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**An Updated Trade Area Analysis of Wisconsin  
Counties for 2005**

By

Steven C. Deller

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## **An Updated Trade Area Analysis of Wisconsin Counties for 2005**

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# An Updated Trade Area Analysis of Wisconsin Counties for 2005

## Abstract

The intent of this functional research project is to apply the tools of Trade Area Analysis (TAA) to retail and service sales data for Wisconsin Counties. For this analysis we use the sales tax data as reported by the Wisconsin Department of Revenue for 2005, the most current year the data are available. Only those counties that have elected to collect the optional county sales tax are included in the analysis. Through Pull Factors and measures of Surplus and Leakage the relative strengths, and weaknesses, of local retail and service markets are identified.

## Introduction<sup>1</sup>

In the analysis of a community's retail and service sector one is trying to estimate the strengths and weaknesses of retail and service businesses or product lines. Within the collection of tools for analyzing retail and service areas, there are two broad approaches, one being spatial, the other being aspatial. Spatial analysis often uses secondary data with spatial gravity models and/or customer and firm survey data coupled with GIS technologies. Typically this means that the community practitioner estimates the market or trade area; what defines a market area, is it composed of a neighborhood, a collection of communities, the county, or perhaps a clustering of counties? In other words, the practitioner is attempting to determine the *range* of the good or service under consideration; how far will a typical customer travel to purchase the good or service? Once the spatial market is defined, then the socioeconomic characteristics of the market can be explored; is there a high or low concentration of retirees, young families, single parent households, young professional couples? Depending on the socioeconomic makeup of market area, different retail and service business opportunities may become apparent.

The second approach is aspatial where the community practitioner assumes the spatial elements of the local market and uses secondary data to analyze the market. Here the practitioner assumes that the geographic unit where the data are report is a reasonable approximation of the true spatial market. Because the data are often reported by political jurisdictional boundaries, such as the municipality, township or county, these boundaries create artificial market areas. One weak advantage to this approach is that by defining the market area to coincide with local political jurisdictions local business owners, policymakers, and residents can "visualize" the market, but more importantly identify with the market.

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<sup>1</sup> For a more detailed discussion of alternative methods to analyze local retail and service markets, see the UW-Extension program entitled "Downtown and Business District Market Analysis" by Bill Ryan and Matt Kures at <http://www.uwex.edu/ces/cced/dma/>.

Clearly there are trade-offs between the spatial and aspatial approaches to analyzing local retail and service markets. One can almost think of the trade-offs between complexity of the analysis and ease of interpretation. Clearly the more complex spatial analysis which relies on location specific data such as firm location data, survey data and GIS technologies will provide a more “accurate” picture of the local market, but often the complexity comes at the cost of ease of interpretation. The aspatial analysis which uses available data may oversimplify complex local markets, but the ease of interpretation can often be used to open discussions and lay the foundation for more complex spatial analysis. Experience has taught us that if a “lay” audience can not understand and appreciate the analysis then they will not use the information provided. With the widening availability and use of GIS technologies, however, this “lay” audience is becoming more comfortable with thinking spatially which may in time dampen this trade-off between complexity of analysis and ease of interpretation.

Once the trade area is delineated and described, the next question becomes what proportion of potential sales is actually captured (Goldstucker et al. 1978). As discussed above, the trade area of a community seldom coincides with the political boundaries. Data availability and decision-making, however, is most common within politically defined boundaries. From a community practitioner’s perspective one should be talking about local market analysis at the trade area level. Generally, however, one tends to talk and make decisions at the municipality, township or county level. When discussing local retail and service markets, the distinction between trade area and municipal boundaries is particularly relevant.

For discussion purposes we have separated the various methods into spatial and aspatial approaches. These two broad approaches are not mutually exclusive and in practice are often used in tandem. One approach is to think of the analysis as a two step process with the simpler aspatial analysis, such as the Trade Area Analysis presented here, comprising the first step and providing insight and guidance to the more complete spatial analysis as the second step. The first step in itself might be sufficient to provide the necessary information to for the needs of the community or it may be used as a mechanism to ask more focused questions in the second step. In the end, the type of analysis used depends on the nature of the questions being asked within the community. The Trade Area Analysis approach reported here can provide the insights to answer many questions, or can be used to help focus future questions.

What we will do in the following few pages is show and apply one method, known as Trade Area Analysis, for estimating this demand as well as supply from an aspatial perspective. Initially, the assumption is that residents in the local market or trade area have the same tastes and preferences across the state. This assumption allows the community practitioner to compare the local market to a state average. We then show methods of estimating demand with unique trade area characteristics. As described above the trade area is defined by the availability of data and the geographic area that the data are reported. For this particular study we will use sales tax

data reported by the Wisconsin Department of Revenue at the county level. Specifically, counties that have imposed the local option sales tax are included in this analysis. Because the data is reported at the county level, the trade area is defined to be the county. This implicit assumption may be reasonable for some goods and services and for some counties, but it is clearly not reasonable for most. Still, the analysis provides one set of information that can be used to develop a picture of the local retail and service market.

### Trade Area Analysis

*Sales retention* is an indirect measure of locally available goods and services, assuming people buy locally if possible. While measurement of actual sales is relatively easy, measurement of the sales potential presents some difficulty. This assumes that not only are tastes and preferences are identical but also that the local trade area is demographically similar to the state. *Local potential sales* can be estimated by statewide average sales per capita adjusted by the ratio of local to state per capita income (Deller, et.al. 1991; Hustedde, Shaffer & Pulver 1993; Shaffer, Deller & Marcouiller 2004; Stone & McConnen 1983):

$$PS_s^i = P_s * PCS_{state}^i * \frac{PCI_s}{PCI_{state}} \quad (1)$$

where  $PS_s^i$  is potential sales in community  $s$  for sector  $i$ ,  $P$  is population,  $PCS$  is per capita sales,  $PCI$  is per capita income.

Care must be used in accepting the computed potential sales from equation (1). It ignores all of the shopping area and consumer characteristics that are located within the immediate and surrounding shopping areas. The potential sales provided from equation (1) assume no differences in local consumption patterns except adjusting by relative local income. For example, the approach of Trade Area Analysis used here does not account for differences in the socioeconomic characteristics of the region, other than income. But this readily calculated estimate represents a realistic initial estimate.

One way to estimate the sales retention just divide actual sales by sales potential. Actual sales can be gotten from a variety of sources, including census of business, sales tax data, and the merchants themselves. Another approach to sales potential estimates the number of people buying from local merchants (Hustedde, Shaffer & Pulver, 1993; Stone & McConnen, 1983). The *Trade Area Capture* estimates the customer equivalents. Trade Area Capture used in conjunction with the *Pull Factor* permits the community to measure the extent to which it attracts nonresidents (e.g., tourists and nonlocal shoppers) and differences in local demand patterns.

Trade Area Capture estimates the number of customers a community's retailers sell to. Most trade area models consider market area as the function of population and distance. Trade

Area Capture incorporates income and expenditure factors with the underlying assumption that local tastes and preferences are similar to the tastes and preferences of the state. The verbiage here can become somewhat confusing in that the phrase trade area discussed above has a definite spatial meaning, but Trade Area Capture is aspatial. Thus, the Trade Area Capture estimate suffers from the same caveats enumerated for Potential Sales estimated:

$$TAC_s^i = \frac{AS_s^i}{PCS_{state}^i * \frac{PCI_s}{PCI_{state}}} \quad (2)$$

where notation remains the same with the addition of *TAC* is Trade Area Capture and *AS* is actual sales.

The number calculated from equation (2) is the number of people purchased for, not the people sold to or actual customers in the store (i.e., if one person buys food for a family of four, all four are counted). If Trade Area Capture exceeds the trade area population then the community is capturing outside trade or local residents have higher spending patterns than the state average. If the Trade Area Capture is less than the trade area population the community is losing potential trade or local residents have a lower spending pattern than the statewide average. Further analysis is required to determine which cause is more important. Comparison of the Trade Area Capture estimates for specific retail or service categories to the total allows for additional insight about which local trade sectors are attracting customers to the community. It is important to make Trade Area Capture comparisons over time to identify trends.

Trade Area Capture measures purchases by both residents and nonresidents. The *Pull Factor* makes explicit the proportion of consumers that a community (the primary market) draws from outside its boundaries (the secondary market, including residents in neighboring areas or tourists). The Pull Factor is the ratio of Trade Area Capture to municipal, in our case here county, population. The Pull Factor measures the community's drawing power. Over time, this ratio removes the influence of changes in municipal population when determining changes in drawing power. The Pull Factor is computed as:

$$PF_s^i = \frac{TAC_s^i}{P_s} \quad (3)$$

A Pull Factor (*PF*) greater than one implies that the local market is drawing or pulling in customers from surrounding areas. A Pull Factor less than one implies that the local market is losing customers to competing markets. The Pull Factor, much like percent sales retention

estimate, can also be loosely interpreted like a location quotient. Pull Factors significantly greater than one often indicates an area of specialization for the local market. For example, tourist areas tend to have high Pull Factors and location quotients for restaurants, hotels and miscellaneous retail stores. The use of any tool by itself can often lead to erroneous conclusions. One must use a variety of tools to gain a clearer understanding of the local economy.

An alternative way to think about sales retention is to compute local *Surplus* or *Leakage* by looking at the difference between actual sales (*AS*) with Potential Sales (*PS*):

$$S / L_s^i = AS_s^i - PS_s^i \quad (4)$$

If actual sales (*AS*) is larger than Potential Sales (*PS*) and equation (4) is positive then there is said to be a Surplus, or the local market is performing better than one would expect. One could reasonably interpret a Surplus as the dollar value of the Pull Factor being greater than one. If actual sales (*AS*) is smaller than Potential Sales (*PS*) and equation (4) is negative then there is said to be a Leakage, or the local market is performing below what one would expect. Again, one could reasonably argue that a Leakage is the dollar value of the Pull Factor being less than one. For our purposes here, we will report the Pull Factor and the value of Surplus or Leakage.

#### Analysis for Wisconsin

One of the advantages of having a local sales tax is that it provides a rich source of data for analysis. For this study, we use the County Sales Tax Report data provided by the Wisconsin Department of Revenue.<sup>2</sup> Data are for 2005 and represent the best secondary source of retail and service level data available. But as with any secondary data source there are limitations. For this data we are limited to the county as the unit of analysis. In addition, we only have data on sales that are subject to the sales tax. Here some caution must be taken. Food, for example, is taxable in some circumstances, but not in others. If you purchase the raw products to make a salad, the items are not taxable, but if you purchase a pre-prepared salad for immediate consumption, then the items are taxable. Despite these significant limitations, sales tax data are the best single source of retail and service activities.

To conduct our analysis we need three pieces of information: actual sales data, population, and income data. State per capita expenditures are provided in Table 1 while the Index of Income for each county is reported in Table 2. When looking at the categories of expenditures and state per capita expenditures its is vital to keep in mind that these data are based on *taxable* sales and may not reflect to total level of sales activity within the specific category of expenditures. This is particularly evident when we compare total per capita retail

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<sup>2</sup> For a detailed discussion of the Wisconsin sales tax see <http://www.dor.state.wi.us/pubs/pb201.pdf> particularly section X.



spending (\$8,259) to total service per capita spending (\$1,755). We know that as we have moved from goods to a service producing economy the level of spending has also shifted from retail to services. Unfortunately, the sale tax laws have not necessarily kept pace with the shifts in our spending patterns. This does not present us with any difficulties when we examine the Pull Factors the computed Potential Sales and the resulting Surplus/Leakage measures will reflect taxable sales, not total sales. When making business investment decisions one must consider the full potential of revenues (sales) and not just taxable sales.

Given these limitations, the single largest expenditure category is automobiles and other motorized vehicles with per capita spending of \$1,578 in 2005. Given the “large ticket” nature of purchasing a car this observation is not unexpected. The next largest single category is general merchandise stores which includes many big-box retailers such as Wal-Mart or Target at \$1,271 per year. One category that seems unreasonably low is gasoline stations with average annual expenditures of only \$212. Given gasoline prices might expect this to be much higher. Indeed, the national Consumer Expenditure Survey administered by the US Bureau of Labor Statistics suggests that average spending on gasoline and motor oil was \$2,013 in 2005.<sup>3</sup> This difference goes back to the nature of the Wisconsin data and the definition of taxable sales. Under Wisconsin law gasoline is subject to a separate motor fuel tax which is distinct and separate from the general sales tax.

Turning attention to the Index of Income reported in Table 2, of the 58 counties that have a county sales tax, only five have an Index of Income above one including Door, Milwaukee, Washington, Dane and Ozaukee. Ozaukee has the largest Index of Income at 1.566 which suggests that per capita income in Ozaukee is over fifty percent higher than the average of the total 58 counties. Counties that fall slightly below the threshold of one include Wood (0.997), Marathon (0.980) and Buffalo (0.974). The “poorest” five counties contained in the analysis are Forest, Juneau, Rusk, Vernon and Waushara in decreasing order. Given our computation of Trade Area Captured, Pull Factors and other measures used in Trade Area Analysis, we would expect spending levels to be slightly higher in the wealthier counties (particularly Ozaukee) and lower in the poorer counties.

When discussing the “wealthier” counties the threshold of one, while clearly defined, appears more difficult to interpret in practice. In Table 2, I have reported the Index of Income to the third decimal place, but if I had chosen to report at the one decimal place, the interpretation of the threshold between richer and poorer counties become less clear. At the one decimal place level the Index of Income is the same for Oneida, Sauk, Columbia, Buffalo, Marathon, Wood, Door and Milwaukee and is equal to one. From a statistical perspective, how do we know that the Index of Income equal to 1.026 for Milwaukee is statistically different from 0.951 for Oneida County? Strictly speaking in a statistical sense the Index of Income for Milwaukee and Oneida is

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<sup>3</sup> See the full Consumer Expenditure Survey at <http://www.bls.gov/cex/>.

the same. This begs the question when is greater or less than one sufficiently large to draw conclusions. This is relevant not only for the Index of Income, but also for the Pull Factors reported below. One could use statistical methods to build confidence intervals around one or use a more straightforward approach and redefine the threshold as not simple one, but rather outside the range 0.9 and 1.1. Any Index of Income or Pull Factor between 0.9 and 1.1 is for all practical purposes the same as one.

Consider now the Pull Factors for total retail sales reported in Table 3.<sup>4</sup> Of the 58 counties contained in the analysis, 19 have an overall retail Pull Factor greater than or equal to 1.1 and 16 have Pull Factors less than 0.9. The counties with the largest Pull Factors tend to be tourist destination areas including Door, Crawford, Barron, Sauk, Vilas, Oneida and Sawyer counties. Each of these counties has a high percentage of their respective housing stock classified as recreational and draw large summer populations. The next two counties with large total retail Pull Factors tend to have acknowledged retail hubs including Eau Claire and La Cross counties. The counties with the smallest overall retail Pull Factors include Pierce, Buffalo, Oconto and Lafayette. Also among the “weakest” performing retail markets is Ozaukee County, the wealthiest county included in the analysis. This could be explained in part by the higher expected spending levels given its income. If we retain the less and/or greater than the 0.9 to 1.1 thresholds suggested above, 32.8 percent of Wisconsin counties have “strong” retail markets with total retail Pull Factors greater than 1.1, 27.6 percent have “weak” retail markets and the remaining 39.7 percent are performing as expected.

When we look at overall services, we see a similar pattern to that of overall retail (Table 3). Again using the less and/or greater than the 0.9 to 1.1 thresholds 12 counties (20.7%) have Pull Factors greater than 1.1 but 30 counties (51.7%) so significant weakness with overall service sector Pull Factors less than 0.9. The “strongest” counties again Sauk, Door, Vilas, Sawyer, Oneida and Walworth and these are strong tourist destination areas. For example, consider the Pull Factor for Hotels, Motels and other accommodation services for Door County; a value of 7.48 is very large and could be large enough to “make up” for weaknesses in other service sectors. Indeed, counties that have large Pull Factors for Restaurants and Bars, Amusement and Recreational Industries and lodging accommodations tend to indicate areas that have large tourist/recreational economies.

The next step addressed the dollar value of the Pull Factor being greater than one, a Surplus, or less than one a Leakage (Table 4). Consider, for example, total retail sales for Pierce County with a Pull Factor of 0.514. This translates into a Leakage of just over \$140 million in 2005. Now consider Buffalo County with a Pull Factor for total retail sales of 0.520 but a Leakage of only about \$54 million dollars. The difference between Pierce and Buffalo counties is directly

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<sup>4</sup> For space considerations I report only Pull Factors and Surplus/Leakage computations. The full analysis including Trade Area Captured and Potential Sales are available from the author.

attributed to the size of the counties measured by population; Pierce County has about 39,000 people but Buffalo has a population of about 14,000. The role of population is most evident with Milwaukee County which has a Pull Factor for total retail sales of 0.936 which is close to one, yet has a Leakage of over \$500 million. Finally, consider Dane and Iron counties with Pull Factors of 1.090 and 1.091 respectively. The Surplus for Dane is over \$400 million but the Surplus for Iron is a more modest \$3.8 million. Again, the absolute size of the economy as measured by population explains the differences.

As discussed above at length the levels of Surplus and Leakage for the service sectors must be interpreted in light of the sales tax nature of the data. Lafayette County has a Pull Factor of 0.469 and a corresponding Leakage of \$11 million, but the Pull Factor for retail sales is 0.724 and a Leakage of \$27 million. This difference is the result of the level of sales taxes collected on services compared to retail. Regardless, these measures provide a powerful indicator of the relative strengths and weakness of local retail and service markets.

The level of detail preempts a detailed discuss of the specific sectors that make up the retail and service sectors. But by decomposing total retail and service sales into specific sectors strong insights can be gained into the county's strengths and weaknesses. Consider Adams County which has a Pull Factor for all of retail equal to 0.78 and a corresponding Leakage of \$28 million. Decomposing reveals that Adams County has strengths in Amusement and Recreational Industries as well as Gasoline Stations, but large weaknesses in Clothing and Accessories Stores as well as Health and Personal Care Stores. This more detailed information provides insights into potential areas to focus redevelopment efforts. The direct question is whether or not the level of Leakage is sufficient to support business development. For example the very small Pull Factor for Health and Personal Care Stores translates into a Leakage of \$1.8 million. While this level of Leakage on face value suggests that there is a potential for this type of store in Adams County the question becomes to what extent the establishment can capture those Leakages.

A second element that must be considered is how an individual county compares to similar types of counties. Consider Clothing and Accessory Stores where only nine of the 58 counties included in the analysis, or 15.5 percent, have a Pull Factor that is greater than one. Indeed, 69 percent have a Pull Factor less than 0.5 indicating that nearly all the counties in the analysis are experiencing significant retail Leakages in this category of expenditure. This raises a basic question, can Clothing and Accessory Stores be a weakness across nearly all the counties or is something else underlying this pattern. There are two factors that explain this pattern. The first is that General Merchandise Stores such as Wal-Mart and Target offer a wide range of clothing and accessories at prices that local retailers can seldom match. Second, these types of stores have strong "agglomeration" economies and find that clustering in close spatial proximity can have a powerful affect on performance. This latter affect explains why clothing stores tend to locate within or in close proximity to regional shopping malls such as East Towne in Madison.

Further, the relatively recent success of Johnson Creek Mall in Jefferson County is further evidence of the strength of agglomeration economies in certain retail sectors. These two factors taken together suggest that attempts to close the gap in the Clothing and Accessory Store category will be difficult.

This observation suggests that in addition to using one as a threshold point for the Pull Factor, or the more generous range of 0.9 to 1.1, a comparison of the county of interest to similar counties can provide additional insights. A four step process then comes to light when considering the analysis presented here.

1. Determine which sectors are strengths and weaknesses based on the relative size of the Pull Factor.
2. This determination should first be based on the county in isolation then in comparison to similar counties.
3. Determine the dollar value of the strength or weaknesses based on the Surplus or Leakage.
4. Identify strategies to build on strengths and address weaknesses.

While the tools of Trade Area Analysis are a powerful indicator of retail and service market strengths and weaknesses, they should not be substituted for detailed business feasibility studies. While businesses have found measures of Surplus and Leakage to be a reasonable first approximation of potential revenues more detailed market analysis is required before specific business investments are made.

#### Strategies for Enhancing Retail and Service Markets

There exists a wide range of potential strategies that can be put in place to build on strengths of the local retail and service markets and address potential gaps. A detailed discussion of the vast range of potential strategies is not the intent of this study. Rather, the intent here is to introduce the reader to a broad range of ideas. The two broad classifications of strategies include: (a) increasing the flow of dollars into the community (e.g., build on Surpluses) and (b) increasing the re-circulation of dollars within the community (e.g., plug Leakages). Increasing the flow of dollars into the community means that the community is essentially injecting new money into the local economy by attracting consumers from surrounding communities or by capturing the dollars of visitors to the community. Consumers are both individuals as well as businesses. In each case the community is bringing more money into the community. Increasing the re-circulation of dollars in the community means that the community is plugging Leakages of money out of the local community's economy. In other words, the community is actively seeking ways to get people and businesses to spend more locally.

One can almost think of these as broad approaches to address “gaps” and “disconnects”

within the local market. Gaps describe the case where a particular good or service is not available at a sufficient level for purchase in the local community. It may be the case that specific Disconnects are when the goods and services are available but local customers, both residents and businesses, are not making local purchases.

Because these are broad approaches specific strategies will be applicable to both we will suggest several possible specific strategies across both approaches. For a more focused discussion see the monthly newsletter *Lets Talk Business* produced by the Center for Community Economic Development at the University of Wisconsin-Extension<sup>5</sup> as well as the collection of resources at the USDA National Rural Resource Library and the references therein.<sup>6</sup>

. Examples of specific activities a community can undertake to increase the inflow or re-circulation of dollars include:

1. Develop marketing information to help retail and service businesses in identifying market potentials and formulate business plans.
2. Develop community and regional facilities necessary to attract new retail and service businesses.
3. Expand purchases by non-local people through appropriate advertising and promotions.
  - a. Coordinated advertising can build on economies of size and scope.
  - b. Coordinate business hours.
  - c. Sponsor downtown activities such as sidewalk sales or art fairs.
  - d. Organize farmers markets to attract customers downtown.
  - e. Providing convenient parking or public transit.
4. Ensure that key public services (e.g., fire and police, water and sewer, general administration) are more than satisfactory.
5. Aid businesses in developing employee-training programs to improve quality of service.
6. Work to ensure that retail and service development policies aim at complementary growth where local firms are harmonized and not competitive.
7. Recognizing the important role of transfers such as retirement benefits, and unemployment compensation as a flow of funds into the community.
8. Encourage collective action through the formation of organizations such as Chamber of Commerce or Merchants Association.

These broad based strategies are clearly not exhaustive and are meant to only introduce the notion that strategies can range from the simplistic to the complex. It is also important that there is no one single strategy that effective development of the retail and service sectors require

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<sup>5</sup> <http://www.uwex.edu/ces/cced/publicat/letstalk.html>

<sup>6</sup> <http://www.nal.usda.gov/ric/ricpubs/downtown.html>

a multi-prong approach with overlapping strategies. Finally, strategies need to be constantly evaluated and adjusted to reflect changing markets.

### Conclusions

The intent of this applied research project is to: (1) introduce one set of tools, specifically Trade Area Analysis, to community development practitioners; (2) apply the tools to a set of data for Wisconsin counties; and (3) outline a set of simple strategies to help build on Surpluses and address Leakages. The tools offered here as well as the analysis should be considered one step in developing a complete understanding of the local retail and service market. Depending on the complexity of the answers being asked, the analysis here can provide a partial answer or help refine the questions for future analysis.

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Table 1: State Per Capita Expenditure Rates 2005

Information and Communications	\$868.97
Manufacturing	\$529.67
Food Services & Drinking Places (Restaurants & Bars)	\$1,129.85
Performing Arts, Spectator Sports & Related Industries	\$60.43
Amusement, Gambling, Recreation Industries	\$78.48
Automobiles & Other Motor Vehicles	\$1,578.23
Gasoline Stations (including convenience stores with gas)	\$211.95
Clothing & Accessories Stores	\$395.41
Electronic & Appliance Stores	\$227.09
Food & Beverage Stores	\$597.46
Furniture & Home Furnishings Stores	\$1,166.14
Health & Personal Care Stores	\$120.47
Sporting Goods, Hobby, Book, & Music Stores	\$187.85
General Merchandise Stores	\$1,271.05
Other Store Retailers	\$1,128.16
Nonstore Retailers	\$107.15
Subtotal: Retail	\$8,259.73
Hotels, Motels & Other Traveler Accommodations	\$279.99
Banking, Insurance and Other Finance Activities	\$58.84
Administrative & Support Services	\$63.20
Health Care and Social Assistance Services	\$25.71
Personal & Household Services	\$321.69
Business Services	\$282.39
Repair & Maintenance Services	\$266.78
Professional Services	\$3.58
Architectural, Engineering, & Related Services	\$3.40
Computer System Services	\$133.69
Scientific & Other Services	\$26.56
Rental & Leasing Services	\$278.28
Real Estate Services (Rental, Management, Appraisal)	\$11.79
Subtotal: Services	\$1,755.88
Durable Goods - Wholesale	\$624.62
Nondurable Goods - Wholesale	\$95.62
Subtotal: Wholesale	\$720.24
Transportation	\$25.64
Miscellaneous, Unclassified & Occasional Sales	\$504.66
Subtotal: Miscellaneous	\$530.30
TOTAL	\$13,899.44

Table 2: County Index of Income 2005

Adams	0.758	Marathon	0.980
Ashland	0.775	Marinette	0.833
Barron	0.819	Marquette	0.702
Bayfield	0.754	Milwaukee	1.026
Buffalo	0.974	Monroe	0.733
Burnett	0.736	Oconto	0.806
Chippewa	0.835	Oneida	0.951
Columbia	0.969	Ozaukee	1.566
Crawford	0.739	Pepin	0.755
Dane	1.198	Pierce	0.892
Dodge	0.861	Polk	0.752
Door	1.007	Portage	0.899
Douglas	0.761	Price	0.803
Dunn	0.743	Richland	0.726
Eau Claire	0.905	Rusk	0.674
Forest	0.694	St. Croix	0.948
Grant	0.786	Sauk	0.954
Green	0.898	Sawyer	0.787
Green Lake	0.879	Shawano	0.754
Iowa	0.884	Taylor	0.746
Iron	0.755	Trempealeau	0.798
Jackson	0.834	Vernon	0.652
Jefferson	0.942	Vilas	0.783
Juneau	0.691	Walworth	0.895
Kenosha	0.935	Washburn	0.705
La Crosse	0.942	Washington	1.138
Lafayette	0.729	Waupaca	0.876
Langlade	0.765	Waushara	0.640
Lincoln	0.803	Wood	0.997



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Table 3: County Pull Factors 2005

	Adams	Ashland	Barron	Bayfield	Buffalo	Burnett	Chippewa	Columbia	Crawford	Dane
Information and Communications	1.15	1.18	1.38	1.17	0.72	1.11	1.17	0.91	1.24	1.12
Manufacturing	1.13	0.76	1.01	1.05	0.96	0.61	1.03	1.19	1.41	0.97
Food Services & Drinking Places (Restaurants & Bars)	0.73	1.59	1.08	1.20	0.53	1.23	0.80	0.90	1.14	1.10
Performing Arts, Spectator Sports & Related Industries	0.28	0.51	0.33	0.04	0.00	0.01	0.00	1.14	0.86	0.52
Amusement, Gambling, Recreation Industries	1.60	0.88	1.05	1.12	1.00	0.88	1.32	0.56	0.17	0.89
Automobiles & Other Motor Vehicles	1.12	0.88	1.37	1.21	0.74	1.03	1.49	1.22	1.26	0.94
Gasoline Stations (including convenience stores with gas)	1.67	1.39	0.96	2.01	1.49	2.08	1.44	1.72	0.85	0.50
Clothing & Accessories Stores	0.20	0.71	0.87	0.24	0.03	0.17	0.25	0.45	0.55	1.47
Electronic & Appliance Stores	0.22	0.20	0.61	0.11	0.20	0.16	0.39	0.85	0.44	1.75
Food & Beverage Stores	0.91	1.26	1.39	0.96	0.59	1.32	0.86	1.07	1.68	1.12
Furniture & Home Furnishings Stores	0.70	1.18	2.56	1.34	0.76	1.12	0.94	0.73	0.63	1.15
Health & Personal Care Stores	0.03	0.13	0.21	0.43	0.15	0.41	0.47	0.51	0.26	1.36
Sporting Goods, Hobby, Book, & Music Stores	0.22	0.46	0.74	0.81	0.39	0.53	0.88	0.17	9.73	1.71
General Merchandise Stores	0.46	2.27	2.55	0.10	0.12	0.33	1.64	0.97	2.76	0.82
Other Store Retailers	0.80	0.74	1.27	0.97	0.48	1.09	0.88	0.86	1.14	1.26
Nonstore Retailers	3.25	0.53	1.05	0.57	0.40	0.55	0.57	0.65	5.75	1.30
Subtotal: Retail	0.78	1.20	1.57	0.91	0.52	0.92	1.07	0.93	1.56	1.09
Hotels, Motels & Other Traveler Accommodations	3.23	1.98	0.82	3.73	0.23	1.26	0.59	0.88	1.90	0.84
Banking, Insurance and Other Finance Activities	0.55	0.52	0.73	0.29	0.48	0.36	0.49	0.41	2.67	1.75
Administrative & Support Services	0.19	1.76	0.56	0.34	0.33	0.49	0.43	0.35	5.97	1.33
Health Care and Social Assistance Services	0.09	1.24	0.65	0.17	0.28	0.17	0.60	0.55	0.56	1.39
Personal & Household Services	0.78	1.20	1.08	1.11	0.99	0.52	0.86	0.94	0.87	1.27
Business Services	0.61	0.42	0.74	0.89	0.56	0.44	0.71	0.79	0.54	1.14
Repair & Maintenance Services	1.25	0.91	1.36	1.21	0.70	2.11	1.16	0.73	1.36	0.84
Professional Services	0.21	0.40	1.16	2.18	0.01	0.07	0.97	0.43	0.08	0.86
Architectural, Engineering, & Related Services	0.86	1.98	0.85	0.48	0.00	0.01	1.18	0.68	0.94	0.83
Computer System Services	0.37	0.32	0.39	0.37	0.37	0.28	0.96	0.36	0.97	1.68
Scientific & Other Services	0.19	0.97	0.71	0.78	0.42	0.23	0.76	0.17	5.75	1.48
Rental & Leasing Services	0.54	0.67	1.09	0.70	0.48	0.44	0.81	0.67	0.58	1.44
Real Estate Services (Rental, Management, Appraisal)	0.26	1.00	0.59	5.96	0.17	0.28	0.24	0.98	0.59	0.84
Subtotal: Services	1.09	1.00	0.93	1.35	0.56	0.82	0.80	0.73	1.33	1.19
Durable Goods - Wholesale	1.01	1.23	1.01	0.97	0.70	2.01	0.98	1.03	0.78	1.31
Nondurable Goods - Wholesale	0.82	0.75	1.34	1.66	0.91	0.84	1.37	0.83	1.41	1.12
Subtotal: Wholesale	0.98	1.17	1.06	1.06	0.73	1.85	1.03	1.01	0.87	1.28
Transportation	0.54	0.83	0.35	1.21	3.38	0.09	0.80	0.88	3.44	1.12
Miscellaneous, Unclassified & Occasional Sales	1.19	1.58	1.66	2.31	1.62	2.60	1.22	0.83	1.35	1.03
Subtotal: Miscellaneous	1.16	1.54	1.60	2.26	1.71	2.48	1.20	0.83	1.45	1.03
TOTAL	0.96	1.17	1.35	1.09	0.62	1.01	1.04	0.95	1.52	1.10

Table 3 (cont): County Pull Factors 2005

	Dodge	Door	Douglas	Dunn	Eau Claire	Forest	Grant	Green	Green Lake	Iowa
Information and Communications	1.30	1.15	1.03	1.05	1.24	0.99	0.90	0.94	1.05	1.05
Manufacturing	1.35	0.88	1.95	2.12	0.96	0.86	0.88	0.57	0.54	0.72
Food Services & Drinking Places (Restaurants & Bars)	0.63	1.78	1.78	1.04	1.24	0.90	0.75	0.69	0.78	1.01
Performing Arts, Spectator Sports & Related Industries	1.05	0.96	0.04	0.02	0.87	1.14	0.29	1.26	1.01	0.25
Amusement, Gambling, Recreation Industries	0.89	3.99	1.32	0.54	1.30	0.71	0.75	0.91	0.38	1.34
Automobiles & Other Motor Vehicles	1.22	1.45	1.13	1.25	1.00	1.32	0.97	1.21	1.50	1.36
Gasoline Stations (including convenience stores with gas)	0.89	1.75	2.13	1.66	0.59	2.35	0.81	0.75	0.30	1.26
Clothing & Accessories Stores	0.30	2.01	0.48	0.25	2.09	0.10	0.35	0.39	0.12	1.05
Electronic & Appliance Stores	0.37	0.62	0.40	0.28	2.73	0.58	0.56	0.77	0.68	1.54
Food & Beverage Stores	0.90	1.67	0.87	0.76	0.82	0.63	1.20	1.43	0.78	1.02
Furniture & Home Furnishings Stores	0.63	1.66	1.62	1.10	1.85	1.38	1.26	1.21	1.13	1.32
Health & Personal Care Stores	0.17	0.99	1.21	0.31	0.84	0.50	0.17	0.13	0.18	0.21
Sporting Goods, Hobby, Book, & Music Stores	0.47	1.00	0.57	0.51	3.40	0.43	0.36	0.13	0.77	0.26
General Merchandise Stores	0.98	0.77	1.20	1.59	1.82	0.06	0.88	0.91	0.84	0.58
Other Store Retailers	0.69	2.00	1.27	0.68	1.44	0.67	0.83	0.78	0.68	0.74
Nonstore Retailers	1.56	0.87	0.66	0.55	0.74	0.53	0.36	0.79	0.56	0.56
Subtotal: Retail	0.81	1.52	1.25	1.02	1.47	0.84	0.88	0.94	0.90	1.00
Hotels, Motels & Other Traveler Accommodations	0.21	7.48	0.93	0.55	0.98	0.73	0.45	0.56	1.69	0.52
Banking, Insurance and Other Finance Activities	0.81	0.82	0.49	0.39	0.62	0.46	0.36	0.42	0.68	0.41
Administrative & Support Services	0.53	1.25	1.46	0.72	1.33	0.37	0.49	0.97	0.40	0.38
Health Care and Social Assistance Services	0.56	0.27	0.76	0.56	2.04	0.96	0.59	0.41	0.50	0.74
Personal & Household Services	0.72	1.97	1.08	0.89	0.86	0.61	0.69	0.54	0.53	0.45
Business Services	2.56	1.96	1.01	1.95	0.78	0.29	0.57	0.54	0.85	0.49
Repair & Maintenance Services	0.87	0.82	1.49	1.02	1.27	0.68	1.47	1.30	0.87	1.11
Professional Services	0.50	0.56	0.55	0.64	1.05	0.45	0.79	1.71	0.75	0.17
Architectural, Engineering, & Related Services	0.06	0.38	0.65	0.58	0.49	0.14	0.84	0.83	1.28	1.50
Computer System Services	0.58	0.82	0.54	0.58	1.08	0.62	0.49	0.90	0.54	0.93
Scientific & Other Services	0.29	1.21	0.33	0.28	0.33	0.17	2.58	13.26	0.88	0.80
Rental & Leasing Services	0.70	0.83	0.61	0.51	1.00	0.35	0.59	0.73	0.44	0.95
Real Estate Services (Rental, Management, Appraisal)	0.45	2.27	0.43	0.15	0.16	2.58	0.61	0.33	1.02	0.14
Subtotal: Services	0.93	2.30	0.96	0.90	0.98	0.54	0.73	0.92	0.81	0.69
Durable Goods - Wholesale	1.17	1.00	1.00	1.22	1.31	0.80	0.60	0.60	1.58	1.23
Nondurable Goods - Wholesale	1.04	1.93	0.90	2.57	2.29	0.46	0.50	0.67	0.54	0.97
Subtotal: Wholesale	1.16	1.12	0.99	1.40	1.44	0.76	0.59	0.61	1.45	1.19
Transportation	1.99	0.80	2.97	1.54	0.35	2.30	1.51	0.16	0.99	0.10
Miscellaneous, Unclassified & Occasional Sales	0.77	1.35	2.45	1.00	0.98	0.98	1.85	0.80	0.93	0.87
Subtotal: Miscellaneous	0.83	1.32	2.48	1.02	0.95	1.04	1.84	0.77	0.93	0.83
TOTAL	0.94	1.53	1.27	1.06	1.32	0.83	0.89	0.90	0.94	0.95

Table 3 (cont): County Pull Factors 2005

	Iron	Jackson	Jefferson	Juneau	Kenosha	La Crosse	Lafayette	Langlade	Lincoln	Marathon
Information and Communications	1.22	0.96	0.87	1.05	0.94	1.22	0.88	0.95	0.99	1.02
Manufacturing	0.76	0.82	0.91	0.84	0.64	0.96	0.51	0.87	0.95	2.49
Food Services & Drinking Places (Restaurants & Bars)	2.30	0.90	0.99	1.03	1.04	1.21	0.65	1.19	0.92	0.89
Performing Arts, Spectator Sports & Related Industries	4.24	0.80	0.62	0.31	1.04	1.09	0.00	1.19	0.02	0.56
Amusement, Gambling, Recreation Industries	5.07	0.22	0.85	0.86	1.02	0.83	0.50	2.56	1.48	1.74
Automobiles & Other Motor Vehicles	1.07	1.19	1.09	1.49	0.90	1.09	1.46	1.69	1.39	1.04
Gasoline Stations (including convenience stores with gas)	1.27	0.79	1.29	2.21	1.15	0.48	1.09	1.19	2.44	1.07
Clothing & Accessories Stores	0.20	0.09	1.81	0.24	1.60	1.64	0.24	0.21	0.21	1.38
Electronic & Appliance Stores	0.30	0.08	0.76	0.53	0.68	2.18	0.27	0.17	0.32	1.36
Food & Beverage Stores	2.07	1.44	1.02	2.05	1.11	1.66	0.61	0.87	1.15	0.86
Furniture & Home Furnishings Stores	1.03	0.49	1.19	0.88	0.93	1.56	0.81	0.84	0.77	1.54
Health & Personal Care Stores	0.27	0.07	0.49	1.48	1.54	1.14	0.10	1.84	0.15	0.39
Sporting Goods, Hobby, Book, & Music Stores	1.09	0.08	0.19	0.32	1.32	1.85	0.10	0.51	1.05	1.69
General Merchandise Stores	0.10	1.22	1.09	0.61	0.65	2.07	0.36	2.83	0.84	1.79
Other Store Retailers	0.60	0.90	0.79	0.64	0.85	1.40	0.61	0.70	0.72	1.06
Nonstore Retailers	1.72	0.33	0.87	0.84	0.88	0.47	0.40	0.58	2.11	0.81
Subtotal: Retail	1.09	0.88	1.04	1.01	0.95	1.45	0.72	1.32	0.96	1.23
Hotels, Motels & Other Traveler Accommodations	3.10	0.95	0.34	1.29	0.32	1.07	0.02	0.47	0.39	0.78
Banking, Insurance and Other Finance Activities	0.38	0.60	0.48	0.72	0.79	1.07	0.29	0.43	0.48	0.67
Administrative & Support Services	0.56	0.30	0.82	0.39	1.03	1.51	0.39	0.98	0.51	0.89
Health Care and Social Assistance Services	0.28	0.62	0.51	1.37	0.63	0.80	0.23	0.93	0.28	1.58
Personal & Household Services	0.61	0.57	0.81	0.89	1.03	0.84	0.57	0.66	0.51	1.02
Business Services	0.84	0.36	0.71	0.54	0.82	1.08	0.37	0.69	0.51	0.88
Repair & Maintenance Services	0.81	0.78	1.14	1.37	0.90	1.31	0.88	1.98	1.06	1.43
Professional Services	0.76	0.37	0.17	1.23	0.83	0.43	0.10	0.21	0.38	0.31
Architectural, Engineering, & Related Services	0.14	0.04	0.54	0.02	0.59	0.84	0.77	0.65	7.71	0.40
Computer System Services	0.19	0.22	0.63	0.37	0.51	1.44	0.33	0.44	0.87	1.03
Scientific & Other Services	0.10	1.68	0.31	0.10	0.49	0.88	1.31	0.34	0.44	0.65
Rental & Leasing Services	1.11	0.52	0.81	0.76	0.88	1.22	0.59	0.75	0.88	1.33
Real Estate Services (Rental, Management, Appraisal)	0.44	1.45	0.54	1.32	1.02	0.23	0.00	0.08	0.39	0.55
Subtotal: Services	1.10	0.61	0.73	0.88	0.78	1.12	0.47	0.83	0.67	1.05
Durable Goods - Wholesale	1.52	0.92	0.93	0.91	0.76	1.17	0.68	1.68	0.78	1.23
Nondurable Goods - Wholesale	1.76	0.70	0.75	1.07	0.93	0.69	0.49	0.85	0.54	0.80
Subtotal: Wholesale	1.55	0.89	0.91	0.93	0.78	1.10	0.66	1.57	0.75	1.17
Transportation	0.08	1.06	0.41	1.24	0.62	0.71	0.56	0.34	0.30	2.63
Miscellaneous, Unclassified & Occasional Sales	1.98	0.87	1.06	1.09	1.39	1.02	1.62	0.74	0.82	0.70
Subtotal: Miscellaneous	1.89	0.88	1.03	1.10	1.35	1.01	1.57	0.72	0.80	0.80
TOTAL	1.16	0.88	0.97	1.00	0.92	1.31	0.72	1.20	0.92	1.29

Table 3 (cont): County Pull Factors 2005

	Marinette	Marquette	Milwaukee	Monroe	Oconto	Oneida	Ozaukee	Pepin	Pierce	Polk
Information and Communications	0.91	1.28	1.04	1.09	0.94	1.16	0.65	1.06	0.84	1.14
Manufacturing	1.43	0.81	0.88	1.25	0.69	1.14	0.60	0.89	0.61	0.71
Food Services & Drinking Places (Restaurants & Bars)	1.04	1.14	1.08	1.09	0.78	1.42	0.57	0.99	0.65	0.89
Performing Arts, Spectator Sports & Related Industries	0.14	0.09	1.95	0.33	0.28	0.47	1.40	0.05	0.68	1.52
Amusement, Gambling, Recreation Industries	0.89	0.91	0.50	0.50	1.51	2.45	0.85	1.78	0.13	0.67
Automobiles & Other Motor Vehicles	1.19	1.55	0.84	1.30	1.26	1.63	0.80	1.20	0.68	1.02
Gasoline Stations (including convenience stores with gas)	2.48	1.03	0.78	1.16	1.89	1.30	0.79	1.24	1.69	1.82
Clothing & Accessories Stores	0.87	0.09	1.49	0.27	0.06	0.70	0.52	0.13	0.13	0.13
Electronic & Appliance Stores	0.54	1.39	1.26	0.42	0.43	0.44	0.55	0.08	0.15	0.33
Food & Beverage Stores	1.28	1.01	0.96	1.21	0.66	1.41	0.73	0.70	0.60	1.04
Furniture & Home Furnishings Stores	1.32	0.52	0.57	0.86	0.68	2.65	0.59	1.67	0.54	1.52
Health & Personal Care Stores	0.63	0.20	1.77	0.46	0.53	0.55	0.91	0.32	0.73	0.44
Sporting Goods, Hobby, Book, & Music Stores	0.73	0.05	0.86	0.39	0.32	1.41	0.58	1.55	0.40	0.37
General Merchandise Stores	1.26	0.12	0.78	2.23	0.16	2.71	0.60	0.14	0.09	1.20
Other Store Retailers	0.70	2.02	1.13	1.09	0.47	0.97	0.72	1.15	0.55	0.86
Nonstore Retailers	0.82	0.60	0.93	0.52	1.10	1.22	0.90	0.38	0.38	0.64
Subtotal: Retail	1.10	0.98	0.94	1.18	0.69	1.69	0.68	0.93	0.51	1.01
Hotels, Motels & Other Traveler Accommodations	0.75	0.97	0.71	1.84	0.39	2.46	0.27	0.14	0.08	0.74
Banking, Insurance and Other Finance Activities	0.65	0.42	1.43	0.56	0.54	0.82	0.79	0.65	0.62	0.64
Administrative & Support Services	0.82	0.37	1.36	0.40	0.35	1.18	0.75	0.52	0.67	0.93
Health Care and Social Assistance Services	0.95	0.46	1.61	1.17	0.35	0.95	0.45	0.20	0.25	0.59
Personal & Household Services	0.75	0.60	1.20	0.86	0.52	0.97	0.89	0.68	0.74	0.68
Business Services	0.90	0.70	1.12	0.61	0.30	1.22	0.91	1.02	0.43	0.65
Repair & Maintenance Services	1.19	1.40	0.92	1.04	0.75	1.55	0.65	1.04	0.91	1.27
Professional Services	0.05	0.85	2.38	0.36	0.01	0.49	0.18	3.12	0.41	0.15
Architectural, Engineering, & Related Services	3.41	1.55	1.11	0.03	0.51	1.00	0.36	0.00	0.47	0.25
Computer System Services	0.75	0.87	1.40	0.48	0.27	0.73	0.58	0.60	0.24	0.48
Scientific & Other Services	0.20	0.16	1.13	0.16	0.11	0.65	0.31	0.15	0.24	0.67
Rental & Leasing Services	1.01	1.25	1.18	1.00	0.67	1.58	0.81	0.54	0.52	0.50
Real Estate Services (Rental, Management, Appraisal)	0.25	0.40	0.85	0.20	0.94	2.02	0.10	0.39	0.12	0.22
Subtotal: Services	0.88	0.90	1.10	0.96	0.49	1.42	0.69	0.65	0.51	0.73
Durable Goods - Wholesale	1.60	1.31	0.82	1.36	0.84	1.27	0.43	1.58	1.25	1.58
Nondurable Goods - Wholesale	0.67	0.98	1.15	1.03	0.67	2.00	0.53	1.42	0.78	0.78
Subtotal: Wholesale	1.48	1.27	0.87	1.31	0.82	1.37	0.44	1.56	1.19	1.47
Transportation	0.26	1.42	0.99	1.81	0.39	1.82	0.35	2.65	1.07	0.75
Miscellaneous, Unclassified & Occasional Sales	1.00	1.08	0.71	0.80	0.75	1.09	0.51	1.34	2.23	2.14
Subtotal: Miscellaneous	0.96	1.10	0.72	0.85	0.73	1.13	0.50	1.41	2.17	2.07
TOTAL	1.17	1.05	0.94	1.16	0.76	1.57	0.65	0.93	0.63	1.01

Table 3 (cont): County Pull Factors 2005

	Portage	Price	Richland	Rusk	St. Croix	Sauk	Sawyer	Shawano	Taylor	Trempealeau
Information and Communications	1.08	0.96	0.89	1.20	0.94	1.04	1.21	0.92	0.80	1.06
Manufacturing	2.13	0.78	1.43	0.88	1.03	1.38	1.26	0.49	1.67	1.36
Food Services & Drinking Places (Restaurants & Bars)	0.92	0.82	0.79	0.75	0.85	2.17	1.87	0.87	0.74	0.82
Performing Arts, Spectator Sports & Related Industries	0.51	0.37	0.00	0.00	1.28	0.86	1.55	0.63	0.17	0.60
Amusement, Gambling, Recreation Industries	0.63	0.46	0.34	0.57	1.90	6.22	2.07	0.98	1.01	0.18
Automobiles & Other Motor Vehicles	1.04	1.28	1.41	1.27	0.93	1.37	1.78	1.21	1.25	1.23
Gasoline Stations (including convenience stores with gas)	1.26	2.92	1.24	2.13	1.87	1.53	1.67	1.14	1.52	1.57
Clothing & Accessories Stores	0.90	0.17	0.35	0.21	0.20	0.49	0.48	0.22	0.12	0.21
Electronic & Appliance Stores	0.66	0.09	0.87	0.09	0.35	0.77	0.66	0.55	0.38	0.26
Food & Beverage Stores	1.14	1.08	1.08	0.51	1.14	1.07	0.99	0.81	0.48	1.05
Furniture & Home Furnishings Stores	1.47	1.09	0.72	1.93	1.66	2.16	2.35	0.76	1.21	1.29
Health & Personal Care Stores	0.48	0.24	0.29	0.31	0.13	1.12	0.10	0.63	0.04	0.25
Sporting Goods, Hobby, Book, & Music Stores	0.67	0.37	0.19	0.06	0.96	1.12	1.38	0.57	0.68	0.21
General Merchandise Stores	1.11	0.55	2.45	0.70	0.97	2.00	2.58	1.29	0.86	0.21
Other Store Retailers	1.01	0.75	1.10	0.90	1.27	1.18	1.09	0.75	0.94	1.09
Nonstore Retailers	5.88	0.55	0.38	0.69	0.49	0.63	0.54	0.59	0.73	0.51
Subtotal: Retail	1.12	0.89	1.17	0.97	1.06	1.61	1.70	0.92	0.90	0.86
Hotels, Motels & Other Traveler Accommodations	0.78	1.08	0.53	1.34	0.52	11.89	4.81	0.58	0.41	0.42
Banking, Insurance and Other Finance Activities	1.46	0.45	0.48	0.25	0.52	1.47	0.71	0.66	1.03	0.96
Administrative & Support Services	0.88	0.49	1.76	0.27	0.62	1.23	0.42	0.55	0.55	0.66
Health Care and Social Assistance Services	0.44	0.42	0.35	0.41	0.41	1.15	0.24	0.54	0.63	0.29
Personal & Household Services	0.68	1.44	0.58	0.67	1.07	1.47	0.88	0.65	0.53	0.63
Business Services	0.82	0.46	0.57	0.50	1.41	1.68	1.16	0.55	0.77	0.48
Repair & Maintenance Services	0.95	1.25	1.38	1.55	1.01	0.98	1.83	0.80	1.71	1.19
Professional Services	0.19	0.12	0.11	0.07	1.20	0.29	0.71	0.19	0.47	0.51
Architectural, Engineering, & Related Services	3.48	0.26	0.08	0.03	7.76	0.73	1.34	1.31	0.10	0.15
Computer System Services	2.02	0.51	0.29	0.36	0.53	0.59	0.63	0.36	0.74	1.13
Scientific & Other Services	0.21	0.40	1.02	0.59	2.36	0.75	0.15	0.09	0.26	0.39
Rental & Leasing Services	1.41	1.03	0.43	0.34	0.85	1.04	0.77	0.69	0.91	0.52
Real Estate Services (Rental, Management, Appraisal)	0.89	0.49	0.03	0.02	2.07	22.97	0.63	0.20	0.00	0.09
Subtotal: Services	1.00	0.95	0.68	0.77	0.95	3.07	1.62	0.61	0.82	0.68
Durable Goods - Wholesale	1.22	0.89	0.72	1.21	1.33	1.82	0.96	0.60	1.20	0.77
Nondurable Goods - Wholesale	1.30	0.75	1.34	1.13	0.79	0.91	1.32	1.60	0.69	0.79
Subtotal: Wholesale	1.23	0.87	0.80	1.20	1.26	1.70	1.01	0.73	1.13	0.77
Transportation	2.81	0.71	2.03	1.97	0.72	0.88	1.51	0.31	0.68	1.73
Miscellaneous, Unclassified & Occasional Sales	0.76	1.00	1.48	0.84	2.67	1.42	1.34	0.65	0.74	1.45
Subtotal: Miscellaneous	0.86	0.99	1.51	0.90	2.57	1.39	1.35	0.64	0.73	1.46
TOTAL	1.15	0.99	1.05	1.00	1.07	1.75	1.57	0.84	0.92	0.88

Table 3 (cont): County Pull Factors 2005

	Vernon	Vilas	Walworth	Washburn	Washington	Waupaca	Waushara	Wood
Information and Communications	1.01	1.38	1.08	1.46	0.76	1.00	1.26	0.90
Manufacturing	0.99	1.30	0.82	0.84	0.82	0.55	0.59	2.41
Food Services & Drinking Places (Restaurants & Bars)	0.72	1.89	1.42	1.09	0.75	0.87	0.87	0.79
Performing Arts, Spectator Sports & Related Industries	0.53	3.93	1.50	1.30	0.48	0.55	0.73	0.34
Amusement, Gambling, Recreation Industries	0.72	4.24	3.11	1.66	0.74	0.95	1.31	0.64
Automobiles & Other Motor Vehicles	1.31	2.16	1.30	2.07	1.00	1.13	1.39	0.96
Gasoline Stations (including convenience stores with gas)	1.27	2.59	1.65	1.64	1.10	1.47	1.40	0.71
Clothing & Accessories Stores	0.21	0.65	0.43	0.29	0.43	0.25	0.11	0.70
Electronic & Appliance Stores	0.56	0.40	0.71	0.57	0.82	0.61	0.40	0.53
Food & Beverage Stores	1.11	1.93	0.87	1.51	0.83	1.20	1.08	1.03
Furniture & Home Furnishings Stores	0.77	2.47	1.07	1.82	1.14	0.80	0.83	0.73
Health & Personal Care Stores	0.32	0.41	0.73	0.78	0.75	0.62	0.06	0.69
Sporting Goods, Hobby, Book, & Music Stores	0.25	2.87	0.50	1.70	0.92	0.33	0.95	0.43
General Merchandise Stores	1.29	0.41	1.71	0.61	0.81	0.92	0.34	1.32
Other Store Retailers	0.84	1.05	0.79	1.11	0.73	0.87	0.88	0.88
Nonstore Retailers	3.05	0.65	0.68	0.65	1.27	1.04	0.83	0.91
Subtotal: Retail	0.97	1.62	1.18	1.31	0.87	0.91	0.86	0.90
Hotels, Motels & Other Traveler Accommodations	0.38	6.13	2.97	1.29	0.23	0.63	1.08	0.45
Banking, Insurance and Other Finance Activities	0.49	0.73	0.54	0.50	0.74	0.63	0.31	0.29
Administrative & Support Services	0.52	1.04	0.76	0.41	0.77	0.62	0.42	0.40
Health Care and Social Assistance Services	0.28	0.27	0.48	0.34	0.51	0.55	0.27	1.11
Personal & Household Services	0.70	1.32	1.38	1.49	1.00	0.66	0.56	0.74
Business Services	0.61	1.36	1.41	0.58	1.47	0.99	0.74	0.55
Repair & Maintenance Services	0.86	1.57	1.01	1.47	1.26	1.12	1.76	1.50
Professional Services	0.06	0.27	0.42	0.82	0.41	0.49	0.38	0.23
Architectural, Engineering, & Related Services	0.16	1.38	1.91	0.14	0.43	0.40	0.35	0.34
Computer System Services	0.51	0.77	0.71	1.07	0.82	0.45	0.43	0.70
Scientific & Other Services	0.17	2.92	2.44	0.13	0.61	0.68	0.22	0.06
Rental & Leasing Services	0.94	1.56	0.87	0.77	0.67	0.73	1.22	0.91
Real Estate Services (Rental, Management, Appraisal)	0.51	2.75	0.61	0.91	0.25	0.28	0.14	0.26
Subtotal: Services	0.65	2.12	1.40	1.05	0.89	0.77	0.92	0.76
Durable Goods - Wholesale	0.89	1.07	0.96	1.26	1.07	1.75	1.43	0.61
Nondurable Goods - Wholesale	0.39	0.74	0.92	0.65	0.77	0.99	0.74	0.57
Subtotal: Wholesale	0.82	1.02	0.95	1.18	1.03	1.65	1.34	0.60
Transportation	2.04	6.15	0.54	0.45	0.43	0.23	0.63	0.63
Miscellaneous, Unclassified & Occasional Sales	1.16	2.01	1.78	1.95	0.89	0.89	0.91	0.86
Subtotal: Miscellaneous	1.20	2.21	1.72	1.88	0.87	0.85	0.90	0.85
TOTAL	0.92	1.68	1.20	1.26	0.86	0.95	0.94	0.91

Table 4: County Surplus/Leakage 2005 (\$000)

	Adams	Ashland	Barron	Bayfield	Buffalo	Burnett	Chippewa	Columbia	Crawford	Dane
Information and Communications	\$2,021	\$2,022	\$12,491	\$1,669	(\$3,273)	\$1,176	\$7,433	(\$4,074)	\$2,689	\$57,871
Manufacturing	\$1,073	(\$1,610)	\$244	\$285	(\$285)	(\$2,501)	\$870	\$5,438	\$2,773	(\$7,770)
Food Services & Drinking Places (Restaurants & Bars)	(\$4,805)	\$8,575	\$3,512	\$2,517	(\$7,283)	\$3,149	(\$11,434)	(\$6,199)	\$2,064	\$61,184
Performing Arts, Spectator Sports & Related Industries	(\$690)	(\$384)	(\$1,519)	(\$660)	(\$821)	(\$731)	(\$3,021)	\$444	(\$109)	(\$15,920)
Amusement, Gambling, Recreation Industries	\$742	(\$119)	\$152	\$109	\$1	(\$114)	\$1,261	(\$1,846)	(\$823)	(\$4,539)
Automobiles & Other Motor Vehicles	\$2,875	(\$2,380)	\$21,979	\$3,860	(\$5,490)	\$506	\$38,677	\$18,650	\$5,297	(\$55,509)
Gasoline Stations (including convenience stores with gas)	\$2,239	\$1,072	(\$338)	\$2,456	\$1,406	\$2,776	\$4,667	\$8,240	(\$404)	(\$58,322)
Clothing & Accessories Stores	(\$5,002)	(\$1,485)	(\$1,895)	(\$3,442)	(\$5,226)	(\$3,974)	(\$14,867)	(\$11,634)	(\$2,259)	\$102,294
Electronic & Appliance Stores	(\$2,778)	(\$2,350)	(\$3,341)	(\$2,300)	(\$2,466)	(\$2,321)	(\$6,910)	(\$1,870)	(\$1,614)	\$92,862
Food & Beverage Stores	(\$863)	\$2,016	\$8,808	(\$305)	(\$3,317)	\$2,304	(\$4,221)	\$2,347	\$5,140	\$37,799
Furniture & Home Furnishings Stores	(\$5,483)	\$2,749	\$68,217	\$4,572	(\$3,815)	\$1,768	(\$3,624)	(\$16,804)	(\$5,491)	\$98,766
Health & Personal Care Stores	(\$1,843)	(\$1,356)	(\$3,575)	(\$783)	(\$1,391)	(\$859)	(\$3,214)	(\$3,152)	(\$1,125)	\$23,618
Sporting Goods, Hobby, Book, & Music Stores	(\$2,314)	(\$1,301)	(\$1,834)	(\$398)	(\$1,552)	(\$1,075)	(\$1,159)	(\$8,393)	\$20,784	\$73,475
General Merchandise Stores	(\$10,732)	\$20,837	\$73,736	(\$13,078)	(\$15,158)	(\$10,333)	\$40,805	(\$2,107)	\$28,379	(\$126,478)
Other Store Retailers	(\$3,488)	(\$3,848)	\$11,263	(\$389)	(\$7,944)	\$1,301	(\$6,735)	(\$8,218)	\$2,025	\$162,669
Nonstore Retailers	\$3,802	(\$642)	\$214	(\$526)	(\$880)	(\$592)	(\$2,293)	(\$2,020)	\$6,442	\$17,922
Subtotal: Retail	(\$28,340)	\$21,383	\$175,378	(\$8,366)	(\$53,935)	(\$8,195)	\$27,934	(\$32,562)	\$58,305	\$409,821
Hotels, Motels & Other Traveler Accommodations	\$9,856	\$3,522	(\$1,919)	\$8,731	(\$2,949)	\$887	(\$5,782)	(\$1,768)	\$3,178	(\$24,711)
Banking, Insurance and Other Finance Activities	(\$417)	(\$367)	(\$588)	(\$476)	(\$413)	(\$461)	(\$1,496)	(\$1,850)	\$1,242	\$24,249
Administrative & Support Services	(\$806)	\$622	(\$1,044)	(\$473)	(\$578)	(\$389)	(\$1,787)	(\$2,214)	\$3,978	\$11,402
Health Care and Social Assistance Services	(\$369)	\$79	(\$339)	(\$243)	(\$252)	(\$260)	(\$516)	(\$625)	(\$143)	\$5,480
Personal & Household Services	(\$1,093)	\$843	\$932	\$409	(\$24)	(\$1,864)	(\$2,183)	(\$1,025)	(\$524)	\$48,256
Business Services	(\$1,843)	(\$2,110)	(\$2,731)	(\$339)	(\$1,684)	(\$1,910)	(\$4,089)	(\$3,167)	(\$1,660)	\$21,285
Repair & Maintenance Services	\$1,055	(\$314)	\$3,618	\$646	(\$1,077)	\$3,586	\$2,070	(\$3,879)	\$1,230	(\$24,124)
Professional Services	(\$45)	(\$28)	\$22	\$48	(\$48)	(\$40)	(\$5)	(\$109)	(\$42)	(\$270)
Architectural, Engineering, & Related Services	(\$7)	\$43	(\$20)	(\$20)	(\$46)	(\$41)	\$31	(\$59)	(\$3)	(\$324)
Computer System Services	(\$1,331)	(\$1,167)	(\$3,065)	(\$964)	(\$1,148)	(\$1,174)	(\$260)	(\$4,602)	(\$47)	\$50,211
Scientific & Other Services	(\$338)	(\$11)	(\$293)	(\$67)	(\$210)	(\$248)	(\$324)	(\$1,180)	\$1,599	\$6,997
Rental & Leasing Services	(\$2,030)	(\$1,181)	\$904	(\$949)	(\$1,986)	(\$1,899)	(\$2,698)	(\$4,999)	(\$1,469)	\$66,615
Real Estate Services (Rental, Management, Appraisal)	(\$138)	(\$0)	(\$182)	\$668	(\$133)	(\$104)	(\$449)	(\$15)	(\$62)	(\$1,055)
Subtotal: Services	\$2,587	(\$69)	(\$4,704)	\$6,972	(\$10,548)	(\$3,917)	(\$17,489)	(\$25,492)	\$7,278	\$184,011
Durable Goods - Wholesale	\$69	\$1,869	\$326	(\$247)	(\$2,568)	\$7,650	(\$544)	\$1,103	(\$1,728)	\$104,676
Nondurable Goods - Wholesale	(\$265)	(\$312)	\$1,220	\$725	(\$120)	(\$183)	\$1,753	(\$850)	\$498	\$6,300
Subtotal: Wholesale	(\$195)	\$1,557	\$1,545	\$478	(\$2,688)	\$7,467	\$1,209	\$253	(\$1,230)	\$110,975
Transportation	(\$186)	(\$58)	(\$623)	\$62	\$829	(\$283)	(\$260)	(\$166)	\$791	\$1,635
Miscellaneous, Unclassified & Occasional Sales	\$1,524	\$3,769	\$12,477	\$7,577	\$4,280	\$9,837	\$5,598	(\$4,594)	\$2,220	\$8,228
Subtotal: Miscellaneous	\$1,338	\$3,711	\$11,854	\$7,640	\$5,110	\$9,554	\$5,338	(\$4,760)	\$3,011	\$9,863
<b>TOTAL</b>	<b>(\$8,904)</b>	<b>\$29,582</b>	<b>\$184,588</b>	<b>\$14,172</b>	<b>(\$71,781)</b>	<b>\$1,424</b>	<b>\$27,708</b>	<b>(\$37,391)</b>	<b>\$91,322</b>	<b>\$730,186</b>



Table 4 (cont.): County Surplus/Leakage 2005 (\$000)

	Dodge	Door	Douglas	Dunn	Eau Claire	Forest	Grant	Green	Green Lake	Iowa
Information and Communications	\$20,062	\$3,631	\$832	\$1,479	\$17,797	(\$76)	(\$3,238)	(\$1,532)	\$685	\$994
Manufacturing	\$13,949	(\$1,821)	\$16,973	\$18,432	(\$1,650)	(\$520)	(\$2,457)	(\$7,167)	(\$4,079)	(\$3,132)
Food Services & Drinking Places (Restaurants & Bars)	(\$31,600)	\$25,208	\$29,740	\$1,395	\$23,478	(\$798)	(\$11,172)	(\$11,226)	(\$4,198)	\$148
Performing Arts, Spectator Sports & Related Industries	\$239	(\$77)	(\$1,959)	(\$1,834)	(\$657)	\$59	(\$1,679)	\$503	\$10	(\$939)
Amusement, Gambling, Recreation Industries	(\$654)	\$6,695	\$841	(\$1,108)	\$2,019	(\$158)	(\$764)	(\$229)	(\$814)	\$561
Automobiles & Other Motor Vehicles	\$25,935	\$20,314	\$6,650	\$12,348	(\$586)	\$3,539	(\$2,098)	\$10,270	\$13,312	\$11,734
Gasoline Stations (including convenience stores with gas)	(\$1,699)	\$4,569	\$8,036	\$4,316	(\$7,331)	\$1,978	(\$1,611)	(\$1,652)	(\$2,490)	\$1,153
Clothing & Accessories Stores	(\$20,969)	\$11,383	(\$6,983)	(\$9,235)	\$36,664	(\$2,452)	(\$9,983)	(\$7,572)	(\$5,873)	\$419
Electronic & Appliance Stores	(\$10,778)	(\$2,480)	(\$4,607)	(\$5,056)	\$33,385	(\$668)	(\$3,885)	(\$1,673)	(\$1,212)	\$2,544
Food & Beverage Stores	(\$4,366)	\$11,460	(\$2,630)	(\$4,390)	(\$8,929)	(\$1,514)	\$4,763	\$8,182	(\$2,187)	\$216
Furniture & Home Furnishings Stores	(\$32,756)	\$22,138	\$24,313	\$3,448	\$84,321	\$3,085	\$11,997	\$7,581	\$2,536	\$7,657
Health & Personal Care Stores	(\$7,628)	(\$27)	\$851	(\$2,570)	(\$1,602)	(\$416)	(\$3,906)	(\$3,306)	(\$1,665)	(\$1,979)
Sporting Goods, Hobby, Book, & Music Stores	(\$7,614)	\$14	(\$2,722)	(\$2,858)	\$38,374	(\$743)	(\$4,703)	(\$5,182)	(\$715)	(\$2,904)
General Merchandise Stores	(\$2,380)	(\$8,398)	\$8,721	\$23,348	\$88,245	(\$8,304)	(\$6,191)	(\$3,557)	(\$3,384)	(\$11,067)
Other Store Retailers	(\$26,521)	\$32,239	\$10,082	(\$11,159)	\$42,170	(\$2,570)	(\$7,273)	(\$7,946)	(\$6,008)	(\$6,013)
Nonstore Retailers	\$4,557	(\$397)	(\$1,241)	(\$1,496)	(\$2,386)	(\$347)	(\$2,662)	(\$715)	(\$796)	(\$980)
Subtotal: Retail	(\$116,234)	\$122,639	\$69,092	\$5,149	\$327,165	(\$9,309)	(\$39,166)	(\$16,523)	(\$13,482)	\$551
Hotels, Motels & Other Traveler Accommodations	(\$16,766)	\$51,813	(\$670)	(\$3,917)	(\$488)	(\$530)	(\$6,021)	(\$3,899)	\$3,256	(\$2,819)
Banking, Insurance and Other Finance Activities	(\$869)	(\$296)	(\$1,018)	(\$1,116)	(\$1,894)	(\$220)	(\$1,471)	(\$1,073)	(\$318)	(\$718)
Administrative & Support Services	(\$2,242)	\$448	\$981	(\$554)	\$1,791	(\$276)	(\$1,260)	(\$55)	(\$641)	(\$823)
Health Care and Social Assistance Services	(\$857)	(\$534)	(\$203)	(\$348)	\$2,270	(\$7)	(\$407)	(\$479)	(\$218)	(\$138)
Personal & Household Services	(\$6,855)	\$8,902	\$864	(\$1,046)	(\$3,945)	(\$870)	(\$3,867)	(\$4,694)	(\$2,547)	(\$3,692)
Business Services	\$33,437	\$7,722	\$52	\$8,349	(\$5,229)	(\$1,392)	(\$4,725)	(\$4,143)	(\$736)	(\$3,027)
Repair & Maintenance Services	(\$2,707)	(\$1,404)	\$4,389	\$185	\$6,226	(\$587)	\$4,881	\$2,520	(\$591)	\$585
Professional Services	(\$137)	(\$45)	(\$54)	(\$40)	\$14	(\$14)	(\$30)	\$80	(\$15)	(\$62)
Architectural, Engineering, & Related Services	(\$243)	(\$60)	(\$40)	(\$45)	(\$149)	(\$20)	(\$21)	(\$18)	\$16	\$35
Computer System Services	(\$4,226)	(\$672)	(\$2,065)	(\$1,731)	\$879	(\$352)	(\$2,665)	(\$409)	(\$1,043)	(\$182)
Scientific & Other Services	(\$1,432)	\$159	(\$601)	(\$595)	(\$1,522)	(\$153)	\$1,637	\$10,282	(\$54)	(\$112)
Rental & Leasing Services	(\$6,420)	(\$1,341)	(\$3,692)	(\$4,262)	\$12	(\$1,246)	(\$4,438)	(\$2,381)	(\$2,638)	(\$317)
Real Estate Services (Rental, Management, Appraisal)	(\$491)	\$428	(\$224)	(\$309)	(\$847)	\$129	(\$180)	(\$249)	\$3	(\$212)
Subtotal: Services	(\$9,806)	\$65,120	(\$2,282)	(\$5,429)	(\$2,881)	(\$5,538)	(\$18,566)	(\$4,520)	(\$5,525)	(\$11,482)
Durable Goods - Wholesale	\$8,292	(\$5)	\$33	\$4,205	\$16,341	(\$855)	(\$9,761)	(\$7,984)	\$6,150	\$2,952
Nondurable Goods - Wholesale	\$287	\$2,530	(\$331)	\$4,645	\$10,531	(\$359)	(\$1,868)	(\$993)	(\$737)	(\$60)
Subtotal: Wholesale	\$8,580	\$2,525	(\$297)	\$8,850	\$26,871	(\$1,214)	(\$11,629)	(\$8,977)	\$5,413	\$2,891
Transportation	\$1,922	(\$147)	\$1,699	\$432	(\$1,424)	\$230	\$507	(\$678)	(\$3)	(\$478)
Miscellaneous, Unclassified & Occasional Sales	(\$8,816)	\$5,065	\$24,631	(\$38)	(\$792)	(\$73)	\$16,822	(\$3,221)	(\$604)	(\$1,417)
Subtotal: Miscellaneous	(\$6,894)	\$4,918	\$26,330	\$394	(\$2,215)	\$157	\$17,330	(\$3,899)	(\$607)	(\$1,895)
<b>TOTAL</b>	<b>(\$64,646)</b>	<b>\$210,997</b>	<b>\$125,298</b>	<b>\$25,127</b>	<b>\$374,859</b>	<b>(\$15,894)</b>	<b>(\$62,409)</b>	<b>(\$43,184)</b>	<b>(\$14,796)</b>	<b>(\$15,665)</b>

Table 4 (cont.): County Surplus/Leakage 2005 (\$000)

	Iron	Jackson	Jefferson	Juneau	Kenosha	La Crosse	Lafayette	Langlade	Lincoln	Marathon
Information and Communications	\$964	(\$637)	(\$8,418)	\$735	(\$8,138)	\$19,385	(\$1,218)	(\$694)	(\$135)	\$2,278
Manufacturing	(\$642)	(\$1,577)	(\$3,419)	(\$1,551)	(\$28,239)	(\$2,089)	(\$3,114)	(\$1,124)	(\$596)	\$99,961
Food Services & Drinking Places (Restaurants & Bars)	\$7,363	(\$1,838)	(\$774)	\$688	\$7,010	\$23,825	(\$4,771)	\$3,342	(\$2,277)	(\$15,728)
Performing Arts, Spectator Sports & Related Industries	\$983	(\$199)	(\$1,714)	(\$767)	\$395	\$584	(\$719)	\$180	(\$1,440)	(\$3,371)
Amusement, Gambling, Recreation Industries	\$1,603	(\$1,003)	(\$892)	(\$197)	\$208	(\$1,355)	(\$466)	\$1,942	\$910	\$7,323
Automobiles & Other Motor Vehicles	\$541	\$5,043	\$10,030	\$14,417	(\$23,560)	\$13,885	\$8,550	\$17,174	\$14,833	\$7,720
Gasoline Stations (including convenience stores with gas)	\$291	(\$720)	\$4,620	\$4,734	\$4,612	(\$11,408)	\$236	\$655	\$7,433	\$1,965
Clothing & Accessories Stores	(\$1,596)	(\$5,912)	\$23,793	(\$5,520)	\$35,675	\$25,818	(\$3,554)	(\$4,970)	(\$7,610)	\$18,740
Electronic & Appliance Stores	(\$797)	(\$3,431)	(\$4,061)	(\$1,984)	(\$11,067)	\$27,452	(\$1,968)	(\$3,005)	(\$3,758)	\$10,363
Food & Beverage Stores	\$3,221	\$4,346	\$867	\$11,559	\$9,537	\$40,703	(\$2,751)	(\$1,205)	\$2,245	(\$10,534)
Furniture & Home Furnishings Stores	\$177	(\$9,778)	\$16,251	(\$2,518)	(\$13,083)	\$67,592	(\$2,574)	(\$3,013)	(\$6,430)	\$80,085
Health & Personal Care Stores	(\$439)	(\$1,842)	(\$4,554)	\$1,057	\$9,730	\$1,790	(\$1,294)	\$1,597	(\$2,481)	(\$9,273)
Sporting Goods, Hobby, Book, & Music Stores	\$87	(\$2,835)	(\$11,367)	(\$2,354)	\$8,880	\$16,412	(\$2,017)	(\$1,457)	\$243	\$16,277
General Merchandise Stores	(\$5,737)	\$4,519	\$8,930	(\$9,061)	(\$66,713)	\$139,137	(\$9,729)	\$36,893	(\$5,090)	\$126,138
Other Store Retailers	(\$2,293)	(\$1,860)	(\$17,747)	(\$7,548)	(\$25,423)	\$46,814	(\$5,259)	(\$5,309)	(\$7,761)	\$8,082
Nonstore Retailers	\$386	(\$1,183)	(\$1,019)	(\$323)	(\$1,972)	(\$5,866)	(\$761)	(\$721)	\$2,907	(\$2,561)
Subtotal: Retail	\$3,791	(\$16,694)	\$22,361	\$2,183	(\$65,772)	\$385,382	(\$27,077)	\$42,102	(\$8,275)	\$235,226
Hotels, Motels & Other Traveler Accommodations	\$2,951	(\$213)	(\$13,842)	\$1,501	(\$28,416)	\$2,141	(\$3,262)	(\$2,347)	(\$4,126)	(\$7,935)
Banking, Insurance and Other Finance Activities	(\$184)	(\$389)	(\$2,305)	(\$306)	(\$1,858)	\$404	(\$498)	(\$534)	(\$751)	(\$2,482)
Administrative & Support Services	(\$140)	(\$730)	(\$847)	(\$716)	\$318	\$3,294	(\$459)	(\$25)	(\$755)	(\$886)
Health Care and Social Assistance Services	(\$94)	(\$162)	(\$941)	\$174	(\$1,423)	(\$526)	(\$234)	(\$27)	(\$450)	\$1,892
Personal & Household Services	(\$636)	(\$2,292)	(\$4,549)	(\$672)	\$1,537	(\$5,120)	(\$1,635)	(\$1,727)	(\$3,842)	\$1,015
Business Services	(\$221)	(\$2,959)	(\$6,161)	(\$2,400)	(\$7,786)	\$2,262	(\$2,129)	(\$1,389)	(\$3,393)	(\$4,274)
Repair & Maintenance Services	(\$254)	(\$969)	\$2,769	\$1,822	(\$4,176)	\$8,421	(\$375)	\$4,131	\$418	\$14,596
Professional Services	(\$4)	(\$37)	(\$222)	\$15	(\$89)	(\$208)	(\$38)	(\$45)	(\$54)	(\$312)
Architectural, Engineering, & Related Services	(\$15)	(\$54)	(\$116)	(\$62)	(\$206)	(\$54)	(\$9)	(\$19)	\$555	(\$258)
Computer System Services	(\$541)	(\$1,715)	(\$3,647)	(\$1,563)	(\$9,775)	\$5,992	(\$1,064)	(\$1,189)	(\$416)	\$520
Scientific & Other Services	(\$120)	\$296	(\$1,366)	(\$440)	(\$2,015)	(\$325)	\$98	(\$280)	(\$365)	(\$1,173)
Rental & Leasing Services	\$156	(\$2,189)	(\$3,960)	(\$1,230)	(\$5,165)	\$6,373	(\$1,347)	(\$1,093)	(\$798)	\$11,581
Real Estate Services (Rental, Management, Appraisal)	(\$33)	\$87	(\$408)	\$70	\$31	(\$932)	(\$140)	(\$172)	(\$176)	(\$672)
Subtotal: Services	\$864	(\$11,326)	(\$35,593)	(\$3,806)	(\$59,023)	\$21,721	(\$11,094)	(\$4,716)	(\$14,154)	\$11,614
Durable Goods - Wholesale	\$1,617	(\$795)	(\$3,036)	(\$1,057)	(\$22,314)	\$10,588	(\$2,364)	\$6,777	(\$3,378)	\$18,193
Nondurable Goods - Wholesale	\$367	(\$465)	(\$1,763)	\$120	(\$1,045)	(\$3,039)	(\$584)	(\$231)	(\$1,073)	(\$2,436)
Subtotal: Wholesale	\$1,984	(\$1,261)	(\$4,799)	(\$936)	(\$23,359)	\$7,549	(\$2,949)	\$6,546	(\$4,450)	\$15,757
Transportation	(\$119)	\$25	(\$1,133)	\$115	(\$1,452)	(\$756)	(\$133)	(\$269)	(\$437)	\$5,296
Miscellaneous, Unclassified & Occasional Sales	\$2,486	(\$1,104)	\$2,301	\$827	\$29,456	\$1,091	\$3,740	(\$2,064)	(\$2,181)	(\$18,889)
Subtotal: Miscellaneous	\$2,367	(\$1,079)	\$1,168	\$942	\$28,004	\$335	\$3,608	(\$2,333)	(\$2,618)	(\$13,593)
TOTAL	\$11,014	(\$27,117)	(\$32,861)	(\$350)	(\$159,062)	\$445,622	(\$45,536)	\$44,071	(\$25,624)	\$512,139

Table 4 (cont.): County Surplus/Leakage 2005 (\$000)

	Marinette	Marquette	Milwaukee	Monroe	Oconto	Oneida	Ozaukee	Pepin	Pierce	Polk
Information and Communications	(\$2,862)	\$2,624	\$34,862	\$2,394	(\$1,499)	\$4,923	(\$40,719)	\$298	(\$4,776)	\$4,058
Manufacturing	\$8,293	(\$1,056)	(\$58,491)	\$4,156	(\$5,002)	\$2,646	(\$28,871)	(\$321)	(\$7,135)	(\$5,173)
Food Services & Drinking Places (Restaurants & Bars)	\$1,681	\$1,683	\$87,367	\$3,076	(\$7,585)	\$16,500	(\$64,893)	(\$32)	(\$13,792)	(\$4,177)
Performing Arts, Spectator Sports & Related Industries	(\$1,881)	(\$586)	\$54,293	(\$1,258)	(\$1,328)	(\$1,131)	\$3,261	(\$318)	(\$673)	\$1,057
Amusement, Gambling, Recreation Industries	(\$316)	(\$79)	(\$37,207)	(\$1,237)	\$1,217	\$4,003	(\$1,612)	\$343	(\$2,389)	(\$854)
Automobiles & Other Motor Vehicles	\$11,087	\$9,263	(\$235,274)	\$14,644	\$12,281	\$34,999	(\$41,658)	\$1,788	(\$17,696)	\$960
Gasoline Stations (including convenience stores with gas)	\$11,342	\$59	(\$44,237)	\$1,078	\$5,713	\$2,220	(\$5,860)	\$286	\$5,117	\$5,800
Clothing & Accessories Stores	(\$1,917)	(\$3,843)	\$183,527	(\$9,023)	(\$11,284)	(\$4,227)	(\$25,774)	(\$1,921)	(\$11,984)	(\$11,434)
Electronic & Appliance Stores	(\$3,792)	\$953	\$55,567	(\$4,138)	(\$3,894)	(\$4,462)	(\$13,674)	(\$1,170)	(\$6,750)	(\$5,095)
Food & Beverage Stores	\$5,967	\$55	(\$20,735)	\$3,853	(\$6,174)	\$8,710	(\$21,689)	(\$1,006)	(\$8,246)	\$892
Furniture & Home Furnishings Stores	\$13,684	(\$5,964)	(\$479,649)	(\$5,261)	(\$11,326)	\$67,797	(\$65,106)	\$4,334	(\$18,582)	\$20,202
Health & Personal Care Stores	(\$1,595)	(\$1,027)	\$87,857	(\$2,049)	(\$1,725)	(\$1,917)	(\$1,390)	(\$458)	(\$1,127)	(\$2,265)
Sporting Goods, Hobby, Book, & Music Stores	(\$1,834)	(\$1,901)	(\$25,353)	(\$3,586)	(\$3,863)	\$2,729	(\$10,622)	\$579	(\$3,911)	(\$3,945)
General Merchandise Stores	\$11,824	(\$12,016)	(\$259,551)	\$48,705	(\$32,518)	\$76,494	(\$68,679)	(\$6,103)	(\$40,220)	\$8,580
Other Store Retailers	(\$12,332)	\$12,250	\$137,727	\$3,183	(\$18,014)	(\$1,308)	(\$42,676)	\$931	(\$17,531)	(\$5,366)
Nonstore Retailers	(\$680)	(\$461)	(\$6,771)	(\$1,612)	\$325	\$847	(\$1,447)	(\$373)	(\$2,327)	(\$1,271)
Subtotal: Retail	\$31,239	(\$1,616)	(\$502,440)	\$46,375	(\$78,178)	\$201,253	(\$361,820)	(\$3,120)	(\$140,112)	\$3,083
Hotels, Motels & Other Traveler Accommodations	(\$2,495)	(\$104)	(\$77,047)	\$7,359	(\$5,177)	\$14,333	(\$27,514)	(\$1,338)	(\$9,000)	(\$2,399)
Banking, Insurance and Other Finance Activities	(\$755)	(\$363)	\$23,922	(\$805)	(\$830)	(\$364)	(\$1,694)	(\$113)	(\$782)	(\$715)
Administrative & Support Services	(\$408)	(\$424)	\$21,732	(\$1,182)	(\$1,250)	\$392	(\$2,102)	(\$170)	(\$737)	(\$141)
Health Care and Social Assistance Services	(\$48)	(\$148)	\$14,836	\$136	(\$508)	(\$41)	(\$1,922)	(\$115)	(\$676)	(\$352)
Personal & Household Services	(\$2,934)	(\$1,359)	\$61,890	(\$1,365)	(\$4,696)	(\$295)	(\$4,576)	(\$582)	(\$2,921)	(\$3,431)
Business Services	(\$998)	(\$892)	\$33,201	(\$3,421)	(\$5,975)	\$2,178	(\$3,266)	\$29	(\$5,635)	(\$3,307)
Repair & Maintenance Services	\$1,871	\$1,143	(\$20,608)	\$336	(\$2,056)	\$5,145	(\$12,475)	\$57	(\$800)	\$2,394
Professional Services	(\$123)	(\$6)	\$4,653	(\$72)	(\$107)	(\$65)	(\$395)	\$42	(\$74)	(\$101)
Architectural, Engineering, & Related Services	\$296	\$20	\$339	(\$103)	(\$51)	(\$1)	(\$291)	(\$19)	(\$63)	(\$84)
Computer System Services	(\$1,230)	(\$185)	\$50,057	(\$2,186)	(\$2,970)	(\$1,287)	(\$7,539)	(\$300)	(\$3,531)	(\$2,331)
Scientific & Other Services	(\$763)	(\$237)	\$3,345	(\$694)	(\$717)	(\$331)	(\$2,456)	(\$126)	(\$706)	(\$292)
Rental & Leasing Services	\$80	\$733	\$48,150	(\$19)	(\$2,793)	\$5,716	(\$7,044)	(\$711)	(\$4,699)	(\$4,678)
Real Estate Services (Rental, Management, Appraisal)	(\$322)	(\$76)	(\$1,637)	(\$297)	(\$20)	\$422	(\$1,435)	(\$40)	(\$361)	(\$307)
Subtotal: Services	(\$7,828)	(\$1,898)	\$162,834	(\$2,311)	(\$27,150)	\$25,805	(\$72,710)	(\$3,387)	(\$29,984)	(\$15,745)
Durable Goods - Wholesale	\$13,623	\$2,079	(\$104,365)	\$6,970	(\$2,986)	\$5,994	(\$48,365)	\$2,021	\$5,454	\$12,048
Nondurable Goods - Wholesale	(\$1,138)	(\$18)	\$13,425	\$87	(\$962)	\$3,371	(\$6,114)	\$222	(\$748)	(\$710)
Subtotal: Wholesale	\$12,486	\$2,061	(\$90,940)	\$7,057	(\$3,948)	\$9,365	(\$54,479)	\$2,243	\$4,707	\$11,338
Transportation	(\$683)	\$116	(\$145)	\$647	(\$476)	\$744	(\$2,240)	\$236	\$64	(\$215)
Miscellaneous, Unclassified & Occasional Sales	(\$38)	\$433	(\$140,604)	(\$3,152)	(\$3,860)	\$1,625	(\$33,286)	\$966	\$21,663	\$19,108
Subtotal: Miscellaneous	(\$722)	\$549	(\$140,748)	(\$2,505)	(\$4,336)	\$2,369	(\$35,525)	\$1,203	\$21,727	\$18,894
<b>TOTAL</b>	<b>\$87,350</b>	<b>\$8,044</b>	<b>(\$729,687)</b>	<b>\$69,502</b>	<b>(\$101,768)</b>	<b>\$279,802</b>	<b>(\$658,982)</b>	<b>(\$5,202)</b>	<b>(\$179,677)</b>	<b>\$4,911</b>

Table 4 (cont.): County Surplus/Leakage 2005 (\$000)

	Portage	Price	Richland	Rusk	St. Croix	Sauk	Sawyer	Shawano	Taylor	Trempealeau
Information and Communications	\$4,216	(\$380)	(\$1,243)	\$1,819	(\$3,781)	\$2,008	\$2,419	(\$2,288)	(\$2,521)	\$1,203
Manufacturing	\$36,347	(\$1,444)	\$3,056	(\$626)	\$1,102	\$10,953	\$1,851	(\$9,284)	\$5,205	\$4,233
Food Services & Drinking Places (Restaurants & Bars)	(\$5,243)	(\$2,533)	(\$3,237)	(\$2,905)	(\$12,620)	\$72,956	\$13,185	(\$4,968)	(\$4,382)	(\$4,451)
Performing Arts, Spectator Sports & Related Industries	(\$1,784)	(\$465)	(\$805)	(\$619)	\$1,248	(\$462)	\$442	(\$777)	(\$741)	(\$540)
Amusement, Gambling, Recreation Industries	(\$1,770)	(\$517)	(\$691)	(\$348)	\$5,157	\$22,555	\$1,122	(\$52)	\$7	(\$1,425)
Automobiles & Other Motor Vehicles	\$3,706	\$5,478	\$8,747	\$4,411	(\$7,634)	\$32,577	\$16,405	\$11,432	\$5,808	\$7,896
Gasoline Stations (including convenience stores with gas)	\$3,357	\$4,981	\$681	\$2,450	\$13,555	\$6,169	\$1,908	\$996	\$1,624	\$2,688
Clothing & Accessories Stores	(\$2,450)	(\$4,029)	(\$3,429)	(\$3,188)	(\$23,118)	(\$11,151)	(\$2,721)	(\$10,622)	(\$5,109)	(\$6,935)
Electronic & Appliance Stores	(\$4,626)	(\$2,514)	(\$406)	(\$2,129)	(\$10,863)	(\$2,852)	(\$1,020)	(\$3,573)	(\$2,075)	(\$3,739)
Food & Beverage Stores	\$5,055	\$565	\$655	(\$2,982)	\$5,931	\$2,445	(\$108)	(\$3,868)	(\$4,581)	\$702
Furniture & Home Furnishings Stores	\$33,043	\$1,315	(\$4,426)	\$11,088	\$56,330	\$74,407	\$21,062	(\$9,749)	\$3,665	\$7,551
Health & Personal Care Stores	(\$3,833)	(\$1,123)	(\$1,139)	(\$853)	(\$7,687)	\$764	(\$1,447)	(\$1,524)	(\$1,699)	(\$2,006)
Sporting Goods, Hobby, Book, & Music Stores	(\$3,736)	(\$1,437)	(\$2,039)	(\$1,806)	(\$539)	\$1,266	\$963	(\$2,778)	(\$884)	(\$3,310)
General Merchandise Stores	\$8,480	(\$7,030)	\$24,587	(\$3,964)	(\$2,966)	\$69,718	\$26,863	\$12,944	(\$2,586)	(\$22,389)
Other Store Retailers	\$716	(\$3,448)	\$1,491	(\$1,184)	\$21,913	\$11,352	\$1,333	(\$9,750)	(\$932)	\$2,137
Nonstore Retailers	\$31,776	(\$588)	(\$889)	(\$339)	(\$3,996)	(\$2,155)	(\$651)	(\$1,506)	(\$427)	(\$1,159)
Subtotal: Retail	\$62,690	(\$11,343)	\$19,100	(\$2,366)	\$34,712	\$277,588	\$77,337	(\$23,795)	(\$12,313)	(\$24,980)
Hotels, Motels & Other Traveler Accommodations	(\$3,736)	\$266	(\$1,754)	\$973	(\$9,763)	\$167,955	\$14,265	(\$4,113)	(\$2,437)	(\$3,606)
Banking, Insurance and Other Finance Activities	\$1,639	(\$394)	(\$412)	(\$453)	(\$2,076)	\$1,526	(\$227)	(\$687)	\$23	(\$46)
Administrative & Support Services	(\$459)	(\$395)	\$644	(\$473)	(\$1,742)	\$799	(\$486)	(\$995)	(\$421)	(\$481)
Health Care and Social Assistance Services	(\$874)	(\$183)	(\$223)	(\$154)	(\$1,102)	\$217	(\$261)	(\$413)	(\$139)	(\$405)
Personal & Household Services	(\$6,333)	\$1,727	(\$1,824)	(\$1,099)	\$1,555	\$8,334	(\$506)	(\$3,840)	(\$2,219)	(\$2,656)
Business Services	(\$3,060)	(\$1,881)	(\$1,603)	(\$1,447)	\$8,430	\$10,528	\$586	(\$4,427)	(\$946)	(\$3,244)
Repair & Maintenance Services	(\$860)	\$820	\$1,342	\$1,506	\$151	(\$367)	\$2,963	(\$1,806)	\$2,777	\$1,099
Professional Services	(\$175)	(\$39)	(\$42)	(\$34)	\$52	(\$141)	(\$14)	(\$101)	(\$28)	(\$39)
Architectural, Engineering, & Related Services	\$511	(\$31)	(\$42)	(\$34)	\$1,677	(\$51)	\$16	\$37	(\$45)	(\$64)
Computer System Services	\$8,266	(\$794)	(\$1,276)	(\$872)	(\$4,636)	(\$2,995)	(\$663)	(\$2,946)	(\$507)	\$373
Scientific & Other Services	(\$1,278)	(\$194)	\$9	(\$111)	\$2,646	(\$362)	(\$302)	(\$836)	(\$288)	(\$360)
Rental & Leasing Services	\$6,850	\$111	(\$2,132)	(\$1,884)	(\$3,008)	\$555	(\$866)	(\$2,972)	(\$371)	(\$2,944)
Real Estate Services (Rental, Management, Appraisal)	(\$78)	(\$74)	(\$153)	(\$119)	\$925	\$14,265	(\$58)	(\$326)	(\$173)	(\$238)
Subtotal: Services	\$414	(\$1,062)	(\$7,466)	(\$4,202)	(\$6,890)	\$200,264	\$14,447	(\$23,425)	(\$4,775)	(\$12,610)
Durable Goods - Wholesale	\$8,282	(\$875)	(\$2,310)	\$1,332	\$15,022	\$28,129	(\$325)	(\$8,668)	\$1,836	(\$3,169)
Nondurable Goods - Wholesale	\$1,729	(\$295)	\$430	\$123	(\$1,451)	(\$499)	\$405	\$1,997	(\$444)	(\$438)
Subtotal: Wholesale	\$10,011	(\$1,169)	(\$1,881)	\$1,455	\$13,571	\$27,630	\$81	(\$6,672)	\$1,392	(\$3,607)
Transportation	\$2,823	(\$92)	\$353	\$256	(\$524)	(\$167)	\$174	(\$613)	(\$123)	\$413
Miscellaneous, Unclassified & Occasional Sales	(\$7,411)	\$28	\$3,241	(\$814)	\$61,551	\$11,701	\$2,304	(\$6,030)	(\$1,954)	\$4,998
Subtotal: Miscellaneous	(\$4,588)	(\$65)	\$3,594	(\$558)	\$61,028	\$11,534	\$2,478	(\$6,643)	(\$2,077)	\$5,411
<b>TOTAL</b>	<b>\$126,304</b>	<b>(\$1,934)</b>	<b>\$8,357</b>	<b>\$679</b>	<b>\$68,754</b>	<b>\$570,673</b>	<b>\$105,891</b>	<b>(\$75,245)</b>	<b>(\$17,002)</b>	<b>(\$37,889)</b>

Table 4 (cont.): County Surplus/Leakage 2005 (\$000)

	Vernon	Vilas	Walworth	Washburn	Washington	Waupaca	Waushara	Wood
Information and Communications	\$116	\$5,744	\$6,227	\$4,668	(\$30,417)	\$123	\$3,649	(\$6,777)
Manufacturing	(\$94)	\$2,757	(\$8,715)	(\$1,021)	(\$13,451)	(\$10,968)	(\$3,451)	\$56,210
Food Services & Drinking Places (Restaurants & Bars)	(\$6,047)	\$17,562	\$42,110	\$1,227	(\$41,104)	(\$6,586)	(\$2,380)	(\$17,954)
Performing Arts, Spectator Sports & Related Industries	(\$534)	\$3,099	\$2,712	\$214	(\$4,542)	(\$1,254)	(\$255)	(\$2,988)
Amusement, Gambling, Recreation Industries	(\$410)	\$4,447	\$14,821	\$605	(\$2,932)	(\$182)	\$383	(\$2,091)
Automobiles & Other Motor Vehicles	\$9,135	\$32,075	\$42,778	\$19,821	\$909	\$9,661	\$9,868	(\$4,254)
Gasoline Stations (including convenience stores with gas)	\$1,089	\$5,876	\$12,240	\$1,582	\$3,033	\$4,626	\$1,357	(\$4,654)
Clothing & Accessories Stores	(\$5,941)	(\$2,434)	(\$20,178)	(\$3,303)	(\$32,495)	(\$13,732)	(\$5,561)	(\$8,959)
Electronic & Appliance Stores	(\$1,911)	(\$2,400)	(\$5,850)	(\$1,136)	(\$5,994)	(\$4,068)	(\$2,159)	(\$8,005)
Food & Beverage Stores	\$1,269	\$9,742	(\$7,101)	\$3,599	(\$14,175)	\$5,586	\$727	\$1,462
Furniture & Home Furnishings Stores	(\$4,987)	\$29,959	\$7,283	\$11,230	\$23,321	(\$10,627)	(\$3,138)	(\$23,244)
Health & Personal Care Stores	(\$1,556)	(\$1,243)	(\$2,955)	(\$311)	(\$4,290)	(\$2,106)	(\$1,800)	(\$2,766)
Sporting Goods, Hobby, Book, & Music Stores	(\$2,686)	\$6,129	(\$8,467)	\$1,548	(\$2,117)	(\$5,790)	(\$141)	(\$7,984)
General Merchandise Stores	\$7,058	(\$13,029)	\$80,764	(\$5,845)	(\$34,025)	(\$4,841)	(\$13,277)	\$30,077
Other Store Retailers	(\$3,516)	\$985	(\$20,873)	\$1,399	(\$43,052)	(\$6,971)	(\$2,137)	(\$10,320)
Nonstore Retailers	\$4,152	(\$665)	(\$3,062)	(\$439)	\$4,144	\$199	(\$295)	(\$754)
Subtotal: Retail	(\$4,882)	\$90,102	\$134,223	\$30,191	(\$153,320)	(\$36,087)	(\$18,807)	(\$62,434)
Hotels, Motels & Other Traveler Accommodations	(\$3,285)	\$25,134	\$49,206	\$943	(\$31,094)	(\$4,724)	\$373	(\$11,599)
Banking, Insurance and Other Finance Activities	(\$564)	(\$274)	(\$2,424)	(\$348)	(\$2,161)	(\$991)	(\$646)	(\$3,146)
Administrative & Support Services	(\$571)	\$41	(\$1,332)	(\$434)	(\$2,059)	(\$1,118)	(\$585)	(\$2,863)
Health Care and Social Assistance Services	(\$350)	(\$330)	(\$1,195)	(\$199)	(\$1,805)	(\$534)	(\$296)	\$206
Personal & Household Services	(\$1,811)	\$1,801	\$10,945	\$1,861	\$205	(\$5,037)	(\$2,256)	(\$6,327)
Business Services	(\$2,092)	\$1,795	\$10,279	(\$1,378)	\$19,103	(\$177)	(\$1,185)	(\$9,518)
Repair & Maintenance Services	(\$706)	\$2,680	\$199	\$1,465	\$9,779	\$1,472	\$3,201	\$10,007
Professional Services	(\$64)	(\$46)	(\$186)	(\$8)	(\$305)	(\$84)	(\$35)	(\$206)
Architectural, Engineering, & Related Services	(\$54)	\$23	\$275	(\$34)	(\$278)	(\$94)	(\$35)	(\$169)
Computer System Services	(\$1,249)	(\$538)	(\$3,505)	\$112	(\$3,468)	(\$3,404)	(\$1,218)	(\$3,016)
Scientific & Other Services	(\$420)	\$893	\$3,415	(\$271)	(\$1,499)	(\$387)	(\$329)	(\$1,866)
Rental & Leasing Services	(\$327)	\$2,731	(\$3,171)	(\$763)	(\$13,259)	(\$3,443)	\$969	(\$1,857)
Real Estate Services (Rental, Management, Appraisal)	(\$109)	\$361	(\$411)	(\$13)	(\$1,271)	(\$393)	(\$161)	(\$657)
Subtotal: Services	(\$11,601)	\$34,271	\$62,094	\$933	(\$28,113)	(\$18,913)	(\$2,204)	(\$31,012)
Durable Goods - Wholesale	(\$1,302)	\$725	(\$2,512)	\$1,871	\$6,164	\$21,634	\$4,233	(\$18,492)
Nondurable Goods - Wholesale	(\$1,108)	(\$432)	(\$656)	(\$395)	(\$3,179)	(\$37)	(\$395)	(\$3,054)
Subtotal: Wholesale	(\$2,410)	\$294	(\$3,167)	\$1,477	\$2,985	\$21,597	\$3,838	(\$21,546)
Transportation	\$505	\$2,311	(\$1,062)	(\$164)	(\$2,092)	(\$903)	(\$152)	(\$719)
Miscellaneous, Unclassified & Occasional Sales	\$1,508	\$8,931	\$35,082	\$5,625	(\$7,957)	(\$2,644)	(\$703)	(\$5,222)
Subtotal: Miscellaneous	\$2,014	\$11,242	\$34,020	\$5,460	(\$10,050)	(\$3,548)	(\$856)	(\$5,941)
TOTAL	(\$21,280)	\$165,686	\$247,014	\$41,650	(\$279,343)	(\$33,515)	(\$13,787)	(\$90,817)