

Wisconsin

1997

Issued May 2000

EC97R72A-WI(RV)

1997 Economic Census

Accommodation and Foodservices

Geographic Area Series



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

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Economics and Statistics Administration
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Introduction to the Economic Census

PURPOSES AND USES OF THE ECONOMIC CENSUS

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

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) 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.

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. 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.

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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Accommodation and Foodservices

SCOPE

The Accommodation and Foodservices sector (sector 72) comprises establishments providing customers with lodging and/or preparing meals, snacks, and beverages for immediate consumption.

Excluded from this sector are governmental organizations classified in the covered industries and recreation or entertainment facilities providing food and beverage services. 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 accommodation and foodservices establishments within the same organization.

GENERAL

A list of publications that provide statistics on sector 72 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, by 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 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 surveys on accommodation and annual and monthly surveys on foodservices. 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 ¹	Estimated ²
WISCONSIN								
72	Accommodation & foodservices	'13 253	'5 649 870	'1 550 660	'346 456	'190 520	'19.9	'8.5
721	Accommodation	1 516	1 178 822	305 781	65 249	27 093	6.3	10.1
7211	Traveler accommodation	1 184	1 087 970	282 797	62 227	25 810	4.7	10.2
72111	Hotels (except casino hotels) & motels	1 063	959 541	265 241	59 359	24 523	5.0	11.4
721110	Hotels (except casino hotels) & motels	1 063	959 541	265 241	59 359	24 523	5.0	11.4
7211101	Hotels (except casino hotels) with 25 guestrooms or more	351	717 592	208 512	47 556	17 943	2.7	11.6
7211102	Hotels with less than 25 guestrooms	108	D	D	D	e	D	D
7211103	Motels	555	179 193	40 195	8 327	4 797	10.9	11.3
7211104	Motor hotels	48	44 285	12 926	2 795	1 300	15.6	13.7
7211105	Organization hotels	1	D	D	D	a	D	D
72112	Casino hotels	2	D	D	D	f	D	D
721120	Casino hotels	2	D	D	D	f	D	D
72119	Other traveler accommodation	119	D	D	D	e	D	D
721191	Bed & breakfast inns	69	D	D	D	e	D	D
721199	All other traveler accommodation	50	D	D	D	b	D	D
7212	RV (recreational vehicle) parks & recreational camps	274	82 602	21 422	2 574	1 015	24.8	9.2
72121	RV (recreational vehicle) parks & recreational camps	274	82 602	21 422	2 574	1 015	24.8	9.2
721211	RV (recreational vehicle) parks & campgrounds ..	137	31 328	5 891	514	261	38.5	7.9
721214	Recreational & vacation camps (except campgrounds)	137	51 274	15 531	2 060	754	16.5	10.0
7213	Rooming & boarding houses	58	8 250	1 562	448	268	22.5	15.0
72131	Rooming & boarding houses	58	8 250	1 562	448	268	22.5	15.0
721310	Rooming & boarding houses	58	8 250	1 562	448	268	22.5	15.0
722	Foodservices & drinking places	'11 737	'4 471 048	'1 244 879	'281 207	'163 427	'23.5	'8.1
7221	Full-service restaurants	4 461	2 012 575	624 794	140 959	81 153	25.2	6.8
72211	Full-service restaurants	4 461	2 012 575	624 794	140 959	81 153	25.2	6.8
722110	Full-service restaurants	4 461	2 012 575	624 794	140 959	81 153	25.2	6.8
7222	Limited-service eating places	3 613	1 726 554	462 474	104 225	60 802	15.5	8.2
72221	Limited-service eating places	3 613	1 726 554	462 474	104 225	60 802	15.5	8.2
722211	Limited-service restaurants	3 086	1 606 940	430 044	97 333	56 464	14.9	8.1
722212	Cafeterias	26	5 930	2 134	423	203	19.4	9.8
722213	Snack & nonalcoholic beverage bars	501	113 684	30 296	6 469	4 135	24.1	8.9
7223	Special foodservices	'505	'219 206	'65 030	'14 689	'7 845	'10.2	'11.7
72231	Foodservice contractors	'315	'158 529	'48 224	'11 276	'5 561	'3.8	'12.2
722310	Foodservice contractors	'315	'158 529	'48 224	'11 276	'5 561	'3.8	'12.2
72232	Caterers	144	53 593	15 252	3 153	2 126	25.4	11.0
722320	Caterers	144	53 593	15 252	3 153	2 126	25.4	11.0
72233	Mobile foodservices	46	7 084	1 554	260	158	39.1	6.1
722330	Mobile foodservices	46	7 084	1 554	260	158	39.1	6.1
7224	Drinking places (alcoholic beverages)	3 158	512 713	92 581	21 334	13 627	49.5	10.8
72241	Drinking places (alcoholic beverages)	3 158	512 713	92 581	21 334	13 627	49.5	10.8
722410	Drinking places (alcoholic beverages)	3 158	512 713	92 581	21 334	13 627	49.5	10.8

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

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

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 ¹	Estimated ²
APPLETON-OSHKOSH-NEENAH, WI MSA								
72	Accommodation & foodservices	777	370 739	103 313	23 892	13 519	17.5	8.5
721	Accommodation	45	58 278	17 487	4 006	1 602	.6	3.6
7211	Traveler accommodation	40	D	D	D	g	D	D
72111	Hotels (except casino hotels) & motels	38	57 327	17 335	3 977	1 591	.4	3.4
721110	Hotels (except casino hotels) & motels	38	57 327	17 335	3 977	1 591	.4	3.4
722	Foodservices & drinking places	732	312 461	85 826	19 886	11 917	20.6	9.4
7221	Full-service restaurants	265	141 000	42 847	9 853	5 792	24.2	8.5
72211	Full-service restaurants	265	141 000	42 847	9 853	5 792	24.2	8.5
722110	Full-service restaurants	265	141 000	42 847	9 853	5 792	24.2	8.5
7222	Limited-service eating places	255	121 090	32 121	7 325	4 410	11.9	9.1
72221	Limited-service eating places	255	121 090	32 121	7 325	4 410	11.9	9.1
7223	Special foodservices	31	17 726	5 514	1 379	843	17.7	.5
7224	Drinking places (alcoholic beverages)	181	32 645	5 344	1 329	872	39.0	19.6
72241	Drinking places (alcoholic beverages)	181	32 645	5 344	1 329	872	39.0	19.6
722410	Drinking places (alcoholic beverages)	181	32 645	5 344	1 329	872	39.0	19.6
CHICAGO-GARY-KENOSHA, IL-IN-WI CMSA								
72	Accommodation & foodservices	16 640	11 833 158	3 195 233	741 738	292 805	16.9	11.0
721	Accommodation	795	2 611 951	679 165	154 882	39 644	3.8	12.4
7211	Traveler accommodation	672	D	D	D	k	D	D
72111	Hotels (except casino hotels) & motels	657	D	D	D	k	D	D
721110	Hotels (except casino hotels) & motels	657	D	D	D	k	D	D
7211101	Hotels (except casino hotels) with 25 guestrooms or more	336	D	D	D	k	D	D
7211103	Motels	275	D	D	D	h	D	D
7211104	Motor hotels	32	D	D	D	f	D	D
7212	RV (recreational vehicle) parks & recreational camps	66	D	D	D	e	D	D
72121	RV (recreational vehicle) parks & recreational camps	66	D	D	D	e	D	D
721211	RV (recreational vehicle) parks & campgrounds ..	22	D	D	D	b	D	D
721214	Recreational & vacation camps (except campgrounds)	44	D	D	D	c	D	D
7213	Rooming & boarding houses	57	D	D	D	e	D	D
72131	Rooming & boarding houses	57	D	D	D	e	D	D
721310	Rooming & boarding houses	57	D	D	D	e	D	D
722	Foodservices & drinking places	15 845	9 221 207	2 516 068	586 856	253 161	20.6	10.6
7221	Full-service restaurants	5 151	3 856 181	1 144 227	270 040	111 336	20.5	9.1
72211	Full-service restaurants	5 151	3 856 181	1 144 227	270 040	111 336	20.5	9.1
722110	Full-service restaurants	5 151	3 856 181	1 144 227	270 040	111 336	20.5	9.1
7222	Limited-service eating places	7 319	3 744 523	925 960	212 939	103 908	22.4	12.5
72221	Limited-service eating places	7 319	3 744 523	925 960	212 939	103 908	22.4	12.5
722211	Limited-service restaurants	5 988	D	D	D	i	D	D
722212	Cafeterias	84	D	D	D	f	D	D
722213	Snack & nonalcoholic beverage bars	1 247	D	D	D	j	D	D
7223	Special foodservices	1 270	1 131 049	344 440	79 699	26 667	6.1	8.8
7224	Drinking places (alcoholic beverages)	2 105	489 454	101 441	24 178	11 250	41.1	10.9
72241	Drinking places (alcoholic beverages)	2 105	489 454	101 441	24 178	11 250	41.1	10.9
722410	Drinking places (alcoholic beverages)	2 105	489 454	101 441	24 178	11 250	41.1	10.9
Chicago, IL PMSA								
72	Accommodation & foodservices	14 881	11 009 903	2 968 925	690 052	264 904	16.7	11.3
721	Accommodation	709	2 536 566	660 406	150 594	37 971	3.6	12.7
7211	Traveler accommodation	596	2 497 366	651 544	148 839	37 400	3.3	12.7
72111	Hotels (except casino hotels) & motels	585	2 493 035	650 306	148 406	37 204	3.3	12.6
721110	Hotels (except casino hotels) & motels	585	2 493 035	650 306	148 406	37 204	3.3	12.6
7211101	Hotels (except casino hotels) with 25 guestrooms or more	312	2 294 704	600 173	136 984	33 363	2.8	12.5
7211103	Motels	232	130 682	33 134	7 594	2 828	10.9	18.1
7211104	Motor hotels	30	D	D	D	f	D	D
7212	RV (recreational vehicle) parks & recreational camps ..	59	21 424	5 234	844	269	33.1	8.7
72121	RV (recreational vehicle) parks & recreational camps	59	21 424	5 234	844	269	33.1	8.7
721211	RV (recreational vehicle) parks & campgrounds ..	19	9 427	1 966	328	70	30.6	.6
721214	Recreational & vacation camps (except campgrounds)	40	11 997	3 268	516	199	35.1	15.1
7213	Rooming & boarding houses	54	17 776	3 628	911	302	12.7	19.5
72131	Rooming & boarding houses	54	17 776	3 628	911	302	12.7	19.5
721310	Rooming & boarding houses	54	17 776	3 628	911	302	12.7	19.5

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 ¹	Estimated ²
CHICAGO–GARY–KENOSHA, IL–IN–WI CMSA—Con.								
Chicago, IL PMSA—Con.								
72	Accommodation & foodservices—Con.							
722	Foodservices & drinking places	14 172	8 473 337	2 308 519	539 458	226 933	20.6	10.9
7221	Full-service restaurants	4 592	3 537 893	1 045 819	246 775	99 306	20.6	9.5
72211	Full-service restaurants	4 592	3 537 893	1 045 819	246 775	99 306	20.6	9.5
722110	Full-service restaurants	4 592	3 537 893	1 045 819	246 775	99 306	20.6	9.5
7222	Limited-service eating places	6 595	3 394 257	833 701	192 550	91 696	23.0	13.0
72221	Limited-service eating places	6 595	3 394 257	833 701	192 550	91 696	23.0	13.0
722211	Limited-service restaurants	5 363	2 954 643	726 739	168 090	80 503	22.6	13.5
722212	Cafeterias	83	D	D	D	f	D	D
722213	Snack & nonalcoholic beverage bars	1 149	D	D	D	j	D	D
7223	Special foodservices	1 189	1 099 452	335 735	77 785	25 749	5.9	8.8
7224	Drinking places (alcoholic beverages)	1 796	441 735	93 264	22 348	10 182	39.7	11.0
72241	Drinking places (alcoholic beverages)	1 796	441 735	93 264	22 348	10 182	39.7	11.0
722410	Drinking places (alcoholic beverages)	1 796	441 735	93 264	22 348	10 182	39.7	11.0
Gary, IN PMSA								
72	Accommodation & foodservices	1 190	589 578	161 887	36 879	19 792	17.7	6.7
721	Accommodation	58	56 185	14 560	3 382	1 256	5.8	.7
7211	Traveler accommodation	51	D	D	D	g	D	D
72111	Hotels (except casino hotels) & motels	48	54 889	14 177	3 328	1 227	5.4	.1
721110	Hotels (except casino hotels) & motels	48	54 889	14 177	3 328	1 227	5.4	.1
7211103	Motels	31	23 039	4 757	1 100	462	12.9	.3
722	Foodservices & drinking places	1 132	533 393	147 327	33 497	18 536	19.0	7.3
7221	Full-service restaurants	379	227 282	69 887	16 459	8 507	17.6	4.8
72211	Full-service restaurants	379	227 282	69 887	16 459	8 507	17.6	4.8
722110	Full-service restaurants	379	227 282	69 887	16 459	8 507	17.6	4.8
7222	Limited-service eating places	521	257 122	66 763	14 778	8 848	17.0	9.1
72221	Limited-service eating places	521	257 122	66 763	14 778	8 848	17.0	9.1
722211	Limited-service restaurants	446	237 257	61 539	13 710	8 110	17.4	9.5
7223	Special foodservices	51	20 248	5 171	1 068	509	13.5	6.8
7224	Drinking places (alcoholic beverages)	181	28 741	5 506	1 192	672	51.8	10.9
72241	Drinking places (alcoholic beverages)	181	28 741	5 506	1 192	672	51.8	10.9
722410	Drinking places (alcoholic beverages)	181	28 741	5 506	1 192	672	51.8	10.9
Kankakee, IL PMSA								
72	Accommodation & foodservices	229	100 367	27 356	6 237	3 563	19.7	6.2
721	Accommodation	14	7 894	1 595	350	195	40.5	7.3
722	Foodservices & drinking places	215	92 473	25 761	5 887	3 368	18.0	6.1
7222	Limited-service eating places	97	45 476	12 292	2 663	1 662	11.9	7.2
7223	Special foodservices	13	5 454	1 625	384	185	13.5	—
Kenosha, WI PMSA								
72	Accommodation & foodservices	340	133 310	37 065	8 570	4 546	25.1	5.7
721	Accommodation	14	11 306	2 604	556	222	4.6	2.0
7212	RV (recreational vehicle) parks & recreational camps	2	D	D	D	b	D	D
72121	RV (recreational vehicle) parks & recreational camps	2	D	D	D	b	D	D
721214	Recreational & vacation camps (except campgrounds)	1	D	D	D	b	D	D
722	Foodservices & drinking places	326	122 004	34 461	8 014	4 324	27.0	6.1
7222	Limited-service eating places	106	47 668	13 204	2 948	1 702	19.5	2.7
7223	Special foodservices	17	5 895	1 909	462	224	6.1	24.6

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 ¹	Estimated ²
DULUTH—SUPERIOR, MN—WI MSA								
72	Accommodation & foodservices	769	340 615	86 374	19 488	10 428	17.8	10.4
721	Accommodation	158	114 729	24 577	5 412	2 296	8.2	12.5
7211	Traveler accommodation	119	D	D	D	g	D	D
72111	Hotels (except casino hotels) & motels	102	63 035	16 020	3 594	1 710	12.7	21.1
721110	Hotels (except casino hotels) & motels	102	63 035	16 020	3 594	1 710	12.7	21.1
7211102	Hotels with less than 25 guestrooms	21	D	D	D	b	D	D
7211103	Motels	51	20 809	5 062	1 123	562	9.1	.9
7212	RV (recreational vehicle) parks & recreational camps	32	D	D	D	b	D	D
72121	RV (recreational vehicle) parks & recreational camps	32	D	D	D	b	D	D
721214	Recreational & vacation camps (except campgrounds)	25	D	D	D	b	D	D
7213	Rooming & boarding houses	7	D	D	D	b	D	D
72131	Rooming & boarding houses	7	D	D	D	b	D	D
721310	Rooming & boarding houses	7	D	D	D	b	D	D
722	Foodservices & drinking places	611	225 886	61 797	14 076	8 132	22.7	9.3
7221	Full-service restaurants	227	117 786	35 056	7 875	4 293	16.9	8.3
72211	Full-service restaurants	227	117 786	35 056	7 875	4 293	16.9	8.3
722110	Full-service restaurants	227	117 786	35 056	7 875	4 293	16.9	8.3
7222	Limited-service eating places	187	68 877	18 015	4 148	2 514	19.7	10.3
72221	Limited-service eating places	187	68 877	18 015	4 148	2 514	19.7	10.3
7223	Special foodservices	17	5 781	1 807	457	315	32.7	1.1
7224	Drinking places (alcoholic beverages)	180	33 442	6 919	1 596	1 010	47.4	12.0
72241	Drinking places (alcoholic beverages)	180	33 442	6 919	1 596	1 010	47.4	12.0
722410	Drinking places (alcoholic beverages)	180	33 442	6 919	1 596	1 010	47.4	12.0
EAU CLAIRE, WI MSA								
72	Accommodation & foodservices	379	150 277	43 067	9 872	6 254	15.7	7.8
721	Accommodation	37	24 557	6 526	1 456	781	2.5	5.3
722	Foodservices & drinking places	342	125 720	36 541	8 416	5 473	18.3	8.3
7222	Limited-service eating places	130	53 209	15 164	3 348	2 199	12.5	5.5
7223	Special foodservices	13	D	D	D	e	D	D
GREEN BAY, WI MSA								
72	Accommodation & foodservices	533	283 359	81 884	19 506	10 183	14.9	7.6
721	Accommodation	38	57 504	16 257	3 935	1 617	6.4	10.4
7211	Traveler accommodation	35	D	D	D	g	D	D
72111	Hotels (except casino hotels) & motels	33	56 672	16 095	3 906	1 604	6.3	10.5
721110	Hotels (except casino hotels) & motels	33	56 672	16 095	3 906	1 604	6.3	10.5
7211104	Motor hotels	3	D	D	D	c	D	D
722	Foodservices & drinking places	495	225 855	65 627	15 571	8 566	17.0	6.9
7222	Limited-service eating places	180	93 005	26 378	6 265	3 613	9.4	8.3
72221	Limited-service eating places	180	93 005	26 378	6 265	3 613	9.4	8.3
7223	Special foodservices	26	16 679	4 591	1 080	478	1.6	15.2
7224	Drinking places (alcoholic beverages)	131	25 529	4 875	1 076	701	46.1	6.3
72241	Drinking places (alcoholic beverages)	131	25 529	4 875	1 076	701	46.1	6.3
722410	Drinking places (alcoholic beverages)	131	25 529	4 875	1 076	701	46.1	6.3
JANESVILLE—BELOIT, WI MSA								
72	Accommodation & foodservices	343	151 195	41 309	9 705	5 295	18.5	3.5
721	Accommodation	24	18 635	5 529	1 405	556	18.2	1.1
722	Foodservices & drinking places	319	132 560	35 780	8 300	4 739	18.6	3.8
7222	Limited-service eating places	104	55 345	14 657	3 323	1 946	11.2	2.9
7223	Special foodservices	12	5 506	1 463	337	130	1.4	2.6
7224	Drinking places (alcoholic beverages)	87	17 407	3 152	749	432	37.2	9.4
72241	Drinking places (alcoholic beverages)	87	17 407	3 152	749	432	37.2	9.4
722410	Drinking places (alcoholic beverages)	87	17 407	3 152	749	432	37.2	9.4
LA CROSSE, WI—MN MSA								
72	Accommodation & foodservices	333	148 730	42 773	9 652	5 793	15.6	5.0
721	Accommodation	33	26 135	7 086	1 603	695	1.8	3.8
72111	Hotels (except casino hotels) & motels	26	24 565	6 623	1 542	660	.2	4.0
721110	Hotels (except casino hotels) & motels	26	24 565	6 623	1 542	660	.2	4.0
722	Foodservices & drinking places	300	122 595	35 687	8 049	5 098	18.5	5.2
7222	Limited-service eating places	100	50 333	14 102	3 279	2 166	14.4	7.1
7223	Special foodservices	13	8 135	2 407	578	348	17.3	3.0

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 ¹	Estimated ²
MADISON, WI MSA								
72	Accommodation & foodservices	993	554 110	156 853	36 937	18 607	13.5	10.7
721	Accommodation	95	103 955	27 128	6 390	2 436	4.2	11.2
7211	Traveler accommodation	67	D	D	D	g	D	D
72111	Hotels (except casino hotels) & motels	65	97 858	25 969	6 123	2 247	2.9	11.3
721110	Hotels (except casino hotels) & motels	65	97 858	25 969	6 123	2 247	2.9	11.3
7211101	Hotels (except casino hotels) with 25 guestrooms or more	32	82 930	22 431	5 285	1 855	.2	11.4
721214	Recreational & vacation camps (except campgrounds)	2	D	D	D	b	D	D
7213	Rooming & boarding houses	22	D	D	D	c	D	D
72131	Rooming & boarding houses	22	D	D	D	c	D	D
721310	Rooming & boarding houses	22	D	D	D	c	D	D
722	Foodservices & drinking places	898	450 155	129 725	30 547	16 171	15.7	10.6
7221	Full-service restaurants	307	187 931	59 815	14 449	7 616	15.6	5.1
72211	Full-service restaurants	307	187 931	59 815	14 449	7 616	15.6	5.1
722110	Full-service restaurants	307	187 931	59 815	14 449	7 616	15.6	5.1
7222	Limited-service eating places	379	202 615	55 228	12 697	6 781	13.0	14.3
72221	Limited-service eating places	379	202 615	55 228	12 697	6 781	13.0	14.3
722211	Limited-service restaurants	322	187 482	51 135	11 692	6 260	12.6	14.2
7223	Special foodservices	35	16 111	4 552	1 025	457	7.2	40.6
7224	Drinking places (alcoholic beverages)	177	43 498	10 130	2 376	1 317	32.1	6.6
72241	Drinking places (alcoholic beverages)	177	43 498	10 130	2 376	1 317	32.1	6.6
722410	Drinking places (alcoholic beverages)	177	43 498	10 130	2 376	1 317	32.1	6.6
MILWAUKEE—RACINE, WI CMSA								
72	Accommodation & foodservices	'3 233	'1 710 483	'477 014	'110 493	'55 308	'15.7	'10.1
721	Accommodation	164	252 798	71 135	16 571	5 778	2.6	20.0
7211	Traveler accommodation	139	244 455	68 687	16 092	5 627	2.6	19.6
72111	Hotels (except casino hotels) & motels	132	243 080	68 323	16 013	5 579	2.6	19.6
721110	Hotels (except casino hotels) & motels	132	243 080	68 323	16 013	5 579	2.6	19.6
7211101	Hotels (except casino hotels) with 25 guestrooms or more	63	200 146	57 643	13 769	4 431	—	20.8
7211103	Hotels	55	D	D	D	f	D	D
7211104	Motor hotels	11	19 295	5 754	1 226	543	9.3	20.6
7212	RV (recreational vehicle) parks & recreational camps	15	D	D	D	b	D	D
72121	RV (recreational vehicle) parks & recreational camps	15	D	D	D	b	D	D
721214	Recreational & vacation camps (except campgrounds)	11	D	D	D	b	D	D
7213	Rooming & boarding houses	10	D	D	D	b	D	D
72131	Rooming & boarding houses	10	D	D	D	b	D	D
721310	Rooming & boarding houses	10	D	D	D	b	D	D
722	Foodservices & drinking places	'3 069	'1 457 685	'405 879	'93 922	'49 530	'17.9	'8.4
7221	Full-service restaurants	1 031	624 383	191 263	44 528	23 344	18.7	8.7
72211	Full-service restaurants	1 031	624 383	191 263	44 528	23 344	18.7	8.7
722110	Full-service restaurants	1 031	624 383	191 263	44 528	23 344	18.7	8.7
7222	Limited-service eating places	1 103	604 407	158 332	36 719	19 558	13.9	8.1
72221	Limited-service eating places	1 103	604 407	158 332	36 719	19 558	13.9	8.1
722211	Limited-service restaurants	947	556 476	145 756	33 870	18 023	13.4	8.2
722213	Snack & nonalcoholic beverage bars	150	D	D	D	g	D	D
7223	Special foodservices	'227	'103 314	'31 151	'6 751	'3 217	'9.9	'3.4
7224	Drinking places (alcoholic beverages)	708	125 581	25 133	5 924	3 411	40.4	13.0
72241	Drinking places (alcoholic beverages)	708	125 581	25 133	5 924	3 411	40.4	13.0
722410	Drinking places (alcoholic beverages)	708	125 581	25 133	5 924	3 411	40.4	13.0
Milwaukee—Waukesha, WI PMSA								
72	Accommodation & foodservices	'2 873	'1 555 737	'434 824	'100 847	'49 984	'15.3	'10.1
721	Accommodation	141	235 620	66 901	15 357	5 341	2.6	17.3
7211	Traveler accommodation	120	D	D	D	i	D	D
72111	Hotels (except casino hotels) & motels	115	228 069	64 683	14 970	5 209	2.6	16.6
721110	Hotels (except casino hotels) & motels	115	228 069	64 683	14 970	5 209	2.6	16.6
7211101	Hotels (except casino hotels) with 25 guestrooms or more	57	189 723	54 985	12 918	4 169	—	17.8
7211103	Hotels	44	D	D	D	e	D	D
7211104	Motor hotels	11	19 295	5 754	1 226	543	9.3	20.6
7212	RV (recreational vehicle) parks & recreational camps	13	5 341	1 601	261	51	.4	50.0
72121	RV (recreational vehicle) parks & recreational camps	13	5 341	1 601	261	51	.4	50.0
721214	Recreational & vacation camps (except campgrounds)	10	4 381	1 360	244	45	.4	61.0
7213	Rooming & boarding houses	8	D	D	D	b	D	D
72131	Rooming & boarding houses	8	D	D	D	b	D	D
721310	Rooming & boarding houses	8	D	D	D	b	D	D

See footnotes at end of table.

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							From administrative records ¹	Estimated ²
MILWAUKEE—RACINE, WI CMSA—Con.								
Milwaukee—Waukesha, WI PMSA—Con.								
72	Accommodation & foodservices—Con.							
722	Foodservices & drinking places	2 732	1 320 117	1 367 923	1 85 490	1 44 643	17.6	8.8
7221	Full-service restaurants	915	567 431	173 854	40 732	21 051	17.9	9.2
72211	Full-service restaurants	915	567 431	173 854	40 732	21 051	17.9	9.2
722110	Full-service restaurants	915	567 431	173 854	40 732	21 051	17.9	9.2
7222	Limited-service eating places	987	548 794	143 990	33 474	17 643	13.6	8.5
72221	Limited-service eating places	987	548 794	143 990	33 474	17 643	13.6	8.5
722211	Limited-service restaurants	853	505 179	132 337	30 800	16 262	13.2	8.8
722213	Snack & nonalcoholic beverage bars	129	41 588	10 568	2 428	1 321	19.5	5.6
7223	Special foodservices	210	92 420	27 514	5 918	2 863	10.8	3.8
7224	Drinking places (alcoholic beverages)	620	111 472	22 565	5 366	3 086	40.8	12.0
72241	Drinking places (alcoholic beverages)	620	111 472	22 565	5 366	3 086	40.8	12.0
722410	Drinking places (alcoholic beverages)	620	111 472	22 565	5 366	3 086	40.8	12.0
Racine, WI PMSA								
72	Accommodation & foodservices	360	154 746	42 190	9 646	5 324	19.4	10.9
721	Accommodation	23	17 178	4 234	1 214	437	3.1	57.6
721214	Recreational & vacation camps (except campgrounds)	1	D	D	D	b	D	D
722	Foodservices & drinking places	337	137 568	37 956	8 432	4 887	21.5	5.0
7222	Limited-service eating places	116	55 613	14 342	3 245	1 915	16.5	3.5
7223	Special foodservices	17	10 894	3 637	833	354	2.7	—
MINNEAPOLIS—ST. PAUL, MN—WI MSA								
72	Accommodation & foodservices	5 131	3 757 292	1 111 366	259 143	111 217	11.4	12.0
721	Accommodation	370	736 395	203 291	48 829	14 227	3.0	23.7
7211	Traveler accommodation	282	711 920	195 872	47 549	13 806	2.6	23.6
72111	Hotels (except casino hotels) & motels	255	708 050	195 003	47 369	13 696	2.5	23.6
721110	Hotels (except casino hotels) & motels	255	708 050	195 003	47 369	13 696	2.5	23.6
7211101	Hotels (except casino hotels) with 25 guestrooms or more	129	637 258	178 781	43 859	12 009	1.7	24.6
7211103	Motels	108	64 142	14 386	3 174	1 518	8.9	15.7
7211104	Motor hotels	10	5 561	1 581	310	133	15.5	.5
7212	RV (recreational vehicle) parks & recreational camps	45	12 947	4 688	696	214	17.4	12.9
72121	RV (recreational vehicle) parks & recreational camps	45	12 947	4 688	696	214	17.4	12.9
721211	RV (recreational vehicle) parks & campgrounds ..	20	6 112	1 927	335	41	10.5	5.7
721214	Recreational & vacation camps (except campgrounds)	25	6 835	2 761	361	173	23.6	19.3
7213	Rooming & boarding houses	43	11 528	2 731	584	207	13.4	43.8
72131	Rooming & boarding houses	43	11 528	2 731	584	207	13.4	43.8
721310	Rooming & boarding houses	43	11 528	2 731	584	207	13.4	43.8
722	Foodservices & drinking places	4 761	3 020 897	908 075	210 314	96 990	13.4	9.1
7221	Full-service restaurants	1 724	1 457 458	476 421	110 978	49 429	12.9	8.5
72211	Full-service restaurants	1 724	1 457 458	476 421	110 978	49 429	12.9	8.5
722110	Full-service restaurants	1 724	1 457 458	476 421	110 978	49 429	12.9	8.5
7222	Limited-service eating places	2 161	1 135 709	306 762	70 745	36 690	13.2	9.3
72221	Limited-service eating places	2 161	1 135 709	306 762	70 745	36 690	13.2	9.3
722211	Limited-service restaurants	1 699	981 688	265 996	62 101	31 903	12.2	9.4
722212	Cafeterias	37	9 745	2 835	567	228	55.2	6.0
722213	Snack & nonalcoholic beverage bars	425	144 276	37 931	8 077	4 559	16.7	9.2
7223	Special foodservices	427	264 547	85 233	19 086	6 020	7.9	10.8
7224	Drinking places (alcoholic beverages)	449	163 183	39 659	9 505	4 851	28.5	9.9
72241	Drinking places (alcoholic beverages)	449	163 183	39 659	9 505	4 851	28.5	9.9
722410	Drinking places (alcoholic beverages)	449	163 183	39 659	9 505	4 851	28.5	9.9
SHEBOYGAN, WI MSA								
72	Accommodation & foodservices	237	105 915	29 104	6 610	3 714	17.2	7.6
721	Accommodation	25	32 353	8 522	1 784	791	4.5	.4
72111	Hotels (except casino hotels) & motels	18	30 597	7 934	1 665	738	4.8	.4
721110	Hotels (except casino hotels) & motels	18	30 597	7 934	1 665	738	4.8	.4
722	Foodservices & drinking places	212	73 562	20 582	4 826	2 923	22.7	10.8
7222	Limited-service eating places	66	31 476	8 853	2 029	1 210	19.8	15.4
WAUSAU, WI MSA								
72	Accommodation & foodservices	276	105 188	29 733	6 594	3 779	22.6	11.4
721	Accommodation	25	11 752	3 315	716	377	9.1	4.4
722	Foodservices & drinking places	251	93 436	26 418	5 878	3 402	24.4	12.2
7222	Limited-service eating places	81	41 541	10 917	2 231	1 344	24.0	18.1

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 ¹	Estimated ²
AREA OUTSIDE WISCONSIN METROPOLITAN AREAS								
72	Accommodation & foodservices	5 420	1 815 391	475 380	97 414	59 008	27.4	7.2
721	Accommodation	969	561 860	134 571	25 793	11 726	8.8	7.9
7211	Traveler accommodation	733	498 096	119 039	24 029	10 960	6.1	7.9
72111	Hotels (except casino hotels) & motels	636	373 190	102 425	21 381	9 810	7.2	10.4
721110	Hotels (except casino hotels) & motels	636	373 190	102 425	21 381	9 810	7.2	10.4
7211101	Hotels (except casino hotels) with 25 guestrooms or more	156	249 369	75 307	16 052	6 466	5.0	11.5
7211102	Hotels with less than 25 guestrooms	92	15 399	2 885	501	382	8.9	3.6
7211103	Motels	367	D	D	D	h	D	D
7211104	Motor hotels	21	D	D	D	e	D	D
72112	Casino hotels	2	D	D	D	f	D	D
721120	Casino hotels	2	D	D	D	f	D	D
7212	RV (recreational vehicle) parks & recreational camps	220	62 205	15 182	1 677	711	29.4	7.9
72121	RV (recreational vehicle) parks & recreational camps	220	62 205	15 182	1 677	711	29.4	7.9
721211	RV (recreational vehicle) parks & campgrounds ..	110	24 596	4 346	380	206	47.2	10.1
721214	Recreational & vacation camps (except campgrounds)	110	37 609	10 836	1 297	505	17.7	6.5
7213	Rooming & boarding houses	16	1 559	350	87	55	27.6	12.4
72131	Rooming & boarding houses	16	1 559	350	87	55	27.6	12.4
721310	Rooming & boarding houses	16	1 559	350	87	55	27.6	12.4
722	Foodservices & drinking places	4 451	1 253 531	340 809	71 621	47 282	35.7	6.9
7221	Full-service restaurants	1 996	645 997	197 446	40 874	26 701	37.5	6.2
72211	Full-service restaurants	1 996	645 997	197 446	40 874	26 701	37.5	6.2
722110	Full-service restaurants	1 996	645 997	197 446	40 874	26 701	37.5	6.2
7222	Limited-service eating places	1 021	397 073	105 995	22 447	14 791	20.3	5.6
72221	Limited-service eating places	1 021	397 073	105 995	22 447	14 791	20.3	5.6
722211	Limited-service restaurants	859	370 258	98 500	21 213	13 740	18.7	5.5
722213	Snack & nonalcoholic beverage bars	152	D	D	D	f	D	D
7223	Special foodservices	98	D	D	D	g	D	D
7224	Drinking places (alcoholic beverages)	1 336	D	D	D	h	D	D
72241	Drinking places (alcoholic beverages)	1 336	D	D	D	h	D	D
722410	Drinking places (alcoholic beverages)	1 336	D	D	D	h	D	D

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

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

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 ¹	Estimated ²
ADAMS COUNTY, WI								
72	Accommodation & foodservices	42	14 606	3 997	478	416	30.3	9.9
721	Accommodation	9	7 484	2 342	151	164	4.2	4.3
72111	Hotels (except casino hotels) & motels	5	6 794	2 173	147	139	—	4.7
721110	Hotels (except casino hotels) & motels	5	6 794	2 173	147	139	—	4.7
7212	RV (recreational vehicle) parks & recreational camps	2	D	D	D	b	D	D
72121	RV (recreational vehicle) parks & recreational camps	2	D	D	D	b	D	D
722	Foodservices & drinking places	33	7 122	1 655	327	252	57.8	15.8
ASHLAND COUNTY, WI								
72	Accommodation & foodservices	73	20 810	5 653	1 089	753	34.7	4.3
721	Accommodation	13	4 660	1 327	170	97	38.2	5.0
72111	Hotels (except casino hotels) & motels	12	D	D	D	b	D	D
721110	Hotels (except casino hotels) & motels	12	D	D	D	b	D	D
722	Foodservices & drinking places	60	16 150	4 326	919	656	33.7	4.1
BARRON COUNTY, WI								
72	Accommodation & foodservices	146	39 482	10 400	2 338	1 395	34.1	8.4
721	Accommodation	28	6 021	1 542	276	158	32.4	6.3
7211102	Hotels with less than 25 guestrooms	4	376	88	14	12	62.0	—
7212	RV (recreational vehicle) parks & recreational camps	10	D	D	D	b	D	D
72121	RV (recreational vehicle) parks & recreational camps	10	D	D	D	b	D	D
721211	RV (recreational vehicle) parks & campgrounds	7	740	88	9	4	87.2	—
721214	Recreational & vacation camps (except campgrounds)	3	D	D	D	a	D	D
722	Foodservices & drinking places	118	33 461	8 858	2 062	1 237	34.4	8.8
7222	Limited-service eating places	26	9 955	2 563	562	394	27.1	3.2
7224	Drinking places (alcoholic beverages)	41	D	D	D	c	D	D
72241	Drinking places (alcoholic beverages)	41	D	D	D	c	D	D
722410	Drinking places (alcoholic beverages)	41	D	D	D	c	D	D
BAYFIELD COUNTY, WI								
72	Accommodation & foodservices	92	22 161	5 459	1 046	620	35.1	7.6
721	Accommodation	29	11 725	2 865	651	288	8.7	3.6
72111	Hotels (except casino hotels) & motels	19	9 064	2 229	558	241	4.6	3.9
721110	Hotels (except casino hotels) & motels	19	9 064	2 229	558	241	4.6	3.9
7211102	Hotels with less than 25 guestrooms	7	D	D	D	b	D	D
7212	RV (recreational vehicle) parks & recreational camps	5	D	D	D	b	D	D
72121	RV (recreational vehicle) parks & recreational camps	5	D	D	D	b	D	D
721211	RV (recreational vehicle) parks & campgrounds	2	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	3	D	D	D	a	D	D
722	Foodservices & drinking places	63	10 436	2 594	395	332	64.6	12.0
BROWN COUNTY, WI								
72	Accommodation & foodservices	533	283 359	81 884	19 506	10 183	14.9	7.6
721	Accommodation	38	57 504	16 257	3 935	1 617	6.4	10.4
7211	Traveler accommodation	35	D	D	D	g	D	D
72111	Hotels (except casino hotels) & motels	33	56 672	16 095	3 906	1 604	6.3	10.5
721110	Hotels (except casino hotels) & motels	33	56 672	16 095	3 906	1 604	6.3	10.5
7211104	Motor hotels	3	D	D	D	c	D	D
722	Foodservices & drinking places	495	225 855	65 627	15 571	8 566	17.0	6.9
7222	Limited-service eating places	180	93 005	26 378	6 265	3 613	9.4	8.3
72221	Limited-service eating places	180	93 005	26 378	6 265	3 613	9.4	8.3
7223	Special foodservices	26	16 679	4 591	1 080	478	1.6	15.2
7224	Drinking places (alcoholic beverages)	131	25 529	4 875	1 076	701	46.1	6.3
72241	Drinking places (alcoholic beverages)	131	25 529	4 875	1 076	701	46.1	6.3
722410	Drinking places (alcoholic beverages)	131	25 529	4 875	1 076	701	46.1	6.3
BUFFALO COUNTY, WI								
72	Accommodation & foodservices	45	D	D	D	e	D	D
721	Accommodation	4	D	D	D	a	D	D
722	Foodservices & drinking places	41	7 556	1 828	390	313	45.3	10.5

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 ¹	Estimated ²
BURNETT COUNTY, WI								
72	Accommodation & foodservices	66	D	D	D	e	D	D
721	Accommodation	14	D	D	D	b	D	D
7212	RV (recreational vehicle) parks & recreational camps	5	D	D	D	b	D	D
72121	RV (recreational vehicle) parks & recreational camps	5	D	D	D	b	D	D
721214	Recreational & vacation camps (except campgrounds)	4	D	D	D	b	D	D
722	Foodservices & drinking places	52	8 458	1 868	393	252	50.6	8.1
CALUMET COUNTY, WI								
72	Accommodation & foodservices	75	24 902	6 417	1 390	932	34.2	3.4
721	Accommodation	3	266	41	5	9	—	—
722	Foodservices & drinking places	72	24 636	6 376	1 385	923	34.6	3.4
7223	Special foodservices	6	D	D	D	b	D	D
CHIPPEWA COUNTY, WI								
72	Accommodation & foodservices	132	34 329	8 496	1 863	1 322	30.0	7.3
721	Accommodation	12	4 197	956	157	132	12.7	—
722	Foodservices & drinking places	120	30 132	7 540	1 706	1 190	32.4	8.3
7222	Limited-service eating places	33	11 437	2 980	652	427	21.7	4.5
7224	Drinking places (alcoholic beverages)	46	D	D	D	c	D	D
72241	Drinking places (alcoholic beverages)	46	D	D	D	c	D	D
722410	Drinking places (alcoholic beverages)	46	D	D	D	c	D	D
CLARK COUNTY, WI								
72	Accommodation & foodservices	66	D	D	D	f	D	D
721	Accommodation	9	D	D	D	b	D	D
722	Foodservices & drinking places	57	11 289	2 755	617	498	50.8	4.8
COLUMBIA COUNTY, WI								
72	Accommodation & foodservices	190	62 272	15 080	2 817	1 717	28.7	3.8
721	Accommodation	43	19 657	3 818	540	305	13.5	2.8
72111	Hotels (except casino hotels) & motels	29	16 167	3 135	470	268	11.0	1.8
721110	Hotels (except casino hotels) & motels	29	16 167	3 135	470	268	11.0	1.8
7211102	Hotels with less than 25 guestrooms	4	D	D	D	b	D	D
7211103	Motels	18	9 070	1 792	249	145	2.6	—
7212	RV (recreational vehicle) parks & recreational camps	12	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	12	D	D	D	a	D	D
721211	RV (recreational vehicle) parks & campgrounds	12	D	D	D	a	D	D
7213	Rooming & boarding houses	1	D	D	D	a	D	D
72131	Rooming & boarding houses	1	D	D	D	a	D	D
721310	Rooming & boarding houses	1	D	D	D	a	D	D
722	Foodservices & drinking places	147	42 615	11 262	2 277	1 412	35.6	4.3
7222	Limited-service eating places	33	14 883	3 984	821	503	20.2	1.9
7224	Drinking places (alcoholic beverages)	39	D	D	D	c	D	D
72241	Drinking places (alcoholic beverages)	39	D	D	D	c	D	D
722410	Drinking places (alcoholic beverages)	39	D	D	D	c	D	D
CRAWFORD COUNTY, WI								
72	Accommodation & foodservices	54	15 748	4 340	917	614	25.9	3.9
721	Accommodation	9	3 271	841	166	159	27.5	7.2
721214	Recreational & vacation camps (except campgrounds)	1	D	D	D	b	D	D
722	Foodservices & drinking places	45	12 477	3 499	751	455	25.4	3.0

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 ¹	Estimated ²
DANE COUNTY, WI								
72	Accommodation & foodservices	993	554 110	156 853	36 937	18 607	13.5	10.7
721	Accommodation	95	103 955	27 128	6 390	2 436	4.2	11.2
7211	Traveler accommodation	67	D	D	D	g	D	D
72111	Hotels (except casino hotels) & motels	65	97 858	25 969	6 123	2 247	2.9	11.3
721110	Hotels (except casino hotels) & motels	65	97 858	25 969	6 123	2 247	2.9	11.3
7211101	Hotels (except casino hotels) with 25 guestrooms or more	32	82 930	22 431	5 285	1 855	.2	11.4
721214	Recreational & vacation camps (except campgrounds)	2	D	D	D	b	D	D
7213	Rooming & boarding houses	22	D	D	D	c	D	D
72131	Rooming & boarding houses	22	D	D	D	c	D	D
721310	Rooming & boarding houses	22	D	D	D	c	D	D
722	Foodservices & drinking places	898	450 155	129 725	30 547	16 171	15.7	10.6
7221	Full-service restaurants	307	187 931	59 815	14 449	7 616	15.6	5.1
72211	Full-service restaurants	307	187 931	59 815	14 449	7 616	15.6	5.1
722110	Full-service restaurants	307	187 931	59 815	14 449	7 616	15.6	5.1
7222	Limited-service eating places	379	202 615	55 228	12 697	6 781	13.0	14.3
72221	Limited-service eating places	379	202 615	55 228	12 697	6 781	13.0	14.3
722211	Limited-service restaurants	322	187 482	51 135	11 692	6 260	12.6	14.2
7223	Special foodservices	35	16 111	4 552	1 025	457	7.2	40.6
7224	Drinking places (alcoholic beverages)	177	43 498	10 130	2 376	1 317	32.1	6.6
72241	Drinking places (alcoholic beverages)	177	43 498	10 130	2 376	1 317	32.1	6.6
722410	Drinking places (alcoholic beverages)	177	43 498	10 130	2 376	1 317	32.1	6.6
DODGE COUNTY, WI								
72	Accommodation & foodservices	165	41 572	10 659	2 456	1 637	37.5	4.2
721	Accommodation	12	3 172	855	143	80	13.7	13.2
7212	RV (recreational vehicle) parks & recreational camps	3	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	3	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	2	D	D	D	a	D	D
722	Foodservices & drinking places	153	38 400	9 804	2 313	1 557	39.5	3.5
7222	Limited-service eating places	35	14 284	3 591	811	510	27.2	2.6
7223	Special foodservices	7	1 400	431	123	79	14.6	—
DOOR COUNTY, WI								
72	Accommodation & foodservices	243	96 428	25 141	3 372	1 796	22.4	5.6
721	Accommodation	111	45 648	10 366	1 515	700	14.1	.8
7211	Traveler accommodation	99	D	D	D	f	D	D
72111	Hotels (except casino hotels) & motels	81	37 275	9 118	1 372	623	4.5	.9
721110	Hotels (except casino hotels) & motels	81	37 275	9 118	1 372	623	4.5	.9
7211101	Hotels (except casino hotels) with 25 guestrooms or more	27	24 812	6 803	1 070	473	1.3	.3
7211102	Hotels with less than 25 guestrooms	8	D	D	D	a	D	D
7211103	Motels	45	11 083	2 074	287	137	11.5	2.5
7212	RV (recreational vehicle) parks & recreational camps	12	D	D	D	b	D	D
72121	RV (recreational vehicle) parks & recreational camps	12	D	D	D	b	D	D
721211	RV (recreational vehicle) parks & campgrounds	10	4 114	422	39	20	97.1	—
721214	Recreational & vacation camps (except campgrounds)	2	D	D	D	a	D	D
722	Foodservices & drinking places	132	50 780	14 775	1 857	1 096	29.9	10.0
7221	Full-service restaurants	81	39 977	12 363	1 498	883	24.8	10.5
72211	Full-service restaurants	81	39 977	12 363	1 498	883	24.8	10.5
722110	Full-service restaurants	81	39 977	12 363	1 498	883	24.8	10.5
DOUGLAS COUNTY, WI								
72	Accommodation & foodservices	178	50 860	13 119	2 910	1 818	22.9	11.4
721	Accommodation	24	9 764	2 647	538	237	6.6	4.5
721214	Recreational & vacation camps (except campgrounds)	3	D	D	D	a	D	D
722	Foodservices & drinking places	154	41 096	10 472	2 372	1 581	26.8	13.1

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 ¹	Estimated ²
DUNN COUNTY, WI								
72	Accommodation & foodservices	107	33 437	9 417	2 001	1 383	26.4	2.0
721	Accommodation	11	5 176	1 420	232	118	2.6	1.5
7212	RV (recreational vehicle) parks & recreational camps	4	582	205	14	3	—	13.1
72121	RV (recreational vehicle) parks & recreational camps	4	582	205	14	3	—	13.1
721214	Recreational & vacation camps (except campgrounds)	3	D	D	D	a	D	D
722	Foodservices & drinking places	96	28 261	7 997	1 769	1 265	30.8	2.1
7222	Limited-service eating places	25	8 887	2 567	523	430	22.7	1.7
7224	Drinking places (alcoholic beverages)	35	5 162	805	187	173	67.7	4.2
72241	Drinking places (alcoholic beverages)	35	5 162	805	187	173	67.7	4.2
722410	Drinking places (alcoholic beverages)	35	5 162	805	187	173	67.7	4.2
EAU CLAIRE COUNTY, WI								
72	Accommodation & foodservices	247	115 948	34 571	8 009	4 932	11.5	8.0
721	Accommodation	25	20 360	5 570	1 299	649	.4	6.4
7211	Traveler accommodation	22	D	D	D	f	D	D
72111	Hotels (except casino hotels) & motels	21	19 994	5 518	1 298	646	—	6.5
721110	Hotels (except casino hotels) & motels	21	19 994	5 518	1 298	646	—	6.5
7211101	Hotels (except casino hotels) with 25 guestrooms or more	8	11 777	3 206	781	363	—	—
7211103	Motels	12	D	D	D	c	D	D
7211104	Motor hotels	1	D	D	D	b	D	D
722	Foodservices & drinking places	222	95 588	29 001	6 710	4 283	13.9	8.4
7221	Full-service restaurants	62	36 940	12 775	2 970	1 745	15.9	3.6
72211	Full-service restaurants	62	36 940	12 775	2 970	1 745	15.9	3.6
722110	Full-service restaurants	62	36 940	12 775	2 970	1 745	15.9	3.6
7222	Limited-service eating places	97	41 772	12 184	2 696	1 772	10.0	5.8
72221	Limited-service eating places	97	41 772	12 184	2 696	1 772	10.0	5.8
722211	Limited-service restaurants	79	39 799	11 568	2 500	1 629	9.9	5.4
7223	Special foodservices	11	D	D	D	e	D	D
7224	Drinking places (alcoholic beverages)	52	D	D	D	e	D	D
72241	Drinking places (alcoholic beverages)	52	D	D	D	e	D	D
722410	Drinking places (alcoholic beverages)	52	D	D	D	e	D	D
FLORENCE COUNTY, WI								
72	Accommodation & foodservices	16	D	D	D	c	D	D
721	Accommodation	3	D	D	D	a	D	D
722	Foodservices & drinking places	13	2 892	690	162	146	36.4	23.2
FOND DU LAC COUNTY, WI								
72	Accommodation & foodservices	227	92 949	25 595	6 060	3 584	17.9	6.7
721	Accommodation	17	10 195	2 540	567	292	5.4	8.6
72111	Hotels (except casino hotels) & motels	13	9 543	2 383	562	291	2.6	9.2
721110	Hotels (except casino hotels) & motels	13	9 543	2 383	562	291	2.6	9.2
7212	RV (recreational vehicle) parks & recreational camps	3	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	3	D	D	D	a	D	D
722	Foodservices & drinking places	210	82 754	23 055	5 493	3 292	19.5	6.5
7221	Full-service restaurants	74	34 902	11 547	2 769	1 567	23.8	4.4
72211	Full-service restaurants	74	34 902	11 547	2 769	1 567	23.8	4.4
722110	Full-service restaurants	74	34 902	11 547	2 769	1 567	23.8	4.4
7222	Limited-service eating places	73	37 326	9 334	2 186	1 382	7.7	6.6
72221	Limited-service eating places	73	37 326	9 334	2 186	1 382	7.7	6.6
722211	Limited-service restaurants	62	36 121	8 935	2 121	1 318	7.3	6.8
7223	Special foodservices	8	3 070	1 004	254	135	14.7	—
7224	Drinking places (alcoholic beverages)	55	7 456	1 170	284	208	60.0	18.2
72241	Drinking places (alcoholic beverages)	55	7 456	1 170	284	208	60.0	18.2
722410	Drinking places (alcoholic beverages)	55	7 456	1 170	284	208	60.0	18.2
FOREST COUNTY, WI								
72	Accommodation & foodservices	35	D	D	D	c	D	D
721	Accommodation	7	D	D	D	b	D	D
722	Foodservices & drinking places	28	4 538	949	199	141	43.3	14.7

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 ¹	Estimated ²
GRANT COUNTY, WI								
72	Accommodation & foodservices	139	34 669	8 541	1 918	1 431	40.3	10.3
721	Accommodation	19	4 621	1 123	192	163	4.4	43.8
7212	RV (recreational vehicle) parks & recreational camps	3	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	3	D	D	D	a	D	D
721211	RV (recreational vehicle) parks & campgrounds	2	D	D	D	a	D	D
722	Foodservices & drinking places	120	30 048	7 418	1 726	1 268	45.8	5.2
7222	Limited-service eating places	26	11 564	3 160	722	518	30.3	3.4
7224	Drinking places (alcoholic beverages)	45	6 414	876	183	162	71.9	7.0
72241	Drinking places (alcoholic beverages)	45	6 414	876	183	162	71.9	7.0
722410	Drinking places (alcoholic beverages)	45	6 414	876	183	162	71.9	7.0
GREEN COUNTY, WI								
72	Accommodation & foodservices	92	29 102	8 312	1 868	1 182	36.6	15.9
721	Accommodation	7	2 382	520	88	55	3.2	14.8
722	Foodservices & drinking places	85	26 720	7 792	1 780	1 127	39.6	16.0
7222	Limited-service eating places	28	11 850	3 512	788	480	28.9	24.4
GREEN LAKE COUNTY, WI								
72	Accommodation & foodservices	62	20 049	5 730	1 214	707	32.5	6.0
721	Accommodation	10	7 667	2 273	498	193	1.7	.2
72111	Hotels (except casino hotels) & motels	7	D	D	D	c	D	D
721110	Hotels (except casino hotels) & motels	7	D	D	D	c	D	D
722	Foodservices & drinking places	52	12 382	3 457	716	514	51.5	9.6
IOWA COUNTY, WI								
72	Accommodation & foodservices	52	D	D	D	f	D	D
721	Accommodation	9	D	D	D	b	D	D
722	Foodservices & drinking places	43	D	D	D	e	D	D
IRON COUNTY, WI								
72	Accommodation & foodservices	53	11 310	2 722	821	440	36.5	4.9
721	Accommodation	9	D	D	D	c	D	D
72111	Hotels (except casino hotels) & motels	7	4 676	1 159	437	211	9.7	—
721110	Hotels (except casino hotels) & motels	7	4 676	1 159	437	211	9.7	—
722	Foodservices & drinking places	44	D	D	D	c	D	D
JACKSON COUNTY, WI								
72	Accommodation & foodservices	52	17 066	4 460	983	685	25.2	2.8
721	Accommodation	6	4 051	1 140	267	162	2.6	—
722	Foodservices & drinking places	46	13 015	3 320	716	523	32.2	3.7
JEFFERSON COUNTY, WI								
72	Accommodation & foodservices	187	52 775	13 902	3 163	2 098	34.1	6.5
721	Accommodation	19	4 871	1 317	287	205	23.7	.4
72111	Hotels (except casino hotels) & motels	15	4 329	1 139	267	160	23.5	—
721110	Hotels (except casino hotels) & motels	15	4 329	1 139	267	160	23.5	—
7212	RV (recreational vehicle) parks & recreational camps	1	D	D	D	b	D	D
72121	RV (recreational vehicle) parks & recreational camps	1	D	D	D	b	D	D
722	Foodservices & drinking places	168	47 904	12 585	2 876	1 893	35.2	7.1
7222	Limited-service eating places	52	19 740	5 457	1 281	806	18.9	7.9
72221	Limited-service eating places	52	19 740	5 457	1 281	806	18.9	7.9
7223	Special foodservices	7	1 828	461	125	69	8.6	—
7224	Drinking places (alcoholic beverages)	52	8 037	1 231	240	176	65.8	19.1
72241	Drinking places (alcoholic beverages)	52	8 037	1 231	240	176	65.8	19.1
722410	Drinking places (alcoholic beverages)	52	8 037	1 231	240	176	65.8	19.1

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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 ¹	Estimated ²
JUNEAU COUNTY, WI								
72	Accommodation & foodservices	86	34 176	10 099	2 306	979	20.4	40.2
721	Accommodation	21	17 756	5 497	1 330	374	7.4	74.0
72111	Hotels (except casino hotels) & motels	16	16 419	5 014	1 277	352	7.1	79.7
721110	Hotels (except casino hotels) & motels	16	16 419	5 014	1 277	352	7.1	79.7
7211101	Hotels (except casino hotels) with 25 guestrooms or more	3	D	D	D	e	D	D
7212	RV (recreational vehicle) parks & recreational camps	4	D	D	D	b	D	D
72121	RV (recreational vehicle) parks & recreational camps	4	D	D	D	b	D	D
721214	Recreational & vacation camps (except campgrounds)	2	D	D	D	b	D	D
722	Foodservices & drinking places	65	16 420	4 602	976	605	34.5	3.6
KENOSHA COUNTY, WI								
72	Accommodation & foodservices	340	133 310	37 065	8 570	4 546	25.1	5.7
721	Accommodation	14	11 306	2 604	556	222	4.6	2.0
7212	RV (recreational vehicle) parks & recreational camps	2	D	D	D	b	D	D
72121	RV (recreational vehicle) parks & recreational camps	2	D	D	D	b	D	D
721214	Recreational & vacation camps (except campgrounds)	1	D	D	D	b	D	D
722	Foodservices & drinking places	326	122 004	34 461	8 014	4 324	27.0	6.1
7222	Limited-service eating places	106	47 668	13 204	2 948	1 702	19.5	2.7
7223	Special foodservices	17	5 895	1 909	462	224	6.1	24.6
KEWAUNEE COUNTY, WI								
72	Accommodation & foodservices	53	11 561	2 788	575	512	51.0	2.5
721	Accommodation	11	1 373	222	43	66	24.6	13.6
722	Foodservices & drinking places	42	10 188	2 566	532	446	54.6	1.0
LA CROSSE COUNTY, WI								
72	Accommodation & foodservices	300	141 879	41 428	9 374	5 533	15.3	5.1
721	Accommodation	28	25 340	6 913	1 576	677	.7	3.9
722	Foodservices & drinking places	272	116 539	34 515	7 798	4 856	18.4	5.4
7222	Limited-service eating places	93	47 587	13 589	3 152	2 057	14.3	7.5
7223	Special foodservices	13	8 135	2 407	578	348	17.3	3.0
LAFAYETTE COUNTY, WI								
72	Accommodation & foodservices	36	5 537	1 476	306	256	82.4	3.6
722	Foodservices & drinking places	36	5 537	1 476	306	256	82.4	3.6
LANGLADE COUNTY, WI								
72	Accommodation & foodservices	75	18 833	5 212	1 103	677	32.6	2.4
721	Accommodation	17	3 093	885	186	86	32.9	.6
7212	RV (recreational vehicle) parks & recreational camps	4	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	4	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	3	D	D	D	a	D	D
722	Foodservices & drinking places	58	15 740	4 327	917	591	32.5	2.7
LINCOLN COUNTY, WI								
72	Accommodation & foodservices	98	21 303	6 274	1 297	894	43.1	5.5
721	Accommodation	17	2 864	619	132	85	24.3	.7
7212	RV (recreational vehicle) parks & recreational camps	5	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	5	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	4	D	D	D	a	D	D
722	Foodservices & drinking places	81	18 439	5 655	1 165	809	46.0	6.2

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							From administrative records ¹	Estimated ²
MANITOWOC COUNTY, WI								
72	Accommodation & foodservices	179	59 367	16 363	3 764	2 512	36.7	4.6
721	Accommodation	14	9 545	3 066	743	330	2.1	6.3
72111	Hotels (except casino hotels) & motels	10	9 184	2 983	733	325	—	6.6
721110	Hotels (except casino hotels) & motels	10	9 184	2 983	733	325	—	6.6
722	Foodservices & drinking places	165	49 822	13 297	3 021	2 182	43.3	4.3
7222	Limited-service eating places	37	16 005	3 903	853	594	25.7	4.7
7223	Special foodservices	6	1 350	350	69	75	71.8	.7
7224	Drinking places (alcoholic beverages)	46	6 760	1 101	234	203	75.1	.4
72241	Drinking places (alcoholic beverages)	46	6 760	1 101	234	203	75.1	.4
722410	Drinking places (alcoholic beverages)	46	6 760	1 101	234	203	75.1	.4
MARATHON COUNTY, WI								
72	Accommodation & foodservices	276	105 188	29 733	6 594	3 779	22.6	11.4
721	Accommodation	25	11 752	3 315	716	377	9.1	4.4
722	Foodservices & drinking places	251	93 436	26 418	5 878	3 402	24.4	12.2
7222	Limited-service eating places	81	41 541	10 917	2 231	1 344	24.0	18.1
MARINETTE COUNTY, WI								
72	Accommodation & foodservices	140	36 184	9 915	2 161	1 386	42.1	5.6
721	Accommodation	24	5 436	1 308	260	154	12.1	.3
72111	Hotels (except casino hotels) & motels	14	D	D	D	c	D	D
721110	Hotels (except casino hotels) & motels	14	D	D	D	c	D	D
7211102	Hotels with less than 25 guestrooms	3	589	111	20	15	—	—
7213	Rooming & boarding houses	4	264	80	13	6	41.7	—
72131	Rooming & boarding houses	4	264	80	13	6	41.7	—
721310	Rooming & boarding houses	4	264	80	13	6	41.7	—
722	Foodservices & drinking places	116	30 748	8 607	1 901	1 232	47.5	6.5
7222	Limited-service eating places	23	9 040	2 451	554	352	25.0	3.6
MARQUETTE COUNTY, WI								
72	Accommodation & foodservices	59	D	D	D	e	D	D
721	Accommodation	9	D	D	D	b	D	D
7212	RV (recreational vehicle) parks & recreational camps	6	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	6	D	D	D	a	D	D
721211	RV (recreational vehicle) parks & campgrounds	5	897	155	6	18	8.1	—
722	Foodservices & drinking places	50	9 172	2 083	370	316	60.5	7.8
MENOMINEE COUNTY, WI								
72	Accommodation & foodservices	9	D	D	D	f	D	D
721	Accommodation	1	D	D	D	f	D	D
7211	Traveler accommodation	1	D	D	D	f	D	D
72112	Casino hotels	1	D	D	D	f	D	D
721120	Casino hotels	1	D	D	D	f	D	D
722	Foodservices & drinking places	8	1 278	241	48	51	61.7	6.7

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							From administrative records ¹	Estimated ²
MILWAUKEE COUNTY, WI								
72	Accommodation & foodservices	1 839	1 014 424	282 700	65 973	31 402	13.5	10.1
721	Accommodation	72	149 369	43 557	10 231	3 442	1.3	13.0
7211	Traveler accommodation	60	147 328	42 922	10 111	3 400	1.3	12.6
72111	Hotels (except casino hotels) & motels	60	147 328	42 922	10 111	3 400	1.3	12.6
721110	Hotels (except casino hotels) & motels	60	147 328	42 922	10 111	3 400	1.3	12.6
7211101	Hotels (except casino hotels) with 25 guestrooms or more	34	126 338	37 375	8 874	2 804	—	11.7
7211102	Hotels with less than 25 guestrooms	1	D	D	D	b	D	D
7211103	Motels	17	D	D	D	c	D	D
7211104	Motor hotels	7	12 403	3 795	863	388	12.1	30.1
7212	RV (recreational vehicle) parks & recreational camps	4	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	4	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	4	D	D	D	a	D	D
7213	Rooming & boarding houses	8	D	D	D	b	D	D
72131	Rooming & boarding houses	8	D	D	D	b	D	D
721310	Rooming & boarding houses	8	D	D	D	b	D	D
722	Foodservices & drinking places	1 767	865 055	239 143	55 742	27 960	15.6	9.6
7221	Full-service restaurants	549	355 996	108 448	25 500	12 498	15.3	10.2
72211	Full-service restaurants	549	355 996	108 448	25 500	12 498	15.3	10.2
722110	Full-service restaurants	549	355 996	108 448	25 500	12 498	15.3	10.2
7222	Limited-service eating places	644	362 981	93 725	21 894	11 122	12.2	10.0
72221	Limited-service eating places	644	362 981	93 725	21 894	11 122	12.2	10.0
722211	Limited-service restaurants	558	331 434	85 403	20 011	10 194	12.2	10.2
722212	Cafeterias	4	D	D	D	b	D	D
722213	Snack & nonalcoholic beverage bars	82	D	D	D	f	D	D
7223	Special foodservices	145	66 721	19 804	4 193	2 015	11.1	3.7
7224	Drinking places (alcoholic beverages)	429	79 357	17 166	4 155	2 325	36.7	9.9
72241	Drinking places (alcoholic beverages)	429	79 357	17 166	4 155	2 325	36.7	9.9
722410	Drinking places (alcoholic beverages)	429	79 357	17 166	4 155	2 325	36.7	9.9
MONROE COUNTY, WI								
72	Accommodation & foodservices	110	35 828	9 305	1 927	1 186	23.6	8.2
721	Accommodation	14	6 704	1 708	403	177	7.4	12.5
72111	Hotels (except casino hotels) & motels	11	D	D	D	c	D	D
721110	Hotels (except casino hotels) & motels	11	D	D	D	c	D	D
7212	RV (recreational vehicle) parks & recreational camps	3	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	3	D	D	D	a	D	D
721211	RV (recreational vehicle) parks & campgrounds	3	D	D	D	a	D	D
722	Foodservices & drinking places	96	29 124	7 597	1 524	1 009	27.3	7.2
7222	Limited-service eating places	21	11 080	2 804	580	448	7.6	.2
7224	Drinking places (alcoholic beverages)	40	6 131	1 034	230	174	48.7	25.0
72241	Drinking places (alcoholic beverages)	40	6 131	1 034	230	174	48.7	25.0
722410	Drinking places (alcoholic beverages)	40	6 131	1 034	230	174	48.7	25.0
OCONTO COUNTY, WI								
72	Accommodation & foodservices	107	26 175	6 335	1 227	953	46.4	6.1
721	Accommodation	9	1 931	639	110	55	8.1	—
7212	RV (recreational vehicle) parks & recreational camps	5	1 162	406	64	26	7.2	—
72121	RV (recreational vehicle) parks & recreational camps	5	1 162	406	64	26	7.2	—
721214	Recreational & vacation camps (except campgrounds)	4	D	D	D	b	D	D
722	Foodservices & drinking places	98	24 244	5 696	1 117	898	49.5	6.5
ONEIDA COUNTY, WI								
72	Accommodation & foodservices	209	61 619	16 873	3 231	1 903	28.0	10.0
721	Accommodation	45	17 509	4 637	838	397	10.4	19.4
72111	Hotels (except casino hotels) & motels	26	12 035	3 365	772	376	12.4	18.5
721110	Hotels (except casino hotels) & motels	26	12 035	3 365	772	376	12.4	18.5
7211102	Hotels with less than 25 guestrooms	6	774	100	11	10	—	26.4
7211103	Motels	12	5 118	1 341	314	159	15.9	31.6
7212	RV (recreational vehicle) parks & recreational camps	15	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	15	D	D	D	a	D	D
721211	RV (recreational vehicle) parks & campgrounds	5	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	10	4 499	1 120	56	14	5.0	25.1
722	Foodservices & drinking places	164	44 110	12 236	2 393	1 506	35.0	6.3
7222	Limited-service eating places	36	14 616	3 781	703	433	20.8	2.9
7224	Drinking places (alcoholic beverages)	41	4 825	838	163	99	62.8	3.8
72241	Drinking places (alcoholic beverages)	41	4 825	838	163	99	62.8	3.8
722410	Drinking places (alcoholic beverages)	41	4 825	838	163	99	62.8	3.8

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							From administrative records ¹	Estimated ²
OUTAGAMIE COUNTY, WI								
72	Accommodation & foodservices	361	192 103	53 490	12 428	6 755	14.7	6.0
721	Accommodation	23	35 343	10 314	2 400	894	.6	4.4
7211	Traveler accommodation	20	D	D	D	f	D	D
72111	Hotels (except casino hotels) & motels	19	D	D	D	f	D	D
721110	Hotels (except casino hotels) & motels	19	D	D	D	f	D	D
7211101	Hotels (except casino hotels) with 25 guestrooms or more	11	D	D	D	f	D	D
7211104	Motor hotels	2	D	D	D	b	D	D
7213	Rooming & boarding houses	2	D	D	D	a	D	D
72131	Rooming & boarding houses	2	D	D	D	a	D	D
721310	Rooming & boarding houses	2	D	D	D	a	D	D
722	Foodservices & drinking places	338	156 760	43 176	10 028	5 861	17.9	6.3
7221	Full-service restaurants	114	68 732	20 822	4 902	2 822	17.4	6.7
72211	Full-service restaurants	114	68 732	20 822	4 902	2 822	17.4	6.7
722110	Full-service restaurants	114	68 732	20 822	4 902	2 822	17.4	6.7
7222	Limited-service eating places	137	67 165	17 909	4 040	2 348	13.3	3.8
72221	Limited-service eating places	137	67 165	17 909	4 040	2 348	13.3	3.8
722211	Limited-service restaurants	115	61 101	16 152	3 702	2 156	13.5	3.8
7223	Special foodservices	16	7 391	2 379	598	363	24.9	—
7224	Drinking places (alcoholic beverages)	71	13 472	2 066	488	328	39.5	20.8
72241	Drinking places (alcoholic beverages)	71	13 472	2 066	488	328	39.5	20.8
722410	Drinking places (alcoholic beverages)	71	13 472	2 066	488	328	39.5	20.8
OZAUKEE COUNTY, WI								
72	Accommodation & foodservices	182	74 987	22 021	4 997	2 900	22.8	4.5
721	Accommodation	13	7 211	1 875	338	179	12.4	7.2
72111	Hotels (except casino hotels) & motels	8	D	D	D	c	D	D
721110	Hotels (except casino hotels) & motels	8	D	D	D	c	D	D
7211104	Motor hotels	1	D	D	D	b	D	D
722	Foodservices & drinking places	169	67 776	20 146	4 659	2 721	23.9	4.2
7221	Full-service restaurants	77	37 446	11 781	2 773	1 680	17.4	6.0
72211	Full-service restaurants	77	37 446	11 781	2 773	1 680	17.4	6.0
722110	Full-service restaurants	77	37 446	11 781	2 773	1 680	17.4	6.0
7222	Limited-service eating places	54	21 997	6 082	1 310	792	28.5	1.1
72221	Limited-service eating places	54	21 997	6 082	1 310	792	28.5	1.1
7223	Special foodservices	10	4 113	1 527	418	156	7.0	2.0
PEPIN COUNTY, WI								
72	Accommodation & foodservices	26	D	D	D	c	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Foodservices & drinking places	25	5 148	1 472	280	196	47.4	3.8
PIERCE COUNTY, WI								
72	Accommodation & foodservices	102	24 302	6 107	1 338	994	36.6	7.0
721	Accommodation	6	631	151	24	25	3.2	14.6
722	Foodservices & drinking places	96	23 671	5 956	1 314	969	37.4	6.8
7223	Special foodservices	6	D	D	D	c	D	D
7224	Drinking places (alcoholic beverages)	36	D	D	D	c	D	D
72241	Drinking places (alcoholic beverages)	36	D	D	D	c	D	D
722410	Drinking places (alcoholic beverages)	36	D	D	D	c	D	D
POLK COUNTY, WI								
72	Accommodation & foodservices	118	26 367	6 996	1 464	904	40.5	12.7
721	Accommodation	17	3 765	1 266	217	125	10.9	.4
7212	RV (recreational vehicle) parks & recreational camps	6	D	D	D	b	D	D
72121	RV (recreational vehicle) parks & recreational camps	6	D	D	D	b	D	D
721214	Recreational & vacation camps (except campgrounds)	2	D	D	D	b	D	D
722	Foodservices & drinking places	101	22 602	5 730	1 247	779	45.5	14.8
7222	Limited-service eating places	25	D	D	D	e	D	D
7224	Drinking places (alcoholic beverages)	40	7 448	1 193	266	165	58.1	16.7
72241	Drinking places (alcoholic beverages)	40	7 448	1 193	266	165	58.1	16.7
722410	Drinking places (alcoholic beverages)	40	7 448	1 193	266	165	58.1	16.7

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 ¹	Estimated ²
PORTAGE COUNTY, WI								
72	Accommodation & foodservices	202	86 245	24 615	5 398	3 337	19.5	4.6
721	Accommodation	21	24 808	6 983	1 459	787	2.1	2.3
7211	Traveler accommodation	15	D	D	D	f	D	D
72111	Hotels (except casino hotels) & motels	14	23 601	6 622	1 445	778	—	2.4
721110	Hotels (except casino hotels) & motels	14	23 601	6 622	1 445	778	—	2.4
7211101	Hotels (except casino hotels) with 25 guestrooms or more	6	19 130	5 429	1 162	618	—	—
7212	RV (recreational vehicle) parks & recreational camps	6	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	6	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	3	D	D	D	a	D	D
722	Foodservices & drinking places	181	61 437	17 632	3 939	2 550	26.5	5.5
7222	Limited-service eating places	48	23 433	6 260	1 423	905	11.4	5.2
72221	Limited-service eating places	48	23 433	6 260	1 423	905	11.4	5.2
7223	Special foodservices	6	4 224	1 399	353	169	—	—
7224	Drinking places (alcoholic beverages)	64	7 533	1 453	321	243	72.2	2.3
72241	Drinking places (alcoholic beverages)	64	7 533	1 453	321	243	72.2	2.3
722410	Drinking places (alcoholic beverages)	64	7 533	1 453	321	243	72.2	2.3
PRICE COUNTY, WI								
72	Accommodation & foodservices	42	D	D	D	e	D	D
721	Accommodation	8	D	D	D	b	D	D
722	Foodservices & drinking places	34	6 643	1 550	340	244	52.6	8.1
RACINE COUNTY, WI								
72	Accommodation & foodservices	360	154 746	42 190	9 646	5 324	19.4	10.9
721	Accommodation	23	17 178	4 234	1 214	437	3.1	57.6
721214	Recreational & vacation camps (except campgrounds)	1	D	D	D	b	D	D
722	Foodservices & drinking places	337	137 568	37 956	8 432	4 887	21.5	5.0
7222	Limited-service eating places	116	55 613	14 342	3 245	1 915	16.5	3.5
7223	Special foodservices	17	10 894	3 637	833	354	2.7	—
RICHLAND COUNTY, WI								
72	Accommodation & foodservices	32	D	D	D	e	D	D
721	Accommodation	7	D	D	D	b	D	D
722	Foodservices & drinking places	25	8 637	2 469	535	330	38.0	6.3
ROCK COUNTY, WI								
72	Accommodation & foodservices	343	151 195	41 309	9 705	5 295	18.5	3.5
721	Accommodation	24	18 635	5 529	1 405	556	18.2	1.1
722	Foodservices & drinking places	319	132 560	35 780	8 300	4 739	18.6	3.8
7222	Limited-service eating places	104	55 345	14 657	3 323	1 946	11.2	2.9
7223	Special foodservices	12	5 506	1 463	337	130	1.4	2.6
7224	Drinking places (alcoholic beverages)	87	17 407	3 152	749	432	37.2	9.4
72241	Drinking places (alcoholic beverages)	87	17 407	3 152	749	432	37.2	9.4
722410	Drinking places (alcoholic beverages)	87	17 407	3 152	749	432	37.2	9.4
RUSK COUNTY, WI								
72	Accommodation & foodservices	42	D	D	D	e	D	D
721	Accommodation	8	D	D	D	b	D	D
722	Foodservices & drinking places	34	6 763	1 734	367	255	42.6	7.5

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 ¹	Estimated ²
ST. CROIX COUNTY, WI								
72	Accommodation & foodservices	142	52 862	15 284	3 241	1 962	19.5	4.9
721	Accommodation	22	10 089	2 996	499	268	16.7	5.7
72111	Hotels (except casino hotels) & motels	13	D	D	D	c	D	D
721110	Hotels (except casino hotels) & motels	13	D	D	D	c	D	D
7212	RV (recreational vehicle) parks & recreational camps	7	D	D	D	b	D	D
72121	RV (recreational vehicle) parks & recreational camps	7	D	D	D	b	D	D
721211	RV (recreational vehicle) parks & campgrounds ..	3	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	4	D	D	D	b	D	D
722	Foodservices & drinking places	120	42 773	12 288	2 742	1 694	20.2	4.7
7222	Limited-service eating places	37	15 386	4 095	908	586	21.7	2.2
7223	Special foodservices	7	D	D	D	b	D	D
7224	Drinking places (alcoholic beverages)	33	D	D	D	c	D	D
72241	Drinking places (alcoholic beverages)	33	D	D	D	c	D	D
722410	Drinking places (alcoholic beverages)	33	D	D	D	c	D	D
SAUK COUNTY, WI								
72	Accommodation & foodservices	241	123 575	32 913	6 373	3 276	19.0	2.6
721	Accommodation	59	50 265	11 366	2 248	1 076	15.6	2.7
7211	Traveler accommodation	50	D	D	D	g	D	D
72111	Hotels (except casino hotels) & motels	43	44 080	10 341	2 100	991	15.2	2.1
721110	Hotels (except casino hotels) & motels	43	44 080	10 341	2 100	991	15.2	2.1
7211101	Hotels (except casino hotels) with 25 guestrooms or more	21	38 209	9 305	1 957	889	16.2	2.4
7211103	Motels	21	D	D	D	c	D	D
7212	RV (recreational vehicle) parks & recreational camps	9	D	D	D	b	D	D
72121	RV (recreational vehicle) parks & recreational camps	9	D	D	D	b	D	D
721211	RV (recreational vehicle) parks & campgrounds ..	7	2 222	426	37	14	51.3	—
721214	Recreational & vacation camps (except campgrounds)	2	D	D	D	b	D	D
722	Foodservices & drinking places	182	73 310	21 547	4 125	2 200	21.4	2.5
7221	Full-service restaurants	81	40 303	13 259	2 538	1 365	18.8	1.0
72211	Full-service restaurants	81	40 303	13 259	2 538	1 365	18.8	1.0
722110	Full-service restaurants	81	40 303	13 259	2 538	1 365	18.8	1.0
7222	Limited-service eating places	53	25 370	6 861	1 299	712	15.2	3.8
72221	Limited-service eating places	53	25 370	6 861	1 299	712	15.2	3.8
7224	Drinking places (alcoholic beverages)	43	6 547	1 216	266	115	62.2	7.4
72241	Drinking places (alcoholic beverages)	43	6 547	1 216	266	115	62.2	7.4
722410	Drinking places (alcoholic beverages)	43	6 547	1 216	266	115	62.2	7.4
SAWYER COUNTY, WI								
72	Accommodation & foodservices	109	24 337	6 054	958	613	30.6	1.9
721	Accommodation	44	8 069	1 618	174	98	24.5	3.1
7211102	Hotels with less than 25 guestrooms	8	D	D	D	b	D	D
7212	RV (recreational vehicle) parks & recreational camps	17	4 602	1 021	82	30	16.6	3.0
72121	RV (recreational vehicle) parks & recreational camps	17	4 602	1 021	82	30	16.6	3.0
721211	RV (recreational vehicle) parks & campgrounds ..	2	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	15	D	D	D	b	D	D
722	Foodservices & drinking places	65	16 268	4 436	784	515	33.7	1.2
SHAWANO COUNTY, WI								
72	Accommodation & foodservices	109	32 939	8 575	1 771	1 147	38.1	6.7
721	Accommodation	14	7 354	1 444	328	175	30.4	19.2
72111	Hotels (except casino hotels) & motels	9	D	D	D	c	D	D
721110	Hotels (except casino hotels) & motels	9	D	D	D	c	D	D
7212	RV (recreational vehicle) parks & recreational camps	4	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	4	D	D	D	a	D	D
721211	RV (recreational vehicle) parks & campgrounds ..	4	D	D	D	a	D	D
722	Foodservices & drinking places	95	25 585	7 131	1 443	972	40.3	3.1
7222	Limited-service eating places	18	8 050	2 239	423	294	25.2	.8

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 ¹	Estimated ²
SHEBOYGAN COUNTY, WI								
72	Accommodation & foodservices	237	105 915	29 104	6 610	3 714	17.2	7.6
721	Accommodation	25	32 353	8 522	1 784	791	4.5	.4
72111	Hotels (except casino hotels) & motels	18	30 597	7 934	1 665	738	4.8	.4
721110	Hotels (except casino hotels) & motels	18	30 597	7 934	1 665	738	4.8	.4
722	Foodservices & drinking places	212	73 562	20 582	4 826	2 923	22.7	10.8
7222	Limited-service eating places	66	31 476	8 853	2 029	1 210	19.8	15.4
TAYLOR COUNTY, WI								
72	Accommodation & foodservices	39	D	D	D	f	D	D
721	Accommodation	8	D	D	D	b	D	D
7212	RV (recreational vehicle) parks & recreational camps .	1	D	D	D	b	D	D
72121	RV (recreational vehicle) parks & recreational camps	1	D	D	D	b	D	D
721214	Recreational & vacation camps (except campgrounds)	1	D	D	D	b	D	D
722	Foodservices & drinking places	31	9 241	2 734	634	423	47.0	1.9
TREMPEALEAU COUNTY, WI								
72	Accommodation & foodservices	85	17 086	4 852	994	713	48.1	3.7
721	Accommodation	6	1 385	392	78	51	—	—
722	Foodservices & drinking places	79	15 701	4 460	916	662	52.3	4.0
VERNON COUNTY, WI								
72	Accommodation & foodservices	66	D	D	D	f	D	D
721	Accommodation	11	D	D	D	b	D	D
722	Foodservices & drinking places	55	11 438	3 200	672	562	41.5	4.8
VILAS COUNTY, WI								
72	Accommodation & foodservices	188	69 921	17 335	2 454	1 451	23.0	6.4
721	Accommodation	86	46 012	10 653	1 172	695	10.3	4.0
7211	Traveler accommodation	56	35 506	8 014	931	635	3.6	1.8
721111	Hotels (except casino hotels) & motels	46	D	D	D	e	D	D
721110	Hotels (except casino hotels) & motels	46	D	D	D	e	D	D
7211102	Hotels with less than 25 guestrooms	17	3 840	636	104	57	7.2	.3
72112	Casino hotels	1	D	D	D	e	D	D
721120	Casino hotels	1	D	D	D	e	D	D
7212	RV (recreational vehicle) parks & recreational camps .	29	D	D	D	b	D	D
72121	RV (recreational vehicle) parks & recreational camps	29	D	D	D	b	D	D
721211	RV (recreational vehicle) parks & campgrounds ..	8	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	21	8 685	2 277	195	40	32.7	9.7
7213	Rooming & boarding houses	1	D	D	D	a	D	D
72131	Rooming & boarding houses	1	D	D	D	a	D	D
721310	Rooming & boarding houses	1	D	D	D	a	D	D
722	Foodservices & drinking places	102	23 909	6 682	1 282	756	47.5	11.1

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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 ¹	Estimated ²
WALWORTH COUNTY, WI								
72	Accommodation & foodservices	276	168 117	53 074	11 087	5 518	17.1	16.3
721	Accommodation	34	75 518	26 751	5 742	1 935	1.7	18.0
7211	Traveler accommodation	26	72 842	25 913	5 578	1 871	1.2	18.4
72111	Hotels (except casino hotels) & motels	21	71 733	25 642	5 521	1 843	.4	18.7
721110	Hotels (except casino hotels) & motels	21	71 733	25 642	5 521	1 843	.4	18.7
7211101	Hotels (except casino hotels) with 25 guestrooms or more	10	68 799	24 901	5 406	1 758	—	19.5
7211102	Hotels with less than 25 guestrooms	4	403	55	10	11	—	9.4
7212	RV (recreational vehicle) parks & recreational camps	7	D	D	D	b	D	D
72121	RV (recreational vehicle) parks & recreational camps	7	D	D	D	b	D	D
721214	Recreational & vacation camps (except campgrounds)	5	1 912	714	132	51	6.2	6.4
7213	Rooming & boarding houses	1	D	D	D	a	D	D
72131	Rooming & boarding houses	1	D	D	D	a	D	D
721310	Rooming & boarding houses	1	D	D	D	a	D	D
722	Foodservices & drinking places	242	92 599	26 323	5 345	3 583	29.7	15.0
7221	Full-service restaurants	106	48 280	15 121	2 995	1 703	33.9	11.0
72211	Full-service restaurants	106	48 280	15 121	2 995	1 703	33.9	11.0
722110	Full-service restaurants	106	48 280	15 121	2 995	1 703	33.9	11.0
7222	Limited-service eating places	66	25 164	6 826	1 423	956	18.1	7.6
72221	Limited-service eating places	66	25 164	6 826	1 423	956	18.1	7.6
7223	Special foodservices	9	6 602	2 032	408	515	.3	88.9
7224	Drinking places (alcoholic beverages)	61	12 553	2 344	519	409	52.4	6.2
72241	Drinking places (alcoholic beverages)	61	12 553	2 344	519	409	52.4	6.2
722410	Drinking places (alcoholic beverages)	61	12 553	2 344	519	409	52.4	6.2
WASHBURN COUNTY, WI								
72	Accommodation & foodservices	80	17 646	4 325	841	521	32.0	1.6
721	Accommodation	20	4 858	1 012	161	57	2.8	2.9
7211102	Hotels with less than 25 guestrooms	2	D	D	D	a	D	D
7212	RV (recreational vehicle) parks & recreational camps	4	1 769	406	37	2	5.5	—
72121	RV (recreational vehicle) parks & recreational camps	4	1 769	406	37	2	5.5	—
721214	Recreational & vacation camps (except campgrounds)	3	D	D	D	a	D	D
722	Foodservices & drinking places	60	12 788	3 313	680	464	43.0	1.0
WASHINGTON COUNTY, WI								
72	Accommodation & foodservices	217	93 676	25 689	5 994	3 737	21.4	8.2
721	Accommodation	19	6 528	1 509	327	187	7.4	.1
72111	Hotels (except casino hotels) & motels	14	D	D	D	c	D	D
721110	Hotels (except casino hotels) & motels	14	D	D	D	c	D	D
7212	RV (recreational vehicle) parks & recreational camps	4	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	4	D	D	D	a	D	D
721211	RV (recreational vehicle) parks & campgrounds	2	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	2	D	D	D	a	D	D
722	Foodservices & drinking places	198	87 148	24 180	5 667	3 550	22.5	8.8
7221	Full-service restaurants	82	40 633	13 081	3 003	1 827	23.5	6.1
72211	Full-service restaurants	82	40 633	13 081	3 003	1 827	23.5	6.1
722110	Full-service restaurants	82	40 633	13 081	3 003	1 827	23.5	6.1
7222	Limited-service eating places	62	35 685	9 396	2 275	1 464	16.2	5.1
72221	Limited-service eating places	62	35 685	9 396	2 275	1 464	16.2	5.1
7223	Special foodservices	7	1 585	360	65	47	6.9	57.7
7224	Drinking places (alcoholic beverages)	47	9 245	1 343	324	212	44.6	27.1
72241	Drinking places (alcoholic beverages)	47	9 245	1 343	324	212	44.6	27.1
722410	Drinking places (alcoholic beverages)	47	9 245	1 343	324	212	44.6	27.1

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							From administrative records ¹	Estimated ²
WAUKESHA COUNTY, WI								
72	Accommodation & foodservices	635	372 650	104 414	23 883	11 945	17.0	11.6
721	Accommodation	37	72 512	19 960	4 461	1 533	3.8	28.7
7211	Traveler accommodation	33	69 124	18 887	4 290	1 496	4.0	27.4
72111	Hotels (except casino hotels) & motels	33	69 124	18 887	4 290	1 496	4.0	27.4
721110	Hotels (except casino hotels) & motels	33	69 124	18 887	4 290	1 496	4.0	27.4
7211101	Hotels (except casino hotels) with 25 guestrooms or more	16	57 184	16 045	3 710	1 183	—	32.7
7211103	Hotels	15	D	D	D	c	D	D
7211104	Motor hotels	2	D	D	D	c	D	D
7212	RV (recreational vehicle) parks & recreational camps	4	3 388	1 073	171	37	—	55.3
72121	RV (recreational vehicle) parks & recreational camps	4	3 388	1 073	171	37	—	55.3
721211	RV (recreational vehicle) parks & campgrounds ..	1	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	3	D	D	D	b	D	D
722	Foodservices & drinking places	598	300 138	84 454	19 422	10 412	20.2	7.5
7221	Full-service restaurants	207	133 356	40 544	9 456	5 046	23.5	8.3
72211	Full-service restaurants	207	133 356	40 544	9 456	5 046	23.5	8.3
722110	Full-service restaurants	207	133 356	40 544	9 456	5 046	23.5	8.3
7222	Limited-service eating places	227	128 131	34 787	7 995	4 265	14.1	6.7
72221	Limited-service eating places	227	128 131	34 787	7 995	4 265	14.1	6.7
722211	Limited-service restaurants	197	119 754	32 611	7 447	3 969	13.4	7.0
722213	Snack & nonalcoholic beverage bars	29	D	D	D	e	D	D
7223	Special foodservices	48	20 001	5 823	1 242	645	10.6	.1
7224	Drinking places (alcoholic beverages)	116	18 650	3 300	729	456	48.6	14.9
72241	Drinking places (alcoholic beverages)	116	18 650	3 300	729	456	48.6	14.9
722410	Drinking places (alcoholic beverages)	116	18 650	3 300	729	456	48.6	14.9
WAUPACA COUNTY, WI								
72	Accommodation & foodservices	139	41 776	11 127	2 340	1 583	31.1	4.7
721	Accommodation	16	6 292	1 673	334	192	16.9	—
72111	Hotels (except casino hotels) & motels	11	5 274	1 506	323	185	11.9	—
721110	Hotels (except casino hotels) & motels	11	5 274	1 506	323	185	11.9	—
7211102	Hotels with less than 25 guestrooms	2	D	D	D	b	D	D
7212	RV (recreational vehicle) parks & recreational camps ..	5	1 018	167	11	7	43.3	—
72121	RV (recreational vehicle) parks & recreational camps ..	5	1 018	167	11	7	43.3	—
721211	RV (recreational vehicle) parks & campgrounds ..	5	1 018	167	11	7	43.3	—
722	Foodservices & drinking places	123	35 484	9 454	2 006	1 391	33.6	5.5
7222	Limited-service eating places	27	11 287	3 107	687	491	25.0	6.1
7224	Drinking places (alcoholic beverages)	40	4 872	820	175	124	62.3	11.4
72241	Drinking places (alcoholic beverages)	40	4 872	820	175	124	62.3	11.4
722410	Drinking places (alcoholic beverages)	40	4 872	820	175	124	62.3	11.4
WAUSHARA COUNTY, WI								
72	Accommodation & foodservices	70	D	D	D	e	D	D
721	Accommodation	14	D	D	D	b	D	D
7212	RV (recreational vehicle) parks & recreational camps ..	8	1 994	536	45	15	58.4	.8
72121	RV (recreational vehicle) parks & recreational camps ..	8	1 994	536	45	15	58.4	.8
721211	RV (recreational vehicle) parks & campgrounds ..	3	736	151	14	5	D	—
721214	Recreational & vacation camps (except campgrounds)	5	1 258	385	31	10	45.8	1.2
722	Foodservices & drinking places	56	10 023	2 774	592	450	38.4	18.8

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 ¹	Estimated ²
WINNEBAGO COUNTY, WI								
72	Accommodation & foodservices	341	153 734	43 406	10 074	5 832	18.2	12.5
721	Accommodation	19	22 669	7 132	1 601	699	.7	2.5
7211	Traveler accommodation	17	D	D	D	f	D	D
72111	Hotels (except casino hotels) & motels	16	D	D	D	f	D	D
721110	Hotels (except casino hotels) & motels	16	D	D	D	f	D	D
7211101	Hotels (except casino hotels) with 25 guestrooms or more	9	D	D	D	f	D	D
7212	RV (recreational vehicle) parks & recreational camps	2	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	2	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	1	D	D	D	a	D	D
722	Foodservices & drinking places	322	131 065	36 274	8 473	5 133	21.2	14.3
7221	Full-service restaurants	122	58 368	18 336	4 125	2 414	28.0	11.5
72211	Full-service restaurants	122	58 368	18 336	4 125	2 414	28.0	11.5
722110	Full-service restaurants	122	58 368	18 336	4 125	2 414	28.0	11.5
7222	Limited-service eating places	98	49 178	12 867	3 013	1 844	9.3	17.1
72221	Limited-service eating places	98	49 178	12 867	3 013	1 844	9.3	17.1
722211	Limited-service restaurants	84	D	D	D	g	D	D
7223	Special foodservices	9	D	D	D	e	D	D
7224	Drinking places (alcoholic beverages)	93	D	D	D	e	D	D
72241	Drinking places (alcoholic beverages)	93	D	D	D	e	D	D
722410	Drinking places (alcoholic beverages)	93	D	D	D	e	D	D
WOOD COUNTY, WI								
72	Accommodation & foodservices	191	65 320	17 272	4 068	2 468	23.0	6.4
721	Accommodation	15	9 983	2 872	662	313	3.2	.4
72111	Hotels (except casino hotels) & motels	15	9 983	2 872	662	313	3.2	.4
721110	Hotels (except casino hotels) & motels	15	9 983	2 872	662	313	3.2	.4
722	Foodservices & drinking places	176	55 337	14 400	3 406	2 155	26.5	7.5
7222	Limited-service eating places	48	23 203	5 939	1 378	820	22.1	4.0
72221	Limited-service eating places	48	23 203	5 939	1 378	820	22.1	4.0
7224	Drinking places (alcoholic beverages)	57	8 670	1 390	334	188	38.4	20.8
72241	Drinking places (alcoholic beverages)	57	8 670	1 390	334	188	38.4	20.8
722410	Drinking places (alcoholic beverages)	57	8 670	1 390	334	188	38.4	20.8

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

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

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 ¹	Estimated ²
ALGOMA, WI								
72	Accommodation & foodservices	14	2 582	657	122	107	59.8	—
721	Accommodation	5	473	50	1	3	31.7	—
722	Foodservices & drinking places	9	2 109	607	121	104	66.1	—
ALLOUEZ, WI								
72	Accommodation & foodservices	23	10 437	2 763	662	396	29.2	24.3
721	Accommodation	1	D	D	D	b	D	D
722	Foodservices & drinking places	22	D	D	D	e	D	D
7222	Limited-service eating places	10	4 451	1 336	306	165	22.8	4.0
ALTOONA, WI								
72	Accommodation & foodservices	11	2 965	685	166	91	41.5	1.1
721	Accommodation	2	D	D	D	a	D	D
722	Foodservices & drinking places	9	D	D	D	b	D	D
AMERY, WI								
72	Accommodation & foodservices	16	4 031	1 288	268	187	21.9	4.6
721	Accommodation	3	794	246	38	27	—	—
7212	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	1	D	D	D	a	D	D
722	Foodservices & drinking places	13	3 237	1 042	230	160	27.2	5.7
ANTIGO, WI								
72	Accommodation & foodservices	35	10 939	3 095	688	393	18.9	1.7
721	Accommodation	4	1 297	405	103	50	1.1	—
722	Foodservices & drinking places	31	9 642	2 690	585	343	21.3	2.0
7222	Limited-service eating places	9	D	D	D	c	D	D
APPLETON, WI *								
72	Accommodation & foodservices	168	94 020	28 067	6 534	3 336	14.4	2.8
721	Accommodation	4	D	D	D	e	D	D
7211	Traveler accommodation	2	D	D	D	e	D	D
72111	Hotels (except casino hotels) & motels	1	D	D	D	e	D	D
721110	Hotels (except casino hotels) & motels	1	D	D	D	e	D	D
7211101	Hotels (except casino hotels) with 25 guestrooms or more	1	D	D	D	e	D	D
7213	Rooming & boarding houses	2	D	D	D	a	D	D
72131	Rooming & boarding houses	2	D	D	D	a	D	D
721310	Rooming & boarding houses	2	D	D	D	a	D	D
722	Foodservices & drinking places	164	D	D	D	h	D	D
7221	Full-service restaurants	49	30 917	10 168	2 436	1 265	16.7	.6
72211	Full-service restaurants	49	30 917	10 168	2 436	1 265	16.7	.6
722110	Full-service restaurants	49	30 917	10 168	2 436	1 265	16.7	.6
7222	Limited-service eating places	71	37 651	9 841	2 146	1 282	13.6	4.6
72221	Limited-service eating places	71	37 651	9 841	2 146	1 282	13.6	4.6
722211	Limited-service restaurants	58	32 385	8 357	1 871	1 125	15.4	5.1
722213	Snack & nonalcoholic beverage bars	13	5 266	1 484	275	157	2.1	1.1
7223	Special foodservices	8	D	D	D	c	D	D
7224	Drinking places (alcoholic beverages)	36	7 344	1 239	297	212	36.8	7.5
72241	Drinking places (alcoholic beverages)	36	7 344	1 239	297	212	36.8	7.5
722410	Drinking places (alcoholic beverages)	36	7 344	1 239	297	212	36.8	7.5
APPLETON, WI (CALUMET COUNTY PART) *								
72	Accommodation & foodservices	8	5 477	1 572	356	201	—	—
722	Foodservices & drinking places	8	5 477	1 572	356	201	—	—

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 ¹	Estimated ²
APPLETON, WI (OUTAGAMIE COUNTY PART) *								
72	Accommodation & foodservices	150	82 629	24 623	5 716	2 893	15.2	2.5
721	Accommodation	4	D	D	D	e	D	D
7211	Traveler accommodation	2	D	D	D	e	D	D
72111	Hotels (except casino hotels) & motels	1	D	D	D	e	D	D
721110	Hotels (except casino hotels) & motels	1	D	D	D	e	D	D
7211101	Hotels (except casino hotels) with 25 guestrooms or more	1	D	D	D	e	D	D
7213	Rooming & boarding houses	2	D	D	D	a	D	D
72131	Rooming & boarding houses	2	D	D	D	a	D	D
721310	Rooming & boarding houses	2	D	D	D	a	D	D
722	Foodservices & drinking places	146	D	D	D	g	D	D
7221	Full-service restaurants	39	23 677	7 621	1 806	944	17.6	.8
72211	Full-service restaurants	39	23 677	7 621	1 806	944	17.6	.8
722110	Full-service restaurants	39	23 677	7 621	1 806	944	17.6	.8
7222	Limited-service eating places	66	D	D	D	g	D	D
72221	Limited-service eating places	66	D	D	D	g	D	D
722211	Limited-service restaurants	54	D	D	D	g	D	D
722213	Snack & nonalcoholic beverage bars	12	D	D	D	c	D	D
7223	Special foodservices	8	D	D	D	c	D	D
7224	Drinking places (alcoholic beverages)	33	D	D	D	c	D	D
72241	Drinking places (alcoholic beverages)	33	D	D	D	c	D	D
722410	Drinking places (alcoholic beverages)	33	D	D	D	c	D	D
APPLETON, WI (WINNEBAGO COUNTY PART) *								
72	Accommodation & foodservices	10	5 914	1 872	462	242	16.8	9.1
722	Foodservices & drinking places	10	5 914	1 872	462	242	16.8	9.1
ASHLAND, WI								
72	Accommodation & foodservices	46	17 685	4 813	970	681	32.2	3.9
721	Accommodation	10	4 475	1 297	168	95	39.8	4.2
72111	Hotels (except casino hotels) & motels	10	4 475	1 297	168	95	39.8	4.2
721110	Hotels (except casino hotels) & motels	10	4 475	1 297	168	95	39.8	4.2
722	Foodservices & drinking places	36	13 210	3 516	802	586	29.7	3.8
7222	Limited-service eating places	9	4 616	1 236	265	178	14.7	—
7223	Special foodservices	1	D	D	D	b	D	D
ASHWAUBENON, WI								
72	Accommodation & foodservices	80	83 031	24 099	5 704	2 542	7.0	5.4
721	Accommodation	16	34 362	9 162	2 115	794	5.7	10.8
7211	Traveler accommodation	16	34 362	9 162	2 115	794	5.7	10.8
72111	Hotels (except casino hotels) & motels	16	34 362	9 162	2 115	794	5.7	10.8
721110	Hotels (except casino hotels) & motels	16	34 362	9 162	2 115	794	5.7	10.8
7211101	Hotels (except casino hotels) with 25 guestrooms or more	6	21 532	5 780	1 341	467	—	—
7211103	Motels	7	D	D	D	c	D	D
7211104	Motor hotels	3	D	D	D	c	D	D
722	Foodservices & drinking places	64	48 669	14 937	3 589	1 748	7.9	1.6
7221	Full-service restaurants	21	26 464	8 816	2 150	967	.8	1.0
72211	Full-service restaurants	21	26 464	8 816	2 150	967	.8	1.0
722110	Full-service restaurants	21	26 464	8 816	2 150	967	.8	1.0
7222	Limited-service eating places	36	16 649	4 695	1 127	632	11.5	3.3
72221	Limited-service eating places	36	16 649	4 695	1 127	632	11.5	3.3
7223	Special foodservices	4	1 096	275	62	17	15.6	—
7224	Drinking places (alcoholic beverages)	3	4 460	1 151	250	132	D	—
72241	Drinking places (alcoholic beverages)	3	4 460	1 151	250	132	D	—
722410	Drinking places (alcoholic beverages)	3	4 460	1 151	250	132	D	—
BARABOO, WI								
72	Accommodation & foodservices	38	9 863	2 895	567	309	18.6	9.8
721	Accommodation	4	381	76	13	13	—	—
722	Foodservices & drinking places	34	9 482	2 819	554	296	19.3	10.2
BARRON, WI								
72	Accommodation & foodservices	12	D	D	D	c	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Foodservices & drinking places	11	4 434	1 175	288	166	15.4	41.5

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 ¹	Estimated ²
BAYSIDE, WI *								
72	Accommodation & foodservices	10	6 577	2 391	519	241	6.3	7.2
722	Foodservices & drinking places	10	6 577	2 391	519	241	6.3	7.2
BAYSIDE, WI (MILWAUKEE COUNTY PART) *								
72	Accommodation & foodservices	10	6 577	2 391	519	241	6.3	7.2
722	Foodservices & drinking places	10	6 577	2 391	519	241	6.3	7.2
BEAVER DAM, WI								
72	Accommodation & foodservices	56	19 712	5 262	1 172	687	31.7	5.9
721	Accommodation	5	2 401	693	113	57	8.6	17.5
7212	RV (recreational vehicle) parks & recreational	2	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational	2	D	D	D	a	D	D
721211	RV (recreational vehicle) parks & campgrounds..	1	D	D	D	a	D	D
721214	Recreational & vacation camps (except	1	D	D	D	a	D	D
722	Foodservices & drinking places	51	17 311	4 569	1 059	630	35.0	4.3
7222	Limited-service eating places	12	6 178	1 509	364	224	27.2	1.2
BELOIT, WI								
72	Accommodation & foodservices	91	37 823	10 944	2 806	1 360	16.6	1.1
721	Accommodation	8	D	D	D	b	D	D
7213	Rooming & boarding houses	2	D	D	D	a	D	D
72131	Rooming & boarding houses	2	D	D	D	a	D	D
721310	Rooming & boarding houses	2	D	D	D	a	D	D
722	Foodservices & drinking places	83	D	D	D	g	D	D
7222	Limited-service eating places	30	17 996	5 020	1 212	650	6.3	.9
72221	Limited-service eating places	30	17 996	5 020	1 212	650	6.3	.9
7223	Special foodservices	1	D	D	D	b	D	D
7224	Drinking places (alcoholic beverages)	22	4 218	945	212	135	41.7	1.4
72241	Drinking places (alcoholic beverages)	22	4 218	945	212	135	41.7	1.4
722410	Drinking places (alcoholic beverages)	22	4 218	945	212	135	41.7	1.4
BERLIN, WI *								
72	Accommodation & foodservices	19	D	D	D	c	D	D
721	Accommodation	2	D	D	D	a	D	D
722	Foodservices & drinking places	17	3 245	892	223	158	76.0	1.8
BERLIN, WI (GREEN LAKE COUNTY PART) *								
72	Accommodation & foodservices	19	D	D	D	c	D	D
721	Accommodation	2	D	D	D	a	D	D
722	Foodservices & drinking places	17	3 245	892	223	158	76.0	1.8
BLACK RIVER FALLS, WI								
72	Accommodation & foodservices	29	13 402	3 611	810	515	14.2	2.9
721	Accommodation	4	D	D	D	c	D	D
72111	Hotels (except casino hotels) & motels	4	D	D	D	c	D	D
721110	Hotels (except casino hotels) & motels	4	D	D	D	c	D	D
722	Foodservices & drinking places	25	D	D	D	e	D	D
7222	Limited-service eating places	8	4 745	1 187	265	174	—	—
BLOOMER, WI								
72	Accommodation & foodservices	17	4 177	894	209	175	33.0	5.6
721	Accommodation	3	503	73	13	10	100.0	—
722	Foodservices & drinking places	14	3 674	821	196	165	23.9	6.4
BOSCOBEL, WI								
72	Accommodation & foodservices	12	2 398	669	148	110	55.6	2.0
721	Accommodation	1	D	D	D	a	D	D
722	Foodservices & drinking places	11	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 ¹	Estimated ²
BRILLION, WI								
72	Accommodation & foodservices	11	2 293	670	160	124	64.3	12.4
721	Accommodation	1	D	D	D	a	D	D
722	Foodservices & drinking places	10	D	D	D	c	D	D
BRODHEAD, WI								
72	Accommodation & foodservices	13	4 054	1 037	183	136	9.9	61.4
721	Accommodation	2	D	D	D	a	D	D
722	Foodservices & drinking places	11	D	D	D	c	D	D
BROOKFIELD, WI								
72	Accommodation & foodservices	99	93 921	24 485	5 804	2 519	8.7	18.7
721	Accommodation	9	37 599	9 317	2 162	707	1.2	35.9
7211	Traveler accommodation	9	37 599	9 317	2 162	707	1.2	35.9
72111	Hotels (except casino hotels) & motels	9	37 599	9 317	2 162	707	1.2	35.9
721110	Hotels (except casino hotels) & motels	9	37 599	9 317	2 162	707	1.2	35.9
7211101	Hotels (except casino hotels) with 25 guestrooms or more	6	31 860	7 841	1 825	571	—	42.3
7211104	Motor hotels	1	D	D	D	c	D	D
722	Foodservices & drinking places	90	56 322	15 168	3 642	1 812	13.6	7.2
7221	Full-service restaurants	30	28 128	7 828	1 882	961	11.3	10.1
72211	Full-service restaurants	30	28 128	7 828	1 882	961	11.3	10.1
722110	Full-service restaurants	30	28 128	7 828	1 882	961	11.3	10.1
7222	Limited-service eating places	47	26 164	6 941	1 671	797	14.3	4.2
72221	Limited-service eating places	47	26 164	6 941	1 671	797	14.3	4.2
722211	Limited-service restaurants	38	23 469	6 315	1 481	711	14.6	4.7
BROWN DEER, WI								
72	Accommodation & foodservices	24	D	D	D	e	D	D
721	Accommodation	1	D	D	D	c	D	D
72111	Hotels (except casino hotels) & motels	1	D	D	D	c	D	D
721110	Hotels (except casino hotels) & motels	1	D	D	D	c	D	D
722	Foodservices & drinking places	23	D	D	D	e	D	D
7222	Limited-service eating places	12	6 995	1 732	401	216	9.5	3.2
BURLINGTON, WI *								
72	Accommodation & foodservices	35	11 468	2 996	754	464	29.4	1.8
721	Accommodation	4	1 076	205	115	58	5.9	—
7213	Rooming & boarding houses	1	D	D	D	b	D	D
72131	Rooming & boarding houses	1	D	D	D	b	D	D
721310	Rooming & boarding houses	1	D	D	D	b	D	D
722	Foodservices & drinking places	31	10 392	2 791	639	406	31.9	2.0
7222	Limited-service eating places	11	5 022	1 262	275	223	29.0	.6
BURLINGTON, WI (RACINE COUNTY PART) *								
72	Accommodation & foodservices	34	D	D	D	e	D	D
721	Accommodation	3	D	D	D	b	D	D
7213	Rooming & boarding houses	1	D	D	D	b	D	D
72131	Rooming & boarding houses	1	D	D	D	b	D	D
721310	Rooming & boarding houses	1	D	D	D	b	D	D
722	Foodservices & drinking places	31	10 392	2 791	639	406	31.9	2.0
7222	Limited-service eating places	11	5 022	1 262	275	223	29.0	.6
BURLINGTON, WI (WALWORTH COUNTY PART) *								
72	Accommodation & foodservices	1	D	D	D	a	D	D
721	Accommodation	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 ¹	Estimated ²
CALEDONIA TOWN, WI								
72	Accommodation & foodservices	28	D	D	D	c	D	D
721	Accommodation	1	D	D	D	a	D	D
7212	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
721211	RV (recreational vehicle) parks & campgrounds	1	D	D	D	a	D	D
722	Foodservices & drinking places	27	D	D	D	c	D	D
7224	Drinking places (alcoholic beverages)	15	2 664	521	100	67	25.7	49.9
72241	Drinking places (alcoholic beverages)	15	2 664	521	100	67	25.7	49.9
722410	Drinking places (alcoholic beverages)	15	2 664	521	100	67	25.7	49.9
CEDARBURG, WI								
72	Accommodation & foodservices	35	11 084	3 336	751	507	22.3	4.1
721	Accommodation	4	D	D	D	b	D	D
722	Foodservices & drinking places	31	D	D	D	e	D	D
7222	Limited-service eating places	12	4 128	1 227	266	185	29.6	5.2
CHILTON, WI								
72	Accommodation & foodservices	18	D	D	D	c	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Foodservices & drinking places	17	3 690	989	165	138	43.5	11.9
CHIPPEWA FALLS, WI								
72	Accommodation & foodservices	66	20 144	5 220	1 202	748	29.2	4.3
721	Accommodation	2	D	D	D	b	D	D
722	Foodservices & drinking places	64	D	D	D	f	D	D
7222	Limited-service eating places	20	7 953	2 027	457	277	19.0	2.5
7224	Drinking places (alcoholic beverages)	27	2 988	487	107	103	65.0	4.4
72241	Drinking places (alcoholic beverages)	27	2 988	487	107	103	65.0	4.4
722410	Drinking places (alcoholic beverages)	27	2 988	487	107	103	65.0	4.4
CLINTONVILLE, WI								
72	Accommodation & foodservices	16	D	D	D	c	D	D
721	Accommodation	2	D	D	D	a	D	D
722	Foodservices & drinking places	14	4 435	1 298	296	176	57.2	1.5
COLUMBUS, WI *								
72	Accommodation & foodservices	14	D	D	D	c	D	D
721	Accommodation	1	D	D	D	b	D	D
722	Foodservices & drinking places	13	3 050	731	164	113	41.2	1.1
COLUMBUS, WI (COLUMBIA COUNTY PART) *								
72	Accommodation & foodservices	13	D	D	D	c	D	D
721	Accommodation	1	D	D	D	b	D	D
722	Foodservices & drinking places	12	D	D	D	c	D	D
COLUMBUS, WI (DODGE COUNTY PART) *								
72	Accommodation & foodservices	1	D	D	D	a	D	D
722	Foodservices & drinking places	1	D	D	D	a	D	D
CROSS PLAINS, WI								
72	Accommodation & foodservices	9	2 703	730	176	141	18.6	3.8
722	Foodservices & drinking places	9	2 703	730	176	141	18.6	3.8

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 ¹	Estimated ²
CUDAHY, WI								
72	Accommodation & foodservices	38	D	D	D	e	D	D
721	Accommodation	1	D	D	D	a	D	D
7212	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	1	D	D	D	a	D	D
722	Foodservices & drinking places	37	10 494	2 771	690	443	21.0	16.6
7222	Limited-service eating places	10	4 304	1 018	239	153	19.7	14.4
7223	Special foodservices	4	1 223	359	83	74	—	16.4
DE FOREST, WI								
72	Accommodation & foodservices	10	4 589	1 110	246	151	19.9	3.7
722	Foodservices & drinking places	10	4 589	1 110	246	151	19.9	3.7
DELAFIELD, WI								
72	Accommodation & foodservices	29	18 772	5 311	1 129	605	14.7	23.0
721	Accommodation	3	1 708	384	24	23	—	21.0
722	Foodservices & drinking places	26	17 064	4 927	1 105	582	16.1	23.2
7222	Limited-service eating places	10	6 059	1 619	375	216	5.0	.3
DELAVAN, WI								
72	Accommodation & foodservices	46	31 353	8 912	2 053	919	13.3	51.4
721	Accommodation	6	D	D	D	e	D	D
7211	Traveler accommodation	5	D	D	D	e	D	D
72111	Hotels (except casino hotels) & motels	3	D	D	D	e	D	D
721110	Hotels (except casino hotels) & motels	3	D	D	D	e	D	D
7211101	Hotels (except casino hotels) with 25 guestrooms or more	2	D	D	D	e	D	D
7212	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
722	Foodservices & drinking places	40	D	D	D	f	D	D
7222	Limited-service eating places	12	5 491	1 643	372	218	17.2	—
DE PERE, WI								
72	Accommodation & foodservices	49	20 295	5 990	1 345	786	24.0	8.1
721	Accommodation	2	D	D	D	b	D	D
7212	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
722	Foodservices & drinking places	47	D	D	D	f	D	D
7222	Limited-service eating places	13	8 029	2 288	539	335	6.1	7.9
7223	Special foodservices	2	D	D	D	b	D	D
DODGEVILLE, WI								
72	Accommodation & foodservices	20	8 039	2 305	465	276	23.1	2.6
721	Accommodation	4	1 789	451	101	52	28.2	2.9
722	Foodservices & drinking places	16	6 250	1 854	364	224	21.6	2.5
EAST TROY, WI								
72	Accommodation & foodservices	13	3 195	791	120	109	58.1	10.2
722	Foodservices & drinking places	13	3 195	791	120	109	58.1	10.2

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 ¹	Estimated ²
EAU CLAIRE, WI *								
72	Accommodation & foodservices	200	108 403	32 866	7 597	4 659	8.9	8.3
721	Accommodation	23	20 538	5 621	1 320	658	.4	6.3
7211	Traveler accommodation	21	D	D	D	f	D	D
72111	Hotels (except casino hotels) & motels	21	D	D	D	f	D	D
721110	Hotels (except casino hotels) & motels	21	D	D	D	f	D	D
7211101	Hotels (except casino hotels) with 25 guestrooms or more	7	D	D	D	e	D	D
7211103	Motels	13	D	D	D	c	D	D
7211104	Motor hotels	1	D	D	D	b	D	D
722	Foodservices & drinking places	177	87 865	27 245	6 277	4 001	10.9	8.7
7221	Full-service restaurants	47	33 648	11 863	2 736	1 583	11.5	4.0
72211	Full-service restaurants	47	33 648	11 863	2 736	1 583	11.5	4.0
722110	Full-service restaurants	47	33 648	11 863	2 736	1 583	11.5	4.0
7222	Limited-service eating places	86	39 755	11 768	2 598	1 721	9.9	5.5
72221	Limited-service eating places	86	39 755	11 768	2 598	1 721	9.9	5.5
722211	Limited-service restaurants	69	D	D	D	g	D	D
7223	Special foodservices	9	D	D	D	e	D	D
7224	Drinking places (alcoholic beverages)	35	D	D	D	e	D	D
72241	Drinking places (alcoholic beverages)	35	D	D	D	e	D	D
722410	Drinking places (alcoholic beverages)	35	D	D	D	e	D	D
EAU CLAIRE, WI (CHIPPEWA COUNTY PART) *								
72	Accommodation & foodservices	3	941	163	40	23	D	—
721	Accommodation	1	D	D	D	a	D	D
722	Foodservices & drinking places	2	D	D	D	a	D	D
EAU CLAIRE, WI (EAU CLAIRE COUNTY PART) *								
72	Accommodation & foodservices	197	107 462	32 703	7 557	4 636	8.7	8.3
721	Accommodation	22	D	D	D	f	D	D
7211	Traveler accommodation	20	D	D	D	f	D	D
72111	Hotels (except casino hotels) & motels	20	D	D	D	f	D	D
721110	Hotels (except casino hotels) & motels	20	D	D	D	f	D	D
7211101	Hotels (except casino hotels) with 25 guestrooms or more	7	D	D	D	e	D	D
7211103	Motels	12	D	D	D	c	D	D
7211104	Motor hotels	1	D	D	D	b	D	D
722	Foodservices & drinking places	175	D	D	D	h	D	D
7221	Full-service restaurants	47	33 648	11 863	2 736	1 583	11.5	4.0
72211	Full-service restaurants	47	33 648	11 863	2 736	1 583	11.5	4.0
722110	Full-service restaurants	47	33 648	11 863	2 736	1 583	11.5	4.0
7222	Limited-service eating places	85	D	D	D	g	D	D
72221	Limited-service eating places	85	D	D	D	g	D	D
722211	Limited-service restaurants	68	D	D	D	g	D	D
7223	Special foodservices	9	D	D	D	e	D	D
7224	Drinking places (alcoholic beverages)	34	D	D	D	e	D	D
72241	Drinking places (alcoholic beverages)	34	D	D	D	e	D	D
722410	Drinking places (alcoholic beverages)	34	D	D	D	e	D	D
EDGERTON, WI								
72	Accommodation & foodservices	19	D	D	D	c	D	D
721	Accommodation	2	D	D	D	b	D	D
72111	Hotels (except casino hotels) & motels	2	D	D	D	b	D	D
721110	Hotels (except casino hotels) & motels	2	D	D	D	b	D	D
722	Foodservices & drinking places	17	D	D	D	b	D	D
ELKHORN, WI								
72	Accommodation & foodservices	24	8 681	2 193	460	367	24.5	17.6
721	Accommodation	3	729	112	34	19	—	—
7213	Rooming & boarding houses	1	D	D	D	a	D	D
72131	Rooming & boarding houses	1	D	D	D	a	D	D
721310	Rooming & boarding houses	1	D	D	D	a	D	D
722	Foodservices & drinking places	21	7 952	2 081	426	348	26.7	19.2
ELLSWORTH, WI								
72	Accommodation & foodservices	19	D	D	D	b	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Foodservices & drinking places	18	2 627	559	98	81	48.1	16.6

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 ¹	Estimated ²
ELM GROVE, WI								
72	Accommodation & foodservices	16	6 538	1 731	380	225	39.0	.5
721	Accommodation	7	2 984	639	116	72	75.5	1.2
72111	Hotels (except casino hotels) & motels	7	2 984	639	116	72	75.5	1.2
721110	Hotels (except casino hotels) & motels	7	2 984	639	116	72	75.5	1.2
722	Foodservices & drinking places	9	3 554	1 092	264	153	8.3	—
EVANSVILLE, WI								
72	Accommodation & foodservices	13	2 342	415	99	84	15.9	28.8
722	Foodservices & drinking places	13	2 342	415	99	84	15.9	28.8
FITCHBURG, WI								
72	Accommodation & foodservices	16	D	D	D	e	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Foodservices & drinking places	15	8 637	2 830	651	332	16.0	2.5
7222	Limited-service eating places	10	5 445	1 521	375	187	8.1	3.9
FOND DU LAC, WI								
72	Accommodation & foodservices	134	69 261	19 420	4 633	2 525	12.0	6.0
721	Accommodation	11	8 690	2 189	502	254	3.5	10.1
72111	Hotels (except casino hotels) & motels	9	D	D	D	e	D	D
721110	Hotels (except casino hotels) & motels	9	D	D	D	e	D	D
7212	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
722	Foodservices & drinking places	123	60 571	17 231	4 131	2 271	13.2	5.4
7221	Full-service restaurants	33	23 542	8 335	2 050	987	14.4	2.6
72211	Full-service restaurants	33	23 542	8 335	2 050	987	14.4	2.6
722110	Full-service restaurants	33	23 542	8 335	2 050	987	14.4	2.6
7222	Limited-service eating places	56	31 382	7 635	1 791	1 118	6.6	5.9
72221	Limited-service eating places	56	31 382	7 635	1 791	1 118	6.6	5.9
722211	Limited-service restaurants	48	D	D	D	g	D	D
7223	Special foodservices	4	1 368	541	119	52	17.1	—
7224	Drinking places (alcoholic beverages)	30	4 279	720	171	114	53.7	18.1
72241	Drinking places (alcoholic beverages)	30	4 279	720	171	114	53.7	18.1
722410	Drinking places (alcoholic beverages)	30	4 279	720	171	114	53.7	18.1
FORT ATKINSON, WI								
72	Accommodation & foodservices	44	12 479	3 123	680	452	38.4	3.6
721	Accommodation	5	1 715	397	84	72	—	—
7212	RV (recreational vehicle) parks & recreational camps	1	D	D	D	b	D	D
72121	RV (recreational vehicle) parks & recreational camps	1	D	D	D	b	D	D
721211	RV (recreational vehicle) parks & campgrounds	1	D	D	D	b	D	D
722	Foodservices & drinking places	39	10 764	2 726	596	380	44.6	4.1
7222	Limited-service eating places	16	5 149	1 428	288	182	34.1	6.4
FOX POINT, WI								
72	Accommodation & foodservices	10	6 350	1 528	378	212	9.9	22.9
722	Foodservices & drinking places	10	6 350	1 528	378	212	9.9	22.9
FRANKLIN, WI								
72	Accommodation & foodservices	36	D	D	D	e	D	D
721	Accommodation	3	D	D	D	a	D	D
722	Foodservices & drinking places	33	D	D	D	e	D	D
7222	Limited-service eating places	14	6 089	1 487	365	178	10.2	6.5
7224	Drinking places (alcoholic beverages)	9	2 783	544	119	97	39.8	4.4
72241	Drinking places (alcoholic beverages)	9	2 783	544	119	97	39.8	4.4
722410	Drinking places (alcoholic beverages)	9	2 783	544	119	97	39.8	4.4
GERMANTOWN, WI								
72	Accommodation & foodservices	36	D	D	D	f	D	D
721	Accommodation	2	D	D	D	b	D	D
722	Foodservices & drinking places	34	21 135	6 060	1 459	825	10.6	9.3
7222	Limited-service eating places	14	9 938	2 659	673	387	6.6	15.4
72221	Limited-service eating places	14	9 938	2 659	673	387	6.6	15.4

See footnotes at end of table.

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							From administrative records ¹	Estimated ²
GLENDALE, WI								
72	Accommodation & foodservices	47	44 351	11 884	2 846	1 253	2.4	6.0
721	Accommodation	9	D	D	D	e	D	D
7211	Traveler accommodation	8	16 184	3 600	855	330	—	1.5
72111	Hotels (except casino hotels) & motels	8	16 184	3 600	855	330	—	1.5
721110	Hotels (except casino hotels) & motels	8	16 184	3 600	855	330	—	1.5
7211101	Hotels (except casino hotels) with 25 guestrooms or more	5	14 487	3 234	789	301	—	—
722	Foodservices & drinking places	38	D	D	D	f	D	D
7222	Limited-service eating places	16	12 287	3 228	802	338	4.9	3.7
72221	Limited-service eating places	16	12 287	3 228	802	338	4.9	3.7
GRAFTON, WI								
72	Accommodation & foodservices	24	7 613	1 888	477	266	49.1	1.9
722	Foodservices & drinking places	24	7 613	1 888	477	266	49.1	1.9
7222	Limited-service eating places	10	5 378	1 334	333	189	44.0	.3
GRAND CHUTE TOWN, WI								
72	Accommodation & foodservices	78	67 741	18 558	4 410	2 170	3.3	7.4
721	Accommodation	17	D	D	D	e	D	D
7211	Traveler accommodation	17	D	D	D	e	D	D
72111	Hotels (except casino hotels) & motels	17	D	D	D	e	D	D
721110	Hotels (except casino hotels) & motels	17	D	D	D	e	D	D
7211101	Hotels (except casino hotels) with 25 guestrooms or more	10	D	D	D	e	D	D
7211104	Motor hotels	2	D	D	D	b	D	D
722	Foodservices & drinking places	61	D	D	D	g	D	D
7221	Full-service restaurants	22	24 047	7 741	1 876	898	.8	8.4
72211	Full-service restaurants	22	24 047	7 741	1 876	898	.8	8.4
722110	Full-service restaurants	22	24 047	7 741	1 876	898	.8	8.4
7222	Limited-service eating places	31	19 950	5 293	1 262	676	2.8	3.8
72221	Limited-service eating places	31	19 950	5 293	1 262	676	2.8	3.8
722211	Limited-service restaurants	28	19 479	5 164	1 236	657	2.5	3.9
7223	Special foodservices	3	D	D	D	c	D	D
GREEN BAY, WI								
72	Accommodation & foodservices	286	137 897	40 123	9 861	5 153	14.8	7.2
721	Accommodation	16	19 351	6 390	1 645	709	8.2	.5
7211	Traveler accommodation	14	D	D	D	f	D	D
72111	Hotels (except casino hotels) & motels	12	D	D	D	f	D	D
721110	Hotels (except casino hotels) & motels	12	D	D	D	f	D	D
7211101	Hotels (except casino hotels) with 25 guestrooms or more	6	17 456	5 904	1 511	640	7.1	—
7212	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	1	D	D	D	a	D	D
7213	Rooming & boarding houses	1	D	D	D	a	D	D
72131	Rooming & boarding houses	1	D	D	D	a	D	D
721310	Rooming & boarding houses	1	D	D	D	a	D	D
722	Foodservices & drinking places	270	118 546	33 733	8 216	4 444	15.9	8.3
7221	Full-service restaurants	73	38 559	12 701	3 160	1 613	19.7	5.0
72211	Full-service restaurants	73	38 559	12 701	3 160	1 613	19.7	5.0
722110	Full-service restaurants	73	38 559	12 701	3 160	1 613	19.7	5.0
7222	Limited-service eating places	95	51 110	14 571	3 545	2 018	8.1	9.3
72221	Limited-service eating places	95	51 110	14 571	3 545	2 018	8.1	9.3
722211	Limited-service restaurants	83	48 933	13 953	3 415	1 932	7.8	9.0
7223	Special foodservices	15	13 440	3 632	871	379	—	17.3
7224	Drinking places (alcoholic beverages)	87	15 437	2 829	640	434	46.2	5.4
72241	Drinking places (alcoholic beverages)	87	15 437	2 829	640	434	46.2	5.4
722410	Drinking places (alcoholic beverages)	87	15 437	2 829	640	434	46.2	5.4
GREENDALE, WI								
72	Accommodation & foodservices	23	10 109	2 310	571	290	9.8	6.9
722	Foodservices & drinking places	23	10 109	2 310	571	290	9.8	6.9
7222	Limited-service eating places	15	6 966	1 491	371	188	6.9	10.1

See footnotes at end of table.

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							From administrative records ¹	Estimated ²
GREENFIELD, WI								
72	Accommodation & foodservices	74	58 379	17 289	4 033	2 176	12.7	5.1
721	Accommodation	2	D	D	D	a	D	D
722	Foodservices & drinking places	72	D	D	D	g	D	D
7221	Full-service restaurants	35	31 138	10 057	2 336	1 287	14.0	7.7
72211	Full-service restaurants	35	31 138	10 057	2 336	1 287	14.0	7.7
722110	Full-service restaurants	35	31 138	10 057	2 336	1 287	14.0	7.7
7222	Limited-service eating places	24	22 266	5 824	1 368	643	6.7	—
72221	Limited-service eating places	24	22 266	5 824	1 368	643	6.7	—
7224	Drinking places (alcoholic beverages)	11	D	D	D	c	D	D
72241	Drinking places (alcoholic beverages)	11	D	D	D	c	D	D
722410	Drinking places (alcoholic beverages)	11	D	D	D	c	D	D
HALES CORNERS, WI								
72	Accommodation & foodservices	29	21 043	5 981	1 405	706	26.4	4.5
722	Foodservices & drinking places	29	21 043	5 981	1 405	706	26.4	4.5
7222	Limited-service eating places	15	D	D	D	c	D	D
HARTFORD, WI *								
72	Accommodation & foodservices	30	13 519	3 858	882	500	16.6	6.8
721	Accommodation	4	778	208	34	18	36.5	—
722	Foodservices & drinking places	26	12 741	3 650	848	482	15.4	7.3
7222	Limited-service eating places	12	5 906	1 611	397	258	20.0	.2
HARTFORD, WI (WASHINGTON COUNTY PART) *								
72	Accommodation & foodservices	30	13 519	3 858	882	500	16.6	6.8
721	Accommodation	4	778	208	34	18	36.5	—
722	Foodservices & drinking places	26	12 741	3 650	848	482	15.4	7.3
7222	Limited-service eating places	12	5 906	1 611	397	258	20.0	.2
HARTLAND, WI								
72	Accommodation & foodservices	15	6 241	2 128	471	294	36.3	2.0
721	Accommodation	2	D	D	D	a	D	D
7212	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	1	D	D	D	a	D	D
722	Foodservices & drinking places	13	D	D	D	e	D	D
HOLMEN, WI								
72	Accommodation & foodservices	12	3 083	838	132	87	17.6	34.8
721	Accommodation	1	D	D	D	a	D	D
7212	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	1	D	D	D	a	D	D
722	Foodservices & drinking places	11	D	D	D	b	D	D
HORICON, WI								
72	Accommodation & foodservices	16	D	D	D	c	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Foodservices & drinking places	15	D	D	D	b	D	D
HOWARD, WI								
72	Accommodation & foodservices	39	D	D	D	f	D	D
721	Accommodation	2	D	D	D	b	D	D
722	Foodservices & drinking places	37	15 402	5 111	1 073	666	11.9	14.2
7222	Limited-service eating places	12	5 865	1 701	332	218	.9	26.2
HOWARDS GROVE, WI								
72	Accommodation & foodservices	4	D	D	D	c	D	D
722	Foodservices & drinking places	4	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 ¹	Estimated ²
HUDSON, WI								
72	Accommodation & foodservices	37	21 892	6 288	1 378	838	12.9	6.5
721	Accommodation	7	4 312	1 238	293	167	—	13.4
72111	Hotels (except casino hotels) & motels	5	D	D	D	c	D	D
721110	Hotels (except casino hotels) & motels	5	D	D	D	c	D	D
722	Foodservices & drinking places	30	17 580	5 050	1 085	671	16.1	4.8
7222	Limited-service eating places	14	7 673	1 936	430	251	27.9	—
JACKSON, WI								
72	Accommodation & foodservices	10	D	D	D	c	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Foodservices & drinking places	9	2 404	565	125	112	40.1	—
JANESVILLE, WI								
72	Accommodation & foodservices	154	88 345	24 186	5 580	3 107	16.4	3.1
721	Accommodation	12	11 403	2 761	630	374	29.7	.5
7211	Traveler accommodation	12	11 403	2 761	630	374	29.7	.5
72111	Hotels (except casino hotels) & motels	12	11 403	2 761	630	374	29.7	.5
721110	Hotels (except casino hotels) & motels	12	11 403	2 761	630	374	29.7	.5
7211101	Hotels (except casino hotels) with 25 guestrooms or more	6	D	D	D	e	D	D
7211103	Motels	6	D	D	D	b	D	D
722	Foodservices & drinking places	142	76 942	21 425	4 950	2 733	14.4	3.4
7221	Full-service restaurants	44	32 670	10 563	2 516	1 370	14.2	1.8
72211	Full-service restaurants	44	32 670	10 563	2 516	1 370	14.2	1.8
722110	Full-service restaurants	44	32 670	10 563	2 516	1 370	14.2	1.8
7222	Limited-service eating places	53	32 528	8 389	1 867	1 125	12.4	3.7
72221	Limited-service eating places	53	32 528	8 389	1 867	1 125	12.4	3.7
722211	Limited-service restaurants	41	29 803	7 773	1 737	1 009	9.6	3.8
7223	Special foodservices	8	4 110	991	208	56	—	3.5
7224	Drinking places (alcoholic beverages)	37	7 634	1 482	359	182	31.3	9.1
72241	Drinking places (alcoholic beverages)	37	7 634	1 482	359	182	31.3	9.1
722410	Drinking places (alcoholic beverages)	37	7 634	1 482	359	182	31.3	9.1
JEFFERSON, WI								
72	Accommodation & foodservices	26	D	D	D	c	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Foodservices & drinking places	25	5 901	1 602	355	238	36.2	11.5
KAUKAUNA, WI								
72	Accommodation & foodservices	30	D	D	D	e	D	D
721	Accommodation	2	D	D	D	b	D	D
722	Foodservices & drinking places	28	D	D	D	e	D	D
KENOSHA, WI								
72	Accommodation & foodservices	207	78 632	21 774	5 176	2 787	25.7	5.1
721	Accommodation	5	3 489	760	177	78	9.2	5.8
72111	Hotels (except casino hotels) & motels	4	D	D	D	b	D	D
721110	Hotels (except casino hotels) & motels	4	D	D	D	b	D	D
7213	Rooming & boarding houses	1	D	D	D	a	D	D
72131	Rooming & boarding houses	1	D	D	D	a	D	D
721310	Rooming & boarding houses	1	D	D	D	a	D	D
722	Foodservices & drinking places	202	75 143	21 014	4 999	2 709	26.5	5.1
7221	Full-service restaurants	63	32 511	10 395	2 556	1 262	25.5	7.7
72211	Full-service restaurants	63	32 511	10 395	2 556	1 262	25.5	7.7
722110	Full-service restaurants	63	32 511	10 395	2 556	1 262	25.5	7.7
7222	Limited-service eating places	67	30 048	8 270	1 889	1 123	17.4	1.2
72221	Limited-service eating places	67	30 048	8 270	1 889	1 123	17.4	1.2
722211	Limited-service restaurants	60	D	D	D	g	D	D
7223	Special foodservices	9	D	D	D	c	D	D
7224	Drinking places (alcoholic beverages)	63	D	D	D	c	D	D
72241	Drinking places (alcoholic beverages)	63	D	D	D	c	D	D
722410	Drinking places (alcoholic beverages)	63	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 ¹	Estimated ²
KEWASKUM, WI *								
72	Accommodation & foodservices	9	D	D	D	b	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Foodservices & drinking places	8	1 902	490	90	88	37.3	19.4
KEWASKUM, WI (WASHINGTON COUNTY PART) *								
72	Accommodation & foodservices	9	D	D	D	b	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Foodservices & drinking places	8	1 902	490	90	88	37.3	19.4
KEWAUNEE, WI								
72	Accommodation & foodservices	12	2 167	549	110	109	72.8	8.6
721	Accommodation	3	557	113	28	41	—	33.6
722	Foodservices & drinking places	9	1 610	436	82	68	98.0	—
KIEL, WI *								
72	Accommodation & foodservices	12	D	D	D	c	D	D
721	Accommodation	1	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	1	D	D	D	a	D	D
722	Foodservices & drinking places	11	3 452	651	142	132	80.6	1.4
KIEL, WI (CALUMET COUNTY PART) *								
72	Accommodation & foodservices	2	D	D	D	b	D	D
722	Foodservices & drinking places	2	D	D	D	b	D	D
KIEL, WI (MANITOWOC COUNTY PART) *								
72	Accommodation & foodservices	10	D	D	D	c	D	D
721	Accommodation	1	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	1	D	D	D	a	D	D
722	Foodservices & drinking places	9	D	D	D	c	D	D
KIMBERLY, WI								
72	Accommodation & foodservices	16	8 026	1 938	390	312	22.4	.4
722	Foodservices & drinking places	16	8 026	1 938	390	312	22.4	.4
7222	Limited-service eating places	7	3 877	912	220	154	30.2	—
7223	Special foodservices	2	D	D	D	b	D	D
LA CROSSE, WI								
72	Accommodation & foodservices	208	98 294	29 189	6 730	3 799	14.1	2.7
721	Accommodation	20	20 811	5 604	1 336	556	.1	—
7211	Traveler accommodation	19	D	D	D	f	D	D
72111	Hotels (except casino hotels) & motels	19	D	D	D	f	D	D
721110	Hotels (except casino hotels) & motels	19	D	D	D	f	D	D
7211101	Hotels (except casino hotels) with 25 guestrooms or more	8	D	D	D	e	D	D
7211104	Motor hotels	1	D	D	D	b	D	D
7212	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
721211	RV (recreational vehicle) parks & campgrounds	1	D	D	D	a	D	D
722	Foodservices & drinking places	188	77 483	23 585	5 394	3 243	17.9	3.5
7221	Full-service restaurants	48	31 176	10 996	2 432	1 314	11.1	2.6
72211	Full-service restaurants	48	31 176	10 996	2 432	1 314	11.1	2.6
722110	Full-service restaurants	48	31 176	10 996	2 432	1 314	11.1	2.6
7222	Limited-service eating places	63	27 123	8 019	1 937	1 244	15.6	4.2
72221	Limited-service eating places	63	27 123	8 019	1 937	1 244	15.6	4.2
722211	Limited-service restaurants	54	D	D	D	g	D	D
7223	Special foodservices	10	D	D	D	e	D	D
7224	Drinking places (alcoholic beverages)	67	D	D	D	e	D	D
72241	Drinking places (alcoholic beverages)	67	D	D	D	e	D	D
722410	Drinking places (alcoholic beverages)	67	D	D	D	e	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 ¹	Estimated ²
LADYSMITH, WI								
72	Accommodation & foodservices	22	D	D	D	c	D	D
721	Accommodation	7	D	D	D	b	D	D
721214	Recreational & vacation camps (except campgrounds)	1	D	D	D	a	D	D
722	Foodservices & drinking places	15	4 588	1 332	279	187	24.1	11.1
LAKE GENEVA, WI								
72	Accommodation & foodservices	65	60 832	20 667	4 123	1 624	12.0	3.4
721	Accommodation	10	33 645	12 388	2 553	796	2.1	.8
7211	Traveler accommodation	10	33 645	12 388	2 553	796	2.1	.8
72111	Hotels (except casino hotels) & motels	8	D	D	D	f	D	D
721110	Hotels (except casino hotels) & motels	8	D	D	D	f	D	D
7211101	Hotels (except casino hotels) with 25 guestrooms or more	4	D	D	D	f	D	D
7211102	Hotels with less than 25 guestrooms	3	D	D	D	a	D	D
722	Foodservices & drinking places	55	27 187	8 279	1 570	828	24.1	6.7
7222	Limited-service eating places	20	9 042	2 271	446	276	11.7	8.6
LAKE MILLS, WI								
72	Accommodation & foodservices	19	6 216	1 656	352	274	25.5	15.3
721	Accommodation	3	429	100	18	23	D	—
722	Foodservices & drinking places	16	5 787	1 556	334	251	23.9	16.4
LANCASTER, WI								
72	Accommodation & foodservices	10	2 283	625	145	114	36.7	5.2
721	Accommodation	2	D	D	D	a	D	D
722	Foodservices & drinking places	8	D	D	D	c	D	D
LITTLE CHUTE, WI								
72	Accommodation & foodservices	19	7 447	1 938	488	255	25.0	32.8
722	Foodservices & drinking places	19	7 447	1 938	488	255	25.0	32.8
LODI, WI								
72	Accommodation & foodservices	13	D	D	D	c	D	D
721	Accommodation	1	D	D	D	a	D	D
7211102	Hotels with less than 25 guestrooms	1	D	D	D	a	D	D
722	Foodservices & drinking places	12	D	D	D	c	D	D
MCFARLAND, WI								
72	Accommodation & foodservices	16	D	D	D	e	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Foodservices & drinking places	15	6 824	1 785	412	303	32.0	—

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 ¹	Estimated ²
MADISON, WI								
72	Accommodation & foodservices	602	390 803	110 857	26 565	12 763	10.7	12.8
721	Accommodation	65	77 529	20 415	4 906	1 873	3.2	14.3
7211	Traveler accommodation	44	D	D	D	g	D	D
721111	Hotels (except casino hotels) & motels	42	72 731	19 565	4 690	1 726	2.0	14.5
721110	Hotels (except casino hotels) & motels	42	72 731	19 565	4 690	1 726	2.0	14.5
7211101	Hotels (except casino hotels) with 25 guestrooms or more	23	64 071	17 361	4 167	1 476	—	14.8
7211102	Hotels with less than 25 guestrooms	3	D	D	D	a	D	D
7211103	Motels	11	5 167	1 193	277	148	8.6	14.9
7211104	Motor hotels	5	D	D	D	b	D	D
7213	Rooming & boarding houses	21	D	D	D	c	D	D
72131	Rooming & boarding houses	21	D	D	D	c	D	D
721310	Rooming & boarding houses	21	D	D	D	c	D	D
722	Foodservices & drinking places	537	313 274	90 442	21 659	10 890	12.6	12.4
7221	Full-service restaurants	178	136 020	42 989	10 433	5 243	12.8	5.2
72211	Full-service restaurants	178	136 020	42 989	10 433	5 243	12.8	5.2
722110	Full-service restaurants	178	136 020	42 989	10 433	5 243	12.8	5.2
7222	Limited-service eating places	244	138 363	37 395	8 924	4 473	11.8	18.0
72221	Limited-service eating places	244	138 363	37 395	8 924	4 473	11.8	18.0
722211	Limited-service restaurants	201	126 385	34 237	8 170	4 061	11.3	18.0
722212	Cafeterias	6	1 528	319	55	21	52.2	6.5
722213	Snack & nonalcoholic beverage bars	37	10 450	2 839	699	391	12.9	20.0
7223	Special foodservices	24	11 935	3 418	762	316	5.3	39.3
7224	Drinking places (alcoholic beverages)	91	26 956	6 640	1 540	858	18.3	7.7
72241	Drinking places (alcoholic beverages)	91	26 956	6 640	1 540	858	18.3	7.7
722410	Drinking places (alcoholic beverages)	91	26 956	6 640	1 540	858	18.3	7.7
MANITOWOC, WI								
72	Accommodation & foodservices	92	38 202	10 618	2 484	1 480	25.9	4.5
721	Accommodation	8	8 063	2 646	653	284	.9	7.1
72111	Hotels (except casino hotels) & motels	6	D	D	D	e	D	D
721110	Hotels (except casino hotels) & motels	6	D	D	D	e	D	D
721214	Recreational & vacation camps (except campgrounds)	1	D	D	D	a	D	D
722	Foodservices & drinking places	84	30 139	7 972	1 831	1 196	32.6	3.8
7222	Limited-service eating places	23	11 418	2 722	584	381	11.9	4.0
72221	Limited-service eating places	23	11 418	2 722	584	381	11.9	4.0
7224	Drinking places (alcoholic beverages)	27	D	D	D	c	D	D
72241	Drinking places (alcoholic beverages)	27	D	D	D	c	D	D
722410	Drinking places (alcoholic beverages)	27	D	D	D	c	D	D
MARINETTE, WI								
72	Accommodation & foodservices	51	17 523	4 908	1 119	695	35.4	2.9
721	Accommodation	9	3 655	1 029	215	118	5.4	—
72111	Hotels (except casino hotels) & motels	5	3 335	922	192	110	—	—
721110	Hotels (except casino hotels) & motels	5	3 335	922	192	110	—	—
7213	Rooming & boarding houses	2	D	D	D	a	D	D
72131	Rooming & boarding houses	2	D	D	D	a	D	D
721310	Rooming & boarding houses	2	D	D	D	a	D	D
722	Foodservices & drinking places	42	13 868	3 879	904	577	43.2	3.7
7222	Limited-service eating places	11	6 148	1 540	343	256	28.1	2.7
MARSHALL, WI								
72	Accommodation & foodservices	5	898	207	46	37	78.5	6.8
722	Foodservices & drinking places	5	898	207	46	37	78.5	6.8
MARSHFIELD, WI *								
72	Accommodation & foodservices	74	28 908	7 769	1 810	1 127	23.6	4.3
721	Accommodation	10	4 248	1 203	273	149	—	—
72111	Hotels (except casino hotels) & motels	10	4 248	1 203	273	149	—	—
721110	Hotels (except casino hotels) & motels	10	4 248	1 203	273	149	—	—
722	Foodservices & drinking places	64	24 660	6 566	1 537	978	27.6	5.0
7222	Limited-service eating places	22	11 049	2 919	662	412	26.3	3.1
72221	Limited-service eating places	22	11 049	2 919	662	412	26.3	3.1
7224	Drinking places (alcoholic beverages)	16	D	D	D	b	D	D
72241	Drinking places (alcoholic beverages)	16	D	D	D	b	D	D
722410	Drinking places (alcoholic beverages)	16	D	D	D	b	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 ¹	Estimated ²	
MARSHFIELD, WI (MARATHON COUNTY PART) *									
72	Accommodation & foodservices	1	D	D	D	D	a	D	D
721	Accommodation	1	D	D	D	D	a	D	D
MARSHFIELD, WI (WOOD COUNTY PART) *									
72	Accommodation & foodservices	73	D	D	D	D	g	D	D
721	Accommodation	9	D	D	D	D	c	D	D
72111	Hotels (except casino hotels) & motels	9	D	D	D	D	c	D	D
721110	Hotels (except casino hotels) & motels	9	D	D	D	D	c	D	D
722	Foodservices & drinking places	64	24 660	6 566	1 537	978		27.6	5.0
7222	Limited-service eating places	22	11 049	2 919	662	412		26.3	3.1
72221	Limited-service eating places	22	11 049	2 919	662	412		26.3	3.1
7224	Drinking places (alcoholic beverages)	16	D	D	D	D	b	D	D
72241	Drinking places (alcoholic beverages)	16	D	D	D	D	b	D	D
722410	Drinking places (alcoholic beverages)	16	D	D	D	D	b	D	D
MAUSTON, WI									
72	Accommodation & foodservices	28	13 622	4 214	902	520		18.9	1.8
721	Accommodation	6	3 116	925	181	105		19.8	—
7212	RV (recreational vehicle) parks & recreational camps	1	D	D	D	D	b	D	D
72121	RV (recreational vehicle) parks & recreational camps	1	D	D	D	D	b	D	D
721214	Recreational & vacation camps (except campgrounds)	1	D	D	D	D	b	D	D
722	Foodservices & drinking places	22	10 506	3 289	721	415		18.7	2.4
7222	Limited-service eating places	7	4 294	1 112	212	158		3.4	—
MAYVILLE, WI									
72	Accommodation & foodservices	15	2 891	690	163	125		26.4	—
721	Accommodation	1	D	D	D	D	a	D	D
722	Foodservices & drinking places	14	D	D	D	D	c	D	D
MEDFORD, WI									
72	Accommodation & foodservices	28	8 721	2 528	608	391		40.9	.3
721	Accommodation	7	958	230	65	39		11.2	2.7
722	Foodservices & drinking places	21	7 763	2 298	543	352		44.6	—
7222	Limited-service eating places	7	D	D	D	D	c	D	D
MENASHA, WI *									
72	Accommodation & foodservices	36	14 261	3 611	832	516		19.0	4.5
722	Foodservices & drinking places	36	14 261	3 611	832	516		19.0	4.5
7222	Limited-service eating places	11	5 242	1 370	341	195		11.6	1.7
7223	Special foodservices	3	1 491	293	73	37		D	—
7224	Drinking places (alcoholic beverages)	10	3 266	640	132	96		11.2	12.8
72241	Drinking places (alcoholic beverages)	10	3 266	640	132	96		11.2	12.8
722410	Drinking places (alcoholic beverages)	10	3 266	640	132	96		11.2	12.8
MENASHA, WI (CALUMET COUNTY PART) *									
72	Accommodation & foodservices	3	D	D	D	D	b	D	D
722	Foodservices & drinking places	3	D	D	D	D	b	D	D
MENASHA, WI (WINNEBAGO COUNTY PART) *									
72	Accommodation & foodservices	33	D	D	D	D	e	D	D
722	Foodservices & drinking places	33	D	D	D	D	e	D	D
7222	Limited-service eating places	11	5 242	1 370	341	195		11.6	1.7
MENASHA TOWN, WI									
72	Accommodation & foodservices	15	3 713	982	236	135		8.1	5.0
721	Accommodation	2	D	D	D	D	a	D	D
722	Foodservices & drinking places	13	D	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 ¹	Estimated ²
MENOMONEE FALLS, WI								
72	Accommodation & foodservices	56	24 452	7 439	1 748	868	36.8	5.9
721	Accommodation	2	D	D	D	a	D	D
722	Foodservices & drinking places	54	D	D	D	f	D	D
7222	Limited-service eating places	22	10 147	2 702	629	377	21.2	6.2
72221	Limited-service eating places	22	10 147	2 702	629	377	21.2	6.2
MENOMONIE, WI								
72	Accommodation & foodservices	51	22 536	6 767	1 539	972	20.7	.4
721	Accommodation	4	4 211	1 163	212	113	—	—
72111	Hotels (except casino hotels) & motels	3	D	D	D	b	D	D
721110	Hotels (except casino hotels) & motels	3	D	D	D	b	D	D
722	Foodservices & drinking places	47	18 325	5 604	1 327	859	25.4	.4
7222	Limited-service eating places	20	7 892	2 287	491	388	23.2	.6
7224	Drinking places (alcoholic beverages)	13	2 462	441	104	106	57.5	1.5
72241	Drinking places (alcoholic beverages)	13	2 462	441	104	106	57.5	1.5
722410	Drinking places (alcoholic beverages)	13	2 462	441	104	106	57.5	1.5
MEQUON, WI								
72	Accommodation & foodservices	49	29 764	9 215	2 035	1 094	16.8	1.9
721	Accommodation	4	3 235	897	124	62	24.3	10.8
72111	Hotels (except casino hotels) & motels	4	3 235	897	124	62	24.3	10.8
721110	Hotels (except casino hotels) & motels	4	3 235	897	124	62	24.3	10.8
7211104	Motor hotels	1	D	D	D	b	D	D
722	Foodservices & drinking places	45	26 529	8 318	1 911	1 032	15.9	.8
7222	Limited-service eating places	13	6 850	1 941	390	209	24.5	—
7223	Special foodservices	6	1 885	695	182	89	5.0	4.5
MERRILL, WI								
72	Accommodation & foodservices	34	9 675	2 919	684	420	31.8	2.7
721	Accommodation	4	1 090	244	59	36	6.9	1.9
722	Foodservices & drinking places	30	8 585	2 675	625	384	34.9	2.8
MIDDLETON, WI								
72	Accommodation & foodservices	38	34 751	10 311	2 269	965	8.3	.3
721	Accommodation	3	14 498	4 060	946	302	—	—
7211	Traveler accommodation	3	14 498	4 060	946	302	—	—
72111	Hotels (except casino hotels) & motels	3	14 498	4 060	946	302	—	—
721110	Hotels (except casino hotels) & motels	3	14 498	4 060	946	302	—	—
7211101	Hotels (except casino hotels) with 25 guestrooms or more	3	14 498	4 060	946	302	—	—
722	Foodservices & drinking places	35	20 253	6 251	1 323	663	14.3	.5
7222	Limited-service eating places	15	9 319	2 724	491	290	10.0	—
MILTON, WI								
72	Accommodation & foodservices	16	3 341	712	175	105	30.5	8.9
721	Accommodation	1	D	D	D	a	D	D
7212	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
722	Foodservices & drinking places	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 ¹	Estimated ²
MILWAUKEE, WI *								
72	Accommodation & foodservices	'1 144	'615 393	'172 600	'39 890	'17 852	'13.9	'12.2
721	Accommodation	38	109 036	32 601	7 775	2 463	.1	16.2
7211	Traveler accommodation	32	107 684	32 140	7 688	2 437	.1	15.7
72111	Hotels (except casino hotels) & motels	32	107 684	32 140	7 688	2 437	.1	15.7
721110	Hotels (except casino hotels) & motels	32	107 684	32 140	7 688	2 437	.1	15.7
7211101	Hotels (except casino hotels) with 25 guestrooms or more	22	98 000	29 415	7 045	2 127	—	13.6
7211103	Hotels	7	D	D	D	b	D	D
7211104	Motor hotels	2	D	D	D	c	D	D
7212	RV (recreational vehicle) parks & recreational camps	2	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	2	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	2	D	D	D	a	D	D
7213	Rooming & boarding houses	4	D	D	D	b	D	D
72131	Rooming & boarding houses	4	D	D	D	b	D	D
721310	Rooming & boarding houses	4	D	D	D	b	D	D
722	Foodservices & drinking places	'1 106	'506 357	'139 999	'32 115	'15 389	'16.9	'11.3
7221	Full-service restaurants	319	197 488	60 227	13 829	6 368	16.7	12.8
72211	Full-service restaurants	319	197 488	60 227	13 829	6 368	16.7	12.8
722110	Full-service restaurants	319	197 488	60 227	13 829	6 368	16.7	12.8
7222	Limited-service eating places	386	209 471	54 410	12 609	6 369	14.1	11.6
72221	Limited-service eating places	386	209 471	54 410	12 609	6 369	14.1	11.6
722211	Limited-service restaurants	338	194 807	50 574	11 813	5 981	14.3	11.7
722212	Cafeterias	3	D	D	D	b	D	D
722213	Snack & nonalcoholic beverage bars	45	D	D	D	e	D	D
7223	Special foodservices	'93	'43 720	'13 207	'2 677	'1 077	'10.4	'4.9
7224	Drinking places (alcoholic beverages)	308	55 678	12 155	3 000	1 575	33.3	10.3
72241	Drinking places (alcoholic beverages)	308	55 678	12 155	3 000	1 575	33.3	10.3
722410	Drinking places (alcoholic beverages)	308	55 678	12 155	3 000	1 575	33.3	10.3
MILWAUKEE, WI (MILWAUKEE COUNTY PART) *								
72	Accommodation & foodservices	'1 142	D	D	D	j	D	D
721	Accommodation	38	109 036	32 601	7 775	2 463	.1	16.2
7211	Traveler accommodation	32	107 684	32 140	7 688	2 437	.1	15.7
72111	Hotels (except casino hotels) & motels	32	107 684	32 140	7 688	2 437	.1	15.7
721110	Hotels (except casino hotels) & motels	32	107 684	32 140	7 688	2 437	.1	15.7
7211101	Hotels (except casino hotels) with 25 guestrooms or more	22	98 000	29 415	7 045	2 127	—	13.6
7211103	Hotels	7	D	D	D	b	D	D
7211104	Motor hotels	2	D	D	D	c	D	D
7212	RV (recreational vehicle) parks & recreational camps	2	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	2	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	2	D	D	D	a	D	D
7213	Rooming & boarding houses	4	D	D	D	b	D	D
72131	Rooming & boarding houses	4	D	D	D	b	D	D
721310	Rooming & boarding houses	4	D	D	D	b	D	D
722	Foodservices & drinking places	'1 104	D	D	D	j	D	D
7221	Full-service restaurants	319	197 488	60 227	13 829	6 368	16.7	12.8
72211	Full-service restaurants	319	197 488	60 227	13 829	6 368	16.7	12.8
722110	Full-service restaurants	319	197 488	60 227	13 829	6 368	16.7	12.8
7222	Limited-service eating places	385	D	D	D	i	D	D
72221	Limited-service eating places	385	D	D	D	i	D	D
722211	Limited-service restaurants	337	D	D	D	i	D	D
722212	Cafeterias	3	D	D	D	b	D	D
722213	Snack & nonalcoholic beverage bars	45	D	D	D	e	D	D
7223	Special foodservices	'92	D	D	D	g	D	D
7224	Drinking places (alcoholic beverages)	308	55 678	12 155	3 000	1 575	33.3	10.3
72241	Drinking places (alcoholic beverages)	308	55 678	12 155	3 000	1 575	33.3	10.3
722410	Drinking places (alcoholic beverages)	308	55 678	12 155	3 000	1 575	33.3	10.3
MILWAUKEE, WI (WAUKESHA COUNTY PART) *								
72	Accommodation & foodservices	2	D	D	D	a	D	D
722	Foodservices & drinking places	2	D	D	D	a	D	D
MINERAL POINT, WI								
72	Accommodation & foodservices	8	1 355	399	67	85	82.3	—
721	Accommodation	1	D	D	D	a	D	D
722	Foodservices & drinking places	7	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 ¹	Estimated ²
MONDOVI, WI								
72	Accommodation & foodservices	11	D	D	D	c	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Foodservices & drinking places	10	2 639	668	150	116	26.5	19.2
MONONA, WI								
72	Accommodation & foodservices	36	14 952	4 228	968	508	18.5	7.0
721	Accommodation	3	2 010	442	61	28	—	—
722	Foodservices & drinking places	33	12 942	3 786	907	480	21.3	8.0
7222	Limited-service eating places	15	6 302	1 699	418	215	12.6	13.6
MONROE, WI								
72	Accommodation & foodservices	44	16 770	4 644	1 134	660	41.2	11.6
721	Accommodation	3	1 081	242	59	33	—	—
722	Foodservices & drinking places	41	15 689	4 402	1 075	627	44.1	12.4
7222	Limited-service eating places	19	8 402	2 412	595	345	37.3	22.9
MOSINEE, WI								
72	Accommodation & foodservices	19	8 731	2 743	553	300	8.2	9.2
721	Accommodation	3	D	D	D	b	D	D
7211102	Hotels with less than 25 guestrooms	1	D	D	D	a	D	D
722	Foodservices & drinking places	16	D	D	D	c	D	D
MOUNT HOREB, WI								
72	Accommodation & foodservices	13	3 377	727	166	102	47.3	3.7
721	Accommodation	2	D	D	D	a	D	D
722	Foodservices & drinking places	11	D	D	D	b	D	D
MOUNT PLEASANT TOWN, WI								
72	Accommodation & foodservices	45	31 582	8 601	2 175	1 040	8.0	33.5
721	Accommodation	5	10 014	2 530	776	230	—	89.6
72111	Hotels (except casino hotels) & motels	5	10 014	2 530	776	230	—	89.6
721110	Hotels (except casino hotels) & motels	5	10 014	2 530	776	230	—	89.6
7211101	Hotels (except casino hotels) with 25 guestrooms or more	1	D	D	D	c	D	D
722	Foodservices & drinking places	40	21 568	6 071	1 399	810	11.7	7.5
7222	Limited-service eating places	14	10 751	2 893	697	377	3.7	3.3
72221	Limited-service eating places	14	10 751	2 893	697	377	3.7	3.3
MUKWONAGO, WI *								
72	Accommodation & foodservices	22	D	D	D	e	D	D
721	Accommodation	1	D	D	D	a	D	D
7212	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	1	D	D	D	a	D	D
722	Foodservices & drinking places	21	7 922	2 099	497	289	21.6	7.7
7222	Limited-service eating places	9	4 360	1 154	293	167	13.5	4.2
MUKWONAGO, WI (WAUKESHA COUNTY PART) *								
72	Accommodation & foodservices	22	D	D	D	e	D	D
721	Accommodation	1	D	D	D	a	D	D
7212	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	1	D	D	D	a	D	D
722	Foodservices & drinking places	21	7 922	2 099	497	289	21.6	7.7
7222	Limited-service eating places	9	4 360	1 154	293	167	13.5	4.2
MUSKEGO, WI								
72	Accommodation & foodservices	32	6 738	1 851	410	299	28.6	9.2
722	Foodservices & drinking places	32	6 738	1 851	410	299	28.6	9.2

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 ¹	Estimated ²
NEENAH, WI								
72	Accommodation & foodservices	56	D	D	D	f	D	D
721	Accommodation	2	D	D	D	c	D	D
72111	Hotels (except casino hotels) & motels	2	D	D	D	c	D	D
721110	Hotels (except casino hotels) & motels	2	D	D	D	c	D	D
722	Foodservices & drinking places	54	20 787	5 506	1 265	783	20.1	19.8
7222	Limited-service eating places	22	11 712	2 963	648	435	11.2	13.5
72221	Limited-service eating places	22	11 712	2 963	648	435	11.2	13.5
NEILLSVILLE, WI								
72	Accommodation & foodservices	11	D	D	D	c	D	D
721	Accommodation	2	D	D	D	a	D	D
722	Foodservices & drinking places	9	2 616	737	173	150	29.1	—
NEKOOSA, WI								
72	Accommodation & foodservices	16	D	D	D	b	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Foodservices & drinking places	15	2 394	528	115	81	44.5	16.2
NEW BERLIN, WI								
72	Accommodation & foodservices	54	D	D	D	f	D	D
721	Accommodation	2	D	D	D	a	D	D
7212	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
721211	RV (recreational vehicle) parks & campgrounds	1	D	D	D	a	D	D
722	Foodservices & drinking places	52	21 772	6 155	1 529	701	18.6	5.1
7222	Limited-service eating places	19	11 200	3 087	669	366	10.7	1.1
72221	Limited-service eating places	19	11 200	3 087	669	366	10.7	1.1
NEW HOLSTEIN, WI								
72	Accommodation & foodservices	12	3 340	767	172	128	20.3	—
721	Accommodation	1	D	D	D	a	D	D
722	Foodservices & drinking places	11	D	D	D	c	D	D
NEW LONDON, WI *								
72	Accommodation & foodservices	34	8 478	2 129	487	365	40.7	3.7
721	Accommodation	3	565	99	19	17	D	—
722	Foodservices & drinking places	31	7 913	2 030	468	348	37.6	4.0
NEW LONDON, WI (OUTAGAMIE COUNTY PART) *								
72	Accommodation & foodservices	3	D	D	D	b	D	D
722	Foodservices & drinking places	3	D	D	D	b	D	D
NEW LONDON, WI (WAUPACA COUNTY PART) *								
72	Accommodation & foodservices	31	D	D	D	e	D	D
721	Accommodation	3	565	99	19	17	D	—
722	Foodservices & drinking places	28	D	D	D	e	D	D
NEW RICHMOND, WI								
72	Accommodation & foodservices	25	D	D	D	e	D	D
721	Accommodation	2	D	D	D	b	D	D
722	Foodservices & drinking places	23	6 151	1 774	375	270	27.3	2.0
7222	Limited-service eating places	8	3 701	1 035	229	160	13.3	—
NORTH FOND DU LAC, WI								
72	Accommodation & foodservices	5	D	D	D	a	D	D
722	Foodservices & drinking places	5	D	D	D	a	D	D

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							From administrative records ¹	Estimated ²
NORTH HUDSON, WI								
72	Accommodation & foodservices	4	1 647	519	116	79	10.6	—
722	Foodservices & drinking places	4	1 647	519	116	79	10.6	—
OAK CREEK, WI								
72	Accommodation & foodservices	42	23 604	6 084	1 393	777	9.7	5.8
721	Accommodation	4	D	D	D	b	D	D
72111	Hotels (except casino hotels) & motels	4	D	D	D	b	D	D
721110	Hotels (except casino hotels) & motels	4	D	D	D	b	D	D
7211104	Motor hotels	1	D	D	D	a	D	D
722	Foodservices & drinking places	38	D	D	D	f	D	D
7222	Limited-service eating places	17	11 583	2 836	674	388	5.2	3.6
72221	Limited-service eating places	17	11 583	2 836	674	388	5.2	3.6
OCONOMOWOC, WI								
72	Accommodation & foodservices	35	20 858	6 228	1 561	761	10.1	6.1
721	Accommodation	2	D	D	D	c	D	D
72111	Hotels (except casino hotels) & motels	2	D	D	D	c	D	D
721110	Hotels (except casino hotels) & motels	2	D	D	D	c	D	D
722	Foodservices & drinking places	33	D	D	D	f	D	D
7222	Limited-service eating places	14	7 812	1 878	518	278	3.1	9.6
OCONTO, WI								
72	Accommodation & foodservices	21	D	D	D	e	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Foodservices & drinking places	20	5 848	1 705	346	283	52.0	17.6
OCONTO FALLS, WI								
72	Accommodation & foodservices	11	D	D	D	b	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Foodservices & drinking places	10	1 974	470	98	95	42.7	3.3
OMRO, WI								
72	Accommodation & foodservices	8	D	D	D	b	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Foodservices & drinking places	7	1 948	500	117	84	49.7	—
ONALASKA, WI								
72	Accommodation & foodservices	38	25 983	7 237	1 549	1 007	17.9	12.1
721	Accommodation	3	1 451	258	34	24	D	56.0
722	Foodservices & drinking places	35	24 532	6 979	1 515	983	18.3	9.5
7222	Limited-service eating places	19	14 391	4 002	914	580	17.0	12.0
72221	Limited-service eating places	19	14 391	4 002	914	580	17.0	12.0
OREGON, WI								
72	Accommodation & foodservices	11	3 503	939	214	127	32.5	3.2
722	Foodservices & drinking places	11	3 503	939	214	127	32.5	3.2

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 ¹	Estimated ²
OSHKOSH, WI								
72	Accommodation & foodservices	177	93 479	27 334	6 357	3 591	15.0	13.5
721	Accommodation	10	17 214	5 435	1 205	564	.6	3.3
7211	Traveler accommodation	10	17 214	5 435	1 205	564	.6	3.3
72111	Hotels (except casino hotels) & motels	10	17 214	5 435	1 205	564	.6	3.3
721110	Hotels (except casino hotels) & motels	10	17 214	5 435	1 205	564	.6	3.3
7211101	Hotels (except casino hotels) with 25 guestrooms or more	8	D	D	D	f	D	D
722	Foodservices & drinking places	167	76 265	21 899	5 152	3 027	18.3	15.8
7221	Full-service restaurants	61	32 993	10 766	2 400	1 288	27.0	12.8
72211	Full-service restaurants	61	32 993	10 766	2 400	1 288	27.0	12.8
722110	Full-service restaurants	61	32 993	10 766	2 400	1 288	27.0	12.8
7222	Limited-service eating places	53	27 465	7 303	1 733	1 031	6.7	22.5
72221	Limited-service eating places	53	27 465	7 303	1 733	1 031	6.7	22.5
722211	Limited-service restaurants	45	25 597	6 817	1 671	982	4.7	19.4
7223	Special foodservices	5	D	D	D	e	D	D
7224	Drinking places (alcoholic beverages)	48	D	D	D	e	D	D
72241	Drinking places (alcoholic beverages)	48	D	D	D	e	D	D
722410	Drinking places (alcoholic beverages)	48	D	D	D	e	D	D
PADDOCK LAKE, WI								
72	Accommodation & foodservices	8	3 900	968	216	144	12.7	15.3
722	Foodservices & drinking places	8	3 900	968	216	144	12.7	15.3
PARK FALLS, WI								
72	Accommodation & foodservices	16	2 917	689	162	122	56.3	—
721	Accommodation	3	152	18	8	11	—	—
722	Foodservices & drinking places	13	2 765	671	154	111	59.3	—
PESHTIGO, WI								
72	Accommodation & foodservices	8	D	D	D	b	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Foodservices & drinking places	7	2 060	669	114	87	47.3	5.2
PEWAUKEE TOWN, WI								
72	Accommodation & foodservices	15	7 074	2 264	461	248	32.5	1.2
722	Foodservices & drinking places	15	7 074	2 264	461	248	32.5	1.2
7223	Special foodservices	4	D	D	D	b	D	D
PEWAUKEE, WI								
72	Accommodation & foodservices	24	D	D	D	e	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Foodservices & drinking places	23	15 643	3 496	701	437	14.1	4.5
7222	Limited-service eating places	10	6 223	1 560	380	196	7.8	9.8
PLATTEVILLE, WI								
72	Accommodation & foodservices	38	14 220	3 850	862	606	17.3	17.1
721	Accommodation	7	3 238	862	160	127	—	62.5
72111	Hotels (except casino hotels) & motels	4	D	D	D	c	D	D
721110	Hotels (except casino hotels) & motels	4	D	D	D	c	D	D
7212	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	1	D	D	D	a	D	D
7213	Rooming & boarding houses	2	D	D	D	a	D	D
72131	Rooming & boarding houses	2	D	D	D	a	D	D
721310	Rooming & boarding houses	2	D	D	D	a	D	D
722	Foodservices & drinking places	31	10 982	2 988	702	479	22.4	3.7
7222	Limited-service eating places	11	4 546	1 208	276	187	2.0	6.0
PLEASANT PRAIRIE, WI								
72	Accommodation & foodservices	24	11 385	2 846	654	360	9.1	1.8
721	Accommodation	2	D	D	D	b	D	D
722	Foodservices & drinking places	22	D	D	D	e	D	D
7222	Limited-service eating places	9	4 603	1 272	273	147	11.8	—

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 ¹	Estimated ²
PLOVER, WI								
72	Accommodation & foodservices	27	D	D	D	e	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Foodservices & drinking places	26	8 954	2 682	572	470	31.0	4.5
7222	Limited-service eating places	10	4 683	1 356	282	208	20.8	—
PLYMOUTH, WI								
72	Accommodation & foodservices	24	8 166	2 148	494	350	41.2	—
721	Accommodation	4	1 618	548	148	78	—	—
722	Foodservices & drinking places	20	6 548	1 600	346	272	51.3	—
7222	Limited-service eating places	7	3 709	1 050	208	169	63.4	—
PORTAGE, WI								
72	Accommodation & foodservices	45	17 549	4 816	1 116	694	20.6	4.3
721	Accommodation	4	2 736	761	183	105	—	—
7211102	Hotels with less than 25 guestrooms	1	D	D	D	b	D	D
722	Foodservices & drinking places	41	14 813	4 055	933	589	24.5	5.1
7222	Limited-service eating places	10	6 086	1 620	345	233	24.4	1.6
PORT WASHINGTON, WI								
72	Accommodation & foodservices	36	D	D	D	f	D	D
721	Accommodation	2	D	D	D	b	D	D
722	Foodservices & drinking places	34	10 893	3 077	736	530	19.1	6.8
PRAIRIE DU CHIEN, WI								
72	Accommodation & foodservices	37	13 043	3 752	791	496	18.7	3.9
721	Accommodation	6	1 898	507	96	81	6.7	12.5
722	Foodservices & drinking places	31	11 145	3 245	695	415	20.7	2.4
7222	Limited-service eating places	10	4 205	1 186	227	160	27.4	—
PRAIRIE DU SAC, WI								
72	Accommodation & foodservices	5	D	D	D	b	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Foodservices & drinking places	4	D	D	D	b	D	D
PRESCOTT, WI								
72	Accommodation & foodservices	17	4 829	1 265	264	255	18.1	11.1
722	Foodservices & drinking places	17	4 829	1 265	264	255	18.1	11.1
RACINE, WI								
72	Accommodation & foodservices	166	78 439	21 772	4 889	2 653	16.9	4.6
721	Accommodation	9	4 130	858	229	115	5.3	19.8
72111	Hotels (except casino hotels) & motels	7	D	D	D	c	D	D
721110	Hotels (except casino hotels) & motels	7	D	D	D	c	D	D
7213	Rooming & boarding houses	1	D	D	D	a	D	D
72131	Rooming & boarding houses	1	D	D	D	a	D	D
721310	Rooming & boarding houses	1	D	D	D	a	D	D
722	Foodservices & drinking places	157	74 309	20 914	4 660	2 538	17.6	3.8
7221	Full-service restaurants	51	30 568	9 693	2 052	1 219	21.1	2.4
72211	Full-service restaurants	51	30 568	9 693	2 052	1 219	21.1	2.4
722110	Full-service restaurants	51	30 568	9 693	2 052	1 219	21.1	2.4
7222	Limited-service eating places	62	28 625	7 064	1 627	892	17.2	2.9
72221	Limited-service eating places	62	28 625	7 064	1 627	892	17.2	2.9
722211	Limited-service eating places	46	25 792	6 437	1 497	801	17.4	.5
7223	Special foodservices	10	9 107	2 986	726	294	.9	—
7224	Drinking places (alcoholic beverages)	34	6 009	1 171	255	133	26.9	21.1
72241	Drinking places (alcoholic beverages)	34	6 009	1 171	255	133	26.9	21.1
722410	Drinking places (alcoholic beverages)	34	6 009	1 171	255	133	26.9	21.1

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 ¹	Estimated ²
REEDSBURG, WI								
72	Accommodation & foodservices	24	9 491	2 566	635	338	28.6	1.4
721	Accommodation	3	1 683	511	131	63	D	—
722	Foodservices & drinking places	21	7 808	2 055	504	275	19.0	1.8
RHINELANDER, WI								
72	Accommodation & foodservices	52	21 474	6 064	1 361	763	26.9	9.7
721	Accommodation	6	5 400	1 684	388	196	—	30.0
72111	Hotels (except casino hotels) & motels	6	5 400	1 684	388	196	—	30.0
721110	Hotels (except casino hotels) & motels	6	5 400	1 684	388	196	—	30.0
7211103	Motels	4	D	D	D	b	D	D
722	Foodservices & drinking places	46	16 074	4 380	973	567	35.9	2.9
7222	Limited-service eating places	13	7 991	2 042	412	253	29.2	—
RICE LAKE, WI								
72	Accommodation & foodservices	44	17 029	5 021	1 196	654	21.2	1.2
721	Accommodation	6	2 139	580	137	93	2.9	—
7213	Rooming & boarding houses	1	D	D	D	a	D	D
72131	Rooming & boarding houses	1	D	D	D	a	D	D
721310	Rooming & boarding houses	1	D	D	D	a	D	D
722	Foodservices & drinking places	38	14 890	4 441	1 059	561	23.8	1.4
7222	Limited-service eating places	12	6 175	1 657	377	235	27.1	2.8
RICHFIELD TOWN, WI								
72	Accommodation & foodservices	15	6 510	2 092	440	270	30.0	10.7
722	Foodservices & drinking places	15	6 510	2 092	440	270	30.0	10.7
RICHLAND CENTER, WI								
72	Accommodation & foodservices	22	8 607	2 465	553	354	28.9	11.8
721	Accommodation	5	1 198	332	82	58	6.5	44.8
722	Foodservices & drinking places	17	7 409	2 133	471	296	32.6	6.5
7222	Limited-service eating places	5	3 688	939	205	120	37.8	—
RIPON, WI								
72	Accommodation & foodservices	32	10 671	3 082	747	494	18.5	8.8
721	Accommodation	3	1 103	235	60	37	D	—
722	Foodservices & drinking places	29	9 568	2 847	687	457	18.0	9.9
7222	Limited-service eating places	12	4 105	1 232	287	206	16.6	11.5
7223	Special foodservices	3	D	D	D	b	D	D
RIVER FALLS, WI *								
72	Accommodation & foodservices	36	13 837	4 193	974	615	20.2	2.0
721	Accommodation	3	982	237	49	42	—	9.4
7213	Rooming & boarding houses	1	D	D	D	a	D	D
72131	Rooming & boarding houses	1	D	D	D	a	D	D
721310	Rooming & boarding houses	1	D	D	D	a	D	D
722	Foodservices & drinking places	33	12 855	3 956	925	573	21.7	1.5
7223	Special foodservices	4	D	D	D	c	D	D
RIVER FALLS, WI (PIERCE COUNTY PART) *								
72	Accommodation & foodservices	31	D	D	D	e	D	D
721	Accommodation	2	D	D	D	a	D	D
7213	Rooming & boarding houses	1	D	D	D	a	D	D
72131	Rooming & boarding houses	1	D	D	D	a	D	D
721310	Rooming & boarding houses	1	D	D	D	a	D	D
722	Foodservices & drinking places	29	D	D	D	e	D	D
7223	Special foodservices	3	D	D	D	c	D	D
RIVER FALLS, WI (ST. CROIX COUNTY PART) *								
72	Accommodation & foodservices	5	D	D	D	c	D	D
721	Accommodation	1	D	D	D	b	D	D
722	Foodservices & drinking places	4	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 ¹	Estimated ²
ROTHSCHILD, WI								
72	Accommodation & foodservices	10	9 165	1 988	414	245	75.4	—
721	Accommodation	3	1 345	535	70	46	D	—
7212	RV (recreational vehicle) parks & recreational camps	1	D	D	D	b	D	D
72121	RV (recreational vehicle) parks & recreational camps	1	D	D	D	b	D	D
721214	Recreational & vacation camps (except campgrounds)	1	D	D	D	b	D	D
722	Foodservices & drinking places	7	7 820	1 453	344	199	79.1	—
7222	Limited-service eating places	3	D	D	D	c	D	D
ST. FRANCIS, WI								
72	Accommodation & foodservices	15	3 945	1 000	263	166	19.1	1.1
722	Foodservices & drinking places	15	3 945	1 000	263	166	19.1	1.1
SAUK CITY, WI								
72	Accommodation & foodservices	19	D	D	D	c	D	D
721	Accommodation	2	D	D	D	b	D	D
722	Foodservices & drinking places	17	5 871	1 598	368	202	29.6	4.2
SAUKVILLE, WI								
72	Accommodation & foodservices	9	3 920	1 075	233	112	19.5	—
721	Accommodation	1	D	D	D	b	D	D
722	Foodservices & drinking places	8	D	D	D	b	D	D
SEYMOUR, WI								
72	Accommodation & foodservices	14	2 745	626	149	138	30.7	8.5
722	Foodservices & drinking places	14	2 745	626	149	138	30.7	8.5
SHAWANO, WI								
72	Accommodation & foodservices	45	19 253	5 465	1 133	690	23.9	1.7
721	Accommodation	7	3 912	978	227	134	10.0	—
72111	Hotels (except casino hotels) & motels	7	3 912	978	227	134	10.0	—
721110	Hotels (except casino hotels) & motels	7	3 912	978	227	134	10.0	—
722	Foodservices & drinking places	38	15 341	4 487	906	556	27.5	2.2
7222	Limited-service eating places	11	7 038	1 995	384	255	23.6	—
SHEBOYGAN, WI								
72	Accommodation & foodservices	136	49 289	13 252	3 198	1 809	21.6	13.3
721	Accommodation	8	3 959	1 013	197	101	21.0	—
72111	Hotels (except casino hotels) & motels	8	3 959	1 013	197	101	21.0	—
721110	Hotels (except casino hotels) & motels	8	3 959	1 013	197	101	21.0	—
722	Foodservices & drinking places	128	45 330	12 239	3 001	1 708	21.7	14.5
7222	Limited-service eating places	41	21 501	6 022	1 420	792	14.7	17.2
72221	Limited-service eating places	41	21 501	6 022	1 420	792	14.7	17.2
722211	Limited-service restaurants	34	D	D	D	f	D	D
7224	Drinking places (alcoholic beverages)	39	D	D	D	c	D	D
72241	Drinking places (alcoholic beverages)	39	D	D	D	c	D	D
722410	Drinking places (alcoholic beverages)	39	D	D	D	c	D	D
SHEBOYGAN FALLS, WI								
72	Accommodation & foodservices	22	D	D	D	e	D	D
721	Accommodation	2	D	D	D	b	D	D
721214	Recreational & vacation camps (except campgrounds)	1	D	D	D	a	D	D
722	Foodservices & drinking places	20	5 709	1 706	376	236	24.1	6.2
SHOREWOOD, WI								
72	Accommodation & foodservices	20	9 727	2 591	673	317	14.7	2.5
722	Foodservices & drinking places	20	9 727	2 591	673	317	14.7	2.5

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 ¹	Estimated ²
SLINGER, WI								
72	Accommodation & foodservices	10	1 534	264	54	54	79.7	7.7
722	Foodservices & drinking places	10	1 534	264	54	54	79.7	7.7
SOUTH MILWAUKEE, WI								
72	Accommodation & foodservices	31	9 838	2 677	663	347	24.5	9.2
722	Foodservices & drinking places	31	9 838	2 677	663	347	24.5	9.2
7222	Limited-service eating places	11	6 166	1 717	411	227	7.8	9.0
SPARTA, WI								
72	Accommodation & foodservices	46	11 846	2 976	608	431	23.2	5.8
721	Accommodation	3	1 025	258	77	34	—	—
722	Foodservices & drinking places	43	10 821	2 718	531	397	25.4	6.3
7222	Limited-service eating places	11	D	D	D	c	D	D
7224	Drinking places (alcoholic beverages)	19	2 781	420	85	81	49.4	22.4
72241	Drinking places (alcoholic beverages)	19	2 781	420	85	81	49.4	22.4
722410	Drinking places (alcoholic beverages)	19	2 781	420	85	81	49.4	22.4
SPOONER, WI								
72	Accommodation & foodservices	26	6 307	1 595	358	239	33.8	.4
721	Accommodation	4	883	150	32	25	—	—
722	Foodservices & drinking places	22	5 424	1 445	326	214	39.3	.4
STEVENS POINT, WI								
72	Accommodation & foodservices	111	62 680	17 947	4 000	2 294	11.2	5.1
721	Accommodation	12	21 397	5 912	1 272	685	.6	2.7
7211	Traveler accommodation	11	D	D	D	f	D	D
72111	Hotels (except casino hotels) & motels	10	D	D	D	f	D	D
721110	Hotels (except casino hotels) & motels	10	D	D	D	f	D	D
7211101	Hotels (except casino hotels) with 25 guestrooms or more	5	D	D	D	f	D	D
7211104	Motor hotels	1	D	D	D	b	D	D
721214	Recreational & vacation camps (except campgrounds)	1	D	D	D	a	D	D
722	Foodservices & drinking places	99	41 283	12 035	2 728	1 609	16.6	6.3
7222	Limited-service eating places	32	16 507	4 299	996	597	9.8	5.1
72221	Limited-service eating places	32	16 507	4 299	996	597	9.8	5.1
7223	Special foodservices	6	4 224	1 399	353	169	—	—
7224	Drinking places (alcoholic beverages)	31	4 350	933	195	148	60.6	4.0
72241	Drinking places (alcoholic beverages)	31	4 350	933	195	148	60.6	4.0
722410	Drinking places (alcoholic beverages)	31	4 350	933	195	148	60.6	4.0
STOUGHTON, WI								
72	Accommodation & foodservices	29	6 816	1 885	421	263	29.2	6.2
721	Accommodation	3	D	D	D	b	D	D
722	Foodservices & drinking places	26	D	D	D	c	D	D
STURGEON BAY, WI								
72	Accommodation & foodservices	55	20 589	5 522	1 049	661	22.9	3.6
721	Accommodation	15	5 656	1 372	253	178	4.7	—
72111	Hotels (except casino hotels) & motels	13	D	D	D	c	D	D
721110	Hotels (except casino hotels) & motels	13	D	D	D	c	D	D
722	Foodservices & drinking places	40	14 933	4 150	796	483	29.8	5.0
7224	Drinking places (alcoholic beverages)	13	2 800	571	115	59	57.4	15.0
72241	Drinking places (alcoholic beverages)	13	2 800	571	115	59	57.4	15.0
722410	Drinking places (alcoholic beverages)	13	2 800	571	115	59	57.4	15.0
STURTEVANT, WI								
72	Accommodation & foodservices	16	4 095	1 293	233	144	83.1	4.5
721	Accommodation	3	428	143	13	5	75.2	24.8
722	Foodservices & drinking places	13	3 667	1 150	220	139	84.0	2.1

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 ¹	Estimated ²
SUN PRAIRIE, WI								
72	Accommodation & foodservices	45	18 405	5 236	1 255	733	12.0	16.6
721	Accommodation	4	2 372	779	183	57	—	22.8
7212	RV (recreational vehicle) parks & recreational camps .	1	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	1	D	D	D	a	D	D
722	Foodservices & drinking places	41	16 033	4 457	1 072	676	13.8	15.6
7222	Limited-service eating places	17	8 548	2 282	560	334	7.0	8.2
SUPERIOR, WI								
72	Accommodation & foodservices	111	37 622	10 469	2 433	1 447	19.3	8.6
721	Accommodation	15	7 595	2 090	478	205	8.5	4.6
72111	Hotels (except casino hotels) & motels	15	7 595	2 090	478	205	8.5	4.6
721110	Hotels (except casino hotels) & motels	15	7 595	2 090	478	205	8.5	4.6
7211102	Hotels with less than 25 guestrooms	2	D	D	D	a	D	D
7211103	Motels	10	D	D	D	c	D	D
722	Foodservices & drinking places	96	30 027	8 379	1 955	1 242	22.0	9.7
7222	Limited-service eating places	25	D	D	D	e	D	D
7224	Drinking places (alcoholic beverages)	39	7 073	1 508	338	257	32.6	10.3
72241	Drinking places (alcoholic beverages)	39	7 073	1 508	338	257	32.6	10.3
722410	Drinking places (alcoholic beverages)	39	7 073	1 508	338	257	32.6	10.3
SUSSEX, WI								
72	Accommodation & foodservices	12	3 954	1 228	226	153	22.0	21.0
722	Foodservices & drinking places	12	3 954	1 228	226	153	22.0	21.0
THIENSVILLE, WI								
72	Accommodation & foodservices	15	5 779	1 776	437	181	20.7	6.3
722	Foodservices & drinking places	15	5 779	1 776	437	181	20.7	6.3
7223	Special foodservices	2	D	D	D	b	D	D
TOMAH, WI								
72	Accommodation & foodservices	36	18 484	5 129	1 115	659	17.6	9.7
721	Accommodation	7	3 748	961	264	130	12.0	19.1
72111	Hotels (except casino hotels) & motels	7	3 748	961	264	130	12.0	19.1
721110	Hotels (except casino hotels) & motels	7	3 748	961	264	130	12.0	19.1
7211103	Motels	6	D	D	D	c	D	D
722	Foodservices & drinking places	29	14 736	4 168	851	529	19.0	7.3
7222	Limited-service eating places	8	6 128	1 569	336	247	5.3	—
TOMAHAWK, WI								
72	Accommodation & foodservices	34	D	D	D	e	D	D
721	Accommodation	6	D	D	D	b	D	D
7212	RV (recreational vehicle) parks & recreational camps .	1	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
722	Foodservices & drinking places	28	5 825	1 857	299	224	49.0	12.7
TWIN LAKES, WI								
72	Accommodation & foodservices	14	2 605	592	102	84	57.6	15.0
721	Accommodation	1	D	D	D	a	D	D
722	Foodservices & drinking places	13	D	D	D	b	D	D
TWO RIVERS, WI								
72	Accommodation & foodservices	29	8 591	2 818	634	408	33.3	2.7
721	Accommodation	3	1 204	359	87	45	—	—
722	Foodservices & drinking places	26	7 387	2 459	547	363	38.7	3.2
UNION GROVE, WI								
72	Accommodation & foodservices	7	1 484	286	66	36	81.8	—
722	Foodservices & drinking places	7	1 484	286	66	36	81.8	—

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 ¹	Estimated ²
VERONA, WI								
72	Accommodation & foodservices	17	D	D	D	c	D	D
721	Accommodation	2	D	D	D	a	D	D
722	Foodservices & drinking places	15	3 873	1 209	246	173	35.1	20.7
VIROQUA, WI								
72	Accommodation & foodservices	16	4 992	1 527	332	290	13.5	2.2
721	Accommodation	3	592	99	23	22	D	—
722	Foodservices & drinking places	13	4 400	1 428	309	268	12.7	2.5
WALES, WI								
72	Accommodation & foodservices	2	D	D	D	b	D	D
722	Foodservices & drinking places	2	D	D	D	b	D	D
WATERFORD, WI								
72	Accommodation & foodservices	14	2 340	728	156	96	20.9	27.6
722	Foodservices & drinking places	14	2 340	728	156	96	20.9	27.6
WATERLOO, WI								
72	Accommodation & foodservices	7	1 118	272	72	36	39.1	1.9
722	Foodservices & drinking places	7	1 118	272	72	36	39.1	1.9
WATERTOWN, WI *								
72	Accommodation & foodservices	60	18 781	5 012	1 241	781	29.7	4.5
721	Accommodation	10	1 907	612	154	97	34.0	1.0
7213	Rooming & boarding houses	2	D	D	D	a	D	D
72131	Rooming & boarding houses	2	D	D	D	a	D	D
721310	Rooming & boarding houses	2	D	D	D	a	D	D
722	Foodservices & drinking places	50	16 874	4 400	1 087	684	29.2	4.9
7222	Limited-service eating places	16	7 980	2 181	580	341	7.8	7.6
7223	Special foodservices	4	D	D	D	b	D	D
WATERTOWN, WI (DODGE COUNTY PART) *								
72	Accommodation & foodservices	6	1 253	296	65	65	75.4	—
721	Accommodation	2	D	D	D	a	D	D
722	Foodservices & drinking places	4	D	D	D	b	D	D
WATERTOWN, WI (JEFFERSON COUNTY PART) *								
72	Accommodation & foodservices	54	17 528	4 716	1 176	716	26.4	4.8
721	Accommodation	8	D	D	D	b	D	D
7213	Rooming & boarding houses	2	D	D	D	a	D	D
72131	Rooming & boarding houses	2	D	D	D	a	D	D
721310	Rooming & boarding houses	2	D	D	D	a	D	D
722	Foodservices & drinking places	46	D	D	D	f	D	D
7222	Limited-service eating places	16	7 980	2 181	580	341	7.8	7.6
7223	Special foodservices	4	D	D	D	b	D	D
WAUKESHA, WI								
72	Accommodation & foodservices	127	79 908	23 304	5 443	2 688	11.1	4.3
721	Accommodation	5	13 314	4 448	1 029	333	—	—
7211	Traveler accommodation	5	13 314	4 448	1 029	333	—	—
72111	Hotels (except casino hotels) & motels	5	13 314	4 448	1 029	333	—	—
721110	Hotels (except casino hotels) & motels	5	13 314	4 448	1 029	333	—	—
7211101	Hotels (except casino hotels) with 25 guestrooms or more	2	D	D	D	e	D	D
722	Foodservices & drinking places	122	66 594	18 856	4 414	2 355	13.3	5.2
7222	Limited-service eating places	49	31 980	9 032	2 205	1 082	5.5	7.3
72221	Limited-service eating places	49	31 980	9 032	2 205	1 082	5.5	7.3
722211	Limited-service restaurants	42	29 613	8 436	2 017	1 011	6.0	7.6
7223	Special foodservices	19	13 159	3 464	771	424	10.1	.1
7224	Drinking places (alcoholic beverages)	23	3 471	679	155	78	38.3	13.7
72241	Drinking places (alcoholic beverages)	23	3 471	679	155	78	38.3	13.7
722410	Drinking places (alcoholic beverages)	23	3 471	679	155	78	38.3	13.7

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 ¹	Estimated ²
WAUNAKEE, WI								
72	Accommodation & foodservices	15	6 145	1 722	303	245	17.9	7.6
721	Accommodation	1	D	D	D	a	D	D
722	Foodservices & drinking places	14	D	D	D	c	D	D
WAUPACA, WI								
72	Accommodation & foodservices	32	15 084	4 235	927	586	16.2	4.8
721	Accommodation	4	2 930	812	182	101	11.4	—
7212	RV (recreational vehicle) parks & recreational camps	2	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	2	D	D	D	a	D	D
721211	RV (recreational vehicle) parks & campgrounds	2	D	D	D	a	D	D
722	Foodservices & drinking places	28	12 154	3 423	745	485	17.4	5.9
7222	Limited-service eating places	10	6 186	1 684	382	282	9.1	7.2
WAUPUN, WI *								
72	Accommodation & foodservices	26	6 309	1 675	419	291	35.0	3.8
721	Accommodation	2	D	D	D	a	D	D
722	Foodservices & drinking places	24	D	D	D	e	D	D
WAUPUN, WI (DODGE COUNTY PART) *								
72	Accommodation & foodservices	15	D	D	D	c	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Foodservices & drinking places	14	D	D	D	c	D	D
WAUPUN, WI (FOND DU LAC COUNTY PART) *								
72	Accommodation & foodservices	11	D	D	D	c	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Foodservices & drinking places	10	D	D	D	c	D	D
WAUSAU, WI								
72	Accommodation & foodservices	101	39 655	11 516	2 714	1 496	13.3	8.5
721	Accommodation	8	3 868	863	207	136	5.1	—
72111	Hotels (except casino hotels) & motels	8	3 868	863	207	136	5.1	—
721110	Hotels (except casino hotels) & motels	8	3 868	863	207	136	5.1	—
7211102	Hotels with less than 25 guestrooms	2	D	D	D	a	D	D
722	Foodservices & drinking places	93	35 787	10 653	2 507	1 360	14.2	9.4
7222	Limited-service eating places	32	13 597	3 636	816	505	8.2	15.7
72221	Limited-service eating places	32	13 597	3 636	816	505	8.2	15.7
7223	Special foodservices	11	D	D	D	b	D	D
7224	Drinking places (alcoholic beverages)	22	D	D	D	c	D	D
72241	Drinking places (alcoholic beverages)	22	D	D	D	c	D	D
722410	Drinking places (alcoholic beverages)	22	D	D	D	c	D	D
WAUWATOSA, WI								
72	Accommodation & foodservices	114	81 951	23 108	5 349	2 559	10.2	5.9
721	Accommodation	9	12 876	4 134	954	392	14.0	11.0
7211	Traveler accommodation	9	12 876	4 134	954	392	14.0	11.0
72111	Hotels (except casino hotels) & motels	9	12 876	4 134	954	392	14.0	11.0
721110	Hotels (except casino hotels) & motels	9	12 876	4 134	954	392	14.0	11.0
7211102	Hotels with less than 25 guestrooms	1	D	D	D	b	D	D
7211104	Motor hotels	2	D	D	D	c	D	D
722	Foodservices & drinking places	105	69 075	18 974	4 395	2 167	9.5	4.9
7221	Full-service restaurants	32	33 894	9 772	2 344	1 199	4.7	—
72211	Full-service restaurants	32	33 894	9 772	2 344	1 199	4.7	—
722110	Full-service restaurants	32	33 894	9 772	2 344	1 199	4.7	—
7222	Limited-service eating places	45	26 512	7 145	1 557	784	15.7	12.1
72221	Limited-service eating places	45	26 512	7 145	1 557	784	15.7	12.1
722211	Limited-service restaurants	34	22 798	6 187	1 319	649	15.3	11.4
7223	Special foodservices	17	5 932	1 416	327	75	6.0	2.7
7224	Drinking places (alcoholic beverages)	11	2 737	641	167	109	16.2	1.4
72241	Drinking places (alcoholic beverages)	11	2 737	641	167	109	16.2	1.4
722410	Drinking places (alcoholic beverages)	11	2 737	641	167	109	16.2	1.4

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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 ¹	Estimated ²
WEST ALLIS, WI								
72	Accommodation & foodservices	159	D	D	D	h	D	D
721	Accommodation	3	D	D	D	a	D	D
7213	Rooming & boarding houses	2	D	D	D	a	D	D
72131	Rooming & boarding houses	2	D	D	D	a	D	D
721310	Rooming & boarding houses	2	D	D	D	a	D	D
722	Foodservices & drinking places	156	72 934	19 758	4 814	2 806	18.0	8.5
7221	Full-service restaurants	48	27 744	8 355	2 158	1 116	18.2	10.2
72211	Full-service restaurants	48	27 744	8 355	2 158	1 116	18.2	10.2
722110	Full-service restaurants	48	27 744	8 355	2 158	1 116	18.2	10.2
7222	Limited-service eating places	53	31 471	8 128	1 925	983	9.9	8.4
72221	Limited-service eating places	53	31 471	8 128	1 925	983	9.9	8.4
722211	Limited-service restaurants	48	29 973	7 605	1 815	918	9.4	8.0
7223	Special foodservices	10	7 223	1 903	424	503	31.7	—
7224	Drinking places (alcoholic beverages)	45	6 496	1 372	307	204	41.0	11.1
72241	Drinking places (alcoholic beverages)	45	6 496	1 372	307	204	41.0	11.1
722410	Drinking places (alcoholic beverages)	45	6 496	1 372	307	204	41.0	11.1
WEST BEND, WI								
72	Accommodation & foodservices	65	32 018	8 768	2 145	1 285	18.5	5.0
721	Accommodation	5	2 691	609	157	77	4.2	—
7212	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	1	D	D	D	a	D	D
722	Foodservices & drinking places	60	29 327	8 159	1 988	1 208	19.8	5.4
7222	Limited-service eating places	22	14 809	3 902	955	569	16.4	—
72221	Limited-service eating places	22	14 809	3 902	955	569	16.4	—
WEST MILWAUKEE, WI								
72	Accommodation & foodservices	17	7 189	2 139	477	189	11.8	18.6
721	Accommodation	1	D	D	D	a	D	D
7213	Rooming & boarding houses	1	D	D	D	a	D	D
72131	Rooming & boarding houses	1	D	D	D	a	D	D
721310	Rooming & boarding houses	1	D	D	D	a	D	D
722	Foodservices & drinking places	16	D	D	D	c	D	D
7223	Special foodservices	2	D	D	D	c	D	D
WESTON TOWN, WI								
72	Accommodation & foodservices	23	5 544	1 662	410	208	29.1	3.0
722	Foodservices & drinking places	23	5 544	1 662	410	208	29.1	3.0
WEST SALEM, WI								
72	Accommodation & foodservices	14	3 304	897	171	147	28.5	6.4
721	Accommodation	2	D	D	D	a	D	D
7212	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
722	Foodservices & drinking places	12	D	D	D	c	D	D
WHITEFISH BAY, WI								
72	Accommodation & foodservices	8	D	D	D	c	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Foodservices & drinking places	7	3 093	837	247	181	—	4.1
WHITEWATER, WI *								
72	Accommodation & foodservices	32	14 621	4 064	985	934	19.9	39.2
721	Accommodation	1	D	D	D	b	D	D
722	Foodservices & drinking places	31	D	D	D	f	D	D
7222	Limited-service eating places	9	3 744	1 104	300	187	14.8	15.0
7223	Special foodservices	1	D	D	D	e	D	D
WHITEWATER, WI (JEFFERSON COUNTY PART) *								
72	Accommodation & foodservices	2	D	D	D	b	D	D
722	Foodservices & drinking places	2	D	D	D	b	D	D

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							From administrative records ¹	Estimated ²
	WHITEWATER, WI (WALWORTH COUNTY PART) *							
72	Accommodation & foodservices	30	D	D	D	f	D	D
721	Accommodation	1	D	D	D	b	D	D
722	Foodservices & drinking places	29	D	D	D	f	D	D
7222	Limited-service eating places	9	3 744	1 104	300	187	14.8	15.0
7223	Special foodservices	1	D	D	D	e	D	D
	WISCONSIN RAPIDS, WI							
72	Accommodation & foodservices	63	D	D	D	g	D	D
721	Accommodation	5	D	D	D	c	D	D
72111	Hotels (except casino hotels) & motels	5	D	D	D	c	D	D
721110	Hotels (except casino hotels) & motels	5	D	D	D	c	D	D
722	Foodservices & drinking places	58	22 866	6 035	1 465	868	19.8	8.1
7222	Limited-service eating places	21	11 262	2 836	680	379	17.5	5.1
72221	Limited-service eating places	21	11 262	2 836	680	379	17.5	5.1
7224	Drinking places (alcoholic beverages)	17	2 870	535	124	69	33.1	22.7
72241	Drinking places (alcoholic beverages)	17	2 870	535	124	69	33.1	22.7
722410	Drinking places (alcoholic beverages)	17	2 870	535	124	69	33.1	22.7
	BALANCE OF ADAMS COUNTY, WI							
72	Accommodation & foodservices	42	14 606	3 997	478	416	30.3	9.9
721	Accommodation	9	7 484	2 342	151	164	4.2	4.3
72111	Hotels (except casino hotels) & motels	5	6 794	2 173	147	139	—	4.7
721110	Hotels (except casino hotels) & motels	5	6 794	2 173	147	139	—	4.7
7212	RV (recreational vehicle) parks & recreational camps	2	D	D	D	b	D	D
72121	RV (recreational vehicle) parks & recreational camps	2	D	D	D	b	D	D
722	Foodservices & drinking places	33	7 122	1 655	327	252	57.8	15.8
	BALANCE OF ASHLAND COUNTY, WI							
72	Accommodation & foodservices	27	3 125	840	119	72	48.9	6.2
721	Accommodation	3	185	30	2	2	—	24.3
722	Foodservices & drinking places	24	2 940	810	117	70	51.9	5.1
	BALANCE OF BARRON COUNTY, WI							
72	Accommodation & foodservices	90	D	D	D	f	D	D
721	Accommodation	21	D	D	D	b	D	D
7211102	Hotels with less than 25 guestrooms	3	D	D	D	a	D	D
7212	RV (recreational vehicle) parks & recreational camps	10	D	D	D	b	D	D
72121	RV (recreational vehicle) parks & recreational camps	10	D	D	D	b	D	D
721211	RV (recreational vehicle) parks & campgrounds	7	740	88	9	4	87.2	—
721214	Recreational & vacation camps (except campgrounds)	3	D	D	D	a	D	D
722	Foodservices & drinking places	69	14 137	3 242	715	510	51.5	6.3
7224	Drinking places (alcoholic beverages)	27	D	D	D	b	D	D
72241	Drinking places (alcoholic beverages)	27	D	D	D	b	D	D
722410	Drinking places (alcoholic beverages)	27	D	D	D	b	D	D
	BALANCE OF BAYFIELD COUNTY, WI							
72	Accommodation & foodservices	92	22 161	5 459	1 046	620	35.1	7.6
721	Accommodation	29	11 725	2 865	651	288	8.7	3.6
72111	Hotels (except casino hotels) & motels	19	9 064	2 229	558	241	4.6	3.9
721110	Hotels (except casino hotels) & motels	19	9 064	2 229	558	241	4.6	3.9
7211102	Hotels with less than 25 guestrooms	7	D	D	D	b	D	D
7212	RV (recreational vehicle) parks & recreational camps	5	D	D	D	b	D	D
72121	RV (recreational vehicle) parks & recreational camps	5	D	D	D	b	D	D
721211	RV (recreational vehicle) parks & campgrounds	2	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	3	D	D	D	a	D	D
722	Foodservices & drinking places	63	10 436	2 594	395	332	64.6	12.0

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							From administrative records ¹	Estimated ²
BALANCE OF BROWN COUNTY, WI								
72	Accommodation & foodservices	56	D	D	D	f	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Foodservices & drinking places	55	D	D	D	f	D	D
7222	Limited-service eating places	14	6 901	1 787	416	245	16.2	.4
BALANCE OF BUFFALO COUNTY, WI								
72	Accommodation & foodservices	34	D	D	D	c	D	D
721	Accommodation	3	D	D	D	a	D	D
7211102	Hotels with less than 25 guestrooms	2	D	D	D	a	D	D
722	Foodservices & drinking places	31	4 917	1 160	240	197	55.4	5.8
BALANCE OF BURNETT COUNTY, WI								
72	Accommodation & foodservices	66	D	D	D	e	D	D
721	Accommodation	14	D	D	D	b	D	D
7212	RV (recreational vehicle) parks & recreational camps	5	D	D	D	b	D	D
72121	RV (recreational vehicle) parks & recreational camps	5	D	D	D	b	D	D
721214	Recreational & vacation camps (except campgrounds)	4	D	D	D	b	D	D
722	Foodservices & drinking places	52	8 458	1 868	393	252	50.6	8.1
BALANCE OF CALUMET COUNTY, WI								
72	Accommodation & foodservices	21	D	D	D	c	D	D
722	Foodservices & drinking places	21	D	D	D	c	D	D
7223	Special foodservices	4	1 378	385	29	27	40.7	7.0
BALANCE OF CHIPPEWA COUNTY, WI								
72	Accommodation & foodservices	46	9 067	2 219	412	376	29.5	15.4
721	Accommodation	6	D	D	D	b	D	D
722	Foodservices & drinking places	40	D	D	D	e	D	D
BALANCE OF CLARK COUNTY, WI								
72	Accommodation & foodservices	55	D	D	D	e	D	D
721	Accommodation	7	D	D	D	b	D	D
721214	Recreational & vacation camps (except campgrounds)	1	D	D	D	a	D	D
722	Foodservices & drinking places	48	8 673	2 018	444	348	57.3	6.3
BALANCE OF COLUMBIA COUNTY, WI								
72	Accommodation & foodservices	119	D	D	D	f	D	D
721	Accommodation	37	D	D	D	c	D	D
7211	Traveler accommodation	24	D	D	D	c	D	D
72111	Hotels (except casino hotels) & motels	23	D	D	D	c	D	D
721110	Hotels (except casino hotels) & motels	23	D	D	D	c	D	D
7211102	Hotels with less than 25 guestrooms	2	D	D	D	a	D	D
7211103	Motels	16	D	D	D	c	D	D
7212	RV (recreational vehicle) parks & recreational camps	12	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	12	D	D	D	a	D	D
721211	RV (recreational vehicle) parks & campgrounds	12	D	D	D	a	D	D
7213	Rooming & boarding houses	1	D	D	D	a	D	D
72131	Rooming & boarding houses	1	D	D	D	a	D	D
721310	Rooming & boarding houses	1	D	D	D	a	D	D
722	Foodservices & drinking places	82	D	D	D	f	D	D
7222	Limited-service eating places	12	5 694	1 542	287	126	13.9	2.0
7224	Drinking places (alcoholic beverages)	24	D	D	D	b	D	D
72241	Drinking places (alcoholic beverages)	24	D	D	D	b	D	D
722410	Drinking places (alcoholic beverages)	24	D	D	D	b	D	D

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							From administrative records ¹	Estimated ²
BALANCE OF CRAWFORD COUNTY, WI								
72	Accommodation & foodservices	17	2 705	588	126	118	60.5	3.8
721	Accommodation	3	1 373	334	70	78	D	—
7212	RV (recreational vehicle) parks & recreational camps	1	D	D	D	b	D	D
72121	RV (recreational vehicle) parks & recreational camps	1	D	D	D	b	D	D
721214	Recreational & vacation camps (except campgrounds)	1	D	D	D	b	D	D
722	Foodservices & drinking places	14	1 332	254	56	40	64.8	7.8
BALANCE OF DANE COUNTY, WI								
72	Accommodation & foodservices	131	D	D	D	g	D	D
721	Accommodation	10	D	D	D	c	D	D
72111	Hotels (except casino hotels) & motels	7	D	D	D	b	D	D
721110	Hotels (except casino hotels) & motels	7	D	D	D	b	D	D
7212	RV (recreational vehicle) parks & recreational camps	3	D	D	D	b	D	D
72121	RV (recreational vehicle) parks & recreational camps	3	D	D	D	b	D	D
721211	RV (recreational vehicle) parks & campgrounds ..	2	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	1	D	D	D	a	D	D
722	Foodservices & drinking places	121	D	D	D	g	D	D
7222	Limited-service eating places	35	D	D	D	f	D	D
72221	Limited-service eating places	35	D	D	D	f	D	D
7223	Special foodservices	3	D	D	D	b	D	D
7224	Drinking places (alcoholic beverages)	39	D	D	D	c	D	D
72241	Drinking places (alcoholic beverages)	39	D	D	D	c	D	D
722410	Drinking places (alcoholic beverages)	39	D	D	D	c	D	D
BALANCE OF DODGE COUNTY, WI								
72	Accommodation & foodservices	56	D	D	D	e	D	D
721	Accommodation	2	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	1	D	D	D	a	D	D
722	Foodservices & drinking places	54	D	D	D	e	D	D
7222	Limited-service eating places	10	D	D	D	b	D	D
BALANCE OF DOOR COUNTY, WI								
72	Accommodation & foodservices	188	75 839	19 619	2 323	1 135	22.3	6.2
721	Accommodation	96	39 992	8 994	1 262	522	15.4	.9
7211	Traveler accommodation	84	D	D	D	f	D	D
72111	Hotels (except casino hotels) & motels	68	D	D	D	e	D	D
721110	Hotels (except casino hotels) & motels	68	D	D	D	e	D	D
7211101	Hotels (except casino hotels) with 25 guestrooms or more	23	21 542	5 885	898	364	1.5	.3
7211102	Hotels with less than 25 guestrooms	7	D	D	D	a	D	D
7211103	Motels	38	9 735	1 845	243	93	11.1	2.8
7212	RV (recreational vehicle) parks & recreational camps ..	12	D	D	D	b	D	D
72121	RV (recreational vehicle) parks & recreational camps	12	D	D	D	b	D	D
721211	RV (recreational vehicle) parks & campgrounds ..	10	4 114	422	39	20	97.1	—
721214	Recreational & vacation camps (except campgrounds)	2	D	D	D	a	D	D
722	Foodservices & drinking places	92	35 847	10 625	1 061	613	30.0	12.2
7221	Full-service restaurants	62	31 497	9 690	971	553	23.9	12.8
72211	Full-service restaurants	62	31 497	9 690	971	553	23.9	12.8
722110	Full-service restaurants	62	31 497	9 690	971	553	23.9	12.8
BALANCE OF DOUGLAS COUNTY, WI								
72	Accommodation & foodservices	67	13 238	2 650	477	371	33.3	19.4
721	Accommodation	9	2 169	557	60	32	—	4.1
7212	RV (recreational vehicle) parks & recreational camps ..	3	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	3	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	3	D	D	D	a	D	D
722	Foodservices & drinking places	58	11 069	2 093	417	339	39.8	22.4
7224	Drinking places (alcoholic beverages)	30	D	D	D	c	D	D
72241	Drinking places (alcoholic beverages)	30	D	D	D	c	D	D
722410	Drinking places (alcoholic beverages)	30	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 ¹	Estimated ²
BALANCE OF DUNN COUNTY, WI								
72	Accommodation & foodservices	56	10 901	2 650	462	411	38.3	5.3
721	Accommodation	7	965	257	20	5	13.7	7.9
7212	RV (recreational vehicle) parks & recreational camps	4	582	205	14	3	—	13.1
72121	RV (recreational vehicle) parks & recreational camps	4	582	205	14	3	—	13.1
721214	Recreational & vacation camps (except campgrounds)	3	D	D	D	a	D	D
722	Foodservices & drinking places	49	9 936	2 393	442	406	40.7	5.0
7224	Drinking places (alcoholic beverages)	22	2 700	364	83	67	77.0	6.7
72241	Drinking places (alcoholic beverages)	22	2 700	364	83	67	77.0	6.7
722410	Drinking places (alcoholic beverages)	22	2 700	364	83	67	77.0	6.7
BALANCE OF EAU CLAIRE COUNTY, WI								
72	Accommodation & foodservices	39	5 521	1 183	286	205	50.1	5.6
721	Accommodation	1	D	D	D	a	D	D
7212	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
722	Foodservices & drinking places	38	D	D	D	c	D	D
BALANCE OF FLORENCE COUNTY, WI								
72	Accommodation & foodservices	16	D	D	D	c	D	D
721	Accommodation	3	D	D	D	a	D	D
722	Foodservices & drinking places	13	2 892	690	162	146	36.4	23.2
BALANCE OF FOND DU LAC COUNTY, WI								
72	Accommodation & foodservices	45	D	D	D	e	D	D
721	Accommodation	2	D	D	D	a	D	D
7212	RV (recreational vehicle) parks & recreational camps	2	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	2	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	1	D	D	D	a	D	D
722	Foodservices & drinking places	43	D	D	D	e	D	D
BALANCE OF FOREST COUNTY, WI								
72	Accommodation & foodservices	35	D	D	D	c	D	D
721	Accommodation	7	D	D	D	b	D	D
722	Foodservices & drinking places	28	4 538	949	199	141	43.3	14.7
BALANCE OF GRANT COUNTY, WI								
72	Accommodation & foodservices	79	15 768	3 397	763	601	59.2	6.2
721	Accommodation	9	D	D	D	b	D	D
7212	RV (recreational vehicle) parks & recreational camps	2	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	2	D	D	D	a	D	D
721211	RV (recreational vehicle) parks & campgrounds	2	D	D	D	a	D	D
722	Foodservices & drinking places	70	D	D	D	f	D	D
7222	Limited-service eating places	11	D	D	D	c	D	D
7224	Drinking places (alcoholic beverages)	27	D	D	D	b	D	D
72241	Drinking places (alcoholic beverages)	27	D	D	D	b	D	D
722410	Drinking places (alcoholic beverages)	27	D	D	D	b	D	D
BALANCE OF GREEN COUNTY, WI								
72	Accommodation & foodservices	35	8 278	2 631	551	386	40.4	2.3
721	Accommodation	2	D	D	D	b	D	D
722	Foodservices & drinking places	33	D	D	D	e	D	D
BALANCE OF GREEN LAKE COUNTY, WI								
72	Accommodation & foodservices	43	D	D	D	f	D	D
721	Accommodation	8	D	D	D	c	D	D
72111	Hotels (except casino hotels) & motels	5	D	D	D	c	D	D
721110	Hotels (except casino hotels) & motels	5	D	D	D	c	D	D
722	Foodservices & drinking places	35	9 137	2 565	493	356	42.8	12.4

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 ¹	Estimated ²
BALANCE OF IOWA COUNTY, WI								
72	Accommodation & foodservices	24	D	D	D	c	D	D
721	Accommodation	4	D	D	D	b	D	D
722	Foodservices & drinking places	20	D	D	D	c	D	D
BALANCE OF IRON COUNTY, WI								
72	Accommodation & foodservices	53	11 310	2 722	821	440	36.5	4.9
721	Accommodation	9	D	D	D	c	D	D
72111	Hotels (except casino hotels) & motels	7	4 676	1 159	437	211	9.7	—
721110	Hotels (except casino hotels) & motels	7	4 676	1 159	437	211	9.7	—
722	Foodservices & drinking places	44	D	D	D	c	D	D
BALANCE OF JACKSON COUNTY, WI								
72	Accommodation & foodservices	23	3 664	849	173	170	65.3	2.6
721	Accommodation	2	D	D	D	a	D	D
722	Foodservices & drinking places	21	D	D	D	c	D	D
BALANCE OF JEFFERSON COUNTY, WI								
72	Accommodation & foodservices	35	D	D	D	e	D	D
721	Accommodation	2	D	D	D	a	D	D
722	Foodservices & drinking places	33	D	D	D	e	D	D
BALANCE OF JUNEAU COUNTY, WI								
72	Accommodation & foodservices	58	20 554	5 885	1 404	459	21.4	65.6
721	Accommodation	15	14 640	4 572	1 149	269	4.7	89.7
7211	Traveler accommodation	12	D	D	D	e	D	D
72111	Hotels (except casino hotels) & motels	12	D	D	D	e	D	D
721110	Hotels (except casino hotels) & motels	12	D	D	D	e	D	D
7211101	Hotels (except casino hotels) with 25 guestrooms or more	2	D	D	D	c	D	D
7212	RV (recreational vehicle) parks & recreational camps	3	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	3	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	1	D	D	D	a	D	D
722	Foodservices & drinking places	43	5 914	1 313	255	190	62.7	5.7
BALANCE OF KENOSHA COUNTY, WI								
72	Accommodation & foodservices	87	36 788	10 885	2 422	1 171	27.9	6.5
721	Accommodation	6	D	D	D	c	D	D
72111	Hotels (except casino hotels) & motels	4	D	D	D	b	D	D
721110	Hotels (except casino hotels) & motels	4	D	D	D	b	D	D
7212	RV (recreational vehicle) parks & recreational camps	2	D	D	D	b	D	D
72121	RV (recreational vehicle) parks & recreational camps	2	D	D	D	b	D	D
721214	Recreational & vacation camps (except campgrounds)	1	D	D	D	b	D	D
722	Foodservices & drinking places	81	D	D	D	g	D	D
7222	Limited-service eating places	19	8 928	2 525	572	283	26.7	2.3
7223	Special foodservices	7	D	D	D	c	D	D
7224	Drinking places (alcoholic beverages)	24	D	D	D	b	D	D
72241	Drinking places (alcoholic beverages)	24	D	D	D	b	D	D
722410	Drinking places (alcoholic beverages)	24	D	D	D	b	D	D
BALANCE OF KEWAUNEE COUNTY, WI								
72	Accommodation & foodservices	27	6 812	1 582	343	296	40.8	1.5
721	Accommodation	3	343	59	14	22	D	—
721102	Hotels with less than 25 guestrooms	1	D	D	D	a	D	D
722	Foodservices & drinking places	24	6 469	1 523	329	274	40.0	1.5
BALANCE OF LA CROSSE COUNTY, WI								
72	Accommodation & foodservices	28	11 215	3 267	792	493	14.8	1.6
721	Accommodation	2	D	D	D	b	D	D
722	Foodservices & drinking places	26	D	D	D	e	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 ¹	Estimated ²
BALANCE OF LAFAYETTE COUNTY, WI								
72	Accommodation & foodservices	36	5 537	1 476	306	256	82.4	3.6
722	Foodservices & drinking places	36	5 537	1 476	306	256	82.4	3.6
BALANCE OF LANGLADE COUNTY, WI								
72	Accommodation & foodservices	40	7 894	2 117	415	284	51.5	3.3
721	Accommodation	13	1 796	480	83	36	56.0	1.1
7212	RV (recreational vehicle) parks & recreational camps	4	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	4	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	3	D	D	D	a	D	D
7213	Rooming & boarding houses	1	D	D	D	a	D	D
72131	Rooming & boarding houses	1	D	D	D	a	D	D
721310	Rooming & boarding houses	1	D	D	D	a	D	D
722	Foodservices & drinking places	27	6 098	1 637	332	248	50.2	3.9
BALANCE OF LINCOLN COUNTY, WI								
72	Accommodation & foodservices	30	D	D	D	c	D	D
721	Accommodation	7	D	D	D	a	D	D
7212	RV (recreational vehicle) parks & recreational camps	4	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	4	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	4	D	D	D	a	D	D
722	Foodservices & drinking places	23	4 029	1 123	241	201	65.2	3.9
BALANCE OF MANITOWOC COUNTY, WI								
72	Accommodation & foodservices	48	D	D	D	f	D	D
721	Accommodation	2	D	D	D	a	D	D
722	Foodservices & drinking places	46	D	D	D	f	D	D
7223	Special foodservices	4	D	D	D	b	D	D
BALANCE OF MARATHON COUNTY, WI								
72	Accommodation & foodservices	122	D	D	D	g	D	D
721	Accommodation	10	D	D	D	c	D	D
72111	Hotels (except casino hotels) & motels	8	D	D	D	c	D	D
721110	Hotels (except casino hotels) & motels	8	D	D	D	c	D	D
7211102	Hotels with less than 25 guestrooms	1	D	D	D	a	D	D
7211104	Motor hotels	1	D	D	D	b	D	D
7212	RV (recreational vehicle) parks & recreational camps	2	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	2	D	D	D	a	D	D
721211	RV (recreational vehicle) parks & campgrounds	2	D	D	D	a	D	D
722	Foodservices & drinking places	112	D	D	D	g	D	D
7222	Limited-service eating places	34	D	D	D	f	D	D
72221	Limited-service eating places	34	D	D	D	f	D	D
7224	Drinking places (alcoholic beverages)	32	D	D	D	c	D	D
72241	Drinking places (alcoholic beverages)	32	D	D	D	c	D	D
722410	Drinking places (alcoholic beverages)	32	D	D	D	c	D	D
BALANCE OF MARINETTE COUNTY, WI								
72	Accommodation & foodservices	81	D	D	D	f	D	D
721	Accommodation	14	D	D	D	b	D	D
7211102	Hotels with less than 25 guestrooms	3	589	111	20	15	—	—
7213	Rooming & boarding houses	2	D	D	D	a	D	D
72131	Rooming & boarding houses	2	D	D	D	a	D	D
721310	Rooming & boarding houses	2	D	D	D	a	D	D
722	Foodservices & drinking places	67	14 820	4 059	883	568	51.4	9.4
7224	Drinking places (alcoholic beverages)	19	D	D	D	b	D	D
72241	Drinking places (alcoholic beverages)	19	D	D	D	b	D	D
722410	Drinking places (alcoholic beverages)	19	D	D	D	b	D	D

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							From administrative records ¹	Estimated ²
BALANCE OF MARQUETTE COUNTY, WI								
72	Accommodation & foodservices	59	D	D	D	e	D	D
721	Accommodation	9	D	D	D	b	D	D
7212	RV (recreational vehicle) parks & recreational camps .	6	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	6	D	D	D	a	D	D
721211	RV (recreational vehicle) parks & campgrounds ..	5	897	155	6	18	8.1	—
722	Foodservices & drinking places	50	9 172	2 083	370	316	60.5	7.8
BALANCE OF MENOMINEE COUNTY, WI								
72	Accommodation & foodservices	9	D	D	D	f	D	D
721	Accommodation	1	D	D	D	f	D	D
7211	Traveler accommodation	1	D	D	D	f	D	D
72112	Casino hotels	1	D	D	D	f	D	D
721120	Casino hotels	1	D	D	D	f	D	D
722	Foodservices & drinking places	8	1 278	241	48	51	61.7	6.7
BALANCE OF MONROE COUNTY, WI								
72	Accommodation & foodservices	28	5 498	1 200	204	96	44.5	8.1
721	Accommodation	4	1 931	489	62	13	2.2	6.3
7212	RV (recreational vehicle) parks & recreational camps .	3	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	3	D	D	D	a	D	D
721211	RV (recreational vehicle) parks & campgrounds ..	3	D	D	D	a	D	D
722	Foodservices & drinking places	24	3 567	711	142	83	67.4	9.1
BALANCE OF OCONTO COUNTY, WI								
72	Accommodation & foodservices	75	D	D	D	f	D	D
721	Accommodation	7	D	D	D	b	D	D
7212	RV (recreational vehicle) parks & recreational camps .	5	1 162	406	64	26	7.2	—
72121	RV (recreational vehicle) parks & recreational camps	5	1 162	406	64	26	7.2	—
721214	Recreational & vacation camps (except campgrounds)	4	D	D	D	b	D	D
722	Foodservices & drinking places	68	16 422	3 521	673	520	49.4	3.0
BALANCE OF ONEIDA COUNTY, WI								
72	Accommodation & foodservices	157	40 145	10 809	1 870	1 140	28.6	10.2
721	Accommodation	39	12 109	2 953	450	201	15.0	14.7
72111	Hotels (except casino hotels) & motels	20	6 635	1 681	384	180	22.5	9.3
721110	Hotels (except casino hotels) & motels	20	6 635	1 681	384	180	22.5	9.3
7211102	Hotels with less than 25 guestrooms	6	774	100	11	10	—	26.4
7212	RV (recreational vehicle) parks & recreational camps .	15	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	15	D	D	D	a	D	D
721211	RV (recreational vehicle) parks & campgrounds ..	5	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	10	4 499	1 120	56	14	5.0	25.1
722	Foodservices & drinking places	118	28 036	7 856	1 420	939	34.5	8.3
7222	Limited-service eating places	23	6 625	1 739	291	180	10.7	6.3
7224	Drinking places (alcoholic beverages)	27	D	D	D	b	D	D
72241	Drinking places (alcoholic beverages)	27	D	D	D	b	D	D
722410	Drinking places (alcoholic beverages)	27	D	D	D	b	D	D
BALANCE OF OUTAGAMIE COUNTY, WI								
72	Accommodation & foodservices	51	D	D	D	f	D	D
722	Foodservices & drinking places	51	D	D	D	f	D	D
7222	Limited-service eating places	13	D	D	D	c	D	D
7224	Drinking places (alcoholic beverages)	13	D	D	D	b	D	D
72241	Drinking places (alcoholic beverages)	13	D	D	D	b	D	D
722410	Drinking places (alcoholic beverages)	13	D	D	D	b	D	D
BALANCE OF OZAUKEE COUNTY, WI								
72	Accommodation & foodservices	14	D	D	D	c	D	D
721	Accommodation	2	D	D	D	a	D	D
722	Foodservices & drinking places	12	D	D	D	c	D	D

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							From administrative records ¹	Estimated ²
BALANCE OF PEPIN COUNTY, WI								
72	Accommodation & foodservices	26	D	D	D	c	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Foodservices & drinking places	25	5 148	1 472	280	196	47.4	3.8
BALANCE OF PIERCE COUNTY, WI								
72	Accommodation & foodservices	35	D	D	D	c	D	D
721	Accommodation	3	D	D	D	a	D	D
722	Foodservices & drinking places	32	D	D	D	c	D	D
7224	Drinking places (alcoholic beverages)	18	D	D	D	b	D	D
72241	Drinking places (alcoholic beverages)	18	D	D	D	b	D	D
722410	Drinking places (alcoholic beverages)	18	D	D	D	b	D	D
BALANCE OF POLK COUNTY, WI								
72	Accommodation & foodservices	102	22 336	5 708	1 196	717	43.9	14.2
721	Accommodation	14	2 971	1 020	179	98	13.8	.5
7211102	Hotels with less than 25 guestrooms	2	D	D	D	a	D	D
7212	RV (recreational vehicle) parks & recreational camps	5	D	D	D	b	D	D
72121	RV (recreational vehicle) parks & recreational camps	5	D	D	D	b	D	D
721211	RV (recreational vehicle) parks & campgrounds	4	303	79	7	5	37.0	5.3
721214	Recreational & vacation camps (except campgrounds)	1	D	D	D	a	D	D
722	Foodservices & drinking places	88	19 365	4 688	1 017	619	48.5	16.3
7222	Limited-service eating places	20	D	D	D	c	D	D
7224	Drinking places (alcoholic beverages)	37	6 830	1 056	236	149	56.7	18.2
72241	Drinking places (alcoholic beverages)	37	6 830	1 056	236	149	56.7	18.2
722410	Drinking places (alcoholic beverages)	37	6 830	1 056	236	149	56.7	18.2
BALANCE OF PORTAGE COUNTY, WI								
72	Accommodation & foodservices	64	D	D	D	f	D	D
721	Accommodation	8	D	D	D	b	D	D
7212	RV (recreational vehicle) parks & recreational camps	5	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	5	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	2	D	D	D	a	D	D
722	Foodservices & drinking places	56	11 200	2 915	639	471	59.0	3.3
7224	Drinking places (alcoholic beverages)	29	2 694	480	116	86	85.8	—
72241	Drinking places (alcoholic beverages)	29	2 694	480	116	86	85.8	—
722410	Drinking places (alcoholic beverages)	29	2 694	480	116	86	85.8	—
BALANCE OF PRICE COUNTY, WI								
72	Accommodation & foodservices	26	D	D	D	c	D	D
721	Accommodation	5	D	D	D	b	D	D
722	Foodservices & drinking places	21	3 878	879	186	133	47.8	14.0
BALANCE OF RACINE COUNTY, WI								
72	Accommodation & foodservices	50	D	D	D	f	D	D
721	Accommodation	2	D	D	D	b	D	D
7212	RV (recreational vehicle) parks & recreational camps	1	D	D	D	b	D	D
72121	RV (recreational vehicle) parks & recreational camps	1	D	D	D	b	D	D
721214	Recreational & vacation camps (except campgrounds)	1	D	D	D	b	D	D
722	Foodservices & drinking places	48	D	D	D	f	D	D
7222	Limited-service eating places	12	6 971	1 767	361	252	10.6	.8
BALANCE OF RICHLAND COUNTY, WI								
72	Accommodation & foodservices	10	D	D	D	b	D	D
721	Accommodation	2	D	D	D	a	D	D
722	Foodservices & drinking places	8	1 228	336	64	34	70.8	4.7

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 ¹	Estimated ²
BALANCE OF ROCK COUNTY, WI								
72	Accommodation & foodservices	50	D	D	D	e	D	D
721	Accommodation	1	D	D	D	a	D	D
7212	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
721211	RV (recreational vehicle) parks & campgrounds ..	1	D	D	D	a	D	D
722	Foodservices & drinking places	49	D	D	D	e	D	D
7224	Drinking places (alcoholic beverages)	14	D	D	D	b	D	D
72241	Drinking places (alcoholic beverages)	14	D	D	D	b	D	D
722410	Drinking places (alcoholic beverages)	14	D	D	D	b	D	D
BALANCE OF RUSK COUNTY, WI								
72	Accommodation & foodservices	20	D	D	D	b	D	D
721	Accommodation	1	D	D	D	a	D	D
722	Foodservices & drinking places	19	2 175	402	88	68	81.7	—
BALANCE OF ST. CROIX COUNTY, WI								
72	Accommodation & foodservices	71	D	D	D	f	D	D
721	Accommodation	12	D	D	D	b	D	D
7212	RV (recreational vehicle) parks & recreational camps ..	7	D	D	D	b	D	D
72121	RV (recreational vehicle) parks & recreational camps ..	7	D	D	D	b	D	D
721211	RV (recreational vehicle) parks & campgrounds ..	3	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds) ..	4	D	D	D	b	D	D
722	Foodservices & drinking places	59	D	D	D	f	D	D
7222	Limited-service eating places	15	4 012	1 124	249	175	17.5	8.3
7223	Special foodservices	5	D	D	D	b	D	D
7224	Drinking places (alcoholic beverages)	19	D	D	D	b	D	D
72241	Drinking places (alcoholic beverages)	19	D	D	D	b	D	D
722410	Drinking places (alcoholic beverages)	19	D	D	D	b	D	D
BALANCE OF SAUK COUNTY, WI								
72	Accommodation & foodservices	155	D	D	D	g	D	D
721	Accommodation	49	D	D	D	f	D	D
7211	Traveler accommodation	41	D	D	D	f	D	D
72111	Hotels (except casino hotels) & motels	36	D	D	D	f	D	D
721110	Hotels (except casino hotels) & motels	36	D	D	D	f	D	D
7211101	Hotels (except casino hotels) with 25 guestrooms or more ..	20	D	D	D	f	D	D
7211103	Motels	15	D	D	D	b	D	D
7212	RV (recreational vehicle) parks & recreational camps ..	8	D	D	D	b	D	D
72121	RV (recreational vehicle) parks & recreational camps ..	8	D	D	D	b	D	D
721211	RV (recreational vehicle) parks & campgrounds ..	6	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds) ..	2	D	D	D	b	D	D
722	Foodservices & drinking places	106	D	D	D	g	D	D
7221	Full-service restaurants	48	28 200	9 451	1 730	903	16.5	.1
72211	Full-service restaurants	48	28 200	9 451	1 730	903	16.5	.1
722110	Full-service restaurants	48	28 200	9 451	1 730	903	16.5	.1
7222	Limited-service eating places	30	15 669	4 188	678	363	21.1	1.9
72221	Limited-service eating places	30	15 669	4 188	678	363	21.1	1.9
7224	Drinking places (alcoholic beverages)	26	D	D	D	b	D	D
72241	Drinking places (alcoholic beverages)	26	D	D	D	b	D	D
722410	Drinking places (alcoholic beverages)	26	D	D	D	b	D	D
BALANCE OF SAWYER COUNTY, WI								
72	Accommodation & foodservices	109	24 337	6 054	958	613	30.6	1.9
721	Accommodation	44	8 069	1 618	174	98	24.5	3.1
7211102	Hotels with less than 25 guestrooms	8	D	D	D	b	D	D
7212	RV (recreational vehicle) parks & recreational camps ..	17	4 602	1 021	82	30	16.6	3.0
72121	RV (recreational vehicle) parks & recreational camps ..	17	4 602	1 021	82	30	16.6	3.0
721211	RV (recreational vehicle) parks & campgrounds ..	2	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds) ..	15	D	D	D	b	D	D
722	Foodservices & drinking places	65	16 268	4 436	784	515	33.7	1.2

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 ¹	Estimated ²
BALANCE OF SHAWANO COUNTY, WI								
72	Accommodation & foodservices	64	13 686	3 110	638	457	58.0	13.7
721	Accommodation	7	3 442	466	101	41	53.5	41.0
7212	RV (recreational vehicle) parks & recreational camps	4	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	4	D	D	D	a	D	D
721211	RV (recreational vehicle) parks & campgrounds	4	D	D	D	a	D	D
722	Foodservices & drinking places	57	10 244	2 644	537	416	59.5	4.6
BALANCE OF SHEBOYGAN COUNTY, WI								
72	Accommodation & foodservices	51	D	D	D	g	D	D
721	Accommodation	11	D	D	D	f	D	D
7211	Traveler accommodation	8	D	D	D	f	D	D
72111	Hotels (except casino hotels) & motels	7	D	D	D	f	D	D
721110	Hotels (except casino hotels) & motels	7	D	D	D	f	D	D
7211101	Hotels (except casino hotels) with 25 guestrooms or more	5	D	D	D	f	D	D
7212	RV (recreational vehicle) parks & recreational camps	3	653	148	20	3	—	—
72121	RV (recreational vehicle) parks & recreational camps	3	653	148	20	3	—	—
721211	RV (recreational vehicle) parks & campgrounds	2	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	1	D	D	D	a	D	D
722	Foodservices & drinking places	40	D	D	D	f	D	D
7222	Limited-service eating places	9	D	D	D	c	D	D
BALANCE OF TAYLOR COUNTY, WI								
72	Accommodation & foodservices	11	D	D	D	c	D	D
721	Accommodation	1	D	D	D	b	D	D
7212	RV (recreational vehicle) parks & recreational camps	1	D	D	D	b	D	D
72121	RV (recreational vehicle) parks & recreational camps	1	D	D	D	b	D	D
721214	Recreational & vacation camps (except campgrounds)	1	D	D	D	b	D	D
722	Foodservices & drinking places	10	1 478	436	91	71	59.5	12.0
BALANCE OF TREMPLEAU COUNTY, WI								
72	Accommodation & foodservices	85	17 086	4 852	994	713	48.1	3.7
721	Accommodation	6	1 385	392	78	51	—	—
722	Foodservices & drinking places	79	15 701	4 460	916	662	52.3	4.0
BALANCE OF VERNON COUNTY, WI								
72	Accommodation & foodservices	50	D	D	D	e	D	D
721	Accommodation	8	D	D	D	a	D	D
722	Foodservices & drinking places	42	7 038	1 772	363	294	59.4	6.2
BALANCE OF VILAS COUNTY, WI								
72	Accommodation & foodservices	188	69 921	17 335	2 454	1 451	23.0	6.4
721	Accommodation	86	46 012	10 653	1 172	695	10.3	4.0
7211	Traveler accommodation	56	35 506	8 014	931	635	3.6	1.8
72111	Hotels (except casino hotels) & motels	46	D	D	D	e	D	D
721110	Hotels (except casino hotels) & motels	46	D	D	D	e	D	D
7211102	Hotels with less than 25 guestrooms	17	3 840	636	104	57	7.2	.3
72112	Casino hotels	1	D	D	D	e	D	D
721120	Casino hotels	1	D	D	D	e	D	D
7212	RV (recreational vehicle) parks & recreational camps	29	D	D	D	b	D	D
72121	RV (recreational vehicle) parks & recreational camps	29	D	D	D	b	D	D
721211	RV (recreational vehicle) parks & campgrounds	8	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	21	8 685	2 277	195	40	32.7	9.7
7213	Rooming & boarding houses	1	D	D	D	a	D	D
72131	Rooming & boarding houses	1	D	D	D	a	D	D
721310	Rooming & boarding houses	1	D	D	D	a	D	D
722	Foodservices & drinking places	102	23 909	6 682	1 282	756	47.5	11.1

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 ¹	Estimated ²
BALANCE OF WALWORTH COUNTY, WI								
72	Accommodation & foodservices	97	50 142	16 676	3 392	1 611	21.4	3.3
721	Accommodation	13	25 676	10 134	2 149	809	1.2	.5
7211	Traveler accommodation	8	23 764	9 420	2 017	758	.8	—
72111	Hotels (except casino hotels) & motels	7	D	D	D	f	D	D
721110	Hotels (except casino hotels) & motels	7	D	D	D	f	D	D
7211101	Hotels (except casino hotels) with 25 guestrooms or more	4	D	D	D	f	D	D
7212	RV (recreational vehicle) parks & recreational camps	5	1 912	714	132	51	6.2	6.4
72121	RV (recreational vehicle) parks & recreational camps	5	1 912	714	132	51	6.2	6.4
721214	Recreational & vacation camps (except campgrounds)	5	1 912	714	132	51	6.2	6.4
722	Foodservices & drinking places	84	24 466	6 542	1 243	802	42.6	6.2
7223	Special foodservices	5	D	D	D	b	D	D
7224	Drinking places (alcoholic beverages)	25	5 648	1 029	231	134	53.0	1.4
72241	Drinking places (alcoholic beverages)	25	5 648	1 029	231	134	53.0	1.4
722410	Drinking places (alcoholic beverages)	25	5 648	1 029	231	134	53.0	1.4
BALANCE OF WASHBURN COUNTY, WI								
72	Accommodation & foodservices	54	11 339	2 730	483	282	31.0	2.2
721	Accommodation	16	3 975	862	129	32	3.4	3.5
721102	Hotels with less than 25 guestrooms	2	D	D	D	a	D	D
7212	RV (recreational vehicle) parks & recreational camps	4	1 769	406	37	2	5.5	—
72121	RV (recreational vehicle) parks & recreational camps	4	1 769	406	37	2	5.5	—
721214	Recreational & vacation camps (except campgrounds)	3	D	D	D	a	D	D
722	Foodservices & drinking places	38	7 364	1 868	354	250	45.8	1.5
BALANCE OF WASHINGTON COUNTY, WI								
72	Accommodation & foodservices	42	D	D	D	f	D	D
721	Accommodation	6	D	D	D	a	D	D
7212	RV (recreational vehicle) parks & recreational camps	2	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	2	D	D	D	a	D	D
721211	RV (recreational vehicle) parks & campgrounds	2	D	D	D	a	D	D
722	Foodservices & drinking places	36	11 595	2 900	663	511	40.7	17.7
BALANCE OF WAUKESHA COUNTY, WI								
72	Accommodation & foodservices	95	D	D	D	g	D	D
721	Accommodation	3	D	D	D	c	D	D
72111	Hotels (except casino hotels) & motels	2	D	D	D	c	D	D
721110	Hotels (except casino hotels) & motels	2	D	D	D	c	D	D
7212	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	1	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	1	D	D	D	a	D	D
722	Foodservices & drinking places	92	D	D	D	g	D	D
7221	Full-service restaurants	36	D	D	D	g	D	D
72211	Full-service restaurants	36	D	D	D	g	D	D
722110	Full-service restaurants	36	D	D	D	g	D	D
7222	Limited-service eating places	23	D	D	D	e	D	D
72221	Limited-service eating places	23	D	D	D	e	D	D
7224	Drinking places (alcoholic beverages)	29	D	D	D	c	D	D
72241	Drinking places (alcoholic beverages)	29	D	D	D	c	D	D
722410	Drinking places (alcoholic beverages)	29	D	D	D	c	D	D
BALANCE OF WAUPACA COUNTY, WI								
72	Accommodation & foodservices	60	D	D	D	e	D	D
721	Accommodation	7	D	D	D	b	D	D
7211102	Hotels with less than 25 guestrooms	2	D	D	D	b	D	D
7212	RV (recreational vehicle) parks & recreational camps	3	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	3	D	D	D	a	D	D
721211	RV (recreational vehicle) parks & campgrounds	3	D	D	D	a	D	D
722	Foodservices & drinking places	53	D	D	D	e	D	D
7224	Drinking places (alcoholic beverages)	24	2 923	539	119	89	58.9	15.5
72241	Drinking places (alcoholic beverages)	24	2 923	539	119	89	58.9	15.5
722410	Drinking places (alcoholic beverages)	24	2 923	539	119	89	58.9	15.5

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 ¹	Estimated ²
BALANCE OF WAUSHARA COUNTY, WI								
72	Accommodation & foodservices	70	D	D	D	e	D	D
721	Accommodation	14	D	D	D	b	D	D
7212	RV (recreational vehicle) parks & recreational camps .	8	1 994	536	45	15	58.4	.8
72121	RV (recreational vehicle) parks & recreational camps	8	1 994	536	45	15	58.4	.8
721211	RV (recreational vehicle) parks & campgrounds . .	3	736	151	14	5	D	—
721214	Recreational & vacation camps (except campgrounds)	5	1 258	385	31	10	45.8	1.2
722	Foodservices & drinking places	56	10 023	2 774	592	450	38.4	18.8
BALANCE OF WINNEBAGO COUNTY, WI								
72	Accommodation & foodservices	42	D	D	D	e	D	D
721	Accommodation	4	D	D	D	a	D	D
7212	RV (recreational vehicle) parks & recreational camps .	2	D	D	D	a	D	D
72121	RV (recreational vehicle) parks & recreational camps	2	D	D	D	a	D	D
721214	Recreational & vacation camps (except campgrounds)	1	D	D	D	a	D	D
722	Foodservices & drinking places	38	10 973	2 518	546	445	43.2	10.3
BALANCE OF WOOD COUNTY, WI								
72	Accommodation & foodservices	39	5 417	1 271	289	228	41.9	12.1
722	Foodservices & drinking places	39	5 417	1 271	289	228	41.9	12.1

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

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

Appendix A.

Explanation of Terms

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 and/or services are provided. It is not necessarily identical with a company or enterprise, which may consist of one establishment or more. Accommodation and foodservices 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 accommodation and foodservices 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.

Leased departments are treated as separate establishments and are classified according to the kind of business they conduct. For example, a leased department selling gifts/souvenirs within a hotel would be considered a separate retail establishment under the "gift, novelty, and souvenir 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 sales from customers for services rendered, from the use of facilities and from merchandise sold. Also includes dues and assessments from members and affiliates.

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.

Excludes sales from civic and social organizations; amusement and recreation parks; theaters; and other recreation or entertainment facilities providing food and beverage services.

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

72 ACCOMMODATION AND FOODSERVICES

The Accommodation and Food Services sector comprises establishments providing customers with lodging and/or preparing meals, snacks, and beverages for immediate consumption. The sector includes both accommodation and food services establishments because the two activities are often combined at the same establishment.

Excluded from this sector are civic and social organizations; amusement and recreation parks; theaters; and other recreation or entertainment facilities providing food and beverage services.

721 Accommodation

Industries in the Accommodation subsector provide lodging or short-term accommodations for travelers, vacationers, and others. There is a wide range of establishments in these industries. Some provide lodging only; while others provide meals, laundry, and recreational facilities, as well as lodging. Lodging establishments are classified in this subsector even if the provision of complementary services generates more revenue. The type of complementary services provided vary from establishment to establishment.

The subsector is organized into three industry groups: (1) traveler accommodation, (2) recreational accommodation, and (3) rooming and boarding houses. The Traveler Accommodation industry group includes establishments that primarily provide traditional types of lodging services. This group includes hotels, motels, and bed and breakfast inns. In addition to lodging, these establishments may provide a range of other services to their guests. The RV (Recreational Vehicle) Parks and Recreational Camps industry group includes establishments that operate lodging facilities primarily designed to accommodate outdoor enthusiasts. Included are travel trailer campsites, recreational vehicle parks, and outdoor adventure retreats. The Rooming and Boarding Houses industry group includes establishments providing temporary or longer-term accommodations that for the period of occupancy may serve as a principal residence. Board (i.e., meals) may be provided but is not essential.

Establishments that manage short-stay accommodation establishments (e.g., hotels and motels) on a contractual basis are classified in this subsector if they both manage the operation and provide the operating staff. Such establishments are classified based on the type of facility managed and operated.

7211 Traveler Accommodation

This NAICS Industry Group includes establishments classified in the following Industries: 72111, Hotels (except Casino Hotels) and Motels; 72112, Casino Hotels; and 72119, Other Traveler Accommodation.

72111 Hotels (Except Casino Hotels) and Motels

This industry comprises establishments primarily engaged in providing short-term lodging in facilities known as hotels, motor hotels, resort hotels, and motels. The establishments in this industry may offer services, such as food and beverage services, recreational services, conference rooms and convention services, laundry services, parking, and other services.

721110 Hotels (Except Casino Hotels) and Motels

This U.S. industry comprises establishments primarily engaged in providing short-term lodging in facilities known as hotels, motor hotels, resort hotels, and motels. The establishments in this industry may offer services, such as food and beverage services, recreational services, conference rooms and convention services, laundry services, parking, and other services.

The data published with NAICS code 721110 are comprised of these parts of the following SIC industries:

- 7011 (pt) Motels
- 7011 (pt) Motor hotels
- 7011 (pt) Hotels (except casino hotels) with 25 guestrooms or more
- 7011 (pt) Hotels with less than 25 guestrooms
- 7041 (pt) Organization hotels

7211101 HOTELS (EXCEPT CASINO HOTELS) WITH 25 GUESTROOMS OR MORE

Establishments, known as hotels, with a total of 25 guestrooms or more primarily engaged in providing short-term lodging.

7211102 Hotels With Less Than 25 Guestrooms

Establishments, known as hotels, with less than 25 guestrooms primarily engaged in providing short-term lodging.

7211103 Motels

Establishments, known as motels, primarily engaged in providing short-term lodging.

7211104 Motor Hotels

Establishments, known as motor hotels, motor lodges, or motor inns, primarily engaged in providing short-term lodging.

7211105 Organization Hotels

Hotels operated by membership organizations for the benefit of their constituents and not open to the general public.

72112 Casino Hotels

This industry comprises establishments primarily engaged in providing short-term lodging in hotel facilities with a casino on the premises. The casino on premises includes table wagering games and may include other gambling activities, such as slot machines and sports betting. These establishments generally offer a range of services and amenities, such as food and beverage services, entertainment, valet parking, swimming pools, and conference and convention facilities.

721120 Casino Hotels

This U.S. industry comprises establishments primarily engaged in providing short-term lodging in hotel facilities with a casino on the premises. The casino on premises includes table wagering games and may include other gambling activities, such as slot machines and sports betting. These establishments generally offer a range of services and amenities, such as food and beverage services, entertainment, valet parking, swimming pools, and conference and convention facilities.

The data published with NAICS code 721120 are comprised of this part of the following SIC industry:

7011 (pt) Casino hotels

72119 Other Traveler Accommodation

This industry comprises establishments primarily engaged in providing short-term lodging (except hotels, motels, and casino hotels).

721191 Bed-and-Breakfast Inns

This U.S. industry comprises establishments primarily engaged in providing short-term lodging in facilities known as bed-and-breakfast inns. These establishments provide short-term lodging in private homes or small buildings converted for this purpose. Bed-and-breakfast inns are characterized by a highly personalized service and inclusion of a full breakfast in a room rate.

The data published with NAICS code 721191 are comprised of these parts of the following SIC industries:

7011 (pt) Bed-and-breakfast inns with 25 guestrooms or more

7011 (pt) Bed-and-breakfast inns with less than 25 guestrooms

7211911 Bed-and-Breakfast Inns With 25 Guestrooms or More

Establishments, known as bed-and-breakfast inns, primarily engaged in providing short-term lodging. These establishments provide lodging of 25 guestrooms or more in buildings converted for this purpose.

7211912 Bed-and-Breakfast Inns With Less Than 25 Guestrooms

Establishments, known as bed-and-breakfast inns, primarily engaged in providing short-term lodging. These establishments provide lodging of less than 25 guestrooms in private houses or buildings converted for this purpose.

721199 All Other Traveler Accommodation

This U.S. industry comprises establishments primarily engaged in providing short-term lodging (except hotels, motels, casino hotels, and bed-and-breakfast inns).

The data published with NAICS code 721199 are comprised of this part of the following SIC industry:

7011 (pt) All other traveler accommodation

7212 RV (Recreational Vehicle) Parks and Recreational Camps

This NAICS Industry Group includes establishments classified in the following NAICS Industry: 72121, RV (Recreational Vehicle) Parks and Recreational Camps.

72121 RV (Recreational Vehicle) Parks and Recreational Camps

This industry comprises establishments primarily engaged in operating recreational vehicle parks and campgrounds and recreational and vacation camps. These establishments cater to outdoor enthusiasts and are characterized by the type of accommodation and by the nature and the range of recreational facilities and activities provided to their clients.

721211 RV (Recreational Vehicle) Parks and Campgrounds

This U.S. industry comprises establishments primarily engaged in operating sites to accommodate campers and their equipment, including tents, tent trailers, travel trailers, and RVs (recreational vehicles). These establishments may provide access to facilities, such as washrooms, laundry rooms, recreation halls and playgrounds, stores, and snack bars.

The data published with NAICS code 721211 are comprised of the following SIC industry:

7033 Recreational vehicle parks and campsites

721214 Recreational and Vacation Camps (Except Campgrounds)

This U.S. industry comprises establishments primarily engaged in operating overnight recreational camps, such as children's camps, family vacation camps, hunting and fishing camps, and outdoor adventure retreats that offer trail riding, white-water rafting, hiking, and similar activities. These establishments provide accommodation facilities, such as cabins and fixed camp sites, and other amenities, such as food services, recreational facilities and equipment, and organized recreational activities.

The data published with NAICS code 721214 are comprised of the following SIC industry:

7032 Sporting and recreational camps

7213 Rooming and Boarding Houses

This NAICS Industry Group includes establishments classified in the following NAICS Industry: 72131, Rooming and Boarding Houses.

72131 Rooming and Boarding Houses

This industry comprises establishments primarily engaged in operating rooming and boarding houses and similar facilities, such as fraternity houses, sorority houses, off-campus dormitories, residential clubs, and workers' camps. These establishments provide temporary or longer-term accommodations which, for the period of occupancy, may serve as a principal residence. These establishments also may provide complementary services, such as housekeeping, meals, and laundry services.

721310 Rooming and Boarding Houses

This U.S. industry comprises establishments primarily engaged in operating rooming and boarding houses and similar facilities, such as fraternity houses, sorority houses, off-campus dormitories, residential clubs, and workers' camps. These establishments provide temporary or longer-term accommodations which, for the period of occupancy, may serve as a principal residence. These establishments also may provide complementary services, such as housekeeping, meals, and laundry services.

The data published with NAICS code 721310 are comprised of these parts of the following SIC industries:

7021 Rooming and boarding houses

7041 (pt) Organization rooming and boarding houses

7213101 Rooming and Boarding Houses

Establishments primarily engaged in operating rooming and boarding houses and similar facilities, such as dormitories and residential clubs. These establishments are open to the general public and provide temporary or longer-term accommodations which, for the period of occupancy, may serve as a principal residence.

7213102 Organization Rooming and Boarding Houses

Lodging houses operated by membership organizations for the benefit of their constituents and not open to the general public.

722 Food Services and Drinking Places

Industries in the Food Services and Drinking Places subsector prepare meals, snacks, and beverages to customer order for immediate on-premises and off-premises consumption. There is a wide range of establishments in these industries. Some provide food and drink only; while others provide various combinations of seating space, waiter/waitress services and incidental amenities, such as limited entertainment. The industries in the subsector are grouped based on the type and level of services provided. The industry groups are full-service restaurants; limited-service eating places; special food services, such as food service contractors, caterers, and mobile food services, and drinking places.

Food services and drink activities at hotels and motels; amusement parks, theaters, casinos, country clubs, and similar recreational facilities; and civic and social organizations are included in this subsector only if these services are provided by a separate establishment primarily engaged in providing food and beverage services.

Excluded from this subsector are establishments operating dinner cruises. These establishments are classified in Subsector 487, Scenic and Sightseeing Transportation because those establishments utilize transportation equipment to provide scenic recreational entertainment.

7221 Full-Service Restaurants

This industry group comprises establishments primarily engaged in providing food services to patrons who order and are served while seated (i.e., waiter/waitress service) and pay after eating. Establishments that provide these type of food services to patrons with any combination of other services, such as carryout services are classified in this industry.

72211 Full-Service Restaurants

This industry comprises establishments primarily engaged in providing food services to patrons who order and are served while seated (i.e. waiter/waitress service) and pay after eating. These establishments may provide

this type of food services to patrons in combination with selling alcoholic beverages, providing takeout services, or presenting live nontheatrical entertainment.

722110 Full-Service Restaurants

This U.S. industry comprises establishments primarily engaged in providing food services to patrons who order and are served while seated (i.e. waiter/waitress service) and pay after eating. These establishments may provide this type of food services to patrons in combination with selling alcoholic beverages, providing takeout services, or presenting live nontheatrical entertainment.

The data published with NAICS code 722110 are comprised of this part of the following SIC industry:

5812 (pt) Full-service restaurants

7222 Limited-Service Eating Places

This industry group comprises establishments primarily engaged in providing food services where patrons generally order or select items and pay before eating. Most establishments do not have waiter/waitress service, but some provide limited service, such as cooking to order (i.e., per special request), bringing food to seated customers, or providing off-site delivery.

72221 Limited-Service Eating Places

This industry comprises establishments primarily engaged in (1) providing food services where patrons generally order or select items and pay before eating or (2) selling a specialty snack or nonalcoholic beverage for consumption on or near the premises. Food and drink may be consumed on the premises, taken out, or delivered to customers' location. Some establishments in this industry may provide these food services (except snack and nonalcoholic beverage bars) in combination with selling alcoholic beverages.

722211 Limited-Service Restaurants

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

The data published with NAICS code 722211 are comprised of this part of the following SIC industry:

5812 (pt) Limited-service restaurants

722212 Cafeterias

This U.S. industry comprises establishments, known as cafeterias, primarily engaged in preparing and serving meals for immediate consumption using cafeteria-style

serving equipment, such as steam tables, a refrigerated area, and self-service nonalcoholic beverage dispensing equipment. Patrons select from food and drink items on display in a continuous cafeteria line.

The data published with NAICS code 722212 are comprised of this part of the following SIC industry:

5812 (pt) Cafeterias

722213 Snack and Nonalcoholic Beverage Bars

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

The data published with NAICS code 722213 are comprised of these parts of the following SIC industries:

5461 (pt) Cookie shops

5461 (pt) Donut shops, baking on premises

5461 (pt) Donut shops, no baking on premises

5812 (pt) Ice cream and soft serve shops

5812 (pt) Frozen yogurt shops

5812 (pt) Bagel shops

5812 (pt) Coffee shops

5812 (pt) Other snack and nonalcoholic beverage bars

7222131 Ice Cream and Soft Serve Shops

Establishments primarily engaged in selling ice cream and/or frozen custard for immediate consumption.

7222132 Frozen Yogurt Shops

Establishments primarily engaged in selling frozen yogurt for immediate consumption.

7222133 Donut Shops

Establishments primarily engaged in selling donuts, for consumption on or off the premises.

72221331 Donut Shops, Baking on Premises

Establishments primarily engaged in selling donuts baked on the premises.

72221332 Donut Shops, No Baking on Premises

Establishments primarily engaged in selling donuts not baked on the premises.

7222134 Bagel Shops

Establishments primarily engaged in selling bagels, including bagel sandwiches, for consumption on or off the premises. Establishments primarily engaged in selling bulk bagels to retail customers are also included.

7222135 Coffee Shops

Establishments primarily engaged in selling freshly brewed coffee, for consumption on or off the premises. Establishments providing beverage teas are also included. The sale of food frequently accounts for a substantial portion of the sales of these establishments.

7222136 Cookie Shops

Establishments primarily engaged in selling cookies.

7222137 Other Snack and Nonalcoholic Beverage Bars

Establishments primarily engaged in selling specialty snacks and beverages such as pretzels, sodas, and juices from permanent sites for immediate consumption on or near the premises.

7223 Special Food Services

This industry group comprises establishments primarily engaged in providing one of the following food services: (1) at the customers' location; (2) a location designated by the customer; or (3) from motorized vehicles or nonmotorized carts.

72231 Food Service Contractors

This industry comprises establishments primarily engaged in providing food services at institutional, governmental, commercial, or industrial locations of others based on contractual arrangements with these type of organizations for a specified period of time. The establishments of this industry provide food services for the convenience of the contracting organization or the contracting organization's customers. The contractual arrangement of these establishments with contracting organizations may vary from type of facility operated (e.g., cafeteria, restaurant, fast-food eating place), revenue sharing, cost structure, to providing personnel. Management staff is always provided by the food services contractor.

722310 Food Service Contractors

This U.S. industry comprises establishments primarily engaged in providing food services at institutional, governmental, commercial, or industrial locations of others based on contractual arrangements with these type of organizations for a specified period of time. The establishments of this industry provide food services for the convenience of the contracting organization or the contracting organization's customers. The contractual arrangement of

these establishments with contracting organizations may vary from type of facility operated (e.g., cafeteria, restaurant, fast-food eating place), revenue sharing, cost structure, to providing personnel. Management staff is always provided by the food services contractor.

The data published with NAICS code 722310 are comprised of this part of the following SIC industry:

5812 (pt) Foodservice contractors

72232 Caterers

This industry comprises establishments primarily engaged in providing single event-based food services. These establishments generally have equipment and vehicles to transport meals and snacks to events and/or prepare food at an off-premise site. Banquet halls with catering staff are included in this industry. Examples of events catered by establishments in this industry are graduation parties, wedding receptions, business or retirement luncheons, and trade shows.

722320 Caterers

This U.S. industry comprises establishments primarily engaged in providing single event-based food services. These establishments generally have equipment and vehicles to transport meals and snacks to events and/or prepare food at an off-premise site. Banquet halls with catering staff are included in this industry. Examples of events catered by establishments in this industry are graduation parties, wedding receptions, business or retirement luncheons, and trade shows.

The data published with NAICS code 722320 are comprised of this part of the following SIC industry:

5812 (pt) Caterers

72233 Mobile Food Services

This industry comprises establishments primarily engaged in preparing and serving meals and snacks for immediate consumption from motorized vehicles or nonmotorized carts. The establishment is the central location from which the caterer route is serviced, not each vehicle, or cart. Included in this industry are establishments primarily engaged in providing food services from vehicles, such as hot dog cart, and ice cream truck.

722330 Mobile Food Services

This U.S. industry comprises establishments primarily engaged in preparing and serving meals and snacks for immediate consumption from motorized vehicles or nonmotorized carts. The establishment is the central location from which the caterer route is serviced, not each vehicle, or cart. Included in this industry are establishments primarily engaged in providing food services from vehicles, such as hot dog cart, and ice cream truck.

The data published with NAICS code 722330 are comprised of this part of the following SIC industry:

5963 (pt) Mobile foodservices

7224 Drinking Places (Alcoholic Beverages)

This industry group comprises establishments primarily engaged in preparing and serving alcoholic beverages for immediate consumption.

72241 Drinking Places (Alcoholic Beverages)

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

722410 Drinking Places (Alcoholic Beverages)

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

The data published with NAICS code 722410 are comprised of the following SIC industry:

5813 Drinking places (alcoholic beverages)

Appendix C.

Coverage and Methodology

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.

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.

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

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

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

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

