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2002 Economic Census

Retail Trade

Geographic Area Series



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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 to 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.

INDUSTRY CLASSIFICATIONS

Data from the 2002 Economic Census are published primarily according to the 2002 North American Industry Classification System (NAICS). NAICS was first adopted in the United States, Canada, and Mexico in 1997. The 2002 Economic Census covers 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 Food Services |
| 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), largely covered by the census of governments conducted by the Census Bureau.)

The 20 NAICS sectors are subdivided into 100 subsectors (three-digit codes), 317 industry groups (four-digit codes), and, as implemented in the United States, 1,179 industries (six-digit codes).

RELATIONSHIP TO HISTORICAL INDUSTRY CLASSIFICATIONS

Prior to the 1997 Economic Census, data were published according to the Standard Industrial Classification (SIC) system. 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 1997 Economic Census *Bridge Between NAICS and SIC* demonstrates the relationships between NAICS and SIC industries. Where changes are significant, it may not be possible to construct time series that include data for points both before and after 1997.

Most industry classifications remained unchanged between 1997 and 2002, but NAICS 2002 includes substantial revisions within the construction and wholesale trade sectors, and a number of revisions for the retail trade and information sectors. These changes are noted in industry definitions and will be demonstrated in the *Bridge Between NAICS 2002 and NAICS 1997*.

For 2002, data for enterprise support establishments (those functioning primarily to support the activities of their company's operating establishments, such as a warehouse or a research and development laboratory) are included in the industry that reflects their activities (such as warehousing). For 1997, such establishments were termed auxiliaries and were excluded from industry totals.

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. (For selected industries, only payroll, employment, and classification are collected for individual establishments, while other data are collected on a consolidated basis.)

GEOGRAPHIC AREA CODING

Accurate and complete information on the physical location of each establishment is required to tabulate the census data for states, metropolitan and micropolitan statistical areas, counties, and corporate municipalities (places) including cities, towns, townships, 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 administrative sources is used as a basis for coding.

AVAILABILITY OF ADDITIONAL DATA

All results of the 2002 Economic Census are available on the Census Bureau Internet site (www.census.gov) and on digital versatile discs (DVD-ROMs) for sale by the Census Bureau. The American FactFinder system at the Internet site allows selective retrieval and downloading of the data. For more information, including a description of reports being issued, see the Internet site, write to the U.S. Census Bureau, Washington, DC 20233-6100, or call Customer Services at 301-763-4100.

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 service trades in 1933. Censuses of construction, manufacturing, and the other business 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 and 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 report forms.

The range of industries covered in the economic census expanded between 1967 and 2002. 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. New for 2002 is coverage of four industries classified in the agriculture, forestry, and fishing sector under the SIC system: landscape architectural services, landscaping services, veterinary services, and pet care services.

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. Reports for 1997 were published primarily on the Internet and copies of 1992 reports are also available there. CD-ROMs issued from the 1987, 1992, and 1997 Economic Censuses contain databases that include all or 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 the 2002 Economic Census and related surveys is published in the *Guide to the 2002 Economic Census* at www.census.gov/econ/census02/guide. More information on the methodology, procedures, and history of the census will be published in the *History of the 2002 Economic Census* at www.census.gov/econ/www/history.html.

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Retail Trade

SCOPE

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

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

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

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

Exclusions. Excluded from this sector are governmental organizations classified in the covered industries except for liquor stores operated by state and local governments. Data for direct sellers with no paid employees and post exchanges, ship stores, and similar establishments operated on military posts by agencies of the federal government are not included.

The tabulations for this sector do not include central administrative offices, warehouses, or other establishments that serve retail establishments within the same organization. Data for such establishments are classified according to the nature of the service they provide. For example, separate headquarters establishments are reported in NAICS sector 55, Management of Companies and Enterprises.

The reports described below exclude establishments of firms with no paid employees. These “nonemployers,” typically self-employed individuals or partnerships operating businesses that they have not chosen to incorporate, are reported separately in *Nonemployer Statistics*. The contribution of nonemployers, moderate for this sector, may be examined at www.census.gov/nonemployerimpact.

Definitions. Industry categories are defined in Appendix B, NAICS Codes, Titles, and Descriptions. Other terms are defined in Appendix A, Explanation of Terms.

REPORTS

The following reports provide statistics on this sector.

Industry Series. There are 21 reports, each covering a group of related industries. The reports present, by kind of business for the United States, general statistics for establishments of firms with payroll on number of establishments, sales, payroll, and employment; comparative statistics for 2002 and 1997; product lines; and concentration of business activity in the largest firms. The data in industry reports are preliminary and subject to change in the following reports.

Geographic Area Series. There is a separate report for each state, the District of Columbia, and the United States. Each state report presents, for establishments of firms with payroll, general statistics on number of establishments, sales, payroll, and employment by kind of business for the state, metropolitan and micropolitan statistical areas, 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 detailed kind-of-business classifications.

Subject Series:

- **Product Lines.** This report presents data on major categories of products sold for establishments of firms with payroll by kind of business. Data are presented for the United States, states, and metropolitan and micropolitan statistical areas.
- **Establishment and Firm Size (Including Legal Form of Organization).** 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 of firms with payroll; and by sales size (including concentration by largest firms), by employment size, and by number of establishments operated (single units and multiunits) for firms with payroll.
- **Miscellaneous Subjects.** This report presents data for a variety of industry-specific topics for establishments of firms with payroll. Presentation of data varies by kind of business.

ZIP Code Statistics. This report presents data for establishments of firms with payroll by United States ZIP Code.

Other reports. Data for this sector are also included in reports with multisector coverage, including *Nonemployer Statistics*, *Comparative Statistics*, *Bridge Between 2002 NAICS and 1997 NAICS*, *Business Expenses*, and the Survey of Business Owners reports.

GEOGRAPHIC AREAS COVERED

The level of geographic detail varies by report. Maps are available at www.census.gov/econ2002maps. Notes specific to areas in the state are included in Appendix D, Geographic Notes. Data may be presented for —

1. The United States as a whole.
2. States and the District of Columbia.
3. Metropolitan and micropolitan statistical areas. A core based statistical area (CBSA) contains a core area with a substantial population nucleus, together with adjacent communities having a high degree of social and economic integration with that core. CBSAs are differentiated into metropolitan and micropolitan statistical areas based on size criteria. Both metropolitan and micropolitan statistical areas are defined in terms of entire counties, and are listed in Appendix E, Metropolitan and Micropolitan Statistical Areas.
 - a. Metropolitan Statistical Areas (metro areas). Metro areas have at least one urbanized area of 50,000 or more population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.
 - b. Micropolitan Statistical Areas (micro areas). Micro areas have at least one urban cluster of at least 10,000 but less than 50,000 population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.
 - c. Metropolitan Divisions (metro divisions). If specified criteria are met, a metro area containing a single core with a population of 2.5 million or more may be subdivided to form smaller groupings of counties referred to as Metropolitan Divisions.
 - d. Combined Statistical Areas (combined areas). If specified criteria are met, adjacent metro and micro areas, in various combinations, may become the components of a new set of areas called Combined Statistical Areas. The areas that combine retain their own designations as metro or micro areas within the larger combined area.

-
4. Counties and county equivalents defined as of January 1, 2002. Counties are the primary divisions of states, except in Louisiana where they are called parishes and in Alaska where they are called boroughs, census areas, and city and boroughs. 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.
 5. Economic places.
 - a. Municipalities of 2,500 inhabitants or more defined as of January 1, 2002. These are areas of significant population incorporated as cities, boroughs, villages, or towns according to the 2000 Census of Population. For the economic census, boroughs, census areas, and city and boroughs in Alaska and boroughs in New York are not included in this category.
 - b. Consolidated cities defined as of January 1, 2002. Consolidated cities are consolidated governments which consist of separately incorporated municipalities.
 - c. 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 2000 Census of Population).
 - d. Balance of county. Areas outside the entities listed above, including incorporated municipalities with populations of fewer than 2,500, towns and townships not qualifying as noted above, and the remainders of counties outside places are categorized as "Balance of county."

DOLLAR VALUES

All dollar values presented are expressed in current dollars; i.e., 2002 data are expressed in 2002 dollars, and 1997 data, in 1997 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.

COMPARABILITY OF THE 1997 AND 2002 ECONOMIC CENSUSES

Both the 2002 Economic Census and the 1997 Economic Census present data based on the North American Industry Classification System (NAICS). There were revisions to some industries in this sector for 2002.

For the retail trade sector, additional levels of detail for department stores and nonstore retailers are included in 2002 NAICS. Department stores are now further broken down into Department Stores (except Discount Department Stores) and Discount Department Stores. Electronic Shopping and Mail-Order Houses are now further broken down into Electronic Shopping, Electronic Auctions, and Mail-Order Houses.

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 Product Lines reports for this sector are subject to sampling errors, as well as nonsampling errors.

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, as by the percentages shown in the tables. 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. More information on the reliability of the data is included in Appendix C, Methodology.

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. Techniques employed to limit disclosure are discussed at www.census.gov/epcd/ec02/disclosure.htm.

AVAILABILITY OF MORE FREQUENT ECONOMIC DATA

The Census Bureau conducts annual and monthly surveys on retail trade. These surveys, while providing more frequent observations, yield less kind-of-business and geographic detail than the economic census. In addition, the County Business Patterns program offers annual statistics on the number of establishments, employment, and payroll classified by industry within each county, and Statistics of U.S. Businesses provides annual statistics classified by the employment size of the enterprise, further classified by industry for the United States, and by broader categories for states and metropolitan areas.

CONTACTS FOR DATA USERS

Questions about these data may be directed to the U.S. Census Bureau, Service Sector Statistics Division, Retail Census Branch, 1-800-541-8345 or rcb@census.gov.

ABBREVIATIONS AND SYMBOLS

The following abbreviations and symbols are used with these data:

| | |
|------|---|
| D | Withheld to avoid disclosing data of individual companies; data are included in higher level totals |
| N | Not available or not comparable |
| S | Withheld because estimates did not meet publication standards |
| X | Not applicable |
| 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 |
| r | Revised |
| – | Represents zero (page image/print only) |
| (CC) | Consolidated city |
| (IC) | Independent city |
| CDP | Census designated place |

Table 1. Summary Statistics for the State: 2002

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

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

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

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

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

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|---|--|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| APPLETON-OSHKOSH-NEENAH, WI COMBINED STATISTICAL AREA—Con. | | | | | | | | |
| Appleton, WI Metropolitan Statistical Area—Con. | | | | | | | | |
| 44-45 | Retail trade—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, and music stores | 72 | 103 437 | 12 544 | 2 988 | 1 009 | 5.0 | 2.6 |
| 4511 | Sporting goods, hobby, and musical instrument stores | 53 | 77 193 | 9 948 | 2 293 | 743 | 4.4 | 2.2 |
| 45111 | Sporting goods stores | 29 | 38 428 | 4 527 | 1 048 | 317 | 3.1 | .1 |
| 451110 | Sporting goods stores | 29 | 38 428 | 4 527 | 1 048 | 317 | 3.1 | .1 |
| 4511101 | General-line sporting goods stores | 8 | 18 313 | 2 255 | 510 | 151 | — | .2 |
| 45112 | Hobby, toy, and game stores | 14 | 23 415 | 2 588 | 596 | 284 | 6.0 | 7.0 |
| 451120 | Hobby, toy, and game stores | 14 | 23 415 | 2 588 | 596 | 284 | 6.0 | 7.0 |
| 45113 | Sewing, needlework, and piece goods stores | 7 | D | D | D | b | D | D |
| 451130 | Sewing, needlework, and piece goods stores | 7 | D | D | D | b | D | D |
| 45114 | Musical instrument and supplies stores | 3 | D | D | D | b | D | D |
| 451140 | Musical instrument and supplies stores | 3 | D | D | D | b | D | D |
| 4512 | Book, periodical, and music stores | 19 | 26 244 | 2 596 | 695 | 266 | 6.6 | 4.0 |
| 45121 | Book stores and news dealers | 12 | 16 368 | 1 769 | 465 | 185 | 8.5 | .4 |
| 451211 | Book stores | 11 | D | D | D | c | D | D |
| 4512111 | Book stores, general | 8 | D | D | D | c | D | D |
| 45122 | Prerecorded tape, compact disc, and record stores | 7 | 9 876 | 827 | 230 | 81 | 3.4 | 9.9 |
| 451220 | Prerecorded tape, compact disc, and record stores | 7 | 9 876 | 827 | 230 | 81 | 3.4 | 9.9 |
| 452 | General merchandise stores | 28 | 495 476 | 44 622 | 10 712 | 2 868 | .1 | — |
| 452111 | Department stores (except discount department stores) .. | 4 | 80 302 | 9 785 | 2 441 | 655 | — | — |
| 4529 | Other general merchandise stores | 16 | D | D | D | g | D | D |
| 45299 | All other general merchandise stores | 13 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 13 | D | D | D | c | D | D |
| 4529904 | Miscellaneous general merchandise stores | 6 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 97 | 68 530 | 11 620 | 2 770 | 835 | 13.2 | 5.5 |
| 4532 | Office supplies, stationery, and gift stores | 32 | 30 970 | 3 403 | 882 | 260 | 5.1 | 7.4 |
| 45321 | Office supplies and stationery stores | 3 | 17 516 | 1 518 | 422 | 73 | — | 7.7 |
| 453210 | Office supplies and stationery stores | 3 | 17 516 | 1 518 | 422 | 73 | — | 7.7 |
| 4533 | Used merchandise stores | 14 | 6 436 | 1 945 | 444 | 153 | 21.9 | — |
| 45331 | Used merchandise stores | 14 | 6 436 | 1 945 | 444 | 153 | 21.9 | — |
| 453310 | Used merchandise stores | 14 | 6 436 | 1 945 | 444 | 153 | 21.9 | — |
| 4539 | Other miscellaneous store retailers | 35 | 25 671 | 4 838 | 1 126 | 285 | 19.3 | 4.4 |
| 45391 | Pet and pet supplies stores | 7 | 7 927 | 1 044 | 238 | 94 | 5.8 | .4 |
| 453910 | Pet and pet supplies stores | 7 | 7 927 | 1 044 | 238 | 94 | 5.8 | .4 |
| 45392 | Art dealers | 9 | 3 907 | 873 | 206 | 64 | 25.0 | — |
| 453920 | Art dealers | 9 | 3 907 | 873 | 206 | 64 | 25.0 | — |
| 45399 | All other miscellaneous store retailers | 18 | D | D | D | c | D | D |
| 454 | Nonstore retailers | 34 | 58 613 | 8 912 | 2 189 | 360 | 2.6 | 1.1 |
| 4542 | Vending machine operators | 3 | D | D | D | c | D | D |
| 45421 | Vending machine operators | 3 | D | D | D | c | D | D |
| 454210 | Vending machine operators | 3 | D | D | D | c | D | D |
| 4543 | Direct selling establishments | 24 | D | D | D | c | D | D |
| 45431 | Fuel dealers | 7 | D | D | D | b | D | D |
| 454311 | Heating oil dealers | 4 | 9 034 | 645 | 153 | 26 | — | 6.9 |
| 45439 | Other direct selling establishments | 17 | 13 997 | 2 322 | 576 | 120 | 9.2 | .2 |
| 454390 | Other direct selling establishments | 17 | 13 997 | 2 322 | 576 | 120 | 9.2 | .2 |
| Oshkosh-Neenah, WI Metropolitan Statistical Area | | | | | | | | |
| 44-45 | Retail trade | 553 | 1 511 094 | 146 881 | 36 319 | 8 072 | 6.3 | 8.9 |
| 441 | Motor vehicle and parts dealers | 83 | 408 005 | 34 073 | 7 845 | 1 211 | 4.8 | .1 |
| 4411 | Automobile dealers | 33 | 354 350 | 26 153 | 6 066 | 911 | 4.2 | .1 |
| 44112 | Used car dealers | 21 | 34 610 | 3 062 | 634 | 104 | 21.7 | .7 |
| 441120 | Used car dealers | 21 | 34 610 | 3 062 | 634 | 104 | 21.7 | .7 |
| 4412 | Other motor vehicle dealers | 15 | D | D | D | c | D | D |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 13 | 28 101 | 3 343 | 692 | 109 | 9.4 | — |
| 441221 | Motorcycle dealers | 5 | 12 058 | 1 280 | 320 | 38 | 1.4 | — |
| 441222 | Boat dealers | 8 | 16 043 | 2 063 | 372 | 71 | 15.4 | — |
| 442 | Furniture and home furnishings stores | 32 | 31 592 | 5 121 | 1 195 | 266 | 16.4 | — |
| 4421 | Furniture stores | 7 | 13 734 | 2 122 | 512 | 107 | 7.1 | — |
| 44211 | Furniture stores | 7 | 13 734 | 2 122 | 512 | 107 | 7.1 | — |
| 442110 | Furniture stores | 7 | 13 734 | 2 122 | 512 | 107 | 7.1 | — |
| 4422 | Home furnishings stores | 25 | 17 858 | 2 999 | 683 | 159 | 23.5 | — |
| 44229 | Other home furnishings stores | 12 | 8 157 | 1 416 | 319 | 100 | 7.5 | — |
| 443 | Electronics and appliance stores | 18 | 17 331 | 2 581 | 580 | 106 | 29.3 | 2.3 |
| 4431 | Electronics and appliance stores | 18 | 17 331 | 2 581 | 580 | 106 | 29.3 | 2.3 |
| 44311 | Appliance, television, and other electronics stores | 14 | 14 733 | 2 205 | 486 | 86 | 34.5 | 2.7 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|--------------|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| | APPLETON-OSHKOSH-NEENAH, WI COMBINED STATISTICAL AREA—Con. | | | | | | | |
| | Oshkosh-Neenah, WI Metropolitan Statistical Area— Con. | | | | | | | |
| 44-45 | Retail trade—Con. | | | | | | | |
| 444 | Building material and garden equipment and supplies dealers . . . | 46 | 119 898 | 15 430 | 3 742 | 665 | 6.2 | 2.3 |
| 4441 | Building material and supplies dealers | 34 | 101 834 | 13 643 | 3 413 | 567 | 6.7 | 2.3 |
| 44419 | Other building material dealers | 21 | 46 428 | 5 934 | 1 327 | 195 | 13.0 | 5.1 |
| 444190 | Other building material dealers | 21 | 46 428 | 5 934 | 1 327 | 195 | 13.0 | 5.1 |
| 4442 | Lawn and garden equipment and supplies stores | 12 | 18 064 | 1 787 | 329 | 98 | 3.7 | 2.0 |
| 44422 | Nursery, garden center, and farm supply stores | 8 | D | D | D | b | D | D |
| 444220 | Nursery, garden center, and farm supply stores | 8 | D | D | D | b | D | D |
| 445 | Food and beverage stores | 41 | 199 441 | 19 505 | 4 633 | 1 541 | 6.3 | 35.7 |
| 4451 | Grocery stores | 21 | 189 308 | 18 603 | 4 411 | 1 470 | 6.3 | 37.2 |
| 446 | Health and personal care stores | 45 | 86 930 | 11 598 | 2 725 | 536 | 5.7 | 1.3 |
| 4461 | Health and personal care stores | 45 | 86 930 | 11 598 | 2 725 | 536 | 5.7 | 1.3 |
| 44612 | Cosmetics, beauty supplies, and perfume stores | 4 | 2 319 | 318 | 79 | 30 | — | 17.1 |
| 446120 | Cosmetics, beauty supplies, and perfume stores | 4 | 2 319 | 318 | 79 | 30 | — | 17.1 |
| 447 | Gasoline stations | 66 | 152 980 | 7 946 | 1 910 | 586 | 14.6 | 23.8 |
| 4471 | Gasoline stations | 66 | 152 980 | 7 946 | 1 910 | 586 | 14.6 | 23.8 |
| 44711 | Gasoline stations with convenience stores | 60 | 142 395 | 7 189 | 1 756 | 529 | 13.8 | 25.6 |
| 447110 | Gasoline stations with convenience stores | 60 | 142 395 | 7 189 | 1 756 | 529 | 13.8 | 25.6 |
| 448 | Clothing and clothing accessories stores | 70 | 70 651 | 8 536 | 1 985 | 632 | 3.3 | 4.0 |
| 4481 | Clothing stores | 45 | 52 603 | 5 807 | 1 377 | 459 | 2.6 | 4.8 |
| 44813 | Children's and infants' clothing stores | 3 | D | D | D | b | D | D |
| 448130 | Children's and infants' clothing stores | 3 | D | D | D | b | D | D |
| 44819 | Other clothing stores | 11 | 4 460 | 563 | 130 | 57 | 12.9 | 34.9 |
| 448190 | Other clothing stores | 11 | 4 460 | 563 | 130 | 57 | 12.9 | 34.9 |
| 44832 | Luggage and leather goods stores | 2 | D | D | D | a | D | D |
| 448320 | Luggage and leather goods stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, and music stores | 42 | 29 236 | 3 532 | 860 | 312 | 24.3 | 13.2 |
| 4511 | Sporting goods, hobby, and musical instrument stores | 30 | 23 065 | 2 567 | 606 | 223 | 29.1 | 9.9 |
| 452 | General merchandise stores | 16 | 189 996 | 16 712 | 3 980 | 1 149 | — | .2 |
| 45299 | All other general merchandise stores | 9 | 34 781 | 3 035 | 727 | 137 | — | 1.2 |
| 452990 | All other general merchandise stores | 9 | 34 781 | 3 035 | 727 | 137 | — | 1.2 |
| 4529904 | Miscellaneous general merchandise stores | 2 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 61 | 41 495 | 7 993 | 1 875 | 594 | 10.4 | 8.5 |
| 4532 | Office supplies, stationery, and gift stores | 23 | 13 116 | 1 619 | 421 | 139 | 6.6 | 1.7 |
| 45321 | Office supplies and stationery stores | 5 | 8 604 | 911 | 236 | 63 | 1.0 | — |
| 453210 | Office supplies and stationery stores | 5 | 8 604 | 911 | 236 | 63 | 1.0 | — |
| 4533 | Used merchandise stores | 12 | 6 191 | 2 045 | 478 | 136 | 20.5 | — |
| 45331 | Used merchandise stores | 12 | 6 191 | 2 045 | 478 | 136 | 20.5 | — |
| 453310 | Used merchandise stores | 12 | 6 191 | 2 045 | 478 | 136 | 20.5 | — |
| 4539 | Other miscellaneous store retailers | 18 | 15 783 | 2 249 | 488 | 132 | 7.4 | 20.9 |
| 45392 | Art dealers | 3 | D | D | D | b | D | D |
| 453920 | Art dealers | 3 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 10 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 33 | 163 539 | 13 854 | 4 989 | 474 | 2.2 | 7.5 |
| 4541 | Electronic shopping and mail-order houses | 11 | D | D | D | c | D | D |
| 45411 | Electronic shopping and mail-order houses | 11 | D | D | D | c | D | D |
| 4542 | Vending machine operators | 3 | D | D | D | b | D | D |
| 45421 | Vending machine operators | 3 | D | D | D | b | D | D |
| 454210 | Vending machine operators | 3 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 19 | D | D | D | c | D | D |
| 454311 | Heating oil dealers | 1 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 16 | 14 482 | 2 640 | 737 | 108 | 22.1 | — |
| 454390 | Other direct selling establishments | 16 | 14 482 | 2 640 | 737 | 108 | 22.1 | — |

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|--|--|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| CHICAGO-NAPERVILLE-MICHIGAN CITY, IL-IN-WI COMBINED STATISTICAL AREA—Con. | | | | | | | | |
| Chicago-Naperville-Joliet, IL-IN-WI Metropolitan Statistical Area—Con. | | | | | | | | |
| Gary, IN Metropolitan Division—Con. | | | | | | | | |
| Retail trade—Con. | | | | | | | | |
| 44-45 | Clothing and clothing accessories stores | 283 | 251 844 | 31 434 | 7 687 | 2 450 | 8.4 | 3.8 |
| 448 | Clothing stores | 171 | 165 977 | 19 937 | 4 812 | 1 732 | 8.5 | 4.2 |
| 4481 | Men's clothing stores | 28 | D | D | D | c | D | D |
| 44811 | Men's clothing stores | 28 | D | D | D | c | D | D |
| 44813 | Children's and infants' clothing stores | 11 | D | D | D | c | D | D |
| 448130 | Children's and infants' clothing stores | 11 | D | D | D | c | D | D |
| 44814 | Family clothing stores | 40 | 81 551 | 8 952 | 2 194 | 803 | 5.5 | 1.5 |
| 448140 | Family clothing stores | 40 | 81 551 | 8 952 | 2 194 | 803 | 5.5 | 1.5 |
| 44819 | Other clothing stores | 14 | 9 277 | 1 671 | 368 | 132 | 10.6 | .6 |
| 448190 | Other clothing stores | 14 | 9 277 | 1 671 | 368 | 132 | 10.6 | .6 |
| 4482 | Shoe stores | 61 | 41 002 | 4 616 | 1 229 | 415 | 3.2 | 1.5 |
| 44821 | Shoe stores | 61 | 41 002 | 4 616 | 1 229 | 415 | 3.2 | 1.5 |
| 448210 | Shoe stores | 61 | 41 002 | 4 616 | 1 229 | 415 | 3.2 | 1.5 |
| 4482103 | Children's and juveniles' shoe stores | 4 | D | D | D | b | D | D |
| 4482104 | Family shoe stores | 37 | D | D | D | e | D | D |
| 4482105 | Athletic footwear stores | 13 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, and leather goods stores | 51 | 44 865 | 6 881 | 1 646 | 303 | 12.8 | 4.1 |
| 44831 | Jewelry stores | 51 | 44 865 | 6 881 | 1 646 | 303 | 12.8 | 4.1 |
| 448310 | Jewelry stores | 51 | 44 865 | 6 881 | 1 646 | 303 | 12.8 | 4.1 |
| 451 | Sporting goods, hobby, book, and music stores | 123 | 127 571 | 14 656 | 3 593 | 1 105 | 13.5 | 1.1 |
| 4511 | Sporting goods, hobby, and musical instrument stores | 85 | 89 499 | 10 835 | 2 681 | 809 | 14.7 | .3 |
| 45111 | Sporting goods stores | 42 | D | D | D | e | D | D |
| 451110 | Sporting goods stores | 42 | D | D | D | e | D | D |
| 4511101 | General-line sporting goods stores | 13 | D | D | D | c | D | D |
| 45112 | Hobby, toy, and game stores | 24 | D | D | D | e | D | D |
| 451120 | Hobby, toy, and game stores | 24 | D | D | D | e | D | D |
| 45113 | Sewing, needlework, and piece goods stores | 11 | D | D | D | b | D | D |
| 451130 | Sewing, needlework, and piece goods stores | 11 | D | D | D | b | D | D |
| 45114 | Musical instrument and supplies stores | 8 | D | D | D | b | D | D |
| 451140 | Musical instrument and supplies stores | 8 | D | D | D | b | D | D |
| 4512 | Book, periodical, and music stores | 38 | 38 072 | 3 821 | 912 | 296 | 10.8 | 2.9 |
| 45121 | Book stores and news dealers | 23 | D | D | D | c | D | D |
| 451211 | Book stores | 19 | D | D | D | c | D | D |
| 4512111 | Book stores, general | 11 | D | D | D | c | D | D |
| 4512112 | Specialty book stores | 4 | 2 623 | 310 | 81 | 33 | 15.7 | — |
| 4512113 | College book stores | 4 | D | D | D | b | D | D |
| 451212 | News dealers and newsstands | 4 | 1 217 | 85 | 16 | 4 | 3.0 | — |
| 452 | General merchandise stores | 96 | 1 132 121 | 103 656 | 25 928 | 6 798 | — | .5 |
| 4521 | Department stores | 25 | D | D | D | h | D | D |
| 45210009 | Department stores (incl. leased depts.) ³ | 25 | D | D | D | h | D | D |
| 45211 | Department stores | 25 | D | D | D | h | D | D |
| 452111 | Department stores (except discount department stores) .. | 5 | D | D | D | f | D | D |
| 452112 | Discount department stores | 20 | D | D | D | h | D | D |
| 4529 | Other general merchandise stores | 71 | D | D | D | h | D | D |
| 45291 | Warehouse clubs and supercenters | 7 | 373 735 | 33 433 | 8 650 | 2 022 | — | — |
| 452910 | Warehouse clubs and supercenters | 7 | 373 735 | 33 433 | 8 650 | 2 022 | — | — |
| 45299 | All other general merchandise stores | 64 | D | D | D | f | D | D |
| 452990 | All other general merchandise stores | 64 | D | D | D | f | D | D |
| 4529901 | Variety stores | 47 | D | D | D | e | D | D |
| 4529904 | Miscellaneous general merchandise stores | 17 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 295 | D | D | D | g | D | D |
| 4531 | Florists | 53 | D | D | D | e | D | D |
| 45311 | Florists | 53 | D | D | D | e | D | D |
| 453110 | Florists | 53 | D | D | D | e | D | D |
| 4532 | Office supplies, stationery, and gift stores | 94 | 75 573 | 9 526 | 2 198 | 772 | 15.3 | 9.6 |
| 45321 | Office supplies and stationery stores | 18 | 38 577 | 3 513 | 848 | 220 | 6.5 | — |
| 453210 | Office supplies and stationery stores | 18 | 38 577 | 3 513 | 848 | 220 | 6.5 | — |
| 45322 | Gift, novelty, and souvenir stores | 76 | 36 996 | 6 013 | 1 350 | 552 | 24.5 | 19.6 |
| 453220 | Gift, novelty, and souvenir stores | 76 | 36 996 | 6 013 | 1 350 | 552 | 24.5 | 19.6 |
| 4533 | Used merchandise stores | 24 | D | D | D | e | D | D |
| 45331 | Used merchandise stores | 24 | D | D | D | e | D | D |
| 453310 | Used merchandise stores | 24 | D | D | D | e | D | D |
| 4539 | Other miscellaneous store retailers | 124 | D | D | D | f | D | D |
| 45391 | Pet and pet supplies stores | 16 | 15 212 | 2 046 | 452 | 149 | 17.5 | .4 |
| 453910 | Pet and pet supplies stores | 16 | 15 212 | 2 046 | 452 | 149 | 17.5 | .4 |
| 45399 | All other miscellaneous store retailers | 95 | 115 595 | 9 572 | 2 117 | 455 | 27.9 | 9.1 |

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | | |
|--------------|--|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|--|
| | | | | | | | From admini- strative records ¹ | Estimated ² | |
| | MADISON-BARABOO, WI COMBINED STATISTICAL AREA—Con. | | | | | | | | |
| 44-45 | Retail trade—Con. | | | | | | | | |
| 442 | Furniture and home furnishings stores | 141 | 236 940 | 34 236 | 7 689 | 1 368 | 11.8 | 4.9 | |
| 4421 | Furniture stores | 52 | 90 415 | 12 916 | 2 930 | 501 | 15.4 | 2.8 | |
| 44211 | Furniture stores | 52 | 90 415 | 12 916 | 2 930 | 501 | 15.4 | 2.8 | |
| 442110 | Furniture stores | 52 | 90 415 | 12 916 | 2 930 | 501 | 15.4 | 2.8 | |
| 4422 | Home furnishings stores | 89 | 146 525 | 21 320 | 4 759 | 867 | 9.5 | 6.2 | |
| 44221 | Floor covering stores | 43 | D | D | D | e | D | D | |
| 442210 | Floor covering stores | 43 | D | D | D | e | D | D | |
| 44229 | Other home furnishings stores | 46 | D | D | D | e | D | D | |
| 442299 | All other home furnishings stores | 43 | D | D | D | e | D | D | |
| 443 | Electronics and appliance stores | 108 | 289 946 | 41 238 | 9 727 | 1 456 | 5.1 | 1.6 | |
| 4431 | Electronics and appliance stores | 108 | 289 946 | 41 238 | 9 727 | 1 456 | 5.1 | 1.6 | |
| 44311 | Appliance, television, and other electronics stores | 79 | D | D | D | g | D | D | |
| 443111 | Household appliance stores | 26 | D | D | D | c | D | D | |
| 443112 | Radio, television, and other electronics stores | 53 | 202 012 | 30 737 | 7 287 | 1 071 | 4.5 | 2.1 | |
| 44312 | Computer and software stores | 22 | D | D | D | c | D | D | |
| 443120 | Computer and software stores | 22 | D | D | D | c | D | D | |
| 44313 | Camera and photographic supplies stores | 7 | D | D | D | b | D | D | |
| 443130 | Camera and photographic supplies stores | 7 | D | D | D | b | D | D | |
| 444 | Building material and garden equipment and supplies dealers ... | 220 | 771 583 | 84 690 | 20 429 | 3 083 | 6.0 | 9.1 | |
| 4441 | Building material and supplies dealers | 163 | 673 392 | 75 212 | 18 426 | 2 712 | 6.1 | 9.9 | |
| 44411 | Home centers | 16 | D | D | D | f | D | D | |
| 444110 | Home centers | 16 | D | D | D | f | D | D | |
| 44412 | Paint and wallpaper stores | 17 | D | D | D | c | D | D | |
| 444120 | Paint and wallpaper stores | 17 | D | D | D | c | D | D | |
| 44413 | Hardware stores | 46 | D | D | D | f | D | D | |
| 444130 | Hardware stores | 46 | D | D | D | f | D | D | |
| 44419 | Other building material dealers | 84 | 376 713 | 43 676 | 10 460 | 1 186 | 7.2 | 17.2 | |
| 444190 | Other building material dealers | 84 | 376 713 | 43 676 | 10 460 | 1 186 | 7.2 | 17.2 | |
| 4442 | Lawn and garden equipment and supplies stores | 57 | 98 191 | 9 478 | 2 003 | 371 | 5.6 | 3.4 | |
| 44422 | Nursery, garden center, and farm supply stores | 47 | 88 751 | 8 359 | 1 734 | 329 | 5.5 | 3.8 | |
| 444220 | Nursery, garden center, and farm supply stores | 47 | 88 751 | 8 359 | 1 734 | 329 | 5.5 | 3.8 | |
| 445 | Food and beverage stores | 250 | 979 998 | 91 709 | 21 876 | 6 189 | 13.3 | 9.2 | |
| 4451 | Grocery stores | 126 | D | D | D | i | D | D | |
| 44511 | Supermarkets and other grocery (except convenience) stores | 111 | D | D | D | i | D | D | |
| 445110 | Supermarkets and other grocery (except convenience) stores | 111 | D | D | D | i | D | D | |
| 4452 | Specialty food stores | 67 | 25 273 | 4 627 | 1 015 | 307 | 21.2 | 10.0 | |
| 4453 | Beer, wine, and liquor stores | 57 | D | D | D | e | D | D | |
| 44531 | Beer, wine, and liquor stores | 57 | D | D | D | e | D | D | |
| 445310 | Beer, wine, and liquor stores | 57 | D | D | D | e | D | D | |
| 446 | Health and personal care stores | 154 | 424 707 | 51 750 | 12 572 | 2 916 | 14.3 | 3.5 | |
| 4461 | Health and personal care stores | 154 | 424 707 | 51 750 | 12 572 | 2 916 | 14.3 | 3.5 | |
| 44611 | Pharmacies and drug stores | 95 | D | D | D | g | D | D | |
| 446110 | Pharmacies and drug stores | 95 | D | D | D | g | D | D | |
| 4461101 | Pharmacies and drug stores | 93 | 380 864 | 42 532 | 10 422 | 2 452 | 15.6 | 3.2 | |
| 4461102 | Proprietary stores | 2 | D | D | D | b | D | D | |
| 44612 | Cosmetics, beauty supplies, and perfume stores | 12 | 8 564 | 1 269 | 302 | 146 | 5.4 | 5.1 | |
| 446120 | Cosmetics, beauty supplies, and perfume stores | 12 | 8 564 | 1 269 | 302 | 146 | 5.4 | 5.1 | |
| 44613 | Optical goods stores | 26 | 14 029 | 2 967 | 768 | 146 | 2.9 | 17.7 | |
| 446130 | Optical goods stores | 26 | 14 029 | 2 967 | 768 | 146 | 2.9 | 17.7 | |
| 44619 | Other health and personal care stores | 21 | D | D | D | c | D | D | |
| 446191 | Food (health) supplement stores | 12 | D | D | D | b | D | D | |
| 446199 | All other health and personal care stores | 9 | D | D | D | c | D | D | |
| 447 | Gasoline stations | 276 | 668 508 | 39 815 | 9 584 | 2 607 | 11.2 | 8.2 | |
| 4471 | Gasoline stations | 276 | 668 508 | 39 815 | 9 584 | 2 607 | 11.2 | 8.2 | |
| 44711 | Gasoline stations with convenience stores | 240 | 574 283 | 31 650 | 7 517 | 2 156 | 12.1 | 7.7 | |
| 447110 | Gasoline stations with convenience stores | 240 | 574 283 | 31 650 | 7 517 | 2 156 | 12.1 | 7.7 | |
| 44719 | Other gasoline stations | 36 | 94 225 | 8 165 | 2 067 | 451 | 5.7 | 11.8 | |
| 447190 | Other gasoline stations | 36 | 94 225 | 8 165 | 2 067 | 451 | 5.7 | 11.8 | |
| 448 | Clothing and clothing accessories stores | 298 | 285 499 | 37 441 | 8 931 | 2 947 | 11.8 | 4.0 | |
| 4481 | Clothing stores | 193 | 189 351 | 22 073 | 5 243 | 2 136 | 9.5 | 3.7 | |
| 44813 | Children's and infants' clothing stores | 16 | D | D | D | c | D | D | |
| 448130 | Children's and infants' clothing stores | 16 | D | D | D | c | D | D | |
| 44814 | Family clothing stores | 57 | D | D | D | g | D | D | |
| 448140 | Family clothing stores | 57 | D | D | D | g | D | D | |
| 44815 | Clothing accessories stores | 10 | D | D | D | b | D | D | |
| 448150 | Clothing accessories stores | 10 | D | D | D | b | D | D | |
| 44819 | Other clothing stores | 23 | 11 905 | 2 100 | 537 | 203 | 11.8 | 30.4 | |
| 448190 | Other clothing stores | 23 | 11 905 | 2 100 | 537 | 203 | 11.8 | 30.4 | |
| 4482 | Shoe stores | 40 | 44 358 | 6 761 | 1 484 | 416 | 15.2 | .7 | |
| 44821 | Shoe stores | 40 | 44 358 | 6 761 | 1 484 | 416 | 15.2 | .7 | |
| 448210 | Shoe stores | 40 | 44 358 | 6 761 | 1 484 | 416 | 15.2 | .7 | |
| 4482104 | Family shoe stores | 27 | 34 125 | 5 534 | 1 210 | 275 | 16.8 | — | |
| 4482105 | Athletic footwear stores | 9 | 8 464 | 963 | 218 | 112 | — | 3.8 | |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|------------|--|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| | MADISON-BARABOO, WI COMBINED STATISTICAL AREA—Con. | | | | | | | |
| | Retail trade—Con. | | | | | | | |
| 44-45 | Clothing and clothing accessories stores—Con. | | | | | | | |
| 448 | Jewelry, luggage, and leather goods stores | 65 | 51 790 | 8 607 | 2 204 | 395 | 17.5 | 7.8 |
| 44831 | Jewelry stores | 64 | D | D | D | e | D | D |
| 448310 | Jewelry stores | 64 | D | D | D | e | D | D |
| 451 | Sporting goods, hobby, book, and music stores | 181 | 219 480 | 30 247 | 7 319 | 2 220 | 9.7 | 6.7 |
| 4511 | Sporting goods, hobby, and musical instrument stores | 133 | D | D | D | g | D | D |
| 45111 | Sporting goods stores | 65 | D | D | D | f | D | D |
| 451110 | Sporting goods stores | 65 | D | D | D | f | D | D |
| 4511101 | General-line sporting goods stores | 14 | D | D | D | c | D | D |
| 4511102 | Specialty-line sporting goods stores | 51 | D | D | D | e | D | D |
| 45112 | Hobby, toy, and game stores | 37 | D | D | D | f | D | D |
| 451120 | Hobby, toy, and game stores | 37 | D | D | D | f | D | D |
| 45113 | Sewing, needlework, and piece goods stores | 22 | D | D | D | c | D | D |
| 451130 | Sewing, needlework, and piece goods stores | 22 | D | D | D | c | D | D |
| 45114 | Musical instrument and supplies stores | 9 | 16 945 | 4 032 | 1 011 | 171 | 11.6 | 21.8 |
| 451140 | Musical instrument and supplies stores | 9 | 16 945 | 4 032 | 1 011 | 171 | 11.6 | 21.8 |
| 4512 | Book, periodical, and music stores | 48 | D | D | D | f | D | D |
| 45121 | Book stores and news dealers | 30 | D | D | D | f | D | D |
| 451211 | Book stores | 29 | D | D | D | f | D | D |
| 4512111 | Book stores, general | 19 | D | D | D | e | D | D |
| 4512112 | Specialty book stores | 6 | D | D | D | b | D | D |
| 4512113 | College book stores | 4 | D | D | D | c | D | D |
| 45122 | Prerecorded tape, compact disc, and record stores | 18 | 10 478 | 1 303 | 293 | 110 | 16.9 | 13.9 |
| 451220 | Prerecorded tape, compact disc, and record stores | 18 | 10 478 | 1 303 | 293 | 110 | 16.9 | 13.9 |
| 452 | General merchandise stores | 63 | 909 272 | 91 795 | 22 013 | 5 627 | .4 | .1 |
| 4521 | Department stores | 28 | D | D | D | h | D | D |
| 45210009 | Department stores (incl. leased depts.) ³ | 28 | D | D | D | h | D | D |
| 45211 | Department stores | 28 | D | D | D | h | D | D |
| 452111 | Department stores (except discount department stores) .. | 9 | 174 659 | 24 454 | 6 188 | 1 499 | — | — |
| 452112 | Discount department stores | 19 | D | D | D | h | D | D |
| 4529 | Other general merchandise stores | 35 | D | D | D | g | D | D |
| 45299 | All other general merchandise stores | 31 | D | D | D | f | D | D |
| 452990 | All other general merchandise stores | 31 | D | D | D | f | D | D |
| 4529904 | Miscellaneous general merchandise stores | 19 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 356 | 209 566 | 32 955 | 7 791 | 2 306 | 18.4 | 9.0 |
| 4531 | Florists | 44 | 12 725 | 2 719 | 686 | 261 | 37.3 | 2.1 |
| 45311 | Florists | 44 | 12 725 | 2 719 | 686 | 261 | 37.3 | 2.1 |
| 453110 | Florists | 44 | 12 725 | 2 719 | 686 | 261 | 37.3 | 2.1 |
| 4532 | Office supplies, stationery, and gift stores | 151 | 93 569 | 12 979 | 3 069 | 1 019 | 16.9 | 4.7 |
| 45321 | Office supplies and stationery stores | 12 | D | D | D | c | D | D |
| 453210 | Office supplies and stationery stores | 12 | D | D | D | c | D | D |
| 45322 | Gift, novelty, and souvenir stores | 139 | D | D | D | f | D | D |
| 453220 | Gift, novelty, and souvenir stores | 139 | D | D | D | f | D | D |
| 4533 | Used merchandise stores | 63 | 25 818 | 5 762 | 1 405 | 432 | 12.0 | 3.8 |
| 45331 | Used merchandise stores | 63 | 25 818 | 5 762 | 1 405 | 432 | 12.0 | 3.8 |
| 453310 | Used merchandise stores | 63 | 25 818 | 5 762 | 1 405 | 432 | 12.0 | 3.8 |
| 4539 | Other miscellaneous store retailers | 98 | 77 454 | 11 495 | 2 631 | 594 | 19.1 | 17.0 |
| 45391 | Pet and pet supplies stores | 18 | D | D | D | c | D | D |
| 453910 | Pet and pet supplies stores | 18 | D | D | D | c | D | D |
| 45392 | Art dealers | 24 | D | D | D | b | D | D |
| 453920 | Art dealers | 24 | D | D | D | b | D | D |
| 45393 | Manufactured (mobile) home dealers | 6 | 18 310 | 1 572 | 296 | 55 | 26.5 | 50.3 |
| 453930 | Manufactured (mobile) home dealers | 6 | 18 310 | 1 572 | 296 | 55 | 26.5 | 50.3 |
| 45399 | All other miscellaneous store retailers | 50 | D | D | D | c | D | D |
| 454 | Nonstore retailers | 135 | 2 004 973 | 245 922 | 54 448 | 7 291 | .9 | .4 |
| 4541 | Electronic shopping and mail-order houses | 52 | D | D | D | i | D | D |
| 45411 | Electronic shopping and mail-order houses | 52 | D | D | D | i | D | D |
| 4542 | Vending machine operators | 17 | D | D | D | e | D | D |
| 45421 | Vending machine operators | 17 | D | D | D | e | D | D |
| 454210 | Vending machine operators | 17 | D | D | D | e | D | D |
| 4543 | Direct selling establishments | 66 | D | D | D | e | D | D |
| 45431 | Fuel dealers | 20 | D | D | D | c | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 17 | 28 282 | 3 492 | 884 | 130 | 11.2 | 12.3 |
| 45439 | Other direct selling establishments | 46 | D | D | D | e | D | D |
| 454390 | Other direct selling establishments | 46 | D | D | D | e | D | D |

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|--|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| MINNEAPOLIS-ST. PAUL-ST. CLOUD, MN-WI COMBINED STATISTICAL AREA—Con. | | | | | | | | |
| Hutchinson, MN Micropolitan Statistical Area | | | | | | | | |
| 44-45 | Retail trade | 183 | 398 723 | 39 971 | 9 516 | 2 584 | 15.5 | 1.5 |
| 441 | Motor vehicle and parts dealers | 26 | 62 702 | 6 112 | 1 354 | 221 | 37.1 | — |
| 442 | Furniture and home furnishings stores | 13 | 10 254 | 1 357 | 328 | 76 | 46.4 | 1.8 |
| 443 | Electronics and appliance stores | 5 | 2 091 | 258 | 60 | 9 | 72.0 | 3.6 |
| 444 | Building material and garden equipment and supplies dealers ... | 20 | 72 422 | 6 487 | 1 681 | 349 | 3.1 | — |
| 4442 | Lawn and garden equipment and supplies stores | 6 | D | D | D | b | D | D |
| 44422 | Nursery, garden center, and farm supply stores | 6 | D | D | D | b | D | D |
| 444220 | Nursery, garden center, and farm supply stores | 6 | D | D | D | b | D | D |
| 445 | Food and beverage stores | 13 | 62 390 | 6 041 | 1 452 | 517 | 13.0 | 1.7 |
| 446 | Health and personal care stores | 11 | 13 571 | 1 926 | 385 | 83 | 21.0 | — |
| 447 | Gasoline stations | 26 | 44 258 | 2 943 | 807 | 293 | 15.3 | 7.0 |
| 448 | Clothing and clothing accessories stores | 22 | 12 108 | 2 227 | 550 | 182 | 3.5 | 8.7 |
| 451 | Sporting goods, hobby, book, and music stores | 9 | D | D | D | b | D | D |
| 452 | General merchandise stores | 10 | 92 675 | 9 564 | 2 182 | 655 | .7 | — |
| 453 | Miscellaneous store retailers | 19 | D | D | D | b | D | D |
| 45321 | Office supplies and stationery stores | 1 | D | D | D | b | D | D |
| 453210 | Office supplies and stationery stores | 1 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 5 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 9 | 11 058 | 1 626 | 405 | 64 | 34.9 | .2 |
| Minneapolis-St. Paul-Bloomington, MN-WI Metropolitan Statistical Area | | | | | | | | |
| 44-45 | Retail trade | 10 896 | 38 699 748 | 3 991 408 | 968 233 | 189 192 | 9.3 | 5.3 |
| 441 | Motor vehicle and parts dealers | 1 073 | 9 599 695 | 766 706 | 174 002 | 21 441 | 11.9 | 3.7 |
| 4411 | Automobile dealers | 417 | 8 402 349 | 590 336 | 135 331 | 15 099 | 11.1 | 3.2 |
| 44111 | New car dealers | 242 | 8 066 545 | 573 787 | 131 465 | 14 509 | 9.5 | 3.1 |
| 441110 | New car dealers | 242 | 8 066 545 | 573 787 | 131 465 | 14 509 | 9.5 | 3.1 |
| 44112 | Used car dealers | 175 | 335 804 | 16 549 | 3 866 | 590 | 50.6 | 6.2 |
| 441120 | Used car dealers | 175 | 335 804 | 16 549 | 3 866 | 590 | 50.6 | 6.2 |
| 4412 | Other motor vehicle dealers | 178 | 631 192 | 65 575 | 13 287 | 1 984 | 22.2 | 6.9 |
| 44121 | Recreational vehicle dealers | 37 | 155 792 | 13 532 | 2 614 | 388 | 22.8 | 9.2 |
| 441210 | Recreational vehicle dealers | 37 | 155 792 | 13 532 | 2 614 | 388 | 22.8 | 9.2 |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 141 | 475 400 | 52 043 | 10 673 | 1 596 | 21.9 | 6.2 |
| 441221 | Motorcycle dealers | 43 | 217 083 | 25 264 | 4 927 | 758 | 18.3 | .6 |
| 441222 | Boat dealers | 72 | 188 860 | 20 708 | 4 314 | 621 | 19.7 | 14.2 |
| 441229 | All other motor vehicle dealers | 26 | 69 457 | 6 071 | 1 432 | 217 | 39.6 | 1.6 |
| 4413 | Automotive parts, accessories, and tire stores | 478 | 566 154 | 110 795 | 25 384 | 4 358 | 12.3 | 6.8 |
| 44131 | Automotive parts and accessories stores | 344 | 348 568 | 65 442 | 15 383 | 2 811 | 11.4 | 9.7 |
| 441310 | Automotive parts and accessories stores | 344 | 348 568 | 65 442 | 15 383 | 2 811 | 11.4 | 9.7 |
| 44132 | Tire dealers | 134 | 217 586 | 45 353 | 10 001 | 1 547 | 13.7 | 2.1 |
| 441320 | Tire dealers | 134 | 217 586 | 45 353 | 10 001 | 1 547 | 13.7 | 2.1 |
| 442 | Furniture and home furnishings stores | 720 | 1 324 307 | 191 653 | 44 729 | 7 815 | 14.6 | 6.9 |
| 4421 | Furniture stores | 254 | 691 133 | 98 746 | 22 575 | 3 335 | 13.5 | 8.7 |
| 44211 | Furniture stores | 254 | 691 133 | 98 746 | 22 575 | 3 335 | 13.5 | 8.7 |
| 442110 | Furniture stores | 254 | 691 133 | 98 746 | 22 575 | 3 335 | 13.5 | 8.7 |
| 4422 | Home furnishings stores | 466 | 633 174 | 92 907 | 22 154 | 4 480 | 15.9 | 4.8 |
| 44221 | Floor covering stores | 192 | 331 913 | 50 350 | 11 906 | 1 448 | 18.3 | 6.3 |
| 442210 | Floor covering stores | 192 | 331 913 | 50 350 | 11 906 | 1 448 | 18.3 | 6.3 |
| 44229 | Other home furnishings stores | 274 | 301 261 | 42 557 | 10 248 | 3 032 | 13.2 | 3.2 |
| 442291 | Window treatment stores | 19 | 13 004 | 2 642 | 599 | 100 | 15.6 | .2 |
| 442299 | All other home furnishings stores | 255 | 288 257 | 39 915 | 9 649 | 2 932 | 13.1 | 3.4 |
| 443 | Electronics and appliance stores | 478 | 1 485 657 | 153 041 | 38 690 | 6 444 | 7.0 | 2.4 |
| 4431 | Electronics and appliance stores | 478 | 1 485 657 | 153 041 | 38 690 | 6 444 | 7.0 | 2.4 |
| 44311 | Appliance, television, and other electronics stores | 304 | 1 168 600 | 112 979 | 29 079 | 4 648 | 4.6 | 1.7 |
| 443111 | Household appliance stores | 102 | 180 148 | 28 999 | 8 366 | 852 | 8.2 | 2.0 |
| 443112 | Radio, television, and other electronics stores | 202 | 988 452 | 83 980 | 20 713 | 3 796 | 3.9 | 1.6 |
| 44312 | Computer and software stores | 112 | 238 012 | 26 006 | 6 493 | 969 | 20.7 | 6.7 |
| 443120 | Computer and software stores | 112 | 238 012 | 26 006 | 6 493 | 969 | 20.7 | 6.7 |
| 44313 | Camera and photographic supplies stores | 62 | 79 045 | 14 056 | 3 118 | 827 | 1.5 | .6 |
| 443130 | Camera and photographic supplies stores | 62 | 79 045 | 14 056 | 3 118 | 827 | 1.5 | .6 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab-lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|---|--|--------------------------|-----------------|--------------------------|---------------------------------|---|--|------------------------|
| | | | | | | | From administrative records ¹ | Estimated ² |
| MINNEAPOLIS-ST. PAUL-ST. CLOUD, MN-WI COMBINED STATISTICAL AREA—Con. | | | | | | | | |
| Minneapolis-St. Paul-Bloomington, MN-WI Metropolitan Statistical Area—Con. | | | | | | | | |
| 44-45 | Retail trade—Con. | | | | | | | |
| 444 | Building material and garden equipment and supplies dealers . . . | 897 | 3 299 723 | 412 245 | 99 508 | 14 742 | 5.1 | 6.6 |
| 4441 | Building material and supplies dealers | 691 | 2 986 387 | 368 942 | 90 736 | 12 689 | 4.7 | 6.4 |
| 44411 | Home centers | 52 | D | D | D | i | D | D |
| 444110 | Home centers | 52 | D | D | D | i | D | D |
| 44412 | Paint and wallpaper stores | 88 | D | D | D | f | D | D |
| 444120 | Paint and wallpaper stores | 88 | D | D | D | f | D | D |
| 44413 | Hardware stores | 194 | 254 987 | 38 571 | 8 982 | 2 367 | 17.7 | 4.1 |
| 444130 | Hardware stores | 194 | 254 987 | 38 571 | 8 982 | 2 367 | 17.7 | 4.1 |
| 44419 | Other building material dealers | 357 | 1 255 466 | 184 698 | 44 028 | 4 374 | 6.4 | 14.2 |
| 444190 | Other building material dealers | 357 | 1 255 466 | 184 698 | 44 028 | 4 374 | 6.4 | 14.2 |
| 4442 | Lawn and garden equipment and supplies stores | 206 | 313 336 | 43 303 | 8 772 | 2 053 | 9.7 | 8.9 |
| 44421 | Outdoor power equipment stores | 39 | 63 805 | 8 138 | 1 654 | 256 | 10.2 | .5 |
| 444210 | Outdoor power equipment stores | 39 | 63 805 | 8 138 | 1 654 | 256 | 10.2 | .5 |
| 44422 | Nursery, garden center, and farm supply stores | 167 | 249 531 | 35 165 | 7 118 | 1 797 | 9.6 | 11.0 |
| 444220 | Nursery, garden center, and farm supply stores | 167 | 249 531 | 35 165 | 7 118 | 1 797 | 9.6 | 11.0 |
| 445 | Food and beverage stores | 1 282 | 5 540 890 | 569 767 | 139 574 | 32 753 | 7.6 | 11.7 |
| 4451 | Grocery stores | 625 | 4 793 189 | 496 783 | 122 457 | 27 807 | 6.2 | 12.9 |
| 44511 | Supermarkets and other grocery (except convenience) stores | 466 | 4 699 867 | 488 991 | 120 590 | 27 127 | 5.3 | 12.9 |
| 445110 | Supermarkets and other grocery (except convenience) stores | 466 | 4 699 867 | 488 991 | 120 590 | 27 127 | 5.3 | 12.9 |
| 44512 | Convenience stores | 159 | 93 322 | 7 792 | 1 867 | 680 | 51.1 | 14.3 |
| 445120 | Convenience stores | 159 | 93 322 | 7 792 | 1 867 | 680 | 51.1 | 14.3 |
| 4452 | Specialty food stores | 234 | 113 256 | 22 917 | 5 157 | 1 388 | 29.5 | 9.9 |
| 4453 | Beer, wine, and liquor stores | 423 | 634 445 | 50 067 | 11 960 | 3 558 | 14.3 | 3.5 |
| 44531 | Beer, wine, and liquor stores | 423 | 634 445 | 50 067 | 11 960 | 3 558 | 14.3 | 3.5 |
| 445310 | Beer, wine, and liquor stores | 423 | 634 445 | 50 067 | 11 960 | 3 558 | 14.3 | 3.5 |
| 446 | Health and personal care stores | 764 | 1 767 453 | 218 417 | 52 372 | 12 388 | 11.0 | 2.3 |
| 4461 | Health and personal care stores | 764 | 1 767 453 | 218 417 | 52 372 | 12 388 | 11.0 | 2.3 |
| 44611 | Pharmacies and drug stores | 305 | 1 471 559 | 153 692 | 36 683 | 9 118 | 10.7 | 2.3 |
| 446110 | Pharmacies and drug stores | 305 | 1 471 559 | 153 692 | 36 683 | 9 118 | 10.7 | 2.3 |
| 4461101 | Pharmacies and drug stores | 304 | D | D | D | i | D | D |
| 4461102 | Proprietary stores | 1 | D | D | D | b | D | D |
| 44612 | Cosmetics, beauty supplies, and perfume stores | 92 | 64 399 | 10 013 | 2 347 | 1 020 | 9.2 | .6 |
| 446120 | Cosmetics, beauty supplies, and perfume stores | 92 | 64 399 | 10 013 | 2 347 | 1 020 | 9.2 | .6 |
| 44613 | Optical goods stores | 185 | 101 502 | 25 514 | 6 446 | 1 041 | 12.7 | 2.8 |
| 446130 | Optical goods stores | 185 | 101 502 | 25 514 | 6 446 | 1 041 | 12.7 | 2.8 |
| 44619 | Other health and personal care stores | 182 | 129 993 | 29 198 | 6 896 | 1 209 | 14.1 | 2.9 |
| 446191 | Food (health) supplement stores | 104 | 42 784 | 8 103 | 1 936 | 583 | 17.8 | 3.3 |
| 446199 | All other health and personal care stores | 78 | 87 209 | 21 095 | 4 960 | 626 | 12.2 | 2.7 |
| 447 | Gasoline stations | 1 115 | 2 914 330 | 198 110 | 48 845 | 12 132 | 13.5 | 4.0 |
| 4471 | Gasoline stations | 1 115 | 2 914 330 | 198 110 | 48 845 | 12 132 | 13.5 | 4.0 |
| 44711 | Gasoline stations with convenience stores | 954 | 2 616 789 | 168 190 | 41 662 | 10 611 | 11.3 | 4.0 |
| 447110 | Gasoline stations with convenience stores | 954 | 2 616 789 | 168 190 | 41 662 | 10 611 | 11.3 | 4.0 |
| 44719 | Other gasoline stations | 161 | 297 541 | 29 920 | 7 183 | 1 521 | 32.8 | 4.8 |
| 447190 | Other gasoline stations | 161 | 297 541 | 29 920 | 7 183 | 1 521 | 32.8 | 4.8 |
| 448 | Clothing and clothing accessories stores | 1 427 | 1 928 634 | 255 739 | 60 870 | 17 303 | 9.0 | 6.1 |
| 4481 | Clothing stores | 887 | 1 425 109 | 183 301 | 42 706 | 13 590 | 7.0 | 6.1 |
| 44811 | Men's clothing stores | 76 | 71 565 | 11 767 | 2 833 | 536 | 15.1 | 4.1 |
| 448110 | Men's clothing stores | 76 | 71 565 | 11 767 | 2 833 | 536 | 15.1 | 4.1 |
| 44812 | Women's clothing stores | 323 | 353 379 | 45 733 | 10 661 | 3 572 | 8.9 | 5.6 |
| 448120 | Women's clothing stores | 323 | 353 379 | 45 733 | 10 661 | 3 572 | 8.9 | 5.6 |
| 44813 | Children's and infants' clothing stores | 71 | 86 471 | 9 909 | 2 425 | 937 | 4.0 | 2.9 |
| 448130 | Children's and infants' clothing stores | 71 | 86 471 | 9 909 | 2 425 | 937 | 4.0 | 2.9 |
| 44814 | Family clothing stores | 253 | 787 226 | 93 492 | 21 375 | 7 007 | 4.9 | 7.3 |
| 448140 | Family clothing stores | 253 | 787 226 | 93 492 | 21 375 | 7 007 | 4.9 | 7.3 |
| 44815 | Clothing accessories stores | 63 | 25 269 | 4 267 | 1 056 | 317 | 7.9 | 8.6 |
| 448150 | Clothing accessories stores | 63 | 25 269 | 4 267 | 1 056 | 317 | 7.9 | 8.6 |
| 44819 | Other clothing stores | 101 | 101 199 | 18 133 | 4 356 | 1 221 | 13.8 | 2.1 |
| 448190 | Other clothing stores | 101 | 101 199 | 18 133 | 4 356 | 1 221 | 13.8 | 2.1 |
| 4482 | Shoe stores | 251 | 207 800 | 25 603 | 6 327 | 1 787 | 7.5 | 6.7 |
| 44821 | Shoe stores | 251 | 207 800 | 25 603 | 6 327 | 1 787 | 7.5 | 6.7 |
| 448210 | Shoe stores | 251 | 207 800 | 25 603 | 6 327 | 1 787 | 7.5 | 6.7 |
| 4482101 | Men's shoe stores | 25 | 12 866 | 2 105 | 515 | 98 | 26.6 | 12.6 |
| 4482102 | Women's shoe stores | 33 | 15 589 | 2 917 | 720 | 263 | 15.3 | 9.7 |
| 4482103 | Children's and juveniles' shoe stores | 12 | 5 832 | 940 | 236 | 78 | 9.6 | — |
| 4482104 | Family shoe stores | 135 | 117 583 | 13 942 | 3 495 | 917 | 5.7 | 9.1 |
| 4482105 | Athletic footwear stores | 46 | 55 930 | 5 699 | 1 361 | 431 | 4.6 | — |
| 4483 | Jewelry, luggage, and leather goods stores | 289 | 295 725 | 46 835 | 11 837 | 1 926 | 19.3 | 5.6 |
| 44831 | Jewelry stores | 266 | 280 481 | 43 688 | 11 030 | 1 759 | 18.8 | 5.9 |
| 448310 | Jewelry stores | 266 | 280 481 | 43 688 | 11 030 | 1 759 | 18.8 | 5.9 |
| 44832 | Luggage and leather goods stores | 23 | 15 244 | 3 147 | 807 | 167 | 28.8 | .1 |
| 448320 | Luggage and leather goods stores | 23 | 15 244 | 3 147 | 807 | 167 | 28.8 | .1 |

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|--------------|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| | WAUSAU-MERRILL, WI COMBINED STATISTICAL AREA | | | | | | | |
| 44-45 | Retail trade | 662 | 2 117 384 | 215 238 | 51 720 | 12 025 | 6.4 | 4.2 |
| 441 | Motor vehicle and parts dealers | 93 | 444 623 | 38 710 | 8 854 | 1 245 | 5.6 | 1.1 |
| 4411 | Automobile dealers | 38 | 357 658 | 28 518 | 6 453 | 822 | 2.7 | 1.4 |
| 4412 | Other motor vehicle dealers | 22 | 51 937 | 4 315 | 934 | 169 | 22.9 | — |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 19 | D | D | D | c | D | D |
| 441221 | Motorcycle dealers | 8 | D | D | D | b | D | D |
| 441222 | Boat dealers | 5 | 9 117 | 989 | 209 | 30 | 20.0 | — |
| 441229 | All other motor vehicle dealers | 6 | 13 664 | 1 079 | 254 | 47 | 46.3 | — |
| 442 | Furniture and home furnishings stores | 34 | 40 869 | 6 203 | 1 331 | 234 | 21.1 | 14.1 |
| 4421 | Furniture stores | 14 | D | D | D | c | D | D |
| 44211 | Furniture stores | 14 | D | D | D | c | D | D |
| 442110 | Furniture stores | 14 | D | D | D | c | D | D |
| 4422 | Home furnishings stores | 20 | D | D | D | b | D | D |
| 443 | Electronics and appliance stores | 27 | D | D | D | e | D | D |
| 4431 | Electronics and appliance stores | 27 | D | D | D | e | D | D |
| 44311 | Appliance, television, and other electronics stores | 19 | D | D | D | c | D | D |
| 443112 | Radio, television, and other electronics stores | 11 | D | D | D | c | D | D |
| 444 | Building material and garden equipment and supplies dealers | 76 | 230 788 | 26 086 | 6 460 | 1 122 | 4.0 | 2.0 |
| 4441 | Building material and supplies dealers | 59 | 187 445 | 22 091 | 5 540 | 940 | 4.2 | 2.4 |
| 44411 | Home centers | 7 | D | D | D | e | D | D |
| 444110 | Home centers | 7 | D | D | D | e | D | D |
| 44419 | Other building material dealers | 37 | D | D | D | e | D | D |
| 444190 | Other building material dealers | 37 | D | D | D | e | D | D |
| 4442 | Lawn and garden equipment and supplies stores | 17 | 43 343 | 3 995 | 920 | 182 | 3.0 | .3 |
| 44422 | Nursery, garden center, and farm supply stores | 12 | 41 777 | 3 752 | 871 | 161 | 2.1 | — |
| 444220 | Nursery, garden center, and farm supply stores | 12 | 41 777 | 3 752 | 871 | 161 | 2.1 | — |
| 445 | Food and beverage stores | 47 | 241 431 | 24 284 | 5 872 | 1 812 | 12.8 | 20.4 |
| 4451 | Grocery stores | 31 | D | D | D | g | D | D |
| 4452 | Specialty food stores | 11 | D | D | D | b | D | D |
| 446 | Health and personal care stores | 33 | 66 351 | 8 712 | 2 115 | 419 | 14.6 | .4 |
| 4461 | Health and personal care stores | 33 | 66 351 | 8 712 | 2 115 | 419 | 14.6 | .4 |
| 4461102 | Proprietary stores | 2 | D | D | D | b | D | D |
| 44619 | Other health and personal care stores | 8 | D | D | D | b | D | D |
| 446199 | All other health and personal care stores | 2 | D | D | D | b | D | D |
| 447 | Gasoline stations | 77 | 158 781 | 9 030 | 2 203 | 714 | 16.8 | 9.7 |
| 4471 | Gasoline stations | 77 | 158 781 | 9 030 | 2 203 | 714 | 16.8 | 9.7 |
| 44711 | Gasoline stations with convenience stores | 74 | D | D | D | f | D | D |
| 447110 | Gasoline stations with convenience stores | 74 | D | D | D | f | D | D |
| 448 | Clothing and clothing accessories stores | 75 | D | D | D | f | D | D |
| 4481 | Clothing stores | 45 | D | D | D | e | D | D |
| 44819 | Other clothing stores | 7 | 4 416 | 760 | 182 | 77 | 2.4 | — |
| 448190 | Other clothing stores | 7 | 4 416 | 760 | 182 | 77 | 2.4 | — |
| 451 | Sporting goods, hobby, book, and music stores | 45 | D | D | D | e | D | D |
| 4511 | Sporting goods, hobby, and musical instrument stores | 36 | D | D | D | c | D | D |
| 452 | General merchandise stores | 27 | D | D | D | g | D | D |
| 4529 | Other general merchandise stores | 17 | D | D | D | f | D | D |
| 45299 | All other general merchandise stores | 14 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 14 | D | D | D | c | D | D |
| 4529904 | Miscellaneous general merchandise stores | 8 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 87 | D | D | D | f | D | D |
| 4532 | Office supplies, stationery, and gift stores | 23 | D | D | D | c | D | D |
| 45321 | Office supplies and stationery stores | 5 | D | D | D | b | D | D |
| 453210 | Office supplies and stationery stores | 5 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 30 | D | D | D | c | D | D |
| 45399 | All other miscellaneous store retailers | 19 | 9 925 | 1 647 | 330 | 100 | 61.0 | 7.5 |
| 454 | Nonstore retailers | 41 | D | D | D | h | D | D |
| 4541 | Electronic shopping and mail-order houses | 8 | D | D | D | g | D | D |
| 45411 | Electronic shopping and mail-order houses | 8 | D | D | D | g | D | D |
| 4543 | Direct selling establishments | 27 | D | D | D | c | D | D |
| 45439 | Other direct selling establishments | 21 | D | D | D | c | D | D |
| 454390 | Other direct selling establishments | 21 | D | D | D | c | D | D |

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|---|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| LA CROSSE, WI-MN METROPOLITAN STATISTICAL AREA | | | | | | | | |
| 44-45 | Retail trade | 553 | 1 602 317 | 159 909 | 37 862 | 9 125 | 7.9 | 4.3 |
| 441 | Motor vehicle and parts dealers | 69 | 381 717 | 32 354 | 6 929 | 953 | 23.2 | 1.5 |
| 4411 | Automobile dealers | 35 | 320 566 | 24 649 | 5 190 | 696 | 25.2 | 1.6 |
| 4412 | Other motor vehicle dealers | 9 | 38 435 | 3 577 | 701 | 92 | 19.5 | — |
| 44121 | Recreational vehicle dealers | 2 | D | D | D | b | D | D |
| 441210 | Recreational vehicle dealers | 2 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 7 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 5 | 21 439 | 2 249 | 468 | 58 | 16.8 | — |
| 442 | Furniture and home furnishings stores | 32 | D | D | D | c | D | D |
| 4421 | Furniture stores | 16 | 22 235 | 3 398 | 859 | 136 | 10.0 | — |
| 44211 | Furniture stores | 16 | 22 235 | 3 398 | 859 | 136 | 10.0 | — |
| 442110 | Furniture stores | 16 | 22 235 | 3 398 | 859 | 136 | 10.0 | — |
| 4422 | Home furnishings stores | 16 | D | D | D | c | D | D |
| 443 | Electronics and appliance stores | 20 | 51 755 | 5 754 | 1 484 | 301 | 3.2 | .4 |
| 4431 | Electronics and appliance stores | 20 | 51 755 | 5 754 | 1 484 | 301 | 3.2 | .4 |
| 44311 | Appliance, television, and other electronics stores | 17 | D | D | D | e | D | D |
| 443111 | Household appliance stores | 8 | D | D | D | c | D | D |
| 443112 | Radio, television, and other electronics stores | 9 | D | D | D | c | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 65 | 230 679 | 25 010 | 6 091 | 1 026 | 3.8 | 9.7 |
| 4441 | Building material and supplies dealers | 48 | 217 972 | 23 161 | 5 725 | 902 | 3.3 | 10.2 |
| 44411 | Home centers | 8 | 109 011 | 9 660 | 2 570 | 429 | — | 1.6 |
| 444110 | Home centers | 8 | 109 011 | 9 660 | 2 570 | 429 | — | 1.6 |
| 44419 | Other building material dealers | 27 | 97 193 | 11 517 | 2 711 | 357 | 6.5 | 21.1 |
| 444190 | Other building material dealers | 27 | 97 193 | 11 517 | 2 711 | 357 | 6.5 | 21.1 |
| 4442 | Lawn and garden equipment and supplies stores | 17 | 12 707 | 1 849 | 366 | 124 | 11.2 | — |
| 445 | Food and beverage stores | 41 | 222 299 | 20 947 | 4 939 | 1 732 | .1 | 2.7 |
| 4451 | Grocery stores | 25 | 216 838 | 19 471 | 4 598 | 1 640 | .1 | 2.6 |
| 446 | Health and personal care stores | 30 | 50 174 | 6 685 | 1 562 | 356 | 7.7 | 2.7 |
| 4461 | Health and personal care stores | 30 | 50 174 | 6 685 | 1 562 | 356 | 7.7 | 2.7 |
| 4461102 | Proprietary stores | 1 | D | D | D | b | D | D |
| 44612 | Cosmetics, beauty supplies, and perfume stores | 3 | 2 368 | 254 | 61 | 35 | — | — |
| 446120 | Cosmetics, beauty supplies, and perfume stores | 3 | 2 368 | 254 | 61 | 35 | — | — |
| 447 | Gasoline stations | 58 | 142 488 | 9 420 | 2 158 | 625 | 4.6 | 14.1 |
| 4471 | Gasoline stations | 58 | 142 488 | 9 420 | 2 158 | 625 | 4.6 | 14.1 |
| 44711 | Gasoline stations with convenience stores | 44 | 132 167 | 8 530 | 1 915 | 572 | 4.0 | 15.1 |
| 447110 | Gasoline stations with convenience stores | 44 | 132 167 | 8 530 | 1 915 | 572 | 4.0 | 15.1 |
| 448 | Clothing and clothing accessories stores | 71 | 49 574 | 6 556 | 1 584 | 620 | 3.2 | 8.5 |
| 4481 | Clothing stores | 42 | 27 966 | 3 598 | 887 | 436 | 3.0 | 7.8 |
| 44819 | Other clothing stores | 8 | 3 487 | 698 | 156 | 74 | 5.1 | .4 |
| 448190 | Other clothing stores | 8 | 3 487 | 698 | 156 | 74 | 5.1 | .4 |
| 4483 | Jewelry, luggage, and leather goods stores | 15 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, and music stores | 48 | 43 977 | 5 359 | 1 303 | 479 | 8.6 | .4 |
| 4511 | Sporting goods, hobby, and musical instrument stores | 38 | 32 707 | 4 260 | 1 033 | 358 | 8.1 | .5 |
| 45114 | Musical instrument and supplies stores | 3 | 5 477 | 1 100 | 262 | 52 | — | — |
| 451140 | Musical instrument and supplies stores | 3 | 5 477 | 1 100 | 262 | 52 | — | — |
| 4512 | Book, periodical, and music stores | 10 | 11 270 | 1 099 | 270 | 121 | 10.1 | — |
| 45121 | Book stores and news dealers | 6 | 8 219 | 779 | 188 | 86 | — | — |
| 452 | General merchandise stores | 20 | 303 287 | 28 170 | 6 927 | 1 985 | .1 | — |
| 452112 | Discount department stores | 7 | 184 785 | 15 908 | 3 928 | 1 127 | — | — |
| 45299 | All other general merchandise stores | 8 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 8 | D | D | D | c | D | D |
| 4529904 | Miscellaneous general merchandise stores | 5 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 73 | D | D | D | e | D | D |
| 4532 | Office supplies, stationery, and gift stores | 33 | 18 243 | 2 299 | 571 | 222 | 7.2 | 10.7 |
| 45321 | Office supplies and stationery stores | 7 | 11 243 | 1 298 | 339 | 95 | 3.3 | — |
| 453210 | Office supplies and stationery stores | 7 | 11 243 | 1 298 | 339 | 95 | 3.3 | — |
| 4539 | Other miscellaneous store retailers | 18 | 16 337 | 1 993 | 407 | 104 | 9.8 | 34.2 |
| 45391 | Pet and pet supplies stores | 6 | 5 418 | 645 | 146 | 61 | 20.2 | 7.6 |
| 453910 | Pet and pet supplies stores | 6 | 5 418 | 645 | 146 | 61 | 20.2 | 7.6 |
| 45399 | All other miscellaneous store retailers | 8 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|--|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| LA CROSSE, WI-MN METROPOLITAN STATISTICAL AREA—Con. | | | | | | | | |
| 44-45 | Retail trade—Con. | | | | | | | |
| 454 | Nonstore retailers | 26 | 47 782 | 8 256 | 2 166 | 327 | 6.8 | 1.6 |
| 4542 | Vending machine operators | 4 | D | D | D | c | D | D |
| 45421 | Vending machine operators | 4 | D | D | D | c | D | D |
| 454210 | Vending machine operators | 4 | D | D | D | c | D | D |
| 4543 | Direct selling establishments | 16 | D | D | D | c | D | D |
| 45439 | Other direct selling establishments | 13 | 13 532 | 2 243 | 599 | 85 | 6.2 | 5.6 |
| 454390 | Other direct selling establishments | 13 | 13 532 | 2 243 | 599 | 85 | 6.2 | 5.6 |
| MANITOWOC, WI MICROPOLITAN STATISTICAL AREA | | | | | | | | |
| 44-45 | Retail trade | 300 | 654 691 | 67 151 | 16 190 | 3 902 | 13.6 | 10.9 |
| 441 | Motor vehicle and parts dealers | 49 | 136 021 | 11 129 | 2 770 | 494 | 14.5 | .5 |
| 4412 | Other motor vehicle dealers | 14 | 17 250 | 1 234 | 274 | 58 | 35.3 | 3.8 |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 10 | 13 174 | 1 006 | 224 | 47 | 39.9 | — |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture and home furnishings stores | 13 | 14 042 | 2 192 | 517 | 90 | 23.8 | 11.8 |
| 443 | Electronics and appliance stores | 12 | 10 159 | 1 554 | 375 | 73 | 2.6 | — |
| 4431 | Electronics and appliance stores | 12 | 10 159 | 1 554 | 375 | 73 | 2.6 | — |
| 444 | Building material and garden equipment and supplies dealers ... | 37 | 73 674 | 9 299 | 2 205 | 417 | 7.7 | 6.0 |
| 4441 | Building material and supplies dealers | 28 | 61 899 | 7 873 | 1 877 | 318 | 6.5 | 7.1 |
| 44419 | Other building material dealers | 19 | 30 307 | 4 348 | 1 019 | 153 | 8.0 | 14.5 |
| 444190 | Other building material dealers | 19 | 30 307 | 4 348 | 1 019 | 153 | 8.0 | 14.5 |
| 4442 | Lawn and garden equipment and supplies stores | 9 | 11 775 | 1 426 | 328 | 99 | 14.1 | — |
| 44422 | Nursery, garden center, and farm supply stores | 7 | D | D | D | b | D | D |
| 444220 | Nursery, garden center, and farm supply stores | 7 | D | D | D | b | D | D |
| 445 | Food and beverage stores | 28 | 123 342 | 12 596 | 3 052 | 1 074 | 13.8 | 35.5 |
| 446 | Health and personal care stores | 13 | 26 575 | 3 945 | 992 | 143 | 22.4 | — |
| 447 | Gasoline stations | 46 | 99 345 | 5 748 | 1 324 | 426 | 21.9 | 13.8 |
| 44711 | Gasoline stations with convenience stores | 34 | 75 563 | 4 321 | 980 | 366 | 26.5 | 16.5 |
| 447110 | Gasoline stations with convenience stores | 34 | 75 563 | 4 321 | 980 | 366 | 26.5 | 16.5 |
| 448 | Clothing and clothing accessories stores | 16 | 8 349 | 1 418 | 342 | 94 | 24.3 | — |
| 451 | Sporting goods, hobby, book, and music stores | 18 | 5 868 | 681 | 160 | 62 | 71.3 | — |
| 452 | General merchandise stores | 10 | 103 126 | 10 651 | 2 600 | 637 | .1 | — |
| 45299 | All other general merchandise stores | 6 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 6 | D | D | D | c | D | D |
| 4529904 | Miscellaneous general merchandise stores | 5 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 40 | 15 993 | 2 502 | 547 | 215 | 39.2 | 10.7 |
| 45321 | Office supplies and stationery stores | 1 | D | D | D | b | D | D |
| 453210 | Office supplies and stationery stores | 1 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 11 | 5 203 | 855 | 169 | 56 | 32.6 | 30.4 |
| 454 | Nonstore retailers | 18 | 38 197 | 5 436 | 1 306 | 177 | 6.5 | 14.2 |
| 4543 | Direct selling establishments | 13 | 28 539 | 3 341 | 737 | 126 | 5.1 | 16.2 |
| 45431 | Fuel dealers | 6 | 14 844 | 1 578 | 316 | 50 | 9.8 | — |
| 454311 | Heating oil dealers | 2 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 3 | D | D | D | b | D | D |
| 454319 | Other fuel dealers | 1 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 7 | 13 695 | 1 763 | 421 | 76 | — | 33.8 |
| 454390 | Other direct selling establishments | 7 | 13 695 | 1 763 | 421 | 76 | — | 33.8 |
| MARINETTE, WI-MI MICROPOLITAN STATISTICAL AREA | | | | | | | | |
| 44-45 | Retail trade | 282 | 553 153 | 55 885 | 13 333 | 3 238 | 22.2 | 2.7 |
| 441 | Motor vehicle and parts dealers | 50 | 143 113 | 11 393 | 2 909 | 418 | 30.1 | .2 |
| 4412 | Other motor vehicle dealers | 7 | 17 540 | 1 093 | 244 | 44 | 45.9 | — |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 6 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 3 | 11 355 | 589 | 122 | 19 | 22.3 | — |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture and home furnishings stores | 10 | 6 233 | 1 171 | 312 | 46 | 74.8 | 11.9 |
| 443 | Electronics and appliance stores | 8 | 6 162 | 836 | 224 | 41 | 40.9 | — |
| 444 | Building material and garden equipment and supplies dealers ... | 30 | 60 161 | 8 816 | 1 800 | 304 | 15.8 | 6.8 |
| 445 | Food and beverage stores | 36 | 96 753 | 9 969 | 2 326 | 899 | 26.8 | 2.1 |
| 446 | Health and personal care stores | 15 | 27 611 | 5 165 | 1 301 | 181 | 20.8 | .9 |
| 447 | Gasoline stations | 42 | 80 077 | 4 391 | 1 051 | 365 | 25.8 | 3.9 |
| 44711 | Gasoline stations with convenience stores | 38 | 59 005 | 3 032 | 725 | 315 | 30.0 | 4.1 |
| 447110 | Gasoline stations with convenience stores | 38 | 59 005 | 3 032 | 725 | 315 | 30.0 | 4.1 |
| 448 | Clothing and clothing accessories stores | 18 | 11 931 | 1 805 | 515 | 151 | 6.8 | 8.2 |
| 451 | Sporting goods, hobby, book, and music stores | 14 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

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

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

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

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

Table 3. Summary Statistics for Counties: 2002

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

See footnotes at end of table.

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|------------------|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| DANE—Con. | | | | | | | | |
| 44-45 | Retail trade—Con. | | | | | | | |
| 453 | Miscellaneous store retailers—Con. | | | | | | | |
| 4539 | Other miscellaneous store retailers | 75 | D | D | D | f | D | D |
| 45391 | Pet and pet supplies stores | 16 | D | D | D | c | D | D |
| 45392 | Art dealers | 19 | 3 856 | 737 | 172 | 52 | 63.9 | 4.1 |
| 45399 | All other miscellaneous store retailers | 38 | D | D | D | c | D | D |
| 454 | Nonstore retailers | 96 | D | D | D | h | D | D |
| 4541 | Electronic shopping and mail-order houses | 44 | D | D | D | g | D | D |
| 45411 | Electronic shopping and mail-order houses | 44 | D | D | D | g | D | D |
| 4542 | Vending machine operators | 14 | D | D | D | c | D | D |
| 45421 | Vending machine operators | 14 | D | D | D | c | D | D |
| 454210 | Vending machine operators | 14 | D | D | D | c | D | D |
| 4543 | Direct selling establishments | 38 | 37 989 | 6 704 | 1 518 | 224 | 7.2 | 9.1 |
| 45431 | Fuel dealers | 6 | 8 332 | 1 100 | 285 | 33 | — | 41.4 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 5 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 32 | 29 657 | 5 604 | 1 233 | 191 | 9.2 | — |
| 454390 | Other direct selling establishments | 32 | 29 657 | 5 604 | 1 233 | 191 | 9.2 | — |
| DODGE | | | | | | | | |
| 44-45 | Retail trade | 262 | 664 887 | 63 617 | 14 860 | 3 497 | 14.2 | 7.1 |
| 441 | Motor vehicle and parts dealers | 44 | 159 186 | 12 948 | 2 973 | 459 | 9.0 | 1.1 |
| 4411 | Automobile dealers | 21 | 131 461 | 9 150 | 2 122 | 319 | 5.1 | 1.3 |
| 44112 | Used car dealers | 7 | 14 712 | 1 146 | 265 | 64 | 26.1 | 11.5 |
| 441120 | Used car dealers | 7 | 14 712 | 1 146 | 265 | 64 | 26.1 | 11.5 |
| 4412 | Other motor vehicle dealers | 8 | 14 816 | 1 138 | 224 | 38 | 45.5 | — |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 8 | 14 816 | 1 138 | 224 | 38 | 45.5 | — |
| 441221 | Motorcycle dealers | 5 | D | D | D | b | D | D |
| 441229 | All other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, and tire stores | 15 | 12 909 | 2 660 | 627 | 102 | 7.6 | .9 |
| 44131 | Automotive parts and accessories stores | 10 | 7 424 | 1 495 | 338 | 60 | 13.2 | 1.2 |
| 441310 | Automotive parts and accessories stores | 10 | 7 424 | 1 495 | 338 | 60 | 13.2 | 1.2 |
| 442 | Furniture and home furnishings stores | 12 | 7 687 | 1 466 | 363 | 82 | 80.1 | — |
| 4421 | Furniture stores | 6 | 4 049 | 592 | 172 | 43 | 100.0 | — |
| 44211 | Furniture stores | 6 | 4 049 | 592 | 172 | 43 | 100.0 | — |
| 442110 | Furniture stores | 6 | 4 049 | 592 | 172 | 43 | 100.0 | — |
| 4422 | Home furnishings stores | 6 | 3 638 | 874 | 191 | 39 | 57.9 | — |
| 443 | Electronics and appliance stores | 10 | 4 059 | 785 | 173 | 32 | 28.6 | — |
| 4431 | Electronics and appliance stores | 10 | 4 059 | 785 | 173 | 32 | 28.6 | — |
| 44311 | Appliance, television, and other electronics stores | 10 | 4 059 | 785 | 173 | 32 | 28.6 | — |
| 444 | Building material and garden equipment and supplies dealers | 25 | 49 375 | 6 380 | 1 494 | 205 | 13.3 | .8 |
| 4441 | Building material and supplies dealers | 13 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 8 | 15 398 | 1 848 | 445 | 73 | 18.8 | — |
| 444190 | Other building material dealers | 8 | 15 398 | 1 848 | 445 | 73 | 18.8 | — |
| 4442 | Lawn and garden equipment and supplies stores | 12 | D | D | D | c | D | D |
| 44422 | Nursery, garden center, and farm supply stores | 10 | 31 340 | 4 086 | 957 | 105 | 7.4 | .1 |
| 444220 | Nursery, garden center, and farm supply stores | 10 | 31 340 | 4 086 | 957 | 105 | 7.4 | .1 |
| 445 | Food and beverage stores | 19 | 88 280 | 9 960 | 2 309 | 718 | 23.6 | — |
| 4451 | Grocery stores | 13 | D | D | D | f | D | D |
| 44511 | Supermarkets and other grocery (except convenience) stores | 13 | D | D | D | f | D | D |
| 445110 | Supermarkets and other grocery (except convenience) stores | 13 | D | D | D | f | D | D |
| 4452 | Specialty food stores | 4 | D | D | D | b | D | D |
| 446 | Health and personal care stores | 16 | 20 085 | 2 445 | 615 | 123 | 19.0 | 1.4 |
| 4461 | Health and personal care stores | 16 | 20 085 | 2 445 | 615 | 123 | 19.0 | 1.4 |
| 447 | Gasoline stations | 44 | 107 036 | 5 748 | 1 329 | 439 | 32.4 | .8 |
| 4471 | Gasoline stations | 44 | 107 036 | 5 748 | 1 329 | 439 | 32.4 | .8 |
| 44711 | Gasoline stations with convenience stores | 36 | 97 882 | 4 994 | 1 162 | 405 | 33.0 | .2 |
| 447110 | Gasoline stations with convenience stores | 36 | 97 882 | 4 994 | 1 162 | 405 | 33.0 | .2 |
| 448 | Clothing and clothing accessories stores | 16 | 10 014 | 1 794 | 503 | 151 | 13.7 | 7.2 |
| 4481 | Clothing stores | 5 | 5 995 | 1 290 | 358 | 111 | — | 10.2 |
| 451 | Sporting goods, hobby, book, and music stores | 10 | 5 055 | 386 | 94 | 41 | 6.3 | 7.4 |
| 4511 | Sporting goods, hobby, and musical instrument stores | 7 | 4 350 | 312 | 71 | 32 | 5.3 | .4 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|-------------------|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|--|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| DODGE—Con. | | | | | | | | |
| 44-45 | Retail trade—Con. | | | | | | | |
| 452 | General merchandise stores | 9 | 116 178 | 10 024 | 2 298 | 562 | .1 | 31.3 |
| 452111 | Department stores (except discount department stores) .. | 2 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 4 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 4 | D | D | D | c | D | D |
| 4529904 | Miscellaneous general merchandise stores | 3 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 29 | 24 016 | 2 496 | 551 | 173 | 10.2 | 3.1 |
| 4532 | Office supplies, stationery, and gift stores | 4 | D | D | D | b | D | D |
| 45321 | Office supplies and stationery stores | 1 | D | D | D | b | D | D |
| 453210 | Office supplies and stationery stores | 1 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 11 | D | D | D | b | D | D |
| 45391 | Pet and pet supplies stores | 4 | D | D | D | b | D | D |
| 453910 | Pet and pet supplies stores | 4 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 5 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 28 | 73 916 | 9 185 | 2 158 | 512 | 3.9 | 7.7 |
| 4541 | Electronic shopping and mail-order houses | 10 | 58 961 | 6 724 | 1 530 | 410 | .7 | — |
| 45411 | Electronic shopping and mail-order houses | 10 | 58 961 | 6 724 | 1 530 | 410 | .7 | — |
| 4543 | Direct selling establishments | 13 | 12 754 | 1 935 | 490 | 77 | 17.6 | 43.9 |
| 45431 | Fuel dealers | 6 | 10 921 | 1 799 | 458 | 68 | 6.1 | 51.3 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 6 | 10 921 | 1 799 | 458 | 68 | 6.1 | 51.3 |
| DOOR | | | | | | | | |
| 44-45 | Retail trade | 288 | 330 511 | 35 610 | 7 740 | 1 856 | 25.4 | 11.1 |
| 441 | Motor vehicle and parts dealers | 24 | 76 849 | 6 940 | 1 502 | 260 | 14.6 | .4 |
| 4412 | Other motor vehicle dealers | 6 | 10 589 | 1 012 | 215 | 33 | 7.4 | 2.0 |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 6 | 10 589 | 1 012 | 215 | 33 | 7.4 | 2.0 |
| 441222 | Boat dealers | 5 | D | D | D | b | D | D |
| 442 | Furniture and home furnishings stores | 31 | 12 442 | 1 636 | 275 | 74 | 56.3 | 3.1 |
| 4421 | Furniture stores | 6 | 4 399 | 575 | 94 | 18 | 56.2 | 2.4 |
| 44211 | Furniture stores | 6 | 4 399 | 575 | 94 | 18 | 56.2 | 2.4 |
| 442110 | Furniture stores | 6 | 4 399 | 575 | 94 | 18 | 56.2 | 2.4 |
| 4422 | Home furnishings stores | 25 | 8 043 | 1 061 | 181 | 56 | 56.3 | 3.5 |
| 44229 | Other home furnishings stores | 21 | 6 449 | 932 | 148 | 46 | 55.8 | 3.8 |
| 442299 | All other home furnishings stores | 20 | D | D | D | b | D | D |
| 443 | Electronics and appliance stores | 10 | 5 605 | 688 | 147 | 31 | 38.9 | 39.3 |
| 4431 | Electronics and appliance stores | 10 | 5 605 | 688 | 147 | 31 | 38.9 | 39.3 |
| 44311 | Appliance, television, and other electronics stores | 8 | D | D | D | b | D | D |
| 44312 | Computer and software stores | 2 | D | D | D | a | D | D |
| 443120 | Computer and software stores | 2 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 25 | 27 328 | 3 335 | 819 | 132 | 11.3 | .7 |
| 4441 | Building material and supplies dealers | 17 | 20 958 | 2 622 | 670 | 101 | 13.6 | 1.0 |
| 44419 | Other building material dealers | 10 | 16 125 | 1 847 | 510 | 60 | 5.0 | 1.0 |
| 444190 | Other building material dealers | 10 | 16 125 | 1 847 | 510 | 60 | 5.0 | 1.0 |
| 4442 | Lawn and garden equipment and supplies stores | 8 | 6 370 | 713 | 149 | 31 | 3.8 | — |
| 44422 | Nursery, garden center, and farm supply stores | 7 | D | D | D | b | D | D |
| 444220 | Nursery, garden center, and farm supply stores | 7 | D | D | D | b | D | D |
| 445 | Food and beverage stores | 29 | 58 269 | 7 571 | 1 624 | 404 | 45.8 | 41.5 |
| 4452 | Specialty food stores | 9 | 3 407 | 489 | 91 | 28 | 43.1 | 31.8 |
| 446 | Health and personal care stores | 7 | 13 569 | 1 822 | 396 | 72 | 20.6 | — |
| 4461 | Health and personal care stores | 7 | 13 569 | 1 822 | 396 | 72 | 20.6 | — |
| 447 | Gasoline stations | 27 | 42 410 | 1 924 | 418 | 189 | 30.0 | 15.3 |
| 44711 | Gasoline stations with convenience stores | 24 | D | D | D | c | D | D |
| 447110 | Gasoline stations with convenience stores | 24 | D | D | D | c | D | D |
| 448 | Clothing and clothing accessories stores | 38 | 16 634 | 2 066 | 428 | 150 | 38.2 | 11.2 |
| 4481 | Clothing stores | 30 | 12 712 | 1 684 | 346 | 123 | 45.3 | 14.3 |
| 4483 | Jewelry, luggage, and leather goods stores | 6 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, and music stores | 14 | 4 568 | 530 | 112 | 49 | 33.2 | 6.8 |
| 4511 | Sporting goods, hobby, and musical instrument stores | 10 | D | D | D | b | D | D |
| 452 | General merchandise stores | 5 | 46 248 | 5 458 | 1 318 | 283 | — | — |
| 45299 | All other general merchandise stores | 3 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 3 | D | D | D | b | D | D |
| 4529904 | Miscellaneous general merchandise stores | 2 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|------------------------|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|--|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| EAU CLAIRE—Con. | | | | | | | | |
| 44-45 | Retail trade—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 57 | 33 417 | 5 299 | 1 320 | 445 | 7.6 | 12.0 |
| 4532 | Office supplies, stationery, and gift stores | 31 | D | D | D | c | D | D |
| 45321 | Office supplies and stationery stores | 5 | D | D | D | b | D | D |
| 453210 | Office supplies and stationery stores | 5 | D | D | D | b | D | D |
| 45322 | Gift, novelty, and souvenir stores | 26 | D | D | D | c | D | D |
| 453220 | Gift, novelty, and souvenir stores | 26 | D | D | D | c | D | D |
| 4533 | Used merchandise stores | 8 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 8 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 8 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 12 | D | D | D | b | D | D |
| 45391 | Pet and pet supplies stores | 3 | 4 405 | 611 | 133 | 57 | — | — |
| 453910 | Pet and pet supplies stores | 3 | 4 405 | 611 | 133 | 57 | — | — |
| 45392 | Art dealers | 3 | D | D | D | a | D | D |
| 453920 | Art dealers | 3 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 33 | 41 342 | 6 241 | 1 620 | 239 | 4.9 | 4.3 |
| 4543 | Direct selling establishments | 26 | 39 219 | 6 094 | 1 594 | 230 | 5.1 | 4.2 |
| 45431 | Fuel dealers | 5 | 9 430 | 946 | 262 | 28 | — | 17.3 |
| 454311 | Heating oil dealers | 2 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 21 | 29 789 | 5 148 | 1 332 | 202 | 6.8 | — |
| 454390 | Other direct selling establishments | 21 | 29 789 | 5 148 | 1 332 | 202 | 6.8 | — |
| FLORENCE | | | | | | | | |
| 44-45 | Retail trade | 16 | 20 136 | 1 292 | 299 | 101 | 69.7 | .1 |
| 441 | Motor vehicle and parts dealers | 3 | D | D | D | b | D | D |
| 444 | Building material and garden equipment and supplies dealers | 1 | D | D | D | a | D | D |
| 445 | Food and beverage stores | 5 | 7 684 | 471 | 103 | 43 | 45.6 | — |
| 446 | Health and personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 3 | 4 128 | 188 | 42 | 17 | 75.6 | — |
| 453 | Miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |
| FOND DU LAC | | | | | | | | |
| 44-45 | Retail trade | 411 | 1 028 966 | 104 433 | 25 440 | 6 279 | 12.9 | 7.0 |
| 441 | Motor vehicle and parts dealers | 67 | 274 412 | 21 217 | 4 859 | 889 | 17.7 | 1.0 |
| 4411 | Automobile dealers | 29 | 225 639 | 14 944 | 3 505 | 602 | 18.0 | .1 |
| 44111 | New car dealers | 17 | 210 375 | 14 256 | 3 312 | 572 | 16.7 | — |
| 441110 | New car dealers | 17 | 210 375 | 14 256 | 3 312 | 572 | 16.7 | — |
| 44112 | Used car dealers | 12 | 15 264 | 688 | 193 | 30 | 36.5 | 1.6 |
| 441120 | Used car dealers | 12 | 15 264 | 688 | 193 | 30 | 36.5 | 1.6 |
| 4412 | Other motor vehicle dealers | 11 | 29 132 | 2 559 | 456 | 105 | 22.9 | 1.9 |
| 44121 | Recreational vehicle dealers | 2 | D | D | D | b | D | D |
| 441210 | Recreational vehicle dealers | 2 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 9 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 3 | D | D | D | b | D | D |
| 441222 | Boat dealers | 4 | D | D | D | a | D | D |
| 441229 | All other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, and tire stores | 27 | 19 641 | 3 714 | 898 | 182 | 7.2 | 9.3 |
| 44131 | Automotive parts and accessories stores | 21 | 15 028 | 2 713 | 674 | 136 | 1.2 | 7.8 |
| 441310 | Automotive parts and accessories stores | 21 | 15 028 | 2 713 | 674 | 136 | 1.2 | 7.8 |
| 442 | Furniture and home furnishings stores | 25 | 21 874 | 4 173 | 924 | 170 | 13.8 | 4.1 |
| 4421 | Furniture stores | 14 | 12 449 | 1 938 | 459 | 83 | 20.0 | — |
| 44211 | Furniture stores | 14 | 12 449 | 1 938 | 459 | 83 | 20.0 | — |
| 442110 | Furniture stores | 14 | 12 449 | 1 938 | 459 | 83 | 20.0 | — |
| 4422 | Home furnishings stores | 11 | 9 425 | 2 235 | 465 | 87 | 5.6 | 9.5 |
| 44221 | Floor covering stores | 6 | 7 475 | 1 954 | 395 | 59 | 6.0 | 12.0 |
| 442210 | Floor covering stores | 6 | 7 475 | 1 954 | 395 | 59 | 6.0 | 12.0 |
| 44229 | Other home furnishings stores | 5 | 1 950 | 281 | 70 | 28 | 3.9 | — |
| 443 | Electronics and appliance stores | 20 | 25 149 | 4 443 | 1 046 | 205 | 14.9 | 1.4 |
| 4431 | Electronics and appliance stores | 20 | 25 149 | 4 443 | 1 046 | 205 | 14.9 | 1.4 |
| 44311 | Appliance, television, and other electronics stores | 15 | 22 523 | 3 776 | 874 | 179 | 16.6 | — |
| 443111 | Household appliance stores | 7 | 15 695 | 2 691 | 568 | 128 | 6.0 | — |
| 443112 | Radio, television, and other electronics stores | 8 | 6 828 | 1 085 | 306 | 51 | 41.0 | — |
| 44312 | Computer and software stores | 5 | 2 626 | 667 | 172 | 26 | — | 13.2 |
| 443120 | Computer and software stores | 5 | 2 626 | 667 | 172 | 26 | — | 13.2 |

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

See footnotes at end of table.

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

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

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|---------------------|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| KENOSHA—Con. | | | | | | | | |
| 44-45 | Retail trade—Con. | | | | | | | |
| 443 | Electronics and appliance stores | 25 | D | D | D | c | D | D |
| 4431 | Electronics and appliance stores | 25 | D | D | D | c | D | D |
| 44311 | Appliance, television, and other electronics stores | 20 | D | D | D | c | D | D |
| 443111 | Household appliance stores | 7 | D | D | D | b | D | D |
| 443112 | Radio, television, and other electronics stores | 13 | D | D | D | b | D | D |
| 44312 | Computer and software stores | 5 | D | D | D | a | D | D |
| 443120 | Computer and software stores | 5 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 37 | 88 030 | 10 419 | 2 588 | 454 | 7.6 | .8 |
| 4441 | Building material and supplies dealers | 29 | 74 177 | 8 661 | 2 241 | 355 | 4.2 | .9 |
| 44411 | Home centers | 2 | D | D | D | c | D | D |
| 444110 | Home centers | 2 | D | D | D | c | D | D |
| 44413 | Hardware stores | 8 | D | D | D | b | D | D |
| 444130 | Hardware stores | 8 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 14 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 14 | D | D | D | b | D | D |
| 4442 | Lawn and garden equipment and supplies stores | 8 | 13 853 | 1 758 | 347 | 99 | 25.7 | — |
| 44421 | Outdoor power equipment stores | 5 | D | D | D | b | D | D |
| 444210 | Outdoor power equipment stores | 5 | D | D | D | b | D | D |
| 44422 | Nursery, garden center, and farm supply stores | 3 | D | D | D | b | D | D |
| 444220 | Nursery, garden center, and farm supply stores | 3 | D | D | D | b | D | D |
| 445 | Food and beverage stores | 60 | 277 827 | 23 006 | 5 511 | 1 339 | 7.6 | 24.4 |
| 4451 | Grocery stores | 39 | 269 130 | 21 974 | 5 250 | 1 259 | 7.7 | 24.9 |
| 44511 | Supermarkets and other grocery (except convenience) stores | 35 | 264 896 | 21 837 | 5 221 | 1 252 | 7.6 | 25.3 |
| 445110 | Supermarkets and other grocery (except convenience) stores | 35 | 264 896 | 21 837 | 5 221 | 1 252 | 7.6 | 25.3 |
| 4452 | Specialty food stores | 16 | 5 002 | 836 | 206 | 67 | 9.2 | 17.0 |
| 446 | Health and personal care stores | 42 | 106 120 | 12 164 | 3 160 | 572 | .5 | .2 |
| 4461 | Health and personal care stores | 42 | 106 120 | 12 164 | 3 160 | 572 | .5 | .2 |
| 44611 | Pharmacies and drug stores | 18 | D | D | D | e | D | D |
| 446110 | Pharmacies and drug stores | 18 | D | D | D | e | D | D |
| 4461101 | Pharmacies and drug stores | 17 | D | D | D | e | D | D |
| 4461102 | Proprietary stores | 1 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, and perfume stores | 4 | D | D | D | b | D | D |
| 446120 | Cosmetics, beauty supplies, and perfume stores | 4 | D | D | D | b | D | D |
| 44613 | Optical goods stores | 11 | D | D | D | b | D | D |
| 446130 | Optical goods stores | 11 | D | D | D | b | D | D |
| 44619 | Other health and personal care stores | 9 | 10 808 | 1 041 | 246 | 43 | — | — |
| 446191 | Food (health) supplement stores | 4 | 1 434 | 239 | 54 | 17 | — | — |
| 446199 | All other health and personal care stores | 5 | 9 374 | 802 | 192 | 26 | — | — |
| 447 | Gasoline stations | 78 | 147 300 | 7 634 | 1 838 | 513 | 24.1 | 7.8 |
| 4471 | Gasoline stations | 78 | 147 300 | 7 634 | 1 838 | 513 | 24.1 | 7.8 |
| 44711 | Gasoline stations with convenience stores | 66 | 125 857 | 6 477 | 1 576 | 439 | 20.3 | 4.5 |
| 447110 | Gasoline stations with convenience stores | 66 | 125 857 | 6 477 | 1 576 | 439 | 20.3 | 4.5 |
| 44719 | Other gasoline stations | 12 | 21 443 | 1 157 | 262 | 74 | 46.3 | 27.4 |
| 447190 | Other gasoline stations | 12 | 21 443 | 1 157 | 262 | 74 | 46.3 | 27.4 |
| 448 | Clothing and clothing accessories stores | 86 | 107 436 | 11 644 | 2 722 | 829 | 1.1 | 4.3 |
| 4481 | Clothing stores | 58 | 73 855 | 7 596 | 1 793 | 583 | .7 | 4.9 |
| 44812 | Women's clothing stores | 18 | D | D | D | c | D | D |
| 448120 | Women's clothing stores | 18 | D | D | D | c | D | D |
| 44813 | Children's and infants' clothing stores | 3 | D | D | D | b | D | D |
| 448130 | Children's and infants' clothing stores | 3 | D | D | D | b | D | D |
| 44814 | Family clothing stores | 21 | 44 556 | 4 174 | 957 | 286 | — | — |
| 448140 | Family clothing stores | 21 | 44 556 | 4 174 | 957 | 286 | — | — |
| 44819 | Other clothing stores | 8 | 5 493 | 722 | 175 | 71 | — | — |
| 448190 | Other clothing stores | 8 | 5 493 | 722 | 175 | 71 | — | — |
| 4482 | Shoe stores | 18 | 26 804 | 2 786 | 612 | 185 | — | 3.2 |
| 44821 | Shoe stores | 18 | 26 804 | 2 786 | 612 | 185 | — | 3.2 |
| 448210 | Shoe stores | 18 | 26 804 | 2 786 | 612 | 185 | — | 3.2 |
| 4482101 | Men's shoe stores | 1 | D | D | D | b | D | D |
| 4482102 | Women's shoe stores | 2 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 13 | D | D | D | b | D | D |
| 4482105 | Athletic footwear stores | 2 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, and leather goods stores | 10 | 6 777 | 1 262 | 317 | 61 | 8.7 | 1.7 |
| 44832 | Luggage and leather goods stores | 4 | D | D | D | a | D | D |
| 448320 | Luggage and leather goods stores | 4 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, and music stores | 33 | 31 498 | 3 940 | 949 | 250 | 35.2 | 1.6 |
| 4511 | Sporting goods, hobby, and musical instrument stores | 24 | 25 095 | 2 997 | 690 | 189 | 37.5 | 1.7 |
| 45111 | Sporting goods stores | 16 | D | D | D | c | D | D |
| 451110 | Sporting goods stores | 16 | D | D | D | c | D | D |
| 4511101 | General-line sporting goods stores | 4 | D | D | D | b | D | D |
| 4511102 | Specialty-line sporting goods stores | 12 | D | D | D | b | D | D |
| 45113 | Sewing, needlework, and piece goods stores | 4 | D | D | D | a | D | D |
| 451130 | Sewing, needlework, and piece goods stores | 4 | D | D | D | a | D | D |
| 45114 | Musical instrument and supplies stores | 2 | D | D | D | b | D | D |
| 451140 | Musical instrument and supplies stores | 2 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab-lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|------------------|---|--------------------------|-----------------|--------------------------|---------------------------------|---|---|------------------------|
| | | | | | | | From admini-strative records ¹ | Estimated ² |
| LAFAYETTE | | | | | | | | |
| 44-45 | Retail trade | 49 | 73 723 | 6 104 | 1 412 | 395 | 32.7 | 4.4 |
| 441 | Motor vehicle and parts dealers | 9 | 30 101 | 1 344 | 359 | 61 | 37.8 | .1 |
| 44112 | Used car dealers | 5 | D | D | D | b | D | D |
| 441120 | Used car dealers | 5 | D | D | D | b | D | D |
| 442 | Furniture and home furnishings stores | 2 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 12 | 13 125 | 1 555 | 325 | 76 | 21.5 | 20.9 |
| 4441 | Building material and supplies dealers | 6 | D | D | D | b | D | D |
| 4442 | Lawn and garden equipment and supplies stores | 6 | D | D | D | b | D | D |
| 44422 | Nursery, garden center, and farm supply stores | 4 | D | D | D | b | D | D |
| 444220 | Nursery, garden center, and farm supply stores | 4 | D | D | D | b | D | D |
| 445 | Food and beverage stores | 4 | 9 410 | 1 001 | 248 | 82 | 15.9 | — |
| 446 | Health and personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 10 | 13 481 | 816 | 192 | 104 | 40.8 | — |
| 448 | Clothing and clothing accessories stores | 3 | 531 | 44 | 11 | 7 | — | — |
| 453 | Miscellaneous store retailers | 5 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 3 | D | D | D | a | D | D |
| LANGLADE | | | | | | | | |
| 44-45 | Retail trade | 112 | 271 136 | 26 651 | 6 238 | 1 460 | 18.0 | 10.1 |
| 441 | Motor vehicle and parts dealers | 23 | 89 115 | 7 948 | 1 938 | 288 | 8.5 | — |
| 4412 | Other motor vehicle dealers | 5 | 11 795 | 676 | 191 | 25 | 8.6 | — |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 4 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 2 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, and tire stores | 8 | 13 449 | 2 355 | 559 | 99 | 5.8 | — |
| 44132 | Tire dealers | 2 | D | D | D | b | D | D |
| 441320 | Tire dealers | 2 | D | D | D | b | D | D |
| 442 | Furniture and home furnishings stores | 5 | 2 110 | 230 | 54 | 8 | 80.8 | — |
| 443 | Electronics and appliance stores | 4 | 1 722 | 285 | 66 | 20 | 35.1 | — |
| 444 | Building material and garden equipment and supplies dealers ... | 13 | 31 537 | 2 911 | 706 | 104 | 12.8 | 1.2 |
| 4441 | Building material and supplies dealers | 9 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 6 | 12 494 | 964 | 296 | 23 | 16.3 | 2.9 |
| 444190 | Other building material dealers | 6 | 12 494 | 964 | 296 | 23 | 16.3 | 2.9 |
| 4442 | Lawn and garden equipment and supplies stores | 4 | D | D | D | b | D | D |
| 44422 | Nursery, garden center, and farm supply stores | 2 | D | D | D | b | D | D |
| 444220 | Nursery, garden center, and farm supply stores | 2 | D | D | D | b | D | D |
| 445 | Food and beverage stores | 6 | D | D | D | c | D | D |
| 446 | Health and personal care stores | 3 | 14 118 | 1 589 | 324 | 108 | 52.9 | — |
| 4461 | Health and personal care stores | 3 | 14 118 | 1 589 | 324 | 108 | 52.9 | — |
| 447 | Gasoline stations | 23 | 24 310 | 1 075 | 267 | 127 | 72.6 | 13.4 |
| 448 | Clothing and clothing accessories stores | 8 | 1 968 | 265 | 67 | 19 | 10.2 | 15.8 |
| 451 | Sporting goods, hobby, book, and music stores | 5 | 948 | 176 | 42 | 28 | 36.1 | — |
| 452 | General merchandise stores | 6 | 68 492 | 7 512 | 1 730 | 408 | — | — |
| 4529 | Other general merchandise stores | 5 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 4 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 4 | D | D | D | b | D | D |
| 4529904 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 7 | D | D | D | b | D | D |
| 45321 | Office supplies and stationery stores | 1 | D | D | D | b | D | D |
| 453210 | Office supplies and stationery stores | 1 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 9 | 5 920 | 950 | 225 | 50 | 51.0 | 36.4 |
| 4543 | Direct selling establishments | 8 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 4 | 4 549 | 779 | 174 | 27 | 51.2 | 35.7 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab-lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|------------------|---|--------------------------|-----------------|--------------------------|---------------------------------|---|---|------------------------|
| | | | | | | | From admini-strative records ¹ | Estimated ² |
| LINCOLN | | | | | | | | |
| 44-45 | Retail trade | 134 | 273 235 | 26 860 | 6 191 | 1 443 | 13.6 | 7.5 |
| 441 | Motor vehicle and parts dealers | 26 | 87 895 | 7 481 | 1 746 | 257 | 17.1 | 2.3 |
| 4412 | Other motor vehicle dealers | 8 | 12 518 | 752 | 164 | 34 | 84.3 | — |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 8 | 12 518 | 752 | 164 | 34 | 84.3 | — |
| 441221 | Motorcycle dealers | 2 | D | D | D | a | D | D |
| 441229 | All other motor vehicle dealers | 4 | D | D | D | a | D | D |
| 442 | Furniture and home furnishings stores | 7 | 3 873 | 559 | 138 | 25 | 60.9 | 17.2 |
| 443 | Electronics and appliance stores | 4 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 17 | 42 040 | 5 124 | 1 193 | 228 | 2.5 | — |
| 4441 | Building material and supplies dealers | 10 | 37 936 | 4 673 | 1 100 | 184 | 1.7 | — |
| 44411 | Home centers | 1 | D | D | D | b | D | D |
| 444110 | Home centers | 1 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 6 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 6 | D | D | D | b | D | D |
| 4442 | Lawn and garden equipment and supplies stores | 7 | 4 104 | 451 | 93 | 44 | 10.8 | — |
| 445 | Food and beverage stores | 9 | 45 260 | 4 887 | 1 078 | 381 | 2.8 | 12.2 |
| 4452 | Specialty food stores | 1 | D | D | D | a | D | D |
| 446 | Health and personal care stores | 6 | 14 189 | 1 566 | 357 | 69 | 41.3 | — |
| 4461 | Health and personal care stores | 6 | 14 189 | 1 566 | 357 | 69 | 41.3 | — |
| 447 | Gasoline stations | 24 | 40 737 | 2 007 | 480 | 163 | 13.4 | 28.9 |
| 44711 | Gasoline stations with convenience stores | 23 | D | D | D | c | D | D |
| 447110 | Gasoline stations with convenience stores | 23 | D | D | D | c | D | D |
| 448 | Clothing and clothing accessories stores | 7 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, and music stores | 5 | D | D | D | a | D | D |
| 452 | General merchandise stores | 7 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 15 | D | D | D | b | D | D |
| 45321 | Office supplies and stationery stores | 1 | D | D | D | a | D | D |
| 453210 | Office supplies and stationery stores | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 7 | 3 983 | 735 | 182 | 27 | 35.8 | — |
| MANITOWOC | | | | | | | | |
| 44-45 | Retail trade | 300 | 654 691 | 67 151 | 16 190 | 3 902 | 13.6 | 10.9 |
| 441 | Motor vehicle and parts dealers | 49 | 136 021 | 11 129 | 2 770 | 494 | 14.5 | .5 |
| 4411 | Automobile dealers | 19 | 105 754 | 7 467 | 1 918 | 310 | 12.6 | — |
| 4412 | Other motor vehicle dealers | 14 | 17 250 | 1 234 | 274 | 58 | 35.3 | 3.8 |
| 44121 | Recreational vehicle dealers | 4 | 4 076 | 228 | 50 | 11 | 20.5 | 15.9 |
| 441210 | Recreational vehicle dealers | 4 | 4 076 | 228 | 50 | 11 | 20.5 | 15.9 |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 10 | 13 174 | 1 006 | 224 | 47 | 39.9 | — |
| 441221 | Motorcycle dealers | 5 | D | D | D | a | D | D |
| 441222 | Boat dealers | 4 | 5 664 | 348 | 70 | 22 | 5.6 | — |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, and tire stores | 16 | 13 017 | 2 428 | 578 | 126 | 2.5 | — |
| 44131 | Automotive parts and accessories stores | 12 | 8 601 | 1 613 | 381 | 88 | 3.8 | — |
| 441310 | Automotive parts and accessories stores | 12 | 8 601 | 1 613 | 381 | 88 | 3.8 | — |
| 442 | Furniture and home furnishings stores | 13 | 14 042 | 2 192 | 517 | 90 | 23.8 | 11.8 |
| 4421 | Furniture stores | 6 | 9 210 | 1 311 | 326 | 65 | 26.0 | 12.7 |
| 44211 | Furniture stores | 6 | 9 210 | 1 311 | 326 | 65 | 26.0 | 12.7 |
| 442110 | Furniture stores | 6 | 9 210 | 1 311 | 326 | 65 | 26.0 | 12.7 |
| 4422 | Home furnishings stores | 7 | 4 832 | 881 | 191 | 25 | 19.5 | 10.1 |
| 443 | Electronics and appliance stores | 12 | 10 159 | 1 554 | 375 | 73 | 2.6 | — |
| 4431 | Electronics and appliance stores | 12 | 10 159 | 1 554 | 375 | 73 | 2.6 | — |
| 44311 | Appliance, television, and other electronics stores | 9 | D | D | D | b | D | D |
| 443111 | Household appliance stores | 5 | D | D | D | b | D | D |
| 443112 | Radio, television, and other electronics stores | 4 | D | D | D | b | D | D |
| 44312 | Computer and software stores | 3 | D | D | D | a | D | D |
| 443120 | Computer and software stores | 3 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 37 | 73 674 | 9 299 | 2 205 | 417 | 7.7 | 6.0 |
| 4441 | Building material and supplies dealers | 28 | 61 899 | 7 873 | 1 877 | 318 | 6.5 | 7.1 |
| 44411 | Home centers | 2 | D | D | D | b | D | D |
| 444110 | Home centers | 2 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 19 | 30 307 | 4 348 | 1 019 | 153 | 8.0 | 14.5 |
| 444190 | Other building material dealers | 19 | 30 307 | 4 348 | 1 019 | 153 | 8.0 | 14.5 |
| 4442 | Lawn and garden equipment and supplies stores | 9 | 11 775 | 1 426 | 328 | 99 | 14.1 | — |
| 44422 | Nursery, garden center, and farm supply stores | 7 | D | D | D | b | D | D |
| 444220 | Nursery, garden center, and farm supply stores | 7 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|------------------|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| MILWAUKEE | | | | | | | | |
| 44-45 | Retail trade | 2 936 | 8 851 410 | 922 426 | 220 199 | 46 871 | 9.4 | 8.6 |
| 441 | Motor vehicle and parts dealers | 308 | 2 357 023 | 194 319 | 45 528 | 5 854 | 3.7 | 6.4 |
| 4411 | Automobile dealers | 144 | 2 139 944 | 158 995 | 37 367 | 4 467 | 3.3 | 5.5 |
| 44111 | New car dealers | 70 | 2 003 367 | 150 416 | 35 240 | 4 141 | .9 | 5.8 |
| 441110 | New car dealers | 70 | 2 003 367 | 150 416 | 35 240 | 4 141 | .9 | 5.8 |
| 44112 | Used car dealers | 74 | 136 577 | 8 579 | 2 127 | 326 | 38.7 | 1.8 |
| 441120 | Used car dealers | 74 | 136 577 | 8 579 | 2 127 | 326 | 38.7 | 1.8 |
| 4412 | Other motor vehicle dealers | 29 | 87 667 | 10 224 | 2 174 | 347 | 5.6 | 29.3 |
| 44121 | Recreational vehicle dealers | 4 | D | D | D | b | D | D |
| 441210 | Recreational vehicle dealers | 4 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 25 | D | D | D | e | D | D |
| 441221 | Motorcycle dealers | 12 | 40 355 | 4 755 | 942 | 143 | 6.0 | — |
| 441222 | Boat dealers | 11 | D | D | D | c | D | D |
| 441229 | All other motor vehicle dealers | 2 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, and tire stores | 135 | 129 412 | 25 100 | 5 987 | 1 040 | 10.1 | 4.8 |
| 44131 | Automotive parts and accessories stores | 102 | 102 809 | 19 530 | 4 715 | 848 | 7.4 | 3.7 |
| 441310 | Automotive parts and accessories stores | 102 | 102 809 | 19 530 | 4 715 | 848 | 7.4 | 3.7 |
| 44132 | Tire dealers | 33 | 26 603 | 5 570 | 1 272 | 192 | 20.6 | 9.0 |
| 441320 | Tire dealers | 33 | 26 603 | 5 570 | 1 272 | 192 | 20.6 | 9.0 |
| 442 | Furniture and home furnishings stores | 159 | 300 990 | 48 175 | 11 481 | 1 939 | 9.2 | 14.5 |
| 4421 | Furniture stores | 66 | 187 532 | 29 157 | 7 255 | 949 | 6.2 | 20.4 |
| 44211 | Furniture stores | 66 | 187 532 | 29 157 | 7 255 | 949 | 6.2 | 20.4 |
| 442110 | Furniture stores | 66 | 187 532 | 29 157 | 7 255 | 949 | 6.2 | 20.4 |
| 4422 | Home furnishings stores | 93 | 113 458 | 19 018 | 4 226 | 990 | 14.0 | 4.7 |
| 44221 | Floor covering stores | 43 | 57 623 | 11 046 | 2 441 | 328 | 21.2 | 9.3 |
| 442210 | Floor covering stores | 43 | 57 623 | 11 046 | 2 441 | 328 | 21.2 | 9.3 |
| 44229 | Other home furnishings stores | 50 | 55 835 | 7 972 | 1 785 | 662 | 6.6 | .1 |
| 442291 | Window treatment stores | 7 | 2 601 | 631 | 152 | 29 | 19.1 | — |
| 442299 | All other home furnishings stores | 43 | 53 234 | 7 341 | 1 633 | 633 | 6.0 | .1 |
| 443 | Electronics and appliance stores | 131 | 303 063 | 32 847 | 8 196 | 1 446 | 6.5 | 3.0 |
| 4431 | Electronics and appliance stores | 131 | 303 063 | 32 847 | 8 196 | 1 446 | 6.5 | 3.0 |
| 44311 | Appliance, television, and other electronics stores | 98 | 273 857 | 28 478 | 7 117 | 1 222 | 6.6 | 3.2 |
| 443111 | Household appliance stores | 23 | 25 436 | 4 513 | 1 079 | 158 | 25.7 | 4.9 |
| 443112 | Radio, television, and other electronics stores | 75 | 248 421 | 23 965 | 6 038 | 1 064 | 4.7 | 3.0 |
| 44312 | Computer and software stores | 26 | D | D | D | c | D | D |
| 443120 | Computer and software stores | 26 | D | D | D | c | D | D |
| 44313 | Camera and photographic supplies stores | 7 | D | D | D | b | D | D |
| 443130 | Camera and photographic supplies stores | 7 | D | D | D | b | D | D |
| 444 | Building material and garden equipment and supplies dealers | 192 | 631 951 | 92 018 | 20 194 | 3 391 | 9.0 | 8.9 |
| 4441 | Building material and supplies dealers | 167 | 588 383 | 81 222 | 18 341 | 2 914 | 7.9 | 9.5 |
| 44411 | Home centers | 10 | D | D | D | g | D | D |
| 444110 | Home centers | 10 | D | D | D | g | D | D |
| 44412 | Paint and wallpaper stores | 25 | D | D | D | c | D | D |
| 444120 | Paint and wallpaper stores | 25 | D | D | D | c | D | D |
| 44413 | Hardware stores | 44 | 55 987 | 9 034 | 2 104 | 623 | 18.8 | 5.1 |
| 444130 | Hardware stores | 44 | 55 987 | 9 034 | 2 104 | 623 | 18.8 | 5.1 |
| 44419 | Other building material dealers | 88 | 251 527 | 42 248 | 8 850 | 1 085 | 13.4 | 20.9 |
| 444190 | Other building material dealers | 88 | 251 527 | 42 248 | 8 850 | 1 085 | 13.4 | 20.9 |
| 4442 | Lawn and garden equipment and supplies stores | 25 | 43 568 | 10 796 | 1 853 | 477 | 23.2 | 1.2 |
| 44422 | Nursery, garden center, and farm supply stores | 18 | 39 755 | 10 044 | 1 694 | 441 | 25.1 | 1.4 |
| 444220 | Nursery, garden center, and farm supply stores | 18 | 39 755 | 10 044 | 1 694 | 441 | 25.1 | 1.4 |
| 445 | Food and beverage stores | 464 | 1 363 755 | 133 031 | 33 424 | 8 294 | 14.3 | 25.5 |
| 4451 | Grocery stores | 292 | 1 202 342 | 115 826 | 29 319 | 7 079 | 11.7 | 27.8 |
| 44511 | Supermarkets and other grocery (except convenience) stores | 211 | 1 160 084 | 113 236 | 28 709 | 6 880 | 10.5 | 27.6 |
| 445110 | Supermarkets and other grocery (except convenience) stores | 211 | 1 160 084 | 113 236 | 28 709 | 6 880 | 10.5 | 27.6 |
| 44512 | Convenience stores | 81 | 42 258 | 2 590 | 610 | 199 | 45.1 | 34.0 |
| 445120 | Convenience stores | 81 | 42 258 | 2 590 | 610 | 199 | 45.1 | 34.0 |
| 4452 | Specialty food stores | 74 | 46 073 | 9 613 | 2 344 | 701 | 10.6 | 5.6 |
| 4453 | Beer, wine, and liquor stores | 98 | 115 340 | 7 592 | 1 761 | 514 | 42.7 | 9.2 |
| 44531 | Beer, wine, and liquor stores | 98 | 115 340 | 7 592 | 1 761 | 514 | 42.7 | 9.2 |
| 445310 | Beer, wine, and liquor stores | 98 | 115 340 | 7 592 | 1 761 | 514 | 42.7 | 9.2 |
| 446 | Health and personal care stores | 279 | 762 529 | 105 344 | 25 412 | 5 924 | 6.7 | 3.4 |
| 4461 | Health and personal care stores | 279 | 762 529 | 105 344 | 25 412 | 5 924 | 6.7 | 3.4 |
| 44611 | Pharmacies and drug stores | 143 | 662 379 | 83 022 | 19 995 | 4 913 | 6.2 | .5 |
| 446110 | Pharmacies and drug stores | 143 | 662 379 | 83 022 | 19 995 | 4 913 | 6.2 | .5 |
| 4461101 | Pharmacies and drug stores | 139 | D | D | D | h | D | D |
| 4461102 | Proprietary stores | 4 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, and perfume stores | 31 | 20 995 | 3 330 | 724 | 258 | 19.4 | 7.2 |
| 446120 | Cosmetics, beauty supplies, and perfume stores | 31 | 20 995 | 3 330 | 724 | 258 | 19.4 | 7.2 |
| 44613 | Optical goods stores | 58 | 30 225 | 7 115 | 1 878 | 331 | 5.6 | 3.0 |
| 446130 | Optical goods stores | 58 | 30 225 | 7 115 | 1 878 | 331 | 5.6 | 3.0 |
| 44619 | Other health and personal care stores | 47 | 48 930 | 11 877 | 2 815 | 422 | 9.3 | 42.1 |
| 446191 | Food (health) supplement stores | 24 | 9 827 | 9 827 | 347 | 101 | 30.6 | 1.1 |
| 446199 | All other health and personal care stores | 23 | 39 103 | 10 589 | 2 468 | 321 | 3.9 | 52.4 |

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|---------------|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|--|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| OCONTO | | | | | | | | |
| 44-45 | Retail trade | 102 | 192 670 | 17 629 | 4 199 | 982 | 22.9 | 4.5 |
| 441 | Motor vehicle and parts dealers | 12 | 40 656 | 2 402 | 600 | 104 | 32.9 | 1.9 |
| 4412 | Other motor vehicle dealers | 3 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 441222 | Boat dealers | 1 | D | D | D | a | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture and home furnishings stores | 6 | D | D | D | a | D | D |
| 443 | Electronics and appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 17 | 45 145 | 4 472 | 1 024 | 183 | 10.6 | 4.6 |
| 4441 | Building material and supplies dealers | 11 | D | D | D | c | D | D |
| 44419 | Other building material dealers | 6 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 6 | D | D | D | b | D | D |
| 4442 | Lawn and garden equipment and supplies stores | 6 | D | D | D | b | D | D |
| 44422 | Nursery, garden center, and farm supply stores | 5 | D | D | D | b | D | D |
| 444220 | Nursery, garden center, and farm supply stores | 5 | D | D | D | b | D | D |
| 445 | Food and beverage stores | 14 | 32 010 | 4 125 | 1 084 | 258 | 36.2 | — |
| 4452 | Specialty food stores | 2 | D | D | D | a | D | D |
| 446 | Health and personal care stores | 3 | D | D | D | b | D | D |
| 4461 | Health and personal care stores | 3 | D | D | D | b | D | D |
| 447 | Gasoline stations | 23 | 38 686 | 2 684 | 678 | 244 | 21.2 | 12.5 |
| 44711 | Gasoline stations with convenience stores | 21 | D | D | D | c | D | D |
| 447110 | Gasoline stations with convenience stores | 21 | D | D | D | c | D | D |
| 448 | Clothing and clothing accessories stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, and music stores | 3 | D | D | D | a | D | D |
| 452 | General merchandise stores | 4 | D | D | D | b | D | D |
| 45299 | All other general merchandise stores | 4 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 4 | D | D | D | b | D | D |
| 4529904 | Miscellaneous general merchandise stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 11 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 7 | 9 880 | 989 | 197 | 41 | 2.8 | 7.2 |
| 4543 | Direct selling establishments | 7 | 9 880 | 989 | 197 | 41 | 2.8 | 7.2 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 4 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 2 | D | D | D | a | D | D |
| 454390 | Other direct selling establishments | 2 | D | D | D | a | D | D |
| ONEIDA | | | | | | | | |
| 44-45 | Retail trade | 273 | 703 015 | 72 681 | 16 515 | 3 512 | 12.7 | 6.9 |
| 441 | Motor vehicle and parts dealers | 42 | 166 059 | 13 434 | 2 879 | 453 | 16.7 | — |
| 4411 | Automobile dealers | 15 | 132 655 | 9 438 | 2 053 | 303 | 14.0 | — |
| 4412 | Other motor vehicle dealers | 14 | 22 664 | 2 011 | 358 | 76 | 27.4 | — |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 13 | D | D | D | b | D | D |
| 441222 | Boat dealers | 8 | 17 678 | 1 463 | 248 | 52 | 22.3 | — |
| 441229 | All other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, and tire stores | 13 | 10 740 | 1 985 | 468 | 74 | 27.0 | — |
| 442 | Furniture and home furnishings stores | 19 | 14 311 | 2 281 | 509 | 89 | 13.8 | 11.5 |
| 4421 | Furniture stores | 8 | 8 999 | 1 366 | 319 | 50 | 17.2 | 11.1 |
| 44211 | Furniture stores | 8 | 8 999 | 1 366 | 319 | 50 | 17.2 | 11.1 |
| 442110 | Furniture stores | 8 | 8 999 | 1 366 | 319 | 50 | 17.2 | 11.1 |
| 4422 | Home furnishings stores | 11 | 5 312 | 915 | 190 | 39 | 8.0 | 12.3 |
| 44229 | Other home furnishings stores | 7 | 3 084 | 624 | 124 | 23 | 13.7 | — |
| 442299 | All other home furnishings stores | 7 | 3 084 | 624 | 124 | 23 | 13.7 | — |
| 443 | Electronics and appliance stores | 7 | 4 734 | 647 | 149 | 28 | 43.3 | — |
| 4431 | Electronics and appliance stores | 7 | 4 734 | 647 | 149 | 28 | 43.3 | — |
| 44311 | Appliance, television, and other electronics stores | 6 | D | D | D | b | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 26 | 58 992 | 5 969 | 996 | 170 | 7.4 | 4.3 |
| 4441 | Building material and supplies dealers | 18 | D | D | D | c | D | D |
| 44411 | Home centers | 1 | D | D | D | a | D | D |
| 444110 | Home centers | 1 | D | D | D | a | D | D |
| 44413 | Hardware stores | 6 | 8 674 | 1 376 | 292 | 76 | 8.1 | .4 |
| 444130 | Hardware stores | 6 | 8 674 | 1 376 | 292 | 76 | 8.1 | .4 |
| 4442 | Lawn and garden equipment and supplies stores | 8 | D | D | D | b | D | D |
| 44422 | Nursery, garden center, and farm supply stores | 5 | D | D | D | b | D | D |
| 444220 | Nursery, garden center, and farm supply stores | 5 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|--------------------|--|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| ONEIDA—Con. | | | | | | | | |
| 44-45 | Retail trade—Con. | | | | | | | |
| 445 | Food and beverage stores | 20 | 72 890 | 10 197 | 2 253 | 635 | 29.4 | 46.5 |
| 4451 | Grocery stores | 11 | 66 983 | 9 558 | 2 119 | 603 | 28.3 | 49.7 |
| 4452 | Specialty food stores | 5 | 1 909 | 369 | 75 | 16 | 67.6 | — |
| 446 | Health and personal care stores | 12 | 11 096 | 1 469 | 326 | 63 | 23.0 | 6.1 |
| 4461 | Health and personal care stores | 12 | 11 096 | 1 469 | 326 | 63 | 23.0 | 6.1 |
| 447 | Gasoline stations | 28 | 42 104 | 2 473 | 588 | 203 | 36.8 | 8.5 |
| 44711 | Gasoline stations with convenience stores | 25 | 39 618 | 2 115 | 500 | 183 | 36.6 | 9.0 |
| 447110 | Gasoline stations with convenience stores | 25 | 39 618 | 2 115 | 500 | 183 | 36.6 | 9.0 |
| 448 | Clothing and clothing accessories stores | 34 | 20 712 | 2 760 | 638 | 190 | 8.2 | 15.1 |
| 4481 | Clothing stores | 22 | 16 499 | 2 221 | 514 | 144 | 7.5 | 8.1 |
| 44815 | Clothing accessories stores | 2 | D | D | D | a | D | D |
| 448150 | Clothing accessories stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, and music stores | 24 | 11 666 | 1 601 | 408 | 109 | 28.1 | .8 |
| 4511 | Sporting goods, hobby, and musical instrument stores | 18 | 9 197 | 1 346 | 347 | 77 | 32.9 | 1.0 |
| 45111 | Sporting goods stores | 13 | 6 815 | 912 | 239 | 54 | 44.4 | 1.3 |
| 451110 | Sporting goods stores | 13 | 6 815 | 912 | 239 | 54 | 44.4 | 1.3 |
| 4511101 | General-line sporting goods stores | 4 | 5 411 | 777 | 224 | 41 | 37.2 | — |
| 4512 | Book, periodical, and music stores | 6 | 2 469 | 255 | 61 | 32 | 10.2 | — |
| 452 | General merchandise stores | 8 | 113 783 | 11 481 | 2 438 | 605 | .3 | — |
| 4529 | Other general merchandise stores | 5 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 37 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, and gift stores | 20 | 6 761 | 883 | 199 | 81 | 32.4 | 4.9 |
| 45321 | Office supplies and stationery stores | 1 | D | D | D | b | D | D |
| 453210 | Office supplies and stationery stores | 1 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 4 | 1 934 | 370 | 82 | 34 | 25.8 | — |
| 45331 | Used merchandise stores | 4 | 1 934 | 370 | 82 | 34 | 25.8 | — |
| 453310 | Used merchandise stores | 4 | 1 934 | 370 | 82 | 34 | 25.8 | — |
| 4539 | Other miscellaneous store retailers | 8 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 16 | D | D | D | f | D | D |
| 4541 | Electronic shopping and mail-order houses | 6 | D | D | D | f | D | D |
| 45411 | Electronic shopping and mail-order houses | 6 | D | D | D | f | D | D |
| 4543 | Direct selling establishments | 8 | 8 159 | 961 | 235 | 30 | 8.8 | — |
| 45431 | Fuel dealers | 7 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 6 | D | D | D | b | D | D |
| OUTAGAMIE | | | | | | | | |
| 44-45 | Retail trade | 750 | 2 555 214 | 257 287 | 60 933 | 12 982 | 5.8 | 4.2 |
| 441 | Motor vehicle and parts dealers | 109 | 708 786 | 51 053 | 11 539 | 1 689 | 6.6 | 1.5 |
| 4411 | Automobile dealers | 58 | 635 061 | 40 435 | 9 110 | 1 267 | 6.3 | .6 |
| 44111 | New car dealers | 29 | 595 260 | 38 079 | 8 571 | 1 175 | 3.5 | .5 |
| 441110 | New car dealers | 29 | 595 260 | 38 079 | 8 571 | 1 175 | 3.5 | .5 |
| 44112 | Used car dealers | 29 | 39 801 | 2 356 | 539 | 92 | 48.4 | 2.1 |
| 441120 | Used car dealers | 29 | 39 801 | 2 356 | 539 | 92 | 48.4 | 2.1 |
| 4412 | Other motor vehicle dealers | 13 | 34 180 | 3 885 | 790 | 130 | 5.9 | 3.5 |
| 44121 | Recreational vehicle dealers | 2 | D | D | D | a | D | D |
| 441210 | Recreational vehicle dealers | 2 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 11 | D | D | D | c | D | D |
| 441221 | Motorcycle dealers | 3 | D | D | D | b | D | D |
| 441222 | Boat dealers | 5 | 8 805 | 1 141 | 249 | 46 | 23.0 | — |
| 441229 | All other motor vehicle dealers | 3 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, and tire stores | 38 | 39 545 | 6 733 | 1 639 | 292 | 12.3 | 13.7 |
| 44131 | Automotive parts and accessories stores | 29 | 26 679 | 4 609 | 1 146 | 222 | 4.3 | 20.3 |
| 441310 | Automotive parts and accessories stores | 29 | 26 679 | 4 609 | 1 146 | 222 | 4.3 | 20.3 |
| 44132 | Tire dealers | 9 | 12 866 | 2 124 | 493 | 70 | 29.0 | — |
| 441320 | Tire dealers | 9 | 12 866 | 2 124 | 493 | 70 | 29.0 | — |
| 442 | Furniture and home furnishings stores | 49 | 82 409 | 13 209 | 3 055 | 531 | 7.8 | 9.2 |
| 4421 | Furniture stores | 17 | D | D | D | c | D | D |
| 44211 | Furniture stores | 17 | D | D | D | c | D | D |
| 442110 | Furniture stores | 17 | D | D | D | c | D | D |
| 4422 | Home furnishings stores | 32 | D | D | D | e | D | D |
| 44221 | Floor covering stores | 14 | 22 008 | 5 090 | 1 210 | 166 | 4.4 | 13.2 |
| 442210 | Floor covering stores | 14 | 22 008 | 5 090 | 1 210 | 166 | 4.4 | 13.2 |
| 44229 | Other home furnishings stores | 18 | D | D | D | c | D | D |
| 442299 | All other home furnishings stores | 17 | 23 005 | 3 055 | 568 | 138 | 17.0 | — |

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|--------------------------|--|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| OZAUKEE—Con. | | | | | | | | |
| Retail trade—Con. | | | | | | | | |
| 44-45 | Furniture and home furnishings stores | 29 | 24 484 | 3 587 | 805 | 171 | 22.5 | 6.8 |
| 442 | Furniture stores | 7 | 8 248 | 1 096 | 254 | 45 | 22.0 | .4 |
| 44211 | Furniture stores | 7 | 8 248 | 1 096 | 254 | 45 | 22.0 | .4 |
| 442110 | Furniture stores | 7 | 8 248 | 1 096 | 254 | 45 | 22.0 | .4 |
| 4422 | Home furnishings stores | 22 | 16 236 | 2 491 | 551 | 126 | 22.8 | 10.1 |
| 44221 | Floor covering stores | 7 | 6 640 | 1 461 | 344 | 53 | 18.3 | 24.6 |
| 442210 | Floor covering stores | 7 | 6 640 | 1 461 | 344 | 53 | 18.3 | 24.6 |
| 44229 | Other home furnishings stores | 15 | 9 596 | 1 030 | 207 | 73 | 26.0 | — |
| 442299 | All other home furnishings stores | 14 | D | D | D | b | D | D |
| 443 | Electronics and appliance stores | 11 | 6 126 | 1 069 | 247 | 42 | 60.2 | .3 |
| 4431 | Electronics and appliance stores | 11 | 6 126 | 1 069 | 247 | 42 | 60.2 | .3 |
| 44311 | Appliance, television, and other electronics stores | 7 | D | D | D | b | D | D |
| 443112 | Radio, television, and other electronics stores | 5 | D | D | D | b | D | D |
| 44312 | Computer and software stores | 3 | D | D | D | a | D | D |
| 443120 | Computer and software stores | 3 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 37 | 78 270 | 12 778 | 2 925 | 530 | 4.4 | — |
| 4441 | Building material and supplies dealers | 21 | 65 828 | 10 772 | 2 611 | 428 | 1.9 | — |
| 44411 | Home centers | 1 | D | D | D | c | D | D |
| 444110 | Home centers | 1 | D | D | D | c | D | D |
| 44413 | Hardware stores | 10 | D | D | D | c | D | D |
| 444130 | Hardware stores | 10 | D | D | D | c | D | D |
| 44419 | Other building material dealers | 6 | 23 713 | 5 032 | 1 287 | 141 | — | — |
| 444190 | Other building material dealers | 6 | 23 713 | 5 032 | 1 287 | 141 | — | — |
| 4442 | Lawn and garden equipment and supplies stores | 16 | 12 442 | 2 006 | 314 | 102 | 17.2 | — |
| 44422 | Nursery, garden center, and farm supply stores | 11 | 8 912 | 1 420 | 190 | 71 | 20.5 | — |
| 444220 | Nursery, garden center, and farm supply stores | 11 | 8 912 | 1 420 | 190 | 71 | 20.5 | — |
| 445 | Food and beverage stores | 30 | 139 459 | 15 164 | 3 812 | 964 | 4.5 | 7.9 |
| 4451 | Grocery stores | 15 | D | D | D | f | D | D |
| 44511 | Supermarkets and other grocery (except convenience) stores | 14 | 127 333 | 13 641 | 3 459 | 869 | 2.6 | 6.7 |
| 445110 | Supermarkets and other grocery (except convenience) stores | 14 | 127 333 | 13 641 | 3 459 | 869 | 2.6 | 6.7 |
| 4452 | Specialty food stores | 9 | D | D | D | b | D | D |
| 446 | Health and personal care stores | 20 | 56 568 | 6 585 | 1 440 | 339 | 23.6 | 6.1 |
| 4461 | Health and personal care stores | 20 | 56 568 | 6 585 | 1 440 | 339 | 23.6 | 6.1 |
| 44611 | Pharmacies and drug stores | 11 | 49 012 | 5 888 | 1 266 | 300 | 24.6 | 7.1 |
| 446110 | Pharmacies and drug stores | 11 | 49 012 | 5 888 | 1 266 | 300 | 24.6 | 7.1 |
| 4461101 | Pharmacies and drug stores | 11 | 49 012 | 5 888 | 1 266 | 300 | 24.6 | 7.1 |
| 44619 | Other health and personal care stores | 5 | D | D | D | a | D | D |
| 446199 | All other health and personal care stores | 3 | D | D | D | a | D | D |
| 447 | Gasoline stations | 36 | 80 421 | 4 337 | 1 037 | 326 | 29.9 | 7.6 |
| 4471 | Gasoline stations | 36 | 80 421 | 4 337 | 1 037 | 326 | 29.9 | 7.6 |
| 44711 | Gasoline stations with convenience stores | 26 | 66 017 | 3 208 | 775 | 250 | 34.9 | 8.7 |
| 447110 | Gasoline stations with convenience stores | 26 | 66 017 | 3 208 | 775 | 250 | 34.9 | 8.7 |
| 448 | Clothing and clothing accessories stores | 39 | 23 856 | 3 930 | 909 | 225 | 49.7 | 5.3 |
| 4481 | Clothing stores | 19 | 12 457 | 2 192 | 512 | 125 | 73.2 | 1.9 |
| 44811 | Men's clothing stores | 3 | D | D | D | b | D | D |
| 448110 | Men's clothing stores | 3 | D | D | D | b | D | D |
| 44813 | Children's and infants' clothing stores | 2 | D | D | D | a | D | D |
| 448130 | Children's and infants' clothing stores | 2 | D | D | D | a | D | D |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 4482102 | Women's shoe stores | 1 | D | D | D | a | D | D |
| 4483 | Jewelry, luggage, and leather goods stores | 12 | 6 374 | 1 150 | 254 | 55 | 18.7 | 3.4 |
| 44832 | Luggage and leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage and leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, and music stores | 29 | 10 427 | 1 456 | 350 | 153 | 6.5 | 19.8 |
| 4511 | Sporting goods, hobby, and musical instrument stores | 27 | D | D | D | c | D | D |
| 45111 | Sporting goods stores | 15 | 6 850 | 939 | 230 | 76 | 7.3 | 27.8 |
| 451110 | Sporting goods stores | 15 | 6 850 | 939 | 230 | 76 | 7.3 | 27.8 |
| 4511101 | General-line sporting goods stores | 4 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 8 | 97 578 | 9 212 | 2 359 | 712 | .2 | — |
| 452112 | Discount department stores | 5 | D | D | D | f | D | D |

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

See footnotes at end of table.

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|--------------------------|--|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| ROCK—Con. | | | | | | | | |
| Retail trade—Con. | | | | | | | | |
| 44-45 | Retail trade—Con. | | | | | | | |
| 446 | Health and personal care stores | 45 | 105 957 | 13 641 | 3 475 | 581 | 10.3 | 1.3 |
| 4461 | Health and personal care stores | 45 | 105 957 | 13 641 | 3 475 | 581 | 10.3 | 1.3 |
| 44611 | Pharmacies and drug stores | 27 | 98 390 | 12 001 | 3 056 | 468 | 11.0 | .8 |
| 446110 | Pharmacies and drug stores | 27 | 98 390 | 12 001 | 3 056 | 468 | 11.0 | .8 |
| 4461101 | Pharmacies and drug stores | 27 | 98 390 | 12 001 | 3 056 | 468 | 11.0 | .8 |
| 44612 | Cosmetics, beauty supplies, and perfume stores | 4 | D | D | D | b | D | D |
| 446120 | Cosmetics, beauty supplies, and perfume stores | 4 | D | D | D | b | D | D |
| 44613 | Optical goods stores | 8 | 4 545 | 1 132 | 292 | 54 | — | 11.3 |
| 446130 | Optical goods stores | 8 | 4 545 | 1 132 | 292 | 54 | — | 11.3 |
| 447 | Gasoline stations | 81 | 199 192 | 10 327 | 2 446 | 709 | 12.7 | 7.3 |
| 4471 | Gasoline stations | 81 | 199 192 | 10 327 | 2 446 | 709 | 12.7 | 7.3 |
| 44711 | Gasoline stations with convenience stores | 59 | 118 311 | 6 720 | 1 578 | 489 | 12.6 | 6.9 |
| 447110 | Gasoline stations with convenience stores | 59 | 118 311 | 6 720 | 1 578 | 489 | 12.6 | 6.9 |
| 44719 | Other gasoline stations | 22 | 80 881 | 3 607 | 868 | 220 | 12.7 | 8.0 |
| 447190 | Other gasoline stations | 22 | 80 881 | 3 607 | 868 | 220 | 12.7 | 8.0 |
| 448 | Clothing and clothing accessories stores | 55 | 45 186 | 6 270 | 1 520 | 518 | 5.3 | .3 |
| 4481 | Clothing stores | 31 | 26 078 | 2 895 | 678 | 317 | 4.6 | .5 |
| 44813 | Children's and infants' clothing stores | 2 | D | D | D | a | D | D |
| 448130 | Children's and infants' clothing stores | 2 | D | D | D | a | D | D |
| 44814 | Family clothing stores | 7 | 15 470 | 1 213 | 299 | 180 | — | — |
| 448140 | Family clothing stores | 7 | 15 470 | 1 213 | 299 | 180 | — | — |
| 44819 | Other clothing stores | 8 | 3 246 | 480 | 109 | 56 | 33.4 | — |
| 448190 | Other clothing stores | 8 | 3 246 | 480 | 109 | 56 | 33.4 | — |
| 4482104 | Family shoe stores | 12 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, and leather goods stores | 10 | 11 028 | 2 338 | 604 | 86 | 10.6 | — |
| 44831 | Jewelry stores | 10 | 11 028 | 2 338 | 604 | 86 | 10.6 | — |
| 448310 | Jewelry stores | 10 | 11 028 | 2 338 | 604 | 86 | 10.6 | — |
| 451 | Sporting goods, hobby, book, and music stores | 41 | 37 100 | 4 780 | 1 112 | 385 | 7.0 | .6 |
| 4511 | Sporting goods, hobby, and musical instrument stores | 31 | 28 371 | 3 660 | 842 | 294 | 9.1 | .8 |
| 45111 | Sporting goods stores | 9 | D | D | D | b | D | D |
| 451110 | Sporting goods stores | 9 | D | D | D | b | D | D |
| 4511102 | Specialty-line sporting goods stores | 6 | D | D | D | b | D | D |
| 45112 | Hobby, toy, and game stores | 13 | 12 615 | 1 656 | 380 | 138 | 17.1 | — |
| 451120 | Hobby, toy, and game stores | 13 | 12 615 | 1 656 | 380 | 138 | 17.1 | — |
| 45113 | Sewing, needlework, and piece goods stores | 4 | D | D | D | b | D | D |
| 451130 | Sewing, needlework, and piece goods stores | 4 | D | D | D | b | D | D |
| 45114 | Musical instrument and supplies stores | 5 | D | D | D | b | D | D |
| 451140 | Musical instrument and supplies stores | 5 | D | D | D | b | D | D |
| 4512 | Book, periodical, and music stores | 10 | 8 729 | 1 120 | 270 | 91 | — | — |
| 45121 | Book stores and news dealers | 7 | D | D | D | b | D | D |
| 451211 | Book stores | 7 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 4 | 4 809 | 745 | 186 | 53 | — | — |
| 4512113 | College book stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 22 | 316 350 | 31 429 | 7 933 | 2 068 | — | — |
| 4521 | Department stores | 12 | D | D | D | g | D | D |
| 45210009 | Department stores (incl. leased depts.) ³ | 12 | D | D | D | g | D | D |
| 45211 | Department stores | 12 | D | D | D | g | D | D |
| 452111 | Department stores (except discount department stores) .. | 5 | 84 279 | 9 397 | 2 390 | 641 | — | — |
| 452112 | Discount department stores | 7 | D | D | D | f | D | D |
| 4529 | Other general merchandise stores | 10 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 9 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 9 | D | D | D | b | D | D |
| 4529901 | Variety stores | 8 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 62 | 46 261 | 6 006 | 1 392 | 430 | 12.5 | 6.6 |
| 4531 | Florists | 14 | 3 591 | 913 | 236 | 90 | 14.5 | 8.2 |
| 45311 | Florists | 14 | 3 591 | 913 | 236 | 90 | 14.5 | 8.2 |
| 453110 | Florists | 14 | 3 591 | 913 | 236 | 90 | 14.5 | 8.2 |
| 4532 | Office supplies, stationery, and gift stores | 14 | 19 523 | 2 049 | 501 | 159 | 1.1 | .3 |
| 45321 | Office supplies and stationery stores | 4 | D | D | D | b | D | D |
| 453210 | Office supplies and stationery stores | 4 | D | D | D | b | D | D |
| 45322 | Gift, novelty, and souvenir stores | 10 | D | D | D | b | D | D |
| 453220 | Gift, novelty, and souvenir stores | 10 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 6 | 1 732 | 202 | 46 | 15 | 7.9 | — |
| 45331 | Used merchandise stores | 6 | 1 732 | 202 | 46 | 15 | 7.9 | — |
| 453310 | Used merchandise stores | 6 | 1 732 | 202 | 46 | 15 | 7.9 | — |
| 4539 | Other miscellaneous store retailers | 28 | 21 415 | 2 842 | 609 | 166 | 23.0 | 12.6 |
| 45391 | Pet and pet supplies stores | 7 | 5 885 | 848 | 186 | 75 | 5.9 | 1.6 |
| 453910 | Pet and pet supplies stores | 7 | 5 885 | 848 | 186 | 75 | 5.9 | 1.6 |
| 45392 | Art dealers | 2 | D | D | D | a | D | D |
| 453920 | Art dealers | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 17 | 11 142 | 1 276 | 242 | 63 | 41.0 | 1.4 |

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|------------------|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| SHEBOYGAN | | | | | | | | |
| 44-45 | Retail trade | 423 | 1 149 300 | 115 926 | 27 499 | 6 266 | 6.8 | 11.0 |
| 441 | Motor vehicle and parts dealers | 60 | 333 206 | 26 430 | 5 966 | 873 | 8.7 | .2 |
| 4411 | Automobile dealers | 34 | 296 951 | 21 504 | 4 836 | 686 | 9.5 | — |
| 44111 | New car dealers | 19 | 271 876 | 19 394 | 4 321 | 605 | 7.5 | — |
| 441110 | New car dealers | 19 | 271 876 | 19 394 | 4 321 | 605 | 7.5 | — |
| 44112 | Used car dealers | 15 | 25 075 | 2 110 | 515 | 81 | 31.7 | .4 |
| 441120 | Used car dealers | 15 | 25 075 | 2 110 | 515 | 81 | 31.7 | .4 |
| 4412 | Other motor vehicle dealers | 5 | 17 061 | 1 499 | 326 | 46 | — | 3.5 |
| 44121 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 441210 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 4 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 4 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, and tire stores | 21 | 19 194 | 3 427 | 804 | 141 | 3.3 | .1 |
| 44131 | Automotive parts and accessories stores | 17 | 14 569 | 2 469 | 599 | 114 | — | .2 |
| 441310 | Automotive parts and accessories stores | 17 | 14 569 | 2 469 | 599 | 114 | — | .2 |
| 442 | Furniture and home furnishings stores | 24 | 20 058 | 3 319 | 643 | 117 | 8.2 | 8.7 |
| 4421 | Furniture stores | 11 | 12 096 | 1 403 | 232 | 44 | 8.2 | — |
| 44211 | Furniture stores | 11 | 12 096 | 1 403 | 232 | 44 | 8.2 | — |
| 442110 | Furniture stores | 11 | 12 096 | 1 403 | 232 | 44 | 8.2 | — |
| 4422 | Home furnishings stores | 13 | 7 962 | 1 916 | 411 | 73 | 8.4 | 21.8 |
| 44221 | Floor covering stores | 9 | 6 565 | 1 610 | 346 | 57 | 10.2 | 26.5 |
| 442210 | Floor covering stores | 9 | 6 565 | 1 610 | 346 | 57 | 10.2 | 26.5 |
| 443 | Electronics and appliance stores | 21 | 23 317 | 4 922 | 1 362 | 174 | 34.4 | 3.5 |
| 4431 | Electronics and appliance stores | 21 | 23 317 | 4 922 | 1 362 | 174 | 34.4 | 3.5 |
| 44311 | Appliance, television, and other electronics stores | 16 | 20 183 | 4 302 | 1 211 | 148 | 39.7 | 3.5 |
| 443111 | Household appliance stores | 7 | 10 038 | 1 668 | 413 | 76 | 78.6 | — |
| 443112 | Radio, television, and other electronics stores | 9 | 10 145 | 2 634 | 798 | 72 | 1.3 | 6.9 |
| 44312 | Computer and software stores | 5 | 3 134 | 620 | 151 | 26 | — | 3.5 |
| 443120 | Computer and software stores | 5 | 3 134 | 620 | 151 | 26 | — | 3.5 |
| 444 | Building material and garden equipment and supplies dealers | 36 | 125 234 | 15 935 | 3 842 | 613 | 3.7 | .2 |
| 4441 | Building material and supplies dealers | 24 | 104 445 | 13 193 | 3 291 | 492 | .9 | .1 |
| 44411 | Home centers | 2 | D | D | D | c | D | D |
| 444110 | Home centers | 2 | D | D | D | c | D | D |
| 44412 | Paint and wallpaper stores | 4 | D | D | D | b | D | D |
| 444120 | Paint and wallpaper stores | 4 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 13 | 43 453 | 5 494 | 1 333 | 171 | 2.3 | .3 |
| 444190 | Other building material dealers | 13 | 43 453 | 5 494 | 1 333 | 171 | 2.3 | .3 |
| 4442 | Lawn and garden equipment and supplies stores | 12 | 20 789 | 2 742 | 551 | 121 | 17.3 | .9 |
| 44422 | Nursery, garden center, and farm supply stores | 9 | 17 573 | 2 316 | 465 | 102 | 20.5 | 1.0 |
| 444220 | Nursery, garden center, and farm supply stores | 9 | 17 573 | 2 316 | 465 | 102 | 20.5 | 1.0 |
| 445 | Food and beverage stores | 41 | 187 260 | 17 475 | 4 327 | 1 368 | 8.4 | 53.4 |
| 4451 | Grocery stores | 22 | D | D | D | g | D | D |
| 44511 | Supermarkets and other grocery (except convenience) stores | 21 | D | D | D | g | D | D |
| 445110 | Supermarkets and other grocery (except convenience) stores | 21 | D | D | D | g | D | D |
| 4452 | Specialty food stores | 10 | D | D | D | b | D | D |
| 4453 | Beer, wine, and liquor stores | 9 | 9 779 | 506 | 119 | 52 | 30.0 | — |
| 44531 | Beer, wine, and liquor stores | 9 | 9 779 | 506 | 119 | 52 | 30.0 | — |
| 445310 | Beer, wine, and liquor stores | 9 | 9 779 | 506 | 119 | 52 | 30.0 | — |
| 446 | Health and personal care stores | 33 | 61 205 | 7 646 | 1 888 | 359 | 1.3 | 8.1 |
| 4461 | Health and personal care stores | 33 | 61 205 | 7 646 | 1 888 | 359 | 1.3 | 8.1 |
| 44611 | Pharmacies and drug stores | 15 | 54 025 | 6 083 | 1 515 | 266 | .1 | 9.2 |
| 446110 | Pharmacies and drug stores | 15 | 54 025 | 6 083 | 1 515 | 266 | .1 | 9.2 |
| 4461101 | Pharmacies and drug stores | 15 | 54 025 | 6 083 | 1 515 | 266 | .1 | 9.2 |
| 44612 | Cosmetics, beauty supplies, and perfume stores | 3 | D | D | D | b | D | D |
| 446120 | Cosmetics, beauty supplies, and perfume stores | 3 | D | D | D | b | D | D |
| 44613 | Optical goods stores | 7 | 4 144 | 1 001 | 232 | 39 | 16.2 | — |
| 446130 | Optical goods stores | 7 | 4 144 | 1 001 | 232 | 39 | 16.2 | — |
| 447 | Gasoline stations | 50 | 100 524 | 6 034 | 1 448 | 548 | 10.4 | 13.0 |
| 4471 | Gasoline stations | 50 | 100 524 | 6 034 | 1 448 | 548 | 10.4 | 13.0 |
| 44711 | Gasoline stations with convenience stores | 43 | 92 370 | 5 389 | 1 303 | 500 | 11.0 | 14.1 |
| 447110 | Gasoline stations with convenience stores | 43 | 92 370 | 5 389 | 1 303 | 500 | 11.0 | 14.1 |
| 448 | Clothing and clothing accessories stores | 38 | 21 664 | 2 932 | 708 | 263 | 11.4 | 8.0 |
| 4481 | Clothing stores | 21 | 13 275 | 1 734 | 413 | 170 | 10.1 | 4.4 |
| 4483 | Jewelry, luggage, and leather goods stores | 8 | 4 325 | 609 | 160 | 47 | 11.2 | 26.4 |
| 44832 | Luggage and leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage and leather goods stores | 1 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|--------------------|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| VERNON—Con. | | | | | | | | |
| 44-45 | Retail trade—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 9 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 4 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 11 | 7 522 | 1 155 | 291 | 46 | 17.9 | 44.8 |
| VILAS | | | | | | | | |
| 44-45 | Retail trade | 167 | 191 135 | 19 421 | 4 208 | 1 068 | 32.2 | 11.4 |
| 441 | Motor vehicle and parts dealers | 17 | 35 628 | 2 703 | 565 | 106 | 22.2 | — |
| 4412 | Other motor vehicle dealers | 9 | 27 035 | 1 952 | 389 | 70 | 5.9 | — |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 8 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 2 | D | D | D | a | D | D |
| 441222 | Boat dealers | 4 | 14 819 | 994 | 177 | 30 | 10.0 | — |
| 441229 | All other motor vehicle dealers | 2 | D | D | D | b | D | D |
| 442 | Furniture and home furnishings stores | 11 | 6 573 | 834 | 186 | 40 | 46.8 | 23.2 |
| 4422 | Home furnishings stores | 7 | 4 231 | 527 | 108 | 24 | 17.3 | 36.0 |
| 443 | Electronics and appliance stores | 6 | 2 345 | 484 | 93 | 16 | 17.4 | .7 |
| 4431 | Electronics and appliance stores | 6 | 2 345 | 484 | 93 | 16 | 17.4 | .7 |
| 444 | Building material and garden equipment and supplies dealers ... | 18 | 21 707 | 2 586 | 561 | 118 | 27.4 | .5 |
| 4441 | Building material and supplies dealers | 15 | D | D | D | c | D | D |
| 44413 | Hardware stores | 6 | 9 647 | 1 243 | 286 | 62 | 18.7 | — |
| 444130 | Hardware stores | 6 | 9 647 | 1 243 | 286 | 62 | 18.7 | — |
| 445 | Food and beverage stores | 17 | 41 527 | 6 208 | 1 401 | 357 | 27.3 | 35.6 |
| 4452 | Specialty food stores | 3 | D | D | D | a | D | D |
| 446 | Health and personal care stores | 4 | 6 803 | 760 | 150 | 42 | 77.1 | — |
| 447 | Gasoline stations | 29 | 53 187 | 2 740 | 595 | 173 | 41.4 | 8.9 |
| 4471 | Gasoline stations | 29 | 53 187 | 2 740 | 595 | 173 | 41.4 | 8.9 |
| 44711 | Gasoline stations with convenience stores | 22 | 31 152 | 2 201 | 478 | 141 | 52.8 | 7.6 |
| 447110 | Gasoline stations with convenience stores | 22 | 31 152 | 2 201 | 478 | 141 | 52.8 | 7.6 |
| 44719 | Other gasoline stations | 7 | 22 035 | 539 | 117 | 32 | 25.5 | 10.9 |
| 447190 | Other gasoline stations | 7 | 22 035 | 539 | 117 | 32 | 25.5 | 10.9 |
| 448 | Clothing and clothing accessories stores | 10 | 2 445 | 300 | 60 | 24 | 5.3 | 8.8 |
| 451 | Sporting goods, hobby, book, and music stores | 10 | 2 804 | 340 | 63 | 26 | 18.1 | .3 |
| 452 | General merchandise stores | 5 | 4 535 | 575 | 106 | 41 | 5.4 | — |
| 45299 | All other general merchandise stores | 5 | 4 535 | 575 | 106 | 41 | 5.4 | — |
| 452990 | All other general merchandise stores | 5 | 4 535 | 575 | 106 | 41 | 5.4 | — |
| 453 | Miscellaneous store retailers | 27 | 7 462 | 804 | 176 | 77 | 48.3 | 3.1 |
| 4532 | Office supplies, stationery, and gift stores | 22 | 3 302 | 373 | 71 | 37 | 78.0 | 7.1 |
| 4539 | Other miscellaneous store retailers | 4 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 13 | 6 119 | 1 087 | 252 | 48 | 16.4 | .8 |
| 4543 | Direct selling establishments | 11 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 7 | 4 845 | 748 | 176 | 29 | 13.9 | .9 |
| WALWORTH | | | | | | | | |
| 44-45 | Retail trade | 369 | 815 244 | 77 461 | 18 035 | 4 260 | 18.5 | 2.1 |
| 441 | Motor vehicle and parts dealers | 47 | 188 424 | 14 641 | 3 284 | 495 | 36.8 | .2 |
| 4411 | Automobile dealers | 18 | 152 017 | 9 998 | 2 241 | 315 | 37.4 | .2 |
| 4412 | Other motor vehicle dealers | 13 | 25 993 | 2 782 | 616 | 95 | 33.0 | — |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 10 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 3 | D | D | D | b | D | D |
| 441222 | Boat dealers | 6 | 12 901 | 1 562 | 351 | 56 | 52.4 | — |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 44131 | Automotive parts and accessories stores | 15 | D | D | D | b | D | D |
| 441310 | Automotive parts and accessories stores | 15 | D | D | D | b | D | D |
| 442 | Furniture and home furnishings stores | 21 | 13 786 | 1 980 | 450 | 96 | 47.9 | 4.6 |
| 4421 | Furniture stores | 5 | 5 622 | 741 | 168 | 34 | 50.0 | 11.3 |
| 44211 | Furniture stores | 5 | 5 622 | 741 | 168 | 34 | 50.0 | 11.3 |
| 442110 | Furniture stores | 5 | 5 622 | 741 | 168 | 34 | 50.0 | 11.3 |
| 4422 | Home furnishings stores | 16 | 8 164 | 1 239 | 282 | 62 | 46.5 | — |
| 44221 | Floor covering stores | 10 | 7 396 | 1 068 | 250 | 47 | 45.8 | — |
| 442210 | Floor covering stores | 10 | 7 396 | 1 068 | 250 | 47 | 45.8 | — |
| 443 | Electronics and appliance stores | 11 | 5 786 | 1 189 | 243 | 43 | 25.9 | 1.9 |
| 4431 | Electronics and appliance stores | 11 | 5 786 | 1 189 | 243 | 43 | 25.9 | 1.9 |
| 44311 | Appliance, television, and other electronics stores | 8 | 5 179 | 1 126 | 231 | 40 | 24.6 | 2.2 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab-lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|------------|--|--------------------------|-----------------|--------------------------|---------------------------------|---|---|------------------------|
| | | | | | | | From admini-strative records ¹ | Estimated ² |
| | WALWORTH—Con. | | | | | | | |
| | Retail trade—Con. | | | | | | | |
| 44-45 | Retail trade—Con. | | | | | | | |
| 444 | Building material and garden equipment and supplies dealers . . . | 38 | 117 475 | 14 316 | 3 317 | 577 | 4.5 | .9 |
| 4441 | Building material and supplies dealers | 25 | 101 530 | 12 153 | 2 896 | 464 | 4.8 | 1.0 |
| 44411 | Home centers | 1 | D | D | D | c | D | D |
| 444110 | Home centers | 1 | D | D | D | c | D | D |
| 44413 | Hardware stores | 8 | D | D | D | c | D | D |
| 444130 | Hardware stores | 8 | D | D | D | c | D | D |
| 44419 | Other building material dealers | 13 | 60 973 | 7 065 | 1 683 | 209 | 4.2 | .7 |
| 444190 | Other building material dealers | 13 | 60 973 | 7 065 | 1 683 | 209 | 4.2 | .7 |
| 4442 | Lawn and garden equipment and supplies stores | 13 | 15 945 | 2 163 | 421 | 113 | 3.0 | — |
| 44422 | Nursery, garden center, and farm supply stores | 8 | 12 490 | 1 786 | 341 | 97 | .3 | — |
| 444220 | Nursery, garden center, and farm supply stores | 8 | 12 490 | 1 786 | 341 | 97 | .3 | — |
| 445 | Food and beverage stores | 44 | 164 292 | 16 454 | 3 742 | 1 257 | 8.1 | 3.6 |
| 4451 | Grocery stores | 29 | 155 392 | 15 488 | 3 525 | 1 183 | 7.0 | 3.3 |
| 44511 | Supermarkets and other grocery (except convenience) stores | 18 | 150 584 | 15 058 | 3 443 | 1 142 | 5.2 | 3.2 |
| 445110 | Supermarkets and other grocery (except convenience) stores | 18 | 150 584 | 15 058 | 3 443 | 1 142 | 5.2 | 3.2 |
| 4452 | Specialty food stores | 5 | 1 447 | 513 | 106 | 26 | 78.4 | 2.6 |
| 446 | Health and personal care stores | 20 | 42 876 | 4 465 | 1 124 | 209 | 31.6 | — |
| 4461 | Health and personal care stores | 20 | 42 876 | 4 465 | 1 124 | 209 | 31.6 | — |
| 44611 | Pharmacies and drug stores | 14 | 41 324 | 4 155 | 1 057 | 195 | 30.7 | — |
| 446110 | Pharmacies and drug stores | 14 | 41 324 | 4 155 | 1 057 | 195 | 30.7 | — |
| 4461101 | Pharmacies and drug stores | 14 | 41 324 | 4 155 | 1 057 | 195 | 30.7 | — |
| 447 | Gasoline stations | 48 | 94 887 | 4 403 | 1 099 | 385 | 29.5 | 5.3 |
| 4471 | Gasoline stations | 48 | 94 887 | 4 403 | 1 099 | 385 | 29.5 | 5.3 |
| 44711 | Gasoline stations with convenience stores | 40 | 88 717 | 4 052 | 1 008 | 363 | 28.4 | 5.7 |
| 447110 | Gasoline stations with convenience stores | 40 | 88 717 | 4 052 | 1 008 | 363 | 28.4 | 5.7 |
| 448 | Clothing and clothing accessories stores | 39 | 14 546 | 2 124 | 469 | 169 | 32.1 | 9.8 |
| 4481 | Clothing stores | 26 | 10 336 | 1 435 | 315 | 119 | 27.1 | 9.2 |
| 451 | Sporting goods, hobby, book, and music stores | 21 | 6 539 | 915 | 203 | 72 | 20.9 | 5.4 |
| 4511 | Sporting goods, hobby, and musical instrument stores | 15 | 4 540 | 704 | 158 | 57 | 3.5 | 7.8 |
| 45121 | Book stores and news dealers | 6 | 1 999 | 211 | 45 | 15 | 60.4 | — |
| 4512113 | College book stores | 1 | D | D | D | a | D | D |
| 451212 | News dealers and newsstands | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 10 | 112 095 | 11 123 | 2 664 | 666 | — | .4 |
| 452112 | Discount department stores | 5 | 108 556 | 10 677 | 2 565 | 628 | — | — |
| 45299 | All other general merchandise stores | 5 | 3 539 | 446 | 99 | 38 | — | 12.1 |
| 452990 | All other general merchandise stores | 5 | 3 539 | 446 | 99 | 38 | — | 12.1 |
| 453 | Miscellaneous store retailers | 51 | 14 285 | 2 508 | 574 | 222 | 36.8 | 11.9 |
| 4532 | Office supplies, stationery, and gift stores | 21 | 6 093 | 883 | 222 | 100 | 37.2 | 11.6 |
| 45321 | Office supplies and stationery stores | 1 | D | D | D | b | D | D |
| 453210 | Office supplies and stationery stores | 1 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 10 | 2 388 | 543 | 120 | 42 | 23.1 | 4.8 |
| 45331 | Used merchandise stores | 10 | 2 388 | 543 | 120 | 42 | 23.1 | 4.8 |
| 453310 | Used merchandise stores | 10 | 2 388 | 543 | 120 | 42 | 23.1 | 4.8 |
| 4539 | Other miscellaneous store retailers | 13 | 4 717 | 886 | 182 | 57 | 42.0 | 5.3 |
| 45391 | Pet and pet supplies stores | 3 | D | D | D | a | D | D |
| 453910 | Pet and pet supplies stores | 3 | D | D | D | a | D | D |
| 45392 | Art dealers | 3 | D | D | D | a | D | D |
| 453920 | Art dealers | 3 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 7 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 19 | 40 253 | 3 343 | 866 | 69 | 3.8 | — |
| 4543 | Direct selling establishments | 14 | 38 744 | 3 098 | 814 | 57 | 2.4 | — |
| 45439 | Other direct selling establishments | 11 | 36 873 | 2 871 | 757 | 45 | 2.5 | — |
| 454390 | Other direct selling establishments | 11 | 36 873 | 2 871 | 757 | 45 | 2.5 | — |

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|------------------------|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|--|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| WASHINGTON—Con. | | | | | | | | |
| 44-45 | Retail trade—Con. | | | | | | | |
| 444 | Building material and garden equipment and supplies dealers . . . | 40 | 142 385 | 15 911 | 3 533 | 655 | 14.7 | 2.6 |
| 4441 | Building material and supplies dealers | 27 | 95 145 | 11 001 | 2 486 | 461 | 1.5 | — |
| 44411 | Home centers | 2 | D | D | D | c | D | D |
| 444110 | Home centers | 2 | D | D | D | c | D | D |
| 44413 | Hardware stores | 9 | D | D | D | c | D | D |
| 444130 | Hardware stores | 9 | D | D | D | c | D | D |
| 44419 | Other building material dealers | 14 | 45 522 | 5 704 | 1 227 | 180 | 1.5 | .1 |
| 444190 | Other building material dealers | 14 | 45 522 | 5 704 | 1 227 | 180 | 1.5 | .1 |
| 4442 | Lawn and garden equipment and supplies stores | 13 | 47 240 | 4 910 | 1 047 | 194 | 41.2 | 7.7 |
| 44422 | Nursery, garden center, and farm supply stores | 10 | 43 549 | 4 277 | 858 | 172 | 43.8 | 8.4 |
| 444220 | Nursery, garden center, and farm supply stores | 10 | 43 549 | 4 277 | 858 | 172 | 43.8 | 8.4 |
| 445 | Food and beverage stores | 37 | 202 714 | 18 047 | 4 233 | 1 424 | 7.9 | 11.0 |
| 4451 | Grocery stores | 17 | D | D | D | g | D | D |
| 44511 | Supermarkets and other grocery (except convenience) stores | 15 | 179 469 | 16 564 | 3 929 | 1 322 | 4.9 | 12.4 |
| 445110 | Supermarkets and other grocery (except convenience) stores | 15 | 179 469 | 16 564 | 3 929 | 1 322 | 4.9 | 12.4 |
| 4452 | Specialty food stores | 10 | 16 616 | 1 150 | 220 | 65 | 9.5 | — |
| 446 | Health and personal care stores | 33 | 59 355 | 7 584 | 1 883 | 417 | 9.5 | 1.4 |
| 4461 | Health and personal care stores | 33 | 59 355 | 7 584 | 1 883 | 417 | 9.5 | 1.4 |
| 44611 | Pharmacies and drug stores | 14 | 52 956 | 6 135 | 1 530 | 324 | 7.2 | — |
| 446110 | Pharmacies and drug stores | 14 | 52 956 | 6 135 | 1 530 | 324 | 7.2 | — |
| 4461101 | Pharmacies and drug stores | 13 | D | D | D | e | D | D |
| 4461102 | Proprietary stores | 1 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, and perfume stores | 3 | D | D | D | b | D | D |
| 446120 | Cosmetics, beauty supplies, and perfume stores | 3 | D | D | D | b | D | D |
| 44613 | Optical goods stores | 7 | D | D | D | b | D | D |
| 446130 | Optical goods stores | 7 | D | D | D | b | D | D |
| 447 | Gasoline stations | 57 | 149 575 | 8 263 | 1 989 | 632 | 33.8 | 3.8 |
| 4471 | Gasoline stations | 57 | 149 575 | 8 263 | 1 989 | 632 | 33.8 | 3.8 |
| 44711 | Gasoline stations with convenience stores | 46 | 128 557 | 5 886 | 1 417 | 500 | 33.0 | 3.1 |
| 447110 | Gasoline stations with convenience stores | 46 | 128 557 | 5 886 | 1 417 | 500 | 33.0 | 3.1 |
| 44719 | Other gasoline stations | 11 | 21 018 | 2 377 | 572 | 132 | 39.0 | 8.2 |
| 447190 | Other gasoline stations | 11 | 21 018 | 2 377 | 572 | 132 | 39.0 | 8.2 |
| 448 | Clothing and clothing accessories stores | 32 | 14 608 | 2 548 | 582 | 153 | 19.2 | 6.9 |
| 4483 | Jewelry, luggage, and leather goods stores | 8 | 7 555 | 1 562 | 320 | 45 | 14.3 | 9.4 |
| 44831 | Jewelry stores | 8 | 7 555 | 1 562 | 320 | 45 | 14.3 | 9.4 |
| 448310 | Jewelry stores | 8 | 7 555 | 1 562 | 320 | 45 | 14.3 | 9.4 |
| 451 | Sporting goods, hobby, book, and music stores | 24 | 22 071 | 2 705 | 610 | 227 | 10.8 | .2 |
| 4511 | Sporting goods, hobby, and musical instrument stores | 22 | D | D | D | c | D | D |
| 45111 | Sporting goods stores | 8 | 10 517 | 981 | 239 | 81 | 13.5 | .4 |
| 451110 | Sporting goods stores | 8 | 10 517 | 981 | 239 | 81 | 13.5 | .4 |
| 4511102 | Specialty-line sporting goods stores | 7 | D | D | D | b | D | D |
| 45112 | Hobby, toy, and game stores | 7 | D | D | D | b | D | D |
| 451120 | Hobby, toy, and game stores | 7 | D | D | D | b | D | D |
| 45114 | Musical instrument and supplies stores | 4 | D | D | D | b | D | D |
| 451140 | Musical instrument and supplies stores | 4 | D | D | D | b | D | D |
| 452 | General merchandise stores | 13 | 209 176 | 18 472 | 4 551 | 1 141 | .4 | — |
| 4521 | Department stores | 6 | D | D | D | f | D | D |
| 45210009 | Department stores (incl. leased depts.) ³ | 6 | D | D | D | f | D | D |
| 45211 | Department stores | 6 | D | D | D | f | D | D |
| 452111 | Department stores (except discount department stores) | 2 | D | D | D | c | D | D |
| 452112 | Discount department stores | 4 | D | D | D | e | D | D |
| 4529 | Other general merchandise stores | 7 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 6 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 6 | D | D | D | b | D | D |
| 4529904 | Miscellaneous general merchandise stores | 3 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 49 | 38 215 | 6 086 | 1 428 | 374 | 27.1 | .1 |
| 4532 | Office supplies, stationery, and gift stores | 18 | 18 663 | 2 287 | 549 | 147 | 9.2 | .2 |
| 45321 | Office supplies and stationery stores | 3 | D | D | D | b | D | D |
| 453210 | Office supplies and stationery stores | 3 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 5 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 5 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 5 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 12 | D | D | D | b | D | D |
| 45391 | Pet and pet supplies stores | 3 | D | D | D | b | D | D |
| 453910 | Pet and pet supplies stores | 3 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 6 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|--------------------------|--|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| WAUKESHA—Con. | | | | | | | | |
| Retail trade—Con. | | | | | | | | |
| 44-45 | Health and personal care stores | 134 | 279 559 | 33 973 | 8 201 | 1 917 | 14.2 | 1.4 |
| 446 | Health and personal care stores | 134 | 279 559 | 33 973 | 8 201 | 1 917 | 14.2 | 1.4 |
| 4461 | Pharmacies and drug stores | 69 | 244 850 | 27 254 | 6 533 | 1 552 | 12.3 | 1.5 |
| 44611 | Pharmacies and drug stores | 69 | 244 850 | 27 254 | 6 533 | 1 552 | 12.3 | 1.5 |
| 446110 | Pharmacies and drug stores | 69 | 244 850 | 27 254 | 6 533 | 1 552 | 12.3 | 1.5 |
| 4461101 | Pharmacies and drug stores | 11 | D | D | D | c | D | D |
| 44612 | Cosmetics, beauty supplies, and perfume stores | 11 | D | D | D | c | D | D |
| 446120 | Cosmetics, beauty supplies, and perfume stores | 11 | D | D | D | c | D | D |
| 44613 | Optical goods stores | 27 | 13 547 | 2 927 | 760 | 144 | 14.0 | 2.1 |
| 446130 | Optical goods stores | 27 | 13 547 | 2 927 | 760 | 144 | 14.0 | 2.1 |
| 44619 | Other health and personal care stores | 27 | D | D | D | c | D | D |
| 446191 | Food (health) supplement stores | 15 | D | D | D | b | D | D |
| 446199 | All other health and personal care stores | 12 | 10 652 | 2 102 | 475 | 59 | 55.9 | — |
| 447 | Gasoline stations | 127 | 432 886 | 19 134 | 4 592 | 1 278 | 24.7 | 8.7 |
| 4471 | Gasoline stations | 127 | 432 886 | 19 134 | 4 592 | 1 278 | 24.7 | 8.7 |
| 44711 | Gasoline stations with convenience stores | 108 | 303 443 | 15 286 | 3 686 | 1 117 | 24.8 | 10.0 |
| 447110 | Gasoline stations with convenience stores | 108 | 303 443 | 15 286 | 3 686 | 1 117 | 24.8 | 10.0 |
| 44719 | Other gasoline stations | 19 | 129 443 | 3 848 | 906 | 161 | 24.4 | 5.5 |
| 447190 | Other gasoline stations | 19 | 129 443 | 3 848 | 906 | 161 | 24.4 | 5.5 |
| 448 | Clothing and clothing accessories stores | 161 | 204 754 | 26 236 | 6 547 | 1 777 | 10.6 | 4.7 |
| 4481 | Clothing stores | 88 | 130 620 | 14 837 | 3 707 | 1 290 | 6.8 | 3.9 |
| 44811 | Men's clothing stores | 12 | 10 388 | 1 839 | 439 | 85 | 6.0 | 10.4 |
| 448110 | Men's clothing stores | 12 | 10 388 | 1 839 | 439 | 85 | 6.0 | 10.4 |
| 44812 | Women's clothing stores | 37 | 41 030 | 4 387 | 1 097 | 388 | 5.6 | 9.2 |
| 448120 | Women's clothing stores | 37 | 41 030 | 4 387 | 1 097 | 388 | 5.6 | 9.2 |
| 44813 | Children's and infants' clothing stores | 9 | D | D | D | b | D | D |
| 448130 | Children's and infants' clothing stores | 9 | D | D | D | b | D | D |
| 44814 | Family clothing stores | 17 | 58 707 | 5 595 | 1 419 | 569 | — | .3 |
| 448140 | Family clothing stores | 17 | 58 707 | 5 595 | 1 419 | 569 | — | .3 |
| 44815 | Clothing accessories stores | 5 | D | D | D | b | D | D |
| 448150 | Clothing accessories stores | 5 | D | D | D | b | D | D |
| 44819 | Other clothing stores | 8 | 9 731 | 1 580 | 393 | 141 | 27.4 | .1 |
| 448190 | Other clothing stores | 8 | 9 731 | 1 580 | 393 | 141 | 27.4 | .1 |
| 4482 | Shoe stores | 31 | 21 194 | 2 337 | 572 | 186 | 1.1 | 17.6 |
| 44821 | Shoe stores | 31 | 21 194 | 2 337 | 572 | 186 | 1.1 | 17.6 |
| 448210 | Shoe stores | 31 | 21 194 | 2 337 | 572 | 186 | 1.1 | 17.6 |
| 4482101 | Men's shoe stores | 3 | D | D | D | a | D | D |
| 4482103 | Children's and juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 21 | D | D | D | c | D | D |
| 4482105 | Athletic footwear stores | 5 | 3 039 | 299 | 64 | 35 | — | 9.2 |
| 4483 | Jewelry, luggage, and leather goods stores | 42 | 52 940 | 9 062 | 2 268 | 301 | 23.8 | 1.6 |
| 44831 | Jewelry stores | 42 | 52 940 | 9 062 | 2 268 | 301 | 23.8 | 1.6 |
| 448310 | Jewelry stores | 42 | 52 940 | 9 062 | 2 268 | 301 | 23.8 | 1.6 |
| 451 | Sporting goods, hobby, book, and music stores | 111 | 148 376 | 17 543 | 3 986 | 1 296 | 13.4 | 10.5 |
| 4511 | Sporting goods, hobby, and musical instrument stores | 92 | 123 274 | 14 661 | 3 336 | 1 062 | 13.5 | 11.9 |
| 45111 | Sporting goods stores | 48 | 71 363 | 8 254 | 1 911 | 555 | 6.4 | 17.5 |
| 451110 | Sporting goods stores | 48 | 71 363 | 8 254 | 1 911 | 555 | 6.4 | 17.5 |
| 4511101 | General-line sporting goods stores | 12 | 22 444 | 2 603 | 571 | 173 | 5.7 | .1 |
| 4511102 | Specialty-line sporting goods stores | 36 | 48 919 | 5 651 | 1 340 | 382 | 6.7 | 25.5 |
| 45112 | Hobby, toy, and game stores | 22 | 32 559 | 2 895 | 637 | 263 | 14.9 | 6.5 |
| 451120 | Hobby, toy, and game stores | 22 | 32 559 | 2 895 | 637 | 263 | 14.9 | 6.5 |
| 45113 | Sewing, needlework, and piece goods stores | 13 | 9 699 | 1 344 | 317 | 124 | 32.8 | 1.0 |
| 451130 | Sewing, needlework, and piece goods stores | 13 | 9 699 | 1 344 | 317 | 124 | 32.8 | 1.0 |
| 45114 | Musical instrument and supplies stores | 9 | 9 653 | 2 168 | 471 | 120 | 42.6 | — |
| 451140 | Musical instrument and supplies stores | 9 | 9 653 | 2 168 | 471 | 120 | 42.6 | — |
| 4512 | Book, periodical, and music stores | 19 | 25 102 | 2 882 | 650 | 234 | 12.9 | 3.4 |
| 45121 | Book stores and news dealers | 13 | D | D | D | c | D | D |
| 451211 | Book stores | 12 | D | D | D | c | D | D |
| 4512111 | Book stores, general | 9 | D | D | D | c | D | D |
| 4512113 | College book stores | 3 | D | D | D | a | D | D |
| 451212 | News dealers and newsstands | 1 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, and record stores | 6 | D | D | D | b | D | D |
| 451220 | Prerecorded tape, compact disc, and record stores | 6 | D | D | D | b | D | D |
| 452 | General merchandise stores | 32 | 710 166 | 62 563 | 16 151 | 4 166 | .1 | — |
| 4521 | Department stores | 22 | D | D | D | h | D | D |
| 45210009 | Department stores (incl. leased depts.) ³ | 22 | D | D | D | h | D | D |
| 45211 | Department stores | 22 | D | D | D | h | D | D |
| 452111 | Department stores (except discount department stores) .. | 4 | D | D | D | f | D | D |
| 452112 | Discount department stores | 18 | 468 792 | 39 684 | 10 280 | 2 756 | — | — |
| 4529 | Other general merchandise stores | 10 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 9 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 9 | D | D | D | c | D | D |
| 4529904 | Miscellaneous general merchandise stores | 3 | D | D | D | c | D | D |

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|-----------------------|--|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|--|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| WINNEBAGO—Con. | | | | | | | | |
| 44-45 | Retail trade—Con. | | | | | | | |
| 452 | General merchandise stores | 16 | 189 996 | 16 712 | 3 980 | 1 149 | — | .2 |
| 4521 | Department stores | 6 | D | D | D | f | D | D |
| 45210009 | Department stores (incl. leased depts.) ³ | 6 | D | D | D | f | D | D |
| 45211 | Department stores | 6 | D | D | D | f | D | D |
| 452112 | Discount department stores | 6 | D | D | D | f | D | D |
| 4529 | Other general merchandise stores | 10 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 9 | 34 781 | 3 035 | 727 | 137 | — | 1.2 |
| 452990 | All other general merchandise stores | 9 | 34 781 | 3 035 | 727 | 137 | — | 1.2 |
| 4529904 | Miscellaneous general merchandise stores | 2 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 61 | 41 495 | 7 993 | 1 875 | 594 | 10.4 | 8.5 |
| 4531 | Florists | 8 | 6 405 | 2 080 | 488 | 187 | 15.6 | — |
| 45311 | Florists | 8 | 6 405 | 2 080 | 488 | 187 | 15.6 | — |
| 453110 | Florists | 8 | 6 405 | 2 080 | 488 | 187 | 15.6 | — |
| 4532 | Office supplies, stationery, and gift stores | 23 | 13 116 | 1 619 | 421 | 139 | 6.6 | 1.7 |
| 45321 | Office supplies and stationery stores | 5 | 8 604 | 911 | 236 | 63 | 1.0 | — |
| 453210 | Office supplies and stationery stores | 5 | 8 604 | 911 | 236 | 63 | 1.0 | — |
| 4533 | Used merchandise stores | 12 | 6 191 | 2 045 | 478 | 136 | 20.5 | — |
| 45331 | Used merchandise stores | 12 | 6 191 | 2 045 | 478 | 136 | 20.5 | — |
| 453310 | Used merchandise stores | 12 | 6 191 | 2 045 | 478 | 136 | 20.5 | — |
| 4539 | Other miscellaneous store retailers | 18 | 15 783 | 2 249 | 488 | 132 | 7.4 | 20.9 |
| 45391 | Pet and pet supplies stores | 3 | D | D | D | b | D | D |
| 453910 | Pet and pet supplies stores | 3 | D | D | D | b | D | D |
| 45392 | Art dealers | 3 | D | D | D | b | D | D |
| 453920 | Art dealers | 3 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 10 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 33 | 163 539 | 13 854 | 4 989 | 474 | 2.2 | 7.5 |
| 4541 | Electronic shopping and mail-order houses | 11 | D | D | D | c | D | D |
| 45411 | Electronic shopping and mail-order houses | 11 | D | D | D | c | D | D |
| 4542 | Vending machine operators | 3 | D | D | D | b | D | D |
| 45421 | Vending machine operators | 3 | D | D | D | b | D | D |
| 454210 | Vending machine operators | 3 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 19 | D | D | D | c | D | D |
| 45431 | Fuel dealers | 3 | D | D | D | b | D | D |
| 454311 | Heating oil dealers | 1 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 16 | 14 482 | 2 640 | 737 | 108 | 22.1 | — |
| 454390 | Other direct selling establishments | 16 | 14 482 | 2 640 | 737 | 108 | 22.1 | — |
| WOOD | | | | | | | | |
| 44-45 | Retail trade | 350 | 1 013 092 | 95 449 | 23 908 | 5 087 | 12.4 | 4.9 |
| 441 | Motor vehicle and parts dealers | 67 | 344 804 | 33 485 | 8 175 | 1 051 | 16.5 | 1.0 |
| 4411 | Automobile dealers | 31 | D | D | D | f | D | D |
| 44111 | New car dealers | 14 | D | D | D | f | D | D |
| 441110 | New car dealers | 14 | D | D | D | f | D | D |
| 44112 | Used car dealers | 17 | D | D | D | c | D | D |
| 441120 | Used car dealers | 17 | D | D | D | c | D | D |
| 4412 | Other motor vehicle dealers | 12 | 39 075 | 3 165 | 612 | 125 | 7.2 | — |
| 44121 | Recreational vehicle dealers | 7 | 25 755 | 2 071 | 361 | 79 | — | — |
| 441210 | Recreational vehicle dealers | 7 | 25 755 | 2 071 | 361 | 79 | — | — |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 5 | 13 320 | 1 094 | 251 | 46 | 21.2 | — |
| 441221 | Motorcycle dealers | 2 | D | D | D | b | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, and tire stores | 24 | D | D | D | c | D | D |
| 44131 | Automotive parts and accessories stores | 14 | D | D | D | b | D | D |
| 441310 | Automotive parts and accessories stores | 14 | D | D | D | b | D | D |
| 44132 | Tire dealers | 10 | D | D | D | c | D | D |
| 441320 | Tire dealers | 10 | D | D | D | c | D | D |
| 442 | Furniture and home furnishings stores | 22 | 19 721 | 2 532 | 611 | 135 | 32.4 | 8.3 |
| 4421 | Furniture stores | 11 | 10 107 | 1 421 | 359 | 79 | 34.9 | 9.6 |
| 44211 | Furniture stores | 11 | 10 107 | 1 421 | 359 | 79 | 34.9 | 9.6 |
| 442110 | Furniture stores | 11 | 10 107 | 1 421 | 359 | 79 | 34.9 | 9.6 |
| 4422 | Home furnishings stores | 11 | 9 614 | 1 111 | 252 | 56 | 29.7 | 6.9 |
| 44221 | Floor covering stores | 9 | D | D | D | b | D | D |
| 442210 | Floor covering stores | 9 | D | D | D | b | D | D |
| 443 | Electronics and appliance stores | 12 | 8 750 | 1 758 | 402 | 68 | 11.7 | 2.3 |
| 4431 | Electronics and appliance stores | 12 | 8 750 | 1 758 | 402 | 68 | 11.7 | 2.3 |
| 44311 | Appliance, television, and other electronics stores | 9 | D | D | D | b | D | D |
| 443111 | Household appliance stores | 4 | D | D | D | b | D | D |
| 443112 | Radio, television, and other electronics stores | 5 | D | D | D | b | D | D |
| 44312 | Computer and software stores | 3 | D | D | D | a | D | D |
| 443120 | Computer and software stores | 3 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

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

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

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

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

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

Table 4. Summary Statistics for Places: 2002

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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| NAICS code | Geographic area and kind of business | Estab-lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|--|---|--------------------------|-----------------|--------------------------|---------------------------------|---|--|------------------------|
| | | | | | | | From administrative records ¹ | Estimated ² |
| BAYSIDE (PART - MILWAUKEE COUNTY) | | | | | | | | |
| 44-45 | Retail trade | 22 | 21 994 | 2 370 | 580 | 137 | 13.7 | 20.8 |
| 442 | Furniture and home furnishings stores | 3 | 1 089 | 209 | 57 | 11 | 28.5 | — |
| 444 | Building material and garden equipment and supplies dealers ... | 1 | D | D | D | a | D | D |
| 445 | Food and beverage stores | 5 | 6 585 | 640 | 145 | 27 | 20.4 | 60.2 |
| 4452 | Specialty food stores | 3 | D | D | D | b | D | D |
| 446 | Health and personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 3 | 7 179 | 525 | 130 | 28 | — | — |
| 448 | Clothing and clothing accessories stores | 6 | 3 800 | 627 | 163 | 49 | 22.2 | 7.5 |
| 453 | Miscellaneous store retailers | 3 | D | D | D | a | D | D |
| BEAVER DAM | | | | | | | | |
| 44-45 | Retail trade | 85 | 251 494 | 25 395 | 6 139 | 1 462 | 6.7 | .6 |
| 441 | Motor vehicle and parts dealers | 12 | 36 014 | 3 927 | 892 | 133 | 12.4 | .2 |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture and home furnishings stores | 6 | 4 793 | 941 | 235 | 49 | 80.2 | — |
| 4422 | Home furnishings stores | 3 | D | D | D | b | D | D |
| 443 | Electronics and appliance stores | 3 | D | D | D | a | D | D |
| 4431 | Electronics and appliance stores | 3 | D | D | D | a | D | D |
| 44311 | Appliance, television, and other electronics stores | 3 | D | D | D | a | D | D |
| 443111 | Household appliance stores | 2 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 5 | 3 100 | 498 | 112 | 22 | 13.0 | — |
| 445 | Food and beverage stores | 4 | 38 552 | 4 081 | 991 | 277 | 2.4 | — |
| 4451 | Grocery stores | 4 | 38 552 | 4 081 | 991 | 277 | 2.4 | — |
| 446 | Health and personal care stores | 8 | 8 404 | 1 136 | 295 | 64 | — | 3.2 |
| 4461 | Health and personal care stores | 8 | 8 404 | 1 136 | 295 | 64 | — | 3.2 |
| 447 | Gasoline stations | 9 | 21 023 | 1 077 | 258 | 84 | 25.6 | — |
| 44711 | Gasoline stations with convenience stores | 7 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 7 | D | D | D | b | D | D |
| 448 | Clothing and clothing accessories stores | 9 | 6 914 | 1 419 | 407 | 114 | 13.2 | 1.6 |
| 4481 | Clothing stores | 3 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, and music stores | 6 | D | D | D | b | D | D |
| 452 | General merchandise stores | 4 | 56 680 | 5 486 | 1 329 | 367 | — | — |
| 452112 | Discount department stores | 2 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 12 | 21 355 | 1 977 | 440 | 117 | 3.1 | 2.8 |
| 4532 | Office supplies, stationery, and gift stores | 3 | D | D | D | b | D | D |
| 45321 | Office supplies and stationery stores | 1 | D | D | D | b | D | D |
| 453210 | Office supplies and stationery stores | 1 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 5 | D | D | D | b | D | D |
| 45391 | Pet and pet supplies stores | 2 | D | D | D | b | D | D |
| 453910 | Pet and pet supplies stores | 2 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 7 | D | D | D | c | D | D |
| 4541 | Electronic shopping and mail-order houses | 2 | D | D | D | c | D | D |
| 45411 | Electronic shopping and mail-order houses | 2 | D | D | D | c | D | D |
| 4542 | Vending machine operators | 4 | D | D | D | b | D | D |
| 45421 | Vending machine operators | 4 | D | D | D | b | D | D |
| 454210 | Vending machine operators | 4 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|-----------------|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| BELLEVUE | | | | | | | | |
| 44-45 | Retail trade | 38 | 273 474 | 26 548 | 6 462 | 1 221 | 1.4 | 1.8 |
| 441 | Motor vehicle and parts dealers | 3 | D | D | D | c | D | D |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture and home furnishings stores | 3 | D | D | D | a | D | D |
| 4422 | Home furnishings stores | 3 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers | 7 | D | D | D | e | D | D |
| 4441 | Building material and supplies dealers | 5 | D | D | D | c | D | D |
| 44411 | Home centers | 2 | D | D | D | c | D | D |
| 444110 | Home centers | 2 | D | D | D | c | D | D |
| 445 | Food and beverage stores | 4 | D | D | D | c | D | D |
| 4451 | Grocery stores | 2 | D | D | D | c | D | D |
| 447 | Gasoline stations | 4 | 17 775 | 1 173 | 268 | 90 | — | 27.6 |
| 448 | Clothing and clothing accessories stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, and music stores | 3 | 1 142 | 307 | 47 | 11 | 43.7 | — |
| 452 | General merchandise stores | 3 | D | D | D | e | D | D |
| 452112 | Discount department stores | 1 | D | D | D | e | D | D |
| 4529 | Other general merchandise stores | 2 | D | D | D | b | D | D |
| 45299 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 4529904 | Miscellaneous general merchandise stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 5 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 5 | D | D | D | c | D | D |
| 4542 | Vending machine operators | 1 | D | D | D | b | D | D |
| 45421 | Vending machine operators | 1 | D | D | D | b | D | D |
| 454210 | Vending machine operators | 1 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 3 | 2 840 | 946 | 261 | 44 | — | — |
| 454390 | Other direct selling establishments | 3 | 2 840 | 946 | 261 | 44 | — | — |
| BELOIT | | | | | | | | |
| 44-45 | Retail trade | 116 | 388 654 | 35 763 | 8 703 | 1 894 | 6.5 | 1.5 |
| 441 | Motor vehicle and parts dealers | 18 | 122 293 | 8 672 | 1 924 | 268 | 1.7 | — |
| 4411 | Automobile dealers | 4 | 108 699 | 6 439 | 1 443 | 178 | 1.5 | — |
| 4412 | Other motor vehicle dealers | 3 | D | D | D | b | D | D |
| 44121 | Recreational vehicle dealers | 1 | D | D | D | b | D | D |
| 441210 | Recreational vehicle dealers | 1 | D | D | D | b | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, and tire stores | 11 | D | D | D | b | D | D |
| 442 | Furniture and home furnishings stores | 6 | 3 645 | 969 | 229 | 31 | 10.9 | — |
| 4422 | Home furnishings stores | 4 | D | D | D | b | D | D |
| 443 | Electronics and appliance stores | 7 | D | D | D | b | D | D |
| 4431 | Electronics and appliance stores | 7 | D | D | D | b | D | D |
| 44311 | Appliance, television, and other electronics stores | 6 | D | D | D | b | D | D |
| 443112 | Radio, television, and other electronics stores | 4 | D | D | D | b | D | D |
| 444 | Building material and garden equipment and supplies dealers | 5 | 7 574 | 1 269 | 315 | 75 | 15.1 | — |
| 44413 | Hardware stores | 2 | D | D | D | b | D | D |
| 444130 | Hardware stores | 2 | D | D | D | b | D | D |
| 445 | Food and beverage stores | 12 | D | D | D | e | D | D |
| 4451 | Grocery stores | 10 | D | D | D | e | D | D |
| 44511 | Supermarkets and other grocery (except convenience) stores | 7 | D | D | D | c | D | D |
| 445110 | Supermarkets and other grocery (except convenience) stores | 7 | D | D | D | c | D | D |
| 446 | Health and personal care stores | 13 | 35 801 | 4 421 | 1 137 | 190 | 30.2 | — |
| 4461 | Health and personal care stores | 13 | 35 801 | 4 421 | 1 137 | 190 | 30.2 | — |
| 44611 | Pharmacies and drug stores | 9 | D | D | D | c | D | D |
| 446110 | Pharmacies and drug stores | 9 | D | D | D | c | D | D |
| 4461101 | Pharmacies and drug stores | 9 | D | D | D | c | D | D |
| 447 | Gasoline stations | 19 | 46 917 | 2 566 | 648 | 163 | 6.8 | 11.2 |
| 4471 | Gasoline stations | 19 | 46 917 | 2 566 | 648 | 163 | 6.8 | 11.2 |
| 44711 | Gasoline stations with convenience stores | 14 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 14 | D | D | D | b | D | D |
| 44719 | Other gasoline stations | 5 | D | D | D | b | D | D |
| 447190 | Other gasoline stations | 5 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

See footnotes at end of table.

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

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

See footnotes at end of table.

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

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

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|------------------------|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| BROOKFIELD—Con. | | | | | | | | |
| 44-45 | Retail trade—Con. | | | | | | | |
| 444 | Building material and garden equipment and supplies dealers . . . | 16 | 55 897 | 11 786 | 2 522 | 380 | 12.4 | — |
| 4441 | Building material and supplies dealers | 14 | D | D | D | e | D | D |
| 44412 | Paint and wallpaper stores | 2 | D | D | D | a | D | D |
| 444120 | Paint and wallpaper stores | 2 | D | D | D | a | D | D |
| 44413 | Hardware stores | 4 | 4 828 | 1 110 | 278 | 65 | 16.1 | — |
| 444130 | Hardware stores | 4 | 4 828 | 1 110 | 278 | 65 | 16.1 | — |
| 44419 | Other building material dealers | 8 | 40 043 | 9 088 | 1 940 | 219 | 15.4 | — |
| 444190 | Other building material dealers | 8 | 40 043 | 9 088 | 1 940 | 219 | 15.4 | — |
| 4442 | Lawn and garden equipment and supplies stores | 2 | D | D | D | b | D | D |
| 44422 | Nursery, garden center, and farm supply stores | 1 | D | D | D | b | D | D |
| 444220 | Nursery, garden center, and farm supply stores | 1 | D | D | D | b | D | D |
| 445 | Food and beverage stores | 18 | 181 975 | 21 119 | 4 909 | 1 163 | 5.0 | 49.4 |
| 4451 | Grocery stores | 12 | D | D | D | g | D | D |
| 44511 | Supermarkets and other grocery (except convenience) stores | 11 | 179 774 | 20 682 | 4 789 | 1 127 | 4.9 | 49.9 |
| 445110 | Supermarkets and other grocery (except convenience) stores | 11 | 179 774 | 20 682 | 4 789 | 1 127 | 4.9 | 49.9 |
| 4452 | Specialty food stores | 4 | D | D | D | b | D | D |
| 446 | Health and personal care stores | 32 | 51 177 | 7 389 | 1 805 | 438 | 6.3 | .4 |
| 4461 | Health and personal care stores | 32 | 51 177 | 7 389 | 1 805 | 438 | 6.3 | .4 |
| 44611 | Pharmacies and drug stores | 13 | 36 117 | 4 739 | 1 100 | 270 | 5.2 | — |
| 446110 | Pharmacies and drug stores | 13 | 36 117 | 4 739 | 1 100 | 270 | 5.2 | — |
| 4461101 | Pharmacies and drug stores | 13 | 36 117 | 4 739 | 1 100 | 270 | 5.2 | — |
| 44612 | Cosmetics, beauty supplies, and perfume stores | 6 | 3 766 | 630 | 190 | 79 | 17.4 | — |
| 446120 | Cosmetics, beauty supplies, and perfume stores | 6 | 3 766 | 630 | 190 | 79 | 17.4 | — |
| 44613 | Optical goods stores | 7 | 7 354 | 1 453 | 382 | 73 | 8.6 | 2.3 |
| 446130 | Optical goods stores | 7 | 7 354 | 1 453 | 382 | 73 | 8.6 | 2.3 |
| 44619 | Other health and personal care stores | 6 | 3 940 | 567 | 133 | 16 | 1.4 | .5 |
| 446199 | All other health and personal care stores | 3 | D | D | D | a | D | D |
| 447 | Gasoline stations | 13 | 30 110 | 1 435 | 346 | 109 | 66.4 | 8.3 |
| 4471 | Gasoline stations | 13 | 30 110 | 1 435 | 346 | 109 | 66.4 | 8.3 |
| 44711 | Gasoline stations with convenience stores | 8 | 22 255 | 1 033 | 246 | 83 | 78.3 | — |
| 447110 | Gasoline stations with convenience stores | 8 | 22 255 | 1 033 | 246 | 83 | 78.3 | — |
| 448 | Clothing and clothing accessories stores | 90 | 148 905 | 16 692 | 4 151 | 1 324 | 6.7 | 4.7 |
| 4481 | Clothing stores | 56 | 103 800 | 11 226 | 2 818 | 1 071 | 2.3 | 4.2 |
| 44811 | Men's clothing stores | 5 | 7 162 | 1 023 | 234 | 40 | — | 12.5 |
| 448110 | Men's clothing stores | 5 | 7 162 | 1 023 | 234 | 40 | — | 12.5 |
| 44812 | Women's clothing stores | 22 | 24 833 | 2 659 | 681 | 268 | 7.7 | 13.9 |
| 448120 | Women's clothing stores | 22 | 24 833 | 2 659 | 681 | 268 | 7.7 | 13.9 |
| 44813 | Children's and infants' clothing stores | 6 | 6 122 | 743 | 184 | 59 | — | — |
| 448130 | Children's and infants' clothing stores | 6 | 6 122 | 743 | 184 | 59 | — | — |
| 44814 | Family clothing stores | 14 | 57 019 | 5 348 | 1 344 | 558 | — | — |
| 448140 | Family clothing stores | 14 | 57 019 | 5 348 | 1 344 | 558 | — | — |
| 44815 | Clothing accessories stores | 4 | D | D | D | b | D | D |
| 448150 | Clothing accessories stores | 4 | D | D | D | b | D | D |
| 44819 | Other clothing stores | 5 | D | D | D | c | D | D |
| 448190 | Other clothing stores | 5 | D | D | D | c | D | D |
| 4482 | Shoe stores | 13 | 9 496 | 1 175 | 282 | 96 | — | 21.4 |
| 44821 | Shoe stores | 13 | 9 496 | 1 175 | 282 | 96 | — | 21.4 |
| 448210 | Shoe stores | 13 | 9 496 | 1 175 | 282 | 96 | — | 21.4 |
| 4482101 | Men's shoe stores | 1 | D | D | D | a | D | D |
| 4482103 | Children's and juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 5 | 4 956 | 659 | 169 | 45 | — | 26.5 |
| 4482105 | Athletic footwear stores | 5 | 3 039 | 299 | 64 | 35 | — | 9.2 |
| 4483 | Jewelry, luggage, and leather goods stores | 21 | 35 609 | 4 291 | 1 051 | 157 | 21.6 | 1.6 |
| 44831 | Jewelry stores | 21 | 35 609 | 4 291 | 1 051 | 157 | 21.6 | 1.6 |
| 448310 | Jewelry stores | 21 | 35 609 | 4 291 | 1 051 | 157 | 21.6 | 1.6 |
| 451 | Sporting goods, hobby, book, and music stores | 36 | 80 042 | 8 100 | 1 831 | 565 | 7.5 | 11.3 |
| 4511 | Sporting goods, hobby, and musical instrument stores | 27 | 61 230 | 5 821 | 1 322 | 386 | 9.9 | 14.8 |
| 45111 | Sporting goods stores | 13 | 33 943 | 3 442 | 800 | 202 | 3.2 | 26.6 |
| 451110 | Sporting goods stores | 13 | 33 943 | 3 442 | 800 | 202 | 3.2 | 26.6 |
| 4511101 | General-line sporting goods stores | 5 | 13 157 | 1 243 | 266 | 92 | 2.0 | — |
| 4511102 | Specialty-line sporting goods stores | 8 | 20 786 | 2 199 | 534 | 110 | 3.9 | 43.5 |
| 45112 | Hobby, toy, and game stores | 10 | 21 674 | 1 695 | 363 | 138 | 7.6 | — |
| 451120 | Hobby, toy, and game stores | 10 | 21 674 | 1 695 | 363 | 138 | 7.6 | — |
| 45113 | Sewing, needlework, and piece goods stores | 3 | D | D | D | b | D | D |
| 451130 | Sewing, needlework, and piece goods stores | 3 | D | D | D | b | D | D |
| 45114 | Musical instrument and supplies stores | 1 | D | D | D | a | D | D |
| 451140 | Musical instrument and supplies stores | 1 | D | D | D | a | D | D |
| 4512 | Book, periodical, and music stores | 9 | 18 812 | 2 279 | 509 | 179 | — | — |
| 45121 | Book stores and news dealers | 4 | 13 701 | 1 885 | 427 | 133 | — | — |
| 451211 | Book stores | 4 | 13 701 | 1 885 | 427 | 133 | — | — |
| 4512111 | Book stores, general | 4 | 13 701 | 1 885 | 427 | 133 | — | — |
| 45122 | Prerecorded tape, compact disc, and record stores | 5 | 5 111 | 394 | 82 | 46 | — | — |
| 451220 | Prerecorded tape, compact disc, and record stores | 5 | 5 111 | 394 | 82 | 46 | — | — |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|------------------------|--|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| BROOKFIELD—Con. | | | | | | | | |
| 44-45 | Retail trade—Con. | | | | | | | |
| 452 | General merchandise stores | 4 | 140 747 | 15 081 | 4 035 | 1 013 | — | — |
| 4521 | Department stores | 4 | 140 747 | 15 081 | 4 035 | 1 013 | — | — |
| 45210009 | Department stores (incl. leased depts.) ³ | 4 | 146 383 | 15 081 | 4 035 | 1 013 | — | — |
| 45211 | Department stores | 4 | 140 747 | 15 081 | 4 035 | 1 013 | — | — |
| 452111 | Department stores (except discount department stores) .. | 3 | D | D | D | f | D | D |
| 453 | Miscellaneous store retailers | 33 | 45 534 | 5 513 | 1 414 | 367 | 8.1 | 2.3 |
| 4531 | Florists | 7 | 2 045 | 576 | 145 | 48 | 40.3 | — |
| 45311 | Florists | 7 | 2 045 | 576 | 145 | 48 | 40.3 | — |
| 453110 | Florists | 7 | 2 045 | 576 | 145 | 48 | 40.3 | — |
| 4532 | Office supplies, stationery, and gift stores | 16 | 29 956 | 2 990 | 799 | 227 | 4.9 | 3.5 |
| 45321 | Office supplies and stationery stores | 4 | D | D | D | b | D | D |
| 453210 | Office supplies and stationery stores | 4 | D | D | D | b | D | D |
| 45322 | Gift, novelty, and souvenir stores | 12 | D | D | D | c | D | D |
| 453220 | Gift, novelty, and souvenir stores | 12 | D | D | D | c | D | D |
| 4533 | Used merchandise stores | 3 | 2 682 | 633 | 156 | 35 | — | — |
| 45331 | Used merchandise stores | 3 | 2 682 | 633 | 156 | 35 | — | — |
| 453310 | Used merchandise stores | 3 | 2 682 | 633 | 156 | 35 | — | — |
| 4539 | Other miscellaneous store retailers | 7 | 10 851 | 1 314 | 314 | 57 | 13.0 | — |
| 45391 | Pet and pet supplies stores | 2 | D | D | D | b | D | D |
| 453910 | Pet and pet supplies stores | 2 | D | D | D | b | D | D |
| 45392 | Art dealers | 1 | D | D | D | a | D | D |
| 453920 | Art dealers | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 13 | 9 798 | 1 480 | 359 | 74 | 28.2 | — |
| 4541 | Electronic shopping and mail-order houses | 4 | 4 419 | 501 | 120 | 20 | 19.1 | — |
| 45411 | Electronic shopping and mail-order houses | 4 | 4 419 | 501 | 120 | 20 | 19.1 | — |
| 4542 | Vending machine operators | 3 | D | D | D | b | D | D |
| 45421 | Vending machine operators | 3 | D | D | D | b | D | D |
| 454210 | Vending machine operators | 3 | D | D | D | b | D | D |
| BROWN DEER | | | | | | | | |
| 44-45 | Retail trade | 35 | 158 068 | 15 641 | 3 879 | 963 | 1.8 | 1.1 |
| 441 | Motor vehicle and parts dealers | 2 | D | D | D | a | D | D |
| 442 | Furniture and home furnishings stores | 2 | D | D | D | b | D | D |
| 4422 | Home furnishings stores | 2 | D | D | D | b | D | D |
| 44229 | Other home furnishings stores | 2 | D | D | D | b | D | D |
| 442299 | All other home furnishings stores | 2 | D | D | D | b | D | D |
| 443 | Electronics and appliance stores | 2 | D | D | D | c | D | D |
| 4431 | Electronics and appliance stores | 2 | D | D | D | c | D | D |
| 44311 | Appliance, television, and other electronics stores | 2 | D | D | D | c | D | D |
| 443112 | Radio, television, and other electronics stores | 2 | D | D | D | c | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 1 | D | D | D | a | D | D |
| 445 | Food and beverage stores | 6 | D | D | D | e | D | D |
| 4451 | Grocery stores | 4 | 49 443 | 5 097 | 1 269 | 299 | 3.7 | — |
| 44511 | Supermarkets and other grocery (except convenience) stores | 4 | 49 443 | 5 097 | 1 269 | 299 | 3.7 | — |
| 445110 | Supermarkets and other grocery (except convenience) stores | 4 | 49 443 | 5 097 | 1 269 | 299 | 3.7 | — |
| 446 | Health and personal care stores | 5 | 8 224 | 856 | 211 | 67 | 9.2 | — |
| 4461 | Health and personal care stores | 5 | 8 224 | 856 | 211 | 67 | 9.2 | — |
| 44612 | Cosmetics, beauty supplies, and perfume stores | 1 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, and perfume stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 2 | D | D | D | a | D | D |
| 448 | Clothing and clothing accessories stores | 6 | D | D | D | c | D | D |
| 4481 | Clothing stores | 5 | D | D | D | c | D | D |
| 44814 | Family clothing stores | 4 | 24 178 | 2 395 | 454 | 128 | — | — |
| 448140 | Family clothing stores | 4 | 24 178 | 2 395 | 454 | 128 | — | — |
| 451 | Sporting goods, hobby, book, and music stores | 3 | D | D | D | b | D | D |
| 4511 | Sporting goods, hobby, and musical instrument stores | 2 | D | D | D | b | D | D |
| 45112 | Hobby, toy, and game stores | 2 | D | D | D | b | D | D |
| 451120 | Hobby, toy, and game stores | 2 | D | D | D | b | D | D |
| 452 | General merchandise stores | 2 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 3 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, and gift stores | 2 | D | D | D | b | D | D |
| 45321 | Office supplies and stationery stores | 1 | D | D | D | b | D | D |
| 453210 | Office supplies and stationery stores | 1 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|--|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| BURLINGTON | | | | | | | | |
| 44-45 | Retail trade | 80 | 251 056 | 22 948 | 5 336 | 1 208 | 2.5 | 4.7 |
| 441 | Motor vehicle and parts dealers | 12 | 112 907 | 9 074 | 2 098 | 284 | — | 1.8 |
| 4411 | Automobile dealers | 3 | D | D | D | c | D | D |
| 4412 | Other motor vehicle dealers | 2 | D | D | D | b | D | D |
| 44121 | Recreational vehicle dealers | 1 | D | D | D | b | D | D |
| 441210 | Recreational vehicle dealers | 1 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, and tire stores | 7 | D | D | D | b | D | D |
| 442 | Furniture and home furnishings stores | 4 | 5 224 | 1 015 | 217 | 36 | 23.4 | — |
| 4421 | Furniture stores | 1 | D | D | D | a | D | D |
| 44211 | Furniture stores | 1 | D | D | D | a | D | D |
| 442110 | Furniture stores | 1 | D | D | D | a | D | D |
| 4422 | Home furnishings stores | 3 | D | D | D | b | D | D |
| 443 | Electronics and appliance stores | 4 | D | D | D | b | D | D |
| 4431 | Electronics and appliance stores | 4 | D | D | D | b | D | D |
| 44311 | Appliance, television, and other electronics stores | 4 | D | D | D | b | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 8 | 29 528 | 2 660 | 637 | 121 | 6.3 | — |
| 44413 | Hardware stores | 1 | D | D | D | b | D | D |
| 444130 | Hardware stores | 1 | D | D | D | b | D | D |
| 4442 | Lawn and garden equipment and supplies stores | 3 | D | D | D | b | D | D |
| 44422 | Nursery, garden center, and farm supply stores | 1 | D | D | D | b | D | D |
| 444220 | Nursery, garden center, and farm supply stores | 1 | D | D | D | b | D | D |
| 445 | Food and beverage stores | 6 | 45 045 | 4 337 | 1 011 | 364 | .5 | — |
| 4451 | Grocery stores | 3 | D | D | D | e | D | D |
| 446 | Health and personal care stores | 6 | D | D | D | b | D | D |
| 4461 | Health and personal care stores | 6 | D | D | D | b | D | D |
| 447 | Gasoline stations | 13 | 18 772 | 1 079 | 225 | 82 | 12.7 | 39.4 |
| 44711 | Gasoline stations with convenience stores | 13 | 18 772 | 1 079 | 225 | 82 | 12.7 | 39.4 |
| 447110 | Gasoline stations with convenience stores | 13 | 18 772 | 1 079 | 225 | 82 | 12.7 | 39.4 |
| 448 | Clothing and clothing accessories stores | 9 | 2 444 | 279 | 63 | 28 | 4.8 | 14.5 |
| 451 | Sporting goods, hobby, book, and music stores | 3 | 612 | 92 | 19 | 12 | 25.3 | — |
| 452 | General merchandise stores | 3 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 11 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| BURLINGTON (PART - RACINE COUNTY) | | | | | | | | |
| 44-45 | Retail trade | 80 | 251 056 | 22 948 | 5 336 | 1 208 | 2.5 | 4.7 |
| 441 | Motor vehicle and parts dealers | 12 | 112 907 | 9 074 | 2 098 | 284 | — | 1.8 |
| 4411 | Automobile dealers | 3 | D | D | D | c | D | D |
| 4412 | Other motor vehicle dealers | 2 | D | D | D | b | D | D |
| 44121 | Recreational vehicle dealers | 1 | D | D | D | b | D | D |
| 441210 | Recreational vehicle dealers | 1 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, and tire stores | 7 | D | D | D | b | D | D |
| 442 | Furniture and home furnishings stores | 4 | 5 224 | 1 015 | 217 | 36 | 23.4 | — |
| 4421 | Furniture stores | 1 | D | D | D | a | D | D |
| 44211 | Furniture stores | 1 | D | D | D | a | D | D |
| 442110 | Furniture stores | 1 | D | D | D | a | D | D |
| 4422 | Home furnishings stores | 3 | D | D | D | b | D | D |
| 443 | Electronics and appliance stores | 4 | D | D | D | b | D | D |
| 4431 | Electronics and appliance stores | 4 | D | D | D | b | D | D |
| 44311 | Appliance, television, and other electronics stores | 4 | D | D | D | b | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 8 | 29 528 | 2 660 | 637 | 121 | 6.3 | — |
| 44413 | Hardware stores | 1 | D | D | D | b | D | D |
| 444130 | Hardware stores | 1 | D | D | D | b | D | D |
| 4442 | Lawn and garden equipment and supplies stores | 3 | D | D | D | b | D | D |
| 44422 | Nursery, garden center, and farm supply stores | 1 | D | D | D | b | D | D |
| 444220 | Nursery, garden center, and farm supply stores | 1 | D | D | D | b | D | D |
| 445 | Food and beverage stores | 6 | 45 045 | 4 337 | 1 011 | 364 | .5 | — |
| 4451 | Grocery stores | 3 | D | D | D | e | D | D |
| 446 | Health and personal care stores | 6 | D | D | D | b | D | D |
| 4461 | Health and personal care stores | 6 | D | D | D | b | D | D |

See footnotes at end of table.

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

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|-----------------------|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| CEDARBURG—Con. | | | | | | | | |
| 44-45 | Retail trade—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 17 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, and gift stores | 11 | 2 862 | 411 | 96 | 48 | 38.1 | — |
| 4539 | Other miscellaneous store retailers | 1 | D | D | D | b | D | D |
| 45391 | Pet and pet supplies stores | 1 | D | D | D | b | D | D |
| 453910 | Pet and pet supplies stores | 1 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| CHILTON | | | | | | | | |
| 44-45 | Retail trade | 22 | 84 229 | 7 324 | 1 985 | 477 | 2.2 | .1 |
| 441 | Motor vehicle and parts dealers | 4 | D | D | D | c | D | D |
| 442 | Furniture and home furnishings stores | 1 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 4 | D | D | D | b | D | D |
| 445 | Food and beverage stores | 2 | D | D | D | c | D | D |
| 446 | Health and personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 4 | 6 357 | 394 | 83 | 40 | — | — |
| 448 | Clothing and clothing accessories stores | 2 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 3 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 2 | D | D | D | b | D | D |
| 45392 | Art dealers | 2 | D | D | D | b | D | D |
| 453920 | Art dealers | 2 | D | D | D | b | D | D |
| CHIPPEWA FALLS | | | | | | | | |
| 44-45 | Retail trade | 91 | 384 544 | 31 721 | 7 352 | 1 624 | 4.9 | 10.2 |
| 441 | Motor vehicle and parts dealers | 23 | 176 896 | 13 101 | 2 837 | 420 | .4 | 15.8 |
| 4411 | Automobile dealers | 13 | 154 160 | 10 476 | 2 289 | 315 | .1 | 15.3 |
| 44111 | New car dealers | 6 | 144 236 | 9 831 | 2 138 | 288 | — | 16.4 |
| 441110 | New car dealers | 6 | 144 236 | 9 831 | 2 138 | 288 | — | 16.4 |
| 44112 | Used car dealers | 7 | 9 924 | 645 | 151 | 27 | .9 | — |
| 441120 | Used car dealers | 7 | 9 924 | 645 | 151 | 27 | .9 | — |
| 4412 | Other motor vehicle dealers | 4 | 16 505 | 1 645 | 299 | 52 | — | 26.2 |
| 44121 | Recreational vehicle dealers | 2 | D | D | D | b | D | D |
| 441210 | Recreational vehicle dealers | 2 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 2 | D | D | D | b | D | D |
| 441222 | Boat dealers | 2 | D | D | D | b | D | D |
| 442 | Furniture and home furnishings stores | 3 | 702 | 89 | 37 | 5 | — | — |
| 443 | Electronics and appliance stores | 5 | D | D | D | a | D | D |
| 4431 | Electronics and appliance stores | 5 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 8 | 14 462 | 2 241 | 497 | 99 | — | 13.6 |
| 4441 | Building material and supplies dealers | 7 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 3 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 3 | D | D | D | b | D | D |
| 445 | Food and beverage stores | 5 | 39 126 | 3 011 | 737 | 290 | 7.3 | — |
| 4451 | Grocery stores | 4 | D | D | D | e | D | D |
| 446 | Health and personal care stores | 5 | 10 560 | 1 038 | 266 | 37 | 78.1 | — |
| 4461 | Health and personal care stores | 5 | 10 560 | 1 038 | 266 | 37 | 78.1 | — |
| 447 | Gasoline stations | 14 | 49 394 | 2 785 | 798 | 207 | 11.2 | 7.7 |
| 4471 | Gasoline stations | 14 | 49 394 | 2 785 | 798 | 207 | 11.2 | 7.7 |
| 44711 | Gasoline stations with convenience stores | 10 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 10 | D | D | D | b | D | D |
| 44719 | Other gasoline stations | 4 | D | D | D | c | D | D |
| 447190 | Other gasoline stations | 4 | D | D | D | c | D | D |
| 448 | Clothing and clothing accessories stores | 6 | D | D | D | b | D | D |
| 44819 | Other clothing stores | 2 | D | D | D | b | D | D |
| 448190 | Other clothing stores | 2 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, and music stores | 6 | D | D | D | b | D | D |
| 4511 | Sporting goods, hobby, and musical instrument stores | 6 | D | D | D | b | D | D |
| 452 | General merchandise stores | 6 | D | D | D | e | D | D |
| 452111 | Department stores (except discount department stores) .. | 1 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 3 | 2 213 | 268 | 65 | 22 | — | — |
| 452990 | All other general merchandise stores | 3 | 2 213 | 268 | 65 | 22 | — | — |
| 453 | Miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 45393 | Manufactured (mobile) home dealers | 2 | D | D | D | a | D | D |
| 453930 | Manufactured (mobile) home dealers | 2 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|---|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| EAU CLAIRE (PART - EAU CLAIRE COUNTY)—Con. | | | | | | | | |
| 44-45 | Retail trade—Con. | | | | | | | |
| 448 | Clothing and clothing accessories stores—Con. | | | | | | | |
| 4483 | Jewelry, luggage, and leather goods stores | 14 | D | D | D | c | D | D |
| 44831 | Jewelry stores | 14 | D | D | D | c | D | D |
| 448310 | Jewelry stores | 14 | D | D | D | c | D | D |
| 451 | Sporting goods, hobby, book, and music stores | 27 | D | D | D | f | D | D |
| 4511 | Sporting goods, hobby, and musical instrument stores | 21 | 43 671 | 5 909 | 1 870 | 401 | 2.4 | 1.9 |
| 45111 | Sporting goods stores | 11 | D | D | D | e | D | D |
| 451110 | Sporting goods stores | 11 | D | D | D | e | D | D |
| 4511101 | General-line sporting goods stores | 5 | D | D | D | c | D | D |
| 4511102 | Specialty-line sporting goods stores | 6 | D | D | D | b | D | D |
| 45112 | Hobby, toy, and game stores | 6 | D | D | D | b | D | D |
| 451120 | Hobby, toy, and game stores | 6 | D | D | D | b | D | D |
| 45113 | Sewing, needlework, and piece goods stores | 2 | D | D | D | b | D | D |
| 451130 | Sewing, needlework, and piece goods stores | 2 | D | D | D | b | D | D |
| 45114 | Musical instrument and supplies stores | 2 | D | D | D | b | D | D |
| 451140 | Musical instrument and supplies stores | 2 | D | D | D | b | D | D |
| 4512 | Book, periodical, and music stores | 6 | D | D | D | c | D | D |
| 45121 | Book stores and news dealers | 4 | D | D | D | b | D | D |
| 451211 | Book stores | 4 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 3 | D | D | D | b | D | D |
| 4512113 | College book stores | 1 | D | D | D | b | D | D |
| 452 | General merchandise stores | 15 | D | D | D | g | D | D |
| 4521 | Department stores | 7 | D | D | D | f | D | D |
| 45210009 | Department stores (incl. leased depts.) ³ | 7 | D | D | D | f | D | D |
| 45211 | Department stores | 7 | D | D | D | f | D | D |
| 452111 | Department stores (except discount department stores) .. | 4 | D | D | D | e | D | D |
| 452112 | Discount department stores | 3 | D | D | D | e | D | D |
| 4529 | Other general merchandise stores | 8 | D | D | D | f | D | D |
| 45291 | Warehouse clubs and supercenters | 3 | D | D | D | f | D | D |
| 452910 | Warehouse clubs and supercenters | 3 | D | D | D | f | D | D |
| 45299 | All other general merchandise stores | 5 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 5 | D | D | D | b | D | D |
| 4529904 | Miscellaneous general merchandise stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 46 | D | D | D | e | D | D |
| 4531 | Florists | 5 | 2 411 | 525 | 173 | 44 | — | 13.1 |
| 45311 | Florists | 5 | 2 411 | 525 | 173 | 44 | — | 13.1 |
| 453110 | Florists | 5 | 2 411 | 525 | 173 | 44 | — | 13.1 |
| 4532 | Office supplies, stationery, and gift stores | 27 | 18 457 | 2 319 | 578 | 209 | 9.0 | 15.2 |
| 45321 | Office supplies and stationery stores | 4 | D | D | D | b | D | D |
| 453210 | Office supplies and stationery stores | 4 | D | D | D | b | D | D |
| 45322 | Gift, novelty, and souvenir stores | 23 | D | D | D | c | D | D |
| 453220 | Gift, novelty, and souvenir stores | 23 | D | D | D | c | D | D |
| 4533 | Used merchandise stores | 5 | 2 911 | 756 | 182 | 42 | 12.2 | — |
| 45331 | Used merchandise stores | 5 | 2 911 | 756 | 182 | 42 | 12.2 | — |
| 453310 | Used merchandise stores | 5 | 2 911 | 756 | 182 | 42 | 12.2 | — |
| 4539 | Other miscellaneous store retailers | 9 | D | D | D | b | D | D |
| 45391 | Pet and pet supplies stores | 2 | D | D | D | b | D | D |
| 453910 | Pet and pet supplies stores | 2 | D | D | D | b | D | D |
| 45392 | Art dealers | 2 | D | D | D | a | D | D |
| 453920 | Art dealers | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 5 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 23 | D | D | D | c | D | D |
| 4543 | Direct selling establishments | 16 | D | D | D | c | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 2 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 14 | 16 901 | 3 526 | 920 | 146 | 7.2 | .1 |
| 454390 | Other direct selling establishments | 14 | 16 901 | 3 526 | 920 | 146 | 7.2 | .1 |
| EDGERTON | | | | | | | | |
| 44-45 | Retail trade | 14 | 35 154 | 4 317 | 870 | 173 | 4.7 | — |
| 441 | Motor vehicle and parts dealers | 2 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 3 | D | D | D | b | D | D |
| 4441 | Building material and supplies dealers | 2 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 1 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 1 | D | D | D | b | D | D |
| 445 | Food and beverage stores | 2 | D | D | D | b | D | D |
| 447 | Gasoline stations | 4 | 8 315 | 576 | 135 | 32 | 12.7 | — |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|--------------------------------------|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| EDGERTON (PART - ROCK COUNTY) | | | | | | | | |
| 44-45 | Retail trade | 14 | 35 154 | 4 317 | 870 | 173 | 4.7 | — |
| 441 | Motor vehicle and parts dealers | 2 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 3 | D | D | D | b | D | D |
| 4441 | Building material and supplies dealers | 2 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 1 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 1 | D | D | D | b | D | D |
| 445 | Food and beverage stores | 2 | D | D | D | b | D | D |
| 447 | Gasoline stations | 4 | 8 315 | 576 | 135 | 32 | 12.7 | — |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| ELKHORN | | | | | | | | |
| 44-45 | Retail trade | 57 | 158 718 | 13 525 | 3 201 | 607 | 19.9 | .4 |
| 441 | Motor vehicle and parts dealers | 10 | 42 581 | 3 115 | 722 | 116 | 35.6 | — |
| 4412 | Other motor vehicle dealers | 3 | 3 119 | 183 | 32 | 13 | 53.9 | — |
| 44121 | Recreational vehicle dealers | 2 | D | D | D | a | D | D |
| 441210 | Recreational vehicle dealers | 2 | D | D | D | a | D | D |
| 442 | Furniture and home furnishings stores | 4 | 4 572 | 554 | 133 | 23 | 77.3 | — |
| 4422 | Home furnishings stores | 3 | D | D | D | a | D | D |
| 443 | Electronics and appliance stores | 3 | D | D | D | a | D | D |
| 4431 | Electronics and appliance stores | 3 | D | D | D | a | D | D |
| 44311 | Appliance, television, and other electronics stores | 1 | D | D | D | a | D | D |
| 443111 | Household appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 6 | 24 186 | 1 936 | 450 | 76 | 2.5 | — |
| 4441 | Building material and supplies dealers | 4 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 2 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 2 | D | D | D | b | D | D |
| 445 | Food and beverage stores | 7 | 25 578 | 2 820 | 655 | 215 | 5.7 | .8 |
| 4452 | Specialty food stores | 1 | D | D | D | a | D | D |
| 446 | Health and personal care stores | 2 | D | D | D | b | D | D |
| 4461 | Health and personal care stores | 2 | D | D | D | b | D | D |
| 447 | Gasoline stations | 6 | 11 740 | 585 | 143 | 42 | 2.4 | — |
| 44711 | Gasoline stations with convenience stores | 4 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 4 | D | D | D | b | D | D |
| 448 | Clothing and clothing accessories stores | 4 | 1 070 | 255 | 56 | 15 | 60.9 | — |
| 451 | Sporting goods, hobby, book, and music stores | 2 | D | D | D | a | D | D |
| 45114 | Musical instrument and supplies stores | 1 | D | D | D | a | D | D |
| 451140 | Musical instrument and supplies stores | 1 | D | D | D | a | D | D |
| 4512113 | College book stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 9 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 3 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 3 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 3 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 3 | D | D | D | b | D | D |
| ELLSWORTH | | | | | | | | |
| 44-45 | Retail trade | 22 | 46 215 | 3 555 | 950 | 218 | 28.8 | 5.6 |
| 441 | Motor vehicle and parts dealers | 6 | 19 059 | 1 107 | 287 | 43 | 32.9 | 13.5 |
| 444 | Building material and garden equipment and supplies dealers ... | 5 | 9 199 | 971 | 302 | 34 | 9.5 | — |
| 4442 | Lawn and garden equipment and supplies stores | 3 | D | D | D | a | D | D |
| 44422 | Nursery, garden center, and farm supply stores | 3 | D | D | D | a | D | D |
| 444220 | Nursery, garden center, and farm supply stores | 3 | D | D | D | a | D | D |
| 445 | Food and beverage stores | 2 | D | D | D | b | D | D |
| 447 | Gasoline stations | 4 | 8 948 | 579 | 165 | 51 | — | — |
| 448 | Clothing and clothing accessories stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|-------------------|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| ELM GROVE | | | | | | | | |
| 44-45 | Retail trade | 29 | 51 210 | 6 727 | 1 537 | 442 | 7.4 | .2 |
| 441 | Motor vehicle and parts dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture and home furnishings stores | 1 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 2 | D | D | D | b | D | D |
| 44413 | Hardware stores | 2 | D | D | D | b | D | D |
| 444130 | Hardware stores | 2 | D | D | D | b | D | D |
| 445 | Food and beverage stores | 4 | D | D | D | c | D | D |
| 4452 | Specialty food stores | 2 | D | D | D | b | D | D |
| 446 | Health and personal care stores | 4 | D | D | D | c | D | D |
| 4461 | Health and personal care stores | 4 | D | D | D | c | D | D |
| 447 | Gasoline stations | 3 | 6 540 | 583 | 123 | 24 | — | — |
| 448 | Clothing and clothing accessories stores | 6 | 3 199 | 609 | 143 | 39 | 33.9 | — |
| 451 | Sporting goods, hobby, book, and music stores | 3 | D | D | D | b | D | D |
| 45113 | Sewing, needlework, and piece goods stores | 3 | D | D | D | b | D | D |
| 451130 | Sewing, needlework, and piece goods stores | 3 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 3 | 1 528 | 304 | 74 | 36 | 39.3 | — |
| 45392 | Art dealers | 1 | D | D | D | a | D | D |
| 453920 | Art dealers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |
| EVANSVILLE | | | | | | | | |
| 44-45 | Retail trade | 18 | 52 334 | 4 356 | 995 | 206 | 15.6 | 1.4 |
| 441 | Motor vehicle and parts dealers | 1 | D | D | D | b | D | D |
| 443 | Electronics and appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 3 | D | D | D | b | D | D |
| 4442 | Lawn and garden equipment and supplies stores | 1 | D | D | D | a | D | D |
| 44422 | Nursery, garden center, and farm supply stores | 1 | D | D | D | a | D | D |
| 444220 | Nursery, garden center, and farm supply stores | 1 | D | D | D | a | D | D |
| 445 | Food and beverage stores | 4 | 9 506 | 1 130 | 274 | 83 | 82.7 | 7.9 |
| 446 | Health and personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 3 | 4 351 | 311 | 68 | 26 | — | — |
| 451 | Sporting goods, hobby, book, and music stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |
| FITCHBURG | | | | | | | | |
| 44-45 | Retail trade | 47 | 146 380 | 19 007 | 4 015 | 695 | 3.7 | 20.8 |
| 441 | Motor vehicle and parts dealers | 7 | 21 326 | 2 078 | 449 | 78 | 8.6 | 7.4 |
| 4412 | Other motor vehicle dealers | 4 | D | D | D | b | D | D |
| 44121 | Recreational vehicle dealers | 3 | D | D | D | a | D | D |
| 441210 | Recreational vehicle dealers | 3 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 1 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | b | D | D |
| 442 | Furniture and home furnishings stores | 5 | 19 681 | 3 826 | 878 | 121 | — | — |
| 4421 | Furniture stores | 2 | D | D | D | b | D | D |
| 44211 | Furniture stores | 2 | D | D | D | b | D | D |
| 442110 | Furniture stores | 2 | D | D | D | b | D | D |
| 4422 | Home furnishings stores | 3 | D | D | D | b | D | D |
| 44221 | Floor covering stores | 2 | D | D | D | b | D | D |
| 442210 | Floor covering stores | 2 | D | D | D | b | D | D |
| 44229 | Other home furnishings stores | 1 | D | D | D | b | D | D |
| 442299 | All other home furnishings stores | 1 | D | D | D | b | D | D |
| 443 | Electronics and appliance stores | 4 | 6 909 | 2 126 | 512 | 66 | — | 17.2 |
| 4431 | Electronics and appliance stores | 4 | 6 909 | 2 126 | 512 | 66 | — | 17.2 |
| 44311 | Appliance, television, and other electronics stores | 4 | 6 909 | 2 126 | 512 | 66 | — | 17.2 |
| 443112 | Radio, television, and other electronics stores | 4 | 6 909 | 2 126 | 512 | 66 | — | 17.2 |
| 444 | Building material and garden equipment and supplies dealers ... | 6 | 8 381 | 1 767 | 432 | 53 | 17.7 | 12.0 |
| 4442 | Lawn and garden equipment and supplies stores | 3 | D | D | D | b | D | D |
| 44422 | Nursery, garden center, and farm supply stores | 3 | D | D | D | b | D | D |
| 444220 | Nursery, garden center, and farm supply stores | 3 | D | D | D | b | D | D |
| 445 | Food and beverage stores | 4 | D | D | D | c | D | D |
| 4451 | Grocery stores | 3 | D | D | D | c | D | D |
| 446 | Health and personal care stores | 3 | D | D | D | b | D | D |
| 4461 | Health and personal care stores | 3 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

See footnotes at end of table.

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

See footnotes at end of table.

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

See footnotes at end of table.

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| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|--------------------|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| GRAFTON | | | | | | | | |
| 44-45 | Retail trade | 45 | 106 682 | 10 259 | 2 666 | 822 | 7.1 | 6.0 |
| 441 | Motor vehicle and parts dealers | 2 | D | D | D | a | D | D |
| 443 | Electronics and appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers | 5 | 5 658 | 626 | 140 | 54 | 1.0 | — |
| 44413 | Hardware stores | 2 | D | D | D | b | D | D |
| 444130 | Hardware stores | 2 | D | D | D | b | D | D |
| 445 | Food and beverage stores | 4 | 42 935 | 3 949 | 1 010 | 210 | — | 14.0 |
| 4451 | Grocery stores | 3 | D | D | D | c | D | D |
| 446 | Health and personal care stores | 3 | D | D | D | b | D | D |
| 447 | Gasoline stations | 4 | 3 438 | 280 | 64 | 22 | 9.7 | 9.3 |
| 448 | Clothing and clothing accessories stores | 7 | 2 039 | 344 | 107 | 49 | 20.9 | — |
| 451 | Sporting goods, hobby, book, and music stores | 7 | 2 968 | 388 | 75 | 46 | 17.5 | — |
| 4511 | Sporting goods, hobby, and musical instrument stores | 7 | 2 968 | 388 | 75 | 46 | 17.5 | — |
| 452 | General merchandise stores | 4 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 6 | 1 185 | 198 | 44 | 20 | 47.8 | .4 |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |
| GRAND CHUTE | | | | | | | | |
| 44-45 | Retail trade | 265 | 1 182 493 | 120 990 | 28 735 | 6 010 | 2.4 | 1.3 |
| 441 | Motor vehicle and parts dealers | 31 | 290 896 | 25 050 | 5 713 | 778 | 6.0 | 2.2 |
| 4411 | Automobile dealers | 20 | 269 801 | 21 570 | 4 942 | 644 | 6.5 | .2 |
| 44111 | New car dealers | 16 | 266 928 | 21 375 | 4 909 | 634 | 6.0 | — |
| 441110 | New car dealers | 16 | 266 928 | 21 375 | 4 909 | 634 | 6.0 | — |
| 4412 | Other motor vehicle dealers | 3 | 7 924 | 1 132 | 205 | 41 | — | 14.7 |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 2 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 2 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, and tire stores | 8 | 13 171 | 2 348 | 566 | 93 | — | 36.6 |
| 44131 | Automotive parts and accessories stores | 5 | D | D | D | b | D | D |
| 441310 | Automotive parts and accessories stores | 5 | D | D | D | b | D | D |
| 44132 | Tire dealers | 3 | D | D | D | b | D | D |
| 441320 | Tire dealers | 3 | D | D | D | b | D | D |
| 442 | Furniture and home furnishings stores | 22 | 42 564 | 6 757 | 1 502 | 276 | 2.8 | — |
| 4421 | Furniture stores | 7 | 10 729 | 1 366 | 346 | 70 | 5.6 | — |
| 44211 | Furniture stores | 7 | 10 729 | 1 366 | 346 | 70 | 5.6 | — |
| 442110 | Furniture stores | 7 | 10 729 | 1 366 | 346 | 70 | 5.6 | — |
| 4422 | Home furnishings stores | 15 | 31 835 | 5 391 | 1 156 | 206 | 1.9 | — |
| 44221 | Floor covering stores | 6 | 12 910 | 2 889 | 717 | 101 | 4.7 | — |
| 442210 | Floor covering stores | 6 | 12 910 | 2 889 | 717 | 101 | 4.7 | — |
| 44229 | Other home furnishings stores | 9 | 18 925 | 2 502 | 439 | 105 | — | — |
| 442299 | All other home furnishings stores | 9 | 18 925 | 2 502 | 439 | 105 | — | — |
| 443 | Electronics and appliance stores | 15 | 73 372 | 11 011 | 2 749 | 359 | 5.7 | — |
| 4431 | Electronics and appliance stores | 15 | 73 372 | 11 011 | 2 749 | 359 | 5.7 | — |
| 44311 | Appliance, television, and other electronics stores | 7 | D | D | D | e | D | D |
| 443111 | Household appliance stores | 1 | D | D | D | b | D | D |
| 443112 | Radio, television, and other electronics stores | 6 | D | D | D | e | D | D |
| 44312 | Computer and software stores | 7 | D | D | D | b | D | D |
| 443120 | Computer and software stores | 7 | D | D | D | b | D | D |
| 444 | Building material and garden equipment and supplies dealers | 20 | 109 765 | 11 888 | 2 858 | 442 | — | .5 |
| 4441 | Building material and supplies dealers | 19 | D | D | D | e | D | D |
| 44411 | Home centers | 3 | D | D | D | c | D | D |
| 444110 | Home centers | 3 | D | D | D | c | D | D |
| 44412 | Paint and wallpaper stores | 5 | D | D | D | b | D | D |
| 444120 | Paint and wallpaper stores | 5 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 10 | 39 985 | 4 826 | 1 092 | 130 | — | 1.4 |
| 444190 | Other building material dealers | 10 | 39 985 | 4 826 | 1 092 | 130 | — | 1.4 |
| 445 | Food and beverage stores | 5 | D | D | D | e | D | D |
| 4451 | Grocery stores | 3 | D | D | D | c | D | D |
| 44511 | Supermarkets and other grocery (except convenience) stores | 2 | D | D | D | c | D | D |
| 445110 | Supermarkets and other grocery (except convenience) stores | 2 | D | D | D | c | D | D |
| 4452 | Specialty food stores | 2 | D | D | D | b | D | D |
| 446 | Health and personal care stores | 17 | 25 187 | 4 021 | 1 003 | 254 | — | — |
| 4461 | Health and personal care stores | 17 | 25 187 | 4 021 | 1 003 | 254 | — | — |
| 44612 | Cosmetics, beauty supplies, and perfume stores | 5 | 5 270 | 769 | 198 | 96 | — | — |
| 446120 | Cosmetics, beauty supplies, and perfume stores | 5 | 5 270 | 769 | 198 | 96 | — | — |
| 44613 | Optical goods stores | 8 | D | D | D | b | D | D |
| 446130 | Optical goods stores | 8 | D | D | D | b | D | D |
| 44619 | Other health and personal care stores | 2 | D | D | D | b | D | D |
| 446199 | All other health and personal care stores | 1 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|-------------------------|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| GRAND CHUTE—Con. | | | | | | | | |
| 44-45 | Retail trade—Con. | | | | | | | |
| 454 | Nonstore retailers | 10 | 24 764 | 4 913 | 1 236 | 189 | 2.3 | — |
| 4542 | Vending machine operators | 2 | D | D | D | c | D | D |
| 45421 | Vending machine operators | 2 | D | D | D | c | D | D |
| 454210 | Vending machine operators | 2 | D | D | D | c | D | D |
| 4543 | Direct selling establishments | 6 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 5 | 6 303 | 1 245 | 307 | 65 | 8.2 | — |
| 454390 | Other direct selling establishments | 5 | 6 303 | 1 245 | 307 | 65 | 8.2 | — |
| GREEN BAY | | | | | | | | |
| 44-45 | Retail trade | 503 | 1 539 964 | 176 172 | 41 452 | 8 568 | 11.7 | 3.6 |
| 441 | Motor vehicle and parts dealers | 57 | 370 045 | 37 955 | 8 670 | 1 015 | 31.1 | .2 |
| 4411 | Automobile dealers | 31 | 339 539 | 27 299 | 6 094 | 715 | 33.1 | .2 |
| 44111 | New car dealers | 7 | 306 409 | 24 925 | 5 524 | 619 | 35.0 | — |
| 441110 | New car dealers | 7 | 306 409 | 24 925 | 5 524 | 619 | 35.0 | — |
| 441112 | Used car dealers | 24 | 33 130 | 2 374 | 570 | 96 | 15.4 | 1.8 |
| 441120 | Used car dealers | 24 | 33 130 | 2 374 | 570 | 96 | 15.4 | 1.8 |
| 4412 | Other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 441222 | Boat dealers | 2 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, and tire stores | 24 | D | D | D | e | D | D |
| 44131 | Automotive parts and accessories stores | 18 | D | D | D | c | D | D |
| 441310 | Automotive parts and accessories stores | 18 | D | D | D | c | D | D |
| 44132 | Tire dealers | 6 | 14 812 | 7 801 | 1 946 | 170 | 1.9 | — |
| 441320 | Tire dealers | 6 | 14 812 | 7 801 | 1 946 | 170 | 1.9 | — |
| 442 | Furniture and home furnishings stores | 28 | 30 624 | 4 923 | 1 169 | 254 | 17.4 | 12.5 |
| 4421 | Furniture stores | 12 | 12 973 | 1 965 | 436 | 85 | 32.0 | 9.8 |
| 44211 | Furniture stores | 12 | 12 973 | 1 965 | 436 | 85 | 32.0 | 9.8 |
| 442110 | Furniture stores | 12 | 12 973 | 1 965 | 436 | 85 | 32.0 | 9.8 |
| 4422 | Home furnishings stores | 16 | 17 651 | 2 958 | 733 | 169 | 6.7 | 14.6 |
| 44229 | Other home furnishings stores | 14 | D | D | D | c | D | D |
| 442299 | All other home furnishings stores | 13 | D | D | D | c | D | D |
| 443 | Electronics and appliance stores | 33 | 116 143 | 11 408 | 2 841 | 460 | 4.7 | .5 |
| 4431 | Electronics and appliance stores | 33 | 116 143 | 11 408 | 2 841 | 460 | 4.7 | .5 |
| 44311 | Appliance, television, and other electronics stores | 26 | D | D | D | e | D | D |
| 443111 | Household appliance stores | 10 | D | D | D | b | D | D |
| 443112 | Radio, television, and other electronics stores | 16 | 57 643 | 5 470 | 1 549 | 276 | 3.9 | 1.0 |
| 44312 | Computer and software stores | 7 | D | D | D | c | D | D |
| 443120 | Computer and software stores | 7 | D | D | D | c | D | D |
| 444 | Building material and garden equipment and supplies dealers | 30 | 129 178 | 26 872 | 6 573 | 809 | 6.8 | 9.7 |
| 4441 | Building material and supplies dealers | 28 | D | D | D | f | D | D |
| 44411 | Home centers | 1 | D | D | D | c | D | D |
| 444110 | Home centers | 1 | D | D | D | c | D | D |
| 44412 | Paint and wallpaper stores | 6 | D | D | D | b | D | D |
| 444120 | Paint and wallpaper stores | 6 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 17 | 83 242 | 20 978 | 5 175 | 533 | 9.6 | 11.6 |
| 444190 | Other building material dealers | 17 | 83 242 | 20 978 | 5 175 | 533 | 9.6 | 11.6 |
| 4442 | Lawn and garden equipment and supplies stores | 2 | D | D | D | b | D | D |
| 44422 | Nursery, garden center, and farm supply stores | 1 | D | D | D | b | D | D |
| 444220 | Nursery, garden center, and farm supply stores | 1 | D | D | D | b | D | D |
| 445 | Food and beverage stores | 42 | 204 099 | 17 069 | 4 093 | 1 146 | 7.0 | 2.3 |
| 4451 | Grocery stores | 22 | 191 014 | 15 963 | 3 837 | 1 042 | 5.8 | 2.2 |
| 44511 | Supermarkets and other grocery (except convenience) stores | 19 | 189 635 | 15 806 | 3 791 | 1 031 | 5.8 | 2.3 |
| 445110 | Supermarkets and other grocery (except convenience) stores | 19 | 189 635 | 15 806 | 3 791 | 1 031 | 5.8 | 2.3 |
| 4452 | Specialty food stores | 7 | 947 | 309 | 73 | 19 | 42.8 | — |
| 4453 | Beer, wine, and liquor stores | 13 | 12 138 | 797 | 183 | 85 | 23.0 | 2.8 |
| 44531 | Beer, wine, and liquor stores | 13 | 12 138 | 797 | 183 | 85 | 23.0 | 2.8 |
| 445310 | Beer, wine, and liquor stores | 13 | 12 138 | 797 | 183 | 85 | 23.0 | 2.8 |
| 446 | Health and personal care stores | 39 | 84 378 | 12 867 | 2 488 | 516 | 4.7 | 14.2 |
| 4461 | Health and personal care stores | 39 | 84 378 | 12 867 | 2 488 | 516 | 4.7 | 14.2 |
| 44611 | Pharmacies and drug stores | 17 | 75 964 | 11 136 | 2 047 | 393 | 5.2 | 15.7 |
| 446110 | Pharmacies and drug stores | 17 | 75 964 | 11 136 | 2 047 | 393 | 5.2 | 15.7 |
| 4461101 | Pharmacies and drug stores | 17 | 75 964 | 11 136 | 2 047 | 393 | 5.2 | 15.7 |
| 44612 | Cosmetics, beauty supplies, and perfume stores | 7 | 2 676 | 434 | 105 | 55 | 2.9 | — |
| 446120 | Cosmetics, beauty supplies, and perfume stores | 7 | 2 676 | 434 | 105 | 55 | 2.9 | — |
| 44613 | Optical goods stores | 7 | D | D | D | b | D | D |
| 446130 | Optical goods stores | 7 | D | D | D | b | D | D |
| 44619 | Other health and personal care stores | 8 | D | D | D | b | D | D |
| 446191 | Food (health) supplement stores | 6 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|---------------------------|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| HALES CORNERS—Con. | | | | | | | | |
| 44-45 | Retail trade—Con. | | | | | | | |
| 447 | Gasoline stations | 10 | 21 167 | 909 | 212 | 55 | 28.7 | 31.3 |
| 44711 | Gasoline stations with convenience stores | 10 | 21 167 | 909 | 212 | 55 | 28.7 | 31.3 |
| 447110 | Gasoline stations with convenience stores | 10 | 21 167 | 909 | 212 | 55 | 28.7 | 31.3 |
| 448 | Clothing and clothing accessories stores | 8 | 2 937 | 432 | 104 | 27 | 24.5 | 15.0 |
| 451 | Sporting goods, hobby, book, and music stores | 4 | 5 972 | 1 128 | 176 | 67 | 5.3 | — |
| 4511 | Sporting goods, hobby, and musical instrument stores | 4 | 5 972 | 1 128 | 176 | 67 | 5.3 | — |
| 45111 | Sporting goods stores | 4 | 5 972 | 1 128 | 176 | 67 | 5.3 | — |
| 451110 | Sporting goods stores | 4 | 5 972 | 1 128 | 176 | 67 | 5.3 | — |
| 4511101 | General-line sporting goods stores | 1 | D | D | D | b | D | D |
| 452 | General merchandise stores | 3 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 5 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 2 | D | D | D | b | D | D |
| 45392 | Art dealers | 1 | D | D | D | a | D | D |
| 453920 | Art dealers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| HARTFORD | | | | | | | | |
| 44-45 | Retail trade | 67 | 189 281 | 15 675 | 3 592 | 906 | 12.1 | .3 |
| 441 | Motor vehicle and parts dealers | 7 | 77 800 | 4 308 | 1 019 | 271 | 11.3 | — |
| 4411 | Automobile dealers | 5 | D | D | D | c | D | D |
| 442 | Furniture and home furnishings stores | 3 | D | D | D | b | D | D |
| 4421 | Furniture stores | 1 | D | D | D | a | D | D |
| 44211 | Furniture stores | 1 | D | D | D | a | D | D |
| 442110 | Furniture stores | 1 | D | D | D | a | D | D |
| 443 | Electronics and appliance stores | 3 | 3 894 | 773 | 155 | 34 | 100.0 | — |
| 4431 | Electronics and appliance stores | 3 | 3 894 | 773 | 155 | 34 | 100.0 | — |
| 44311 | Appliance, television, and other electronics stores | 3 | 3 894 | 773 | 155 | 34 | 100.0 | — |
| 443112 | Radio, television, and other electronics stores | 3 | 3 894 | 773 | 155 | 34 | 100.0 | — |
| 444 | Building material and garden equipment and supplies dealers | 4 | 14 797 | 1 375 | 313 | 41 | — | .2 |
| 44419 | Other building material dealers | 3 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 3 | D | D | D | b | D | D |
| 4442 | Lawn and garden equipment and supplies stores | 1 | D | D | D | a | D | D |
| 44422 | Nursery, garden center, and farm supply stores | 1 | D | D | D | a | D | D |
| 444220 | Nursery, garden center, and farm supply stores | 1 | D | D | D | a | D | D |
| 445 | Food and beverage stores | 8 | 29 541 | 3 073 | 707 | 189 | 3.7 | .5 |
| 4452 | Specialty food stores | 2 | D | D | D | b | D | D |
| 446 | Health and personal care stores | 6 | D | D | D | b | D | D |
| 4461 | Health and personal care stores | 6 | D | D | D | b | D | D |
| 447 | Gasoline stations | 9 | 22 025 | 958 | 227 | 71 | 7.0 | 1.2 |
| 44711 | Gasoline stations with convenience stores | 7 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 7 | D | D | D | b | D | D |
| 448 | Clothing and clothing accessories stores | 8 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, and music stores | 4 | 1 705 | 236 | 48 | 27 | 57.9 | — |
| 452 | General merchandise stores | 2 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 12 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|--|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| HARTFORD (PART - WASHINGTON COUNTY) | | | | | | | | |
| 44-45 | Retail trade | 67 | 189 281 | 15 675 | 3 592 | 906 | 12.1 | .3 |
| 441 | Motor vehicle and parts dealers | 7 | 77 800 | 4 308 | 1 019 | 271 | 11.3 | — |
| 4411 | Automobile dealers | 5 | D | D | D | c | D | D |
| 442 | Furniture and home furnishings stores | 3 | D | D | D | b | D | D |
| 4421 | Furniture stores | 1 | D | D | D | a | D | D |
| 44211 | Furniture stores | 1 | D | D | D | a | D | D |
| 442110 | Furniture stores | 1 | D | D | D | a | D | D |
| 443 | Electronics and appliance stores | 3 | 3 894 | 773 | 155 | 34 | 100.0 | — |
| 4431 | Electronics and appliance stores | 3 | 3 894 | 773 | 155 | 34 | 100.0 | — |
| 44311 | Appliance, television, and other electronics stores | 3 | 3 894 | 773 | 155 | 34 | 100.0 | — |
| 443112 | Radio, television, and other electronics stores | 3 | 3 894 | 773 | 155 | 34 | 100.0 | — |
| 444 | Building material and garden equipment and supplies dealers ... | 4 | 14 797 | 1 375 | 313 | 41 | — | .2 |
| 44419 | Other building material dealers | 3 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 3 | D | D | D | b | D | D |
| 4442 | Lawn and garden equipment and supplies stores | 1 | D | D | D | a | D | D |
| 44422 | Nursery, garden center, and farm supply stores | 1 | D | D | D | a | D | D |
| 444220 | Nursery, garden center, and farm supply stores | 1 | D | D | D | a | D | D |
| 445 | Food and beverage stores | 8 | 29 541 | 3 073 | 707 | 189 | 3.7 | .5 |
| 4452 | Specialty food stores | 2 | D | D | D | b | D | D |
| 446 | Health and personal care stores | 6 | D | D | D | b | D | D |
| 4461 | Health and personal care stores | 6 | D | D | D | b | D | D |
| 447 | Gasoline stations | 9 | 22 025 | 958 | 227 | 71 | 7.0 | 1.2 |
| 44711 | Gasoline stations with convenience stores | 7 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 7 | D | D | D | b | D | D |
| 448 | Clothing and clothing accessories stores | 8 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, and music stores | 4 | 1 705 | 236 | 48 | 27 | 57.9 | — |
| 452 | General merchandise stores | 2 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 12 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| HARTLAND | | | | | | | | |
| 44-45 | Retail trade | 29 | 70 344 | 7 115 | 1 701 | 423 | 49.7 | 7.7 |
| 441 | Motor vehicle and parts dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture and home furnishings stores | 3 | 7 732 | 1 427 | 299 | 46 | 69.6 | — |
| 4422 | Home furnishings stores | 3 | 7 732 | 1 427 | 299 | 46 | 69.6 | — |
| 44221 | Floor covering stores | 3 | 7 732 | 1 427 | 299 | 46 | 69.6 | — |
| 442210 | Floor covering stores | 3 | 7 732 | 1 427 | 299 | 46 | 69.6 | — |
| 444 | Building material and garden equipment and supplies dealers ... | 1 | D | D | D | a | D | D |
| 445 | Food and beverage stores | 5 | D | D | D | c | D | D |
| 446 | Health and personal care stores | 4 | D | D | D | b | D | D |
| 447 | Gasoline stations | 3 | 25 205 | 881 | 232 | 62 | 91.5 | — |
| 4471 | Gasoline stations | 3 | 25 205 | 881 | 232 | 62 | 91.5 | — |
| 44719 | Other gasoline stations | 1 | D | D | D | b | D | D |
| 447190 | Other gasoline stations | 1 | D | D | D | b | D | D |
| 448 | Clothing and clothing accessories stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, and music stores | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 7 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, and gift stores | 4 | 2 621 | 456 | 100 | 31 | 30.3 | — |
| 45321 | Office supplies and stationery stores | 1 | D | D | D | a | D | D |
| 453210 | Office supplies and stationery stores | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |
| 4543 | Direct selling establishments | 2 | D | D | D | a | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|-------------------------------------|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|--|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| HOWARD—Con. | | | | | | | | |
| 44-45 | Retail trade—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 10 | 2 670 | 454 | 104 | 49 | 12.1 | 2.2 |
| 4539 | Other miscellaneous store retailers | 3 | 1 463 | 279 | 69 | 22 | 6.6 | — |
| 45392 | Art dealers | 1 | D | D | D | a | D | D |
| 453920 | Art dealers | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 4 | 313 | 43 | 9 | 3 | — | 20.1 |
| HOWARD (PART - BROWN COUNTY) | | | | | | | | |
| 44-45 | Retail trade | 66 | 139 132 | 15 438 | 3 275 | 680 | 7.4 | 4.5 |
| 441 | Motor vehicle and parts dealers | 12 | 16 442 | 1 506 | 400 | 74 | 9.9 | 11.6 |
| 44112 | Used car dealers | 3 | 6 353 | 296 | 88 | 13 | 24.9 | — |
| 441120 | Used car dealers | 3 | 6 353 | 296 | 88 | 13 | 24.9 | — |
| 4412 | Other motor vehicle dealers | 7 | D | D | D | b | D | D |
| 44121 | Recreational vehicle dealers | 2 | D | D | D | a | D | D |
| 441210 | Recreational vehicle dealers | 2 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 5 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 4 | D | D | D | b | D | D |
| 441222 | Boat dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture and home furnishings stores | 7 | 2 296 | 413 | 83 | 21 | 8.5 | 5.6 |
| 443 | Electronics and appliance stores | 2 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 8 | 17 460 | 5 180 | 1 120 | 139 | 8.6 | — |
| 4441 | Building material and supplies dealers | 8 | 17 460 | 5 180 | 1 120 | 139 | 8.6 | — |
| 44419 | Other building material dealers | 7 | D | D | D | c | D | D |
| 444190 | Other building material dealers | 7 | D | D | D | c | D | D |
| 445 | Food and beverage stores | 3 | D | D | D | c | D | D |
| 4452 | Specialty food stores | 2 | D | D | D | a | D | D |
| 446 | Health and personal care stores | 2 | D | D | D | b | D | D |
| 4461 | Health and personal care stores | 2 | D | D | D | b | D | D |
| 447 | Gasoline stations | 13 | 30 408 | 1 545 | 366 | 121 | 20.9 | 13.6 |
| 4471 | Gasoline stations | 13 | 30 408 | 1 545 | 366 | 121 | 20.9 | 13.6 |
| 44711 | Gasoline stations with convenience stores | 12 | D | D | D | c | D | D |
| 447110 | Gasoline stations with convenience stores | 12 | D | D | D | c | D | D |
| 451 | Sporting goods, hobby, book, and music stores | 4 | 1 077 | 209 | 54 | 16 | — | — |
| 452 | General merchandise stores | 1 | D | D | D | c | D | D |
| 4529 | Other general merchandise stores | 1 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 1 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 1 | D | D | D | c | D | D |
| 4529904 | Miscellaneous general merchandise stores | 1 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 10 | 2 670 | 454 | 104 | 49 | 12.1 | 2.2 |
| 4539 | Other miscellaneous store retailers | 3 | 1 463 | 279 | 69 | 22 | 6.6 | — |
| 45392 | Art dealers | 1 | D | D | D | a | D | D |
| 453920 | Art dealers | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 4 | 313 | 43 | 9 | 3 | — | 20.1 |
| HOWARDS GROVE | | | | | | | | |
| 44-45 | Retail trade | 12 | 18 550 | 1 770 | 396 | 136 | 36.2 | — |
| 444 | Building material and garden equipment and supplies dealers ... | 2 | D | D | D | b | D | D |
| 4442 | Lawn and garden equipment and supplies stores | 2 | D | D | D | b | D | D |
| 44422 | Nursery, garden center, and farm supply stores | 1 | D | D | D | a | D | D |
| 444220 | Nursery, garden center, and farm supply stores | 1 | D | D | D | a | D | D |
| 445 | Food and beverage stores | 3 | D | D | D | b | D | D |
| 446 | Health and personal care stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

See footnotes at end of table.

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| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|-------------------|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| JANESVILLE | | | | | | | | |
| 44-45 | Retail trade | 300 | 1 037 404 | 98 676 | 23 950 | 5 236 | 3.7 | 4.3 |
| 441 | Motor vehicle and parts dealers | 32 | 238 440 | 18 419 | 4 287 | 495 | 2.7 | 2.4 |
| 4411 | Automobile dealers | 14 | 205 553 | 13 334 | 3 185 | 329 | 2.9 | 2.8 |
| 44111 | New car dealers | 7 | 194 680 | 12 833 | 3 062 | 310 | — | 2.9 |
| 441110 | New car dealers | 7 | 194 680 | 12 833 | 3 062 | 310 | — | 2.9 |
| 44112 | Used car dealers | 7 | 10 873 | 501 | 123 | 19 | 54.7 | — |
| 441120 | Used car dealers | 7 | 10 873 | 501 | 123 | 19 | 54.7 | — |
| 4412 | Other motor vehicle dealers | 4 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 3 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 2 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, and tire stores | 14 | D | D | D | c | D | D |
| 44131 | Automotive parts and accessories stores | 9 | 12 644 | 2 173 | 520 | 84 | 1.0 | — |
| 441310 | Automotive parts and accessories stores | 9 | 12 644 | 2 173 | 520 | 84 | 1.0 | — |
| 44132 | Tire dealers | 5 | D | D | D | b | D | D |
| 441320 | Tire dealers | 5 | D | D | D | b | D | D |
| 442 | Furniture and home furnishings stores | 20 | 24 235 | 3 674 | 874 | 154 | 10.3 | .4 |
| 4421 | Furniture stores | 12 | 13 572 | 2 070 | 514 | 92 | 1.0 | .7 |
| 44211 | Furniture stores | 12 | 13 572 | 2 070 | 514 | 92 | 1.0 | .7 |
| 442110 | Furniture stores | 12 | 13 572 | 2 070 | 514 | 92 | 1.0 | .7 |
| 4422 | Home furnishings stores | 8 | 10 663 | 1 604 | 360 | 62 | 22.1 | — |
| 44221 | Floor covering stores | 7 | D | D | D | b | D | D |
| 442210 | Floor covering stores | 7 | D | D | D | b | D | D |
| 443 | Electronics and appliance stores | 16 | 12 115 | 1 727 | 410 | 82 | 2.2 | 3.1 |
| 4431 | Electronics and appliance stores | 16 | 12 115 | 1 727 | 410 | 82 | 2.2 | 3.1 |
| 44311 | Appliance, television, and other electronics stores | 10 | D | D | D | b | D | D |
| 443111 | Household appliance stores | 5 | D | D | D | b | D | D |
| 443112 | Radio, television, and other electronics stores | 5 | D | D | D | b | D | D |
| 44312 | Computer and software stores | 5 | D | D | D | b | D | D |
| 443120 | Computer and software stores | 5 | D | D | D | b | D | D |
| 44313 | Camera and photographic supplies stores | 1 | D | D | D | a | D | D |
| 443130 | Camera and photographic supplies stores | 1 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 28 | 122 174 | 14 163 | 3 346 | 554 | 1.6 | 1.4 |
| 4441 | Building material and supplies dealers | 19 | 115 432 | 12 817 | 3 118 | 475 | — | 1.4 |
| 44411 | Home centers | 3 | D | D | D | e | D | D |
| 444110 | Home centers | 3 | D | D | D | e | D | D |
| 44419 | Other building material dealers | 10 | 41 343 | 5 697 | 1 347 | 159 | — | — |
| 444190 | Other building material dealers | 10 | 41 343 | 5 697 | 1 347 | 159 | — | — |
| 4442 | Lawn and garden equipment and supplies stores | 9 | 6 742 | 1 346 | 228 | 79 | 28.7 | 1.0 |
| 44422 | Nursery, garden center, and farm supply stores | 4 | D | D | D | b | D | D |
| 444220 | Nursery, garden center, and farm supply stores | 4 | D | D | D | b | D | D |
| 445 | Food and beverage stores | 20 | 152 851 | 12 265 | 3 105 | 735 | 7.4 | 18.4 |
| 4451 | Grocery stores | 10 | 147 364 | 11 672 | 2 947 | 694 | 6.4 | 19.1 |
| 44511 | Supermarkets and other grocery (except convenience) stores | 10 | 147 364 | 11 672 | 2 947 | 694 | 6.4 | 19.1 |
| 445110 | Supermarkets and other grocery (except convenience) stores | 10 | 147 364 | 11 672 | 2 947 | 694 | 6.4 | 19.1 |
| 4452 | Specialty food stores | 6 | 2 389 | 415 | 112 | 28 | 22.3 | — |
| 446 | Health and personal care stores | 27 | 62 806 | 8 427 | 2 123 | 352 | — | 2.1 |
| 4461 | Health and personal care stores | 27 | 62 806 | 8 427 | 2 123 | 352 | — | 2.1 |
| 44611 | Pharmacies and drug stores | 14 | 55 703 | 6 907 | 1 733 | 250 | — | 1.5 |
| 446110 | Pharmacies and drug stores | 14 | 55 703 | 6 907 | 1 733 | 250 | — | 1.5 |
| 4461101 | Pharmacies and drug stores | 14 | 55 703 | 6 907 | 1 733 | 250 | — | 1.5 |
| 44612 | Cosmetics, beauty supplies, and perfume stores | 3 | D | D | D | b | D | D |
| 446120 | Cosmetics, beauty supplies, and perfume stores | 3 | D | D | D | b | D | D |
| 44613 | Optical goods stores | 7 | D | D | D | b | D | D |
| 446130 | Optical goods stores | 7 | D | D | D | b | D | D |
| 447 | Gasoline stations | 34 | 100 255 | 4 901 | 1 139 | 331 | 10.2 | 6.1 |
| 4471 | Gasoline stations | 34 | 100 255 | 4 901 | 1 139 | 331 | 10.2 | 6.1 |
| 44711 | Gasoline stations with convenience stores | 23 | 52 552 | 3 155 | 740 | 216 | 3.2 | 8.3 |
| 447110 | Gasoline stations with convenience stores | 23 | 52 552 | 3 155 | 740 | 216 | 3.2 | 8.3 |
| 44719 | Other gasoline stations | 11 | 47 703 | 1 746 | 399 | 115 | 18.0 | 3.6 |
| 447190 | Other gasoline stations | 11 | 47 703 | 1 746 | 399 | 115 | 18.0 | 3.6 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|--------------------------|--|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| JANESVILLE—Con. | | | | | | | | |
| Retail trade—Con. | | | | | | | | |
| 44-45 | Retail trade—Con. | | | | | | | |
| 448 | Clothing and clothing accessories stores | 43 | 41 237 | 5 768 | 1 408 | 463 | 2.2 | — |
| 4481 | Clothing stores | 25 | 24 487 | 2 728 | 639 | 297 | .8 | — |
| 44813 | Children's and infants' clothing stores | 2 | D | D | D | a | D | D |
| 448130 | Children's and infants' clothing stores | 2 | D | D | D | a | D | D |
| 44814 | Family clothing stores | 7 | 15 470 | 1 213 | 299 | 180 | — | — |
| 448140 | Family clothing stores | 7 | 15 470 | 1 213 | 299 | 180 | — | — |
| 44815 | Clothing accessories stores | 2 | D | D | D | a | D | D |
| 448150 | Clothing accessories stores | 2 | D | D | D | a | D | D |
| 44819 | Other clothing stores | 5 | D | D | D | b | D | D |
| 448190 | Other clothing stores | 5 | D | D | D | b | D | D |
| 4482 | Shoe stores | 10 | D | D | D | b | D | D |
| 44821 | Shoe stores | 10 | D | D | D | b | D | D |
| 448210 | Shoe stores | 10 | D | D | D | b | D | D |
| 4482104 | Family shoe stores | 8 | D | D | D | b | D | D |
| 4482105 | Athletic footwear stores | 2 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, and leather goods stores | 8 | D | D | D | b | D | D |
| 44831 | Jewelry stores | 8 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 8 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, and music stores | 27 | 29 262 | 3 533 | 830 | 306 | 2.4 | .8 |
| 4511 | Sporting goods, hobby, and musical instrument stores | 19 | D | D | D | c | D | D |
| 45111 | Sporting goods stores | 6 | 9 331 | 1 056 | 240 | 73 | 3.4 | — |
| 451110 | Sporting goods stores | 6 | 9 331 | 1 056 | 240 | 73 | 3.4 | — |
| 4511102 | Specialty-line sporting goods stores | 4 | D | D | D | b | D | D |
| 45112 | Hobby, toy, and game stores | 8 | 10 326 | 1 276 | 304 | 122 | 3.7 | — |
| 451120 | Hobby, toy, and game stores | 8 | 10 326 | 1 276 | 304 | 122 | 3.7 | — |
| 45113 | Sewing, needlework, and piece goods stores | 2 | D | D | D | b | D | D |
| 451130 | Sewing, needlework, and piece goods stores | 2 | D | D | D | b | D | D |
| 45114 | Musical instrument and supplies stores | 3 | 943 | 164 | 36 | 12 | — | 24.5 |
| 451140 | Musical instrument and supplies stores | 3 | 943 | 164 | 36 | 12 | — | 24.5 |
| 4512 | Book, periodical, and music stores | 8 | D | D | D | b | D | D |
| 45121 | Book stores and news dealers | 5 | D | D | D | b | D | D |
| 451211 | Book stores | 5 | D | D | D | b | D | D |
| 4512111 | Book stores, general | 3 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 1 | D | D | D | a | D | D |
| 4512113 | College book stores | 1 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, and record stores | 3 | D | D | D | b | D | D |
| 451220 | Prerecorded tape, compact disc, and record stores | 3 | D | D | D | b | D | D |
| 452 | General merchandise stores | 13 | 215 559 | 20 440 | 5 145 | 1 360 | — | — |
| 4521 | Department stores | 9 | 210 631 | 19 914 | 5 033 | 1 323 | — | — |
| 45210009 | Department stores (incl. leased depts.) ³ | 9 | 213 694 | 19 914 | 5 033 | 1 323 | — | — |
| 45211 | Department stores | 9 | 210 631 | 19 914 | 5 033 | 1 323 | — | — |
| 452111 | Department stores (except discount department stores) .. | 4 | D | D | D | f | D | D |
| 452112 | Discount department stores | 5 | D | D | D | f | D | D |
| 45299 | All other general merchandise stores | 4 | 4 928 | 526 | 112 | 37 | — | — |
| 452990 | All other general merchandise stores | 4 | 4 928 | 526 | 112 | 37 | — | — |
| 4529904 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 30 | 24 679 | 3 154 | 732 | 252 | .8 | .3 |
| 4531 | Florists | 5 | 1 690 | 510 | 120 | 44 | — | — |
| 45311 | Florists | 5 | 1 690 | 510 | 120 | 44 | — | — |
| 453110 | Florists | 5 | 1 690 | 510 | 120 | 44 | — | — |
| 4532 | Office supplies, stationery, and gift stores | 12 | D | D | D | c | D | D |
| 45321 | Office supplies and stationery stores | 3 | 10 121 | 909 | 219 | 66 | — | — |
| 453210 | Office supplies and stationery stores | 3 | 10 121 | 909 | 219 | 66 | — | — |
| 4539 | Other miscellaneous store retailers | 12 | D | D | D | b | D | D |
| 45391 | Pet and pet supplies stores | 4 | 5 173 | 745 | 160 | 60 | — | — |
| 453910 | Pet and pet supplies stores | 4 | 5 173 | 745 | 160 | 60 | — | — |
| 45399 | All other miscellaneous store retailers | 7 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 10 | 13 791 | 2 205 | 551 | 152 | 25.5 | 4.2 |
| 4542 | Vending machine operators | 3 | D | D | D | b | D | D |
| 45421 | Vending machine operators | 3 | D | D | D | b | D | D |
| 454210 | Vending machine operators | 3 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 6 | 6 556 | 568 | 138 | 51 | 50.5 | 8.7 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 1 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 4 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 4 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|---------------------------------------|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|--|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| KIEL (PART - MANITOWOC COUNTY) | | | | | | | | |
| 44-45 | Retail trade | 21 | D | D | D | c | D | D |
| 441 | Motor vehicle and parts dealers | 2 | D | D | D | a | D | D |
| 442 | Furniture and home furnishings stores | 2 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 2 | D | D | D | a | D | D |
| 445 | Food and beverage stores | 3 | D | D | D | b | D | D |
| 446 | Health and personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 6 | 20 771 | 897 | 205 | 67 | 8.2 | — |
| 448 | Clothing and clothing accessories stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| KIMBERLY | | | | | | | | |
| 44-45 | Retail trade | 13 | 45 462 | 4 967 | 1 121 | 347 | 7.9 | 34.6 |
| 441 | Motor vehicle and parts dealers | 1 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 3 | 3 321 | 655 | 123 | 25 | 60.8 | — |
| 445 | Food and beverage stores | 1 | D | D | D | c | D | D |
| 446 | Health and personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 2 | D | D | D | a | D | D |
| 448 | Clothing and clothing accessories stores | 2 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| LA CROSSE | | | | | | | | |
| 44-45 | Retail trade | 298 | 847 012 | 91 130 | 22 164 | 5 192 | 6.3 | 6.0 |
| 441 | Motor vehicle and parts dealers | 26 | 190 539 | 17 754 | 4 159 | 539 | 20.6 | — |
| 4411 | Automobile dealers | 13 | 165 885 | 14 254 | 3 322 | 410 | 23.6 | — |
| 44111 | New car dealers | 8 | 157 244 | 13 771 | 3 238 | 397 | 20.6 | — |
| 441110 | New car dealers | 8 | 157 244 | 13 771 | 3 238 | 397 | 20.6 | — |
| 44112 | Used car dealers | 5 | 8 641 | 483 | 84 | 13 | 78.2 | — |
| 441120 | Used car dealers | 5 | 8 641 | 483 | 84 | 13 | 78.2 | — |
| 4412 | Other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | a | D | D |
| 441222 | Boat dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, and tire stores | 11 | D | D | D | c | D | D |
| 44131 | Automotive parts and accessories stores | 9 | 8 745 | 1 793 | 477 | 81 | .9 | — |
| 441310 | Automotive parts and accessories stores | 9 | 8 745 | 1 793 | 477 | 81 | .9 | — |
| 44132 | Tire dealers | 2 | D | D | D | b | D | D |
| 441320 | Tire dealers | 2 | D | D | D | b | D | D |
| 442 | Furniture and home furnishings stores | 17 | 17 591 | 2 802 | 694 | 125 | 4.8 | — |
| 4421 | Furniture stores | 10 | 11 916 | 1 853 | 477 | 78 | 4.0 | — |
| 44211 | Furniture stores | 10 | 11 916 | 1 853 | 477 | 78 | 4.0 | — |
| 442110 | Furniture stores | 10 | 11 916 | 1 853 | 477 | 78 | 4.0 | — |
| 4422 | Home furnishings stores | 7 | 5 675 | 949 | 217 | 47 | 6.4 | — |
| 44221 | Floor covering stores | 3 | D | D | D | b | D | D |
| 442210 | Floor covering stores | 3 | D | D | D | b | D | D |
| 44229 | Other home furnishings stores | 4 | D | D | D | b | D | D |
| 443 | Electronics and appliance stores | 14 | 49 378 | 5 347 | 1 392 | 279 | 1.0 | .5 |
| 4431 | Electronics and appliance stores | 14 | 49 378 | 5 347 | 1 392 | 279 | 1.0 | .5 |
| 44311 | Appliance, television, and other electronics stores | 11 | D | D | D | e | D | D |
| 443111 | Household appliance stores | 5 | D | D | D | c | D | D |
| 443112 | Radio, television, and other electronics stores | 6 | D | D | D | c | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 25 | 120 700 | 12 332 | 3 060 | 443 | 1.5 | 18.5 |
| 4441 | Building material and supplies dealers | 20 | 119 552 | 12 202 | 3 032 | 435 | 1.2 | 18.6 |
| 44411 | Home centers | 4 | D | D | D | c | D | D |
| 444110 | Home centers | 4 | D | D | D | c | D | D |
| 44413 | Hardware stores | 1 | D | D | D | b | D | D |
| 444130 | Hardware stores | 1 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 14 | 72 123 | 7 631 | 1 806 | 215 | 2.1 | 28.4 |
| 444190 | Other building material dealers | 14 | 72 123 | 7 631 | 1 806 | 215 | 2.1 | 28.4 |
| 445 | Food and beverage stores | 16 | D | D | D | f | D | D |
| 4451 | Grocery stores | 9 | D | D | D | f | D | D |
| 44511 | Supermarkets and other grocery (except convenience) stores | 8 | D | D | D | f | D | D |
| 445110 | Supermarkets and other grocery (except convenience) stores | 8 | D | D | D | f | D | D |
| 4452 | Specialty food stores | 6 | 1 357 | 812 | 183 | 32 | 2.4 | — |

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|-----------------------|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| MANITOWOC—Con. | | | | | | | | |
| 44-45 | Retail trade—Con. | | | | | | | |
| 445 | Food and beverage stores | 13 | 78 545 | 7 706 | 1 780 | 700 | 5.7 | 50.0 |
| 4451 | Grocery stores | 9 | D | D | D | f | D | D |
| 44511 | Supermarkets and other grocery (except convenience) stores | 7 | 72 271 | 7 368 | 1 701 | 673 | 2.5 | 54.3 |
| 445110 | Supermarkets and other grocery (except convenience) stores | 7 | 72 271 | 7 368 | 1 701 | 673 | 2.5 | 54.3 |
| 446 | Health and personal care stores | 11 | D | D | D | c | D | D |
| 4461 | Health and personal care stores | 11 | D | D | D | c | D | D |
| 447 | Gasoline stations | 19 | 41 084 | 2 439 | 538 | 174 | 35.7 | 7.1 |
| 4471 | Gasoline stations | 19 | 41 084 | 2 439 | 538 | 174 | 35.7 | 7.1 |
| 44711 | Gasoline stations with convenience stores | 15 | 40 111 | 2 261 | 495 | 165 | 34.3 | 7.1 |
| 447110 | Gasoline stations with convenience stores | 15 | 40 111 | 2 261 | 495 | 165 | 34.3 | 7.1 |
| 448 | Clothing and clothing accessories stores | 13 | 7 251 | 1 275 | 308 | 84 | 12.9 | — |
| 4481 | Clothing stores | 7 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, and leather goods stores | 3 | 2 238 | 546 | 121 | 22 | 8.4 | — |
| 451 | Sporting goods, hobby, book, and music stores | 13 | 4 601 | 568 | 131 | 59 | 63.3 | — |
| 4511 | Sporting goods, hobby, and musical instrument stores | 7 | D | D | D | b | D | D |
| 4512 | Book, periodical, and music stores | 6 | D | D | D | b | D | D |
| 452 | General merchandise stores | 5 | 92 577 | 9 229 | 2 229 | 524 | — | — |
| 4529 | Other general merchandise stores | 3 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 4529904 | Miscellaneous general merchandise stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 29 | 13 356 | 2 075 | 458 | 177 | 30.2 | 12.8 |
| 4532 | Office supplies, stationery, and gift stores | 8 | 5 123 | 592 | 145 | 61 | 18.6 | .5 |
| 45321 | Office supplies and stationery stores | 1 | D | D | D | b | D | D |
| 453210 | Office supplies and stationery stores | 1 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 6 | 2 227 | 541 | 126 | 43 | 38.4 | 4.9 |
| 45331 | Used merchandise stores | 6 | 2 227 | 541 | 126 | 43 | 38.4 | 4.9 |
| 453310 | Used merchandise stores | 6 | 2 227 | 541 | 126 | 43 | 38.4 | 4.9 |
| 4539 | Other miscellaneous store retailers | 9 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 8 | 13 229 | 2 135 | 519 | 93 | — | 5.9 |
| 4542 | Vending machine operators | 1 | D | D | D | a | D | D |
| 45421 | Vending machine operators | 1 | D | D | D | a | D | D |
| 454210 | Vending machine operators | 1 | D | D | D | a | D | D |
| 4543 | Direct selling establishments | 6 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 5 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 5 | D | D | D | b | D | D |
| MARINETTE | | | | | | | | |
| 44-45 | Retail trade | 103 | 260 813 | 27 966 | 6 770 | 1 465 | 12.9 | 2.6 |
| 441 | Motor vehicle and parts dealers | 12 | 59 701 | 4 667 | 1 280 | 156 | .8 | — |
| 4413 | Automotive parts, accessories, and tire stores | 7 | 7 119 | 1 193 | 293 | 60 | — | — |
| 442 | Furniture and home furnishings stores | 4 | 3 882 | 747 | 205 | 22 | 81.9 | 18.1 |
| 443 | Electronics and appliance stores | 4 | D | D | D | b | D | D |
| 4431 | Electronics and appliance stores | 4 | D | D | D | b | D | D |
| 44311 | Appliance, television, and other electronics stores | 3 | D | D | D | b | D | D |
| 443112 | Radio, television, and other electronics stores | 2 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers | 12 | 36 799 | 5 791 | 1 077 | 159 | 5.3 | 10.9 |
| 4441 | Building material and supplies dealers | 10 | D | D | D | c | D | D |
| 44411 | Home centers | 1 | D | D | D | a | D | D |
| 444110 | Home centers | 1 | D | D | D | a | D | D |
| 44419 | Other building material dealers | 6 | 14 856 | 3 766 | 955 | 128 | 8.9 | 26.9 |
| 444190 | Other building material dealers | 6 | 14 856 | 3 766 | 955 | 128 | 8.9 | 26.9 |
| 445 | Food and beverage stores | 11 | 35 019 | 2 939 | 703 | 238 | 19.4 | — |
| 4451 | Grocery stores | 6 | 33 004 | 2 770 | 653 | 219 | 20.2 | — |
| 446 | Health and personal care stores | 9 | 10 147 | 2 007 | 552 | 71 | 43.3 | 2.4 |
| 4461 | Health and personal care stores | 9 | 10 147 | 2 007 | 552 | 71 | 43.3 | 2.4 |
| 447 | Gasoline stations | 9 | 13 365 | 747 | 183 | 72 | 75.4 | 5.3 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|-----------------------|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| MARINETTE—Con. | | | | | | | | |
| 44-45 | Retail trade—Con. | | | | | | | |
| 448 | Clothing and clothing accessories stores | 15 | 11 116 | 1 726 | 493 | 141 | 3.4 | 8.8 |
| 4481 | Clothing stores | 8 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, and leather goods stores | 4 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, and music stores | 4 | 1 158 | 181 | 45 | 22 | — | — |
| 452 | General merchandise stores | 5 | 68 308 | 6 445 | 1 544 | 419 | — | — |
| 452112 | Discount department stores | 2 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 4529904 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 12 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, and gift stores | 4 | D | D | D | b | D | D |
| 45321 | Office supplies and stationery stores | 1 | D | D | D | b | D | D |
| 453210 | Office supplies and stationery stores | 1 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 4 | D | D | D | b | D | D |
| 45393 | Manufactured (mobile) home dealers | 1 | D | D | D | a | D | D |
| 453930 | Manufactured (mobile) home dealers | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 6 | 5 454 | 749 | 187 | 35 | 66.0 | — |
| MARSHALL | | | | | | | | |
| 44-45 | Retail trade | 9 | 17 207 | 2 982 | 664 | 138 | 4.9 | 1.6 |
| 444 | Building material and garden equipment and supplies dealers ... | 2 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 1 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 1 | D | D | D | b | D | D |
| 445 | Food and beverage stores | 3 | D | D | D | b | D | D |
| 447 | Gasoline stations | 3 | 6 227 | 366 | 101 | 25 | — | — |
| 453 | Miscellaneous store retailers | 1 | D | D | D | a | D | D |
| MARSHFIELD | | | | | | | | |
| 44-45 | Retail trade | 143 | 634 874 | 56 262 | 14 930 | 2 816 | 5.7 | 5.9 |
| 441 | Motor vehicle and parts dealers | 19 | 183 140 | 18 878 | 4 929 | 508 | 9.0 | — |
| 4411 | Automobile dealers | 10 | 173 404 | 16 909 | 4 301 | 421 | 8.7 | — |
| 44111 | New car dealers | 5 | 164 958 | 16 503 | 4 201 | 399 | 4.0 | — |
| 441110 | New car dealers | 5 | 164 958 | 16 503 | 4 201 | 399 | 4.0 | — |
| 44112 | Used car dealers | 5 | 8 446 | 406 | 100 | 22 | 100.0 | — |
| 441120 | Used car dealers | 5 | 8 446 | 406 | 100 | 22 | 100.0 | — |
| 4413 | Automotive parts, accessories, and tire stores | 8 | D | D | D | b | D | D |
| 44131 | Automotive parts and accessories stores | 4 | D | D | D | b | D | D |
| 441310 | Automotive parts and accessories stores | 4 | D | D | D | b | D | D |
| 44132 | Tire dealers | 4 | D | D | D | b | D | D |
| 441320 | Tire dealers | 4 | D | D | D | b | D | D |
| 442 | Furniture and home furnishings stores | 11 | 11 564 | 1 554 | 363 | 77 | 24.7 | 10.5 |
| 4421 | Furniture stores | 5 | 5 585 | 948 | 224 | 45 | 9.8 | 14.8 |
| 44211 | Furniture stores | 5 | 5 585 | 948 | 224 | 45 | 9.8 | 14.8 |
| 442110 | Furniture stores | 5 | 5 585 | 948 | 224 | 45 | 9.8 | 14.8 |
| 4422 | Home furnishings stores | 6 | 5 979 | 606 | 139 | 32 | 38.6 | 6.5 |
| 44221 | Floor covering stores | 4 | D | D | D | a | D | D |
| 442210 | Floor covering stores | 4 | D | D | D | a | D | D |
| 443 | Electronics and appliance stores | 8 | 8 354 | 1 124 | 259 | 39 | 11.0 | 2.4 |
| 4431 | Electronics and appliance stores | 8 | 8 354 | 1 124 | 259 | 39 | 11.0 | 2.4 |
| 44311 | Appliance, television, and other electronics stores | 4 | 6 995 | 990 | 236 | 37 | 6.3 | — |
| 443111 | Household appliance stores | 3 | D | D | D | b | D | D |
| 44312 | Computer and software stores | 4 | 1 359 | 134 | 23 | 2 | 35.5 | 14.9 |
| 443120 | Computer and software stores | 4 | 1 359 | 134 | 23 | 2 | 35.5 | 14.9 |
| 444 | Building material and garden equipment and supplies dealers ... | 12 | 45 769 | 4 633 | 1 126 | 193 | 19.8 | — |
| 4441 | Building material and supplies dealers | 10 | D | D | D | c | D | D |
| 44411 | Home centers | 1 | D | D | D | c | D | D |
| 444110 | Home centers | 1 | D | D | D | c | D | D |
| 44419 | Other building material dealers | 6 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 6 | D | D | D | b | D | D |
| 4442 | Lawn and garden equipment and supplies stores | 2 | D | D | D | b | D | D |
| 44422 | Nursery, garden center, and farm supply stores | 2 | D | D | D | b | D | D |
| 444220 | Nursery, garden center, and farm supply stores | 2 | D | D | D | b | D | D |
| 445 | Food and beverage stores | 6 | D | D | D | e | D | D |
| 4451 | Grocery stores | 3 | D | D | D | e | D | D |
| 44511 | Supermarkets and other grocery (except convenience) stores | 3 | D | D | D | e | D | D |
| 445110 | Supermarkets and other grocery (except convenience) stores | 3 | D | D | D | e | D | D |
| 4452 | Specialty food stores | 1 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|--|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|--|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| MARSHFIELD—Con. | | | | | | | | |
| 44-45 | Retail trade—Con. | | | | | | | |
| 446 | Health and personal care stores | 5 | D | D | D | b | D | D |
| 4461 | Health and personal care stores | 5 | D | D | D | b | D | D |
| 44612 | Cosmetics, beauty supplies, and perfume stores | 1 | D | D | D | b | D | D |
| 446120 | Cosmetics, beauty supplies, and perfume stores | 1 | D | D | D | b | D | D |
| 447 | Gasoline stations | 9 | 26 892 | 1 430 | 332 | 100 | 2.3 | — |
| 4471 | Gasoline stations | 9 | 26 892 | 1 430 | 332 | 100 | 2.3 | — |
| 44711 | Gasoline stations with convenience stores | 8 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 8 | D | D | D | b | D | D |
| 448 | Clothing and clothing accessories stores | 19 | 6 245 | 870 | 220 | 96 | 13.3 | 12.2 |
| 4481 | Clothing stores | 11 | 3 284 | 434 | 110 | 47 | 22.0 | — |
| 451 | Sporting goods, hobby, book, and music stores | 11 | D | D | D | b | D | D |
| 4512 | Book, periodical, and music stores | 4 | D | D | D | b | D | D |
| 452 | General merchandise stores | 9 | 134 877 | 12 788 | 3 136 | 816 | .2 | — |
| 4529 | Other general merchandise stores | 4 | D | D | D | e | D | D |
| 45291 | Warehouse clubs and supercenters | 1 | D | D | D | e | D | D |
| 452910 | Warehouse clubs and supercenters | 1 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 3 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 3 | D | D | D | c | D | D |
| 4529904 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 17 | 19 209 | 2 994 | 715 | 231 | 2.1 | 17.9 |
| 4532 | Office supplies, stationery, and gift stores | 7 | 8 308 | 1 244 | 320 | 99 | 2.6 | — |
| 45321 | Office supplies and stationery stores | 2 | D | D | D | b | D | D |
| 453210 | Office supplies and stationery stores | 2 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 3 | 1 555 | 771 | 188 | 63 | — | — |
| 45331 | Used merchandise stores | 3 | 1 555 | 771 | 188 | 63 | — | — |
| 453310 | Used merchandise stores | 3 | 1 555 | 771 | 188 | 63 | — | — |
| 4539 | Other miscellaneous store retailers | 4 | 8 307 | 826 | 171 | 39 | — | 41.5 |
| 45393 | Manufactured (mobile) home dealers | 2 | D | D | D | b | D | D |
| 453930 | Manufactured (mobile) home dealers | 2 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 17 | D | D | D | c | D | D |
| 4541 | Electronic shopping and mail-order houses | 6 | D | D | D | c | D | D |
| 45411 | Electronic shopping and mail-order houses | 6 | D | D | D | c | D | D |
| 4543 | Direct selling establishments | 9 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 6 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 6 | D | D | D | b | D | D |
| MARSHFIELD (PART - MARATHON COUNTY) | | | | | | | | |
| 44-45 | Retail trade | 12 | 98 615 | 9 104 | 2 174 | 498 | .5 | — |
| 441 | Motor vehicle and parts dealers | 2 | D | D | D | a | D | D |
| 443 | Electronics and appliance stores | 2 | D | D | D | a | D | D |
| 4431 | Electronics and appliance stores | 2 | D | D | D | a | D | D |
| 44311 | Appliance, television, and other electronics stores | 1 | D | D | D | a | D | D |
| 443111 | Household appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers | 2 | D | D | D | c | D | D |
| 4441 | Building material and supplies dealers | 1 | D | D | D | c | D | D |
| 44411 | Home centers | 1 | D | D | D | c | D | D |
| 444110 | Home centers | 1 | D | D | D | c | D | D |
| 447 | Gasoline stations | 1 | D | D | D | a | D | D |
| 448 | Clothing and clothing accessories stores | 2 | D | D | D | b | D | D |
| 452 | General merchandise stores | 2 | D | D | D | e | D | D |
| 4529 | Other general merchandise stores | 2 | D | D | D | e | D | D |
| 45291 | Warehouse clubs and supercenters | 1 | D | D | D | e | D | D |
| 452910 | Warehouse clubs and supercenters | 1 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 4532 | Office supplies, stationery, and gift stores | 1 | D | D | D | a | D | D |
| 45321 | Office supplies and stationery stores | 1 | D | D | D | a | D | D |
| 453210 | Office supplies and stationery stores | 1 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|------------------------|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| MENASHA TOWN | | | | | | | | |
| 44-45 | Retail trade | 35 | 45 828 | 4 501 | 1 096 | 204 | 21.4 | 12.0 |
| 441 | Motor vehicle and parts dealers | 4 | 10 046 | 1 116 | 252 | 37 | — | — |
| 4412 | Other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 441221 | Motorcycle dealers | 2 | D | D | D | a | D | D |
| 442 | Furniture and home furnishings stores | 4 | 2 684 | 482 | 122 | 21 | 33.3 | — |
| 444 | Building material and garden equipment and supplies dealers | 3 | D | D | D | a | D | D |
| 4442 | Lawn and garden equipment and supplies stores | 2 | D | D | D | a | D | D |
| 44421 | Outdoor power equipment stores | 2 | D | D | D | a | D | D |
| 444210 | Outdoor power equipment stores | 2 | D | D | D | a | D | D |
| 445 | Food and beverage stores | 4 | 3 661 | 183 | 46 | 13 | 84.1 | .4 |
| 446 | Health and personal care stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 6 | 14 257 | 760 | 202 | 53 | 40.4 | 10.6 |
| 44711 | Gasoline stations with convenience stores | 6 | 14 257 | 760 | 202 | 53 | 40.4 | 10.6 |
| 447110 | Gasoline stations with convenience stores | 6 | 14 257 | 760 | 202 | 53 | 40.4 | 10.6 |
| 448 | Clothing and clothing accessories stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, and music stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 6 | 5 264 | 854 | 196 | 37 | 1.6 | 66.0 |
| 4533 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 45393 | Manufactured (mobile) home dealers | 1 | D | D | D | a | D | D |
| 453930 | Manufactured (mobile) home dealers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | b | D | D |
| 4542 | Vending machine operators | 2 | D | D | D | b | D | D |
| 45421 | Vending machine operators | 2 | D | D | D | b | D | D |
| 454210 | Vending machine operators | 2 | D | D | D | b | D | D |
| MENOMONEE FALLS | | | | | | | | |
| 44-45 | Retail trade | 138 | 708 401 | 66 150 | 15 798 | 2 886 | 17.3 | 8.4 |
| 441 | Motor vehicle and parts dealers | 17 | 229 456 | 18 797 | 4 157 | 561 | 31.8 | — |
| 4411 | Automobile dealers | 8 | D | D | D | e | D | D |
| 44111 | New car dealers | 7 | 214 993 | 16 541 | 3 642 | 467 | 33.8 | — |
| 441110 | New car dealers | 7 | 214 993 | 16 541 | 3 642 | 467 | 33.8 | — |
| 4412 | Other motor vehicle dealers | 3 | 8 686 | 1 119 | 253 | 47 | — | — |
| 44121 | Recreational vehicle dealers | 1 | D | D | D | b | D | D |
| 441210 | Recreational vehicle dealers | 1 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 2 | D | D | D | b | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture and home furnishings stores | 6 | 16 847 | 2 826 | 713 | 76 | 8.0 | — |
| 4421 | Furniture stores | 2 | D | D | D | a | D | D |
| 44211 | Furniture stores | 2 | D | D | D | a | D | D |
| 442110 | Furniture stores | 2 | D | D | D | a | D | D |
| 4422 | Home furnishings stores | 4 | D | D | D | b | D | D |
| 44221 | Floor covering stores | 2 | D | D | D | b | D | D |
| 442210 | Floor covering stores | 2 | D | D | D | b | D | D |
| 443 | Electronics and appliance stores | 8 | 14 230 | 2 290 | 498 | 73 | 16.1 | 11.5 |
| 4431 | Electronics and appliance stores | 8 | 14 230 | 2 290 | 498 | 73 | 16.1 | 11.5 |
| 44311 | Appliance, television, and other electronics stores | 6 | D | D | D | b | D | D |
| 443111 | Household appliance stores | 2 | D | D | D | b | D | D |
| 443112 | Radio, television, and other electronics stores | 4 | D | D | D | b | D | D |
| 44312 | Computer and software stores | 1 | D | D | D | a | D | D |
| 443120 | Computer and software stores | 1 | D | D | D | a | D | D |
| 44313 | Camera and photographic supplies stores | 1 | D | D | D | a | D | D |
| 443130 | Camera and photographic supplies stores | 1 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers | 13 | 32 572 | 5 108 | 1 222 | 232 | 31.0 | — |
| 4441 | Building material and supplies dealers | 11 | D | D | D | c | D | D |
| 44412 | Paint and wallpaper stores | 3 | D | D | D | a | D | D |
| 444120 | Paint and wallpaper stores | 3 | D | D | D | a | D | D |
| 44413 | Hardware stores | 5 | 23 103 | 3 342 | 842 | 166 | 43.7 | — |
| 444130 | Hardware stores | 5 | 23 103 | 3 342 | 842 | 166 | 43.7 | — |
| 4442 | Lawn and garden equipment and supplies stores | 2 | D | D | D | b | D | D |
| 44421 | Outdoor power equipment stores | 1 | D | D | D | a | D | D |
| 444210 | Outdoor power equipment stores | 1 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab-lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|-----------------------------|---|--------------------------|-----------------|--------------------------|---------------------------------|---|--|------------------------|
| | | | | | | | From administrative records ¹ | Estimated ² |
| MENOMONEE FALLS—Con. | | | | | | | | |
| 44-45 | Retail trade—Con. | | | | | | | |
| 445 | Food and beverage stores | 8 | D | D | D | e | D | D |
| 4451 | Grocery stores | 5 | 83 243 | 7 181 | 1 669 | 347 | 9.7 | 64.8 |
| 44511 | Supermarkets and other grocery (except convenience) stores | 5 | 83 243 | 7 181 | 1 669 | 347 | 9.7 | 64.8 |
| 445110 | Supermarkets and other grocery (except convenience) stores | 5 | 83 243 | 7 181 | 1 669 | 347 | 9.7 | 64.8 |
| 446 | Health and personal care stores | 17 | 35 087 | 3 686 | 844 | 165 | 31.2 | 4.7 |
| 4461 | Health and personal care stores | 17 | 35 087 | 3 686 | 844 | 165 | 31.2 | 4.7 |
| 44611 | Pharmacies and drug stores | 7 | 30 534 | 2 808 | 661 | 126 | 33.8 | 5.4 |
| 446110 | Pharmacies and drug stores | 7 | 30 534 | 2 808 | 661 | 126 | 33.8 | 5.4 |
| 4461101 | Pharmacies and drug stores | 7 | 30 534 | 2 808 | 661 | 126 | 33.8 | 5.4 |
| 44612 | Cosmetics, beauty supplies, and perfume stores | 2 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, and perfume stores | 2 | D | D | D | a | D | D |
| 44613 | Optical goods stores | 4 | 2 006 | 363 | 87 | 17 | 30.6 | — |
| 446130 | Optical goods stores | 4 | 2 006 | 363 | 87 | 17 | 30.6 | — |
| 44619 | Other health and personal care stores | 4 | D | D | D | a | D | D |
| 446191 | Food (health) supplement stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 11 | 27 374 | 1 619 | 426 | 108 | 31.2 | .3 |
| 4471 | Gasoline stations | 11 | 27 374 | 1 619 | 426 | 108 | 31.2 | .3 |
| 44711 | Gasoline stations with convenience stores | 11 | 27 374 | 1 619 | 426 | 108 | 31.2 | .3 |
| 447110 | Gasoline stations with convenience stores | 11 | 27 374 | 1 619 | 426 | 108 | 31.2 | .3 |
| 448 | Clothing and clothing accessories stores | 11 | 9 183 | 2 805 | 720 | 92 | 9.0 | 3.0 |
| 4483 | Jewelry, luggage, and leather goods stores | 4 | 5 065 | 2 058 | 562 | 37 | 4.0 | 5.4 |
| 44831 | Jewelry stores | 4 | 5 065 | 2 058 | 562 | 37 | 4.0 | 5.4 |
| 448310 | Jewelry stores | 4 | 5 065 | 2 058 | 562 | 37 | 4.0 | 5.4 |
| 451 | Sporting goods, hobby, book, and music stores | 9 | 4 435 | 557 | 146 | 69 | 41.6 | — |
| 4511 | Sporting goods, hobby, and musical instrument stores | 8 | D | D | D | b | D | D |
| 45113 | Sewing, needlework, and piece goods stores | 2 | D | D | D | b | D | D |
| 451130 | Sewing, needlework, and piece goods stores | 2 | D | D | D | b | D | D |
| 452 | General merchandise stores | 5 | D | D | D | f | D | D |
| 4521 | Department stores | 4 | 108 878 | 8 963 | 2 292 | 635 | — | — |
| 45210009 | Department stores (incl. leased depts.) ³ | 4 | 112 091 | 8 963 | 2 292 | 635 | — | — |
| 45211 | Department stores | 4 | 108 878 | 8 963 | 2 292 | 635 | — | — |
| 452112 | Discount department stores | 4 | 108 878 | 8 963 | 2 292 | 635 | — | — |
| 453 | Miscellaneous store retailers | 21 | 14 200 | 1 703 | 389 | 158 | 32.0 | 10.4 |
| 4532 | Office supplies, stationery, and gift stores | 9 | 8 585 | 924 | 215 | 89 | 14.0 | — |
| 45321 | Office supplies and stationery stores | 1 | D | D | D | b | D | D |
| 453210 | Office supplies and stationery stores | 1 | D | D | D | b | D | D |
| 45322 | Gift, novelty, and souvenir stores | 8 | D | D | D | b | D | D |
| 453220 | Gift, novelty, and souvenir stores | 8 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 7 | D | D | D | b | D | D |
| 45391 | Pet and pet supplies stores | 3 | 3 124 | 309 | 62 | 27 | 60.6 | 39.4 |
| 453910 | Pet and pet supplies stores | 3 | 3 124 | 309 | 62 | 27 | 60.6 | 39.4 |
| 45392 | Art dealers | 1 | D | D | D | a | D | D |
| 453920 | Art dealers | 1 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 12 | 128 143 | 10 289 | 2 666 | 350 | .3 | — |
| 4541 | Electronic shopping and mail-order houses | 3 | D | D | D | c | D | D |
| 45411 | Electronic shopping and mail-order houses | 3 | D | D | D | c | D | D |
| 4542 | Vending machine operators | 2 | D | D | D | c | D | D |
| 45421 | Vending machine operators | 2 | D | D | D | c | D | D |
| 454210 | Vending machine operators | 2 | D | D | D | c | D | D |
| MENOMONIE | | | | | | | | |
| 44-45 | Retail trade | 93 | 254 712 | 21 764 | 5 210 | 1 377 | 16.8 | 4.6 |
| 441 | Motor vehicle and parts dealers | 12 | 62 588 | 4 855 | 1 129 | 214 | 31.0 | — |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 44121 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 441210 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture and home furnishings stores | 7 | D | D | D | b | D | D |
| 4421 | Furniture stores | 4 | 2 433 | 298 | 75 | 24 | 100.0 | — |
| 44211 | Furniture stores | 4 | 2 433 | 298 | 75 | 24 | 100.0 | — |
| 442110 | Furniture stores | 4 | 2 433 | 298 | 75 | 24 | 100.0 | — |
| 443 | Electronics and appliance stores | 6 | 1 995 | 412 | 79 | 25 | 50.3 | 1.6 |
| 4431 | Electronics and appliance stores | 6 | 1 995 | 412 | 79 | 25 | 50.3 | 1.6 |
| 444 | Building material and garden equipment and supplies dealers | 5 | 2 764 | 402 | 88 | 14 | 18.3 | — |
| 445 | Food and beverage stores | 11 | 42 926 | 4 140 | 1 011 | 347 | 26.3 | .3 |
| 4451 | Grocery stores | 6 | 40 141 | 3 873 | 949 | 314 | 27.0 | — |
| 4452 | Specialty food stores | 2 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|--------------------|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| MEQUON—Con. | | | | | | | | |
| 44-45 | Retail trade—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 11 | D | D | D | b | D | D |
| 4531 | Florists | 4 | 1 980 | 431 | 111 | 22 | 6.8 | 2.5 |
| 45311 | Florists | 4 | 1 980 | 431 | 111 | 22 | 6.8 | 2.5 |
| 453110 | Florists | 4 | 1 980 | 431 | 111 | 22 | 6.8 | 2.5 |
| 4539 | Other miscellaneous store retailers | 5 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 8 | 17 862 | 1 538 | 371 | 45 | 3.9 | 76.7 |
| 4541 | Electronic shopping and mail-order houses | 4 | 16 503 | 1 304 | 312 | 34 | 1.2 | 83.1 |
| 45411 | Electronic shopping and mail-order houses | 4 | 16 503 | 1 304 | 312 | 34 | 1.2 | 83.1 |
| MERRILL | | | | | | | | |
| 44-45 | Retail trade | 58 | 136 023 | 13 519 | 3 105 | 774 | 9.4 | 2.5 |
| 441 | Motor vehicle and parts dealers | 9 | 45 720 | 4 093 | 920 | 122 | 7.9 | — |
| 442 | Furniture and home furnishings stores | 5 | D | D | D | a | D | D |
| 443 | Electronics and appliance stores | 4 | D | D | D | a | D | D |
| 4431 | Electronics and appliance stores | 4 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 5 | 3 802 | 475 | 128 | 24 | — | — |
| 445 | Food and beverage stores | 4 | D | D | D | c | D | D |
| 446 | Health and personal care stores | 3 | D | D | D | b | D | D |
| 4461 | Health and personal care stores | 3 | D | D | D | b | D | D |
| 447 | Gasoline stations | 11 | 20 082 | 979 | 233 | 76 | 5.3 | 11.3 |
| 44711 | Gasoline stations with convenience stores | 11 | 20 082 | 979 | 233 | 76 | 5.3 | 11.3 |
| 447110 | Gasoline stations with convenience stores | 11 | 20 082 | 979 | 233 | 76 | 5.3 | 11.3 |
| 448 | Clothing and clothing accessories stores | 5 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, and music stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 4 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 5 | D | D | D | b | D | D |
| 45321 | Office supplies and stationery stores | 1 | D | D | D | a | D | D |
| 453210 | Office supplies and stationery stores | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |
| MIDDLETON | | | | | | | | |
| 44-45 | Retail trade | 76 | 539 487 | 69 458 | 17 475 | 2 267 | 6.5 | .7 |
| 441 | Motor vehicle and parts dealers | 9 | 106 420 | 8 294 | 1 864 | 190 | 22.9 | — |
| 4411 | Automobile dealers | 4 | 103 482 | 7 937 | 1 780 | 170 | 22.4 | — |
| 44112 | Used car dealers | 1 | D | D | D | b | D | D |
| 441120 | Used car dealers | 1 | D | D | D | b | D | D |
| 442 | Furniture and home furnishings stores | 6 | D | D | D | c | D | D |
| 4422 | Home furnishings stores | 4 | D | D | D | b | D | D |
| 44221 | Floor covering stores | 1 | D | D | D | b | D | D |
| 442210 | Floor covering stores | 1 | D | D | D | b | D | D |
| 443 | Electronics and appliance stores | 3 | D | D | D | a | D | D |
| 4431 | Electronics and appliance stores | 3 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 7 | 6 356 | 1 036 | 262 | 40 | 9.4 | — |
| 445 | Food and beverage stores | 4 | D | D | D | b | D | D |
| 446 | Health and personal care stores | 5 | 18 092 | 1 713 | 413 | 109 | — | 10.3 |
| 4461 | Health and personal care stores | 5 | 18 092 | 1 713 | 413 | 109 | — | 10.3 |
| 447 | Gasoline stations | 10 | 18 560 | 1 128 | 275 | 66 | 19.9 | — |
| 44711 | Gasoline stations with convenience stores | 9 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 9 | D | D | D | b | D | D |
| 448 | Clothing and clothing accessories stores | 3 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, and leather goods stores | 2 | D | D | D | b | D | D |
| 44831 | Jewelry stores | 2 | D | D | D | b | D | D |
| 448310 | Jewelry stores | 2 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, and music stores | 4 | 4 302 | 656 | 179 | 64 | 13.5 | — |
| 4511 | Sporting goods, hobby, and musical instrument stores | 3 | D | D | D | b | D | D |
| 4511101 | General-line sporting goods stores | 2 | D | D | D | b | D | D |
| 45121 | Book stores and news dealers | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 15 | 13 172 | 1 911 | 471 | 91 | 10.5 | .5 |
| 4539 | Other miscellaneous store retailers | 9 | 11 882 | 1 705 | 431 | 59 | 8.4 | — |
| 45391 | Pet and pet supplies stores | 2 | D | D | D | b | D | D |
| 453910 | Pet and pet supplies stores | 2 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 7 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|-----------------------|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| MIDDLETON—Con. | | | | | | | | |
| 44-45 | Retail trade—Con. | | | | | | | |
| 454 | Nonstore retailers | 10 | D | D | D | g | D | D |
| 4541 | Electronic shopping and mail-order houses | 7 | D | D | D | g | D | D |
| 45411 | Electronic shopping and mail-order houses | 7 | D | D | D | g | D | D |
| 4543 | Direct selling establishments | 3 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 3 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 3 | D | D | D | b | D | D |
| MILTON | | | | | | | | |
| 44-45 | Retail trade | 22 | 21 390 | 1 945 | 431 | 145 | 23.2 | 4.2 |
| 442 | Furniture and home furnishings stores | 1 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 3 | D | D | D | b | D | D |
| 445 | Food and beverage stores | 2 | D | D | D | b | D | D |
| 446 | Health and personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 6 | 8 849 | 509 | 103 | 38 | 46.3 | — |
| 448 | Clothing and clothing accessories stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, and music stores | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| MILWAUKEE | | | | | | | | |
| 44-45 | Retail trade | 1 513 | 3 594 429 | 390 498 | 92 484 | 19 506 | 16.2 | 8.1 |
| 441 | Motor vehicle and parts dealers | 176 | 760 179 | 71 928 | 17 042 | 2 330 | 6.3 | 4.6 |
| 4411 | Automobile dealers | 78 | 640 347 | 50 990 | 12 105 | 1 522 | 6.3 | 1.4 |
| 44111 | New car dealers | 27 | 578 744 | 46 184 | 11 026 | 1 329 | .3 | 1.3 |
| 441110 | New car dealers | 27 | 578 744 | 46 184 | 11 026 | 1 329 | .3 | 1.3 |
| 44112 | Used car dealers | 51 | 61 603 | 4 806 | 1 079 | 193 | 62.0 | 2.9 |
| 441120 | Used car dealers | 51 | 61 603 | 4 806 | 1 079 | 193 | 62.0 | 2.9 |
| 4412 | Other motor vehicle dealers | 14 | 43 457 | 5 302 | 1 147 | 155 | 3.8 | 53.2 |
| 44121 | Recreational vehicle dealers | 2 | D | D | D | b | D | D |
| 441210 | Recreational vehicle dealers | 2 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 12 | D | D | D | c | D | D |
| 441221 | Motorcycle dealers | 7 | D | D | D | b | D | D |
| 441222 | Boat dealers | 5 | D | D | D | b | D | D |
| 4413 | Automotive parts, accessories, and tire stores | 84 | 76 375 | 15 636 | 3 790 | 653 | 8.2 | 3.3 |
| 44131 | Automotive parts and accessories stores | 63 | 63 726 | 12 739 | 3 109 | 549 | 6.4 | 2.2 |
| 441310 | Automotive parts and accessories stores | 63 | 63 726 | 12 739 | 3 109 | 549 | 6.4 | 2.2 |
| 44132 | Tire dealers | 21 | 12 649 | 2 897 | 681 | 104 | 17.3 | 9.0 |
| 441320 | Tire dealers | 21 | 12 649 | 2 897 | 681 | 104 | 17.3 | 9.0 |
| 442 | Furniture and home furnishings stores | 70 | 86 146 | 16 081 | 3 783 | 527 | 13.0 | 19.5 |
| 4421 | Furniture stores | 33 | 52 786 | 9 241 | 2 236 | 294 | 13.1 | 27.7 |
| 44211 | Furniture stores | 33 | 52 786 | 9 241 | 2 236 | 294 | 13.1 | 27.7 |
| 442110 | Furniture stores | 33 | 52 786 | 9 241 | 2 236 | 294 | 13.1 | 27.7 |
| 4422 | Home furnishings stores | 37 | 33 360 | 6 840 | 1 547 | 233 | 12.7 | 6.5 |
| 44221 | Floor covering stores | 21 | 20 027 | 3 476 | 853 | 103 | 17.4 | 10.7 |
| 442210 | Floor covering stores | 21 | 20 027 | 3 476 | 853 | 103 | 17.4 | 10.7 |
| 44229 | Other home furnishings stores | 16 | 13 333 | 3 364 | 694 | 130 | 5.5 | .1 |
| 442299 | All other home furnishings stores | 13 | 11 988 | 3 057 | 615 | 116 | 6.2 | .1 |
| 443 | Electronics and appliance stores | 60 | 84 017 | 9 697 | 2 446 | 466 | 12.5 | 3.6 |
| 4431 | Electronics and appliance stores | 60 | 84 017 | 9 697 | 2 446 | 466 | 12.5 | 3.6 |
| 44311 | Appliance, television, and other electronics stores | 50 | 73 655 | 8 551 | 2 149 | 401 | 13.9 | 4.1 |
| 443111 | Household appliance stores | 10 | 8 169 | 1 906 | 442 | 61 | 52.4 | — |
| 443112 | Radio, television, and other electronics stores | 40 | 65 486 | 6 645 | 1 707 | 340 | 9.1 | 4.6 |
| 44312 | Computer and software stores | 8 | D | D | D | b | D | D |
| 443120 | Computer and software stores | 8 | D | D | D | b | D | D |
| 44313 | Camera and photographic supplies stores | 2 | D | D | D | a | D | D |
| 443130 | Camera and photographic supplies stores | 2 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 88 | 238 394 | 41 774 | 8 749 | 1 428 | 18.1 | 4.1 |
| 4441 | Building material and supplies dealers | 79 | 218 768 | 36 688 | 7 781 | 1 171 | 15.5 | 4.4 |
| 44411 | Home centers | 2 | D | D | D | e | D | D |
| 444110 | Home centers | 2 | D | D | D | e | D | D |
| 44412 | Paint and wallpaper stores | 11 | D | D | D | b | D | D |
| 444120 | Paint and wallpaper stores | 11 | D | D | D | b | D | D |
| 44413 | Hardware stores | 25 | 20 827 | 4 094 | 940 | 281 | 35.7 | 13.7 |
| 444130 | Hardware stores | 25 | 20 827 | 4 094 | 940 | 281 | 35.7 | 13.7 |
| 44419 | Other building material dealers | 41 | 129 177 | 24 360 | 4 746 | 571 | 20.5 | 5.2 |
| 444190 | Other building material dealers | 41 | 129 177 | 24 360 | 4 746 | 571 | 20.5 | 5.2 |
| 4442 | Lawn and garden equipment and supplies stores | 9 | 19 626 | 5 086 | 968 | 257 | 46.3 | .4 |
| 44422 | Nursery, garden center, and farm supply stores | 6 | D | D | D | c | D | D |
| 444220 | Nursery, garden center, and farm supply stores | 6 | D | D | D | c | D | D |

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|---|--|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| MILWAUKEE (PART - MILWAUKEE COUNTY)—Con. | | | | | | | | |
| 44-45 | Retail trade—Con. | | | | | | | |
| 451 | Sporting goods, hobby, book, and music stores | 74 | 81 556 | 9 064 | 2 139 | 727 | 14.9 | 10.4 |
| 4511 | Sporting goods, hobby, and musical instrument stores | 47 | 57 786 | 6 781 | 1 597 | 540 | 12.5 | 7.2 |
| 45111 | Sporting goods stores | 20 | 12 850 | 2 066 | 455 | 125 | 26.0 | 10.9 |
| 451110 | Sporting goods stores | 20 | 12 850 | 2 066 | 455 | 125 | 26.0 | 10.9 |
| 4511101 | General-line sporting goods stores | 5 | 6 102 | 717 | 176 | 54 | 2.0 | 23.0 |
| 4511102 | Specialty-line sporting goods stores | 15 | 6 748 | 1 349 | 279 | 71 | 47.7 | — |
| 45112 | Hobby, toy, and game stores | 10 | 30 260 | 2 753 | 648 | 280 | 5.4 | 5.4 |
| 451120 | Hobby, toy, and game stores | 10 | 30 260 | 2 753 | 648 | 280 | 5.4 | 5.4 |
| 45113 | Sewing, needlework, and piece goods stores | 5 | 4 443 | 578 | 138 | 48 | 2.9 | 17.9 |
| 451130 | Sewing, needlework, and piece goods stores | 5 | 4 443 | 578 | 138 | 48 | 2.9 | 17.9 |
| 45114 | Musical instrument and supplies stores | 12 | 10 233 | 1 384 | 356 | 87 | 20.5 | 2.9 |
| 451140 | Musical instrument and supplies stores | 12 | 10 233 | 1 384 | 356 | 87 | 20.5 | 2.9 |
| 4512 | Book, periodical, and music stores | 27 | 23 770 | 2 283 | 542 | 187 | 20.9 | 18.1 |
| 45121 | Book stores and news dealers | 16 | 15 382 | 1 563 | 345 | 121 | 24.8 | 3.0 |
| 451211 | Book stores | 16 | 15 382 | 1 563 | 345 | 121 | 24.8 | 3.0 |
| 4512111 | Book stores, general | 8 | 4 762 | 803 | 171 | 63 | 4.8 | 2.8 |
| 4512112 | Specialty book stores | 4 | 2 205 | 359 | 76 | 30 | 25.0 | 15.0 |
| 4512113 | College book stores | 4 | 8 415 | 401 | 98 | 28 | 36.1 | — |
| 45122 | Prerecorded tape, compact disc, and record stores | 11 | 8 388 | 720 | 197 | 66 | 13.8 | 45.9 |
| 451220 | Prerecorded tape, compact disc, and record stores | 11 | 8 388 | 720 | 197 | 66 | 13.8 | 45.9 |
| 452 | General merchandise stores | 44 | 410 642 | 46 840 | 10 101 | 2 537 | 1.1 | .1 |
| 4521 | Department stores | 15 | 320 304 | 39 210 | 8 331 | 2 093 | — | — |
| 45210009 | Department stores (incl. leased depts.) ³ | 15 | 330 558 | 39 210 | 8 331 | 2 093 | — | — |
| 45211 | Department stores | 15 | 320 304 | 39 210 | 8 331 | 2 093 | — | — |
| 452111 | Department stores (except discount department stores) .. | 6 | D | D | D | f | D | D |
| 452112 | Discount department stores | 9 | D | D | D | g | D | D |
| 4529 | Other general merchandise stores | 29 | 90 338 | 7 630 | 1 770 | 444 | 4.9 | .6 |
| 45291 | Warehouse clubs and supercenters | 1 | D | D | D | c | D | D |
| 452910 | Warehouse clubs and supercenters | 1 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 28 | D | D | D | e | D | D |
| 452990 | All other general merchandise stores | 28 | D | D | D | e | D | D |
| 4529901 | Variety stores | 21 | D | D | D | c | D | D |
| 4529904 | Miscellaneous general merchandise stores | 7 | 9 083 | 1 691 | 335 | 93 | 39.1 | 4.2 |
| 453 | Miscellaneous store retailers | 151 | 95 672 | 18 006 | 4 327 | 1 246 | 20.6 | 13.4 |
| 4531 | Florists | 24 | 7 280 | 1 708 | 437 | 136 | 26.5 | 18.6 |
| 45311 | Florists | 24 | 7 280 | 1 708 | 437 | 136 | 26.5 | 18.6 |
| 453110 | Florists | 24 | 7 280 | 1 708 | 437 | 136 | 26.5 | 18.6 |
| 4532 | Office supplies, stationery, and gift stores | 43 | 33 491 | 4 021 | 1 051 | 288 | 4.8 | 10.2 |
| 45321 | Office supplies and stationery stores | 7 | 20 726 | 1 961 | 505 | 108 | 2.0 | 2.9 |
| 453210 | Office supplies and stationery stores | 7 | 20 726 | 1 961 | 505 | 108 | 2.0 | 2.9 |
| 45322 | Gift, novelty, and souvenir stores | 36 | 12 765 | 2 060 | 546 | 180 | 9.3 | 22.2 |
| 453220 | Gift, novelty, and souvenir stores | 36 | 12 765 | 2 060 | 546 | 180 | 9.3 | 22.2 |
| 4533 | Used merchandise stores | 31 | 21 624 | 7 082 | 1 628 | 480 | 9.8 | 27.1 |
| 45331 | Used merchandise stores | 31 | 21 624 | 7 082 | 1 628 | 480 | 9.8 | 27.1 |
| 453310 | Used merchandise stores | 31 | 21 624 | 7 082 | 1 628 | 480 | 9.8 | 27.1 |
| 4539 | Other miscellaneous store retailers | 53 | 33 277 | 5 195 | 1 211 | 342 | 42.3 | 6.7 |
| 45391 | Pet and pet supplies stores | 11 | 9 053 | 1 462 | 343 | 149 | 52.2 | — |
| 453910 | Pet and pet supplies stores | 11 | 9 053 | 1 462 | 343 | 149 | 52.2 | — |
| 45392 | Art dealers | 15 | 5 944 | 941 | 209 | 57 | 42.6 | 9.3 |
| 453920 | Art dealers | 15 | 5 944 | 941 | 209 | 57 | 42.6 | 9.3 |
| 45399 | All other miscellaneous store retailers | 26 | D | D | D | c | D | D |
| 454 | Nonstore retailers | 59 | D | D | D | f | D | D |
| 4541 | Electronic shopping and mail-order houses | 20 | 164 030 | 13 659 | 3 521 | 387 | 32.4 | 2.1 |
| 45411 | Electronic shopping and mail-order houses | 20 | 164 030 | 13 659 | 3 521 | 387 | 32.4 | 2.1 |
| 4542 | Vending machine operators | 7 | 10 959 | 1 873 | 460 | 73 | 35.9 | — |
| 45421 | Vending machine operators | 7 | 10 959 | 1 873 | 460 | 73 | 35.9 | — |
| 454210 | Vending machine operators | 7 | 10 959 | 1 873 | 460 | 73 | 35.9 | — |
| 4543 | Direct selling establishments | 32 | D | D | D | c | D | D |
| 45431 | Fuel dealers | 6 | D | D | D | b | D | D |
| 454311 | Heating oil dealers | 4 | D | D | D | a | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 1 | D | D | D | a | D | D |
| 454319 | Other fuel dealers | 1 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 26 | D | D | D | c | D | D |
| 454390 | Other direct selling establishments | 26 | D | D | D | c | D | D |
| MILWAUKEE (PART - WASHINGTON COUNTY) | | | | | | | | |
| 44-45 | Retail trade | 3 | D | D | D | a | D | D |
| 447 | Gasoline stations | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| MILWAUKEE (PART - WAUKESHA COUNTY) | | | | | | | | |
| 44-45 | Retail trade | 3 | D | D | D | b | D | D |
| 445 | Food and beverage stores | 1 | D | D | D | b | D | D |
| 446 | Health and personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 1 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|----------------------|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| MINERAL POINT | | | | | | | | |
| 44-45 | Retail trade | 21 | D | D | D | c | D | D |
| 441 | Motor vehicle and parts dealers | 2 | D | D | D | a | D | D |
| 442 | Furniture and home furnishings stores | 1 | D | D | D | a | D | D |
| 443 | Electronics and appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 2 | D | D | D | a | D | D |
| 445 | Food and beverage stores | 2 | D | D | D | b | D | D |
| 446 | Health and personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 5 | 7 974 | 457 | 111 | 33 | 34.2 | 4.4 |
| 448 | Clothing and clothing accessories stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 3 | 370 | 49 | 9 | 5 | 45.1 | — |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| MONDOVI | | | | | | | | |
| 44-45 | Retail trade | 21 | 33 163 | 4 062 | 984 | 202 | 25.0 | 48.1 |
| 441 | Motor vehicle and parts dealers | 2 | D | D | D | a | D | D |
| 443 | Electronics and appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 4 | D | D | D | a | D | D |
| 445 | Food and beverage stores | 4 | D | D | D | b | D | D |
| 4452 | Specialty food stores | 1 | D | D | D | a | D | D |
| 446 | Health and personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, and music stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 2 | D | D | D | b | D | D |
| 45431 | Fuel dealers | 2 | D | D | D | b | D | D |
| 454311 | Heating oil dealers | 1 | D | D | D | b | D | D |
| MONONA | | | | | | | | |
| 44-45 | Retail trade | 50 | 152 636 | 16 718 | 4 164 | 938 | 4.9 | 6.8 |
| 441 | Motor vehicle and parts dealers | 6 | 14 853 | 2 598 | 580 | 77 | 8.8 | 1.7 |
| 4413 | Automotive parts, accessories, and tire stores | 5 | D | D | D | b | D | D |
| 44132 | Tire dealers | 2 | D | D | D | b | D | D |
| 441320 | Tire dealers | 2 | D | D | D | b | D | D |
| 442 | Furniture and home furnishings stores | 3 | 1 454 | 263 | 66 | 18 | 48.8 | — |
| 443 | Electronics and appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 3 | D | D | D | c | D | D |
| 4441 | Building material and supplies dealers | 3 | D | D | D | c | D | D |
| 44411 | Home centers | 2 | D | D | D | c | D | D |
| 444110 | Home centers | 2 | D | D | D | c | D | D |
| 44419 | Other building material dealers | 1 | D | D | D | a | D | D |
| 444190 | Other building material dealers | 1 | D | D | D | a | D | D |
| 445 | Food and beverage stores | 4 | D | D | D | c | D | D |
| 446 | Health and personal care stores | 3 | D | D | D | b | D | D |
| 4461 | Health and personal care stores | 3 | D | D | D | b | D | D |
| 447 | Gasoline stations | 5 | D | D | D | b | D | D |
| 44711 | Gasoline stations with convenience stores | 4 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 4 | D | D | D | b | D | D |
| 448 | Clothing and clothing accessories stores | 5 | 1 370 | 219 | 59 | 38 | 3.8 | 2.0 |
| 451 | Sporting goods, hobby, book, and music stores | 4 | 8 718 | 1 496 | 348 | 80 | 6.4 | — |
| 4511 | Sporting goods, hobby, and musical instrument stores | 4 | 8 718 | 1 496 | 348 | 80 | 6.4 | — |
| 45112 | Hobby, toy, and game stores | 1 | D | D | D | b | D | D |
| 451120 | Hobby, toy, and game stores | 1 | D | D | D | b | D | D |
| 452 | General merchandise stores | 3 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 8 | 6 336 | 593 | 162 | 55 | 13.3 | — |
| 4532 | Office supplies, stationery, and gift stores | 1 | D | D | D | b | D | D |
| 45321 | Office supplies and stationery stores | 1 | D | D | D | b | D | D |
| 453210 | Office supplies and stationery stores | 1 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 3 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 5 | 1 284 | 182 | 46 | 17 | 31.3 | — |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|----------------|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|--|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| MONROE | | | | | | | | |
| 44-45 | Retail trade | 83 | 332 340 | 43 780 | 10 111 | 1 686 | 12.3 | 6.9 |
| 441 | Motor vehicle and parts dealers | 11 | 53 053 | 4 412 | 918 | 121 | 54.2 | 1.0 |
| 4412 | Other motor vehicle dealers | 3 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 3 | D | D | D | a | D | D |
| 441221 | Motorcycle dealers | 3 | D | D | D | a | D | D |
| 442 | Furniture and home furnishings stores | 4 | D | D | D | b | D | D |
| 4421 | Furniture stores | 2 | D | D | D | a | D | D |
| 44211 | Furniture stores | 2 | D | D | D | a | D | D |
| 442110 | Furniture stores | 2 | D | D | D | a | D | D |
| 443 | Electronics and appliance stores | 5 | D | D | D | a | D | D |
| 4431 | Electronics and appliance stores | 5 | D | D | D | a | D | D |
| 44311 | Appliance, television, and other electronics stores | 4 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 7 | 6 720 | 839 | 190 | 40 | 30.6 | 2.6 |
| 445 | Food and beverage stores | 7 | 43 872 | 3 902 | 993 | 256 | .6 | 50.3 |
| 4451 | Grocery stores | 5 | D | D | D | e | D | D |
| 446 | Health and personal care stores | 5 | D | D | D | b | D | D |
| 447 | Gasoline stations | 8 | 14 084 | 790 | 180 | 47 | 22.9 | .5 |
| 44711 | Gasoline stations with convenience stores | 7 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 7 | D | D | D | b | D | D |
| 448 | Clothing and clothing accessories stores | 11 | D | D | D | b | D | D |
| 44819 | Other clothing stores | 3 | D | D | D | a | D | D |
| 448190 | Other clothing stores | 3 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, and music stores | 3 | D | D | D | a | D | D |
| 451212 | News dealers and newsstands | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 4 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 3 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 3 | D | D | D | b | D | D |
| 4529904 | Miscellaneous general merchandise stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 13 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 45392 | Art dealers | 1 | D | D | D | a | D | D |
| 453920 | Art dealers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 5 | D | D | D | f | D | D |
| 4541 | Electronic shopping and mail-order houses | 2 | D | D | D | f | D | D |
| 45411 | Electronic shopping and mail-order houses | 2 | D | D | D | f | D | D |
| 45439 | Other direct selling establishments | 3 | D | D | D | a | D | D |
| 454390 | Other direct selling establishments | 3 | D | D | D | a | D | D |
| MOSINEE | | | | | | | | |
| 44-45 | Retail trade | 25 | 43 330 | 5 154 | 1 186 | 298 | 33.9 | .3 |
| 441 | Motor vehicle and parts dealers | 5 | 14 755 | 2 289 | 519 | 69 | — | — |
| 442 | Furniture and home furnishings stores | 1 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 3 | D | D | D | b | D | D |
| 445 | Food and beverage stores | 2 | D | D | D | b | D | D |
| 447 | Gasoline stations | 7 | 12 886 | 795 | 200 | 66 | 27.5 | — |
| 44711 | Gasoline stations with convenience stores | 7 | 12 886 | 795 | 200 | 66 | 27.5 | — |
| 447110 | Gasoline stations with convenience stores | 7 | 12 886 | 795 | 200 | 66 | 27.5 | — |
| 451 | Sporting goods, hobby, book, and music stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 4 | 1 047 | 262 | 58 | 27 | 34.1 | — |
| 45392 | Art dealers | 1 | D | D | D | a | D | D |
| 453920 | Art dealers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab-lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|---|---|--------------------------|-----------------|--------------------------|---------------------------------|---|---|------------------------|
| | | | | | | | From admini-strative records ¹ | Estimated ² |
| MUKWONAGO | | | | | | | | |
| 44-45 | Retail trade | 39 | 151 248 | 13 070 | 3 223 | 851 | 10.2 | 3.2 |
| 441 | Motor vehicle and parts dealers | 4 | 35 933 | 2 416 | 573 | 76 | — | — |
| 442 | Furniture and home furnishings stores | 1 | D | D | D | a | D | D |
| 443 | Electronics and appliance stores | 3 | 1 443 | 181 | 48 | 9 | 50.9 | 49.1 |
| 444 | Building material and garden equipment and supplies dealers ... | 5 | 4 746 | 840 | 192 | 44 | 12.8 | — |
| 445 | Food and beverage stores | 4 | 44 049 | 3 726 | 878 | 302 | 26.0 | — |
| 4451 | Grocery stores | 3 | D | D | D | e | D | D |
| 446 | Health and personal care stores | 4 | D | D | D | b | D | D |
| 447 | Gasoline stations | 6 | 15 803 | 804 | 195 | 114 | 9.6 | 24.9 |
| 44711 | Gasoline stations with convenience stores | 6 | 15 803 | 804 | 195 | 114 | 9.6 | 24.9 |
| 447110 | Gasoline stations with convenience stores | 6 | 15 803 | 804 | 195 | 114 | 9.6 | 24.9 |
| 451 | Sporting goods, hobby, book, and music stores | 3 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 45391 | Pet and pet supplies stores | 2 | D | D | D | a | D | D |
| 453910 | Pet and pet supplies stores | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |
| 4543 | Direct selling establishments | 2 | D | D | D | a | D | D |
| MUKWONAGO (PART - WALWORTH COUNTY) | | | | | | | | |
| 44-45 | Retail trade | 3 | 6 564 | 1 112 | 264 | 75 | 49.7 | 32.1 |
| 445 | Food and beverage stores | 1 | D | D | D | b | D | D |
| 447 | Gasoline stations | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 45391 | Pet and pet supplies stores | 1 | D | D | D | a | D | D |
| 453910 | Pet and pet supplies stores | 1 | D | D | D | a | D | D |
| MUKWONAGO (PART - WAUKESHA COUNTY) | | | | | | | | |
| 44-45 | Retail trade | 36 | 144 684 | 11 958 | 2 959 | 776 | 8.4 | 1.9 |
| 441 | Motor vehicle and parts dealers | 4 | 35 933 | 2 416 | 573 | 76 | — | — |
| 442 | Furniture and home furnishings stores | 1 | D | D | D | a | D | D |
| 443 | Electronics and appliance stores | 3 | 1 443 | 181 | 48 | 9 | 50.9 | 49.1 |
| 444 | Building material and garden equipment and supplies dealers ... | 5 | 4 746 | 840 | 192 | 44 | 12.8 | — |
| 445 | Food and beverage stores | 3 | D | D | D | e | D | D |
| 4451 | Grocery stores | 2 | D | D | D | e | D | D |
| 446 | Health and personal care stores | 4 | D | D | D | b | D | D |
| 447 | Gasoline stations | 5 | D | D | D | b | D | D |
| 44711 | Gasoline stations with convenience stores | 5 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 5 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, and music stores | 3 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 5 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |
| 4543 | Direct selling establishments | 2 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|----------------|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| MUSKEGO | | | | | | | | |
| 44-45 | Retail trade | 47 | 110 581 | 9 940 | 2 247 | 583 | 11.6 | 8.1 |
| 441 | Motor vehicle and parts dealers | 7 | 30 996 | 2 765 | 639 | 116 | 8.8 | 3.1 |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 7 | 7 209 | 1 176 | 291 | 58 | 23.7 | 23.5 |
| 4442 | Lawn and garden equipment and supplies stores | 3 | 3 034 | 571 | 140 | 17 | — | — |
| 445 | Food and beverage stores | 4 | D | D | D | c | D | D |
| 4452 | Specialty food stores | 2 | D | D | D | a | D | D |
| 446 | Health and personal care stores | 5 | D | D | D | b | D | D |
| 4461 | Health and personal care stores | 5 | D | D | D | b | D | D |
| 447 | Gasoline stations | 5 | 13 527 | 682 | 155 | 48 | 35.4 | — |
| 44711 | Gasoline stations with convenience stores | 5 | 13 527 | 682 | 155 | 48 | 35.4 | — |
| 447110 | Gasoline stations with convenience stores | 5 | 13 527 | 682 | 155 | 48 | 35.4 | — |
| 448 | Clothing and clothing accessories stores | 2 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, and music stores | 2 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 6 | 2 269 | 246 | 57 | 24 | 36.4 | — |
| 454 | Nonstore retailers | 8 | 2 360 | 421 | 100 | 21 | 83.9 | — |
| NEENAH | | | | | | | | |
| 44-45 | Retail trade | 88 | 339 193 | 30 263 | 7 314 | 1 596 | 2.7 | 15.5 |
| 441 | Motor vehicle and parts dealers | 12 | D | D | D | e | D | D |
| 4411 | Automobile dealers | 7 | D | D | D | e | D | D |
| 44111 | New car dealers | 3 | D | D | D | e | D | D |
| 441110 | New car dealers | 3 | D | D | D | e | D | D |
| 442 | Furniture and home furnishings stores | 4 | 2 127 | 314 | 85 | 13 | 86.1 | — |
| 443 | Electronics and appliance stores | 3 | D | D | D | a | D | D |
| 4431 | Electronics and appliance stores | 3 | D | D | D | a | D | D |
| 44311 | Appliance, television, and other electronics stores | 2 | D | D | D | a | D | D |
| 443112 | Radio, television, and other electronics stores | 2 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 5 | D | D | D | b | D | D |
| 44413 | Hardware stores | 2 | D | D | D | b | D | D |
| 444130 | Hardware stores | 2 | D | D | D | b | D | D |
| 445 | Food and beverage stores | 8 | D | D | D | e | D | D |
| 4451 | Grocery stores | 3 | D | D | D | e | D | D |
| 446 | Health and personal care stores | 7 | D | D | D | c | D | D |
| 4461 | Health and personal care stores | 7 | D | D | D | c | D | D |
| 447 | Gasoline stations | 13 | 23 656 | 1 197 | 307 | 92 | 3.7 | 22.3 |
| 4471 | Gasoline stations | 13 | 23 656 | 1 197 | 307 | 92 | 3.7 | 22.3 |
| 44711 | Gasoline stations with convenience stores | 11 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 11 | D | D | D | b | D | D |
| 448 | Clothing and clothing accessories stores | 10 | 4 232 | 817 | 176 | 50 | 9.5 | 5.1 |
| 451 | Sporting goods, hobby, book, and music stores | 9 | 3 055 | 457 | 84 | 40 | 38.7 | 11.5 |
| 4511 | Sporting goods, hobby, and musical instrument stores | 7 | D | D | D | b | D | D |
| 452 | General merchandise stores | 4 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 4529904 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 7 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 3 | D | D | D | b | D | D |
| 45392 | Art dealers | 1 | D | D | D | b | D | D |
| 453920 | Art dealers | 1 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 6 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 6 | D | D | D | b | D | D |
| 45431 | Fuel dealers | 2 | D | D | D | b | D | D |
| 454311 | Heating oil dealers | 1 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 4 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 4 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|--------------------|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|--|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| NEILLSVILLE | | | | | | | | |
| 44-45 | Retail trade | 27 | 65 053 | 5 848 | 1 194 | 338 | 20.6 | 8.4 |
| 441 | Motor vehicle and parts dealers | 8 | D | D | D | b | D | D |
| 442 | Furniture and home furnishings stores | 1 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 2 | D | D | D | a | D | D |
| 445 | Food and beverage stores | 3 | D | D | D | c | D | D |
| 446 | Health and personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 5 | 10 495 | 559 | 128 | 44 | 8.6 | — |
| 448 | Clothing and clothing accessories stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 2 | D | D | D | b | D | D |
| 45299 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 4529904 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| 4541 | Electronic shopping and mail-order houses | 1 | D | D | D | a | D | D |
| 45411 | Electronic shopping and mail-order houses | 1 | D | D | D | a | D | D |
| NEKOOSA | | | | | | | | |
| 44-45 | Retail trade | 15 | 22 132 | 1 728 | 392 | 141 | 62.4 | 3.4 |
| 441 | Motor vehicle and parts dealers | 2 | D | D | D | a | D | D |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture and home furnishings stores | 1 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 1 | D | D | D | a | D | D |
| 445 | Food and beverage stores | 2 | D | D | D | b | D | D |
| 446 | Health and personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 4 | 10 945 | 589 | 128 | 44 | 30.9 | — |
| 44711 | Gasoline stations with convenience stores | 4 | 10 945 | 589 | 128 | 44 | 30.9 | — |
| 447110 | Gasoline stations with convenience stores | 4 | 10 945 | 589 | 128 | 44 | 30.9 | — |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 3 | 268 | 31 | 5 | 3 | 100.0 | — |
| NEW BERLIN | | | | | | | | |
| 44-45 | Retail trade | 97 | 348 837 | 35 017 | 8 244 | 1 712 | 5.6 | 1.7 |
| 441 | Motor vehicle and parts dealers | 7 | 25 176 | 3 940 | 838 | 125 | 1.2 | — |
| 4412 | Other motor vehicle dealers | 3 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 3 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 2 | D | D | D | b | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture and home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics and appliance stores | 6 | D | D | D | b | D | D |
| 4431 | Electronics and appliance stores | 6 | D | D | D | b | D | D |
| 44311 | Appliance, television, and other electronics stores | 4 | D | D | D | b | D | D |
| 443111 | Household appliance stores | 2 | D | D | D | b | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 17 | 38 913 | 7 780 | 1 695 | 208 | 16.0 | — |
| 4441 | Building material and supplies dealers | 12 | 36 704 | 7 157 | 1 596 | 193 | 16.4 | — |
| 44419 | Other building material dealers | 9 | 32 067 | 6 300 | 1 451 | 152 | 18.8 | — |
| 444190 | Other building material dealers | 9 | 32 067 | 6 300 | 1 451 | 152 | 18.8 | — |
| 445 | Food and beverage stores | 8 | 68 136 | 3 963 | 1 028 | 391 | 1.5 | .2 |
| 4451 | Grocery stores | 7 | D | D | D | e | D | D |
| 44511 | Supermarkets and other grocery (except convenience) stores | 5 | 67 702 | 3 899 | 1 015 | 380 | 1.1 | — |
| 445110 | Supermarkets and other grocery (except convenience) stores | 5 | 67 702 | 3 899 | 1 015 | 380 | 1.1 | — |
| 446 | Health and personal care stores | 9 | 12 318 | 1 567 | 367 | 84 | 11.4 | 6.6 |
| 4461 | Health and personal care stores | 9 | 12 318 | 1 567 | 367 | 84 | 11.4 | 6.6 |
| 447 | Gasoline stations | 9 | 27 078 | 1 296 | 313 | 90 | 21.4 | 17.3 |
| 4471 | Gasoline stations | 9 | 27 078 | 1 296 | 313 | 90 | 21.4 | 17.3 |
| 44711 | Gasoline stations with convenience stores | 9 | 27 078 | 1 296 | 313 | 90 | 21.4 | 17.3 |
| 447110 | Gasoline stations with convenience stores | 9 | 27 078 | 1 296 | 313 | 90 | 21.4 | 17.3 |
| 448 | Clothing and clothing accessories stores | 7 | 3 739 | 788 | 210 | 41 | 26.6 | 9.8 |
| 4483 | Jewelry, luggage, and leather goods stores | 3 | 2 301 | 614 | 159 | 28 | 43.2 | — |
| 451 | Sporting goods, hobby, book, and music stores | 1 | D | D | D | b | D | D |
| 4511 | Sporting goods, hobby, and musical instrument stores | 1 | D | D | D | b | D | D |
| 45112 | Hobby, toy, and game stores | 1 | D | D | D | b | D | D |
| 451120 | Hobby, toy, and game stores | 1 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab-lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|---|---|--------------------------|-----------------|--------------------------|---------------------------------|---|--|------------------------|
| | | | | | | | From administrative records ¹ | Estimated ² |
| NEW BERLIN—Con. | | | | | | | | |
| 44-45 | Retail trade—Con. | | | | | | | |
| 452 | General merchandise stores | 3 | D | D | D | e | D | D |
| 452112 | Discount department stores | 2 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 11 | 4 288 | 745 | 149 | 65 | 7.9 | .1 |
| 4539 | Other miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 17 | 100 902 | 8 369 | 2 048 | 311 | 1.5 | — |
| 4541 | Electronic shopping and mail-order houses | 4 | D | D | D | c | D | D |
| 45411 | Electronic shopping and mail-order houses | 4 | D | D | D | c | D | D |
| 4542 | Vending machine operators | 2 | D | D | D | b | D | D |
| 45421 | Vending machine operators | 2 | D | D | D | b | D | D |
| 454210 | Vending machine operators | 2 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 11 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 11 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 11 | D | D | D | b | D | D |
| NEW HOLSTEIN | | | | | | | | |
| 44-45 | Retail trade | 16 | 27 179 | 2 659 | 749 | 204 | 40.8 | 33.6 |
| 441 | Motor vehicle and parts dealers | 4 | D | D | D | b | D | D |
| 442 | Furniture and home furnishings stores | 1 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 3 | 4 138 | 474 | 113 | 34 | — | 36.9 |
| 445 | Food and beverage stores | 1 | D | D | D | b | D | D |
| 446 | Health and personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 4 | 5 429 | 424 | 93 | 28 | 48.8 | 2.6 |
| 448 | Clothing and clothing accessories stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 1 | D | D | D | a | D | D |
| NEW LONDON | | | | | | | | |
| 44-45 | Retail trade | 48 | 102 298 | 9 165 | 2 254 | 600 | 15.3 | 21.8 |
| 441 | Motor vehicle and parts dealers | 10 | 27 971 | 1 658 | 397 | 68 | 33.4 | 62.2 |
| 442 | Furniture and home furnishings stores | 4 | D | D | D | b | D | D |
| 443 | Electronics and appliance stores | 2 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 4 | 1 718 | 458 | 97 | 28 | 27.5 | — |
| 445 | Food and beverage stores | 6 | D | D | D | c | D | D |
| 446 | Health and personal care stores | 4 | D | D | D | b | D | D |
| 4461 | Health and personal care stores | 4 | D | D | D | b | D | D |
| 447 | Gasoline stations | 5 | 14 186 | 717 | 150 | 48 | 23.4 | — |
| 44711 | Gasoline stations with convenience stores | 5 | 14 186 | 717 | 150 | 48 | 23.4 | — |
| 447110 | Gasoline stations with convenience stores | 5 | 14 186 | 717 | 150 | 48 | 23.4 | — |
| 448 | Clothing and clothing accessories stores | 5 | 2 036 | 241 | 62 | 23 | 86.5 | — |
| 451 | Sporting goods, hobby, book, and music stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 2 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 5 | 759 | 155 | 36 | 16 | 53.9 | — |
| NEW LONDON (PART - OUTAGAMIE COUNTY) | | | | | | | | |
| 44-45 | Retail trade | 6 | 10 799 | 959 | 215 | 55 | 14.5 | 40.6 |
| 441 | Motor vehicle and parts dealers | 1 | D | D | D | a | D | D |
| 443 | Electronics and appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 1 | D | D | D | a | D | D |
| 446 | Health and personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|---|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| NEW LONDON (PART - WAUPACA COUNTY) | | | | | | | | |
| 44-45 | Retail trade | 42 | 91 499 | 8 206 | 2 039 | 545 | 15.4 | 19.5 |
| 441 | Motor vehicle and parts dealers | 9 | D | D | D | b | D | D |
| 442 | Furniture and home furnishings stores | 4 | D | D | D | b | D | D |
| 443 | Electronics and appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 3 | D | D | D | b | D | D |
| 445 | Food and beverage stores | 6 | D | D | D | c | D | D |
| 446 | Health and personal care stores | 3 | D | D | D | b | D | D |
| 447 | Gasoline stations | 4 | D | D | D | b | D | D |
| 448 | Clothing and clothing accessories stores | 5 | 2 036 | 241 | 62 | 23 | 86.5 | — |
| 451 | Sporting goods, hobby, book, and music stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 2 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 4 | D | D | D | a | D | D |
| NEW RICHMOND | | | | | | | | |
| 44-45 | Retail trade | 42 | 155 829 | 12 571 | 2 791 | 599 | 2.4 | .2 |
| 441 | Motor vehicle and parts dealers | 9 | 85 185 | 6 701 | 1 504 | 210 | — | .3 |
| 4411 | Automobile dealers | 3 | D | D | D | c | D | D |
| 4412 | Other motor vehicle dealers | 2 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 2 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | b | D | D |
| 441222 | Boat dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture and home furnishings stores | 3 | D | D | D | a | D | D |
| 4422 | Home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics and appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 4 | 6 097 | 952 | 227 | 61 | 9.6 | — |
| 44413 | Hardware stores | 2 | D | D | D | b | D | D |
| 444130 | Hardware stores | 2 | D | D | D | b | D | D |
| 445 | Food and beverage stores | 3 | D | D | D | c | D | D |
| 446 | Health and personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 9 | 22 504 | 1 341 | 342 | 105 | — | — |
| 4471 | Gasoline stations | 9 | 22 504 | 1 341 | 342 | 105 | — | — |
| 44711 | Gasoline stations with convenience stores | 8 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 8 | D | D | D | b | D | D |
| 448 | Clothing and clothing accessories stores | 3 | 611 | 116 | 24 | 7 | 7.0 | — |
| 452 | General merchandise stores | 1 | D | D | D | b | D | D |
| 45299 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 4529904 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 6 | 1 218 | 176 | 43 | 26 | 66.8 | — |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |
| NORTH FOND DU LAC | | | | | | | | |
| 44-45 | Retail trade | 10 | 20 905 | 1 945 | 445 | 76 | 1.6 | — |
| 441 | Motor vehicle and parts dealers | 3 | D | D | D | b | D | D |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 1 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | b | D | D |
| 442 | Furniture and home furnishings stores | 1 | D | D | D | a | D | D |
| 4421 | Furniture stores | 1 | D | D | D | a | D | D |
| 44211 | Furniture stores | 1 | D | D | D | a | D | D |
| 442110 | Furniture stores | 1 | D | D | D | a | D | D |
| 445 | Food and beverage stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 2 | D | D | D | a | D | D |
| 448 | Clothing and clothing accessories stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

See footnotes at end of table.

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

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|-------------------------|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| PLATTEVILLE | | | | | | | | |
| 44-45 | Retail trade | 59 | 135 031 | 12 483 | 2 981 | 764 | 22.2 | 3.7 |
| 441 | Motor vehicle and parts dealers | 11 | 29 045 | 2 083 | 494 | 108 | 55.0 | 13.8 |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 44121 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 441210 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture and home furnishings stores | 3 | 1 107 | 112 | 35 | 7 | 35.7 | — |
| 443 | Electronics and appliance stores | 2 | D | D | D | a | D | D |
| 4431 | Electronics and appliance stores | 2 | D | D | D | a | D | D |
| 44312 | Computer and software stores | 1 | D | D | D | a | D | D |
| 443120 | Computer and software stores | 1 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 3 | 1 745 | 372 | 88 | 21 | 56.6 | — |
| 445 | Food and beverage stores | 3 | D | D | D | c | D | D |
| 446 | Health and personal care stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 7 | 11 571 | 637 | 153 | 39 | 44.0 | — |
| 448 | Clothing and clothing accessories stores | 8 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, and music stores | 7 | 1 243 | 132 | 32 | 13 | 6.9 | 40.4 |
| 4512113 | College book stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 4 | 54 476 | 5 650 | 1 339 | 338 | .6 | — |
| 452112 | Discount department stores | 2 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 4529904 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 3 | 2 177 | 155 | 34 | 8 | 47.7 | — |
| PLEASANT PRAIRIE | | | | | | | | |
| 44-45 | Retail trade | 70 | 303 550 | 20 655 | 4 906 | 946 | 5.5 | 1.7 |
| 441 | Motor vehicle and parts dealers | 8 | D | D | D | e | D | D |
| 4411 | Automobile dealers | 6 | D | D | D | e | D | D |
| 44112 | Used car dealers | 2 | D | D | D | c | D | D |
| 441120 | Used car dealers | 2 | D | D | D | c | D | D |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 44121 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 441210 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture and home furnishings stores | 7 | 5 433 | 605 | 139 | 21 | — | — |
| 4422 | Home furnishings stores | 6 | D | D | D | a | D | D |
| 44229 | Other home furnishings stores | 4 | D | D | D | a | D | D |
| 442299 | All other home furnishings stores | 4 | D | D | D | a | D | D |
| 443 | Electronics and appliance stores | 3 | D | D | D | a | D | D |
| 4431 | Electronics and appliance stores | 3 | D | D | D | a | D | D |
| 44311 | Appliance, television, and other electronics stores | 2 | D | D | D | a | D | D |
| 443112 | Radio, television, and other electronics stores | 1 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 4 | 3 948 | 719 | 169 | 45 | 13.4 | — |
| 445 | Food and beverage stores | 5 | 2 345 | 286 | 61 | 24 | — | 36.3 |
| 4452 | Specialty food stores | 4 | D | D | D | a | D | D |
| 446 | Health and personal care stores | 5 | D | D | D | b | D | D |
| 44612 | Cosmetics, beauty supplies, and perfume stores | 1 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, and perfume stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 7 | 22 435 | 605 | 153 | 47 | 41.6 | 11.0 |
| 4471 | Gasoline stations | 7 | 22 435 | 605 | 153 | 47 | 41.6 | 11.0 |
| 44711 | Gasoline stations with convenience stores | 6 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 6 | D | D | D | b | D | D |
| 448 | Clothing and clothing accessories stores | 25 | 27 031 | 3 016 | 701 | 209 | — | — |
| 4481 | Clothing stores | 18 | 18 544 | 1 876 | 422 | 151 | — | — |
| 44814 | Family clothing stores | 7 | 11 928 | 1 125 | 251 | 87 | — | — |
| 448140 | Family clothing stores | 7 | 11 928 | 1 125 | 251 | 87 | — | — |
| 44819 | Other clothing stores | 4 | D | D | D | b | D | D |
| 448190 | Other clothing stores | 4 | D | D | D | b | D | D |
| 4482101 | Men's shoe stores | 1 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, and leather goods stores | 4 | D | D | D | b | D | D |
| 44832 | Luggage and leather goods stores | 2 | D | D | D | a | D | D |
| 448320 | Luggage and leather goods stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, and music stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 4 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 3 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 3 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|-----------------|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|--|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| PLOVER | | | | | | | | |
| 44-45 | Retail trade | 52 | 122 007 | 12 802 | 3 063 | 637 | 9.1 | 1.2 |
| 441 | Motor vehicle and parts dealers | 8 | 6 566 | 962 | 225 | 39 | 44.9 | — |
| 442 | Furniture and home furnishings stores | 6 | 5 635 | 893 | 209 | 30 | 21.5 | — |
| 4421 | Furniture stores | 4 | D | D | D | a | D | D |
| 44211 | Furniture stores | 4 | D | D | D | a | D | D |
| 442110 | Furniture stores | 4 | D | D | D | a | D | D |
| 4422 | Home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics and appliance stores | 3 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 5 | 64 982 | 6 428 | 1 562 | 213 | 1.5 | — |
| 4441 | Building material and supplies dealers | 4 | D | D | D | c | D | D |
| 44411 | Home centers | 1 | D | D | D | c | D | D |
| 444110 | Home centers | 1 | D | D | D | c | D | D |
| 44419 | Other building material dealers | 3 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 3 | D | D | D | b | D | D |
| 4442 | Lawn and garden equipment and supplies stores | 1 | D | D | D | b | D | D |
| 44422 | Nursery, garden center, and farm supply stores | 1 | D | D | D | b | D | D |
| 444220 | Nursery, garden center, and farm supply stores | 1 | D | D | D | b | D | D |
| 445 | Food and beverage stores | 1 | D | D | D | a | D | D |
| 446 | Health and personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 8 | 11 556 | 743 | 178 | 60 | 25.6 | 5.1 |
| 44711 | Gasoline stations with convenience stores | 7 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 7 | D | D | D | b | D | D |
| 448 | Clothing and clothing accessories stores | 4 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, and music stores | 2 | D | D | D | a | D | D |
| 452 | General merchandise stores | 5 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 3 | 3 024 | 354 | 84 | 38 | 13.3 | — |
| 452990 | All other general merchandise stores | 3 | 3 024 | 354 | 84 | 38 | 13.3 | — |
| 453 | Miscellaneous store retailers | 5 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 4 | 761 | 178 | 41 | 9 | 67.8 | — |
| PLYMOUTH | | | | | | | | |
| 44-45 | Retail trade | 40 | 128 583 | 12 932 | 2 494 | 654 | 1.5 | 14.9 |
| 441 | Motor vehicle and parts dealers | 3 | D | D | D | b | D | D |
| 442 | Furniture and home furnishings stores | 1 | D | D | D | a | D | D |
| 443 | Electronics and appliance stores | 2 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 3 | 3 520 | 692 | 150 | 40 | 16.5 | — |
| 445 | Food and beverage stores | 5 | D | D | D | e | D | D |
| 4451 | Grocery stores | 2 | D | D | D | c | D | D |
| 446 | Health and personal care stores | 5 | D | D | D | b | D | D |
| 4461 | Health and personal care stores | 5 | D | D | D | b | D | D |
| 447 | Gasoline stations | 5 | 7 367 | 591 | 140 | 50 | — | — |
| 448 | Clothing and clothing accessories stores | 4 | 1 767 | 183 | 45 | 17 | 6.7 | — |
| 451 | Sporting goods, hobby, book, and music stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 3 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 6 | 923 | 215 | 52 | 16 | 34.9 | 33.4 |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |

See footnotes at end of table.

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

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| NAICS code | Geographic area and kind of business | Estab-lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|------------------------|---|--------------------------|-----------------|--------------------------|---------------------------------|---|---|------------------------|
| | | | | | | | From admini-strative records ¹ | Estimated ² |
| PORTAGE | | | | | | | | |
| 44-45 | Retail trade | 72 | 206 717 | 20 236 | 4 835 | 1 075 | 6.6 | 1.3 |
| 441 | Motor vehicle and parts dealers | 13 | 57 112 | 5 207 | 1 215 | 159 | 4.6 | 1.2 |
| 4412 | Other motor vehicle dealers | 3 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture and home furnishings stores | 3 | 1 458 | 118 | 38 | 10 | 77.0 | — |
| 443 | Electronics and appliance stores | 3 | D | D | D | a | D | D |
| 4431 | Electronics and appliance stores | 3 | D | D | D | a | D | D |
| 44311 | Appliance, television, and other electronics stores | 2 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 7 | 13 775 | 2 268 | 530 | 73 | 10.2 | — |
| 4441 | Building material and supplies dealers | 5 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 4 | 10 813 | 1 660 | 413 | 48 | 9.8 | — |
| 444190 | Other building material dealers | 4 | 10 813 | 1 660 | 413 | 48 | 9.8 | — |
| 445 | Food and beverage stores | 7 | D | D | D | c | D | D |
| 4451 | Grocery stores | 4 | D | D | D | c | D | D |
| 446 | Health and personal care stores | 6 | 13 737 | 1 330 | 316 | 87 | 15.8 | — |
| 4461 | Health and personal care stores | 6 | 13 737 | 1 330 | 316 | 87 | 15.8 | — |
| 447 | Gasoline stations | 13 | 30 190 | 1 802 | 410 | 109 | 1.8 | — |
| 4471 | Gasoline stations | 13 | 30 190 | 1 802 | 410 | 109 | 1.8 | — |
| 44711 | Gasoline stations with convenience stores | 13 | 30 190 | 1 802 | 410 | 109 | 1.8 | — |
| 447110 | Gasoline stations with convenience stores | 13 | 30 190 | 1 802 | 410 | 109 | 1.8 | — |
| 448 | Clothing and clothing accessories stores | 6 | 2 513 | 312 | 82 | 28 | 2.7 | — |
| 44819 | Other clothing stores | 1 | D | D | D | a | D | D |
| 448190 | Other clothing stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, and music stores | 2 | D | D | D | a | D | D |
| 452 | General merchandise stores | 4 | D | D | D | e | D | D |
| 4529 | Other general merchandise stores | 3 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 7 | 5 164 | 909 | 213 | 69 | — | — |
| 4532 | Office supplies, stationery, and gift stores | 3 | D | D | D | b | D | D |
| 45321 | Office supplies and stationery stores | 1 | D | D | D | b | D | D |
| 453210 | Office supplies and stationery stores | 1 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| PORT WASHINGTON | | | | | | | | |
| 44-45 | Retail trade | 36 | 61 819 | 5 679 | 1 419 | 352 | 48.7 | 9.4 |
| 441 | Motor vehicle and parts dealers | 6 | 23 519 | 1 940 | 567 | 95 | 83.9 | 6.1 |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture and home furnishings stores | 1 | D | D | D | a | D | D |
| 443 | Electronics and appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 3 | D | D | D | a | D | D |
| 445 | Food and beverage stores | 3 | D | D | D | b | D | D |
| 446 | Health and personal care stores | 4 | D | D | D | b | D | D |
| 4461 | Health and personal care stores | 4 | D | D | D | b | D | D |
| 447 | Gasoline stations | 6 | 10 194 | 637 | 150 | 58 | — | 40.7 |
| 448 | Clothing and clothing accessories stores | 3 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 8 | 1 187 | 111 | 21 | 11 | 61.6 | 7.7 |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|-------------------------|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| PRAIRIE DU CHIEN | | | | | | | | |
| 44-45 | Retail trade | 47 | 88 175 | 9 547 | 2 098 | 601 | 25.3 | 1.2 |
| 441 | Motor vehicle and parts dealers | 6 | D | D | D | b | D | D |
| 4412 | Other motor vehicle dealers | 3 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 1 | D | D | D | b | D | D |
| 441222 | Boat dealers | 1 | D | D | D | b | D | D |
| 442 | Furniture and home furnishings stores | 1 | D | D | D | a | D | D |
| 443 | Electronics and appliance stores | 4 | 2 518 | 392 | 90 | 24 | 35.5 | — |
| 4431 | Electronics and appliance stores | 4 | 2 518 | 392 | 90 | 24 | 35.5 | — |
| 44312 | Computer and software stores | 1 | D | D | D | a | D | D |
| 443120 | Computer and software stores | 1 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 5 | 5 985 | 834 | 212 | 58 | — | 1.0 |
| 445 | Food and beverage stores | 3 | D | D | D | b | D | D |
| 446 | Health and personal care stores | 3 | D | D | D | a | D | D |
| 447 | Gasoline stations | 5 | 10 252 | 646 | 146 | 47 | 20.3 | — |
| 448 | Clothing and clothing accessories stores | 7 | D | D | D | b | D | D |
| 4482105 | Athletic footwear stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, and music stores | 4 | D | D | D | c | D | D |
| 4511 | Sporting goods, hobby, and musical instrument stores | 4 | D | D | D | c | D | D |
| 45111 | Sporting goods stores | 1 | D | D | D | c | D | D |
| 451110 | Sporting goods stores | 1 | D | D | D | c | D | D |
| 4511102 | Specialty-line sporting goods stores | 1 | D | D | D | c | D | D |
| 452 | General merchandise stores | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 45393 | Manufactured (mobile) home dealers | 3 | D | D | D | a | D | D |
| 453930 | Manufactured (mobile) home dealers | 3 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| PRAIRIE DU SAC | | | | | | | | |
| 44-45 | Retail trade | 19 | 32 139 | 4 291 | 1 096 | 235 | 32.9 | 2.2 |
| 441 | Motor vehicle and parts dealers | 2 | D | D | D | a | D | D |
| 442 | Furniture and home furnishings stores | 1 | D | D | D | a | D | D |
| 443 | Electronics and appliance stores | 3 | D | D | D | a | D | D |
| 445 | Food and beverage stores | 2 | D | D | D | b | D | D |
| 4452 | Specialty food stores | 1 | D | D | D | a | D | D |
| 446 | Health and personal care stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 4 | 5 817 | 573 | 115 | 26 | 1.2 | — |
| 452 | General merchandise stores | 1 | D | D | D | b | D | D |
| 45299 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 1 | D | D | D | b | D | D |
| 4529904 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 3 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 2 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 1 | D | D | D | a | D | D |
| 454390 | Other direct selling establishments | 1 | D | D | D | a | D | D |
| PRESCOTT | | | | | | | | |
| 44-45 | Retail trade | 15 | 38 096 | 2 476 | 517 | 132 | 5.1 | — |
| 441 | Motor vehicle and parts dealers | 1 | D | D | D | b | D | D |
| 442 | Furniture and home furnishings stores | 1 | D | D | D | a | D | D |
| 443 | Electronics and appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 3 | 815 | 48 | 5 | 1 | 66.6 | — |
| 445 | Food and beverage stores | 2 | D | D | D | b | D | D |
| 446 | Health and personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 3 | 3 895 | 271 | 54 | 15 | 9.4 | — |
| 451 | Sporting goods, hobby, book, and music stores | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

See footnotes at end of table.

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

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

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

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

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|-----------------------|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|--|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| RICE LAKE—Con. | | | | | | | | |
| 44-45 | Retail trade—Con. | | | | | | | |
| 444 | Building material and garden equipment and supplies dealers . . . | 9 | 67 858 | 6 281 | 1 560 | 277 | 2.7 | — |
| 4441 | Building material and supplies dealers | 8 | D | D | D | e | D | D |
| 44411 | Home centers | 2 | D | D | D | c | D | D |
| 444110 | Home centers | 2 | D | D | D | c | D | D |
| 44413 | Hardware stores | 1 | D | D | D | b | D | D |
| 444130 | Hardware stores | 1 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 5 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 5 | D | D | D | b | D | D |
| 445 | Food and beverage stores | 13 | 47 078 | 3 931 | 1 278 | 310 | 3.5 | 1.9 |
| 4451 | Grocery stores | 5 | 41 888 | 3 453 | 1 168 | 264 | — | .9 |
| 4452 | Specialty food stores | 4 | D | D | D | b | D | D |
| 446 | Health and personal care stores | 7 | 5 924 | 785 | 163 | 45 | 44.8 | — |
| 4461 | Health and personal care stores | 7 | 5 924 | 785 | 163 | 45 | 44.8 | — |
| 4461102 | Proprietary stores | 1 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, and perfume stores | 2 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, and perfume stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 12 | 23 383 | 1 539 | 516 | 107 | 1.4 | 19.0 |
| 4471 | Gasoline stations | 12 | 23 383 | 1 539 | 516 | 107 | 1.4 | 19.0 |
| 44711 | Gasoline stations with convenience stores | 8 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 8 | D | D | D | b | D | D |
| 448 | Clothing and clothing accessories stores | 15 | D | D | D | c | D | D |
| 4481 | Clothing stores | 7 | D | D | D | c | D | D |
| 451 | Sporting goods, hobby, book, and music stores | 7 | 3 254 | 434 | 99 | 51 | 34.0 | — |
| 4512 | Book, periodical, and music stores | 3 | 1 716 | 162 | 40 | 20 | — | — |
| 452 | General merchandise stores | 8 | D | D | D | f | D | D |
| 4521 | Department stores | 4 | D | D | D | f | D | D |
| 45210009 | Department stores (incl. leased depts.) ³ | 4 | D | D | D | f | D | D |
| 45211 | Department stores | 4 | D | D | D | f | D | D |
| 452112 | Discount department stores | 3 | 80 510 | 7 692 | 2 032 | 513 | — | — |
| 4529 | Other general merchandise stores | 4 | D | D | D | c | D | D |
| 45299 | All other general merchandise stores | 4 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 4 | D | D | D | c | D | D |
| 4529904 | Miscellaneous general merchandise stores | 1 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 17 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, and gift stores | 9 | D | D | D | b | D | D |
| 45321 | Office supplies and stationery stores | 2 | D | D | D | b | D | D |
| 453210 | Office supplies and stationery stores | 2 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 4 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 4 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 4 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 45393 | Manufactured (mobile) home dealers | 1 | D | D | D | a | D | D |
| 453930 | Manufactured (mobile) home dealers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 5 | 8 154 | 1 424 | 397 | 51 | — | — |
| 4543 | Direct selling establishments | 4 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 3 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 3 | D | D | D | b | D | D |
| RICHFIELD | | | | | | | | |
| 44-45 | Retail trade | 21 | 34 419 | 3 079 | 690 | 216 | 37.9 | 7.7 |
| 441 | Motor vehicle and parts dealers | 3 | D | D | D | a | D | D |
| 442 | Furniture and home furnishings stores | 1 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers . . . | 2 | D | D | D | a | D | D |
| 445 | Food and beverage stores | 3 | D | D | D | b | D | D |
| 446 | Health and personal care stores | 1 | D | D | D | b | D | D |
| 447 | Gasoline stations | 4 | 11 626 | 629 | 153 | 44 | 75.1 | — |
| 448 | Clothing and clothing accessories stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 4 | 2 921 | 346 | 80 | 33 | — | 3.3 |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|------------------------|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| RICHLAND CENTER | | | | | | | | |
| 44-45 | Retail trade | 62 | 162 294 | 16 134 | 3 744 | 900 | 13.5 | 1.1 |
| 441 | Motor vehicle and parts dealers | 13 | D | D | D | c | D | D |
| 4412 | Other motor vehicle dealers | 2 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 2 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | b | D | D |
| 442 | Furniture and home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics and appliance stores | 4 | 3 864 | 753 | 183 | 31 | 46.2 | — |
| 4431 | Electronics and appliance stores | 4 | 3 864 | 753 | 183 | 31 | 46.2 | — |
| 44311 | Appliance, television, and other electronics stores | 2 | D | D | D | a | D | D |
| 44312 | Computer and software stores | 2 | D | D | D | a | D | D |
| 443120 | Computer and software stores | 2 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 3 | D | D | D | b | D | D |
| 4442 | Lawn and garden equipment and supplies stores | 1 | D | D | D | b | D | D |
| 44422 | Nursery, garden center, and farm supply stores | 1 | D | D | D | b | D | D |
| 444220 | Nursery, garden center, and farm supply stores | 1 | D | D | D | b | D | D |
| 445 | Food and beverage stores | 4 | D | D | D | c | D | D |
| 4452 | Specialty food stores | 2 | D | D | D | a | D | D |
| 446 | Health and personal care stores | 5 | 9 637 | 918 | 222 | 46 | 65.3 | 3.7 |
| 4461 | Health and personal care stores | 5 | 9 637 | 918 | 222 | 46 | 65.3 | 3.7 |
| 447 | Gasoline stations | 6 | D | D | D | b | D | D |
| 44711 | Gasoline stations with convenience stores | 4 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 4 | D | D | D | b | D | D |
| 448 | Clothing and clothing accessories stores | 5 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, and music stores | 4 | 1 732 | 136 | 52 | 10 | 31.5 | — |
| 452 | General merchandise stores | 4 | D | D | D | e | D | D |
| 4529 | Other general merchandise stores | 4 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 3 | 5 814 | 639 | 183 | 51 | — | — |
| 452990 | All other general merchandise stores | 3 | 5 814 | 639 | 183 | 51 | — | — |
| 4529904 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 7 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 45331 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 453310 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 5 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 2 | D | D | D | a | D | D |
| RIPON | | | | | | | | |
| 44-45 | Retail trade | 42 | 107 451 | 10 432 | 2 458 | 761 | 17.6 | 1.2 |
| 441 | Motor vehicle and parts dealers | 9 | 32 167 | 2 760 | 659 | 110 | 18.8 | 3.6 |
| 442 | Furniture and home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics and appliance stores | 3 | D | D | D | b | D | D |
| 4431 | Electronics and appliance stores | 3 | D | D | D | b | D | D |
| 44311 | Appliance, television, and other electronics stores | 2 | D | D | D | a | D | D |
| 443112 | Radio, television, and other electronics stores | 1 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 4 | 4 060 | 711 | 152 | 40 | 79.3 | — |
| 445 | Food and beverage stores | 2 | D | D | D | e | D | D |
| 446 | Health and personal care stores | 2 | D | D | D | b | D | D |
| 4461 | Health and personal care stores | 2 | D | D | D | b | D | D |
| 447 | Gasoline stations | 6 | 13 546 | 753 | 165 | 52 | — | — |
| 44711 | Gasoline stations with convenience stores | 6 | 13 546 | 753 | 165 | 52 | — | — |
| 447110 | Gasoline stations with convenience stores | 6 | 13 546 | 753 | 165 | 52 | — | — |
| 448 | Clothing and clothing accessories stores | 3 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, and music stores | 2 | D | D | D | a | D | D |
| 4512113 | College book stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 5 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 3 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 3 | D | D | D | b | D | D |
| 45431 | Fuel dealers | 2 | D | D | D | a | D | D |
| 454311 | Heating oil dealers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

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

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| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|--|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| RIVER FALLS | | | | | | | | |
| 44-45 | Retail trade | 42 | 95 554 | 9 723 | 2 373 | 732 | 11.2 | .1 |
| 441 | Motor vehicle and parts dealers | 7 | 21 898 | 2 186 | 563 | 85 | 27.9 | — |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 44121 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 441210 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture and home furnishings stores | 4 | D | D | D | b | D | D |
| 4421 | Furniture stores | 1 | D | D | D | b | D | D |
| 44211 | Furniture stores | 1 | D | D | D | b | D | D |
| 442110 | Furniture stores | 1 | D | D | D | b | D | D |
| 443 | Electronics and appliance stores | 2 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 4 | 2 425 | 496 | 113 | 36 | 37.8 | — |
| 445 | Food and beverage stores | 3 | 29 216 | 2 772 | 680 | 268 | — | — |
| 446 | Health and personal care stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 6 | 9 666 | 667 | 177 | 50 | 23.5 | — |
| 448 | Clothing and clothing accessories stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, and music stores | 4 | D | D | D | a | D | D |
| 4512113 | College book stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 5 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 1 | D | D | D | a | D | D |
| 454390 | Other direct selling establishments | 1 | D | D | D | a | D | D |
| RIVER FALLS (PART - PIERCE COUNTY) | | | | | | | | |
| 44-45 | Retail trade | 32 | 66 156 | 6 846 | 1 724 | 501 | 4.5 | .1 |
| 441 | Motor vehicle and parts dealers | 4 | D | D | D | b | D | D |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 44121 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 441210 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture and home furnishings stores | 4 | D | D | D | b | D | D |
| 4421 | Furniture stores | 1 | D | D | D | b | D | D |
| 44211 | Furniture stores | 1 | D | D | D | b | D | D |
| 442110 | Furniture stores | 1 | D | D | D | b | D | D |
| 443 | Electronics and appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 2 | D | D | D | b | D | D |
| 445 | Food and beverage stores | 3 | 29 216 | 2 772 | 680 | 268 | — | — |
| 446 | Health and personal care stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 5 | D | D | D | b | D | D |
| 448 | Clothing and clothing accessories stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, and music stores | 4 | D | D | D | a | D | D |
| 4512113 | College book stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 4 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |
| 45439 | Other direct selling establishments | 1 | D | D | D | a | D | D |
| 454390 | Other direct selling establishments | 1 | D | D | D | a | D | D |
| RIVER FALLS (PART - ST. CROIX COUNTY) | | | | | | | | |
| 44-45 | Retail trade | 10 | 29 398 | 2 877 | 649 | 231 | 26.3 | — |
| 441 | Motor vehicle and parts dealers | 3 | D | D | D | b | D | D |
| 443 | Electronics and appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 1 | D | D | D | a | D | D |
| 448 | Clothing and clothing accessories stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab-lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|--------------------|---|--------------------------|-----------------|--------------------------|---------------------------------|---|--|------------------------|
| | | | | | | | From administrative records ¹ | Estimated ² |
| ROTHSCHILD | | | | | | | | |
| 44-45 | Retail trade | 30 | 63 875 | 7 069 | 1 927 | 663 | .2 | — |
| 442 | Furniture and home furnishings stores | 1 | D | D | D | a | D | D |
| 443 | Electronics and appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 1 | D | D | D | a | D | D |
| 445 | Food and beverage stores | 2 | D | D | D | e | D | D |
| 446 | Health and personal care stores | 3 | 3 249 | 384 | 101 | 22 | — | — |
| 447 | Gasoline stations | 1 | D | D | D | a | D | D |
| 448 | Clothing and clothing accessories stores | 11 | 7 776 | 1 102 | 264 | 96 | .4 | — |
| 4481 | Clothing stores | 7 | D | D | D | b | D | D |
| 44813 | Children's and infants' clothing stores | 1 | D | D | D | a | D | D |
| 448130 | Children's and infants' clothing stores | 1 | D | D | D | a | D | D |
| 44819 | Other clothing stores | 2 | D | D | D | b | D | D |
| 448190 | Other clothing stores | 2 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, and music stores | 3 | 987 | 129 | 33 | 14 | — | — |
| 452 | General merchandise stores | 1 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 6 | D | D | D | b | D | D |
| ST. FRANCIS | | | | | | | | |
| 44-45 | Retail trade | 17 | 45 420 | 5 272 | 1 300 | 346 | 25.4 | 39.3 |
| 441 | Motor vehicle and parts dealers | 2 | D | D | D | a | D | D |
| 443 | Electronics and appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 1 | D | D | D | b | D | D |
| 445 | Food and beverage stores | 5 | 27 808 | 3 049 | 723 | 191 | 30.1 | 64.3 |
| 4452 | Specialty food stores | 2 | D | D | D | a | D | D |
| 446 | Health and personal care stores | 4 | D | D | D | b | D | D |
| 4461 | Health and personal care stores | 4 | D | D | D | b | D | D |
| 448 | Clothing and clothing accessories stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 2 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 1 | D | D | D | b | D | D |
| 45331 | Used merchandise stores | 1 | D | D | D | b | D | D |
| 453310 | Used merchandise stores | 1 | D | D | D | b | D | D |
| SAUK CITY | | | | | | | | |
| 44-45 | Retail trade | 25 | 124 375 | 8 759 | 2 060 | 339 | 31.3 | .3 |
| 441 | Motor vehicle and parts dealers | 5 | 91 149 | 5 522 | 1 255 | 140 | 39.3 | — |
| 4411 | Automobile dealers | 3 | D | D | D | b | D | D |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 1 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | b | D | D |
| 442 | Furniture and home furnishings stores | 2 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 1 | D | D | D | a | D | D |
| 445 | Food and beverage stores | 2 | D | D | D | b | D | D |
| 446 | Health and personal care stores | 2 | D | D | D | b | D | D |
| 447 | Gasoline stations | 2 | D | D | D | b | D | D |
| 448 | Clothing and clothing accessories stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 4 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 3 | D | D | D | b | D | D |
| 45431 | Fuel dealers | 2 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 2 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab-lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|------------------|---|--------------------------|-----------------|--------------------------|---------------------------------|---|--|------------------------|
| | | | | | | | From administrative records ¹ | Estimated ² |
| SAUKVILLE | | | | | | | | |
| 44-45 | Retail trade | 12 | 96 602 | 8 943 | 2 147 | 468 | 3.0 | — |
| 441 | Motor vehicle and parts dealers | 3 | D | D | D | b | D | D |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | a | D | D |
| 445 | Food and beverage stores | 3 | D | D | D | c | D | D |
| 447 | Gasoline stations | 3 | 8 612 | 378 | 92 | 37 | 29.1 | — |
| 452 | General merchandise stores | 1 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| SEYMOUR | | | | | | | | |
| 44-45 | Retail trade | 11 | 53 992 | 5 345 | 1 306 | 232 | 31.5 | 1.2 |
| 441 | Motor vehicle and parts dealers | 3 | D | D | D | b | D | D |
| 444 | Building material and garden equipment and supplies dealers | 2 | D | D | D | b | D | D |
| 4442 | Lawn and garden equipment and supplies stores | 1 | D | D | D | b | D | D |
| 44422 | Nursery, garden center, and farm supply stores | 1 | D | D | D | b | D | D |
| 444220 | Nursery, garden center, and farm supply stores | 1 | D | D | D | b | D | D |
| 445 | Food and beverage stores | 1 | D | D | D | b | D | D |
| 446 | Health and personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 2 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| SHAWANO | | | | | | | | |
| 44-45 | Retail trade | 91 | 217 216 | 23 309 | 5 432 | 1 242 | 14.8 | 8.4 |
| 441 | Motor vehicle and parts dealers | 15 | 39 652 | 3 229 | 838 | 125 | 57.0 | — |
| 4412 | Other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 441222 | Boat dealers | 1 | D | D | D | a | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture and home furnishings stores | 7 | D | D | D | b | D | D |
| 4421 | Furniture stores | 3 | D | D | D | b | D | D |
| 44211 | Furniture stores | 3 | D | D | D | b | D | D |
| 442110 | Furniture stores | 3 | D | D | D | b | D | D |
| 443 | Electronics and appliance stores | 2 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers | 7 | 43 705 | 5 536 | 1 242 | 224 | — | — |
| 4441 | Building material and supplies dealers | 6 | D | D | D | c | D | D |
| 44413 | Hardware stores | 2 | D | D | D | b | D | D |
| 444130 | Hardware stores | 2 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 4 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 4 | D | D | D | b | D | D |
| 4442 | Lawn and garden equipment and supplies stores | 1 | D | D | D | b | D | D |
| 44422 | Nursery, garden center, and farm supply stores | 1 | D | D | D | b | D | D |
| 444220 | Nursery, garden center, and farm supply stores | 1 | D | D | D | b | D | D |
| 445 | Food and beverage stores | 7 | D | D | D | c | D | D |
| 4451 | Grocery stores | 5 | D | D | D | c | D | D |
| 446 | Health and personal care stores | 6 | D | D | D | b | D | D |
| 4461 | Health and personal care stores | 6 | D | D | D | b | D | D |
| 447 | Gasoline stations | 14 | 16 491 | 1 255 | 302 | 98 | 32.2 | 1.2 |
| 44711 | Gasoline stations with convenience stores | 12 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 12 | D | D | D | b | D | D |
| 448 | Clothing and clothing accessories stores | 11 | 8 355 | 1 196 | 310 | 81 | 13.2 | — |
| 4481 | Clothing stores | 6 | 6 647 | 997 | 261 | 66 | — | — |
| 451 | Sporting goods, hobby, book, and music stores | 4 | 700 | 96 | 25 | 8 | 35.0 | — |
| 452 | General merchandise stores | 4 | D | D | D | e | D | D |
| 4529 | Other general merchandise stores | 3 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 11 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 2 | D | D | D | b | D | D |
| 45393 | Manufactured (mobile) home dealers | 1 | D | D | D | a | D | D |
| 453930 | Manufactured (mobile) home dealers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 3 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|------------------|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| SHEBOYGAN | | | | | | | | |
| 44-45 | Retail trade | 210 | 638 563 | 66 125 | 16 268 | 3 605 | 5.1 | 15.3 |
| 441 | Motor vehicle and parts dealers | 27 | 174 245 | 15 465 | 3 431 | 486 | 7.1 | — |
| 4411 | Automobile dealers | 15 | 156 578 | 12 353 | 2 727 | 381 | 7.5 | — |
| 44111 | New car dealers | 8 | 147 075 | 11 593 | 2 545 | 350 | 4.7 | — |
| 441110 | New car dealers | 8 | 147 075 | 11 593 | 2 545 | 350 | 4.7 | — |
| 44112 | Used car dealers | 7 | 9 503 | 760 | 182 | 31 | 51.8 | .3 |
| 441120 | Used car dealers | 7 | 9 503 | 760 | 182 | 31 | 51.8 | .3 |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, and tire stores | 11 | D | D | D | b | D | D |
| 44131 | Automotive parts and accessories stores | 8 | D | D | D | b | D | D |
| 441310 | Automotive parts and accessories stores | 8 | D | D | D | b | D | D |
| 442 | Furniture and home furnishings stores | 9 | 9 380 | 1 924 | 303 | 48 | .7 | 18.5 |
| 4421 | Furniture stores | 4 | 4 821 | 558 | 37 | 9 | 1.3 | — |
| 44211 | Furniture stores | 4 | 4 821 | 558 | 37 | 9 | 1.3 | — |
| 442110 | Furniture stores | 4 | 4 821 | 558 | 37 | 9 | 1.3 | — |
| 4422 | Home furnishings stores | 5 | 4 559 | 1 366 | 266 | 39 | .2 | 38.1 |
| 44221 | Floor covering stores | 4 | D | D | D | b | D | D |
| 442210 | Floor covering stores | 4 | D | D | D | b | D | D |
| 443 | Electronics and appliance stores | 14 | 18 862 | 3 758 | 1 066 | 138 | 41.8 | 4.3 |
| 4431 | Electronics and appliance stores | 14 | 18 862 | 3 758 | 1 066 | 138 | 41.8 | 4.3 |
| 44311 | Appliance, television, and other electronics stores | 10 | D | D | D | c | D | D |
| 443111 | Household appliance stores | 6 | D | D | D | b | D | D |
| 443112 | Radio, television, and other electronics stores | 4 | D | D | D | b | D | D |
| 44312 | Computer and software stores | 4 | D | D | D | b | D | D |
| 443120 | Computer and software stores | 4 | D | D | D | b | D | D |
| 444 | Building material and garden equipment and supplies dealers | 10 | 45 247 | 5 691 | 1 550 | 217 | — | — |
| 4441 | Building material and supplies dealers | 10 | 45 247 | 5 691 | 1 550 | 217 | — | — |
| 44411 | Home centers | 1 | D | D | D | c | D | D |
| 444110 | Home centers | 1 | D | D | D | c | D | D |
| 44412 | Paint and wallpaper stores | 3 | 2 366 | 347 | 81 | 11 | — | — |
| 444120 | Paint and wallpaper stores | 3 | 2 366 | 347 | 81 | 11 | — | — |
| 44419 | Other building material dealers | 4 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 4 | D | D | D | b | D | D |
| 445 | Food and beverage stores | 19 | 106 503 | 9 827 | 2 430 | 726 | 2.9 | 76.2 |
| 4451 | Grocery stores | 12 | D | D | D | f | D | D |
| 44511 | Supermarkets and other grocery (except convenience) stores | 11 | D | D | D | f | D | D |
| 445110 | Supermarkets and other grocery (except convenience) stores | 11 | D | D | D | f | D | D |
| 4452 | Specialty food stores | 6 | D | D | D | b | D | D |
| 446 | Health and personal care stores | 21 | 50 244 | 6 059 | 1 469 | 261 | 1.3 | 9.9 |
| 4461 | Health and personal care stores | 21 | 50 244 | 6 059 | 1 469 | 261 | 1.3 | 9.9 |
| 44611 | Pharmacies and drug stores | 11 | D | D | D | c | D | D |
| 446110 | Pharmacies and drug stores | 11 | D | D | D | c | D | D |
| 4461101 | Pharmacies and drug stores | 11 | D | D | D | c | D | D |
| 44612 | Cosmetics, beauty supplies, and perfume stores | 2 | D | D | D | a | D | D |
| 446120 | Cosmetics, beauty supplies, and perfume stores | 2 | D | D | D | a | D | D |
| 44613 | Optical goods stores | 4 | D | D | D | b | D | D |
| 446130 | Optical goods stores | 4 | D | D | D | b | D | D |
| 447 | Gasoline stations | 21 | 41 370 | 2 348 | 548 | 185 | 10.6 | 17.0 |
| 4471 | Gasoline stations | 21 | 41 370 | 2 348 | 548 | 185 | 10.6 | 17.0 |
| 44711 | Gasoline stations with convenience stores | 18 | 38 564 | 1 944 | 465 | 160 | 10.6 | 18.2 |
| 447110 | Gasoline stations with convenience stores | 18 | 38 564 | 1 944 | 465 | 160 | 10.6 | 18.2 |
| 448 | Clothing and clothing accessories stores | 19 | 13 367 | 1 769 | 431 | 170 | 4.8 | 8.5 |
| 4481 | Clothing stores | 10 | 8 834 | 1 074 | 252 | 112 | 3.2 | — |
| 4483 | Jewelry, luggage, and leather goods stores | 5 | 3 322 | 527 | 138 | 38 | 11.0 | 34.4 |
| 451 | Sporting goods, hobby, book, and music stores | 27 | 18 931 | 2 479 | 612 | 229 | 11.7 | 2.1 |
| 4511 | Sporting goods, hobby, and musical instrument stores | 15 | D | D | D | c | D | D |
| 45111 | Sporting goods stores | 9 | 7 348 | 865 | 224 | 69 | 1.3 | — |
| 451110 | Sporting goods stores | 9 | 7 348 | 865 | 224 | 69 | 1.3 | — |
| 4511102 | Specialty-line sporting goods stores | 8 | D | D | D | b | D | D |
| 45112 | Hobby, toy, and game stores | 4 | D | D | D | b | D | D |
| 451120 | Hobby, toy, and game stores | 4 | D | D | D | b | D | D |
| 45113 | Sewing, needlework, and piece goods stores | 1 | D | D | D | a | D | D |
| 451130 | Sewing, needlework, and piece goods stores | 1 | D | D | D | a | D | D |
| 4512 | Book, periodical, and music stores | 12 | D | D | D | b | D | D |
| 45121 | Book stores and news dealers | 7 | D | D | D | b | D | D |
| 451211 | Book stores | 6 | D | D | D | b | D | D |
| 4512112 | Specialty book stores | 1 | D | D | D | a | D | D |
| 4512113 | College book stores | 1 | D | D | D | a | D | D |
| 451212 | News dealers and newsstands | 1 | D | D | D | a | D | D |

See footnotes at end of table.

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

See footnotes at end of table.

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

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|----------------------|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| SPOONER | | | | | | | | |
| 44-45 | Retail trade | 43 | 84 972 | 8 304 | 1 991 | 497 | 19.5 | 2.3 |
| 441 | Motor vehicle and parts dealers | 7 | 14 793 | 1 192 | 266 | 49 | 83.8 | .6 |
| 442 | Furniture and home furnishings stores | 3 | 1 516 | 245 | 55 | 11 | 10.7 | 59.6 |
| 443 | Electronics and appliance stores | 3 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 5 | 13 698 | 1 635 | 425 | 64 | 4.5 | .3 |
| 4441 | Building material and supplies dealers | 5 | 13 698 | 1 635 | 425 | 64 | 4.5 | .3 |
| 44419 | Other building material dealers | 3 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 3 | D | D | D | b | D | D |
| 445 | Food and beverage stores | 5 | D | D | D | c | D | D |
| 446 | Health and personal care stores | 1 | D | D | D | b | D | D |
| 4461 | Health and personal care stores | 1 | D | D | D | b | D | D |
| 447 | Gasoline stations | 4 | 10 889 | 582 | 140 | 47 | — | — |
| 44711 | Gasoline stations with convenience stores | 4 | 10 889 | 582 | 140 | 47 | — | — |
| 447110 | Gasoline stations with convenience stores | 4 | 10 889 | 582 | 140 | 47 | — | — |
| 448 | Clothing and clothing accessories stores | 2 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, and music stores | 3 | 1 038 | 122 | 31 | 15 | 100.0 | — |
| 452 | General merchandise stores | 2 | D | D | D | b | D | D |
| 45299 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 4529904 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 3 | 395 | 84 | 21 | 15 | 54.7 | — |
| 454 | Nonstore retailers | 5 | 2 630 | 248 | 65 | 12 | 25.5 | 20.5 |
| STEVENS POINT | | | | | | | | |
| 44-45 | Retail trade | 167 | 417 547 | 42 961 | 10 300 | 2 384 | 3.6 | 4.4 |
| 441 | Motor vehicle and parts dealers | 22 | 131 548 | 10 038 | 2 392 | 337 | 1.1 | 1.4 |
| 4411 | Automobile dealers | 7 | 114 777 | 7 352 | 1 643 | 228 | 1.2 | — |
| 4413 | Automotive parts, accessories, and tire stores | 14 | D | D | D | c | D | D |
| 44131 | Automotive parts and accessories stores | 11 | 9 021 | 1 599 | 385 | 72 | — | 10.4 |
| 441310 | Automotive parts and accessories stores | 11 | 9 021 | 1 599 | 385 | 72 | — | 10.4 |
| 44132 | Tire dealers | 3 | D | D | D | b | D | D |
| 441320 | Tire dealers | 3 | D | D | D | b | D | D |
| 442 | Furniture and home furnishings stores | 9 | 19 522 | 3 265 | 687 | 131 | 4.2 | 1.4 |
| 4421 | Furniture stores | 3 | D | D | D | b | D | D |
| 44211 | Furniture stores | 3 | D | D | D | b | D | D |
| 442110 | Furniture stores | 3 | D | D | D | b | D | D |
| 4422 | Home furnishings stores | 6 | D | D | D | b | D | D |
| 44229 | Other home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics and appliance stores | 5 | D | D | D | b | D | D |
| 4431 | Electronics and appliance stores | 5 | D | D | D | b | D | D |
| 44312 | Computer and software stores | 3 | 1 973 | 357 | 66 | 12 | — | — |
| 443120 | Computer and software stores | 3 | 1 973 | 357 | 66 | 12 | — | — |
| 444 | Building material and garden equipment and supplies dealers ... | 10 | 10 695 | 2 146 | 551 | 87 | 3.1 | .2 |
| 445 | Food and beverage stores | 10 | 7 568 | 488 | 125 | 43 | 20.0 | .2 |
| 446 | Health and personal care stores | 10 | D | D | D | c | D | D |
| 4461 | Health and personal care stores | 10 | D | D | D | c | D | D |
| 44612 | Cosmetics, beauty supplies, and perfume stores | 1 | D | D | D | b | D | D |
| 446120 | Cosmetics, beauty supplies, and perfume stores | 1 | D | D | D | b | D | D |
| 447 | Gasoline stations | 15 | 24 155 | 1 306 | 329 | 129 | 13.7 | 21.3 |
| 4471 | Gasoline stations | 15 | 24 155 | 1 306 | 329 | 129 | 13.7 | 21.3 |
| 44711 | Gasoline stations with convenience stores | 14 | D | D | D | c | D | D |
| 447110 | Gasoline stations with convenience stores | 14 | D | D | D | c | D | D |
| 448 | Clothing and clothing accessories stores | 26 | 18 695 | 3 202 | 777 | 254 | 10.0 | — |
| 4481 | Clothing stores | 15 | D | D | D | c | D | D |
| 4482104 | Family shoe stores | 5 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, and leather goods stores | 4 | 3 021 | 693 | 189 | 38 | 11.9 | — |
| 451 | Sporting goods, hobby, book, and music stores | 15 | 9 045 | 1 270 | 330 | 88 | 13.6 | 1.5 |
| 4511 | Sporting goods, hobby, and musical instrument stores | 11 | 7 484 | 1 125 | 295 | 67 | 12.8 | — |
| 45114 | Musical instrument and supplies stores | 2 | D | D | D | a | D | D |
| 451140 | Musical instrument and supplies stores | 2 | D | D | D | a | D | D |
| 4512 | Book, periodical, and music stores | 4 | 1 561 | 145 | 35 | 21 | 17.7 | 8.9 |

See footnotes at end of table.

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

See footnotes at end of table.

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

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

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab-lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|--------------------|---|--------------------------|-----------------|--------------------------|---------------------------------|---|--|------------------------|
| | | | | | | | From administrative records ¹ | Estimated ² |
| THIENSVILLE | | | | | | | | |
| 44-45 | Retail trade | 24 | 72 985 | 7 185 | 1 936 | 233 | 6.9 | 1.2 |
| 441 | Motor vehicle and parts dealers | 3 | D | D | D | c | D | D |
| 4412 | Other motor vehicle dealers | 1 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 1 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | b | D | D |
| 443 | Electronics and appliance stores | 2 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 3 | D | D | D | a | D | D |
| 445 | Food and beverage stores | 3 | D | D | D | a | D | D |
| 4452 | Specialty food stores | 2 | D | D | D | a | D | D |
| 446 | Health and personal care stores | 1 | D | D | D | b | D | D |
| 4461 | Health and personal care stores | 1 | D | D | D | b | D | D |
| 447 | Gasoline stations | 4 | 4 425 | 287 | 68 | 15 | 15.2 | — |
| 451 | Sporting goods, hobby, book, and music stores | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 5 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |
| TOMAH | | | | | | | | |
| 44-45 | Retail trade | 63 | 181 067 | 17 596 | 4 143 | 988 | 24.6 | 4.3 |
| 441 | Motor vehicle and parts dealers | 12 | 47 377 | 3 268 | 744 | 105 | 53.2 | — |
| 4412 | Other motor vehicle dealers | 3 | D | D | D | a | D | D |
| 44121 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 441210 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture and home furnishings stores | 5 | D | D | D | b | D | D |
| 443 | Electronics and appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 6 | 14 795 | 2 646 | 716 | 88 | 5.3 | — |
| 44419 | Other building material dealers | 4 | D | D | D | b | D | D |
| 444190 | Other building material dealers | 4 | D | D | D | b | D | D |
| 4442 | Lawn and garden equipment and supplies stores | 1 | D | D | D | b | D | D |
| 44422 | Nursery, garden center, and farm supply stores | 1 | D | D | D | b | D | D |
| 444220 | Nursery, garden center, and farm supply stores | 1 | D | D | D | b | D | D |
| 445 | Food and beverage stores | 7 | 21 368 | 2 293 | 567 | 196 | 9.2 | 34.1 |
| 4452 | Specialty food stores | 3 | D | D | D | b | D | D |
| 446 | Health and personal care stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 9 | 30 574 | 1 386 | 318 | 102 | 25.3 | — |
| 4471 | Gasoline stations | 9 | 30 574 | 1 386 | 318 | 102 | 25.3 | — |
| 44711 | Gasoline stations with convenience stores | 7 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 7 | D | D | D | b | D | D |
| 44719 | Other gasoline stations | 2 | D | D | D | b | D | D |
| 447190 | Other gasoline stations | 2 | D | D | D | b | D | D |
| 448 | Clothing and clothing accessories stores | 6 | 2 452 | 352 | 85 | 32 | 78.1 | — |
| 451 | Sporting goods, hobby, book, and music stores | 2 | D | D | D | a | D | D |
| 452 | General merchandise stores | 5 | D | D | D | e | D | D |
| 4529 | Other general merchandise stores | 5 | D | D | D | e | D | D |
| 45291 | Warehouse clubs and supercenters | 1 | D | D | D | e | D | D |
| 452910 | Warehouse clubs and supercenters | 1 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 4 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 4 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 45331 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 453310 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |

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

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|--------------------|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| WAUSAU—Con. | | | | | | | | |
| 44-45 | Retail trade—Con. | | | | | | | |
| 452 | General merchandise stores | 8 | 111 900 | 11 504 | 3 007 | 728 | — | — |
| 4521 | Department stores | 6 | D | D | D | f | D | D |
| 45210009 | Department stores (incl. leased depts.) ³ | 6 | D | D | D | f | D | D |
| 45211 | Department stores | 6 | D | D | D | f | D | D |
| 452111 | Department stores (except discount department stores) .. | 3 | D | D | D | e | D | D |
| 4529 | Other general merchandise stores | 2 | D | D | D | b | D | D |
| 45299 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 4529904 | Miscellaneous general merchandise stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 30 | D | D | D | c | D | D |
| 4531 | Florists | 9 | D | D | D | b | D | D |
| 45311 | Florists | 9 | D | D | D | b | D | D |
| 453110 | Florists | 9 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, and gift stores | 9 | 7 879 | 1 331 | 360 | 78 | 2.6 | 5.6 |
| 45321 | Office supplies and stationery stores | 1 | D | D | D | b | D | D |
| 453210 | Office supplies and stationery stores | 1 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 3 | 2 428 | 780 | 189 | 42 | 65.3 | — |
| 45331 | Used merchandise stores | 3 | 2 428 | 780 | 189 | 42 | 65.3 | — |
| 453310 | Used merchandise stores | 3 | 2 428 | 780 | 189 | 42 | 65.3 | — |
| 4539 | Other miscellaneous store retailers | 9 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 11 | D | D | D | g | D | D |
| 4541 | Electronic shopping and mail-order houses | 3 | D | D | D | g | D | D |
| 45411 | Electronic shopping and mail-order houses | 3 | D | D | D | g | D | D |
| 4542 | Vending machine operators | 4 | 4 702 | 1 018 | 217 | 32 | 22.7 | — |
| 45421 | Vending machine operators | 4 | 4 702 | 1 018 | 217 | 32 | 22.7 | — |
| 454210 | Vending machine operators | 4 | 4 702 | 1 018 | 217 | 32 | 22.7 | — |
| 4543 | Direct selling establishments | 4 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 3 | 4 314 | 1 323 | 330 | 51 | 16.3 | — |
| 454390 | Other direct selling establishments | 3 | 4 314 | 1 323 | 330 | 51 | 16.3 | — |
| WAUWATOSA | | | | | | | | |
| 44-45 | Retail trade | 289 | 878 993 | 96 438 | 23 049 | 5 575 | 4.2 | 3.2 |
| 441 | Motor vehicle and parts dealers | 12 | D | D | D | f | D | D |
| 4411 | Automobile dealers | 9 | 201 269 | 16 837 | 4 221 | 599 | — | — |
| 44111 | New car dealers | 9 | 201 269 | 16 837 | 4 221 | 599 | — | — |
| 441110 | New car dealers | 9 | 201 269 | 16 837 | 4 221 | 599 | — | — |
| 44131 | Automotive parts and accessories stores | 3 | D | D | D | b | D | D |
| 441310 | Automotive parts and accessories stores | 3 | D | D | D | b | D | D |
| 442 | Furniture and home furnishings stores | 17 | 30 297 | 3 181 | 714 | 348 | 11.1 | — |
| 4421 | Furniture stores | 4 | 10 441 | 963 | 196 | 41 | 1.0 | — |
| 44211 | Furniture stores | 4 | 10 441 | 963 | 196 | 41 | 1.0 | — |
| 442110 | Furniture stores | 4 | 10 441 | 963 | 196 | 41 | 1.0 | — |
| 4422 | Home furnishings stores | 13 | 19 856 | 2 218 | 518 | 307 | 16.5 | — |
| 44221 | Floor covering stores | 2 | D | D | D | a | D | D |
| 442210 | Floor covering stores | 2 | D | D | D | a | D | D |
| 44229 | Other home furnishings stores | 11 | D | D | D | e | D | D |
| 442299 | All other home furnishings stores | 9 | 15 624 | 1 520 | 357 | 285 | 2.8 | — |
| 443 | Electronics and appliance stores | 16 | 40 904 | 3 442 | 851 | 174 | 6.6 | 10.9 |
| 4431 | Electronics and appliance stores | 16 | 40 904 | 3 442 | 851 | 174 | 6.6 | 10.9 |
| 44311 | Appliance, television, and other electronics stores | 12 | 38 787 | 3 189 | 780 | 159 | 6.2 | 10.6 |
| 443111 | Household appliance stores | 3 | D | D | D | b | D | D |
| 443112 | Radio, television, and other electronics stores | 9 | D | D | D | c | D | D |
| 44312 | Computer and software stores | 2 | D | D | D | a | D | D |
| 443120 | Computer and software stores | 2 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 21 | 70 871 | 11 268 | 2 262 | 420 | 4.3 | .8 |
| 4441 | Building material and supplies dealers | 20 | D | D | D | e | D | D |
| 44411 | Home centers | 2 | D | D | D | c | D | D |
| 444110 | Home centers | 2 | D | D | D | c | D | D |
| 44412 | Paint and wallpaper stores | 4 | D | D | D | b | D | D |
| 444120 | Paint and wallpaper stores | 4 | D | D | D | b | D | D |
| 44413 | Hardware stores | 7 | D | D | D | b | D | D |
| 444130 | Hardware stores | 7 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 7 | 10 003 | 2 149 | 438 | 65 | 9.7 | — |
| 444190 | Other building material dealers | 7 | 10 003 | 2 149 | 438 | 65 | 9.7 | — |
| 4442 | Lawn and garden equipment and supplies stores | 1 | D | D | D | b | D | D |
| 44422 | Nursery, garden center, and farm supply stores | 1 | D | D | D | b | D | D |
| 444220 | Nursery, garden center, and farm supply stores | 1 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|-----------------------|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| WAUWATOSA—Con. | | | | | | | | |
| 44-45 | Retail trade—Con. | | | | | | | |
| 445 | Food and beverage stores | 23 | 96 863 | 8 753 | 2 160 | 487 | 3.8 | 5.1 |
| 4451 | Grocery stores | 10 | D | D | D | e | D | D |
| 44511 | Supermarkets and other grocery (except convenience) stores | 9 | 74 137 | 6 166 | 1 463 | 298 | 2.2 | — |
| 445110 | Supermarkets and other grocery (except convenience) stores | 9 | 74 137 | 6 166 | 1 463 | 298 | 2.2 | — |
| 4452 | Specialty food stores | 9 | D | D | D | c | D | D |
| 4453 | Beer, wine, and liquor stores | 4 | 6 819 | 529 | 127 | 27 | 25.2 | — |
| 44531 | Beer, wine, and liquor stores | 4 | 6 819 | 529 | 127 | 27 | 25.2 | — |
| 445310 | Beer, wine, and liquor stores | 4 | 6 819 | 529 | 127 | 27 | 25.2 | — |
| 446 | Health and personal care stores | 35 | 82 970 | 13 002 | 3 353 | 716 | 8.3 | .2 |
| 4461 | Health and personal care stores | 35 | 82 970 | 13 002 | 3 353 | 716 | 8.3 | .2 |
| 44611 | Pharmacies and drug stores | 14 | 70 720 | 9 663 | 2 600 | 572 | 9.5 | — |
| 446110 | Pharmacies and drug stores | 14 | 70 720 | 9 663 | 2 600 | 572 | 9.5 | — |
| 4461101 | Pharmacies and drug stores | 13 | D | D | D | f | D | D |
| 4461102 | Proprietary stores | 1 | D | D | D | a | D | D |
| 44612 | Cosmetics, beauty supplies, and perfume stores | 3 | D | D | D | b | D | D |
| 446120 | Cosmetics, beauty supplies, and perfume stores | 3 | D | D | D | b | D | D |
| 44613 | Optical goods stores | 10 | 5 242 | 1 209 | 315 | 61 | — | 3.3 |
| 446130 | Optical goods stores | 10 | 5 242 | 1 209 | 315 | 61 | — | 3.3 |
| 44619 | Other health and personal care stores | 8 | D | D | D | b | D | D |
| 446191 | Food (health) supplement stores | 4 | D | D | D | b | D | D |
| 446199 | All other health and personal care stores | 4 | D | D | D | b | D | D |
| 447 | Gasoline stations | 20 | 36 789 | 1 721 | 411 | 120 | 27.9 | 23.1 |
| 4471 | Gasoline stations | 20 | 36 789 | 1 721 | 411 | 120 | 27.9 | 23.1 |
| 44711 | Gasoline stations with convenience stores | 14 | 27 159 | 1 257 | 307 | 91 | 33.4 | 4.2 |
| 447110 | Gasoline stations with convenience stores | 14 | 27 159 | 1 257 | 307 | 91 | 33.4 | 4.2 |
| 448 | Clothing and clothing accessories stores | 74 | 120 670 | 13 553 | 3 137 | 1 118 | 2.6 | 1.9 |
| 4481 | Clothing stores | 50 | 84 719 | 9 805 | 2 312 | 883 | 3.3 | 2.1 |
| 44811 | Men's clothing stores | 4 | 6 810 | 1 201 | 301 | 54 | 23.9 | 17.3 |
| 448110 | Men's clothing stores | 4 | 6 810 | 1 201 | 301 | 54 | 23.9 | 17.3 |
| 44812 | Women's clothing stores | 17 | 27 119 | 2 936 | 694 | 242 | 2.7 | — |
| 448120 | Women's clothing stores | 17 | 27 119 | 2 936 | 694 | 242 | 2.7 | — |
| 44813 | Children's and infants' clothing stores | 6 | 8 263 | 1 049 | 263 | 145 | — | — |
| 448130 | Children's and infants' clothing stores | 6 | 8 263 | 1 049 | 263 | 145 | — | — |
| 44814 | Family clothing stores | 13 | 35 209 | 3 356 | 742 | 365 | — | — |
| 448140 | Family clothing stores | 13 | 35 209 | 3 356 | 742 | 365 | — | — |
| 44815 | Clothing accessories stores | 5 | 1 996 | 323 | 78 | 15 | 22.0 | — |
| 448150 | Clothing accessories stores | 5 | 1 996 | 323 | 78 | 15 | 22.0 | — |
| 44819 | Other clothing stores | 5 | 5 322 | 940 | 234 | 62 | — | 12.0 |
| 448190 | Other clothing stores | 5 | 5 322 | 940 | 234 | 62 | — | 12.0 |
| 4482 | Shoe stores | 15 | 18 828 | 1 736 | 373 | 143 | — | 2.5 |
| 44821 | Shoe stores | 15 | 18 828 | 1 736 | 373 | 143 | — | 2.5 |
| 448210 | Shoe stores | 15 | 18 828 | 1 736 | 373 | 143 | — | 2.5 |
| 4482102 | Women's shoe stores | 3 | D | D | D | a | D | D |
| 4482103 | Children's and juveniles' shoe stores | 1 | D | D | D | a | D | D |
| 4482104 | Family shoe stores | 8 | 8 914 | 741 | 178 | 57 | — | 1.8 |
| 4482105 | Athletic footwear stores | 3 | D | D | D | b | D | D |
| 4483 | Jewelry, luggage, and leather goods stores | 9 | 17 123 | 2 012 | 452 | 92 | 2.1 | — |
| 44831 | Jewelry stores | 9 | 17 123 | 2 012 | 452 | 92 | 2.1 | — |
| 448310 | Jewelry stores | 9 | 17 123 | 2 012 | 452 | 92 | 2.1 | — |
| 451 | Sporting goods, hobby, book, and music stores | 20 | 33 744 | 4 384 | 1 031 | 337 | 1.2 | 10.2 |
| 4511 | Sporting goods, hobby, and musical instrument stores | 12 | 14 262 | 2 652 | 592 | 140 | .7 | 24.1 |
| 45112 | Hobby, toy, and game stores | 4 | 4 271 | 674 | 176 | 59 | — | — |
| 451120 | Hobby, toy, and game stores | 4 | 4 271 | 674 | 176 | 59 | — | — |
| 45113 | Sewing, needlework, and piece goods stores | 1 | D | D | D | a | D | D |
| 451130 | Sewing, needlework, and piece goods stores | 1 | D | D | D | a | D | D |
| 45114 | Musical instrument and supplies stores | 3 | D | D | D | b | D | D |
| 451140 | Musical instrument and supplies stores | 3 | D | D | D | b | D | D |
| 4512 | Book, periodical, and music stores | 8 | 19 482 | 1 732 | 439 | 197 | 1.6 | — |
| 45121 | Book stores and news dealers | 4 | D | D | D | c | D | D |
| 451211 | Book stores | 4 | D | D | D | c | D | D |
| 4512111 | Book stores, general | 2 | D | D | D | c | D | D |
| 4512112 | Specialty book stores | 1 | D | D | D | b | D | D |
| 4512113 | College book stores | 1 | D | D | D | a | D | D |
| 45122 | Prerecorded tape, compact disc, and record stores | 4 | D | D | D | b | D | D |
| 451220 | Prerecorded tape, compact disc, and record stores | 4 | D | D | D | b | D | D |
| 452 | General merchandise stores | 6 | D | D | D | f | D | D |
| 4521 | Department stores | 3 | D | D | D | f | D | D |
| 45210009 | Department stores (incl. leased depts.) ³ | 3 | D | D | D | f | D | D |
| 45211 | Department stores | 3 | D | D | D | f | D | D |
| 452111 | Department stores (except discount department stores) .. | 1 | D | D | D | f | D | D |
| 452112 | Discount department stores | 2 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 3 | 9 685 | 784 | 182 | 43 | — | — |
| 452990 | All other general merchandise stores | 3 | 9 685 | 784 | 182 | 43 | — | — |
| 4529904 | Miscellaneous general merchandise stores | 2 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab-lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|-------------------------|---|--------------------------|-----------------|--------------------------|---------------------------------|---|--|------------------------|
| | | | | | | | From administrative records ¹ | Estimated ² |
| WISCONSIN RAPIDS | | | | | | | | |
| 44-45 | Retail trade | 128 | 344 686 | 36 661 | 8 496 | 2 105 | 14.5 | 1.7 |
| 441 | Motor vehicle and parts dealers | 27 | 107 958 | 10 062 | 2 317 | 354 | 24.5 | 2.6 |
| 4411 | Automobile dealers | 11 | 87 832 | 7 133 | 1 536 | 225 | 27.6 | 1.2 |
| 44112 | Used car dealers | 3 | D | D | D | b | D | D |
| 441120 | Used car dealers | 3 | D | D | D | b | D | D |
| 4412 | Other motor vehicle dealers | 3 | 5 729 | 404 | 84 | 17 | 15.9 | — |
| 44121 | Recreational vehicle dealers | 2 | D | D | D | a | D | D |
| 441210 | Recreational vehicle dealers | 2 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, and tire stores | 13 | 14 397 | 2 525 | 697 | 112 | 9.3 | 12.0 |
| 44131 | Automotive parts and accessories stores | 9 | 7 646 | 1 309 | 283 | 59 | 17.6 | 16.2 |
| 441310 | Automotive parts and accessories stores | 9 | 7 646 | 1 309 | 283 | 59 | 17.6 | 16.2 |
| 44132 | Tire dealers | 4 | 6 751 | 1 216 | 414 | 53 | — | 7.2 |
| 441320 | Tire dealers | 4 | 6 751 | 1 216 | 414 | 53 | — | 7.2 |
| 442 | Furniture and home furnishings stores | 5 | 3 303 | 449 | 104 | 27 | 21.4 | 8.4 |
| 443 | Electronics and appliance stores | 5 | D | D | D | b | D | D |
| 4431 | Electronics and appliance stores | 5 | D | D | D | b | D | D |
| 44311 | Appliance, television, and other electronics stores | 5 | D | D | D | b | D | D |
| 443112 | Radio, television, and other electronics stores | 4 | D | D | D | b | D | D |
| 444 | Building material and garden equipment and supplies dealers | 13 | 17 389 | 2 541 | 483 | 114 | 55.6 | — |
| 4441 | Building material and supplies dealers | 10 | 16 053 | 2 282 | 424 | 93 | 57.0 | — |
| 44413 | Hardware stores | 3 | D | D | D | b | D | D |
| 444130 | Hardware stores | 3 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 5 | 9 067 | 1 131 | 203 | 33 | 43.3 | — |
| 444190 | Other building material dealers | 5 | 9 067 | 1 131 | 203 | 33 | 43.3 | — |
| 445 | Food and beverage stores | 9 | D | D | D | e | D | D |
| 4451 | Grocery stores | 7 | 49 173 | 5 117 | 1 247 | 480 | 17.7 | — |
| 44511 | Supermarkets and other grocery (except convenience) stores | 7 | 49 173 | 5 117 | 1 247 | 480 | 17.7 | — |
| 445110 | Supermarkets and other grocery (except convenience) stores | 7 | 49 173 | 5 117 | 1 247 | 480 | 17.7 | — |
| 446 | Health and personal care stores | 9 | 10 895 | 991 | 224 | 87 | — | 11.6 |
| 4461 | Health and personal care stores | 9 | 10 895 | 991 | 224 | 87 | — | 11.6 |
| 44612 | Cosmetics, beauty supplies, and perfume stores | 2 | D | D | D | b | D | D |
| 446120 | Cosmetics, beauty supplies, and perfume stores | 2 | D | D | D | b | D | D |
| 447 | Gasoline stations | 14 | 28 256 | 1 690 | 425 | 91 | .4 | .4 |
| 4471 | Gasoline stations | 14 | 28 256 | 1 690 | 425 | 91 | .4 | .4 |
| 44711 | Gasoline stations with convenience stores | 10 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 10 | D | D | D | b | D | D |
| 448 | Clothing and clothing accessories stores | 12 | D | D | D | c | D | D |
| 4481 | Clothing stores | 5 | 5 696 | 1 014 | 274 | 82 | 2.9 | — |
| 451 | Sporting goods, hobby, book, and music stores | 13 | 5 560 | 846 | 194 | 59 | 13.0 | 19.8 |
| 4511 | Sporting goods, hobby, and musical instrument stores | 9 | 3 614 | 591 | 133 | 33 | 20.0 | .9 |
| 45114 | Musical instrument and supplies stores | 2 | D | D | D | a | D | D |
| 451140 | Musical instrument and supplies stores | 2 | D | D | D | a | D | D |
| 4512 | Book, periodical, and music stores | 4 | 1 946 | 255 | 61 | 26 | — | 54.8 |
| 4512112 | Specialty book stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 5 | D | D | D | f | D | D |
| 4529 | Other general merchandise stores | 2 | D | D | D | e | D | D |
| 45291 | Warehouse clubs and supercenters | 1 | D | D | D | e | D | D |
| 452910 | Warehouse clubs and supercenters | 1 | D | D | D | e | D | D |
| 453 | Miscellaneous store retailers | 14 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, and gift stores | 5 | D | D | D | b | D | D |
| 45321 | Office supplies and stationery stores | 2 | D | D | D | b | D | D |
| 453210 | Office supplies and stationery stores | 2 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 6 | D | D | D | b | D | D |
| 45399 | All other miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 2 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|--|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| BALANCE OF COLUMBIA COUNTY—Con. | | | | | | | | |
| 44-45 | Retail trade—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 32 | D | D | D | c | D | D |
| 4532 | Office supplies, stationery, and gift stores | 19 | D | D | D | b | D | D |
| 45322 | Gift, novelty, and souvenir stores | 19 | D | D | D | b | D | D |
| 453220 | Gift, novelty, and souvenir stores | 19 | D | D | D | b | D | D |
| 4533 | Used merchandise stores | 4 | D | D | D | a | D | D |
| 45331 | Used merchandise stores | 4 | D | D | D | a | D | D |
| 453310 | Used merchandise stores | 4 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 5 | D | D | D | b | D | D |
| 45393 | Manufactured (mobile) home dealers | 2 | D | D | D | a | D | D |
| 453930 | Manufactured (mobile) home dealers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 9 | D | D | D | c | D | D |
| 4541 | Electronic shopping and mail-order houses | 2 | D | D | D | b | D | D |
| 45411 | Electronic shopping and mail-order houses | 2 | D | D | D | b | D | D |
| 4542 | Vending machine operators | 2 | D | D | D | b | D | D |
| 45421 | Vending machine operators | 2 | D | D | D | b | D | D |
| 454210 | Vending machine operators | 2 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 5 | D | D | D | b | D | D |
| 45431 | Fuel dealers | 3 | 6 389 | 897 | 196 | 29 | 25.6 | 25.6 |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 3 | 6 389 | 897 | 196 | 29 | 25.6 | 25.6 |
| BALANCE OF CRAWFORD COUNTY | | | | | | | | |
| 44-45 | Retail trade | 43 | 92 276 | 10 082 | 2 361 | 756 | 20.3 | 1.1 |
| 441 | Motor vehicle and parts dealers | 2 | D | D | D | a | D | D |
| 442 | Furniture and home furnishings stores | 2 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 9 | 5 697 | 448 | 93 | 24 | 8.6 | 17.6 |
| 4442 | Lawn and garden equipment and supplies stores | 5 | D | D | D | a | D | D |
| 44422 | Nursery, garden center, and farm supply stores | 5 | D | D | D | a | D | D |
| 444220 | Nursery, garden center, and farm supply stores | 5 | D | D | D | a | D | D |
| 445 | Food and beverage stores | 10 | D | D | D | c | D | D |
| 446 | Health and personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 6 | 9 788 | 838 | 209 | 85 | 71.0 | — |
| 448 | Clothing and clothing accessories stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 3 | D | D | D | e | D | D |
| 4529 | Other general merchandise stores | 3 | D | D | D | e | D | D |
| 45291 | Warehouse clubs and supercenters | 1 | D | D | D | e | D | D |
| 452910 | Warehouse clubs and supercenters | 1 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 452990 | All other general merchandise stores | 2 | D | D | D | b | D | D |
| 4529904 | Miscellaneous general merchandise stores | 1 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 5 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 3 | D | D | D | a | D | D |
| 45399 | All other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 4 | D | D | D | a | D | D |
| BALANCE OF DANE COUNTY | | | | | | | | |
| 44-45 | Retail trade | 227 | 748 472 | 83 491 | 19 086 | 3 085 | 8.8 | 4.0 |
| 441 | Motor vehicle and parts dealers | 30 | 307 998 | 26 064 | 5 500 | 628 | 4.3 | — |
| 4411 | Automobile dealers | 13 | 265 638 | 20 816 | 4 429 | 485 | 3.6 | — |
| 44111 | New car dealers | 8 | 256 927 | 20 520 | 4 359 | 469 | 1.8 | — |
| 441110 | New car dealers | 8 | 256 927 | 20 520 | 4 359 | 469 | 1.8 | — |
| 44112 | Used car dealers | 5 | 8 711 | 296 | 70 | 16 | 56.5 | — |
| 441120 | Used car dealers | 5 | 8 711 | 296 | 70 | 16 | 56.5 | — |
| 4412 | Other motor vehicle dealers | 10 | D | D | D | b | D | D |
| 44121 | Recreational vehicle dealers | 1 | D | D | D | b | D | D |
| 441210 | Recreational vehicle dealers | 1 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 9 | D | D | D | b | D | D |
| 441221 | Motorcycle dealers | 2 | D | D | D | a | D | D |
| 441222 | Boat dealers | 6 | D | D | D | b | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 4413 | Automotive parts, accessories, and tire stores | 7 | D | D | D | b | D | D |
| 44132 | Tire dealers | 5 | D | D | D | b | D | D |
| 441320 | Tire dealers | 5 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|---------------------------------------|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| BALANCE OF KENOSHA COUNTY—Con. | | | | | | | | |
| 44-45 | Retail trade—Con. | | | | | | | |
| 445 | Food and beverage stores | 14 | D | D | D | b | D | D |
| 4452 | Specialty food stores | 7 | D | D | D | b | D | D |
| 446 | Health and personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 17 | D | D | D | c | D | D |
| 4471 | Gasoline stations | 17 | D | D | D | c | D | D |
| 44711 | Gasoline stations with convenience stores | 13 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 13 | D | D | D | b | D | D |
| 448 | Clothing and clothing accessories stores | 20 | D | D | D | c | D | D |
| 4481 | Clothing stores | 15 | D | D | D | c | D | D |
| 44813 | Children's and infants' clothing stores | 1 | D | D | D | a | D | D |
| 448130 | Children's and infants' clothing stores | 1 | D | D | D | a | D | D |
| 44819 | Other clothing stores | 3 | D | D | D | b | D | D |
| 448190 | Other clothing stores | 3 | D | D | D | b | D | D |
| 44832 | Luggage and leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage and leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, and music stores | 9 | D | D | D | c | D | D |
| 4511 | Sporting goods, hobby, and musical instrument stores | 7 | D | D | D | b | D | D |
| 45111 | Sporting goods stores | 4 | D | D | D | b | D | D |
| 451110 | Sporting goods stores | 4 | D | D | D | b | D | D |
| 4511102 | Specialty-line sporting goods stores | 3 | D | D | D | b | D | D |
| 45114 | Musical instrument and supplies stores | 1 | D | D | D | b | D | D |
| 451140 | Musical instrument and supplies stores | 1 | D | D | D | b | D | D |
| 4512 | Book, periodical, and music stores | 2 | D | D | D | a | D | D |
| 45121 | Book stores and news dealers | 2 | D | D | D | a | D | D |
| 451211 | Book stores | 2 | D | D | D | a | D | D |
| 4512113 | College book stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 14 | D | D | D | b | D | D |
| 45392 | Art dealers | 2 | D | D | D | a | D | D |
| 453920 | Art dealers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 3 | D | D | D | b | D | D |
| BALANCE OF KEWAUNEE COUNTY | | | | | | | | |
| 44-45 | Retail trade | 37 | 65 446 | 6 651 | 1 536 | 339 | 21.3 | — |
| 441 | Motor vehicle and parts dealers | 5 | D | D | D | b | D | D |
| 4412 | Other motor vehicle dealers | 3 | D | D | D | a | D | D |
| 44121 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 441210 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 441229 | All other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 442 | Furniture and home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics and appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers | 6 | D | D | D | b | D | D |
| 4442 | Lawn and garden equipment and supplies stores | 3 | D | D | D | b | D | D |
| 44422 | Nursery, garden center, and farm supply stores | 2 | D | D | D | a | D | D |
| 444220 | Nursery, garden center, and farm supply stores | 2 | D | D | D | a | D | D |
| 445 | Food and beverage stores | 2 | D | D | D | b | D | D |
| 4452 | Specialty food stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 10 | D | D | D | b | D | D |
| 44711 | Gasoline stations with convenience stores | 7 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 7 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, and music stores | 2 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 8 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 8 | D | D | D | b | D | D |
| 45431 | Fuel dealers | 4 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 3 | D | D | D | b | D | D |
| 45439 | Other direct selling establishments | 4 | D | D | D | b | D | D |
| 454390 | Other direct selling establishments | 4 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

See footnotes at end of table.

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

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

See footnotes at end of table.

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|--------------|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| | BALANCE OF PORTAGE COUNTY—Con. | | | | | | | |
| 44-45 | Retail trade—Con. | | | | | | | |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 5 | 987 | 196 | 79 | 12 | 76.7 | — |
| | BALANCE OF PRICE COUNTY | | | | | | | |
| 44-45 | Retail trade | 52 | 64 383 | 5 807 | 1 342 | 274 | 72.0 | 1.1 |
| 441 | Motor vehicle and parts dealers | 6 | 22 831 | 1 528 | 363 | 54 | 66.9 | — |
| 442 | Furniture and home furnishings stores | 4 | D | D | D | a | D | D |
| 443 | Electronics and appliance stores | 1 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 9 | D | D | D | b | D | D |
| 4442 | Lawn and garden equipment and supplies stores | 4 | D | D | D | b | D | D |
| 44422 | Nursery, garden center, and farm supply stores | 2 | D | D | D | a | D | D |
| 444220 | Nursery, garden center, and farm supply stores | 2 | D | D | D | a | D | D |
| 445 | Food and beverage stores | 6 | D | D | D | b | D | D |
| 446 | Health and personal care stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 9 | 7 880 | 718 | 159 | 50 | 66.6 | — |
| 448 | Clothing and clothing accessories stores | 3 | 355 | 41 | 14 | 10 | — | — |
| 451 | Sporting goods, hobby, book, and music stores | 1 | D | D | D | a | D | D |
| 452 | General merchandise stores | 1 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 7 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 45392 | Art dealers | 1 | D | D | D | a | D | D |
| 453920 | Art dealers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 3 | D | D | D | a | D | D |
| | BALANCE OF RACINE COUNTY | | | | | | | |
| 44-45 | Retail trade | 61 | 123 320 | 8 083 | 1 815 | 425 | 16.0 | .3 |
| 441 | Motor vehicle and parts dealers | 13 | D | D | D | c | D | D |
| 4411 | Automobile dealers | 7 | D | D | D | c | D | D |
| 44112 | Used car dealers | 3 | D | D | D | a | D | D |
| 441120 | Used car dealers | 3 | D | D | D | a | D | D |
| 4412 | Other motor vehicle dealers | 4 | D | D | D | b | D | D |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 4 | D | D | D | b | D | D |
| 441222 | Boat dealers | 3 | D | D | D | b | D | D |
| 442 | Furniture and home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics and appliance stores | 2 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 9 | D | D | D | b | D | D |
| 4442 | Lawn and garden equipment and supplies stores | 6 | D | D | D | b | D | D |
| 44422 | Nursery, garden center, and farm supply stores | 4 | D | D | D | b | D | D |
| 444220 | Nursery, garden center, and farm supply stores | 4 | D | D | D | b | D | D |
| 445 | Food and beverage stores | 5 | D | D | D | a | D | D |
| 446 | Health and personal care stores | 1 | D | D | D | a | D | D |
| 447 | Gasoline stations | 13 | 36 486 | 1 827 | 423 | 131 | 39.6 | — |
| 4471 | Gasoline stations | 13 | 36 486 | 1 827 | 423 | 131 | 39.6 | — |
| 44711 | Gasoline stations with convenience stores | 10 | D | D | D | b | D | D |
| 447110 | Gasoline stations with convenience stores | 10 | D | D | D | b | D | D |
| 44719 | Other gasoline stations | 3 | D | D | D | b | D | D |
| 447190 | Other gasoline stations | 3 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, and music stores | 2 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 8 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 2 | D | D | D | a | D | D |
| 45393 | Manufactured (mobile) home dealers | 1 | D | D | D | a | D | D |
| 453930 | Manufactured (mobile) home dealers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 6 | D | D | D | a | D | D |
| | BALANCE OF RICHLAND COUNTY | | | | | | | |
| 44-45 | Retail trade | 23 | 37 402 | 2 550 | 615 | 164 | 37.4 | 7.4 |
| 441 | Motor vehicle and parts dealers | 4 | D | D | D | b | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 9 | D | D | D | b | D | D |
| 445 | Food and beverage stores | 3 | D | D | D | a | D | D |
| 447 | Gasoline stations | 5 | D | D | D | b | D | D |
| 453 | Miscellaneous store retailers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 1 | D | D | D | a | D | D |

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|------------------------------------|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|--|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| BALANCE OF SAUK COUNTY—Con. | | | | | | | | |
| 44-45 | Retail trade—Con. | | | | | | | |
| 448 | Clothing and clothing accessories stores | 12 | D | D | D | b | D | D |
| 4481 | Clothing stores | 9 | D | D | D | b | D | D |
| 451 | Sporting goods, hobby, book, and music stores | 5 | D | D | D | b | D | D |
| 4511 | Sporting goods, hobby, and musical instrument stores | 5 | D | D | D | b | D | D |
| 452 | General merchandise stores | 7 | D | D | D | f | D | D |
| 4529 | Other general merchandise stores | 6 | D | D | D | f | D | D |
| 45291 | Warehouse clubs and supercenters | 2 | D | D | D | e | D | D |
| 452910 | Warehouse clubs and supercenters | 2 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 4 | D | D | D | c | D | D |
| 452990 | All other general merchandise stores | 4 | D | D | D | c | D | D |
| 4529904 | Miscellaneous general merchandise stores | 3 | D | D | D | c | D | D |
| 453 | Miscellaneous store retailers | 18 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, and gift stores | 10 | 2 715 | 483 | 84 | 30 | 37.5 | 2.7 |
| 4533 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 45331 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 453310 | Used merchandise stores | 2 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 4 | 9 189 | 743 | 110 | 28 | 49.0 | — |
| 45393 | Manufactured (mobile) home dealers | 2 | D | D | D | b | D | D |
| 453930 | Manufactured (mobile) home dealers | 2 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 6 | D | D | D | b | D | D |
| 4541 | Electronic shopping and mail-order houses | 2 | D | D | D | b | D | D |
| 45411 | Electronic shopping and mail-order houses | 2 | D | D | D | b | D | D |
| 4543 | Direct selling establishments | 4 | D | D | D | b | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 1 | D | D | D | a | D | D |
| BALANCE OF SAWYER COUNTY | | | | | | | | |
| 44-45 | Retail trade | 111 | 199 945 | 19 686 | 4 576 | 1 160 | 13.3 | 2.0 |
| 441 | Motor vehicle and parts dealers | 14 | 53 395 | 3 864 | 949 | 140 | 21.0 | 3.3 |
| 4412 | Other motor vehicle dealers | 5 | 7 317 | 612 | 103 | 32 | 18.7 | 24.2 |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 5 | 7 317 | 612 | 103 | 32 | 18.7 | 24.2 |
| 441222 | Boat dealers | 4 | D | D | D | b | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture and home furnishings stores | 7 | 7 949 | 1 052 | 247 | 48 | 6.8 | 14.7 |
| 4421 | Furniture stores | 3 | 4 877 | 536 | 128 | 23 | 5.3 | — |
| 44211 | Furniture stores | 3 | 4 877 | 536 | 128 | 23 | 5.3 | — |
| 442110 | Furniture stores | 3 | 4 877 | 536 | 128 | 23 | 5.3 | — |
| 4422 | Home furnishings stores | 4 | 3 072 | 516 | 119 | 25 | 9.2 | 38.0 |
| 44229 | Other home furnishings stores | 3 | D | D | D | a | D | D |
| 443 | Electronics and appliance stores | 4 | 1 453 | 180 | 46 | 11 | 54.9 | 17.6 |
| 444 | Building material and garden equipment and supplies dealers | 12 | 23 837 | 3 060 | 767 | 116 | 5.8 | — |
| 4441 | Building material and supplies dealers | 8 | 22 046 | 2 694 | 696 | 103 | 3.9 | — |
| 44413 | Hardware stores | 3 | D | D | D | b | D | D |
| 444130 | Hardware stores | 3 | D | D | D | b | D | D |
| 44419 | Other building material dealers | 4 | 15 809 | 1 945 | 525 | 55 | 4.2 | — |
| 444190 | Other building material dealers | 4 | 15 809 | 1 945 | 525 | 55 | 4.2 | — |
| 445 | Food and beverage stores | 6 | 28 826 | 2 858 | 705 | 267 | 10.5 | — |
| 446 | Health and personal care stores | 3 | D | D | D | a | D | D |
| 447 | Gasoline stations | 20 | 25 498 | 1 480 | 319 | 116 | 14.0 | .4 |
| 4471 | Gasoline stations | 20 | 25 498 | 1 480 | 319 | 116 | 14.0 | .4 |
| 44711 | Gasoline stations with convenience stores | 18 | D | D | D | c | D | D |
| 447110 | Gasoline stations with convenience stores | 18 | D | D | D | c | D | D |
| 448 | Clothing and clothing accessories stores | 7 | 4 467 | 979 | 175 | 49 | 69.0 | — |
| 4481 | Clothing stores | 4 | D | D | D | b | D | D |
| 44832 | Luggage and leather goods stores | 1 | D | D | D | a | D | D |
| 448320 | Luggage and leather goods stores | 1 | D | D | D | a | D | D |
| 451 | Sporting goods, hobby, book, and music stores | 9 | 4 216 | 556 | 125 | 36 | 14.5 | — |
| 4511 | Sporting goods, hobby, and musical instrument stores | 8 | D | D | D | b | D | D |
| 452 | General merchandise stores | 5 | D | D | D | e | D | D |
| 4529 | Other general merchandise stores | 5 | D | D | D | e | D | D |
| 45299 | All other general merchandise stores | 4 | 6 499 | 819 | 181 | 44 | 1.8 | — |
| 452990 | All other general merchandise stores | 4 | 6 499 | 819 | 181 | 44 | 1.8 | — |
| 4529904 | Miscellaneous general merchandise stores | 2 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

| NAICS code | Geographic area and kind of business | Estab- lishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | First-quarter payroll (\$1,000) | Paid employees for pay period including March 12 (number) | Percent of sales— | |
|--------------------------------------|---|---------------------------------|--------------------|--------------------------------|---------------------------------------|--|---|------------------------|
| | | | | | | | From admini- strative records ¹ | Estimated ² |
| BALANCE OF SAWYER COUNTY—Con. | | | | | | | | |
| 44-45 | Retail trade—Con. | | | | | | | |
| 453 | Miscellaneous store retailers | 21 | D | D | D | b | D | D |
| 4532 | Office supplies, stationery, and gift stores | 15 | 3 844 | 595 | 122 | 42 | 44.3 | — |
| 45321 | Office supplies and stationery stores | 1 | D | D | D | a | D | D |
| 453210 | Office supplies and stationery stores | 1 | D | D | D | a | D | D |
| 4539 | Other miscellaneous store retailers | 4 | D | D | D | a | D | D |
| 45392 | Art dealers | 1 | D | D | D | a | D | D |
| 453920 | Art dealers | 1 | D | D | D | a | D | D |
| 454 | Nonstore retailers | 3 | D | D | D | a | D | D |
| 4543 | Direct selling establishments | 3 | D | D | D | a | D | D |
| 454312 | Liquefied petroleum gas (bottled gas) dealers | 2 | D | D | D | a | D | D |
| BALANCE OF SHAWANO COUNTY | | | | | | | | |
| 44-45 | Retail trade | 68 | 80 368 | 6 742 | 1 940 | 392 | 51.5 | 5.0 |
| 441 | Motor vehicle and parts dealers | 12 | 24 278 | 1 606 | 362 | 82 | 53.6 | 3.8 |
| 4412 | Other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 2 | D | D | D | a | D | D |
| 441221 | Motorcycle dealers | 1 | D | D | D | a | D | D |
| 441229 | All other motor vehicle dealers | 1 | D | D | D | a | D | D |
| 442 | Furniture and home furnishings stores | 2 | D | D | D | a | D | D |
| 443 | Electronics and appliance stores | 2 | D | D | D | a | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 8 | 3 295 | 405 | 83 | 20 | 76.1 | 4.2 |
| 445 | Food and beverage stores | 12 | D | D | D | b | D | D |
| 446 | Health and personal care stores | 2 | D | D | D | a | D | D |
| 447 | Gasoline stations | 19 | 26 250 | 1 136 | 256 | 112 | 62.9 | 8.2 |
| 4471 | Gasoline stations | 19 | 26 250 | 1 136 | 256 | 112 | 62.9 | 8.2 |
| 44711 | Gasoline stations with convenience stores | 18 | D | D | D | c | D | D |
| 447110 | Gasoline stations with convenience stores | 18 | D | D | D | c | D | D |
| 452 | General merchandise stores | 3 | D | D | D | a | D | D |
| 453 | Miscellaneous store retailers | 5 | D | D | D | b | D | D |
| 4539 | Other miscellaneous store retailers | 3 | D | D | D | b | D | D |
| 45393 | Manufactured (mobile) home dealers | 2 | D | D | D | b | D | D |
| 453930 | Manufactured (mobile) home dealers | 2 | D | D | D | b | D | D |
| 454 | Nonstore retailers | 3 | D | D | D | a | D | D |
| BALANCE OF SHEBOYGAN COUNTY | | | | | | | | |
| 44-45 | Retail trade | 123 | 281 127 | 26 660 | 6 295 | 1 446 | 7.1 | 1.5 |
| 441 | Motor vehicle and parts dealers | 23 | D | D | D | e | D | D |
| 4411 | Automobile dealers | 11 | D | D | D | c | D | D |
| 44112 | Used car dealers | 5 | D | D | D | b | D | D |
| 441120 | Used car dealers | 5 | D | D | D | b | D | D |
| 4412 | Other motor vehicle dealers | 4 | D | D | D | b | D | D |
| 44121 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 441210 | Recreational vehicle dealers | 1 | D | D | D | a | D | D |
| 44122 | Motorcycle, boat, and other motor vehicle dealers | 3 | D | D | D | a | D | D |
| 441221 | Motorcycle dealers | 3 | D | D | D | a | D | D |
| 442 | Furniture and home furnishings stores | 12 | D | D | D | b | D | D |
| 4421 | Furniture stores | 5 | D | D | D | b | D | D |
| 44211 | Furniture stores | 5 | D | D | D | b | D | D |
| 442110 | Furniture stores | 5 | D | D | D | b | D | D |
| 4422 | Home furnishings stores | 7 | D | D | D | b | D | D |
| 443 | Electronics and appliance stores | 5 | D | D | D | b | D | D |
| 4431 | Electronics and appliance stores | 5 | D | D | D | b | D | D |
| 44311 | Appliance, television, and other electronics stores | 4 | D | D | D | b | D | D |
| 443112 | Radio, television, and other electronics stores | 4 | D | D | D | b | D | D |
| 444 | Building material and garden equipment and supplies dealers ... | 15 | D | D | D | c | D | D |
| 4441 | Building material and supplies dealers | 6 | D | D | D | c | D | D |
| 44411 | Home centers | 1 | D | D | D | c | D | D |
| 444110 | Home centers | 1 | D | D | D | c | D | D |
| 4442 | Lawn and garden equipment and supplies stores | 9 | D | D | D | b | D | D |
| 44422 | Nursery, garden center, and farm supply stores | 8 | D | D | D | b | D | D |
| 444220 | Nursery, garden center, and farm supply stores | 8 | D | D | D | b | D | D |
| 445 | Food and beverage stores | 8 | 25 320 | 2 497 | 669 | 199 | 6.5 | — |
| 4452 | Specialty food stores | 2 | D | D | D | b | D | D |
| 446 | Health and personal care stores | 5 | D | D | D | b | D | D |

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

See footnotes at end of table.

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

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

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

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

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

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

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

Appendix A.

Explanation of Terms

ANNUAL PAYROLL

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 and reported on Internal Revenue Service (IRS) Form 941 as taxable Medicare Wages and tips (even if not subject to income or FICA tax). Includes tips and gratuities received by employees from patrons and reported to employers. Excludes 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 IRS on Form 941.

ESTABLISHMENTS

An establishment is a single physical location at which business is conducted. It is not necessarily identical with a company or enterprise, which may consist of one establishment or more. Retail trade figures represent a summary of reports for individual establishments rather than companies. For cases where a census report was received, separate information was obtained for each location where business was conducted. When administrative records of other federal agencies were used instead of a census report, no information was available on the number of locations operated. Each retail trade establishment was tabulated according to the physical location at which the business was conducted. The count of establishments represents those in business at any time during 2002.

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 shoes within a department store would be considered a separate retail establishment under the "shoe stores" classification.

FIRST-QUARTER PAYROLL

Represents payroll paid to persons employed at any time during the quarter January to March 2002.

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; employees of departments or concessions operated by other companies at the establishment; full- and part-time leased employees whose

payroll was filed under an employee leasing company's Employer Identification Number (EIN); and temporary staffing obtained from a staffing service. The definition of paid employees is the same as that used by the Internal Revenue Service (IRS) on Form 941.

SALES

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

Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade-in allowances are not deducted from sales. Sales do not include carrying or other credit charges; sales and other taxes (including Hawaii's General Excise Tax) collected from customers and forwarded to taxing authorities; gross sales and receipts of departments or concessions operated by other companies; and commissions or receipts from the sale of government lottery tickets.

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

Appendix B.

NAICS Codes, Titles, and Descriptions

44-45 RETAIL TRADE

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

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

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

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

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

1. The merchandise line or lines carried by the store; for example, specialty stores are distinguished from general-line stores.
2. The usual trade designation of the establishments. This criterion applies in cases where a store type is well recognized by the industry and the public, but difficult to define strictly in terms of merchandise lines carried; for example, pharmacies, hardware stores, and department stores.
3. Capital requirements in terms of display equipment; for example, food stores have equipment requirements not found in other retail industries.
4. Human resource requirements in terms of expertise; for example, the staff of an automobile dealer requires knowledge in financing, registering, and licensing issues that are not necessary in other retail industries.

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

The buying of goods for resale is a characteristic of retail trade establishments that particularly distinguishes them from establishments in the agriculture, manufacturing, and construction industries. For example, farms that sell their products at or from the point of production are not classified in retail, but rather in agriculture. Similarly, establishments that both manufacture and

sell their products to the general public are not classified in retail, but rather in manufacturing. However, establishments that engage in processing activities incidental to retailing are classified in retail. This includes establishments, such as optical goods stores that do in-store grinding of lenses, and meat and seafood markets.

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

441 MOTOR VEHICLE AND PARTS DEALERS

Industries in the Motor Vehicle and Parts Dealers subsector retail motor vehicles and parts from fixed point-of-sale locations. Establishments in this subsector typically operate from a showroom and/or an open lot where the vehicles are on display. The display of vehicles and the related parts require little by way of display equipment. The personnel generally include both the sales and sales support staff familiar with the requirements for registering and financing a vehicle as well as a staff of parts experts and mechanics trained to provide repair and maintenance services for the vehicles. Specific industries are included in this subsector to identify the type of vehicle being retailed.

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

4411 AUTOMOBILE DEALERS

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

44111 NEW CAR DEALERS

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

441110 NEW CAR DEALERS

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

44112 USED CAR DEALERS

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

441120 USED CAR DEALERS

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

4412 OTHER MOTOR VEHICLE DEALERS

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

44121 RECREATIONAL VEHICLE DEALERS

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

441210 RECREATIONAL VEHICLE DEALERS

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

44122 MOTORCYCLE, BOAT, AND OTHER MOTOR VEHICLE DEALERS

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

441221 MOTORCYCLE DEALERS

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

441222 BOAT DEALERS

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

441229 ALL OTHER MOTOR VEHICLE DEALERS

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

4413 AUTOMOTIVE PARTS, ACCESSORIES, AND TIRE STORES

This industry comprises one or more of the following: (1) establishments known as automotive supply stores primarily engaged in retailing new, used, and/or rebuilt automotive parts and accessories; (2) automotive supply stores that are primarily engaged in both retailing automotive parts and accessories and repairing automobiles; (3) establishments primarily engaged in retailing and installing automotive accessories; and (4) establishments primarily engaged in retailing new and/or used tires and tubes or retailing new tires in combination with automotive repair services.

44131 AUTOMOTIVE PARTS AND ACCESSORIES STORES

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

For the 2002 Economic Census, data published with 2002 NAICS code 44131 are comprised of the following 1997 NAICS codes:

42114 (pt) Motor vehicle parts, (used) retail
44131 Automotive parts and accessories stores

441310 AUTOMOTIVE PARTS AND ACCESSORIES STORES

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

For the 2002 Economic Census, data published with 2002 NAICS code 441310 are comprised of the following 1997 NAICS codes:

421140 (pt) Motor vehicle parts, (used) retail
441310 Automotive parts and accessories stores

44132 TIRE DEALERS

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

441320 TIRE DEALERS

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

442 FURNITURE AND HOME FURNISHINGS STORES

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

4421 FURNITURE STORES

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

44211 FURNITURE STORES

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

442110 FURNITURE STORES

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

4422 HOME FURNISHINGS STORES

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

44221 FLOOR COVERING STORES

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

442210 FLOOR COVERING STORES

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

44229 OTHER HOME FURNISHINGS STORES

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

442291 WINDOW TREATMENT STORES

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

442299 ALL OTHER HOME FURNISHINGS STORES

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

443 ELECTRONICS AND APPLIANCE STORES

Industries in the Electronics and Appliance Stores subsector retail new electronics and appliances from point-of-sale locations. Establishments in this subsector often operate from locations that have special provisions for floor displays requiring special electrical capacity to accommodate the proper demonstration of the products. The staff includes sales personnel knowledgeable in the characteristics and warranties of the line of goods retailed and may also include trained repair persons to handle the maintenance and repair of the electronic equipment and appliances. The classifications within this subsector are made principally on the type of product and knowledge required to operate each type of store.

4431 ELECTRONICS AND APPLIANCE STORES

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

44311 APPLIANCE, TELEVISION, AND OTHER ELECTRONICS STORES

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

443111 HOUSEHOLD APPLIANCE STORES

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

443112 RADIO, TELEVISION, AND OTHER ELECTRONICS STORES

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

44312 COMPUTER AND SOFTWARE STORES

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

443120 COMPUTER AND SOFTWARE STORES

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

44313 CAMERA AND PHOTOGRAPHIC SUPPLIES STORES

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

443130 CAMERA AND PHOTOGRAPHIC SUPPLIES STORES

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

444 BUILDING MATERIAL AND GARDEN EQUIPMENT AND SUPPLIES DEALERS

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

4441 BUILDING MATERIAL AND SUPPLIES DEALERS

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

44411 HOME CENTERS

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

444110 HOME CENTERS

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

44412 PAINT AND WALLPAPER STORES

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

444120 PAINT AND WALLPAPER STORES

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

44413 HARDWARE STORES

This industry comprises establishments known as hardware stores primarily engaged in retailing a general line of new hardware items, such as tools and builders' hardware.

444130 HARDWARE STORES

This industry comprises establishments known as hardware stores primarily engaged in retailing a general line of new hardware items, such as tools and builders' hardware.

44419 OTHER BUILDING MATERIAL DEALERS

This industry comprises establishments (except those known as home centers, paint and wallpaper stores, and hardware stores) primarily engaged in retailing specialized lines of new building materials, such as lumber, fencing, glass, doors, plumbing fixtures and supplies, electrical supplies, prefabricated buildings and kits, and kitchen and bath cabinets and countertops to be installed.

444190 OTHER BUILDING MATERIAL DEALERS

This industry comprises establishments (except those known as home centers, paint and wallpaper stores, and hardware stores) primarily engaged in retailing specialized lines of new building materials, such as lumber, fencing, glass, doors, plumbing fixtures and supplies, electrical supplies, prefabricated buildings and kits, and kitchen and bath cabinets and countertops to be installed.

4441901 RETAIL LUMBER YARDS

This industry comprises establishments primarily engaged in retailing lumber, often with related lines of building materials. Retail lumber yards may produce some of the lumber and millwork they sell.

4441902 ALL OTHER BUILDING MATERIAL DEALERS

This industry comprises establishments (except those known as home centers, paint and wallpaper stores, hardware stores, and retail lumber yards) primarily engaged in retailing specialized lines of new building materials, such as fencing, glass, doors, plumbing fixtures and supplies, electrical supplies, prefabricated buildings and kits, and kitchen and bath cabinets and countertops to be installed.

4442 LAWN AND GARDEN EQUIPMENT AND SUPPLIES STORES

This industry group comprises establishments primarily engaged in retailing new lawn and garden equipment and supplies.

44421 OUTDOOR POWER EQUIPMENT STORES

This industry comprises establishments primarily engaged in retailing new outdoor power equipment or retailing new outdoor power equipment in combination with activities, such as repair services and selling replacement parts.

444210 OUTDOOR POWER EQUIPMENT STORES

This industry comprises establishments primarily engaged in retailing new outdoor power equipment or retailing new outdoor power equipment in combination with activities, such as repair services and selling replacement parts.

44422 NURSERY, GARDEN CENTER, AND FARM SUPPLY STORES

This industry comprises establishments primarily engaged in retailing nursery and garden products, such as trees, shrubs, plants, seeds, bulbs, and sod, that are predominantly grown elsewhere. These establishments may sell a limited amount of a product they grow themselves.

444220 NURSERY, GARDEN CENTER, AND FARM SUPPLY STORES

This industry comprises establishments primarily engaged in retailing nursery and garden products, such as trees, shrubs, plants, seeds, bulbs, and sod, that are predominantly grown elsewhere. These establishments may sell a limited amount of a product they grow themselves.

445 FOOD AND BEVERAGE STORES

Industries in the Food and Beverage Stores subsector usually retail food and beverages from fixed point-of-sale locations. Establishments in this subsector have special equipment (e.g., freezers, refrigerated display cases, refrigerators) for displaying food and beverage goods. They have staff trained in the processing of food products to guarantee the proper storage and sanitary conditions required by regulatory authority.

4451 GROCERY STORES

This industry group comprises establishments primarily engaged in retailing a general line of food products.

44511 SUPERMARKETS AND OTHER GROCERY (EXCEPT CONVENIENCE) STORES

This industry comprises establishments generally known as supermarkets and grocery stores primarily engaged in retailing a general line of food, such as canned and frozen foods; fresh fruits and vegetables; and fresh and prepared meats, fish, and poultry. Included in this industry are delicatessen-type establishments primarily engaged in retailing a general line of food.

445110 SUPERMARKETS AND OTHER GROCERY (EXCEPT CONVENIENCE) STORES

This industry comprises establishments generally known as supermarkets and grocery stores primarily engaged in retailing a general line of food, such as canned and frozen foods; fresh fruits and vegetables; and fresh and prepared meats, fish, and poultry. Included in this industry are delicatessen-type establishments primarily engaged in retailing a general line of food.

44512 CONVENIENCE STORES

This industry comprises establishments known as convenience stores or food marts (except those with fuel pumps) primarily engaged in retailing a limited line of goods that generally includes milk, bread, soda, and snacks.

445120 CONVENIENCE STORES

This industry comprises establishments known as convenience stores or food marts (except those with fuel pumps) primarily engaged in retailing a limited line of goods that generally includes milk, bread, soda, and snacks.

4452 SPECIALTY FOOD STORES

This industry group comprises establishments primarily engaged in retailing specialized lines of food.

44521 MEAT MARKETS

This industry comprises establishments primarily engaged in retailing fresh, frozen, or cured meats and poultry. Delicatessen-type establishments primarily engaged in retailing fresh meat are included in this industry.

445210 MEAT MARKETS

This industry comprises establishments primarily engaged in retailing fresh, frozen, or cured meats and poultry. Delicatessen-type establishments primarily engaged in retailing fresh meat are included in this industry.

44522 FISH AND SEAFOOD MARKETS

This industry comprises establishments primarily engaged in retailing fresh, frozen, or cured fish and seafood products.

445220 FISH AND SEAFOOD MARKETS

This industry comprises establishments primarily engaged in retailing fresh, frozen, or cured fish and seafood products.

44523 FRUIT AND VEGETABLE MARKETS

This industry comprises establishments primarily engaged in retailing fresh fruits and vegetables.

445230 FRUIT AND VEGETABLE MARKETS

This industry comprises establishments primarily engaged in retailing fresh fruits and vegetables.

44529 OTHER SPECIALTY FOOD STORES

This industry comprises establishments primarily engaged in retailing specialty foods (except meat, fish, seafood, and fruits and vegetables) not for immediate consumption and not made on the premises.

445291 BAKED GOODS STORES

This industry comprises establishments primarily engaged in retailing baked goods not for immediate consumption and not made on the premises.

445292 CONFECTIONERY AND NUT STORES

This industry comprises establishments primarily engaged in retailing candy and other confections, nuts, and popcorn not for immediate consumption and not made on the premises.

445299 ALL OTHER SPECIALTY FOOD STORES

This industry comprises establishments primarily engaged in retailing miscellaneous specialty foods (except meat, fish, seafood, fruits and vegetables, confections, nuts, popcorn, and baked goods) not for immediate consumption and not made on the premises.

4453 BEER, WINE, AND LIQUOR STORES

This industry comprises establishments primarily engaged in retailing packaged alcoholic beverages, such as ale, beer, wine, and liquor.

44531 BEER, WINE, AND LIQUOR STORES

This industry comprises establishments primarily engaged in retailing packaged alcoholic beverages, such as ale, beer, wine, and liquor.

445310 BEER, WINE, AND LIQUOR STORES

This industry comprises establishments primarily engaged in retailing packaged alcoholic beverages, such as ale, beer, wine, and liquor.

446 HEALTH AND PERSONAL CARE STORES

Industries in the Health and Personal Care Stores subsector retail health and personal care merchandise from fixed point-of-sale locations. Establishments in this subsector are characterized principally by the products they retail, and some health and personal care stores may have specialized staff trained in dealing with the products. Staff may include pharmacists, opticians, and other professionals engaged in retailing, advising customers, and/or fitting the product sold to the customer's needs.

4461 HEALTH AND PERSONAL CARE STORES

This industry group comprises establishments primarily engaged in retailing health and personal care products.

44611 PHARMACIES AND DRUG STORES

This industry comprises establishments known as pharmacies and drug stores engaged in retailing prescription or nonprescription drugs and medicines.

446110 PHARMACIES AND DRUG STORES

This industry comprises establishments known as pharmacies and drug stores engaged in retailing prescription or nonprescription drugs and medicines.

4461101 PHARMACIES AND DRUG STORES

This industry comprises establishments primarily engaged in retailing prescription drugs. Drug stores are classified here if any prescriptions are sold or if there is an indication that a pharmacist is employed. These establishments frequently sell other items, such as proprietary drugs, medicines, and health and first-aid products; cosmetics; toiletries; greeting cards; magazines; tobacco; and candy.

4461102 PROPRIETARY STORES

This industry comprises establishments primarily engaged in retailing nonprescription drugs and medicines, health remedies, and first-aid products. These stores do not sell prescription drugs and frequently sell other lines, such as beauty preparations, household supplies, and candy and pre-packaged snacks.

44612 COSMETICS, BEAUTY SUPPLIES, AND PERFUME STORES

This industry comprises establishments known as cosmetic or perfume stores or beauty supply shops primarily engaged in retailing cosmetics, perfumes, toiletries, and personal grooming products.

446120 COSMETICS, BEAUTY SUPPLIES, AND PERFUME STORES

This industry comprises establishments known as cosmetic or perfume stores or beauty supply shops primarily engaged in retailing cosmetics, perfumes, toiletries, and personal grooming products.

44613 OPTICAL GOODS STORES

This industry comprises establishments primarily engaged in one or more of the following: (1) retailing and fitting prescription eyeglasses and contact lenses; (2) retailing prescription eyeglasses in combination with the grinding of lenses to order on the premises; and (3) selling non-prescription eyeglasses.

446130 OPTICAL GOODS STORES

This industry comprises establishments primarily engaged in one or more of the following: (1) retailing and fitting prescription eyeglasses and contact lenses; (2) retailing prescription eyeglasses in combination with the grinding of lenses to order on the premises; and (3) selling non-prescription eyeglasses.

44619 OTHER HEALTH AND PERSONAL CARE STORES

This industry comprises establishments primarily engaged in retailing health and personal care items (except drugs, medicines, optical goods, perfumes, cosmetics, and beauty supplies).

446191 FOOD (HEALTH) SUPPLEMENT STORES

This industry comprises establishments primarily engaged in retailing food supplement products, such as vitamins, nutrition supplements, and body enhancing supplements.

446199 ALL OTHER HEALTH AND PERSONAL CARE STORES

This industry comprises establishments primarily engaged in retailing specialized lines of health and personal care merchandise (except drugs, medicines, optical goods, cosmetics, beauty supplies, perfume, and food supplement products).

447 GASOLINE STATIONS

Industries in the Gasoline Stations subsector retail automotive fuels (e.g., gasoline, diesel fuel, gasohol) and automotive oils with or without convenience store items. These establishments have specialized equipment for the storage and dispensing of automotive fuels.

4471 GASOLINE STATIONS

This industry group comprises establishments engaged in retailing automotive fuels (e.g., diesel fuel, gasohol, gasoline) in combination with or without convenience store or food mart items. These establishments can either be in a convenience store (i.e., food mart) setting or a gasoline station setting. These establishments may also provide automotive repair services.

44711 GASOLINE STATIONS WITH CONVENIENCE STORES

This industry comprises establishments engaged in retailing automotive fuels (e.g., diesel fuel, gasohol, gasoline) in combination with convenience store or food mart items. These establishments can either be in a convenience store (i.e., food mart) setting or a gasoline station setting. These establishments may also provide automotive repair services.

447110 GASOLINE STATIONS WITH CONVENIENCE STORES

This industry comprises establishments engaged in retailing automotive fuels (e.g., diesel fuel, gasohol, gasoline) in combination with convenience store or food mart items. These establishments can either be in a convenience store (i.e., food mart) setting or a gasoline station setting. These establishments may also provide automotive repair services.

44719 OTHER GASOLINE STATIONS

This industry comprises establishments known as gasoline stations (except those with convenience stores) primarily engaged in one of the following: (1) retailing automotive fuels (e.g., diesel fuel, gasohol, gasoline) or (2) retailing these fuels in combination with activities, such as providing repair services; selling automotive oils, replacement parts, and accessories; and/or providing food services.

447190 OTHER GASOLINE STATIONS

This industry comprises establishments known as gasoline stations (except those with convenience stores) primarily engaged in one of the following: (1) retailing automotive fuels (e.g., diesel fuel, gasohol, gasoline) or (2) retailing these fuels in combination with activities, such as providing repair services; selling automotive oils, replacement parts, and accessories; and/or providing food services.

448 CLOTHING AND CLOTHING ACCESSORIES STORES

Industries in the Clothing and Clothing Accessories Stores subsector retail new clothing and clothing accessories merchandise from fixed point-of-sale locations. Establishments in this subsector have similar display equipment and staff that is knowledgeable regarding fashion trends and the proper match of styles, colors, and combinations of clothing and accessories to the characteristics and tastes of the customer.

4481 CLOTHING STORES

This industry group comprises establishments primarily engaged in retailing new clothing.

44811 MEN'S CLOTHING STORES

This industry comprises establishments primarily engaged in retailing a general line of new men's and boys' clothing. These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.

448110 MEN'S CLOTHING STORES

This industry comprises establishments primarily engaged in retailing a general line of new men's and boys' clothing. These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.

44812 WOMEN'S CLOTHING STORES

This industry comprises establishments primarily engaged in retailing a general line of new women's, misses', and juniors' clothing, including maternity wear. These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.

448120 WOMEN'S CLOTHING STORES

This industry comprises establishments primarily engaged in retailing a general line of new women's, misses', and juniors' clothing, including maternity wear. These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.

44813 CHILDREN'S AND INFANTS' CLOTHING STORES

This industry comprises establishments primarily engaged in retailing a general line of new children's and infants' clothing. These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.

448130 CHILDREN'S AND INFANTS' CLOTHING STORES

This industry comprises establishments primarily engaged in retailing a general line of new children's and infants' clothing. These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.

44814 FAMILY CLOTHING STORES

This industry comprises establishments primarily engaged in retailing a general line of new clothing for men, women, and children, without specializing in sales for an individual gender or age group. These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.

448140 FAMILY CLOTHING STORES

This industry comprises establishments primarily engaged in retailing a general line of new clothing for men, women, and children, without specializing in sales for an individual gender or age group. These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.

44815 CLOTHING ACCESSORIES STORES

This industry comprises establishments primarily engaged in retailing single or combination lines of new clothing accessories, such as hats and caps, costume jewelry, gloves, handbags, ties, wigs, toupees, and belts.

448150 CLOTHING ACCESSORIES STORES

This industry comprises establishments primarily engaged in retailing single or combination lines of new clothing accessories, such as hats and caps, costume jewelry, gloves, handbags, ties, wigs, toupees, and belts.

44819 OTHER CLOTHING STORES

This industry comprises establishments primarily engaged in retailing specialized lines of new clothing (except general lines of men's, women's, children's, infants', and family clothing). These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.

448190 OTHER CLOTHING STORES

This industry comprises establishments primarily engaged in retailing specialized lines of new clothing (except general lines of men's, women's, children's, infants', and family clothing). These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.

4482 SHOE STORES

This industry group comprises establishments primarily engaged in retailing all types of new footwear (except hosiery and specialty sports footwear, such as golf shoes, bowling shoes, and spiked shoes). Establishments primarily engaged in retailing new tennis shoes or sneakers are included in this industry.

44821 SHOE STORES

This industry comprises establishments primarily engaged in retailing all types of new footwear (except hosiery and specialty sports footwear, such as golf shoes, bowling shoes, and spiked shoes). Establishments primarily engaged in retailing new tennis shoes or sneakers are included in this industry.

448210 SHOE STORES

This industry comprises establishments primarily engaged in retailing all types of new footwear (except hosiery and specialty sports footwear, such as golf shoes, bowling shoes, and spiked shoes). Establishments primarily engaged in retailing new tennis shoes or sneakers are included in this industry.

4482101 MEN'S SHOE STORES

This industry comprises establishments primarily engaged in retailing men's shoes, boots, and other footwear. These establishments may also sell hosiery and other accessories. Establishments specializing in the sale of custom orthopedic shoes for men are classified here.

4482102 WOMEN'S SHOE STORES

This industry comprises establishments primarily engaged in retailing women's shoes, boots, and other footwear. These establishments may also sell hosiery and other accessories. Establishments specializing in selling custom orthopedic shoes for women are classified here.

4482103 CHILDREN'S AND JUVENILES' SHOE STORES

This industry comprises establishments primarily engaged in retailing children's shoes and other footwear, including children's athletic footwear. These establishments may also sell hosiery and other accessories. Establishments specializing in selling custom orthopedic shoes for children are classified here.

4482104 FAMILY SHOE STORES

This industry comprises establishments primarily engaged in retailing a combination of men's, women's, and children's footwear, without specializing in any one line. These establishments frequently carry accessory lines, such as hosiery and handbags. Establishments specializing in selling custom orthopedic shoes for men, women, and children are included here.

4482105 ATHLETIC FOOTWEAR STORES

This industry comprises establishments primarily engaged in retailing athletic footwear (except specialty sports footwear, such as golf shoes, bowling shoes, and spiked shoes). These establishments may also sell athletic apparel.

4483 JEWELRY, LUGGAGE, AND LEATHER GOODS STORES

This industry group comprises establishments primarily engaged in retailing new jewelry (except costume jewelry); new silver and plated silverware; new watches and clocks; and new luggage with or without a general line of new leather goods and accessories, such as hats, gloves, handbags, ties, and belts.

44831 JEWELRY STORES

This industry comprises establishments primarily engaged in retailing one or more of the following items: (1) new jewelry (except costume jewelry); (2) new sterling and plated silverware; and (3) new watches and clocks. Also included are establishments retailing these new products in combination with lapidary work and/or repair services.

448310 JEWELRY STORES

This industry comprises establishments primarily engaged in retailing one or more of the following items: (1) new jewelry (except costume jewelry); (2) new sterling and plated silverware; and (3) new watches and clocks. Also included are establishments retailing these new products in combination with lapidary work and/or repair services.

44832 LUGGAGE AND LEATHER GOODS STORES

This industry comprises establishments known as luggage and leather goods stores primarily engaged in retailing new luggage, briefcases, trunks, or retailing these new products in combination with a general line of leather items (except leather apparel), such as belts, gloves, and handbags.

448320 LUGGAGE AND LEATHER GOODS STORES

This industry comprises establishments known as luggage and leather goods stores primarily engaged in retailing new luggage, briefcases, trunks, or retailing these new products in combination with a general line of leather items (except leather apparel), such as belts, gloves, and handbags.

451 SPORTING GOODS, HOBBY, BOOK, AND MUSIC STORES

Industries in the Sporting Goods, Hobby, Book, and Music Stores subsector are engaged in retailing and providing expertise on use of sporting equipment or other specific leisure activities, such as needlework and musical instruments. Book stores are also included in this subsector.

4511 SPORTING GOODS, HOBBY, AND MUSICAL INSTRUMENT STORES

This industry group comprises establishments primarily engaged in retailing new sporting goods, games and toys, and musical instruments.

45111 SPORTING GOODS STORES

This industry comprises establishments primarily engaged in retailing new sporting goods, such as bicycles and bicycle parts; camping equipment; exercise and fitness equipment; athletic uniforms; specialty sports footwear; and sporting goods, equipment, and accessories.

451110 SPORTING GOODS STORES

This industry comprises establishments primarily engaged in retailing new sporting goods, such as bicycles and bicycle parts; camping equipment; exercise and fitness equipment; athletic uniforms; specialty sports footwear; and sporting goods, equipment, and accessories.

4511101 GENERAL-LINE SPORTING GOODS STORES

This industry comprises establishments primarily engaged in retailing five or more lines of sporting goods and equipment, such as for camping, fishing, riding, and other sports. These establishments may also sell clothing and shoes appropriate for sporting activities, including uniforms.

4511102 SPECIALTY-LINE SPORTING GOODS STORES

This industry comprises establishments primarily engaged in retailing a maximum of four lines of sporting goods, such as for camping, fishing, riding, and other sports. These establishments may also sell clothing and shoes appropriate for sporting activities, including uniforms.

45112 HOBBY, TOY, AND GAME STORES

This industry comprises establishments primarily engaged in retailing new toys, games, and hobby and craft supplies (except needlecraft).

451120 HOBBY, TOY, AND GAME STORES

This industry comprises establishments primarily engaged in retailing new toys, games, and hobby and craft supplies (except needlecraft).

45113 SEWING, NEEDLEWORK, AND PIECE GOODS STORES

This industry comprises establishments primarily engaged in retailing new sewing supplies, fabrics, patterns, yarns, and other needlework accessories or retailing these products in combination with selling new sewing machines.

451130 SEWING, NEEDLEWORK, AND PIECE GOODS STORES

This industry comprises establishments primarily engaged in retailing new sewing supplies, fabrics, patterns, yarns, and other needlework accessories or retailing these products in combination with selling new sewing machines.

45114 MUSICAL INSTRUMENT AND SUPPLIES STORES

This industry comprises establishments primarily engaged in retailing new musical instruments, sheet music, and related supplies; or retailing these new products in combination with musical instrument repair, rental, or music instruction.

451140 MUSICAL INSTRUMENT AND SUPPLIES STORES

This industry comprises establishments primarily engaged in retailing new musical instruments, sheet music, and related supplies; or retailing these new products in combination with musical instrument repair, rental, or music instruction.

4512 BOOK, PERIODICAL, AND MUSIC STORES

This industry group comprises establishments primarily engaged in retailing new books, newspapers, magazines, and prerecorded audio and video media.

45121 BOOK STORES AND NEWS DEALERS

This industry comprises establishments primarily engaged in retailing new books, newspapers, magazines, and other periodicals.

451211 BOOK STORES

This industry comprises establishments primarily engaged in retailing new books.

4512111 BOOK STORES, GENERAL

This industry comprises establishments primarily engaged in retailing a general line of new books. These establishments may also sell stationery and related items, second-hand books, and magazines.

4512112 SPECIALTY BOOK STORES

This industry comprises establishments primarily engaged in retailing specialty books, such as general reference, religious, and professional books.

4512113 COLLEGE BOOK STORES

This industry comprises establishments primarily engaged in retailing textbooks, generally on the college level. Most of these establishments are located on or near college campuses, and some sell more apparel than books. These establishments may also offer second-hand textbooks. School book stores, other than college, are included in this industry.

451212 NEWS DEALERS AND NEWSSTANDS

This industry comprises establishments primarily engaged in retailing current newspapers, magazines, and other periodicals.

45122 PRERECORDED TAPE, COMPACT DISC, AND RECORD STORES

This industry comprises establishments primarily engaged in retailing new prerecorded audio and video tapes, compact discs (CDs), digital video discs (DVDs), and phonograph records.

451220 PRERECORDED TAPE, COMPACT DISC, AND RECORD STORES

This industry comprises establishments primarily engaged in retailing new prerecorded audio and video tapes, compact discs (CDs), digital video discs (DVDs), and phonograph records.

452 GENERAL MERCHANDISE STORES

Industries in the General Merchandise Stores subsector retail new general merchandise from fixed point-of-sale locations. Establishments in this subsector are unique in that they have the equipment and staff capable of retailing a large variety of goods from a single location. This includes a variety of display equipment and staff trained to provide information on many lines of products.

4521 DEPARTMENT STORES

This industry group comprises establishments known as department stores primarily engaged in retailing a wide range of the following new products with no one merchandise line predominating: apparel; furniture; appliances and home furnishings; and selected additional items, such as paint, hardware, toiletries, cosmetics, photographic equipment, jewelry, toys, and sporting goods. Merchandise lines are normally arranged in separate departments.

For the 2002 Economic Census, total sales **exclude** the sales from leased departments owned by another company and operating within the department store.

For the 2002 Economic Census of Island Areas, total sales **include** the sales from leased departments owned by another company and operating within the department store.

45210009 DEPARTMENT STORES (INCLUDING LEASED DEPARTMENTS)

This industry group comprises establishments known as department stores primarily engaged in retailing a wide range of the following new products with no one merchandise line predominating: apparel; furniture; appliances and home furnishings; and selected additional items, such as paint, hardware, toiletries, cosmetics, photographic equipment, jewelry, toys, and sporting goods. Merchandise lines are normally arranged in separate departments. Total sales include the sales from leased departments owned by another company and operating within the department store.

45211 DEPARTMENT STORES

This industry comprises establishments known as department stores primarily engaged in retailing a wide range of the following new products with no one merchandise line predominating: apparel; furniture; appliances and home furnishings; and selected additional items, such as paint, hardware, toiletries, cosmetics, photographic equipment, jewelry, toys, and sporting goods. Merchandise lines are normally arranged in separate departments.

For the 2002 Economic Census, total sales **exclude** the sales from leased departments owned by another company and operating within the department store.

For the 2002 Economic Census of Island Areas, total sales **include** the sales from leased departments owned by another company and operating within the department store.

45211009 DEPARTMENT STORES (INCLUDING LEASED DEPARTMENTS)

This industry comprises establishments known as department stores primarily engaged in retailing a wide range of the following new products with no one merchandise line predominating: apparel; furniture; appliances and home furnishings; and selected additional items, such as paint, hardware, toiletries, cosmetics, photographic equipment, jewelry, toys, and sporting goods. Merchandise lines are normally arranged in separate departments. Total sales include the sales from leased departments owned by another company and operating within the department store.

452111 DEPARTMENT STORES (EXCEPT DISCOUNT DEPARTMENT STORES)

This industry comprises establishments known as department stores that have separate departments for various merchandise lines, such as apparel, jewelry, home furnishings, and linens, each with separate cash registers and sales associates. Department stores in this industry generally do not have central customer checkout and cash register facilities.

For the 2002 Economic Census, total sales **exclude** the sales from leased departments owned by another company and operating within the department store.

For the 2002 Economic Census of Island Areas, total sales **include** the sales from leased departments owned by another company and operating within the department store.

**45211109 DEPARTMENT STORES (EXCEPT DISCOUNT DEPARTMENT STORES)
(INCLUDING LEASED DEPARTMENTS)**

This industry comprises establishments known as department stores that have separate departments for various merchandise lines, such as apparel, jewelry, home furnishings, and linens, each with separate cash registers and sales associates. Department stores in this industry generally do not have central customer checkout and cash register facilities. Total sales include the sales from leased departments owned by another company and operating within the department store.

452112 DISCOUNT DEPARTMENT STORES

This industry comprises establishments known as department stores that have central customer checkout areas, generally in the front of the store, and that may have additional cash registers located in one or more individual departments. Department stores in this industry sell a wide range of general merchandise (except fresh, perishable foods).

For the 2002 Economic Census, total sales **exclude** the sales from leased departments owned by another company and operating within the department store.

For the 2002 Economic Census of Island Areas, total sales **include** the sales from leased departments owned by another company and operating within the department store.

45211209 DISCOUNT DEPARTMENT STORES (INCLUDING LEASED DEPARTMENTS)

This industry comprises establishments known as department stores that have central customer checkout areas, generally in the front of the store, and that may have additional cash registers located in one or more individual departments. Department stores in this industry sell a wide range of general merchandise (except fresh, perishable foods). Total sales include the sales from leased departments owned by another company and operating within the department store.

4529 OTHER GENERAL MERCHANDISE STORES

This industry comprises establishments primarily engaged in retailing new goods in general merchandise stores (except department stores).

45291 WAREHOUSE CLUBS AND SUPERCENTERS

This industry comprises establishments known as warehouse clubs, superstores or supercenters primarily engaged in retailing a general line of groceries in combination with general lines of new merchandise, such as apparel, furniture, and appliances.

452910 WAREHOUSE CLUBS AND SUPERCENTERS

This industry comprises establishments known as warehouse clubs, superstores or supercenters primarily engaged in retailing a general line of groceries in combination with general lines of new merchandise, such as apparel, furniture, and appliances.

45299 ALL OTHER GENERAL MERCHANDISE STORES

This industry comprises establishments primarily engaged in retailing new goods in general merchandise stores (except department stores, warehouse clubs, superstores, and supercenters). These establishments retail a general line of new merchandise, such as apparel, automotive parts, dry goods, hardware, groceries, housewares or home furnishings, and other lines in limited amounts, with none of the lines predominating.

452990 ALL OTHER GENERAL MERCHANDISE STORES

This industry comprises establishments primarily engaged in retailing new goods in general merchandise stores (except department stores, warehouse clubs, superstores, and supercenters). These establishments retail a general line of new merchandise, such as apparel, automotive parts, dry goods, hardware, groceries, housewares or home furnishings, and other lines in limited amounts, with none of the lines predominating.

4529901 VARIETY STORES

This industry comprises establishments primarily engaged in retailing a variety of merchandise, such as inexpensive apparel and accessories, costume jewelry, notions, candy, toys, and other items in the low and popular price ranges. These establishments generally do not carry a complete line of merchandise, are not departmentalized, do not offer their own charge service, and do not deliver merchandise.

4529904 MISCELLANEOUS GENERAL MERCHANDISE STORES

This industry comprises establishments primarily engaged in retailing new goods in general merchandise stores (except variety stores). These establishments retail a general line of new merchandise, such as apparel, automotive parts, dry goods, hardware, groceries, housewares or home furnishings, and other lines in limited amounts, with none of the lines predominating.

453 MISCELLANEOUS STORE RETAILERS

Industries in the Miscellaneous Store Retailers subsector retail merchandise from fixed point-of-sale locations (except new or used motor vehicles and parts; new furniture and home furnishings; new appliances and electronic products; new building materials and garden equipment and supplies; food and beverages; health and personal care goods; gasoline; new clothing and accessories; and new sporting goods, hobby goods, books, and music). Establishments in this subsector include stores with unique characteristics like florists, used merchandise stores, and pet and pet supply stores as well as other store retailers.

4531 FLORISTS

This industry comprises establishments known as florists primarily engaged in retailing cut flowers, floral arrangements, and potted plants purchased from others. These establishments usually prepare the arrangements they sell.

45311 FLORISTS

This industry comprises establishments known as florists primarily engaged in retailing cut flowers, floral arrangements, and potted plants purchased from others. These establishments usually prepare the arrangements they sell.

453110 FLORISTS

This industry comprises establishments known as florists primarily engaged in retailing cut flowers, floral arrangements, and potted plants purchased from others. These establishments usually prepare the arrangements they sell.

4532 OFFICE SUPPLIES, STATIONERY, AND GIFT STORES

This industry group comprises establishments primarily engaged in one or more of the following: (1) retailing new stationery, school supplies, and office supplies; (2) retailing a combination of new office equipment, furniture, and supplies; (3) retailing new office equipment, furniture, and supplies in combination with retailing new computers; and (4) retailing new gifts, novelty merchandise, souvenirs, greeting cards, seasonal and holiday decorations, and curios.

45321 OFFICE SUPPLIES AND STATIONERY STORES

This industry comprises establishments primarily engaged in one or more of the following: (1) retailing new stationery, school supplies, and office supplies; (2) retailing a combination of new office equipment, furniture, and supplies; and (3) retailing new office equipment, furniture, and supplies in combination with retailing new computers.

453210 OFFICE SUPPLIES AND STATIONERY STORES

This industry comprises establishments primarily engaged in one or more of the following: (1) retailing new stationery, school supplies, and office supplies; (2) retailing a combination of new office equipment, furniture, and supplies; and (3) retailing new office equipment, furniture, and supplies in combination with retailing new computers.

45322 GIFT, NOVELTY, AND SOUVENIR STORES

This industry comprises establishments primarily engaged in retailing new gifts, novelty merchandise, souvenirs, greeting cards, seasonal and holiday decorations, and curios.

453220 GIFT, NOVELTY, AND SOUVENIR STORES

This industry comprises establishments primarily engaged in retailing new gifts, novelty merchandise, souvenirs, greeting cards, seasonal and holiday decorations, and curios.

4533 USED MERCHANDISE STORES

This industry group comprises establishments primarily engaged in one or more of the following: (1) retailing used merchandise, antiques, and secondhand goods (except motor vehicles, such as automobiles, RVs, motorcycles, and boats; motor vehicle parts; tires; and mobile homes); (2) retailing antique furniture and home furnishings, antique glassware, rare books and manuscripts, and other antique objects of art; and (3) retailing used merchandise, such as clothing, shoes, furniture, home furnishings, appliances, electronics, books (except rare), musical instruments, compact discs (CDs), tapes, records, lumber, and building materials.

45331 USED MERCHANDISE STORES

This industry comprises establishments primarily engaged in retailing used merchandise, antiques, and secondhand goods (except motor vehicles, such as automobiles, RVs, motorcycles, and boats; motor vehicle parts; tires; and mobile homes).

453310 USED MERCHANDISE STORES

This industry comprises establishments primarily engaged in retailing used merchandise, antiques, and secondhand goods (except motor vehicles, such as automobiles, RVs, motorcycles, and boats; motor vehicle parts; tires; and mobile homes).

4539 OTHER MISCELLANEOUS STORE RETAILERS

This industry group comprises establishments primarily engaged in retailing new miscellaneous specialty store merchandise (except motor vehicle and parts dealers; furniture and home furnishings stores; consumer-type electronics and appliance stores; building material and garden equipment and supplies dealers; food and beverage stores; health and personal care stores; gasoline stations; clothing and clothing accessories stores; sporting goods, hobby, book, and music stores; general merchandise stores; florists; office supplies, stationery, and gift stores; and used merchandise stores).

45391 PET AND PET SUPPLIES STORES

This industry comprises establishments primarily engaged in retailing pets, pet foods, and pet supplies.

453910 PET AND PET SUPPLIES STORES

This industry comprises establishments primarily engaged in retailing pets, pet foods, and pet supplies.

45392 ART DEALERS

This industry comprises establishments primarily engaged in retailing original and limited edition art works. Included in this industry are establishments primarily engaged in displaying works of art for retail sale in art galleries.

453920 ART DEALERS

This industry comprises establishments primarily engaged in retailing original and limited edition art works. Included in this industry are establishments primarily engaged in displaying works of art for retail sale in art galleries.

45393 MANUFACTURED (MOBILE) HOME DEALERS

This industry comprises establishments primarily engaged in retailing new and/or used manufactured homes (i.e., mobile homes), parts, and equipment.

453930 MANUFACTURED (MOBILE) HOME DEALERS

This industry comprises establishments primarily engaged in retailing new and/or used manufactured homes (i.e., mobile homes), parts, and equipment.

45399 ALL OTHER MISCELLANEOUS STORE RETAILERS

This industry comprises establishments primarily engaged in retailing specialized lines of merchandise (except motor vehicle and parts dealers; furniture and home furnishings stores; electronics and appliance stores; building material and garden equipment and supplies dealers; food and beverage stores; health and personal care stores; gasoline stations; clothing and clothing accessories stores; sporting goods, hobby, book, and music stores; general merchandise stores; florists; office supplies, stationery and gift stores; used merchandise stores; pet and pet supplies stores; art dealers; and manufactured home (i.e., mobile home) dealers). This industry also includes establishments primarily engaged in retailing a general line of new and used merchandise on an auction basis (except electronic auctions).

453991 TOBACCO STORES

This industry comprises establishments primarily engaged in retailing cigarettes, cigars, tobacco, pipes, and other smokers' supplies.

453998 ALL OTHER MISCELLANEOUS STORE RETAILERS (EXCEPT TOBACCO STORES)

This industry comprises establishments primarily engaged in retailing specialized lines of merchandise (except motor vehicle and parts dealers; furniture and home furnishings stores; electronics and appliance stores; building material and garden equipment and supplies dealers; food and beverage stores; health and personal care stores; gasoline stations; clothing and clothing accessories stores; sporting goods, hobby, book and music stores; general merchandise stores; florists; office supplies, stationery and gift stores; used merchandise stores; pet and pet supplies stores; art dealers; manufactured home (i.e., mobile home) dealers; and tobacco stores). This industry also includes establishments primarily engaged in retailing a general line of new and used merchandise on an auction basis (except electronic auctions).

454 NONSTORE RETAILERS

Industries in the Nonstore Retailers subsector retail merchandise using methods, such as the broadcasting of infomercials, the broadcasting and publishing of direct-response advertising, the publishing of paper and electronic catalogs, door-to-door solicitation, in-home demonstration, selling from portable stalls and distribution through vending machines. Establishments in this subsector include mail-order houses, vending machine operators, home delivery sales, door-to-door

sales, party plan sales, electronic shopping, and sales through portable stalls (e.g., street vendors, except food). Establishments engaged in the direct sale (i.e., nonstore) of products, such as home heating oil dealers and newspaper delivery are included in this subsector.

4541 ELECTRONIC SHOPPING AND MAIL-ORDER HOUSES

This industry group comprises establishments primarily engaged in retailing all types of merchandise using non-store means, such as catalogs, toll free telephone numbers, or electronic media, such as interactive television or computer. Included in this industry are establishments primarily engaged in retailing from catalog showrooms of mail-order houses.

45411 ELECTRONIC SHOPPING AND MAIL-ORDER HOUSES

This industry comprises establishments primarily engaged in retailing all types of merchandise using non-store means, such as catalogs, toll free telephone numbers, or electronic media, such as interactive television or computer. Included in this industry are establishments primarily engaged in retailing from catalog showrooms of mail-order houses.

454111 ELECTRONIC SHOPPING

This industry comprises establishments engaged in retailing all types of merchandise using the Internet.

454112 ELECTRONIC AUCTIONS

This industry comprises establishments engaged in providing sites for and facilitating consumer-to-consumer or business-to-consumer trade in new and used goods, on an auction basis, using the Internet. Establishments in this industry provide the electronic location for retail auctions, but do not take title to the goods being sold.

454113 MAIL-ORDER HOUSES

This industry comprises establishments primarily engaged in retailing all types of merchandise using mail catalogs or television to generate clients and display merchandise. Included in this industry are establishments primarily engaged in retailing from catalog showrooms of mail-order houses as well as establishments providing a combination of Internet and mail-order sales.

4542 VENDING MACHINE OPERATORS

This industry group comprises establishments primarily engaged in retailing merchandise through vending machines that they service.

45421 VENDING MACHINE OPERATORS

This industry comprises establishments primarily engaged in retailing merchandise through vending machines that they service.

454210 VENDING MACHINE OPERATORS

This industry comprises establishments primarily engaged in retailing merchandise through vending machines that they service.

4543 DIRECT SELLING ESTABLISHMENTS

This industry group comprises establishments primarily engaged in nonstore retailing (except electronic, mail-order, or vending machine sales). These establishments typically go to the customers' location rather than the customer coming to them (e.g., door-to-door sales, home parties). Examples of establishments in this industry are home delivery newspaper routes; home delivery of heating oil, liquefied petroleum (LP) gas, and other fuels; locker meat provisioners; frozen food and freezer plan providers; coffee-break services providers; and bottled water or water softener services.

45431 FUEL DEALERS

This industry comprises establishments primarily engaged in retailing heating oil, liquefied petroleum (LP) gas, and other fuels via direct selling.

454311 HEATING OIL DEALERS

This industry comprises establishments primarily engaged in retailing heating oil via direct selling.

454312 LIQUEFIED PETROLEUM GAS (BOTTLED GAS) DEALERS

This industry comprises establishments primarily engaged in retailing liquefied petroleum (LP) gas via direct selling.

454319 OTHER FUEL DEALERS

This industry comprises establishments primarily engaged in retailing fuels (except liquefied petroleum (LP) gas and heating oil) via direct selling.

45439 OTHER DIRECT SELLING ESTABLISHMENTS

This industry comprises establishments primarily engaged in retailing merchandise (except food for immediate consumption and fuel) via direct sale to the customer by means, such as in-house sales (i.e., party plan merchandising), truck or wagon sales, and portable stalls (i.e., street vendors).

454390 OTHER DIRECT SELLING ESTABLISHMENTS

This industry comprises establishments primarily engaged in retailing merchandise (except food for immediate consumption and fuel) via direct sale to the customer by means, such as in-house sales (i.e., party plan merchandising), truck or wagon sales, and portable stalls (i.e., street vendors).

4543901 DIRECT SELLING, FURNITURE, HOME FURNISHINGS, ELECTRONICS, AND APPLIANCES

This industry comprises establishments primarily engaged in retailing household appliances, furniture, floor coverings, draperies, curtains, china, glassware, kitchen utensils, cutlery, housewares, brooms and brushes, lamps, mirrors, pictures, window shades and blinds, radios, televisions, consumer electronics, and other home furnishings via direct sale to customers by means, such as in-house sales (i.e., party plan merchandising), truck or wagon sales, and portable stalls (i.e., street vendors).

4543902 DIRECT SELLING, BOOKS, PERIODICALS, VIDEOS, AND COMPACT DISCS

This industry comprises establishments primarily engaged in retailing books, periodicals, videos, and compact discs (CDs) via direct sale to the customer by means, such as in-house sales (i.e., party plan merchandising), truck or wagon sales, and portable stalls (i.e., street vendors).

4543903 DIRECT SELLING, OTHER MERCHANDISE

This industry comprises establishments primarily engaged in retailing stationery; cosmetics; building material; hardware; lawn and garden supplies; grocery items (except food for immediate consumption); apparel and accessories; proprietary medicines; used merchandise; sporting goods; jewelry; tobacco products; and other merchandise not elsewhere classified via direct sale to the customer by means, such as in-house sales (i.e., party plan merchandising), truck or wagon sales, and portable stalls (i.e., street vendors).

Appendix C.

Methodology

SOURCES OF THE DATA

For this sector, large- and medium-size firms, plus all firms known to operate more than one establishment, were sent report forms to be completed for each of their establishments and returned to the Census Bureau. For most very small firms, data from existing administrative records of other federal agencies were used instead. These records provide basic information on location, kind of business, sales, payroll, number of employees, and legal form of organization.

Firms in the 2002 Economic Census are divided into those sent report forms and those not sent report forms. The coverage of and the method of obtaining census information from each are described below:

1. Establishments sent a report form:
 - 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 2002 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 precludes reliance solely on administrative records sources. The sample was stratified by industry and geography.
2. Establishments not sent a report form:
 - a. Small employers, i.e., single-establishment firms with payroll below a specified cutoff, not selected into the small employer sample. Although the payroll cutoff varies by kind of business, small employers not sent a report form generally include firms with less than 10 employees and represent about 10 percent of total sales of establishments covered in the census. Data on sales, payroll, and employment for these small employers were derived or estimated from administrative records of other federal agencies.
 - b. All nonemployers, i.e., all firms with no paid employees during 2002. Sales information for these firms was obtained from administrative records of other federal agencies. Although consisting of many firms, nonemployers account for less than 10 percent of total sales of all establishments covered in the census. Data for nonemployers are not included in this report, but are released in the annual *Nonemployer Statistics* series.

The report forms used to collect information for establishments in this sector are available at help.econ.census.gov/econhelp/resources/.

A more detailed examination of census methodology is presented in the *History of the Economic Census* at www.census.gov/econ/www/history.html.

INDUSTRY CLASSIFICATION OF ESTABLISHMENTS

The classifications for all establishments are based on the *North American Industry Classification System, United States, 2002* manual. Changes between 1997 and 2002 affecting this sector are discussed in the text at the beginning of this report. Tables at www.census.gov/epcd/naics02/ identify all industries that changed between the 1997 North American Industry Classification System (NAICS) and 2002 NAICS.

The method of assigning classifications and the level of detail at which establishments were classified depends on whether a report form was obtained for the establishment.

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1. Establishments that returned a report form were classified on the basis of their self-designation, product line sales, and responses to other industry-specific inquiries.
 2. Establishments without a report form:
 - a. Small employers not sent a form were, where possible, 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 1997 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 2002 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.
 - b. Nonemployers were classified on the basis of information obtained from administrative records of other federal agencies.

RELIABILITY OF DATA

All data compiled in the economic census are subject to nonsampling errors. Nonsampling errors can be attributed to many sources during the development or execution of the census:

- 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 Product Lines 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 report forms 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, such as gross receipts from federal income tax records and employment and payroll from payroll tax records. 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.

Key tables in this report include a column for "Percent of sales from administrative records." This includes sales information obtained from administrative records of other federal agencies. The "Percent of sales estimated" includes sales information that was imputed based on historic company ratios or administrative records, or on industry averages.

The Census Bureau recommends that data users incorporate this information into their analyses, as nonsampling error and sampling error could impact the conclusions drawn from economic census data.

TREATMENT OF NONRESPONSE

Census report forms included two different types of inquiries, "basic" and "industry-specific." Data for the basic inquiries, which include location, kind of business or operation, sales, payroll, and number of employees, 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 form, were available only from establishments responding to those inquiries.

Data for industry-specific inquiries in this sector were expanded in most cases to account for establishments that did not respond to the particular inquiry for which data are presented. Unless otherwise noted in specific reports, data for 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 of reported data to account for nonrespondents.

All reports in which industry-specific data were expanded 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.

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. Techniques employed to limit disclosure are discussed at www.census.gov/epcd/ec02/disclosure.htm.

Appendix D.

Geographic Notes

WISCONSIN

Appleton is in Calumet, Outagamie, and Winnebago Counties.

Baldwin is now tabulated separately due to a population increase. This change deletes territory from the Balance of St. Croix County.

Bayside is in Milwaukee and Ozaukee Counties.

Bellevue town is now tabulated separately due to a population increase. This change deletes territory from the Balance of Brown County.

Berlin is in Green Lake and Waushara Counties.

Brodhead is in Green and Rock Counties; it annexed into Rock County in February 2000. This change deletes territory from the Balance of Rock County.

Burlington is in Racine and Walworth Counties.

Columbus is in Columbia and Dodge Counties.

Cottage Grove is now tabulated separately due to a population increase. This change deletes territory from the Balance of Dane County.

DeForest name corrected from De Forest.

Eau Claire is in Chippewa and Eau Claire Counties.

Edgerton is in Dane and Rock Counties; it annexed into Dane County in February 1997. This change deletes territory from the Balance of Dane County.

Hartford is in Dodge and Washington Counties.

Howard is in Brown and Outagamie Counties; it annexed into Outagamie County in November 1998. This change deletes territory from the Balance of Outagamie County.

Kewaskum in Washington County was erroneously reported in Fond du Lac County for the 1997 Economic Census. This change adds territory to the Balance of Fond du Lac County.

Kiel is in Calumet and Manitowoc Counties.

Marshfield is in Marathon and Wood Counties.

Menasha city 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.

Oostburg is now tabulated separately due to a population increase. This change deletes territory from the Balance of Sheboygan County.

Pulaski is in Brown, Oconto, and Shawano Counties; it is now tabulated separately due to a population increase. This change deletes territory from the Balances of Brown, Oconto, and Shawano 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.

Balance of Brown County no longer includes Bellevue town and Pulaski (part), which are tabulated separately due to a population increase.

Balance of Dane County lost territory due to the annexation of Edgerton into the county and no longer includes Cottage Grove, which is tabulated separately due to a population increase.

Balance of Fond du Lac County includes Kewaskum (part), erroneously reported in the county in 1997.

Balance of Oconto County no longer includes Pulaski (part), which is tabulated separately due to a population increase.

Balance of Outagamie County lost territory due to the annexation of Howard into the county.

Balance of Rock County lost territory due to the annexation of Brodhead into the county.

Balance of St. Croix County no longer includes Baldwin, which is tabulated separately due to a population increase.

Balance of Shawano County no longer includes Pulaski (part), which is tabulated separately due to a population increase.

Balance of Sheboygan County no longer includes Oostburg, which is tabulated separately due to a population increase.

Appendix E.

Metropolitan and Micropolitan Statistical Areas

APPLETON-OSHKOSH-NEENAH, WI COMBINED STATISTICAL AREA

Appleton, WI Metropolitan Statistical Area

Calumet County, WI

Outagamie County, WI

Oshkosh-Neenah, WI Metropolitan Statistical Area

Winnebago County, WI

CHICAGO-NAPERVILLE-MICHIGAN CITY, IL-IN-WI COMBINED STATISTICAL AREA

Chicago-Naperville-Joliet, IL-IN-WI Metropolitan Statistical Area

Chicago-Naperville-Joliet, IL Metropolitan Division

Cook County, IL

DeKalb County, IL

DuPage County, IL

Grundy County, IL

Kane County, IL

Kendall County, IL

McHenry County, IL

Will County, IL

Gary, IN Metropolitan Division

Jasper County, IN

Lake County, IN

Newton County, IN

Porter County, IN

Lake County-Kenosha County, IL-WI Metropolitan Division

Lake County, IL

Kenosha County, WI

Kankakee-Bradley, IL Metropolitan Statistical Area

Kankakee County, IL

Michigan City-La Porte, IN Metropolitan Statistical Area

LaPorte County, IN

EAU CLAIRE-MENOMONIE, WI COMBINED STATISTICAL AREA

Eau Claire, WI Metropolitan Statistical Area

Chippewa County, WI

Eau Claire County, WI

Menomonie, WI Micropolitan Statistical Area

Dunn County, WI

FOND DU LAC-BEAVER DAM, WI COMBINED STATISTICAL AREA

Beaver Dam, WI Micropolitan Statistical Area

Dodge County, WI

Fond du Lac, WI Metropolitan Statistical Area

Fond du Lac County, WI

MADISON-BARABOO, WI COMBINED STATISTICAL AREA

Baraboo, WI Micropolitan Statistical Area

Sauk County, WI

Madison, WI Metropolitan Statistical Area

Columbia County, WI

Dane County, WI

Iowa County, WI

MILWAUKEE-RACINE-WAUKESHA, WI COMBINED STATISTICAL AREA

Milwaukee-Waukesha-West Allis, WI Metropolitan Statistical Area

Milwaukee County, WI

Ozaukee County, WI

Washington County, WI

Waukesha County, WI

Racine, WI Metropolitan Statistical Area

Racine County, WI

MINNEAPOLIS-ST. PAUL-ST. CLOUD, MN-WI COMBINED STATISTICAL AREA

Faribault-Northfield, MN Micropolitan Statistical Area

Rice County, MN

Hutchinson, MN Micropolitan Statistical Area

McLeod County, MN

Minneapolis-St. Paul-Bloomington, MN-WI Metropolitan Statistical Area

Anoka County, MN

Carver County, MN

Chisago County, MN

Dakota County, MN

Hennepin County, MN

Isanti County, MN

Ramsey County, MN

Scott County, MN

Sherburne County, MN

Washington County, MN

Wright County, MN

Pierce County, WI

St. Croix County, WI

Red Wing, MN Micropolitan Statistical Area

Goodhue County, MN

St. Cloud, MN Metropolitan Statistical Area

Benton County, MN

Stearns County, MN

WAUSAU-MERRILL, WI COMBINED STATISTICAL AREA

Merrill, WI Micropolitan Statistical Area

Lincoln County, WI

Wausau, WI Metropolitan Statistical Area

Marathon County, WI

DULUTH, MN-WI METROPOLITAN STATISTICAL AREA

Carlton County, MN

St. Louis County, MN

Douglas County, WI

GREEN BAY, WI METROPOLITAN STATISTICAL AREA

Brown County, WI

Kewaunee County, WI

Oconto County, WI

IRON MOUNTAIN, MI-WI MICROPOLITAN STATISTICAL AREA

Dickinson County, MI

Florence County, WI

JANESVILLE, WI METROPOLITAN STATISTICAL AREA

Rock County, WI

LA CROSSE, WI-MN METROPOLITAN STATISTICAL AREA

Houston County, MN

La Crosse County, WI

MANITOWOC, WI MICROPOLITAN STATISTICAL AREA

Manitowoc County, WI

MARINETTE, WI-MI MICROPOLITAN STATISTICAL AREA

Menominee County, MI

Marinette County, WI

MONROE, WI MICROPOLITAN STATISTICAL AREA

Green County, WI

PLATTEVILLE, WI MICROPOLITAN STATISTICAL AREA

Grant County, WI

SHEBOYGAN, WI METROPOLITAN STATISTICAL AREA

Sheboygan County, WI

STEVENS POINT, WI MICROPOLITAN STATISTICAL AREA

Portage County, WI

WATERTOWN-FORT ATKINSON, WI MICROPOLITAN STATISTICAL AREA

Jefferson County, WI

WHITEWATER, WI MICROPOLITAN STATISTICAL AREA

Walworth County, WI

WISCONSIN RAPIDS-MARSHFIELD, WI MICROPOLITAN STATISTICAL AREA

Wood County, WI

