331	Used merchandise stores . . . . .	13	D	D	D	c	D	D
453310	Used merchandise stores . . . . .	13	D	D	D	c	D	D
4539	Other miscellaneous store retailers . . . . .	20	D	D	D	c	D	D
45391	Pet & pet supplies stores . . . . .	6	4 783	547	124	47	6.1	1.1
453910	Pet & pet supplies stores . . . . .	6	4 783	547	124	47	6.1	1.1
45392	Art dealers . . . . .	2	D	D	D	a	D	D
453920	Art dealers . . . . .	2	D	D	D	a	D	D
45399	All other miscellaneous store retailers . . . . .	12	8 173	1 643	356	103	5.1	32.3
454	Nonstore retailers . . . . .	11	10 144	2 234	569	128	1.5	—
4543	Direct selling establishments . . . . .	9	D	D	D	c	D	D
454311	Heating oil dealers . . . . .	1	D	D	D	a	D	D
45439	Other direct selling establishments . . . . .	8	D	D	D	c	D	D
454390	Other direct selling establishments . . . . .	8	D	D	D	c	D	D
	<b>APPLETON, WI (CALUMET COUNTY PART) *</b>							
<b>44-45</b>	<b>Retail trade . . . . .</b>	<b>8</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>e</b>	<b>D</b>	<b>D</b>
441	Motor vehicle & parts dealers . . . . .	1	D	D	D	a	D	D
445	Food & beverage stores . . . . .	3	D	D	D	e	D	D
4451	Grocery stores . . . . .	2	D	D	D	e	D	D
447	Gasoline stations . . . . .	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores . . . . .	1	D	D	D	a	D	D
454	Nonstore retailers . . . . .	1	D	D	D	a	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>APPLETON, WI (OUTAGAMIE COUNTY PART) *</b>							
<b>44-45</b>	<b>Retail trade .....</b>	<b>298</b>	<b>597 965</b>	<b>64 569</b>	<b>14 958</b>	<b>3 910</b>	<b>4.4</b>	<b>4.1</b>
441	Motor vehicle & parts dealers .....	34	D	D	D	e	D	D
4411	Automobile dealers .....	14	D	D	D	c	D	D
44112	Used car dealers .....	12	D	D	D	b	D	D
441120	Used car dealers .....	12	D	D	D	b	D	D
4412	Other motor vehicle dealers .....	2	D	D	D	b	D	D
44121	Recreational vehicle dealers .....	1	D	D	D	a	D	D
441210	Recreational vehicle dealers .....	1	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers ....	1	D	D	D	a	D	D
441222	Boat dealers .....	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores .....	18	17 444	4 026	1 015	199	6.5	5.3
44131	Automotive parts & accessories stores .....	14	11 139	2 812	737	151	—	—
441310	Automotive parts & accessories stores .....	14	11 139	2 812	737	151	—	—
44132	Tire dealers .....	4	6 305	1 214	278	48	17.9	14.6
441320	Tire dealers .....	4	6 305	1 214	278	48	17.9	14.6
442	Furniture & home furnishings stores .....	21	D	D	D	c	D	D
4421	Furniture stores .....	11	D	D	D	b	D	D
44211	Furniture stores .....	11	D	D	D	b	D	D
442110	Furniture stores .....	11	D	D	D	b	D	D
4422	Home furnishings stores .....	10	D	D	D	b	D	D
44221	Floor covering stores .....	5	D	D	D	b	D	D
442210	Floor covering stores .....	5	D	D	D	b	D	D
443	Electronics & appliance stores .....	19	D	D	D	c	D	D
4431	Electronics & appliance stores .....	19	D	D	D	c	D	D
44311	Appliance, television, & other electronics stores ....	15	D	D	D	c	D	D
443111	Household appliance stores .....	10	D	D	D	b	D	D
443112	Radio, television, & other electronics stores .....	5	D	D	D	c	D	D
44312	Computer & software stores .....	2	D	D	D	a	D	D
443120	Computer & software stores .....	2	D	D	D	a	D	D
44313	Camera & photographic supplies stores .....	2	D	D	D	a	D	D
443130	Camera & photographic supplies stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	24	D	D	D	f	D	D
4441	Building material & supplies dealers .....	20	D	D	D	f	D	D
44411	Home centers .....	2	D	D	D	c	D	D
444110	Home centers .....	2	D	D	D	c	D	D
44413	Hardware stores .....	3	D	D	D	b	D	D
444130	Hardware stores .....	3	D	D	D	b	D	D
44419	Other building material dealers .....	14	D	D	D	e	D	D
444190	Other building material dealers .....	14	D	D	D	e	D	D
4442	Lawn & garden equipment & supplies stores .....	4	D	D	D	b	D	D
44422	Nursery & garden centers .....	2	D	D	D	b	D	D
444220	Nursery & garden centers .....	2	D	D	D	b	D	D
445	Food & beverage stores .....	14	D	D	D	e	D	D
4451	Grocery stores .....	9	D	D	D	e	D	D
44511	Supermarkets & other grocery (except convenience) stores .....	8	D	D	D	e	D	D
445110	Supermarkets & other grocery (except convenience) stores .....	8	D	D	D	e	D	D
4452	Specialty food stores .....	2	D	D	D	a	D	D
446	Health & personal care stores .....	21	30 565	4 273	1 089	256	9.2	9.2
4461	Health & personal care stores .....	21	30 565	4 273	1 089	256	9.2	9.2
44611	Pharmacies & drug stores .....	9	D	D	D	c	D	D
446110	Pharmacies & drug stores .....	9	D	D	D	c	D	D
4461101	Pharmacies & drug stores .....	9	D	D	D	c	D	D
44613	Optical goods stores .....	7	D	D	D	b	D	D
446130	Optical goods stores .....	7	D	D	D	b	D	D
44619	Other health & personal care stores .....	5	D	D	D	b	D	D
446199	All other health & personal care stores .....	4	D	D	D	b	D	D
447	Gasoline stations .....	28	D	D	D	c	D	D
4471	Gasoline stations .....	28	D	D	D	c	D	D
44711	Gasoline stations with convenience stores .....	25	D	D	D	c	D	D
447110	Gasoline stations with convenience stores .....	25	D	D	D	c	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>APPLETON, WI (OUTAGAMIE COUNTY PART) *—Con.</b>							
<b>44-45</b>	<b>Retail trade—Con.</b>							
448	Clothing & clothing accessories stores .....	44	D	D	D	e	D	D
4481	Clothing stores .....	22	D	D	D	e	D	D
44814	Family clothing stores .....	5	D	D	D	c	D	D
448140	Family clothing stores .....	5	D	D	D	c	D	D
4482	Shoe stores .....	10	D	D	D	b	D	D
44821	Shoe stores .....	10	D	D	D	b	D	D
448210	Shoe stores .....	10	D	D	D	b	D	D
4482101	Men's shoe stores .....	1	D	D	D	a	D	D
4482104	Family shoe stores .....	8	D	D	D	b	D	D
4482105	Athletic footwear stores .....	1	D	D	D	b	D	D
4483	Jewelry, luggage, & leather goods stores .....	12	D	D	D	b	D	D
44831	Jewelry stores .....	11	D	D	D	b	D	D
448310	Jewelry stores .....	11	D	D	D	b	D	D
44832	Luggage & leather goods stores .....	1	D	D	D	a	D	D
448320	Luggage & leather goods stores .....	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	31	D	D	D	c	D	D
4511	Sporting goods, hobby, & musical instrument stores ..	18	D	D	D	c	D	D
45111	Sporting goods stores .....	8	D	D	D	b	D	D
451110	Sporting goods stores .....	8	D	D	D	b	D	D
4511101	General-line sporting goods stores .....	2	D	D	D	b	D	D
45114	Musical instrument & supplies stores .....	2	D	D	D	a	D	D
451140	Musical instrument & supplies stores .....	2	D	D	D	a	D	D
4512	Book, periodical, & music stores .....	13	D	D	D	c	D	D
45121	Book stores & news dealers .....	6	D	D	D	b	D	D
451211	Book stores .....	6	D	D	D	b	D	D
4512111	Book stores, general .....	5	D	D	D	b	D	D
4512112	Specialty book stores .....	1	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, & record stores ...	7	D	D	D	b	D	D
451220	Prerecorded tape, compact disc, & record stores ..	7	D	D	D	b	D	D
452	General merchandise stores .....	3	D	D	D	e	D	D
4521	Department stores (incl leased depts) ## .....	3	D	N	N	N	D	D
45211	Department stores (incl leased depts) ## .....	3	D	N	N	N	D	D
4521	Department stores (excl leased depts) .....	3	D	D	D	e	D	D
45211	Department stores (excl leased depts) .....	3	D	D	D	e	D	D
452110	Department stores (excl leased depts) .....	3	D	D	D	e	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	3	D	D	D	e	D	D
453	Miscellaneous store retailers .....	49	D	D	D	e	D	D
4531	Florists .....	2	D	D	D	b	D	D
45311	Florists .....	2	D	D	D	b	D	D
453110	Florists .....	2	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores .....	15	D	D	D	c	D	D
45321	Office supplies & stationery stores .....	1	D	D	D	b	D	D
453210	Office supplies & stationery stores .....	1	D	D	D	b	D	D
4532102	Office supplies stores .....	1	D	D	D	b	D	D
45322	Gift, novelty, & souvenir stores .....	14	D	D	D	b	D	D
453220	Gift, novelty, & souvenir stores .....	14	D	D	D	b	D	D
4533	Used merchandise stores .....	13	D	D	D	c	D	D
45331	Used merchandise stores .....	13	D	D	D	c	D	D
453310	Used merchandise stores .....	13	D	D	D	c	D	D
4539	Other miscellaneous store retailers .....	19	D	D	D	c	D	D
45391	Pet & pet supplies stores .....	5	D	D	D	b	D	D
453910	Pet & pet supplies stores .....	5	D	D	D	b	D	D
45392	Art dealers .....	2	D	D	D	a	D	D
453920	Art dealers .....	2	D	D	D	a	D	D
45399	All other miscellaneous store retailers .....	12	8 173	1 643	356	103	5.1	32.3
454	Nonstore retailers .....	10	D	D	D	c	D	D
4543	Direct selling establishments .....	9	D	D	D	c	D	D
454311	Heating oil dealers .....	1	D	D	D	a	D	D
45439	Other direct selling establishments .....	8	D	D	D	c	D	D
454390	Other direct selling establishments .....	8	D	D	D	c	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>APPLETON, WI (WINNEBAGO COUNTY PART) *</b>							
<b>44-45</b>	<b>Retail trade .....</b>	<b>23</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>e</b>	<b>D</b>	<b>D</b>
441	Motor vehicle & parts dealers .....	1	D	D	D	a	D	D
4412	Other motor vehicle dealers .....	1	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers ....	1	D	D	D	a	D	D
441222	Boat dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	4	D	D	D	b	D	D
4422	Home furnishings stores .....	3	D	D	D	a	D	D
44221	Floor covering stores .....	2	D	D	D	a	D	D
442210	Floor covering stores .....	2	D	D	D	a	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	1	D	D	D	a	D	D
445	Food & beverage stores .....	1	D	D	D	b	D	D
446	Health & personal care stores .....	4	6 153	1 168	270	64	—	2.9
4461	Health & personal care stores .....	4	6 153	1 168	270	64	—	2.9
447	Gasoline stations .....	1	D	D	D	a	D	D
448	Clothing & clothing accessories stores .....	4	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores .....	2	D	D	D	a	D	D
452	General merchandise stores .....	1	D	D	D	c	D	D
453	Miscellaneous store retailers .....	3	D	D	D	b	D	D
4531	Florists .....	1	D	D	D	b	D	D
45311	Florists .....	1	D	D	D	b	D	D
453110	Florists .....	1	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	1	D	D	D	a	D	D
45391	Pet & pet supplies stores .....	1	D	D	D	a	D	D
453910	Pet & pet supplies stores .....	1	D	D	D	a	D	D
	<b>ASHLAND, WI</b>							
<b>44-45</b>	<b>Retail trade .....</b>	<b>86</b>	<b>132 016</b>	<b>12 106</b>	<b>2 859</b>	<b>947</b>	<b>19.3</b>	<b>2.1</b>
441	Motor vehicle & parts dealers .....	8	40 427	2 502	563	129	20.6	—
442	Furniture & home furnishings stores .....	4	D	D	D	b	D	D
443	Electronics & appliance stores .....	4	1 808	135	22	8	44.8	22.6
4431	Electronics & appliance stores .....	4	1 808	135	22	8	44.8	22.6
444	Building material & garden equipment & supplies dealers .....	7	7 702	896	178	46	55.0	—
445	Food & beverage stores .....	11	D	D	D	c	D	D
446	Health & personal care stores .....	6	5 712	681	162	38	41.4	1.5
4461	Health & personal care stores .....	6	5 712	681	162	38	41.4	1.5
447	Gasoline stations .....	13	12 832	1 033	270	96	34.4	7.2
44711	Gasoline stations with convenience stores .....	9	D	D	D	b	D	D
447110	Gasoline stations with convenience stores .....	9	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	8	4 521	499	111	49	16.7	—
4481	Clothing stores .....	4	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores .....	5	D	D	D	a	D	D
452	General merchandise stores .....	4	D	D	D	c	D	D
45299	All other general merchandise stores .....	3	D	D	D	b	D	D
452990	All other general merchandise stores .....	3	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores ....	2	D	D	D	b	D	D
453	Miscellaneous store retailers .....	12	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	4	D	D	D	b	D	D
45399	All other miscellaneous store retailers .....	2	D	D	D	b	D	D
454	Nonstore retailers .....	4	D	D	D	b	D	D
4543	Direct selling establishments .....	4	D	D	D	b	D	D
454311	Heating oil dealers .....	1	D	D	D	a	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>ASHWAUBENON, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>198</b>	<b>667 290</b>	<b>60 346</b>	<b>14 271</b>	<b>3 921</b>	<b>1.1</b>	<b>6.5</b>
441	Motor vehicle & parts dealers .....	23	216 866	13 319	3 020	649	.2	.3
4411	Automobile dealers .....	9	187 597	9 238	2 128	461	.2	—
44111	New car dealers .....	6	184 403	9 117	2 105	457	—	—
441110	New car dealers .....	6	184 403	9 117	2 105	457	—	—
4412	Other motor vehicle dealers .....	3	D	D	D	b	D	D
44121	Recreational vehicle dealers .....	1	D	D	D	b	D	D
441210	Recreational vehicle dealers .....	1	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers ....	2	D	D	D	a	D	D
441222	Boat dealers .....	2	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores .....	11	D	D	D	c	D	D
44131	Automotive parts & accessories stores .....	8	13 727	2 059	451	113	—	5.0
441310	Automotive parts & accessories stores .....	8	13 727	2 059	451	113	—	5.0
442	Furniture & home furnishings stores .....	16	33 003	4 424	1 079	215	.9	4.2
4421	Furniture stores .....	6	21 322	2 264	601	110	—	—
44211	Furniture stores .....	6	21 322	2 264	601	110	—	—
442110	Furniture stores .....	6	21 322	2 264	601	110	—	—
4422	Home furnishings stores .....	10	11 681	2 160	478	105	2.6	11.7
44221	Floor covering stores .....	7	9 406	1 931	428	66	—	14.6
442210	Floor covering stores .....	7	9 406	1 931	428	66	—	14.6
44229	Other home furnishings stores .....	3	2 275	229	50	39	D	—
443	Electronics & appliance stores .....	6	3 022	374	81	25	4.2	—
4431	Electronics & appliance stores .....	6	3 022	374	81	25	4.2	—
44311	Appliance, television, & other electronics stores ....	6	3 022	374	81	25	4.2	—
443112	Radio, television, & other electronics stores .....	3	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	22	101 860	11 446	2 739	528	1.8	—
4441	Building material & supplies dealers .....	19	D	D	D	e	D	D
44411	Home centers .....	1	D	D	D	c	D	D
444110	Home centers .....	1	D	D	D	c	D	D
44412	Paint & wallpaper stores .....	3	D	D	D	b	D	D
444120	Paint & wallpaper stores .....	3	D	D	D	b	D	D
44419	Other building material dealers .....	14	60 682	7 595	1 757	274	3.0	—
444190	Other building material dealers .....	14	60 682	7 595	1 757	274	3.0	—
4442	Lawn & garden equipment & supplies stores .....	3	D	D	D	b	D	D
44422	Nursery & garden centers .....	2	D	D	D	b	D	D
444220	Nursery & garden centers .....	2	D	D	D	b	D	D
445	Food & beverage stores .....	17	55 300	5 555	1 373	497	1.3	3.9
4451	Grocery stores .....	8	D	D	D	e	D	D
44511	Supermarkets & other grocery (except convenience) stores .....	6	52 311	5 188	1 316	467	.2	2.8
445110	Supermarkets & other grocery (except convenience) stores .....	6	52 311	5 188	1 316	467	.2	2.8
446	Health & personal care stores .....	12	10 905	1 745	415	110	—	4.6
4461	Health & personal care stores .....	12	10 905	1 745	415	110	—	4.6
44612	Cosmetics, beauty supplies, & perfume stores ....	3	D	D	D	a	D	D
446120	Cosmetics, beauty supplies, & perfume stores ....	3	D	D	D	a	D	D
44613	Optical goods stores .....	5	3 608	658	158	40	—	4.4
446130	Optical goods stores .....	5	3 608	658	158	40	—	4.4
44619	Other health & personal care stores .....	3	1 531	415	94	16	—	22.3
446191	Food (health) supplement stores .....	3	1 531	415	94	16	—	22.3
447	Gasoline stations .....	10	20 375	1 174	296	114	11.4	18.8
4471	Gasoline stations .....	10	20 375	1 174	296	114	11.4	18.8
44711	Gasoline stations with convenience stores .....	8	D	D	D	b	D	D
447110	Gasoline stations with convenience stores .....	8	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	32	22 273	2 560	561	232	—	.2
4481	Clothing stores .....	20	13 027	1 431	348	155	—	.4
44815	Clothing accessories stores .....	1	D	D	D	a	D	D
448150	Clothing accessories stores .....	1	D	D	D	a	D	D
44819	Other clothing stores .....	2	D	D	D	a	D	D
448190	Other clothing stores .....	2	D	D	D	a	D	D
4482104	Family shoe stores .....	5	D	D	D	b	D	D
4483	Jewelry, luggage, & leather goods stores .....	5	D	D	D	b	D	D
44831	Jewelry stores .....	5	D	D	D	b	D	D
448310	Jewelry stores .....	5	D	D	D	b	D	D

See footnotes at end of table.



**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>ASHWAUBENON, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
451	Sporting goods, hobby, book, & music stores . . . . .	20	16 970	2 025	465	169	5.9	.2
4511	Sporting goods, hobby, & musical instrument stores . .	14	D	D	D	c	D	D
45111	Sporting goods stores . . . . .	8	6 918	703	170	80	10.6	.5
451110	Sporting goods stores . . . . .	8	6 918	703	170	80	10.6	.5
4511101	General-line sporting goods stores . . . . .	3	D	D	D	b	D	D
45112	Hobby, toy, & game stores . . . . .	4	D	D	D	b	D	D
451120	Hobby, toy, & game stores . . . . .	4	D	D	D	b	D	D
45113	Sewing, needlework, & piece goods stores . . . . .	1	D	D	D	a	D	D
451130	Sewing, needlework, & piece goods stores . . . . .	1	D	D	D	a	D	D
45114	Musical instrument & supplies stores . . . . .	1	D	D	D	a	D	D
451140	Musical instrument & supplies stores . . . . .	1	D	D	D	a	D	D
4512	Book, periodical, & music stores . . . . .	6	D	D	D	b	D	D
45121	Book stores & news dealers . . . . .	3	D	D	D	b	D	D
451211	Book stores . . . . .	2	D	D	D	b	D	D
4512112	Specialty book stores . . . . .	1	D	D	D	a	D	D
451212	News dealers & newsstands . . . . .	1	D	D	D	a	D	D
452	General merchandise stores . . . . .	8	D	D	D	g	D	D
4521	Department stores (incl leased depts) ## . . . . .	6	D	N	N	N	D	D
45211	Department stores (incl leased depts) ## . . . . .	6	D	N	N	N	D	D
4521	Department stores (excl leased depts) . . . . .	6	D	D	D	g	D	D
45211	Department stores (excl leased depts) . . . . .	6	D	D	D	g	D	D
452110	Department stores (excl leased depts) . . . . .	6	D	D	D	g	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts) . . . . .	4	D	D	D	f	D	D
4521103	National chain department stores (excl leased depts) . . . . .	2	D	D	D	e	D	D
45299	All other general merchandise stores . . . . .	2	D	D	D	b	D	D
452990	All other general merchandise stores . . . . .	2	D	D	D	b	D	D
4529901	Variety stores . . . . .	1	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores . . . . .	1	D	D	D	b	D	D
453	Miscellaneous store retailers . . . . .	23	D	D	D	c	D	D
4531	Florists . . . . .	3	D	D	D	a	D	D
45311	Florists . . . . .	3	D	D	D	a	D	D
453110	Florists . . . . .	3	D	D	D	a	D	D
4532	Office supplies, stationery, & gift stores . . . . .	11	13 848	1 082	265	125	.9	.8
45321	Office supplies & stationery stores . . . . .	3	D	D	D	b	D	D
453210	Office supplies & stationery stores . . . . .	3	D	D	D	b	D	D
4532102	Office supplies stores . . . . .	2	D	D	D	b	D	D
45322	Gift, novelty, & souvenir stores . . . . .	8	D	D	D	b	D	D
453220	Gift, novelty, & souvenir stores . . . . .	8	D	D	D	b	D	D
4533	Used merchandise stores . . . . .	1	D	D	D	b	D	D
45331	Used merchandise stores . . . . .	1	D	D	D	b	D	D
453310	Used merchandise stores . . . . .	1	D	D	D	b	D	D
4539	Other miscellaneous store retailers . . . . .	8	2 640	439	102	41	6.8	—
45399	All other miscellaneous store retailers . . . . .	3	D	D	D	b	D	D
454	Nonstore retailers . . . . .	9	11 101	2 315	511	99	4.3	1.0
4542	Vending machine operators . . . . .	1	D	D	D	a	D	D
45421	Vending machine operators . . . . .	1	D	D	D	a	D	D
454210	Vending machine operators . . . . .	1	D	D	D	a	D	D
4543	Direct selling establishments . . . . .	7	D	D	D	b	D	D
45439	Other direct selling establishments . . . . .	6	D	D	D	b	D	D
454390	Other direct selling establishments . . . . .	6	D	D	D	b	D	D
<b>BARABOO, WI</b>								
<b>44-45</b>	<b>Retail trade . . . . .</b>	<b>76</b>	<b>121 074</b>	<b>11 765</b>	<b>2 630</b>	<b>663</b>	<b>11.4</b>	<b>1.9</b>
441	Motor vehicle & parts dealers . . . . .	9	34 579	2 330	487	87	18.5	—
442	Furniture & home furnishings stores . . . . .	6	D	D	D	b	D	D
4421	Furniture stores . . . . .	4	3 032	485	124	25	24.1	—
44211	Furniture stores . . . . .	4	3 032	485	124	25	24.1	—
442110	Furniture stores . . . . .	4	3 032	485	124	25	24.1	—
443	Electronics & appliance stores . . . . .	3	1 501	242	48	14	D	65.1
4431	Electronics & appliance stores . . . . .	3	1 501	242	48	14	D	65.1
444	Building material & garden equipment & supplies dealers . . . . .	8	9 494	1 559	363	67	3.4	—
44413	Hardware stores . . . . .	3	D	D	D	b	D	D
444130	Hardware stores . . . . .	3	D	D	D	b	D	D
445	Food & beverage stores . . . . .	3	D	D	D	c	D	D
4452	Specialty food stores . . . . .	1	D	D	D	a	D	D
446	Health & personal care stores . . . . .	5	4 239	763	107	37	52.3	—
447	Gasoline stations . . . . .	8	11 389	771	178	63	—	—
44711	Gasoline stations with convenience stores . . . . .	6	D	D	D	b	D	D
447110	Gasoline stations with convenience stores . . . . .	6	D	D	D	b	D	D
448	Clothing & clothing accessories stores . . . . .	7	2 659	423	98	34	22.6	.6

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BARABOO, WI—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
451	Sporting goods, hobby, book, & music stores .....	6	1 970	224	78	19	17.4	—
452	General merchandise stores .....	2	D	D	D	b	D	D
45299	All other general merchandise stores .....	2	D	D	D	b	D	D
452990	All other general merchandise stores .....	2	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores .....	2	D	D	D	b	D	D
453	Miscellaneous store retailers .....	14	6 512	838	119	46	18.0	—
4532102	Office supplies stores .....	1	D	D	D	a	D	D
4539	Other miscellaneous store retailers .....	5	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers .....	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers .....	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers .....	3	D	D	D	a	D	D
454	Nonstore retailers .....	5	5 429	491	123	20	17.8	—
4543	Direct selling establishments .....	5	5 429	491	123	20	17.8	—
45431	Fuel dealers .....	4	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers .....	3	D	D	D	a	D	D
<b>BARRON, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>28</b>	<b>41 612</b>	<b>3 384</b>	<b>701</b>	<b>230</b>	<b>12.2</b>	<b>27.9</b>
441	Motor vehicle & parts dealers .....	6	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	2	D	D	D	a	D	D
445	Food & beverage stores .....	6	12 386	1 095	230	103	2.8	25.4
4452	Specialty food stores .....	1	D	D	D	a	D	D
446	Health & personal care stores .....	2	D	D	D	a	D	D
447	Gasoline stations .....	7	7 884	600	125	40	—	54.6
448	Clothing & clothing accessories stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	2	D	D	D	a	D	D
<b>BAYSIDE, WI *</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>22</b>	<b>20 445</b>	<b>2 588</b>	<b>593</b>	<b>209</b>	<b>5.2</b>	<b>5.4</b>
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	1	D	D	D	a	D	D
445	Food & beverage stores .....	4	3 138	460	106	36	5.0	—
4452	Specialty food stores .....	3	D	D	D	b	D	D
446	Health & personal care stores .....	5	D	D	D	a	D	D
44612	Cosmetics, beauty supplies, & perfume stores .....	1	D	D	D	a	D	D
446120	Cosmetics, beauty supplies, & perfume stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	3	6 542	492	119	33	—	—
448	Clothing & clothing accessories stores .....	5	2 598	481	120	33	31.1	19.2
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	b	D	D
4512	Book, periodical, & music stores .....	1	D	D	D	b	D	D
45121	Book stores & news dealers .....	1	D	D	D	b	D	D
451211	Book stores .....	1	D	D	D	b	D	D
4512111	Book stores, general .....	1	D	D	D	b	D	D
453	Miscellaneous store retailers .....	2	D	D	D	a	D	D
4531	Florists .....	1	D	D	D	a	D	D
45311	Florists .....	1	D	D	D	a	D	D
453110	Florists .....	1	D	D	D	a	D	D
4532101	Stationery stores .....	1	D	D	D	a	D	D

See footnotes at end of table.

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BAYSIDE, WI (MILWAUKEE COUNTY PART) *</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>22</b>	<b>20 445</b>	<b>2 588</b>	<b>593</b>	<b>209</b>	<b>5.2</b>	<b>5.4</b>
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	1	D	D	D	a	D	D
445	Food & beverage stores .....	4	3 138	460	106	36	5.0	—
4452	Specialty food stores .....	3	D	D	D	b	D	D
446	Health & personal care stores .....	5	D	D	D	a	D	D
44612	Cosmetics, beauty supplies, & perfume stores .....	1	D	D	D	a	D	D
446120	Cosmetics, beauty supplies, & perfume stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	3	6 542	492	119	33	—	—
448	Clothing & clothing accessories stores .....	5	2 598	481	120	33	31.1	19.2
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	b	D	D
4512	Book, periodical, & music stores .....	1	D	D	D	b	D	D
45121	Book stores & news dealers .....	1	D	D	D	b	D	D
451211	Book stores .....	1	D	D	D	b	D	D
4512111	Book stores, general .....	1	D	D	D	b	D	D
453	Miscellaneous store retailers .....	2	D	D	D	a	D	D
4531	Florists .....	1	D	D	D	a	D	D
45311	Florists .....	1	D	D	D	a	D	D
453110	Florists .....	1	D	D	D	a	D	D
4532101	Stationery stores .....	1	D	D	D	a	D	D
<b>BEAVER DAM, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>107</b>	<b>228 930</b>	<b>23 714</b>	<b>5 547</b>	<b>1 652</b>	<b>10.4</b>	<b>4.9</b>
441	Motor vehicle & parts dealers .....	16	47 978	4 034	912	190	30.6	17.1
4412	Other motor vehicle dealers .....	4	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	4	D	D	D	a	D	D
441221	Motorcycle dealers .....	2	D	D	D	a	D	D
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	6	5 381	915	229	43	56.4	—
4421	Furniture stores .....	3	D	D	D	b	D	D
44211	Furniture stores .....	3	D	D	D	b	D	D
442110	Furniture stores .....	3	D	D	D	b	D	D
4422	Home furnishings stores .....	3	D	D	D	a	D	D
443	Electronics & appliance stores .....	7	2 490	343	82	20	15.9	51.7
4431	Electronics & appliance stores .....	7	2 490	343	82	20	15.9	51.7
44311	Appliance, television, & other electronics stores .....	7	2 490	343	82	20	15.9	51.7
444	Building material & garden equipment & supplies dealers .....	8	8 466	915	211	45	5.3	—
4441	Building material & supplies dealers .....	8	8 466	915	211	45	5.3	—
44419	Other building material dealers .....	4	7 070	768	181	36	3.5	—
444190	Other building material dealers .....	4	7 070	768	181	36	3.5	—
445	Food & beverage stores .....	4	36 026	3 752	913	337	—	—
4451	Grocery stores .....	4	36 026	3 752	913	337	—	—
446	Health & personal care stores .....	6	4 290	882	174	41	8.1	6.6
447	Gasoline stations .....	14	16 802	1 026	215	94	14.2	7.0
44711	Gasoline stations with convenience stores .....	9	15 343	860	173	82	9.8	7.7
447110	Gasoline stations with convenience stores .....	9	15 343	860	173	82	9.8	7.7
448	Clothing & clothing accessories stores .....	15	13 150	1 706	391	165	12.6	—
4481	Clothing stores .....	7	D	D	D	c	D	D
451	Sporting goods, hobby, book, & music stores .....	5	D	D	D	b	D	D
452	General merchandise stores .....	6	D	D	D	e	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	2	D	D	D	e	D	D
4529	Other general merchandise stores .....	3	D	D	D	b	D	D
45299	All other general merchandise stores .....	3	D	D	D	b	D	D
452990	All other general merchandise stores .....	3	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores .....	2	D	D	D	b	D	D
453	Miscellaneous store retailers .....	16	4 615	826	203	76	12.4	5.6
4532	Office supplies, stationery, & gift stores .....	5	D	D	D	b	D	D
45321	Office supplies & stationery stores .....	1	D	D	D	a	D	D
453210	Office supplies & stationery stores .....	1	D	D	D	a	D	D
4532102	Office supplies stores .....	1	D	D	D	a	D	D
4539	Other miscellaneous store retailers .....	6	D	D	D	b	D	D
45392	Art dealers .....	2	D	D	D	a	D	D
453920	Art dealers .....	2	D	D	D	a	D	D
45399	All other miscellaneous store retailers .....	4	D	D	D	a	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BEAVER DAM, WI—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
454	Nonstore retailers .....	4	D	D	D	c	D	D
4541	Electronic shopping & mail-order houses .....	1	D	D	D	c	D	D
45411	Electronic shopping & mail-order houses .....	1	D	D	D	c	D	D
454110	Electronic shopping & mail-order houses .....	1	D	D	D	c	D	D
4542	Vending machine operators .....	3	D	D	D	a	D	D
45421	Vending machine operators .....	3	D	D	D	a	D	D
454210	Vending machine operators .....	3	D	D	D	a	D	D
<b>BELOIT, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>141</b>	<b>385 650</b>	<b>32 276</b>	<b>7 127</b>	<b>1 994</b>	<b>3.5</b>	<b>2.9</b>
441	Motor vehicle & parts dealers .....	16	107 269	7 696	2 004	336	4.3	5.0
4411	Automobile dealers .....	6	D	D	D	c	D	D
4412	Other motor vehicle dealers .....	2	D	D	D	b	D	D
44121	Recreational vehicle dealers .....	1	D	D	D	b	D	D
441210	Recreational vehicle dealers .....	1	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers ....	1	D	D	D	a	D	D
441221	Motorcycle dealers .....	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores .....	8	D	D	D	b	D	D
44131	Automotive parts & accessories stores .....	7	5 025	782	187	50	—	2.8
441310	Automotive parts & accessories stores .....	7	5 025	782	187	50	—	2.8
442	Furniture & home furnishings stores .....	4	D	D	D	a	D	D
4422	Home furnishings stores .....	3	D	D	D	a	D	D
443	Electronics & appliance stores .....	10	D	D	D	b	D	D
4431	Electronics & appliance stores .....	10	D	D	D	b	D	D
44311	Appliance, television, & other electronics stores ....	6	D	D	D	b	D	D
44312	Computer & software stores .....	3	D	D	D	a	D	D
443120	Computer & software stores .....	3	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	14	19 171	2 084	422	118	1.0	4.9
4441	Building material & supplies dealers .....	12	D	D	D	c	D	D
44413	Hardware stores .....	2	D	D	D	b	D	D
444130	Hardware stores .....	2	D	D	D	b	D	D
44419	Other building material dealers .....	5	12 004	966	162	35	1.3	7.2
444190	Other building material dealers .....	5	12 004	966	162	35	1.3	7.2
445	Food & beverage stores .....	14	73 686	5 657	1 370	407	.9	—
4451	Grocery stores .....	11	D	D	D	e	D	D
44511	Supermarkets & other grocery (except convenience) stores .....	8	71 736	5 512	1 336	391	.5	—
445110	Supermarkets & other grocery (except convenience) stores .....	8	71 736	5 512	1 336	391	.5	—
446	Health & personal care stores .....	13	20 386	2 254	568	181	7.1	3.7
4461	Health & personal care stores .....	13	20 386	2 254	568	181	7.1	3.7
44611	Pharmacies & drug stores .....	9	19 987	2 185	555	174	6.2	2.8
446110	Pharmacies & drug stores .....	9	19 987	2 185	555	174	6.2	2.8
4461101	Pharmacies & drug stores .....	9	19 987	2 185	555	174	6.2	2.8
447	Gasoline stations .....	27	76 184	3 266	788	293	7.1	3.9
4471	Gasoline stations .....	27	76 184	3 266	788	293	7.1	3.9
44711	Gasoline stations with convenience stores .....	18	30 469	1 595	409	187	13.3	2.8
447110	Gasoline stations with convenience stores .....	18	30 469	1 595	409	187	13.3	2.8
44719	Other gasoline stations .....	9	45 715	1 671	379	106	2.9	4.7
447190	Other gasoline stations .....	9	45 715	1 671	379	106	2.9	4.7
448	Clothing & clothing accessories stores .....	10	3 010	516	138	42	—	—
451	Sporting goods, hobby, book, & music stores .....	8	3 630	550	152	49	2.6	—
4511	Sporting goods, hobby, & musical instrument stores ..	4	D	D	D	b	D	D
45113	Sewing, needlework, & piece goods stores .....	1	D	D	D	a	D	D
451130	Sewing, needlework, & piece goods stores .....	1	D	D	D	a	D	D
45114	Musical instrument & supplies stores .....	1	D	D	D	a	D	D
451140	Musical instrument & supplies stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	6	D	D	D	e	D	D
4529	Other general merchandise stores .....	3	D	D	D	b	D	D
45299	All other general merchandise stores .....	2	D	D	D	b	D	D
452990	All other general merchandise stores .....	2	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores ....	1	D	D	D	b	D	D
453	Miscellaneous store retailers .....	15	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores .....	4	D	D	D	b	D	D
45321	Office supplies & stationery stores .....	1	D	D	D	a	D	D
453210	Office supplies & stationery stores .....	1	D	D	D	a	D	D
4532102	Office supplies stores .....	1	D	D	D	a	D	D
4539	Other miscellaneous store retailers .....	6	D	D	D	a	D	D
45399	All other miscellaneous store retailers .....	5	D	D	D	a	D	D
454	Nonstore retailers .....	4	D	D	D	a	D	D

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BERLIN, WI *</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>48</b>	<b>69 488</b>	<b>6 508</b>	<b>1 430</b>	<b>529</b>	<b>7.8</b>	<b>10.8</b>
441	Motor vehicle & parts dealers .....	8	20 055	1 400	294	57	1.7	27.3
442	Furniture & home furnishings stores .....	4	1 766	216	49	14	64.8	—
443	Electronics & appliance stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	3	3 735	365	72	23	—	—
4442	Lawn & garden equipment & supplies stores .....	2	D	D	D	a	D	D
44422	Nursery & garden centers .....	1	D	D	D	a	D	D
444220	Nursery & garden centers .....	1	D	D	D	a	D	D
445	Food & beverage stores .....	4	12 906	1 483	330	171	3.8	—
446	Health & personal care stores .....	2	D	D	D	a	D	D
447	Gasoline stations .....	5	7 793	541	120	45	13.4	—
448	Clothing & clothing accessories stores .....	8	3 127	437	110	41	36.5	38.9
4481	Clothing stores .....	6	D	D	D	b	D	D
44819	Other clothing stores .....	2	D	D	D	a	D	D
448190	Other clothing stores .....	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	2	D	D	D	c	D	D
453	Miscellaneous store retailers .....	5	D	D	D	a	D	D
45321	Office supplies & stationery stores .....	1	D	D	D	a	D	D
453210	Office supplies & stationery stores .....	1	D	D	D	a	D	D
4532102	Office supplies stores .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	4	1 944	71	11	4	50.5	12.3
<b>BERLIN, WI (GREEN LAKE COUNTY PART) *</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>45</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>f</b>	<b>D</b>	<b>D</b>
441	Motor vehicle & parts dealers .....	7	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	2	D	D	D	a	D	D
443	Electronics & appliance stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	3	3 735	365	72	23	—	—
4442	Lawn & garden equipment & supplies stores .....	2	D	D	D	a	D	D
44422	Nursery & garden centers .....	1	D	D	D	a	D	D
444220	Nursery & garden centers .....	1	D	D	D	a	D	D
445	Food & beverage stores .....	4	12 906	1 483	330	171	3.8	—
446	Health & personal care stores .....	2	D	D	D	a	D	D
447	Gasoline stations .....	5	7 793	541	120	45	13.4	—
448	Clothing & clothing accessories stores .....	8	3 127	437	110	41	36.5	38.9
4481	Clothing stores .....	6	D	D	D	b	D	D
44819	Other clothing stores .....	2	D	D	D	a	D	D
448190	Other clothing stores .....	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	2	D	D	D	c	D	D
453	Miscellaneous store retailers .....	5	D	D	D	a	D	D
45321	Office supplies & stationery stores .....	1	D	D	D	a	D	D
453210	Office supplies & stationery stores .....	1	D	D	D	a	D	D
4532102	Office supplies stores .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	4	1 944	71	11	4	50.5	12.3
<b>BERLIN, WI (WAUSHARA COUNTY PART) *</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>3</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>D</b>	<b>D</b>
441	Motor vehicle & parts dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	2	D	D	D	a	D	D

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BLACK RIVER FALLS, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>47</b>	<b>101 529</b>	<b>9 535</b>	<b>2 103</b>	<b>746</b>	<b>20.2</b>	<b>12.5</b>
441	Motor vehicle & parts dealers .....	9	19 939	1 087	257	76	62.7	5.3
4412	Other motor vehicle dealers .....	2	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	1	D	D	D	a	D	D
441221	Motorcycle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	3	D	D	D	a	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	6	5 812	629	166	35	37.7	—
445	Food & beverage stores .....	4	19 530	1 955	449	173	—	—
446	Health & personal care stores .....	2	D	D	D	a	D	D
447	Gasoline stations .....	6	24 468	2 442	468	212	6.9	3.2
4471	Gasoline stations .....	6	24 468	2 442	468	212	6.9	3.2
44711	Gasoline stations with convenience stores .....	4	D	D	D	b	D	D
447110	Gasoline stations with convenience stores .....	4	D	D	D	b	D	D
44719	Other gasoline stations .....	2	D	D	D	c	D	D
447190	Other gasoline stations .....	2	D	D	D	c	D	D
448	Clothing & clothing accessories stores .....	4	D	D	D	a	D	D
452	General merchandise stores .....	3	D	D	D	c	D	D
453	Miscellaneous store retailers .....	7	D	D	D	b	D	D
454	Nonstore retailers .....	2	D	D	D	b	D	D
4543	Direct selling establishments .....	2	D	D	D	b	D	D
45431	Fuel dealers .....	2	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers .....	2	D	D	D	b	D	D
<b>BLOOMER, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>31</b>	<b>61 498</b>	<b>5 657</b>	<b>1 222</b>	<b>320</b>	<b>5.3</b>	<b>2.8</b>
441	Motor vehicle & parts dealers .....	6	32 378	2 745	478	89	3.3	—
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	5	5 416	665	170	23	—	—
445	Food & beverage stores .....	5	D	D	D	b	D	D
446	Health & personal care stores .....	3	D	D	D	a	D	D
447	Gasoline stations .....	5	7 452	583	137	52	17.1	19.5
452	General merchandise stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	3	D	D	D	a	D	D
454	Nonstore retailers .....	1	D	D	D	b	D	D
4543	Direct selling establishments .....	1	D	D	D	b	D	D
45431	Fuel dealers .....	1	D	D	D	b	D	D
454311	Heating oil dealers .....	1	D	D	D	b	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BOSCOBEL, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>27</b>	<b>34 003</b>	<b>3 184</b>	<b>747</b>	<b>239</b>	<b>7.5</b>	<b>1.4</b>
441	Motor vehicle & parts dealers .....	4	9 308	643	145	33	4.1	—
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	4	4 782	421	102	34	.9	—
445	Food & beverage stores .....	3	D	D	D	b	D	D
446	Health & personal care stores .....	2	D	D	D	b	D	D
447	Gasoline stations .....	5	4 912	291	71	36	25.7	—
448	Clothing & clothing accessories stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	3	2 025	225	56	19	D	—
45299	All other general merchandise stores .....	3	2 025	225	56	19	D	—
452990	All other general merchandise stores .....	3	2 025	225	56	19	D	—
453	Miscellaneous store retailers .....	3	116	34	8	6	77.6	22.4
454	Nonstore retailers .....	1	D	D	D	a	D	D
<b>BRILLION, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>19</b>	<b>36 970</b>	<b>3 139</b>	<b>646</b>	<b>240</b>	<b>9.2</b>	<b>36.1</b>
441	Motor vehicle & parts dealers .....	7	16 383	1 240	226	49	—	31.8
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	2	D	D	D	a	D	D
445	Food & beverage stores .....	3	D	D	D	c	D	D
447	Gasoline stations .....	3	6 771	343	72	29	—	—
448	Clothing & clothing accessories stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	1	D	D	D	a	D	D
<b>BRODHEAD, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>24</b>	<b>33 498</b>	<b>4 075</b>	<b>835</b>	<b>333</b>	<b>32.2</b>	<b>3.9</b>
441	Motor vehicle & parts dealers .....	4	7 934	1 018	183	50	92.8	—
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
4421	Furniture stores .....	1	D	D	D	a	D	D
44211	Furniture stores .....	1	D	D	D	a	D	D
442110	Furniture stores .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	3	1 759	119	31	13	—	—
445	Food & beverage stores .....	3	D	D	D	b	D	D
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	5	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	2	D	D	D	a	D	D
452	General merchandise stores .....	1	D	D	D	b	D	D
45299	All other general merchandise stores .....	1	D	D	D	b	D	D
452990	All other general merchandise stores .....	1	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores .....	1	D	D	D	b	D	D
453	Miscellaneous store retailers .....	2	D	D	D	a	D	D
454	Nonstore retailers .....	1	D	D	D	b	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BROOKFIELD, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>349</b>	<b>939 422</b>	<b>94 027</b>	<b>22 691</b>	<b>6 557</b>	<b>3.4</b>	<b>7.4</b>
441	Motor vehicle & parts dealers .....	14	127 253	10 329	2 445	303	1.1	32.1
4411	Automobile dealers .....	6	D	D	D	c	D	D
44111	New car dealers .....	5	109 676	7 520	1 837	204	—	37.3
441110	New car dealers .....	5	109 676	7 520	1 837	204	—	37.3
4412	Other motor vehicle dealers .....	1	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	1	D	D	D	a	D	D
441221	Motorcycle dealers .....	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores .....	7	D	D	D	b	D	D
44131	Automotive parts & accessories stores .....	3	D	D	D	b	D	D
441310	Automotive parts & accessories stores .....	3	D	D	D	b	D	D
44132	Tire dealers .....	4	6 113	1 300	299	42	—	—
441320	Tire dealers .....	4	6 113	1 300	299	42	—	—
442	Furniture & home furnishings stores .....	30	53 084	6 081	1 395	370	1.4	1.5
4421	Furniture stores .....	15	30 538	3 490	783	192	—	2.7
44211	Furniture stores .....	15	30 538	3 490	783	192	—	2.7
442110	Furniture stores .....	15	30 538	3 490	783	192	—	2.7
4422	Home furnishings stores .....	15	22 546	2 591	612	178	3.3	—
44221	Floor covering stores .....	4	6 385	1 041	235	32	—	—
442210	Floor covering stores .....	4	6 385	1 041	235	32	—	—
44229	Other home furnishings stores .....	11	16 161	1 550	377	146	4.6	—
442299	All other home furnishings stores .....	11	16 161	1 550	377	146	4.6	—
443	Electronics & appliance stores .....	22	122 428	9 343	2 348	603	4.6	—
4431	Electronics & appliance stores .....	22	122 428	9 343	2 348	603	4.6	—
44311	Appliance, television, & other electronics stores .....	11	D	D	D	e	D	D
443111	Household appliance stores .....	3	D	D	D	b	D	D
443112	Radio, television, & other electronics stores .....	8	57 855	4 861	1 288	321	.2	—
44312	Computer & software stores .....	9	56 486	3 133	775	206	3.7	—
443120	Computer & software stores .....	9	56 486	3 133	775	206	3.7	—
44313	Camera & photographic supplies stores .....	2	D	D	D	b	D	D
443130	Camera & photographic supplies stores .....	2	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers .....	20	48 464	6 352	2 002	356	12.1	22.2
4441	Building material & supplies dealers .....	17	D	D	D	e	D	D
44412	Paint & wallpaper stores .....	3	D	D	D	b	D	D
444120	Paint & wallpaper stores .....	3	D	D	D	b	D	D
44413	Hardware stores .....	4	D	D	D	b	D	D
444130	Hardware stores .....	4	D	D	D	b	D	D
44419	Other building material dealers .....	10	32 991	4 051	1 489	180	15.9	32.4
444190	Other building material dealers .....	10	32 991	4 051	1 489	180	15.9	32.4
4442	Lawn & garden equipment & supplies stores .....	3	D	D	D	b	D	D
44421	Outdoor power equipment stores .....	1	D	D	D	a	D	D
444210	Outdoor power equipment stores .....	1	D	D	D	a	D	D
44422	Nursery & garden centers .....	2	D	D	D	b	D	D
444220	Nursery & garden centers .....	2	D	D	D	b	D	D
445	Food & beverage stores .....	25	176 844	16 968	4 002	1 148	1.3	.5
4451	Grocery stores .....	12	169 084	16 055	3 769	1 053	.2	—
44511	Supermarkets & other grocery (except convenience) stores .....	12	169 084	16 055	3 769	1 053	.2	—
445110	Supermarkets & other grocery (except convenience) stores .....	12	169 084	16 055	3 769	1 053	.2	—
4452	Specialty food stores .....	9	3 917	661	172	73	6.8	23.1
446	Health & personal care stores .....	27	36 332	4 618	1 199	351	8.1	2.5
4461	Health & personal care stores .....	27	36 332	4 618	1 199	351	8.1	2.5
44611	Pharmacies & drug stores .....	8	21 795	2 437	652	216	11.5	—
446110	Pharmacies & drug stores .....	8	21 795	2 437	652	216	11.5	—
4461101	Pharmacies & drug stores .....	8	21 795	2 437	652	216	11.5	—
44612	Cosmetics, beauty supplies, & perfume stores .....	4	4 214	418	92	33	10.1	—
446120	Cosmetics, beauty supplies, & perfume stores .....	4	4 214	418	92	33	10.1	—
44613	Optical goods stores .....	7	6 668	1 152	291	66	—	3.2
446130	Optical goods stores .....	7	6 668	1 152	291	66	—	3.2
44619	Other health & personal care stores .....	8	3 655	611	164	36	—	19.3
446191	Food (health) supplement stores .....	2	D	D	D	a	D	D
447	Gasoline stations .....	15	24 706	1 743	419	114	14.3	6.3
4471	Gasoline stations .....	15	24 706	1 743	419	114	14.3	6.3
44711	Gasoline stations with convenience stores .....	6	12 377	726	174	49	13.5	12.5
447110	Gasoline stations with convenience stores .....	6	12 377	726	174	49	13.5	12.5
44719	Other gasoline stations .....	9	12 329	1 017	245	65	15.1	—
447190	Other gasoline stations .....	9	12 329	1 017	245	65	15.1	—

See footnotes at end of table.



**Table 4. Summary Statistics for Places: 1997—Con.**

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>BROOKFIELD, WI—Con.</b>							
<b>44-45</b>	<b>Retail trade—Con.</b>							
448	Clothing & clothing accessories stores .....	98	111 491	12 943	2 954	1 174	3.3	7.6
4481	Clothing stores .....	62	74 873	8 070	1 919	857	3.8	4.8
44811	Men's clothing stores .....	7	5 168	638	205	57	—	21.7
448110	Men's clothing stores .....	7	5 168	638	205	57	—	21.7
44812	Women's clothing stores .....	27	22 450	2 726	629	303	8.9	10.9
448120	Women's clothing stores .....	27	22 450	2 726	629	303	8.9	10.9
44813	Children's & infants' clothing stores .....	4	D	D	D	b	D	D
448130	Children's & infants' clothing stores .....	4	D	D	D	b	D	D
44814	Family clothing stores .....	11	35 103	3 272	742	359	—	—
448140	Family clothing stores .....	11	35 103	3 272	742	359	—	—
44815	Clothing accessories stores .....	4	D	D	D	a	D	D
448150	Clothing accessories stores .....	4	D	D	D	a	D	D
44819	Other clothing stores .....	9	7 287	933	230	84	8.1	—
448190	Other clothing stores .....	9	7 287	933	230	84	8.1	—
4482	Shoe stores .....	16	12 921	1 585	313	164	—	10.2
44821	Shoe stores .....	16	12 921	1 585	313	164	—	10.2
448210	Shoe stores .....	16	12 921	1 585	313	164	—	10.2
4482101	Men's shoe stores .....	1	D	D	D	a	D	D
4482102	Women's shoe stores .....	4	1 706	163	37	29	—	77.4
4482103	Children's & juveniles' shoe stores .....	1	D	D	D	a	D	D
4482104	Family shoe stores .....	9	9 920	1 217	231	122	—	—
4483	Jewelry, luggage, & leather goods stores .....	20	23 697	3 288	722	153	3.8	15.4
44831	Jewelry stores .....	18	D	D	D	c	D	D
448310	Jewelry stores .....	18	D	D	D	c	D	D
44832	Luggage & leather goods stores .....	2	D	D	D	a	D	D
448320	Luggage & leather goods stores .....	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	38	63 684	6 355	1 523	547	3.6	5.9
4511	Sporting goods, hobby, & musical instrument stores ..	29	47 565	5 051	1 208	418	4.6	7.9
45111	Sporting goods stores .....	15	25 025	3 303	741	242	6.4	13.7
451110	Sporting goods stores .....	15	25 025	3 303	741	242	6.4	13.7
4511101	General-line sporting goods stores .....	9	18 106	2 160	501	171	5.9	19.0
4511102	Specialty-line sporting goods stores .....	6	6 919	1 143	240	71	7.6	—
45112	Hobby, toy, & game stores .....	9	19 873	1 442	358	145	2.2	1.2
451120	Hobby, toy, & game stores .....	9	19 873	1 442	358	145	2.2	1.2
45113	Sewing, needlework, & piece goods stores .....	4	D	D	D	b	D	D
451130	Sewing, needlework, & piece goods stores .....	4	D	D	D	b	D	D
4512	Book, periodical, & music stores .....	9	16 119	1 304	315	129	.8	—
45121	Book stores & news dealers .....	3	11 371	958	238	94	—	—
451211	Book stores .....	3	11 371	958	238	94	—	—
4512111	Book stores, general .....	3	11 371	958	238	94	—	—
45122	Prerecorded tape, compact disc, & record stores ...	6	4 748	346	77	35	2.6	—
451220	Prerecorded tape, compact disc, & record stores ...	6	4 748	346	77	35	2.6	—
452	General merchandise stores .....	4	D	D	D	g	D	D
4521	Department stores (incl leased depts) ## .....	4	D	N	N	N	D	D
45211	Department stores (incl leased depts) ## .....	4	D	N	N	N	D	D
4521	Department stores (excl leased depts) .....	4	D	D	D	g	D	D
45211	Department stores (excl leased depts) .....	4	D	D	D	g	D	D
452110	Department stores (excl leased depts) .....	4	D	D	D	g	D	D
4521101	Conventional department stores (excl leased depts) .....	1	D	D	D	e	D	D
4521103	National chain department stores (excl leased depts) .....	2	D	D	D	f	D	D
453	Miscellaneous store retailers .....	46	D	D	D	e	D	D
4531	Florists .....	7	1 882	398	112	49	34.4	—
45311	Florists .....	7	1 882	398	112	49	34.4	—
453110	Florists .....	7	1 882	398	112	49	34.4	—
4532	Office supplies, stationery, & gift stores .....	21	26 075	2 272	500	224	2.6	2.3
45321	Office supplies & stationery stores .....	2	D	D	D	b	D	D
453210	Office supplies & stationery stores .....	2	D	D	D	b	D	D
4532102	Office supplies stores .....	2	D	D	D	b	D	D
45322	Gift, novelty, & souvenir stores .....	19	D	D	D	c	D	D
453220	Gift, novelty, & souvenir stores .....	19	D	D	D	c	D	D
4533	Used merchandise stores .....	4	2 421	391	89	26	—	14.9
45331	Used merchandise stores .....	4	2 421	391	89	26	—	14.9
453310	Used merchandise stores .....	4	2 421	391	89	26	—	14.9
4539	Other miscellaneous store retailers .....	14	D	D	D	b	D	D
45392	Art dealers .....	3	D	D	D	a	D	D
453920	Art dealers .....	3	D	D	D	a	D	D
45399	All other miscellaneous store retailers .....	10	4 412	429	93	29	25.4	2.4
454	Nonstore retailers .....	10	7 754	1 494	365	71	14.4	—
4542	Vending machine operators .....	4	D	D	D	b	D	D
45421	Vending machine operators .....	4	D	D	D	b	D	D
454210	Vending machine operators .....	4	D	D	D	b	D	D
4543	Direct selling establishments .....	5	D	D	D	b	D	D
45439	Other direct selling establishments .....	4	2 988	392	91	25	—	—
454390	Other direct selling establishments .....	4	2 988	392	91	25	—	—

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BROWN DEER, WI</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>39</b>	<b>159 400</b>	<b>14 805</b>	<b>3 568</b>	<b>1 089</b>	<b>2.5</b>	<b>1.1</b>
442	Furniture & home furnishings stores	4	6 954	631	143	66	8.2	14.1
4422	Home furnishings stores	2	D	D	D	b	D	D
44229	Other home furnishings stores	2	D	D	D	b	D	D
442299	All other home furnishings stores	2	D	D	D	b	D	D
443	Electronics & appliance stores	2	D	D	D	c	D	D
4431	Electronics & appliance stores	2	D	D	D	c	D	D
44311	Appliance, television, & other electronics stores	1	D	D	D	c	D	D
443112	Radio, television, & other electronics stores	1	D	D	D	c	D	D
44312	Computer & software stores	1	D	D	D	a	D	D
443120	Computer & software stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	1	D	D	D	a	D	D
445	Food & beverage stores	6	D	D	D	e	D	D
4451	Grocery stores	4	57 191	5 477	1 327	329	—	—
44511	Supermarkets & other grocery (except convenience) stores	4	57 191	5 477	1 327	329	—	—
445110	Supermarkets & other grocery (except convenience) stores	4	57 191	5 477	1 327	329	—	—
446	Health & personal care stores	5	10 848	1 116	282	121	4.8	3.0
4461	Health & personal care stores	5	10 848	1 116	282	121	4.8	3.0
447	Gasoline stations	2	D	D	D	a	D	D
448	Clothing & clothing accessories stores	6	16 975	1 579	387	154	.6	—
4481	Clothing stores	3	D	D	D	c	D	D
44814	Family clothing stores	3	D	D	D	c	D	D
448140	Family clothing stores	3	D	D	D	c	D	D
451	Sporting goods, hobby, book, & music stores	5	D	D	D	b	D	D
4511	Sporting goods, hobby, & musical instrument stores	1	D	D	D	b	D	D
45112	Hobby, toy, & game stores	1	D	D	D	b	D	D
451120	Hobby, toy, & game stores	1	D	D	D	b	D	D
4512	Book, periodical, & music stores	4	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	c	D	D
453	Miscellaneous store retailers	5	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores	2	D	D	D	b	D	D
45321	Office supplies & stationery stores	1	D	D	D	b	D	D
453210	Office supplies & stationery stores	1	D	D	D	b	D	D
4532102	Office supplies stores	1	D	D	D	b	D	D
4539	Other miscellaneous store retailers	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
<b>BURLINGTON, WI *</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>65</b>	<b>169 167</b>	<b>16 126</b>	<b>3 744</b>	<b>1 086</b>	<b>6.5</b>	<b>3.6</b>
441	Motor vehicle & parts dealers	8	52 328	4 442	1 004	172	16.5	—
442	Furniture & home furnishings stores	5	3 690	599	136	31	23.0	—
4421	Furniture stores	2	D	D	D	a	D	D
44211	Furniture stores	2	D	D	D	a	D	D
442110	Furniture stores	2	D	D	D	a	D	D
443	Electronics & appliance stores	4	1 757	353	71	15	—	—
4431	Electronics & appliance stores	4	1 757	353	71	15	—	—
44311	Appliance, television, & other electronics stores	4	1 757	353	71	15	—	—
444	Building material & garden equipment & supplies dealers	10	30 360	2 384	534	124	.3	—
4441	Building material & supplies dealers	6	D	D	D	b	D	D
44413	Hardware stores	2	D	D	D	b	D	D
444130	Hardware stores	2	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	4	D	D	D	b	D	D
44422	Nursery & garden centers	2	D	D	D	b	D	D
444220	Nursery & garden centers	2	D	D	D	b	D	D
445	Food & beverage stores	4	D	D	D	e	D	D
4451	Grocery stores	3	38 436	4 268	1 047	346	—	—
446	Health & personal care stores	6	9 392	1 380	309	87	.7	11.8
4461	Health & personal care stores	6	9 392	1 380	309	87	.7	11.8
447	Gasoline stations	7	10 816	628	144	60	7.6	43.8
448	Clothing & clothing accessories stores	7	2 507	211	53	29	21.4	—
451	Sporting goods, hobby, book, & music stores	4	D	D	D	a	D	D
452	General merchandise stores	1	D	D	D	c	D	D

See footnotes at end of table.

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>BURLINGTON, WI *—Con.</b>							
<b>44-45</b>	<b>Retail trade—Con.</b>							
453	Miscellaneous store retailers .....	6	D	D	D	b	D	D
454	Nonstore retailers .....	3	1 423	146	39	17	—	22.8
	<b>BURLINGTON, WI (RACINE COUNTY PART) *</b>							
<b>44-45</b>	<b>Retail trade .....</b>	<b>65</b>	<b>169 167</b>	<b>16 126</b>	<b>3 744</b>	<b>1 086</b>	<b>6.5</b>	<b>3.6</b>
441	Motor vehicle & parts dealers .....	8	52 328	4 442	1 004	172	16.5	—
442	Furniture & home furnishings stores .....	5	3 690	599	136	31	23.0	—
4421	Furniture stores .....	2	D	D	D	a	D	D
44211	Furniture stores .....	2	D	D	D	a	D	D
442110	Furniture stores .....	2	D	D	D	a	D	D
443	Electronics & appliance stores .....	4	1 757	353	71	15	—	—
4431	Electronics & appliance stores .....	4	1 757	353	71	15	—	—
44311	Appliance, television, & other electronics stores .....	4	1 757	353	71	15	—	—
444	Building material & garden equipment & supplies dealers .....	10	30 360	2 384	534	124	.3	—
4441	Building material & supplies dealers .....	6	D	D	D	b	D	D
44413	Hardware stores .....	2	D	D	D	b	D	D
444130	Hardware stores .....	2	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	4	D	D	D	b	D	D
44422	Nursery & garden centers .....	2	D	D	D	b	D	D
444220	Nursery & garden centers .....	2	D	D	D	b	D	D
445	Food & beverage stores .....	4	D	D	D	e	D	D
4451	Grocery stores .....	3	38 436	4 268	1 047	346	—	—
446	Health & personal care stores .....	6	9 392	1 380	309	87	.7	11.8
4461	Health & personal care stores .....	6	9 392	1 380	309	87	.7	11.8
447	Gasoline stations .....	7	10 816	628	144	60	7.6	43.8
448	Clothing & clothing accessories stores .....	7	2 507	211	53	29	21.4	—
451	Sporting goods, hobby, book, & music stores .....	4	D	D	D	a	D	D
452	General merchandise stores .....	1	D	D	D	c	D	D
453	Miscellaneous store retailers .....	6	D	D	D	b	D	D
454	Nonstore retailers .....	3	1 423	146	39	17	—	22.8
	<b>CALEDONIA TOWN, WI</b>							
<b>44-45</b>	<b>Retail trade .....</b>	<b>47</b>	<b>85 340</b>	<b>9 744</b>	<b>2 057</b>	<b>730</b>	<b>6.3</b>	<b>1.1</b>
441	Motor vehicle & parts dealers .....	9	11 119	753	146	41	3.0	7.6
44112	Used car dealers .....	4	8 606	494	90	22	—	—
441120	Used car dealers .....	4	8 606	494	90	22	—	—
443	Electronics & appliance stores .....	3	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	5	D	D	D	c	D	D
4442	Lawn & garden equipment & supplies stores .....	4	D	D	D	c	D	D
44422	Nursery & garden centers .....	3	D	D	D	c	D	D
444220	Nursery & garden centers .....	3	D	D	D	c	D	D
445	Food & beverage stores .....	10	21 033	2 603	583	157	—	.2
4452	Specialty food stores .....	4	D	D	D	b	D	D
446	Health & personal care stores .....	1	D	D	D	b	D	D
4461	Health & personal care stores .....	1	D	D	D	b	D	D
447	Gasoline stations .....	7	14 179	594	140	94	28.1	—
44711	Gasoline stations with convenience stores .....	6	D	D	D	b	D	D
447110	Gasoline stations with convenience stores .....	6	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	3	D	D	D	a	D	D
452	General merchandise stores .....	2	D	D	D	c	D	D
453	Miscellaneous store retailers .....	3	D	D	D	b	D	D
4531	Florists .....	2	D	D	D	a	D	D
45311	Florists .....	2	D	D	D	a	D	D
453110	Florists .....	2	D	D	D	a	D	D
454	Nonstore retailers .....	2	D	D	D	b	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>CEDARBURG, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>70</b>	<b>362 196</b>	<b>16 725</b>	<b>3 674</b>	<b>960</b>	<b>8.8</b>	<b>1.7</b>
441	Motor vehicle & parts dealers .....	5	D	D	D	c	D	D
4411	Automobile dealers .....	4	277 768	6 233	1 462	223	8.0	—
44111	New car dealers .....	4	277 768	6 233	1 462	223	8.0	—
441110	New car dealers .....	4	277 768	6 233	1 462	223	8.0	—
442	Furniture & home furnishings stores .....	10	3 815	612	123	53	19.6	—
4422	Home furnishings stores .....	9	D	D	D	b	D	D
44229	Other home furnishings stores .....	8	D	D	D	b	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	8	25 027	3 979	832	151	.9	—
4441	Building material & supplies dealers .....	6	D	D	D	c	D	D
44419	Other building material dealers .....	3	D	D	D	c	D	D
444190	Other building material dealers .....	3	D	D	D	c	D	D
445	Food & beverage stores .....	7	D	D	D	c	D	D
4452	Specialty food stores .....	5	1 169	249	44	20	16.4	22.5
446	Health & personal care stores .....	4	D	D	D	b	D	D
4461	Health & personal care stores .....	4	D	D	D	b	D	D
447	Gasoline stations .....	6	13 560	797	171	75	—	3.4
44711	Gasoline stations with convenience stores .....	5	D	D	D	b	D	D
447110	Gasoline stations with convenience stores .....	5	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	7	3 631	813	158	58	33.3	—
4483	Jewelry, luggage, & leather goods stores .....	3	1 846	412	72	15	D	—
451	Sporting goods, hobby, book, & music stores .....	9	5 144	616	77	57	20.2	72.2
4512	Book, periodical, & music stores .....	3	4 230	434	35	24	20.5	79.5
45122	Prerecorded tape, compact disc, & record stores .....	1	D	D	D	a	D	D
451220	Prerecorded tape, compact disc, & record stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	12	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores .....	9	D	D	D	b	D	D
45321	Office supplies & stationery stores .....	2	D	D	D	a	D	D
453210	Office supplies & stationery stores .....	2	D	D	D	a	D	D
4532101	Stationery stores .....	1	D	D	D	a	D	D
4532102	Office supplies stores .....	1	D	D	D	a	D	D
4539	Other miscellaneous store retailers .....	1	D	D	D	a	D	D
45391	Pet & pet supplies stores .....	1	D	D	D	a	D	D
453910	Pet & pet supplies stores .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	1	D	D	D	a	D	D
4543	Direct selling establishments .....	1	D	D	D	a	D	D
454311	Heating oil dealers .....	1	D	D	D	a	D	D
<b>CHILTON, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>28</b>	<b>70 072</b>	<b>6 852</b>	<b>1 535</b>	<b>561</b>	<b>.7</b>	<b>8.6</b>
441	Motor vehicle & parts dealers .....	4	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	2	D	D	D	a	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	4	D	D	D	b	D	D
445	Food & beverage stores .....	3	D	D	D	c	D	D
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	5	6 185	355	106	70	—	—
448	Clothing & clothing accessories stores .....	3	D	D	D	a	D	D
452	General merchandise stores .....	2	D	D	D	c	D	D
45299	All other general merchandise stores .....	1	D	D	D	b	D	D
452990	All other general merchandise stores .....	1	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores .....	1	D	D	D	b	D	D
453	Miscellaneous store retailers .....	2	D	D	D	a	D	D
45392	Art dealers .....	1	D	D	D	a	D	D
453920	Art dealers .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	1	D	D	D	a	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>CHIPPEWA FALLS, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>112</b>	<b>278 669</b>	<b>23 654</b>	<b>5 189</b>	<b>1 596</b>	<b>11.1</b>	<b>.2</b>
441	Motor vehicle & parts dealers .....	29	75 693	5 707	1 222	254	32.4	.4
44112	Used car dealers .....	10	D	D	D	b	D	D
441120	Used car dealers .....	10	D	D	D	b	D	D
4412	Other motor vehicle dealers .....	6	23 770	1 689	378	74	21.6	—
44121	Recreational vehicle dealers .....	3	D	D	D	b	D	D
441210	Recreational vehicle dealers .....	3	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	3	D	D	D	b	D	D
441221	Motorcycle dealers .....	1	D	D	D	a	D	D
441222	Boat dealers .....	2	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	6	3 848	718	174	43	1.6	—
4422	Home furnishings stores .....	4	D	D	D	b	D	D
44221	Floor covering stores .....	3	2 925	577	131	29	—	—
442210	Floor covering stores .....	3	2 925	577	131	29	—	—
443	Electronics & appliance stores .....	5	D	D	D	a	D	D
4431	Electronics & appliance stores .....	5	D	D	D	a	D	D
44311	Appliance, television, & other electronics stores .....	2	D	D	D	a	D	D
44312	Computer & software stores .....	2	D	D	D	a	D	D
443120	Computer & software stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	10	9 840	1 581	322	82	1.7	—
4442	Lawn & garden equipment & supplies stores .....	5	2 320	291	63	21	7.4	—
445	Food & beverage stores .....	10	34 187	2 695	698	330	8.8	—
4451	Grocery stores .....	5	32 715	2 614	682	308	8.2	—
446	Health & personal care stores .....	6	6 440	848	201	40	24.8	3.1
4461	Health & personal care stores .....	6	6 440	848	201	40	24.8	3.1
447	Gasoline stations .....	12	54 561	2 328	513	225	—	—
4471	Gasoline stations .....	12	54 561	2 328	513	225	—	—
44711	Gasoline stations with convenience stores .....	9	D	D	D	c	D	D
447110	Gasoline stations with convenience stores .....	9	D	D	D	c	D	D
44719	Other gasoline stations .....	3	D	D	D	c	D	D
447190	Other gasoline stations .....	3	D	D	D	c	D	D
448	Clothing & clothing accessories stores .....	8	D	D	D	b	D	D
4481	Clothing stores .....	5	D	D	D	b	D	D
44819	Other clothing stores .....	1	D	D	D	b	D	D
448190	Other clothing stores .....	1	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores .....	7	D	D	D	b	D	D
4511	Sporting goods, hobby, & musical instrument stores .....	6	D	D	D	b	D	D
452	General merchandise stores .....	4	61 494	5 206	1 275	398	—	—
4529	Other general merchandise stores .....	2	D	D	D	c	D	D
45299	All other general merchandise stores .....	2	D	D	D	c	D	D
452990	All other general merchandise stores .....	2	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores .....	2	D	D	D	c	D	D
453	Miscellaneous store retailers .....	9	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	6	13 807	2 369	302	67	—	—
45393	Manufactured (mobile) home dealers .....	3	11 627	2 000	235	48	—	—
453930	Manufactured (mobile) home dealers .....	3	11 627	2 000	235	48	—	—
45399	All other miscellaneous store retailers .....	3	2 180	369	67	19	—	—
454	Nonstore retailers .....	6	8 097	604	134	24	—	2.2
4543	Direct selling establishments .....	5	D	D	D	b	D	D
45431	Fuel dealers .....	3	6 805	487	114	16	—	—
454311	Heating oil dealers .....	2	D	D	D	a	D	D
<b>CLINTONVILLE, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>42</b>	<b>81 273</b>	<b>8 287</b>	<b>1 844</b>	<b>511</b>	<b>6.8</b>	<b>9.3</b>
441	Motor vehicle & parts dealers .....	7	19 933	1 885	372	70	2.2	2.5
442	Furniture & home furnishings stores .....	3	909	107	26	11	D	—
443	Electronics & appliance stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	4	9 424	1 778	418	52	—	7.9
44419	Other building material dealers .....	2	D	D	D	b	D	D
444190	Other building material dealers .....	2	D	D	D	b	D	D
445	Food & beverage stores .....	3	15 949	1 730	411	158	D	—
446	Health & personal care stores .....	2	D	D	D	b	D	D
447	Gasoline stations .....	6	12 987	521	134	59	7.0	48.6
44711	Gasoline stations with convenience stores .....	5	D	D	D	b	D	D
447110	Gasoline stations with convenience stores .....	5	D	D	D	b	D	D

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<b>CLINTONVILLE, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
448	Clothing & clothing accessories stores .....	3	717	46	11	9	D	—
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	5	D	D	D	b	D	D
45299	All other general merchandise stores .....	5	D	D	D	b	D	D
452990	All other general merchandise stores .....	5	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores .....	4	D	D	D	b	D	D
453	Miscellaneous store retailers .....	4	D	D	D	a	D	D
454	Nonstore retailers .....	2	D	D	D	a	D	D
<b>COLUMBUS, WI *</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>29</b>	<b>48 291</b>	<b>4 045</b>	<b>971</b>	<b>230</b>	<b>12.9</b>	<b>4.7</b>
441	Motor vehicle & parts dealers .....	2	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	3	426	48	8	5	100.0	—
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	6	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	4	8 934	1 078	242	34	—	—
44422	Nursery & garden centers .....	4	8 934	1 078	242	34	—	—
444220	Nursery & garden centers .....	4	8 934	1 078	242	34	—	—
445	Food & beverage stores .....	3	D	D	D	b	D	D
446	Health & personal care stores .....	2	D	D	D	b	D	D
447	Gasoline stations .....	4	6 440	333	71	22	36.4	35.2
448	Clothing & clothing accessories stores .....	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	4	534	97	23	8	69.5	—
454	Nonstore retailers .....	1	D	D	D	a	D	D
<b>COLUMBUS, WI (COLUMBIA COUNTY PART) *</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>28</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>c</b>	<b>D</b>	<b>D</b>
441	Motor vehicle & parts dealers .....	2	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	3	426	48	8	5	100.0	—
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	5	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	3	D	D	D	b	D	D
44422	Nursery & garden centers .....	3	D	D	D	b	D	D
444220	Nursery & garden centers .....	3	D	D	D	b	D	D
445	Food & beverage stores .....	3	D	D	D	b	D	D
446	Health & personal care stores .....	2	D	D	D	b	D	D
447	Gasoline stations .....	4	6 440	333	71	22	36.4	35.2
448	Clothing & clothing accessories stores .....	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	4	534	97	23	8	69.5	—
454	Nonstore retailers .....	1	D	D	D	a	D	D
<b>COLUMBUS, WI (DODGE COUNTY PART) *</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>1</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>D</b>	<b>D</b>
444	Building material & garden equipment & supplies dealers .....	1	D	D	D	a	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>CROSS PLAINS, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>13</b>	<b>18 431</b>	<b>1 278</b>	<b>310</b>	<b>73</b>	<b>13.3</b>	<b>1.7</b>
441	Motor vehicle & parts dealers .....	3	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	1	D	D	D	a	D	D
445	Food & beverage stores .....	2	D	D	D	a	D	D
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	2	D	D	D	a	D	D
<b>CUDAHY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>58</b>	<b>131 536</b>	<b>12 547</b>	<b>3 038</b>	<b>780</b>	<b>6.1</b>	<b>1.2</b>
441	Motor vehicle & parts dealers .....	11	D	D	D	c	D	D
44112	Used car dealers .....	6	D	D	D	b	D	D
441120	Used car dealers .....	6	D	D	D	b	D	D
443	Electronics & appliance stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	3	6 112	876	186	17	D	—
44419	Other building material dealers .....	1	D	D	D	a	D	D
444190	Other building material dealers .....	1	D	D	D	a	D	D
445	Food & beverage stores .....	8	37 923	3 267	743	219	6.5	—
4451	Grocery stores .....	5	36 556	3 173	722	207	4.1	—
446	Health & personal care stores .....	6	6 626	835	202	52	23.0	20.4
4461	Health & personal care stores .....	6	6 626	835	202	52	23.0	20.4
447	Gasoline stations .....	8	13 350	810	203	81	3.6	—
44711	Gasoline stations with convenience stores .....	3	9 234	494	127	51	—	—
447110	Gasoline stations with convenience stores .....	3	9 234	494	127	51	—	—
448	Clothing & clothing accessories stores .....	4	1 692	154	45	16	16.8	—
451	Sporting goods, hobby, book, & music stores .....	7	4 989	752	200	63	17.2	—
4511	Sporting goods, hobby, & musical instrument stores ..	6	D	D	D	b	D	D
45113	Sewing, needlework, & piece goods stores .....	1	D	D	D	a	D	D
451130	Sewing, needlework, & piece goods stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	2	D	D	D	c	D	D
453	Miscellaneous store retailers .....	6	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	3	D	D	D	a	D	D
454	Nonstore retailers .....	1	D	D	D	a	D	D
<b>DE FOREST, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>20</b>	<b>37 164</b>	<b>4 456</b>	<b>1 209</b>	<b>372</b>	<b>.9</b>	<b>7.2</b>
441	Motor vehicle & parts dealers .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	3	D	D	D	b	D	D
44419	Other building material dealers .....	1	D	D	D	a	D	D
444190	Other building material dealers .....	1	D	D	D	a	D	D
445	Food & beverage stores .....	7	17 381	1 449	465	154	.9	.4
4452	Specialty food stores .....	2	D	D	D	a	D	D
446	Health & personal care stores .....	1	D	D	D	b	D	D
447	Gasoline stations .....	5	8 647	1 681	439	112	—	20.9
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	1	D	D	D	b	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>DELAFIELD, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>31</b>	<b>122 604</b>	<b>10 048</b>	<b>2 372</b>	<b>933</b>	<b>2.1</b>	<b>2.7</b>
442	Furniture & home furnishings stores .....	4	2 335	196	39	8	13.6	7.8
4421	Furniture stores .....	4	2 335	196	39	8	13.6	7.8
44211	Furniture stores .....	4	2 335	196	39	8	13.6	7.8
442110	Furniture stores .....	4	2 335	196	39	8	13.6	7.8
443	Electronics & appliance stores .....	2	D	D	D	a	D	D
4431	Electronics & appliance stores .....	2	D	D	D	a	D	D
44312	Computer & software stores .....	1	D	D	D	a	D	D
443120	Computer & software stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	2	D	D	D	b	D	D
445	Food & beverage stores .....	2	D	D	D	c	D	D
446	Health & personal care stores .....	2	D	D	D	b	D	D
447	Gasoline stations .....	4	12 998	528	127	41	6.3	—
448	Clothing & clothing accessories stores .....	3	2 814	317	63	30	D	—
451	Sporting goods, hobby, book, & music stores .....	4	1 694	271	66	32	1.0	—
452	General merchandise stores .....	3	68 001	5 283	1 202	562	—	—
4521	Department stores (incl leased depts) ## .....	3	68 010	N	N	N	—	—
45211	Department stores (incl leased depts) ## .....	3	68 010	N	N	N	—	—
4521	Department stores (excl leased depts) .....	3	68 001	5 283	1 202	562	—	—
45211	Department stores (excl leased depts) .....	3	68 001	5 283	1 202	562	—	—
452110	Department stores (excl leased depts) .....	3	68 001	5 283	1 202	562	—	—
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	3	68 001	5 283	1 202	562	—	—
453	Miscellaneous store retailers .....	5	936	126	24	20	54.4	19.6
<b>DELAVAN, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>61</b>	<b>127 884</b>	<b>11 431</b>	<b>2 611</b>	<b>797</b>	<b>23.0</b>	<b>2.3</b>
441	Motor vehicle & parts dealers .....	4	38 183	3 183	672	140	56.1	5.3
4412	Other motor vehicle dealers .....	1	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	1	D	D	D	a	D	D
441222	Boat dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	3	803	96	22	7	D	—
444	Building material & garden equipment & supplies dealers .....	4	16 615	1 743	419	66	—	—
4441	Building material & supplies dealers .....	4	16 615	1 743	419	66	—	—
44419	Other building material dealers .....	2	D	D	D	b	D	D
444190	Other building material dealers .....	2	D	D	D	b	D	D
445	Food & beverage stores .....	6	12 626	934	210	80	9.6	—
446	Health & personal care stores .....	6	4 976	730	167	51	13.5	4.3
4461	Health & personal care stores .....	6	4 976	730	167	51	13.5	4.3
447	Gasoline stations .....	12	17 149	1 021	258	105	17.0	.2
44711	Gasoline stations with convenience stores .....	10	D	D	D	c	D	D
447110	Gasoline stations with convenience stores .....	10	D	D	D	c	D	D
448	Clothing & clothing accessories stores .....	8	3 841	526	123	47	34.8	1.8
451	Sporting goods, hobby, book, & music stores .....	2	D	D	D	a	D	D
452	General merchandise stores .....	3	D	D	D	e	D	D
453	Miscellaneous store retailers .....	11	D	D	D	b	D	D
4532102	Office supplies stores .....	1	D	D	D	a	D	D
4533	Used merchandise stores .....	2	D	D	D	a	D	D
45331	Used merchandise stores .....	2	D	D	D	a	D	D
453310	Used merchandise stores .....	2	D	D	D	a	D	D
454	Nonstore retailers .....	1	D	D	D	a	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>DE PERE, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>77</b>	<b>102 157</b>	<b>11 505</b>	<b>2 432</b>	<b>726</b>	<b>8.6</b>	<b>3.0</b>
441	Motor vehicle & parts dealers .....	10	11 973	1 648	355	63	—	—
4412	Other motor vehicle dealers .....	3	D	D	D	b	D	D
441222	Motorcycle, boat, & other motor vehicle dealers .....	2	D	D	D	a	D	D
441222	Boat dealers .....	1	D	D	D	a	D	D
44132	Tire dealers .....	2	D	D	D	a	D	D
441320	Tire dealers .....	2	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	3	2 822	531	152	30	D	—
4421	Furniture stores .....	2	D	D	D	b	D	D
44211	Furniture stores .....	2	D	D	D	b	D	D
442110	Furniture stores .....	2	D	D	D	b	D	D
443	Electronics & appliance stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	10	15 153	1 772	347	82	—	17.5
4441	Building material & supplies dealers .....	6	8 958	1 069	185	47	—	29.7
44419	Other building material dealers .....	3	D	D	D	b	D	D
444190	Other building material dealers .....	3	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	4	6 195	703	162	35	—	—
44422	Nursery & garden centers .....	3	D	D	D	b	D	D
444220	Nursery & garden centers .....	3	D	D	D	b	D	D
445	Food & beverage stores .....	10	21 799	2 360	388	148	12.9	.3
446	Health & personal care stores .....	2	D	D	D	a	D	D
447	Gasoline stations .....	15	27 325	2 405	525	163	14.5	—
4471	Gasoline stations .....	15	27 325	2 405	525	163	14.5	—
44711	Gasoline stations with convenience stores .....	8	9 736	434	74	35	29.5	—
447110	Gasoline stations with convenience stores .....	8	9 736	434	74	35	29.5	—
44719	Other gasoline stations .....	7	17 589	1 971	451	128	6.2	—
447190	Other gasoline stations .....	7	17 589	1 971	451	128	6.2	—
448	Clothing & clothing accessories stores .....	10	1 709	295	63	34	35.4	.7
451	Sporting goods, hobby, book, & music stores .....	2	D	D	D	a	D	D
452	General merchandise stores .....	1	D	D	D	c	D	D
453	Miscellaneous store retailers .....	6	D	D	D	b	D	D
454	Nonstore retailers .....	6	D	D	D	a	D	D
<b>DODGEVILLE, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>37</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>h</b>	<b>D</b>	<b>D</b>
441	Motor vehicle & parts dealers .....	3	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	3	D	D	D	b	D	D
4431	Electronics & appliance stores .....	3	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers .....	5	D	D	D	b	D	D
445	Food & beverage stores .....	3	D	D	D	c	D	D
446	Health & personal care stores .....	3	D	D	D	a	D	D
447	Gasoline stations .....	4	6 656	588	130	52	—	14.9
448	Clothing & clothing accessories stores .....	4	D	D	D	b	D	D
452	General merchandise stores .....	2	D	D	D	c	D	D
45299	All other general merchandise stores .....	1	D	D	D	b	D	D
452990	All other general merchandise stores .....	1	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores .....	1	D	D	D	b	D	D
453	Miscellaneous store retailers .....	5	D	D	D	a	D	D
454	Nonstore retailers .....	4	D	D	D	h	D	D
4541	Electronic shopping & mail-order houses .....	1	D	D	D	h	D	D
45411	Electronic shopping & mail-order houses .....	1	D	D	D	h	D	D
454110	Electronic shopping & mail-order houses .....	1	D	D	D	h	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>EAST TROY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>14</b>	<b>23 840</b>	<b>2 277</b>	<b>537</b>	<b>172</b>	<b>57.3</b>	<b>6.7</b>
441	Motor vehicle & parts dealers .....	3	D	D	D	a	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	2	D	D	D	b	D	D
445	Food & beverage stores .....	1	D	D	D	b	D	D
446	Health & personal care stores .....	1	D	D	D	b	D	D
447	Gasoline stations .....	3	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	1	D	D	D	a	D	D
<b>EAU CLAIRE, WI *</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>372</b>	<b>1 007 484</b>	<b>95 264</b>	<b>22 568</b>	<b>6 849</b>	<b>1.5</b>	<b>2.9</b>
441	Motor vehicle & parts dealers .....	30	185 498	13 967	3 379	604	1.2	.9
4411	Automobile dealers .....	17	169 452	11 303	2 731	448	.1	1.0
441111	New car dealers .....	9	166 665	11 016	2 620	435	—	.7
441110	New car dealers .....	9	166 665	11 016	2 620	435	—	.7
4412	Other motor vehicle dealers .....	1	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	1	D	D	D	a	D	D
441222	Boat dealers .....	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores .....	12	D	D	D	c	D	D
44131	Automotive parts & accessories stores .....	8	D	D	D	c	D	D
441310	Automotive parts & accessories stores .....	8	D	D	D	c	D	D
44132	Tire dealers .....	4	D	D	D	b	D	D
441320	Tire dealers .....	4	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	24	25 561	4 111	874	247	12.0	4.0
4421	Furniture stores .....	12	D	D	D	c	D	D
44211	Furniture stores .....	12	D	D	D	c	D	D
442110	Furniture stores .....	12	D	D	D	c	D	D
4422	Home furnishings stores .....	12	D	D	D	b	D	D
44221	Floor covering stores .....	4	4 829	933	148	13	—	—
442210	Floor covering stores .....	4	4 829	933	148	13	—	—
44229	Other home furnishings stores .....	8	D	D	D	b	D	D
442299	All other home furnishings stores .....	8	D	D	D	b	D	D
443	Electronics & appliance stores .....	18	50 878	4 417	1 047	260	1.4	1.0
4431	Electronics & appliance stores .....	18	50 878	4 417	1 047	260	1.4	1.0
44311	Appliance, television, & other electronics stores .....	13	47 602	3 836	897	231	.6	—
443111	Household appliance stores .....	6	D	D	D	b	D	D
443112	Radio, television, & other electronics stores .....	7	D	D	D	c	D	D
44312	Computer & software stores .....	4	D	D	D	b	D	D
443120	Computer & software stores .....	4	D	D	D	b	D	D
44313	Camera & photographic supplies stores .....	1	D	D	D	a	D	D
443130	Camera & photographic supplies stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	33	192 703	16 821	3 990	708	.1	.3
4441	Building material & supplies dealers .....	25	D	D	D	f	D	D
44411	Home centers .....	2	D	D	D	e	D	D
444110	Home centers .....	2	D	D	D	e	D	D
44412	Paint & wallpaper stores .....	2	D	D	D	a	D	D
444120	Paint & wallpaper stores .....	2	D	D	D	a	D	D
44419	Other building material dealers .....	19	115 108	10 617	2 482	329	—	.5
444190	Other building material dealers .....	19	115 108	10 617	2 482	329	—	.5
4442	Lawn & garden equipment & supplies stores .....	8	D	D	D	b	D	D
44422	Nursery & garden centers .....	6	D	D	D	b	D	D
444220	Nursery & garden centers .....	6	D	D	D	b	D	D
445	Food & beverage stores .....	26	117 113	10 778	2 634	1 262	1.3	3.6
4451	Grocery stores .....	18	D	D	D	g	D	D
44511	Supermarkets & other grocery (except convenience) stores .....	15	114 936	10 457	2 565	1 218	.8	3.6
445110	Supermarkets & other grocery (except convenience) stores .....	15	114 936	10 457	2 565	1 218	.8	3.6
4452	Specialty food stores .....	6	D	D	D	b	D	D

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**Table 4. Summary Statistics for Places: 1997—Con.**

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>EAU CLAIRE, WI *—Con.</b>							
<b>44-45</b>	<b>Retail trade—Con.</b>							
446	Health & personal care stores .....	30	33 894	6 009	1 353	288	1.5	7.1
4461	Health & personal care stores .....	30	33 894	6 009	1 353	288	1.5	7.1
44611	Pharmacies & drug stores .....	11	25 137	3 984	992	200	—	6.7
446110	Pharmacies & drug stores .....	11	25 137	3 984	992	200	—	6.7
4461101	Pharmacies & drug stores .....	10	D	D	D	c	D	D
4461102	Proprietary stores .....	1	D	D	D	a	D	D
44612	Cosmetics, beauty supplies, & perfume stores .....	5	D	D	D	b	D	D
446120	Cosmetics, beauty supplies, & perfume stores .....	5	D	D	D	b	D	D
44619	Other health & personal care stores .....	9	D	D	D	b	D	D
446191	Food (health) supplement stores .....	3	D	D	D	a	D	D
446199	All other health & personal care stores .....	6	D	D	D	b	D	D
447	Gasoline stations .....	40	70 988	3 830	902	371	2.3	2.1
4471	Gasoline stations .....	40	70 988	3 830	902	371	2.3	2.1
44711	Gasoline stations with convenience stores .....	28	48 973	2 343	557	250	.8	2.9
447110	Gasoline stations with convenience stores .....	28	48 973	2 343	557	250	.8	2.9
44719	Other gasoline stations .....	12	22 015	1 487	345	121	5.6	.3
447190	Other gasoline stations .....	12	22 015	1 487	345	121	5.6	.3
448	Clothing & clothing accessories stores .....	62	D	D	D	f	D	D
4481	Clothing stores .....	36	D	D	D	f	D	D
44812	Women's clothing stores .....	14	D	D	D	c	D	D
448120	Women's clothing stores .....	14	D	D	D	c	D	D
44814	Family clothing stores .....	9	27 706	3 102	711	278	—	—
448140	Family clothing stores .....	9	27 706	3 102	711	278	—	—
44819	Other clothing stores .....	7	D	D	D	b	D	D
448190	Other clothing stores .....	7	D	D	D	b	D	D
4482	Shoe stores .....	12	D	D	D	b	D	D
44821	Shoe stores .....	12	D	D	D	b	D	D
448210	Shoe stores .....	12	D	D	D	b	D	D
4482104	Family shoe stores .....	7	D	D	D	b	D	D
4482105	Athletic footwear stores .....	4	D	D	D	b	D	D
4483	Jewelry, luggage, & leather goods stores .....	14	D	D	D	c	D	D
44831	Jewelry stores .....	14	D	D	D	c	D	D
448310	Jewelry stores .....	14	D	D	D	c	D	D
451	Sporting goods, hobby, book, & music stores .....	35	34 524	4 632	1 272	366	2.5	.3
4511	Sporting goods, hobby, & musical instrument stores ..	25	29 124	4 083	1 131	297	1.4	.4
45111	Sporting goods stores .....	11	22 392	2 967	883	199	1.0	—
451110	Sporting goods stores .....	11	22 392	2 967	883	199	1.0	—
4511101	General-line sporting goods stores .....	3	D	D	D	c	D	D
4511102	Specialty-line sporting goods stores .....	8	D	D	D	b	D	D
45112	Hobby, toy, & game stores .....	9	D	D	D	b	D	D
451120	Hobby, toy, & game stores .....	9	D	D	D	b	D	D
45113	Sewing, needlework, & piece goods stores .....	3	D	D	D	a	D	D
451130	Sewing, needlework, & piece goods stores .....	3	D	D	D	a	D	D
45114	Musical instrument & supplies stores .....	2	D	D	D	a	D	D
451140	Musical instrument & supplies stores .....	2	D	D	D	a	D	D
4512	Book, periodical, & music stores .....	10	5 400	549	141	69	8.2	—
45121	Book stores & news dealers .....	8	D	D	D	b	D	D
451211	Book stores .....	7	D	D	D	b	D	D
4512111	Book stores, general .....	5	D	D	D	b	D	D
4512112	Specialty book stores .....	2	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, & record stores ...	2	D	D	D	b	D	D
451220	Prerecorded tape, compact disc, & record stores ...	2	D	D	D	b	D	D
452	General merchandise stores .....	14	D	D	D	g	D	D
4521	Department stores (incl leased depts) ## .....	8	D	N	N	N	D	D
45211	Department stores (incl leased depts) ## .....	8	D	N	N	N	D	D
4521	Department stores (excl leased depts) .....	8	D	D	D	g	D	D
45211	Department stores (excl leased depts) .....	8	D	D	D	g	D	D
452110	Department stores (excl leased depts) .....	8	D	D	D	g	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	6	D	D	D	g	D	D
4521103	National chain department stores (excl leased depts) .....	1	D	D	D	c	D	D
4529	Other general merchandise stores .....	6	D	D	D	c	D	D
45299	All other general merchandise stores .....	5	D	D	D	b	D	D
452990	All other general merchandise stores .....	5	D	D	D	b	D	D
4529901	Variety stores .....	3	D	D	D	b	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>EAU CLAIRE, WI *—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
453	Miscellaneous store retailers .....	44	D	D	D	e	D	D
4531	Florists .....	5	D	D	D	b	D	D
45311	Florists .....	5	D	D	D	b	D	D
453110	Florists .....	5	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores .....	19	D	D	D	c	D	D
45321	Office supplies & stationery stores .....	1	D	D	D	b	D	D
453210	Office supplies & stationery stores .....	1	D	D	D	b	D	D
4532102	Office supplies stores .....	1	D	D	D	b	D	D
45322	Gift, novelty, & souvenir stores .....	18	6 495	841	189	122	6.7	.1
453220	Gift, novelty, & souvenir stores .....	18	6 495	841	189	122	6.7	.1
4533	Used merchandise stores .....	4	1 587	403	86	37	6.8	2.0
45331	Used merchandise stores .....	4	1 587	403	86	37	6.8	2.0
453310	Used merchandise stores .....	4	1 587	403	86	37	6.8	2.0
4539	Other miscellaneous store retailers .....	16	D	D	D	b	D	D
45391	Pet & pet supplies stores .....	5	D	D	D	b	D	D
453910	Pet & pet supplies stores .....	5	D	D	D	b	D	D
45392	Art dealers .....	3	D	D	D	a	D	D
453920	Art dealers .....	3	D	D	D	a	D	D
45399	All other miscellaneous store retailers .....	8	D	D	D	b	D	D
454	Nonstore retailers .....	16	15 278	2 483	579	114	14.5	8.5
4543	Direct selling establishments .....	12	D	D	D	b	D	D
454311	Heating oil dealers .....	2	D	D	D	a	D	D
45439	Other direct selling establishments .....	10	10 200	1 867	429	77	20.9	3.0
454390	Other direct selling establishments .....	10	10 200	1 867	429	77	20.9	3.0
<b>EAU CLAIRE, WI (CHIPPEWA COUNTY PART) *</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>9</b>	<b>75 132</b>	<b>5 221</b>	<b>1 281</b>	<b>190</b>	<b>.2</b>	<b>1.4</b>
441	Motor vehicle & parts dealers .....	3	D	D	D	c	D	D
4411	Automobile dealers .....	3	D	D	D	c	D	D
444	Building material & garden equipment & supplies dealers .....	3	D	D	D	b	D	D
4441	Building material & supplies dealers .....	3	D	D	D	b	D	D
44419	Other building material dealers .....	3	D	D	D	b	D	D
444190	Other building material dealers .....	3	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores .....	2	D	D	D	a	D	D
454	Nonstore retailers .....	1	D	D	D	a	D	D
<b>EAU CLAIRE, WI (EAU CLAIRE COUNTY PART) *</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>363</b>	<b>932 352</b>	<b>90 043</b>	<b>21 287</b>	<b>6 659</b>	<b>1.6</b>	<b>3.1</b>
441	Motor vehicle & parts dealers .....	27	D	D	D	e	D	D
4411	Automobile dealers .....	14	D	D	D	e	D	D
44111	New car dealers .....	6	D	D	D	e	D	D
441110	New car dealers .....	6	D	D	D	e	D	D
4412	Other motor vehicle dealers .....	1	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	1	D	D	D	a	D	D
441222	Boat dealers .....	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores .....	12	D	D	D	c	D	D
44131	Automotive parts & accessories stores .....	8	D	D	D	c	D	D
441310	Automotive parts & accessories stores .....	8	D	D	D	c	D	D
44132	Tire dealers .....	4	D	D	D	b	D	D
441320	Tire dealers .....	4	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	24	25 561	4 111	874	247	12.0	4.0
4421	Furniture stores .....	12	D	D	D	c	D	D
44211	Furniture stores .....	12	D	D	D	c	D	D
442110	Furniture stores .....	12	D	D	D	c	D	D
4422	Home furnishings stores .....	12	D	D	D	b	D	D
44221	Floor covering stores .....	4	4 829	933	148	13	—	—
442210	Floor covering stores .....	4	4 829	933	148	13	—	—
44229	Other home furnishings stores .....	8	D	D	D	b	D	D
442299	All other home furnishings stores .....	8	D	D	D	b	D	D
443	Electronics & appliance stores .....	18	50 878	4 417	1 047	260	1.4	1.0
4431	Electronics & appliance stores .....	18	50 878	4 417	1 047	260	1.4	1.0
44311	Appliance, television, & other electronics stores .....	13	47 602	3 836	897	231	.6	—
443111	Household appliance stores .....	6	D	D	D	b	D	D
443112	Radio, television, & other electronics stores .....	7	D	D	D	c	D	D
44312	Computer & software stores .....	4	D	D	D	b	D	D
443120	Computer & software stores .....	4	D	D	D	b	D	D
44313	Camera & photographic supplies stores .....	1	D	D	D	a	D	D
443130	Camera & photographic supplies stores .....	1	D	D	D	a	D	D

See footnotes at end of table.

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>EAU CLAIRE, WI (EAU CLAIRE COUNTY PART) *—Con.</b>							
<b>44-45</b>	<b>Retail trade—Con.</b>							
444	Building material & garden equipment & supplies dealers .....	30	D	D	D	f	D	D
4441	Building material & supplies dealers .....	22	D	D	D	f	D	D
44411	Home centers .....	2	D	D	D	e	D	D
444110	Home centers .....	2	D	D	D	e	D	D
44412	Paint & wallpaper stores .....	2	D	D	D	a	D	D
444120	Paint & wallpaper stores .....	2	D	D	D	a	D	D
44419	Other building material dealers .....	16	D	D	D	e	D	D
444190	Other building material dealers .....	16	D	D	D	e	D	D
4442	Lawn & garden equipment & supplies stores .....	8	D	D	D	b	D	D
44422	Nursery & garden centers .....	6	D	D	D	b	D	D
444220	Nursery & garden centers .....	6	D	D	D	b	D	D
445	Food & beverage stores .....	26	117 113	10 778	2 634	1 262	1.3	3.6
4451	Grocery stores .....	18	D	D	D	g	D	D
44511	Supermarkets & other grocery (except convenience) stores .....	15	114 936	10 457	2 565	1 218	.8	3.6
445110	Supermarkets & other grocery (except convenience) stores .....	15	114 936	10 457	2 565	1 218	.8	3.6
4452	Specialty food stores .....	6	D	D	D	b	D	D
446	Health & personal care stores .....	30	33 894	6 009	1 353	288	1.5	7.1
4461	Health & personal care stores .....	30	33 894	6 009	1 353	288	1.5	7.1
44611	Pharmacies & drug stores .....	11	25 137	3 984	992	200	—	6.7
446110	Pharmacies & drug stores .....	11	25 137	3 984	992	200	—	6.7
4461101	Pharmacies & drug stores .....	10	D	D	D	c	D	D
4461102	Proprietary stores .....	1	D	D	D	a	D	D
44612	Cosmetics, beauty supplies, & perfume stores .....	5	D	D	D	b	D	D
446120	Cosmetics, beauty supplies, & perfume stores .....	5	D	D	D	b	D	D
44619	Other health & personal care stores .....	9	D	D	D	b	D	D
446191	Food (health) supplement stores .....	3	D	D	D	a	D	D
446199	All other health & personal care stores .....	6	D	D	D	b	D	D
447	Gasoline stations .....	40	70 988	3 830	902	371	2.3	2.1
4471	Gasoline stations .....	40	70 988	3 830	902	371	2.3	2.1
44711	Gasoline stations with convenience stores .....	28	48 973	2 343	557	250	.8	2.9
447110	Gasoline stations with convenience stores .....	28	48 973	2 343	557	250	.8	2.9
44719	Other gasoline stations .....	12	22 015	1 487	345	121	5.6	.3
447190	Other gasoline stations .....	12	22 015	1 487	345	121	5.6	.3
448	Clothing & clothing accessories stores .....	62	D	D	D	f	D	D
4481	Clothing stores .....	36	D	D	D	f	D	D
44812	Women's clothing stores .....	14	D	D	D	c	D	D
448120	Women's clothing stores .....	14	D	D	D	c	D	D
44814	Family clothing stores .....	9	27 706	3 102	711	278	—	—
448140	Family clothing stores .....	9	27 706	3 102	711	278	—	—
44819	Other clothing stores .....	7	D	D	D	b	D	D
448190	Other clothing stores .....	7	D	D	D	b	D	D
4482	Shoe stores .....	12	D	D	D	b	D	D
44821	Shoe stores .....	12	D	D	D	b	D	D
448210	Shoe stores .....	12	D	D	D	b	D	D
4482104	Family shoe stores .....	7	D	D	D	b	D	D
4482105	Athletic footwear stores .....	4	D	D	D	b	D	D
4483	Jewelry, luggage, & leather goods stores .....	14	D	D	D	c	D	D
44831	Jewelry stores .....	14	D	D	D	c	D	D
448310	Jewelry stores .....	14	D	D	D	c	D	D
451	Sporting goods, hobby, book, & music stores .....	33	D	D	D	e	D	D
4511	Sporting goods, hobby, & musical instrument stores ..	23	D	D	D	e	D	D
45111	Sporting goods stores .....	11	22 392	2 967	883	199	1.0	—
451110	Sporting goods stores .....	11	22 392	2 967	883	199	1.0	—
4511101	General-line sporting goods stores .....	3	D	D	D	c	D	D
4511102	Specialty-line sporting goods stores .....	8	D	D	D	b	D	D
45112	Hobby, toy, & game stores .....	7	D	D	D	b	D	D
451120	Hobby, toy, & game stores .....	7	D	D	D	b	D	D
45113	Sewing, needlework, & piece goods stores .....	3	D	D	D	a	D	D
451130	Sewing, needlework, & piece goods stores .....	3	D	D	D	a	D	D
45114	Musical instrument & supplies stores .....	2	D	D	D	a	D	D
451140	Musical instrument & supplies stores .....	2	D	D	D	a	D	D
4512	Book, periodical, & music stores .....	10	5 400	549	141	69	8.2	—
45121	Book stores & news dealers .....	8	D	D	D	b	D	D
451211	Book stores .....	7	D	D	D	b	D	D
4512111	Book stores, general .....	5	D	D	D	b	D	D
4512112	Specialty book stores .....	2	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, & record stores ...	2	D	D	D	b	D	D
451220	Prerecorded tape, compact disc, & record stores ...	2	D	D	D	b	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>EAU CLAIRE, WI (EAU CLAIRE COUNTY PART) *—Con.</b>							
<b>44-45</b>	<b>Retail trade—Con.</b>							
452	General merchandise stores .....	14	D	D	D	g	D	D
4521	Department stores (incl leased depts) ## .....	8	D	N	N	N	D	D
45211	Department stores (incl leased depts) ## .....	8	D	N	N	N	D	D
4521	Department stores (excl leased depts) .....	8	D	D	D	g	D	D
45211	Department stores (excl leased depts) .....	8	D	D	D	g	D	D
452110	Department stores (excl leased depts) .....	8	D	D	D	g	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	6	D	D	D	g	D	D
4521103	National chain department stores (excl leased depts) .....	1	D	D	D	c	D	D
4529	Other general merchandise stores .....	6	D	D	D	c	D	D
45299	All other general merchandise stores .....	5	D	D	D	b	D	D
452990	All other general merchandise stores .....	5	D	D	D	b	D	D
4529901	Variety stores .....	3	D	D	D	b	D	D
453	Miscellaneous store retailers .....	44	D	D	D	e	D	D
4531	Florists .....	5	D	D	D	b	D	D
45311	Florists .....	5	D	D	D	b	D	D
453110	Florists .....	5	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores .....	19	D	D	D	c	D	D
45321	Office supplies & stationery stores .....	1	D	D	D	b	D	D
453210	Office supplies & stationery stores .....	1	D	D	D	b	D	D
4532102	Office supplies stores .....	1	D	D	D	b	D	D
45322	Gift, novelty, & souvenir stores .....	18	6 495	841	189	122	6.7	.1
453220	Gift, novelty, & souvenir stores .....	18	6 495	841	189	122	6.7	.1
4533	Used merchandise stores .....	4	1 587	403	86	37	6.8	2.0
45331	Used merchandise stores .....	4	1 587	403	86	37	6.8	2.0
453310	Used merchandise stores .....	4	1 587	403	86	37	6.8	2.0
4539	Other miscellaneous store retailers .....	16	D	D	D	b	D	D
45391	Pet & pet supplies stores .....	5	D	D	D	b	D	D
453910	Pet & pet supplies stores .....	5	D	D	D	b	D	D
45392	Art dealers .....	3	D	D	D	a	D	D
453920	Art dealers .....	3	D	D	D	a	D	D
45399	All other miscellaneous store retailers .....	8	D	D	D	b	D	D
454	Nonstore retailers .....	15	D	D	D	b	D	D
4543	Direct selling establishments .....	12	D	D	D	b	D	D
454311	Heating oil dealers .....	2	D	D	D	a	D	D
45439	Other direct selling establishments .....	10	10 200	1 867	429	77	20.9	3.0
454390	Other direct selling establishments .....	10	10 200	1 867	429	77	20.9	3.0
	<b>EDGERTON, WI</b>							
<b>44-45</b>	<b>Retail trade .....</b>	<b>20</b>	<b>41 438</b>	<b>4 286</b>	<b>954</b>	<b>205</b>	<b>7.0</b>	<b>10.3</b>
441	Motor vehicle & parts dealers .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	6	21 922	2 239	513	62	1.9	19.5
4441	Building material & supplies dealers .....	4	D	D	D	b	D	D
44419	Other building material dealers .....	2	D	D	D	b	D	D
444190	Other building material dealers .....	2	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	2	D	D	D	a	D	D
44422	Nursery & garden centers .....	2	D	D	D	a	D	D
444220	Nursery & garden centers .....	2	D	D	D	a	D	D
445	Food & beverage stores .....	2	D	D	D	b	D	D
446	Health & personal care stores .....	2	D	D	D	a	D	D
447	Gasoline stations .....	4	5 925	383	82	38	—	—
452	General merchandise stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	2	D	D	D	a	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>ELKHORN, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>58</b>	<b>108 525</b>	<b>9 625</b>	<b>2 169</b>	<b>592</b>	<b>24.4</b>	<b>.8</b>
441	Motor vehicle & parts dealers .....	13	37 640	2 834	598	101	29.8	1.3
4412	Other motor vehicle dealers .....	3	D	D	D	a	D	D
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	2	D	D	D	b	D	D
4431	Electronics & appliance stores .....	2	D	D	D	b	D	D
44311	Appliance, television, & other electronics stores .....	1	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers .....	6	28 769	2 456	497	105	—	—
4441	Building material & supplies dealers .....	4	D	D	D	b	D	D
44419	Other building material dealers .....	2	D	D	D	b	D	D
444190	Other building material dealers .....	2	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	2	D	D	D	a	D	D
44422	Nursery & garden centers .....	2	D	D	D	a	D	D
444220	Nursery & garden centers .....	2	D	D	D	a	D	D
445	Food & beverage stores .....	6	15 151	1 509	375	171	79.4	2.4
4452	Specialty food stores .....	1	D	D	D	b	D	D
446	Health & personal care stores .....	2	D	D	D	b	D	D
4461	Health & personal care stores .....	2	D	D	D	b	D	D
447	Gasoline stations .....	6	8 706	471	101	46	2.8	—
448	Clothing & clothing accessories stores .....	4	1 316	187	47	15	89.6	—
451	Sporting goods, hobby, book, & music stores .....	4	1 722	195	73	35	—	.9
45114	Musical instrument & supplies stores .....	1	D	D	D	a	D	D
451140	Musical instrument & supplies stores .....	1	D	D	D	a	D	D
4512113	College book stores .....	2	D	D	D	b	D	D
453	Miscellaneous store retailers .....	9	D	D	D	b	D	D
454	Nonstore retailers .....	5	D	D	D	b	D	D
4543	Direct selling establishments .....	5	D	D	D	b	D	D
45439	Other direct selling establishments .....	3	D	D	D	b	D	D
454390	Other direct selling establishments .....	3	D	D	D	b	D	D
<b>ELLSWORTH, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>23</b>	<b>44 623</b>	<b>3 426</b>	<b>743</b>	<b>222</b>	<b>4.8</b>	<b>17.4</b>
441	Motor vehicle & parts dealers .....	3	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	6	12 209	1 024	167	39	3.4	—
4442	Lawn & garden equipment & supplies stores .....	4	D	D	D	b	D	D
44422	Nursery & garden centers .....	4	D	D	D	b	D	D
444220	Nursery & garden centers .....	4	D	D	D	b	D	D
445	Food & beverage stores .....	4	D	D	D	b	D	D
4452	Specialty food stores .....	2	D	D	D	a	D	D
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	3	6 538	347	79	44	—	36.2
448	Clothing & clothing accessories stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	2	D	D	D	a	D	D
453	Miscellaneous store retailers .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	1	D	D	D	a	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>ELM GROVE, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>29</b>	<b>55 526</b>	<b>6 377</b>	<b>1 786</b>	<b>534</b>	<b>3.1</b>	<b>6.7</b>
441	Motor vehicle & parts dealers .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	1	D	D	D	b	D	D
4441	Building material & supplies dealers .....	1	D	D	D	b	D	D
44413	Hardware stores .....	1	D	D	D	b	D	D
444130	Hardware stores .....	1	D	D	D	b	D	D
445	Food & beverage stores .....	4	23 585	1 756	500	182	—	14.3
44512	Convenience stores .....	1	D	D	D	b	D	D
445120	Convenience stores .....	1	D	D	D	b	D	D
446	Health & personal care stores .....	5	11 280	1 343	302	94	6.6	—
4461	Health & personal care stores .....	5	11 280	1 343	302	94	6.6	—
447	Gasoline stations .....	3	5 336	614	142	27	—	—
448	Clothing & clothing accessories stores .....	6	1 093	154	44	15	77.6	20.0
451	Sporting goods, hobby, book, & music stores .....	3	D	D	D	b	D	D
45113	Sewing, needlework, & piece goods stores .....	2	D	D	D	a	D	D
451130	Sewing, needlework, & piece goods stores .....	2	D	D	D	a	D	D
453	Miscellaneous store retailers .....	4	D	D	D	b	D	D
454	Nonstore retailers .....	2	D	D	D	b	D	D
<b>EVANSVILLE, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>20</b>	<b>66 261</b>	<b>3 612</b>	<b>982</b>	<b>212</b>	<b>.6</b>	<b>.7</b>
441	Motor vehicle & parts dealers .....	3	D	D	D	b	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	4	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	2	D	D	D	b	D	D
44422	Nursery & garden centers .....	2	D	D	D	b	D	D
444220	Nursery & garden centers .....	2	D	D	D	b	D	D
445	Food & beverage stores .....	2	D	D	D	b	D	D
446	Health & personal care stores .....	1	D	D	D	b	D	D
447	Gasoline stations .....	3	3 559	172	43	22	—	12.7
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	4	185	17	5	4	9.7	—
454	Nonstore retailers .....	1	D	D	D	a	D	D
<b>FITCHBURG, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>47</b>	<b>72 470</b>	<b>9 522</b>	<b>2 165</b>	<b>490</b>	<b>6.0</b>	<b>5.1</b>
441	Motor vehicle & parts dealers .....	5	14 436	1 256	298	64	10.6	—
4412	Other motor vehicle dealers .....	3	D	D	D	b	D	D
44121	Recreational vehicle dealers .....	2	D	D	D	a	D	D
441210	Recreational vehicle dealers .....	2	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	1	D	D	D	b	D	D
441221	Motorcycle dealers .....	1	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	3	D	D	D	b	D	D
4421	Furniture stores .....	2	D	D	D	b	D	D
44211	Furniture stores .....	2	D	D	D	b	D	D
442110	Furniture stores .....	2	D	D	D	b	D	D
4422	Home furnishings stores .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	6	D	D	D	b	D	D
4431	Electronics & appliance stores .....	6	D	D	D	b	D	D
44311	Appliance, television, & other electronics stores .....	3	D	D	D	b	D	D
443112	Radio, television, & other electronics stores .....	3	D	D	D	b	D	D
44312	Computer & software stores .....	3	D	D	D	a	D	D
443120	Computer & software stores .....	3	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	10	8 379	1 887	457	77	10.5	—
4442	Lawn & garden equipment & supplies stores .....	5	3 739	729	182	28	23.6	—
44422	Nursery & garden centers .....	4	D	D	D	b	D	D
444220	Nursery & garden centers .....	4	D	D	D	b	D	D
445	Food & beverage stores .....	3	6 611	727	139	60	D	—

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>FITCHBURG, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	7	21 425	1 115	274	96	—	—
4471	Gasoline stations .....	7	21 425	1 115	274	96	—	—
44711	Gasoline stations with convenience stores .....	6	D	D	D	b	D	D
447110	Gasoline stations with convenience stores .....	6	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	4	2 644	583	138	43	8.2	—
4511	Sporting goods, hobby, & musical instrument stores ..	4	2 644	583	138	43	8.2	—
45113	Sewing, needlework, & piece goods stores .....	1	D	D	D	b	D	D
451130	Sewing, needlework, & piece goods stores .....	1	D	D	D	b	D	D
453	Miscellaneous store retailers .....	3	D	D	D	a	D	D
454	Nonstore retailers .....	3	D	D	D	b	D	D
<b>FOND DU LAC, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>270</b>	<b>635 930</b>	<b>61 501</b>	<b>14 418</b>	<b>4 084</b>	<b>6.5</b>	<b>3.9</b>
441	Motor vehicle & parts dealers .....	39	162 938	13 513	3 000	603	14.3	.2
4411	Automobile dealers .....	16	D	D	D	e	D	D
44111	New car dealers .....	7	119 882	7 616	1 696	326	11.1	—
441110	New car dealers .....	7	119 882	7 616	1 696	326	11.1	—
44112	Used car dealers .....	9	D	D	D	b	D	D
441120	Used car dealers .....	9	D	D	D	b	D	D
4412	Other motor vehicle dealers .....	7	D	D	D	b	D	D
44121	Recreational vehicle dealers .....	1	D	D	D	a	D	D
441210	Recreational vehicle dealers .....	1	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers ....	6	10 634	823	188	35	3.5	—
441221	Motorcycle dealers .....	2	D	D	D	a	D	D
441222	Boat dealers .....	3	D	D	D	a	D	D
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores .....	16	D	D	D	c	D	D
44131	Automotive parts & accessories stores .....	12	D	D	D	c	D	D
441310	Automotive parts & accessories stores .....	12	D	D	D	c	D	D
44132	Tire dealers .....	4	3 677	794	197	35	—	—
441320	Tire dealers .....	4	3 677	794	197	35	—	—
442	Furniture & home furnishings stores .....	15	12 108	2 151	490	94	12.7	1.8
4421	Furniture stores .....	6	D	D	D	b	D	D
44211	Furniture stores .....	6	D	D	D	b	D	D
442110	Furniture stores .....	6	D	D	D	b	D	D
4422	Home furnishings stores .....	9	D	D	D	b	D	D
44221	Floor covering stores .....	5	D	D	D	b	D	D
442210	Floor covering stores .....	5	D	D	D	b	D	D
443	Electronics & appliance stores .....	10	D	D	D	b	D	D
4431	Electronics & appliance stores .....	10	D	D	D	b	D	D
44311	Appliance, television, & other electronics stores ....	7	D	D	D	b	D	D
443112	Radio, television, & other electronics stores .....	4	2 591	232	78	16	2.2	—
44312	Computer & software stores .....	2	D	D	D	a	D	D
443120	Computer & software stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	20	67 641	6 539	1 400	282	1.7	—
4441	Building material & supplies dealers .....	17	61 061	5 831	1 242	260	1.9	—
44411	Home centers .....	1	D	D	D	c	D	D
444110	Home centers .....	1	D	D	D	c	D	D
44412	Paint & wallpaper stores .....	3	D	D	D	a	D	D
444120	Paint & wallpaper stores .....	3	D	D	D	a	D	D
44419	Other building material dealers .....	10	29 866	3 008	591	92	1.7	—
444190	Other building material dealers .....	10	29 866	3 008	591	92	1.7	—
4442	Lawn & garden equipment & supplies stores .....	3	6 580	708	158	22	—	—
44422	Nursery & garden centers .....	3	6 580	708	158	22	—	—
444220	Nursery & garden centers .....	3	6 580	708	158	22	—	—
445	Food & beverage stores .....	17	99 770	8 867	2 255	792	.8	—
4451	Grocery stores .....	10	D	D	D	f	D	D
44511	Supermarkets & other grocery (except convenience) stores .....	8	94 586	8 378	2 140	739	—	—
445110	Supermarkets & other grocery (except convenience) stores .....	8	94 586	8 378	2 140	739	—	—
4452	Specialty food stores .....	4	D	D	D	a	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>FOND DU LAC, WI—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
446	Health & personal care stores .....	20	26 148	3 447	844	190	15.7	11.8
4461	Health & personal care stores .....	20	26 148	3 447	844	190	15.7	11.8
44611	Pharmacies & drug stores .....	9	D	D	D	c	D	D
446110	Pharmacies & drug stores .....	9	D	D	D	c	D	D
4461101	Pharmacies & drug stores .....	8	D	D	D	c	D	D
4461102	Proprietary stores .....	1	D	D	D	a	D	D
44612	Cosmetics, beauty supplies, & perfume stores .....	2	D	D	D	a	D	D
446120	Cosmetics, beauty supplies, & perfume stores .....	2	D	D	D	a	D	D
44619	Other health & personal care stores .....	4	D	D	D	b	D	D
447	Gasoline stations .....	27	47 409	2 132	475	164	7.1	25.3
4471	Gasoline stations .....	27	47 409	2 132	475	164	7.1	25.3
44711	Gasoline stations with convenience stores .....	18	29 312	1 420	312	113	10.9	13.6
447110	Gasoline stations with convenience stores .....	18	29 312	1 420	312	113	10.9	13.6
44719	Other gasoline stations .....	9	18 097	712	163	51	1.1	44.1
447190	Other gasoline stations .....	9	18 097	712	163	51	1.1	44.1
448	Clothing & clothing accessories stores .....	41	20 857	3 269	813	330	6.7	5.6
4481	Clothing stores .....	24	D	D	D	c	D	D
44819	Other clothing stores .....	3	1 433	420	82	39	D	—
448190	Other clothing stores .....	3	1 433	420	82	39	D	—
4482105	Athletic footwear stores .....	3	1 912	248	53	31	—	—
4483	Jewelry, luggage, & leather goods stores .....	8	3 144	509	123	45	8.9	35.7
451	Sporting goods, hobby, book, & music stores .....	27	17 760	1 825	396	184	14.9	3.1
4511	Sporting goods, hobby, & musical instrument stores .....	22	D	D	D	c	D	D
45111	Sporting goods stores .....	11	D	D	D	b	D	D
451110	Sporting goods stores .....	11	D	D	D	b	D	D
45112	Hobby, toy, & game stores .....	6	5 805	590	101	46	10.7	—
451120	Hobby, toy, & game stores .....	6	5 805	590	101	46	10.7	—
45113	Sewing, needlework, & piece goods stores .....	4	D	D	D	b	D	D
451130	Sewing, needlework, & piece goods stores .....	4	D	D	D	b	D	D
45114	Musical instrument & supplies stores .....	1	D	D	D	a	D	D
451140	Musical instrument & supplies stores .....	1	D	D	D	a	D	D
4512	Book, periodical, & music stores .....	5	D	D	D	b	D	D
45121	Book stores & news dealers .....	3	2 558	188	51	18	D	—
451211	Book stores .....	3	2 558	188	51	18	D	—
4512111	Book stores, general .....	2	D	D	D	a	D	D
4512112	Specialty book stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	10	D	D	D	g	D	D
4521	Department stores (incl leased depts) ## .....	7	D	N	N	N	D	D
45211	Department stores (incl leased depts) ## .....	7	D	N	N	N	D	D
4521	Department stores (excl leased depts) .....	7	D	D	D	f	D	D
45211	Department stores (excl leased depts) .....	7	D	D	D	f	D	D
452110	Department stores (excl leased depts) .....	7	D	D	D	f	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	5	86 861	8 378	2 019	702	—	—
4529	Other general merchandise stores .....	3	D	D	D	c	D	D
45299	All other general merchandise stores .....	3	D	D	D	c	D	D
452990	All other general merchandise stores .....	3	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores .....	2	D	D	D	b	D	D
453	Miscellaneous store retailers .....	34	D	D	D	c	D	D
4532	Office supplies, stationery, & gift stores .....	13	5 904	735	163	59	4.1	2.5
45321	Office supplies & stationery stores .....	3	D	D	D	a	D	D
453210	Office supplies & stationery stores .....	3	D	D	D	a	D	D
4532102	Office supplies stores .....	3	D	D	D	a	D	D
4533	Used merchandise stores .....	6	4 356	781	198	65	—	7.7
45331	Used merchandise stores .....	6	4 356	781	198	65	—	7.7
453310	Used merchandise stores .....	6	4 356	781	198	65	—	7.7
4539	Other miscellaneous store retailers .....	13	D	D	D	b	D	D
45391	Pet & pet supplies stores .....	3	962	111	32	18	—	—
453910	Pet & pet supplies stores .....	3	962	111	32	18	—	—
45393	Manufactured (mobile) home dealers .....	3	10 113	1 130	286	36	D	—
453930	Manufactured (mobile) home dealers .....	3	10 113	1 130	286	36	D	—
45399	All other miscellaneous store retailers .....	6	D	D	D	b	D	D
454	Nonstore retailers .....	10	D	D	D	c	D	D
4542	Vending machine operators .....	4	8 515	2 006	478	103	—	82.4
45421	Vending machine operators .....	4	8 515	2 006	478	103	—	82.4
454210	Vending machine operators .....	4	8 515	2 006	478	103	—	82.4
4543	Direct selling establishments .....	6	D	D	D	b	D	D
45431	Fuel dealers .....	3	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers .....	2	D	D	D	a	D	D
45439	Other direct selling establishments .....	3	D	D	D	b	D	D
454390	Other direct selling establishments .....	3	D	D	D	b	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>FORT ATKINSON, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>55</b>	<b>199 231</b>	<b>19 272</b>	<b>4 493</b>	<b>1 081</b>	<b>4.7</b>	<b>2.8</b>
441	Motor vehicle & parts dealers .....	9	61 719	3 380	843	114	2.6	—
4411	Automobile dealers .....	4	D	D	D	b	D	D
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	4	7 701	1 130	273	52	54.7	—
4421	Furniture stores .....	3	D	D	D	b	D	D
44211	Furniture stores .....	3	D	D	D	b	D	D
442110	Furniture stores .....	3	D	D	D	b	D	D
4422	Home furnishings stores .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	6	7 066	1 040	235	69	—	—
445	Food & beverage stores .....	5	D	D	D	c	D	D
446	Health & personal care stores .....	5	2 847	379	98	44	52.3	39.8
447	Gasoline stations .....	8	10 065	487	115	54	—	3.6
44711	Gasoline stations with convenience stores .....	7	D	D	D	b	D	D
447110	Gasoline stations with convenience stores .....	7	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	5	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	2	D	D	D	a	D	D
452	General merchandise stores .....	2	D	D	D	c	D	D
453	Miscellaneous store retailers .....	4	D	D	D	b	D	D
454	Nonstore retailers .....	3	D	D	D	e	D	D
4541	Electronic shopping & mail-order houses .....	2	D	D	D	e	D	D
45411	Electronic shopping & mail-order houses .....	2	D	D	D	e	D	D
454110	Electronic shopping & mail-order houses .....	2	D	D	D	e	D	D
4543	Direct selling establishments .....	1	D	D	D	a	D	D
45431	Fuel dealers .....	1	D	D	D	a	D	D
454311	Heating oil dealers .....	1	D	D	D	a	D	D
<b>FOX POINT, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>29</b>	<b>43 052</b>	<b>5 271</b>	<b>1 276</b>	<b>456</b>	<b>3.6</b>	<b>4.0</b>
442	Furniture & home furnishings stores .....	4	D	D	D	b	D	D
4422	Home furnishings stores .....	4	D	D	D	b	D	D
443	Electronics & appliance stores .....	2	D	D	D	a	D	D
445	Food & beverage stores .....	4	D	D	D	c	D	D
446	Health & personal care stores .....	5	D	D	D	c	D	D
4461	Health & personal care stores .....	5	D	D	D	c	D	D
447	Gasoline stations .....	1	D	D	D	a	D	D
448	Clothing & clothing accessories stores .....	2	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores .....	4	1 159	110	31	37	—	1.2
4512113	College book stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	3	D	D	D	a	D	D
4533	Used merchandise stores .....	1	D	D	D	a	D	D
45331	Used merchandise stores .....	1	D	D	D	a	D	D
453310	Used merchandise stores .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	3	2 095	192	46	16	D	69.1

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>FRANKLIN, WI</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>61</b>	<b>258 461</b>	<b>21 442</b>	<b>4 643</b>	<b>1 347</b>	<b>5.7</b>	<b>1.9</b>
441	Motor vehicle & parts dealers	8	D	D	D	c	D	D
4411	Automobile dealers	2	D	D	D	c	D	D
4412	Other motor vehicle dealers	3	2 307	286	80	15	—	—
44122	Motorcycle, boat, & other motor vehicle dealers	3	2 307	286	80	15	—	—
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture & home furnishings stores	5	5 402	729	119	25	2.7	—
4421	Furniture stores	1	D	D	D	a	D	D
44211	Furniture stores	1	D	D	D	a	D	D
442110	Furniture stores	1	D	D	D	a	D	D
4422	Home furnishings stores	4	D	D	D	a	D	D
443	Electronics & appliance stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	10	15 811	2 593	371	105	62.6	3.6
4441	Building material & supplies dealers	8	D	D	D	c	D	D
44419	Other building material dealers	4	13 370	2 159	303	52	65.8	—
444190	Other building material dealers	4	13 370	2 159	303	52	65.8	—
445	Food & beverage stores	6	D	D	D	e	D	D
4451	Grocery stores	5	D	D	D	e	D	D
44511	Supermarkets & other grocery (except convenience) stores	3	D	D	D	e	D	D
445110	Supermarkets & other grocery (except convenience) stores	3	D	D	D	e	D	D
446	Health & personal care stores	4	5 876	719	157	56	—	4.1
4461	Health & personal care stores	4	5 876	719	157	56	—	4.1
4461102	Proprietary stores	1	D	D	D	a	D	D
447	Gasoline stations	8	15 599	634	141	48	21.1	24.9
44711	Gasoline stations with convenience stores	5	9 018	336	65	33	—	43.0
447110	Gasoline stations with convenience stores	5	9 018	336	65	33	—	43.0
448	Clothing & clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	2	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	e	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts)	1	D	D	D	e	D	D
4529	Other general merchandise stores	1	D	D	D	c	D	D
453	Miscellaneous store retailers	7	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores	4	2 103	438	108	48	—	—
45399	All other miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	5	1 329	242	43	13	22.6	—
<b>GERMANTOWN, WI</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>32</b>	<b>94 251</b>	<b>9 142</b>	<b>2 215</b>	<b>637</b>	<b>5.1</b>	<b>2.3</b>
441	Motor vehicle & parts dealers	5	17 627	1 542	386	62	11.9	—
4412	Other motor vehicle dealers	2	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	2	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores	2	D	D	D	b	D	D
44131	Automotive parts & accessories stores	2	D	D	D	b	D	D
441310	Automotive parts & accessories stores	2	D	D	D	b	D	D
442	Furniture & home furnishings stores	2	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	6	18 495	1 915	458	81	8.7	—
4441	Building material & supplies dealers	6	18 495	1 915	458	81	8.7	—
44419	Other building material dealers	5	D	D	D	b	D	D
444190	Other building material dealers	5	D	D	D	b	D	D
445	Food & beverage stores	2	D	D	D	c	D	D
446	Health & personal care stores	1	D	D	D	b	D	D
4461	Health & personal care stores	1	D	D	D	b	D	D
447	Gasoline stations	7	18 096	608	162	66	—	7.7
44711	Gasoline stations with convenience stores	6	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	6	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores	1	D	D	D	a	D	D
453	Miscellaneous store retailers	2	D	D	D	a	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>GERMANTOWN, WI—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
454	Nonstore retailers .....	5	12 369	2 363	567	207	—	6.1
4541	Electronic shopping & mail-order houses .....	1	D	D	D	c	D	D
45411	Electronic shopping & mail-order houses .....	1	D	D	D	c	D	D
454110	Electronic shopping & mail-order houses .....	1	D	D	D	c	D	D
4543	Direct selling establishments .....	3	D	D	D	b	D	D
45439	Other direct selling establishments .....	3	D	D	D	b	D	D
454390	Other direct selling establishments .....	3	D	D	D	b	D	D
<b>GLENDALE, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>122</b>	<b>387 822</b>	<b>36 528</b>	<b>8 543</b>	<b>2 136</b>	<b>3.8</b>	<b>1.0</b>
441	Motor vehicle & parts dealers .....	14	203 528	14 543	3 138	418	1.9	—
4411	Automobile dealers .....	7	D	D	D	e	D	D
44111	New car dealers .....	5	194 277	13 233	2 836	354	—	—
441110	New car dealers .....	5	194 277	13 233	2 836	354	—	—
44132	Tire dealers .....	3	D	D	D	b	D	D
441320	Tire dealers .....	3	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	8	5 159	906	213	62	—	—
4421	Furniture stores .....	4	2 481	520	131	29	—	—
44211	Furniture stores .....	4	2 481	520	131	29	—	—
442110	Furniture stores .....	4	2 481	520	131	29	—	—
4422	Home furnishings stores .....	4	2 678	386	82	33	—	—
44229	Other home furnishings stores .....	4	2 678	386	82	33	—	—
442299	All other home furnishings stores .....	3	D	D	D	b	D	D
443	Electronics & appliance stores .....	6	4 179	783	194	53	45.8	29.8
4431	Electronics & appliance stores .....	6	4 179	783	194	53	45.8	29.8
44311	Appliance, television, & other electronics stores .....	4	D	D	D	b	D	D
443112	Radio, television, & other electronics stores .....	3	D	D	D	b	D	D
44313	Camera & photographic supplies stores .....	1	D	D	D	a	D	D
443130	Camera & photographic supplies stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	6	7 097	1 091	276	45	—	.3
44412	Paint & wallpaper stores .....	2	D	D	D	a	D	D
444120	Paint & wallpaper stores .....	2	D	D	D	a	D	D
445	Food & beverage stores .....	10	32 118	3 412	798	266	11.2	3.2
4451	Grocery stores .....	6	D	D	D	c	D	D
446	Health & personal care stores .....	13	24 573	4 143	1 062	231	1.4	1.7
4461	Health & personal care stores .....	13	24 573	4 143	1 062	231	1.4	1.7
4461101	Pharmacies & drug stores .....	2	D	D	D	c	D	D
44612	Cosmetics, beauty supplies, & perfume stores .....	2	D	D	D	a	D	D
446120	Cosmetics, beauty supplies, & perfume stores .....	2	D	D	D	a	D	D
44613	Optical goods stores .....	7	3 578	831	209	47	9.3	1.6
446130	Optical goods stores .....	7	3 578	831	209	47	9.3	1.6
447	Gasoline stations .....	7	14 557	994	255	85	17.7	—
44711	Gasoline stations with convenience stores .....	4	9 696	390	110	46	—	—
447110	Gasoline stations with convenience stores .....	4	9 696	390	110	46	—	—
448	Clothing & clothing accessories stores .....	30	18 825	2 378	652	253	4.7	4.4
4481	Clothing stores .....	20	13 265	1 583	458	152	6.6	—
44819	Other clothing stores .....	2	D	D	D	b	D	D
448190	Other clothing stores .....	2	D	D	D	b	D	D
4482103	Children's & juveniles' shoe stores .....	1	D	D	D	a	D	D
4482105	Athletic footwear stores .....	2	D	D	D	a	D	D
4483	Jewelry, luggage, & leather goods stores .....	4	2 278	385	91	34	—	2.2
451	Sporting goods, hobby, book, & music stores .....	11	13 023	1 573	374	139	1.7	—
4511	Sporting goods, hobby, & musical instrument stores .....	7	6 210	951	226	79	—	—
45113	Sewing, needlework, & piece goods stores .....	2	D	D	D	b	D	D
451130	Sewing, needlework, & piece goods stores .....	2	D	D	D	b	D	D
45114	Musical instrument & supplies stores .....	1	D	D	D	a	D	D
451140	Musical instrument & supplies stores .....	1	D	D	D	a	D	D
4512	Book, periodical, & music stores .....	4	6 813	622	148	60	3.3	—
45121	Book stores & news dealers .....	3	D	D	D	b	D	D
451211	Book stores .....	3	D	D	D	b	D	D
4512111	Book stores, general .....	3	D	D	D	b	D	D
452	General merchandise stores .....	3	56 330	5 675	1 344	510	—	—
4521101	Conventional department stores (excl leased depts) .....	1	D	D	D	c	D	D
4521103	National chain department stores (excl leased depts) .....	1	D	D	D	c	D	D
453	Miscellaneous store retailers .....	10	D	D	D	b	D	D
4531	Florists .....	4	1 872	354	86	27	9.1	—
45311	Florists .....	4	1 872	354	86	27	9.1	—
453110	Florists .....	4	1 872	354	86	27	9.1	—
45399	All other miscellaneous store retailers .....	2	D	D	D	a	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>GLENDALE, WI—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
454	Nonstore retailers .....	4	D	D	D	a	D	D
4543	Direct selling establishments .....	1	D	D	D	a	D	D
45439	Other direct selling establishments .....	1	D	D	D	a	D	D
454390	Other direct selling establishments .....	1	D	D	D	a	D	D
<b>GRAFTON, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>52</b>	<b>119 536</b>	<b>12 329</b>	<b>2 855</b>	<b>1 104</b>	<b>8.9</b>	<b>2.7</b>
441	Motor vehicle & parts dealers .....	6	D	D	D	b	D	D
4412	Other motor vehicle dealers .....	2	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	2	D	D	D	b	D	D
441222	Boat dealers .....	1	D	D	D	a	D	D
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	5	9 124	1 360	292	86	23.6	28.4
4441	Building material & supplies dealers .....	5	9 124	1 360	292	86	23.6	28.4
44412	Paint & wallpaper stores .....	2	D	D	D	a	D	D
444120	Paint & wallpaper stores .....	2	D	D	D	a	D	D
44413	Hardware stores .....	2	D	D	D	b	D	D
444130	Hardware stores .....	2	D	D	D	b	D	D
445	Food & beverage stores .....	7	D	D	D	e	D	D
4451	Grocery stores .....	6	42 155	4 170	967	377	2.1	—
44511	Supermarkets & other grocery (except convenience) stores .....	6	42 155	4 170	967	377	2.1	—
445110	Supermarkets & other grocery (except convenience) stores .....	6	42 155	4 170	967	377	2.1	—
446	Health & personal care stores .....	3	D	D	D	b	D	D
447	Gasoline stations .....	5	8 517	528	132	40	7.6	—
448	Clothing & clothing accessories stores .....	9	3 939	456	108	41	27.8	15.9
451	Sporting goods, hobby, book, & music stores .....	6	2 886	396	92	58	2.0	—
4511	Sporting goods, hobby, & musical instrument stores ..	6	2 886	396	92	58	2.0	—
452	General merchandise stores .....	3	D	D	D	e	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	3	D	D	D	e	D	D
453	Miscellaneous store retailers .....	6	D	D	D	b	D	D
45321	Office supplies & stationery stores .....	1	D	D	D	a	D	D
453210	Office supplies & stationery stores .....	1	D	D	D	a	D	D
4532102	Office supplies stores .....	1	D	D	D	a	D	D
<b>GRAND CHUTE TOWN, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>228</b>	<b>912 019</b>	<b>82 028</b>	<b>18 828</b>	<b>4 967</b>	<b>1.4</b>	<b>7.3</b>
441	Motor vehicle & parts dealers .....	28	287 562	22 951	5 079	827	1.2	22.1
4411	Automobile dealers .....	16	269 732	19 876	4 380	678	1.0	21.8
44111	New car dealers .....	13	265 021	19 068	4 273	664	—	22.2
441110	New car dealers .....	13	265 021	19 068	4 273	664	—	22.2
44112	Used car dealers .....	3	4 711	808	107	14	D	—
441120	Used car dealers .....	3	4 711	808	107	14	D	—
4412	Other motor vehicle dealers .....	1	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	1	D	D	D	a	D	D
441221	Motorcycle dealers .....	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores .....	11	D	D	D	c	D	D
44131	Automotive parts & accessories stores .....	7	7 997	1 610	354	89	—	27.4
441310	Automotive parts & accessories stores .....	7	7 997	1 610	354	89	—	27.4
44132	Tire dealers .....	4	D	D	D	b	D	D
441320	Tire dealers .....	4	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	16	24 055	3 445	737	150	.8	—
4421	Furniture stores .....	8	9 243	1 287	267	59	2.1	—
44211	Furniture stores .....	8	9 243	1 287	267	59	2.1	—
442110	Furniture stores .....	8	9 243	1 287	267	59	2.1	—
4422	Home furnishings stores .....	8	14 812	2 158	470	91	—	—
44221	Floor covering stores .....	5	D	D	D	b	D	D
442210	Floor covering stores .....	5	D	D	D	b	D	D
44229	Other home furnishings stores .....	3	D	D	D	b	D	D
442299	All other home furnishings stores .....	3	D	D	D	b	D	D
443	Electronics & appliance stores .....	10	55 104	4 522	1 077	282	—	—
4431	Electronics & appliance stores .....	10	55 104	4 522	1 077	282	—	—
44311	Appliance, television, & other electronics stores .....	6	D	D	D	e	D	D
443111	Household appliance stores .....	1	D	D	D	b	D	D
443112	Radio, television, & other electronics stores .....	5	D	D	D	c	D	D
44312	Computer & software stores .....	3	D	D	D	b	D	D
443120	Computer & software stores .....	3	D	D	D	b	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>GRAND CHUTE TOWN, WI—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
444	Building material & garden equipment & supplies dealers .....	13	53 450	5 727	1 252	180	—	—
4441	Building material & supplies dealers .....	13	53 450	5 727	1 252	180	—	—
44412	Paint & wallpaper stores .....	4	3 403	406	106	15	—	—
444120	Paint & wallpaper stores .....	4	3 403	406	106	15	—	—
44419	Other building material dealers .....	9	50 047	5 321	1 146	165	—	—
444190	Other building material dealers .....	9	50 047	5 321	1 146	165	—	—
445	Food & beverage stores .....	7	D	D	D	f	D	D
4451	Grocery stores .....	4	D	D	D	f	D	D
44511	Supermarkets & other grocery (except convenience) stores .....	4	D	D	D	f	D	D
445110	Supermarkets & other grocery (except convenience) stores .....	4	D	D	D	f	D	D
4452	Specialty food stores .....	3	1 195	260	71	27	—	—
446	Health & personal care stores .....	17	12 575	2 000	460	133	3.4	—
4461	Health & personal care stores .....	17	12 575	2 000	460	133	3.4	—
44612	Cosmetics, beauty supplies, & perfume stores .....	4	2 550	320	77	31	—	—
446120	Cosmetics, beauty supplies, & perfume stores .....	4	2 550	320	77	31	—	—
44613	Optical goods stores .....	10	D	D	D	b	D	D
446130	Optical goods stores .....	10	D	D	D	b	D	D
446191	Food (health) supplement stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	7	19 807	1 368	352	104	21.9	—
4471	Gasoline stations .....	7	19 807	1 368	352	104	21.9	—
44711	Gasoline stations with convenience stores .....	6	D	D	D	b	D	D
447110	Gasoline stations with convenience stores .....	6	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	63	64 255	6 483	1 530	557	1.3	4.4
4481	Clothing stores .....	44	47 051	4 335	1 031	424	—	2.3
44811	Men's clothing stores .....	6	D	D	D	b	D	D
448110	Men's clothing stores .....	6	D	D	D	b	D	D
44812	Women's clothing stores .....	16	13 726	1 569	375	141	—	—
448120	Women's clothing stores .....	16	13 726	1 569	375	141	—	—
44813	Children's & infants' clothing stores .....	5	D	D	D	b	D	D
448130	Children's & infants' clothing stores .....	5	D	D	D	b	D	D
44814	Family clothing stores .....	11	21 599	1 459	324	161	—	—
448140	Family clothing stores .....	11	21 599	1 459	324	161	—	—
44815	Clothing accessories stores .....	3	D	D	D	a	D	D
448150	Clothing accessories stores .....	3	D	D	D	a	D	D
44819	Other clothing stores .....	3	D	D	D	b	D	D
448190	Other clothing stores .....	3	D	D	D	b	D	D
4482102	Women's shoe stores .....	2	D	D	D	a	D	D
4482105	Athletic footwear stores .....	2	D	D	D	b	D	D
4483	Jewelry, luggage, & leather goods stores .....	14	D	D	D	b	D	D
44831	Jewelry stores .....	13	12 941	1 638	395	74	6.5	13.3
448310	Jewelry stores .....	13	12 941	1 638	395	74	6.5	13.3
44832	Luggage & leather goods stores .....	1	D	D	D	a	D	D
448320	Luggage & leather goods stores .....	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	29	52 246	4 894	1 120	429	1.7	—
4511	Sporting goods, hobby, & musical instrument stores ..	22	37 097	3 753	850	305	2.0	—
45111	Sporting goods stores .....	12	22 488	2 365	540	178	.7	—
451110	Sporting goods stores .....	12	22 488	2 365	540	178	.7	—
4511101	General-line sporting goods stores .....	3	D	D	D	b	D	D
4511102	Specialty-line sporting goods stores .....	9	D	D	D	b	D	D
45112	Hobby, toy, & game stores .....	7	D	D	D	c	D	D
451120	Hobby, toy, & game stores .....	7	D	D	D	c	D	D
45113	Sewing, needlework, & piece goods stores .....	3	D	D	D	a	D	D
451130	Sewing, needlework, & piece goods stores .....	3	D	D	D	a	D	D
4512	Book, periodical, & music stores .....	7	15 149	1 141	270	124	1.1	—
45121	Book stores & news dealers .....	4	D	D	D	b	D	D
451211	Book stores .....	4	D	D	D	b	D	D
4512111	Book stores, general .....	2	D	D	D	b	D	D
4512113	College book stores .....	1	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, & record stores ...	3	D	D	D	b	D	D
451220	Prerecorded tape, compact disc, & record stores ...	3	D	D	D	b	D	D
452	General merchandise stores .....	9	188 848	15 025	3 475	1 313	—	—
4521	Department stores (incl leased depts) ## .....	5	D	N	N	N	D	D
45211	Department stores (incl leased depts) ## .....	5	D	N	N	N	D	D
4521	Department stores (excl leased depts) .....	5	D	D	D	g	D	D
45211	Department stores (excl leased depts) .....	5	D	D	D	g	D	D
452110	Department stores (excl leased depts) .....	5	D	D	D	g	D	D
4521101	Conventional department stores (excl leased depts) .....	2	D	D	D	e	D	D
4521103	National chain department stores (excl leased depts) .....	2	D	D	D	e	D	D
4529	Other general merchandise stores .....	4	D	D	D	e	D	D
45299	All other general merchandise stores .....	3	D	D	D	c	D	D
452990	All other general merchandise stores .....	3	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores ....	2	D	D	D	c	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>GRAND CHUTE TOWN, WI—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
453	Miscellaneous store retailers .....	20	D	D	D	c	D	D
4532	Office supplies, stationery, & gift stores .....	11	D	D	D	c	D	D
45321	Office supplies & stationery stores .....	1	D	D	D	b	D	D
453210	Office supplies & stationery stores .....	1	D	D	D	b	D	D
4532102	Office supplies stores .....	1	D	D	D	b	D	D
45322	Gift, novelty, & souvenir stores .....	10	5 937	675	166	84	3.3	4.1
453220	Gift, novelty, & souvenir stores .....	10	5 937	675	166	84	3.3	4.1
4539	Other miscellaneous store retailers .....	7	D	D	D	b	D	D
45391	Pet & pet supplies stores .....	1	D	D	D	a	D	D
453910	Pet & pet supplies stores .....	1	D	D	D	a	D	D
45392	Art dealers .....	2	D	D	D	a	D	D
453920	Art dealers .....	2	D	D	D	a	D	D
45399	All other miscellaneous store retailers .....	4	D	D	D	a	D	D
454	Nonstore retailers .....	9	26 358	4 792	1 124	180	5.9	—
4542	Vending machine operators .....	2	D	D	D	c	D	D
45421	Vending machine operators .....	2	D	D	D	c	D	D
454210	Vending machine operators .....	2	D	D	D	c	D	D
4543	Direct selling establishments .....	6	D	D	D	b	D	D
45431	Fuel dealers .....	3	6 833	501	129	24	—	—
454311	Heating oil dealers .....	1	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers .....	2	D	D	D	b	D	D
45439	Other direct selling establishments .....	3	D	D	D	b	D	D
454390	Other direct selling establishments .....	3	D	D	D	b	D	D
<b>GREEN BAY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>515</b>	<b>1 395 544</b>	<b>135 825</b>	<b>32 593</b>	<b>8 419</b>	<b>3.4</b>	<b>2.5</b>
441	Motor vehicle & parts dealers .....	65	375 719	34 674	8 410	1 210	2.3	.3
4411	Automobile dealers .....	33	340 916	24 250	5 744	772	1.7	.1
44111	New car dealers .....	11	315 158	22 454	5 261	670	—	—
441110	New car dealers .....	11	315 158	22 454	5 261	670	—	—
44112	Used car dealers .....	22	25 758	1 796	483	102	23.1	.5
441120	Used car dealers .....	22	25 758	1 796	483	102	23.1	.5
4412	Other motor vehicle dealers .....	8	5 153	570	100	41	18.2	15.1
44121	Recreational vehicle dealers .....	2	D	D	D	a	D	D
441210	Recreational vehicle dealers .....	2	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	6	D	D	D	b	D	D
441222	Boat dealers .....	4	2 622	308	39	24	7.4	29.7
4413	Automotive parts, accessories, & tire stores .....	24	29 650	9 854	2 566	397	6.1	.1
44131	Automotive parts & accessories stores .....	19	18 180	4 627	1 125	248	9.9	.1
441310	Automotive parts & accessories stores .....	19	18 180	4 627	1 125	248	9.9	.1
44132	Tire dealers .....	5	11 470	5 227	1 441	149	—	—
441320	Tire dealers .....	5	11 470	5 227	1 441	149	—	—
442	Furniture & home furnishings stores .....	24	16 478	2 504	566	136	24.8	—
4421	Furniture stores .....	9	7 751	1 126	179	55	13.6	—
44211	Furniture stores .....	9	7 751	1 126	179	55	13.6	—
442110	Furniture stores .....	9	7 751	1 126	179	55	13.6	—
4422	Home furnishings stores .....	15	8 727	1 378	387	81	34.7	—
44221	Floor covering stores .....	6	4 978	921	283	40	34.6	—
442210	Floor covering stores .....	6	4 978	921	283	40	34.6	—
44229	Other home furnishings stores .....	9	3 749	457	104	41	34.8	—
442299	All other home furnishings stores .....	8	D	D	D	b	D	D
443	Electronics & appliance stores .....	30	83 531	8 118	1 787	330	3.5	1.6
4431	Electronics & appliance stores .....	30	83 531	8 118	1 787	330	3.5	1.6
44311	Appliance, television, & other electronics stores .....	22	D	D	D	c	D	D
443111	Household appliance stores .....	9	D	D	D	b	D	D
443112	Radio, television, & other electronics stores .....	13	D	D	D	c	D	D
44312	Computer & software stores .....	8	D	D	D	c	D	D
443120	Computer & software stores .....	8	D	D	D	c	D	D
444	Building material & garden equipment & supplies dealers .....	43	129 455	15 522	4 135	685	7.2	7.5
4441	Building material & supplies dealers .....	41	D	D	D	f	D	D
44411	Home centers .....	1	D	D	D	c	D	D
444110	Home centers .....	1	D	D	D	c	D	D
44412	Paint & wallpaper stores .....	8	D	D	D	b	D	D
444120	Paint & wallpaper stores .....	8	D	D	D	b	D	D
44419	Other building material dealers .....	28	89 862	11 435	3 108	426	9.8	8.3
444190	Other building material dealers .....	28	89 862	11 435	3 108	426	9.8	8.3

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>GREEN BAY, WI—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
445	Food & beverage stores .....	40	213 476	18 519	4 558	1 588	3.0	2.3
4451	Grocery stores .....	19	200 296	17 368	4 264	1 474	2.5	2.3
44511	Supermarkets & other grocery (except convenience) stores .....	19	200 296	17 368	4 264	1 474	2.5	2.3
445110	Supermarkets & other grocery (except convenience) stores .....	19	200 296	17 368	4 264	1 474	2.5	2.3
4452	Specialty food stores .....	6	1 338	273	77	33	—	—
4453	Beer, wine, & liquor stores .....	15	11 842	878	217	81	12.1	1.4
44531	Beer, wine, & liquor stores .....	15	11 842	878	217	81	12.1	1.4
445310	Beer, wine, & liquor stores .....	15	11 842	878	217	81	12.1	1.4
446	Health & personal care stores .....	32	47 180	6 781	1 617	435	2.6	3.4
4461	Health & personal care stores .....	32	47 180	6 781	1 617	435	2.6	3.4
44611	Pharmacies & drug stores .....	16	39 791	5 239	1 240	339	2.9	3.4
446110	Pharmacies & drug stores .....	16	39 791	5 239	1 240	339	2.9	3.4
4461101	Pharmacies & drug stores .....	15	D	D	D	e	D	D
4461102	Proprietary stores .....	1	D	D	D	a	D	D
44612	Cosmetics, beauty supplies, & perfume stores .....	3	D	D	D	b	D	D
446120	Cosmetics, beauty supplies, & perfume stores .....	3	D	D	D	b	D	D
44613	Optical goods stores .....	6	2 525	665	171	36	2.4	—
446130	Optical goods stores .....	6	2 525	665	171	36	2.4	—
44619	Other health & personal care stores .....	7	D	D	D	b	D	D
446199	All other health & personal care stores .....	5	D	D	D	b	D	D
447	Gasoline stations .....	47	87 584	4 646	1 076	467	10.5	12.6
4471	Gasoline stations .....	47	87 584	4 646	1 076	467	10.5	12.6
44711	Gasoline stations with convenience stores .....	34	67 857	3 170	732	352	9.7	16.2
447110	Gasoline stations with convenience stores .....	34	67 857	3 170	732	352	9.7	16.2
44719	Other gasoline stations .....	13	19 727	1 476	344	115	13.4	—
447190	Other gasoline stations .....	13	19 727	1 476	344	115	13.4	—
448	Clothing & clothing accessories stores .....	92	53 182	7 041	1 523	646	5.6	2.8
4481	Clothing stores .....	47	26 898	3 694	824	366	3.3	2.6
44812	Women's clothing stores .....	16	10 958	1 383	337	165	—	.2
448120	Women's clothing stores .....	16	10 958	1 383	337	165	—	.2
44813	Children's & infants' clothing stores .....	2	D	D	D	a	D	D
448130	Children's & infants' clothing stores .....	2	D	D	D	a	D	D
44815	Clothing accessories stores .....	5	D	D	D	a	D	D
448150	Clothing accessories stores .....	5	D	D	D	a	D	D
44819	Other clothing stores .....	14	7 161	1 201	270	117	—	7.6
448190	Other clothing stores .....	14	7 161	1 201	270	117	—	7.6
4482	Shoe stores .....	20	11 131	1 186	237	140	—	5.2
44821	Shoe stores .....	20	11 131	1 186	237	140	—	5.2
448210	Shoe stores .....	20	11 131	1 186	237	140	—	5.2
4482103	Children's & juveniles' shoe stores .....	1	D	D	D	a	D	D
4482104	Family shoe stores .....	12	3 820	508	111	48	—	—
4482105	Athletic footwear stores .....	5	D	D	D	b	D	D
4483	Jewelry, luggage, & leather goods stores .....	25	15 153	2 161	462	140	13.8	1.3
44831	Jewelry stores .....	24	D	D	D	c	D	D
448310	Jewelry stores .....	24	D	D	D	c	D	D
44832	Luggage & leather goods stores .....	1	D	D	D	a	D	D
448320	Luggage & leather goods stores .....	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	55	45 479	5 793	1 420	485	2.4	4.3
4511	Sporting goods, hobby, & musical instrument stores .....	41	38 081	4 925	1 200	396	2.3	5.1
45111	Sporting goods stores .....	19	15 019	2 152	555	168	3.3	12.8
451110	Sporting goods stores .....	19	15 019	2 152	555	168	3.3	12.8
4511101	General-line sporting goods stores .....	5	D	D	D	b	D	D
4511102	Specialty-line sporting goods stores .....	14	D	D	D	b	D	D
45112	Hobby, toy, & game stores .....	11	D	D	D	c	D	D
451120	Hobby, toy, & game stores .....	11	D	D	D	c	D	D
45113	Sewing, needlework, & piece goods stores .....	6	D	D	D	b	D	D
451130	Sewing, needlework, & piece goods stores .....	6	D	D	D	b	D	D
45114	Musical instrument & supplies stores .....	5	D	D	D	b	D	D
451140	Musical instrument & supplies stores .....	5	D	D	D	b	D	D
4512	Book, periodical, & music stores .....	14	7 398	868	220	89	2.8	—
45121	Book stores & news dealers .....	8	4 384	559	142	50	—	—
451211	Book stores .....	7	D	D	D	b	D	D
4512111	Book stores, general .....	5	D	D	D	b	D	D
4512112	Specialty book stores .....	2	D	D	D	a	D	D
451212	News dealers & newsstands .....	1	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, & record stores .....	6	3 014	309	78	39	6.9	—
451220	Prerecorded tape, compact disc, & record stores .....	6	3 014	309	78	39	6.9	—

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>GREEN BAY, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
452	General merchandise stores .....	14	D	D	D	g	D	D
4521	Department stores (incl leased depts) ## .....	9	179 675	N	N	N	—	—
45211	Department stores (incl leased depts) ## .....	9	179 675	N	N	N	—	—
4521	Department stores (excl leased depts) .....	9	176 493	18 357	4 502	1 557	—	—
452110	Department stores (excl leased depts) .....	9	176 493	18 357	4 502	1 557	—	—
4521101	Conventional department stores (excl leased depts) .....	3	38 681	4 824	1 368	434	—	—
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	5	D	D	D	f	D	D
4521103	National chain department stores (excl leased depts) .....	1	D	D	D	c	D	D
4529	Other general merchandise stores .....	5	D	D	D	e	D	D
45291	Warehouse clubs & superstores .....	1	D	D	D	c	D	D
452910	Warehouse clubs & superstores .....	1	D	D	D	c	D	D
45299	All other general merchandise stores .....	4	D	D	D	b	D	D
452990	All other general merchandise stores .....	4	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores .....	3	D	D	D	b	D	D
453	Miscellaneous store retailers .....	56	D	D	D	e	D	D
4532	Office supplies, stationery, & gift stores .....	25	D	D	D	c	D	D
45321	Office supplies & stationery stores .....	3	D	D	D	b	D	D
453210	Office supplies & stationery stores .....	3	D	D	D	b	D	D
4532102	Office supplies stores .....	3	D	D	D	b	D	D
45322	Gift, novelty, & souvenir stores .....	22	9 637	1 548	391	158	10.8	.9
453220	Gift, novelty, & souvenir stores .....	22	9 637	1 548	391	158	10.8	.9
4533	Used merchandise stores .....	9	1 355	420	85	46	—	19.0
45331	Used merchandise stores .....	9	1 355	420	85	46	—	19.0
453310	Used merchandise stores .....	9	1 355	420	85	46	—	19.0
4539	Other miscellaneous store retailers .....	17	D	D	D	c	D	D
45391	Pet & pet supplies stores .....	4	D	D	D	b	D	D
453910	Pet & pet supplies stores .....	4	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers .....	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers .....	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers .....	12	D	D	D	b	D	D
454	Nonstore retailers .....	17	57 608	5 005	1 055	218	.6	.9
4541	Electronic shopping & mail-order houses .....	4	D	D	D	b	D	D
45411	Electronic shopping & mail-order houses .....	4	D	D	D	b	D	D
454110	Electronic shopping & mail-order houses .....	4	D	D	D	b	D	D
4542	Vending machine operators .....	3	D	D	D	b	D	D
45421	Vending machine operators .....	3	D	D	D	b	D	D
454210	Vending machine operators .....	3	D	D	D	b	D	D
4543	Direct selling establishments .....	10	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers .....	2	D	D	D	a	D	D
45439	Other direct selling establishments .....	8	D	D	D	b	D	D
454390	Other direct selling establishments .....	8	D	D	D	b	D	D
<b>GREENDALE, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>130</b>	<b>268 219</b>	<b>28 770</b>	<b>6 846</b>	<b>2 630</b>	<b>1.0</b>	<b>2.7</b>
441	Motor vehicle & parts dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	8	5 504	740	168	51	6.7	57.6
4421	Furniture stores .....	3	D	D	D	b	D	D
44211	Furniture stores .....	3	D	D	D	b	D	D
442110	Furniture stores .....	3	D	D	D	b	D	D
44229	Other home furnishings stores .....	3	D	D	D	b	D	D
443	Electronics & appliance stores .....	3	2 140	163	51	22	—	—
4431	Electronics & appliance stores .....	3	2 140	163	51	22	—	—
444	Building material & garden equipment & supplies dealers .....	2	D	D	D	b	D	D
445	Food & beverage stores .....	7	7 335	977	230	99	6.9	—
4452	Specialty food stores .....	5	D	D	D	b	D	D
446	Health & personal care stores .....	13	12 018	1 566	375	122	10.3	7.4
4461	Health & personal care stores .....	13	12 018	1 566	375	122	10.3	7.4
44612	Cosmetics, beauty supplies, & perfume stores .....	4	3 085	297	75	35	—	—
446120	Cosmetics, beauty supplies, & perfume stores .....	4	3 085	297	75	35	—	—
44613	Optical goods stores .....	5	3 179	541	132	32	—	11.2
446130	Optical goods stores .....	5	3 179	541	132	32	—	11.2
447	Gasoline stations .....	1	D	D	D	a	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>GREENDALE, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
448	Clothing & clothing accessories stores .....	64	61 347	6 575	1 621	661	.9	4.8
4481	Clothing stores .....	42	38 166	3 718	897	435	—	6.4
44811	Men's clothing stores .....	6	4 305	476	119	45	—	21.1
448110	Men's clothing stores .....	6	4 305	476	119	45	—	21.1
44812	Women's clothing stores .....	18	14 618	1 447	380	196	—	2.4
448120	Women's clothing stores .....	18	14 618	1 447	380	196	—	2.4
44813	Children's & infants' clothing stores .....	2	D	D	D	a	D	D
448130	Children's & infants' clothing stores .....	2	D	D	D	a	D	D
44814	Family clothing stores .....	7	10 453	913	182	103	—	11.1
448140	Family clothing stores .....	7	10 453	913	182	103	—	11.1
44815	Clothing accessories stores .....	4	D	D	D	a	D	D
448150	Clothing accessories stores .....	4	D	D	D	a	D	D
44819	Other clothing stores .....	5	6 315	569	138	58	—	—
448190	Other clothing stores .....	5	6 315	569	138	58	—	—
4482	Shoe stores .....	10	9 010	870	227	105	6.2	6.1
44821	Shoe stores .....	10	9 010	870	227	105	6.2	6.1
448210	Shoe stores .....	10	9 010	870	227	105	6.2	6.1
4482101	Men's shoe stores .....	1	D	D	D	a	D	D
4482102	Women's shoe stores .....	2	D	D	D	a	D	D
4482103	Children's & juveniles' shoe stores .....	1	D	D	D	a	D	D
4482104	Family shoe stores .....	3	D	D	D	b	D	D
4482105	Athletic footwear stores .....	3	D	D	D	b	D	D
4483	Jewelry, luggage, & leather goods stores .....	12	14 171	1 987	497	121	—	—
44831	Jewelry stores .....	12	14 171	1 987	497	121	—	—
448310	Jewelry stores .....	12	14 171	1 987	497	121	—	—
451	Sporting goods, hobby, book, & music stores .....	8	9 216	802	207	99	—	—
4511	Sporting goods, hobby, & musical instrument stores ..	4	2 851	308	74	53	—	—
45112	Hobby, toy, & game stores .....	3	D	D	D	b	D	D
451120	Hobby, toy, & game stores .....	3	D	D	D	b	D	D
4512	Book, periodical, & music stores .....	4	6 365	494	133	46	—	—
45121	Book stores & news dealers .....	2	D	D	D	b	D	D
451211	Book stores .....	2	D	D	D	b	D	D
4512111	Book stores, general .....	2	D	D	D	b	D	D
45122	Prerecorded tape, compact disc, & record stores ...	2	D	D	D	b	D	D
451220	Prerecorded tape, compact disc, & record stores ...	2	D	D	D	b	D	D
452	General merchandise stores .....	5	150 208	15 699	3 658	1 339	—	—
4521	Department stores (incl leased depts) ## .....	5	153 060	N	N	N	—	—
45211	Department stores (incl leased depts) ## .....	5	153 060	N	N	N	—	—
4521	Department stores (excl leased depts) .....	5	150 208	15 699	3 658	1 339	—	—
452110	Department stores (excl leased depts) .....	5	150 208	15 699	3 658	1 339	—	—
4521101	Department stores (excl leased depts) .....	5	150 208	15 699	3 658	1 339	—	—
4521101	Conventional department stores (excl leased depts) .....	2	D	D	D	f	D	D
4521103	National chain department stores (excl leased depts) .....	2	D	D	D	f	D	D
453	Miscellaneous store retailers .....	16	D	D	D	c	D	D
4532	Office supplies, stationery, & gift stores .....	13	9 648	1 202	264	158	1.0	.6
45322	Gift, novelty, & souvenir stores .....	13	9 648	1 202	264	158	1.0	.6
453220	Gift, novelty, & souvenir stores .....	13	9 648	1 202	264	158	1.0	.6
4539	Other miscellaneous store retailers .....	3	D	D	D	b	D	D
45391	Pet & pet supplies stores .....	2	D	D	D	b	D	D
453910	Pet & pet supplies stores .....	2	D	D	D	b	D	D
454	Nonstore retailers .....	2	D	D	D	a	D	D
<b>GREENFIELD, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>184</b>	<b>707 771</b>	<b>65 785</b>	<b>14 928</b>	<b>4 012</b>	<b>4.6</b>	<b>5.7</b>
441	Motor vehicle & parts dealers .....	26	244 195	21 364	4 280	712	7.5	2.8
4411	Automobile dealers .....	12	217 887	17 935	3 537	558	7.8	1.7
44111	New car dealers .....	6	192 808	16 246	3 102	472	8.8	—
441110	New car dealers .....	6	192 808	16 246	3 102	472	8.8	—
44112	Used car dealers .....	6	25 079	1 689	435	86	—	14.5
441120	Used car dealers .....	6	25 079	1 689	435	86	—	14.5
4412	Other motor vehicle dealers .....	5	17 755	2 024	396	84	—	—
44121	Recreational vehicle dealers .....	1	D	D	D	a	D	D
441210	Recreational vehicle dealers .....	1	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers ...	4	D	D	D	b	D	D
441221	Motorcycle dealers .....	1	D	D	D	b	D	D
441222	Boat dealers .....	2	D	D	D	b	D	D
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores .....	9	8 553	1 405	347	70	17.1	37.7
44132	Tire dealers .....	5	5 365	928	228	49	27.3	55.0
441320	Tire dealers .....	5	5 365	928	228	49	27.3	55.0

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>GREENFIELD, WI—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
442	Furniture & home furnishings stores .....	22	38 124	4 639	1 119	234	2.8	2.9
4421	Furniture stores .....	15	33 459	3 953	952	188	1.5	2.5
44211	Furniture stores .....	15	33 459	3 953	952	188	1.5	2.5
442110	Furniture stores .....	15	33 459	3 953	952	188	1.5	2.5
4422	Home furnishings stores .....	7	4 665	686	167	46	12.1	5.8
44229	Other home furnishings stores .....	3	D	D	D	b	D	D
443	Electronics & appliance stores .....	7	56 548	4 124	1 015	271	—	1.0
4431	Electronics & appliance stores .....	7	56 548	4 124	1 015	271	—	1.0
44311	Appliance, television, & other electronics stores .....	6	D	D	D	c	D	D
443111	Household appliance stores .....	2	D	D	D	b	D	D
443112	Radio, television, & other electronics stores .....	4	D	D	D	c	D	D
44312	Computer & software stores .....	1	D	D	D	b	D	D
443120	Computer & software stores .....	1	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers .....	12	15 088	2 183	474	185	2.4	.2
44413	Hardware stores .....	1	D	D	D	b	D	D
444130	Hardware stores .....	1	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	4	7 770	1 278	259	132	—	—
44422	Nursery & garden centers .....	3	D	D	D	c	D	D
444220	Nursery & garden centers .....	3	D	D	D	c	D	D
445	Food & beverage stores .....	17	107 802	8 521	2 135	676	1.3	26.4
4451	Grocery stores .....	13	D	D	D	f	D	D
44511	Supermarkets & other grocery (except convenience) stores .....	11	105 174	8 212	2 061	643	—	27.1
445110	Supermarkets & other grocery (except convenience) stores .....	11	105 174	8 212	2 061	643	—	27.1
4452	Specialty food stores .....	2	D	D	D	b	D	D
446	Health & personal care stores .....	15	49 927	7 977	1 810	374	2.7	—
4461	Health & personal care stores .....	15	49 927	7 977	1 810	374	2.7	—
44611	Pharmacies & drug stores .....	8	43 189	6 702	1 507	313	2.3	—
446110	Pharmacies & drug stores .....	8	43 189	6 702	1 507	313	2.3	—
4461101	Pharmacies & drug stores .....	7	D	D	D	c	D	D
4461102	Proprietary stores .....	1	D	D	D	b	D	D
44612	Cosmetics, beauty supplies, & perfume stores .....	1	D	D	D	a	D	D
446120	Cosmetics, beauty supplies, & perfume stores .....	1	D	D	D	a	D	D
44613	Optical goods stores .....	3	4 675	840	217	46	D	—
446130	Optical goods stores .....	3	4 675	840	217	46	D	—
447	Gasoline stations .....	19	34 517	1 524	378	157	14.6	7.7
4471	Gasoline stations .....	19	34 517	1 524	378	157	14.6	7.7
44711	Gasoline stations with convenience stores .....	14	28 593	1 311	322	131	4.1	8.3
447110	Gasoline stations with convenience stores .....	14	28 593	1 311	322	131	4.1	8.3
448	Clothing & clothing accessories stores .....	22	24 903	2 844	657	219	3.9	1.6
4481	Clothing stores .....	11	16 203	1 646	378	154	2.2	2.5
44811	Men's clothing stores .....	4	D	D	D	b	D	D
448110	Men's clothing stores .....	4	D	D	D	b	D	D
44813	Children's & infants' clothing stores .....	1	D	D	D	a	D	D
448130	Children's & infants' clothing stores .....	1	D	D	D	a	D	D
4482101	Men's shoe stores .....	1	D	D	D	a	D	D
4482104	Family shoe stores .....	5	D	D	D	b	D	D
4483	Jewelry, luggage, & leather goods stores .....	4	5 006	735	189	25	12.0	—
44831	Jewelry stores .....	4	5 006	735	189	25	12.0	—
448310	Jewelry stores .....	4	5 006	735	189	25	12.0	—
451	Sporting goods, hobby, book, & music stores .....	17	24 319	2 260	544	223	5.2	—
4511	Sporting goods, hobby, & musical instrument stores .....	13	13 505	1 458	368	137	9.4	—
45111	Sporting goods stores .....	7	10 541	1 056	251	108	10.3	—
451110	Sporting goods stores .....	7	10 541	1 056	251	108	10.3	—
4511101	General-line sporting goods stores .....	4	7 879	827	205	93	11.0	—
45113	Sewing, needlework, & piece goods stores .....	1	D	D	D	a	D	D
451130	Sewing, needlework, & piece goods stores .....	1	D	D	D	a	D	D
4512	Book, periodical, & music stores .....	4	10 814	802	176	86	—	—
45121	Book stores & news dealers .....	1	D	D	D	b	D	D
451211	Book stores .....	1	D	D	D	b	D	D
4512111	Book stores, general .....	1	D	D	D	b	D	D
45122	Prerecorded tape, compact disc, & record stores .....	3	D	D	D	b	D	D
451220	Prerecorded tape, compact disc, & record stores .....	3	D	D	D	b	D	D
452	General merchandise stores .....	4	92 342	7 829	1 966	728	—	—
4521	Department stores (incl leased depts) ## .....	4	93 160	N	N	N	—	—
45211	Department stores (incl leased depts) ## .....	4	93 160	N	N	N	—	—
4521	Department stores (excl leased depts) .....	4	92 342	7 829	1 966	728	—	—
45211	Department stores (excl leased depts) .....	4	92 342	7 829	1 966	728	—	—
452110	Department stores (excl leased depts) .....	4	92 342	7 829	1 966	728	—	—
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	4	92 342	7 829	1 966	728	—	—

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>GREENFIELD, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
453	Miscellaneous store retailers .....	21	D	D	D	c	D	D
4532	Office supplies, stationery, & gift stores .....	4	D	D	D	b	D	D
45321	Office supplies & stationery stores .....	1	D	D	D	b	D	D
453210	Office supplies & stationery stores .....	1	D	D	D	b	D	D
4532102	Office supplies stores .....	1	D	D	D	b	D	D
4533	Used merchandise stores .....	4	1 993	401	72	30	15.1	—
45331	Used merchandise stores .....	4	1 993	401	72	30	15.1	—
453310	Used merchandise stores .....	4	1 993	401	72	30	15.1	—
4539	Other miscellaneous store retailers .....	10	D	D	D	b	D	D
45391	Pet & pet supplies stores .....	2	D	D	D	b	D	D
453910	Pet & pet supplies stores .....	2	D	D	D	b	D	D
45399	All other miscellaneous store retailers .....	7	3 639	595	103	47	21.6	6.2
454	Nonstore retailers .....	2	D	D	D	a	D	D
<b>HALES CORNERS, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>61</b>	<b>210 236</b>	<b>15 861</b>	<b>3 703</b>	<b>919</b>	<b>3.7</b>	<b>6.7</b>
441	Motor vehicle & parts dealers .....	9	D	D	D	c	D	D
4411	Automobile dealers .....	2	D	D	D	c	D	D
44111	New car dealers .....	2	D	D	D	c	D	D
441110	New car dealers .....	2	D	D	D	c	D	D
4412	Other motor vehicle dealers .....	2	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	2	D	D	D	b	D	D
441222	Boat dealers .....	1	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	3	1 336	236	50	14	D	—
443	Electronics & appliance stores .....	2	D	D	D	a	D	D
4431	Electronics & appliance stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	3	D	D	D	b	D	D
445	Food & beverage stores .....	4	19 818	1 753	412	142	2.1	49.9
446	Health & personal care stores .....	4	D	D	D	b	D	D
4461	Health & personal care stores .....	4	D	D	D	b	D	D
447	Gasoline stations .....	8	12 821	599	138	52	6.4	24.7
44711	Gasoline stations with convenience stores .....	8	12 821	599	138	52	6.4	24.7
447110	Gasoline stations with convenience stores .....	8	12 821	599	138	52	6.4	24.7
448	Clothing & clothing accessories stores .....	9	3 267	467	114	37	27.8	2.8
451	Sporting goods, hobby, book, & music stores .....	6	7 372	1 314	225	124	—	—
4511	Sporting goods, hobby, & musical instrument stores ..	5	D	D	D	c	D	D
45111	Sporting goods stores .....	3	D	D	D	b	D	D
451110	Sporting goods stores .....	3	D	D	D	b	D	D
4511102	Specialty-line sporting goods stores .....	3	D	D	D	b	D	D
4512112	Specialty book stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	2	D	D	D	c	D	D
453	Miscellaneous store retailers .....	9	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	4	732	117	27	16	55.1	4.4
45392	Art dealers .....	2	D	D	D	a	D	D
453920	Art dealers .....	2	D	D	D	a	D	D
454	Nonstore retailers .....	2	D	D	D	a	D	D

See footnotes at end of table.

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>HARTFORD, WI *</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>65</b>	<b>106 012</b>	<b>9 530</b>	<b>2 230</b>	<b>707</b>	<b>15.6</b>	<b>2.5</b>
441	Motor vehicle & parts dealers .....	6	30 043	1 948	469	97	24.3	—
442	Furniture & home furnishings stores .....	4	1 378	361	89	19	8.9	1.1
443	Electronics & appliance stores .....	3	D	D	D	a	D	D
4431	Electronics & appliance stores .....	3	D	D	D	a	D	D
44311	Appliance, television, & other electronics stores .....	3	D	D	D	a	D	D
443112	Radio, television, & other electronics stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	4	D	D	D	b	D	D
44419	Other building material dealers .....	3	D	D	D	b	D	D
444190	Other building material dealers .....	3	D	D	D	b	D	D
445	Food & beverage stores .....	6	28 337	2 612	618	179	5.8	5.9
4452	Specialty food stores .....	1	D	D	D	a	D	D
446	Health & personal care stores .....	6	3 196	672	187	47	31.1	—
447	Gasoline stations .....	7	9 308	562	132	52	24.8	—
44711	Gasoline stations with convenience stores .....	7	9 308	562	132	52	24.8	—
447110	Gasoline stations with convenience stores .....	7	9 308	562	132	52	24.8	—
448	Clothing & clothing accessories stores .....	7	3 137	282	46	39	8.7	—
451	Sporting goods, hobby, book, & music stores .....	6	1 906	274	60	30	8.7	27.0
4511	Sporting goods, hobby, & musical instrument stores ..	5	D	D	D	b	D	D
452	General merchandise stores .....	3	D	D	D	c	D	D
453	Miscellaneous store retailers .....	11	D	D	D	b	D	D
45399	All other miscellaneous store retailers .....	3	515	77	14	6	D	12.4
454	Nonstore retailers .....	2	D	D	D	a	D	D
<b>HARTFORD, WI (DODGE COUNTY PART) *</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>1</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>D</b>	<b>D</b>
444	Building material & garden equipment & supplies dealers .....	1	D	D	D	a	D	D
<b>HARTFORD, WI (WASHINGTON COUNTY PART) *</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>64</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>f</b>	<b>D</b>	<b>D</b>
441	Motor vehicle & parts dealers .....	6	30 043	1 948	469	97	24.3	—
442	Furniture & home furnishings stores .....	4	1 378	361	89	19	8.9	1.1
443	Electronics & appliance stores .....	3	D	D	D	a	D	D
4431	Electronics & appliance stores .....	3	D	D	D	a	D	D
44311	Appliance, television, & other electronics stores .....	3	D	D	D	a	D	D
443112	Radio, television, & other electronics stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	3	D	D	D	b	D	D
44419	Other building material dealers .....	3	D	D	D	b	D	D
444190	Other building material dealers .....	3	D	D	D	b	D	D
445	Food & beverage stores .....	6	28 337	2 612	618	179	5.8	5.9
4452	Specialty food stores .....	1	D	D	D	a	D	D
446	Health & personal care stores .....	6	3 196	672	187	47	31.1	—
447	Gasoline stations .....	7	9 308	562	132	52	24.8	—
44711	Gasoline stations with convenience stores .....	7	9 308	562	132	52	24.8	—
447110	Gasoline stations with convenience stores .....	7	9 308	562	132	52	24.8	—
448	Clothing & clothing accessories stores .....	7	3 137	282	46	39	8.7	—
451	Sporting goods, hobby, book, & music stores .....	6	1 906	274	60	30	8.7	27.0
4511	Sporting goods, hobby, & musical instrument stores ..	5	D	D	D	b	D	D
452	General merchandise stores .....	3	D	D	D	c	D	D
453	Miscellaneous store retailers .....	11	D	D	D	b	D	D
45399	All other miscellaneous store retailers .....	3	515	77	14	6	D	12.4
454	Nonstore retailers .....	2	D	D	D	a	D	D

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<b>HARTLAND, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>49</b>	<b>57 252</b>	<b>7 882</b>	<b>1 741</b>	<b>467</b>	<b>14.3</b>	<b>2.3</b>
441	Motor vehicle & parts dealers .....	3	D	D	D	b	D	D
4413	Automotive parts, accessories, & tire stores .....	2	D	D	D	b	D	D
44131	Automotive parts & accessories stores .....	2	D	D	D	b	D	D
441310	Automotive parts & accessories stores .....	2	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	6	5 529	834	147	26	3.1	.5
4422	Home furnishings stores .....	6	5 529	834	147	26	3.1	.5
44221	Floor covering stores .....	4	D	D	D	b	D	D
442210	Floor covering stores .....	4	D	D	D	b	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	9	12 050	1 947	477	52	1.3	—
4441	Building material & supplies dealers .....	7	D	D	D	b	D	D
44419	Other building material dealers .....	5	10 137	1 488	409	31	—	—
444190	Other building material dealers .....	5	10 137	1 488	409	31	—	—
445	Food & beverage stores .....	4	D	D	D	c	D	D
446	Health & personal care stores .....	3	3 170	521	128	31	D	—
447	Gasoline stations .....	4	8 645	425	103	66	42.5	—
448	Clothing & clothing accessories stores .....	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	2	D	D	D	a	D	D
453	Miscellaneous store retailers .....	11	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores .....	6	D	D	D	b	D	D
4532102	Office supplies stores .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	4	1 374	227	34	12	12.1	—
<b>HOLMEN, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>23</b>	<b>28 023</b>	<b>2 817</b>	<b>677</b>	<b>221</b>	<b>9.5</b>	<b>4.4</b>
441	Motor vehicle & parts dealers .....	6	D	D	D	b	D	D
4412	Other motor vehicle dealers .....	1	D	D	D	a	D	D
44121	Recreational vehicle dealers .....	1	D	D	D	a	D	D
441210	Recreational vehicle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	2	D	D	D	b	D	D
445	Food & beverage stores .....	4	10 774	967	243	107	22.7	—
4452	Specialty food stores .....	1	D	D	D	b	D	D
447	Gasoline stations .....	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	3	D	D	D	a	D	D
454	Nonstore retailers .....	2	D	D	D	a	D	D
<b>HORICON, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>13</b>	<b>15 523</b>	<b>1 697</b>	<b>424</b>	<b>120</b>	<b>7.6</b>	<b>10.5</b>
441	Motor vehicle & parts dealers .....	2	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
445	Food & beverage stores .....	2	D	D	D	b	D	D
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	4	5 828	298	67	25	—	25.7
453	Miscellaneous store retailers .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	2	D	D	D	a	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>HOWARD, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>44</b>	<b>139 872</b>	<b>11 250</b>	<b>2 398</b>	<b>567</b>	<b>3.3</b>	<b>2.0</b>
441	Motor vehicle & parts dealers .....	9	15 384	1 824	412	77	3.2	—
4412	Other motor vehicle dealers .....	3	10 632	933	207	33	—	—
44121	Recreational vehicle dealers .....	1	D	D	D	a	D	D
441210	Recreational vehicle dealers .....	1	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers ....	2	D	D	D	b	D	D
441221	Motorcycle dealers .....	1	D	D	D	a	D	D
441222	Boat dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	3	1 203	290	61	16	D	—
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	6	41 188	3 926	823	128	—	—
4441	Building material & supplies dealers .....	5	D	D	D	c	D	D
44419	Other building material dealers .....	4	D	D	D	c	D	D
444190	Other building material dealers .....	4	D	D	D	c	D	D
445	Food & beverage stores .....	5	5 652	792	185	51	3.0	—
4452	Specialty food stores .....	2	D	D	D	a	D	D
446	Health & personal care stores .....	2	D	D	D	a	D	D
447	Gasoline stations .....	7	12 295	610	150	87	—	22.9
44711	Gasoline stations with convenience stores .....	6	D	D	D	b	D	D
447110	Gasoline stations with convenience stores .....	6	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	1	D	D	D	b	D	D
4481	Clothing stores .....	1	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores .....	4	1 198	126	29	12	61.5	—
452	General merchandise stores .....	1	D	D	D	c	D	D
4529	Other general merchandise stores .....	1	D	D	D	c	D	D
45299	All other general merchandise stores .....	1	D	D	D	c	D	D
452990	All other general merchandise stores .....	1	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores ....	1	D	D	D	c	D	D
453	Miscellaneous store retailers .....	5	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	3	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers .....	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers .....	1	D	D	D	a	D	D
<b>HOWARDS GROVE, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>12</b>	<b>16 649</b>	<b>1 417</b>	<b>323</b>	<b>119</b>	<b>12.1</b>	<b>.2</b>
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	2	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	2	D	D	D	b	D	D
44422	Nursery & garden centers .....	1	D	D	D	a	D	D
444220	Nursery & garden centers .....	1	D	D	D	a	D	D
445	Food & beverage stores .....	3	D	D	D	b	D	D
447	Gasoline stations .....	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	2	D	D	D	a	D	D

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<b>HUDSON, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>70</b>	<b>246 196</b>	<b>24 641</b>	<b>5 729</b>	<b>1 342</b>	<b>2.0</b>	<b>3.9</b>
441	Motor vehicle & parts dealers .....	7	44 924	3 852	809	122	—	—
442	Furniture & home furnishings stores .....	7	D	D	D	a	D	D
443	Electronics & appliance stores .....	3	D	D	D	a	D	D
4431	Electronics & appliance stores .....	3	D	D	D	a	D	D
44311	Appliance, television, & other electronics stores .....	3	D	D	D	a	D	D
443112	Radio, television, & other electronics stores .....	3	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	5	42 757	3 596	864	185	2.5	—
4441	Building material & supplies dealers .....	5	42 757	3 596	864	185	2.5	—
44411	Home centers .....	1	D	D	D	c	D	D
444110	Home centers .....	1	D	D	D	c	D	D
44419	Other building material dealers .....	3	D	D	D	b	D	D
444190	Other building material dealers .....	3	D	D	D	b	D	D
445	Food & beverage stores .....	9	43 138	6 923	1 704	359	1.6	—
4451	Grocery stores .....	3	D	D	D	e	D	D
446	Health & personal care stores .....	4	D	D	D	b	D	D
447	Gasoline stations .....	7	14 628	846	221	86	—	47.6
44711	Gasoline stations with convenience stores .....	4	D	D	D	b	D	D
447110	Gasoline stations with convenience stores .....	4	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	7	2 477	304	80	32	2.4	—
451	Sporting goods, hobby, book, & music stores .....	6	2 233	312	67	37	10.8	38.5
4511	Sporting goods, hobby, & musical instrument stores ..	5	D	D	D	b	D	D
452	General merchandise stores .....	3	D	D	D	e	D	D
4521	Department stores (incl leased depts) ## .....	2	D	N	N	N	D	D
45211	Department stores (incl leased depts) ## .....	2	D	N	N	N	D	D
4521	Department stores (excl leased depts) .....	2	D	D	D	e	D	D
45211	Department stores (excl leased depts) .....	2	D	D	D	e	D	D
452110	Department stores (excl leased depts) .....	2	D	D	D	e	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	2	D	D	D	e	D	D
4529	Other general merchandise stores .....	1	D	D	D	b	D	D
45299	All other general merchandise stores .....	1	D	D	D	b	D	D
452990	All other general merchandise stores .....	1	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores .....	1	D	D	D	b	D	D
453	Miscellaneous store retailers .....	9	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	3	1 075	198	27	14	D	—
45392	Art dealers .....	1	D	D	D	a	D	D
453920	Art dealers .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	3	D	D	D	b	D	D
4543	Direct selling establishments .....	2	D	D	D	b	D	D
45439	Other direct selling establishments .....	2	D	D	D	b	D	D
454390	Other direct selling establishments .....	2	D	D	D	b	D	D
<b>JACKSON, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>8</b>	<b>7 882</b>	<b>1 528</b>	<b>332</b>	<b>62</b>	<b>10.1</b>	<b>.2</b>
444	Building material & garden equipment & supplies dealers .....	1	D	D	D	a	D	D
445	Food & beverage stores .....	1	D	D	D	a	D	D
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	2	D	D	D	a	D	D
453	Miscellaneous store retailers .....	2	D	D	D	a	D	D
454	Nonstore retailers .....	1	D	D	D	b	D	D
4542	Vending machine operators .....	1	D	D	D	b	D	D
45421	Vending machine operators .....	1	D	D	D	b	D	D
454210	Vending machine operators .....	1	D	D	D	b	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>JANESVILLE, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>310</b>	<b>992 098</b>	<b>98 410</b>	<b>22 845</b>	<b>5 461</b>	<b>2.8</b>	<b>4.1</b>
441	Motor vehicle & parts dealers .....	38	328 377	30 737	6 999	1 040	4.0	2.0
4411	Automobile dealers .....	16	211 985	12 527	2 808	432	5.9	2.1
44111	New car dealers .....	9	206 850	12 074	2 708	404	5.5	2.2
441110	New car dealers .....	9	206 850	12 074	2 708	404	5.5	2.2
44112	Used car dealers .....	7	5 135	453	100	28	22.5	—
441120	Used car dealers .....	7	5 135	453	100	28	22.5	—
4412	Other motor vehicle dealers .....	5	D	D	D	b	D	D
44121	Recreational vehicle dealers .....	2	D	D	D	a	D	D
441210	Recreational vehicle dealers .....	2	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	3	D	D	D	b	D	D
441221	Motorcycle dealers .....	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores .....	17	D	D	D	f	D	D
44131	Automotive parts & accessories stores .....	15	101 644	16 293	3 780	546	.5	—
441310	Automotive parts & accessories stores .....	15	101 644	16 293	3 780	546	.5	—
44132	Tire dealers .....	2	D	D	D	b	D	D
441320	Tire dealers .....	2	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	16	16 418	2 306	519	108	—	4.4
4421	Furniture stores .....	11	D	D	D	b	D	D
44211	Furniture stores .....	11	D	D	D	b	D	D
442110	Furniture stores .....	11	D	D	D	b	D	D
4422	Home furnishings stores .....	5	D	D	D	b	D	D
44221	Floor covering stores .....	5	D	D	D	b	D	D
442210	Floor covering stores .....	5	D	D	D	b	D	D
443	Electronics & appliance stores .....	13	14 721	2 492	479	94	7.0	—
4431	Electronics & appliance stores .....	13	14 721	2 492	479	94	7.0	—
44311	Appliance, television, & other electronics stores .....	7	9 376	1 736	301	67	3.3	—
443111	Household appliance stores .....	4	D	D	D	b	D	D
443112	Radio, television, & other electronics stores .....	3	D	D	D	a	D	D
44312	Computer & software stores .....	4	D	D	D	b	D	D
443120	Computer & software stores .....	4	D	D	D	b	D	D
44313	Camera & photographic supplies stores .....	2	D	D	D	a	D	D
443130	Camera & photographic supplies stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	32	120 055	13 305	3 209	604	.4	1.7
4441	Building material & supplies dealers .....	24	108 629	11 306	2 842	494	.4	1.9
44411	Home centers .....	2	D	D	D	c	D	D
444110	Home centers .....	2	D	D	D	c	D	D
44412	Paint & wallpaper stores .....	4	D	D	D	a	D	D
444120	Paint & wallpaper stores .....	4	D	D	D	a	D	D
44413	Hardware stores .....	4	D	D	D	b	D	D
444130	Hardware stores .....	4	D	D	D	b	D	D
44419	Other building material dealers .....	14	63 253	7 637	1 921	254	—	2.1
444190	Other building material dealers .....	14	63 253	7 637	1 921	254	—	2.1
4442	Lawn & garden equipment & supplies stores .....	8	11 426	1 999	367	110	.4	—
44421	Outdoor power equipment stores .....	5	D	D	D	b	D	D
444210	Outdoor power equipment stores .....	5	D	D	D	b	D	D
44422	Nursery & garden centers .....	3	D	D	D	b	D	D
444220	Nursery & garden centers .....	3	D	D	D	b	D	D
445	Food & beverage stores .....	25	140 479	10 650	2 518	677	2.7	.5
4451	Grocery stores .....	11	D	D	D	f	D	D
44511	Supermarkets & other grocery (except convenience) stores .....	10	135 137	9 861	2 330	617	1.2	.5
445110	Supermarkets & other grocery (except convenience) stores .....	10	135 137	9 861	2 330	617	1.2	.5
4452	Specialty food stores .....	6	D	D	D	b	D	D
446	Health & personal care stores .....	31	38 426	6 266	1 501	347	1.7	24.0
4461	Health & personal care stores .....	31	38 426	6 266	1 501	347	1.7	24.0
44611	Pharmacies & drug stores .....	15	29 296	4 151	978	237	.4	25.0
446110	Pharmacies & drug stores .....	15	29 296	4 151	978	237	.4	25.0
4461101	Pharmacies & drug stores .....	15	29 296	4 151	978	237	.4	25.0
44612	Cosmetics, beauty supplies, & perfume stores .....	3	1 353	130	29	12	—	—
446120	Cosmetics, beauty supplies, & perfume stores .....	3	1 353	130	29	12	—	—
44613	Optical goods stores .....	8	D	D	D	b	D	D
446130	Optical goods stores .....	8	D	D	D	b	D	D
44619	Other health & personal care stores .....	5	D	D	D	b	D	D
446199	All other health & personal care stores .....	3	3 170	907	221	35	—	36.5
447	Gasoline stations .....	33	73 687	4 652	1 098	374	7.3	9.0
4471	Gasoline stations .....	33	73 687	4 652	1 098	374	7.3	9.0
44711	Gasoline stations with convenience stores .....	21	40 743	2 726	630	219	8.2	1.3
447110	Gasoline stations with convenience stores .....	21	40 743	2 726	630	219	8.2	1.3
44719	Other gasoline stations .....	12	32 944	1 926	468	155	6.2	18.6
447190	Other gasoline stations .....	12	32 944	1 926	468	155	6.2	18.6

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>JANESVILLE, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
448	Clothing & clothing accessories stores . . . . .	37	24 832	3 275	746	262	2.9	4.9
4481	Clothing stores . . . . .	19	9 363	1 118	236	119	6.7	4.2
44819	Other clothing stores . . . . .	3	D	D	D	a	D	D
448190	Other clothing stores . . . . .	3	D	D	D	a	D	D
4482	Shoe stores . . . . .	10	6 880	616	157	83	—	—
44821	Shoe stores . . . . .	10	6 880	616	157	83	—	—
448210	Shoe stores . . . . .	10	6 880	616	157	83	—	—
4482104	Family shoe stores . . . . .	7	3 345	308	73	48	—	—
4482105	Athletic footwear stores . . . . .	3	3 535	308	84	35	—	—
4483	Jewelry, luggage, & leather goods stores . . . . .	8	8 589	1 541	353	60	1.0	9.5
44831	Jewelry stores . . . . .	8	8 589	1 541	353	60	1.0	9.5
448310	Jewelry stores . . . . .	8	8 589	1 541	353	60	1.0	9.5
451	Sporting goods, hobby, book, & music stores . . . . .	28	19 019	2 315	555	212	2.7	1.0
4511	Sporting goods, hobby, & musical instrument stores . .	21	14 642	1 907	445	161	3.3	1.3
45111	Sporting goods stores . . . . .	10	5 451	684	167	66	7.7	3.6
451110	Sporting goods stores . . . . .	10	5 451	684	167	66	7.7	3.6
4511101	General-line sporting goods stores . . . . .	3	D	D	D	b	D	D
45112	Hobby, toy, & game stores . . . . .	6	D	D	D	b	D	D
451120	Hobby, toy, & game stores . . . . .	6	D	D	D	b	D	D
45113	Sewing, needlework, & piece goods stores . . . . .	3	D	D	D	a	D	D
451130	Sewing, needlework, & piece goods stores . . . . .	3	D	D	D	a	D	D
45114	Musical instrument & supplies stores . . . . .	2	D	D	D	a	D	D
451140	Musical instrument & supplies stores . . . . .	2	D	D	D	a	D	D
4512	Book, periodical, & music stores . . . . .	7	4 377	408	110	51	.9	—
45121	Book stores & news dealers . . . . .	5	D	D	D	b	D	D
451211	Book stores . . . . .	5	D	D	D	b	D	D
4512111	Book stores, general . . . . .	2	D	D	D	a	D	D
4512112	Specialty book stores . . . . .	3	D	D	D	b	D	D
45122	Prerecorded tape, compact disc, & record stores . . .	2	D	D	D	a	D	D
451220	Prerecorded tape, compact disc, & record stores .	2	D	D	D	a	D	D
452	General merchandise stores . . . . .	10	D	D	D	g	D	D
4521	Department stores (incl leased depts) ## . . . . .	7	143 247	N	N	N	—	—
45211	Department stores (incl leased depts) ## . . . . .	7	143 247	N	N	N	—	—
4521	Department stores (excl leased depts) . . . . .	7	141 356	13 440	3 272	1 176	—	—
45211	Department stores (excl leased depts) . . . . .	7	141 356	13 440	3 272	1 176	—	—
452110	Department stores (excl leased depts) . . . . .	7	141 356	13 440	3 272	1 176	—	—
4521101	Conventional department stores (excl leased depts) . . . . .	1	D	D	D	c	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts) . . . . .	5	D	D	D	f	D	D
4521103	National chain department stores (excl leased depts) . . . . .	1	D	D	D	c	D	D
4529	Other general merchandise stores . . . . .	3	D	D	D	c	D	D
45299	All other general merchandise stores . . . . .	3	D	D	D	c	D	D
452990	All other general merchandise stores . . . . .	3	D	D	D	c	D	D
4529901	Variety stores . . . . .	2	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores . . . . .	1	D	D	D	c	D	D
453	Miscellaneous store retailers . . . . .	33	D	D	D	c	D	D
4532	Office supplies, stationery, & gift stores . . . . .	14	15 315	1 530	138	79	2.3	67.9
45321	Office supplies & stationery stores . . . . .	3	D	D	D	a	D	D
453210	Office supplies & stationery stores . . . . .	3	D	D	D	a	D	D
4532102	Office supplies stores . . . . .	3	D	D	D	a	D	D
45322	Gift, novelty, & souvenir stores . . . . .	11	D	D	D	b	D	D
453220	Gift, novelty, & souvenir stores . . . . .	11	D	D	D	b	D	D
4533	Used merchandise stores . . . . .	3	D	D	D	b	D	D
45331	Used merchandise stores . . . . .	3	D	D	D	b	D	D
453310	Used merchandise stores . . . . .	3	D	D	D	b	D	D
4539	Other miscellaneous store retailers . . . . .	11	D	D	D	b	D	D
45391	Pet & pet supplies stores . . . . .	3	D	D	D	b	D	D
453910	Pet & pet supplies stores . . . . .	3	D	D	D	b	D	D
45399	All other miscellaneous store retailers . . . . .	7	D	D	D	b	D	D
454	Nonstore retailers . . . . .	14	14 028	2 718	660	169	5.2	17.9
4542	Vending machine operators . . . . .	3	D	D	D	c	D	D
45421	Vending machine operators . . . . .	3	D	D	D	c	D	D
454210	Vending machine operators . . . . .	3	D	D	D	c	D	D
4543	Direct selling establishments . . . . .	9	4 264	475	82	36	1.4	58.9

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>JEFFERSON, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>34</b>	<b>71 518</b>	<b>6 171</b>	<b>1 387</b>	<b>413</b>	<b>27.1</b>	<b>3.8</b>
441	Motor vehicle & parts dealers .....	6	33 621	2 687	570	93	29.9	4.9
442	Furniture & home furnishings stores .....	3	D	D	D	a	D	D
443	Electronics & appliance stores .....	4	3 789	701	154	31	7.8	—
4431	Electronics & appliance stores .....	4	3 789	701	154	31	7.8	—
44311	Appliance, television, & other electronics stores .....	2	D	D	D	b	D	D
443111	Household appliance stores .....	2	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers .....	3	1 225	171	37	20	—	—
445	Food & beverage stores .....	4	D	D	D	c	D	D
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	4	8 136	382	95	52	—	—
448	Clothing & clothing accessories stores .....	3	1 379	152	27	6	39.7	60.3
452	General merchandise stores .....	3	D	D	D	a	D	D
453	Miscellaneous store retailers .....	2	D	D	D	a	D	D
454	Nonstore retailers .....	1	D	D	D	a	D	D
454311	Heating oil dealers .....	1	D	D	D	a	D	D
<b>KAUKAUNA, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>38</b>	<b>148 813</b>	<b>8 886</b>	<b>2 048</b>	<b>746</b>	<b>6.1</b>	<b>4.8</b>
441	Motor vehicle & parts dealers .....	7	D	D	D	c	D	D
4411	Automobile dealers .....	4	D	D	D	c	D	D
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	6	4 777	762	185	50	—	—
445	Food & beverage stores .....	5	D	D	D	e	D	D
4451	Grocery stores .....	3	D	D	D	e	D	D
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	6	9 885	550	127	56	2.9	68.9
44711	Gasoline stations with convenience stores .....	5	D	D	D	b	D	D
447110	Gasoline stations with convenience stores .....	5	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	5	2 673	405	90	62	60.4	10.7
44819	Other clothing stores .....	1	D	D	D	b	D	D
448190	Other clothing stores .....	1	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores .....	2	D	D	D	a	D	D
452	General merchandise stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	3	D	D	D	a	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>KENOSHA, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>313</b>	<b>699 744</b>	<b>66 426</b>	<b>15 446</b>	<b>4 549</b>	<b>4.9</b>	<b>2.1</b>
441	Motor vehicle & parts dealers .....	34	153 027	9 293	1 968	342	3.2	.1
4411	Automobile dealers .....	17	D	D	D	c	D	D
441111	New car dealers .....	4	118 568	5 770	1 335	178	—	—
441110	New car dealers .....	4	118 568	5 770	1 335	178	—	—
44112	Used car dealers .....	13	D	D	D	b	D	D
441120	Used car dealers .....	13	D	D	D	b	D	D
4412	Other motor vehicle dealers .....	5	15 031	1 254	164	44	—	—
44122	Motorcycle, boat, & other motor vehicle dealers .....	5	15 031	1 254	164	44	—	—
441221	Motorcycle dealers .....	2	D	D	D	b	D	D
441222	Boat dealers .....	3	D	D	D	b	D	D
4413	Automotive parts, accessories, & tire stores .....	12	D	D	D	b	D	D
44131	Automotive parts & accessories stores .....	7	4 383	854	226	52	—	3.8
441310	Automotive parts & accessories stores .....	7	4 383	854	226	52	—	3.8
442	Furniture & home furnishings stores .....	22	14 951	2 706	636	114	9.8	5.0
4421	Furniture stores .....	8	9 673	1 542	383	62	13.3	—
44211	Furniture stores .....	8	9 673	1 542	383	62	13.3	—
442110	Furniture stores .....	8	9 673	1 542	383	62	13.3	—
4422	Home furnishings stores .....	14	5 278	1 164	253	52	3.4	14.2
44221	Floor covering stores .....	8	D	D	D	b	D	D
442210	Floor covering stores .....	8	D	D	D	b	D	D
44229	Other home furnishings stores .....	6	D	D	D	a	D	D
443	Electronics & appliance stores .....	11	9 710	1 524	382	75	—	3.8
4431	Electronics & appliance stores .....	11	9 710	1 524	382	75	—	3.8
44311	Appliance, television, & other electronics stores .....	9	D	D	D	b	D	D
443111	Household appliance stores .....	2	D	D	D	b	D	D
443112	Radio, television, & other electronics stores .....	7	D	D	D	b	D	D
44313	Camera & photographic supplies stores .....	1	D	D	D	a	D	D
443130	Camera & photographic supplies stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	24	35 546	6 994	1 252	187	4.3	.8
4441	Building material & supplies dealers .....	21	34 872	6 839	1 228	180	3.3	—
44412	Paint & wallpaper stores .....	4	D	D	D	a	D	D
444120	Paint & wallpaper stores .....	4	D	D	D	a	D	D
44419	Other building material dealers .....	11	D	D	D	c	D	D
444190	Other building material dealers .....	11	D	D	D	c	D	D
445	Food & beverage stores .....	37	162 482	14 406	3 613	1 195	4.4	.7
4451	Grocery stores .....	22	D	D	D	g	D	D
44511	Supermarkets & other grocery (except convenience) stores .....	19	151 378	13 327	3 326	1 111	.3	.2
445110	Supermarkets & other grocery (except convenience) stores .....	19	151 378	13 327	3 326	1 111	.3	.2
4452	Specialty food stores .....	8	6 845	652	160	51	81.1	—
446	Health & personal care stores .....	25	45 336	6 215	1 572	385	—	.8
4461	Health & personal care stores .....	25	45 336	6 215	1 572	385	—	.8
44611	Pharmacies & drug stores .....	10	D	D	D	e	D	D
446110	Pharmacies & drug stores .....	10	D	D	D	e	D	D
4461101	Pharmacies & drug stores .....	10	D	D	D	e	D	D
44612	Cosmetics, beauty supplies, & perfume stores .....	2	D	D	D	a	D	D
446120	Cosmetics, beauty supplies, & perfume stores .....	2	D	D	D	a	D	D
44613	Optical goods stores .....	7	D	D	D	b	D	D
446130	Optical goods stores .....	7	D	D	D	b	D	D
44619	Other health & personal care stores .....	6	D	D	D	a	D	D
447	Gasoline stations .....	41	75 949	3 734	879	349	11.4	14.9
4471	Gasoline stations .....	41	75 949	3 734	879	349	11.4	14.9
44711	Gasoline stations with convenience stores .....	32	46 868	2 673	628	247	11.5	11.3
447110	Gasoline stations with convenience stores .....	32	46 868	2 673	628	247	11.5	11.3
44719	Other gasoline stations .....	9	29 081	1 061	251	102	11.4	20.6
447190	Other gasoline stations .....	9	29 081	1 061	251	102	11.4	20.6
448	Clothing & clothing accessories stores .....	34	26 897	3 019	712	265	1.1	.6
4481	Clothing stores .....	20	17 722	1 547	370	176	.9	.9
44811	Men's clothing stores .....	4	D	D	D	b	D	D
448110	Men's clothing stores .....	4	D	D	D	b	D	D
44819	Other clothing stores .....	6	D	D	D	b	D	D
448190	Other clothing stores .....	6	D	D	D	b	D	D
4482	Shoe stores .....	9	6 944	702	157	63	—	—
44821	Shoe stores .....	9	6 944	702	157	63	—	—
448210	Shoe stores .....	9	6 944	702	157	63	—	—
4482105	Athletic footwear stores .....	2	D	D	D	b	D	D
4483	Jewelry, luggage, & leather goods stores .....	5	2 231	770	185	26	5.8	—

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>KENOSHA, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
451	Sporting goods, hobby, book, & music stores . . . . .	29	23 278	2 451	542	193	34.2	—
4511	Sporting goods, hobby, & musical instrument stores . .	23	20 860	2 174	481	159	38.2	—
45111	Sporting goods stores . . . . .	14	D	D	D	b	D	D
451110	Sporting goods stores . . . . .	14	D	D	D	b	D	D
4511101	General-line sporting goods stores . . . . .	4	D	D	D	b	D	D
4511102	Specialty-line sporting goods stores . . . . .	10	6 941	837	174	65	—	—
45112	Hobby, toy, & game stores . . . . .	5	D	D	D	b	D	D
451120	Hobby, toy, & game stores . . . . .	5	D	D	D	b	D	D
45113	Sewing, needlework, & piece goods stores . . . . .	2	D	D	D	a	D	D
451130	Sewing, needlework, & piece goods stores . . . . .	2	D	D	D	a	D	D
45114	Musical instrument & supplies stores . . . . .	2	D	D	D	b	D	D
451140	Musical instrument & supplies stores . . . . .	2	D	D	D	b	D	D
4512	Book, periodical, & music stores . . . . .	6	2 418	277	61	34	—	—
45121	Book stores & news dealers . . . . .	3	D	D	D	a	D	D
4512113	College book stores . . . . .	1	D	D	D	a	D	D
452	General merchandise stores . . . . .	10	D	D	D	g	D	D
4521	Department stores (incl leased depts) ## . . . . .	6	127 775	N	N	N	—	—
45211	Department stores (incl leased depts) ## . . . . .	6	127 775	N	N	N	—	—
4521	Department stores (excl leased depts) . . . . .	6	126 882	11 087	2 640	1 069	—	—
45211	Department stores (excl leased depts) . . . . .	6	126 882	11 087	2 640	1 069	—	—
452110	Department stores (excl leased depts) . . . . .	6	126 882	11 087	2 640	1 069	—	—
4521102	Discount or mass merchandising dept stores (excl leased depts) . . . . .	5	D	D	D	f	D	D
4521103	National chain department stores (excl leased depts) . . . . .	1	D	D	D	c	D	D
45299	All other general merchandise stores . . . . .	4	D	D	D	b	D	D
452990	All other general merchandise stores . . . . .	4	D	D	D	b	D	D
4529901	Variety stores . . . . .	4	D	D	D	b	D	D
453	Miscellaneous store retailers . . . . .	34	D	D	D	e	D	D
4531	Florists . . . . .	7	D	D	D	b	D	D
45311	Florists . . . . .	7	D	D	D	b	D	D
453110	Florists . . . . .	7	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores . . . . .	11	D	D	D	b	D	D
45321	Office supplies & stationery stores . . . . .	3	D	D	D	b	D	D
453210	Office supplies & stationery stores . . . . .	3	D	D	D	b	D	D
4532102	Office supplies stores . . . . .	3	D	D	D	b	D	D
45322	Gift, novelty, & souvenir stores . . . . .	8	4 470	944	267	58	23.2	2.2
453220	Gift, novelty, & souvenir stores . . . . .	8	4 470	944	267	58	23.2	2.2
4533	Used merchandise stores . . . . .	3	D	D	D	b	D	D
45331	Used merchandise stores . . . . .	3	D	D	D	b	D	D
453310	Used merchandise stores . . . . .	3	D	D	D	b	D	D
4539	Other miscellaneous store retailers . . . . .	13	D	D	D	b	D	D
45391	Pet & pet supplies stores . . . . .	5	3 589	425	94	37	4.7	—
453910	Pet & pet supplies stores . . . . .	5	3 589	425	94	37	4.7	—
45392	Art dealers . . . . .	2	D	D	D	a	D	D
453920	Art dealers . . . . .	2	D	D	D	a	D	D
45399	All other miscellaneous store retailers . . . . .	6	D	D	D	b	D	D
454	Nonstore retailers . . . . .	12	5 466	1 287	336	88	8.9	—
4542	Vending machine operators . . . . .	5	D	D	D	a	D	D
45421	Vending machine operators . . . . .	5	D	D	D	a	D	D
454210	Vending machine operators . . . . .	5	D	D	D	a	D	D
<b>KEWASKUM, WI *</b>								
<b>44-45</b>	<b>Retail trade . . . . .</b>	<b>17</b>	<b>30 569</b>	<b>2 318</b>	<b>520</b>	<b>155</b>	<b>4.3</b>	<b>64.9</b>
442	Furniture & home furnishings stores . . . . .	1	D	D	D	a	D	D
443	Electronics & appliance stores . . . . .	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers . . . . .	1	D	D	D	a	D	D
445	Food & beverage stores . . . . .	1	D	D	D	b	D	D
446	Health & personal care stores . . . . .	1	D	D	D	a	D	D
447	Gasoline stations . . . . .	5	D	D	D	b	D	D
4471	Gasoline stations . . . . .	5	D	D	D	b	D	D
44711	Gasoline stations with convenience stores . . . . .	5	D	D	D	b	D	D
447110	Gasoline stations with convenience stores . . . . .	5	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores . . . . .	1	D	D	D	a	D	D
453	Miscellaneous store retailers . . . . .	4	D	D	D	a	D	D
454	Nonstore retailers . . . . .	2	D	D	D	a	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>KEWASKUM, WI (WASHINGTON COUNTY PART) *</b>							
<b>44-45</b>	<b>Retail trade .....</b>	<b>17</b>	<b>30 569</b>	<b>2 318</b>	<b>520</b>	<b>155</b>	<b>4.3</b>	<b>64.9</b>
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	1	D	D	D	a	D	D
445	Food & beverage stores .....	1	D	D	D	b	D	D
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	5	D	D	D	b	D	D
4471	Gasoline stations .....	5	D	D	D	b	D	D
44711	Gasoline stations with convenience stores .....	5	D	D	D	b	D	D
447110	Gasoline stations with convenience stores .....	5	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	4	D	D	D	a	D	D
454	Nonstore retailers .....	2	D	D	D	a	D	D
	<b>KEWAUNEE, WI</b>							
<b>44-45</b>	<b>Retail trade .....</b>	<b>16</b>	<b>30 183</b>	<b>2 556</b>	<b>601</b>	<b>210</b>	<b>39.8</b>	<b>6.9</b>
441	Motor vehicle & parts dealers .....	3	D	D	D	b	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	2	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	1	D	D	D	b	D	D
44422	Nursery & garden centers .....	1	D	D	D	b	D	D
444220	Nursery & garden centers .....	1	D	D	D	b	D	D
445	Food & beverage stores .....	2	D	D	D	b	D	D
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	5	5 382	327	79	38	35.4	—
452	General merchandise stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	1	D	D	D	a	D	D
	<b>KIEL, WI *</b>							
<b>44-45</b>	<b>Retail trade .....</b>	<b>21</b>	<b>31 854</b>	<b>2 973</b>	<b>649</b>	<b>229</b>	<b>20.0</b>	<b>14.8</b>
441	Motor vehicle & parts dealers .....	2	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	2	D	D	D	a	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	4	6 875	654	139	41	—	—
4442	Lawn & garden equipment & supplies stores .....	2	D	D	D	b	D	D
44422	Nursery & garden centers .....	2	D	D	D	b	D	D
444220	Nursery & garden centers .....	2	D	D	D	b	D	D
445	Food & beverage stores .....	2	D	D	D	c	D	D
447	Gasoline stations .....	4	4 876	272	50	26	—	—
448	Clothing & clothing accessories stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	2	D	D	D	a	D	D
453	Miscellaneous store retailers .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	2	D	D	D	a	D	D
4543	Direct selling establishments .....	2	D	D	D	a	D	D
45431	Fuel dealers .....	2	D	D	D	a	D	D
454311	Heating oil dealers .....	1	D	D	D	a	D	D
	<b>KIEL, WI (CALUMET COUNTY PART) *</b>							
<b>44-45</b>	<b>Retail trade .....</b>	<b>1</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>D</b>	<b>D</b>
444	Building material & garden equipment & supplies dealers .....	1	D	D	D	a	D	D

See footnotes at end of table.

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>KIEL, WI (MANITOWOC COUNTY PART) *</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>20</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>c</b>	<b>D</b>	<b>D</b>
441	Motor vehicle & parts dealers .....	2	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	2	D	D	D	a	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	3	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	1	D	D	D	a	D	D
44422	Nursery & garden centers .....	1	D	D	D	a	D	D
444220	Nursery & garden centers .....	1	D	D	D	a	D	D
445	Food & beverage stores .....	2	D	D	D	c	D	D
447	Gasoline stations .....	4	4 876	272	50	26	—	—
448	Clothing & clothing accessories stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	2	D	D	D	a	D	D
453	Miscellaneous store retailers .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	2	D	D	D	a	D	D
4543	Direct selling establishments .....	2	D	D	D	a	D	D
45431	Fuel dealers .....	2	D	D	D	a	D	D
454311	Heating oil dealers .....	1	D	D	D	a	D	D
<b>KIMBERLY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>15</b>	<b>54 844</b>	<b>5 742</b>	<b>1 318</b>	<b>418</b>	<b>3.2</b>	<b>11.1</b>
441	Motor vehicle & parts dealers .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	3	D	D	D	b	D	D
44419	Other building material dealers .....	2	D	D	D	b	D	D
444190	Other building material dealers .....	2	D	D	D	b	D	D
445	Food & beverage stores .....	1	D	D	D	c	D	D
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	4	5 351	246	74	23	15.3	79.5
448	Clothing & clothing accessories stores .....	2	D	D	D	a	D	D
452	General merchandise stores .....	1	D	D	D	c	D	D
453	Miscellaneous store retailers .....	1	D	D	D	a	D	D
<b>LA CROSSE, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>336</b>	<b>905 274</b>	<b>90 902</b>	<b>21 778</b>	<b>5 685</b>	<b>3.1</b>	<b>14.7</b>
441	Motor vehicle & parts dealers .....	35	197 482	15 937	3 978	641	9.0	4.0
4411	Automobile dealers .....	17	178 932	12 443	3 062	468	7.8	4.2
44111	New car dealers .....	10	174 570	12 335	3 040	456	7.5	4.2
441110	New car dealers .....	10	174 570	12 335	3 040	456	7.5	4.2
4412	Other motor vehicle dealers .....	5	3 454	215	41	11	42.5	—
44122	Motorcycle, boat, & other motor vehicle dealers .....	5	3 454	215	41	11	42.5	—
441221	Motorcycle dealers .....	3	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores .....	13	15 096	3 279	875	162	14.3	2.6
44131	Automotive parts & accessories stores .....	10	D	D	D	c	D	D
441310	Automotive parts & accessories stores .....	10	D	D	D	c	D	D
44132	Tire dealers .....	3	D	D	D	b	D	D
441320	Tire dealers .....	3	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	16	21 365	2 944	624	170	13.0	5.4
4421	Furniture stores .....	8	12 352	1 689	328	96	22.5	—
44211	Furniture stores .....	8	12 352	1 689	328	96	22.5	—
442110	Furniture stores .....	8	12 352	1 689	328	96	22.5	—
4422	Home furnishings stores .....	8	9 013	1 255	296	74	—	12.7
44221	Floor covering stores .....	5	6 013	960	217	43	—	—
442210	Floor covering stores .....	5	6 013	960	217	43	—	—
44229	Other home furnishings stores .....	3	3 000	295	79	31	—	38.1
442299	All other home furnishings stores .....	3	3 000	295	79	31	—	38.1
443	Electronics & appliance stores .....	14	20 914	3 836	939	203	1.6	1.0
4431	Electronics & appliance stores .....	14	20 914	3 836	939	203	1.6	1.0
44311	Appliance, television, & other electronics stores .....	11	D	D	D	c	D	D
443112	Radio, television, & other electronics stores .....	7	D	D	D	c	D	D
44312	Computer & software stores .....	2	D	D	D	b	D	D
443120	Computer & software stores .....	2	D	D	D	b	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>LA CROSSE, WI—Con.</b>							
<b>44-45</b>	<b>Retail trade—Con.</b>							
444	Building material & garden equipment & supplies dealers .....	23	183 789	18 333	4 469	612	.6	—
4441	Building material & supplies dealers .....	22	D	D	D	f	D	D
44411	Home centers .....	1	D	D	D	c	D	D
444110	Home centers .....	1	D	D	D	c	D	D
44413	Hardware stores .....	3	D	D	D	b	D	D
444130	Hardware stores .....	3	D	D	D	b	D	D
44419	Other building material dealers .....	17	152 715	15 545	3 724	414	.3	—
444190	Other building material dealers .....	17	152 715	15 545	3 724	414	.3	—
445	Food & beverage stores .....	23	68 050	6 085	1 448	610	.3	2.2
4451	Grocery stores .....	13	D	D	D	f	D	D
44511	Supermarkets & other grocery (except convenience) stores .....	12	64 149	5 646	1 352	547	—	2.3
445110	Supermarkets & other grocery (except convenience) stores .....	12	64 149	5 646	1 352	547	—	2.3
4452	Specialty food stores .....	8	D	D	D	b	D	D
446	Health & personal care stores .....	20	18 569	3 148	894	220	3.5	2.4
4461	Health & personal care stores .....	20	18 569	3 148	894	220	3.5	2.4
44612	Cosmetics, beauty supplies, & perfume stores .....	2	D	D	D	a	D	D
446120	Cosmetics, beauty supplies, & perfume stores .....	2	D	D	D	a	D	D
44613	Optical goods stores .....	6	D	D	D	b	D	D
446130	Optical goods stores .....	6	D	D	D	b	D	D
44619	Other health & personal care stores .....	5	D	D	D	b	D	D
447	Gasoline stations .....	29	42 398	2 972	671	239	3.6	1.0
4471	Gasoline stations .....	29	42 398	2 972	671	239	3.6	1.0
44711	Gasoline stations with convenience stores .....	20	38 691	2 635	605	215	—	—
447110	Gasoline stations with convenience stores .....	20	38 691	2 635	605	215	—	—
448	Clothing & clothing accessories stores .....	59	32 964	4 153	909	407	5.4	1.6
4481	Clothing stores .....	37	18 808	2 222	497	269	6.5	.2
44815	Clothing accessories stores .....	4	D	D	D	b	D	D
448150	Clothing accessories stores .....	4	D	D	D	b	D	D
44819	Other clothing stores .....	3	D	D	D	a	D	D
448190	Other clothing stores .....	3	D	D	D	a	D	D
4482	Shoe stores .....	12	5 827	615	149	59	—	—
44821	Shoe stores .....	12	5 827	615	149	59	—	—
448210	Shoe stores .....	12	5 827	615	149	59	—	—
4482105	Athletic footwear stores .....	4	D	D	D	b	D	D
4483	Jewelry, luggage, & leather goods stores .....	10	8 329	1 316	263	79	6.8	5.8
44831	Jewelry stores .....	10	8 329	1 316	263	79	6.8	5.8
448310	Jewelry stores .....	10	8 329	1 316	263	79	6.8	5.8
451	Sporting goods, hobby, book, & music stores .....	39	22 589	3 109	771	306	4.0	1.6
4511	Sporting goods, hobby, & musical instrument stores ..	26	D	D	D	c	D	D
45111	Sporting goods stores .....	14	D	D	D	b	D	D
451110	Sporting goods stores .....	14	D	D	D	b	D	D
4511102	Specialty-line sporting goods stores .....	12	D	D	D	b	D	D
45112	Hobby, toy, & game stores .....	7	D	D	D	b	D	D
451120	Hobby, toy, & game stores .....	7	D	D	D	b	D	D
45114	Musical instrument & supplies stores .....	3	D	D	D	b	D	D
451140	Musical instrument & supplies stores .....	3	D	D	D	b	D	D
4512	Book, periodical, & music stores .....	13	D	D	D	c	D	D
45121	Book stores & news dealers .....	9	D	D	D	b	D	D
451211	Book stores .....	9	D	D	D	b	D	D
4512111	Book stores, general .....	7	D	D	D	b	D	D
4512113	College book stores .....	1	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, & record stores ...	4	D	D	D	b	D	D
451220	Prerecorded tape, compact disc, & record stores ...	4	D	D	D	b	D	D
452	General merchandise stores .....	12	D	D	D	g	D	D
4521	Department stores (incl leased depts) ## .....	7	111 697	N	N	N	—	—
45211	Department stores (incl leased depts) ## .....	7	111 697	N	N	N	—	—
4521	Department stores (excl leased depts) .....	7	110 460	11 896	2 780	1 039	—	—
45211	Department stores (excl leased depts) .....	7	110 460	11 896	2 780	1 039	—	—
452110	Department stores (excl leased depts) .....	7	110 460	11 896	2 780	1 039	—	—
4521101	Conventional department stores (excl leased depts) .....	2	D	D	D	e	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	3	D	D	D	e	D	D
4521103	National chain department stores (excl leased depts) .....	2	D	D	D	e	D	D
4529	Other general merchandise stores .....	5	D	D	D	c	D	D
45299	All other general merchandise stores .....	5	D	D	D	c	D	D
452990	All other general merchandise stores .....	5	D	D	D	c	D	D
4529901	Variety stores .....	3	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores ....	2	D	D	D	c	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>LA CROSSE, WI—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
453	Miscellaneous store retailers .....	50	D	D	D	e	D	D
4531	Florists .....	7	1 524	265	60	31	24.7	—
45311	Florists .....	7	1 524	265	60	31	24.7	—
453110	Florists .....	7	1 524	265	60	31	24.7	—
4532	Office supplies, stationery, & gift stores .....	18	10 111	1 439	332	148	4.7	8.9
45321	Office supplies & stationery stores .....	3	D	D	D	b	D	D
453210	Office supplies & stationery stores .....	3	D	D	D	b	D	D
4532102	Office supplies stores .....	3	D	D	D	b	D	D
45322	Gift, novelty, & souvenir stores .....	15	D	D	D	c	D	D
453220	Gift, novelty, & souvenir stores .....	15	D	D	D	c	D	D
4533	Used merchandise stores .....	9	1 693	257	62	39	—	—
45331	Used merchandise stores .....	9	1 693	257	62	39	—	—
453310	Used merchandise stores .....	9	1 693	257	62	39	—	—
4539	Other miscellaneous store retailers .....	16	D	D	D	b	D	D
45392	Art dealers .....	2	D	D	D	a	D	D
453920	Art dealers .....	2	D	D	D	a	D	D
45399	All other miscellaneous store retailers .....	11	D	D	D	b	D	D
454	Nonstore retailers .....	16	146 750	13 722	3 168	793	.2	80.9
4541	Electronic shopping & mail-order houses .....	3	D	D	D	f	D	D
45411	Electronic shopping & mail-order houses .....	3	D	D	D	f	D	D
454110	Electronic shopping & mail-order houses .....	3	D	D	D	f	D	D
4542	Vending machine operators .....	3	D	D	D	c	D	D
45421	Vending machine operators .....	3	D	D	D	c	D	D
454210	Vending machine operators .....	3	D	D	D	c	D	D
4543	Direct selling establishments .....	10	D	D	D	c	D	D
45431	Fuel dealers .....	2	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ...	1	D	D	D	b	D	D
45439	Other direct selling establishments .....	8	D	D	D	b	D	D
454390	Other direct selling establishments .....	8	D	D	D	b	D	D
<b>LADYSMITH, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>38</b>	<b>58 752</b>	<b>5 250</b>	<b>1 246</b>	<b>354</b>	<b>4.6</b>	<b>6.3</b>
441	Motor vehicle & parts dealers .....	7	11 727	686	149	42	1.3	—
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	5	4 464	521	116	27	4.7	—
445	Food & beverage stores .....	2	D	D	D	c	D	D
446	Health & personal care stores .....	2	D	D	D	b	D	D
447	Gasoline stations .....	7	8 649	490	116	46	8.2	25.7
448	Clothing & clothing accessories stores .....	4	337	65	16	9	95.3	4.7
452	General merchandise stores .....	2	D	D	D	b	D	D
45299	All other general merchandise stores .....	2	D	D	D	b	D	D
452990	All other general merchandise stores .....	2	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores ....	1	D	D	D	b	D	D
453	Miscellaneous store retailers .....	3	D	D	D	a	D	D
4539	Other miscellaneous store retailers .....	1	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers .....	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	5	D	D	D	a	D	D
4543	Direct selling establishments .....	5	D	D	D	a	D	D
45431	Fuel dealers .....	5	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ...	3	4 887	370	99	14	—	—

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>LAKE GENEVA, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>98</b>	<b>156 140</b>	<b>16 069</b>	<b>3 756</b>	<b>973</b>	<b>23.7</b>	<b>1.7</b>
441	Motor vehicle & parts dealers .....	7	D	D	D	b	D	D
4412	Other motor vehicle dealers .....	1	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	1	D	D	D	b	D	D
441221	Motorcycle dealers .....	1	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	5	2 801	493	138	23	42.3	—
443	Electronics & appliance stores .....	4	D	D	D	a	D	D
4431	Electronics & appliance stores .....	4	D	D	D	a	D	D
44311	Appliance, television, & other electronics stores .....	4	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	4	11 980	1 758	404	69	—	3.7
4441	Building material & supplies dealers .....	4	11 980	1 758	404	69	—	3.7
44419	Other building material dealers .....	1	D	D	D	b	D	D
444190	Other building material dealers .....	1	D	D	D	b	D	D
445	Food & beverage stores .....	7	32 206	4 050	930	229	2.8	.1
4451	Grocery stores .....	3	D	D	D	c	D	D
446	Health & personal care stores .....	5	7 555	889	199	45	13.6	—
4461	Health & personal care stores .....	5	7 555	889	199	45	13.6	—
4461102	Proprietary stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	11	12 541	640	156	73	15.4	—
44711	Gasoline stations with convenience stores .....	7	11 700	552	140	69	10.9	—
447110	Gasoline stations with convenience stores .....	7	11 700	552	140	69	10.9	—
448	Clothing & clothing accessories stores .....	22	8 046	912	198	83	37.0	19.7
4481	Clothing stores .....	17	D	D	D	b	D	D
44819	Other clothing stores .....	2	D	D	D	a	D	D
448190	Other clothing stores .....	2	D	D	D	a	D	D
4483	Jewelry, luggage, & leather goods stores .....	4	2 139	233	49	9	64.1	27.4
451	Sporting goods, hobby, book, & music stores .....	6	957	184	39	12	59.7	—
452	General merchandise stores .....	2	D	D	D	e	D	D
453	Miscellaneous store retailers .....	23	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores .....	14	2 682	313	52	39	36.7	16.8
4539	Other miscellaneous store retailers .....	7	D	D	D	b	D	D
45392	Art dealers .....	4	D	D	D	a	D	D
453920	Art dealers .....	4	D	D	D	a	D	D
45399	All other miscellaneous store retailers .....	3	D	D	D	a	D	D
454	Nonstore retailers .....	2	D	D	D	a	D	D
<b>LAKE MILLS, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>21</b>	<b>30 869</b>	<b>2 219</b>	<b>538</b>	<b>214</b>	<b>29.8</b>	<b>3.0</b>
441	Motor vehicle & parts dealers .....	3	D	D	D	a	D	D
443	Electronics & appliance stores .....	4	433	39	10	8	42.7	—
444	Building material & garden equipment & supplies dealers .....	2	D	D	D	a	D	D
445	Food & beverage stores .....	1	D	D	D	b	D	D
446	Health & personal care stores .....	2	D	D	D	b	D	D
447	Gasoline stations .....	5	10 384	752	181	81	—	—
44711	Gasoline stations with convenience stores .....	4	D	D	D	b	D	D
447110	Gasoline stations with convenience stores .....	4	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	2	D	D	D	a	D	D
452	General merchandise stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	1	D	D	D	a	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D.]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>LANCASTER, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>28</b>	<b>75 119</b>	<b>6 692</b>	<b>1 552</b>	<b>393</b>	<b>29.3</b>	<b>.1</b>
441	Motor vehicle & parts dealers .....	7	42 782	2 662	640	105	41.4	.3
44112	Used car dealers .....	2	D	D	D	b	D	D
441120	Used car dealers .....	2	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
4431	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	3	3 401	383	97	31	D	—
445	Food & beverage stores .....	3	D	D	D	c	D	D
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	5	5 233	473	103	50	10.4	—
448	Clothing & clothing accessories stores .....	3	3 551	532	117	34	D	—
453	Miscellaneous store retailers .....	3	D	D	D	a	D	D
4532102	Office supplies stores .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	1	D	D	D	a	D	D
4543	Direct selling establishments .....	1	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ...	1	D	D	D	a	D	D
<b>LITTLE CHUTE, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>37</b>	<b>50 253</b>	<b>4 561</b>	<b>1 030</b>	<b>299</b>	<b>10.0</b>	<b>12.3</b>
441	Motor vehicle & parts dealers .....	6	D	D	D	b	D	D
44112	Used car dealers .....	3	D	D	D	a	D	D
441120	Used car dealers .....	3	D	D	D	a	D	D
4412	Other motor vehicle dealers .....	1	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers ...	1	D	D	D	a	D	D
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	3	D	D	D	b	D	D
4422	Home furnishings stores .....	1	D	D	D	b	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	5	3 114	568	146	48	—	24.2
445	Food & beverage stores .....	2	D	D	D	a	D	D
446	Health & personal care stores .....	2	D	D	D	a	D	D
447	Gasoline stations .....	7	16 006	709	152	59	—	25.0
44711	Gasoline stations with convenience stores .....	6	D	D	D	b	D	D
447110	Gasoline stations with convenience stores .....	6	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	2	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores .....	2	D	D	D	a	D	D
452	General merchandise stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	4	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	2	D	D	D	a	D	D
45399	All other miscellaneous store retailers .....	2	D	D	D	a	D	D
454	Nonstore retailers .....	2	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ...	1	D	D	D	a	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>LODI, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>17</b>	<b>26 970</b>	<b>2 745</b>	<b>594</b>	<b>172</b>	<b>29.4</b>	<b>.8</b>
441	Motor vehicle & parts dealers .....	3	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	2	D	D	D	b	D	D
445	Food & beverage stores .....	2	D	D	D	b	D	D
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	3	5 887	467	94	32	—	—
448	Clothing & clothing accessories stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	1	D	D	D	a	D	D
<b>MCFARLAND, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>27</b>	<b>43 516</b>	<b>4 872</b>	<b>1 106</b>	<b>259</b>	<b>8.2</b>	<b>1.8</b>
441	Motor vehicle & parts dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	3	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	7	14 935	1 750	415	68	4.3	.2
4441	Building material & supplies dealers .....	6	D	D	D	b	D	D
44419	Other building material dealers .....	4	D	D	D	b	D	D
444190	Other building material dealers .....	4	D	D	D	b	D	D
445	Food & beverage stores .....	7	13 261	1 027	225	80	7.5	5.0
446	Health & personal care stores .....	2	D	D	D	b	D	D
4461	Health & personal care stores .....	2	D	D	D	b	D	D
447	Gasoline stations .....	2	D	D	D	a	D	D
448	Clothing & clothing accessories stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	2	D	D	D	a	D	D
454	Nonstore retailers .....	2	D	D	D	a	D	D
<b>MADISON, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>1 078</b>	<b>2 761 009</b>	<b>282 450</b>	<b>64 738</b>	<b>18 263</b>	<b>3.1</b>	<b>4.6</b>
441	Motor vehicle & parts dealers .....	71	591 551	48 766	10 394	1 589	2.0	3.8
4411	Automobile dealers .....	23	514 830	36 530	7 586	1 111	1.7	.6
44111	New car dealers .....	18	497 129	35 585	7 367	1 082	1.8	.6
441110	New car dealers .....	18	497 129	35 585	7 367	1 082	1.8	.6
44112	Used car dealers .....	5	17 701	945	219	29	—	—
441120	Used car dealers .....	5	17 701	945	219	29	—	—
4412	Other motor vehicle dealers .....	12	32 392	2 849	497	100	8.4	39.5
44121	Recreational vehicle dealers .....	3	7 225	567	131	21	D	—
441210	Recreational vehicle dealers .....	3	7 225	567	131	21	D	—
44122	Motorcycle, boat, & other motor vehicle dealers .....	9	25 167	2 282	366	79	3.8	50.8
441221	Motorcycle dealers .....	4	D	D	D	b	D	D
441222	Boat dealers .....	4	D	D	D	b	D	D
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores .....	36	44 329	9 387	2 311	378	1.1	15.2
44131	Automotive parts & accessories stores .....	27	30 506	6 547	1 674	273	1.5	5.1
441310	Automotive parts & accessories stores .....	27	30 506	6 547	1 674	273	1.5	5.1
44132	Tire dealers .....	9	13 823	2 840	637	105	—	37.5
441320	Tire dealers .....	9	13 823	2 840	637	105	—	37.5
442	Furniture & home furnishings stores .....	70	106 232	14 045	3 084	633	5.5	11.0
4421	Furniture stores .....	33	68 561	8 897	2 052	316	.4	17.0
44211	Furniture stores .....	33	68 561	8 897	2 052	316	.4	17.0
442110	Furniture stores .....	33	68 561	8 897	2 052	316	.4	17.0
4422	Home furnishings stores .....	37	37 671	5 148	1 032	317	14.9	.1
44221	Floor covering stores .....	14	13 568	1 923	456	88	34.4	.3
442210	Floor covering stores .....	14	13 568	1 923	456	88	34.4	.3
44229	Other home furnishings stores .....	23	24 103	3 225	576	229	3.9	—
442299	All other home furnishings stores .....	23	24 103	3 225	576	229	3.9	—

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MADISON, WI—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
443	Electronics & appliance stores .....	58	166 565	13 656	2 934	803	2.8	1.6
4431	Electronics & appliance stores .....	58	166 565	13 656	2 934	803	2.8	1.6
44311	Appliance, television, & other electronics stores .....	36	124 032	9 245	2 184	655	3.0	.7
443111	Household appliance stores .....	15	10 466	1 284	284	77	6.9	6.0
443112	Radio, television, & other electronics stores .....	21	113 566	7 961	1 900	578	2.7	.2
44312	Computer & software stores .....	16	D	D	D	c	D	D
443120	Computer & software stores .....	16	D	D	D	c	D	D
44313	Camera & photographic supplies stores .....	6	D	D	D	b	D	D
443130	Camera & photographic supplies stores .....	6	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers .....	67	307 231	34 072	8 399	1 380	1.7	.5
4441	Building material & supplies dealers .....	58	300 595	32 840	7 929	1 338	1.6	.5
44411	Home centers .....	2	D	D	D	e	D	D
444110	Home centers .....	2	D	D	D	e	D	D
44412	Paint & wallpaper stores .....	14	D	D	D	b	D	D
444120	Paint & wallpaper stores .....	14	D	D	D	b	D	D
44413	Hardware stores .....	10	D	D	D	c	D	D
444130	Hardware stores .....	10	D	D	D	c	D	D
44419	Other building material dealers .....	32	204 491	23 509	5 585	727	2.4	—
444190	Other building material dealers .....	32	204 491	23 509	5 585	727	2.4	—
4442	Lawn & garden equipment & supplies stores .....	9	6 636	1 232	470	42	5.1	—
44421	Outdoor power equipment stores .....	3	D	D	D	a	D	D
444210	Outdoor power equipment stores .....	3	D	D	D	a	D	D
44422	Nursery & garden centers .....	6	D	D	D	b	D	D
444220	Nursery & garden centers .....	6	D	D	D	b	D	D
445	Food & beverage stores .....	110	452 069	40 041	8 904	2 655	3.6	1.3
4451	Grocery stores .....	56	424 644	36 411	8 063	2 249	2.9	1.0
44511	Supermarkets & other grocery (except convenience) stores .....	47	421 263	36 122	7 992	2 209	2.7	.8
445110	Supermarkets & other grocery (except convenience) stores .....	47	421 263	36 122	7 992	2 209	2.7	.8
4452	Specialty food stores .....	31	11 966	2 414	578	240	16.2	8.2
4453	Beer, wine, & liquor stores .....	23	15 459	1 216	263	166	12.4	4.3
44531	Beer, wine, & liquor stores .....	23	15 459	1 216	263	166	12.4	4.3
445310	Beer, wine, & liquor stores .....	23	15 459	1 216	263	166	12.4	4.3
446	Health & personal care stores .....	80	128 541	18 083	4 413	1 189	5.6	7.8
4461	Health & personal care stores .....	80	128 541	18 083	4 413	1 189	5.6	7.8
44611	Pharmacies & drug stores .....	35	101 551	12 549	2 945	864	4.4	8.3
446110	Pharmacies & drug stores .....	35	101 551	12 549	2 945	864	4.4	8.3
4461101	Pharmacies & drug stores .....	32	100 995	12 419	2 912	854	4.5	8.3
4461102	Proprietary stores .....	3	556	130	33	10	—	—
44612	Cosmetics, beauty supplies, & perfume stores .....	12	D	D	D	b	D	D
446120	Cosmetics, beauty supplies, & perfume stores .....	12	D	D	D	b	D	D
44613	Optical goods stores .....	24	14 343	3 168	726	165	.3	6.7
446130	Optical goods stores .....	24	14 343	3 168	726	165	.3	6.7
44619	Other health & personal care stores .....	9	D	D	D	b	D	D
446191	Food (health) supplement stores .....	5	D	D	D	b	D	D
446199	All other health & personal care stores .....	4	D	D	D	b	D	D
447	Gasoline stations .....	63	115 952	6 740	1 641	528	9.8	1.5
4471	Gasoline stations .....	63	115 952	6 740	1 641	528	9.8	1.5
44711	Gasoline stations with convenience stores .....	49	101 941	5 642	1 358	456	6.9	1.4
447110	Gasoline stations with convenience stores .....	49	101 941	5 642	1 358	456	6.9	1.4
44719	Other gasoline stations .....	14	14 011	1 098	283	72	31.4	1.8
447190	Other gasoline stations .....	14	14 011	1 098	283	72	31.4	1.8
448	Clothing & clothing accessories stores .....	227	185 628	23 477	5 343	2 338	6.2	9.7
4481	Clothing stores .....	140	123 620	14 304	3 372	1 649	5.1	7.3
44811	Men's clothing stores .....	20	D	D	D	c	D	D
448110	Men's clothing stores .....	20	D	D	D	c	D	D
44812	Women's clothing stores .....	56	35 345	4 724	1 116	541	11.7	1.8
448120	Women's clothing stores .....	56	35 345	4 724	1 116	541	11.7	1.8
44813	Children's & infants' clothing stores .....	8	D	D	D	b	D	D
448130	Children's & infants' clothing stores .....	8	D	D	D	b	D	D
44814	Family clothing stores .....	31	58 620	5 289	1 237	709	2.0	5.5
448140	Family clothing stores .....	31	58 620	5 289	1 237	709	2.0	5.5
44815	Clothing accessories stores .....	8	D	D	D	b	D	D
448150	Clothing accessories stores .....	8	D	D	D	b	D	D
44819	Other clothing stores .....	17	12 486	1 972	433	187	1.2	14.5
448190	Other clothing stores .....	17	12 486	1 972	433	187	1.2	14.5
4482	Shoe stores .....	44	27 054	3 471	637	332	4.1	7.9
44821	Shoe stores .....	44	27 054	3 471	637	332	4.1	7.9
448210	Shoe stores .....	44	27 054	3 471	637	332	4.1	7.9
4482101	Men's shoe stores .....	2	D	D	D	a	D	D
4482102	Women's shoe stores .....	5	D	D	D	b	D	D
4482103	Children's & juveniles' shoe stores .....	1	D	D	D	a	D	D
4482104	Family shoe stores .....	24	D	D	D	c	D	D
4482105	Athletic footwear stores .....	12	D	D	D	b	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>MADISON, WI—Con.</b>							
<b>44-45</b>	<b>Retail trade—Con.</b>							
448	Clothing & clothing accessories stores—Con.							
4483	Jewelry, luggage, & leather goods stores .....	43	34 954	5 702	1 334	357	11.8	19.8
44831	Jewelry stores .....	41	D	D	D	e	D	D
448310	Jewelry stores .....	41	D	D	D	e	D	D
44832	Luggage & leather goods stores .....	2	D	D	D	a	D	D
448320	Luggage & leather goods stores .....	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	127	132 919	17 775	4 251	1 568	3.0	8.8
4511	Sporting goods, hobby, & musical instrument stores ..	85	D	D	D	f	D	D
45111	Sporting goods stores .....	42	42 312	5 342	1 167	420	3.4	11.7
451110	Sporting goods stores .....	42	42 312	5 342	1 167	420	3.4	11.7
4511101	General-line sporting goods stores .....	8	D	D	D	b	D	D
4511102	Specialty-line sporting goods stores .....	34	D	D	D	e	D	D
45112	Hobby, toy, & game stores .....	28	21 183	3 159	818	319	2.8	.4
451120	Hobby, toy, & game stores .....	28	21 183	3 159	818	319	2.8	.4
45113	Sewing, needlework, & piece goods stores .....	10	5 085	755	202	69	—	—
451130	Sewing, needlework, & piece goods stores .....	10	5 085	755	202	69	—	—
45114	Musical instrument & supplies stores .....	5	D	D	D	b	D	D
451140	Musical instrument & supplies stores .....	5	D	D	D	b	D	D
4512	Book, periodical, & music stores .....	42	D	D	D	f	D	D
45121	Book stores & news dealers .....	25	D	D	D	f	D	D
451211	Book stores .....	24	D	D	D	f	D	D
4512111	Book stores, general .....	15	D	D	D	e	D	D
4512112	Specialty book stores .....	5	D	D	D	b	D	D
4512113	College book stores .....	4	D	D	D	c	D	D
451212	News dealers & newsstands .....	1	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, & record stores ...	17	15 298	2 181	506	217	1.6	33.0
451220	Prerecorded tape, compact disc, & record stores ...	17	15 298	2 181	506	217	1.6	33.0
452	General merchandise stores .....	25	446 584	45 332	10 599	4 048	—	6.7
4521	Department stores (incl leased depts) ## .....	18	374 606	N	N	N	—	8.0
45211	Department stores (incl leased depts) ## .....	18	374 606	N	N	N	—	8.0
4521	Department stores (excl leased depts) .....	18	368 522	39 851	9 329	3 693	—	8.1
45211	Department stores (excl leased depts) .....	18	368 522	39 851	9 329	3 693	—	8.1
452110	Department stores (excl leased depts) .....	18	368 522	39 851	9 329	3 693	—	8.1
4521101	Conventional department stores (excl leased depts) .....	3	D	D	D	e	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	11	D	D	D	g	D	D
4521103	National chain department stores (excl leased depts) .....	4	D	D	D	f	D	D
4529	Other general merchandise stores .....	7	78 062	5 481	1 270	355	—	—
45291	Warehouse clubs & superstores .....	1	D	D	D	c	D	D
452910	Warehouse clubs & superstores .....	1	D	D	D	c	D	D
45299	All other general merchandise stores .....	6	D	D	D	c	D	D
452990	All other general merchandise stores .....	6	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores .....	5	D	D	D	c	D	D
453	Miscellaneous store retailers .....	148	91 393	13 764	3 196	1 234	6.7	9.4
4531	Florists .....	17	4 961	1 161	290	114	10.8	15.5
45311	Florists .....	17	4 961	1 161	290	114	10.8	15.5
453110	Florists .....	17	4 961	1 161	290	114	10.8	15.5
4532	Office supplies, stationery, & gift stores .....	54	51 280	6 384	1 492	584	4.1	11.8
45321	Office supplies & stationery stores .....	8	26 899	2 863	753	143	.6	10.2
453210	Office supplies & stationery stores .....	8	26 899	2 863	753	143	.6	10.2
4532101	Stationery stores .....	1	D	D	D	a	D	D
4532102	Office supplies stores .....	7	D	D	D	c	D	D
45322	Gift, novelty, & souvenir stores .....	46	24 381	3 521	739	441	8.0	13.5
453220	Gift, novelty, & souvenir stores .....	46	24 381	3 521	739	441	8.0	13.5
4533	Used merchandise stores .....	32	10 966	2 270	513	239	6.5	1.4
45331	Used merchandise stores .....	32	10 966	2 270	513	239	6.5	1.4
453310	Used merchandise stores .....	32	10 966	2 270	513	239	6.5	1.4
4539	Other miscellaneous store retailers .....	45	24 186	3 949	901	297	11.4	6.9
45391	Pet & pet supplies stores .....	7	8 921	1 764	398	113	1.8	—
453910	Pet & pet supplies stores .....	7	8 921	1 764	398	113	1.8	—
45392	Art dealers .....	16	4 912	729	155	67	20.9	19.5
453920	Art dealers .....	16	4 912	729	155	67	20.9	19.5
45399	All other miscellaneous store retailers .....	22	10 353	1 456	348	117	15.2	6.9
454	Nonstore retailers .....	32	36 344	6 699	1 580	298	4.2	10.1
4541	Electronic shopping & mail-order houses .....	8	6 372	1 469	344	50	—	5.4
45411	Electronic shopping & mail-order houses .....	8	6 372	1 469	344	50	—	5.4
454110	Electronic shopping & mail-order houses .....	8	6 372	1 469	344	50	—	5.4
4542	Vending machine operators .....	10	13 489	2 773	666	131	10.7	—
45421	Vending machine operators .....	10	13 489	2 773	666	131	10.7	—
454210	Vending machine operators .....	10	13 489	2 773	666	131	10.7	—
4543	Direct selling establishments .....	14	16 483	2 457	570	117	.4	20.2
45431	Fuel dealers .....	6	D	D	D	b	D	D
454311	Heating oil dealers .....	3	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ...	3	D	D	D	b	D	D
45439	Other direct selling establishments .....	8	D	D	D	b	D	D
454390	Other direct selling establishments .....	8	D	D	D	b	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MANITOWOC, WI</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>162</b>	<b>357 289</b>	<b>34 397</b>	<b>8 232</b>	<b>2 411</b>	<b>6.2</b>	<b>2.5</b>
441	Motor vehicle & parts dealers	24	96 712	8 189	1 856	349	2.9	2.6
4411	Automobile dealers	11	84 002	6 221	1 399	256	1.0	2.9
44112	Used car dealers	6	6 544	520	77	35	12.9	—
441120	Used car dealers	6	6 544	520	77	35	12.9	—
4412	Other motor vehicle dealers	5	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	4	5 141	492	108	19	8.2	—
441221	Motorcycle dealers	4	5 141	492	108	19	8.2	—
4413	Automotive parts, accessories, & tire stores	8	D	D	D	b	D	D
442	Furniture & home furnishings stores	8	D	D	D	b	D	D
4421	Furniture stores	5	D	D	D	b	D	D
44211	Furniture stores	5	D	D	D	b	D	D
442110	Furniture stores	5	D	D	D	b	D	D
443	Electronics & appliance stores	7	D	D	D	b	D	D
4431	Electronics & appliance stores	7	D	D	D	b	D	D
44311	Appliance, television, & other electronics stores	7	D	D	D	b	D	D
443112	Radio, television, & other electronics stores	5	5 263	731	189	35	—	—
444	Building material & garden equipment & supplies dealers	10	13 263	1 913	463	86	3.9	—
4441	Building material & supplies dealers	9	D	D	D	b	D	D
44419	Other building material dealers	5	D	D	D	b	D	D
444190	Other building material dealers	5	D	D	D	b	D	D
445	Food & beverage stores	12	72 524	6 433	1 541	620	2.2	—
4451	Grocery stores	8	67 314	6 167	1 486	601	1.4	—
44511	Supermarkets & other grocery (except convenience) stores	8	67 314	6 167	1 486	601	1.4	—
445110	Supermarkets & other grocery (except convenience) stores	8	67 314	6 167	1 486	601	1.4	—
446	Health & personal care stores	9	D	D	D	c	D	D
4461	Health & personal care stores	9	D	D	D	c	D	D
447	Gasoline stations	18	28 933	1 685	391	141	29.2	14.9
4471	Gasoline stations	18	28 933	1 685	391	141	29.2	14.9
44711	Gasoline stations with convenience stores	14	26 850	1 506	342	128	28.3	16.0
447110	Gasoline stations with convenience stores	14	26 850	1 506	342	128	28.3	16.0
448	Clothing & clothing accessories stores	16	7 965	1 042	276	101	11.3	—
4481	Clothing stores	8	D	D	D	b	D	D
4483	Jewelry, luggage, & leather goods stores	4	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores	17	5 271	838	178	104	24.8	3.4
4511	Sporting goods, hobby, & musical instrument stores	9	D	D	D	b	D	D
45113	Sewing, needlework, & piece goods stores	2	D	D	D	b	D	D
451130	Sewing, needlework, & piece goods stores	2	D	D	D	b	D	D
4512	Book, periodical, & music stores	8	D	D	D	b	D	D
452	General merchandise stores	6	89 014	7 798	1 897	606	—	—
4521102	Discount or mass merchandising dept stores (excl leased depts)	2	D	D	D	e	D	D
4529	Other general merchandise stores	3	D	D	D	c	D	D
45299	All other general merchandise stores	3	D	D	D	c	D	D
452990	All other general merchandise stores	3	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores	2	D	D	D	c	D	D
453	Miscellaneous store retailers	30	D	D	D	c	D	D
4532	Office supplies, stationery, & gift stores	11	D	D	D	b	D	D
45321	Office supplies & stationery stores	1	D	D	D	a	D	D
453210	Office supplies & stationery stores	1	D	D	D	a	D	D
4532102	Office supplies stores	1	D	D	D	a	D	D
4533	Used merchandise stores	7	D	D	D	b	D	D
45331	Used merchandise stores	7	D	D	D	b	D	D
453310	Used merchandise stores	7	D	D	D	b	D	D
4539	Other miscellaneous store retailers	8	D	D	D	b	D	D
45391	Pet & pet supplies stores	1	D	D	D	a	D	D
453910	Pet & pet supplies stores	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers	6	D	D	D	a	D	D
454	Nonstore retailers	5	D	D	D	b	D	D
4542	Vending machine operators	1	D	D	D	a	D	D
45421	Vending machine operators	1	D	D	D	a	D	D
454210	Vending machine operators	1	D	D	D	a	D	D
4543	Direct selling establishments	3	D	D	D	b	D	D
45439	Other direct selling establishments	2	D	D	D	b	D	D
454390	Other direct selling establishments	2	D	D	D	b	D	D

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MARINETTE, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>101</b>	<b>181 286</b>	<b>17 948</b>	<b>4 394</b>	<b>1 321</b>	<b>7.7</b>	<b>1.8</b>
441	Motor vehicle & parts dealers .....	8	35 341	3 229	1 026	146	4.2	—
442	Furniture & home furnishings stores .....	6	3 383	555	126	25	57.3	—
4421	Furniture stores .....	3	D	D	D	a	D	D
44211	Furniture stores .....	3	D	D	D	a	D	D
442110	Furniture stores .....	3	D	D	D	a	D	D
443	Electronics & appliance stores .....	5	D	D	D	b	D	D
4431	Electronics & appliance stores .....	5	D	D	D	b	D	D
44311	Appliance, television, & other electronics stores .....	4	D	D	D	b	D	D
443112	Radio, television, & other electronics stores .....	3	D	D	D	a	D	D
44313	Camera & photographic supplies stores .....	1	D	D	D	a	D	D
443130	Camera & photographic supplies stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	7	8 513	1 191	267	78	8.7	—
4441	Building material & supplies dealers .....	7	8 513	1 191	267	78	8.7	—
44419	Other building material dealers .....	4	D	D	D	b	D	D
444190	Other building material dealers .....	4	D	D	D	b	D	D
445	Food & beverage stores .....	12	31 338	2 195	503	221	7.5	5.1
4451	Grocery stores .....	7	D	D	D	c	D	D
4452	Specialty food stores .....	2	D	D	D	a	D	D
446	Health & personal care stores .....	6	D	D	D	b	D	D
4461	Health & personal care stores .....	6	D	D	D	b	D	D
447	Gasoline stations .....	8	12 186	646	146	60	24.9	8.4
44711	Gasoline stations with convenience stores .....	6	D	D	D	b	D	D
447110	Gasoline stations with convenience stores .....	6	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	16	12 372	1 872	415	141	2.8	—
4481	Clothing stores .....	8	7 912	1 115	244	91	1.3	—
4483	Jewelry, luggage, & leather goods stores .....	3	2 536	496	113	25	D	—
451	Sporting goods, hobby, book, & music stores .....	9	D	D	D	b	D	D
452	General merchandise stores .....	4	D	D	D	e	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	2	D	D	D	e	D	D
45299	All other general merchandise stores .....	1	D	D	D	b	D	D
452990	All other general merchandise stores .....	1	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores .....	1	D	D	D	b	D	D
453	Miscellaneous store retailers .....	13	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	5	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers .....	3	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers .....	3	D	D	D	a	D	D
454	Nonstore retailers .....	7	4 739	839	215	50	14.0	—
4543	Direct selling establishments .....	3	D	D	D	a	D	D
<b>MARSHALL, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>8</b>	<b>17 876</b>	<b>2 139</b>	<b>538</b>	<b>108</b>	<b>2.1</b>	<b>62.5</b>
444	Building material & garden equipment & supplies dealers .....	2	D	D	D	b	D	D
4441	Building material & supplies dealers .....	2	D	D	D	b	D	D
44419	Other building material dealers .....	1	D	D	D	b	D	D
444190	Other building material dealers .....	1	D	D	D	b	D	D
445	Food & beverage stores .....	3	D	D	D	b	D	D
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	2	D	D	D	a	D	D

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**Table 4. Summary Statistics for Places: 1997—Con.**

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MARSHFIELD, WI *</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>145</b>	<b>563 123</b>	<b>46 303</b>	<b>10 954</b>	<b>2 426</b>	<b>4.3</b>	<b>3.6</b>
441	Motor vehicle & parts dealers .....	19	158 444	15 151	3 642	448	3.1	7.4
4411	Automobile dealers .....	8	D	D	D	e	D	D
441111	New car dealers .....	3	D	D	D	e	D	D
441110	New car dealers .....	3	D	D	D	e	D	D
44112	Used car dealers .....	5	D	D	D	b	D	D
441120	Used car dealers .....	5	D	D	D	b	D	D
4413	Automotive parts, accessories, & tire stores .....	10	D	D	D	c	D	D
44131	Automotive parts & accessories stores .....	8	18 176	3 563	871	145	—	11.0
441310	Automotive parts & accessories stores .....	8	18 176	3 563	871	145	—	11.0
442	Furniture & home furnishings stores .....	12	7 920	1 160	243	52	23.7	11.1
4421	Furniture stores .....	7	3 859	702	134	33	10.9	3.6
44211	Furniture stores .....	7	3 859	702	134	33	10.9	3.6
442110	Furniture stores .....	7	3 859	702	134	33	10.9	3.6
4422	Home furnishings stores .....	5	4 061	458	109	19	35.9	18.2
44221	Floor covering stores .....	4	D	D	D	a	D	D
442210	Floor covering stores .....	4	D	D	D	a	D	D
443	Electronics & appliance stores .....	6	5 956	950	223	46	6.4	—
4431	Electronics & appliance stores .....	6	5 956	950	223	46	6.4	—
44311	Appliance, television, & other electronics stores .....	5	D	D	D	b	D	D
443111	Household appliance stores .....	4	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers .....	14	16 194	2 089	373	92	4.1	27.8
4441	Building material & supplies dealers .....	12	D	D	D	b	D	D
44419	Other building material dealers .....	9	D	D	D	b	D	D
444190	Other building material dealers .....	9	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	2	D	D	D	b	D	D
44421	Outdoor power equipment stores .....	1	D	D	D	a	D	D
444210	Outdoor power equipment stores .....	1	D	D	D	a	D	D
445	Food & beverage stores .....	3	D	D	D	e	D	D
4451	Grocery stores .....	3	D	D	D	e	D	D
44511	Supermarkets & other grocery (except convenience) stores .....	3	D	D	D	e	D	D
445110	Supermarkets & other grocery (except convenience) stores .....	3	D	D	D	e	D	D
446	Health & personal care stores .....	7	6 127	797	195	58	25.2	3.6
4461	Health & personal care stores .....	7	6 127	797	195	58	25.2	3.6
447	Gasoline stations .....	11	14 043	1 041	239	108	1.8	13.0
44711	Gasoline stations with convenience stores .....	9	D	D	D	c	D	D
447110	Gasoline stations with convenience stores .....	9	D	D	D	c	D	D
448	Clothing & clothing accessories stores .....	20	5 612	763	177	79	14.9	15.0
4482101	Men's shoe stores .....	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	8	3 348	340	77	42	17.7	1.4
4511	Sporting goods, hobby, & musical instrument stores .....	4	1 885	181	37	15	31.4	—
4512	Book, periodical, & music stores .....	4	1 463	159	40	27	—	3.3
452	General merchandise stores .....	7	94 189	7 510	1 779	631	.3	—
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	3	48 286	4 438	1 068	399	—	—
4529	Other general merchandise stores .....	2	D	D	D	b	D	D
45299	All other general merchandise stores .....	2	D	D	D	b	D	D
452990	All other general merchandise stores .....	2	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores .....	1	D	D	D	b	D	D
453	Miscellaneous store retailers .....	19	D	D	D	c	D	D
4531	Florists .....	4	1 911	419	101	43	7.4	—
45311	Florists .....	4	1 911	419	101	43	7.4	—
453110	Florists .....	4	1 911	419	101	43	7.4	—
4532	Office supplies, stationery, & gift stores .....	6	8 170	1 307	364	60	73.3	—
45321	Office supplies & stationery stores .....	1	D	D	D	a	D	D
453210	Office supplies & stationery stores .....	1	D	D	D	a	D	D
4532102	Office supplies stores .....	1	D	D	D	a	D	D
4533	Used merchandise stores .....	3	D	D	D	b	D	D
45331	Used merchandise stores .....	3	D	D	D	b	D	D
453310	Used merchandise stores .....	3	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	6	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers .....	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers .....	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers .....	3	D	D	D	a	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>MARSHFIELD, WI *—Con.</b>							
<b>44-45</b>	<b>Retail trade—Con.</b>							
454	Nonstore retailers . . . . .	19	D	D	D	e	D	D
4541	Electronic shopping & mail-order houses . . . . .	7	D	D	D	c	D	D
45411	Electronic shopping & mail-order houses . . . . .	7	D	D	D	c	D	D
454110	Electronic shopping & mail-order houses . . . . .	7	D	D	D	c	D	D
4542	Vending machine operators . . . . .	3	D	D	D	b	D	D
45421	Vending machine operators . . . . .	3	D	D	D	b	D	D
454210	Vending machine operators . . . . .	3	D	D	D	b	D	D
4543	Direct selling establishments . . . . .	9	D	D	D	c	D	D
45431	Fuel dealers . . . . .	4	D	D	D	b	D	D
454311	Heating oil dealers . . . . .	2	D	D	D	b	D	D
45439	Other direct selling establishments . . . . .	5	D	D	D	b	D	D
454390	Other direct selling establishments . . . . .	5	D	D	D	b	D	D
	<b>MARSHFIELD, WI (MARATHON COUNTY PART) *</b>							
<b>44-45</b>	<b>Retail trade . . . . .</b>	<b>7</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>c</b>	<b>D</b>	<b>D</b>
441	Motor vehicle & parts dealers . . . . .	4	D	D	D	b	D	D
4413	Automotive parts, accessories, & tire stores . . . . .	3	D	D	D	b	D	D
44131	Automotive parts & accessories stores . . . . .	3	D	D	D	b	D	D
441310	Automotive parts & accessories stores . . . . .	3	D	D	D	b	D	D
443	Electronics & appliance stores . . . . .	2	D	D	D	a	D	D
4431	Electronics & appliance stores . . . . .	2	D	D	D	a	D	D
448	Clothing & clothing accessories stores . . . . .	1	D	D	D	a	D	D
	<b>MARSHFIELD, WI (WOOD COUNTY PART) *</b>							
<b>44-45</b>	<b>Retail trade . . . . .</b>	<b>138</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>g</b>	<b>D</b>	<b>D</b>
441	Motor vehicle & parts dealers . . . . .	15	D	D	D	e	D	D
4411	Automobile dealers . . . . .	8	D	D	D	e	D	D
44111	New car dealers . . . . .	3	D	D	D	e	D	D
441110	New car dealers . . . . .	3	D	D	D	e	D	D
44112	Used car dealers . . . . .	5	D	D	D	b	D	D
441120	Used car dealers . . . . .	5	D	D	D	b	D	D
4413	Automotive parts, accessories, & tire stores . . . . .	7	D	D	D	b	D	D
44131	Automotive parts & accessories stores . . . . .	5	D	D	D	b	D	D
441310	Automotive parts & accessories stores . . . . .	5	D	D	D	b	D	D
442	Furniture & home furnishings stores . . . . .	12	7 920	1 160	243	52	23.7	11.1
4421	Furniture stores . . . . .	7	3 859	702	134	33	10.9	3.6
44211	Furniture stores . . . . .	7	3 859	702	134	33	10.9	3.6
442110	Furniture stores . . . . .	7	3 859	702	134	33	10.9	3.6
4422	Home furnishings stores . . . . .	5	4 061	458	109	19	35.9	18.2
44221	Floor covering stores . . . . .	4	D	D	D	a	D	D
442210	Floor covering stores . . . . .	4	D	D	D	a	D	D
443	Electronics & appliance stores . . . . .	4	D	D	D	b	D	D
4431	Electronics & appliance stores . . . . .	4	D	D	D	b	D	D
44311	Appliance, television, & other electronics stores . . . . .	4	D	D	D	b	D	D
443111	Household appliance stores . . . . .	3	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers . . . . .	14	16 194	2 089	373	92	4.1	27.8
4441	Building material & supplies dealers . . . . .	12	D	D	D	b	D	D
44419	Other building material dealers . . . . .	9	D	D	D	b	D	D
444190	Other building material dealers . . . . .	9	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores . . . . .	2	D	D	D	b	D	D
44421	Outdoor power equipment stores . . . . .	1	D	D	D	a	D	D
444210	Outdoor power equipment stores . . . . .	1	D	D	D	a	D	D
445	Food & beverage stores . . . . .	3	D	D	D	e	D	D
4451	Grocery stores . . . . .	3	D	D	D	e	D	D
44511	Supermarkets & other grocery (except convenience) stores . . . . .	3	D	D	D	e	D	D
445110	Supermarkets & other grocery (except convenience) stores . . . . .	3	D	D	D	e	D	D
446	Health & personal care stores . . . . .	7	6 127	797	195	58	25.2	3.6
4461	Health & personal care stores . . . . .	7	6 127	797	195	58	25.2	3.6
447	Gasoline stations . . . . .	11	14 043	1 041	239	108	1.8	13.0
44711	Gasoline stations with convenience stores . . . . .	9	D	D	D	c	D	D
447110	Gasoline stations with convenience stores . . . . .	9	D	D	D	c	D	D
448	Clothing & clothing accessories stores . . . . .	19	D	D	D	b	D	D
4482101	Men's shoe stores . . . . .	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores . . . . .	8	3 348	340	77	42	17.7	1.4
4511	Sporting goods, hobby, & musical instrument stores . . . . .	4	1 885	181	37	15	31.4	—
4512	Book, periodical, & music stores . . . . .	4	1 463	159	40	27	—	3.3

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>MARSHFIELD, WI (WOOD COUNTY PART) *</b> —Con.							
<b>44-45</b>	<b>Retail trade—Con.</b>							
452	General merchandise stores .....	7	94 189	7 510	1 779	631	.3	—
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	3	48 286	4 438	1 068	399	—	—
4529	Other general merchandise stores .....	2	D	D	D	b	D	D
45299	All other general merchandise stores .....	2	D	D	D	b	D	D
452990	All other general merchandise stores .....	2	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores .....	1	D	D	D	b	D	D
453	Miscellaneous store retailers .....	19	D	D	D	c	D	D
4531	Florists .....	4	1 911	419	101	43	7.4	—
45311	Florists .....	4	1 911	419	101	43	7.4	—
453110	Florists .....	4	1 911	419	101	43	7.4	—
4532	Office supplies, stationery, & gift stores .....	6	8 170	1 307	364	60	73.3	—
45321	Office supplies & stationery stores .....	1	D	D	D	a	D	D
453210	Office supplies & stationery stores .....	1	D	D	D	a	D	D
4532102	Office supplies stores .....	1	D	D	D	a	D	D
4533	Used merchandise stores .....	3	D	D	D	b	D	D
45331	Used merchandise stores .....	3	D	D	D	b	D	D
453310	Used merchandise stores .....	3	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	6	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers .....	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers .....	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers .....	3	D	D	D	a	D	D
454	Nonstore retailers .....	19	D	D	D	e	D	D
4541	Electronic shopping & mail-order houses .....	7	D	D	D	c	D	D
45411	Electronic shopping & mail-order houses .....	7	D	D	D	c	D	D
454110	Electronic shopping & mail-order houses .....	7	D	D	D	c	D	D
4542	Vending machine operators .....	3	D	D	D	b	D	D
45421	Vending machine operators .....	3	D	D	D	b	D	D
454210	Vending machine operators .....	3	D	D	D	b	D	D
4543	Direct selling establishments .....	9	D	D	D	c	D	D
45431	Fuel dealers .....	4	D	D	D	b	D	D
454311	Heating oil dealers .....	2	D	D	D	b	D	D
45439	Other direct selling establishments .....	5	D	D	D	b	D	D
454390	Other direct selling establishments .....	5	D	D	D	b	D	D
	<b>MAUSTON, WI</b>							
<b>44-45</b>	<b>Retail trade .....</b>	<b>43</b>	<b>98 799</b>	<b>7 969</b>	<b>1 761</b>	<b>499</b>	<b>29.0</b>	<b>1.0</b>
441	Motor vehicle & parts dealers .....	6	18 975	1 170	251	47	75.7	—
44122	Motorcycle, boat, & other motor vehicle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	2	D	D	D	a	D	D
443	Electronics & appliance stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	4	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	3	D	D	D	b	D	D
44422	Nursery & garden centers .....	2	D	D	D	b	D	D
444220	Nursery & garden centers .....	2	D	D	D	b	D	D
445	Food & beverage stores .....	5	D	D	D	c	D	D
446	Health & personal care stores .....	3	D	D	D	b	D	D
4461	Health & personal care stores .....	3	D	D	D	b	D	D
447	Gasoline stations .....	8	25 634	883	195	73	27.3	—
4471	Gasoline stations .....	8	25 634	883	195	73	27.3	—
44719	Other gasoline stations .....	3	D	D	D	b	D	D
447190	Other gasoline stations .....	3	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	3	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	6	D	D	D	a	D	D
4539	Other miscellaneous store retailers .....	2	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers .....	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	3	D	D	D	a	D	D

See footnotes at end of table.

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[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MAYVILLE, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>23</b>	<b>53 419</b>	<b>4 197</b>	<b>919</b>	<b>289</b>	<b>1.7</b>	<b>—</b>
441	Motor vehicle & parts dealers .....	6	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	1	D	D	D	a	D	D
445	Food & beverage stores .....	2	D	D	D	c	D	D
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	4	4 861	245	51	18	—	—
448	Clothing & clothing accessories stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	2	D	D	D	a	D	D
453	Miscellaneous store retailers .....	4	D	D	D	b	D	D
<b>MEDFORD, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>62</b>	<b>118 172</b>	<b>9 388</b>	<b>2 152</b>	<b>749</b>	<b>14.2</b>	<b>3.3</b>
441	Motor vehicle & parts dealers .....	14	D	D	D	c	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	3	1 605	133	29	9	71.5	28.5
443	Electronics & appliance stores .....	5	D	D	D	b	D	D
4431	Electronics & appliance stores .....	5	D	D	D	b	D	D
44311	Appliance, television, & other electronics stores .....	4	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers .....	8	7 960	709	126	40	76.6	2.2
44419	Other building material dealers .....	3	D	D	D	a	D	D
444190	Other building material dealers .....	3	D	D	D	a	D	D
445	Food & beverage stores .....	3	D	D	D	c	D	D
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	10	17 568	959	171	66	14.1	8.9
44711	Gasoline stations with convenience stores .....	7	D	D	D	b	D	D
447110	Gasoline stations with convenience stores .....	7	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	4	1 224	132	32	13	7.5	—
451	Sporting goods, hobby, book, & music stores .....	2	D	D	D	a	D	D
452	General merchandise stores .....	3	D	D	D	e	D	D
45299	All other general merchandise stores .....	2	D	D	D	c	D	D
452990	All other general merchandise stores .....	2	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores .....	2	D	D	D	c	D	D
453	Miscellaneous store retailers .....	7	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	2	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers .....	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	2	D	D	D	b	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MENASHA, WI *</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>48</b>	<b>84 037</b>	<b>9 503</b>	<b>2 221</b>	<b>672</b>	<b>2.7</b>	<b>4.5</b>
441	Motor vehicle & parts dealers .....	11	9 178	1 237	264	64	17.3	—
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
4422	Home furnishings stores .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	3	D	D	D	b	D	D
445	Food & beverage stores .....	4	22 872	1 911	531	163	.5	—
446	Health & personal care stores .....	5	8 737	1 945	438	125	.5	—
4461	Health & personal care stores .....	5	8 737	1 945	438	125	.5	—
447	Gasoline stations .....	5	9 948	550	128	48	—	25.4
44711	Gasoline stations with convenience stores .....	5	9 948	550	128	48	—	25.4
447110	Gasoline stations with convenience stores .....	5	9 948	550	128	48	—	25.4
448	Clothing & clothing accessories stores .....	6	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	2	D	D	D	a	D	D
452	General merchandise stores .....	2	D	D	D	c	D	D
453	Miscellaneous store retailers .....	8	1 854	490	106	49	13.2	11.0
4533	Used merchandise stores .....	3	D	D	D	b	D	D
45331	Used merchandise stores .....	3	D	D	D	b	D	D
453310	Used merchandise stores .....	3	D	D	D	b	D	D
<b>MENASHA, WI (CALUMET COUNTY PART) *</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>2</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>D</b>	<b>D</b>
441	Motor vehicle & parts dealers .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	1	D	D	D	a	D	D
<b>MENASHA, WI (WINNEBAGO COUNTY PART) *</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>46</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>f</b>	<b>D</b>	<b>D</b>
441	Motor vehicle & parts dealers .....	10	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
4422	Home furnishings stores .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	3	D	D	D	b	D	D
445	Food & beverage stores .....	4	22 872	1 911	531	163	.5	—
446	Health & personal care stores .....	5	8 737	1 945	438	125	.5	—
4461	Health & personal care stores .....	5	8 737	1 945	438	125	.5	—
447	Gasoline stations .....	5	9 948	550	128	48	—	25.4
44711	Gasoline stations with convenience stores .....	5	9 948	550	128	48	—	25.4
447110	Gasoline stations with convenience stores .....	5	9 948	550	128	48	—	25.4
448	Clothing & clothing accessories stores .....	6	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	2	D	D	D	a	D	D
452	General merchandise stores .....	2	D	D	D	c	D	D
453	Miscellaneous store retailers .....	7	D	D	D	b	D	D
4533	Used merchandise stores .....	3	D	D	D	b	D	D
45331	Used merchandise stores .....	3	D	D	D	b	D	D
453310	Used merchandise stores .....	3	D	D	D	b	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MENASHA TOWN, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>51</b>	<b>125 209</b>	<b>12 218</b>	<b>2 678</b>	<b>818</b>	<b>3.6</b>	<b>2.5</b>
441	Motor vehicle & parts dealers .....	8	41 186	3 722	721	159	2.7	—
44112	Used car dealers .....	3	6 220	387	108	28	D	—
441120	Used car dealers .....	3	6 220	387	108	28	D	—
4412	Other motor vehicle dealers .....	2	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	2	D	D	D	a	D	D
441221	Motorcycle dealers .....	2	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	4	D	D	D	b	D	D
4421	Furniture stores .....	3	4 259	782	206	38	—	—
44211	Furniture stores .....	3	4 259	782	206	38	—	—
442110	Furniture stores .....	3	4 259	782	206	38	—	—
444	Building material & garden equipment & supplies dealers .....	4	2 632	570	85	13	—	—
445	Food & beverage stores .....	4	D	D	D	a	D	D
446	Health & personal care stores .....	1	D	D	D	a	D	D
44612	Cosmetics, beauty supplies, & perfume stores .....	1	D	D	D	a	D	D
446120	Cosmetics, beauty supplies, & perfume stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	4	8 227	539	123	26	38.0	—
448	Clothing & clothing accessories stores .....	12	9 876	870	195	172	.3	12.5
4481	Clothing stores .....	6	6 579	518	122	144	—	18.8
4482105	Athletic footwear stores .....	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	3	740	58	14	9	—	—
452	General merchandise stores .....	1	D	D	D	e	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	1	D	D	D	e	D	D
453	Miscellaneous store retailers .....	7	D	D	D	b	D	D
4533	Used merchandise stores .....	3	D	D	D	a	D	D
45331	Used merchandise stores .....	3	D	D	D	a	D	D
453310	Used merchandise stores .....	3	D	D	D	a	D	D
4539	Other miscellaneous store retailers .....	4	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers .....	2	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers .....	2	D	D	D	a	D	D
45399	All other miscellaneous store retailers .....	2	D	D	D	a	D	D
454	Nonstore retailers .....	3	D	D	D	b	D	D
4542	Vending machine operators .....	2	D	D	D	b	D	D
45421	Vending machine operators .....	2	D	D	D	b	D	D
454210	Vending machine operators .....	2	D	D	D	b	D	D
<b>MENOMONEE FALLS, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>152</b>	<b>535 126</b>	<b>56 112</b>	<b>13 066</b>	<b>3 142</b>	<b>4.9</b>	<b>13.8</b>
441	Motor vehicle & parts dealers .....	17	161 027	14 472	3 414	458	.1	8.3
4411	Automobile dealers .....	7	D	D	D	e	D	D
44111	New car dealers .....	5	143 398	11 993	2 828	350	—	9.3
441110	New car dealers .....	5	143 398	11 993	2 828	350	—	9.3
4412	Other motor vehicle dealers .....	3	8 165	830	201	37	—	—
44121	Recreational vehicle dealers .....	2	D	D	D	b	D	D
441210	Recreational vehicle dealers .....	2	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	1	D	D	D	a	D	D
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores .....	7	D	D	D	b	D	D
44131	Automotive parts & accessories stores .....	6	7 046	1 256	270	48	1.8	—
441310	Automotive parts & accessories stores .....	6	7 046	1 256	270	48	1.8	—
442	Furniture & home furnishings stores .....	9	17 007	3 786	830	122	3.6	—
4421	Furniture stores .....	3	D	D	D	b	D	D
44211	Furniture stores .....	3	D	D	D	b	D	D
442110	Furniture stores .....	3	D	D	D	b	D	D
4422	Home furnishings stores .....	6	D	D	D	b	D	D
44221	Floor covering stores .....	4	D	D	D	b	D	D
442210	Floor covering stores .....	4	D	D	D	b	D	D
44229	Other home furnishings stores .....	2	D	D	D	b	D	D
442299	All other home furnishings stores .....	2	D	D	D	b	D	D
443	Electronics & appliance stores .....	5	4 669	640	162	28	12.3	—
4431	Electronics & appliance stores .....	5	4 669	640	162	28	12.3	—
44311	Appliance, television, & other electronics stores .....	4	D	D	D	a	D	D
443112	Radio, television, & other electronics stores .....	3	D	D	D	a	D	D
44312	Computer & software stores .....	1	D	D	D	a	D	D
443120	Computer & software stores .....	1	D	D	D	a	D	D

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>MENOMONEE FALLS, WI—Con.</b>							
<b>44-45</b>	<b>Retail trade—Con.</b>							
444	Building material & garden equipment & supplies dealers .....	17	32 639	4 694	1 101	214	2.8	5.6
4441	Building material & supplies dealers .....	16	D	D	D	c	D	D
44413	Hardware stores .....	6	17 075	2 228	507	126	2.1	10.8
444130	Hardware stores .....	6	17 075	2 228	507	126	2.1	10.8
44419	Other building material dealers .....	8	12 073	1 920	466	68	4.8	—
444190	Other building material dealers .....	8	12 073	1 920	466	68	4.8	—
445	Food & beverage stores .....	11	76 783	6 634	1 601	405	3.7	.2
4451	Grocery stores .....	7	72 250	6 344	1 564	386	3.1	.2
44511	Supermarkets & other grocery (except convenience) stores .....	7	72 250	6 344	1 564	386	3.1	.2
445110	Supermarkets & other grocery (except convenience) stores .....	7	72 250	6 344	1 564	386	3.1	.2
4452	Specialty food stores .....	2	D	D	D	a	D	D
446	Health & personal care stores .....	16	36 583	5 230	1 156	285	32.2	38.2
4461	Health & personal care stores .....	16	36 583	5 230	1 156	285	32.2	38.2
44611	Pharmacies & drug stores .....	7	31 756	4 091	934	239	26.1	43.3
446110	Pharmacies & drug stores .....	7	31 756	4 091	934	239	26.1	43.3
4461101	Pharmacies & drug stores .....	7	31 756	4 091	934	239	26.1	43.3
44619	Other health & personal care stores .....	4	3 387	919	177	24	76.7	6.7
446191	Food (health) supplement stores .....	2	D	D	D	a	D	D
446199	All other health & personal care stores .....	2	D	D	D	a	D	D
447	Gasoline stations .....	14	23 265	1 715	377	130	4.8	13.9
4471	Gasoline stations .....	14	23 265	1 715	377	130	4.8	13.9
44711	Gasoline stations with convenience stores .....	9	19 248	1 344	287	103	5.1	11.5
447110	Gasoline stations with convenience stores .....	9	19 248	1 344	287	103	5.1	11.5
448	Clothing & clothing accessories stores .....	17	9 240	1 358	295	97	25.7	—
4481	Clothing stores .....	8	3 987	712	138	48	45.6	—
4483	Jewelry, luggage, & leather goods stores .....	4	2 832	382	88	23	12.6	—
451	Sporting goods, hobby, book, & music stores .....	14	6 525	1 082	226	133	36.3	1.8
4511	Sporting goods, hobby, & musical instrument stores ..	12	D	D	D	c	D	D
45113	Sewing, needlework, & piece goods stores .....	2	D	D	D	a	D	D
451130	Sewing, needlework, & piece goods stores .....	2	D	D	D	a	D	D
45114	Musical instrument & supplies stores .....	2	D	D	D	a	D	D
451140	Musical instrument & supplies stores .....	2	D	D	D	a	D	D
452	General merchandise stores .....	6	D	D	D	f	D	D
4521	Department stores (incl leased depts) ## .....	4	98 357	N	N	N	—	—
45211	Department stores (incl leased depts) ## .....	4	98 357	N	N	N	—	—
4521	Department stores (excl leased depts) .....	4	97 828	8 268	1 961	844	—	—
45211	Department stores (excl leased depts) .....	4	97 828	8 268	1 961	844	—	—
452110	Department stores (excl leased depts) .....	4	97 828	8 268	1 961	844	—	—
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	4	97 828	8 268	1 961	844	—	—
4529	Other general merchandise stores .....	2	D	D	D	b	D	D
45299	All other general merchandise stores .....	2	D	D	D	b	D	D
452990	All other general merchandise stores .....	2	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores .....	1	D	D	D	b	D	D
453	Miscellaneous store retailers .....	18	D	D	D	c	D	D
4532	Office supplies, stationery, & gift stores .....	6	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	7	D	D	D	b	D	D
45392	Art dealers .....	1	D	D	D	a	D	D
453920	Art dealers .....	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers .....	4	1 292	112	33	18	37.5	—
454	Nonstore retailers .....	8	22 907	5 139	1 196	223	4.8	2.8
4541	Electronic shopping & mail-order houses .....	3	D	D	D	b	D	D
45411	Electronic shopping & mail-order houses .....	3	D	D	D	b	D	D
454110	Electronic shopping & mail-order houses .....	3	D	D	D	b	D	D
4542	Vending machine operators .....	2	D	D	D	c	D	D
45421	Vending machine operators .....	2	D	D	D	c	D	D
454210	Vending machine operators .....	2	D	D	D	c	D	D

See footnotes at end of table.



**Table 4. Summary Statistics for Places: 1997—Con.**

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MENOMONIE, WI</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>95</b>	<b>236 006</b>	<b>21 609</b>	<b>4 817</b>	<b>1 591</b>	<b>6.6</b>	<b>10.8</b>
441	Motor vehicle & parts dealers	10	49 308	3 159	850	169	19.6	2.0
4412	Other motor vehicle dealers	1	D	D	D	a	D	D
44121	Recreational vehicle dealers	1	D	D	D	a	D	D
441210	Recreational vehicle dealers	1	D	D	D	a	D	D
442	Furniture & home furnishings stores	5	2 727	335	62	20	39.1	—
443	Electronics & appliance stores	4	2 504	265	59	29	12.6	—
4431	Electronics & appliance stores	4	2 504	265	59	29	12.6	—
44311	Appliance, television, & other electronics stores	3	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers	9	16 679	1 538	392	66	1.7	2.1
4441	Building material & supplies dealers	4	10 139	864	239	36	—	3.4
44419	Other building material dealers	3	D	D	D	b	D	D
444190	Other building material dealers	3	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	5	6 540	674	153	30	4.3	—
44422	Nursery & garden centers	4	D	D	D	b	D	D
444220	Nursery & garden centers	4	D	D	D	b	D	D
445	Food & beverage stores	9	40 416	4 065	954	408	2.2	—
4451	Grocery stores	5	D	D	D	e	D	D
446	Health & personal care stores	9	D	D	D	c	D	D
4461	Health & personal care stores	9	D	D	D	c	D	D
44611	Pharmacies & drug stores	5	D	D	D	c	D	D
446110	Pharmacies & drug stores	5	D	D	D	c	D	D
4461101	Pharmacies & drug stores	5	D	D	D	c	D	D
447	Gasoline stations	16	34 026	3 202	415	200	2.1	5.4
4471	Gasoline stations	16	34 026	3 202	415	200	2.1	5.4
44711	Gasoline stations with convenience stores	9	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	9	D	D	D	c	D	D
44719	Other gasoline stations	7	D	D	D	b	D	D
447190	Other gasoline stations	7	D	D	D	b	D	D
448	Clothing & clothing accessories stores	14	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores	6	D	D	D	b	D	D
4512	Book, periodical, & music stores	3	D	D	D	b	D	D
45121	Book stores & news dealers	1	D	D	D	a	D	D
4512113	College book stores	1	D	D	D	a	D	D
452	General merchandise stores	3	52 984	4 366	987	364	—	—
45299	All other general merchandise stores	1	D	D	D	b	D	D
452990	All other general merchandise stores	1	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	8	D	D	D	b	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	1	D	D	D	a	D	D
<b>MEQUON, WI</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>114</b>	<b>194 652</b>	<b>22 532</b>	<b>4 978</b>	<b>1 037</b>	<b>8.8</b>	<b>1.7</b>
441	Motor vehicle & parts dealers	5	59 731	5 160	1 152	121	—	—
4411	Automobile dealers	4	D	D	D	c	D	D
442	Furniture & home furnishings stores	16	35 383	4 487	1 027	164	3.6	1.9
4421	Furniture stores	5	7 990	989	229	47	6.5	—
44211	Furniture stores	5	7 990	989	229	47	6.5	—
442110	Furniture stores	5	7 990	989	229	47	6.5	—
4422	Home furnishings stores	11	27 393	3 498	798	117	2.7	2.4
44221	Floor covering stores	2	D	D	D	b	D	D
442210	Floor covering stores	2	D	D	D	b	D	D
44229	Other home furnishings stores	9	D	D	D	b	D	D
442299	All other home furnishings stores	9	D	D	D	b	D	D
443	Electronics & appliance stores	4	3 595	468	93	17	35.9	—
4431	Electronics & appliance stores	4	3 595	468	93	17	35.9	—
44311	Appliance, television, & other electronics stores	3	D	D	D	a	D	D
443112	Radio, television, & other electronics stores	3	D	D	D	a	D	D
44312	Computer & software stores	1	D	D	D	a	D	D
443120	Computer & software stores	1	D	D	D	a	D	D

See footnotes at end of table.

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MEQUON, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
444	Building material & garden equipment & supplies dealers .....	16	14 367	2 000	434	122	17.1	3.2
44412	Paint & wallpaper stores .....	5	D	D	D	b	D	D
444120	Paint & wallpaper stores .....	5	D	D	D	b	D	D
44413	Hardware stores .....	3	3 779	650	159	42	—	—
444130	Hardware stores .....	3	3 779	650	159	42	—	—
4442	Lawn & garden equipment & supplies stores .....	5	6 185	786	148	44	11.7	7.4
44422	Nursery & garden centers .....	4	D	D	D	b	D	D
444220	Nursery & garden centers .....	4	D	D	D	b	D	D
445	Food & beverage stores .....	3	D	D	D	c	D	D
4451	Grocery stores .....	3	D	D	D	c	D	D
446	Health & personal care stores .....	8	6 466	1 040	184	45	40.6	3.7
4461	Health & personal care stores .....	8	6 466	1 040	184	45	40.6	3.7
447	Gasoline stations .....	7	11 414	711	170	73	32.0	8.8
448	Clothing & clothing accessories stores .....	24	14 447	2 544	564	129	27.2	5.8
4481	Clothing stores .....	11	7 829	1 752	381	85	32.4	—
4482101	Men's shoe stores .....	1	D	D	D	a	D	D
4482102	Women's shoe stores .....	2	D	D	D	a	D	D
4483	Jewelry, luggage, & leather goods stores .....	9	2 914	335	76	18	47.8	1.5
44832	Luggage & leather goods stores .....	1	D	D	D	a	D	D
448320	Luggage & leather goods stores .....	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	13	4 575	540	124	51	4.3	2.8
4511	Sporting goods, hobby, & musical instrument stores ..	12	D	D	D	b	D	D
4512112	Specialty book stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	12	2 695	464	85	43	44.7	2.9
4539	Other miscellaneous store retailers .....	5	1 158	228	40	18	24.4	—
45392	Art dealers .....	2	D	D	D	a	D	D
453920	Art dealers .....	2	D	D	D	a	D	D
454	Nonstore retailers .....	6	D	D	D	b	D	D
4543	Direct selling establishments .....	3	D	D	D	b	D	D
45431	Fuel dealers .....	2	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ..	2	D	D	D	b	D	D
<b>MERRILL, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>67</b>	<b>125 872</b>	<b>11 422</b>	<b>2 694</b>	<b>842</b>	<b>28.2</b>	<b>2.8</b>
441	Motor vehicle & parts dealers .....	10	40 263	2 415	565	119	46.8	—
442	Furniture & home furnishings stores .....	6	2 140	238	53	12	88.8	1.2
443	Electronics & appliance stores .....	3	D	D	D	b	D	D
4431	Electronics & appliance stores .....	3	D	D	D	b	D	D
44311	Appliance, television, & other electronics stores ..	3	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers .....	5	7 380	1 195	295	66	28.3	—
4442	Lawn & garden equipment & supplies stores .....	4	D	D	D	b	D	D
44421	Outdoor power equipment stores .....	2	D	D	D	b	D	D
444210	Outdoor power equipment stores .....	2	D	D	D	b	D	D
44422	Nursery & garden centers .....	2	D	D	D	b	D	D
444220	Nursery & garden centers .....	2	D	D	D	b	D	D
445	Food & beverage stores .....	5	D	D	D	e	D	D
446	Health & personal care stores .....	5	7 162	993	263	52	33.8	—
4461	Health & personal care stores .....	5	7 162	993	263	52	33.8	—
447	Gasoline stations .....	10	16 652	798	171	75	2.4	16.4
44711	Gasoline stations with convenience stores .....	8	D	D	D	b	D	D
447110	Gasoline stations with convenience stores .....	8	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	8	3 644	565	143	45	22.6	11.4
451	Sporting goods, hobby, book, & music stores .....	2	D	D	D	a	D	D
452	General merchandise stores .....	4	D	D	D	c	D	D
453	Miscellaneous store retailers .....	7	D	D	D	b	D	D
45321	Office supplies & stationery stores .....	1	D	D	D	a	D	D
453210	Office supplies & stationery stores .....	1	D	D	D	a	D	D
4532102	Office supplies stores .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	2	D	D	D	a	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MIDDLETON, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>82</b>	<b>467 994</b>	<b>47 548</b>	<b>11 512</b>	<b>1 988</b>	<b>1.0</b>	<b>.8</b>
441	Motor vehicle & parts dealers .....	9	67 420	4 674	997	148	.8	—
4411	Automobile dealers .....	5	64 258	4 356	915	130	—	—
44112	Used car dealers .....	3	D	D	D	b	D	D
441120	Used car dealers .....	3	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	10	20 545	3 595	686	115	1.9	1.3
4421	Furniture stores .....	5	D	D	D	b	D	D
44211	Furniture stores .....	5	D	D	D	b	D	D
442110	Furniture stores .....	5	D	D	D	b	D	D
4422	Home furnishings stores .....	5	D	D	D	b	D	D
44221	Floor covering stores .....	2	D	D	D	b	D	D
442210	Floor covering stores .....	2	D	D	D	b	D	D
443	Electronics & appliance stores .....	3	D	D	D	a	D	D
4431	Electronics & appliance stores .....	3	D	D	D	a	D	D
44312	Computer & software stores .....	2	D	D	D	a	D	D
443120	Computer & software stores .....	2	D	D	D	a	D	D
44313	Camera & photographic supplies stores .....	1	D	D	D	a	D	D
443130	Camera & photographic supplies stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	12	37 560	3 722	942	159	—	.6
4441	Building material & supplies dealers .....	10	D	D	D	c	D	D
44419	Other building material dealers .....	8	23 107	2 566	632	108	—	.9
444190	Other building material dealers .....	8	23 107	2 566	632	108	—	.9
4442	Lawn & garden equipment & supplies stores .....	2	D	D	D	b	D	D
44422	Nursery & garden centers .....	2	D	D	D	b	D	D
444220	Nursery & garden centers .....	2	D	D	D	b	D	D
445	Food & beverage stores .....	5	14 451	1 596	380	91	9.1	—
446	Health & personal care stores .....	8	D	D	D	b	D	D
4461	Health & personal care stores .....	8	D	D	D	b	D	D
447	Gasoline stations .....	11	14 751	1 090	271	95	7.3	7.2
448	Clothing & clothing accessories stores .....	5	2 738	481	86	21	—	18.3
4483	Jewelry, luggage, & leather goods stores .....	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	4	D	D	D	b	D	D
4511	Sporting goods, hobby, & musical instrument stores ..	4	D	D	D	b	D	D
4511101	General-line sporting goods stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	12	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	6	D	D	D	b	D	D
45391	Pet & pet supplies stores .....	2	D	D	D	b	D	D
453910	Pet & pet supplies stores .....	2	D	D	D	b	D	D
45399	All other miscellaneous store retailers .....	3	D	D	D	a	D	D
454	Nonstore retailers .....	3	D	D	D	g	D	D
4541	Electronic shopping & mail-order houses .....	3	D	D	D	g	D	D
45411	Electronic shopping & mail-order houses .....	3	D	D	D	g	D	D
454110	Electronic shopping & mail-order houses .....	3	D	D	D	g	D	D
<b>MILTON, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>22</b>	<b>22 473</b>	<b>2 323</b>	<b>580</b>	<b>179</b>	<b>1.5</b>	<b>—</b>
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	3	4 102	387	96	23	—	—
445	Food & beverage stores .....	4	D	D	D	b	D	D
446	Health & personal care stores .....	2	D	D	D	a	D	D
447	Gasoline stations .....	4	5 385	273	59	31	—	—
448	Clothing & clothing accessories stores .....	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	2	D	D	D	a	D	D
453	Miscellaneous store retailers .....	3	534	114	31	10	—	—
454	Nonstore retailers .....	2	D	D	D	b	D	D
4543	Direct selling establishments .....	1	D	D	D	b	D	D
45431	Fuel dealers .....	1	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ..	1	D	D	D	b	D	D

See footnotes at end of table.

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MILWAUKEE, WI *</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>1 700</b>	<b>3 381 213</b>	<b>360 593</b>	<b>85 547</b>	<b>22 655</b>	<b>8.9</b>	<b>7.1</b>
441	Motor vehicle & parts dealers	180	782 239	71 225	15 853	2 697	7.1	5.5
4411	Automobile dealers	75	674 999	49 876	10 847	1 808	7.1	5.3
44111	New car dealers	25	617 816	45 250	9 922	1 599	5.8	5.2
441110	New car dealers	25	617 816	45 250	9 922	1 599	5.8	5.2
44112	Used car dealers	50	57 183	4 626	925	209	21.2	6.1
441120	Used car dealers	50	57 183	4 626	925	209	21.2	6.1
4412	Other motor vehicle dealers	12	16 867	4 031	984	93	3.8	.2
44122	Motorcycle, boat, & other motor vehicle dealers	12	16 867	4 031	984	93	3.8	.2
441221	Motorcycle dealers	7	12 031	1 291	278	44	1.8	.2
441222	Boat dealers	4	D	D	D	b	D	D
441229	All other motor vehicle dealers	1	D	D	D	b	D	D
4413	Automotive parts, accessories, & tire stores	93	90 373	17 318	4 022	796	8.1	8.2
44131	Automotive parts & accessories stores	73	72 572	13 835	3 162	654	5.8	6.0
441310	Automotive parts & accessories stores	73	72 572	13 835	3 162	654	5.8	6.0
44132	Tire dealers	20	17 801	3 483	860	142	17.5	17.0
441320	Tire dealers	20	17 801	3 483	860	142	17.5	17.0
442	Furniture & home furnishings stores	89	149 960	22 044	6 059	753	5.8	17.2
4421	Furniture stores	37	110 019	14 875	4 405	437	1.5	22.5
44211	Furniture stores	37	110 019	14 875	4 405	437	1.5	22.5
442110	Furniture stores	37	110 019	14 875	4 405	437	1.5	22.5
4422	Home furnishings stores	52	39 941	7 169	1 654	316	17.8	2.4
44221	Floor covering stores	30	28 051	4 433	989	158	18.8	2.9
442210	Floor covering stores	30	28 051	4 433	989	158	18.8	2.9
44229	Other home furnishings stores	22	11 890	2 736	665	158	15.5	1.5
442299	All other home furnishings stores	18	10 766	2 436	603	139	13.4	1.6
443	Electronics & appliance stores	57	72 458	7 944	1 872	473	9.5	5.1
4431	Electronics & appliance stores	57	72 458	7 944	1 872	473	9.5	5.1
44311	Appliance, television, & other electronics stores	46	64 711	6 928	1 622	421	8.7	2.0
443111	Household appliance stores	18	10 876	2 000	494	100	11.8	7.7
443112	Radio, television, & other electronics stores	28	53 835	4 928	1 128	321	8.1	.8
44312	Computer & software stores	9	D	D	D	b	D	D
443120	Computer & software stores	9	D	D	D	b	D	D
44313	Camera & photographic supplies stores	2	D	D	D	a	D	D
443130	Camera & photographic supplies stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	102	294 619	40 048	9 285	1 759	5.1	3.2
4441	Building material & supplies dealers	91	277 674	37 791	8 806	1 564	5.1	3.3
44411	Home centers	5	77 011	8 302	2 055	559	—	—
444110	Home centers	5	77 011	8 302	2 055	559	—	—
44412	Paint & wallpaper stores	10	9 036	1 044	249	41	7.0	—
444120	Paint & wallpaper stores	10	9 036	1 044	249	41	7.0	—
44413	Hardware stores	23	19 421	4 226	938	268	6.0	9.5
444130	Hardware stores	23	19 421	4 226	938	268	6.0	9.5
44419	Other building material dealers	53	172 206	24 219	5 564	696	7.2	4.3
444190	Other building material dealers	53	172 206	24 219	5 564	696	7.2	4.3
4442	Lawn & garden equipment & supplies stores	11	16 945	2 257	479	195	4.6	.8
44422	Nursery & garden centers	8	D	D	D	c	D	D
444220	Nursery & garden centers	8	D	D	D	c	D	D
445	Food & beverage stores	351	699 460	63 296	15 174	4 871	12.1	11.5
4451	Grocery stores	232	612 435	55 933	13 519	4 191	9.6	11.5
44511	Supermarkets & other grocery (except convenience) stores	174	585 706	54 255	13 164	4 012	6.6	11.1
445110	Supermarkets & other grocery (except convenience) stores	174	585 706	54 255	13 164	4 012	6.6	11.1
44512	Convenience stores	58	26 729	1 678	355	179	73.9	19.4
445120	Convenience stores	58	26 729	1 678	355	179	73.9	19.4
4452	Specialty food stores	41	15 641	2 902	669	309	24.9	7.1
4453	Beer, wine, & liquor stores	78	71 384	4 461	986	371	30.6	12.4
44531	Beer, wine, & liquor stores	78	71 384	4 461	986	371	30.6	12.4
445310	Beer, wine, & liquor stores	78	71 384	4 461	986	371	30.6	12.4
446	Health & personal care stores	131	290 489	43 943	10 306	3 043	7.0	2.7
4461	Health & personal care stores	131	290 489	43 943	10 306	3 043	7.0	2.7
44611	Pharmacies & drug stores	70	254 028	35 538	8 373	2 579	6.7	2.4
446110	Pharmacies & drug stores	70	254 028	35 538	8 373	2 579	6.7	2.4
4461101	Pharmacies & drug stores	65	249 425	34 843	8 213	2 489	6.8	2.1
4461102	Proprietary stores	5	4 603	695	160	90	—	19.2
44612	Cosmetics, beauty supplies, & perfume stores	13	5 769	711	169	73	3.3	—
446120	Cosmetics, beauty supplies, & perfume stores	13	5 769	711	169	73	3.3	—
44613	Optical goods stores	31	14 442	3 638	874	171	16.8	7.4
446130	Optical goods stores	31	14 442	3 638	874	171	16.8	7.4
44619	Other health & personal care stores	17	16 250	4 056	890	220	3.2	4.1
446191	Food (health) supplement stores	7	9 369	1 694	363	125	1.6	7.2
446199	All other health & personal care stores	10	6 881	2 362	527	95	5.3	—

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>MILWAUKEE, WI *—Con.</b>							
<b>44-45</b>	<b>Retail trade—Con.</b>							
447	Gasoline stations .....	184	287 609	14 211	3 398	1 201	21.9	9.9
4471	Gasoline stations .....	184	287 609	14 211	3 398	1 201	21.9	9.9
44711	Gasoline stations with convenience stores .....	130	231 732	10 727	2 543	970	14.5	9.7
447110	Gasoline stations with convenience stores .....	130	231 732	10 727	2 543	970	14.5	9.7
44719	Other gasoline stations .....	54	55 877	3 484	855	231	52.5	11.0
447190	Other gasoline stations .....	54	55 877	3 484	855	231	52.5	11.0
448	Clothing & clothing accessories stores .....	246	163 684	20 697	4 826	1 918	9.3	6.3
4481	Clothing stores .....	145	97 016	11 964	2 883	1 169	12.4	4.8
44811	Men's clothing stores .....	20	11 034	1 933	471	148	30.4	22.4
448110	Men's clothing stores .....	20	11 034	1 933	471	148	30.4	22.4
44812	Women's clothing stores .....	47	26 686	3 398	823	403	11.3	.3
448120	Women's clothing stores .....	47	26 686	3 398	823	403	11.3	.3
44813	Children's & infants' clothing stores .....	4	4 140	439	120	41	12.3	—
448130	Children's & infants' clothing stores .....	4	4 140	439	120	41	12.3	—
44814	Family clothing stores .....	27	38 888	3 560	903	361	6.1	2.9
448140	Family clothing stores .....	27	38 888	3 560	903	361	6.1	2.9
44815	Clothing accessories stores .....	19	2 793	462	84	43	10.2	17.7
448150	Clothing accessories stores .....	19	2 793	462	84	43	10.2	17.7
44819	Other clothing stores .....	28	13 475	2 172	482	173	18.4	3.5
448190	Other clothing stores .....	28	13 475	2 172	482	173	18.4	3.5
4482	Shoe stores .....	55	44 431	5 376	1 136	442	—	9.3
44821	Shoe stores .....	55	44 431	5 376	1 136	442	—	9.3
448210	Shoe stores .....	55	44 431	5 376	1 136	442	—	9.3
4482101	Men's shoe stores .....	6	D	D	D	a	D	D
4482102	Women's shoe stores .....	8	2 337	461	124	40	—	48.9
4482103	Children's & juveniles' shoe stores .....	3	D	D	D	b	D	D
4482104	Family shoe stores .....	23	19 586	2 671	490	212	—	—
4482105	Athletic footwear stores .....	15	18 234	1 741	392	150	—	16.5
4483	Jewelry, luggage, & leather goods stores .....	46	22 237	3 357	807	307	14.2	7.1
44831	Jewelry stores .....	45	D	D	D	e	D	D
448310	Jewelry stores .....	45	D	D	D	e	D	D
44832	Luggage & leather goods stores .....	1	D	D	D	a	D	D
448320	Luggage & leather goods stores .....	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	99	88 603	9 847	2 420	794	12.3	2.4
4511	Sporting goods, hobby, & musical instrument stores ..	58	60 292	7 177	1 755	547	11.2	1.6
45111	Sporting goods stores .....	26	15 721	2 939	754	233	22.8	2.7
451110	Sporting goods stores .....	26	15 721	2 939	754	233	22.8	2.7
4511101	General-line sporting goods stores .....	10	6 410	721	203	87	31.6	.2
4511102	Specialty-line sporting goods stores .....	16	9 311	2 218	551	146	16.7	4.4
45112	Hobby, toy, & game stores .....	14	33 708	2 637	590	208	.2	—
451120	Hobby, toy, & game stores .....	14	33 708	2 637	590	208	.2	—
45113	Sewing, needlework, & piece goods stores .....	6	4 342	810	240	71	—	13.0
451130	Sewing, needlework, & piece goods stores .....	6	4 342	810	240	71	—	13.0
45114	Musical instrument & supplies stores .....	12	6 521	791	171	35	48.1	—
451140	Musical instrument & supplies stores .....	12	6 521	791	171	35	48.1	—
4512	Book, periodical, & music stores .....	41	28 311	2 670	665	247	14.5	4.1
45121	Book stores & news dealers .....	20	13 505	1 313	330	110	4.5	2.7
451211	Book stores .....	17	D	D	D	c	D	D
4512111	Book stores, general .....	10	D	D	D	b	D	D
4512112	Specialty book stores .....	4	818	132	30	9	17.5	35.1
4512113	College book stores .....	3	D	D	D	b	D	D
451212	News dealers & newsstands .....	3	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, & record stores ...	21	14 806	1 357	335	137	23.6	5.5
451220	Prerecorded tape, compact disc, & record stores ...	21	14 806	1 357	335	137	23.6	5.5
452	General merchandise stores .....	36	320 312	35 280	8 664	3 088	.1	4.2
4521	Department stores (incl leased depts) ## .....	14	258 593	N	N	N	—	5.0
45211	Department stores (incl leased depts) ## .....	14	258 593	N	N	N	—	5.0
4521	Department stores (excl leased depts) .....	14	252 526	30 316	7 518	2 709	—	5.1
45211	Department stores (excl leased depts) .....	14	252 526	30 316	7 518	2 709	—	5.1
4521101	Department stores (excl leased depts) .....	14	252 526	30 316	7 518	2 709	—	5.1
4521101	Conventional department stores (excl leased depts) .....	5	D	D	D	f	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	6	124 919	10 821	2 755	1 034	—	—
4521103	National chain department stores (excl leased depts) .....	3	D	D	D	f	D	D
4529	Other general merchandise stores .....	22	67 786	4 964	1 146	379	.6	.5
45291	Warehouse clubs & superstores .....	1	D	D	D	c	D	D
452910	Warehouse clubs & superstores .....	1	D	D	D	c	D	D
45299	All other general merchandise stores .....	21	D	D	D	c	D	D
452990	All other general merchandise stores .....	21	D	D	D	c	D	D
4529901	Variety stores .....	15	D	D	D	c	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>MILWAUKEE, WI *—Con.</b>							
<b>44-45</b>	<b>Retail trade—Con.</b>							
453	Miscellaneous store retailers .....	172	87 049	14 614	3 583	1 302	8.8	13.7
4531	Florists .....	32	8 943	2 115	575	192	25.3	24.1
45311	Florists .....	32	8 943	2 115	575	192	25.3	24.1
453110	Florists .....	32	8 943	2 115	575	192	25.3	24.1
4532	Office supplies, stationery, & gift stores .....	48	32 544	3 361	838	371	4.6	15.9
45321	Office supplies & stationery stores .....	8	19 854	1 549	406	127	—	20.3
453210	Office supplies & stationery stores .....	8	19 854	1 549	406	127	—	20.3
4532101	Stationery stores .....	3	D	D	D	a	D	D
4532102	Office supplies stores .....	5	D	D	D	c	D	D
45322	Gift, novelty, & souvenir stores .....	40	12 690	1 812	432	244	11.8	9.1
453220	Gift, novelty, & souvenir stores .....	40	12 690	1 812	432	244	11.8	9.1
4533	Used merchandise stores .....	34	17 085	4 408	1 037	399	1.1	15.6
45331	Used merchandise stores .....	34	17 085	4 408	1 037	399	1.1	15.6
453310	Used merchandise stores .....	34	17 085	4 408	1 037	399	1.1	15.6
4539	Other miscellaneous store retailers .....	58	28 477	4 730	1 133	340	13.0	6.7
45391	Pet & pet supplies stores .....	19	9 809	1 499	381	144	15.1	7.0
453910	Pet & pet supplies stores .....	19	9 809	1 499	381	144	15.1	7.0
45392	Art dealers .....	15	4 528	619	184	49	27.3	4.6
453920	Art dealers .....	15	4 528	619	184	49	27.3	4.6
45399	All other miscellaneous store retailers .....	23	D	D	D	c	D	D
454	Nonstore retailers .....	53	144 731	17 444	4 107	756	10.0	2.2
4541	Electronic shopping & mail-order houses .....	15	D	D	D	c	D	D
45411	Electronic shopping & mail-order houses .....	15	D	D	D	c	D	D
454110	Electronic shopping & mail-order houses .....	15	D	D	D	c	D	D
4542	Vending machine operators .....	13	D	D	D	b	D	D
45421	Vending machine operators .....	13	D	D	D	b	D	D
454210	Vending machine operators .....	13	D	D	D	b	D	D
4543	Direct selling establishments .....	25	D	D	D	e	D	D
45431	Fuel dealers .....	7	D	D	D	b	D	D
454311	Heating oil dealers .....	6	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers .....	1	D	D	D	a	D	D
45439	Other direct selling establishments .....	18	23 017	7 395	1 669	408	11.3	1.7
454390	Other direct selling establishments .....	18	23 017	7 395	1 669	408	11.3	1.7
	<b>MILWAUKEE, WI (MILWAUKEE COUNTY PART) *</b>							
<b>44-45</b>	<b>Retail trade .....</b>	<b>1 698</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>j</b>	<b>D</b>	<b>D</b>
441	Motor vehicle & parts dealers .....	180	782 239	71 225	15 853	2 697	7.1	5.5
4411	Automobile dealers .....	75	674 999	49 876	10 847	1 808	7.1	5.3
44111	New car dealers .....	25	617 816	45 250	9 922	1 599	5.8	5.2
441110	New car dealers .....	25	617 816	45 250	9 922	1 599	5.8	5.2
44112	Used car dealers .....	50	57 183	4 626	925	209	21.2	6.1
441120	Used car dealers .....	50	57 183	4 626	925	209	21.2	6.1
4412	Other motor vehicle dealers .....	12	16 867	4 031	984	93	3.8	.2
44122	Motorcycle, boat, & other motor vehicle dealers .....	12	16 867	4 031	984	93	3.8	.2
441221	Motorcycle dealers .....	7	12 031	1 291	278	44	1.8	.2
441222	Boat dealers .....	4	D	D	D	b	D	D
441229	All other motor vehicle dealers .....	1	D	D	D	b	D	D
4413	Automotive parts, accessories, & tire stores .....	93	90 373	17 318	4 022	796	8.1	8.2
44131	Automotive parts & accessories stores .....	73	72 572	13 835	3 162	654	5.8	6.0
441310	Automotive parts & accessories stores .....	73	72 572	13 835	3 162	654	5.8	6.0
44132	Tire dealers .....	20	17 801	3 483	860	142	17.5	17.0
441320	Tire dealers .....	20	17 801	3 483	860	142	17.5	17.0
442	Furniture & home furnishings stores .....	89	149 960	22 044	6 059	753	5.8	17.2
4421	Furniture stores .....	37	110 019	14 875	4 405	437	1.5	22.5
44211	Furniture stores .....	37	110 019	14 875	4 405	437	1.5	22.5
442110	Furniture stores .....	37	110 019	14 875	4 405	437	1.5	22.5
4422	Home furnishings stores .....	52	39 941	7 169	1 654	316	17.8	2.4
44221	Floor covering stores .....	30	28 051	4 433	989	158	18.8	2.9
442210	Floor covering stores .....	30	28 051	4 433	989	158	18.8	2.9
44229	Other home furnishings stores .....	22	11 890	2 736	665	158	15.5	1.5
442299	All other home furnishings stores .....	18	10 766	2 436	603	139	13.4	1.6
443	Electronics & appliance stores .....	57	72 458	7 944	1 872	473	9.5	5.1
4431	Electronics & appliance stores .....	57	72 458	7 944	1 872	473	9.5	5.1
44311	Appliance, television, & other electronics stores .....	46	64 711	6 928	1 622	421	8.7	2.0
443111	Household appliance stores .....	18	10 876	2 000	494	100	11.8	7.7
443112	Radio, television, & other electronics stores .....	28	53 835	4 928	1 128	321	8.1	.8
44312	Computer & software stores .....	9	D	D	D	b	D	D
443120	Computer & software stores .....	9	D	D	D	b	D	D
44313	Camera & photographic supplies stores .....	2	D	D	D	a	D	D
443130	Camera & photographic supplies stores .....	2	D	D	D	a	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>MILWAUKEE, WI (MILWAUKEE COUNTY PART) *—Con.</b>							
<b>44-45</b>	<b>Retail trade—Con.</b>							
444	Building material & garden equipment & supplies dealers .....	102	294 619	40 048	9 285	1 759	5.1	3.2
4441	Building material & supplies dealers .....	91	277 674	37 791	8 806	1 564	5.1	3.3
44411	Home centers .....	5	77 011	8 302	2 055	559	—	—
444110	Home centers .....	5	77 011	8 302	2 055	559	—	—
44412	Paint & wallpaper stores .....	10	9 036	1 044	249	41	7.0	—
444120	Paint & wallpaper stores .....	10	9 036	1 044	249	41	7.0	—
44413	Hardware stores .....	23	19 421	4 226	938	268	6.0	9.5
444130	Hardware stores .....	23	19 421	4 226	938	268	6.0	9.5
44419	Other building material dealers .....	53	172 206	24 219	5 564	696	7.2	4.3
444190	Other building material dealers .....	53	172 206	24 219	5 564	696	7.2	4.3
4442	Lawn & garden equipment & supplies stores .....	11	16 945	2 257	479	195	4.6	.8
44422	Nursery & garden centers .....	8	D	D	D	c	D	D
444220	Nursery & garden centers .....	8	D	D	D	c	D	D
445	Food & beverage stores .....	350	D	D	D	h	D	D
4451	Grocery stores .....	232	612 435	55 933	13 519	4 191	9.6	11.5
44511	Supermarkets & other grocery (except convenience) stores .....	174	585 706	54 255	13 164	4 012	6.6	11.1
445110	Supermarkets & other grocery (except convenience) stores .....	174	585 706	54 255	13 164	4 012	6.6	11.1
44512	Convenience stores .....	58	26 729	1 678	355	179	73.9	19.4
445120	Convenience stores .....	58	26 729	1 678	355	179	73.9	19.4
4452	Specialty food stores .....	41	15 641	2 902	669	309	24.9	7.1
4453	Beer, wine, & liquor stores .....	77	D	D	D	e	D	D
44531	Beer, wine, & liquor stores .....	77	D	D	D	e	D	D
445310	Beer, wine, & liquor stores .....	77	D	D	D	e	D	D
446	Health & personal care stores .....	131	290 489	43 943	10 306	3 043	7.0	2.7
4461	Health & personal care stores .....	131	290 489	43 943	10 306	3 043	7.0	2.7
44611	Pharmacies & drug stores .....	70	254 028	35 538	8 373	2 579	6.7	2.4
446110	Pharmacies & drug stores .....	70	254 028	35 538	8 373	2 579	6.7	2.4
4461101	Pharmacies & drug stores .....	65	249 425	34 843	8 213	2 489	6.8	2.1
4461102	Proprietary drug stores .....	5	4 603	695	160	90	—	19.2
44612	Cosmetics, beauty supplies, & perfume stores .....	13	5 769	711	169	73	3.3	—
446120	Cosmetics, beauty supplies, & perfume stores .....	13	5 769	711	169	73	3.3	—
44613	Optical goods stores .....	31	14 442	3 638	874	171	16.8	7.4
446130	Optical goods stores .....	31	14 442	3 638	874	171	16.8	7.4
44619	Other health & personal care stores .....	17	16 250	4 056	890	220	3.2	4.1
446191	Food (health) supplement stores .....	7	9 369	1 694	363	125	1.6	7.2
446199	All other health & personal care stores .....	10	6 881	2 362	527	95	5.3	—
447	Gasoline stations .....	183	D	D	D	g	D	D
4471	Gasoline stations .....	183	D	D	D	g	D	D
44711	Gasoline stations with convenience stores .....	129	D	D	D	f	D	D
447110	Gasoline stations with convenience stores .....	129	D	D	D	f	D	D
44719	Other gasoline stations .....	54	55 877	3 484	855	231	52.5	11.0
447190	Other gasoline stations .....	54	55 877	3 484	855	231	52.5	11.0
448	Clothing & clothing accessories stores .....	246	163 684	20 697	4 826	1 918	9.3	6.3
4481	Clothing stores .....	145	97 016	11 964	2 883	1 169	12.4	4.8
44811	Men's clothing stores .....	20	11 034	1 933	471	148	30.4	22.4
448110	Men's clothing stores .....	20	11 034	1 933	471	148	30.4	22.4
44812	Women's clothing stores .....	47	26 686	3 398	823	403	11.3	.3
448120	Women's clothing stores .....	47	26 686	3 398	823	403	11.3	.3
44813	Children's & infants' clothing stores .....	4	4 140	439	120	41	12.3	—
448130	Children's & infants' clothing stores .....	4	4 140	439	120	41	12.3	—
44814	Family clothing stores .....	27	38 888	3 560	903	361	6.1	2.9
448140	Family clothing stores .....	27	38 888	3 560	903	361	6.1	2.9
44815	Clothing accessories stores .....	19	2 793	462	84	43	10.2	17.7
448150	Clothing accessories stores .....	19	2 793	462	84	43	10.2	17.7
44819	Other clothing stores .....	28	13 475	2 172	482	173	18.4	3.5
448190	Other clothing stores .....	28	13 475	2 172	482	173	18.4	3.5
4482	Shoe stores .....	55	44 431	5 376	1 136	442	—	9.3
44821	Shoe stores .....	55	44 431	5 376	1 136	442	—	9.3
448210	Shoe stores .....	55	44 431	5 376	1 136	442	—	9.3
4482101	Men's shoe stores .....	6	D	D	D	a	D	D
4482102	Women's shoe stores .....	8	2 337	461	124	40	—	48.9
4482103	Children's & juveniles' shoe stores .....	3	D	D	D	b	D	D
4482104	Family shoe stores .....	23	19 586	2 671	490	212	—	—
4482105	Athletic footwear stores .....	15	18 234	1 741	392	150	—	16.5
4483	Jewelry, luggage, & leather goods stores .....	46	22 237	3 357	807	307	14.2	7.1
44831	Jewelry stores .....	45	D	D	D	e	D	D
448310	Jewelry stores .....	45	D	D	D	e	D	D
44832	Luggage & leather goods stores .....	1	D	D	D	a	D	D
448320	Luggage & leather goods stores .....	1	D	D	D	a	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MILWAUKEE, WI (MILWAUKEE COUNTY PART) *—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
451	Sporting goods, hobby, book, & music stores .....	99	88 603	9 847	2 420	794	12.3	2.4
4511	Sporting goods, hobby, & musical instrument stores ..	58	60 292	7 177	1 755	547	11.2	1.6
45111	Sporting goods stores .....	26	15 721	2 939	754	233	22.8	2.7
451110	Sporting goods stores .....	26	15 721	2 939	754	233	22.8	2.7
4511101	General-line sporting goods stores .....	10	6 410	721	203	87	31.6	.2
4511102	Specialty-line sporting goods stores .....	16	9 311	2 218	551	146	16.7	4.4
45112	Hobby, toy, & game stores .....	14	33 708	2 637	590	208	.2	—
451120	Hobby, toy, & game stores .....	14	33 708	2 637	590	208	.2	—
45113	Sewing, needlework, & piece goods stores .....	6	4 342	810	240	71	—	13.0
451130	Sewing, needlework, & piece goods stores .....	6	4 342	810	240	71	—	13.0
45114	Musical instrument & supplies stores .....	12	6 521	791	171	35	48.1	—
451140	Musical instrument & supplies stores .....	12	6 521	791	171	35	48.1	—
4512	Book, periodical, & music stores .....	41	28 311	2 670	665	247	14.5	4.1
45121	Book stores & news dealers .....	20	13 505	1 313	330	110	4.5	2.7
451211	Book stores .....	17	D	D	D	c	D	D
4512111	Book stores, general .....	10	D	D	D	b	D	D
4512112	Specialty book stores .....	4	818	132	30	9	17.5	35.1
4512113	College book stores .....	3	D	D	D	b	D	D
451212	News dealers & newsstands .....	3	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, & record stores ...	21	14 806	1 357	335	137	23.6	5.5
451220	Prerecorded tape, compact disc, & record stores .	21	14 806	1 357	335	137	23.6	5.5
452	General merchandise stores .....	36	320 312	35 280	8 664	3 088	.1	4.2
4521	Department stores (incl leased depts) ## .....	14	258 593	N	N	N	—	5.0
45211	Department stores (incl leased depts) ## .....	14	258 593	N	N	N	—	5.0
4521	Department stores (excl leased depts) .....	14	252 526	30 316	7 518	2 709	—	5.1
45211	Department stores (excl leased depts) .....	14	252 526	30 316	7 518	2 709	—	5.1
452110	Department stores (excl leased depts) .....	14	252 526	30 316	7 518	2 709	—	5.1
4521101	Conventional department stores (excl leased depts) .....	5	D	D	D	f	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	6	124 919	10 821	2 755	1 034	—	—
4521103	National chain department stores (excl leased depts) .....	3	D	D	D	f	D	D
4529	Other general merchandise stores .....	22	67 786	4 964	1 146	379	.6	.5
45291	Warehouse clubs & superstores .....	1	D	D	D	c	D	D
452910	Warehouse clubs & superstores .....	1	D	D	D	c	D	D
45299	All other general merchandise stores .....	21	D	D	D	c	D	D
452990	All other general merchandise stores .....	21	D	D	D	c	D	D
4529901	Variety stores .....	15	D	D	D	c	D	D
453	Miscellaneous store retailers .....	172	87 049	14 614	3 583	1 302	8.8	13.7
4531	Florists .....	32	8 943	2 115	575	192	25.3	24.1
45311	Florists .....	32	8 943	2 115	575	192	25.3	24.1
453110	Florists .....	32	8 943	2 115	575	192	25.3	24.1
4532	Office supplies, stationery, & gift stores .....	48	32 544	3 361	838	371	4.6	15.9
45321	Office supplies & stationery stores .....	8	19 854	1 549	406	127	—	20.3
453210	Office supplies & stationery stores .....	8	19 854	1 549	406	127	—	20.3
4532101	Stationery stores .....	3	D	D	D	a	D	D
4532102	Office supplies stores .....	5	D	D	D	c	D	D
45322	Gift, novelty, & souvenir stores .....	40	12 690	1 812	432	244	11.8	9.1
453220	Gift, novelty, & souvenir stores .....	40	12 690	1 812	432	244	11.8	9.1
4533	Used merchandise stores .....	34	17 085	4 408	1 037	399	1.1	15.6
45331	Used merchandise stores .....	34	17 085	4 408	1 037	399	1.1	15.6
453310	Used merchandise stores .....	34	17 085	4 408	1 037	399	1.1	15.6
4539	Other miscellaneous store retailers .....	58	28 477	4 730	1 133	340	13.0	6.7
45391	Pet & pet supplies stores .....	19	9 809	1 499	381	144	15.1	7.0
453910	Pet & pet supplies stores .....	19	9 809	1 499	381	144	15.1	7.0
45392	Art dealers .....	15	4 528	619	184	49	27.3	4.6
453920	Art dealers .....	15	4 528	619	184	49	27.3	4.6
45399	All other miscellaneous store retailers .....	23	D	D	D	c	D	D
454	Nonstore retailers .....	53	144 731	17 444	4 107	756	10.0	2.2
4541	Electronic shopping & mail-order houses .....	15	D	D	D	c	D	D
45411	Electronic shopping & mail-order houses .....	15	D	D	D	c	D	D
454110	Electronic shopping & mail-order houses .....	15	D	D	D	c	D	D
4542	Vending machine operators .....	13	D	D	D	b	D	D
45421	Vending machine operators .....	13	D	D	D	b	D	D
454210	Vending machine operators .....	13	D	D	D	b	D	D
4543	Direct selling establishments .....	25	D	D	D	e	D	D
45431	Fuel dealers .....	7	D	D	D	b	D	D
454311	Heating oil dealers .....	6	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ...	1	D	D	D	a	D	D
45439	Other direct selling establishments .....	18	23 017	7 395	1 669	408	11.3	1.7
454390	Other direct selling establishments .....	18	23 017	7 395	1 669	408	11.3	1.7
<b>MILWAUKEE, WI (WASHINGTON COUNTY PART) *</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>1</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>D</b>	<b>D</b>
447	Gasoline stations .....	1	D	D	D	a	D	D

See footnotes at end of table.



**Table 4. Summary Statistics for Places: 1997—Con.**

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>MILWAUKEE, WI (WAUKESHA COUNTY PART) *</b>							
<b>44-45</b>	<b>Retail trade .....</b>	<b>1</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>D</b>	<b>D</b>
445	Food & beverage stores .....	1	D	D	D	a	D	D
	<b>MINERAL POINT, WI</b>							
<b>44-45</b>	<b>Retail trade .....</b>	<b>23</b>	<b>21 485</b>	<b>1 606</b>	<b>325</b>	<b>116</b>	<b>18.1</b>	<b>10.8</b>
441	Motor vehicle & parts dealers .....	2	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	4	4 405	447	65	12	24.4	52.5
4442	Lawn & garden equipment & supplies stores .....	1	D	D	D	a	D	D
44422	Nursery & garden centers .....	1	D	D	D	a	D	D
444220	Nursery & garden centers .....	1	D	D	D	a	D	D
445	Food & beverage stores .....	2	D	D	D	b	D	D
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	5	4 266	318	72	35	17.1	—
448	Clothing & clothing accessories stores .....	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	4	D	D	D	a	D	D
	<b>MONDOVI, WI</b>							
<b>44-45</b>	<b>Retail trade .....</b>	<b>23</b>	<b>20 928</b>	<b>2 229</b>	<b>556</b>	<b>170</b>	<b>10.5</b>	<b>8.1</b>
441	Motor vehicle & parts dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	6	D	D	D	b	D	D
445	Food & beverage stores .....	4	6 546	740	183	67	.4	16.1
4452	Specialty food stores .....	2	D	D	D	a	D	D
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	4	D	D	D	a	D	D
454	Nonstore retailers .....	1	D	D	D	a	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MONONA, WI</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>74</b>	<b>165 421</b>	<b>20 906</b>	<b>5 075</b>	<b>1 308</b>	<b>3.5</b>	<b>1.3</b>
441	Motor vehicle & parts dealers	10	18 205	2 514	565	87	—	.2
4413	Automotive parts, accessories, & tire stores	9	D	D	D	b	D	D
44131	Automotive parts & accessories stores	5	D	D	D	b	D	D
441310	Automotive parts & accessories stores	5	D	D	D	b	D	D
44132	Tire dealers	4	D	D	D	b	D	D
441320	Tire dealers	4	D	D	D	b	D	D
442	Furniture & home furnishings stores	5	D	D	D	a	D	D
443	Electronics & appliance stores	5	1 415	194	42	14	12.8	47.3
4431	Electronics & appliance stores	5	1 415	194	42	14	12.8	47.3
444	Building material & garden equipment & supplies dealers	5	D	D	D	c	D	D
4441	Building material & supplies dealers	5	D	D	D	c	D	D
44411	Home centers	1	D	D	D	c	D	D
444110	Home centers	1	D	D	D	c	D	D
44419	Other building material dealers	3	D	D	D	a	D	D
444190	Other building material dealers	3	D	D	D	a	D	D
445	Food & beverage stores	7	D	D	D	c	D	D
4453	Beer, wine, & liquor stores	3	D	D	D	b	D	D
44531	Beer, wine, & liquor stores	3	D	D	D	b	D	D
445310	Beer, wine, & liquor stores	3	D	D	D	b	D	D
446	Health & personal care stores	4	D	D	D	b	D	D
4461	Health & personal care stores	4	D	D	D	b	D	D
447	Gasoline stations	8	14 523	706	171	66	10.0	.3
44711	Gasoline stations with convenience stores	6	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	6	D	D	D	b	D	D
448	Clothing & clothing accessories stores	10	3 711	390	99	51	3.4	2.6
451	Sporting goods, hobby, book, & music stores	6	4 170	516	107	28	31.5	3.2
4511	Sporting goods, hobby, & musical instrument stores	5	D	D	D	b	D	D
452	General merchandise stores	4	D	D	D	e	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts)	3	36 013	3 972	971	364	—	—
453	Miscellaneous store retailers	8	3 773	519	133	56	36.4	1.6
4532102	Office supplies stores	1	D	D	D	a	D	D
4539	Other miscellaneous store retailers	4	D	D	D	b	D	D
45391	Pet & pet supplies stores	2	D	D	D	a	D	D
453910	Pet & pet supplies stores	2	D	D	D	a	D	D
45399	All other miscellaneous store retailers	2	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	b	D	D
4541	Electronic shopping & mail-order houses	1	D	D	D	b	D	D
45411	Electronic shopping & mail-order houses	1	D	D	D	b	D	D
454110	Electronic shopping & mail-order houses	1	D	D	D	b	D	D
<b>MONROE, WI</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>116</b>	<b>473 881</b>	<b>57 556</b>	<b>14 003</b>	<b>2 403</b>	<b>2.7</b>	<b>.8</b>
441	Motor vehicle & parts dealers	15	134 941	20 204	5 340	642	1.6	.3
4411	Automobile dealers	8	D	D	D	c	D	D
44112	Used car dealers	2	D	D	D	a	D	D
441120	Used car dealers	2	D	D	D	a	D	D
4412	Other motor vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	1	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores	6	D	D	D	f	D	D
44131	Automotive parts & accessories stores	4	D	D	D	f	D	D
441310	Automotive parts & accessories stores	4	D	D	D	f	D	D
442	Furniture & home furnishings stores	6	D	D	D	b	D	D
4421	Furniture stores	3	D	D	D	b	D	D
44211	Furniture stores	3	D	D	D	b	D	D
442110	Furniture stores	3	D	D	D	b	D	D
443	Electronics & appliance stores	6	D	D	D	a	D	D
4431	Electronics & appliance stores	6	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	12	20 484	3 361	776	116	2.4	—
4441	Building material & supplies dealers	10	D	D	D	c	D	D
44419	Other building material dealers	6	D	D	D	b	D	D
444190	Other building material dealers	6	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	2	D	D	D	a	D	D
44422	Nursery & garden centers	2	D	D	D	a	D	D
444220	Nursery & garden centers	2	D	D	D	a	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MONROE, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
445	Food & beverage stores .....	11	37 285	3 399	755	260	1.9	—
4451	Grocery stores .....	5	35 213	3 181	702	241	—	—
4452	Specialty food stores .....	5	D	D	D	a	D	D
446	Health & personal care stores .....	7	D	D	D	b	D	D
447	Gasoline stations .....	7	12 227	662	157	52	—	—
44711	Gasoline stations with convenience stores .....	5	D	D	D	b	D	D
447110	Gasoline stations with convenience stores .....	5	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	19	D	D	D	b	D	D
4481	Clothing stores .....	16	D	D	D	b	D	D
44819	Other clothing stores .....	3	728	106	21	11	D	—
448190	Other clothing stores .....	3	728	106	21	11	D	—
451	Sporting goods, hobby, book, & music stores .....	3	D	D	D	a	D	D
452	General merchandise stores .....	2	D	D	D	e	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	2	D	D	D	e	D	D
453	Miscellaneous store retailers .....	19	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores .....	9	D	D	D	b	D	D
4532102	Office supplies stores .....	2	D	D	D	a	D	D
4539	Other miscellaneous store retailers .....	4	D	D	D	a	D	D
454	Nonstore retailers .....	9	D	D	D	f	D	D
4541	Electronic shopping & mail-order houses .....	7	D	D	D	f	D	D
45411	Electronic shopping & mail-order houses .....	7	D	D	D	f	D	D
454110	Electronic shopping & mail-order houses .....	7	D	D	D	f	D	D
4543	Direct selling establishments .....	2	D	D	D	b	D	D
45439	Other direct selling establishments .....	1	D	D	D	a	D	D
454390	Other direct selling establishments .....	1	D	D	D	a	D	D
<b>MOSINEE, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>22</b>	<b>48 143</b>	<b>5 592</b>	<b>1 319</b>	<b>327</b>	<b>.7</b>	<b>—</b>
441	Motor vehicle & parts dealers .....	4	D	D	D	b	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	1	D	D	D	b	D	D
445	Food & beverage stores .....	3	D	D	D	b	D	D
447	Gasoline stations .....	4	8 193	546	121	55	—	—
451	Sporting goods, hobby, book, & music stores .....	2	D	D	D	b	D	D
4511	Sporting goods, hobby, & musical instrument stores ..	1	D	D	D	b	D	D
45111	Sporting goods stores .....	1	D	D	D	b	D	D
451110	Sporting goods stores .....	1	D	D	D	b	D	D
4511102	Specialty-line sporting goods stores .....	1	D	D	D	b	D	D
452	General merchandise stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	5	830	144	30	21	9.9	—
454	Nonstore retailers .....	1	D	D	D	a	D	D
4541	Electronic shopping & mail-order houses .....	1	D	D	D	a	D	D
45411	Electronic shopping & mail-order houses .....	1	D	D	D	a	D	D
454110	Electronic shopping & mail-order houses .....	1	D	D	D	a	D	D

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MOUNT HOREB, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>35</b>	<b>48 255</b>	<b>5 424</b>	<b>959</b>	<b>352</b>	<b>8.4</b>	<b>1.4</b>
441	Motor vehicle & parts dealers .....	3	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	2	D	D	D	a	D	D
445	Food & beverage stores .....	6	9 746	2 116	157	123	5.3	—
446	Health & personal care stores .....	3	D	D	D	a	D	D
447	Gasoline stations .....	3	D	D	D	a	D	D
448	Clothing & clothing accessories stores .....	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	3	298	33	7	6	—	—
452	General merchandise stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	9	D	D	D	b	D	D
4533	Used merchandise stores .....	3	1 212	169	33	28	D	—
45331	Used merchandise stores .....	3	1 212	169	33	28	D	—
453310	Used merchandise stores .....	3	1 212	169	33	28	D	—
454	Nonstore retailers .....	1	D	D	D	b	D	D
4543	Direct selling establishments .....	1	D	D	D	b	D	D
45431	Fuel dealers .....	1	D	D	D	b	D	D
454311	Heating oil dealers .....	1	D	D	D	b	D	D
<b>MOUNT PLEASANT TOWN, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>63</b>	<b>332 887</b>	<b>23 262</b>	<b>5 279</b>	<b>1 176</b>	<b>.9</b>	<b>12.2</b>
441	Motor vehicle & parts dealers .....	15	226 389	13 074	2 871	370	.8	17.4
4411	Automobile dealers .....	9	222 700	12 425	2 709	341	—	17.4
44111	New car dealers .....	6	217 557	11 962	2 603	327	—	17.6
441110	New car dealers .....	6	217 557	11 962	2 603	327	—	17.6
44112	Used car dealers .....	3	5 143	463	106	14	—	10.9
441120	Used car dealers .....	3	5 143	463	106	14	—	10.9
4412	Other motor vehicle dealers .....	2	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	2	D	D	D	a	D	D
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	4	1 459	215	56	12	—	33.7
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
4431	Electronics & appliance stores .....	1	D	D	D	a	D	D
443112	Radio, television, & other electronics stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	7	8 392	1 176	282	113	6.2	—
4442	Lawn & garden equipment & supplies stores .....	1	D	D	D	b	D	D
44422	Nursery & garden centers .....	1	D	D	D	b	D	D
444220	Nursery & garden centers .....	1	D	D	D	b	D	D
445	Food & beverage stores .....	6	38 931	3 841	886	243	—	.8
4451	Grocery stores .....	4	D	D	D	c	D	D
4452	Specialty food stores .....	2	D	D	D	a	D	D
446	Health & personal care stores .....	3	D	D	D	b	D	D
447	Gasoline stations .....	7	16 433	803	168	66	—	—
44711	Gasoline stations with convenience stores .....	6	D	D	D	b	D	D
447110	Gasoline stations with convenience stores .....	6	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	6	6 109	889	268	68	—	.9
4511	Sporting goods, hobby, & musical instrument stores .....	6	6 109	889	268	68	—	.9
45112	Hobby, toy, & game stores .....	1	D	D	D	b	D	D
451120	Hobby, toy, & game stores .....	1	D	D	D	b	D	D
45113	Sewing, needlework, & piece goods stores .....	1	D	D	D	a	D	D
451130	Sewing, needlework, & piece goods stores .....	1	D	D	D	a	D	D
45114	Musical instrument & supplies stores .....	1	D	D	D	a	D	D
451140	Musical instrument & supplies stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	1	D	D	D	c	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MOUNT PLEASANT TOWN, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
453	Miscellaneous store retailers .....	8	D	D	D	b	D	D
4531	Florists .....	4	1 802	499	135	40	15.4	—
45311	Florists .....	4	1 802	499	135	40	15.4	—
453110	Florists .....	4	1 802	499	135	40	15.4	—
4532	Office supplies, stationery, & gift stores .....	1	D	D	D	b	D	D
45321	Office supplies & stationery stores .....	1	D	D	D	b	D	D
453210	Office supplies & stationery stores .....	1	D	D	D	b	D	D
4532102	Office supplies stores .....	1	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	3	D	D	D	b	D	D
45399	All other miscellaneous store retailers .....	2	D	D	D	a	D	D
454	Nonstore retailers .....	4	D	D	D	a	D	D
<b>MUKWONAGO, WI *</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>38</b>	<b>122 261</b>	<b>9 248</b>	<b>2 175</b>	<b>736</b>	<b>27.1</b>	<b>—</b>
441	Motor vehicle & parts dealers .....	4	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	3	1 002	156	34	9	D	—
444	Building material & garden equipment & supplies dealers .....	6	6 632	909	225	68	.6	—
445	Food & beverage stores .....	3	D	D	D	c	D	D
4451	Grocery stores .....	2	D	D	D	c	D	D
446	Health & personal care stores .....	3	D	D	D	b	D	D
4461	Health & personal care stores .....	3	D	D	D	b	D	D
447	Gasoline stations .....	9	24 648	1 194	265	98	57.1	—
4471	Gasoline stations .....	9	24 648	1 194	265	98	57.1	—
44711	Gasoline stations with convenience stores .....	5	10 792	524	127	52	10.3	—
447110	Gasoline stations with convenience stores .....	5	10 792	524	127	52	10.3	—
44719	Other gasoline stations .....	4	13 856	670	138	46	93.6	—
447190	Other gasoline stations .....	4	13 856	670	138	46	93.6	—
448	Clothing & clothing accessories stores .....	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	2	D	D	D	a	D	D
452	General merchandise stores .....	1	D	D	D	c	D	D
453	Miscellaneous store retailers .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	3	2 272	121	30	15	D	—
<b>MUKWONAGO, WI (WAUKESHA COUNTY PART) *</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>38</b>	<b>122 261</b>	<b>9 248</b>	<b>2 175</b>	<b>736</b>	<b>27.1</b>	<b>—</b>
441	Motor vehicle & parts dealers .....	4	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	3	1 002	156	34	9	D	—
444	Building material & garden equipment & supplies dealers .....	6	6 632	909	225	68	.6	—
445	Food & beverage stores .....	3	D	D	D	c	D	D
4451	Grocery stores .....	2	D	D	D	c	D	D
446	Health & personal care stores .....	3	D	D	D	b	D	D
4461	Health & personal care stores .....	3	D	D	D	b	D	D
447	Gasoline stations .....	9	24 648	1 194	265	98	57.1	—
4471	Gasoline stations .....	9	24 648	1 194	265	98	57.1	—
44711	Gasoline stations with convenience stores .....	5	10 792	524	127	52	10.3	—
447110	Gasoline stations with convenience stores .....	5	10 792	524	127	52	10.3	—
44719	Other gasoline stations .....	4	13 856	670	138	46	93.6	—
447190	Other gasoline stations .....	4	13 856	670	138	46	93.6	—
448	Clothing & clothing accessories stores .....	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	2	D	D	D	a	D	D
452	General merchandise stores .....	1	D	D	D	c	D	D
453	Miscellaneous store retailers .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	3	2 272	121	30	15	D	—

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**Table 4. Summary Statistics for Places: 1997—Con.**

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MUSKEGO, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>41</b>	<b>104 247</b>	<b>10 366</b>	<b>2 444</b>	<b>703</b>	<b>3.7</b>	<b>1.0</b>
441	Motor vehicle & parts dealers .....	6	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	6	5 506	806	154	36	17.8	—
4442	Lawn & garden equipment & supplies stores .....	3	D	D	D	a	D	D
44422	Nursery & garden centers .....	2	D	D	D	a	D	D
444220	Nursery & garden centers .....	2	D	D	D	a	D	D
445	Food & beverage stores .....	5	D	D	D	e	D	D
4451	Grocery stores .....	3	41 311	3 708	923	324	—	—
44511	Supermarkets & other grocery (except convenience) stores .....	3	41 311	3 708	923	324	—	—
445110	Supermarkets & other grocery (except convenience) stores .....	3	41 311	3 708	923	324	—	—
446	Health & personal care stores .....	4	D	D	D	b	D	D
4461	Health & personal care stores .....	4	D	D	D	b	D	D
447	Gasoline stations .....	5	10 226	537	122	47	4.9	—
44711	Gasoline stations with convenience stores .....	5	10 226	537	122	47	4.9	—
447110	Gasoline stations with convenience stores .....	5	10 226	537	122	47	4.9	—
448	Clothing & clothing accessories stores .....	2	D	D	D	a	D	D
453	Miscellaneous store retailers .....	2	D	D	D	a	D	D
454	Nonstore retailers .....	10	9 964	1 814	445	116	13.1	—
4541	Electronic shopping & mail-order houses .....	4	D	D	D	c	D	D
45411	Electronic shopping & mail-order houses .....	4	D	D	D	c	D	D
454110	Electronic shopping & mail-order houses .....	4	D	D	D	c	D	D
4542	Vending machine operators .....	3	D	D	D	a	D	D
45421	Vending machine operators .....	3	D	D	D	a	D	D
454210	Vending machine operators .....	3	D	D	D	a	D	D
<b>NEENAH, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>94</b>	<b>284 832</b>	<b>21 530</b>	<b>5 169</b>	<b>1 436</b>	<b>2.1</b>	<b>4.8</b>
441	Motor vehicle & parts dealers .....	8	D	D	D	e	D	D
4411	Automobile dealers .....	5	D	D	D	e	D	D
44111	New car dealers .....	2	D	D	D	e	D	D
441110	New car dealers .....	2	D	D	D	e	D	D
44112	Used car dealers .....	3	D	D	D	b	D	D
441120	Used car dealers .....	3	D	D	D	b	D	D
4412	Other motor vehicle dealers .....	1	D	D	D	a	D	D
44121	Recreational vehicle dealers .....	1	D	D	D	a	D	D
441210	Recreational vehicle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	6	5 355	735	171	31	19.4	19.3
4421	Furniture stores .....	2	D	D	D	a	D	D
44211	Furniture stores .....	2	D	D	D	a	D	D
442110	Furniture stores .....	2	D	D	D	a	D	D
4422	Home furnishings stores .....	4	D	D	D	a	D	D
44229	Other home furnishings stores .....	2	D	D	D	a	D	D
443	Electronics & appliance stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	3	D	D	D	b	D	D
44413	Hardware stores .....	2	D	D	D	b	D	D
444130	Hardware stores .....	2	D	D	D	b	D	D
445	Food & beverage stores .....	11	52 722	4 692	1 298	336	.9	7.1
4451	Grocery stores .....	5	48 645	4 455	1 240	303	—	7.6
44511	Supermarkets & other grocery (except convenience) stores .....	5	48 645	4 455	1 240	303	—	7.6
445110	Supermarkets & other grocery (except convenience) stores .....	5	48 645	4 455	1 240	303	—	7.6
4452	Specialty food stores .....	1	D	D	D	a	D	D
446	Health & personal care stores .....	7	11 795	1 742	448	95	.7	—
4461	Health & personal care stores .....	7	11 795	1 742	448	95	.7	—
447	Gasoline stations .....	14	22 623	1 271	282	106	4.2	18.4
4471	Gasoline stations .....	14	22 623	1 271	282	106	4.2	18.4
44711	Gasoline stations with convenience stores .....	11	D	D	D	b	D	D
447110	Gasoline stations with convenience stores .....	11	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	12	5 357	925	165	61	33.9	1.4
4481	Clothing stores .....	6	2 730	525	82	28	30.4	—
44819	Other clothing stores .....	1	D	D	D	a	D	D
448190	Other clothing stores .....	1	D	D	D	a	D	D
4482101	Men's shoe stores .....	1	D	D	D	a	D	D

See footnotes at end of table.

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>NEENAH, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
451	Sporting goods, hobby, book, & music stores . . . . .	9	3 751	449	123	55	1.2	29.0
4511	Sporting goods, hobby, & musical instrument stores . .	7	D	D	D	b	D	D
4512	Book, periodical, & music stores . . . . .	2	D	D	D	b	D	D
452	General merchandise stores . . . . .	2	D	D	D	c	D	D
45299	All other general merchandise stores . . . . .	1	D	D	D	b	D	D
452990	All other general merchandise stores . . . . .	1	D	D	D	b	D	D
453	Miscellaneous store retailers . . . . .	13	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores . . . . .	6	D	D	D	b	D	D
4539	Other miscellaneous store retailers . . . . .	4	D	D	D	a	D	D
45399	All other miscellaneous store retailers . . . . .	2	D	D	D	a	D	D
454	Nonstore retailers . . . . .	7	D	D	D	b	D	D
4543	Direct selling establishments . . . . .	5	D	D	D	b	D	D
45431	Fuel dealers . . . . .	2	D	D	D	b	D	D
454311	Heating oil dealers . . . . .	1	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers . . .	1	D	D	D	a	D	D
<b>NEILLSVILLE, WI</b>								
<b>44-45</b>	<b>Retail trade . . . . .</b>	<b>21</b>	<b>52 846</b>	<b>4 812</b>	<b>1 101</b>	<b>311</b>	<b>11.3</b>	<b>10.0</b>
441	Motor vehicle & parts dealers . . . . .	5	D	D	D	b	D	D
442	Furniture & home furnishings stores . . . . .	1	D	D	D	a	D	D
443	Electronics & appliance stores . . . . .	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers . . . . .	1	D	D	D	a	D	D
4442	Lawn & garden equipment & supplies stores . . . . .	1	D	D	D	a	D	D
44422	Nursery & garden centers . . . . .	1	D	D	D	a	D	D
444220	Nursery & garden centers . . . . .	1	D	D	D	a	D	D
445	Food & beverage stores . . . . .	3	D	D	D	c	D	D
446	Health & personal care stores . . . . .	1	D	D	D	a	D	D
447	Gasoline stations . . . . .	4	4 530	321	73	26	12.0	17.1
448	Clothing & clothing accessories stores . . . . .	2	D	D	D	a	D	D
452	General merchandise stores . . . . .	2	D	D	D	b	D	D
45299	All other general merchandise stores . . . . .	2	D	D	D	b	D	D
452990	All other general merchandise stores . . . . .	2	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores . . . .	2	D	D	D	b	D	D
454	Nonstore retailers . . . . .	1	D	D	D	a	D	D
4541	Electronic shopping & mail-order houses . . . . .	1	D	D	D	a	D	D
45411	Electronic shopping & mail-order houses . . . . .	1	D	D	D	a	D	D
454110	Electronic shopping & mail-order houses . . . . .	1	D	D	D	a	D	D
<b>NEKOOSA, WI</b>								
<b>44-45</b>	<b>Retail trade . . . . .</b>	<b>13</b>	<b>16 242</b>	<b>1 425</b>	<b>316</b>	<b>139</b>	<b>26.5</b>	<b>—</b>
441	Motor vehicle & parts dealers . . . . .	2	D	D	D	a	D	D
4412	Other motor vehicle dealers . . . . .	1	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers . . .	1	D	D	D	a	D	D
442	Furniture & home furnishings stores . . . . .	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers . . . . .	2	D	D	D	a	D	D
445	Food & beverage stores . . . . .	2	D	D	D	b	D	D
446	Health & personal care stores . . . . .	1	D	D	D	a	D	D
447	Gasoline stations . . . . .	3	7 480	507	125	50	—	—
452	General merchandise stores . . . . .	2	D	D	D	a	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>NEW BERLIN, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>92</b>	<b>213 576</b>	<b>24 250</b>	<b>5 507</b>	<b>1 481</b>	<b>6.5</b>	<b>3.8</b>
441	Motor vehicle & parts dealers .....	10	15 520	2 107	502	93	3.4	8.9
4412	Other motor vehicle dealers .....	3	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	3	D	D	D	b	D	D
441221	Motorcycle dealers .....	3	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	4	1 462	213	35	5	100.0	—
443	Electronics & appliance stores .....	7	10 752	1 256	254	31	5.3	—
4431	Electronics & appliance stores .....	7	10 752	1 256	254	31	5.3	—
44311	Appliance, television, & other electronics stores .....	4	D	D	D	b	D	D
443111	Household appliance stores .....	2	D	D	D	a	D	D
44312	Computer & software stores .....	3	D	D	D	a	D	D
443120	Computer & software stores .....	3	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	16	47 617	7 235	1 631	370	7.4	.6
4441	Building material & supplies dealers .....	12	D	D	D	e	D	D
44419	Other building material dealers .....	10	41 495	6 094	1 421	317	6.2	.4
444190	Other building material dealers .....	10	41 495	6 094	1 421	317	6.2	.4
4442	Lawn & garden equipment & supplies stores .....	4	D	D	D	b	D	D
445	Food & beverage stores .....	7	48 230	3 435	806	296	4.4	—
4451	Grocery stores .....	6	D	D	D	e	D	D
44511	Supermarkets & other grocery (except convenience) stores .....	4	45 753	3 268	773	284	.4	—
445110	Supermarkets & other grocery (except convenience) stores .....	4	45 753	3 268	773	284	.4	—
4452	Specialty food stores .....	1	D	D	D	a	D	D
446	Health & personal care stores .....	6	7 478	811	189	83	10.2	2.8
4461	Health & personal care stores .....	6	7 478	811	189	83	10.2	2.8
447	Gasoline stations .....	12	20 711	1 025	225	90	13.9	28.8
4471	Gasoline stations .....	12	20 711	1 025	225	90	13.9	28.8
44711	Gasoline stations with convenience stores .....	8	13 252	593	117	45	—	10.6
447110	Gasoline stations with convenience stores .....	8	13 252	593	117	45	—	10.6
448	Clothing & clothing accessories stores .....	6	2 351	282	66	40	22.8	13.0
451	Sporting goods, hobby, book, & music stores .....	4	D	D	D	b	D	D
4511	Sporting goods, hobby, & musical instrument stores ..	4	D	D	D	b	D	D
45111	Sporting goods stores .....	2	D	D	D	b	D	D
451110	Sporting goods stores .....	2	D	D	D	b	D	D
4511101	General-line sporting goods stores .....	1	D	D	D	b	D	D
452	General merchandise stores .....	1	D	D	D	c	D	D
453	Miscellaneous store retailers .....	7	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	3	D	D	D	b	D	D
45399	All other miscellaneous store retailers .....	3	D	D	D	b	D	D
454	Nonstore retailers .....	12	36 395	5 460	1 201	222	2.6	.1
4541	Electronic shopping & mail-order houses .....	5	21 823	3 174	700	135	.2	—
45411	Electronic shopping & mail-order houses .....	5	21 823	3 174	700	135	.2	—
454110	Electronic shopping & mail-order houses .....	5	21 823	3 174	700	135	.2	—
4542	Vending machine operators .....	2	D	D	D	b	D	D
45421	Vending machine operators .....	2	D	D	D	b	D	D
454210	Vending machine operators .....	2	D	D	D	b	D	D
4543	Direct selling establishments .....	5	D	D	D	b	D	D
45439	Other direct selling establishments .....	4	D	D	D	b	D	D
454390	Other direct selling establishments .....	4	D	D	D	b	D	D
<b>NEW HOLSTEIN, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>16</b>	<b>32 977</b>	<b>2 611</b>	<b>616</b>	<b>220</b>	<b>3.2</b>	<b>14.8</b>
441	Motor vehicle & parts dealers .....	2	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	3	3 391	394	96	27	—	—
445	Food & beverage stores .....	2	D	D	D	b	D	D
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	4	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D

See footnotes at end of table.



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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>NEW HOLSTEIN, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
452	General merchandise stores .....	1	D	D	D	b	D	D
45299	All other general merchandise stores .....	1	D	D	D	b	D	D
452990	All other general merchandise stores .....	1	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores .....	1	D	D	D	b	D	D
<b>NEW LONDON, WI *</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>50</b>	<b>90 380</b>	<b>8 220</b>	<b>1 891</b>	<b>583</b>	<b>13.1</b>	<b>3.7</b>
441	Motor vehicle & parts dealers .....	11	22 597	1 248	273	55	25.2	—
44112	Used car dealers .....	2	D	D	D	a	D	D
441120	Used car dealers .....	2	D	D	D	a	D	D
4412	Other motor vehicle dealers .....	1	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	4	D	D	D	b	D	D
443	Electronics & appliance stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	4	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	2	D	D	D	b	D	D
44422	Nursery & garden centers .....	1	D	D	D	b	D	D
444220	Nursery & garden centers .....	1	D	D	D	b	D	D
445	Food & beverage stores .....	8	18 211	1 994	448	175	23.5	—
446	Health & personal care stores .....	4	4 411	570	135	30	—	53.4
447	Gasoline stations .....	6	8 080	463	96	46	.2	6.9
448	Clothing & clothing accessories stores .....	5	1 816	263	51	19	59.3	4.6
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	2	D	D	D	c	D	D
453	Miscellaneous store retailers .....	3	470	89	19	10	D	7.7
<b>NEW LONDON, WI (OUTAGAMIE COUNTY PART) *</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>10</b>	<b>8 286</b>	<b>911</b>	<b>194</b>	<b>68</b>	<b>2.5</b>	<b>30.0</b>
441	Motor vehicle & parts dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	2	D	D	D	a	D	D
446	Health & personal care stores .....	2	D	D	D	a	D	D
447	Gasoline stations .....	2	D	D	D	b	D	D
453	Miscellaneous store retailers .....	1	D	D	D	a	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>NEW LONDON, WI (WAUPACA COUNTY PART) *</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>40</b>	<b>82 094</b>	<b>7 309</b>	<b>1 697</b>	<b>515</b>	<b>14.2</b>	<b>1.0</b>
441	Motor vehicle & parts dealers .....	10	D	D	D	b	D	D
44112	Used car dealers .....	2	D	D	D	a	D	D
441120	Used car dealers .....	2	D	D	D	a	D	D
4412	Other motor vehicle dealers .....	1	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	3	D	D	D	a	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	2	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	2	D	D	D	b	D	D
44422	Nursery & garden centers .....	1	D	D	D	b	D	D
444220	Nursery & garden centers .....	1	D	D	D	b	D	D
445	Food & beverage stores .....	8	18 211	1 994	448	175	23.5	—
446	Health & personal care stores .....	2	D	D	D	b	D	D
447	Gasoline stations .....	4	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	5	1 816	263	51	19	59.3	4.6
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	2	D	D	D	c	D	D
453	Miscellaneous store retailers .....	2	D	D	D	a	D	D
<b>NEW RICHMOND, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>48</b>	<b>144 909</b>	<b>11 147</b>	<b>2 840</b>	<b>678</b>	<b>1.6</b>	<b>7.6</b>
441	Motor vehicle & parts dealers .....	6	71 499	4 519	1 303	145	—	—
4411	Automobile dealers .....	3	67 189	4 171	1 232	127	—	—
4412	Other motor vehicle dealers .....	1	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	1	D	D	D	a	D	D
441222	Boat dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	3	465	91	27	8	—	—
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	7	12 597	1 295	304	88	3.5	1.9
4441	Building material & supplies dealers .....	6	D	D	D	b	D	D
44413	Hardware stores .....	2	D	D	D	b	D	D
444130	Hardware stores .....	2	D	D	D	b	D	D
44419	Other building material dealers .....	4	D	D	D	b	D	D
444190	Other building material dealers .....	4	D	D	D	b	D	D
445	Food & beverage stores .....	6	21 899	2 228	525	165	3.1	—
446	Health & personal care stores .....	2	D	D	D	a	D	D
447	Gasoline stations .....	8	16 943	997	223	101	—	16.2
44711	Gasoline stations with convenience stores .....	7	D	D	D	b	D	D
447110	Gasoline stations with convenience stores .....	7	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	5	671	116	30	19	8.0	—
451	Sporting goods, hobby, book, & music stores .....	2	D	D	D	a	D	D
452	General merchandise stores .....	2	D	D	D	b	D	D
45299	All other general merchandise stores .....	2	D	D	D	b	D	D
452990	All other general merchandise stores .....	2	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores .....	2	D	D	D	b	D	D
453	Miscellaneous store retailers .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	5	5 597	526	164	33	—	—
4543	Direct selling establishments .....	5	5 597	526	164	33	—	—
45431	Fuel dealers .....	5	5 597	526	164	33	—	—
454311	Heating oil dealers .....	3	D	D	D	b	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>NORTH FOND DU LAC, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>8</b>	<b>7 362</b>	<b>1 034</b>	<b>197</b>	<b>71</b>	<b>6.5</b>	<b>.3</b>
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	1	D	D	D	a	D	D
445	Food & beverage stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	1	D	D	D	a	D	D
448	Clothing & clothing accessories stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	2	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	2	D	D	D	b	D	D
45399	All other miscellaneous store retailers .....	1	D	D	D	b	D	D
<b>NORTH HUDSON, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>2</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>D</b>	<b>D</b>
444	Building material & garden equipment & supplies dealers .....	1	D	D	D	a	D	D
445	Food & beverage stores .....	1	D	D	D	a	D	D
<b>OAK CREEK, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>57</b>	<b>291 595</b>	<b>29 729</b>	<b>7 209</b>	<b>1 695</b>	<b>1.7</b>	<b>1.5</b>
441	Motor vehicle & parts dealers .....	4	10 377	1 429	378	69	—	—
4412	Other motor vehicle dealers .....	2	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	1	D	D	D	b	D	D
441221	Motorcycle dealers .....	1	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	1	D	D	D	b	D	D
4421	Furniture stores .....	1	D	D	D	b	D	D
44211	Furniture stores .....	1	D	D	D	b	D	D
442110	Furniture stores .....	1	D	D	D	b	D	D
443	Electronics & appliance stores .....	2	D	D	D	c	D	D
4431	Electronics & appliance stores .....	2	D	D	D	c	D	D
44311	Appliance, television, & other electronics stores .....	1	D	D	D	c	D	D
443112	Radio, television, & other electronics stores .....	1	D	D	D	c	D	D
444	Building material & garden equipment & supplies dealers .....	10	60 338	6 245	1 471	287	—	—
4441	Building material & supplies dealers .....	9	D	D	D	e	D	D
44411	Home centers .....	1	D	D	D	c	D	D
444110	Home centers .....	1	D	D	D	c	D	D
44419	Other building material dealers .....	7	D	D	D	b	D	D
444190	Other building material dealers .....	7	D	D	D	b	D	D
445	Food & beverage stores .....	9	87 391	9 608	2 435	629	.5	3.7
4451	Grocery stores .....	7	D	D	D	f	D	D
44511	Supermarkets & other grocery (except convenience) stores .....	6	83 850	9 374	2 374	600	.1	3.9
445110	Supermarkets & other grocery (except convenience) stores .....	6	83 850	9 374	2 374	600	.1	3.9
446	Health & personal care stores .....	3	D	D	D	b	D	D
4461	Health & personal care stores .....	3	D	D	D	b	D	D
447	Gasoline stations .....	9	37 600	1 915	464	163	5.5	—
4471	Gasoline stations .....	9	37 600	1 915	464	163	5.5	—
44711	Gasoline stations with convenience stores .....	3	D	D	D	b	D	D
447110	Gasoline stations with convenience stores .....	3	D	D	D	b	D	D
44719	Other gasoline stations .....	6	D	D	D	c	D	D
447190	Other gasoline stations .....	6	D	D	D	c	D	D
448	Clothing & clothing accessories stores .....	3	3 243	496	123	47	—	—
452	General merchandise stores .....	1	D	D	D	c	D	D
4529	Other general merchandise stores .....	1	D	D	D	c	D	D
45299	All other general merchandise stores .....	1	D	D	D	c	D	D
452990	All other general merchandise stores .....	1	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores .....	1	D	D	D	c	D	D
453	Miscellaneous store retailers .....	9	3 693	718	138	45	9.3	8.5
4539	Other miscellaneous store retailers .....	2	D	D	D	b	D	D
45399	All other miscellaneous store retailers .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	6	2 760	331	74	19	46.4	—

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<b>OCONOMOWOC, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>91</b>	<b>221 389</b>	<b>19 406</b>	<b>4 626</b>	<b>1 414</b>	<b>5.1</b>	<b>.8</b>
441	Motor vehicle & parts dealers .....	12	85 134	5 740	1 281	223	2.0	2.0
4411	Automobile dealers .....	6	70 677	4 358	988	158	1.3	2.4
4412	Other motor vehicle dealers .....	3	11 621	943	208	47	—	—
44122	Motorcycle, boat, & other motor vehicle dealers .....	3	11 621	943	208	47	—	—
441221	Motorcycle dealers .....	1	D	D	D	a	D	D
441222	Boat dealers .....	2	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	3	D	D	D	a	D	D
443	Electronics & appliance stores .....	3	2 300	289	74	16	D	—
4431	Electronics & appliance stores .....	3	2 300	289	74	16	D	—
44311	Appliance, television, & other electronics stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	9	12 648	1 688	446	80	8.8	—
4441	Building material & supplies dealers .....	6	D	D	D	b	D	D
44419	Other building material dealers .....	4	9 633	1 149	317	36	3.8	—
444190	Other building material dealers .....	4	9 633	1 149	317	36	3.8	—
445	Food & beverage stores .....	9	56 995	4 896	1 280	465	—	—
4451	Grocery stores .....	6	D	D	D	e	D	D
44511	Supermarkets & other grocery (except convenience) stores .....	5	54 355	4 522	1 190	426	—	—
445110	Supermarkets & other grocery (except convenience) stores .....	5	54 355	4 522	1 190	426	—	—
4452	Specialty food stores .....	2	D	D	D	a	D	D
446	Health & personal care stores .....	10	15 857	1 856	484	125	4.2	—
4461	Health & personal care stores .....	10	15 857	1 856	484	125	4.2	—
447	Gasoline stations .....	9	17 487	1 233	316	132	5.6	—
44711	Gasoline stations with convenience stores .....	5	11 049	525	132	74	—	—
447110	Gasoline stations with convenience stores .....	5	11 049	525	132	74	—	—
448	Clothing & clothing accessories stores .....	9	4 114	450	96	49	38.0	—
451	Sporting goods, hobby, book, & music stores .....	8	D	D	D	b	D	D
4511	Sporting goods, hobby, & musical instrument stores ..	5	2 403	583	75	33	38.7	—
452	General merchandise stores .....	3	D	D	D	c	D	D
45299	All other general merchandise stores .....	2	D	D	D	b	D	D
452990	All other general merchandise stores .....	2	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores .....	1	D	D	D	b	D	D
453	Miscellaneous store retailers .....	10	D	D	D	b	D	D
45321	Office supplies & stationery stores .....	1	D	D	D	a	D	D
453210	Office supplies & stationery stores .....	1	D	D	D	a	D	D
4532102	Office supplies stores .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	6	D	D	D	a	D	D
<b>OCONTO, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>23</b>	<b>37 853</b>	<b>3 202</b>	<b>771</b>	<b>263</b>	<b>2.1</b>	<b>.1</b>
441	Motor vehicle & parts dealers .....	4	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	5	8 982	1 057	245	53	2.9	—
445	Food & beverage stores .....	2	D	D	D	c	D	D
446	Health & personal care stores .....	1	D	D	D	b	D	D
447	Gasoline stations .....	4	8 041	420	112	41	—	—
448	Clothing & clothing accessories stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	3	D	D	D	a	D	D
454	Nonstore retailers .....	1	D	D	D	a	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>OCONTO FALLS, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>18</b>	<b>56 477</b>	<b>4 480</b>	<b>1 011</b>	<b>253</b>	<b>8.7</b>	<b>.1</b>
441	Motor vehicle & parts dealers .....	5	24 906	1 402	355	58	16.4	—
4412	Other motor vehicle dealers .....	1	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	1	D	D	D	a	D	D
441222	Boat dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	3	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	3	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	1	D	D	D	b	D	D
44422	Nursery & garden centers .....	1	D	D	D	b	D	D
444220	Nursery & garden centers .....	1	D	D	D	b	D	D
445	Food & beverage stores .....	2	D	D	D	b	D	D
446	Health & personal care stores .....	3	D	D	D	a	D	D
447	Gasoline stations .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	1	D	D	D	a	D	D
<b>OMRO, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>12</b>	<b>14 126</b>	<b>1 278</b>	<b>267</b>	<b>124</b>	<b>15.5</b>	<b>—</b>
441	Motor vehicle & parts dealers .....	4	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	1	D	D	D	a	D	D
445	Food & beverage stores .....	3	D	D	D	b	D	D
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	2	D	D	D	b	D	D
453	Miscellaneous store retailers .....	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers .....	1	D	D	D	a	D	D
<b>ONALASKA, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>85</b>	<b>374 631</b>	<b>29 972</b>	<b>7 068</b>	<b>2 406</b>	<b>.7</b>	<b>.3</b>
441	Motor vehicle & parts dealers .....	5	7 146	1 015	199	35	—	—
4412	Other motor vehicle dealers .....	1	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	1	D	D	D	a	D	D
441221	Motorcycle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	5	1 639	217	46	16	2.5	—
443	Electronics & appliance stores .....	6	D	D	D	c	D	D
4431	Electronics & appliance stores .....	6	D	D	D	c	D	D
44311	Appliance, television, & other electronics stores .....	4	D	D	D	c	D	D
443111	Household appliance stores .....	2	D	D	D	b	D	D
443112	Radio, television, & other electronics stores .....	2	D	D	D	c	D	D
444	Building material & garden equipment & supplies dealers .....	7	D	D	D	c	D	D
4441	Building material & supplies dealers .....	5	D	D	D	c	D	D
44411	Home centers .....	1	D	D	D	c	D	D
444110	Home centers .....	1	D	D	D	c	D	D
44412	Paint & wallpaper stores .....	3	2 163	260	63	14	—	—
444120	Paint & wallpaper stores .....	3	2 163	260	63	14	—	—
445	Food & beverage stores .....	5	D	D	D	f	D	D
4451	Grocery stores .....	4	102 384	7 287	1 854	609	—	—
44511	Supermarkets & other grocery (except convenience) stores .....	4	102 384	7 287	1 854	609	—	—
445110	Supermarkets & other grocery (except convenience) stores .....	4	102 384	7 287	1 854	609	—	—
446	Health & personal care stores .....	8	D	D	D	b	D	D
4461	Health & personal care stores .....	8	D	D	D	b	D	D
44612	Cosmetics, beauty supplies, & perfume stores .....	2	D	D	D	a	D	D
446120	Cosmetics, beauty supplies, & perfume stores .....	2	D	D	D	a	D	D
447	Gasoline stations .....	9	D	D	D	b	D	D
4471	Gasoline stations .....	9	D	D	D	b	D	D
44711	Gasoline stations with convenience stores .....	8	D	D	D	b	D	D
447110	Gasoline stations with convenience stores .....	8	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	10	D	D	D	b	D	D
4481	Clothing stores .....	6	D	D	D	b	D	D
4482105	Athletic footwear stores .....	1	D	D	D	b	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>ONALASKA, WI—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
451	Sporting goods, hobby, book, & music stores .....	11	11 723	1 347	314	130	1.4	6.1
4511	Sporting goods, hobby, & musical instrument stores ..	11	11 723	1 347	314	130	1.4	6.1
45111	Sporting goods stores .....	5	7 036	747	171	64	—	—
451110	Sporting goods stores .....	5	7 036	747	171	64	—	—
4511102	Specialty-line sporting goods stores .....	4	D	D	D	b	D	D
45112	Hobby, toy, & game stores .....	3	D	D	D	b	D	D
451120	Hobby, toy, & game stores .....	3	D	D	D	b	D	D
45113	Sewing, needlework, & piece goods stores .....	3	D	D	D	a	D	D
451130	Sewing, needlework, & piece goods stores .....	3	D	D	D	a	D	D
452	General merchandise stores .....	5	D	D	D	f	D	D
4521	Department stores (incl leased depts) ## .....	4	100 562	N	N	N	—	—
45211	Department stores (incl leased depts) ## .....	4	100 562	N	N	N	—	—
4521	Department stores (excl leased depts) .....	4	100 176	7 719	1 948	754	—	—
45211	Department stores (excl leased depts) .....	4	100 176	7 719	1 948	754	—	—
452110	Department stores (excl leased depts) .....	4	100 176	7 719	1 948	754	—	—
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	4	100 176	7 719	1 948	754	—	—
4529	Other general merchandise stores .....	1	D	D	D	c	D	D
453	Miscellaneous store retailers .....	12	19 527	2 238	380	137	1.8	—
4532	Office supplies, stationery, & gift stores .....	4	5 536	434	100	59	—	—
45321	Office supplies & stationery stores .....	1	D	D	D	b	D	D
453210	Office supplies & stationery stores .....	1	D	D	D	b	D	D
4532102	Office supplies stores .....	1	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	6	D	D	D	b	D	D
45391	Pet & pet supplies stores .....	2	D	D	D	b	D	D
453910	Pet & pet supplies stores .....	2	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers .....	2	D	D	D	b	D	D
453930	Manufactured (mobile) home dealers .....	2	D	D	D	b	D	D
45399	All other miscellaneous store retailers .....	2	D	D	D	a	D	D
454	Nonstore retailers .....	2	D	D	D	a	D	D
<b>OREGON, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>25</b>	<b>35 726</b>	<b>3 055</b>	<b>784</b>	<b>221</b>	<b>27.4</b>	<b>—</b>
441	Motor vehicle & parts dealers .....	5	3 617	343	84	14	74.5	—
4412	Other motor vehicle dealers .....	1	D	D	D	a	D	D
44121	Recreational vehicle dealers .....	1	D	D	D	a	D	D
441210	Recreational vehicle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	3	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	2	D	D	D	a	D	D
44422	Nursery & garden centers .....	2	D	D	D	a	D	D
444220	Nursery & garden centers .....	2	D	D	D	a	D	D
445	Food & beverage stores .....	3	D	D	D	b	D	D
446	Health & personal care stores .....	3	2 763	390	95	15	D	—
447	Gasoline stations .....	3	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
4511	Sporting goods, hobby, & musical instrument stores ..	1	D	D	D	a	D	D
45111	Sporting goods stores .....	1	D	D	D	a	D	D
451110	Sporting goods stores .....	1	D	D	D	a	D	D
4511102	Specialty-line sporting goods stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	1	D	D	D	b	D	D
453	Miscellaneous store retailers .....	3	528	71	20	12	100.0	—
454	Nonstore retailers .....	1	D	D	D	a	D	D

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**Table 4. Summary Statistics for Places: 1997—Con.**

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>OSHKOSH, WI</b>								
<b>44-45</b>	<b>Retail trade . . . . .</b>	<b>332</b>	<b>841 471</b>	<b>83 297</b>	<b>17 950</b>	<b>4 744</b>	<b>2.5</b>	<b>7.5</b>
441	Motor vehicle & parts dealers . . . . .	40	160 833	10 772	2 604	507	1.4	19.8
4411	Automobile dealers . . . . .	19	142 464	7 466	1 877	346	1.2	22.3
44111	New car dealers . . . . .	8	130 896	6 816	1 746	326	—	24.1
441110	New car dealers . . . . .	8	130 896	6 816	1 746	326	—	24.1
44112	Used car dealers . . . . .	11	11 568	650	131	20	14.8	2.2
441120	Used car dealers . . . . .	11	11 568	650	131	20	14.8	2.2
4412	Other motor vehicle dealers . . . . .	4	6 773	928	187	37	—	—
44122	Motorcycle, boat, & other motor vehicle dealers . . . . .	4	6 773	928	187	37	—	—
441222	Boat dealers . . . . .	3	D	D	D	b	D	D
4413	Automotive parts, accessories, & tire stores . . . . .	17	11 596	2 378	540	124	4.7	—
44131	Automotive parts & accessories stores . . . . .	12	8 057	1 481	340	86	5.9	—
441310	Automotive parts & accessories stores . . . . .	12	8 057	1 481	340	86	5.9	—
44132	Tire dealers . . . . .	5	3 539	897	200	38	2.0	—
441320	Tire dealers . . . . .	5	3 539	897	200	38	2.0	—
442	Furniture & home furnishings stores . . . . .	26	19 281	2 257	573	163	21.6	4.4
4421	Furniture stores . . . . .	6	9 265	1 071	295	63	23.9	6.4
44211	Furniture stores . . . . .	6	9 265	1 071	295	63	23.9	6.4
442110	Furniture stores . . . . .	6	9 265	1 071	295	63	23.9	6.4
4422	Home furnishings stores . . . . .	20	10 016	1 186	278	100	19.5	2.6
44221	Floor covering stores . . . . .	9	4 762	495	100	23	41.0	—
442210	Floor covering stores . . . . .	9	4 762	495	100	23	41.0	—
44229	Other home furnishings stores . . . . .	11	5 254	691	178	77	—	5.0
442299	All other home furnishings stores . . . . .	10	D	D	D	b	D	D
443	Electronics & appliance stores . . . . .	14	20 105	2 571	673	117	.8	23.1
4431	Electronics & appliance stores . . . . .	14	20 105	2 571	673	117	.8	23.1
44311	Appliance, television, & other electronics stores . . . . .	10	D	D	D	b	D	D
443111	Household appliance stores . . . . .	6	D	D	D	b	D	D
443112	Radio, television, & other electronics stores . . . . .	4	2 847	346	119	24	—	—
44312	Computer & software stores . . . . .	3	D	D	D	b	D	D
443120	Computer & software stores . . . . .	3	D	D	D	b	D	D
44313	Camera & photographic supplies stores . . . . .	1	D	D	D	a	D	D
443130	Camera & photographic supplies stores . . . . .	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers . . . . .	26	109 700	12 022	3 035	512	.4	10.5
4441	Building material & supplies dealers . . . . .	25	D	D	D	e	D	D
44411	Home centers . . . . .	1	D	D	D	c	D	D
444110	Home centers . . . . .	1	D	D	D	c	D	D
44412	Paint & wallpaper stores . . . . .	4	D	D	D	b	D	D
444120	Paint & wallpaper stores . . . . .	4	D	D	D	b	D	D
44413	Hardware stores . . . . .	3	D	D	D	b	D	D
444130	Hardware stores . . . . .	3	D	D	D	b	D	D
44419	Other building material dealers . . . . .	17	76 449	7 690	1 824	254	.6	15.0
444190	Other building material dealers . . . . .	17	76 449	7 690	1 824	254	.6	15.0
4442	Lawn & garden equipment & supplies stores . . . . .	1	D	D	D	b	D	D
44422	Nursery & garden centers . . . . .	1	D	D	D	b	D	D
444220	Nursery & garden centers . . . . .	1	D	D	D	b	D	D
445	Food & beverage stores . . . . .	22	108 916	9 418	2 191	723	.9	.3
4451	Grocery stores . . . . .	13	D	D	D	f	D	D
44511	Supermarkets & other grocery (except convenience) stores . . . . .	11	106 741	8 955	2 090	692	.4	.3
445110	Supermarkets & other grocery (except convenience) stores . . . . .	11	106 741	8 955	2 090	692	.4	.3
4452	Specialty food stores . . . . .	5	D	D	D	b	D	D
446	Health & personal care stores . . . . .	29	18 416	2 733	658	223	18.6	8.6
4461	Health & personal care stores . . . . .	29	18 416	2 733	658	223	18.6	8.6
44612	Cosmetics, beauty supplies, & perfume stores . . . . .	5	D	D	D	b	D	D
446120	Cosmetics, beauty supplies, & perfume stores . . . . .	5	D	D	D	b	D	D
44613	Optical goods stores . . . . .	10	D	D	D	b	D	D
446130	Optical goods stores . . . . .	10	D	D	D	b	D	D
447	Gasoline stations . . . . .	35	54 855	2 788	646	252	9.4	10.8
4471	Gasoline stations . . . . .	35	54 855	2 788	646	252	9.4	10.8
44711	Gasoline stations with convenience stores . . . . .	23	43 986	1 962	438	176	7.9	13.5
447110	Gasoline stations with convenience stores . . . . .	23	43 986	1 962	438	176	7.9	13.5

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>OSHKOSH, WI—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
448	Clothing & clothing accessories stores .....	59	51 736	5 518	1 299	547	2.3	2.6
4481	Clothing stores .....	39	40 624	4 095	954	426	2.0	2.5
44811	Men's clothing stores .....	8	9 600	800	182	62	—	—
448110	Men's clothing stores .....	8	9 600	800	182	62	—	—
44813	Children's & infants' clothing stores .....	1	D	D	D	a	D	D
448130	Children's & infants' clothing stores .....	1	D	D	D	a	D	D
44814	Family clothing stores .....	7	18 932	1 983	454	203	—	—
448140	Family clothing stores .....	7	18 932	1 983	454	203	—	—
44815	Clothing accessories stores .....	3	D	D	D	a	D	D
448150	Clothing accessories stores .....	3	D	D	D	a	D	D
44819	Other clothing stores .....	8	3 791	412	94	52	4.0	—
448190	Other clothing stores .....	8	3 791	412	94	52	4.0	—
4482	Shoe stores .....	12	8 031	796	167	76	—	1.6
44821	Shoe stores .....	12	8 031	796	167	76	—	1.6
448210	Shoe stores .....	12	8 031	796	167	76	—	1.6
4482101	Men's shoe stores .....	1	D	D	D	a	D	D
4482104	Family shoe stores .....	9	4 932	377	90	38	—	2.6
4482105	Athletic footwear stores .....	1	D	D	D	b	D	D
4483	Jewelry, luggage, & leather goods stores .....	8	3 081	627	178	45	12.1	7.4
44832	Luggage & leather goods stores .....	3	D	D	D	a	D	D
448320	Luggage & leather goods stores .....	3	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	26	14 593	1 677	431	148	5.9	1.5
4511	Sporting goods, hobby, & musical instrument stores ..	17	10 197	1 087	280	82	4.5	2.1
45112	Hobby, toy, & game stores .....	5	5 759	503	149	35	4.8	—
451120	Hobby, toy, & game stores .....	5	5 759	503	149	35	4.8	—
45114	Musical instrument & supplies stores .....	1	D	D	D	a	D	D
451140	Musical instrument & supplies stores .....	1	D	D	D	a	D	D
4512	Book, periodical, & music stores .....	9	4 396	590	151	66	9.1	—
45121	Book stores & news dealers .....	8	D	D	D	b	D	D
451211	Book stores .....	8	D	D	D	b	D	D
4512111	Book stores, general .....	3	D	D	D	b	D	D
4512112	Specialty book stores .....	4	907	118	25	19	—	—
4512113	College book stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	7	D	D	D	f	D	D
4521	Department stores (incl leased depts) ## .....	4	79 053	N	N	N	—	—
45211	Department stores (incl leased depts) ## .....	4	79 053	N	N	N	—	—
4521	Department stores (excl leased depts) .....	4	78 378	7 109	1 683	628	—	—
45211	Department stores (excl leased depts) .....	4	78 378	7 109	1 683	628	—	—
452110	Department stores (excl leased depts) .....	4	78 378	7 109	1 683	628	—	—
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	4	78 378	7 109	1 683	628	—	—
4529	Other general merchandise stores .....	3	D	D	D	b	D	D
45299	All other general merchandise stores .....	3	D	D	D	b	D	D
452990	All other general merchandise stores .....	3	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores .....	1	D	D	D	b	D	D
453	Miscellaneous store retailers .....	28	D	D	D	c	D	D
4531	Florists .....	3	2 290	630	127	48	—	12.2
45311	Florists .....	3	2 290	630	127	48	—	12.2
453110	Florists .....	3	2 290	630	127	48	—	12.2
4532	Office supplies, stationery, & gift stores .....	8	7 316	876	128	46	6.1	34.5
45321	Office supplies & stationery stores .....	3	D	D	D	a	D	D
453210	Office supplies & stationery stores .....	3	D	D	D	a	D	D
4532102	Office supplies stores .....	3	D	D	D	a	D	D
4533	Used merchandise stores .....	7	1 425	314	70	35	—	2.1
45331	Used merchandise stores .....	7	1 425	314	70	35	—	2.1
453310	Used merchandise stores .....	7	1 425	314	70	35	—	2.1
4539	Other miscellaneous store retailers .....	10	D	D	D	b	D	D
45391	Pet & pet supplies stores .....	3	D	D	D	b	D	D
453910	Pet & pet supplies stores .....	3	D	D	D	b	D	D
45399	All other miscellaneous store retailers .....	6	D	D	D	b	D	D
454	Nonstore retailers .....	20	D	D	D	f	D	D
4541	Electronic shopping & mail-order houses .....	12	D	D	D	f	D	D
45411	Electronic shopping & mail-order houses .....	12	D	D	D	f	D	D
454110	Electronic shopping & mail-order houses .....	12	D	D	D	f	D	D
4542	Vending machine operators .....	3	D	D	D	b	D	D
45421	Vending machine operators .....	3	D	D	D	b	D	D
454210	Vending machine operators .....	3	D	D	D	b	D	D
45439	Other direct selling establishments .....	4	2 233	531	111	30	—	—
454390	Other direct selling establishments .....	4	2 233	531	111	30	—	—

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>PADDOCK LAKE, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>13</b>	<b>19 690</b>	<b>1 934</b>	<b>479</b>	<b>146</b>	<b>2.2</b>	<b>17.1</b>
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	1	D	D	D	a	D	D
445	Food & beverage stores .....	1	D	D	D	b	D	D
446	Health & personal care stores .....	1	D	D	D	b	D	D
447	Gasoline stations .....	5	6 230	252	58	32	5.5	36.3
448	Clothing & clothing accessories stores .....	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	2	D	D	D	a	D	D
<b>PARK FALLS, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>35</b>	<b>40 678</b>	<b>4 047</b>	<b>951</b>	<b>318</b>	<b>19.0</b>	<b>7.3</b>
441	Motor vehicle & parts dealers .....	4	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	3	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	2	D	D	D	b	D	D
445	Food & beverage stores .....	3	D	D	D	c	D	D
446	Health & personal care stores .....	3	D	D	D	a	D	D
447	Gasoline stations .....	6	5 657	360	83	33	37.7	28.8
448	Clothing & clothing accessories stores .....	4	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	3	D	D	D	b	D	D
45299	All other general merchandise stores .....	3	D	D	D	b	D	D
452990	All other general merchandise stores .....	3	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores .....	1	D	D	D	b	D	D
453	Miscellaneous store retailers .....	3	D	D	D	a	D	D
454	Nonstore retailers .....	2	D	D	D	a	D	D
<b>PESHTIGO, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>16</b>	<b>16 982</b>	<b>1 973</b>	<b>446</b>	<b>134</b>	<b>32.0</b>	<b>1.1</b>
441	Motor vehicle & parts dealers .....	4	5 072	393	90	25	33.7	.5
4412	Other motor vehicle dealers .....	1	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	3	D	D	D	a	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	1	D	D	D	a	D	D
446	Health & personal care stores .....	1	D	D	D	b	D	D
447	Gasoline stations .....	3	2 851	161	38	15	D	—
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	2	D	D	D	a	D	D
4539	Other miscellaneous store retailers .....	1	D	D	D	a	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>PEWAUKEE TOWN, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>29</b>	<b>86 315</b>	<b>9 664</b>	<b>2 077</b>	<b>303</b>	<b>4.2</b>	<b>2.5</b>
441	Motor vehicle & parts dealers .....	6	51 694	5 206	1 142	121	—	—
4412	Other motor vehicle dealers .....	1	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	1	D	D	D	a	D	D
441222	Boat dealers .....	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores .....	4	D	D	D	b	D	D
44131	Automotive parts & accessories stores .....	3	D	D	D	b	D	D
441310	Automotive parts & accessories stores .....	3	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	5	D	D	D	b	D	D
4422	Home furnishings stores .....	4	6 752	1 301	333	40	11.6	.7
44221	Floor covering stores .....	4	6 752	1 301	333	40	11.6	.7
442210	Floor covering stores .....	4	6 752	1 301	333	40	11.6	.7
443	Electronics & appliance stores .....	3	1 261	180	37	12	D	—
444	Building material & garden equipment & supplies dealers .....	4	10 504	1 258	207	30	—	—
4441	Building material & supplies dealers .....	3	D	D	D	b	D	D
44419	Other building material dealers .....	3	D	D	D	b	D	D
444190	Other building material dealers .....	3	D	D	D	b	D	D
445	Food & beverage stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	3	7 673	328	88	24	—	27.6
448	Clothing & clothing accessories stores .....	2	D	D	D	b	D	D
4483	Jewelry, luggage, & leather goods stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	4	4 553	637	108	25	7.3	—
<b>PEWAUKEE, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>43</b>	<b>148 319</b>	<b>14 867</b>	<b>3 265</b>	<b>786</b>	<b>2.5</b>	<b>1.8</b>
441	Motor vehicle & parts dealers .....	7	D	D	D	c	D	D
4411	Automobile dealers .....	1	D	D	D	c	D	D
4413	Automotive parts, accessories, & tire stores .....	4	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	2	D	D	D	b	D	D
4422	Home furnishings stores .....	2	D	D	D	b	D	D
44221	Floor covering stores .....	2	D	D	D	b	D	D
442210	Floor covering stores .....	2	D	D	D	b	D	D
443	Electronics & appliance stores .....	2	D	D	D	a	D	D
44313	Camera & photographic supplies stores .....	1	D	D	D	a	D	D
443130	Camera & photographic supplies stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	10	18 694	2 753	569	132	2.1	—
4441	Building material & supplies dealers .....	10	18 694	2 753	569	132	2.1	—
44413	Hardware stores .....	4	D	D	D	c	D	D
444130	Hardware stores .....	4	D	D	D	c	D	D
44419	Other building material dealers .....	5	9 534	885	220	18	—	—
444190	Other building material dealers .....	5	9 534	885	220	18	—	—
445	Food & beverage stores .....	4	D	D	D	e	D	D
4451	Grocery stores .....	3	44 799	3 887	1 006	327	—	5.4
44511	Supermarkets & other grocery (except convenience) stores .....	3	44 799	3 887	1 006	327	—	5.4
445110	Supermarkets & other grocery (except convenience) stores .....	3	44 799	3 887	1 006	327	—	5.4
446	Health & personal care stores .....	4	1 995	264	63	21	87.8	11.0
447	Gasoline stations .....	5	9 692	693	164	51	—	—
448	Clothing & clothing accessories stores .....	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	4	1 529	207	63	12	—	—
45113	Sewing, needlework, & piece goods stores .....	1	D	D	D	a	D	D
451130	Sewing, needlework, & piece goods stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	2	D	D	D	b	D	D
454	Nonstore retailers .....	1	D	D	D	a	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>PLATTEVILLE, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>63</b>	<b>116 014</b>	<b>10 887</b>	<b>2 531</b>	<b>833</b>	<b>6.7</b>	<b>7.0</b>
441	Motor vehicle & parts dealers .....	9	26 814	1 798	417	89	—	3.0
442	Furniture & home furnishings stores .....	3	923	174	42	11	D	—
443	Electronics & appliance stores .....	4	D	D	D	b	D	D
4431	Electronics & appliance stores .....	4	D	D	D	b	D	D
44312	Computer & software stores .....	2	D	D	D	a	D	D
443120	Computer & software stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	8	12 356	1 337	314	71	—	42.8
44419	Other building material dealers .....	3	D	D	D	b	D	D
444190	Other building material dealers .....	3	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	4	D	D	D	b	D	D
44422	Nursery & garden centers .....	4	D	D	D	b	D	D
444220	Nursery & garden centers .....	4	D	D	D	b	D	D
445	Food & beverage stores .....	3	D	D	D	c	D	D
446	Health & personal care stores .....	4	2 741	460	108	21	60.8	39.2
447	Gasoline stations .....	7	7 053	412	95	39	24.6	—
448	Clothing & clothing accessories stores .....	8	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores .....	3	D	D	D	a	D	D
452	General merchandise stores .....	2	D	D	D	e	D	D
453	Miscellaneous store retailers .....	6	D	D	D	b	D	D
45399	All other miscellaneous store retailers .....	2	D	D	D	a	D	D
454	Nonstore retailers .....	6	4 299	441	81	22	19.3	—
4543	Direct selling establishments .....	5	D	D	D	a	D	D
<b>PLEASANT PRAIRIE, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>75</b>	<b>99 821</b>	<b>7 492</b>	<b>1 630</b>	<b>520</b>	<b>4.2</b>	<b>16.7</b>
441	Motor vehicle & parts dealers .....	6	D	D	D	b	D	D
4412	Other motor vehicle dealers .....	1	D	D	D	a	D	D
44121	Recreational vehicle dealers .....	1	D	D	D	a	D	D
441210	Recreational vehicle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	6	5 635	663	154	47	—	50.6
4422	Home furnishings stores .....	6	5 635	663	154	47	—	50.6
44229	Other home furnishings stores .....	5	D	D	D	b	D	D
442299	All other home furnishings stores .....	5	D	D	D	b	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
445	Food & beverage stores .....	5	3 125	508	141	23	—	22.8
446	Health & personal care stores .....	3	D	D	D	a	D	D
44612	Cosmetics, beauty supplies, & perfume stores .....	2	D	D	D	a	D	D
446120	Cosmetics, beauty supplies, & perfume stores .....	2	D	D	D	a	D	D
447	Gasoline stations .....	7	14 745	717	144	50	—	26.5
44711	Gasoline stations with convenience stores .....	4	9 768	368	74	31	—	13.9
447110	Gasoline stations with convenience stores .....	4	9 768	368	74	31	—	13.9
448	Clothing & clothing accessories stores .....	41	51 234	4 018	888	316	—	17.3
4481	Clothing stores .....	29	31 943	2 555	552	197	—	26.8
44811	Men's clothing stores .....	5	6 027	493	116	41	—	33.0
448110	Men's clothing stores .....	5	6 027	493	116	41	—	33.0
44812	Women's clothing stores .....	12	12 718	1 059	266	98	—	27.9
448120	Women's clothing stores .....	12	12 718	1 059	266	98	—	27.9
44814	Family clothing stores .....	6	10 459	712	103	33	—	28.2
448140	Family clothing stores .....	6	10 459	712	103	33	—	28.2
44819	Other clothing stores .....	6	2 739	291	67	25	—	3.1
448190	Other clothing stores .....	6	2 739	291	67	25	—	3.1
4482	Shoe stores .....	8	17 816	1 272	285	100	—	—
44821	Shoe stores .....	8	17 816	1 272	285	100	—	—
448210	Shoe stores .....	8	17 816	1 272	285	100	—	—
4482101	Men's shoe stores .....	1	D	D	D	a	D	D
4482102	Women's shoe stores .....	4	D	D	D	b	D	D
4482105	Athletic footwear stores .....	2	D	D	D	b	D	D
44832	Luggage & leather goods stores .....	3	D	D	D	a	D	D
448320	Luggage & leather goods stores .....	3	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	4	D	D	D	b	D	D
4511	Sporting goods, hobby, & musical instrument stores ..	4	D	D	D	b	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>PLEASANT PRAIRIE, WI—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
453	Miscellaneous store retailers .....	2	D	D	D	a	D	D
4539	Other miscellaneous store retailers .....	2	D	D	D	a	D	D
45399	All other miscellaneous store retailers .....	1	D	D	D	a	D	D
<b>PLOVER, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>42</b>	<b>98 392</b>	<b>8 936</b>	<b>1 880</b>	<b>625</b>	<b>8.4</b>	<b>16.6</b>
441	Motor vehicle & parts dealers .....	4	3 019	446	62	23	35.6	—
442	Furniture & home furnishings stores .....	3	D	D	D	b	D	D
4421	Furniture stores .....	2	D	D	D	a	D	D
44211	Furniture stores .....	2	D	D	D	a	D	D
442110	Furniture stores .....	2	D	D	D	a	D	D
4422	Home furnishings stores .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	8	49 973	4 337	858	218	.4	—
4441	Building material & supplies dealers .....	4	34 451	2 920	638	163	—	—
44411	Home centers .....	1	D	D	D	c	D	D
444110	Home centers .....	1	D	D	D	c	D	D
44419	Other building material dealers .....	3	D	D	D	b	D	D
444190	Other building material dealers .....	3	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	4	15 522	1 417	220	55	1.2	—
44422	Nursery & garden centers .....	3	D	D	D	b	D	D
444220	Nursery & garden centers .....	3	D	D	D	b	D	D
445	Food & beverage stores .....	4	D	D	D	c	D	D
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	10	18 448	891	204	78	2.7	21.5
44711	Gasoline stations with convenience stores .....	9	D	D	D	b	D	D
447110	Gasoline stations with convenience stores .....	9	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	2	D	D	D	b	D	D
452	General merchandise stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	4	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	2	D	D	D	b	D	D
45399	All other miscellaneous store retailers .....	2	D	D	D	b	D	D
454	Nonstore retailers .....	1	D	D	D	a	D	D
<b>PLYMOUTH, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>47</b>	<b>155 194</b>	<b>11 947</b>	<b>2 824</b>	<b>825</b>	<b>.7</b>	<b>10.8</b>
441	Motor vehicle & parts dealers .....	7	D	D	D	c	D	D
4411	Automobile dealers .....	5	61 194	3 816	820	150	—	24.8
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	4	1 776	206	54	20	24.3	—
4431	Electronics & appliance stores .....	4	1 776	206	54	20	24.3	—
444	Building material & garden equipment & supplies dealers .....	5	3 275	532	127	39	15.4	—
445	Food & beverage stores .....	6	30 015	2 702	714	273	—	—
4451	Grocery stores .....	3	28 382	2 574	677	256	—	—
446	Health & personal care stores .....	5	4 059	605	158	55	—	6.6
447	Gasoline stations .....	6	8 273	727	173	47	.9	—
448	Clothing & clothing accessories stores .....	4	D	D	D	a	D	D
452	General merchandise stores .....	2	D	D	D	c	D	D
4529	Other general merchandise stores .....	1	D	D	D	b	D	D
45299	All other general merchandise stores .....	1	D	D	D	b	D	D
452990	All other general merchandise stores .....	1	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores .....	1	D	D	D	b	D	D
453	Miscellaneous store retailers .....	5	D	D	D	b	D	D
454	Nonstore retailers .....	2	D	D	D	a	D	D

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<b>PORTAGE, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>73</b>	<b>172 851</b>	<b>16 504</b>	<b>4 042</b>	<b>1 101</b>	<b>3.1</b>	<b>2.3</b>
441	Motor vehicle & parts dealers .....	13	50 366	4 986	1 176	184	—	2.6
4412	Other motor vehicle dealers .....	2	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	2	D	D	D	a	D	D
441229	All other motor vehicle dealers .....	2	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	2	D	D	D	a	D	D
443	Electronics & appliance stores .....	4	3 481	644	164	37	16.4	—
4431	Electronics & appliance stores .....	4	3 481	644	164	37	16.4	—
44311	Appliance, television, & other electronics stores .....	4	3 481	644	164	37	16.4	—
443111	Household appliance stores .....	2	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers .....	7	D	D	D	b	D	D
4441	Building material & supplies dealers .....	6	D	D	D	b	D	D
44419	Other building material dealers .....	5	13 362	1 752	500	59	.3	—
444190	Other building material dealers .....	5	13 362	1 752	500	59	.3	—
445	Food & beverage stores .....	7	D	D	D	c	D	D
4451	Grocery stores .....	4	D	D	D	c	D	D
446	Health & personal care stores .....	6	8 244	947	218	75	13.6	—
4461	Health & personal care stores .....	6	8 244	947	218	75	13.6	—
447	Gasoline stations .....	13	23 418	1 344	285	104	3.2	11.2
4471	Gasoline stations .....	13	23 418	1 344	285	104	3.2	11.2
44711	Gasoline stations with convenience stores .....	9	D	D	D	b	D	D
447110	Gasoline stations with convenience stores .....	9	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	10	3 279	458	113	48	36.3	—
451	Sporting goods, hobby, book, & music stores .....	3	535	52	16	11	—	—
452	General merchandise stores .....	2	D	D	D	e	D	D
453	Miscellaneous store retailers .....	4	D	D	D	b	D	D
454	Nonstore retailers .....	2	D	D	D	a	D	D
<b>PORT WASHINGTON, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>39</b>	<b>60 059</b>	<b>5 339</b>	<b>1 243</b>	<b>355</b>	<b>8.1</b>	<b>2.8</b>
441	Motor vehicle & parts dealers .....	6	27 829	2 070	505	103	6.5	—
4412	Other motor vehicle dealers .....	1	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	1	D	D	D	a	D	D
441221	Motorcycle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	2	D	D	D	a	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	5	3 471	431	79	28	21.0	—
445	Food & beverage stores .....	2	D	D	D	b	D	D
446	Health & personal care stores .....	3	D	D	D	b	D	D
4461	Health & personal care stores .....	3	D	D	D	b	D	D
447	Gasoline stations .....	6	6 796	529	128	52	—	—
448	Clothing & clothing accessories stores .....	5	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	6	D	D	D	a	D	D
4539	Other miscellaneous store retailers .....	2	D	D	D	a	D	D
45391	Pet & pet supplies stores .....	1	D	D	D	a	D	D
453910	Pet & pet supplies stores .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	2	D	D	D	a	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>PRAIRIE DU CHIEN, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>66</b>	<b>116 874</b>	<b>10 899</b>	<b>2 684</b>	<b>792</b>	<b>13.4</b>	<b>—</b>
441	Motor vehicle & parts dealers .....	11	D	D	D	c	D	D
4412	Other motor vehicle dealers .....	3	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	2	D	D	D	b	D	D
441222	Boat dealers .....	1	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	4	1 110	158	40	13	92.4	—
443	Electronics & appliance stores .....	5	2 003	309	76	19	52.6	—
4431	Electronics & appliance stores .....	5	2 003	309	76	19	52.6	—
44311	Appliance, television, & other electronics stores .....	4	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	7	5 475	785	188	50	5.6	—
445	Food & beverage stores .....	4	D	D	D	c	D	D
446	Health & personal care stores .....	3	2 677	262	63	15	100.0	—
447	Gasoline stations .....	8	8 541	756	185	85	4.0	—
448	Clothing & clothing accessories stores .....	10	5 772	829	186	74	15.5	—
4481	Clothing stores .....	7	D	D	D	b	D	D
4482105	Athletic footwear stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	4	D	D	D	c	D	D
453	Miscellaneous store retailers .....	8	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	3	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers .....	2	D	D	D	b	D	D
453930	Manufactured (mobile) home dealers .....	2	D	D	D	b	D	D
454	Nonstore retailers .....	2	D	D	D	a	D	D
<b>PRAIRIE DU SAC, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>15</b>	<b>40 322</b>	<b>3 768</b>	<b>893</b>	<b>181</b>	<b>7.2</b>	<b>54.5</b>
441	Motor vehicle & parts dealers .....	1	D	D	D	b	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	2	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	1	D	D	D	b	D	D
44422	Nursery & garden centers .....	1	D	D	D	b	D	D
444220	Nursery & garden centers .....	1	D	D	D	b	D	D
445	Food & beverage stores .....	1	D	D	D	b	D	D
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	4	1 216	189	43	22	65.5	—
4533	Used merchandise stores .....	2	D	D	D	a	D	D
45331	Used merchandise stores .....	2	D	D	D	a	D	D
453310	Used merchandise stores .....	2	D	D	D	a	D	D
454	Nonstore retailers .....	2	D	D	D	b	D	D
4543	Direct selling establishments .....	2	D	D	D	b	D	D
45439	Other direct selling establishments .....	2	D	D	D	b	D	D
454390	Other direct selling establishments .....	2	D	D	D	b	D	D
<b>PRESCOTT, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>12</b>	<b>26 329</b>	<b>1 771</b>	<b>400</b>	<b>134</b>	<b>3.4</b>	<b>—</b>
441	Motor vehicle & parts dealers .....	1	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers .....	2	D	D	D	a	D	D
445	Food & beverage stores .....	3	7 083	661	173	83	D	—
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	3	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	1	D	D	D	a	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>RACINE, WI</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>362</b>	<b>709 968</b>	<b>70 114</b>	<b>16 913</b>	<b>5 297</b>	<b>2.5</b>	<b>2.0</b>
441	Motor vehicle & parts dealers	31	66 114	5 448	1 270	246	2.6	3.2
4411	Automobile dealers	9	50 058	2 849	681	101	1.5	—
4412	Other motor vehicle dealers	7	6 398	673	147	39	8.9	—
44122	Motorcycle, boat, & other motor vehicle dealers	7	6 398	673	147	39	8.9	—
441222	Boat dealers	3	D	D	D	b	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores	15	9 658	1 926	442	106	3.8	22.2
44131	Automotive parts & accessories stores	12	D	D	D	b	D	D
441310	Automotive parts & accessories stores	12	D	D	D	b	D	D
44132	Tire dealers	3	D	D	D	b	D	D
441320	Tire dealers	3	D	D	D	b	D	D
442	Furniture & home furnishings stores	16	21 854	4 038	962	209	.5	15.8
4421	Furniture stores	7	11 753	2 054	509	119	—	—
44211	Furniture stores	7	11 753	2 054	509	119	—	—
442110	Furniture stores	7	11 753	2 054	509	119	—	—
4422	Home furnishings stores	9	10 101	1 984	453	90	1.0	34.2
44221	Floor covering stores	4	D	D	D	b	D	D
442210	Floor covering stores	4	D	D	D	b	D	D
44229	Other home furnishings stores	5	D	D	D	b	D	D
443	Electronics & appliance stores	11	36 213	2 281	560	198	1.7	—
4431	Electronics & appliance stores	11	36 213	2 281	560	198	1.7	—
44311	Appliance, television, & other electronics stores	8	D	D	D	c	D	D
443111	Household appliance stores	3	D	D	D	b	D	D
443112	Radio, television, & other electronics stores	5	D	D	D	c	D	D
44312	Computer & software stores	2	D	D	D	a	D	D
443120	Computer & software stores	2	D	D	D	a	D	D
44313	Camera & photographic supplies stores	1	D	D	D	a	D	D
443130	Camera & photographic supplies stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	21	101 416	9 852	2 441	506	.8	—
4441	Building material & supplies dealers	20	D	D	D	e	D	D
44411	Home centers	2	D	D	D	e	D	D
444110	Home centers	2	D	D	D	e	D	D
44413	Hardware stores	3	D	D	D	b	D	D
444130	Hardware stores	3	D	D	D	b	D	D
44419	Other building material dealers	12	45 336	4 317	1 041	146	1.4	—
444190	Other building material dealers	12	45 336	4 317	1 041	146	1.4	—
445	Food & beverage stores	51	134 844	11 420	2 787	882	4.9	2.8
4451	Grocery stores	28	122 373	10 367	2 547	774	3.8	2.1
44511	Supermarkets & other grocery (except convenience) stores	20	117 987	10 119	2 496	745	1.0	2.0
445110	Supermarkets & other grocery (except convenience) stores	20	117 987	10 119	2 496	745	1.0	2.0
44512	Convenience stores	8	4 386	248	51	29	78.4	5.3
445120	Convenience stores	8	4 386	248	51	29	78.4	5.3
4452	Specialty food stores	12	D	D	D	b	D	D
4453	Beer, wine, & liquor stores	11	D	D	D	b	D	D
44531	Beer, wine, & liquor stores	11	D	D	D	b	D	D
445310	Beer, wine, & liquor stores	11	D	D	D	b	D	D
446	Health & personal care stores	31	59 845	7 027	1 730	488	—	1.0
4461	Health & personal care stores	31	59 845	7 027	1 730	488	—	1.0
44611	Pharmacies & drug stores	11	51 557	5 273	1 333	395	—	—
446110	Pharmacies & drug stores	11	51 557	5 273	1 333	395	—	—
4461101	Pharmacies & drug stores	11	51 557	5 273	1 333	395	—	—
44612	Cosmetics, beauty supplies, & perfume stores	4	D	D	D	a	D	D
446120	Cosmetics, beauty supplies, & perfume stores	4	D	D	D	a	D	D
44613	Optical goods stores	9	D	D	D	b	D	D
446130	Optical goods stores	9	D	D	D	b	D	D
44619	Other health & personal care stores	7	D	D	D	b	D	D
446191	Food (health) supplement stores	2	D	D	D	a	D	D
447	Gasoline stations	35	48 090	2 974	736	279	4.1	5.2
4471	Gasoline stations	35	48 090	2 974	736	279	4.1	5.2
44711	Gasoline stations with convenience stores	26	39 977	1 913	468	198	4.1	6.3
447110	Gasoline stations with convenience stores	26	39 977	1 913	468	198	4.1	6.3

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**Table 4. Summary Statistics for Places: 1997—Con.**

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>RACINE, WI—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
448	Clothing & clothing accessories stores .....	68	41 405	4 904	1 198	498	5.7	3.6
4481	Clothing stores .....	37	21 935	2 342	575	283	6.2	—
44812	Women's clothing stores .....	17	D	D	D	c	D	D
448120	Women's clothing stores .....	17	D	D	D	c	D	D
44813	Children's & infants' clothing stores .....	1	D	D	D	a	D	D
448130	Children's & infants' clothing stores .....	1	D	D	D	a	D	D
44815	Clothing accessories stores .....	4	D	D	D	a	D	D
448150	Clothing accessories stores .....	4	D	D	D	a	D	D
44819	Other clothing stores .....	7	3 721	374	87	51	—	—
448190	Other clothing stores .....	7	3 721	374	87	51	—	—
4482	Shoe stores .....	10	8 057	820	201	106	—	—
44821	Shoe stores .....	10	8 057	820	201	106	—	—
448210	Shoe stores .....	10	8 057	820	201	106	—	—
4482105	Athletic footwear stores .....	4	5 510	525	129	74	—	—
4483	Jewelry, luggage, & leather goods stores .....	21	11 413	1 742	422	109	8.8	12.8
44831	Jewelry stores .....	21	11 413	1 742	422	109	8.8	12.8
448310	Jewelry stores .....	21	11 413	1 742	422	109	8.8	12.8
451	Sporting goods, hobby, book, & music stores .....	29	23 467	2 800	593	205	7.5	.3
4511	Sporting goods, hobby, & musical instrument stores ..	18	D	D	D	c	D	D
45112	Hobby, toy, & game stores .....	4	9 154	782	183	44	3.5	—
451120	Hobby, toy, & game stores .....	4	9 154	782	183	44	3.5	—
45113	Sewing, needlework, & piece goods stores .....	6	D	D	D	b	D	D
451130	Sewing, needlework, & piece goods stores .....	6	D	D	D	b	D	D
45114	Musical instrument & supplies stores .....	2	D	D	D	a	D	D
451140	Musical instrument & supplies stores .....	2	D	D	D	a	D	D
4512	Book, periodical, & music stores .....	11	D	D	D	b	D	D
45121	Book stores & news dealers .....	7	D	D	D	b	D	D
451211	Book stores .....	6	D	D	D	b	D	D
4512111	Book stores, general .....	3	D	D	D	b	D	D
4512112	Specialty book stores .....	1	D	D	D	b	D	D
4512113	College book stores .....	2	D	D	D	a	D	D
451212	News dealers & newsstands .....	1	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, & record stores ...	4	2 983	250	54	26	—	—
451220	Prerecorded tape, compact disc, & record stores ...	4	2 983	250	54	26	—	—
452	General merchandise stores .....	13	D	D	D	g	D	D
4521	Department stores (incl leased depts) ## .....	7	D	N	N	N	D	D
45211	Department stores (incl leased depts) ## .....	7	D	N	N	N	D	D
4521	Department stores (excl leased depts) .....	7	D	D	D	g	D	D
45211	Department stores (excl leased depts) .....	7	D	D	D	g	D	D
452110	Department stores (excl leased depts) .....	7	D	D	D	g	D	D
4521101	Conventional department stores (excl leased depts) .....	2	D	D	D	e	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	3	D	D	D	f	D	D
4521103	National chain department stores (excl leased depts) .....	2	D	D	D	e	D	D
4529	Other general merchandise stores .....	6	D	D	D	c	D	D
45299	All other general merchandise stores .....	5	D	D	D	b	D	D
452990	All other general merchandise stores .....	5	D	D	D	b	D	D
4529901	Variety stores .....	5	D	D	D	b	D	D
453	Miscellaneous store retailers .....	46	D	D	D	e	D	D
4531	Florists .....	8	2 665	702	166	86	7.8	.4
45311	Florists .....	8	2 665	702	166	86	7.8	.4
453110	Florists .....	8	2 665	702	166	86	7.8	.4
4532	Office supplies, stationery, & gift stores .....	16	9 850	960	230	140	8.6	.6
45321	Office supplies & stationery stores .....	2	D	D	D	b	D	D
453210	Office supplies & stationery stores .....	2	D	D	D	b	D	D
4532102	Office supplies stores .....	2	D	D	D	b	D	D
45322	Gift, novelty, & souvenir stores .....	14	D	D	D	b	D	D
453220	Gift, novelty, & souvenir stores .....	14	D	D	D	b	D	D
4533	Used merchandise stores .....	12	2 773	847	213	86	2.3	11.4
45331	Used merchandise stores .....	12	2 773	847	213	86	2.3	11.4
453310	Used merchandise stores .....	12	2 773	847	213	86	2.3	11.4
4539	Other miscellaneous store retailers .....	10	D	D	D	b	D	D
45391	Pet & pet supplies stores .....	3	D	D	D	b	D	D
453910	Pet & pet supplies stores .....	3	D	D	D	b	D	D
45392	Art dealers .....	2	D	D	D	a	D	D
453920	Art dealers .....	2	D	D	D	a	D	D
45399	All other miscellaneous store retailers .....	5	1 206	215	48	19	—	—
454	Nonstore retailers .....	10	5 847	1 347	309	51	9.2	—
4543	Direct selling establishments .....	7	D	D	D	b	D	D
45439	Other direct selling establishments .....	6	3 316	756	161	30	10.1	—
454390	Other direct selling establishments .....	6	3 316	756	161	30	10.1	—

See footnotes at end of table.



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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>REEDSBURG, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>56</b>	<b>116 502</b>	<b>18 998</b>	<b>3 998</b>	<b>1 426</b>	<b>16.8</b>	<b>5.6</b>
441	Motor vehicle & parts dealers .....	6	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	2	D	D	D	a	D	D
443	Electronics & appliance stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	10	10 732	1 269	328	76	18.7	45.9
44413	Hardware stores .....	2	D	D	D	b	D	D
444130	Hardware stores .....	2	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	3	D	D	D	a	D	D
44422	Nursery & garden centers .....	3	D	D	D	a	D	D
444220	Nursery & garden centers .....	3	D	D	D	a	D	D
445	Food & beverage stores .....	4	D	D	D	c	D	D
446	Health & personal care stores .....	5	8 156	1 651	373	69	45.4	—
4461	Health & personal care stores .....	5	8 156	1 651	373	69	45.4	—
44619	Other health & personal care stores .....	2	D	D	D	b	D	D
446199	All other health & personal care stores .....	1	D	D	D	b	D	D
447	Gasoline stations .....	6	9 727	760	166	59	1.1	—
448	Clothing & clothing accessories stores .....	6	1 773	268	65	28	54.3	—
451	Sporting goods, hobby, book, & music stores .....	2	D	D	D	a	D	D
452	General merchandise stores .....	2	D	D	D	b	D	D
45299	All other general merchandise stores .....	2	D	D	D	b	D	D
452990	All other general merchandise stores .....	2	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores .....	2	D	D	D	b	D	D
453	Miscellaneous store retailers .....	5	983	207	49	30	11.2	—
4532102	Office supplies stores .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	6	D	D	D	f	D	D
4541	Electronic shopping & mail-order houses .....	2	D	D	D	f	D	D
45411	Electronic shopping & mail-order houses .....	2	D	D	D	f	D	D
454110	Electronic shopping & mail-order houses .....	2	D	D	D	f	D	D
<b>RHINELANDER, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>111</b>	<b>216 550</b>	<b>21 947</b>	<b>5 232</b>	<b>1 405</b>	<b>7.3</b>	<b>1.3</b>
441	Motor vehicle & parts dealers .....	17	68 276	5 132	1 053	203	17.4	2.0
4411	Automobile dealers .....	8	D	D	D	c	D	D
4412	Other motor vehicle dealers .....	2	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	2	D	D	D	a	D	D
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	8	D	D	D	b	D	D
4421	Furniture stores .....	5	4 217	576	116	23	—	—
44211	Furniture stores .....	5	4 217	576	116	23	—	—
442110	Furniture stores .....	5	4 217	576	116	23	—	—
443	Electronics & appliance stores .....	6	1 345	160	46	13	51.1	8.5
4431	Electronics & appliance stores .....	6	1 345	160	46	13	51.1	8.5
444	Building material & garden equipment & supplies dealers .....	8	9 330	1 094	220	55	4.1	1.1
4441	Building material & supplies dealers .....	6	D	D	D	b	D	D
44419	Other building material dealers .....	3	D	D	D	a	D	D
444190	Other building material dealers .....	3	D	D	D	a	D	D
445	Food & beverage stores .....	11	27 461	3 931	922	357	.8	—
446	Health & personal care stores .....	8	5 875	887	220	54	—	6.8
4461	Health & personal care stores .....	8	5 875	887	220	54	—	6.8
447	Gasoline stations .....	10	12 299	768	180	85	2.3	5.5
44711	Gasoline stations with convenience stores .....	7	D	D	D	b	D	D
447110	Gasoline stations with convenience stores .....	7	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	14	14 329	1 877	461	151	6.7	—
4481	Clothing stores .....	6	11 672	1 477	373	110	1.7	—
44814	Family clothing stores .....	3	D	D	D	b	D	D
448140	Family clothing stores .....	3	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores .....	12	5 711	759	197	73	12.3	—
4511	Sporting goods, hobby, & musical instrument stores .....	9	D	D	D	b	D	D
45113	Sewing, needlework, & piece goods stores .....	3	D	D	D	a	D	D
451130	Sewing, needlework, & piece goods stores .....	3	D	D	D	a	D	D
4512	Book, periodical, & music stores .....	3	D	D	D	b	D	D
452	General merchandise stores .....	4	D	D	D	c	D	D

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<b>RHINELANDER, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
453	Miscellaneous store retailers .....	7	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores .....	5	D	D	D	b	D	D
45321	Office supplies & stationery stores .....	1	D	D	D	a	D	D
453210	Office supplies & stationery stores .....	1	D	D	D	a	D	D
4532102	Office supplies stores .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	6	D	D	D	c	D	D
4541	Electronic shopping & mail-order houses .....	2	D	D	D	c	D	D
45411	Electronic shopping & mail-order houses .....	2	D	D	D	c	D	D
454110	Electronic shopping & mail-order houses .....	2	D	D	D	c	D	D
<b>RICE LAKE, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>114</b>	<b>286 610</b>	<b>26 930</b>	<b>6 344</b>	<b>1 785</b>	<b>9.3</b>	<b>.8</b>
441	Motor vehicle & parts dealers .....	16	77 430	5 255	1 195	195	17.2	.1
4411	Automobile dealers .....	8	D	D	D	c	D	D
4412	Other motor vehicle dealers .....	3	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	2	D	D	D	a	D	D
441221	Motorcycle dealers .....	2	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores .....	5	D	D	D	b	D	D
44132	Tire dealers .....	2	D	D	D	b	D	D
441320	Tire dealers .....	2	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	8	5 390	703	151	39	52.2	26.8
4421	Furniture stores .....	4	3 590	511	109	27	35.6	40.2
44211	Furniture stores .....	4	3 590	511	109	27	35.6	40.2
442110	Furniture stores .....	4	3 590	511	109	27	35.6	40.2
443	Electronics & appliance stores .....	6	D	D	D	b	D	D
4431	Electronics & appliance stores .....	6	D	D	D	b	D	D
44311	Appliance, television, & other electronics stores .....	6	D	D	D	b	D	D
443112	Radio, television, & other electronics stores .....	3	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	9	20 020	2 768	635	123	.8	—
4441	Building material & supplies dealers .....	7	D	D	D	c	D	D
44413	Hardware stores .....	1	D	D	D	b	D	D
444130	Hardware stores .....	1	D	D	D	b	D	D
44419	Other building material dealers .....	5	10 454	1 457	309	46	—	—
444190	Other building material dealers .....	5	10 454	1 457	309	46	—	—
4442	Lawn & garden equipment & supplies stores .....	2	D	D	D	a	D	D
44422	Nursery & garden centers .....	1	D	D	D	a	D	D
444220	Nursery & garden centers .....	1	D	D	D	a	D	D
445	Food & beverage stores .....	11	34 225	3 116	698	259	6.0	.7
4451	Grocery stores .....	3	D	D	D	c	D	D
4452	Specialty food stores .....	5	D	D	D	a	D	D
446	Health & personal care stores .....	7	3 693	402	82	32	75.0	6.1
447	Gasoline stations .....	9	14 399	1 094	260	70	2.8	1.5
44711	Gasoline stations with convenience stores .....	6	D	D	D	b	D	D
447110	Gasoline stations with convenience stores .....	6	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	15	13 224	1 579	382	155	10.0	—
4481	Clothing stores .....	7	D	D	D	c	D	D
451	Sporting goods, hobby, book, & music stores .....	9	5 812	802	146	56	8.1	—
4511	Sporting goods, hobby, & musical instrument stores .....	6	4 736	702	119	44	10.0	—
45111	Sporting goods stores .....	3	D	D	D	b	D	D
451110	Sporting goods stores .....	3	D	D	D	b	D	D
4511101	General-line sporting goods stores .....	2	D	D	D	a	D	D
452	General merchandise stores .....	8	D	D	D	f	D	D
4521	Department stores (incl leased depts) ## .....	4	67 013	N	N	N	—	—
45211	Department stores (incl leased depts) ## .....	4	67 013	N	N	N	—	—
4521	Department stores (excl leased depts) .....	4	65 840	6 196	1 575	582	—	—
45211	Department stores (excl leased depts) .....	4	65 840	6 196	1 575	582	—	—
452110	Department stores (excl leased depts) .....	4	65 840	6 196	1 575	582	—	—
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	3	D	D	D	f	D	D
4529	Other general merchandise stores .....	4	D	D	D	c	D	D
45299	All other general merchandise stores .....	4	D	D	D	c	D	D
452990	All other general merchandise stores .....	4	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores .....	2	D	D	D	c	D	D
453	Miscellaneous store retailers .....	13	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	3	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers .....	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers .....	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers .....	2	D	D	D	a	D	D
454	Nonstore retailers .....	3	6 406	1 017	279	33	—	—
4543	Direct selling establishments .....	2	D	D	D	b	D	D
45439	Other direct selling establishments .....	1	D	D	D	b	D	D
454390	Other direct selling establishments .....	1	D	D	D	b	D	D

See footnotes at end of table.

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>RICHFIELD TOWN, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>16</b>	<b>27 189</b>	<b>2 807</b>	<b>650</b>	<b>213</b>	<b>13.2</b>	<b>2.6</b>
441	Motor vehicle & parts dealers .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	1	D	D	D	a	D	D
445	Food & beverage stores .....	2	D	D	D	b	D	D
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	4	7 330	545	120	49	48.0	1.1
448	Clothing & clothing accessories stores .....	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	2	D	D	D	a	D	D
454	Nonstore retailers .....	2	D	D	D	b	D	D
4543	Direct selling establishments .....	2	D	D	D	b	D	D
<b>RICHLAND CENTER, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>62</b>	<b>115 422</b>	<b>10 275</b>	<b>2 435</b>	<b>743</b>	<b>10.4</b>	<b>.8</b>
441	Motor vehicle & parts dealers .....	13	33 078	2 562	633	120	13.0	2.2
4412	Other motor vehicle dealers .....	2	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	2	D	D	D	b	D	D
441221	Motorcycle dealers .....	2	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	3	2 005	313	69	17	D	—
443	Electronics & appliance stores .....	5	3 484	691	160	33	—	—
4431	Electronics & appliance stores .....	5	3 484	691	160	33	—	—
44311	Appliance, television, & other electronics stores .....	3	D	D	D	a	D	D
44312	Computer & software stores .....	2	D	D	D	a	D	D
443120	Computer & software stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	5	13 652	1 161	303	61	.2	—
4442	Lawn & garden equipment & supplies stores .....	2	D	D	D	b	D	D
44422	Nursery & garden centers .....	2	D	D	D	b	D	D
444220	Nursery & garden centers .....	2	D	D	D	b	D	D
445	Food & beverage stores .....	4	D	D	D	c	D	D
4452	Specialty food stores .....	2	D	D	D	a	D	D
446	Health & personal care stores .....	4	D	D	D	b	D	D
447	Gasoline stations .....	7	D	D	D	b	D	D
44711	Gasoline stations with convenience stores .....	5	11 025	546	124	51	—	—
447110	Gasoline stations with convenience stores .....	5	11 025	546	124	51	—	—
448	Clothing & clothing accessories stores .....	7	5 339	664	155	63	23.1	—
4481	Clothing stores .....	5	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores .....	3	444	34	6	4	47.5	52.5
452	General merchandise stores .....	1	D	D	D	c	D	D
453	Miscellaneous store retailers .....	6	1 061	161	37	14	27.5	—
454	Nonstore retailers .....	4	D	D	D	a	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>RIPON, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>43</b>	<b>93 120</b>	<b>8 483</b>	<b>1 999</b>	<b>584</b>	<b>21.6</b>	<b>1.6</b>
441	Motor vehicle & parts dealers .....	6	31 342	2 419	546	87	57.2	—
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	4	1 241	151	44	13	5.5	19.9
444	Building material & garden equipment & supplies dealers .....	5	6 437	711	124	34	11.4	1.4
4442	Lawn & garden equipment & supplies stores .....	3	D	D	D	a	D	D
44422	Nursery & garden centers .....	2	D	D	D	a	D	D
444220	Nursery & garden centers .....	2	D	D	D	a	D	D
445	Food & beverage stores .....	3	D	D	D	c	D	D
446	Health & personal care stores .....	4	D	D	D	b	D	D
4461	Health & personal care stores .....	4	D	D	D	b	D	D
447	Gasoline stations .....	7	13 354	821	188	70	—	7.5
44711	Gasoline stations with convenience stores .....	6	D	D	D	b	D	D
447110	Gasoline stations with convenience stores .....	6	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	5	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores .....	2	D	D	D	a	D	D
4512113	College book stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	1	D	D	D	c	D	D
453	Miscellaneous store retailers .....	4	D	D	D	a	D	D
454	Nonstore retailers .....	1	D	D	D	a	D	D
<b>RIVER FALLS, WI *</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>67</b>	<b>106 061</b>	<b>10 716</b>	<b>2 597</b>	<b>758</b>	<b>4.2</b>	<b>4.6</b>
441	Motor vehicle & parts dealers .....	10	28 628	2 730	633	114	.5	—
442	Furniture & home furnishings stores .....	4	D	D	D	b	D	D
4421	Furniture stores .....	1	D	D	D	a	D	D
44211	Furniture stores .....	1	D	D	D	a	D	D
442110	Furniture stores .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	5	D	D	D	b	D	D
4431	Electronics & appliance stores .....	5	D	D	D	b	D	D
44311	Appliance, television, & other electronics stores .....	4	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers .....	8	12 463	1 416	409	69	9.9	—
4441	Building material & supplies dealers .....	7	D	D	D	b	D	D
44419	Other building material dealers .....	5	7 878	895	253	29	15.7	—
444190	Other building material dealers .....	5	7 878	895	253	29	15.7	—
4442	Lawn & garden equipment & supplies stores .....	1	D	D	D	a	D	D
44422	Nursery & garden centers .....	1	D	D	D	a	D	D
444220	Nursery & garden centers .....	1	D	D	D	a	D	D
445	Food & beverage stores .....	5	D	D	D	c	D	D
446	Health & personal care stores .....	5	3 292	428	108	51	8.8	—
447	Gasoline stations .....	7	11 519	676	162	60	—	19.2
44711	Gasoline stations with convenience stores .....	6	D	D	D	b	D	D
447110	Gasoline stations with convenience stores .....	6	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	6	803	81	16	10	24.5	13.1
451	Sporting goods, hobby, book, & music stores .....	5	1 828	149	32	20	58.3	—
4512113	College book stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	2	D	D	D	c	D	D
453	Miscellaneous store retailers .....	7	1 517	285	58	29	8.2	12.3
454	Nonstore retailers .....	3	D	D	D	b	D	D
4543	Direct selling establishments .....	2	D	D	D	b	D	D
45439	Other direct selling establishments .....	1	D	D	D	a	D	D
454390	Other direct selling establishments .....	1	D	D	D	a	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>RIVER FALLS, WI (PIERCE COUNTY PART) *</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>49</b>	<b>63 930</b>	<b>6 511</b>	<b>1 617</b>	<b>517</b>	<b>4.9</b>	<b>3.9</b>
441	Motor vehicle & parts dealers .....	4	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	3	D	D	D	a	D	D
4421	Furniture stores .....	1	D	D	D	a	D	D
44211	Furniture stores .....	1	D	D	D	a	D	D
442110	Furniture stores .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	5	D	D	D	b	D	D
4431	Electronics & appliance stores .....	5	D	D	D	b	D	D
44311	Appliance, television, & other electronics stores .....	4	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers .....	6	D	D	D	b	D	D
44419	Other building material dealers .....	4	D	D	D	b	D	D
444190	Other building material dealers .....	4	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	1	D	D	D	a	D	D
44422	Nursery & garden centers .....	1	D	D	D	a	D	D
444220	Nursery & garden centers .....	1	D	D	D	a	D	D
445	Food & beverage stores .....	5	D	D	D	c	D	D
446	Health & personal care stores .....	4	D	D	D	b	D	D
447	Gasoline stations .....	5	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	5	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	4	D	D	D	a	D	D
4512113	College book stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	6	D	D	D	b	D	D
454	Nonstore retailers .....	1	D	D	D	a	D	D
<b>RIVER FALLS, WI (ST. CROIX COUNTY PART) *</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>18</b>	<b>42 131</b>	<b>4 205</b>	<b>980</b>	<b>241</b>	<b>3.1</b>	<b>5.7</b>
441	Motor vehicle & parts dealers .....	6	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	2	D	D	D	a	D	D
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	2	D	D	D	a	D	D
448	Clothing & clothing accessories stores .....	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	1	D	D	D	c	D	D
453	Miscellaneous store retailers .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	2	D	D	D	b	D	D
4543	Direct selling establishments .....	2	D	D	D	b	D	D
45439	Other direct selling establishments .....	1	D	D	D	a	D	D
454390	Other direct selling establishments .....	1	D	D	D	a	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>ROTHSCHILD, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>16</b>	<b>31 559</b>	<b>4 209</b>	<b>1 013</b>	<b>277</b>	<b>.5</b>	<b>1.5</b>
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	2	D	D	D	b	D	D
44419	Other building material dealers .....	1	D	D	D	b	D	D
444190	Other building material dealers .....	1	D	D	D	b	D	D
445	Food & beverage stores .....	1	D	D	D	a	D	D
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	4	4 706	416	98	30	—	—
448	Clothing & clothing accessories stores .....	2	D	D	D	a	D	D
452	General merchandise stores .....	1	D	D	D	c	D	D
453	Miscellaneous store retailers .....	4	D	D	D	b	D	D
4533	Used merchandise stores .....	2	D	D	D	b	D	D
45331	Used merchandise stores .....	2	D	D	D	b	D	D
453310	Used merchandise stores .....	2	D	D	D	b	D	D
<b>ST. FRANCIS, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>16</b>	<b>43 648</b>	<b>3 327</b>	<b>866</b>	<b>333</b>	<b>9.4</b>	<b>—</b>
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	2	D	D	D	b	D	D
445	Food & beverage stores .....	6	32 660	1 976	548	240	2.0	—
4451	Grocery stores .....	2	D	D	D	c	D	D
4452	Specialty food stores .....	3	D	D	D	b	D	D
446	Health & personal care stores .....	2	D	D	D	b	D	D
447	Gasoline stations .....	1	D	D	D	a	D	D
448	Clothing & clothing accessories stores .....	2	D	D	D	a	D	D
452	General merchandise stores .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	1	D	D	D	a	D	D
<b>SAUK CITY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>30</b>	<b>81 386</b>	<b>7 665</b>	<b>1 729</b>	<b>487</b>	<b>44.6</b>	<b>1.3</b>
441	Motor vehicle & parts dealers .....	6	39 631	2 914	633	123	79.4	—
4412	Other motor vehicle dealers .....	2	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	2	D	D	D	b	D	D
441221	Motorcycle dealers .....	1	D	D	D	b	D	D
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	1	D	D	D	a	D	D
445	Food & beverage stores .....	2	D	D	D	c	D	D
446	Health & personal care stores .....	2	D	D	D	b	D	D
447	Gasoline stations .....	4	6 801	414	90	31	19.1	—
448	Clothing & clothing accessories stores .....	2	D	D	D	a	D	D
452	General merchandise stores .....	3	D	D	D	b	D	D
45299	All other general merchandise stores .....	3	D	D	D	b	D	D
452990	All other general merchandise stores .....	3	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores .....	3	D	D	D	b	D	D
453	Miscellaneous store retailers .....	3	661	144	21	10	D	—
454	Nonstore retailers .....	4	D	D	D	b	D	D
4543	Direct selling establishments .....	4	D	D	D	b	D	D
45431	Fuel dealers .....	2	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers .....	2	D	D	D	b	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>SAUKVILLE, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>13</b>	<b>93 868</b>	<b>7 534</b>	<b>1 766</b>	<b>454</b>	<b>1.5</b>	<b>—</b>
441	Motor vehicle & parts dealers .....	3	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers .....	1	D	D	D	a	D	D
4442	Lawn & garden equipment & supplies stores .....	1	D	D	D	a	D	D
44422	Nursery & garden centers .....	1	D	D	D	a	D	D
444220	Nursery & garden centers .....	1	D	D	D	a	D	D
445	Food & beverage stores .....	3	D	D	D	c	D	D
447	Gasoline stations .....	4	7 608	382	95	30	8.9	—
452	General merchandise stores .....	1	D	D	D	c	D	D
454	Nonstore retailers .....	1	D	D	D	a	D	D
<b>SEYMOUR, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>18</b>	<b>53 459</b>	<b>4 066</b>	<b>790</b>	<b>193</b>	<b>1.7</b>	<b>18.6</b>
441	Motor vehicle & parts dealers .....	5	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers .....	5	15 976	1 394	172	37	—	52.8
4442	Lawn & garden equipment & supplies stores .....	2	D	D	D	a	D	D
44422	Nursery & garden centers .....	2	D	D	D	a	D	D
444220	Nursery & garden centers .....	2	D	D	D	a	D	D
445	Food & beverage stores .....	1	D	D	D	b	D	D
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	2	D	D	D	a	D	D
448	Clothing & clothing accessories stores .....	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	1	D	D	D	a	D	D
<b>SHAWANO, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>90</b>	<b>201 809</b>	<b>21 203</b>	<b>4 813</b>	<b>1 367</b>	<b>12.2</b>	<b>9.1</b>
441	Motor vehicle & parts dealers .....	13	37 268	2 417	558	102	30.5	—
4412	Other motor vehicle dealers .....	2	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	2	D	D	D	a	D	D
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	6	6 585	973	250	52	12.8	—
4421	Furniture stores .....	3	D	D	D	b	D	D
44211	Furniture stores .....	3	D	D	D	b	D	D
442110	Furniture stores .....	3	D	D	D	b	D	D
443	Electronics & appliance stores .....	4	D	D	D	a	D	D
4431	Electronics & appliance stores .....	4	D	D	D	a	D	D
44311	Appliance, television, & other electronics stores .....	3	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	7	33 433	3 877	891	199	—	—
4441	Building material & supplies dealers .....	6	D	D	D	c	D	D
44413	Hardware stores .....	2	D	D	D	b	D	D
444130	Hardware stores .....	2	D	D	D	b	D	D
44419	Other building material dealers .....	4	D	D	D	b	D	D
444190	Other building material dealers .....	4	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	1	D	D	D	b	D	D
44422	Nursery & garden centers .....	1	D	D	D	b	D	D
444220	Nursery & garden centers .....	1	D	D	D	b	D	D
445	Food & beverage stores .....	5	D	D	D	e	D	D
4451	Grocery stores .....	3	33 495	3 600	785	266	—	30.0
4452	Specialty food stores .....	2	D	D	D	a	D	D
446	Health & personal care stores .....	6	D	D	D	b	D	D
4461	Health & personal care stores .....	6	D	D	D	b	D	D
447	Gasoline stations .....	14	15 125	1 204	262	111	8.9	—
44711	Gasoline stations with convenience stores .....	11	12 303	837	172	62	10.9	—
447110	Gasoline stations with convenience stores .....	11	12 303	837	172	62	10.9	—
448	Clothing & clothing accessories stores .....	13	7 499	988	225	90	17.5	3.0
4481	Clothing stores .....	6	5 398	740	164	66	1.4	—

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>SHAWANO, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
451	Sporting goods, hobby, book, & music stores .....	5	2 267	151	36	13	80.5	—
4511	Sporting goods, hobby, & musical instrument stores ..	3	D	D	D	a	D	D
4511101	General-line sporting goods stores .....	3	D	D	D	a	D	D
451212	News dealers & newsstands .....	1	D	D	D	a	D	D
452	General merchandise stores .....	5	41 719	4 454	935	393	—	18.8
45299	All other general merchandise stores .....	3	D	D	D	b	D	D
452990	All other general merchandise stores .....	3	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores .....	2	D	D	D	b	D	D
453	Miscellaneous store retailers .....	10	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	4	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers .....	2	D	D	D	b	D	D
453930	Manufactured (mobile) home dealers .....	2	D	D	D	b	D	D
454	Nonstore retailers .....	2	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ...	1	D	D	D	a	D	D
<b>SHEBOYGAN, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>210</b>	<b>523 933</b>	<b>54 687</b>	<b>13 042</b>	<b>3 565</b>	<b>12.7</b>	<b>1.7</b>
441	Motor vehicle & parts dealers .....	25	143 610	12 434	2 824	464	41.2	—
4411	Automobile dealers .....	17	135 813	11 141	2 547	403	43.1	—
44111	New car dealers .....	9	124 877	10 193	2 319	365	45.0	—
441110	New car dealers .....	9	124 877	10 193	2 319	365	45.0	—
44112	Used car dealers .....	8	10 936	948	228	38	21.2	—
441120	Used car dealers .....	8	10 936	948	228	38	21.2	—
4412	Other motor vehicle dealers .....	1	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers ...	1	D	D	D	a	D	D
441221	Motorcycle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	10	7 866	1 518	316	59	2.5	25.5
4421	Furniture stores .....	4	2 917	328	77	20	6.7	62.1
44211	Furniture stores .....	4	2 917	328	77	20	6.7	62.1
442110	Furniture stores .....	4	2 917	328	77	20	6.7	62.1
4422	Home furnishings stores .....	6	4 949	1 190	239	39	—	4.0
44221	Floor covering stores .....	5	D	D	D	b	D	D
442210	Floor covering stores .....	5	D	D	D	b	D	D
443	Electronics & appliance stores .....	10	11 982	1 637	362	88	3.8	13.1
4431	Electronics & appliance stores .....	10	11 982	1 637	362	88	3.8	13.1
44311	Appliance, television, & other electronics stores ....	7	D	D	D	b	D	D
443111	Household appliance stores .....	5	7 804	1 200	265	62	3.3	—
443112	Radio, television, & other electronics stores ....	2	D	D	D	a	D	D
44312	Computer & software stores .....	3	D	D	D	a	D	D
443120	Computer & software stores .....	3	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	12	42 025	5 260	1 166	191	2.1	—
4441	Building material & supplies dealers .....	12	42 025	5 260	1 166	191	2.1	—
44412	Paint & wallpaper stores .....	3	D	D	D	a	D	D
444120	Paint & wallpaper stores .....	3	D	D	D	a	D	D
44413	Hardware stores .....	3	D	D	D	b	D	D
444130	Hardware stores .....	3	D	D	D	b	D	D
44419	Other building material dealers .....	6	36 358	4 367	948	135	—	—
444190	Other building material dealers .....	6	36 358	4 367	948	135	—	—
445	Food & beverage stores .....	17	99 127	9 560	2 401	726	.8	—
4451	Grocery stores .....	10	D	D	D	f	D	D
44511	Supermarkets & other grocery (except convenience) stores .....	9	D	D	D	f	D	D
445110	Supermarkets & other grocery (except convenience) stores .....	9	D	D	D	f	D	D
4452	Specialty food stores .....	4	3 080	566	249	34	14.8	—
446	Health & personal care stores .....	23	32 317	5 016	1 287	306	—	1.1
4461	Health & personal care stores .....	23	32 317	5 016	1 287	306	—	1.1
44611	Pharmacies & drug stores .....	12	D	D	D	c	D	D
446110	Pharmacies & drug stores .....	12	D	D	D	c	D	D
4461101	Pharmacies & drug stores .....	12	D	D	D	c	D	D
44612	Cosmetics, beauty supplies, & perfume stores .....	2	D	D	D	a	D	D
446120	Cosmetics, beauty supplies, & perfume stores ...	2	D	D	D	a	D	D
44613	Optical goods stores .....	6	D	D	D	b	D	D
446130	Optical goods stores .....	6	D	D	D	b	D	D
447	Gasoline stations .....	25	34 865	2 196	528	206	4.6	2.6
4471	Gasoline stations .....	25	34 865	2 196	528	206	4.6	2.6
44711	Gasoline stations with convenience stores .....	20	30 349	1 604	380	165	—	2.9
447110	Gasoline stations with convenience stores .....	20	30 349	1 604	380	165	—	2.9
448	Clothing & clothing accessories stores .....	29	11 837	1 947	492	181	4.1	3.1
4481	Clothing stores .....	16	6 341	1 164	285	120	7.7	.9
4483	Jewelry, luggage, & leather goods stores .....	9	3 762	597	163	46	—	8.1
44831	Jewelry stores .....	9	3 762	597	163	46	—	8.1
448310	Jewelry stores .....	9	3 762	597	163	46	—	8.1

See footnotes at end of table.



**Table 4. Summary Statistics for Places: 1997—Con.**

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>SHEBOYGAN, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
451	Sporting goods, hobby, book, & music stores .....	23	12 195	1 408	328	142	7.5	7.4
4511	Sporting goods, hobby, & musical instrument stores ..	14	D	D	D	b	D	D
45114	Musical instrument & supplies stores .....	2	D	D	D	a	D	D
451140	Musical instrument & supplies stores .....	2	D	D	D	a	D	D
4512	Book, periodical, & music stores .....	9	D	D	D	b	D	D
45121	Book stores & news dealers .....	6	D	D	D	b	D	D
451211	Book stores .....	5	D	D	D	b	D	D
4512111	Book stores, general .....	3	D	D	D	b	D	D
4512112	Specialty book stores .....	1	D	D	D	a	D	D
4512113	College book stores .....	1	D	D	D	a	D	D
451212	News dealers & newsstands .....	1	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, & record stores ...	3	D	D	D	b	D	D
451220	Prerecorded tape, compact disc, & record stores ...	3	D	D	D	b	D	D
452	General merchandise stores .....	7	D	D	D	f	D	D
4521	Department stores (incl leased depts) ## .....	6	D	N	N	N	D	D
45211	Department stores (incl leased depts) ## .....	6	D	N	N	N	D	D
4521	Department stores (excl leased depts) .....	6	D	D	D	f	D	D
45211	Department stores (excl leased depts) .....	6	D	D	D	f	D	D
452110	Department stores (excl leased depts) .....	6	D	D	D	f	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	4	89 545	7 691	1 934	680	—	—
4521103	National chain department stores (excl leased depts) .....	1	D	D	D	c	D	D
453	Miscellaneous store retailers .....	25	D	D	D	c	D	D
4532	Office supplies, stationery, & gift stores .....	10	5 273	553	80	52	5.2	45.6
45321	Office supplies & stationery stores .....	2	D	D	D	a	D	D
453210	Office supplies & stationery stores .....	2	D	D	D	a	D	D
4532102	Office supplies stores .....	2	D	D	D	a	D	D
4533	Used merchandise stores .....	3	D	D	D	b	D	D
45331	Used merchandise stores .....	3	D	D	D	b	D	D
453310	Used merchandise stores .....	3	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	10	D	D	D	b	D	D
45399	All other miscellaneous store retailers .....	7	D	D	D	b	D	D
454	Nonstore retailers .....	4	D	D	D	b	D	D
4542	Vending machine operators .....	1	D	D	D	b	D	D
45421	Vending machine operators .....	1	D	D	D	b	D	D
454210	Vending machine operators .....	1	D	D	D	b	D	D
<b>SHEBOYGAN FALLS, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>26</b>	<b>47 204</b>	<b>5 167</b>	<b>1 260</b>	<b>344</b>	<b>2.4</b>	<b>7.5</b>
441	Motor vehicle & parts dealers .....	4	8 362	657	153	26	—	—
442	Furniture & home furnishings stores .....	4	1 750	330	66	18	26.6	—
444	Building material & garden equipment & supplies dealers .....	3	D	D	D	c	D	D
4441	Building material & supplies dealers .....	3	D	D	D	c	D	D
44412	Paint & wallpaper stores .....	1	D	D	D	b	D	D
444120	Paint & wallpaper stores .....	1	D	D	D	b	D	D
44419	Other building material dealers .....	1	D	D	D	b	D	D
444190	Other building material dealers .....	1	D	D	D	b	D	D
445	Food & beverage stores .....	2	D	D	D	b	D	D
447	Gasoline stations .....	6	7 199	495	148	68	2.6	35.9
448	Clothing & clothing accessories stores .....	2	D	D	D	a	D	D
452	General merchandise stores .....	1	D	D	D	b	D	D
45299	All other general merchandise stores .....	1	D	D	D	b	D	D
452990	All other general merchandise stores .....	1	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores ....	1	D	D	D	b	D	D
453	Miscellaneous store retailers .....	3	527	93	23	10	D	—
454	Nonstore retailers .....	1	D	D	D	a	D	D
4542	Vending machine operators .....	1	D	D	D	a	D	D
45421	Vending machine operators .....	1	D	D	D	a	D	D
454210	Vending machine operators .....	1	D	D	D	a	D	D

See footnotes at end of table.

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>SHOREWOOD, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>43</b>	<b>56 552</b>	<b>7 870</b>	<b>1 846</b>	<b>500</b>	<b>11.4</b>	<b>2.8</b>
442	Furniture & home furnishings stores .....	2	D	D	D	a	D	D
443	Electronics & appliance stores .....	3	684	57	18	8	D	—
44313	Camera & photographic supplies stores .....	1	D	D	D	a	D	D
443130	Camera & photographic supplies stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	1	D	D	D	a	D	D
445	Food & beverage stores .....	5	24 867	3 289	722	171	1.8	—
4452	Specialty food stores .....	2	D	D	D	b	D	D
446	Health & personal care stores .....	4	11 667	1 291	314	89	24.7	—
4461	Health & personal care stores .....	4	11 667	1 291	314	89	24.7	—
447	Gasoline stations .....	7	6 587	817	205	60	3.0	2.1
448	Clothing & clothing accessories stores .....	7	4 894	977	257	39	18.8	28.6
4481	Clothing stores .....	5	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores .....	4	2 440	395	87	58	—	—
4512	Book, periodical, & music stores .....	1	D	D	D	b	D	D
45121	Book stores & news dealers .....	1	D	D	D	b	D	D
4512112	Specialty book stores .....	1	D	D	D	b	D	D
453	Miscellaneous store retailers .....	9	D	D	D	b	D	D
4533	Used merchandise stores .....	2	D	D	D	a	D	D
45331	Used merchandise stores .....	2	D	D	D	a	D	D
453310	Used merchandise stores .....	2	D	D	D	a	D	D
4539	Other miscellaneous store retailers .....	3	D	D	D	b	D	D
45392	Art dealers .....	1	D	D	D	a	D	D
453920	Art dealers .....	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	1	D	D	D	a	D	D
<b>SLINGER, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>24</b>	<b>33 423</b>	<b>3 055</b>	<b>698</b>	<b>202</b>	<b>33.3</b>	<b>—</b>
441	Motor vehicle & parts dealers .....	3	D	D	D	a	D	D
443	Electronics & appliance stores .....	3	2 316	245	62	11	D	—
4431	Electronics & appliance stores .....	3	2 316	245	62	11	D	—
44312	Computer & software stores .....	2	D	D	D	a	D	D
443120	Computer & software stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	4	3 651	372	84	17	9.8	—
445	Food & beverage stores .....	5	12 312	1 379	304	81	3.0	—
4452	Specialty food stores .....	3	D	D	D	a	D	D
446	Health & personal care stores .....	1	D	D	D	b	D	D
447	Gasoline stations .....	4	6 896	379	93	35	30.8	—
451	Sporting goods, hobby, book, & music stores .....	2	D	D	D	a	D	D
452	General merchandise stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	1	D	D	D	a	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>SOUTH MILWAUKEE, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>45</b>	<b>53 990</b>	<b>6 386</b>	<b>1 566</b>	<b>527</b>	<b>9.6</b>	<b>1.9</b>
441	Motor vehicle & parts dealers .....	5	D	D	D	b	D	D
44131	Automotive parts & accessories stores .....	4	4 408	795	211	40	—	—
441310	Automotive parts & accessories stores .....	4	4 408	795	211	40	—	—
442	Furniture & home furnishings stores .....	2	D	D	D	a	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	6	2 232	257	63	19	57.5	—
445	Food & beverage stores .....	7	13 541	1 512	346	112	14.1	4.8
446	Health & personal care stores .....	4	7 608	1 110	248	79	—	.2
4461	Health & personal care stores .....	4	7 608	1 110	248	79	—	.2
447	Gasoline stations .....	4	8 407	323	73	27	8.5	—
448	Clothing & clothing accessories stores .....	6	1 215	321	79	31	96.1	3.9
451	Sporting goods, hobby, book, & music stores .....	2	D	D	D	a	D	D
452	General merchandise stores .....	1	D	D	D	c	D	D
453	Miscellaneous store retailers .....	4	D	D	D	b	D	D
454	Nonstore retailers .....	3	1 629	319	74	37	—	—
<b>SPARTA, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>46</b>	<b>74 979</b>	<b>6 843</b>	<b>1 600</b>	<b>510</b>	<b>5.2</b>	<b>1.7</b>
441	Motor vehicle & parts dealers .....	5	18 979	1 013	212	42	—	—
442	Furniture & home furnishings stores .....	1	D	D	D	b	D	D
4421	Furniture stores .....	1	D	D	D	b	D	D
44211	Furniture stores .....	1	D	D	D	b	D	D
442110	Furniture stores .....	1	D	D	D	b	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	5	4 675	539	139	38	—	1.3
445	Food & beverage stores .....	5	13 307	1 532	353	153	16.6	—
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	9	11 060	627	128	45	3.6	—
44711	Gasoline stations with convenience stores .....	5	D	D	D	b	D	D
447110	Gasoline stations with convenience stores .....	5	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	4	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	3	D	D	D	a	D	D
452	General merchandise stores .....	4	D	D	D	c	D	D
453	Miscellaneous store retailers .....	5	D	D	D	a	D	D
454	Nonstore retailers .....	3	D	D	D	a	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>SPOONER, WI</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>39</b>	<b>71 502</b>	<b>6 347</b>	<b>1 457</b>	<b>475</b>	<b>22.3</b>	<b>2.9</b>
441	Motor vehicle & parts dealers	5	D	D	D	b	D	D
442	Furniture & home furnishings stores	2	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	4	9 306	1 287	256	56	—	2.0
4441	Building material & supplies dealers	4	9 306	1 287	256	56	—	2.0
44419	Other building material dealers	2	D	D	D	b	D	D
444190	Other building material dealers	2	D	D	D	b	D	D
445	Food & beverage stores	3	D	D	D	c	D	D
446	Health & personal care stores	1	D	D	D	b	D	D
447	Gasoline stations	5	8 103	388	93	41	13.8	15.9
448	Clothing & clothing accessories stores	3	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	5	D	D	D	a	D	D
452	General merchandise stores	3	D	D	D	b	D	D
45299	All other general merchandise stores	3	D	D	D	b	D	D
452990	All other general merchandise stores	3	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	6	6 608	546	124	30	13.8	9.3
4543	Direct selling establishments	3	D	D	D	b	D	D
45431	Fuel dealers	3	D	D	D	b	D	D
454311	Heating oil dealers	1	D	D	D	a	D	D
<b>STEVENS POINT, WI</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>162</b>	<b>440 509</b>	<b>41 567</b>	<b>9 421</b>	<b>2 916</b>	<b>4.3</b>	<b>.9</b>
441	Motor vehicle & parts dealers	15	104 835	7 497	1 478	289	.1	.9
4411	Automobile dealers	7	97 230	6 209	1 223	226	—	—
44111	New car dealers	5	D	D	D	c	D	D
441110	New car dealers	5	D	D	D	c	D	D
4413	Automotive parts, accessories, & tire stores	7	D	D	D	b	D	D
44131	Automotive parts & accessories stores	6	D	D	D	b	D	D
441310	Automotive parts & accessories stores	6	D	D	D	b	D	D
442	Furniture & home furnishings stores	9	D	D	D	c	D	D
4421	Furniture stores	2	D	D	D	b	D	D
44211	Furniture stores	2	D	D	D	b	D	D
442110	Furniture stores	2	D	D	D	b	D	D
4422	Home furnishings stores	7	D	D	D	b	D	D
443	Electronics & appliance stores	6	D	D	D	a	D	D
4431	Electronics & appliance stores	6	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	13	21 153	2 224	499	110	9.8	.1
4441	Building material & supplies dealers	12	D	D	D	c	D	D
44419	Other building material dealers	6	D	D	D	b	D	D
444190	Other building material dealers	6	D	D	D	b	D	D
445	Food & beverage stores	14	77 529	6 777	1 756	681	2.7	.8
4451	Grocery stores	6	D	D	D	f	D	D
44511	Supermarkets & other grocery (except convenience) stores	6	D	D	D	f	D	D
445110	Supermarkets & other grocery (except convenience) stores	6	D	D	D	f	D	D
4452	Specialty food stores	4	1 085	306	72	19	—	57.1
446	Health & personal care stores	5	D	D	D	a	D	D
447	Gasoline stations	17	26 204	1 260	298	140	5.6	—
4471	Gasoline stations	17	26 204	1 260	298	140	5.6	—
44711	Gasoline stations with convenience stores	17	26 204	1 260	298	140	5.6	—
447110	Gasoline stations with convenience stores	17	26 204	1 260	298	140	5.6	—
448	Clothing & clothing accessories stores	22	19 456	2 836	663	227	3.2	—
4481	Clothing stores	11	D	D	D	c	D	D
4482104	Family shoe stores	5	D	D	D	b	D	D
4483	Jewelry, luggage, & leather goods stores	5	D	D	D	b	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>STEVENS POINT, WI—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
451	Sporting goods, hobby, book, & music stores .....	19	13 511	1 344	203	100	51.3	7.8
4511	Sporting goods, hobby, & musical instrument stores ..	10	10 198	1 009	132	58	64.4	9.2
45111	Sporting goods stores .....	6	D	D	D	b	D	D
451110	Sporting goods stores .....	6	D	D	D	b	D	D
45114	Musical instrument & supplies stores .....	2	D	D	D	a	D	D
451140	Musical instrument & supplies stores .....	2	D	D	D	a	D	D
4512	Book, periodical, & music stores .....	9	3 313	335	71	42	11.0	3.2
45121	Book stores & news dealers .....	6	2 490	261	54	34	14.7	—
451211	Book stores .....	6	2 490	261	54	34	14.7	—
4512111	Book stores, general .....	3	1 597	154	29	15	D	—
4512112	Specialty book stores .....	3	893	107	25	19	D	—
452	General merchandise stores .....	8	D	D	D	f	D	D
4521	Department stores (incl leased depts) ## .....	5	76 161	N	N	N	—	—
45211	Department stores (incl leased depts) ## .....	5	76 161	N	N	N	—	—
4521	Department stores (excl leased depts) .....	5	75 288	6 976	1 684	660	—	—
45211	Department stores (excl leased depts) .....	5	75 288	6 976	1 684	660	—	—
452110	Department stores (excl leased depts) .....	5	75 288	6 976	1 684	660	—	—
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	4	D	D	D	f	D	D
4529	Other general merchandise stores .....	3	D	D	D	c	D	D
45299	All other general merchandise stores .....	3	D	D	D	c	D	D
452990	All other general merchandise stores .....	3	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores .....	3	D	D	D	c	D	D
453	Miscellaneous store retailers .....	19	8 970	1 340	289	120	6.6	1.9
4532	Office supplies, stationery, & gift stores .....	8	D	D	D	b	D	D
4532102	Office supplies stores .....	2	D	D	D	a	D	D
4533	Used merchandise stores .....	1	D	D	D	a	D	D
45331	Used merchandise stores .....	1	D	D	D	a	D	D
453310	Used merchandise stores .....	1	D	D	D	a	D	D
4539	Other miscellaneous store retailers .....	8	D	D	D	b	D	D
45392	Art dealers .....	2	D	D	D	a	D	D
453920	Art dealers .....	2	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers .....	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers .....	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers .....	4	D	D	D	a	D	D
454	Nonstore retailers .....	15	42 048	5 843	1 461	334	7.2	.6
4541	Electronic shopping & mail-order houses .....	7	D	D	D	e	D	D
45411	Electronic shopping & mail-order houses .....	7	D	D	D	e	D	D
454110	Electronic shopping & mail-order houses .....	7	D	D	D	e	D	D
4543	Direct selling establishments .....	6	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers .....	2	D	D	D	a	D	D
<b>STOUGHTON, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>50</b>	<b>93 827</b>	<b>8 422</b>	<b>1 980</b>	<b>537</b>	<b>11.2</b>	<b>.8</b>
441	Motor vehicle & parts dealers .....	4	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	4	D	D	D	a	D	D
443	Electronics & appliance stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	4	10 257	1 513	424	46	—	—
44419	Other building material dealers .....	1	D	D	D	b	D	D
444190	Other building material dealers .....	1	D	D	D	b	D	D
445	Food & beverage stores .....	9	25 218	1 871	460	180	15.6	.2
4452	Specialty food stores .....	2	D	D	D	b	D	D
446	Health & personal care stores .....	3	3 639	493	115	24	D	—
447	Gasoline stations .....	4	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	3	1 156	235	63	14	D	—
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	2	D	D	D	c	D	D
453	Miscellaneous store retailers .....	11	2 653	432	102	40	24.0	13.9
4532102	Office supplies stores .....	1	D	D	D	a	D	D
4533	Used merchandise stores .....	2	D	D	D	a	D	D
45331	Used merchandise stores .....	2	D	D	D	a	D	D
453310	Used merchandise stores .....	2	D	D	D	a	D	D
454	Nonstore retailers .....	3	D	D	D	a	D	D

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**Table 4. Summary Statistics for Places: 1997—Con.**

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>STURGEON BAY, WI</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>103</b>	<b>164 478</b>	<b>14 409</b>	<b>3 229</b>	<b>1 010</b>	<b>14.9</b>	<b>19.3</b>
441	Motor vehicle & parts dealers	17	61 211	4 560	1 070	205	23.1	2.6
4411	Automobile dealers	9	54 061	3 513	814	155	26.2	.7
44112	Used car dealers	5	11 138	417	90	27	22.4	3.2
441120	Used car dealers	5	11 138	417	90	27	22.4	3.2
4412	Other motor vehicle dealers	2	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	2	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture & home furnishings stores	5	D	D	D	a	D	D
443	Electronics & appliance stores	8	3 438	540	120	31	17.0	—
4431	Electronics & appliance stores	8	3 438	540	120	31	17.0	—
44311	Appliance, television, & other electronics stores	5	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers	8	3 864	574	126	43	57.7	—
445	Food & beverage stores	6	D	D	D	c	D	D
4451	Grocery stores	4	D	D	D	c	D	D
446	Health & personal care stores	5	D	D	D	b	D	D
4461	Health & personal care stores	5	D	D	D	b	D	D
447	Gasoline stations	10	14 867	760	177	84	—	12.4
44711	Gasoline stations with convenience stores	10	14 867	760	177	84	—	12.4
447110	Gasoline stations with convenience stores	10	14 867	760	177	84	—	12.4
448	Clothing & clothing accessories stores	11	3 339	399	74	39	58.7	10.5
451	Sporting goods, hobby, book, & music stores	6	2 096	296	52	26	8.3	2.7
452	General merchandise stores	4	D	D	D	c	D	D
45299	All other general merchandise stores	3	D	D	D	b	D	D
452990	All other general merchandise stores	3	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	16	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores	9	2 320	225	38	36	77.5	3.0
45392	Art dealers	1	D	D	D	a	D	D
453920	Art dealers	1	D	D	D	a	D	D
454	Nonstore retailers	7	5 168	553	126	39	11.7	1.9
4543	Direct selling establishments	5	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	2	D	D	D	a	D	D
<b>STURTEVANT, WI</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>28</b>	<b>67 432</b>	<b>6 045</b>	<b>1 430</b>	<b>375</b>	<b>6.0</b>	<b>2.2</b>
441	Motor vehicle & parts dealers	5	D	D	D	b	D	D
44112	Used car dealers	3	6 400	285	43	11	—	—
441120	Used car dealers	3	6 400	285	43	11	—	—
442	Furniture & home furnishings stores	3	937	71	5	5	59.1	40.9
444	Building material & garden equipment & supplies dealers	4	14 347	1 327	294	72	—	—
4441	Building material & supplies dealers	2	D	D	D	b	D	D
44419	Other building material dealers	2	D	D	D	b	D	D
444190	Other building material dealers	2	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	2	D	D	D	b	D	D
44422	Nursery & garden centers	2	D	D	D	b	D	D
444220	Nursery & garden centers	2	D	D	D	b	D	D
445	Food & beverage stores	2	D	D	D	a	D	D
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	4	12 406	686	153	44	20.4	9.1
44711	Gasoline stations with convenience stores	3	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	3	D	D	D	b	D	D
448	Clothing & clothing accessories stores	4	1 632	246	82	28	—	—
452	General merchandise stores	1	D	D	D	c	D	D
4529	Other general merchandise stores	1	D	D	D	c	D	D
45299	All other general merchandise stores	1	D	D	D	c	D	D
452990	All other general merchandise stores	1	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores	1	D	D	D	c	D	D
453	Miscellaneous store retailers	3	D	D	D	a	D	D

See footnotes at end of table.

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>STURTEVANT, WI—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
454	Nonstore retailers .....	1	D	D	D	b	D	D
4542	Vending machine operators .....	1	D	D	D	b	D	D
45421	Vending machine operators .....	1	D	D	D	b	D	D
454210	Vending machine operators .....	1	D	D	D	b	D	D
<b>SUN PRAIRIE, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>70</b>	<b>192 707</b>	<b>18 428</b>	<b>3 790</b>	<b>1 187</b>	<b>2.2</b>	<b>1.8</b>
441	Motor vehicle & parts dealers .....	8	33 817	3 686	793	127	1.0	—
4413	Automotive parts, accessories, & tire stores .....	5	D	D	D	b	D	D
44131	Automotive parts & accessories stores .....	5	D	D	D	b	D	D
441310	Automotive parts & accessories stores .....	5	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	6	3 904	518	121	25	24.6	—
4422	Home furnishings stores .....	5	D	D	D	b	D	D
44221	Floor covering stores .....	4	D	D	D	b	D	D
442210	Floor covering stores .....	4	D	D	D	b	D	D
443	Electronics & appliance stores .....	2	D	D	D	a	D	D
4431	Electronics & appliance stores .....	2	D	D	D	a	D	D
44312	Computer & software stores .....	1	D	D	D	a	D	D
443120	Computer & software stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	5	6 309	670	238	44	1.8	—
4442	Lawn & garden equipment & supplies stores .....	2	D	D	D	a	D	D
44422	Nursery & garden centers .....	2	D	D	D	a	D	D
444220	Nursery & garden centers .....	2	D	D	D	a	D	D
445	Food & beverage stores .....	5	D	D	D	e	D	D
4451	Grocery stores .....	3	34 729	3 174	800	278	—	—
446	Health & personal care stores .....	6	10 315	1 263	341	81	1.0	2.2
4461	Health & personal care stores .....	6	10 315	1 263	341	81	1.0	2.2
447	Gasoline stations .....	7	12 441	554	136	47	—	13.6
44711	Gasoline stations with convenience stores .....	7	12 441	554	136	47	—	13.6
447110	Gasoline stations with convenience stores .....	7	12 441	554	136	47	—	13.6
448	Clothing & clothing accessories stores .....	4	1 365	207	49	18	23.7	—
451	Sporting goods, hobby, book, & music stores .....	7	2 553	252	46	24	61.2	.5
4511	Sporting goods, hobby, & musical instrument stores ..	7	2 553	252	46	24	61.2	.5
45113	Sewing, needlework, & piece goods stores .....	3	D	D	D	a	D	D
451130	Sewing, needlework, & piece goods stores .....	3	D	D	D	a	D	D
452	General merchandise stores .....	2	D	D	D	c	D	D
45299	All other general merchandise stores .....	1	D	D	D	b	D	D
452990	All other general merchandise stores .....	1	D	D	D	b	D	D
453	Miscellaneous store retailers .....	12	D	D	D	b	D	D
4532101	Stationery stores .....	1	D	D	D	a	D	D
4539	Other miscellaneous store retailers .....	2	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers .....	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	6	D	D	D	c	D	D
4541	Electronic shopping & mail-order houses .....	2	D	D	D	c	D	D
45411	Electronic shopping & mail-order houses .....	2	D	D	D	c	D	D
454110	Electronic shopping & mail-order houses .....	2	D	D	D	c	D	D
4543	Direct selling establishments .....	3	D	D	D	b	D	D
45439	Other direct selling establishments .....	3	D	D	D	b	D	D
454390	Other direct selling establishments .....	3	D	D	D	b	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>SUPERIOR, WI</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>128</b>	<b>309 213</b>	<b>28 583</b>	<b>6 664</b>	<b>1 884</b>	<b>2.7</b>	<b>.8</b>
441	Motor vehicle & parts dealers	17	D	D	D	e	D	D
4411	Automobile dealers	6	D	D	D	c	D	D
4412	Other motor vehicle dealers	2	D	D	D	a	D	D
442	Furniture & home furnishings stores	7	3 874	650	141	35	37.6	—
4421	Furniture stores	3	2 391	314	69	17	D	—
44211	Furniture stores	3	2 391	314	69	17	D	—
442110	Furniture stores	3	2 391	314	69	17	D	—
443	Electronics & appliance stores	6	3 189	684	115	26	—	4.1
4431	Electronics & appliance stores	6	3 189	684	115	26	—	4.1
44311	Appliance, television, & other electronics stores	6	3 189	684	115	26	—	4.1
443112	Radio, television, & other electronics stores	4	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers	10	31 690	3 373	660	142	—	—
4441	Building material & supplies dealers	9	D	D	D	c	D	D
44419	Other building material dealers	5	D	D	D	b	D	D
444190	Other building material dealers	5	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	1	D	D	D	a	D	D
44422	Nursery & garden centers	1	D	D	D	a	D	D
444220	Nursery & garden centers	1	D	D	D	a	D	D
445	Food & beverage stores	22	63 115	5 903	1 380	441	7.0	.6
4451	Grocery stores	9	D	D	D	e	D	D
44511	Supermarkets & other grocery (except convenience) stores	8	D	D	D	e	D	D
445110	Supermarkets & other grocery (except convenience) stores	8	D	D	D	e	D	D
4452	Specialty food stores	3	D	D	D	a	D	D
4453	Beer, wine, & liquor stores	10	D	D	D	c	D	D
44531	Beer, wine, & liquor stores	10	D	D	D	c	D	D
445310	Beer, wine, & liquor stores	10	D	D	D	c	D	D
446	Health & personal care stores	11	10 127	1 320	327	96	—	6.1
4461	Health & personal care stores	11	10 127	1 320	327	96	—	6.1
447	Gasoline stations	18	30 342	1 948	522	185	5.8	1.8
4471	Gasoline stations	18	30 342	1 948	522	185	5.8	1.8
44711	Gasoline stations with convenience stores	13	25 607	1 505	417	151	6.9	2.2
447110	Gasoline stations with convenience stores	13	25 607	1 505	417	151	6.9	2.2
448	Clothing & clothing accessories stores	10	5 417	768	170	76	11.1	—
4481	Clothing stores	5	3 973	540	128	59	15.1	—
44819	Other clothing stores	2	D	D	D	b	D	D
448190	Other clothing stores	2	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores	10	D	D	D	b	D	D
4511	Sporting goods, hobby, & musical instrument stores	8	6 601	673	188	64	1.5	—
45111	Sporting goods stores	5	5 991	575	163	47	—	—
451110	Sporting goods stores	5	5 991	575	163	47	—	—
4511101	General-line sporting goods stores	1	D	D	D	b	D	D
451212	News dealers & newsstands	1	D	D	D	a	D	D
452	General merchandise stores	5	D	D	D	e	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts)	3	D	D	D	e	D	D
453	Miscellaneous store retailers	8	D	D	D	b	D	D
454	Nonstore retailers	4	13 586	811	196	36	—	—
4543	Direct selling establishments	3	D	D	D	b	D	D
45431	Fuel dealers	3	D	D	D	a	D	D
454311	Heating oil dealers	2	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	1	D	D	D	a	D	D
<b>SUSSEX, WI</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>23</b>	<b>48 476</b>	<b>4 386</b>	<b>1 125</b>	<b>328</b>	<b>15.0</b>	<b>2.3</b>
441	Motor vehicle & parts dealers	3	1 526	147	33	12	D	—
442	Furniture & home furnishings stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	4	22 855	2 078	496	98	17.6	—
4441	Building material & supplies dealers	3	D	D	D	b	D	D
44419	Other building material dealers	2	D	D	D	b	D	D
444190	Other building material dealers	2	D	D	D	b	D	D
445	Food & beverage stores	4	D	D	D	c	D	D
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	5	8 221	443	110	56	28.9	—
453	Miscellaneous store retailers	3	154	25	10	9	D	—

See footnotes at end of table.



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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>SUSSEX, WI—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
454	Nonstore retailers .....	1	D	D	D	a	D	D
<b>THIENSVILLE, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>32</b>	<b>73 311</b>	<b>7 107</b>	<b>1 960</b>	<b>313</b>	<b>28.1</b>	<b>4.8</b>
441	Motor vehicle & parts dealers .....	5	45 602	4 099	1 178	100	40.5	6.0
4412	Other motor vehicle dealers .....	2	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	2	D	D	D	b	D	D
441221	Motorcycle dealers .....	1	D	D	D	b	D	D
441222	Boat dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	2	D	D	D	a	D	D
4421	Furniture stores .....	1	D	D	D	a	D	D
44211	Furniture stores .....	1	D	D	D	a	D	D
442110	Furniture stores .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	3	D	D	D	b	D	D
4441	Building material & supplies dealers .....	1	D	D	D	b	D	D
44419	Other building material dealers .....	1	D	D	D	b	D	D
444190	Other building material dealers .....	1	D	D	D	b	D	D
445	Food & beverage stores .....	5	3 451	637	241	84	26.1	—
4452	Specialty food stores .....	2	D	D	D	b	D	D
446	Health & personal care stores .....	2	D	D	D	b	D	D
4461	Health & personal care stores .....	2	D	D	D	b	D	D
447	Gasoline stations .....	2	D	D	D	a	D	D
448	Clothing & clothing accessories stores .....	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	7	D	D	D	b	D	D
454	Nonstore retailers .....	2	D	D	D	a	D	D
<b>TOMAH, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>56</b>	<b>133 922</b>	<b>11 817</b>	<b>2 942</b>	<b>824</b>	<b>11.9</b>	<b>.1</b>
441	Motor vehicle & parts dealers .....	9	37 041	1 908	488	81	9.4	—
4412	Other motor vehicle dealers .....	2	D	D	D	a	D	D
44121	Recreational vehicle dealers .....	1	D	D	D	a	D	D
441210	Recreational vehicle dealers .....	1	D	D	D	a	D	D
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	5	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers .....	7	14 733	2 115	541	95	12.9	—
4441	Building material & supplies dealers .....	6	D	D	D	b	D	D
44419	Other building material dealers .....	5	D	D	D	b	D	D
444190	Other building material dealers .....	5	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	1	D	D	D	a	D	D
44422	Nursery & garden centers .....	1	D	D	D	a	D	D
444220	Nursery & garden centers .....	1	D	D	D	a	D	D
445	Food & beverage stores .....	6	D	D	D	c	D	D
4452	Specialty food stores .....	2	D	D	D	a	D	D
446	Health & personal care stores .....	2	D	D	D	b	D	D
447	Gasoline stations .....	9	26 968	1 262	282	104	10.7	—
4471	Gasoline stations .....	9	26 968	1 262	282	104	10.7	—
44711	Gasoline stations with convenience stores .....	7	D	D	D	b	D	D
447110	Gasoline stations with convenience stores .....	7	D	D	D	b	D	D
44719	Other gasoline stations .....	2	D	D	D	b	D	D
447190	Other gasoline stations .....	2	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	6	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores .....	2	D	D	D	a	D	D
452	General merchandise stores .....	3	D	D	D	c	D	D
45299	All other general merchandise stores .....	2	D	D	D	b	D	D
452990	All other general merchandise stores .....	2	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores .....	2	D	D	D	b	D	D
453	Miscellaneous store retailers .....	6	1 294	379	79	38	27.2	—
454	Nonstore retailers .....	1	D	D	D	a	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>TOMAHAWK, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>45</b>	<b>62 280</b>	<b>5 420</b>	<b>1 256</b>	<b>400</b>	<b>30.2</b>	<b>14.6</b>
441	Motor vehicle & parts dealers .....	9	D	D	D	b	D	D
4412	Other motor vehicle dealers .....	4	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	4	D	D	D	b	D	D
441222	Boat dealers .....	2	D	D	D	a	D	D
441229	All other motor vehicle dealers .....	2	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	6	3 980	509	106	26	43.4	13.5
445	Food & beverage stores .....	3	D	D	D	c	D	D
446	Health & personal care stores .....	3	2 790	412	92	18	D	—
447	Gasoline stations .....	9	10 894	671	135	52	33.4	27.2
448	Clothing & clothing accessories stores .....	3	513	56	11	4	D	—
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	3	1 360	164	39	24	D	—
453	Miscellaneous store retailers .....	4	D	D	D	a	D	D
454	Nonstore retailers .....	2	D	D	D	b	D	D
4543	Direct selling establishments .....	1	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers .....	1	D	D	D	a	D	D
<b>TWIN LAKES, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>14</b>	<b>33 718</b>	<b>3 982</b>	<b>921</b>	<b>230</b>	<b>8.3</b>	<b>—</b>
441	Motor vehicle & parts dealers .....	1	D	D	D	a	D	D
4412	Other motor vehicle dealers .....	1	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	1	D	D	D	a	D	D
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	4	D	D	D	b	D	D
4441	Building material & supplies dealers .....	3	D	D	D	b	D	D
44419	Other building material dealers .....	2	D	D	D	b	D	D
444190	Other building material dealers .....	2	D	D	D	b	D	D
445	Food & beverage stores .....	2	D	D	D	b	D	D
446	Health & personal care stores .....	1	D	D	D	b	D	D
447	Gasoline stations .....	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	1	D	D	D	a	D	D
<b>TWO RIVERS, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>51</b>	<b>72 657</b>	<b>8 758</b>	<b>1 934</b>	<b>629</b>	<b>5.7</b>	<b>7.0</b>
441	Motor vehicle & parts dealers .....	12	14 822	1 566	354	85	3.4	5.5
44112	Used car dealers .....	6	5 418	374	89	23	9.3	15.0
441120	Used car dealers .....	6	5 418	374	89	23	9.3	15.0
4412	Other motor vehicle dealers .....	2	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	2	D	D	D	a	D	D
441222	Boat dealers .....	2	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	3	D	D	D	b	D	D
4431	Electronics & appliance stores .....	3	D	D	D	b	D	D
44311	Appliance, television, & other electronics stores .....	2	D	D	D	a	D	D
44312	Computer & software stores .....	1	D	D	D	a	D	D
443120	Computer & software stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	5	2 930	644	153	42	33.5	.4
445	Food & beverage stores .....	4	21 981	2 621	526	194	—	2.6
4452	Specialty food stores .....	1	D	D	D	b	D	D
446	Health & personal care stores .....	3	D	D	D	b	D	D
4461	Health & personal care stores .....	3	D	D	D	b	D	D

See footnotes at end of table.

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>TWO RIVERS, WI—Con.</b>							
<b>44-45</b>	<b>Retail trade—Con.</b>							
447	Gasoline stations .....	9	10 403	769	177	70	—	34.5
448	Clothing & clothing accessories stores .....	3	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	3	D	D	D	c	D	D
45299	All other general merchandise stores .....	2	D	D	D	b	D	D
452990	All other general merchandise stores .....	2	D	D	D	b	D	D
453	Miscellaneous store retailers .....	6	D	D	D	a	D	D
454	Nonstore retailers .....	1	D	D	D	a	D	D
	<b>UNION GROVE, WI</b>							
<b>44-45</b>	<b>Retail trade .....</b>	<b>17</b>	<b>40 601</b>	<b>3 965</b>	<b>727</b>	<b>199</b>	<b>7.6</b>	<b>.2</b>
441	Motor vehicle & parts dealers .....	3	D	D	D	b	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	3	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	1	D	D	D	b	D	D
44422	Nursery & garden centers .....	1	D	D	D	b	D	D
444220	Nursery & garden centers .....	1	D	D	D	b	D	D
445	Food & beverage stores .....	3	D	D	D	b	D	D
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	5	4 184	345	82	32	—	1.8
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
	<b>VERONA, WI</b>							
<b>44-45</b>	<b>Retail trade .....</b>	<b>18</b>	<b>43 048</b>	<b>3 727</b>	<b>666</b>	<b>261</b>	<b>6.0</b>	<b>—</b>
441	Motor vehicle & parts dealers .....	1	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	3	5 813	952	208	48	—	—
445	Food & beverage stores .....	3	D	D	D	c	D	D
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	5	7 134	502	121	42	—	—
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	2	D	D	D	a	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>VIROQUA, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>51</b>	<b>90 000</b>	<b>9 087</b>	<b>2 096</b>	<b>645</b>	<b>9.3</b>	<b>5.0</b>
441	Motor vehicle & parts dealers .....	9	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	3	D	D	D	b	D	D
4421	Furniture stores .....	2	D	D	D	b	D	D
44211	Furniture stores .....	2	D	D	D	b	D	D
442110	Furniture stores .....	2	D	D	D	b	D	D
443	Electronics & appliance stores .....	4	D	D	D	b	D	D
4431	Electronics & appliance stores .....	4	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers .....	7	12 702	1 430	341	85	13.4	—
4442	Lawn & garden equipment & supplies stores .....	3	D	D	D	b	D	D
44422	Nursery & garden centers .....	2	D	D	D	b	D	D
444220	Nursery & garden centers .....	2	D	D	D	b	D	D
445	Food & beverage stores .....	4	D	D	D	c	D	D
446	Health & personal care stores .....	3	D	D	D	b	D	D
4461	Health & personal care stores .....	3	D	D	D	b	D	D
447	Gasoline stations .....	5	7 519	550	116	45	9.9	—
448	Clothing & clothing accessories stores .....	4	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	1	D	D	D	c	D	D
453	Miscellaneous store retailers .....	3	D	D	D	a	D	D
454	Nonstore retailers .....	7	D	D	D	b	D	D
4543	Direct selling establishments .....	4	D	D	D	a	D	D
<b>WALES, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>4</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>b</b>	<b>D</b>	<b>D</b>
444	Building material & garden equipment & supplies dealers .....	3	D	D	D	a	D	D
447	Gasoline stations .....	1	D	D	D	a	D	D
<b>WATERFORD, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>13</b>	<b>29 181</b>	<b>2 511</b>	<b>597</b>	<b>220</b>	<b>2.0</b>	<b>.1</b>
441	Motor vehicle & parts dealers .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	3	978	175	45	12	D	—
445	Food & beverage stores .....	3	D	D	D	c	D	D
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	2	D	D	D	b	D	D
453	Miscellaneous store retailers .....	2	D	D	D	a	D	D
4539	Other miscellaneous store retailers .....	2	D	D	D	a	D	D
<b>WATERLOO, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>10</b>	<b>16 171</b>	<b>1 355</b>	<b>298</b>	<b>112</b>	<b>34.8</b>	<b>—</b>
441	Motor vehicle & parts dealers .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	1	D	D	D	a	D	D
445	Food & beverage stores .....	2	D	D	D	b	D	D
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	3	4 599	321	73	37	—	—
448	Clothing & clothing accessories stores .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	1	D	D	D	a	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>WATERTOWN, WI *</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>111</b>	<b>229 184</b>	<b>22 698</b>	<b>5 230</b>	<b>1 640</b>	<b>12.7</b>	<b>1.2</b>
441	Motor vehicle & parts dealers .....	13	45 474	3 883	864	148	39.6	1.5
4412	Other motor vehicle dealers .....	2	D	D	D	b	D	D
44121	Recreational vehicle dealers .....	1	D	D	D	a	D	D
441210	Recreational vehicle dealers .....	1	D	D	D	a	D	D
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	4	2 772	379	97	31	57.6	15.1
443	Electronics & appliance stores .....	8	2 659	392	92	34	44.2	—
4431	Electronics & appliance stores .....	8	2 659	392	92	34	44.2	—
44311	Appliance, television, & other electronics stores .....	6	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers .....	13	21 877	3 639	718	150	.6	2.1
4441	Building material & supplies dealers .....	7	13 722	2 452	465	105	—	3.4
44419	Other building material dealers .....	5	D	D	D	b	D	D
444190	Other building material dealers .....	5	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	6	8 155	1 187	253	45	1.5	—
44421	Outdoor power equipment stores .....	2	D	D	D	b	D	D
444210	Outdoor power equipment stores .....	2	D	D	D	b	D	D
44422	Nursery & garden centers .....	4	D	D	D	a	D	D
444220	Nursery & garden centers .....	4	D	D	D	a	D	D
445	Food & beverage stores .....	11	46 684	3 933	994	359	3.1	.2
4451	Grocery stores .....	4	42 056	3 247	823	305	—	—
44511	Supermarkets & other grocery (except convenience) stores .....	4	42 056	3 247	823	305	—	—
445110	Supermarkets & other grocery (except convenience) stores .....	4	42 056	3 247	823	305	—	—
4452	Specialty food stores .....	5	D	D	D	b	D	D
446	Health & personal care stores .....	7	6 740	978	258	60	.7	—
4461	Health & personal care stores .....	7	6 740	978	258	60	.7	—
447	Gasoline stations .....	12	22 051	1 015	233	124	17.9	—
4471	Gasoline stations .....	12	22 051	1 015	233	124	17.9	—
44711	Gasoline stations with convenience stores .....	8	21 179	918	196	111	16.3	—
447110	Gasoline stations with convenience stores .....	8	21 179	918	196	111	16.3	—
448	Clothing & clothing accessories stores .....	12	5 574	636	153	66	17.4	—
4481	Clothing stores .....	6	2 809	405	97	40	3.0	—
451	Sporting goods, hobby, book, & music stores .....	8	D	D	D	b	D	D
4511	Sporting goods, hobby, & musical instrument stores .....	6	D	D	D	b	D	D
45113	Sewing, needlework, & piece goods stores .....	1	D	D	D	a	D	D
451130	Sewing, needlework, & piece goods stores .....	1	D	D	D	a	D	D
4512112	Specialty book stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	4	D	D	D	f	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	3	D	D	D	e	D	D
45299	All other general merchandise stores .....	1	D	D	D	b	D	D
452990	All other general merchandise stores .....	1	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores .....	1	D	D	D	b	D	D
453	Miscellaneous store retailers .....	10	D	D	D	b	D	D
454	Nonstore retailers .....	9	6 069	891	178	41	15.1	14.6
4543	Direct selling establishments .....	7	D	D	D	b	D	D
454311	Heating oil dealers .....	3	D	D	D	a	D	D
<b>WATERTOWN, WI (DODGE COUNTY PART) *</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>19</b>	<b>34 312</b>	<b>3 448</b>	<b>747</b>	<b>191</b>	<b>18.0</b>	<b>—</b>
441	Motor vehicle & parts dealers .....	2	D	D	D	a	D	D
4412	Other motor vehicle dealers .....	1	D	D	D	a	D	D
44121	Recreational vehicle dealers .....	1	D	D	D	a	D	D
441210	Recreational vehicle dealers .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	2	D	D	D	a	D	D
4442	Lawn & garden equipment & supplies stores .....	1	D	D	D	a	D	D
44422	Nursery & garden centers .....	1	D	D	D	a	D	D
444220	Nursery & garden centers .....	1	D	D	D	a	D	D
445	Food & beverage stores .....	1	D	D	D	a	D	D
4452	Specialty food stores .....	1	D	D	D	a	D	D
446	Health & personal care stores .....	2	D	D	D	a	D	D
447	Gasoline stations .....	4	D	D	D	b	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>WATERTOWN, WI (DODGE COUNTY PART) *</b> —Con.							
<b>44-45</b>	<b>Retail trade—Con.</b>							
452	General merchandise stores .....	1	D	D	D	b	D	D
45299	All other general merchandise stores .....	1	D	D	D	b	D	D
452990	All other general merchandise stores .....	1	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores .....	1	D	D	D	b	D	D
453	Miscellaneous store retailers .....	2	D	D	D	a	D	D
454	Nonstore retailers .....	4	D	D	D	a	D	D
	<b>WATERTOWN, WI (JEFFERSON COUNTY PART) *</b>							
<b>44-45</b>	<b>Retail trade .....</b>	<b>92</b>	<b>194 872</b>	<b>19 250</b>	<b>4 483</b>	<b>1 449</b>	<b>11.7</b>	<b>1.4</b>
441	Motor vehicle & parts dealers .....	11	D	D	D	c	D	D
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	4	2 772	379	97	31	57.6	15.1
443	Electronics & appliance stores .....	7	D	D	D	b	D	D
4431	Electronics & appliance stores .....	7	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers .....	11	D	D	D	c	D	D
4441	Building material & supplies dealers .....	6	D	D	D	c	D	D
44419	Other building material dealers .....	4	D	D	D	b	D	D
444190	Other building material dealers .....	4	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	5	D	D	D	b	D	D
44421	Outdoor power equipment stores .....	2	D	D	D	b	D	D
444210	Outdoor power equipment stores .....	2	D	D	D	b	D	D
445	Food & beverage stores .....	10	D	D	D	e	D	D
4451	Grocery stores .....	4	42 056	3 247	823	305	—	—
44511	Supermarkets & other grocery (except convenience) stores .....	4	42 056	3 247	823	305	—	—
445110	Supermarkets & other grocery (except convenience) stores .....	4	42 056	3 247	823	305	—	—
4452	Specialty food stores .....	4	D	D	D	b	D	D
446	Health & personal care stores .....	5	D	D	D	b	D	D
4461	Health & personal care stores .....	5	D	D	D	b	D	D
447	Gasoline stations .....	8	D	D	D	b	D	D
44711	Gasoline stations with convenience stores .....	6	D	D	D	b	D	D
447110	Gasoline stations with convenience stores .....	6	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	12	5 574	636	153	66	17.4	—
4481	Clothing stores .....	6	2 809	405	97	40	3.0	—
451	Sporting goods, hobby, book, & music stores .....	8	D	D	D	b	D	D
4511	Sporting goods, hobby, & musical instrument stores ..	6	D	D	D	b	D	D
45113	Sewing, needlework, & piece goods stores .....	1	D	D	D	a	D	D
451130	Sewing, needlework, & piece goods stores .....	1	D	D	D	a	D	D
451212	Specialty book stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	3	D	D	D	e	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	3	D	D	D	e	D	D
453	Miscellaneous store retailers .....	8	D	D	D	b	D	D
454	Nonstore retailers .....	5	D	D	D	b	D	D
4543	Direct selling establishments .....	4	D	D	D	b	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>WAUKESHA, WI</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>242</b>	<b>970 793</b>	<b>82 636</b>	<b>18 910</b>	<b>4 556</b>	<b>7.1</b>	<b>2.8</b>
441	Motor vehicle & parts dealers	27	400 756	29 138	6 187	945	8.5	2.6
4411	Automobile dealers	13	D	D	D	f	D	D
44111	New car dealers	12	374 721	25 632	5 519	812	8.7	2.8
441110	New car dealers	12	374 721	25 632	5 519	812	8.7	2.8
4412	Other motor vehicle dealers	4	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	4	D	D	D	a	D	D
441221	Motorcycle dealers	3	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores	10	21 238	2 864	608	117	—	—
44131	Automotive parts & accessories stores	6	6 845	922	217	50	—	—
441310	Automotive parts & accessories stores	6	6 845	922	217	50	—	—
44132	Tire dealers	4	14 393	1 942	391	67	—	—
441320	Tire dealers	4	14 393	1 942	391	67	—	—
442	Furniture & home furnishings stores	12	9 893	1 683	327	56	36.2	1.8
4421	Furniture stores	4	D	D	D	a	D	D
44211	Furniture stores	4	D	D	D	a	D	D
442110	Furniture stores	4	D	D	D	a	D	D
4422	Home furnishings stores	8	D	D	D	b	D	D
44229	Other home furnishings stores	3	D	D	D	b	D	D
443	Electronics & appliance stores	14	55 712	6 067	1 360	235	25.3	—
4431	Electronics & appliance stores	14	55 712	6 067	1 360	235	25.3	—
44311	Appliance, television, & other electronics stores	9	D	D	D	c	D	D
443112	Radio, television, & other electronics stores	5	D	D	D	c	D	D
44312	Computer & software stores	5	D	D	D	b	D	D
443120	Computer & software stores	5	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers	30	58 099	7 184	1 605	324	6.7	9.0
4441	Building material & supplies dealers	25	49 282	6 080	1 380	228	3.6	8.4
44412	Paint & wallpaper stores	5	5 106	783	156	37	24.0	—
444120	Paint & wallpaper stores	5	5 106	783	156	37	24.0	—
44419	Other building material dealers	17	41 114	4 744	1 082	143	1.3	10.0
444190	Other building material dealers	17	41 114	4 744	1 082	143	1.3	10.0
4442	Lawn & garden equipment & supplies stores	5	8 817	1 104	225	96	24.0	12.4
44421	Outdoor power equipment stores	2	D	D	D	a	D	D
444210	Outdoor power equipment stores	2	D	D	D	a	D	D
44422	Nursery & garden centers	3	D	D	D	b	D	D
444220	Nursery & garden centers	3	D	D	D	b	D	D
445	Food & beverage stores	16	133 754	11 435	2 917	814	2.1	—
4451	Grocery stores	10	D	D	D	f	D	D
44511	Supermarkets & other grocery (except convenience) stores	9	121 515	10 486	2 704	728	.3	—
445110	Supermarkets & other grocery (except convenience) stores	9	121 515	10 486	2 704	728	.3	—
4453	Beer, wine, & liquor stores	5	D	D	D	b	D	D
44531	Beer, wine, & liquor stores	5	D	D	D	b	D	D
445310	Beer, wine, & liquor stores	5	D	D	D	b	D	D
446	Health & personal care stores	17	31 760	3 995	926	285	6.8	3.7
4461	Health & personal care stores	17	31 760	3 995	926	285	6.8	3.7
44611	Pharmacies & drug stores	10	29 759	3 363	794	261	7.3	3.2
446110	Pharmacies & drug stores	10	29 759	3 363	794	261	7.3	3.2
4461101	Pharmacies & drug stores	9	D	D	D	e	D	D
4461102	Proprietary stores	1	D	D	D	a	D	D
447	Gasoline stations	30	65 243	3 309	736	252	3.6	14.0
4471	Gasoline stations	30	65 243	3 309	736	252	3.6	14.0
44711	Gasoline stations with convenience stores	20	59 026	2 751	617	202	2.7	13.2
447110	Gasoline stations with convenience stores	20	59 026	2 751	617	202	2.7	13.2
448	Clothing & clothing accessories stores	18	8 715	1 331	266	109	11.4	.8
4481	Clothing stores	7	2 791	381	67	51	11.9	2.4
4483	Jewelry, luggage, & leather goods stores	7	3 566	756	146	34	18.5	—
44831	Jewelry stores	7	3 566	756	146	34	18.5	—
448310	Jewelry stores	7	3 566	756	146	34	18.5	—
451	Sporting goods, hobby, book, & music stores	25	14 714	2 601	669	231	15.9	—
4511	Sporting goods, hobby, & musical instrument stores	19	12 586	2 398	620	204	15.1	—
45111	Sporting goods stores	10	4 245	561	126	40	31.3	—
451110	Sporting goods stores	10	4 245	561	126	40	31.3	—
45112	Hobby, toy, & game stores	7	D	D	D	b	D	D
451120	Hobby, toy, & game stores	7	D	D	D	b	D	D
45114	Musical instrument & supplies stores	1	D	D	D	b	D	D
451140	Musical instrument & supplies stores	1	D	D	D	b	D	D
4512	Book, periodical, & music stores	6	2 128	203	49	27	20.7	—
45121	Book stores & news dealers	5	D	D	D	b	D	D
451211	Book stores	5	D	D	D	b	D	D
4512113	College book stores	2	D	D	D	a	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>WAUKESHA, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
452	General merchandise stores .....	4	D	D	D	f	D	D
4521	Department stores (incl leased depts) ## .....	3	77 686	N	N	N	—	—
45211	Department stores (incl leased depts) ## .....	3	77 686	N	N	N	—	—
4521	Department stores (excl leased depts) .....	3	77 186	5 996	1 468	654	—	—
452110	Department stores (excl leased depts) .....	3	77 186	5 996	1 468	654	—	—
4521102	Department stores (excl leased depts) .....	3	77 186	5 996	1 468	654	—	—
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	3	77 186	5 996	1 468	654	—	—
4529	Other general merchandise stores .....	1	D	D	D	c	D	D
45299	All other general merchandise stores .....	1	D	D	D	c	D	D
452990	All other general merchandise stores .....	1	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores .....	1	D	D	D	c	D	D
453	Miscellaneous store retailers .....	33	D	D	D	e	D	D
4531	Florists .....	6	2 210	516	122	37	10.0	1.0
45311	Florists .....	6	2 210	516	122	37	10.0	1.0
453110	Florists .....	6	2 210	516	122	37	10.0	1.0
4532	Office supplies, stationery, & gift stores .....	11	D	D	D	c	D	D
45321	Office supplies & stationery stores .....	2	D	D	D	a	D	D
453210	Office supplies & stationery stores .....	2	D	D	D	a	D	D
4532102	Office supplies stores .....	2	D	D	D	a	D	D
45322	Gift, novelty, & souvenir stores .....	9	2 918	529	130	139	19.0	6.1
453220	Gift, novelty, & souvenir stores .....	9	2 918	529	130	139	19.0	6.1
4533	Used merchandise stores .....	5	1 261	408	110	40	7.6	20.5
45331	Used merchandise stores .....	5	1 261	408	110	40	7.6	20.5
453310	Used merchandise stores .....	5	1 261	408	110	40	7.6	20.5
4539	Other miscellaneous store retailers .....	11	D	D	D	b	D	D
45391	Pet & pet supplies stores .....	6	4 148	652	142	60	14.2	—
453910	Pet & pet supplies stores .....	6	4 148	652	142	60	14.2	—
45399	All other miscellaneous store retailers .....	5	D	D	D	b	D	D
454	Nonstore retailers .....	16	67 379	3 927	1 071	178	1.5	1.2
4541	Electronic shopping & mail-order houses .....	5	4 750	664	138	37	6.6	17.6
45411	Electronic shopping & mail-order houses .....	5	4 750	664	138	37	6.6	17.6
454110	Electronic shopping & mail-order houses .....	5	4 750	664	138	37	6.6	17.6
4542	Vending machine operators .....	3	D	D	D	b	D	D
45421	Vending machine operators .....	3	D	D	D	b	D	D
454210	Vending machine operators .....	3	D	D	D	b	D	D
4543	Direct selling establishments .....	8	D	D	D	c	D	D
45431	Fuel dealers .....	3	D	D	D	b	D	D
454311	Heating oil dealers .....	1	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers .....	2	D	D	D	a	D	D
<b>WAUNAKEE, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>27</b>	<b>40 151</b>	<b>4 533</b>	<b>1 062</b>	<b>306</b>	<b>9.7</b>	<b>—</b>
441	Motor vehicle & parts dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	1	D	D	D	b	D	D
4431	Electronics & appliance stores .....	1	D	D	D	b	D	D
44311	Appliance, television, & other electronics stores .....	1	D	D	D	b	D	D
443111	Household appliance stores .....	1	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers .....	3	4 904	583	172	39	D	—
445	Food & beverage stores .....	7	12 721	1 263	361	140	9.5	—
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	3	4 408	378	58	34	—	—
448	Clothing & clothing accessories stores .....	3	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	4	308	39	6	5	83.8	—
454	Nonstore retailers .....	1	D	D	D	a	D	D

See footnotes at end of table.



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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>WAUPACA, WI</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>82</b>	<b>170 852</b>	<b>14 700</b>	<b>3 021</b>	<b>965</b>	<b>12.9</b>	<b>1.2</b>
441	Motor vehicle & parts dealers	13	62 133	3 983	793	164	4.7	1.0
4411	Automobile dealers	7	59 059	3 501	688	140	4.4	—
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture & home furnishings stores	7	5 362	881	210	44	3.6	—
4421	Furniture stores	3	4 394	711	182	35	—	—
44211	Furniture stores	3	4 394	711	182	35	—	—
442110	Furniture stores	3	4 394	711	182	35	—	—
443	Electronics & appliance stores	4	1 615	73	13	4	25.7	—
4431	Electronics & appliance stores	4	1 615	73	13	4	25.7	—
44311	Appliance, television, & other electronics stores	4	1 615	73	13	4	25.7	—
444	Building material & garden equipment & supplies dealers	9	12 977	1 439	149	49	37.9	—
4441	Building material & supplies dealers	8	D	D	D	b	D	D
44419	Other building material dealers	6	11 393	1 251	103	30	35.8	—
444190	Other building material dealers	6	11 393	1 251	103	30	35.8	—
445	Food & beverage stores	9	27 721	2 932	637	227	9.7	—
4452	Specialty food stores	2	D	D	D	b	D	D
446	Health & personal care stores	4	7 745	885	212	58	49.3	—
4461	Health & personal care stores	4	7 745	885	212	58	49.3	—
447	Gasoline stations	9	17 565	1 575	373	130	18.1	7.8
44711	Gasoline stations with convenience stores	7	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	7	D	D	D	b	D	D
448	Clothing & clothing accessories stores	7	2 049	242	50	33	71.7	—
451	Sporting goods, hobby, book, & music stores	7	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	c	D	D
45299	All other general merchandise stores	1	D	D	D	b	D	D
452990	All other general merchandise stores	1	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	9	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores	6	D	D	D	b	D	D
45321	Office supplies & stationery stores	1	D	D	D	a	D	D
453210	Office supplies & stationery stores	1	D	D	D	a	D	D
4532102	Office supplies stores	1	D	D	D	a	D	D
454	Nonstore retailers	2	D	D	D	a	D	D
4543	Direct selling establishments	2	D	D	D	a	D	D
45431	Fuel dealers	2	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	2	D	D	D	a	D	D
<b>WAUPUN, WI *</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>42</b>	<b>71 738</b>	<b>7 215</b>	<b>1 643</b>	<b>489</b>	<b>8.5</b>	<b>3.6</b>
441	Motor vehicle & parts dealers	6	D	D	D	b	D	D
442	Furniture & home furnishings stores	3	2 153	403	77	12	—	—
4421	Furniture stores	2	D	D	D	a	D	D
44211	Furniture stores	2	D	D	D	a	D	D
442110	Furniture stores	2	D	D	D	a	D	D
443	Electronics & appliance stores	3	D	D	D	a	D	D
4431	Electronics & appliance stores	3	D	D	D	a	D	D
44311	Appliance, television, & other electronics stores	3	D	D	D	a	D	D
443111	Household appliance stores	3	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	6	10 061	1 326	292	79	—	—
4442	Lawn & garden equipment & supplies stores	3	6 206	725	158	54	—	—
44422	Nursery & garden centers	3	6 206	725	158	54	—	—
444220	Nursery & garden centers	3	6 206	725	158	54	—	—
445	Food & beverage stores	4	D	D	D	c	D	D
446	Health & personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	8	12 227	800	198	84	3.0	—
44711	Gasoline stations with convenience stores	5	10 175	569	141	65	—	—
447110	Gasoline stations with convenience stores	5	10 175	569	141	65	—	—
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	b	D	D
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	6	D	D	D	b	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>WAUPUN, WI *—Con.</b>							
<b>44-45</b>	<b>Retail trade—Con.</b>							
454	Nonstore retailers .....	1	D	D	D	a	D	D
	<b>WAUPUN, WI (DODGE COUNTY PART) *</b>							
<b>44-45</b>	<b>Retail trade .....</b>	<b>17</b>	<b>33 731</b>	<b>2 865</b>	<b>643</b>	<b>153</b>	<b>1.8</b>	<b>.1</b>
441	Motor vehicle & parts dealers .....	2	D	D	D	b	D	D
443	Electronics & appliance stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	3	3 855	601	134	25	—	—
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	5	D	D	D	b	D	D
44711	Gasoline stations with convenience stores .....	4	D	D	D	b	D	D
447110	Gasoline stations with convenience stores .....	4	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	2	D	D	D	a	D	D
454	Nonstore retailers .....	1	D	D	D	a	D	D
	<b>WAUPUN, WI (FOND DU LAC COUNTY PART) *</b>							
<b>44-45</b>	<b>Retail trade .....</b>	<b>25</b>	<b>38 007</b>	<b>4 350</b>	<b>1 000</b>	<b>336</b>	<b>14.4</b>	<b>6.7</b>
441	Motor vehicle & parts dealers .....	4	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	3	2 153	403	77	12	—	—
4421	Furniture stores .....	2	D	D	D	a	D	D
44211	Furniture stores .....	2	D	D	D	a	D	D
442110	Furniture stores .....	2	D	D	D	a	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
4431	Electronics & appliance stores .....	1	D	D	D	a	D	D
44311	Appliance, television, & other electronics stores .....	1	D	D	D	a	D	D
443111	Household appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	3	6 206	725	158	54	—	—
4442	Lawn & garden equipment & supplies stores .....	3	6 206	725	158	54	—	—
44422	Nursery & garden centers .....	3	6 206	725	158	54	—	—
444220	Nursery & garden centers .....	3	6 206	725	158	54	—	—
445	Food & beverage stores .....	4	D	D	D	c	D	D
446	Health & personal care stores .....	1	D	D	D	b	D	D
447	Gasoline stations .....	3	D	D	D	a	D	D
452	General merchandise stores .....	2	D	D	D	b	D	D
45299	All other general merchandise stores .....	2	D	D	D	b	D	D
452990	All other general merchandise stores .....	2	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores .....	1	D	D	D	b	D	D
453	Miscellaneous store retailers .....	4	D	D	D	a	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>WAUSAU, WI</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>251</b>	<b>745 891</b>	<b>77 456</b>	<b>19 127</b>	<b>5 060</b>	<b>2.5</b>	<b>2.3</b>
441	Motor vehicle & parts dealers	18	115 861	9 122	2 022	327	.6	—
4411	Automobile dealers	8	D	D	D	c	D	D
44112	Used car dealers	4	D	D	D	b	D	D
441120	Used car dealers	4	D	D	D	b	D	D
4412	Other motor vehicle dealers	2	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	2	D	D	D	b	D	D
441222	Boat dealers	1	D	D	D	b	D	D
4413	Automotive parts, accessories, & tire stores	8	D	D	D	b	D	D
44131	Automotive parts & accessories stores	7	4 452	999	235	59	7.2	—
441310	Automotive parts & accessories stores	7	4 452	999	235	59	7.2	—
442	Furniture & home furnishings stores	16	23 554	3 275	704	147	2.8	—
4421	Furniture stores	9	21 568	2 874	614	110	2.1	—
44211	Furniture stores	9	21 568	2 874	614	110	2.1	—
442110	Furniture stores	9	21 568	2 874	614	110	2.1	—
4422	Home furnishings stores	7	1 986	401	90	37	9.8	—
44229	Other home furnishings stores	5	D	D	D	b	D	D
443	Electronics & appliance stores	14	19 496	6 194	1 213	145	2.0	1.9
4431	Electronics & appliance stores	14	19 496	6 194	1 213	145	2.0	1.9
44311	Appliance, television, & other electronics stores	10	18 136	6 049	1 183	136	.6	2.1
443111	Household appliance stores	5	D	D	D	b	D	D
443112	Radio, television, & other electronics stores	5	D	D	D	b	D	D
44312	Computer & software stores	3	D	D	D	a	D	D
443120	Computer & software stores	3	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	27	131 376	11 999	2 898	449	.3	2.2
4441	Building material & supplies dealers	23	D	D	D	e	D	D
44411	Home centers	1	D	D	D	c	D	D
444110	Home centers	1	D	D	D	c	D	D
44412	Paint & wallpaper stores	2	D	D	D	a	D	D
444120	Paint & wallpaper stores	2	D	D	D	a	D	D
44419	Other building material dealers	20	82 768	8 347	2 099	255	.5	3.5
444190	Other building material dealers	20	82 768	8 347	2 099	255	.5	3.5
4442	Lawn & garden equipment & supplies stores	4	D	D	D	b	D	D
445	Food & beverage stores	18	80 808	7 870	1 839	741	16.7	8.1
4451	Grocery stores	11	D	D	D	f	D	D
44511	Supermarkets & other grocery (except convenience) stores	10	77 887	7 438	1 740	702	17.3	7.6
445110	Supermarkets & other grocery (except convenience) stores	10	77 887	7 438	1 740	702	17.3	7.6
4452	Specialty food stores	7	D	D	D	b	D	D
446	Health & personal care stores	21	19 048	3 128	776	160	1.6	5.8
4461	Health & personal care stores	21	19 048	3 128	776	160	1.6	5.8
44612	Cosmetics, beauty supplies, & perfume stores	3	D	D	D	a	D	D
446120	Cosmetics, beauty supplies, & perfume stores	3	D	D	D	a	D	D
44613	Optical goods stores	5	D	D	D	b	D	D
446130	Optical goods stores	5	D	D	D	b	D	D
44619	Other health & personal care stores	5	D	D	D	b	D	D
446199	All other health & personal care stores	3	1 905	523	129	23	—	—
447	Gasoline stations	19	35 228	2 280	548	173	2.3	5.1
4471	Gasoline stations	19	35 228	2 280	548	173	2.3	5.1
44711	Gasoline stations with convenience stores	14	30 820	1 927	455	142	—	—
447110	Gasoline stations with convenience stores	14	30 820	1 927	455	142	—	—
448	Clothing & clothing accessories stores	46	25 849	3 417	827	305	4.7	5.8
4481	Clothing stores	26	13 524	1 633	409	196	6.9	3.4
44819	Other clothing stores	5	D	D	D	b	D	D
448190	Other clothing stores	5	D	D	D	b	D	D
4482104	Family shoe stores	8	3 751	597	135	34	—	—
4483	Jewelry, luggage, & leather goods stores	12	8 574	1 187	283	75	3.3	12.3
44831	Jewelry stores	12	8 574	1 187	283	75	3.3	12.3
448310	Jewelry stores	12	8 574	1 187	283	75	3.3	12.3
451	Sporting goods, hobby, book, & music stores	26	12 399	1 485	409	124	.5	.6
4511	Sporting goods, hobby, & musical instrument stores	19	D	D	D	b	D	D
45111	Sporting goods stores	11	4 043	462	160	43	—	1.9
451110	Sporting goods stores	11	4 043	462	160	43	—	1.9
45114	Musical instrument & supplies stores	2	D	D	D	a	D	D
451140	Musical instrument & supplies stores	2	D	D	D	a	D	D
4512	Book, periodical, & music stores	7	D	D	D	b	D	D
45121	Book stores & news dealers	4	D	D	D	b	D	D
451211	Book stores	3	2 627	317	82	25	—	—
4512111	Book stores, general	2	D	D	D	a	D	D
4512113	College book stores	1	D	D	D	a	D	D
451212	News dealers & newsstands	1	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, & record stores	3	2 014	154	33	14	—	—
451220	Prerecorded tape, compact disc, & record stores	3	2 014	154	33	14	—	—

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>WAUSAU, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
452	General merchandise stores .....	8	D	D	D	f	D	D
4521	Department stores (incl leased depts) ## .....	6	91 851	N	N	N	—	—
45211	Department stores (incl leased depts) ## .....	6	91 851	N	N	N	—	—
4521	Department stores (excl leased depts) .....	6	90 106	9 290	2 184	810	—	—
45211	Department stores (excl leased depts) .....	6	90 106	9 290	2 184	810	—	—
452110	Department stores (excl leased depts) .....	6	90 106	9 290	2 184	810	—	—
4521101	Conventional department stores (excl leased depts) .....	1	D	D	D	c	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	3	D	D	D	e	D	D
4521103	National chain department stores (excl leased depts) .....	2	D	D	D	e	D	D
4529	Other general merchandise stores .....	2	D	D	D	c	D	D
45299	All other general merchandise stores .....	2	D	D	D	c	D	D
452990	All other general merchandise stores .....	2	D	D	D	c	D	D
4529903	Miscellaneous general merchandise stores .....	2	D	D	D	c	D	D
453	Miscellaneous store retailers .....	26	D	D	D	c	D	D
4531	Florists .....	9	1 937	479	109	47	8.9	—
45311	Florists .....	9	1 937	479	109	47	8.9	—
453110	Florists .....	9	1 937	479	109	47	8.9	—
4532	Office supplies, stationery, & gift stores .....	9	7 561	1 323	312	98	4.8	5.3
45321	Office supplies & stationery stores .....	1	D	D	D	b	D	D
453210	Office supplies & stationery stores .....	1	D	D	D	b	D	D
4532102	Office supplies stores .....	1	D	D	D	b	D	D
4533	Used merchandise stores .....	2	D	D	D	a	D	D
45331	Used merchandise stores .....	2	D	D	D	a	D	D
453310	Used merchandise stores .....	2	D	D	D	a	D	D
4539	Other miscellaneous store retailers .....	6	D	D	D	b	D	D
45399	All other miscellaneous store retailers .....	5	D	D	D	b	D	D
454	Nonstore retailers .....	12	D	D	D	g	D	D
4541	Electronic shopping & mail-order houses .....	2	D	D	D	g	D	D
45411	Electronic shopping & mail-order houses .....	2	D	D	D	g	D	D
454110	Electronic shopping & mail-order houses .....	2	D	D	D	g	D	D
4542	Vending machine operators .....	3	4 671	1 113	350	32	—	—
45421	Vending machine operators .....	3	4 671	1 113	350	32	—	—
454210	Vending machine operators .....	3	4 671	1 113	350	32	—	—
4543	Direct selling establishments .....	7	D	D	D	b	D	D
45431	Fuel dealers .....	4	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers .....	4	D	D	D	b	D	D
<b>WAUWATOSA, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>289</b>	<b>942 936</b>	<b>121 384</b>	<b>28 765</b>	<b>6 903</b>	<b>2.2</b>	<b>9.2</b>
441	Motor vehicle & parts dealers .....	12	D	D	D	f	D	D
4411	Automobile dealers .....	8	256 406	19 271	4 276	614	—	—
44111	New car dealers .....	8	256 406	19 271	4 276	614	—	—
441110	New car dealers .....	8	256 406	19 271	4 276	614	—	—
44131	Automotive parts & accessories stores .....	4	D	D	D	b	D	D
441310	Automotive parts & accessories stores .....	4	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	20	15 889	1 943	488	161	7.5	.4
4421	Furniture stores .....	7	5 687	652	167	35	—	1.2
44211	Furniture stores .....	7	5 687	652	167	35	—	1.2
442110	Furniture stores .....	7	5 687	652	167	35	—	1.2
4422	Home furnishings stores .....	13	10 202	1 291	321	126	11.7	—
44221	Floor covering stores .....	3	D	D	D	b	D	D
442210	Floor covering stores .....	3	D	D	D	b	D	D
44229	Other home furnishings stores .....	10	D	D	D	b	D	D
442299	All other home furnishings stores .....	8	5 362	625	161	87	10.6	—
443	Electronics & appliance stores .....	19	44 838	3 534	808	207	2.3	3.6
4431	Electronics & appliance stores .....	19	44 838	3 534	808	207	2.3	3.6
44311	Appliance, television, & other electronics stores .....	12	38 794	2 606	605	173	1.8	—
443111	Household appliance stores .....	3	D	D	D	b	D	D
443112	Radio, television, & other electronics stores .....	9	D	D	D	c	D	D
44312	Computer & software stores .....	4	4 675	742	159	23	—	28.3
443120	Computer & software stores .....	4	4 675	742	159	23	—	28.3
44313	Camera & photographic supplies stores .....	3	1 369	186	44	11	D	19.9
443130	Camera & photographic supplies stores .....	3	1 369	186	44	11	D	19.9
444	Building material & garden equipment & supplies dealers .....	21	94 496	8 258	1 896	246	1.6	—
4441	Building material & supplies dealers .....	19	D	D	D	c	D	D
44412	Paint & wallpaper stores .....	5	4 863	738	187	40	10.8	—
444120	Paint & wallpaper stores .....	5	4 863	738	187	40	10.8	—
44413	Hardware stores .....	3	D	D	D	b	D	D
444130	Hardware stores .....	3	D	D	D	b	D	D
44419	Other building material dealers .....	11	85 540	6 985	1 586	157	—	—
444190	Other building material dealers .....	11	85 540	6 985	1 586	157	—	—

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>WAUWATOSA, WI—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
445	Food & beverage stores .....	21	76 627	7 190	1 753	505	1.6	2.1
4451	Grocery stores .....	7	D	D	D	e	D	D
44511	Supermarkets & other grocery (except convenience) stores .....	5	59 719	5 401	1 306	332	—	.4
445110	Supermarkets & other grocery (except convenience) stores .....	5	59 719	5 401	1 306	332	—	.4
4452	Specialty food stores .....	10	D	D	D	b	D	D
4453	Beer, wine, & liquor stores .....	4	8 561	540	110	34	10.3	—
44531	Beer, wine, & liquor stores .....	4	8 561	540	110	34	10.3	—
445310	Beer, wine, & liquor stores .....	4	8 561	540	110	34	10.3	—
446	Health & personal care stores .....	35	48 857	6 673	1 589	503	3.8	8.9
4461	Health & personal care stores .....	35	48 857	6 673	1 589	503	3.8	8.9
44611	Pharmacies & drug stores .....	16	39 427	4 525	1 153	389	2.7	9.8
446110	Pharmacies & drug stores .....	16	39 427	4 525	1 153	389	2.7	9.8
4461101	Pharmacies & drug stores .....	16	39 427	4 525	1 153	389	2.7	9.8
44612	Cosmetics, beauty supplies, & perfume stores .....	3	3 010	582	73	38	—	—
446120	Cosmetics, beauty supplies, & perfume stores .....	3	3 010	582	73	38	—	—
44613	Optical goods stores .....	11	4 225	1 113	252	50	5.7	1.6
446130	Optical goods stores .....	11	4 225	1 113	252	50	5.7	1.6
44619	Other health & personal care stores .....	5	2 195	453	111	26	24.3	17.5
446191	Food (health) supplement stores .....	3	D	D	D	a	D	D
447	Gasoline stations .....	20	31 142	2 043	446	146	7.4	11.1
4471	Gasoline stations .....	20	31 142	2 043	446	146	7.4	11.1
44711	Gasoline stations with convenience stores .....	7	13 084	651	135	48	—	19.4
447110	Gasoline stations with convenience stores .....	7	13 084	651	135	48	—	19.4
44719	Other gasoline stations .....	13	18 058	1 392	311	98	12.8	5.1
447190	Other gasoline stations .....	13	18 058	1 392	311	98	12.8	5.1
448	Clothing & clothing accessories stores .....	64	64 943	7 376	1 770	720	5.9	8.9
4481	Clothing stores .....	36	38 068	4 450	1 049	473	7.2	6.2
44811	Men's clothing stores .....	5	6 914	1 243	316	44	25.8	8.0
448110	Men's clothing stores .....	5	6 914	1 243	316	44	25.8	8.0
44812	Women's clothing stores .....	14	12 769	1 570	367	151	4.8	4.3
448120	Women's clothing stores .....	14	12 769	1 570	367	151	4.8	4.3
44813	Children's & infants' clothing stores .....	1	D	D	D	b	D	D
448130	Children's & infants' clothing stores .....	1	D	D	D	b	D	D
44814	Family clothing stores .....	6	10 671	752	146	183	—	3.4
448140	Family clothing stores .....	6	10 671	752	146	183	—	3.4
44815	Clothing accessories stores .....	5	D	D	D	a	D	D
448150	Clothing accessories stores .....	5	D	D	D	a	D	D
44819	Other clothing stores .....	5	4 988	577	144	53	6.0	4.9
448190	Other clothing stores .....	5	4 988	577	144	53	6.0	4.9
4482	Shoe stores .....	11	10 203	1 009	252	96	—	4.2
44821	Shoe stores .....	11	10 203	1 009	252	96	—	4.2
448210	Shoe stores .....	11	10 203	1 009	252	96	—	4.2
4482102	Women's shoe stores .....	3	D	D	D	b	D	D
4482103	Children's & juveniles' shoe stores .....	1	D	D	D	a	D	D
4482104	Family shoe stores .....	5	6 195	505	121	59	—	—
4482105	Athletic footwear stores .....	2	D	D	D	a	D	D
4483	Jewelry, luggage, & leather goods stores .....	17	16 672	1 917	469	151	6.7	18.2
44831	Jewelry stores .....	16	D	D	D	c	D	D
448310	Jewelry stores .....	16	D	D	D	c	D	D
44832	Luggage & leather goods stores .....	1	D	D	D	a	D	D
448320	Luggage & leather goods stores .....	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	25	25 749	3 389	808	212	12.1	—
4511	Sporting goods, hobby, & musical instrument stores ..	16	17 194	2 521	591	135	18.1	—
45111	Sporting goods stores .....	9	8 431	835	191	69	17.3	—
451110	Sporting goods stores .....	9	8 431	835	191	69	17.3	—
4511101	General-line sporting goods stores .....	4	D	D	D	b	D	D
4511102	Specialty-line sporting goods stores .....	5	D	D	D	b	D	D
45113	Sewing, needlework, & piece goods stores .....	1	D	D	D	a	D	D
451130	Sewing, needlework, & piece goods stores .....	1	D	D	D	a	D	D
45114	Musical instrument & supplies stores .....	4	6 346	1 353	345	49	—	—
451140	Musical instrument & supplies stores .....	4	6 346	1 353	345	49	—	—
4512	Book, periodical, & music stores .....	9	8 555	868	217	77	—	—
45121	Book stores & news dealers .....	6	D	D	D	b	D	D
451211	Book stores .....	5	D	D	D	b	D	D
4512111	Book stores, general .....	5	D	D	D	b	D	D
451212	News dealers & newsstands .....	1	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, & record stores ...	3	D	D	D	b	D	D
451220	Prerecorded tape, compact disc, & record stores ...	3	D	D	D	b	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>WAUWATOSA, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
452	General merchandise stores .....	5	D	D	D	g	D	D
4521	Department stores (incl leased depts) ## .....	4	149 367	N	N	N	—	42.3
45211	Department stores (incl leased depts) ## .....	4	149 367	N	N	N	—	42.3
4521	Department stores (excl leased depts) .....	4	145 095	14 466	3 416	1 245	—	43.6
452110	Department stores (excl leased depts) .....	4	145 095	14 466	3 416	1 245	—	43.6
4521101	Department stores (excl leased depts) .....	4	145 095	14 466	3 416	1 245	—	43.6
4521101	Conventional department stores (excl leased depts) .....	2	D	D	D	f	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	2	D	D	D	e	D	D
453	Miscellaneous store retailers .....	36	D	D	D	e	D	D
4531	Florists .....	3	1 612	401	82	38	—	—
45311	Florists .....	3	1 612	401	82	38	—	—
453110	Florists .....	3	1 612	401	82	38	—	—
4532	Office supplies, stationery, & gift stores .....	17	D	D	D	c	D	D
45321	Office supplies & stationery stores .....	2	D	D	D	a	D	D
453210	Office supplies & stationery stores .....	2	D	D	D	a	D	D
4532102	Office supplies stores .....	2	D	D	D	a	D	D
45322	Gift, novelty, & souvenir stores .....	15	7 765	951	225	147	2.7	.6
453220	Gift, novelty, & souvenir stores .....	15	7 765	951	225	147	2.7	.6
4533	Used merchandise stores .....	4	1 082	308	102	27	3.0	21.1
45331	Used merchandise stores .....	4	1 082	308	102	27	3.0	21.1
453310	Used merchandise stores .....	4	1 082	308	102	27	3.0	21.1
4539	Other miscellaneous store retailers .....	12	D	D	D	b	D	D
45391	Pet & pet supplies stores .....	2	D	D	D	b	D	D
453910	Pet & pet supplies stores .....	2	D	D	D	b	D	D
45392	Art dealers .....	3	D	D	D	a	D	D
453920	Art dealers .....	3	D	D	D	a	D	D
45399	All other miscellaneous store retailers .....	7	D	D	D	b	D	D
454	Nonstore retailers .....	11	D	D	D	g	D	D
4541	Electronic shopping & mail-order houses .....	4	D	D	D	g	D	D
45411	Electronic shopping & mail-order houses .....	4	D	D	D	g	D	D
454110	Electronic shopping & mail-order houses .....	4	D	D	D	g	D	D
<b>WEST ALLIS, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>311</b>	<b>1 013 531</b>	<b>93 209</b>	<b>22 024</b>	<b>5 485</b>	<b>3.8</b>	<b>6.9</b>
441	Motor vehicle & parts dealers .....	44	329 572	25 200	5 680	850	1.4	9.0
4411	Automobile dealers .....	18	305 192	21 431	4 807	687	1.1	8.9
44111	New car dealers .....	9	285 013	20 330	4 484	634	—	9.4
441110	New car dealers .....	9	285 013	20 330	4 484	634	—	9.4
44112	Used car dealers .....	9	20 179	1 101	323	53	16.6	.8
441120	Used car dealers .....	9	20 179	1 101	323	53	16.6	.8
4413	Automotive parts, accessories, & tire stores .....	25	D	D	D	c	D	D
44131	Automotive parts & accessories stores .....	21	19 708	2 891	676	139	6.3	13.8
441310	Automotive parts & accessories stores .....	21	19 708	2 891	676	139	6.3	13.8
44132	Tire dealers .....	4	D	D	D	b	D	D
441320	Tire dealers .....	4	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	19	52 100	8 951	2 044	350	6.8	.2
4421	Furniture stores .....	6	30 502	4 784	1 084	194	7.8	—
44211	Furniture stores .....	6	30 502	4 784	1 084	194	7.8	—
442110	Furniture stores .....	6	30 502	4 784	1 084	194	7.8	—
4422	Home furnishings stores .....	13	21 598	4 167	960	156	5.3	.5
44221	Floor covering stores .....	7	15 449	3 635	839	108	1.9	.6
442210	Floor covering stores .....	7	15 449	3 635	839	108	1.9	.6
44229	Other home furnishings stores .....	6	6 149	532	121	48	13.9	.1
442299	All other home furnishings stores .....	4	D	D	D	b	D	D
443	Electronics & appliance stores .....	15	6 761	1 199	272	72	33.9	4.6
4431	Electronics & appliance stores .....	15	6 761	1 199	272	72	33.9	4.6
44311	Appliance, television, & other electronics stores .....	11	4 084	748	168	47	26.6	.8
443111	Household appliance stores .....	6	2 555	484	114	30	38.6	—
443112	Radio, television, & other electronics stores .....	5	1 529	264	54	17	6.7	2.2
44312	Computer & software stores .....	3	D	D	D	a	D	D
443120	Computer & software stores .....	3	D	D	D	a	D	D
44313	Camera & photographic supplies stores .....	1	D	D	D	a	D	D
443130	Camera & photographic supplies stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	40	162 110	19 746	4 472	892	.8	1.3
4441	Building material & supplies dealers .....	38	D	D	D	f	D	D
44411	Home centers .....	3	D	D	D	e	D	D
444110	Home centers .....	3	D	D	D	e	D	D
44412	Paint & wallpaper stores .....	5	D	D	D	b	D	D
444120	Paint & wallpaper stores .....	5	D	D	D	b	D	D
44413	Hardware stores .....	4	13 305	1 852	473	150	—	—
444130	Hardware stores .....	4	13 305	1 852	473	150	—	—
44419	Other building material dealers .....	26	94 036	12 519	2 665	395	.3	2.2
444190	Other building material dealers .....	26	94 036	12 519	2 665	395	.3	2.2

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—		
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>	
<b>WEST ALLIS, WI—Con.</b>									
<b>44-45 Retail trade—Con.</b>									
445	Food & beverage stores .....	33	140 639	10 899	2 937	1 027	3.6	22.4	
4451	Grocery stores .....	13	131 558	10 006	2 712	932	1.7	22.6	
44511	Supermarkets & other grocery (except convenience) stores .....	9	129 857	9 898	2 695	915	1.3	22.6	
445110	Supermarkets & other grocery (except convenience) stores .....	9	129 857	9 898	2 695	915	1.3	22.6	
4452	Specialty food stores .....	10	4 032	593	153	56	18.3	24.0	
446	Health & personal care stores .....	21	42 928	5 113	1 158	339	11.0	2.6	
4461	Health & personal care stores .....	21	42 928	5 113	1 158	339	11.0	2.6	
44611	Pharmacies & drug stores .....	13	37 781	4 263	966	294	10.5	3.0	
446110	Pharmacies & drug stores .....	13	37 781	4 263	966	294	10.5	3.0	
4461101	Pharmacies & drug stores .....	13	37 781	4 263	966	294	10.5	3.0	
44612	Cosmetics, beauty supplies, & perfume stores .....	2	D	D	D	a	D	D	
446120	Cosmetics, beauty supplies, & perfume stores .....	2	D	D	D	a	D	D	
44613	Optical goods stores .....	2	D	D	D	a	D	D	
446130	Optical goods stores .....	2	D	D	D	a	D	D	
44619	Other health & personal care stores .....	4	2 907	394	81	23	26.4	—	
446191	Food (health) supplement stores .....	2	D	D	D	a	D	D	
447	Gasoline stations .....	21	48 337	2 392	644	215	9.3	7.4	
4471	Gasoline stations .....	21	48 337	2 392	644	215	9.3	7.4	
44711	Gasoline stations with convenience stores .....	15	42 984	1 900	514	167	3.0	4.8	
447110	Gasoline stations with convenience stores .....	15	42 984	1 900	514	167	3.0	4.8	
448	Clothing & clothing accessories stores .....	23	12 454	1 928	496	162	20.9	—	
4481	Clothing stores .....	10	4 218	588	168	67	13.3	—	
4482104	Family shoe stores .....	8	4 936	506	126	44	35.2	—	
4483	Jewelry, luggage, & leather goods stores .....	5	3 300	834	202	51	9.3	—	
451	Sporting goods, hobby, book, & music stores .....	31	27 787	3 512	823	263	13.9	1.1	
4511	Sporting goods, hobby, & musical instrument stores ..	26	23 632	2 829	673	223	14.8	1.3	
45111	Sporting goods stores .....	12	12 654	1 534	352	133	20.4	—	
451110	Sporting goods stores .....	12	12 654	1 534	352	133	20.4	—	
4511101	General-line sporting goods stores .....	4	4 400	382	101	52	18.5	—	
4511102	Specialty-line sporting goods stores .....	8	8 254	1 152	251	81	21.4	—	
45112	Hobby, toy, & game stores .....	10	4 490	534	147	41	20.2	7.0	
451120	Hobby, toy, & game stores .....	10	4 490	534	147	41	20.2	7.0	
45113	Sewing, needlework, & piece goods stores .....	2	D	D	D	b	D	D	
451130	Sewing, needlework, & piece goods stores .....	2	D	D	D	b	D	D	
45114	Musical instrument & supplies stores .....	2	D	D	D	b	D	D	
451140	Musical instrument & supplies stores .....	2	D	D	D	b	D	D	
4512	Book, periodical, & music stores .....	5	4 155	683	150	40	9.1	—	
45121	Book stores & news dealers .....	4	D	D	D	b	D	D	
451211	Book stores .....	3	D	D	D	b	D	D	
4512111	Book stores, general .....	2	D	D	D	b	D	D	
4512112	Specialty book stores .....	1	D	D	D	a	D	D	
451212	News dealers & newsstands .....	1	D	D	D	a	D	D	
452	General merchandise stores .....	9	D	D	D	f	D	D	
4521	Department stores (incl leased depts) ## .....	3	87 207	N	N	N	—	—	
45211	Department stores (incl leased depts) ## .....	3	87 207	N	N	N	—	—	
4521	Department stores (excl leased depts) .....	3	86 474	6 323	1 542	606	—	—	
452110	Department stores (excl leased depts) .....	3	86 474	6 323	1 542	606	—	—	
4521102	Department stores (excl leased depts) .....	3	86 474	6 323	1 542	606	—	—	
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	3	86 474	6 323	1 542	606	—	—	
4529	Other general merchandise stores .....	6	D	D	D	c	D	D	
45299	All other general merchandise stores .....	5	3 522	593	117	34	—	—	
452990	All other general merchandise stores .....	5	3 522	593	117	34	—	—	
4529903	Miscellaneous general merchandise stores .....	3	D	D	D	b	D	D	
453	Miscellaneous store retailers .....	48	D	D	D	e	D	D	
4531	Florists .....	8	1 872	471	130	48	19.0	51.4	
45311	Florists .....	8	1 872	471	130	48	19.0	51.4	
453110	Florists .....	8	1 872	471	130	48	19.0	51.4	
4532	Office supplies, stationery, & gift stores .....	12	9 727	1 172	292	115	7.4	—	
45321	Office supplies & stationery stores .....	3	D	D	D	b	D	D	
453210	Office supplies & stationery stores .....	3	D	D	D	b	D	D	
4532102	Office supplies stores .....	3	D	D	D	b	D	D	
45322	Gift, novelty, & souvenir stores .....	9	D	D	D	b	D	D	
453220	Gift, novelty, & souvenir stores .....	9	D	D	D	b	D	D	
4533	Used merchandise stores .....	12	4 854	1 246	306	131	16.1	3.4	
45331	Used merchandise stores .....	12	4 854	1 246	306	131	16.1	3.4	
453310	Used merchandise stores .....	12	4 854	1 246	306	131	16.1	3.4	
4539	Other miscellaneous store retailers .....	16	D	D	D	c	D	D	
45391	Pet & pet supplies stores .....	4	D	D	D	b	D	D	
453910	Pet & pet supplies stores .....	4	D	D	D	b	D	D	
45392	Art dealers .....	1	D	D	D	a	D	D	
453920	Art dealers .....	1	D	D	D	a	D	D	
45399	All other miscellaneous store retailers .....	11	5 618	464	108	46	53.5	—	

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**Table 4. Summary Statistics for Places: 1997—Con.**

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>WEST ALLIS, WI—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
454	Nonstore retailers .....	7	48 113	1 704	409	130	3.2	.2
4541	Electronic shopping & mail-order houses .....	3	D	D	D	a	D	D
45411	Electronic shopping & mail-order houses .....	3	D	D	D	a	D	D
454110	Electronic shopping & mail-order houses .....	3	D	D	D	a	D	D
4543	Direct selling establishments .....	2	D	D	D	b	D	D
45431	Fuel dealers .....	1	D	D	D	b	D	D
454311	Heating oil dealers .....	1	D	D	D	b	D	D
<b>WEST BEND, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>149</b>	<b>661 894</b>	<b>34 281</b>	<b>7 537</b>	<b>2 341</b>	<b>9.1</b>	<b>1.6</b>
441	Motor vehicle & parts dealers .....	20	398 954	9 567	1 551	252	11.0	.2
4411	Automobile dealers .....	8	D	D	D	c	D	D
44111	New car dealers .....	5	384 547	6 961	1 181	175	10.5	—
441110	New car dealers .....	5	384 547	6 961	1 181	175	10.5	—
44112	Used car dealers .....	3	D	D	D	a	D	D
441120	Used car dealers .....	3	D	D	D	a	D	D
4412	Other motor vehicle dealers .....	2	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	2	D	D	D	a	D	D
441221	Motorcycle dealers .....	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores .....	10	D	D	D	b	D	D
44131	Automotive parts & accessories stores .....	9	5 123	1 256	179	48	—	18.2
441310	Automotive parts & accessories stores .....	9	5 123	1 256	179	48	—	18.2
442	Furniture & home furnishings stores .....	6	6 593	882	204	39	6.7	—
4421	Furniture stores .....	3	5 846	714	173	31	—	—
44211	Furniture stores .....	3	5 846	714	173	31	—	—
442110	Furniture stores .....	3	5 846	714	173	31	—	—
443	Electronics & appliance stores .....	10	7 014	1 222	304	64	12.1	2.3
4431	Electronics & appliance stores .....	10	7 014	1 222	304	64	12.1	2.3
44311	Appliance, television, & other electronics stores .....	5	3 632	514	120	27	8.2	—
443112	Radio, television, & other electronics stores .....	2	D	D	D	a	D	D
44312	Computer & software stores .....	5	3 382	708	184	37	16.2	4.7
443120	Computer & software stores .....	5	3 382	708	184	37	16.2	4.7
444	Building material & garden equipment & supplies dealers .....	9	12 323	1 880	398	168	2.8	—
4441	Building material & supplies dealers .....	8	D	D	D	c	D	D
44413	Hardware stores .....	3	D	D	D	b	D	D
444130	Hardware stores .....	3	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	1	D	D	D	b	D	D
44422	Nursery & garden centers .....	1	D	D	D	b	D	D
444220	Nursery & garden centers .....	1	D	D	D	b	D	D
445	Food & beverage stores .....	12	87 157	7 253	1 735	646	.8	.3
4451	Grocery stores .....	7	86 101	6 994	1 680	603	.4	—
44511	Supermarkets & other grocery (except convenience) stores .....	7	86 101	6 994	1 680	603	.4	—
445110	Supermarkets & other grocery (except convenience) stores .....	7	86 101	6 994	1 680	603	.4	—
4452	Specialty food stores .....	4	D	D	D	b	D	D
446	Health & personal care stores .....	15	17 504	2 625	653	178	3.2	13.5
4461	Health & personal care stores .....	15	17 504	2 625	653	178	3.2	13.5
44613	Optical goods stores .....	5	D	D	D	b	D	D
446130	Optical goods stores .....	5	D	D	D	b	D	D
447	Gasoline stations .....	17	31 488	1 417	330	135	18.8	18.8
4471	Gasoline stations .....	17	31 488	1 417	330	135	18.8	18.8
44711	Gasoline stations with convenience stores .....	13	26 244	1 038	250	108	19.2	5.9
447110	Gasoline stations with convenience stores .....	13	26 244	1 038	250	108	19.2	5.9
448	Clothing & clothing accessories stores .....	23	13 370	1 694	457	149	15.6	6.4
4481	Clothing stores .....	12	5 346	619	184	86	23.9	—
4483	Jewelry, luggage, & leather goods stores .....	6	5 276	822	220	40	9.0	16.2
44831	Jewelry stores .....	5	D	D	D	b	D	D
448310	Jewelry stores .....	5	D	D	D	b	D	D
44832	Luggage & leather goods stores .....	1	D	D	D	a	D	D
448320	Luggage & leather goods stores .....	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	10	7 512	1 005	227	96	12.6	—
4511	Sporting goods, hobby, & musical instrument stores .....	7	D	D	D	b	D	D
45112	Hobby, toy, & game stores .....	3	3 526	473	111	45	D	—
451120	Hobby, toy, & game stores .....	3	3 526	473	111	45	D	—
45114	Musical instrument & supplies stores .....	1	D	D	D	a	D	D
451140	Musical instrument & supplies stores .....	1	D	D	D	a	D	D
4512	Book, periodical, & music stores .....	3	D	D	D	a	D	D
452	General merchandise stores .....	4	D	D	D	e	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	3	D	D	D	e	D	D
45299	All other general merchandise stores .....	1	D	D	D	b	D	D
452990	All other general merchandise stores .....	1	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores .....	1	D	D	D	b	D	D

See footnotes at end of table.



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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>WEST BEND, WI—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
453	Miscellaneous store retailers .....	20	D	D	D	c	D	D
4532	Office supplies, stationery, & gift stores .....	9	3 908	502	228	39	76.2	2.5
45321	Office supplies & stationery stores .....	1	D	D	D	a	D	D
453210	Office supplies & stationery stores .....	1	D	D	D	a	D	D
4532102	Office supplies stores .....	1	D	D	D	a	D	D
4539	Other miscellaneous store retailers .....	7	2 483	320	66	28	50.1	—
45399	All other miscellaneous store retailers .....	4	D	D	D	a	D	D
454	Nonstore retailers .....	3	D	D	D	a	D	D
<b>WEST MILWAUKEE, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>12</b>	<b>33 538</b>	<b>3 941</b>	<b>943</b>	<b>231</b>	<b>.5</b>	<b>8.2</b>
445	Food & beverage stores .....	1	D	D	D	c	D	D
446	Health & personal care stores .....	1	D	D	D	b	D	D
4461	Health & personal care stores .....	1	D	D	D	b	D	D
447	Gasoline stations .....	1	D	D	D	a	D	D
448	Clothing & clothing accessories stores .....	4	1 526	160	36	15	10.6	—
452	General merchandise stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	3	D	D	D	b	D	D
4542	Vending machine operators .....	1	D	D	D	b	D	D
45421	Vending machine operators .....	1	D	D	D	b	D	D
454210	Vending machine operators .....	1	D	D	D	b	D	D
<b>WESTON TOWN, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>71</b>	<b>165 839</b>	<b>17 635</b>	<b>3 931</b>	<b>1 226</b>	<b>3.6</b>	<b>4.3</b>
441	Motor vehicle & parts dealers .....	8	12 448	1 694	385	81	1.5	—
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores .....	3	6 257	1 235	281	63	—	—
44131	Automotive parts & accessories stores .....	2	D	D	D	b	D	D
441310	Automotive parts & accessories stores .....	2	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	8	6 284	1 092	278	60	—	—
4421	Furniture stores .....	1	D	D	D	b	D	D
44211	Furniture stores .....	1	D	D	D	b	D	D
442110	Furniture stores .....	1	D	D	D	b	D	D
4422	Home furnishings stores .....	7	D	D	D	b	D	D
443	Electronics & appliance stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	6	31 866	4 958	989	153	9.5	—
4441	Building material & supplies dealers .....	3	D	D	D	b	D	D
44419	Other building material dealers .....	1	D	D	D	b	D	D
444190	Other building material dealers .....	1	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	3	D	D	D	c	D	D
44422	Nursery & garden centers .....	3	D	D	D	c	D	D
444220	Nursery & garden centers .....	3	D	D	D	c	D	D
445	Food & beverage stores .....	3	D	D	D	e	D	D
4451	Grocery stores .....	2	D	D	D	e	D	D
44511	Supermarkets & other grocery (except convenience) stores .....	2	D	D	D	e	D	D
445110	Supermarkets & other grocery (except convenience) stores .....	2	D	D	D	e	D	D
446	Health & personal care stores .....	2	D	D	D	a	D	D
447	Gasoline stations .....	6	13 850	667	150	65	17.4	—
448	Clothing & clothing accessories stores .....	15	6 945	887	240	87	—	—
4481	Clothing stores .....	10	D	D	D	b	D	D
44819	Other clothing stores .....	1	D	D	D	a	D	D
448190	Other clothing stores .....	1	D	D	D	a	D	D
44832	Luggage & leather goods stores .....	1	D	D	D	a	D	D
448320	Luggage & leather goods stores .....	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	6	4 090	287	57	26	—	—
4511	Sporting goods, hobby, & musical instrument stores ..	5	D	D	D	b	D	D
452	General merchandise stores .....	3	D	D	D	e	D	D
45299	All other general merchandise stores .....	2	D	D	D	b	D	D
452990	All other general merchandise stores .....	2	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores .....	1	D	D	D	b	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>WESTON TOWN, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
453	Miscellaneous store retailers .....	9	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	4	D	D	D	b	D	D
45392	Art dealers .....	1	D	D	D	a	D	D
453920	Art dealers .....	1	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers .....	2	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers .....	2	D	D	D	a	D	D
454	Nonstore retailers .....	3	D	D	D	a	D	D
<b>WEST SALEM, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>29</b>	<b>98 217</b>	<b>8 172</b>	<b>1 804</b>	<b>408</b>	<b>3.2</b>	<b>.8</b>
441	Motor vehicle & parts dealers .....	6	70 948	4 526	923	138	1.1	—
4411	Automobile dealers .....	4	D	D	D	c	D	D
4412	Other motor vehicle dealers .....	1	D	D	D	a	D	D
44121	Recreational vehicle dealers .....	1	D	D	D	a	D	D
441210	Recreational vehicle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	3	D	D	D	a	D	D
445	Food & beverage stores .....	5	4 839	1 175	272	114	20.1	—
4452	Specialty food stores .....	2	D	D	D	b	D	D
446	Health & personal care stores .....	2	D	D	D	a	D	D
447	Gasoline stations .....	7	11 041	687	140	81	—	7.5
44711	Gasoline stations with convenience stores .....	6	D	D	D	b	D	D
447110	Gasoline stations with convenience stores .....	6	D	D	D	b	D	D
453	Miscellaneous store retailers .....	3	458	53	13	6	100.0	—
4532101	Stationery stores .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	2	D	D	D	b	D	D
4543	Direct selling establishments .....	1	D	D	D	b	D	D
45439	Other direct selling establishments .....	1	D	D	D	b	D	D
454390	Other direct selling establishments .....	1	D	D	D	b	D	D
<b>WHITEFISH BAY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>44</b>	<b>61 125</b>	<b>8 764</b>	<b>1 971</b>	<b>530</b>	<b>7.7</b>	<b>2.1</b>
442	Furniture & home furnishings stores .....	4	9 934	1 124	257	40	23.4	—
4421	Furniture stores .....	2	D	D	D	b	D	D
44211	Furniture stores .....	2	D	D	D	b	D	D
442110	Furniture stores .....	2	D	D	D	b	D	D
445	Food & beverage stores .....	4	D	D	D	c	D	D
446	Health & personal care stores .....	6	10 816	1 443	327	95	7.4	—
4461	Health & personal care stores .....	6	10 816	1 443	327	95	7.4	—
447	Gasoline stations .....	3	2 888	290	72	17	—	—
448	Clothing & clothing accessories stores .....	17	11 896	2 200	494	148	7.0	.2
4481	Clothing stores .....	8	5 142	1 006	245	73	4.1	.4
44813	Children's & infants' clothing stores .....	2	D	D	D	a	D	D
448130	Children's & infants' clothing stores .....	2	D	D	D	a	D	D
44819	Other clothing stores .....	2	D	D	D	a	D	D
448190	Other clothing stores .....	2	D	D	D	a	D	D
4483	Jewelry, luggage, & leather goods stores .....	5	3 520	794	162	34	—	—
44832	Luggage & leather goods stores .....	1	D	D	D	a	D	D
448320	Luggage & leather goods stores .....	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	3	1 549	250	68	37	—	75.2
452	General merchandise stores .....	1	D	D	D	b	D	D
45299	All other general merchandise stores .....	1	D	D	D	b	D	D
452990	All other general merchandise stores .....	1	D	D	D	b	D	D
453	Miscellaneous store retailers .....	3	D	D	D	a	D	D
454	Nonstore retailers .....	3	D	D	D	a	D	D

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**Table 4. Summary Statistics for Places: 1997—Con.**

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>WHITEWATER, WI *</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>54</b>	<b>116 826</b>	<b>9 421</b>	<b>2 178</b>	<b>668</b>	<b>31.4</b>	<b>.1</b>
441	Motor vehicle & parts dealers .....	8	48 915	2 710	551	105	55.8	—
4412	Other motor vehicle dealers .....	1	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	1	D	D	D	a	D	D
441222	Boat dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	2	D	D	D	a	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
4431	Electronics & appliance stores .....	1	D	D	D	a	D	D
44312	Computer & software stores .....	1	D	D	D	a	D	D
443120	Computer & software stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	5	13 822	1 591	342	72	1.4	—
44419	Other building material dealers .....	2	D	D	D	b	D	D
444190	Other building material dealers .....	2	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	2	D	D	D	a	D	D
44422	Nursery & garden centers .....	1	D	D	D	a	D	D
444220	Nursery & garden centers .....	1	D	D	D	a	D	D
445	Food & beverage stores .....	7	12 683	1 094	350	138	14.4	—
446	Health & personal care stores .....	4	D	D	D	a	D	D
447	Gasoline stations .....	6	13 189	583	143	82	13.6	—
44711	Gasoline stations with convenience stores .....	5	D	D	D	b	D	D
447110	Gasoline stations with convenience stores .....	5	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	5	1 530	196	50	17	26.8	—
44819	Other clothing stores .....	1	D	D	D	a	D	D
448190	Other clothing stores .....	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	3	D	D	D	a	D	D
452	General merchandise stores .....	2	D	D	D	c	D	D
453	Miscellaneous store retailers .....	6	D	D	D	a	D	D
454	Nonstore retailers .....	5	2 661	304	72	13	28.8	—
<b>WHITEWATER, WI (JEFFERSON COUNTY PART) *</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>1</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>D</b>	<b>D</b>
446	Health & personal care stores .....	1	D	D	D	a	D	D
<b>WHITEWATER, WI (WALWORTH COUNTY PART) *</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>53</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>f</b>	<b>D</b>	<b>D</b>
441	Motor vehicle & parts dealers .....	8	48 915	2 710	551	105	55.8	—
4412	Other motor vehicle dealers .....	1	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	1	D	D	D	a	D	D
441222	Boat dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	2	D	D	D	a	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
4431	Electronics & appliance stores .....	1	D	D	D	a	D	D
44312	Computer & software stores .....	1	D	D	D	a	D	D
443120	Computer & software stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	5	13 822	1 591	342	72	1.4	—
44419	Other building material dealers .....	2	D	D	D	b	D	D
444190	Other building material dealers .....	2	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	2	D	D	D	a	D	D
44422	Nursery & garden centers .....	1	D	D	D	a	D	D
444220	Nursery & garden centers .....	1	D	D	D	a	D	D
445	Food & beverage stores .....	7	12 683	1 094	350	138	14.4	—
446	Health & personal care stores .....	3	D	D	D	a	D	D
447	Gasoline stations .....	6	13 189	583	143	82	13.6	—
44711	Gasoline stations with convenience stores .....	5	D	D	D	b	D	D
447110	Gasoline stations with convenience stores .....	5	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	5	1 530	196	50	17	26.8	—
44819	Other clothing stores .....	1	D	D	D	a	D	D
448190	Other clothing stores .....	1	D	D	D	a	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>WHITEWATER, WI (WALWORTH COUNTY PART) *—Con.</b>							
<b>44-45</b>	<b>Retail trade—Con.</b>							
451	Sporting goods, hobby, book, & music stores .....	3	D	D	D	a	D	D
452	General merchandise stores .....	2	D	D	D	c	D	D
453	Miscellaneous store retailers .....	6	D	D	D	a	D	D
454	Nonstore retailers .....	5	2 661	304	72	13	28.8	—
	<b>WISCONSIN RAPIDS, WI</b>							
<b>44-45</b>	<b>Retail trade .....</b>	<b>137</b>	<b>287 661</b>	<b>28 123</b>	<b>6 698</b>	<b>2 174</b>	<b>10.9</b>	<b>2.1</b>
441	Motor vehicle & parts dealers .....	24	80 843	6 694	1 530	301	10.6	1.2
4411	Automobile dealers .....	12	69 492	4 811	1 149	213	10.7	1.4
44112	Used car dealers .....	4	5 885	519	96	32	4.8	16.9
441120	Used car dealers .....	4	5 885	519	96	32	4.8	16.9
4413	Automotive parts, accessories, & tire stores .....	11	D	D	D	b	D	D
44131	Automotive parts & accessories stores .....	8	5 981	926	210	51	—	—
441310	Automotive parts & accessories stores .....	8	5 981	926	210	51	—	—
44132	Tire dealers .....	3	D	D	D	b	D	D
441320	Tire dealers .....	3	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	4	3 587	629	125	29	10.5	—
4421	Furniture stores .....	2	D	D	D	a	D	D
44211	Furniture stores .....	2	D	D	D	a	D	D
442110	Furniture stores .....	2	D	D	D	a	D	D
443	Electronics & appliance stores .....	7	3 102	403	98	32	27.1	37.6
4431	Electronics & appliance stores .....	7	3 102	403	98	32	27.1	37.6
44311	Appliance, television, & other electronics stores ....	6	D	D	D	b	D	D
443112	Radio, television, & other electronics stores .....	4	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	15	18 238	2 270	455	114	14.7	—
4441	Building material & supplies dealers .....	13	D	D	D	c	D	D
44413	Hardware stores .....	3	D	D	D	b	D	D
444130	Hardware stores .....	3	D	D	D	b	D	D
44419	Other building material dealers .....	7	10 911	997	200	43	19.0	—
444190	Other building material dealers .....	7	10 911	997	200	43	19.0	—
445	Food & beverage stores .....	9	D	D	D	f	D	D
4451	Grocery stores .....	7	66 269	6 124	1 511	632	19.0	—
44511	Supermarkets & other grocery (except convenience) stores .....	7	66 269	6 124	1 511	632	19.0	—
445110	Supermarkets & other grocery (except convenience) stores .....	7	66 269	6 124	1 511	632	19.0	—
446	Health & personal care stores .....	4	D	D	D	b	D	D
447	Gasoline stations .....	16	18 309	1 309	360	125	.9	2.2
44711	Gasoline stations with convenience stores .....	11	15 216	914	219	88	—	1.2
447110	Gasoline stations with convenience stores .....	11	15 216	914	219	88	—	1.2
448	Clothing & clothing accessories stores .....	20	D	D	D	c	D	D
4481	Clothing stores .....	12	D	D	D	c	D	D
451	Sporting goods, hobby, book, & music stores .....	12	4 820	604	148	51	13.6	3.8
4511	Sporting goods, hobby, & musical instrument stores ..	7	2 949	404	99	26	22.2	6.1
45114	Musical instrument & supplies stores .....	2	D	D	D	a	D	D
451140	Musical instrument & supplies stores .....	2	D	D	D	a	D	D
4512	Book, periodical, & music stores .....	5	1 871	200	49	25	—	—
4512112	Specialty book stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	5	D	D	D	f	D	D
4521	Department stores (incl leased depts) ## .....	4	D	N	N	N	D	D
45211	Department stores (incl leased depts) ## .....	4	D	N	N	N	D	D
4521	Department stores (excl leased depts) .....	4	D	D	D	f	D	D
45211	Department stores (excl leased depts) .....	4	D	D	D	f	D	D
452110	Department stores (excl leased depts) .....	4	D	D	D	f	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts) .....	3	D	D	D	f	D	D
453	Miscellaneous store retailers .....	15	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores .....	5	D	D	D	b	D	D
45321	Office supplies & stationery stores .....	1	D	D	D	a	D	D
453210	Office supplies & stationery stores .....	1	D	D	D	a	D	D
4532102	Office supplies stores .....	1	D	D	D	a	D	D
4539	Other miscellaneous store retailers .....	6	D	D	D	a	D	D
45391	Pet & pet supplies stores .....	3	D	D	D	a	D	D
453910	Pet & pet supplies stores .....	3	D	D	D	a	D	D
454	Nonstore retailers .....	6	D	D	D	b	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF ADAMS COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>37</b>	<b>64 734</b>	<b>5 483</b>	<b>1 165</b>	<b>327</b>	<b>21.0</b>	<b>4.5</b>
441	Motor vehicle & parts dealers	10	17 765	1 355	321	51	39.3	—
4412	Other motor vehicle dealers	3	4 607	266	56	10	D	—
44122	Motorcycle, boat, & other motor vehicle dealers	3	4 607	266	56	10	D	—
441229	All other motor vehicle dealers	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	8	15 401	762	124	29	6.1	.6
4441	Building material & supplies dealers	5	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	3	D	D	D	a	D	D
44422	Nursery & garden centers	3	D	D	D	a	D	D
444220	Nursery & garden centers	3	D	D	D	a	D	D
445	Food & beverage stores	6	14 396	1 381	316	127	26.2	—
4452	Specialty food stores	1	D	D	D	a	D	D
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	5	D	D	D	b	D	D
448	Clothing & clothing accessories stores	2	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	b	D	D
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	1	D	D	D	a	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
<b>BALANCE OF ASHLAND COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>27</b>	<b>17 689</b>	<b>1 339</b>	<b>265</b>	<b>94</b>	<b>77.2</b>	<b>3.9</b>
441	Motor vehicle & parts dealers	3	2 927	182	42	8	89.4	10.6
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	5	5 232	496	95	34	85.2	—
445	Food & beverage stores	5	D	D	D	a	D	D
447	Gasoline stations	6	3 108	168	33	15	14.4	12.1
453	Miscellaneous store retailers	4	D	D	D	a	D	D
4539	Other miscellaneous store retailers	1	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers	1	D	D	D	a	D	D
454	Nonstore retailers	3	D	D	D	a	D	D
<b>BALANCE OF BARRON COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>112</b>	<b>123 334</b>	<b>11 594</b>	<b>2 309</b>	<b>797</b>	<b>23.1</b>	<b>6.7</b>
441	Motor vehicle & parts dealers	14	D	D	D	b	D	D
4412	Other motor vehicle dealers	2	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	2	D	D	D	b	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture & home furnishings stores	6	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	21	D	D	D	c	D	D
4441	Building material & supplies dealers	13	D	D	D	b	D	D
44413	Hardware stores	6	D	D	D	b	D	D
444130	Hardware stores	6	D	D	D	b	D	D
44419	Other building material dealers	7	D	D	D	b	D	D
444190	Other building material dealers	7	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	8	D	D	D	b	D	D
44421	Outdoor power equipment stores	2	D	D	D	b	D	D
444210	Outdoor power equipment stores	2	D	D	D	b	D	D
44422	Nursery & garden centers	6	D	D	D	b	D	D
444220	Nursery & garden centers	6	D	D	D	b	D	D
445	Food & beverage stores	18	23 790	2 540	561	236	31.4	3.4
4452	Specialty food stores	2	D	D	D	b	D	D
446	Health & personal care stores	6	D	D	D	b	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF BARRON COUNTY, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
447	Gasoline stations .....	15	18 524	1 256	262	109	18.4	5.7
44711	Gasoline stations with convenience stores .....	12	D	D	D	b	D	D
447110	Gasoline stations with convenience stores .....	12	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	4	2 097	225	50	18	88.9	—
4511	Sporting goods, hobby, & musical instrument stores ..	4	2 097	225	50	18	88.9	—
4511101	General-line sporting goods stores .....	3	D	D	D	a	D	D
452	General merchandise stores .....	5	D	D	D	b	D	D
45299	All other general merchandise stores .....	5	D	D	D	b	D	D
452990	All other general merchandise stores .....	5	D	D	D	b	D	D
453	Miscellaneous store retailers .....	14	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	5	D	D	D	b	D	D
45399	All other miscellaneous store retailers .....	4	D	D	D	b	D	D
454	Nonstore retailers .....	6	7 153	715	164	49	—	72.7
4543	Direct selling establishments .....	5	D	D	D	b	D	D
45431	Fuel dealers .....	4	D	D	D	b	D	D
454311	Heating oil dealers .....	2	D	D	D	b	D	D
<b>BALANCE OF BAYFIELD COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>66</b>	<b>50 986</b>	<b>4 189</b>	<b>896</b>	<b>328</b>	<b>36.7</b>	<b>2.7</b>
441	Motor vehicle & parts dealers .....	8	D	D	D	b	D	D
4412	Other motor vehicle dealers .....	3	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	3	D	D	D	b	D	D
441222	Boat dealers .....	2	D	D	D	b	D	D
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	12	9 749	869	168	39	59.9	—
4441	Building material & supplies dealers .....	11	D	D	D	b	D	D
445	Food & beverage stores .....	9	14 148	1 412	327	122	36.8	—
446	Health & personal care stores .....	3	1 552	131	29	13	D	—
447	Gasoline stations .....	10	11 446	668	158	73	25.4	—
448	Clothing & clothing accessories stores .....	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	5	D	D	D	a	D	D
452	General merchandise stores .....	2	D	D	D	a	D	D
453	Miscellaneous store retailers .....	14	D	D	D	a	D	D
45392	Art dealers .....	2	D	D	D	a	D	D
453920	Art dealers .....	2	D	D	D	a	D	D
454	Nonstore retailers .....	1	D	D	D	a	D	D
<b>BALANCE OF BROWN COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>94</b>	<b>216 170</b>	<b>16 804</b>	<b>3 832</b>	<b>1 006</b>	<b>5.2</b>	<b>6.1</b>
441	Motor vehicle & parts dealers .....	10	D	D	D	c	D	D
4411	Automobile dealers .....	5	D	D	D	c	D	D
4412	Other motor vehicle dealers .....	3	D	D	D	a	D	D
44121	Recreational vehicle dealers .....	2	D	D	D	a	D	D
441210	Recreational vehicle dealers .....	2	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	1	D	D	D	a	D	D
441222	Boat dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	7	D	D	D	b	D	D
4421	Furniture stores .....	2	D	D	D	a	D	D
44211	Furniture stores .....	2	D	D	D	a	D	D
442110	Furniture stores .....	2	D	D	D	a	D	D
4422	Home furnishings stores .....	5	D	D	D	a	D	D
443	Electronics & appliance stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	19	D	D	D	c	D	D
44419	Other building material dealers .....	9	6 763	1 095	278	27	21.8	40.8
444190	Other building material dealers .....	9	6 763	1 095	278	27	21.8	40.8
4442	Lawn & garden equipment & supplies stores .....	10	D	D	D	c	D	D
44422	Nursery & garden centers .....	10	D	D	D	c	D	D
444220	Nursery & garden centers .....	10	D	D	D	c	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF BROWN COUNTY, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
445	Food & beverage stores .....	13	15 843	1 678	361	150	25.9	22.5
4452	Specialty food stores .....	3	D	D	D	b	D	D
446	Health & personal care stores .....	2	D	D	D	a	D	D
447	Gasoline stations .....	16	D	D	D	c	D	D
4471	Gasoline stations .....	16	D	D	D	c	D	D
44711	Gasoline stations with convenience stores .....	12	D	D	D	c	D	D
447110	Gasoline stations with convenience stores .....	12	D	D	D	c	D	D
448	Clothing & clothing accessories stores .....	5	D	D	D	a	D	D
44819	Other clothing stores .....	1	D	D	D	a	D	D
448190	Other clothing stores .....	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	3	D	D	D	a	D	D
452	General merchandise stores .....	1	D	D	D	e	D	D
453	Miscellaneous store retailers .....	7	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	3	D	D	D	a	D	D
454	Nonstore retailers .....	9	D	D	D	a	D	D
4543	Direct selling establishments .....	7	D	D	D	a	D	D
454311	Heating oil dealers .....	3	D	D	D	a	D	D
<b>BALANCE OF BUFFALO COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>23</b>	<b>24 728</b>	<b>1 538</b>	<b>330</b>	<b>135</b>	<b>41.0</b>	<b>—</b>
441	Motor vehicle & parts dealers .....	3	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	1	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	1	D	D	D	b	D	D
44422	Nursery & garden centers .....	1	D	D	D	b	D	D
444220	Nursery & garden centers .....	1	D	D	D	b	D	D
445	Food & beverage stores .....	9	3 758	238	59	37	80.1	—
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	6	D	D	D	b	D	D
453	Miscellaneous store retailers .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	2	D	D	D	a	D	D
<b>BALANCE OF BURNETT COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>71</b>	<b>77 082</b>	<b>7 591</b>	<b>1 645</b>	<b>530</b>	<b>27.5</b>	<b>8.2</b>
441	Motor vehicle & parts dealers .....	9	18 919	1 743	339	62	17.5	—
4412	Other motor vehicle dealers .....	4	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	3	3 164	364	77	18	D	—
441222	Boat dealers .....	3	3 164	364	77	18	D	—
442	Furniture & home furnishings stores .....	4	1 515	129	28	13	8.1	31.0
444	Building material & garden equipment & supplies dealers .....	12	12 581	1 456	275	63	29.5	6.9
4441	Building material & supplies dealers .....	11	D	D	D	b	D	D
44419	Other building material dealers .....	8	10 710	1 245	228	48	17.3	7.9
444190	Other building material dealers .....	8	10 710	1 245	228	48	17.3	7.9
445	Food & beverage stores .....	8	D	D	D	c	D	D
446	Health & personal care stores .....	3	2 834	370	86	21	—	35.6
447	Gasoline stations .....	12	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	4	765	67	16	10	100.0	—
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	3	3 948	335	74	37	D	—
45299	All other general merchandise stores .....	3	3 948	335	74	37	D	—
452990	All other general merchandise stores .....	3	3 948	335	74	37	D	—
4529903	Miscellaneous general merchandise stores .....	3	3 948	335	74	37	D	—
453	Miscellaneous store retailers .....	9	D	D	D	a	D	D
454	Nonstore retailers .....	6	D	D	D	b	D	D

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF CALUMET COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>32</b>	<b>46 827</b>	<b>3 516</b>	<b>851</b>	<b>236</b>	<b>10.9</b>	<b>4.3</b>
441	Motor vehicle & parts dealers .....	3	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	3	D	D	D	b	D	D
4431	Electronics & appliance stores .....	3	D	D	D	b	D	D
44311	Appliance, television, & other electronics stores .....	3	D	D	D	b	D	D
443111	Household appliance stores .....	2	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers .....	5	D	D	D	b	D	D
44419	Other building material dealers .....	2	D	D	D	a	D	D
444190	Other building material dealers .....	2	D	D	D	a	D	D
445	Food & beverage stores .....	7	D	D	D	b	D	D
447	Gasoline stations .....	6	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	1	D	D	D	a	D	D
44819	Other clothing stores .....	1	D	D	D	a	D	D
448190	Other clothing stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	2	D	D	D	a	D	D
454	Nonstore retailers .....	4	D	D	D	a	D	D
<b>BALANCE OF CHIPPEWA COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>53</b>	<b>66 014</b>	<b>5 364</b>	<b>1 204</b>	<b>369</b>	<b>10.9</b>	<b>5.3</b>
441	Motor vehicle & parts dealers .....	11	D	D	D	b	D	D
4412	Other motor vehicle dealers .....	4	3 793	356	69	17	35.8	—
44122	Motorcycle, boat, & other motor vehicle dealers .....	4	3 793	356	69	17	35.8	—
441221	Motorcycle dealers .....	2	D	D	D	a	D	D
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	5	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	10	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	4	D	D	D	b	D	D
44422	Nursery & garden centers .....	4	D	D	D	b	D	D
444220	Nursery & garden centers .....	4	D	D	D	b	D	D
445	Food & beverage stores .....	8	D	D	D	c	D	D
446	Health & personal care stores .....	2	D	D	D	a	D	D
447	Gasoline stations .....	7	8 868	631	143	54	13.0	19.9
448	Clothing & clothing accessories stores .....	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	2	D	D	D	a	D	D
453	Miscellaneous store retailers .....	2	D	D	D	a	D	D
454	Nonstore retailers .....	3	D	D	D	a	D	D

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF CLARK COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>116</b>	<b>145 113</b>	<b>11 292</b>	<b>2 677</b>	<b>760</b>	<b>21.9</b>	<b>7.9</b>
441	Motor vehicle & parts dealers .....	19	D	D	D	c	D	D
4412	Other motor vehicle dealers .....	2	D	D	D	a	D	D
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores .....	9	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	4	D	D	D	a	D	D
443	Electronics & appliance stores .....	6	D	D	D	b	D	D
4431	Electronics & appliance stores .....	6	D	D	D	b	D	D
44311	Appliance, television, & other electronics stores .....	6	D	D	D	b	D	D
443112	Radio, television, & other electronics stores .....	3	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	27	D	D	D	c	D	D
4441	Building material & supplies dealers .....	13	14 611	1 249	325	62	23.0	3.9
44419	Other building material dealers .....	10	13 974	1 186	310	53	19.5	4.1
444190	Other building material dealers .....	10	13 974	1 186	310	53	19.5	4.1
4442	Lawn & garden equipment & supplies stores .....	14	D	D	D	c	D	D
44422	Nursery & garden centers .....	14	D	D	D	c	D	D
444220	Nursery & garden centers .....	14	D	D	D	c	D	D
445	Food & beverage stores .....	14	D	D	D	c	D	D
4452	Specialty food stores .....	3	D	D	D	a	D	D
446	Health & personal care stores .....	5	D	D	D	b	D	D
447	Gasoline stations .....	13	14 131	789	185	67	10.0	25.1
44711	Gasoline stations with convenience stores .....	7	D	D	D	b	D	D
447110	Gasoline stations with convenience stores .....	7	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	3	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	4	D	D	D	b	D	D
45299	All other general merchandise stores .....	4	D	D	D	b	D	D
452990	All other general merchandise stores .....	4	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores .....	4	D	D	D	b	D	D
453	Miscellaneous store retailers .....	11	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores .....	4	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	2	D	D	D	a	D	D
454	Nonstore retailers .....	9	D	D	D	b	D	D
4543	Direct selling establishments .....	8	D	D	D	b	D	D
45431	Fuel dealers .....	7	D	D	D	b	D	D
454311	Heating oil dealers .....	3	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers .....	4	D	D	D	a	D	D
<b>BALANCE OF COLUMBIA COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>110</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>f</b>	<b>D</b>	<b>D</b>
441	Motor vehicle & parts dealers .....	16	26 308	2 220	496	94	16.1	1.3
4412	Other motor vehicle dealers .....	3	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	3	D	D	D	a	D	D
441229	All other motor vehicle dealers .....	2	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	9	10 782	1 396	316	81	8.8	—
4442	Lawn & garden equipment & supplies stores .....	4	D	D	D	b	D	D
44422	Nursery & garden centers .....	3	D	D	D	a	D	D
444220	Nursery & garden centers .....	3	D	D	D	a	D	D
445	Food & beverage stores .....	9	D	D	D	c	D	D
4452	Specialty food stores .....	2	D	D	D	a	D	D
446	Health & personal care stores .....	2	D	D	D	a	D	D
447	Gasoline stations .....	25	78 095	4 741	1 053	389	5.9	—
4471	Gasoline stations .....	25	78 095	4 741	1 053	389	5.9	—
44711	Gasoline stations with convenience stores .....	23	D	D	D	c	D	D
447110	Gasoline stations with convenience stores .....	23	D	D	D	c	D	D
44719	Other gasoline stations .....	2	D	D	D	c	D	D
447190	Other gasoline stations .....	2	D	D	D	c	D	D
448	Clothing & clothing accessories stores .....	6	D	D	D	b	D	D
4481	Clothing stores .....	5	D	D	D	a	D	D
44819	Other clothing stores .....	1	D	D	D	a	D	D
448190	Other clothing stores .....	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	4	D	D	D	a	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF COLUMBIA COUNTY, WI—</b>								
<b>Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
452	General merchandise stores .....	2	D	D	D	a	D	D
453	Miscellaneous store retailers .....	26	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores .....	18	D	D	D	b	D	D
45322	Gift, novelty, & souvenir stores .....	18	D	D	D	b	D	D
453220	Gift, novelty, & souvenir stores .....	18	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	7	3 614	352	60	11	3.5	—
45393	Manufactured (mobile) home dealers .....	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers .....	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers .....	5	D	D	D	a	D	D
454	Nonstore retailers .....	8	9 744	1 802	649	102	.8	22.1
4543	Direct selling establishments .....	6	D	D	D	b	D	D
45431	Fuel dealers .....	4	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ...	3	D	D	D	b	D	D
<b>BALANCE OF CRAWFORD COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>22</b>	<b>16 712</b>	<b>1 434</b>	<b>291</b>	<b>123</b>	<b>12.7</b>	<b>3.0</b>
441	Motor vehicle & parts dealers .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	5	D	D	D	a	D	D
4442	Lawn & garden equipment & supplies stores .....	3	D	D	D	a	D	D
44422	Nursery & garden centers .....	3	D	D	D	a	D	D
444220	Nursery & garden centers .....	3	D	D	D	a	D	D
445	Food & beverage stores .....	6	D	D	D	b	D	D
447	Gasoline stations .....	5	3 980	211	49	38	18.2	—
452	General merchandise stores .....	2	D	D	D	b	D	D
45299	All other general merchandise stores .....	2	D	D	D	b	D	D
452990	All other general merchandise stores .....	2	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores ....	2	D	D	D	b	D	D
453	Miscellaneous store retailers .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	1	D	D	D	a	D	D
<b>BALANCE OF DANE COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>271</b>	<b>823 332</b>	<b>90 489</b>	<b>20 658</b>	<b>4 425</b>	<b>6.2</b>	<b>4.8</b>
441	Motor vehicle & parts dealers .....	34	353 543	25 129	5 522	882	4.9	.3
4411	Automobile dealers .....	16	324 396	20 998	4 766	733	4.7	.3
44111	New car dealers .....	9	318 496	20 594	4 681	708	4.8	—
441110	New car dealers .....	9	318 496	20 594	4 681	708	4.8	—
44112	Used car dealers .....	7	5 900	404	85	25	—	13.7
441120	Used car dealers .....	7	5 900	404	85	25	—	13.7
4412	Other motor vehicle dealers .....	8	D	D	D	b	D	D
44121	Recreational vehicle dealers .....	2	D	D	D	b	D	D
441210	Recreational vehicle dealers .....	2	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers ...	6	D	D	D	b	D	D
441222	Boat dealers .....	5	D	D	D	b	D	D
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores .....	10	D	D	D	b	D	D
44131	Automotive parts & accessories stores .....	5	D	D	D	b	D	D
441310	Automotive parts & accessories stores .....	5	D	D	D	b	D	D
44132	Tire dealers .....	5	D	D	D	b	D	D
441320	Tire dealers .....	5	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	24	46 859	5 426	1 268	233	4.6	5.6
4421	Furniture stores .....	5	14 879	1 453	325	58	4.4	8.5
44211	Furniture stores .....	5	14 879	1 453	325	58	4.4	8.5
442110	Furniture stores .....	5	14 879	1 453	325	58	4.4	8.5
4422	Home furnishings stores .....	19	31 980	3 973	943	175	4.7	4.2
44221	Floor covering stores .....	10	D	D	D	c	D	D
442210	Floor covering stores .....	10	D	D	D	c	D	D
44229	Other home furnishings stores .....	9	D	D	D	b	D	D
442299	All other home furnishings stores .....	8	D	D	D	b	D	D
443	Electronics & appliance stores .....	5	D	D	D	f	D	D
4431	Electronics & appliance stores .....	5	D	D	D	f	D	D
44311	Appliance, television, & other electronics stores ....	3	D	D	D	f	D	D
443112	Radio, television, & other electronics stores ....	2	D	D	D	e	D	D
44312	Computer & software stores .....	2	D	D	D	a	D	D
443120	Computer & software stores .....	2	D	D	D	a	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>BALANCE OF DANE COUNTY, WI—Con.</b>							
<b>44-45</b>	<b>Retail trade—Con.</b>							
444	Building material & garden equipment & supplies dealers .....	41	95 310	10 235	2 694	379	8.5	4.4
4441	Building material & supplies dealers .....	27	70 950	7 694	2 067	260	11.0	5.6
44419	Other building material dealers .....	22	67 544	7 170	1 913	216	11.6	4.6
444190	Other building material dealers .....	22	67 544	7 170	1 913	216	11.6	4.6
4442	Lawn & garden equipment & supplies stores .....	14	24 360	2 541	627	119	1.3	.6
44422	Nursery & garden centers .....	13	D	D	D	c	D	D
444220	Nursery & garden centers .....	13	D	D	D	c	D	D
445	Food & beverage stores .....	24	30 867	3 452	817	336	20.5	5.3
4452	Specialty food stores .....	6	2 068	353	74	48	22.6	—
446	Health & personal care stores .....	5	3 268	400	76	30	35.2	—
447	Gasoline stations .....	37	D	D	D	e	D	D
4471	Gasoline stations .....	37	D	D	D	e	D	D
44711	Gasoline stations with convenience stores .....	22	D	D	D	c	D	D
447110	Gasoline stations with convenience stores .....	22	D	D	D	c	D	D
44719	Other gasoline stations .....	15	35 183	2 836	534	244	14.6	1.8
447190	Other gasoline stations .....	15	35 183	2 836	534	244	14.6	1.8
448	Clothing & clothing accessories stores .....	23	17 432	2 006	444	173	10.0	1.3
4481	Clothing stores .....	16	D	D	D	b	D	D
44819	Other clothing stores .....	3	D	D	D	a	D	D
448190	Other clothing stores .....	3	D	D	D	a	D	D
4482	Shoe stores .....	1	D	D	D	b	D	D
44821	Shoe stores .....	1	D	D	D	b	D	D
448210	Shoe stores .....	1	D	D	D	b	D	D
4482104	Family shoe stores .....	1	D	D	D	b	D	D
4483	Jewelry, luggage, & leather goods stores .....	6	D	D	D	b	D	D
44831	Jewelry stores .....	6	D	D	D	b	D	D
448310	Jewelry stores .....	6	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores .....	15	D	D	D	e	D	D
4511	Sporting goods, hobby, & musical instrument stores ..	14	D	D	D	e	D	D
45111	Sporting goods stores .....	8	D	D	D	c	D	D
451110	Sporting goods stores .....	8	D	D	D	c	D	D
4511102	Specialty-line sporting goods stores .....	7	D	D	D	c	D	D
45112	Hobby, toy, & game stores .....	3	D	D	D	b	D	D
451120	Hobby, toy, & game stores .....	3	D	D	D	b	D	D
45114	Musical instrument & supplies stores .....	3	D	D	D	c	D	D
451140	Musical instrument & supplies stores .....	3	D	D	D	c	D	D
4512	Book, periodical, & music stores .....	1	D	D	D	b	D	D
45121	Book stores & news dealers .....	1	D	D	D	b	D	D
451211	Book stores .....	1	D	D	D	b	D	D
4512111	Book stores, general .....	1	D	D	D	b	D	D
452	General merchandise stores .....	4	D	D	D	e	D	D
4521101	Conventional department stores (excl leased depts) .....	1	D	D	D	c	D	D
45299	All other general merchandise stores .....	2	D	D	D	b	D	D
452990	All other general merchandise stores .....	2	D	D	D	b	D	D
453	Miscellaneous store retailers .....	44	D	D	D	e	D	D
4531	Florists .....	8	1 788	296	70	30	9.7	6.3
45311	Florists .....	8	1 788	296	70	30	9.7	6.3
453110	Florists .....	8	1 788	296	70	30	9.7	6.3
4532	Office supplies, stationery, & gift stores .....	14	D	D	D	c	D	D
45321	Office supplies & stationery stores .....	3	D	D	D	b	D	D
453210	Office supplies & stationery stores .....	3	D	D	D	b	D	D
4532101	Stationery stores .....	1	D	D	D	a	D	D
4532102	Office supplies stores .....	2	D	D	D	b	D	D
4533	Used merchandise stores .....	6	1 971	400	63	36	15.8	—
45331	Used merchandise stores .....	6	1 971	400	63	36	15.8	—
453310	Used merchandise stores .....	6	1 971	400	63	36	15.8	—
4539	Other miscellaneous store retailers .....	16	D	D	D	b	D	D
45391	Pet & pet supplies stores .....	2	D	D	D	b	D	D
453910	Pet & pet supplies stores .....	2	D	D	D	b	D	D
45392	Art dealers .....	5	D	D	D	a	D	D
453920	Art dealers .....	5	D	D	D	a	D	D
45399	All other miscellaneous store retailers .....	8	3 670	708	150	38	39.2	21.0
454	Nonstore retailers .....	15	D	D	D	e	D	D
4541	Electronic shopping & mail-order houses .....	6	D	D	D	e	D	D
45411	Electronic shopping & mail-order houses .....	6	D	D	D	e	D	D
454110	Electronic shopping & mail-order houses .....	6	D	D	D	e	D	D
4542	Vending machine operators .....	3	D	D	D	b	D	D
45421	Vending machine operators .....	3	D	D	D	b	D	D
454210	Vending machine operators .....	3	D	D	D	b	D	D
4543	Direct selling establishments .....	6	D	D	D	b	D	D
45439	Other direct selling establishments .....	6	D	D	D	b	D	D
454390	Other direct selling establishments .....	6	D	D	D	b	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF DODGE COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>96</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>f</b>	<b>D</b>	<b>D</b>
441	Motor vehicle & parts dealers	14	47 353	3 309	720	129	15.4	—
44112	Used car dealers	5	D	D	D	b	D	D
441120	Used car dealers	5	D	D	D	b	D	D
442	Furniture & home furnishings stores	2	D	D	D	a	D	D
443	Electronics & appliance stores	4	313	44	9	8	78.0	—
444	Building material & garden equipment & supplies dealers	18	62 214	4 560	1 031	162	5.4	—
4441	Building material & supplies dealers	8	D	D	D	b	D	D
44419	Other building material dealers	7	D	D	D	b	D	D
444190	Other building material dealers	7	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	10	D	D	D	b	D	D
44422	Nursery & garden centers	9	D	D	D	b	D	D
444220	Nursery & garden centers	9	D	D	D	b	D	D
445	Food & beverage stores	15	D	D	D	c	D	D
4452	Specialty food stores	4	D	D	D	a	D	D
446	Health & personal care stores	3	D	D	D	b	D	D
44612	Cosmetics, beauty supplies, & perfume stores	1	D	D	D	a	D	D
446120	Cosmetics, beauty supplies, & perfume stores	1	D	D	D	a	D	D
447	Gasoline stations	19	36 034	1 993	479	210	3.9	1.3
4471	Gasoline stations	19	36 034	1 993	479	210	3.9	1.3
44711	Gasoline stations with convenience stores	15	32 239	1 752	427	186	1.4	1.4
447110	Gasoline stations with convenience stores	15	32 239	1 752	427	186	1.4	1.4
448	Clothing & clothing accessories stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	5	D	D	D	a	D	D
4511	Sporting goods, hobby, & musical instrument stores	4	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	5	D	D	D	a	D	D
454	Nonstore retailers	7	D	D	D	b	D	D
4543	Direct selling establishments	6	D	D	D	b	D	D
45431	Fuel dealers	3	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	3	D	D	D	a	D	D
<b>BALANCE OF DOOR COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>178</b>	<b>94 421</b>	<b>10 382</b>	<b>1 877</b>	<b>571</b>	<b>29.2</b>	<b>2.8</b>
441	Motor vehicle & parts dealers	5	4 798	614	136	27	40.0	.9
4412	Other motor vehicle dealers	3	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	3	D	D	D	a	D	D
441222	Boat dealers	3	D	D	D	a	D	D
442	Furniture & home furnishings stores	17	D	D	D	b	D	D
4422	Home furnishings stores	15	D	D	D	b	D	D
44229	Other home furnishings stores	14	3 194	498	66	25	14.0	—
442299	All other home furnishings stores	14	3 194	498	66	25	14.0	—
443	Electronics & appliance stores	4	1 122	120	25	10	66.1	—
444	Building material & garden equipment & supplies dealers	12	19 423	1 985	489	77	11.7	—
4441	Building material & supplies dealers	9	D	D	D	b	D	D
44419	Other building material dealers	4	D	D	D	b	D	D
444190	Other building material dealers	4	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	3	D	D	D	a	D	D
44422	Nursery & garden centers	3	D	D	D	a	D	D
444220	Nursery & garden centers	3	D	D	D	a	D	D
445	Food & beverage stores	23	D	D	D	c	D	D
4452	Specialty food stores	10	D	D	D	b	D	D
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	12	10 683	707	149	59	8.6	1.7
44711	Gasoline stations with convenience stores	8	8 970	526	109	46	10.3	—
447110	Gasoline stations with convenience stores	8	8 970	526	109	46	10.3	—
448	Clothing & clothing accessories stores	34	11 058	1 360	165	83	39.2	5.8
4481	Clothing stores	31	D	D	D	b	D	D
44819	Other clothing stores	5	D	D	D	a	D	D
448190	Other clothing stores	5	D	D	D	a	D	D
44832	Luggage & leather goods stores	2	D	D	D	a	D	D
448320	Luggage & leather goods stores	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	15	2 593	263	24	16	38.6	—
4511	Sporting goods, hobby, & musical instrument stores	11	D	D	D	a	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF DOOR COUNTY, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
452	General merchandise stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	50	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores .....	30	6 952	711	60	38	75.4	3.1
45322	Gift, novelty, & souvenir stores .....	30	6 952	711	60	38	75.4	3.1
453220	Gift, novelty, & souvenir stores .....	30	6 952	711	60	38	75.4	3.1
4539	Other miscellaneous store retailers .....	14	D	D	D	b	D	D
45392	Art dealers .....	8	D	D	D	a	D	D
453920	Art dealers .....	8	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers .....	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers .....	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers .....	5	D	D	D	b	D	D
454	Nonstore retailers .....	3	D	D	D	a	D	D
<b>BALANCE OF DOUGLAS COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>33</b>	<b>24 864</b>	<b>2 488</b>	<b>614</b>	<b>191</b>	<b>1.0</b>	<b>9.4</b>
441	Motor vehicle & parts dealers .....	2	D	D	D	a	D	D
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	10	4 627	658	142	44	—	8.0
445	Food & beverage stores .....	4	4 919	404	84	36	—	24.9
447	Gasoline stations .....	10	7 180	579	139	65	3.4	3.7
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	5	5 794	694	209	30	—	8.3
4543	Direct selling establishments .....	5	5 794	694	209	30	—	8.3
45431	Fuel dealers .....	5	5 794	694	209	30	—	8.3
454312	Liquefied petroleum gas (bottled gas) dealers .....	4	D	D	D	b	D	D
<b>BALANCE OF DUNN COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>61</b>	<b>88 008</b>	<b>8 402</b>	<b>1 824</b>	<b>469</b>	<b>9.2</b>	<b>1.7</b>
441	Motor vehicle & parts dealers .....	10	28 036	2 502	565	112	3.2	4.5
4412	Other motor vehicle dealers .....	1	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	1	D	D	D	b	D	D
441221	Motorcycle dealers .....	1	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	3	1 813	182	37	8	D	—
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	17	42 096	4 559	935	198	6.9	—
4442	Lawn & garden equipment & supplies stores .....	11	D	D	D	c	D	D
44422	Nursery & garden centers .....	11	D	D	D	c	D	D
444220	Nursery & garden centers .....	11	D	D	D	c	D	D
445	Food & beverage stores .....	6	3 912	262	74	42	16.2	—
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	10	9 431	509	122	70	21.7	—
448	Clothing & clothing accessories stores .....	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
4512113	College book stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	5	D	D	D	a	D	D
454	Nonstore retailers .....	5	D	D	D	a	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF EAU CLAIRE COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>80</b>	<b>94 492</b>	<b>9 537</b>	<b>2 051</b>	<b>679</b>	<b>10.0</b>	<b>19.6</b>
441	Motor vehicle & parts dealers .....	14	D	D	D	c	D	D
44112	Used car dealers .....	3	5 933	445	100	22	—	—
441120	Used car dealers .....	3	5 933	445	100	22	—	—
4412	Other motor vehicle dealers .....	4	D	D	D	b	D	D
44121	Recreational vehicle dealers .....	2	D	D	D	b	D	D
441210	Recreational vehicle dealers .....	2	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers ....	2	D	D	D	a	D	D
441221	Motorcycle dealers .....	2	D	D	D	a	D	D
44131	Automotive parts & accessories stores .....	5	4 795	886	197	37	—	—
441310	Automotive parts & accessories stores .....	5	4 795	886	197	37	—	—
442	Furniture & home furnishings stores .....	3	692	98	24	7	D	—
443	Electronics & appliance stores .....	5	D	D	D	a	D	D
4431	Electronics & appliance stores .....	5	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	8	D	D	D	b	D	D
44419	Other building material dealers .....	4	D	D	D	b	D	D
444190	Other building material dealers .....	4	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	3	D	D	D	b	D	D
44422	Nursery & garden centers .....	3	D	D	D	b	D	D
444220	Nursery & garden centers .....	3	D	D	D	b	D	D
445	Food & beverage stores .....	11	13 849	1 490	363	151	3.1	—
4452	Specialty food stores .....	5	D	D	D	b	D	D
446	Health & personal care stores .....	4	2 202	140	36	25	96.9	3.1
447	Gasoline stations .....	12	17 105	1 301	286	172	6.7	—
44711	Gasoline stations with convenience stores .....	7	D	D	D	b	D	D
447110	Gasoline stations with convenience stores .....	7	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	2	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores .....	4	D	D	D	b	D	D
4511	Sporting goods, hobby, & musical instrument stores ..	3	D	D	D	b	D	D
45114	Musical instrument & supplies stores .....	1	D	D	D	a	D	D
451140	Musical instrument & supplies stores .....	1	D	D	D	a	D	D
4512112	Specialty book stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	10	D	D	D	b	D	D
45321	Office supplies & stationery stores .....	1	D	D	D	a	D	D
453210	Office supplies & stationery stores .....	1	D	D	D	a	D	D
4532102	Office supplies stores .....	1	D	D	D	a	D	D
4533	Used merchandise stores .....	2	D	D	D	a	D	D
45331	Used merchandise stores .....	2	D	D	D	a	D	D
453310	Used merchandise stores .....	2	D	D	D	a	D	D
4539	Other miscellaneous store retailers .....	2	D	D	D	a	D	D
45391	Pet & pet supplies stores .....	1	D	D	D	a	D	D
453910	Pet & pet supplies stores .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	6	D	D	D	b	D	D
4543	Direct selling establishments .....	6	D	D	D	b	D	D
45431	Fuel dealers .....	4	D	D	D	b	D	D
<b>BALANCE OF FLORENCE COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>12</b>	<b>15 053</b>	<b>797</b>	<b>170</b>	<b>78</b>	<b>41.9</b>	<b>8.7</b>
441	Motor vehicle & parts dealers .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	1	D	D	D	a	D	D
445	Food & beverage stores .....	4	6 210	363	64	43	56.1	—
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	3	D	D	D	a	D	D
454	Nonstore retailers .....	2	D	D	D	a	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF FOND DU LAC COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>67</b>	<b>116 790</b>	<b>11 244</b>	<b>2 586</b>	<b>669</b>	<b>24.4</b>	<b>4.1</b>
441	Motor vehicle & parts dealers .....	9	D	D	D	c	D	D
4412	Other motor vehicle dealers .....	2	D	D	D	a	D	D
44121	Recreational vehicle dealers .....	1	D	D	D	a	D	D
441210	Recreational vehicle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	2	D	D	D	b	D	D
4431	Electronics & appliance stores .....	2	D	D	D	b	D	D
44311	Appliance, television, & other electronics stores .....	2	D	D	D	b	D	D
443111	Household appliance stores .....	1	D	D	D	b	D	D
443112	Radio, television, & other electronics stores .....	1	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers .....	14	D	D	D	c	D	D
4441	Building material & supplies dealers .....	4	D	D	D	b	D	D
44419	Other building material dealers .....	2	D	D	D	b	D	D
444190	Other building material dealers .....	2	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	10	D	D	D	b	D	D
44422	Nursery & garden centers .....	9	D	D	D	b	D	D
444220	Nursery & garden centers .....	9	D	D	D	b	D	D
445	Food & beverage stores .....	13	D	D	D	c	D	D
4452	Specialty food stores .....	7	D	D	D	b	D	D
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	16	23 373	1 487	326	163	45.4	13.7
4471	Gasoline stations .....	16	23 373	1 487	326	163	45.4	13.7
44711	Gasoline stations with convenience stores .....	14	D	D	D	c	D	D
447110	Gasoline stations with convenience stores .....	14	D	D	D	c	D	D
451	Sporting goods, hobby, book, & music stores .....	2	D	D	D	a	D	D
452	General merchandise stores .....	1	D	D	D	b	D	D
453	Miscellaneous store retailers .....	6	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores .....	3	D	D	D	b	D	D
454	Nonstore retailers .....	2	D	D	D	a	D	D
4543	Direct selling establishments .....	2	D	D	D	a	D	D
454311	Heating oil dealers .....	2	D	D	D	a	D	D
<b>BALANCE OF FOREST COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>42</b>	<b>50 883</b>	<b>4 917</b>	<b>1 130</b>	<b>345</b>	<b>12.6</b>	<b>1.6</b>
441	Motor vehicle & parts dealers .....	6	10 213	807	161	50	5.0	1.4
4412	Other motor vehicle dealers .....	3	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	3	D	D	D	b	D	D
441222	Boat dealers .....	1	D	D	D	a	D	D
441229	All other motor vehicle dealers .....	2	D	D	D	b	D	D
443	Electronics & appliance stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	4	D	D	D	b	D	D
4441	Building material & supplies dealers .....	4	D	D	D	b	D	D
445	Food & beverage stores .....	5	D	D	D	c	D	D
446	Health & personal care stores .....	3	D	D	D	a	D	D
447	Gasoline stations .....	9	12 975	579	132	50	9.3	2.8
451	Sporting goods, hobby, book, & music stores .....	2	D	D	D	a	D	D
452	General merchandise stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	5	2 216	178	32	13	11.3	11.7
4539	Other miscellaneous store retailers .....	3	D	D	D	a	D	D
45399	All other miscellaneous store retailers .....	2	D	D	D	a	D	D
454	Nonstore retailers .....	5	D	D	D	a	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF GRANT COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>125</b>	<b>132 503</b>	<b>11 498</b>	<b>2 623</b>	<b>845</b>	<b>22.2</b>	<b>3.6</b>
441	Motor vehicle & parts dealers .....	10	26 257	1 250	268	64	15.4	—
4412	Other motor vehicle dealers .....	2	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	2	D	D	D	b	D	D
441229	All other motor vehicle dealers .....	2	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	3	D	D	D	a	D	D
443	Electronics & appliance stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	38	33 958	3 546	832	219	17.4	2.1
4441	Building material & supplies dealers .....	17	D	D	D	c	D	D
44413	Hardware stores .....	5	D	D	D	b	D	D
444130	Hardware stores .....	5	D	D	D	b	D	D
44419	Other building material dealers .....	11	D	D	D	b	D	D
444190	Other building material dealers .....	11	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	21	D	D	D	b	D	D
44422	Nursery & garden centers .....	20	D	D	D	b	D	D
444220	Nursery & garden centers .....	20	D	D	D	b	D	D
445	Food & beverage stores .....	18	D	D	D	c	D	D
4452	Specialty food stores .....	3	D	D	D	b	D	D
446	Health & personal care stores .....	5	D	D	D	a	D	D
447	Gasoline stations .....	28	26 159	1 689	372	177	27.2	4.5
4471	Gasoline stations .....	28	26 159	1 689	372	177	27.2	4.5
44711	Gasoline stations with convenience stores .....	16	D	D	D	c	D	D
447110	Gasoline stations with convenience stores .....	16	D	D	D	c	D	D
451	Sporting goods, hobby, book, & music stores .....	2	D	D	D	a	D	D
452	General merchandise stores .....	2	D	D	D	b	D	D
45299	All other general merchandise stores .....	2	D	D	D	b	D	D
452990	All other general merchandise stores .....	2	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores .....	1	D	D	D	b	D	D
453	Miscellaneous store retailers .....	9	1 852	341	69	45	64.9	—
454	Nonstore retailers .....	8	D	D	D	b	D	D
4543	Direct selling establishments .....	8	D	D	D	a	D	D
45439	Other direct selling establishments .....	2	D	D	D	a	D	D
454390	Other direct selling establishments .....	2	D	D	D	a	D	D
<b>BALANCE OF GREEN COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>41</b>	<b>65 512</b>	<b>4 667</b>	<b>1 040</b>	<b>289</b>	<b>31.5</b>	<b>.8</b>
441	Motor vehicle & parts dealers .....	7	23 127	1 586	347	63	32.7	—
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	3	D	D	D	a	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	4	8 685	577	126	30	30.7	—
4442	Lawn & garden equipment & supplies stores .....	2	D	D	D	a	D	D
44422	Nursery & garden centers .....	2	D	D	D	a	D	D
444220	Nursery & garden centers .....	2	D	D	D	a	D	D
445	Food & beverage stores .....	7	D	D	D	b	D	D
446	Health & personal care stores .....	2	D	D	D	a	D	D
447	Gasoline stations .....	8	D	D	D	b	D	D
4471	Gasoline stations .....	8	D	D	D	b	D	D
44719	Other gasoline stations .....	3	D	D	D	b	D	D
447190	Other gasoline stations .....	3	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	5	D	D	D	a	D	D
454	Nonstore retailers .....	2	D	D	D	a	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF GREEN LAKE COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>68</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>f</b>	<b>D</b>	<b>D</b>
441	Motor vehicle & parts dealers .....	11	D	D	D	b	D	D
4412	Other motor vehicle dealers .....	5	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	5	D	D	D	a	D	D
441222	Boat dealers .....	4	D	D	D	a	D	D
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	14	24 906	2 449	512	217	15.4	—
4441	Building material & supplies dealers .....	10	D	D	D	b	D	D
44419	Other building material dealers .....	7	12 620	1 341	248	44	24.0	—
444190	Other building material dealers .....	7	12 620	1 341	248	44	24.0	—
4442	Lawn & garden equipment & supplies stores .....	4	D	D	D	c	D	D
44422	Nursery & garden centers .....	4	D	D	D	c	D	D
444220	Nursery & garden centers .....	4	D	D	D	c	D	D
445	Food & beverage stores .....	11	37 059	3 642	822	350	5.7	47.6
4451	Grocery stores .....	9	D	D	D	e	D	D
446	Health & personal care stores .....	3	D	D	D	b	D	D
447	Gasoline stations .....	9	9 572	764	159	72	28.6	10.6
451	Sporting goods, hobby, book, & music stores .....	2	D	D	D	a	D	D
453	Miscellaneous store retailers .....	13	D	D	D	b	D	D
454	Nonstore retailers .....	2	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers .....	2	D	D	D	a	D	D
<b>BALANCE OF IOWA COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>45</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>c</b>	<b>D</b>	<b>D</b>
441	Motor vehicle & parts dealers .....	5	D	D	D	b	D	D
4412	Other motor vehicle dealers .....	2	D	D	D	a	D	D
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	11	D	D	D	b	D	D
4441	Building material & supplies dealers .....	5	D	D	D	a	D	D
44419	Other building material dealers .....	4	D	D	D	a	D	D
444190	Other building material dealers .....	4	D	D	D	a	D	D
4442	Lawn & garden equipment & supplies stores .....	6	D	D	D	b	D	D
44422	Nursery & garden centers .....	6	D	D	D	b	D	D
444220	Nursery & garden centers .....	6	D	D	D	b	D	D
445	Food & beverage stores .....	10	D	D	D	b	D	D
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	9	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	2	D	D	D	a	D	D
453	Miscellaneous store retailers .....	2	D	D	D	a	D	D
454	Nonstore retailers .....	4	D	D	D	a	D	D
4543	Direct selling establishments .....	3	D	D	D	a	D	D
45431	Fuel dealers .....	3	D	D	D	a	D	D
454311	Heating oil dealers .....	2	D	D	D	a	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF IRON COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>38</b>	<b>49 419</b>	<b>4 502</b>	<b>1 158</b>	<b>337</b>	<b>20.9</b>	<b>9.9</b>
441	Motor vehicle & parts dealers .....	5	12 127	800	207	37	9.8	28.1
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	4	D	D	D	b	D	D
4441	Building material & supplies dealers .....	4	D	D	D	b	D	D
445	Food & beverage stores .....	7	17 006	1 519	434	150	19.3	—
446	Health & personal care stores .....	2	D	D	D	a	D	D
447	Gasoline stations .....	9	9 449	590	134	56	24.5	—
452	General merchandise stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	6	D	D	D	a	D	D
454	Nonstore retailers .....	3	D	D	D	a	D	D
<b>BALANCE OF JACKSON COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>36</b>	<b>23 131</b>	<b>2 112</b>	<b>523</b>	<b>173</b>	<b>26.8</b>	<b>—</b>
441	Motor vehicle & parts dealers .....	3	3 676	243	64	14	D	—
442	Furniture & home furnishings stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	11	8 524	844	211	37	8.8	—
4442	Lawn & garden equipment & supplies stores .....	8	7 771	749	189	34	—	—
44422	Nursery & garden centers .....	8	7 771	749	189	34	—	—
444220	Nursery & garden centers .....	8	7 771	749	189	34	—	—
445	Food & beverage stores .....	5	D	D	D	b	D	D
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	10	7 400	664	159	72	14.1	—
448	Clothing & clothing accessories stores .....	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	1	D	D	D	a	D	D
<b>BALANCE OF JEFFERSON COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>40</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>c</b>	<b>D</b>	<b>D</b>
441	Motor vehicle & parts dealers .....	7	D	D	D	b	D	D
4412	Other motor vehicle dealers .....	1	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	1	D	D	D	a	D	D
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	10	19 678	1 802	305	55	15.3	39.9
4442	Lawn & garden equipment & supplies stores .....	7	D	D	D	b	D	D
44422	Nursery & garden centers .....	6	D	D	D	b	D	D
444220	Nursery & garden centers .....	6	D	D	D	b	D	D
445	Food & beverage stores .....	10	D	D	D	b	D	D
4452	Specialty food stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	7	D	D	D	b	D	D
4471	Gasoline stations .....	7	D	D	D	b	D	D
44711	Gasoline stations with convenience stores .....	5	D	D	D	b	D	D
447110	Gasoline stations with convenience stores .....	5	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	2	D	D	D	a	D	D
454	Nonstore retailers .....	3	830	45	10	4	36.5	63.5

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF JUNEAU COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>59</b>	<b>71 667</b>	<b>7 098</b>	<b>1 641</b>	<b>557</b>	<b>18.8</b>	<b>1.9</b>
441	Motor vehicle & parts dealers	7	5 786	278	58	19	79.0	14.9
4412	Other motor vehicle dealers	3	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	3	D	D	D	a	D	D
441222	Boat dealers	3	D	D	D	a	D	D
442	Furniture & home furnishings stores	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	10	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	2	D	D	D	a	D	D
44422	Nursery & garden centers	2	D	D	D	a	D	D
444220	Nursery & garden centers	2	D	D	D	a	D	D
445	Food & beverage stores	8	D	D	D	b	D	D
446	Health & personal care stores	2	D	D	D	a	D	D
447	Gasoline stations	16	25 176	2 719	629	219	9.8	—
4471	Gasoline stations	16	25 176	2 719	629	219	9.8	—
44711	Gasoline stations with convenience stores	10	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	10	D	D	D	b	D	D
44719	Other gasoline stations	6	D	D	D	c	D	D
447190	Other gasoline stations	6	D	D	D	c	D	D
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
452	General merchandise stores	3	D	D	D	c	D	D
453	Miscellaneous store retailers	9	D	D	D	b	D	D
4539	Other miscellaneous store retailers	3	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers	2	D	D	D	b	D	D
453930	Manufactured (mobile) home dealers	2	D	D	D	b	D	D
454	Nonstore retailers	1	D	D	D	a	D	D
<b>BALANCE OF KENOSHA COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>131</b>	<b>219 424</b>	<b>15 903</b>	<b>3 849</b>	<b>997</b>	<b>8.1</b>	<b>3.0</b>
441	Motor vehicle & parts dealers	13	D	D	D	c	D	D
4411	Automobile dealers	5	D	D	D	c	D	D
44111	New car dealers	4	D	D	D	c	D	D
441110	New car dealers	4	D	D	D	c	D	D
4412	Other motor vehicle dealers	3	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	3	D	D	D	a	D	D
441222	Boat dealers	1	D	D	D	a	D	D
442	Furniture & home furnishings stores	12	D	D	D	b	D	D
4422	Home furnishings stores	12	D	D	D	b	D	D
44229	Other home furnishings stores	10	D	D	D	b	D	D
442299	All other home furnishings stores	10	D	D	D	b	D	D
443	Electronics & appliance stores	6	8 348	633	163	21	2.5	—
4431	Electronics & appliance stores	6	8 348	633	163	21	2.5	—
44311	Appliance, television, & other electronics stores	6	8 348	633	163	21	2.5	—
443112	Radio, television, & other electronics stores	4	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	13	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	7	D	D	D	b	D	D
44421	Outdoor power equipment stores	4	D	D	D	b	D	D
444210	Outdoor power equipment stores	4	D	D	D	b	D	D
445	Food & beverage stores	10	D	D	D	b	D	D
4452	Specialty food stores	7	D	D	D	b	D	D
446	Health & personal care stores	1	D	D	D	a	D	D
447	Gasoline stations	17	D	D	D	b	D	D
4471	Gasoline stations	17	D	D	D	b	D	D
44711	Gasoline stations with convenience stores	13	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	13	D	D	D	b	D	D
448	Clothing & clothing accessories stores	39	D	D	D	e	D	D
4481	Clothing stores	26	D	D	D	c	D	D
44811	Men's clothing stores	6	D	D	D	b	D	D
448110	Men's clothing stores	6	D	D	D	b	D	D
44813	Children's & infants' clothing stores	2	D	D	D	b	D	D
448130	Children's & infants' clothing stores	2	D	D	D	b	D	D
44815	Clothing accessories stores	3	D	D	D	a	D	D
448150	Clothing accessories stores	3	D	D	D	a	D	D
44819	Other clothing stores	1	D	D	D	a	D	D
448190	Other clothing stores	1	D	D	D	a	D	D
4482105	Athletic footwear stores	2	D	D	D	a	D	D
4483	Jewelry, luggage, & leather goods stores	3	2 192	255	62	24	D	32.0
44832	Luggage & leather goods stores	2	D	D	D	a	D	D
448320	Luggage & leather goods stores	2	D	D	D	a	D	D

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**Table 4. Summary Statistics for Places: 1997—Con.**

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF KENOSHA COUNTY, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
451	Sporting goods, hobby, book, & music stores . . . . .	10	D	D	D	b	D	D
4511	Sporting goods, hobby, & musical instrument stores . .	5	D	D	D	b	D	D
45111	Sporting goods stores . . . . .	3	D	D	D	b	D	D
451110	Sporting goods stores . . . . .	3	D	D	D	b	D	D
4511102	Specialty-line sporting goods stores . . . . .	3	D	D	D	b	D	D
4512	Book, periodical, & music stores . . . . .	5	4 660	469	122	25	1.2	—
45121	Book stores & news dealers . . . . .	3	D	D	D	a	D	D
451211	Book stores . . . . .	3	D	D	D	a	D	D
4512113	College book stores . . . . .	1	D	D	D	a	D	D
45122	Prerecorded tape, compact disc, & record stores . .	2	D	D	D	a	D	D
451220	Prerecorded tape, compact disc, & record stores . .	2	D	D	D	a	D	D
453	Miscellaneous store retailers . . . . .	8	3 775	760	181	50	.9	3.0
4539	Other miscellaneous store retailers . . . . .	6	D	D	D	b	D	D
45399	All other miscellaneous store retailers . . . . .	5	D	D	D	b	D	D
454	Nonstore retailers . . . . .	2	D	D	D	a	D	D
<b>BALANCE OF KEWAUNEE COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade . . . . .</b>	<b>34</b>	<b>49 031</b>	<b>5 008</b>	<b>1 223</b>	<b>261</b>	<b>19.4</b>	<b>.9</b>
441	Motor vehicle & parts dealers . . . . .	5	D	D	D	b	D	D
4412	Other motor vehicle dealers . . . . .	3	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers . . .	3	D	D	D	b	D	D
441229	All other motor vehicle dealers . . . . .	2	D	D	D	a	D	D
442	Furniture & home furnishings stores . . . . .	3	D	D	D	a	D	D
443	Electronics & appliance stores . . . . .	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers . . . . .	8	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores . . . . .	5	D	D	D	b	D	D
44422	Nursery & garden centers . . . . .	4	D	D	D	b	D	D
444220	Nursery & garden centers . . . . .	4	D	D	D	b	D	D
445	Food & beverage stores . . . . .	4	D	D	D	b	D	D
4452	Specialty food stores . . . . .	2	D	D	D	a	D	D
447	Gasoline stations . . . . .	5	8 545	523	116	47	73.3	—
451	Sporting goods, hobby, book, & music stores . . . . .	3	D	D	D	a	D	D
453	Miscellaneous store retailers . . . . .	2	D	D	D	a	D	D
454	Nonstore retailers . . . . .	3	D	D	D	a	D	D
4543	Direct selling establishments . . . . .	3	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers . . .	2	D	D	D	a	D	D
<b>BALANCE OF LA CROSSE COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade . . . . .</b>	<b>36</b>	<b>46 468</b>	<b>3 782</b>	<b>811</b>	<b>285</b>	<b>9.2</b>	<b>.2</b>
441	Motor vehicle & parts dealers . . . . .	5	D	D	D	b	D	D
4412	Other motor vehicle dealers . . . . .	2	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers . . .	2	D	D	D	a	D	D
442	Furniture & home furnishings stores . . . . .	2	D	D	D	b	D	D
443	Electronics & appliance stores . . . . .	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers . . . . .	7	D	D	D	b	D	D
44419	Other building material dealers . . . . .	3	D	D	D	a	D	D
444190	Other building material dealers . . . . .	3	D	D	D	a	D	D
4442	Lawn & garden equipment & supplies stores . . . . .	4	D	D	D	a	D	D
44422	Nursery & garden centers . . . . .	4	D	D	D	a	D	D
444220	Nursery & garden centers . . . . .	4	D	D	D	a	D	D
445	Food & beverage stores . . . . .	6	D	D	D	b	D	D
447	Gasoline stations . . . . .	6	D	D	D	b	D	D
448	Clothing & clothing accessories stores . . . . .	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores . . . . .	1	D	D	D	a	D	D
453	Miscellaneous store retailers . . . . .	6	D	D	D	b	D	D
4531	Florists . . . . .	2	D	D	D	b	D	D
45311	Florists . . . . .	2	D	D	D	b	D	D
453110	Florists . . . . .	2	D	D	D	b	D	D
4539	Other miscellaneous store retailers . . . . .	2	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers . . . . .	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers . . . . .	1	D	D	D	a	D	D

See footnotes at end of table.

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[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>BALANCE OF LA CROSSE COUNTY, WI—Con.</b>							
<b>44-45</b>	<b>Retail trade—Con.</b>							
454	Nonstore retailers .....	1	D	D	D	a	D	D
	<b>BALANCE OF LAFAYETTE COUNTY, WI</b>							
<b>44-45</b>	<b>Retail trade .....</b>	<b>62</b>	<b>94 776</b>	<b>8 774</b>	<b>2 128</b>	<b>526</b>	<b>14.7</b>	<b>1.0</b>
441	Motor vehicle & parts dealers .....	7	23 385	2 005	623	104	6.6	1.7
442	Furniture & home furnishings stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	17	34 154	3 350	688	140	7.0	—
4441	Building material & supplies dealers .....	7	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	10	D	D	D	c	D	D
44422	Nursery & garden centers .....	8	29 800	2 615	520	97	—	—
444220	Nursery & garden centers .....	8	29 800	2 615	520	97	—	—
445	Food & beverage stores .....	6	D	D	D	c	D	D
446	Health & personal care stores .....	1	D	D	D	b	D	D
447	Gasoline stations .....	11	11 719	762	200	76	19.1	—
448	Clothing & clothing accessories stores .....	3	536	70	16	12	100.0	—
451	Sporting goods, hobby, book, & music stores .....	2	D	D	D	a	D	D
453	Miscellaneous store retailers .....	7	D	D	D	a	D	D
4539	Other miscellaneous store retailers .....	2	D	D	D	a	D	D
45399	All other miscellaneous store retailers .....	2	D	D	D	a	D	D
454	Nonstore retailers .....	6	D	D	D	b	D	D
4543	Direct selling establishments .....	5	9 032	627	154	33	26.6	—
45431	Fuel dealers .....	5	9 032	627	154	33	26.6	—
454311	Heating oil dealers .....	5	9 032	627	154	33	26.6	—
	<b>BALANCE OF LANGLADE COUNTY, WI</b>							
<b>44-45</b>	<b>Retail trade .....</b>	<b>38</b>	<b>62 661</b>	<b>5 661</b>	<b>1 306</b>	<b>362</b>	<b>24.9</b>	<b>.5</b>
441	Motor vehicle & parts dealers .....	9	13 479	1 183	259	64	31.2	—
44112	Used car dealers .....	3	5 021	291	61	18	D	—
441120	Used car dealers .....	3	5 021	291	61	18	D	—
4412	Other motor vehicle dealers .....	4	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	3	D	D	D	a	D	D
441222	Boat dealers .....	3	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores .....	2	D	D	D	b	D	D
44132	Tire dealers .....	1	D	D	D	b	D	D
441320	Tire dealers .....	1	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	2	D	D	D	a	D	D
4431	Electronics & appliance stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	7	D	D	D	b	D	D
445	Food & beverage stores .....	4	D	D	D	c	D	D
446	Health & personal care stores .....	2	D	D	D	b	D	D
447	Gasoline stations .....	7	5 563	333	51	28	59.9	.5
448	Clothing & clothing accessories stores .....	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	2	D	D	D	a	D	D
453	Miscellaneous store retailers .....	1	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	1	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers .....	1	D	D	D	b	D	D
453930	Manufactured (mobile) home dealers .....	1	D	D	D	b	D	D
454	Nonstore retailers .....	1	D	D	D	a	D	D

See footnotes at end of table.

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF LINCOLN COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>30</b>	<b>31 902</b>	<b>3 784</b>	<b>794</b>	<b>262</b>	<b>11.3</b>	<b>18.8</b>
441	Motor vehicle & parts dealers .....	5	D	D	D	b	D	D
441229	All other motor vehicle dealers .....	2	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	2	D	D	D	a	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	5	10 373	1 108	247	39	4.8	—
4441	Building material & supplies dealers .....	3	D	D	D	b	D	D
44419	Other building material dealers .....	3	D	D	D	b	D	D
444190	Other building material dealers .....	3	D	D	D	b	D	D
445	Food & beverage stores .....	3	D	D	D	b	D	D
447	Gasoline stations .....	4	8 759	1 022	228	102	14.9	—
451	Sporting goods, hobby, book, & music stores .....	3	D	D	D	a	D	D
452	General merchandise stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	4	D	D	D	a	D	D
4539	Other miscellaneous store retailers .....	3	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers .....	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	2	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ...	1	D	D	D	a	D	D
<b>BALANCE OF MANITOWOC COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>62</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>f</b>	<b>D</b>	<b>D</b>
441	Motor vehicle & parts dealers .....	11	D	D	D	b	D	D
44112	Used car dealers .....	3	5 733	305	52	14	—	27.5
441120	Used car dealers .....	3	5 733	305	52	14	—	27.5
4412	Other motor vehicle dealers .....	3	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers ....	2	D	D	D	a	D	D
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	16	D	D	D	c	D	D
44419	Other building material dealers .....	7	D	D	D	b	D	D
444190	Other building material dealers .....	7	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	8	D	D	D	c	D	D
44422	Nursery & garden centers .....	8	D	D	D	c	D	D
444220	Nursery & garden centers .....	8	D	D	D	c	D	D
445	Food & beverage stores .....	9	D	D	D	c	D	D
4452	Specialty food stores .....	3	D	D	D	b	D	D
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	16	22 713	1 363	267	127	33.5	10.3
4471	Gasoline stations .....	16	22 713	1 363	267	127	33.5	10.3
44711	Gasoline stations with convenience stores .....	9	D	D	D	b	D	D
447110	Gasoline stations with convenience stores .....	9	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores .....	4	D	D	D	a	D	D
4512113	College book stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	2	D	D	D	a	D	D
454	Nonstore retailers .....	2	D	D	D	b	D	D
4543	Direct selling establishments .....	2	D	D	D	b	D	D
45431	Fuel dealers .....	2	D	D	D	b	D	D
454311	Heating oil dealers .....	1	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ...	1	D	D	D	a	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF MARATHON COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>198</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>g</b>	<b>D</b>	<b>D</b>
441	Motor vehicle & parts dealers	41	D	D	D	e	D	D
4411	Automobile dealers	19	D	D	D	e	D	D
44111	New car dealers	11	D	D	D	c	D	D
441110	New car dealers	11	D	D	D	c	D	D
4412	Other motor vehicle dealers	10	D	D	D	b	D	D
44121	Recreational vehicle dealers	1	D	D	D	a	D	D
441210	Recreational vehicle dealers	1	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	9	D	D	D	b	D	D
441221	Motorcycle dealers	5	D	D	D	a	D	D
441229	All other motor vehicle dealers	4	D	D	D	b	D	D
4413	Automotive parts, accessories, & tire stores	12	D	D	D	b	D	D
44132	Tire dealers	5	D	D	D	a	D	D
441320	Tire dealers	5	D	D	D	a	D	D
442	Furniture & home furnishings stores	7	D	D	D	b	D	D
4421	Furniture stores	3	D	D	D	a	D	D
44211	Furniture stores	3	D	D	D	a	D	D
442110	Furniture stores	3	D	D	D	a	D	D
4422	Home furnishings stores	4	D	D	D	b	D	D
44221	Floor covering stores	4	D	D	D	b	D	D
442210	Floor covering stores	4	D	D	D	b	D	D
443	Electronics & appliance stores	5	D	D	D	a	D	D
4431	Electronics & appliance stores	5	D	D	D	a	D	D
443112	Radio, television, & other electronics stores	3	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	40	D	D	D	e	D	D
4441	Building material & supplies dealers	24	D	D	D	c	D	D
44413	Hardware stores	7	D	D	D	b	D	D
444130	Hardware stores	7	D	D	D	b	D	D
44419	Other building material dealers	16	D	D	D	b	D	D
444190	Other building material dealers	16	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	16	D	D	D	c	D	D
44422	Nursery & garden centers	14	46 896	4 153	1 009	210	—	.8
444220	Nursery & garden centers	14	46 896	4 153	1 009	210	—	.8
445	Food & beverage stores	21	D	D	D	e	D	D
4451	Grocery stores	16	32 234	3 566	775	388	56.8	—
4452	Specialty food stores	5	D	D	D	b	D	D
446	Health & personal care stores	6	D	D	D	b	D	D
447	Gasoline stations	24	37 331	1 959	468	177	6.8	4.3
4471	Gasoline stations	24	37 331	1 959	468	177	6.8	4.3
44711	Gasoline stations with convenience stores	17	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	17	D	D	D	c	D	D
44719	Other gasoline stations	7	D	D	D	b	D	D
447190	Other gasoline stations	7	D	D	D	b	D	D
448	Clothing & clothing accessories stores	7	D	D	D	b	D	D
4481	Clothing stores	4	D	D	D	b	D	D
4482105	Athletic footwear stores	1	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores	9	D	D	D	b	D	D
4511	Sporting goods, hobby, & musical instrument stores	9	D	D	D	b	D	D
45113	Sewing, needlework, & piece goods stores	3	D	D	D	a	D	D
451130	Sewing, needlework, & piece goods stores	3	D	D	D	a	D	D
452	General merchandise stores	6	D	D	D	e	D	D
4529	Other general merchandise stores	5	D	D	D	c	D	D
45299	All other general merchandise stores	4	D	D	D	b	D	D
452990	All other general merchandise stores	4	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	18	D	D	D	c	D	D
4532	Office supplies, stationery, & gift stores	1	D	D	D	b	D	D
45321	Office supplies & stationery stores	1	D	D	D	b	D	D
453210	Office supplies & stationery stores	1	D	D	D	b	D	D
4532102	Office supplies stores	1	D	D	D	b	D	D
4539	Other miscellaneous store retailers	9	D	D	D	b	D	D
45391	Pet & pet supplies stores	3	D	D	D	b	D	D
453910	Pet & pet supplies stores	3	D	D	D	b	D	D
45399	All other miscellaneous store retailers	4	D	D	D	b	D	D
454	Nonstore retailers	14	D	D	D	c	D	D
4542	Vending machine operators	1	D	D	D	a	D	D
45421	Vending machine operators	1	D	D	D	a	D	D
454210	Vending machine operators	1	D	D	D	a	D	D
4543	Direct selling establishments	13	D	D	D	b	D	D
45431	Fuel dealers	6	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	2	D	D	D	b	D	D
454319	Other fuel dealers	1	D	D	D	a	D	D
45439	Other direct selling establishments	7	D	D	D	b	D	D
454390	Other direct selling establishments	7	D	D	D	b	D	D

See footnotes at end of table.

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF MARINETTE COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>70</b>	<b>87 674</b>	<b>7 489</b>	<b>1 629</b>	<b>553</b>	<b>40.1</b>	<b>.1</b>
441	Motor vehicle & parts dealers .....	11	29 704	2 298	527	101	46.8	.4
4412	Other motor vehicle dealers .....	2	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	10	D	D	D	b	D	D
44419	Other building material dealers .....	3	D	D	D	b	D	D
444190	Other building material dealers .....	3	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	4	4 373	499	93	25	.5	—
44422	Nursery & garden centers .....	2	D	D	D	b	D	D
444220	Nursery & garden centers .....	2	D	D	D	b	D	D
445	Food & beverage stores .....	13	19 895	1 720	386	189	49.0	—
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	17	18 069	1 047	240	123	38.4	—
44711	Gasoline stations with convenience stores .....	14	D	D	D	c	D	D
447110	Gasoline stations with convenience stores .....	14	D	D	D	c	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	3	D	D	D	a	D	D
453	Miscellaneous store retailers .....	6	D	D	D	a	D	D
4539	Other miscellaneous store retailers .....	3	D	D	D	a	D	D
454	Nonstore retailers .....	6	D	D	D	b	D	D
<b>BALANCE OF MARQUETTE COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>47</b>	<b>56 556</b>	<b>5 564</b>	<b>1 219</b>	<b>444</b>	<b>22.3</b>	<b>7.0</b>
441	Motor vehicle & parts dealers .....	8	10 686	1 025	177	47	17.6	—
4412	Other motor vehicle dealers .....	2	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	2	D	D	D	a	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	4	D	D	D	b	D	D
4441	Building material & supplies dealers .....	2	D	D	D	a	D	D
445	Food & beverage stores .....	9	11 931	922	235	108	22.9	31.7
4452	Specialty food stores .....	4	D	D	D	a	D	D
446	Health & personal care stores .....	2	D	D	D	a	D	D
447	Gasoline stations .....	9	20 571	2 098	468	199	7.8	—
448	Clothing & clothing accessories stores .....	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	2	D	D	D	a	D	D
453	Miscellaneous store retailers .....	5	D	D	D	a	D	D
454	Nonstore retailers .....	5	D	D	D	b	D	D
4543	Direct selling establishments .....	4	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers .....	3	D	D	D	a	D	D
<b>BALANCE OF MENOMINEE COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>13</b>	<b>15 191</b>	<b>1 175</b>	<b>241</b>	<b>113</b>	<b>34.1</b>	<b>22.7</b>
441	Motor vehicle & parts dealers .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	3	D	D	D	b	D	D
445	Food & beverage stores .....	3	4 823	436	71	27	D	—
447	Gasoline stations .....	5	7 318	328	79	54	10.9	47.2
453	Miscellaneous store retailers .....	1	D	D	D	a	D	D

See footnotes at end of table.



**Table 4. Summary Statistics for Places: 1997—Con.**

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF MILWAUKEE COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>3</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>b</b>	<b>D</b>	<b>D</b>
445	Food & beverage stores .....	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	b	D	D
454	Nonstore retailers .....	1	D	D	D	a	D	D
4542	Vending machine operators .....	1	D	D	D	a	D	D
45421	Vending machine operators .....	1	D	D	D	a	D	D
454210	Vending machine operators .....	1	D	D	D	a	D	D
<b>BALANCE OF MONROE COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>37</b>	<b>52 923</b>	<b>4 174</b>	<b>992</b>	<b>284</b>	<b>15.5</b>	<b>1.3</b>
441	Motor vehicle & parts dealers .....	5	10 922	765	185	40	7.8	—
443	Electronics & appliance stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	8	17 210	1 538	350	70	10.2	—
4442	Lawn & garden equipment & supplies stores .....	6	D	D	D	b	D	D
44422	Nursery & garden centers .....	4	D	D	D	b	D	D
444220	Nursery & garden centers .....	4	D	D	D	b	D	D
445	Food & beverage stores .....	7	D	D	D	b	D	D
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	8	8 819	564	151	78	19.7	—
453	Miscellaneous store retailers .....	3	D	D	D	a	D	D
4539	Other miscellaneous store retailers .....	1	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers .....	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	3	D	D	D	a	D	D
4543	Direct selling establishments .....	2	D	D	D	a	D	D
45431	Fuel dealers .....	2	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers .....	1	D	D	D	a	D	D
<b>BALANCE OF OCONTO COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>77</b>	<b>84 266</b>	<b>6 517</b>	<b>1 397</b>	<b>501</b>	<b>29.5</b>	<b>8.0</b>
441	Motor vehicle & parts dealers .....	9	D	D	D	b	D	D
4412	Other motor vehicle dealers .....	1	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	1	D	D	D	a	D	D
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	2	D	D	D	a	D	D
4431	Electronics & appliance stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	12	D	D	D	b	D	D
4441	Building material & supplies dealers .....	6	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	6	D	D	D	b	D	D
44422	Nursery & garden centers .....	5	D	D	D	b	D	D
444220	Nursery & garden centers .....	5	D	D	D	b	D	D
445	Food & beverage stores .....	14	D	D	D	c	D	D
4452	Specialty food stores .....	2	D	D	D	a	D	D
446	Health & personal care stores .....	2	D	D	D	a	D	D
447	Gasoline stations .....	16	D	D	D	c	D	D
44711	Gasoline stations with convenience stores .....	13	D	D	D	c	D	D
447110	Gasoline stations with convenience stores .....	13	D	D	D	c	D	D
448	Clothing & clothing accessories stores .....	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	2	D	D	D	a	D	D
453	Miscellaneous store retailers .....	11	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	4	D	D	D	a	D	D
454	Nonstore retailers .....	6	D	D	D	b	D	D
4543	Direct selling establishments .....	6	D	D	D	b	D	D
45431	Fuel dealers .....	5	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers .....	3	3 428	620	143	23	D	32.0

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF ONEIDA COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>183</b>	<b>254 939</b>	<b>23 379</b>	<b>5 136</b>	<b>1 625</b>	<b>22.2</b>	<b>1.8</b>
441	Motor vehicle & parts dealers	19	77 201	5 031	1 224	231	35.5	1.2
4411	Automobile dealers	10	D	D	D	c	D	D
4412	Other motor vehicle dealers	5	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	4	D	D	D	b	D	D
441222	Boat dealers	2	D	D	D	b	D	D
441229	All other motor vehicle dealers	2	D	D	D	a	D	D
442	Furniture & home furnishings stores	9	D	D	D	b	D	D
4422	Home furnishings stores	6	D	D	D	a	D	D
44229	Other home furnishings stores	3	D	D	D	a	D	D
443	Electronics & appliance stores	8	3 052	340	71	16	27.7	—
4431	Electronics & appliance stores	8	3 052	340	71	16	27.7	—
44311	Appliance, television, & other electronics stores	7	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	22	24 346	2 623	554	149	32.1	1.6
4441	Building material & supplies dealers	17	D	D	D	c	D	D
44413	Hardware stores	5	D	D	D	b	D	D
444130	Hardware stores	5	D	D	D	b	D	D
44419	Other building material dealers	10	D	D	D	b	D	D
444190	Other building material dealers	10	D	D	D	b	D	D
445	Food & beverage stores	10	34 773	4 875	1 017	332	8.8	.6
4451	Grocery stores	6	33 293	4 770	986	325	7.5	.7
4452	Specialty food stores	3	D	D	D	a	D	D
446	Health & personal care stores	6	2 359	450	107	26	80.6	1.7
447	Gasoline stations	25	31 528	1 544	362	168	17.7	4.6
4471	Gasoline stations	25	31 528	1 544	362	168	17.7	4.6
44711	Gasoline stations with convenience stores	23	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	23	D	D	D	c	D	D
448	Clothing & clothing accessories stores	23	6 550	885	172	85	29.9	11.2
4481	Clothing stores	18	5 000	737	135	71	21.7	14.5
44819	Other clothing stores	4	581	107	18	10	2.1	—
448190	Other clothing stores	4	581	107	18	10	2.1	—
451	Sporting goods, hobby, book, & music stores	18	4 646	554	93	53	45.9	7.7
4511	Sporting goods, hobby, & musical instrument stores	15	D	D	D	b	D	D
4511101	General-line sporting goods stores	6	D	D	D	b	D	D
452	General merchandise stores	7	D	D	D	e	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts)	2	D	D	D	e	D	D
45299	All other general merchandise stores	5	D	D	D	b	D	D
452990	All other general merchandise stores	5	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	2	D	D	D	b	D	D
453	Miscellaneous store retailers	31	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores	20	D	D	D	b	D	D
45322	Gift, novelty, & souvenir stores	18	4 019	419	52	32	63.0	7.1
453220	Gift, novelty, & souvenir stores	18	4 019	419	52	32	63.0	7.1
4539	Other miscellaneous store retailers	8	D	D	D	a	D	D
45392	Art dealers	2	D	D	D	a	D	D
453920	Art dealers	2	D	D	D	a	D	D
454	Nonstore retailers	5	D	D	D	b	D	D
4543	Direct selling establishments	4	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	3	D	D	D	b	D	D
<b>BALANCE OF OUTAGAMIE COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>68</b>	<b>110 695</b>	<b>11 399</b>	<b>2 601</b>	<b>617</b>	<b>7.4</b>	<b>1.7</b>
441	Motor vehicle & parts dealers	14	D	D	D	c	D	D
4412	Other motor vehicle dealers	3	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	3	D	D	D	a	D	D
441222	Boat dealers	2	D	D	D	a	D	D
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture & home furnishings stores	2	D	D	D	a	D	D
4421	Furniture stores	1	D	D	D	a	D	D
44211	Furniture stores	1	D	D	D	a	D	D
442110	Furniture stores	1	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	20	48 252	6 416	1 487	194	1.7	—
4441	Building material & supplies dealers	11	D	D	D	c	D	D
44419	Other building material dealers	9	33 162	4 142	978	132	—	—
444190	Other building material dealers	9	33 162	4 142	978	132	—	—
4442	Lawn & garden equipment & supplies stores	9	D	D	D	b	D	D
44422	Nursery & garden centers	8	14 700	2 211	495	54	2.9	—
444220	Nursery & garden centers	8	14 700	2 211	495	54	2.9	—

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>BALANCE OF OUTAGAMIE COUNTY, WI—Con.</b>							
<b>44-45</b>	<b>Retail trade—Con.</b>							
445	Food & beverage stores .....	9	9 122	1 005	212	114	15.8	—
4452	Specialty food stores .....	2	D	D	D	b	D	D
447	Gasoline stations .....	10	16 804	954	226	95	5.9	5.7
44711	Gasoline stations with convenience stores .....	9	D	D	D	b	D	D
447110	Gasoline stations with convenience stores .....	9	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	4	409	35	7	4	44.5	25.9
452	General merchandise stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	5	D	D	D	b	D	D
4543	Direct selling establishments .....	4	11 397	889	172	37	26.6	—
45431	Fuel dealers .....	4	11 397	889	172	37	26.6	—
454311	Heating oil dealers .....	4	11 397	889	172	37	26.6	—
	<b>BALANCE OF OZAUKEE COUNTY, WI</b>							
<b>44-45</b>	<b>Retail trade .....</b>	<b>32</b>	<b>36 508</b>	<b>3 782</b>	<b>1 004</b>	<b>230</b>	<b>17.0</b>	<b>14.1</b>
441	Motor vehicle & parts dealers .....	2	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	4	D	D	D	b	D	D
4422	Home furnishings stores .....	3	2 197	478	108	21	D	—
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	7	D	D	D	b	D	D
445	Food & beverage stores .....	3	D	D	D	b	D	D
446	Health & personal care stores .....	2	D	D	D	a	D	D
447	Gasoline stations .....	5	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	5	1 324	332	91	37	12.8	19.6
454	Nonstore retailers .....	2	D	D	D	a	D	D
	<b>BALANCE OF PEPIN COUNTY, WI</b>							
<b>44-45</b>	<b>Retail trade .....</b>	<b>38</b>	<b>88 653</b>	<b>8 571</b>	<b>2 051</b>	<b>434</b>	<b>9.9</b>	<b>1.8</b>
441	Motor vehicle & parts dealers .....	9	46 208	4 238	1 030	149	7.3	—
4412	Other motor vehicle dealers .....	2	D	D	D	a	D	D
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores .....	3	D	D	D	b	D	D
44131	Automotive parts & accessories stores .....	1	D	D	D	b	D	D
441310	Automotive parts & accessories stores .....	1	D	D	D	b	D	D
44132	Tire dealers .....	2	D	D	D	b	D	D
441320	Tire dealers .....	2	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	3	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	4	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	2	D	D	D	b	D	D
44422	Nursery & garden centers .....	2	D	D	D	b	D	D
444220	Nursery & garden centers .....	2	D	D	D	b	D	D
445	Food & beverage stores .....	2	D	D	D	b	D	D
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	8	7 506	569	138	71	12.4	—
448	Clothing & clothing accessories stores .....	3	D	D	D	a	D	D
452	General merchandise stores .....	3	D	D	D	a	D	D
453	Miscellaneous store retailers .....	3	D	D	D	a	D	D
454	Nonstore retailers .....	2	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ...	2	D	D	D	b	D	D

See footnotes at end of table.

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF PIERCE COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>28</b>	<b>16 761</b>	<b>1 903</b>	<b>450</b>	<b>174</b>	<b>7.3</b>	<b>5.7</b>
441	Motor vehicle & parts dealers .....	2	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	5	3 477	316	77	22	—	26.4
445	Food & beverage stores .....	5	D	D	D	b	D	D
446	Health & personal care stores .....	3	D	D	D	a	D	D
447	Gasoline stations .....	5	5 153	352	104	29	12.8	—
453	Miscellaneous store retailers .....	3	D	D	D	b	D	D
454	Nonstore retailers .....	3	D	D	D	a	D	D
<b>BALANCE OF POLK COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>147</b>	<b>173 411</b>	<b>15 000</b>	<b>3 427</b>	<b>1 213</b>	<b>22.9</b>	<b>9.1</b>
441	Motor vehicle & parts dealers .....	21	41 040	2 863	623	117	25.3	24.9
4412	Other motor vehicle dealers .....	4	2 878	207	31	8	75.4	24.6
441222	Motorcycle, boat, & other motor vehicle dealers .....	4	2 878	207	31	8	75.4	24.6
441229	All other motor vehicle dealers .....	2	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	6	D	D	D	a	D	D
4421	Furniture stores .....	4	D	D	D	a	D	D
44211	Furniture stores .....	4	D	D	D	a	D	D
442110	Furniture stores .....	4	D	D	D	a	D	D
443	Electronics & appliance stores .....	3	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	26	26 280	2 729	620	144	23.9	.9
4441	Building material & supplies dealers .....	17	D	D	D	b	D	D
44413	Hardware stores .....	12	D	D	D	b	D	D
444130	Hardware stores .....	12	D	D	D	b	D	D
44419	Other building material dealers .....	5	D	D	D	b	D	D
444190	Other building material dealers .....	5	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	9	D	D	D	b	D	D
44422	Nursery & garden centers .....	8	D	D	D	b	D	D
444220	Nursery & garden centers .....	8	D	D	D	b	D	D
445	Food & beverage stores .....	22	D	D	D	e	D	D
4451	Grocery stores .....	14	D	D	D	e	D	D
4452	Specialty food stores .....	5	D	D	D	b	D	D
446	Health & personal care stores .....	8	D	D	D	b	D	D
4461	Health & personal care stores .....	8	D	D	D	b	D	D
447	Gasoline stations .....	23	25 591	1 743	432	198	12.7	6.4
4471	Gasoline stations .....	23	25 591	1 743	432	198	12.7	6.4
44711	Gasoline stations with convenience stores .....	18	23 229	1 588	399	182	5.1	6.8
447110	Gasoline stations with convenience stores .....	18	23 229	1 588	399	182	5.1	6.8
448	Clothing & clothing accessories stores .....	4	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	7	D	D	D	b	D	D
452	General merchandise stores .....	6	D	D	D	c	D	D
453	Miscellaneous store retailers .....	9	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	4	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers .....	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers .....	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers .....	3	D	D	D	a	D	D
454	Nonstore retailers .....	12	11 216	1 197	294	87	23.3	.9
4543	Direct selling establishments .....	11	D	D	D	b	D	D
45431	Fuel dealers .....	9	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers .....	7	D	D	D	b	D	D

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF PORTAGE COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>58</b>	<b>64 310</b>	<b>6 251</b>	<b>1 336</b>	<b>375</b>	<b>24.0</b>	<b>5.5</b>
441	Motor vehicle & parts dealers .....	12	18 524	1 404	236	69	44.6	—
4412	Other motor vehicle dealers .....	7	D	D	D	b	D	D
44121	Recreational vehicle dealers .....	4	6 847	578	72	28	21.6	—
441210	Recreational vehicle dealers .....	4	6 847	578	72	28	21.6	—
44122	Motorcycle, boat, & other motor vehicle dealers .....	3	D	D	D	a	D	D
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	2	D	D	D	a	D	D
4421	Furniture stores .....	1	D	D	D	a	D	D
44211	Furniture stores .....	1	D	D	D	a	D	D
442110	Furniture stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	13	24 073	2 365	555	106	5.0	5.1
4441	Building material & supplies dealers .....	9	D	D	D	b	D	D
44419	Other building material dealers .....	6	D	D	D	b	D	D
444190	Other building material dealers .....	6	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	4	D	D	D	b	D	D
44422	Nursery & garden centers .....	4	D	D	D	b	D	D
444220	Nursery & garden centers .....	4	D	D	D	b	D	D
445	Food & beverage stores .....	5	D	D	D	b	D	D
446	Health & personal care stores .....	1	D	D	D	b	D	D
447	Gasoline stations .....	7	6 609	478	122	39	3.0	6.1
448	Clothing & clothing accessories stores .....	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	2	D	D	D	a	D	D
452	General merchandise stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	7	1 639	128	23	8	65.6	—
4539	Other miscellaneous store retailers .....	3	D	D	D	a	D	D
454	Nonstore retailers .....	6	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ...	2	D	D	D	a	D	D
<b>BALANCE OF PRICE COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>62</b>	<b>66 240</b>	<b>5 839</b>	<b>1 389</b>	<b>408</b>	<b>30.5</b>	<b>2.2</b>
441	Motor vehicle & parts dealers .....	6	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	4	D	D	D	a	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	9	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	4	5 702	669	133	19	86.6	—
44422	Nursery & garden centers .....	1	D	D	D	a	D	D
444220	Nursery & garden centers .....	1	D	D	D	a	D	D
445	Food & beverage stores .....	9	D	D	D	c	D	D
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	12	12 219	1 014	219	107	17.7	7.5
44711	Gasoline stations with convenience stores .....	9	D	D	D	c	D	D
447110	Gasoline stations with convenience stores .....	9	D	D	D	c	D	D
448	Clothing & clothing accessories stores .....	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	2	D	D	D	a	D	D
453	Miscellaneous store retailers .....	10	D	D	D	a	D	D
454	Nonstore retailers .....	5	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ...	3	D	D	D	a	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF RACINE COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>69</b>	<b>129 536</b>	<b>10 241</b>	<b>2 335</b>	<b>610</b>	<b>5.0</b>	<b>4.2</b>
441	Motor vehicle & parts dealers .....	9	62 806	4 468	893	176	.2	—
44112	Used car dealers .....	1	D	D	D	a	D	D
441120	Used car dealers .....	1	D	D	D	a	D	D
4412	Other motor vehicle dealers .....	3	D	D	D	b	D	D
44121	Recreational vehicle dealers .....	2	D	D	D	b	D	D
441210	Recreational vehicle dealers .....	2	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	5	4 635	644	123	26	9.6	.5
4421	Furniture stores .....	3	D	D	D	b	D	D
44211	Furniture stores .....	3	D	D	D	b	D	D
442110	Furniture stores .....	3	D	D	D	b	D	D
443	Electronics & appliance stores .....	3	289	26	7	2	—	—
444	Building material & garden equipment & supplies dealers .....	6	D	D	D	b	D	D
445	Food & beverage stores .....	11	13 636	1 545	341	129	19.7	11.0
446	Health & personal care stores .....	2	D	D	D	a	D	D
447	Gasoline stations .....	11	D	D	D	c	D	D
4471	Gasoline stations .....	11	D	D	D	c	D	D
44719	Other gasoline stations .....	4	25 454	1 240	267	77	—	—
447190	Other gasoline stations .....	4	25 454	1 240	267	77	—	—
448	Clothing & clothing accessories stores .....	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	2	D	D	D	a	D	D
453	Miscellaneous store retailers .....	11	3 179	317	81	40	13.7	46.1
4539	Other miscellaneous store retailers .....	2	D	D	D	a	D	D
454	Nonstore retailers .....	7	D	D	D	b	D	D
4543	Direct selling establishments .....	6	D	D	D	b	D	D
45439	Other direct selling establishments .....	4	D	D	D	b	D	D
454390	Other direct selling establishments .....	4	D	D	D	b	D	D
<b>BALANCE OF RICHLAND COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>14</b>	<b>13 067</b>	<b>1 101</b>	<b>242</b>	<b>78</b>	<b>35.6</b>	<b>—</b>
441	Motor vehicle & parts dealers .....	3	2 941	145	27	7	D	—
444	Building material & garden equipment & supplies dealers .....	4	4 175	387	88	17	39.1	—
445	Food & beverage stores .....	1	D	D	D	a	D	D
446	Health & personal care stores .....	2	D	D	D	a	D	D
447	Gasoline stations .....	3	D	D	D	b	D	D
454	Nonstore retailers .....	1	D	D	D	a	D	D
<b>BALANCE OF ROCK COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>71</b>	<b>91 807</b>	<b>7 493</b>	<b>1 660</b>	<b>433</b>	<b>7.3</b>	<b>.5</b>
441	Motor vehicle & parts dealers .....	13	D	D	D	b	D	D
4412	Other motor vehicle dealers .....	7	D	D	D	b	D	D
44121	Recreational vehicle dealers .....	1	D	D	D	a	D	D
441210	Recreational vehicle dealers .....	1	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	6	3 670	321	42	15	41.5	9.1
441222	Boat dealers .....	3	D	D	D	a	D	D
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	9	D	D	D	b	D	D
44419	Other building material dealers .....	3	D	D	D	b	D	D
444190	Other building material dealers .....	3	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	4	2 978	260	61	17	20.4	—
44422	Nursery & garden centers .....	3	D	D	D	a	D	D
444220	Nursery & garden centers .....	3	D	D	D	a	D	D
445	Food & beverage stores .....	7	D	D	D	b	D	D
446	Health & personal care stores .....	3	D	D	D	a	D	D
447	Gasoline stations .....	10	8 460	641	122	70	5.2	—

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF ROCK COUNTY, WI—Con.</b>								
<b>44-45</b>	<b>Retail trade—Con.</b>							
448	Clothing & clothing accessories stores .....	4	D	D	D	b	D	D
44819	Other clothing stores .....	1	D	D	D	a	D	D
448190	Other clothing stores .....	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	3	D	D	D	a	D	D
4512113	College book stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	11	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores .....	1	D	D	D	a	D	D
4539	Other miscellaneous store retailers .....	7	D	D	D	b	D	D
45393	Manufactured (mobile) home dealers .....	2	D	D	D	b	D	D
453930	Manufactured (mobile) home dealers .....	2	D	D	D	b	D	D
45399	All other miscellaneous store retailers .....	4	1 150	199	33	12	—	—
454	Nonstore retailers .....	8	D	D	D	b	D	D
4543	Direct selling establishments .....	7	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ...	3	D	D	D	b	D	D
<b>BALANCE OF RUSK COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>24</b>	<b>19 961</b>	<b>1 478</b>	<b>366</b>	<b>132</b>	<b>57.7</b>	<b>6.9</b>
444	Building material & garden equipment & supplies dealers .....	5	6 153	490	98	27	81.0	8.9
44419	Other building material dealers .....	3	D	D	D	b	D	D
444190	Other building material dealers .....	3	D	D	D	b	D	D
445	Food & beverage stores .....	6	D	D	D	b	D	D
446	Health & personal care stores .....	2	D	D	D	a	D	D
447	Gasoline stations .....	6	5 942	338	77	35	19.9	7.8
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	4	D	D	D	a	D	D
<b>BALANCE OF ST. CROIX COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>86</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>f</b>	<b>D</b>	<b>D</b>
441	Motor vehicle & parts dealers .....	6	D	D	D	b	D	D
442	Furniture & home furnishings stores .....	5	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	15	47 491	4 286	1 060	206	21.3	—
4441	Building material & supplies dealers .....	8	D	D	D	b	D	D
44419	Other building material dealers .....	5	D	D	D	b	D	D
444190	Other building material dealers .....	5	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	7	D	D	D	c	D	D
44421	Outdoor power equipment stores .....	1	D	D	D	b	D	D
444210	Outdoor power equipment stores .....	1	D	D	D	b	D	D
44422	Nursery & garden centers .....	6	D	D	D	b	D	D
444220	Nursery & garden centers .....	6	D	D	D	b	D	D
445	Food & beverage stores .....	11	D	D	D	c	D	D
446	Health & personal care stores .....	3	3 687	518	80	23	D	—
447	Gasoline stations .....	20	D	D	D	e	D	D
4471	Gasoline stations .....	20	D	D	D	e	D	D
44711	Gasoline stations with convenience stores .....	15	D	D	D	c	D	D
447110	Gasoline stations with convenience stores .....	15	D	D	D	c	D	D
44719	Other gasoline stations .....	5	D	D	D	b	D	D
447190	Other gasoline stations .....	5	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	3	D	D	D	a	D	D
452	General merchandise stores .....	2	D	D	D	a	D	D
453	Miscellaneous store retailers .....	10	D	D	D	a	D	D
4539	Other miscellaneous store retailers .....	5	D	D	D	a	D	D
45399	All other miscellaneous store retailers .....	4	D	D	D	a	D	D
454	Nonstore retailers .....	9	D	D	D	b	D	D
4543	Direct selling establishments .....	8	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ...	4	D	D	D	b	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF SAUK COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>118</b>	<b>223 293</b>	<b>20 042</b>	<b>4 570</b>	<b>1 326</b>	<b>10.6</b>	<b>2.3</b>
441	Motor vehicle & parts dealers	12	D	D	D	b	D	D
4412	Other motor vehicle dealers	4	D	D	D	a	D	D
44121	Recreational vehicle dealers	3	D	D	D	a	D	D
441210	Recreational vehicle dealers	3	D	D	D	a	D	D
44131	Automotive parts & accessories stores	2	D	D	D	b	D	D
441310	Automotive parts & accessories stores	2	D	D	D	b	D	D
442	Furniture & home furnishings stores	2	D	D	D	a	D	D
443	Electronics & appliance stores	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	25	D	D	D	c	D	D
4441	Building material & supplies dealers	13	D	D	D	c	D	D
44419	Other building material dealers	6	D	D	D	b	D	D
444190	Other building material dealers	6	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	12	D	D	D	b	D	D
44422	Nursery & garden centers	9	D	D	D	b	D	D
444220	Nursery & garden centers	9	D	D	D	b	D	D
445	Food & beverage stores	16	27 735	3 177	736	272	21.9	2.3
4452	Specialty food stores	6	D	D	D	b	D	D
446	Health & personal care stores	2	D	D	D	b	D	D
4461	Health & personal care stores	2	D	D	D	b	D	D
447	Gasoline stations	19	D	D	D	c	D	D
4471	Gasoline stations	19	D	D	D	c	D	D
44711	Gasoline stations with convenience stores	14	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	14	D	D	D	c	D	D
448	Clothing & clothing accessories stores	7	D	D	D	b	D	D
4481	Clothing stores	4	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores	7	1 428	116	25	19	38.8	3.5
452	General merchandise stores	6	D	D	D	e	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts)	2	D	D	D	e	D	D
453	Miscellaneous store retailers	15	2 946	495	62	29	30.0	.7
4532	Office supplies, stationery, & gift stores	10	D	D	D	b	D	D
454	Nonstore retailers	6	D	D	D	b	D	D
4542	Vending machine operators	2	D	D	D	b	D	D
45421	Vending machine operators	2	D	D	D	b	D	D
454210	Vending machine operators	2	D	D	D	b	D	D
<b>BALANCE OF SAWYER COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>100</b>	<b>133 597</b>	<b>12 008</b>	<b>2 673</b>	<b>778</b>	<b>23.0</b>	<b>3.0</b>
441	Motor vehicle & parts dealers	9	36 742	2 301	537	101	31.4	—
442	Furniture & home furnishings stores	9	4 558	672	116	36	8.5	17.3
443	Electronics & appliance stores	3	1 207	121	23	12	D	19.9
444	Building material & garden equipment & supplies dealers	11	18 504	2 459	574	121	20.4	—
4441	Building material & supplies dealers	9	D	D	D	c	D	D
44419	Other building material dealers	5	12 089	1 568	405	55	7.6	—
444190	Other building material dealers	5	12 089	1 568	405	55	7.6	—
445	Food & beverage stores	8	D	D	D	c	D	D
446	Health & personal care stores	5	2 404	304	77	14	63.6	—
447	Gasoline stations	16	20 371	1 138	265	92	23.4	10.8
448	Clothing & clothing accessories stores	7	3 369	570	126	38	80.8	1.1
451	Sporting goods, hobby, book, & music stores	9	2 753	297	55	20	32.4	1.3
4511	Sporting goods, hobby, & musical instrument stores	7	D	D	D	a	D	D
452	General merchandise stores	4	D	D	D	b	D	D
45299	All other general merchandise stores	4	D	D	D	b	D	D
452990	All other general merchandise stores	4	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	3	D	D	D	b	D	D
453	Miscellaneous store retailers	17	2 567	402	71	47	34.3	27.6
4539	Other miscellaneous store retailers	5	D	D	D	a	D	D
45392	Art dealers	3	888	58	6	6	—	74.3
453920	Art dealers	3	888	58	6	6	—	74.3

See footnotes at end of table.



**Table 4. Summary Statistics for Places: 1997—Con.**

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF SAWYER COUNTY, WI—Con.</b>								
<b>44-45 Retail trade—Con.</b>								
454	Nonstore retailers .....	2	D	D	D	a	D	D
4543	Direct selling establishments .....	2	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers .....	2	D	D	D	a	D	D
<b>BALANCE OF SHAWANO COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>63</b>	<b>65 645</b>	<b>5 032</b>	<b>1 125</b>	<b>380</b>	<b>38.9</b>	<b>9.6</b>
441	Motor vehicle & parts dealers .....	12	19 020	1 348	314	97	65.3	7.2
442	Furniture & home furnishings stores .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	16	16 329	1 563	336	87	18.5	.2
4442	Lawn & garden equipment & supplies stores .....	5	D	D	D	b	D	D
44422	Nursery & garden centers .....	4	D	D	D	b	D	D
444220	Nursery & garden centers .....	4	D	D	D	b	D	D
445	Food & beverage stores .....	10	D	D	D	b	D	D
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	15	16 494	762	173	75	23.7	.7
44711	Gasoline stations with convenience stores .....	11	14 140	620	145	66	23.6	.9
447110	Gasoline stations with convenience stores .....	11	14 140	620	145	66	23.6	.9
452	General merchandise stores .....	3	683	71	17	9	—	18.7
453	Miscellaneous store retailers .....	1	D	D	D	a	D	D
454	Nonstore retailers .....	2	D	D	D	a	D	D
<b>BALANCE OF SHEBOYGAN COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade .....</b>	<b>103</b>	<b>168 069</b>	<b>14 827</b>	<b>3 377</b>	<b>978</b>	<b>9.2</b>	<b>2.2</b>
441	Motor vehicle & parts dealers .....	21	D	D	D	c	D	D
44112	Used car dealers .....	6	D	D	D	b	D	D
441120	Used car dealers .....	6	D	D	D	b	D	D
4412	Other motor vehicle dealers .....	4	D	D	D	b	D	D
44121	Recreational vehicle dealers .....	2	D	D	D	a	D	D
441210	Recreational vehicle dealers .....	2	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	2	D	D	D	a	D	D
441221	Motorcycle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	7	D	D	D	b	D	D
4421	Furniture stores .....	3	2 949	282	65	15	—	—
44211	Furniture stores .....	3	2 949	282	65	15	—	—
442110	Furniture stores .....	3	2 949	282	65	15	—	—
4422	Home furnishings stores .....	4	D	D	D	b	D	D
443	Electronics & appliance stores .....	5	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	12	54 706	5 068	1 220	241	6.1	.1
4441	Building material & supplies dealers .....	5	D	D	D	c	D	D
44411	Home centers .....	1	D	D	D	c	D	D
444110	Home centers .....	1	D	D	D	c	D	D
4442	Lawn & garden equipment & supplies stores .....	7	D	D	D	b	D	D
44422	Nursery & garden centers .....	6	D	D	D	b	D	D
444220	Nursery & garden centers .....	6	D	D	D	b	D	D
445	Food & beverage stores .....	8	21 745	1 719	394	221	7.9	—
447	Gasoline stations .....	15	D	D	D	c	D	D
4471	Gasoline stations .....	15	D	D	D	c	D	D
44711	Gasoline stations with convenience stores .....	12	D	D	D	c	D	D
447110	Gasoline stations with convenience stores .....	12	D	D	D	c	D	D
448	Clothing & clothing accessories stores .....	8	D	D	D	b	D	D
4482105	Athletic footwear stores .....	1	D	D	D	a	D	D
44832	Luggage & leather goods stores .....	1	D	D	D	a	D	D
448320	Luggage & leather goods stores .....	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	6	D	D	D	b	D	D
45113	Sewing, needlework, & piece goods stores .....	1	D	D	D	a	D	D
451130	Sewing, needlework, & piece goods stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	2	D	D	D	a	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>BALANCE OF SHEBOYGAN COUNTY, WI—Con.</b>							
<b>44-45</b>	<b>Retail trade—Con.</b>							
453	Miscellaneous store retailers .....	11	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	7	D	D	D	b	D	D
45399	All other miscellaneous store retailers .....	4	D	D	D	b	D	D
454	Nonstore retailers .....	8	D	D	D	b	D	D
4543	Direct selling establishments .....	7	D	D	D	b	D	D
	<b>BALANCE OF TAYLOR COUNTY, WI</b>							
<b>44-45</b>	<b>Retail trade .....</b>	<b>26</b>	<b>23 671</b>	<b>2 023</b>	<b>557</b>	<b>147</b>	<b>31.5</b>	<b>.6</b>
441	Motor vehicle & parts dealers .....	1	D	D	D	a	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	7	6 525	625	231	32	9.2	—
4442	Lawn & garden equipment & supplies stores .....	3	4 367	250	64	12	—	—
44422	Nursery & garden centers .....	3	4 367	250	64	12	—	—
444220	Nursery & garden centers .....	3	4 367	250	64	12	—	—
445	Food & beverage stores .....	6	D	D	D	b	D	D
447	Gasoline stations .....	6	5 696	280	66	26	33.5	—
453	Miscellaneous store retailers .....	2	D	D	D	b	D	D
454	Nonstore retailers .....	3	D	D	D	b	D	D
4543	Direct selling establishments .....	3	D	D	D	b	D	D
45431	Fuel dealers .....	1	D	D	D	b	D	D
454311	Heating oil dealers .....	1	D	D	D	b	D	D
	<b>BALANCE OF TREMPLEAU COUNTY, WI</b>							
<b>44-45</b>	<b>Retail trade .....</b>	<b>126</b>	<b>169 439</b>	<b>13 520</b>	<b>3 135</b>	<b>1 017</b>	<b>26.4</b>	<b>.9</b>
441	Motor vehicle & parts dealers .....	20	51 433	3 209	763	155	47.0	.4
442	Furniture & home furnishings stores .....	5	D	D	D	a	D	D
443	Electronics & appliance stores .....	4	585	33	6	4	53.8	—
444	Building material & garden equipment & supplies dealers .....	26	38 859	3 410	763	194	23.2	—
4441	Building material & supplies dealers .....	12	13 004	1 049	221	74	69.4	—
44419	Other building material dealers .....	8	10 683	780	163	47	73.2	—
444190	Other building material dealers .....	8	10 683	780	163	47	73.2	—
4442	Lawn & garden equipment & supplies stores .....	14	25 855	2 361	542	120	—	—
44422	Nursery & garden centers .....	14	25 855	2 361	542	120	—	—
444220	Nursery & garden centers .....	14	25 855	2 361	542	120	—	—
445	Food & beverage stores .....	15	21 517	2 270	542	229	17.9	1.6
446	Health & personal care stores .....	7	5 029	602	146	38	41.2	19.5
447	Gasoline stations .....	27	44 355	3 006	682	298	6.3	—
4471	Gasoline stations .....	27	44 355	3 006	682	298	6.3	—
44711	Gasoline stations with convenience stores .....	19	30 075	2 084	454	216	6.1	—
447110	Gasoline stations with convenience stores .....	19	30 075	2 084	454	216	6.1	—
448	Clothing & clothing accessories stores .....	6	1 769	252	71	25	36.5	—
451	Sporting goods, hobby, book, & music stores .....	2	D	D	D	a	D	D
452	General merchandise stores .....	2	D	D	D	a	D	D
453	Miscellaneous store retailers .....	8	D	D	D	b	D	D
454	Nonstore retailers .....	4	D	D	D	a	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF VERNON COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>57</b>	<b>71 074</b>	<b>7 784</b>	<b>1 699</b>	<b>494</b>	<b>22.4</b>	<b>4.0</b>
441	Motor vehicle & parts dealers .....	4	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	2	D	D	D	a	D	D
443	Electronics & appliance stores .....	1	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	11	36 145	4 325	890	175	.4	2.5
44419	Other building material dealers .....	6	D	D	D	b	D	D
444190	Other building material dealers .....	6	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	4	D	D	D	c	D	D
44422	Nursery & garden centers .....	4	D	D	D	c	D	D
444220	Nursery & garden centers .....	4	D	D	D	c	D	D
445	Food & beverage stores .....	14	D	D	D	c	D	D
446	Health & personal care stores .....	5	D	D	D	b	D	D
447	Gasoline stations .....	11	12 764	1 225	272	107	27.3	7.5
44711	Gasoline stations with convenience stores .....	8	D	D	D	c	D	D
447110	Gasoline stations with convenience stores .....	8	D	D	D	c	D	D
448	Clothing & clothing accessories stores .....	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	1	D	D	D	a	D	D
452	General merchandise stores .....	5	1 443	231	54	24	13.9	—
453	Miscellaneous store retailers .....	1	D	D	D	a	D	D
<b>BALANCE OF VILAS COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>150</b>	<b>122 811</b>	<b>12 768</b>	<b>2 590</b>	<b>764</b>	<b>30.7</b>	<b>4.4</b>
441	Motor vehicle & parts dealers .....	16	20 619	1 687	316	60	56.1	4.4
4412	Other motor vehicle dealers .....	9	16 724	1 122	182	33	60.9	3.3
44122	Motorcycle, boat, & other motor vehicle dealers .....	8	D	D	D	b	D	D
441222	Boat dealers .....	6	13 371	893	129	22	55.2	4.1
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	8	4 688	535	115	26	39.0	4.8
4421	Furniture stores .....	5	3 219	331	75	18	48.4	—
44211	Furniture stores .....	5	3 219	331	75	18	48.4	—
442110	Furniture stores .....	5	3 219	331	75	18	48.4	—
443	Electronics & appliance stores .....	6	2 310	405	103	22	—	5.2
4431	Electronics & appliance stores .....	6	2 310	405	103	22	—	5.2
44312	Computer & software stores .....	2	D	D	D	a	D	D
443120	Computer & software stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	17	14 363	1 802	371	98	40.3	—
4441	Building material & supplies dealers .....	15	D	D	D	b	D	D
44413	Hardware stores .....	6	6 234	921	166	44	41.4	—
444130	Hardware stores .....	6	6 234	921	166	44	41.4	—
445	Food & beverage stores .....	11	D	D	D	c	D	D
446	Health & personal care stores .....	4	6 021	706	166	42	65.4	23.4
447	Gasoline stations .....	24	24 072	1 628	406	146	22.0	4.5
44711	Gasoline stations with convenience stores .....	18	19 148	1 198	302	117	16.7	5.6
447110	Gasoline stations with convenience stores .....	18	19 148	1 198	302	117	16.7	5.6
448	Clothing & clothing accessories stores .....	7	543	64	6	3	60.2	21.7
451	Sporting goods, hobby, book, & music stores .....	12	1 422	103	14	14	26.4	—
452	General merchandise stores .....	2	D	D	D	a	D	D
453	Miscellaneous store retailers .....	28	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores .....	17	3 212	301	37	28	66.4	2.7
4539	Other miscellaneous store retailers .....	8	D	D	D	a	D	D
45392	Art dealers .....	4	516	27	6	2	46.1	—
453920	Art dealers .....	4	516	27	6	2	46.1	—
45399	All other miscellaneous store retailers .....	4	D	D	D	a	D	D
454	Nonstore retailers .....	15	D	D	D	b	D	D
4543	Direct selling establishments .....	11	9 717	1 082	258	47	15.7	13.0
45431	Fuel dealers .....	7	8 846	836	204	43	11.3	14.3
454312	Liquefied petroleum gas (bottled gas) dealers .....	7	8 846	836	204	43	11.3	14.3

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF WALWORTH COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>87</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>f</b>	<b>D</b>	<b>D</b>
441	Motor vehicle & parts dealers .....	10	D	D	D	b	D	D
4412	Other motor vehicle dealers .....	5	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	5	D	D	D	b	D	D
441222	Boat dealers .....	3	D	D	D	a	D	D
441229	All other motor vehicle dealers .....	2	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	8	1 879	230	40	19	69.9	—
443	Electronics & appliance stores .....	2	D	D	D	a	D	D
4431	Electronics & appliance stores .....	2	D	D	D	a	D	D
44312	Computer & software stores .....	2	D	D	D	a	D	D
443120	Computer & software stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	19	D	D	D	c	D	D
4441	Building material & supplies dealers .....	10	D	D	D	c	D	D
44419	Other building material dealers .....	5	D	D	D	b	D	D
444190	Other building material dealers .....	5	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	9	D	D	D	b	D	D
44422	Nursery & garden centers .....	8	D	D	D	b	D	D
444220	Nursery & garden centers .....	8	D	D	D	b	D	D
445	Food & beverage stores .....	12	D	D	D	c	D	D
446	Health & personal care stores .....	3	D	D	D	a	D	D
447	Gasoline stations .....	14	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	3	1 272	160	31	12	D	41.4
44819	Other clothing stores .....	1	D	D	D	a	D	D
448190	Other clothing stores .....	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	2	D	D	D	a	D	D
452	General merchandise stores .....	2	D	D	D	b	D	D
45299	All other general merchandise stores .....	2	D	D	D	b	D	D
452990	All other general merchandise stores .....	2	D	D	D	b	D	D
453	Miscellaneous store retailers .....	7	D	D	D	a	D	D
454	Nonstore retailers .....	5	D	D	D	b	D	D
<b>BALANCE OF WASHBURN COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b> .....	<b>57</b>	<b>102 138</b>	<b>9 038</b>	<b>1 948</b>	<b>500</b>	<b>16.3</b>	<b>.4</b>
441	Motor vehicle & parts dealers .....	4	D	D	D	c	D	D
4412	Other motor vehicle dealers .....	3	D	D	D	c	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	3	D	D	D	c	D	D
441222	Boat dealers .....	3	D	D	D	c	D	D
442	Furniture & home furnishings stores .....	3	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	6	6 319	553	117	35	74.4	—
44419	Other building material dealers .....	4	D	D	D	b	D	D
444190	Other building material dealers .....	4	D	D	D	b	D	D
445	Food & beverage stores .....	8	D	D	D	b	D	D
446	Health & personal care stores .....	1	D	D	D	a	D	D
447	Gasoline stations .....	8	10 386	671	154	67	14.3	—
448	Clothing & clothing accessories stores .....	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	7	D	D	D	a	D	D
4511	Sporting goods, hobby, & musical instrument stores ..	7	D	D	D	a	D	D
452	General merchandise stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	14	D	D	D	b	D	D
4532	Office supplies, stationery, & gift stores .....	7	1 954	268	53	16	34.9	—
45321	Office supplies & stationery stores .....	1	D	D	D	a	D	D
453210	Office supplies & stationery stores .....	1	D	D	D	a	D	D
4532102	Office supplies stores .....	1	D	D	D	a	D	D
4539	Other miscellaneous store retailers .....	4	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers .....	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers .....	1	D	D	D	a	D	D
45399	All other miscellaneous store retailers .....	2	D	D	D	a	D	D

See footnotes at end of table.

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NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>BALANCE OF WASHBURN COUNTY, WI—Con.</b>							
<b>44-45</b>	<b>Retail trade—Con.</b>							
454	Nonstore retailers .....	3	D	D	D	b	D	D
4543	Direct selling establishments .....	3	D	D	D	b	D	D
45431	Fuel dealers .....	3	D	D	D	a	D	D
454311	Heating oil dealers .....	1	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers .....	2	D	D	D	b	D	D
	<b>BALANCE OF WASHINGTON COUNTY, WI</b>							
<b>44-45</b>	<b>Retail trade .....</b>	<b>79</b>	<b>239 050</b>	<b>23 281</b>	<b>6 396</b>	<b>855</b>	<b>19.7</b>	<b>3.3</b>
441	Motor vehicle & parts dealers .....	15	123 755	11 854	3 946	228	21.7	5.7
4411	Automobile dealers .....	8	103 468	10 054	3 718	166	22.1	6.8
44112	Used car dealers .....	4	D	D	D	a	D	D
441120	Used car dealers .....	4	D	D	D	a	D	D
4412	Other motor vehicle dealers .....	4	D	D	D	b	D	D
44121	Recreational vehicle dealers .....	1	D	D	D	a	D	D
441210	Recreational vehicle dealers .....	1	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	3	D	D	D	b	D	D
441222	Boat dealers .....	2	D	D	D	b	D	D
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	6	D	D	D	b	D	D
4421	Furniture stores .....	2	D	D	D	b	D	D
44211	Furniture stores .....	2	D	D	D	b	D	D
442110	Furniture stores .....	2	D	D	D	b	D	D
4422	Home furnishings stores .....	4	D	D	D	b	D	D
44221	Floor covering stores .....	2	D	D	D	b	D	D
442210	Floor covering stores .....	2	D	D	D	b	D	D
44229	Other home furnishings stores .....	2	D	D	D	a	D	D
443	Electronics & appliance stores .....	4	D	D	D	a	D	D
4431	Electronics & appliance stores .....	4	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	12	55 860	5 724	1 149	208	7.4	.1
4441	Building material & supplies dealers .....	7	D	D	D	c	D	D
44413	Hardware stores .....	4	D	D	D	b	D	D
444130	Hardware stores .....	4	D	D	D	b	D	D
44419	Other building material dealers .....	3	D	D	D	b	D	D
444190	Other building material dealers .....	3	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	5	D	D	D	b	D	D
44422	Nursery & garden centers .....	4	D	D	D	b	D	D
444220	Nursery & garden centers .....	4	D	D	D	b	D	D
445	Food & beverage stores .....	7	10 089	1 028	264	98	15.0	5.2
4452	Specialty food stores .....	3	D	D	D	a	D	D
446	Health & personal care stores .....	3	D	D	D	a	D	D
447	Gasoline stations .....	11	D	D	D	c	D	D
4471	Gasoline stations .....	11	D	D	D	c	D	D
44711	Gasoline stations with convenience stores .....	7	D	D	D	c	D	D
447110	Gasoline stations with convenience stores .....	7	D	D	D	c	D	D
448	Clothing & clothing accessories stores .....	3	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	4	D	D	D	a	D	D
453	Miscellaneous store retailers .....	9	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	6	D	D	D	a	D	D
45399	All other miscellaneous store retailers .....	4	D	D	D	a	D	D
454	Nonstore retailers .....	5	1 269	388	78	13	20.0	—
454319	Other fuel dealers .....	1	D	D	D	a	D	D

See footnotes at end of table.

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF WAUKESHA COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>171</b>	<b>462 147</b>	<b>42 640</b>	<b>9 642</b>	<b>2 371</b>	<b>9.9</b>	<b>2.1</b>
441	Motor vehicle & parts dealers	23	116 760	8 137	1 803	270	24.7	3.2
4411	Automobile dealers	13	104 491	6 679	1 455	200	27.1	.3
44111	New car dealers	5	96 452	6 110	1 321	171	24.1	—
441110	New car dealers	5	96 452	6 110	1 321	171	24.1	—
44112	Used car dealers	8	8 039	569	134	29	62.8	3.7
441120	Used car dealers	8	8 039	569	134	29	62.8	3.7
4412	Other motor vehicle dealers	5	4 754	265	86	14	7.5	4.4
44122	Motorcycle, boat, & other motor vehicle dealers	5	4 754	265	86	14	7.5	4.4
441229	All other motor vehicle dealers	3	D	D	D	a	D	D
4413	Automotive parts, accessories, & tire stores	5	7 515	1 193	262	56	3.3	43.3
44131	Automotive parts & accessories stores	4	D	D	D	b	D	D
441310	Automotive parts & accessories stores	4	D	D	D	b	D	D
442	Furniture & home furnishings stores	14	D	D	D	c	D	D
4421	Furniture stores	8	12 196	1 261	299	63	1.3	2.4
44211	Furniture stores	8	12 196	1 261	299	63	1.3	2.4
442110	Furniture stores	8	12 196	1 261	299	63	1.3	2.4
4422	Home furnishings stores	6	D	D	D	b	D	D
44221	Floor covering stores	3	D	D	D	b	D	D
442210	Floor covering stores	3	D	D	D	b	D	D
44229	Other home furnishings stores	3	D	D	D	b	D	D
443	Electronics & appliance stores	4	D	D	D	b	D	D
4431	Electronics & appliance stores	4	D	D	D	b	D	D
44312	Computer & software stores	3	D	D	D	b	D	D
443120	Computer & software stores	3	D	D	D	b	D	D
444	Building material & garden equipment & supplies dealers	38	116 363	12 462	2 809	516	1.8	.7
4441	Building material & supplies dealers	27	108 085	11 456	2 623	436	1.0	.4
44411	Home centers	1	D	D	D	c	D	D
444110	Home centers	1	D	D	D	c	D	D
44419	Other building material dealers	24	D	D	D	c	D	D
444190	Other building material dealers	24	D	D	D	c	D	D
4442	Lawn & garden equipment & supplies stores	11	8 278	1 006	186	80	12.4	4.2
44422	Nursery & garden centers	6	7 391	924	179	75	2.6	4.0
444220	Nursery & garden centers	6	7 391	924	179	75	2.6	4.0
445	Food & beverage stores	15	25 711	2 445	512	204	5.3	2.7
4452	Specialty food stores	3	D	D	D	a	D	D
446	Health & personal care stores	5	9 678	1 034	250	69	24.6	8.8
4461	Health & personal care stores	5	9 678	1 034	250	69	24.6	8.8
446191	Food (health) supplement stores	2	D	D	D	a	D	D
447	Gasoline stations	19	D	D	D	c	D	D
4471	Gasoline stations	19	D	D	D	c	D	D
44711	Gasoline stations with convenience stores	13	D	D	D	c	D	D
447110	Gasoline stations with convenience stores	13	D	D	D	c	D	D
448	Clothing & clothing accessories stores	10	6 678	662	159	58	11.1	—
4482101	Men's shoe stores	1	D	D	D	a	D	D
4482102	Women's shoe stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	14	18 083	1 694	425	139	7.2	9.0
4511	Sporting goods, hobby, & musical instrument stores	13	D	D	D	c	D	D
45111	Sporting goods stores	8	D	D	D	c	D	D
451110	Sporting goods stores	8	D	D	D	c	D	D
4511102	Specialty-line sporting goods stores	6	D	D	D	c	D	D
452	General merchandise stores	3	D	D	D	f	D	D
4521102	Discount or mass merchandising dept stores (excl leased depts)	2	D	D	D	e	D	D
4529	Other general merchandise stores	1	D	D	D	c	D	D
45291	Warehouse clubs & superstores	1	D	D	D	c	D	D
452910	Warehouse clubs & superstores	1	D	D	D	c	D	D
453	Miscellaneous store retailers	17	D	D	D	c	D	D
4532	Office supplies, stationery, & gift stores	5	D	D	D	b	D	D
4539	Other miscellaneous store retailers	8	D	D	D	b	D	D
45391	Pet & pet supplies stores	5	2 915	415	95	61	—	—
453910	Pet & pet supplies stores	5	2 915	415	95	61	—	—
45399	All other miscellaneous store retailers	3	D	D	D	a	D	D
454	Nonstore retailers	9	D	D	D	b	D	D
4542	Vending machine operators	3	D	D	D	b	D	D
45421	Vending machine operators	3	D	D	D	b	D	D
454210	Vending machine operators	3	D	D	D	b	D	D
4543	Direct selling establishments	5	D	D	D	a	D	D
45439	Other direct selling establishments	4	D	D	D	a	D	D
454390	Other direct selling establishments	4	D	D	D	a	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF WAUPACA COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>78</b>	<b>82 059</b>	<b>6 473</b>	<b>1 338</b>	<b>482</b>	<b>32.4</b>	<b>1.8</b>
441	Motor vehicle & parts dealers	13	D	D	D	b	D	D
4412	Other motor vehicle dealers	3	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers	3	D	D	D	a	D	D
442	Furniture & home furnishings stores	3	D	D	D	a	D	D
443	Electronics & appliance stores	3	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers	11	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	4	D	D	D	b	D	D
44422	Nursery & garden centers	4	D	D	D	b	D	D
444220	Nursery & garden centers	4	D	D	D	b	D	D
445	Food & beverage stores	14	14 762	1 573	349	180	65.8	—
4452	Specialty food stores	2	D	D	D	b	D	D
446	Health & personal care stores	5	D	D	D	b	D	D
447	Gasoline stations	12	D	D	D	c	D	D
4471	Gasoline stations	12	D	D	D	c	D	D
44711	Gasoline stations with convenience stores	8	D	D	D	b	D	D
447110	Gasoline stations with convenience stores	8	D	D	D	b	D	D
44719	Other gasoline stations	4	D	D	D	b	D	D
447190	Other gasoline stations	4	D	D	D	b	D	D
451	Sporting goods, hobby, book, & music stores	3	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	a	D	D
453	Miscellaneous store retailers	6	D	D	D	a	D	D
454	Nonstore retailers	6	D	D	D	b	D	D
4543	Direct selling establishments	5	D	D	D	b	D	D
45431	Fuel dealers	3	D	D	D	b	D	D
454311	Heating oil dealers	1	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers	2	D	D	D	b	D	D
<b>BALANCE OF WAUSHARA COUNTY, WI</b>								
<b>44-45</b>	<b>Retail trade</b>	<b>88</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>f</b>	<b>D</b>	<b>D</b>
441	Motor vehicle & parts dealers	17	D	D	D	c	D	D
44112	Used car dealers	7	D	D	D	b	D	D
441120	Used car dealers	7	D	D	D	b	D	D
4412	Other motor vehicle dealers	3	1 238	86	17	5	—	50.9
44122	Motorcycle, boat, & other motor vehicle dealers	3	1 238	86	17	5	—	50.9
441229	All other motor vehicle dealers	1	D	D	D	a	D	D
442	Furniture & home furnishings stores	1	D	D	D	a	D	D
443	Electronics & appliance stores	4	1 879	249	49	14	17.1	9.9
4431	Electronics & appliance stores	4	1 879	249	49	14	17.1	9.9
44311	Appliance, television, & other electronics stores	4	1 879	249	49	14	17.1	9.9
444	Building material & garden equipment & supplies dealers	14	32 775	3 473	1 112	132	4.9	—
4441	Building material & supplies dealers	9	D	D	D	b	D	D
44419	Other building material dealers	5	D	D	D	b	D	D
444190	Other building material dealers	5	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores	5	D	D	D	b	D	D
44422	Nursery & garden centers	4	16 875	1 344	626	37	—	—
444220	Nursery & garden centers	4	16 875	1 344	626	37	—	—
445	Food & beverage stores	13	26 703	2 374	538	267	33.4	10.5
4452	Specialty food stores	2	D	D	D	a	D	D
447	Gasoline stations	19	28 276	1 828	410	161	15.6	—
4471	Gasoline stations	19	28 276	1 828	410	161	15.6	—
44711	Gasoline stations with convenience stores	15	25 656	1 621	360	142	12.1	—
447110	Gasoline stations with convenience stores	15	25 656	1 621	360	142	12.1	—
448	Clothing & clothing accessories stores	1	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores	2	D	D	D	a	D	D
452	General merchandise stores	2	D	D	D	b	D	D
45299	All other general merchandise stores	2	D	D	D	b	D	D
452990	All other general merchandise stores	2	D	D	D	b	D	D
4529903	Miscellaneous general merchandise stores	1	D	D	D	b	D	D
453	Miscellaneous store retailers	8	1 866	148	28	13	27.7	.4
4539	Other miscellaneous store retailers	2	D	D	D	a	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>BALANCE OF WAUSHARA COUNTY, WI—Con.</b>							
<b>44-45</b>	<b>Retail trade—Con.</b>							
454	Nonstore retailers .....	7	D	D	D	b	D	D
4543	Direct selling establishments .....	6	6 572	1 055	234	46	—	—
45431	Fuel dealers .....	5	D	D	D	b	D	D
454312	Liquefied petroleum gas (bottled gas) dealers .....	3	D	D	D	b	D	D
	<b>BALANCE OF WINNEBAGO COUNTY, WI</b>							
<b>44-45</b>	<b>Retail trade .....</b>	<b>53</b>	<b>91 011</b>	<b>8 153</b>	<b>1 800</b>	<b>498</b>	<b>9.0</b>	<b>1.0</b>
441	Motor vehicle & parts dealers .....	12	D	D	D	c	D	D
4412	Other motor vehicle dealers .....	7	D	D	D	b	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	6	D	D	D	b	D	D
441221	Motorcycle dealers .....	2	D	D	D	b	D	D
441222	Boat dealers .....	4	D	D	D	b	D	D
443	Electronics & appliance stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	10	19 496	2 094	475	83	6.4	—
4441	Building material & supplies dealers .....	7	D	D	D	b	D	D
44419	Other building material dealers .....	4	D	D	D	b	D	D
444190	Other building material dealers .....	4	D	D	D	b	D	D
4442	Lawn & garden equipment & supplies stores .....	3	D	D	D	b	D	D
44422	Nursery & garden centers .....	1	D	D	D	b	D	D
444220	Nursery & garden centers .....	1	D	D	D	b	D	D
445	Food & beverage stores .....	3	D	D	D	b	D	D
446	Health & personal care stores .....	2	D	D	D	a	D	D
447	Gasoline stations .....	9	18 919	1 540	325	155	4.9	—
4471	Gasoline stations .....	9	18 919	1 540	325	155	4.9	—
44711	Gasoline stations with convenience stores .....	7	D	D	D	b	D	D
447110	Gasoline stations with convenience stores .....	7	D	D	D	b	D	D
448	Clothing & clothing accessories stores .....	2	D	D	D	a	D	D
451	Sporting goods, hobby, book, & music stores .....	7	3 456	259	89	32	65.6	—
4511	Sporting goods, hobby, & musical instrument stores ..	7	3 456	259	89	32	65.6	—
453	Miscellaneous store retailers .....	5	684	105	24	21	63.7	19.3
454	Nonstore retailers .....	1	D	D	D	a	D	D
	<b>BALANCE OF WOOD COUNTY, WI</b>							
<b>44-45</b>	<b>Retail trade .....</b>	<b>67</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>f</b>	<b>D</b>	<b>D</b>
441	Motor vehicle & parts dealers .....	17	42 603	3 601	827	155	11.6	.2
44112	Used car dealers .....	8	D	D	D	b	D	D
441120	Used car dealers .....	8	D	D	D	b	D	D
4412	Other motor vehicle dealers .....	5	D	D	D	b	D	D
44121	Recreational vehicle dealers .....	2	D	D	D	a	D	D
441210	Recreational vehicle dealers .....	2	D	D	D	a	D	D
44122	Motorcycle, boat, & other motor vehicle dealers .....	3	D	D	D	b	D	D
441222	Boat dealers .....	1	D	D	D	b	D	D
441229	All other motor vehicle dealers .....	1	D	D	D	a	D	D
442	Furniture & home furnishings stores .....	4	D	D	D	a	D	D
4422	Home furnishings stores .....	2	D	D	D	a	D	D
443	Electronics & appliance stores .....	2	D	D	D	a	D	D
444	Building material & garden equipment & supplies dealers .....	7	D	D	D	b	D	D
4441	Building material & supplies dealers .....	5	D	D	D	b	D	D
44419	Other building material dealers .....	5	D	D	D	b	D	D
444190	Other building material dealers .....	5	D	D	D	b	D	D
445	Food & beverage stores .....	7	D	D	D	b	D	D
4452	Specialty food stores .....	2	D	D	D	a	D	D
447	Gasoline stations .....	15	25 652	1 953	468	183	17.2	5.5
4471	Gasoline stations .....	15	25 652	1 953	468	183	17.2	5.5
44711	Gasoline stations with convenience stores .....	13	D	D	D	c	D	D
447110	Gasoline stations with convenience stores .....	13	D	D	D	c	D	D
452	General merchandise stores .....	1	D	D	D	a	D	D
453	Miscellaneous store retailers .....	8	D	D	D	b	D	D
4539	Other miscellaneous store retailers .....	2	D	D	D	a	D	D
45393	Manufactured (mobile) home dealers .....	1	D	D	D	a	D	D
453930	Manufactured (mobile) home dealers .....	1	D	D	D	a	D	D

See footnotes at end of table.



**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>BALANCE OF WOOD COUNTY, WI—Con.</b>							
<b>44-45</b>	<b>Retail trade—Con.</b>							
454	Nonstore retailers .....	6	D	D	D	a	D	D
4543	Direct selling establishments .....	5	D	D	D	a	D	D
45431	Fuel dealers .....	5	D	D	D	a	D	D
454312	Liquefied petroleum gas (bottled gas) dealers ...	2	D	D	D	a	D	D

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

<sup>1</sup>Includes sales information obtained from administrative records of other Federal agencies.

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

# Appendix A.

## Explanation of Terms

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### **ANNUAL PAYROLL (\$1,000)**

Payroll includes all forms of compensation such as salaries, wages, commissions, dismissal pay, bonuses, vacation allowances, sick-leave pay, and employee contributions to qualified pension plans paid during the year to all employees. Tips and gratuities received by employees from patrons and reported to employers are included. Excluded are payrolls of departments or concessions operated by other companies at the establishment. 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 (\$1,000)**

Represents payroll paid to persons employed at any time during the quarter January to March 1997.

### **NUMBER OF 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. 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. Each retail trade 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 1997.

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, separate establishment reports for each of the different activities were obtained in the census.

### **RETAIL TRADE**

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 stores" classification.

### **NUMBER OF PAID EMPLOYEES FOR PAY PERIOD INCLUDING MARCH 12**

Paid employees consist of full-time 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, and employees of departments or concessions operated by other companies at the establishment. The definition of paid employees is the same as that used by the Internal Revenue Service (IRS) on Form 941.

### **SALES (\$1,000)**

Includes 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 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 sales. Sales do not include carrying or other credit charges; sales (or other) taxes collected from customers and forwarded to taxing authorities; gross sales and receipts of departments or concessions operated by other companies; and commissions or receipts from the sale of government lottery tickets.

Sales 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.

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**SALES, RECEIPTS, OR REVENUE ESTIMATED  
(PERCENT)**

Percent of total sales/receipts/revenue that was imputed based on historic company ratios or administrative records, or on industry averages.

**SALES, RECEIPTS, OR REVENUE FROM ADMINISTRATIVE RECORDS (PERCENT)**

Percent of total sales/receipts/revenue obtained from administrative records of other Federal agencies.

# Appendix B.

## NAICS Codes, Titles, and Descriptions

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### 44-45 RETAIL TRADE

The Retail Trade sector comprises establishments engaged in retailing merchandise, generally without transformation, and rendering services incidental to the sale of merchandise.

The retailing process is the final step in the distribution of merchandise; retailers are, therefore, organized to sell merchandise in small quantities to the general public. This sector comprises two main types of retailers: store and nonstore retailers.

Store retailers operate fixed point-of-sale locations, located and designed to attract a high volume of walk-in customers. In general, retail stores have extensive displays of merchandise and use mass-media advertising to attract customers. They typically sell merchandise to the general public for personal or household consumption, but some also serve business and institutional clients. These include establishments, such as office supply stores, computer and software stores, building materials dealers, plumbing supply stores, and electrical supply stores. Catalog showrooms, gasoline service stations, automotive dealers, and mobile home dealers are treated as store retailers.

In addition to retailing merchandise, some types of store retailers are also engaged in the provision of after-sales services, such as repair and installation. For example, new automobile dealers, electronic and appliance stores, and musical instrument and supply stores often provide repair services. As a general rule, establishments engaged in retailing merchandise and providing after-sales services are classified in this sector.

The first eleven subsectors of retail trade are store retailers. The establishments are grouped into industries and industry groups typically based on one or more of the following criteria:

The merchandise line or lines carried by the store; for example, specialty stores are distinguished from general-line stores.

The usual trade designation of the establishments. This criterion applies in cases where a store type is well recognized by the industry and the public, but difficult to define strictly in terms of commodity lines carried; for example, pharmacies, hardware stores, and department stores.

Capital requirements in terms of display equipment; for example, food stores have equipment requirements not found in other retail industries.

Human resource requirements in terms of expertise; for example, the staff of an automobile dealer requires knowledge in financing, registering, and licensing issues that are not necessary in other retail industries.

Nonstore retailers, like store retailers, are organized to serve the general public, but their retailing methods differ. The establishments of this subsector reach customers and market merchandise with methods, such as the broadcasting of "infomercials," the broadcasting and publishing of direct-response advertising, the publishing of paper and electronic catalogs, door-to-door solicitation, in-home demonstration, selling from portable stalls (street vendors, except food), and distribution through vending machines. Establishments engaged in the direct sale (nonstore) of products, such as home heating oil dealers and home delivery newspaper routes.

The buying of goods for resale is a characteristic of retail trade establishments that particularly distinguishes them from establishments in the agriculture, manufacturing, and construction industries. For example, farms that sell their products at or from the point of production are not classified in retail, but rather in agriculture. Similarly, establishments that both manufacture and sell their products to the general public are not classified in retail, but rather in manufacturing. However, establishments that engage in processing activities incidental to retailing are classified in retail. This includes establishments, such as optical goods stores that do in-store grinding of lenses, and meat and seafood markets.

Wholesalers also engage in the buying of goods for resale, but they are not usually organized to serve the general public. They typically operate from a warehouse or office and neither the design nor the location of these premises is intended to solicit a high volume of walk-in traffic. Wholesalers supply institutional, industrial, wholesale, and retail clients; their operations are, therefore, generally organized to purchase, sell, and deliver merchandise in larger quantities. However, dealers of durable nonconsumer goods, such as farm machinery and heavy duty trucks, are included in wholesale trade even if they often sell these products in single units.

### 441 Motor Vehicle and Parts Dealers

Industries in the Motor Vehicle and Parts Dealers subsector retail motor vehicle and parts merchandise from fixed point-of-sale locations. Establishments in this subsector typically operate from a showroom and/or an open lot where the vehicles are on display. The display of

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vehicles and the related parts require little by way of display equipment. The personnel generally include both the sales and sales support staff familiar with the requirements for registering and financing a vehicle as well as a staff of parts experts and mechanics trained to provide repair and maintenance services for the vehicles. Specific industries have been included in this subsector to identify the type of vehicle being retailed.

Sales of capital or durable nonconsumer goods, such as medium and heavy-duty trucks, are always included in wholesale trade. These goods are virtually never sold through retail methods.

#### **4411 Automobile Dealers**

This industry group comprises establishments primarily engaged in retailing new and used automobiles and light trucks, such as sport utility vehicles, and passenger and cargo vans.

##### **44111 New Car Dealers**

This industry comprises establishments primarily engaged in retailing new automobiles and light trucks, such as sport utility vehicles, and passenger and cargo vans, or retailing these new vehicles in combination with activities, such as repair services, retailing used cars, and selling replacement parts and accessories.

##### **441110 New Car Dealers**

This U.S. industry comprises establishments primarily engaged in retailing new automobiles and light trucks, such as sport utility vehicles, and passenger and cargo vans, or retailing these new vehicles in combination with activities, such as repair services, retailing used cars, and selling replacement parts and accessories.

The data published with NAICS code 441110 are comprised of the following SIC industry:

5511 Motor vehicle dealers (new and used)

##### **44112 Used Car Dealers**

This industry comprises establishments primarily engaged in retailing used automobiles and light trucks, such as sport utility vehicles, and passenger and cargo vans.

##### **441120 Used Car Dealers**

This U.S. industry comprises establishments primarily engaged in retailing used automobiles and light trucks, such as sport utility vehicles, and passenger and cargo vans.

The data published with NAICS code 441120 are comprised of the following SIC industry:

5521 Motor vehicle dealers (used only)

#### **4412 Other Motor Vehicle Dealers**

This industry group comprises establishments primarily engaged in retailing new and used vehicles (except automobiles, light trucks, such as sport utility vehicles, and passenger and cargo vans).

##### **44121 Recreational Vehicle Dealers**

This industry comprises establishments primarily engaged in retailing new and/or used recreational vehicles commonly referred to as RVs or retailing these new vehicles in combination with activities, such as repair services and selling replacement parts and accessories.

##### **441210 Recreational Vehicle Dealers**

This U.S. industry comprises establishments primarily engaged in retailing new and/or used recreational vehicles commonly referred to as RVs or retailing these new vehicles in combination with activities, such as repair services and selling replacement parts and accessories.

The data published with NAICS code 441210 are comprised of the following SIC industry:

5561 Recreational vehicle dealers

##### **44122 Motorcycle, Boat, and Other Motor Vehicle Dealers**

This industry comprises establishments primarily engaged in retailing new and used motorcycles, boats, and other vehicles (except automobiles, light trucks, and recreational vehicles), or retailing these new vehicles in combination with activities, such as repair services and selling replacement parts and accessories.

##### **441221 Motorcycle Dealers**

This U.S. industry comprises establishments primarily engaged in retailing new and/or used motorcycles, motor scooters, motor bikes, mopeds, off-road all-terrain vehicles, and personal watercraft, or retailing these new vehicles in combination with repair services and selling replacement parts and accessories.

The data published with NAICS code 441221 are comprised of the following SIC industry:

5571 Motorcycle dealers

##### **441222 Boat Dealers**

This U.S. industry comprises establishments primarily engaged in (1) retailing new and/or used boats or retailing new boats in combination with activities, such as repair services and selling replacement parts and accessories, and/or (2) retailing new and/or used outboard motors, boat trailers, marine supplies, parts, and accessories.

The data published with NAICS code 441222 are comprised of the following SIC industry:

5551 Boat dealers

## **441229 All Other Motor Vehicle Dealers**

This U.S. industry comprises establishments primarily engaged in retailing new and/or used utility trailers and vehicles (except automobiles, light trucks, recreational vehicles, motorcycles, boats, motor scooters, motorbikes, off-road all-terrain vehicles, and personal watercraft) or retailing these new vehicles in combination with activities, such as repair services and selling replacement parts and accessories.

The data published with NAICS code 441229 are comprised of the following SIC industry:

5599 Automotive dealers, not elsewhere classified

## **4413 Automotive Parts, Accessories, and Tire Stores**

This NAICS Industry Group includes establishments classified in the following NAICS Industries: Automotive Parts and Accessories Stores, 44131; and 44132, Tire Dealers.

### **44131 Automotive Parts and Accessories Stores**

This industry comprises one or more of the following: (1) establishments known as automotive supply stores primarily engaged in retailing new, used, and/or rebuilt automotive parts and accessories; (2) automotive supply stores that are primarily engaged in both retailing automotive parts and accessories and repairing automobiles; and (3) establishments primarily engaged in retailing and installing automotive accessories.

### **441310 Automotive Parts and Accessories Stores**

This U.S. industry comprises one or more of the following: (1) establishments known as automotive supply stores primarily engaged in retailing new, used, and/or rebuilt automotive parts and accessories; (2) automotive supply stores that are primarily engaged in both retailing automotive parts and accessories and repairing automobiles; and (3) establishments primarily engaged in retailing and installing automotive accessories.

The data published with NAICS code 441310 are comprised of these parts of the following SIC industries:

5013 (pt) Motor vehicle supplies and new parts jobbers (retail)

5531 (pt) Auto supplies stores

5731 (pt) Automotive radio stores

### **4413101 Auto Supplies Stores**

Establishments primarily engaged in retailing auto supplies, such as automotive batteries, parts, accessories, and sundry supplies. These establishments also may sell

automotive tires. These establishments may have facilities to perform motor vehicle service work. Establishments primarily engaged in selling and installing custom-made seat covers are included here.

### **4413102 Automotive Radio Stores**

Establishments primarily engaged in retailing automotive radios and other automotive sound reproducing equipment. These establishments may also perform incidental installation and repair work.

### **4413103 Motor Vehicle Supplies and New Parts Jobbers (Retail)**

Establishments primarily engaged in retailing motor vehicle supplies and new parts. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

### **44132 Tire Dealers**

This industry comprises establishments primarily engaged in retailing new and/or used tires and tubes or retailing new tires in combination with automotive repair services.

### **441320 Tire Dealers**

This U.S. industry comprises establishments primarily engaged in retailing new and/or used tires and tubes or retailing new tires in combination with automotive repair services.

The data published with NAICS code 441320 are comprised of these parts of the following SIC industries:

5014 (pt) Tire and tube merchants (retail)

5531 (pt) New tire dealers

### **4413201 New Tire Dealers**

Establishments primarily engaged in retailing new automotive tires and tubes. These establishments generally have facilities to perform installation and repair services related to the sale of tires.

### **4413202 Tire and Tube Merchants (Retail)**

Establishments primarily engaged in retailing new tires and tubes for passenger and commercial vehicles. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

## **442 Furniture and Home Furnishings Stores**

Industries in the Furniture and Home Furnishings Stores subsector retail new furniture and home furnishings merchandise from fixed point-of-sale locations. Establishments in this subsector usually operate from showrooms and have substantial areas for the presentation of their products. Many offer interior decorating services in addition to the sale of products.

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## **4421 Furniture Stores**

This NAICS Industry Group includes establishments classified in the following NAICS Industry: 44211, Furniture Stores.

### **44211 Furniture Stores**

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

### **442110 Furniture Stores**

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

The data published with NAICS code 442110 are comprised of these parts of the following SIC industries:

- 5021 (pt) Office and business furniture merchants (retail)
- 5712 (pt) Furniture warehouse showrooms
- 5712 (pt) Sleep shop and waterbed stores
- 5712 (pt) Furniture stores, except custom
- 5712 (pt) Specialty furniture stores, except custom

### **4421101 Furniture Stores, Except Custom**

Establishments primarily engaged in retailing new household furniture (except custom-made furniture). These establishments may also provide interior design services and sell floor coverings, other home furnishings, and major appliances, such as refrigerators, stoves, freezers, and televisions.

### **4421102 Furniture Warehouse Showrooms**

Establishments, known as furniture warehouse showrooms, primarily engaged in retailing the same merchandise as furniture stores, but operating as warehouse showrooms where customers make their furniture selections from items on display in the showroom. The furniture is then taken from a warehouse adjacent to the showroom (usually under the same roof) for delivery to or pick-up by the customer.

## **4421103 Sleep Shop and Waterbed Stores**

Establishments primarily engaged in retailing new mattresses, box springs, and other sleep equipment, including waterbeds.

### **4421104 Specialty Furniture Stores, Except Custom**

Establishments primarily engaged in retailing specialty furniture, such as children's, outdoor, office, and computer-related furniture.

### **44211041 Specialty Furniture Stores, Except Custom**

Establishments primarily engaged in retailing specialty furniture, such as children's, outdoor, and computer-related furniture.

### **44211042 Office and Business Furniture Merchants (Retail)**

Establishments primarily engaged in retailing filing cabinets (wood or steel), desks, and other office and business furniture. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

## **4422 Home Furnishings Stores**

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

### **44221 Floor Covering Stores**

This industry comprises establishments primarily engaged in retailing new floor coverings, such as rugs and carpets, vinyl floor coverings, and floor tile (except ceramic or wood only); or retailing new floor coverings in combination with installation and repair services.

### **442210 Floor Covering Stores**

This U.S. industry comprises establishments primarily engaged in retailing new floor coverings, such as rugs and carpets, vinyl floor coverings, and floor tile (except ceramic or wood only); or retailing new floor coverings in combination with installation and repair services.

The data published with NAICS code 442210 are comprised of these parts of the following SIC industries:

- 5023 (pt) Floor covering merchants (retail)
- 5713 Floor covering stores

### **4422101 Floor Covering Stores**

Establishments primarily engaged in retailing rugs, carpets, floor tile (i.e., rubber, vinyl, asphalt), and related products. These establishments may also perform incidental installation.



#### **4422102 Floor Covering Merchants (Retail)**

Establishments primarily engaged in retailing carpets, rugs, and all other types of hard and soft surface floor coverings (excluding ceramic and clay tile). These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

#### **44229 Other Home Furnishings Stores**

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

#### **442291 Window Treatment Stores**

This U.S. industry comprises establishments primarily engaged in retailing new window treatments, such as curtains, drapes, blinds, and shades.

The data published with NAICS code 442291 are comprised of these parts of the following SIC industries:

- 5714 (pt) Drapery and curtain stores, except custom
- 5719 (pt) Blind and shade stores

#### **4422911 Drapery and Curtain Stores, Except Custom**

Establishments primarily engaged in retailing packaged draperies and curtains.

#### **4422912 Blind and Shade Stores**

Establishments primarily engaged in retailing blinds, shades, and similar window treatments. Establishments producing custom-made window shades and venetian blinds for household use are included here.

#### **442299 All Other Home Furnishings Stores**

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

The data published with NAICS code 442299 are comprised of this part of the following SIC industry:

- 5719 (pt) All other home furnishings stores

#### **443 Electronics and Appliance Stores**

Industries in the Electronics and Appliance Stores subsector retail new electronics and appliance merchandise from point-of-sale locations. Establishments in this subsector often operate from locations that have special provisions for floor displays requiring special electrical capacity to accommodate the proper demonstration of the products. The staff includes sales personnel knowledgeable in the characteristics and warranties of the line of goods retailed and may also include trained repair persons to

handle the maintenance and repair of the electronic equipment and appliances. The classifications within this subsector are made principally on the type of product and knowledge required to operate each type of store.

#### **4431 Electronics and Appliance Stores**

This industry group comprises establishments primarily engaged in retailing the following new products: household-type appliances, cameras, computers, and other electronic goods.

#### **44311 Appliance, Television, and Other Electronics Stores**

This industry comprises establishments primarily engaged in retailing one of the following: (1) retailing an array of new household-type appliances and consumer-type electronic products, such as radios, televisions, and computers; (2) specializing in retailing a single line of new consumer-type electronic products (except computers); and (3) retailing these new products in combination with repair services.

#### **443111 Household Appliance Stores**

This U.S. industry comprises establishments known as appliance stores primarily engaged in retailing an array of new household appliances, such as refrigerators, dishwashers, ovens, irons, coffeemakers, hair dryers, electric razors, room air-conditioners, microwave ovens, sewing machines, and vacuum cleaners, or retailing new appliances in combination with appliance repair services.

The data published with NAICS code 443111 are comprised of the following SIC industry:

- 5722 Household appliance stores

#### **443112 Radio, Television, and Other Electronics Stores**

This U.S. industry comprises: (1) establishments known as consumer electronics stores primarily engaged in retailing a general line of new consumer-type electronic products; (2) establishments specializing in retailing a single line of consumer-type electronic products (except computers); or (3) establishments primarily engaged in retailing these new electronic products in combination with repair services.

The data published with NAICS code 443112 are comprised of these parts of the following SIC industries:

- 5731 (pt) Other radio, television, and electronics stores
- 5999 (pt) Typewriter shops
- 5999 (pt) Telephone stores

#### **4431121 Typewriter Shops**

Establishments primarily engaged in retailing typewriters. These establishments may also rent and/or repair typewriters.



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### **4431122 Telephone Stores**

Establishments primarily engaged in retailing telephones and telephone parts and supplies.

### **4431123 Other Radio, Television, and Electronics Stores**

Establishments primarily engaged in retailing radios and stereo equipment (except automotive), television sets, record players, and other consumer audio and video electronic equipment. These establishments may also sell additional lines, such as household appliances; computers, computer peripheral equipment, and software; musical instruments; or prerecorded records and tapes. These establishments may also perform incidental installation and repair work.

### **44312 Computer and Software Stores**

This industry comprises establishments primarily engaged in retailing new computers, computer peripherals, and prepackaged computer software without retailing other consumer-type electronic products or office equipment, office furniture and office supplies; or retailing these new products in combination with repair and support services.

### **443120 Computer and Software Stores**

This U.S. industry comprises establishments primarily engaged in retailing new computers, computer peripherals, and prepackaged computer software without retailing other consumer-type electronic products or office equipment, office furniture and office supplies; or retailing these new products in combination with repair and support services.

The data published with NAICS code 443120 are comprised of these parts of the following SIC industries:

- 5045 (pt) Computer and peripheral equipment merchants (retail)
- 5045 (pt) Computer software merchants (retail)
- 5734 (pt) Computer stores
- 5734 (pt) Computer stores (custom assembly)
- 5734 (pt) Computer software stores

### **4431201 Computer Stores (Custom Assembly)**

Establishments primarily engaged in custom assembly and retail sales of computers and computer peripheral equipment. These establishments may also sell computer software and computer furniture and perform incidental repair work.

### **4431202 Other Computer Stores**

Establishments primarily engaged in retailing computers, computer hardware, and computer peripheral equipment not assembled at the sales location. These establishments may also sell computer software and computer furniture, and perform incidental installation and repair work.

### **44312021 Computer Stores**

Establishments primarily engaged in retailing computers, computer hardware, and computer peripheral equipment not assembled at the sales location. These establishments may also sell computer software and computer furniture and perform incidental installation and repair work.

### **44312022 Computer and Peripheral Equipment Merchants (Retail)**

Establishments primarily engaged in retailing computers, computer hardware, and computer peripheral equipment. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

### **4431203 Prepackaged Software Stores**

Establishments primarily engaged in retailing prepackaged (off-the-shelf) computer software. These establishments may also sell computer books, supplies, and accessories.

### **44312031 Computer Software Stores**

Establishments primarily engaged in retailing prepackaged (off-the-shelf) computer software. These establishments may also sell computer books, supplies, and accessories.

### **44312032 Computer Software Merchants (Retail)**

Establishments primarily engaged in retailing prepackaged (off-the-shelf) computer software. These establishments may also sell computer books, supplies, and accessories. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

### **44313 Camera and Photographic Supplies Stores**

This industry comprises establishments primarily engaged in either retailing new cameras, photographic equipment, and photographic supplies or retailing new cameras and photographic equipment in combination with activities, such as repair services and film developing.

### **443130 Camera and Photographic Supplies Stores**

This U.S. industry comprises establishments primarily engaged in either retailing new cameras, photographic equipment, and photographic supplies or retailing new cameras and photographic equipment in combination with activities, such as repair services and film developing.

The data published with NAICS code 443130 are comprised of the following SIC industry:

- 5946 Camera and photographic supply stores

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## **444 Building Material and Garden Equipment and Supplies Dealers**

Industries in the Building Material and Garden Equipment and Supplies Dealers subsector retail new building material and garden equipment and supplies merchandise from fixed point-of-sale locations. Establishments in this subsector have display equipment designed to handle lumber and related products and garden equipment and supplies that may be kept either indoors or outdoors under covered areas. The staff is usually knowledgeable in the use of the specific products being retailed in the construction, repair, and maintenance of the home and associated grounds.

### **4441 Building Material and Supplies Dealers**

This industry group comprises establishments primarily engaged in retailing new building materials and supplies.

#### **44411 Home Centers**

This industry comprises establishments known as home centers primarily engaged in retailing a general line of new home repair and improvement materials and supplies, such as lumber, plumbing goods, electrical goods, tools, housewares, hardware, and lawn and garden supplies, with no one merchandise line predominating. The merchandise lines are normally arranged in separate departments.

#### **444110 Home Centers**

This U.S. industry comprises establishments known as home centers primarily engaged in retailing a general line of new home repair and improvement materials and supplies, such as lumber, plumbing goods, electrical goods, tools, housewares, hardware, and lawn and garden supplies, with no one merchandise line predominating. The merchandise lines are normally arranged in separate departments.

The data published with NAICS code 444110 are comprised of this part of the following SIC industry:

5211 (pt) Home centers

#### **44412 Paint and Wallpaper Stores**

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

#### **444120 Paint and Wallpaper Stores**

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

The data published with NAICS code 444120 are comprised of these parts of the following SIC industries:

5198 (pt) Paint, varnish, and supplies merchants (retail)

5231 (pt) Retail paint and wallpaper stores

### **4441201 Retail Paint and Wallpaper Stores**

Establishments primarily engaged in retailing paint, wallpaper, or a combination of these lines.

### **4441202 Paint, Varnish, and Supplies Merchants (Retail)**

Establishments primarily engaged in retailing paints, varnishes, wallpaper, and supplies. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

### **44413 Hardware Stores**

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

#### **444130 Hardware Stores**

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

The data published with NAICS code 444130 are comprised of the following SIC industry:

5251 Hardware stores

### **44419 Other Building Material Dealers**

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

#### **444190 Other Building Material Dealers**

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

The data published with NAICS code 444190 are comprised of these parts of the following SIC industries:

5031 (pt) Lumber merchants with yard (retail)

5031 (pt) Plywood, veneer, and millwork merchants (retail)

5032 (pt) Brick, block, tile, clay/cement sewer pipe merchants (retail)

- 5032 (pt) Sand, gravel, and stone merchants (retail)
- 5032 (pt) Cement, lime, and related products merchants (retail)
- 5033 (pt) Roofing, siding, and insulation merchants (retail)
- 5039 (pt) Flat glass and other construction glass merchants (retail)
- 5039 (pt) Other building material merchants (retail)
- 5063 (pt) Electrical supplies stores (retail)
- 5074 (pt) Plumbing and heating equipment and supplies merchants (retail)
- 5211 (pt) Retail lumber yards
- 5211 (pt) Retail building material dealers
- 5231 (pt) Retail glass dealers

#### **4441901 Retail Lumber Yards**

Establishments primarily engaged in retailing lumber, often with related lines of building materials. Retail lumber yards may produce some of the lumber and millwork they sell.

#### **44419011 Retail Lumber Yards**

Establishments primarily engaged in retailing lumber, often with related lines of building materials. Retail lumber yards may produce some of the lumber and millwork they sell.

#### **44419012 Lumber Merchants With Yard (Retail)**

Establishments primarily engaged in retailing rough, dressed, and finished lumber. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

#### **4441902 All Other Building Material Dealers**

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

#### **44419021 Retail Glass Dealers**

Establishments primarily engaged in retailing glass, including mirrored glass.

#### **44419022 Flat Glass and Other Construction Glass Merchants (Retail)**

Establishments primarily engaged in retailing flat glass, glass blocks, plate glass, window glass, and building glass. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

#### **44419023 Retail Building Material Dealers**

Establishments primarily engaged in retailing specialized lines of building materials (except lumber, paint, and hardware), such as brick and blocks, ceramic tile, stone, cement, sand, gravel, fencing, roofing, siding, doors and windows, wallboard, lime, plaster, prefabricated buildings, and kitchen and bath cabinets and countertops to be installed.

#### **44419024 Plywood, Veneer, and Millwork Merchants (Retail)**

Establishments primarily engaged in retailing plywood (hardwood, softwood, and nonwood face), veneer, door and window frames, and overhead doors (in wood or metal). These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

#### **44419025 Brick, Block, Tile, Clay/Cement Sewer Pipe Merchants (Retail)**

Establishments primarily engaged in retailing brick, block, tile, and clay construction materials. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

#### **44419026 Sand, Gravel, and Stone Merchants (Retail)**

Establishments primarily engaged in retailing sand, gravel, and stone. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

#### **44419027 Cement, Lime, and Related Products Merchants (Retail)**

Establishments primarily engaged in retailing cement, lime, asphalt, and other related products. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

#### **44419028 Roofing, Siding, and Insulation Merchants (Retail)**

Establishments primarily engaged in retailing roofing, siding (except wood), and insulation materials. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

#### **44419029 Other Building Material Merchants (Retail)**

Establishments primarily engaged in retailing building and construction paper, plastics building materials, prefabricated structural assemblies (including modular homes),

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and other building materials. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

#### **4441902a Electrical Supplies Stores (Retail)**

Establishments primarily engaged in retailing electrical supplies and electric light fixtures. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

#### **4441902b Plumbing and Heating Equipment and Supplies Merchants (Retail)**

Establishments primarily engaged in retailing hydronic plumbing and heating equipment and supplies. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

#### **4442 Lawn and Garden Equipment and Supplies Stores**

This industry group comprises establishments primarily engaged in retailing new lawn and garden equipment and supplies.

#### **44421 Outdoor Power Equipment Stores**

This industry comprises establishments primarily engaged in retailing new outdoor power equipment or retailing new outdoor power equipment in combination with activities, such as repair services and selling replacement parts.

#### **444210 Outdoor Power Equipment Stores**

This U.S. industry comprises establishments primarily engaged in retailing new outdoor power equipment or retailing new outdoor power equipment in combination with activities, such as repair services and selling replacement parts.

The data published with NAICS code 444210 are comprised of these parts of the following SIC industries:

- 5083 (pt) Lawn and garden machinery and equipment dealers (retail)
- 5261 (pt) Outdoor power equipment stores

#### **4442101 Outdoor Power Equipment Stores**

Establishments primarily engaged in retailing outdoor power equipment, such as power lawnmowers, chain saws, garden tillers, and snowblowers. These establishments generally also perform repair services.

#### **4442102 Lawn and Garden Machinery and Equipment Dealers (Retail)**

Establishments primarily engaged in retailing lawn and garden machinery and equipment. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

#### **44422 Nursery and Garden Centers**

This industry comprises establishments primarily engaged in retailing nursery and garden products, such as trees, shrubs, plants, seeds, bulbs, and sod, that are predominantly grown elsewhere. These establishments may sell a limited amount of a product they grow themselves.

#### **444220 Nursery and Garden Centers**

This U.S. industry comprises establishments primarily engaged in retailing nursery and garden products, such as trees, shrubs, plants, seeds, bulbs, and sod, that are predominantly grown elsewhere. These establishments may sell a limited amount of a product they grow themselves.

The data published with NAICS code 444220 are comprised of these parts of the following SIC industries:

- 5191 (pt) Farm supplies dealers (retail)
- 5193 (pt) Flower, nursery stock, and florists' supplies merchants (retail)
- 5261 (pt) Nursery and garden centers

#### **4442201 Nursery and Garden Centers**

Establishments primarily engaged in retailing nursery stock, bulbs, and other garden supplies and tools. These establishments primarily sell products purchased from others, but may sell some plants which they grow themselves.

#### **4442202 Farm Supplies Dealers (Retail)**

Establishments primarily engaged in retailing farm supplies. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

#### **4442203 Flower, Nursery Stock and Florists' Supplies Merchants (Retail)**

Establishments primarily engaged in retailing flowers, nursery stock, and florists' supplies. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

#### **445 Food and Beverage Stores**

Industries in the Food and Beverage Stores subsector usually retail food and beverage merchandise from fixed point-of-sale locations. Establishments in this subsector have special equipment (e.g., freezers, refrigerated display cases, refrigerators) for displaying food and beverage goods. They have staff trained in the processing of food products to guarantee the proper storage and sanitary conditions required by regulatory authority.

#### **4451 Grocery Stores**

This industry group comprises establishments primarily engaged in retailing a general line of food products.

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### **44511 Supermarkets and Other Grocery (except Convenience) Stores**

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

### **445110 Supermarkets and Other Grocery (except Convenience) Stores**

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

The data published with NAICS code 445110 are comprised of these parts of the following SIC industries:

- 5411 (pt) Delicatessens, primarily selling meats and a range of grocery items
- 5411 (pt) Supermarkets and grocery stores

### **4451101 Supermarkets and Grocery Stores**

Establishments, known as supermarkets, food stores, grocery stores, and food warehouse stores, primarily engaged in retailing a general line of canned and frozen foods; fresh fruits and vegetables; fresh and prepared meats, fish, and poultry; eggs; bakery and dairy products; and other prepackaged grocery items.

### **4451102 Delicatessens, Primarily Selling Meats and a Range of Grocery Items**

Establishments, known as delicatessens, engaged in retailing prepared meats, such as cold cuts and oven-roasted and smoked meats and a full line of grocery items. These establishments often prepare sandwiches and party platters for carry-out consumption.

### **44512 Convenience Stores**

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

### **445120 Convenience Stores**

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

The data published with NAICS code 445120 are comprised of this part of the following SIC industry:

- 5411 (pt) Convenience stores

### **4452 Specialty Food Stores**

This industry group comprises establishments primarily engaged in retailing specialized lines of food.

### **44521 Meat Markets**

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

### **445210 Meat Markets**

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

The data published with NAICS code 445210 are comprised of these parts of the following SIC industries:

- 5411 (pt) Delicatessens, primarily selling fresh and prepared meats
- 5421 (pt) Meat markets

### **4452101 Meat Markets**

Establishments primarily engaged in retailing fresh, frozen, or cured meats. Meat markets may butcher animals for their own account, or they may buy from others. Establishments selling poultry may kill or dress the poultry they sell.

### **4452102 Delicatessens, Primarily Selling Fresh and Prepared Meats**

Establishments, known as delicatessens, engaged in retailing prepared meats, such as cold cuts and oven-roasted and smoked meats, and a limited line of grocery items, such as bread and condiments. These establishments often prepare sandwiches and party platters for carry-out consumption.

### **44522 Fish and Seafood Markets**

This industry comprises establishments primarily engaged in retailing fresh, frozen, or cured fish and seafood products.

### **445220 Fish and Seafood Markets**

This U.S. industry comprises establishments primarily engaged in retailing fresh, frozen, or cured fish and seafood products.



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The data published with NAICS code 445220 are comprised of this part of the following SIC industry:

5421 (pt) Fish and seafood markets

#### **44523 Fruit and Vegetable Markets**

This industry comprises establishments primarily engaged in retailing fresh fruits and vegetables.

#### **445230 Fruit and Vegetable Markets**

This U.S. industry comprises establishments primarily engaged in retailing fresh fruits and vegetables.

The data published with NAICS code 445230 are comprised of the following SIC industry:

5431 Fruit and vegetable markets

#### **44529 Other Specialty Food Stores**

This industry comprises establishments primarily engaged in retailing specialty foods (except meat, fish, seafood, and fruits and vegetables) not for immediate consumption and not made on premises.

#### **445291 Baked Goods Stores**

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

The data published with NAICS code 445291 are comprised of this part of the following SIC industry:

5461 (pt) Baked goods stores

#### **445292 Confectionery and Nut Stores**

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

The data published with NAICS code 445292 are comprised of this part of the following SIC industry:

5441 (pt) Confectionery and nut stores

#### **445299 All Other Specialty Food Stores**

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

The data published with NAICS code 445299 are comprised of these parts of the following SIC industries:

5451 Dairy products stores

5499 (pt) Miscellaneous food stores

#### **4452991 Miscellaneous Food Stores**

Establishments primarily engaged in retailing specialized foods not elsewhere classified, such as eggs; packaged coffee, tea, herbs, and spices; nationality foods; and other specialty foods, not for immediate consumption. Establishments may roast and grind the coffee they sell on the premises. Included are establishments selling soft drinks for off-premise consumption. Establishments bottling natural or mineral water for retail sale are classified here if not engaged in pasteurization, carbonization, or other processing.

#### **4452992 Dairy Products Stores**

Establishments primarily engaged in retailing over-the-counter packaged dairy products, such as milk, cream, butter, cheese, and ice cream for off-premises consumption.

#### **4453 Beer, Wine, and Liquor Stores**

This NAICS Industry Group includes establishments classified in the following NAICS Industry: 44531, Beer, Wine, and Liquor Stores.

#### **44531 Beer, Wine, and Liquor Stores**

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

#### **445310 Beer, Wine, and Liquor Stores**

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

The data published with NAICS code 445310 are comprised of the following SIC industry:

5921 Liquor stores

#### **446 Health and Personal Care Stores**

Industries in the Health and Personal Care Stores sub-sector retail health and personal care merchandise from fixed point-of-sale locations. Establishments in this sub-sector are characterized principally by the products they retail, and some health and personal care stores may have specialized staff trained in dealing with the products. Staff may include pharmacists, opticians, and other professionals engaged in retailing, advising customers, and/or fitting the product sold to the customer's needs.

#### **4461 Health and Personal Care Stores**

This industry group comprises establishments primarily engaged in retailing health and personal care products.

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### **44611 Pharmacies and Drug Stores**

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

#### **446110 Pharmacies and Drug Stores**

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

The data published with NAICS code 446110 are comprised of these parts of the following SIC industries:

5912 (pt) Pharmacies and drug stores

5912 (pt) Proprietary stores

#### **4461101 Pharmacies and Drug Stores**

Establishments primarily engaged in retailing prescription drugs. Drug stores are classified here if any prescriptions are sold or if there is an indication that a pharmacist is employed. These establishments frequently sell other items, such as proprietary drugs, medicines, and health and first-aid products; cosmetics; toiletries; greeting cards; magazines; tobacco; and candy.

#### **4461102 Proprietary Stores**

Establishments primarily engaged in retailing nonprescription drugs and medicines, health remedies, and first-aid products. These stores do not sell prescription drugs and frequently sell other lines, such as beauty preparations, household supplies, and candy and prepackaged snacks.

### **44612 Cosmetics, Beauty Supplies, and Perfume Stores**

This industry comprises establishments known as a cosmetic or perfume stores or beauty supply shops primarily engaged in retailing cosmetics, perfumes, toiletries, and personal grooming products.

#### **446120 Cosmetics, Beauty Supplies, and Perfume Stores**

This U.S. industry comprises establishments known as cosmetic or perfume stores or beauty supply shops primarily engaged in retailing cosmetics, perfumes, toiletries, and personal grooming products.

The data published with NAICS code 446120 are comprised of these parts of the following SIC industries:

5087 (pt) Beauty and barber shop equipment and supplies stores (retail)

5999 (pt) Cosmetics, beauty supplies, and perfume stores

### **4461201 Cosmetics, Beauty Supplies, and Perfume Stores**

Establishments primarily engaged in selling cosmetics, beauty aids, and perfume.

#### **4461202 Beauty and Barber Shop Equipment and Supplies Stores (Retail)**

Establishments primarily engaged in retailing barber shop and beauty parlor equipment and supplies, such as furniture, hydraulic chairs, driers, shampoos, wave solutions, permanent waving supplies, barber soaps, and manicuring supplies. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

### **44613 Optical Goods Stores**

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

#### **446130 Optical Goods Stores**

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

The data published with NAICS code 446130 are comprised of the following SIC industry:

5995 Optical goods stores

### **44619 Other Health and Personal Care Stores**

This industry comprises establishments primarily engaged in retailing health and personal care items (except drugs, medicines, optical goods, perfumes, cosmetics, and beauty supplies).

#### **446191 Food (Health) Supplement Stores**

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

The data published with NAICS code 446191 are comprised of this part of the following SIC industry:

5499 (pt) Food (health) supplement stores

## **446199 All Other Health and Personal Care Stores**

This U.S. industry comprises establishments primarily engaged in retailing specialized lines of health and personal care merchandise (except drugs, medicines, optical goods, cosmetics, beauty supplies, perfume, and food supplement products).

The data published with NAICS code 446199 are comprised of these parts of the following SIC industries:

5047 (pt) Surgical, medical, and hospital supplies stores (retail)

5999 (pt) Health care stores

## **4461991 Health Care Stores**

Establishments primarily engaged in retailing wheelchairs and other patient transport devices; gauze, bandages, and other surgical dressings; crutches, canes, and other walking assistance devices; braces; surgical corsets; artificial limbs; hearing aids; and other health care, convalescent, and sick room supplies.

## **4461992 Surgical, Medical, and Hospital Supplies Stores (Retail)**

Establishments primarily engaged in retailing medical instruments, apparatus, and equipment; orthopedic appliances; crutches; bandages; breathing devices; wheeled chairs and beds; and other medical devices. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

## **447 Gasoline Stations**

Industries in the Gasoline Stations subsector group establishments retailing automotive fuels (e.g., gasoline, diesel fuel, gasohol) and automotive oils and retailing these products in combination with convenience store items. These establishments have specialized equipment for the storage and dispensing of automotive fuels.

## **4471 Gasoline Stations**

This NAICS Industry Group includes establishments classified in the following NAICS Industries: 44711, Gasoline Stations with Convenience Stores; and 44719, Other Gasoline Stations.

## **44711 Gasoline Stations with Convenience Stores**

This industry comprises establishments engaged in retailing automotive fuels (e.g., diesel fuel, gasohol, gasoline) in combination with convenience store or food mart items. These establishments can either be in a convenience store (i.e., food mart) setting or a gasoline station setting. These establishments may also provide automotive repair services.

## **447110 Gasoline Stations with Convenience Stores**

This U.S. industry comprises establishments engaged in retailing automotive fuels (e.g., diesel fuel, gasohol, gasoline) in combination with convenience store or food mart items. These establishments can either be in a convenience store (i.e., food mart) setting or a gasoline station setting. These establishments may also provide automotive repair services.

The data published with NAICS code 447110 are comprised of these parts of the following SIC industries:

5411 (pt) Convenience stores selling gasoline

5541 (pt) Gasoline stations with convenience stores

## **4471101 Convenience Stores Selling Gasoline**

Establishments primarily engaged in retailing a limited line of groceries such as milk, bread, soda, snacks, and ice cream, and also selling gasoline. These establishments may also provide additional items, such as beer, household cleaners, baby supplies, cigarettes, and pain relievers.

## **4471102 Gasoline Stations With Convenience Stores**

Establishments primarily engaged in retailing gasoline and automotive lubricants and also selling a limited line of groceries, such as milk, eggs, bread, beer, cigarettes, and snacks.

## **44719 Other Gasoline Stations**

This industry comprises establishments known as gasoline stations (except those with convenience stores) primarily engaged in one of the following: (1) retailing automotive fuels (e.g., diesel fuel, gasohol, gasoline) or (2) retailing these fuels in combination with activities, such as repair services, selling automotive oils, replacement parts, and accessories, and/or with restaurants.

## **447190 Other Gasoline Stations**

This U.S. industry comprises establishments known as gasoline stations (except those with convenience stores) primarily engaged in one of the following: (1) retailing automotive fuels (e.g., diesel fuel, gasohol, gasoline) or (2) retailing these fuels in combination with activities, such as repair services, selling automotive oils, replacement parts and accessories, and/or with restaurants.

The data published with NAICS code 447190 are comprised of these parts of the following SIC industries:

5541 (pt) Gasoline stations with no convenience stores

5541 (pt) Truck stops



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#### **4471901 Gasoline Stations With No Convenience Stores**

Establishments primarily engaged in retailing gasoline and automotive lubricants for automobiles and watercraft. These establishments may also sell tires, batteries, and accessories, and perform related services, including minor repair work and motor vehicle towing.

#### **4471902 Truck Stops**

Establishments primarily engaged in retailing diesel fuel to truckers. These establishments may also sell gasoline and lubricants, provide repair services, and operate a restaurant or motel as part of the truck stop establishment.

#### **448 Clothing and Clothing Accessories Stores**

Industries in the Clothing and Clothing Accessories Stores subsector retailing new clothing and clothing accessories merchandise from fixed point-of-sale locations. Establishments in this subsector have similar display equipment and staff that is knowledgeable regarding fashion trends and the proper match of styles, colors, and combinations of clothing and accessories to the characteristics and tastes of the customer.

#### **4481 Clothing Stores**

This industry group comprises establishments primarily engaged in retailing new clothing.

#### **44811 Men's Clothing Stores**

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

#### **448110 Men's Clothing Stores**

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

The data published with NAICS code 448110 are comprised of the following SIC industry:

5611 Men's and boy's clothing and accessory stores

#### **44812 Women's Clothing Stores**

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

#### **448120 Women's Clothing Stores**

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

The data published with NAICS code 448120 are comprised of the following SIC industry:

5621 Women's clothing stores

#### **44813 Children's and Infants' Clothing Stores**

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

#### **448130 Children's and Infants' Clothing Stores**

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

The data published with NAICS code 448130 are comprised of the following SIC industry:

5641 Children's and infants' wear stores

#### **44814 Family Clothing Stores**

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

#### **448140 Family Clothing Stores**

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

The data published with NAICS code 448140 are comprised of the following SIC industry:

5651 Family clothing stores

#### **44815 Clothing Accessories Stores**

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

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### **448150 Clothing Accessories Stores**

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

The data published with NAICS code 448150 are comprised of these parts of the following SIC industries:

- 5632 (pt) Women's accessory stores
- 5699 (pt) Miscellaneous accessory stores

### **4481501 Women's Accessory Stores**

Establishments primarily engaged in retailing women's, juniors', and misses' accessories, such as hats, hosiery, costume jewelry, gloves, and handbags.

### **4481502 Miscellaneous Accessory Stores**

Establishments primarily engaged in retailing specialized lines of accessories (except women's), such as belts, umbrellas, wigs, and ties.

### **44819 Other Clothing Stores**

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

### **448190 Other Clothing Stores**

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

The data published with NAICS code 448190 are comprised of these parts of the following SIC industries:

- 5632 (pt) Furriers and fur shops
- 5632 (pt) Women's specialty stores
- 5699 (pt) Sports apparel stores
- 5699 (pt) Miscellaneous apparel stores

### **4481901 Women's Specialty Stores**

Establishments primarily engaged in retailing a specialized line of women's, juniors', and misses' clothing, such as bridal gowns, lingerie, negligees, and robes.

### **4481902 Furriers and Fur Shops**

Establishments primarily engaged in retailing fur coats and other fur apparel made to custom order. Establishments selling ready-made fur coats and other fur apparel are included here.

### **4481903 Sports Apparel Stores**

Establishments primarily engaged in retailing sports apparel, such as t-shirts, sweatshirts, sweatpants, caps, and shorts. These stores may also sell athletic footwear.

### **4481904 Miscellaneous Apparel Stores**

Establishments primarily engaged in retailing miscellaneous lines of apparel, such as uniforms (except sports uniforms), raincoats, bathing suits, and costumes.

### **4482 Shoe Stores**

This NAICS Industry Group includes establishments classified in the following NAICS Industry: 44821, Shoe Stores.

### **44821 Shoe Stores**

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

### **448210 Shoe Stores**

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

The data published with NAICS code 448210 are comprised of these parts of the following SIC industries:

- 5661 (pt) Men's shoe stores
- 5661 (pt) Women's shoe stores
- 5661 (pt) Children's and juveniles' shoe stores
- 5661 (pt) Family shoe stores
- 5661 (pt) Athletic footwear stores

### **4482101 Men's Shoe Stores**

Establishments primarily engaged in retailing men's shoes, boots, and other footwear. These establishments may also sell hosiery and other accessories. Establishments specializing in the sale of custom orthopedic shoes for men are classified here.

### **4482102 Women's Shoe Stores**

Establishments primarily engaged in retailing women's shoes, boots, and other footwear. Establishments specializing in selling custom orthopedic shoes for women are classified here. These establishments may also sell hosiery and other accessories.

### **4482103 Children's and Juveniles' Shoe Stores**

Establishments primarily engaged in retailing children's shoes and other footwear, including children's athletic footwear. Establishments specializing in selling custom orthopedic shoes for children are classified here.

### **4482104 Family Shoe Stores**

Establishments primarily engaged in retailing a combination of men's, women's, and children's footwear, without specializing in any one line. These establishments frequently carry accessory lines, such as hosiery and handbags. Establishments specializing in selling custom orthopedic shoes for men, women, and children are included here.

### **4482105 Athletic Footwear Stores**

Establishments primarily engaged in retailing athletic footwear. These establishments may also sell athletic apparel.

### **4483 Jewelry, Luggage, and Leather Goods Stores**

This industry group comprises establishments primarily engaged in retailing new jewelry (except costume jewelry); new silver and plated silverware; new watches and clocks; and new luggage with or without a general line of new leather goods and accessories, such as hats, gloves, handbags, ties, and belts.

### **44831 Jewelry Stores**

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

### **448310 Jewelry Stores**

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

The data published with NAICS code 448310 are comprised of the following SIC industry:

5944 Jewelry stores

### **44832 Luggage and Leather Goods Stores**

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

### **448320 Luggage and Leather Goods Stores**

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

The data published with NAICS code 448320 are comprised of the following SIC industry:

5948 Luggage and leather goods stores

### **451 Sporting Goods, Hobby, Book, and Music Stores**

Industries in the Sporting Goods, Hobby, Book, and Music Stores subsector are engaged in retailing and providing expertise on use of sporting equipment or other specific leisure activities, such as needlework and musical instruments. Book stores are also included in this subsector.

### **4511 Sporting Goods, Hobby, and Musical Instrument Stores**

This industry group comprises establishments primarily engaged in retailing new sporting goods, games and toys, and musical instruments.

### **45111 Sporting Goods Stores**

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

### **451110 Sporting Goods Stores**

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

The data published with NAICS code 451110 are comprised of these parts of the following SIC industries:

5941 (pt) General-line sporting goods stores

5941 (pt) Other specialty-line sporting goods stores

5941 (pt) Bicycle shops

5941 (pt) Golf shops

5941 (pt) Gun shops

5941 (pt) Ski shops

5941 (pt) Tackle shops

### **4511101 General-line Sporting Goods Stores**

Establishments primarily engaged in retailing five or more lines of sporting goods and equipment, such as for camping, fishing, riding, and other sports. These establishments may also sell clothing and shoes appropriate for sporting activities, including uniforms.

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#### **4511102 Specialty-line Sporting Goods Stores**

Establishments primarily engaged in retailing a maximum of four lines of sporting goods, such as for camping, fishing, riding, and other sports. These establishments may also sell clothing and shoes appropriate for sporting activities, including uniforms.

#### **45111021 Bicycle Shops**

Establishments primarily engaged in retailing bicycles (except motorized) and bicycle parts and accessories. These establishments may also rent and/or repair bicycles.

#### **45111022 Golf Shops**

Establishments primarily engaged in retailing golf equipment and accessories, including shoes. These establishments may also rent golf equipment and/or provide golf lessons. Included are retail establishments operated by golf professionals.

#### **45111023 Gun Shops**

Establishments primarily engaged in retailing firearms, ammunition, and hunters' equipment and accessories.

#### **45111024 Ski Shops**

Establishments primarily engaged in retailing snow ski equipment and accessories, including ski boots and snowboards. These establishments may also rent and/or repair ski equipment.

#### **45111025 Tackle Shops**

Establishments primarily engaged in retailing tackle, bait, and fishing equipment and supplies. These establishments may also rent fishing equipment.

#### **45111026 Other Specialty-line Sporting Goods Stores**

Establishments primarily engaged in retailing a maximum of four lines of sporting goods. These establishments may also sell clothing and shoes appropriate for the sporting activity, including uniforms. Included are establishments selling gymnasium and playground equipment.

#### **45112 Hobby, Toy, and Game Stores**

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

#### **451120 Hobby, Toy, and Game Stores**

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

The data published with NAICS code 451120 are comprised of these parts of the following SIC industries:

5945 (pt) Hobby, toy, and game stores

5945 (pt) Craft supplies stores

#### **4511201 Hobby, Toy, and Game Stores**

Establishments primarily engaged in retailing hobby supplies, toys, and games, including video games.

#### **4511202 Craft Supplies Stores**

Establishments primarily engaged in retailing a general line of supplies for crafts, such as ceramics, shell craft, metal craft, felt craft, jewelry craft, dried flower and plant arrangements, wreaths, textile painting, and copper enameling.

#### **45113 Sewing, Needlework, and Piece Goods Stores**

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

#### **451130 Sewing, Needlework, and Piece Goods Stores**

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

The data published with NAICS code 451130 are comprised of these parts of the following SIC industries:

5714 (pt) Upholstery stores

5949 (pt) Sewing, fabric, and piece goods stores

5949 (pt) Needlework and knitting stores

#### **4511301 Sewing, Fabric, and Piece Goods Stores**

Establishments primarily engaged in retailing sewing supplies, fabrics, fabric patterns, and other piece goods supplies.

#### **4511302 Needlework and Knitting Stores**

Establishments primarily engaged in retailing laces, knitting supplies, yarn, and other needlework accessories. These establishments may also provide custom work.

#### **4511303 Upholstery Stores**

Establishments primarily engaged in retailing upholstery material and slipcovers.

#### **45114 Musical Instrument and Supplies Stores**

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

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### **451140 Musical Instrument and Supplies Stores**

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

The data published with NAICS code 451140 are comprised of the following SIC industry:

5736 Musical instrument stores

### **4512 Book, Periodical, and Music Stores**

This industry group comprises establishments primarily engaged in retailing new books, newspapers, magazines, and prerecorded audio and video media.

#### **45121 Book Stores and News Dealers**

This industry comprises establishments primarily engaged in retailing new books, newspapers, magazines, and other periodicals.

##### **451211 Book Stores**

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

The data published with NAICS code 451211 are comprised of these parts of the following SIC industries:

5942 (pt) Book stores, general

5942 (pt) Specialty book stores

5942 (pt) College book stores

##### **4512111 Book Stores, General**

Establishments primarily engaged in retailing a general line of new books. These establishments may also sell stationery and related items, second-hand books, and magazines.

##### **4512112 Specialty Book Stores**

Establishments primarily engaged in retailing specialty books, such as general reference, religious, and professional books.

##### **4512113 College Book Stores**

Establishments primarily engaged in retailing textbooks, generally on the college level. Most of these establishments are located on or near college campuses, and some sell more apparel than books. These establishments may also offer second-hand textbooks. School book stores, other than college, are included in this industry.

##### **451212 News Dealers and Newsstands**

This U.S. industry comprises establishments primarily engaged in retailing current newspapers, magazines, and other periodicals.

The data published with NAICS code 451212 are comprised of the following SIC industry:

5994 News dealers and newsstands

### **45122 Prerecorded Tape, Compact Disc, and Record Stores**

This industry comprises establishments primarily engaged in retailing new prerecorded audio and video tapes, compact discs (CDs), and phonograph records.

#### **451220 Prerecorded Tape, Compact Disc, and Record Stores**

This U.S. industry comprises establishments primarily engaged in retailing new prerecorded audio and video tapes, compact discs (CDs), and phonograph records.

The data published with NAICS code 451220 are comprised of these parts of the following SIC industries:

5735 (pt) Prerecorded tape, compact disc, and record stores

5735 (pt) Video tape stores, retail

##### **4512201 Prerecorded Tape, Compact Disc, and Record Stores**

Establishments primarily engaged in retailing compact discs, and prerecorded records and tapes.

##### **4512202 Video Tape Stores, Retail**

Establishments primarily engaged in retailing prerecorded video tapes and video laser discs. These establishments may also sell blank video tapes.

### **452 General Merchandise Stores**

Industries in the General Merchandise Stores subsector retail new general merchandise from fixed point-of-sale locations. Establishments in this subsector are unique in that they have the equipment and staff capable of retailing a large variety of goods from a single location. This includes a variety of display equipment and staff trained to provide information on many lines of products.

#### **4521 Department Stores (Excluding Leased Departments)**

This NAICS Industry includes establishments classified in the following NAICS Industry: 45211, Department Stores.

#### **4521 Department Stores (Including Leased Departments)**

This NAICS Industry includes establishments classified in the following NAICS Industry: 45211009, Department Stores (Including Leased Departments).



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**45211 Department Stores  
(Excluding Leased Departments)**

This industry comprises establishments known as department stores primarily engaged in retailing a wide range of the following new products with no one merchandise line predominating: apparel, furniture, appliances and home furnishings; and selected additional items, such as paint, hardware, toiletries, cosmetics, photographic equipment, jewelry, toys, and sporting goods. Merchandise lines are normally arranged in separate departments.

**452110 Department Stores  
(Excluding Leased Departments)**

This U.S. industry comprises establishments known as department stores primarily engaged in retailing a wide range of the following new products with no one merchandise line predominating: apparel, furniture, appliances and home furnishings; and selected additional items, such as paint, hardware, toiletries, cosmetics, photographic equipment, jewelry, toys, and sporting goods. Merchandise lines are normally arranged in separate departments.

The data published with NAICS code 452110 are comprised of these parts of the following SIC industries:

- 5311 (pt) Conventional department stores
- 5311 (pt) Discount or mass merchandising department stores
- 5311 (pt) National chain department stores

**45211 Department Stores  
(Including Leased Departments)**

This industry comprises establishments known as department stores primarily engaged in retailing a wide range of the following new products with no one merchandise line predominating: apparel, furniture, appliances and home furnishings; and selected additional items, such as paint, hardware, toiletries, cosmetics, photographic equipment, jewelry, toys, and sporting goods. Merchandise lines are normally arranged in separate departments. Total sales include the sales from leased departments owned by another company and operating within the department store.

**4521101 Conventional Department Stores  
(Excluding Leased Departments)**

Establishments that satisfy the criteria of a department store and: (1) usually provide check-out service and customer assistance (sales persons) within each department; (2) frequently have a catalog order desk; and (3) are not affiliated with a company that operates similar establishments on a national basis. Sales of establishments that operate leased departments in conventional department stores are excluded.

**4521101 Conventional Department Stores  
(Including Leased Departments)**

Establishments that satisfy the criteria of a department store and: (1) usually provide check-out service and customer assistance (sales persons) within each department; (2) frequently have a catalog order desk; and (3) are not affiliated with a company that operates similar establishments on a national basis. Sales of establishments that operate leased departments in conventional department stores are included.

**4521102 Discount or Mass Merchandising  
Department Stores (Excluding Leased  
Departments)**

Establishments that satisfy the criteria of a department store 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; and (3) provide minimal customer assistance within each department. Sales of establishments that operate leased departments in discount or mass merchandising department stores are excluded.

**4521102 Discount or Mass Merchandising  
Department Stores (Including Leased  
Departments)**

Establishments that satisfy the criteria of a department store 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; and (3) provide minimal customer assistance within each department. Sales of establishments that operate leased departments in discount or mass merchandising department stores are included.

**4521103 National Chain Department Stores  
(Excluding Leased Departments)**

Establishments that satisfy the criteria of a department store and: (1) usually provide check-out service and customer assistance (sales persons) within each department; (2) frequently have a catalog order desk; and (3) are affiliated with a company that operates similar establishments on a national basis. Sales of establishments that operate leased departments in national chain department stores are excluded.

**4521103 National Chain Department Stores  
(Including Leased Departments)**

Establishments that satisfy the criteria of a department store and: (1) usually provide check-out service and customer assistance (sales persons) within each department; (2) frequently have a catalog order desk; and (3) are affiliated with a company that operates similar establishments on a national basis. Sales of establishments that operate leased departments in national chain department stores are included.

## **4529 Other General Merchandise Stores**

This industry group comprises establishments primarily engaged in retailing new goods in general merchandise stores (except department stores).

### **45291 Warehouse Clubs and Superstores**

This industry comprises establishments known as warehouse clubs, superstores or supercenters primarily engaged in retailing a general line of groceries in combination with general lines of new merchandise, such as apparel, furniture, and appliances.

### **452910 Warehouse Clubs and Superstores**

This U.S. industry comprises establishments known as warehouse clubs, superstores or supercenters primarily engaged in retailing a general line of groceries in combination with general lines of new merchandise, such as apparel, furniture, and appliances.

The data published with NAICS code 452910 are comprised of these parts of the following SIC industries:

- 5311 (pt) Supercenters
- 5399 (pt) Warehouse clubs
- 5411 (pt) Supermarket/general merchandise combination stores

### **4529101 Warehouse Clubs**

Establishments that sell general lines of merchandise, such as automotive tires, parts, and accessories; audio and video equipment; household appliances; office equipment and supplies; apparel; books; and groceries, through warehouse-based operations. These establishments are sometimes known as membership warehouse clubs.

### **4529102 Supermarket/General Merchandise Combination Stores**

Establishments primarily engaged in selling a full line of perishable and nonperishable grocery items in combination with hardware, clothing, and other general merchandise.

### **45291021 Supercenters**

Establishments primarily engaged in selling a full line of perishable and nonperishable grocery items in combination with hardware, clothing, and other general merchandise. Sales of hardware, clothing, and other general merchandise are greater than sales of grocery items.

### **45291022 Supermarket/General Merchandise Combination Stores**

Establishments primarily engaged in selling a full line of perishable and nonperishable grocery items in combination with hardware, clothing, and other general merchandise. Sales of grocery items are greater than sales of hardware, clothing, and other general merchandise.

## **45299 All Other General Merchandise Stores**

This industry comprises establishments primarily engaged in retailing new goods in general merchandise stores (except department stores, warehouse clubs, superstores, and supercenters). These establishments retail a general line of new merchandise, such as apparel, automotive parts, dry goods, hardware, groceries, housewares or home furnishings, and other lines in limited amounts, with none of the lines predominating.

### **452990 All Other General Merchandise Stores**

This U.S. industry comprises establishments primarily engaged in retailing new goods in general merchandise stores (except department stores, warehouse clubs, superstores, and supercenters). These establishments retail a general line of new merchandise, such as apparel, automotive parts, dry goods, hardware, groceries, housewares or home furnishings, and other lines in limited amounts, with none of the lines predominating.

The data published with NAICS code 452990 are comprised of these parts of the following SIC industries:

- 5331 Variety stores
- 5399 (pt) Miscellaneous general merchandise stores, except catalog showrooms and warehouse clubs
- 5399 (pt) Catalog showrooms
- 5531 (pt) Other auto and home supplies stores

### **4529901 Variety Stores**

Establishments primarily engaged in selling a variety of merchandise, such as inexpensive apparel and accessories, costume jewelry, notions and small wares, candy, toys, and other items in the low and popular price ranges. These establishments generally do not carry a complete line of merchandise, are not departmentalized, do not offer their own charge service, and do not deliver merchandise.

### **4529902 Catalog Showrooms**

Establishments primarily engaged in selling general lines of merchandise, such as jewelry, home furnishings, housewares, electronics, and sporting goods, from catalog displays of inventory at location.

### **4529903 Miscellaneous General Merchandise Stores**

Establishments primarily engaged in selling limited lines of merchandise, such as apparel and accessories, dry goods, hardware, housewares, home furnishings, or a combination of auto and home products.

### **45299031 Miscellaneous General Merchandise Stores, Except Catalog Showrooms and Warehouse Clubs**

Establishments primarily engaged in selling limited lines of merchandise, such as apparel and accessories, dry

goods, hardware, housewares, and home furnishings. Establishments known as country general stores are also included.

#### **45299032 Other Auto and Home Supplies Stores**

Establishments that sell a combination of auto and home products, such as tires, batteries, and accessories; household appliances; sporting goods; housewares; and hardware. These establishments differ from auto supplies stores in that although the largest sales of merchandise may be in lines of automotive supplies, parts, and accessories, a considerable amount of sales also are in nonautomotive lines.

#### **453 Miscellaneous Store Retailers**

Industries in the Miscellaneous Store Retailers subsector retail merchandise from fixed point-of-sale locations (except new or used motor vehicles and parts; new furniture and house furnishings; new appliances and electronic products; new building materials; and garden equipment and supplies; food and beverages; health and personal care goods; gasoline; new clothing and accessories; and new sporting goods, hobby goods, books, and music). Establishments in this subsector include stores with unique characteristics like florists, used merchandise stores, and pet and pet supply stores as well as other store retailers.

#### **4531 Florists**

This NAICS Industry Group includes establishments classified in the following NAICS Industry: 45311, Florists.

#### **45311 Florists**

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

#### **453110 Florists**

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

The data published with NAICS code 453110 are comprised of the following SIC industry:

5992 Florists

#### **4532 Office Supplies, Stationery, and Gift Stores**

This NAICS Industry Group includes establishments classified in the following NAICS Industries: 45321, Office Supplies and Stationery Stores; and 45322, Gift, Novelty, and Souvenir Stores.

#### **45321 Office Supplies and Stationery Stores**

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

#### **453210 Office Supplies and Stationery Stores**

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

The data published with NAICS code 453210 are comprised of these parts of the following SIC industries:

- 5049 (pt) School supplies stores (retail)
- 5112 (pt) Other office supplies stores (retail)
- 5943 (pt) Stationery stores
- 5943 (pt) Office supplies stores

#### **4532101 Stationery Stores**

Establishments primarily engaged in retailing stationery, such as paper and paper products, postcards, paper novelties, and scrapbooks. These establishments may also perform incidental printing and engraving.

#### **4532102 Office Supplies Stores**

Establishments primarily engaged in retailing a general line of office supplies, such as accounting and legal forms, blankbooks, and office forms and supplies. School and teacher supply stores are included in this classification.

#### **45321021 Office Supplies Stores**

Establishments primarily engaged in retailing a general line of office supplies, such as accounting and legal forms, blankbooks, and office forms and supplies. School and teacher supply stores are included in this classification.

#### **45321022 School Supplies Stores (Retail)**

Establishments primarily engaged in retailing a wide variety of school supplies, such as black boards, chalk, rulers, globes, wall maps, audio/video aids, computer aids, books, and teaching displays. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

#### **45321023 Other Office Supplies Stores (Retail)**

Establishments primarily engaged in retailing office supplies, such as computer and photocopy supplies, envelopes, typewriter and mimeograph paper, file cards and



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folders, pens, and pencils. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

#### **45322 Gift, Novelty, and Souvenir Stores**

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

#### **453220 Gift, Novelty, and Souvenir Stores**

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

The data published with NAICS code 453220 are comprised of the following SIC industry:

5947 Gift, novelty, and souvenir shops

#### **4533 Used Merchandise Stores**

This NAICS Industry Group includes establishments classified in the following NAICS Industry: 45331, Used Merchandise Stores.

#### **45331 Used Merchandise Stores**

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

#### **453310 Used Merchandise Stores**

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

The data published with NAICS code 453310 are comprised of these parts of the following SIC industries:

5932 (pt) Antique stores

5932 (pt) Second-hand stores, except pawn shops

#### **4533101 Antique Stores**

Establishments primarily engaged in retailing antique furniture and home furnishings, antique glassware, rare books and manuscripts, and other antique objects of art.

#### **4533102 Second-hand Stores, Except Pawn Shops**

Establishments primarily engaged in retailing used merchandise, such as clothing, shoes, furniture, home furnishings, appliances, electronics, books (except rare), musical instruments, compact discs, tapes, records, lumber, and building materials.

#### **4539 Other Miscellaneous Store Retailers**

This industry group comprises establishments primarily engaged in retailing new miscellaneous specialty store merchandise (except motor vehicle and parts dealers; furniture and home furnishings stores; consumer-type electronics and appliance stores; building material and garden equipment and supplies dealers; food and beverage stores; health and personal care stores; gasoline stations; clothing and clothing accessories stores; sporting goods, hobby, book, and music stores; general merchandise stores; florists; office supplies, stationery, and gift stores; and used merchandise stores).

#### **45391 Pet and Pet Supplies Stores**

This industry comprises establishments primarily engaged in retailing pets, pet foods, and pet supplies.

#### **453910 Pet and Pet Supplies Stores**

This U.S. industry comprises establishments primarily engaged in retailing pets, pet foods, and pet supplies.

The data published with NAICS code 453910 are comprised of this part of the following SIC industry:

5999 (pt) Pet and pet supplies stores

#### **45392 Art Dealers**

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

#### **453920 Art Dealers**

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

The data published with NAICS code 453920 are comprised of this part of the following SIC industry:

5999 (pt) Art dealers

#### **45393 Manufactured (Mobile) Home Dealers**

This industry comprises establishments primarily engaged in retailing new and/or used manufactured homes (i.e., mobile homes), parts, and equipment.

#### **453930 Manufactured (Mobile) Home Dealers**

This U.S. industry comprises establishments primarily engaged in retailing new and/or used manufactured homes (i.e., mobile homes), parts, and equipment.

The data published with NAICS code 453930 are comprised of the following SIC industry:

5271 Mobile home dealers

### **45399 All Other Miscellaneous Store Retailers**

This industry comprises establishments primarily engaged in retailing specialized lines of merchandise (except motor vehicle and parts dealers; furniture and home furnishings stores; electronic and appliance stores; building material and garden equipment and supplies dealers; food and beverage stores; health and personal care stores; gasoline stations; clothing and clothing accessories stores; sporting goods, hobby, book, and music stores; general merchandise stores; florists; office supplies, stationery and gift stores; used merchandise stores; pet and pet supplies; art dealers; and manufactured home (i.e., mobile home) dealers). This industry also includes establishments primarily engaged in retailing a general line of new and used merchandise on an auction basis.

#### **453991 Tobacco Stores**

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

The data published with NAICS code 453991 are comprised of the following SIC industry:

5993 Tobacco stores and stands

#### **453998 All Other Miscellaneous Store Retailers (Except Tobacco Stores)**

This U.S. industry comprises establishments primarily engaged in retailing specialized lines of merchandise (except motor vehicle and parts dealers; furniture and home furnishings stores; electronic and appliance stores; building material and garden equipment and supplies dealers; food and beverage stores; health and personal care stores; gasoline stations; clothing and clothing accessories stores; sporting goods, hobby, book and music stores; general merchandise stores; florists; office supplies, stationery and gift stores; used merchandise stores; pet and pet supplies stores; art dealers; manufactured home (i.e., mobile homes) dealers; and tobacco stores). This industry also includes establishments primarily engaged in retailing a general line of new and used merchandise on an auction basis.

The data published with NAICS code 453998 are comprised of these parts of the following SIC industries:

5999 (pt) Collectors' items and supplies stores

5999 (pt) Trophy shops

5999 (pt) Other miscellaneous store retailers, n.e.c.

#### **4539981 Collectors' Items and Supplies Stores**

Establishments primarily engaged in retailing collectors' items and supplies, such as stamps, autographs, sports cards, and coins.

### **4539982 Trophy Shops**

Establishments primarily engaged in retailing trophies, plaques, and other award items to individuals and teams. These establishments may perform incidental engraving.

#### **4539983 Other Miscellaneous Store Retailers, N.E.C.**

Establishments primarily engaged in retailing specialized lines, such as artists' supplies, party supplies, swimming pools (above ground) and supplies, monuments and tombstones, fireworks, and religious goods (except jewelry and books). Included are establishments primarily engaged in selling a general line of new and used merchandise on an auction basis.

### **454 Nonstore Retailers**

Industries in the Nonstore Retailers subsector retail merchandise using methods, such as the broadcasting of infomercials, the broadcasting and publishing of direct-response advertising, the publishing of paper and electronic catalogues, door-to-door solicitation, in-home demonstration, selling from portable stalls and distribution through vending machines. Establishments in this subsector include mail-order houses, vending machine operators, home delivery sales, door-to-door sales, party plan sales, electronic shopping, and sales through portable stalls (e.g., street vendors, except food). Establishments engaged in the direct sale (i.e., nonstore) of products, such as home heating oil dealers, newspaper delivery are included in this subsector.

#### **4541 Electronic Shopping and Mail-Order Houses**

This NAICS Industry Group includes establishments classified in the following NAICS Industry: 45411, Electronic Shopping and Mail-Order Houses.

#### **45411 Electronic Shopping and Mail-Order Houses**

This industry comprises establishments primarily engaged in retailing all types of merchandise by means of mail or by electronic media, such as interactive television or computer. Included in this industry are establishments primarily engaged in retailing from catalogue showrooms of mail-order houses.

#### **454110 Electronic Shopping and Mail-Order Houses**

This U.S. industry comprises establishments primarily engaged in retailing all types of merchandise by means of mail or by electronic media, such as interactive television or computer. Included in this industry are establishments primarily engaged in retailing from catalogue showrooms of mail-order houses.

The data published with NAICS code 454110 are comprised of these parts of the following SIC industries:

- 5961 (pt) Mail-order houses, department store merchandise
- 5961 (pt) Mail-order houses, other general merchandise
- 5961 (pt) Mail-order houses, specialized merchandise
- 5961 (pt) Television order, home shopping

#### **4541101 Mail-order Houses, Department Store Merchandise**

Establishments primarily engaged as mail-order houses retailing all of the following lines of merchandise: furniture; home furnishings; appliances; radios and televisions; household linens and dry goods; and apparel. These establishments are affiliated with department store chains.

#### **4541102 Mail-order Houses, Other General Merchandise**

Establishments primarily engaged as mail-order houses selling a variety of merchandise and not affiliated with department store chains.

#### **4541103 Mail-order Houses, Specialized Merchandise**

Establishments primarily engaged as mail-order houses selling a single item or a group of related items such as foods; apparel and accessories; computers and computer software; appliances, televisions, audio equipment, furniture, floor coverings, kitchenware, and home furnishings; 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 supplies; hobby equipment; and toys and games. Book and music clubs are included in this industry.

#### **4541104 Television Order, Home Shopping**

Establishments primarily engaged in selling merchandise through television shop-at-home programs. These establishments receive orders by phone and fill them by mail.

#### **4542 Vending Machine Operators**

This NAICS Industry Group includes establishments classified in the following NAICS Industry: 45421, Vending Machine Operators.

#### **45421 Vending Machine Operators**

This industry comprises establishments primarily engaged in retailing merchandise through vending machines that they service.

#### **454210 Vending Machine Operators**

This U.S. industry comprises establishments primarily engaged in retailing merchandise through vending machines that they service.

The data published with NAICS code 454210 are comprised of the following SIC industry:

- 5962 Automatic merchandising machine operators

#### **4543 Direct Selling Establishments**

This industry group comprises establishments primarily engaged in nonstore retailing (except electronic, mail-order, or vending machine sales). These establishments typically go to the customers' location rather than the customer coming to them (e.g., door-to-door sales, home parties). Examples of establishments in this industry are home delivery newspaper routes; home delivery of heating oil, liquefied petroleum (LP) gas, and other fuels; locker meat provisioners; frozen food and freezer plan providers; coffee break services providers; and bottled water or water softener services.

#### **45431 Fuel Dealers**

This industry comprises establishments primarily engaged in retailing heating oil, liquefied petroleum (LP) gas, and other fuels via direct selling.

#### **454311 Heating Oil Dealers**

This U.S. industry comprises establishments primarily engaged in retailing heating oil via direct selling.

The data published with NAICS code 454311 are comprised of these parts of the following SIC industries:

- 5171 (pt) Heating oil dealers (selling for consumption - retail)
- 5983 Fuel oil dealers

#### **4543111 Heating Oil Dealers**

Establishments primarily engaged in selling fuel oil. These establishments may also repair and service fuel oil heating equipment.

#### **4543112 Heating Oil Dealers (Selling for Consumption - Retail)**

Establishments primarily engaged in selling heating oil for consumption (end use). These establishments may also provide repair and maintenance services in conjunction with the sale. These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

#### **454312 Liquefied Petroleum Gas (Bottled Gas) Dealers**

This U.S. industry comprises establishments primarily engaged in retailing liquefied petroleum (LP) gas via direct selling.

The data published with NAICS code 454312 are comprised of these parts of the following SIC industries:

5171 (pt) Liquefied petroleum dealers (selling for consumption retail)

5984 Liquefied petroleum gas (bottled gas) dealers

#### **4543121 Liquefied Petroleum Gas (Bottled Gas) Dealers**

Establishments primarily engaged in selling bottled or bulk liquefied petroleum (LP) gas.

#### **4543122 Liquefied Petroleum Dealers (Selling for Consumption - Retail)**

Establishments primarily engaged in selling liquefied petroleum gases for consumption (end use). These establishments meet the wholesale trade classification criteria under the 1987 Standard Industrial Classification System.

#### **454319 Other Fuel Dealers**

This U.S. industry comprises establishments primarily engaged in retailing fuels (except liquefied petroleum gas and heating oil) via direct selling.

The data published with NAICS code 454319 are comprised of the following SIC industry:

5989 Fuel dealers, not elsewhere classified

#### **45439 Other Direct Selling Establishments**

This industry comprises establishments primarily engaged in retailing merchandise (except food for immediate consumption and fuel) via direct sale to the customer by means, such as in-house sales (i.e., party plan merchandising), truck or wagon sales, and portable stalls (i.e., street vendors).

#### **454390 Other Direct Selling Establishments**

This U.S. industry comprises establishments primarily engaged in retailing merchandise (except food for immediate consumption and fuel) via direct sale to the customer by means, such as in-house sales (i.e., party plan merchandising), truck or wagon sales, and portable stalls (i.e., street vendors).

The data published with NAICS code 454390 are comprised of these parts of the following SIC industries:

5421 (pt) Freezer and locker meat provisioners

5963 (pt) Direct selling, furniture, home furnishings, electronics, and appliances

5963 (pt) Direct selling, videos, tapes, compact discs, and records

5963 (pt) Direct selling, books and magazines

5963 (pt) Direct selling, stationery

5963 (pt) Direct selling, newspapers

5963 (pt) Direct selling, cameras and photographic equipment

5963 (pt) Direct selling, all other merchandise

#### **4543901 Direct Selling, Furniture, Home Furnishings, Electronics, and Appliances**

Establishments primarily engaged in the direct selling of household appliances, furniture, floor coverings, draperies, curtains, china, glassware, kitchen utensils, cutlery, housewares, brooms and brushes, lamps, mirrors, pictures, window shades and blinds, radios, televisions, consumer electronics, and other home furnishings.

#### **45439011 Direct Selling, Furniture, Home Furnishings, Electronics, and Appliances**

Establishments primarily engaged in the direct selling of household appliances, furniture, floor coverings, draperies, curtains, china, glassware, kitchen utensils, cutlery, housewares, brooms and brushes, lamps, mirrors, pictures, window shades and blinds, radios, televisions, consumer electronics, and other home furnishings.

#### **45439012 Direct Selling, Cameras and Photographic Equipment**

Establishments primarily engaged in the direct selling of cameras and photographic equipment.

#### **4543902 Direct Selling, Books, Periodicals, Videos, and Compact Discs**

Establishments primarily engaged in the direct selling of books, periodicals, videos, and compact discs.

#### **45439021 Direct Selling, Videos, Tapes, Compact Discs, and Records**

Establishments primarily engaged in the direct selling of videos, tapes, compact discs, and records.

#### **45439022 Direct Selling, Books and Magazines**

Establishments primarily engaged in the direct selling of books, magazine subscriptions, and encyclopedias.

#### **45439023 Direct Selling, Newspapers**

Establishments primarily engaged in the direct selling of newspapers.

#### **4543903 Direct Selling, Other Merchandise**

Establishments primarily engaged in the direct selling of merchandise not elsewhere classified.

#### **45439031 Direct Selling, Stationery**

Establishments primarily engaged in the direct selling of stationery.

#### **45439032 Freezer and Locker Meat Provisioners**

Establishments primarily engaged in the retail sale, on a bulk basis, of meat for freezer storage and in providing home freezer meat plans.

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**45439033 Direct Selling, All Other Merchandise**

Establishments primarily engaged in the direct selling of merchandise such as building materials; hardware; lawn and garden supplies; grocery items (except freezer meat and foods/beverages for immediate consumption); apparel and accessories; cosmetics; proprietary medicines; used

merchandise; sporting goods; jewelry; tobacco products; gifts, novelties and souvenirs; optical goods; leather goods; hobby equipment; religious articles; greeting cards; toys and games; and bottled water and coffee supplies.



# Appendix C.

## Coverage and Methodology

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### MAIL/NONMAIL UNIVERSE

For this sector, 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, 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.

Firms in the 1997 Economic Census were divided into the mail universe and nonmail universe. The coverage of and the method of obtaining census information from each are described below:

1. 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 with payroll above a specified cutoff. (The term “employers” refers to firms with one or more paid employees at any time during 1997 as shown in the active administrative records of other Federal agencies.)
  - b. A sample of small employers, i.e., single-establishment firms with payroll below a specified cutoff in classifications for which specialized data precluded reliance solely on administrative records sources.
2. The nonmail universe consisted of firms that were not required to file a regular census return and included:
  - a. Selected small employers, i.e., single-establishment firms with payroll below a specified cutoff. Although the payroll cutoff varied by kind of business, small employers in the nonmail universe generally included firms with less than 10 employees and represented about 10 percent of total sales of establishments covered in the census. Data on sales, payroll, and employment for small employers in the nonmail universe were derived or estimated from administrative records of other Federal agencies.
  - b. All nonemployers, i.e., all firms with no paid employees during 1997. Sales information for these firms was obtained from administrative records of other Federal agencies. Although consisting of many firms, nonemployers accounted for

less than 10-percent of total sales of all establishments covered in the census. The census included only those nonemployer firms which reported a sales volume of \$1,000 or more during 1997. Establishments with no paid employees were excluded as in previous censuses. Data for nonemployers are not included in this report, but are released as part of the “Core Business Statistics Series.”

### INDUSTRY CLASSIFICATION OF ESTABLISHMENTS

The classifications for all establishments in this sector were assigned in accordance with the 1997 North American Industry Classification System (NAICS) Manual, United States. NAICS is a common classification system developed by the United States, Canada, and Mexico. This system replaces the 1987 Standard Industrial Classification (SIC) that was used in previous censuses. Appendix A of the 1997 NAICS manual provides information on the comparability between the 1987 SIC and 1997 NAICS. More information on NAICS is available in the NAICS manual and at [www.census.gov/naics](http://www.census.gov/naics).

The method of assigning classifications and the level of detail at which establishments were classified differed between the mail and nonmail universe as follows:

1. The mail universe. Establishments in the mail universe were classified on the basis of their self-designation, sales of merchandise lines, and other industry-specific inquiries.
2. The nonmail universe. Selected small employers were classified on the basis of the most current kind-of-business classification available from one of the Census Bureau’s current sample surveys or the 1992 Economic 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 1997 Economic Census classification in the detail required for employers), the firm was sent a brief inquiry requesting information necessary to assign a kind-of-business code.

Nonemployers were classified on the basis of information obtained from administrative records of other Federal agencies.

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## RELIABILITY OF DATA

All data compiled for this sector 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, processing, and estimation for missing or misreported data.

Data presented in the Miscellaneous Subjects and the Merchandise Line Sales reports for this sector are subject to sampling errors as well as nonsampling errors. Specifically, these data are estimated based on information obtained from census questionnaires mailed to all large employers and to a sample of small employers in the universe. Sampling errors affect these estimates insofar as they may differ from results that would be obtained from a complete enumeration.

The accuracy of these tabulated data is determined by the joint effects of the various nonsampling errors or by the joint effects of sampling and 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 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.

## TREATMENT OF NONRESPONSE

Census report forms included two different types of inquiries, "basic" and "industry-specific." Data for the

basic inquiries, which included location, kind of business or operation, sales, payroll, number of employees, and legal form of organization, were available from a combination of sources for all establishments. Data for industry-specific inquiries, tailored to the particular kinds of business or operation covered by the report, were available only from the establishments in the mail universe that completed the appropriate inquiries on the questionnaire.

Two methods were used to account for nonresponse to industry-specific inquiries. For some inquiries, missing data were imputed for individual records based on responses from similar establishments. For other inquiries, the total of reported data was expanded to represent 100 percent of the mail and nonmail employer universe. Data presented for industry-specific inquiries based on a December 31 reference date were expanded in direct relationship to total sales of only those establishments in business at the end of the year. Unless otherwise noted in specific reports, data for other industry-specific inquiries were expanded in direct relationship to total sales of all establishments included in the category. In a few cases, expansion on the basis of sales was not appropriate, and another basic data item was used as the basis for expansion.

All reports in which data were expanded to account for nonmail employers and nonrespondents include a coverage indicator for each publication category, which shows the sales of establishments responding to the industry-specific inquiry as a percent of total sales for all establishments for which data are shown. For some inquiries, coverage is determined by the ratio of total payroll or employment of establishments responding to the inquiry to total payroll or employment of all establishments in the category.

# Appendix D.

## Geographic Notes

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### WISCONSIN

**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.

**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.

**Mukwonago** is in Walworth and Waukesha Counties.

**New London** is in Outagamie and Waupaca Counties.

**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 E. Metropolitan Areas

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## **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**

Kenosha County, WI

### **La Crosse, WI—MN MSA**

Houston County, MN  
La Crosse County, WI

### **Madison, WI MSA**

Dane County, WI

### **Milwaukee—Waukesha, WI PMSA**

Milwaukee County, WI  
Ozaukee County, WI  
Washington County, WI  
Waukesha County, WI

### **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

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**Minneapolis—St. Paul, MN—WI MSA—Con.**

Washington County, MN

Wright County, MN

Pierce County, WI

St. Croix County, WI

**Racine, WI PMSA**

Racine County, WI

**Sheboygan, WI MSA**

Sheboygan County, WI

**Wausau, WI MSA**

Marathon County, WI

