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A Trade Area Analysis of Wisconsin Counties: Updated for 2010

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A TRADE AREA ANALYSIS OF WISCONSIN COUNTIES: UPDATED FOR 2010

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A Trade Area Analysis of Wisconsin Counties: An Update for 2010

Abstract

      For updated Trade Area Analysis (TAA) of Wisconsin counties we use the sales tax data as reported by the Wisconsin Department of Revenue for 2010. Only those counties that have elected to collect the optional county sales tax are included in the analysis. Because sales tax data are used one must keep in mind that the analysis focuses only on taxable sales and may not reflect the total level of activity in the county. Using Pull Factors and measures of Surplus and Leakage the relative strengths, and weaknesses, of local retail and service markets are identified. Changes in Pull Factors from 2005 to 2010 are provided to gain insights into growing and declining sectors. Finally, an update of simple Wisconsin retail market thresholds estimates (i.e., number of customers required to support an establishment) is also provided.

Introduction[1]

      When a community is exploring economic development options one area of interest is local retail and service markets. Communities naturally ask "are local retail and service businesses reaching their fullest potential or are there weaknesses that need to be addressed?" In order to address these basic questions communities need to have basic insights into the relative strengths and weaknesses local retail and service markets. One approach to identify these local strengths and weaknesses is to examine patterns in current sales activities using the tools of Trade Area Analysis.

      The power of Trade Area Analysis (TAA) is the simplicity of the tools and the ease of interpretation. Community economic development practitioners have found that due to this simplicity TAA has embraced by community leaders, businesses and concern citizens. The tools of Trade Area Analysis have proven to be a powerful foundation upon which to build a conversation about community economic development options. Indeed, some businesses have found these tools to be useful in developing business feasibility plans and have been accepted by a number of bank loan officers.

      The weakness of Trade Area Analysis is the lack of spatial detail. The data, in the case of Wisconsin, are provided at the county level (and only for counties that have implemented the county option sales tax) which may or may not reflect the true spatial market area. In our case here, from a purely economic perspective, the county is an arbitrary political boundary that may or may not reflect local retail and service markets.

      Because the TAA reported here ignores the spatial element of the community's markets local knowledge of shopping opportunities and behavior is extremely important. There may be very sensible

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[1] 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/.

reasons why TAA identifies a particular weakness or strength. For example, one community may be found to have large weaknesses in motor vehicle sales suggesting a market potential. But it may be the case that a neighboring community has a large concentration of automobile dealerships (a strength for that community) and hence easily explains the initial weakness for the community of interest. Knowledge of the condition of surrounding markets is vital to interpreting the results of the analysis presented here. The key is that TAA can serve as a foundation for a conversation about local retail and service markets.

What we will do in the following few pages is to review the tools of Trade Area Analysis and some of the simplifying assumptions that allows the analysis to move forward. Initially, residents in the local market or trade area of interest (e.g., the county) 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 drawn from tax sales receipts on taxable sales are considered. If a particular item or service is not included in the tax base, then no data is available. Hence care must be taken and one must keep in mind that the analysis is of "taxable sales". 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):

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

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:

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

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:

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

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*):

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

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.

Core Data for Analysis

Before turning to the Trade Area Analysis for Wisconsin counties that have sales tax data two core pieces of information are required. The first is the Index of Income and the second are per capita expenditure levels for the state. The Index of Income is reported in Table 1 along with the county population and per capita income. For this analysis 62 counties have imposed a sales tax from which the data are derived.

Fifty-five of the 62 have an Index of Income below one with three counties (Rusk, Juneau and Vernon) having per capita income below 75 percent (Index of Income below 0.750) the Wisconsin average. Because of the relatively low income levels we would not expect spending in these counties to be on par with the state average and these averages are adjusted downward as described above. At the

same time one would expect counties that have higher income levels (e.g., Dane, Ozaukee and Washington) to have higher spending levels that the state average and thus are adjusted upward.

Table 1: Wisconsin County Index of Income

	Population	Per Capita Income	Index of Income		Population	Per Capita Income	Index of Income
Adams	20,088	30,516	0.817	Lincoln	29,404	31,961	0.855
Ashland	16,181	32,079	0.858	Marathon	131,612	36,058	0.965
Barron	45,591	31,249	0.836	Marinette	41,968	31,368	0.839
Bayfield	14,789	32,020	0.857	Marquette	14,727	30,033	0.804
Buffalo	13,425	37,400	1.001	Milwaukee	959,521	37,088	0.992
Burnett	15,884	30,281	0.810	Monroe	43,760	30,577	0.818
Chippewa	60,609	32,231	0.862	Oconto	37,149	33,834	0.905
Clark	33,426	28,111	0.752	Oneida	35,930	36,755	0.983
Columbia	55,170	39,778	1.064	Ozaukee	86,311	57,946	1.550
Crawford	16,731	28,860	0.772	Pepin	7,293	32,525	0.870
Dane	491,357	43,824	1.173	Pierce	40,081	32,226	0.862
Dodge	87,335	32,271	0.863	Polk	44,252	30,980	0.829
Door	27,815	40,124	1.074	Portage	69,176	34,314	0.918
Douglas	44,274	30,404	0.814	Price	14,214	32,486	0.869
Dunn	42,968	29,432	0.788	Richland	17,848	29,372	0.786
Eau Claire	99,409	34,530	0.924	Rock	160,155	31,294	0.837
Florence	4,554	31,620	0.846	Rusk	14,367	25,970	0.695
Fond du Lac	100,070	35,389	0.947	Saint Croix	83,351	36,911	0.988
Forest	9,605	28,386	0.760	Sauk	58,922	36,155	0.967
Grant	48,965	30,861	0.826	Sawyer	16,939	31,677	0.848
Green	36,110	34,997	0.936	Shawano	41,166	31,014	0.830
Green Lake	18,472	34,958	0.935	Taylor	19,222	29,243	0.782
Iowa	23,498	35,934	0.961	Trempealeau	27,754	32,589	0.872
Iron	6,078	30,377	0.813	Vernon	29,324	27,934	0.747
Jackson	19,886	31,880	0.853	Vilas	21,496	33,607	0.899
Jefferson	80,833	34,512	0.923	Walworth	100,593	33,136	0.887
Juneau	26,451	27,930	0.747	Washburn	16,666	29,543	0.790
Kenosha	165,382	33,027	0.884	Washington	130,681	40,834	1.093
La Crosse	113,679	35,682	0.955	Waupaca	51,665	35,526	0.951
Lafayette	15,737	30,486	0.816	Waushara	24,606	28,117	0.752
Langlade	20,008	32,196	0.861	Wood	73,932	38,248	1.023

The second set of data is the state per capita expenditure levels provided in Table 2. It is vital to recall that the data are drawn from taxable sales, not total sales. As a result the estimated potential sales as well as surplus/leakage levels are conservative. This is particularly true for the service sectors where taxable sales are low when compared to retail sales. Thus care must be taken when interpreting the Trade Area Analysis for the service sector.

The largest single category of expenditures is general merchandise stores ($1,391). There are two potential reasons why this category is the largest: (1) the growing popularity of "big-box" stores such as Wal-Mart and Target is drawing a larger share of consumer dollars and (2) many of the "super" stores

Wisconsin Per Capita Taxable Sales 2010

Taxable Retail Sales

Motor Vehicle and Parts Dealers	1,386.16
Furniture and Home Furnishings Stores	193.65
Electronics and Appliance Stores	239.31
Building Material and Garden Equipment and Supplies Dealers	826.13
Food and Beverage Stores	408.84
Health and Personal Care Stores	158.31
Gasoline Stations	341.73
Clothing and Clothing Accessories Stores	374.40
Sporting Goods, Hobby, Book, and Music Stores	200.47
General Merchandise Stores	1,390.96
Miscellaneous Store Retailers	860.64
Nonstore Retailers	180.99
Retail Trade Total	6,561.60

Taxable Services Sales

Information	1,218.45
Finance and Insurance	57.54
Rental and Leasing Services	274.08
Professional, Scientific, and Technical Services	376.16
Administrative and Support Services	116.59
Amusement, Gambling, and Recreation Industries	107.83
Arts, Entertainment, and Recreation	183.96
Accommodation	263.96
Food Services and Drinking Places	1,213.76
Repair and Maintenance	284.30
Personal and Laundry Services	286.19
Other Services (except Public Administration)	603.17
Merchant Wholesalers, Durable Goods	717.75
Merchant Wholesalers, Nondurable Goods	263.29

have expanded into carrying groceries which in direct competition to more traditional food stores. The second largest category is motor vehicle and parts dealers ($1,386) and is largely attributed to the expensive of automobiles. Indeed, historically this category has been the largest single source of taxable sales and has only recently been surpassed by general merchandise stores. The third largest category is the broad "Information" classification ($1,218) which includes taxable publishing industries, broadcasting, telecommunication and a small handful of others (NAICS code 51). This is largely sales taxes on cable access (except internet) and cell phone services. Food services (e.g., restaurants) and drinking places (i.e., taverns and bars) was the fourth highest expenditure category with per capita spending of $1,214. It is these state level average taxable expenditure levels that are used, after adjusting for the Index of Income, that form the foundation for the Trade Area Analysis.

Trade Area Analysis Results

The analysis is presented in two sets, one for taxable retail sales the second for taxable service sales. In addition to the tabular presentation of the results for Trade Area Captured, Pull Factors, Potential Sales and Surplus/Leakage I have presented the Pull Factors in map form. It is important to

note that there are at least two reasons why there may be no data for a particular category for any given county. First, issues concerning disclosure of data that can be used to identify individual firms prohibit the Department of Revenue from releasing the data. These cases are identified by "S" in the tables to indicate suppressed data   The second is that there are no businesses within the particular category that are reporting taxable sales. Also note that not all counties have elected to impose the local option sales tax and those counties are not included in the tables and are "blank" in the maps.

.   The volume of results prevents a discussion of all of the results and I have left it to the reader to draw the relevant information for their own purposes. The reader must keep in mind that attention in developing strategies to build local retail and service markets must consider both Leakages as well as Surpluses. Naturally, the tendency will to want to focus on addressing weaknesses in the markets, but there may be solid reasons why such weaknesses exist ranging from lack of market size (small populations such as in Florence county may be a real barrier to the creation of certain types of businesses) to spatial competition from neighboring communities. But focusing attention on sectors that have a revealed strength (i.e., large Pull Factors and Surpluses) can build on existing markets. For example, a community that has a strong tourism and recreation sector may find that the further promotion of tourism and recreation can have strong positive impacts. In other words, it can be just as valuable to build on existing strengths as it is to address weaknesses.

          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 is the dollar value of the strength or weaknesses based on the Surplus or Leakage.

4. Identify strategies to build on strengths and address weaknesses.

The challenge here is to use the analysis as an "excuse" or "reason" to engage the community in a conversation about the strengths and weaknesses of local retail and service markets and strategies that can be pursued to build on those strengths and address the weaknesses.

Looking over Time

One of the advantages of using the county sales tax as a means to conduct a Trade Area Analysis is that the tax has been in place in numerous counties for a number of years.[2] This allows us to track the performance of local retail and service markets over time. There is, however, a problem: the Wisconsin Department of Revenue has not been consistent in how the data are reported. Staffing limitations have hinder the timeliness of the releases

Figure 1: Cluster Analysis using the Tools of Trade Area Analysis

Change in Pull Factor

| Weakness but Growing | Strength and Growing |

Current Pull Factor

| Weakness and Declining | Strength but Declining |

and changes in the industrial classification systems have changed how the data has been grouped. This latter problem is most evident in the classification of the service sectors. But for retail the ability to compare over time can add an important dimension to community discussions.

There are numerous approaches to conduct comparisons over time but given the range of different metrics developed through Trade Area Analysis it is possible to overwhelm the discussion with too much data. One method to present a significant amount of data in a relatively easy to interpret visual representation is to build on the simple economic cluster analysis offered by Harvard business economist Michael Porter. But rather than looking at location quotient over time and industry sizes we can substitute Pull Factors and size metrics such as Trade Area Captured or Potential Sales. Consider the outline in Figure 1 where we plot the current value of the Pull Factor (horizontal axis) and the Change in the Pull Factor over time (vertical axis).

There are four possible combinations: (1) the Pull Factor is less than one and declining which is the lower left hand quadrant and retail sectors falling into this category could be considered a "weakness and declining"; (2) the Pull Factor is less than one but is increasing over time which is the upper left hand quadrant and could interpreted as a "weakness but growing"; (3) the Pull Factor is great than one, hence a strength, but is declining over time, the lower right hand side quadrant; and finally (4) the Pull Factor is

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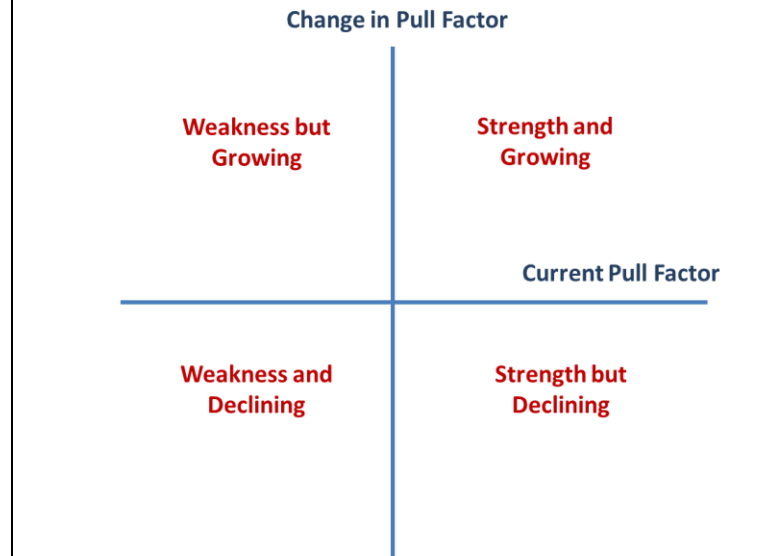
[2] This includes an analysis of:
2009 (http://www.aae.wisc.edu/pubs/sps/pdf/stpap550.pdf)
2006 (http://www.aae.wisc.edu/pubs/sps/pdf/stpap512.pdf)
2005 (http://www.aae.wisc.edu/pubs/sps/pdf/stpap503.pdf)
2004 (http://www.aae.wisc.edu/pubs/misc/docs/deller.TAAcounty.%202006.pdf)
1999 (http://www.aae.wisc.edu/pubs/sps/pdf/stpap428.pdf)

Inconsistency in the release of the data by the Department of Revenue has limited the ability to conduct the analysis on a consistent timely annual basis.

greater than one and increasing over time, retail sectors falling into this category would be considered a strength and growing.

From the simple perspective of Michael Porter and economic clusters the industries that might be identified as potential clusters are in the strength and growing or upper right hand quadrant. If sectors like accommodations (hotels, motels and bed and breakfasts) and eating and drinking places are "clustered" in the upper right hand quadrant one could

Figure 2: Dane County Retail Market Analysis

reasonably concluded that the community could be considered a tourist/recreation dependent market. But for retail, particularly retail businesses that are supporting a local market as opposed to tourism, the weakness but growing and strength but declining quadrants can be equally important for community conservations. In order to construct a visual representation as suggested in Figure 1 I have provided the change in the Pull Factor between 2005 and 2010. This table is the last set of tables before the maps below.

As an example, consider the retail sales analysis for Dane County (Figure 2) and the data that underlies the analysis (Table 3). There are three categories of retail sales that are classified as strength and growing including furniture and home furnishing stores, health and personal care stores, and sporting goods, hobby, book and music stores. This is not completely surprising because of the nature of these particular types of businesses. The notion of market threshold, outlined in detail for Wisconsin counties by Deller and Ryan (1996) and Deller, Kures and Ryan (2006), predicts that "specialty" retail businesses such as these require large concentrations of customers to remain profitable. A market threshold is
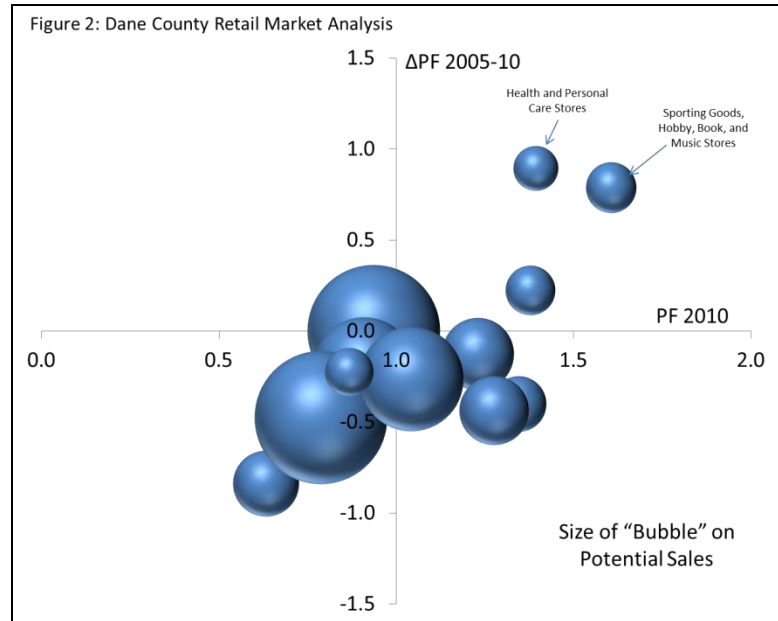
Table 3: Dane County Data for Retail "Cluster" Analysis

	PF 2010	Change PF	PS 2010
Motor Vehicle and Parts Dealers	0.936	0.000	798,654,407
Furniture and Home Furnishings Stores	1.378	0.224	111,576,133
Electronics and Appliance Stores	1.345	-0.401	137,883,562
Building Material and Garden Equipment and Suppli	0.910	-0.205	475,984,066
Food and Beverage Stores	1.231	-0.127	235,559,145
Health and Personal Care Stores	1.393	0.895	91,213,416
Gasoline Stations	0.632	-0.839	196,894,450
Clothing and Clothing Accessories Stores	1.276	-0.437	215,717,260
Sporting Goods, Hobby, Book, and Music Stores	1.606	0.787	115,503,003
General Merchandise Stores	0.788	-0.475	801,421,251
Miscellaneous Store Retailers	1.042	-0.262	495,869,101
Nonstore Retailers	0.867	-0.224	104,277,485

defined very simply as the number of people required to support a particular type of establishment. A simple update of these threshold estimates are provided in Table 4.

Table 4: Market Thresholds for Wisconsin Retail Businesses

	Population Threshold		Population Threshold
Gasoline stations with convenience stores	2,538	Computer and software stores	32,499
Supermarkets and other grocery (except convenience) stores	5,615	All other health and personal care stores	33,069
Other building material dealers	7,060	Boat dealers	33,460
Automotive parts and accessories stores	7,778	Motorcycle, ATV, and personal watercraft dealers	33,861
Pharmacies and drug stores	7,953	Pet and pet supplies stores	34,065
New car dealers	8,947	Paint and wallpaper stores	36,018
Gift, novelty, and souvenir stores	9,033	Food (health) supplement stores	37,449
Radio, television, and other electronics stores	10,511	Mail-order houses	37,698
Sporting goods stores	10,511	Meat markets	40,682
Women's clothing stores	10,896	Convenience stores	40,977
All other general merchandise stores	10,938	Cosmetics, beauty supplies, and perfume stores	40,977
Used car dealers	11,002	Home centers	42,200
Other direct selling establishments	11,153	Office supplies and stationery stores	42,517
Hardware stores	12,622	Outdoor power equipment stores	47,922
Furniture stores	12,707	Sewing, needlework, and piece goods stores	47,922
Shoe stores	13,561	Men's clothing stores	53,347
Jewelry stores	13,561	Art dealers	55,439
Nursery, garden center, and farm supply stores	13,692	Vending machine operators	58,904
Beer, wine, and liquor stores	13,725	Children's and infants' clothing stores	59,524
Florists	14,842	Clothing accessories stores	61,465
Family clothing stores	15,493	Tobacco stores	65,753
All other miscellaneous store retailers (except tobacco stores	15,708	Recreational vehicle dealers	68,130
Used merchandise stores	15,840	Musical instrument and supplies stores	68,961
All other home furnishings stores	16,930	Baked goods stores	71,579
Floor covering stores	17,399	Warehouse clubs and supercenters	78,539
Other gasoline stations	18,849	Department stores (except discount department stores)	81,953
Tire dealers	23,760	All other motor vehicle dealers	88,356
Optical goods stores	23,760	Confectionery and nut stores	94,246
Electronic shopping	24,586	Manufactured (mobile) home dealers	94,246
Household appliance stores	24,911	Heating oil dealers	99,207
Liquefied petroleum gas (bottled gas) dealers	25,704	Prerecorded tape, compact disc, and record stores	128,518
Hobby, toy, and game stores	27,856	Window treatment stores	182,412
Other clothing stores	28,416	Fruit and vegetable markets	217,491
All other specialty food stores	28,851	Camera and photographic supplies stores	282,739
Book stores	30,732	Fish and seafood markets	471,231
Discount department stores	31,242	Luggage and leather goods stores	565,477

Notice the large number of people to support these more specialized types of establishments. As a result these types of firms are more likely to locate and operate in larger metropolitan areas. A second phenomenon that influences the location and operation of retail establishments is called "agglomeration economies" and is the backbone to the notion of Porter-type economic clusters. Here businesses find that there are synergies that are associated with co-locating near other firms of a similar type. For example, jewelry stores tend to "cluster" in shopping malls along with shoe stores and other specialty stores. The need for a larger local population base along with the powerful influences of agglomeration economies helps explain why these particular category of retail establishments perform so well in a market like Dane County.

Also notice the relative decline in food and beverage stores performance. While the Pull Factor remains above one with a corresponding large surplus the Pull Factor decline by 0.127 between 2005 and 2010. This is partially explained by the expansion of several "super stores" such as super Wal-Marts and Targets which have been aggressively marketing groceries and wine and beer sales. In essence, there has been a shift from traditional grocery stores to these super stores. But also note that at the

same time the Pull Factor for general merchandise stores, which includes these newer super stores, has also declined for Dane County. What might explain this latter decline is the expansion of general merchandise stores, particularly super stores, in other parts of Wisconsin.   If that is the case, then Dane County is starting to look more like the state average.

When one triangulates the notions of market thresholds, agglomeration effects and surplus/leakages strong insights into why we observe the patterns that we do. For example, market threshold analysis tells us that large retail leakages in health and personal care stores in smaller more rural markets might be perfectly reasonable and as expected. Thinking in terms of market thresholds also reintroduces the idea that county boundaries may not be reflective of the true spatial boundaries of local retail markets. The concept of the "range" of a good or service is introduced. Here, the "range" is defined as the maximum distance that a consumer might be willing to travel to purchase the good or service. For infrequently purchased or specialty goods or services, such as furniture or hobby shops, people may be willing to travel greater distances. Coupled with agglomeration effects one can see why it is difficult to profitably operate specialty stores in smaller more remote rural communities.

Strategies for Enhancing Retail and Service Markets

There exists a wide range of potential strategies can 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[3] as well as the collection of resources at the USDA National Rural Resource Library and the references therein.[4]

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

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.

Conclusions

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[3] http://www.uwex.edu/ces/cced/publicat/letstalk.html
[4] http://www.nal.usda.gov/ric/ricpubs/downtown.html

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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Taxable Retail Sales 2010

	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	Miscellaneous Store Retailers	Nonstore Retailers	Retail Trade Total
Adams	19,041,810	-	-	8,164,332	-	-	11,073,660	6,317,328	-	-	12,011,766	7,278,824	72,018,424
Ashland	19,376,336	-	474,198	11,608,584	9,205,954	-	3,831,942	3,652,604	-	-	11,007,406	2,195,678	102,204,376
Barron	70,894,820	4,184,044	4,671,710	71,160,360	23,647,834	3,177,798	20,433,800	7,920,426	6,589,066	108,373,958	52,146,074	9,386,600	382,586,490
Bayfield	17,583,608	-	-	14,359,534	7,702,044	-	5,284,364	1,305,290	-	-	10,230,934	1,608,310	63,082,338
Buffalo	13,821,916	-	-	8,232,604	3,941,826	-	-	-	-	-	8,060,784	2,477,486	48,373,184
Burnett	15,639,918	577,574	-	10,381,064	-	-	-	-	-	5,171,654	7,819,620	1,877,122	59,246,138
Chippewa	98,187,758	5,674,770	4,870,548	27,860,910	22,732,294	3,706,828	30,101,246	4,725,902	10,791,162	105,362,586	58,184,338	8,911,908	381,110,250
Clark	39,393,306	2,730,198	9,501,166	27,066,412	6,604,982	-	13,221,134	835,154	2,332,640	4,585,910	16,133,744	4,721,280	127,536,558
Columbia	89,887,230	8,625,880	7,630,632	28,890,282	20,902,636	6,252,144	37,877,420	11,009,894	1,725,234	51,930,324	43,976,564	7,302,906	316,011,146
Crawford	18,602,014	1,645,460	1,886,098	6,814,506	6,442,408	-	6,776,006	3,618,038	-	47,007,430	13,522,098	32,218,116	141,197,680
Dane	747,709,934	153,739,910	185,413,874	433,161,802	289,894,770	127,092,530	124,483,390	275,227,410	185,486,528	631,347,684	516,914,442	90,390,520	3,760,862,794
Dodge	126,068,946	9,795,986	4,472,116	54,861,984	28,762,978	5,803,648	36,593,654	3,699,386	11,378,776	84,875,176	51,633,502	10,752,756	428,698,908
Door	55,493,588	8,218,120	3,476,012	32,224,508	22,718,316	3,619,412	13,073,458	16,713,686	6,798,048	49,126,142	43,059,344	3,587,842	258,108,476
Douglas	51,678,820	3,932,480	3,933,914	52,239,230	17,214,042	-	16,467,258	2,116,858	4,076,312	83,825,064	35,797,972	3,639,702	278,807,002
Dunn	47,155,114	2,290,172	2,556,726	14,627,998	13,377,922	-	15,790,022	3,646,760	5,280,044	62,686,006	23,225,858	3,267,934	196,648,240
Eau Claire	116,880,584	16,845,466	52,269,680	143,970,862	27,724,586	11,600,650	29,256,508	66,972,132	59,905,700	223,759,896	108,025,198	12,639,764	869,851,026
Florence	2,705,486	-	-	-	-	-	-	-	-	-	1,525,710	-	14,894,750
Fond du Lac	106,595,040	11,202,272	15,196,596	76,442,592	23,281,144	-	22,152,630	22,466,048	8,799,268	124,129,454	47,595,220	8,353,622	475,376,390
Forest	11,626,336	-	-	10,264,832	-	-	3,232,120	-	-	-	5,427,712	3,187,134	40,163,866
Grant	58,449,220	2,646,634	3,431,700	73,582,530	19,963,888	-	16,486,702	6,237,052	3,936,686	44,221,582	33,963,724	3,761,680	269,377,228
Green	58,948,074	4,134,128	6,303,254	31,992,934	14,602,162	-	7,852,122	4,776,600	-	36,082,036	24,516,234	6,462,736	199,412,374
Green Lake	33,428,772	1,559,730	2,080,684	16,283,230	5,828,268	-	-	-	2,726,170	10,684,196	-	1,434,250	96,317,768
Iowa	35,933,688	2,986,582	5,654,144	20,165,362	6,227,488	-	10,813,132	782,812	714,390	26,718,470	16,240,984	15,818,242	144,216,566
Iron	5,913,682	-	-	4,062,560	-	-	-	-	-	-	4,725,908	854,292	25,774,782
Jackson	27,924,090	-	682,588	9,346,194	8,028,838	-	7,220,940	-	-	35,199,736	10,566,726	1,763,492	102,115,642
Jefferson	104,472,090	8,719,394	8,914,452	68,527,388	21,435,040	10,188,746	36,358,238	58,041,118	3,175,804	92,822,746	60,746,364	8,731,066	482,132,446
Juneau	35,542,812	1,521,106	1,317,680	10,991,838	8,656,618	-	23,621,358	1,068,512	2,228,728	15,186,636	12,018,552	3,698,730	119,647,210
Kenosha	169,981,802	25,612,878	45,599,822	104,091,148	80,483,650	33,435,606	45,485,414	155,220,564	35,839,420	198,562,108	104,427,036	13,658,682	1,012,398,130
La Crosse	152,151,426	27,631,316	70,885,878	146,837,436	67,070,692	16,324,490	63,693,292	65,451,834	37,077,420	282,465,360	140,007,122	17,610,974	1,087,207,240
Lafayette	27,168,512	-	-	10,521,332	-	-	-	-	-	10,750,290	6,285,204	1,129,564	67,137,164
Langlade	34,806,802	-	-	29,047,440	3,880,252	-	6,233,968	1,711,510	2,861,782	53,862,488	12,813,492	4,821,880	155,436,970
Lincoln	47,689,526	4,157,916	-	14,848,772	16,373,036	-	12,835,020	1,520,804	3,844,478	23,363,252	16,329,470	6,661,170	152,245,128

Taxable Retail Sales 2010

	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	Miscellaneous Store Retailers	Nonstore Retailers	Retail Trade Total
Marathon	193,884,912	27,225,940	35,991,772	156,893,574	37,475,850	10,149,904	53,813,778	57,238,522	38,031,002	263,687,190	135,944,616	21,034,472	1,031,371,532
Marinette	60,217,488	3,404,474	5,835,924	46,210,650	26,382,112	3,489,592	18,767,960	3,848,722	5,094,880	46,500,578	38,422,818	4,161,560	262,336,758
Marquette	22,153,806	-	-	6,318,894	4,596,180	-	6,652,046	-	-	-	7,176,216	1,593,482	55,417,764
Milwaukee	1,012,114,866	193,955,844	211,633,710	491,729,832	370,927,532	237,357,354	219,112,108	450,978,014	147,246,248	1,078,070,710	746,278,850	105,997,402	5,265,402,470
Monroe	61,127,302	4,165,248	3,921,406	32,534,180	12,993,718	-	27,157,852	2,987,460	1,971,708	78,006,704	39,946,428	8,005,912	275,206,230
Oconto	50,581,322	1,907,406	2,877,968	18,216,932	11,135,146	-	15,007,318	607,396	-	5,298,106	14,350,096	5,470,092	130,017,438
Oneida	72,269,910	13,642,060	2,281,656	81,487,012	30,899,468	-	9,515,782	11,073,212	7,254,366	107,686,116	39,104,972	10,610,938	392,151,136
Ozaukee	150,760,044	27,460,522	24,013,096	64,699,012	41,900,608	18,934,348	25,785,110	20,661,698	19,578,650	136,876,256	79,566,242	11,278,040	621,513,626
Pepin	8,420,368	-	-	6,970,230	-	-	-	-	-	-	6,720,920	913,760	32,062,900
Pierce	34,309,168	1,745,748	1,651,718	13,670,788	13,005,182	-	15,349,772	1,501,456	1,897,128	-	21,417,096	3,568,648	116,492,854
Polk	39,606,158	5,288,582	1,855,100	57,474,578	20,301,380	-	15,386,558	1,043,116	1,592,212	55,049,096	27,117,302	4,663,710	230,766,540
Portage	96,069,104	25,569,956	24,656,824	80,705,938	16,696,574	-	30,240,312	16,616,566	13,324,822	104,781,430	50,888,768	44,200,342	509,756,770
Price	16,673,812	-	-	10,949,470	-	-	5,934,304	-	1,329,160	-	12,424,576	1,880,858	60,478,094
Richland	23,546,060	-	2,250,858	5,775,280	5,575,824	-	-	-	-	38,754,326	11,855,924	1,401,318	101,090,680
Rock	202,212,276	22,833,882	39,831,052	133,408,008	87,693,394	19,885,702	59,630,018	47,073,536	28,978,644	255,080,344	116,854,014	16,286,420	1,029,767,290
Rusk	15,135,736	-	-	10,248,156	-	-	6,586,730	-	-	-	10,476,686	1,548,590	72,309,770
Saint Croix	92,655,880	7,281,820	3,363,142	90,314,568	39,881,760	-	39,689,874	6,075,968	4,532,632	104,312,788	54,639,550	8,055,530	451,569,522
Sauk	98,311,400	12,269,088	6,644,234	118,493,324	23,993,580	15,950,526	26,902,474	62,933,174	14,519,974	122,911,508	51,568,042	15,218,588	569,715,912
Sawyer	28,949,238	5,913,036	-	16,670,678	-	-	5,478,176	4,308,716	3,984,240	40,697,092	14,815,734	1,311,736	134,455,216
Shawano	60,577,406	1,507,516	3,973,232	23,643,820	9,948,660	-	14,699,344	3,267,056	2,724,378	60,228,008	25,369,748	3,916,704	213,164,142
Taylor	25,871,366	1,693,850	-	17,700,434	-	-	8,261,570	-	1,913,538	29,237,090	12,840,906	3,165,162	104,679,652
Trempealeau	33,732,550	5,595,974	3,190,058	23,767,630	6,895,374	-	15,050,216	1,504,716	-	-	23,403,510	4,813,880	125,002,092
Vernon	35,375,628	3,201,056	3,748,614	12,750,644	7,706,804	-	11,934,324	1,343,800	1,327,450	32,609,500	15,307,648	9,095,506	136,747,086
Vilas	40,420,626	8,763,580	1,387,476	22,063,284	17,541,218	-	10,272,124	2,974,482	8,088,794	4,010,746	23,258,378	3,197,696	144,894,430
Walworth	142,685,796	15,213,276	23,112,634	87,665,612	36,634,386	12,959,392	39,343,096	16,132,930	12,173,570	153,348,008	69,214,710	10,932,048	619,415,458
Washburn	27,831,388	2,128,598	1,536,758	15,337,024	-	-	7,752,582	1,341,630	2,816,912	4,662,836	14,383,300	5,195,324	93,997,512
Washington	184,839,782	23,538,870	18,415,060	133,471,480	43,176,476	18,862,242	48,145,618	27,501,182	16,867,988	192,423,104	122,486,842	66,945,170	896,673,814
Waupaca	75,082,482	5,134,700	5,793,788	21,729,910	25,104,144	6,439,774	22,580,418	3,703,906	2,165,900	45,682,192	39,559,498	8,582,094	261,558,806
Waushara	31,396,784	778,650	1,465,744	11,812,684	6,001,210	-	8,348,434	726,352	3,853,460	3,299,278	16,221,664	1,926,694	86,005,422
Wood	103,484,904	16,957,574	8,253,316	49,107,456	27,148,484	-	27,194,250	8,558,912	9,077,072	121,739,432	80,606,698	17,732,326	477,781,234

Taxable Services Sales 2010

	Information	Finance and Insurance	Rental and Leasing Services	Professional, Scientific, and Technical Services	Administrative and Support Services	Amusement, Gambling, and Recreation Industries	Arts, Entertainment, and Recreation	Accommodation	Food Services and Drinking Places	Repair and Maintenance	Personal and Laundry Services	Other Services (except Public Administration)	Merchant Wholesalers, Durable Goods	Merchant Wholesalers, Nondurable Goods
Adams	19,100,894	S	1,822,428	2,231,662	1,449,398	-	3,156,920	37,685,766	12,603,984	4,822,274	3,241,636	8,094,518	5,298,998	2,184,904
Ashland	15,660,164	S	3,340,918	2,209,558	1,718,590	-	S	6,603,408	22,121,076	3,494,894	3,579,620	7,668,456	9,929,676	1,626,810
Barron	55,414,590	1,145,464	10,571,174	10,139,780	2,858,986	9,770,376	11,281,502	8,867,362	47,054,248	12,626,400	13,726,442	27,484,640	21,191,614	4,137,902
Bayfield	16,749,882	S	2,452,526	3,345,496	1,468,656	2,988,274	3,056,024	10,101,122	17,439,232	4,305,866	2,781,332	7,387,200	6,638,712	942,506
Buffalo	12,401,490	S	1,247,992	2,943,422	507,896	-	S	9,997,004	-	1,674,774	1,832,616	3,592,926	6,163,766	1,117,044
Burnett	15,893,004	S	1,481,328	1,659,412	1,220,708	3,218,174	3,222,584	4,430,890	17,498,044	5,619,876	1,844,900	7,965,986	10,257,888	1,191,922
Chippewa	63,277,380	1,809,146	11,863,052	23,267,376	2,578,116	-	6,324,682	-	8,518,746	-	16,900,752	30,470,434	35,565,502	8,281,462
Clark	23,844,286	383,160	4,510,602	3,736,292	967,556	-	1,846,014	-	17,549,334	6,392,284	3,976,338	10,719,930	10,791,764	3,121,514
Columbia	63,438,354	1,167,404	9,402,056	11,596,602	5,268,370	12,065,802	14,432,146	15,053,876	54,072,692	13,451,204	16,036,522	30,232,696	32,261,038	15,327,628
Crawford	16,700,298	S	1,316,952	2,988,588	537,002	S	-	6,733,516	16,707,244	4,438,918	2,191,576	6,786,720	6,304,158	1,548,772
Dane	680,383,260	51,680,588	183,051,632	283,420,302	102,428,170	48,420,506	63,914,308	154,506,932	737,479,052	146,215,368	164,692,076	323,655,552	521,018,290	169,223,260
Dodge	90,787,790	2,092,566	15,880,860	46,445,670	5,501,488	-	3,270,024	4,102,092	57,903,938	21,094,480	14,251,006	37,348,680	55,029,834	17,305,996
Door	37,481,408	1,925,244	6,187,832	12,844,660	3,605,488	8,225,290	10,022,290	61,560,872	61,962,614	7,671,662	15,881,774	-	14,328,928	10,939,288
Douglas	39,421,834	1,402,556	7,489,958	8,577,452	2,813,480	3,600,722	3,890,218	8,615,956	65,935,706	14,810,730	13,739,160	30,788,366	32,558,162	6,170,696
Dunn	37,587,402	542,962	3,604,758	28,423,374	1,635,134	2,083,356	2,114,036	4,780,594	33,431,196	10,094,222	8,048,722	20,031,688	23,309,310	4,415,114
Eau Claire	110,729,026	7,180,266	18,533,084	34,376,100	10,594,426	9,435,464	13,234,218	22,242,440	137,543,706	35,094,934	20,111,288	61,268,508	92,518,968	16,162,646
Florence	4,284,184	-	-	-	-	-	-	-	4,924,370	1,487,206	-	-	962,626	-
Fond du Lac	79,840,392	2,584,836	17,689,626	13,231,690	6,183,622	12,807,418	13,640,686	11,924,518	73,673,640	24,160,996	12,860,130	39,789,884	54,687,000	17,434,070
Forest	8,754,430	S	552,054	868,022	S	S	-	1,398,882	6,597,844	1,050,098	993,114	2,093,736	3,455,902	-
Grant	43,826,280	742,686	6,091,522	8,089,814	1,684,074	3,464,654	3,733,992	3,902,536	35,642,918	18,570,318	9,283,920	30,107,874	20,195,328	2,816,672
Green	37,642,966	895,368	6,341,524	6,380,062	2,928,414	2,495,672	4,232,830	4,767,018	26,169,964	8,549,150	7,431,080	16,546,342	17,873,122	8,735,236
Green Lake	22,115,414	S	1,938,720	2,996,196	1,484,352	1,660,580	2,798,134	6,813,840	14,845,388	3,249,390	-	7,058,166	16,016,930	4,043,944
Iowa	29,258,518	S	2,996,960	4,302,154	1,591,002	-	1,958,198	4,436,210	21,637,154	6,928,016	2,670,846	9,629,026	11,826,342	2,325,136
Iron	5,963,978	S	1,766,678	1,477,522	-	S	-	3,681,380	12,149,830	1,111,810	761,032	1,886,114	4,186,428	852,532
Jackson	19,276,632	S	2,298,054	3,255,640	-	S	-	4,572,532	18,160,294	3,304,318	3,335,176	6,772,126	10,284,752	1,236,414
Jefferson	89,597,828	2,725,522	14,224,148	15,253,360	6,540,478	7,398,886	10,460,726	7,740,094	82,680,488	25,965,326	16,226,886	43,414,442	43,309,088	21,426,790
Juneau	25,136,776	610,964	2,895,922	3,136,372	1,122,228	-	1,539,998	6,650,944	22,466,172	7,029,780	5,843,282	13,147,868	10,052,110	1,501,072
Kenosha	161,264,144	8,830,264	33,661,408	33,968,114	13,015,016	15,369,776	30,783,682	10,090,320	196,272,354	41,213,044	50,009,058	96,331,130	66,419,474	37,740,402
La Crosse	126,514,622	6,094,412	30,557,358	39,827,818	10,959,020	9,679,112	15,018,886	29,062,152	162,572,066	40,904,740	29,577,726	75,350,320	85,040,906	12,335,096
Lafayette	14,145,020	S	1,821,682	1,673,104	543,444	-	S	-	8,735,408	2,136,294	2,566,354	4,751,682	4,835,216	1,017,866
Langlade	14,713,166	S	2,631,038	3,178,390	1,080,544	3,769,304	3,844,896	2,028,056	21,539,420	7,162,554	3,334,568	10,983,588	15,606,494	6,472,030
Lincoln	23,804,104	1,052,540	4,540,900	5,135,218	1,170,990	3,875,750	4,010,710	2,401,840	22,821,110	8,749,648	4,301,264	13,789,100	14,511,360	2,049,704

Taxable Services Sales 2010

	Information	Finance and Insurance	Rental and Leasing Services	Professional, Scientific, and Technical Services	Administrative and Support Services	Amusement, Gambling, and Recreation Industries	Arts, Entertainment, and Recreation	Accommodation	Food Services and Drinking Places	Repair and Maintenance	Personal and Laundry Services	Other Services (except Public Administration)	Merchant Wholesalers, Durable Goods	Merchant Wholesalers, Nondurable Goods
Marathon	124,212,946	6,313,784	33,586,836	43,415,750	11,203,018	19,023,620	23,829,768	25,995,148	145,617,924	40,318,610	28,031,626	70,893,724	110,208,114	33,239,432
Marinette	42,026,636	1,009,648	7,288,000	11,547,898	1,934,706	2,472,430	2,752,714	8,503,056	47,229,640	11,408,734	14,621,202	26,585,684	21,174,256	3,892,948
Marquette	14,428,740	S	1,672,994	1,603,060	-	-	S	2,873,476	12,641,738	4,653,696	2,181,094	7,127,478	6,263,550	990,430
Milwaukee	1,006,748,970	75,110,832	285,947,024	376,441,348	111,075,460	53,970,628	231,295,076	211,601,382	1,285,374,116	234,680,106	293,315,534	571,315,494	691,888,694	344,619,392
Monroe	45,723,766	708,306	7,179,186	4,637,664	1,929,788	1,940,258	2,626,892	9,779,272	43,521,326	10,785,928	8,400,820	19,727,580	25,821,900	4,243,902
Oconto	24,253,490	S	5,099,360	3,406,320	1,625,990	3,963,902	4,294,420	2,526,456	28,080,002	4,563,344	5,222,462	9,933,696	12,264,504	2,372,656
Oneida	40,121,094	1,438,368	13,295,168	9,870,088	3,278,584	9,745,722	14,166,428	20,877,878	52,905,342	15,566,588	8,062,800	24,289,082	31,039,732	9,171,266
Ozaukee	111,919,588	6,826,640	25,294,072	31,756,930	15,948,764	8,949,200	18,615,686	10,843,652	91,942,870	28,271,304	33,741,684	62,610,288	45,031,542	24,816,630
Pepin	7,283,954	S	-	2,082,698		-	-	S	7,051,078	2,206,294	1,449,084	3,663,606	5,377,506	-
Pierce	37,814,834	633,196	4,223,886	3,563,002	1,530,596	-	2,681,938	1,423,522	26,083,250	6,970,296	7,734,330	15,723,360	29,769,852	4,285,312
Polk	45,193,440	1,105,422	6,605,404	8,637,628	3,055,980	1,766,180	5,250,496	3,838,502	34,137,418	12,889,680	6,290,450	20,041,388	21,338,190	5,654,258
Portage	85,017,436	4,664,290	18,677,362	20,917,522	4,994,146	4,630,096	7,537,144	16,122,802	80,060,988	17,407,642	14,510,674	36,770,838	45,032,342	20,615,782
Price	13,706,622	S	2,392,062	1,896,750	1,247,340	-	2,241,550	4,018,834	11,189,130	4,893,606	4,054,266	8,987,532	8,986,422	4,342,536
Richland	15,711,768	S	1,314,314	2,772,550	2,087,858	-	S	-	9,606,532	4,719,264	2,654,306	7,620,386	6,168,304	1,370,526
Rock	162,230,306	3,204,676	27,999,152	28,313,988	12,420,658	44,043,984	49,622,818	16,406,516	177,673,676	36,183,544	28,134,560	69,595,534	72,158,388	21,271,220
Rusk	12,472,692	S	1,059,212	1,484,852	1,859,356	-	S	3,159,958	8,443,176	4,201,734	1,895,396	6,143,016	5,042,708	862,288
Saint Croix	86,949,220	1,663,538	19,580,072	46,171,012	6,537,118	11,028,514	15,513,738	8,022,906	84,427,934	22,780,564	20,080,374	45,938,494	37,833,550	8,586,382
Sauk	72,805,578	4,134,626	17,864,372	19,562,742	5,254,110	33,004,184	37,364,166	204,834,312	162,971,880	15,420,450	26,952,178	43,135,000	56,663,976	14,814,264
Sawyer	16,562,162	S	2,025,718	4,779,070	2,859,404	3,249,690	4,721,634	17,932,622	27,005,334	6,287,910	3,486,352	10,013,476	7,772,138	1,508,912
Shawano	33,662,718	884,922	5,134,094	4,511,054	1,507,550	3,250,924	4,410,600	5,810,364	37,151,436	8,332,512	5,978,574	14,512,366	12,727,102	6,485,396
Taylor	16,999,852	S	3,073,050	4,262,210	1,045,476	-	S	-	11,626,978	4,891,446	2,516,924	7,825,590	11,811,322	1,140,632
Trempealeau	30,766,618	800,574	2,239,214	5,384,984	1,327,150	-	S	2,428,132	22,878,298	6,957,722	4,789,932	11,845,102	14,351,376	2,037,406
Vernon	25,705,924	518,952	4,656,774	4,715,456	700,290	-	1,266,178	1,995,846	16,358,324	7,220,358	4,488,158	12,510,174	9,880,038	2,666,686
Vilas	25,069,346	-	6,437,056	6,575,180	3,015,652	6,763,440	10,871,386	24,855,798	35,572,896	10,349,508	5,448,464	16,749,428	12,543,268	7,266,394
Walworth	117,482,592	3,092,330	21,205,816	31,573,472	10,461,460	10,371,896	17,840,170	77,712,408	155,263,542	25,963,622	37,263,902	69,700,856	45,190,738	12,611,622
Washburn	15,185,260	S	1,301,108	2,378,676	2,968,034	-	S	3,529,304	16,224,196	4,546,722	4,793,486	10,213,348	8,702,328	1,369,750
Washington	143,644,588	7,266,464	25,584,764	90,147,642	18,689,008	11,980,564	15,619,514	8,500,680	134,649,082	50,700,404	39,233,404	97,651,594	83,589,582	42,662,576
Waupaca	53,245,968	940,546	7,816,682	21,773,252	3,541,132	5,960,622	7,241,874	9,982,598	47,064,786	12,138,092	10,108,140	23,121,402	15,862,998	13,096,852
Waushara	22,059,728	S	4,110,282	2,779,574	1,002,660	4,104,546	5,099,724	6,003,676	16,201,864	8,112,968	4,337,272	12,601,120	12,220,570	4,555,960
Wood	88,699,764	3,743,548	14,063,382	17,222,534	3,861,292	4,263,710	6,213,486	12,026,854	67,272,116	31,153,624	10,981,346	43,754,360	38,566,932	16,889,084

Trade Area Captured Retail Sales 2010

	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	Miscellaneous Store Retailers	Nonstore Retailers	Retail Trade Total
Adams	16,824	0	0	12,103	0	0	39,686	20,665	0	0	17,093	49,255	13,442
Ashland	16,285	0	2,309	16,371	26,233	0	13,064	11,366	0	0	14,901	14,134	18,147
Barron	61,169	25,841	23,347	103,020	69,178	24,007	71,514	25,301	39,310	93,184	72,465	62,029	69,735
Bayfield	14,806	0	0	20,288	21,989	0	18,049	4,069	0	0	13,875	10,372	11,221
Buffalo	9,964	0	0	9,958	9,634	0	0	0	0	0	9,359	13,679	7,367
Burnett	13,925	3,681	0	15,509	0	0	0	0	0	4,589	11,214	12,801	11,144
Chippewa	82,136	33,979	23,600	39,106	64,473	27,151	102,138	14,637	62,418	87,834	78,393	57,098	67,349
Clark	37,783	18,744	52,783	43,558	21,478	0	51,436	2,966	15,470	4,383	24,923	34,682	25,841
Columbia	60,926	41,850	29,958	32,857	48,036	37,105	104,139	27,629	8,086	35,077	48,009	37,911	45,249
Crawford	17,379	11,003	10,206	10,682	20,406	0	25,678	12,514	0	43,764	20,347	230,527	27,867
Dane	460,014	677,037	660,734	447,152	604,697	684,634	310,653	626,908	789,071	387,084	512,211	425,921	488,798
Dodge	105,329	58,583	21,642	76,909	81,476	42,456	124,014	11,443	65,735	70,667	69,480	68,806	75,665
Door	37,289	39,528	13,529	36,332	51,758	21,295	35,633	41,580	31,586	32,897	46,602	18,465	36,639
Douglas	45,828	24,962	20,206	77,729	51,756	0	59,233	6,950	24,995	74,078	51,129	24,720	52,231
Dunn	43,197	15,017	13,566	22,484	41,550	0	58,672	12,368	33,444	57,225	34,268	22,928	38,055
Eau Claire	91,263	94,151	236,402	188,623	73,397	79,312	92,662	193,608	323,436	174,114	135,854	75,590	143,484
Florence	2,307	0	0	0	0	0	0	0	0	0	2,095	0	2,683
Fond du Lac	81,212	61,091	67,062	97,721	60,138	0	68,460	63,370	46,355	94,245	58,404	48,745	76,511
Forest	11,043	0	0	16,359	0	0	12,452	0	0	0	8,303	23,185	8,059
Grant	51,064	16,551	17,366	107,864	59,134	0	58,425	20,174	23,781	38,501	47,791	25,170	49,717
Green	45,413	22,797	28,127	41,356	38,141	0	24,537	13,624	0	27,702	30,420	38,133	32,454
Green Lake	25,782	8,611	9,295	21,072	15,240	0	0	0	14,538	8,212	0	8,472	15,693
Iowa	26,962	16,040	24,573	25,387	15,842	0	32,909	2,175	3,706	19,978	19,627	90,911	22,859
Iron	5,249	0	0	6,050	0	0	0	0	0	0	6,756	5,807	4,833
Jackson	23,616	0	3,344	13,263	23,022	0	24,771	0	0	29,666	14,393	11,423	18,244
Jefferson	81,616	48,758	40,338	89,827	56,775	69,694	115,213	167,874	17,155	72,265	76,434	52,241	79,569
Juneau	34,310	10,510	7,368	17,804	28,332	0	92,492	3,819	14,876	14,609	18,686	27,346	24,400
Kenosha	138,765	149,666	215,618	142,579	222,763	238,993	150,617	469,137	202,303	161,536	137,303	85,399	174,595
La Crosse	114,968	149,448	310,246	186,167	171,827	108,004	195,218	183,103	193,721	212,698	170,389	101,918	173,547
Lafayette	24,028	0	0	15,613	0	0	0	0	0	9,475	8,953	7,651	12,543
Langlade	29,148	0	0	40,815	11,017	0	21,176	5,306	16,571	44,950	17,282	30,926	27,498
Lincoln	40,230	25,107	0	21,018	46,829	0	43,919	4,750	22,425	19,641	22,187	43,038	27,132

Trade Area Captured Retail Sales 2010

	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	Miscellaneous Store Retailers	Nonstore Retailers	Retail Trade Total
Marathon	144,973	145,718	155,881	196,841	95,007	66,452	163,216	158,455	196,629	196,486	163,718	120,460	162,915
Marinette	51,758	20,946	29,055	66,645	76,882	26,262	65,434	12,248	30,280	39,830	53,191	27,396	47,634
Marquette	19,888	0	0	9,518	13,989	0	24,223	0	0	0	10,376	10,956	10,510
Milwaukee	735,771	1,009,260	891,136	599,799	914,241	1,510,830	646,107	1,213,786	740,155	781,013	873,787	590,169	808,626
Monroe	53,900	26,290	20,028	48,135	38,846	0	97,135	9,753	12,022	68,546	56,732	54,067	51,265
Oconto	40,308	10,880	13,284	24,358	30,085	0	48,509	1,792	0	4,207	18,418	33,386	21,888
Oneida	53,014	71,630	9,695	100,296	76,849	0	28,314	30,073	36,796	78,721	46,201	59,615	60,770
Ozaukee	70,147	91,457	64,716	50,511	66,100	77,138	48,665	35,593	62,990	63,467	59,627	40,190	61,091
Pepin	6,980	0	0	9,695	0	0	0	0	0	0	8,973	5,801	5,615
Pierce	28,704	10,455	8,004	19,191	36,890	0	52,091	4,651	10,975	0	28,859	22,867	20,589
Polk	34,469	32,945	9,351	83,927	59,903	0	54,316	3,361	9,581	47,743	38,010	31,086	42,427
Portage	75,485	143,811	112,217	106,401	44,480	0	96,380	48,338	72,394	82,046	64,400	265,992	84,614
Price	13,838	0	0	15,248	0	0	19,978	0	7,632	0	16,608	11,956	10,603
Richland	21,614	0	11,968	8,895	17,353	0	0	0	0	35,452	17,528	9,852	19,603
Rock	174,219	140,817	198,772	192,857	256,162	150,013	208,391	150,155	172,636	219,010	162,152	107,469	187,426
Rusk	15,714	0	0	17,852	0	0	27,738	0	0	0	17,518	12,313	15,859
Saint Croix	67,680	38,073	14,229	110,690	98,769	0	117,596	16,431	22,893	75,931	64,281	45,066	69,681
Sauk	73,313	65,490	28,699	148,265	60,664	104,148	81,376	173,753	74,870	91,342	61,937	86,920	89,751
Sawyer	24,640	36,025	0	23,808	0	0	18,913	13,578	23,449	34,520	20,311	8,551	24,176
Shawano	52,663	9,381	20,007	34,489	29,324	0	51,834	10,515	16,377	52,178	35,522	26,078	39,148
Taylor	23,853	11,179	0	27,382	0	0	30,897	0	12,199	26,863	19,068	22,350	20,389
Trempealeau	27,908	33,139	15,287	32,994	19,342	0	50,507	4,609	0	0	31,186	30,503	21,847
Vernon	34,144	22,115	20,957	20,649	25,220	0	46,723	4,802	8,859	31,365	23,796	67,236	27,882
Vilas	32,428	50,326	6,448	29,700	47,714	0	33,428	8,835	44,872	3,207	30,053	19,648	24,557
Walworth	116,099	88,605	108,929	119,686	101,063	92,328	129,850	48,600	68,490	124,343	90,706	68,127	106,471
Washburn	25,400	13,905	8,124	23,486	0	0	28,699	4,533	17,776	4,241	21,142	36,314	18,122
Washington	122,046	111,250	70,428	147,871	96,657	109,049	128,947	67,228	77,012	126,614	130,259	338,544	125,074
Waupaca	56,982	27,894	25,469	27,671	64,596	42,793	69,512	10,407	11,366	34,550	48,355	49,884	41,935
Waushara	30,107	5,344	8,141	19,006	19,511	0	32,472	2,579	25,550	3,153	25,053	14,150	17,422
Wood	72,948	85,563	33,699	58,083	64,885	0	77,757	22,337	44,243	85,520	91,517	95,735	71,149

Trade Area Captured Services Sales 2010

	Information	Finance and Insurance	Rental and Leasing Services	Professional, Scientific, and Technical Services	Administrative and Support Services	Amusement, Gambling, and Recreation Industries	Arts, Entertainment, and Recreation	Accommodation	Food Services and Drinking Places	Repair and Maintenance	Personal and Laundry Services	Other Services (except Public Administration)	Merchant Wholesalers, Durable Goods	Merchant Wholesalers, Nondurable Goods
Adams	19,199	S	13,220	7,266	15,225	0	21,017	174,854	12,718	13,872	16,436	19,755	9,042	10,163
Ashland	14,974	S	17,145	6,843	17,173	0	S	29,145	21,233	14,572	14,812	17,539	16,118	7,198
Barron	54,394	23,809	50,140	32,239	29,328	108,368	73,345	40,178	46,366	57,364	54,498	56,415	35,312	18,796
Bayfield	16,045	S	15,707	10,381	14,703	32,346	19,390	44,666	16,770	11,343	14,295	13,913	10,796	4,178
Buffalo	10,171	S	4,857	7,819	4,353	0	S	37,846	0	6,399	5,952	7,798	8,581	4,240
Burnett	16,099	S	7,739	5,445	12,922	36,835	21,621	20,718	17,793	7,956	16,300	13,359	17,639	5,587
Chippewa	60,219	36,458	57,054	71,724	25,641	0	39,866	0	8,138	68,477	58,577	63,941	57,458	36,472
Clark	26,017	8,853	23,283	13,205	11,033	0	13,341	19,223	18,472	23,629	24,691	19,990	15,762
Columbia	48,917	19,062	39,011	28,965	42,455	105,132	73,710	53,583	41,857	52,647	47,093	46,929	42,230	54,696
Crawford	17,749	S	7,588	10,289	5,965	S	0	33,035	17,825	9,917	14,571	23,126	11,374	7,618
Dane	476,209	765,968	607,252	642,553	749,212	382,949	296,295	499,186	518,167	490,762	457,607	507,385	619,060	548,120
Dodge	86,292	42,117	68,779	142,996	54,647	0	20,586	17,998	55,249	57,669	71,711	77,888	88,793	76,122
Door	28,653	31,165	37,772	31,806	28,804	71,050	50,745	217,232	47,550	51,689	0	39,149	18,595	38,700
Douglas	39,771	29,963	36,340	28,030	29,663	41,047	25,994	40,123	66,776	59,012	62,745	53,208	55,760	28,809
Dunn	39,171	11,982	17,821	95,948	17,808	24,533	14,592	22,997	34,975	35,711	42,171	38,627	41,237	21,293
Eau Claire	98,361	135,064	75,710	98,912	98,351	94,709	77,865	91,204	122,653	76,060	109,942	122,986	139,517	66,442
Florence	4,156	S	S	0	0	0	0	0	4,795	0	0	2,955	1,585	0
Fond du Lac	69,201	47,442	71,474	37,148	56,011	125,435	78,308	47,709	64,103	47,456	69,667	72,599	80,466	69,930
Forest	9,460	S	2,653	3,038	S	S	0	6,977	7,157	4,569	4,570	7,520	6,339	0
Grant	43,559	15,631	27,207	26,044	17,492	38,911	24,581	17,904	35,562	39,285	60,449	44,482	34,074	12,955
Green	32,992	16,617	25,066	18,113	26,822	24,716	24,572	19,286	23,025	27,729	29,295	29,583	26,592	35,430
Green Lake	19,404	S	8,346	8,515	13,611	16,464	16,261	27,597	13,076	0	12,510	16,005	23,857	16,420
Iowa	24,975	S	11,472	11,895	14,193	0	11,071	17,480	18,541	9,706	16,603	20,947	17,137	9,185
Iron	6,022	S	8,137	4,833	0	S	0	17,159	12,316	3,272	3,847	6,441	7,176	3,984
Jackson	18,547	S	9,935	10,146	0	S	0	20,308	17,540	13,662	13,162	17,908	16,798	5,505
Jefferson	79,630	51,294	60,418	43,912	60,748	74,304	61,578	31,754	73,767	61,400	77,944	75,841	65,342	88,127
Juneau	27,605	14,208	15,877	11,157	12,880	0	11,202	33,716	24,768	27,321	29,168	24,142	18,740	7,629
Kenosha	149,768	173,658	145,988	102,185	126,319	161,294	189,358	43,257	182,986	197,736	180,723	160,425	104,716	162,203
La Crosse	108,755	110,937	122,077	110,899	98,451	94,018	85,512	115,320	140,290	108,249	130,845	144,677	124,100	49,071
Lafayette	14,232	S	8,148	5,453	5,714	0	S	0	8,823	10,993	9,658	11,525	8,259	4,739
Langlade	14,017	S	11,237	9,808	10,758	40,577	24,262	8,919	20,600	13,525	21,138	22,299	25,240	28,534
Lincoln	22,845	21,390	20,803	15,963	11,744	42,030	25,494	10,640	21,986	17,575	26,732	24,572	23,642	9,103

Trade Area Captured Services Sales 2010

	Information	Finance and Insurance	Rental and Leasing Services	Professional, Scientific, and Technical Services	Administrative and Support Services	Amusement, Gambling, and Recreation Industries	Arts, Entertainment, and Recreation	Accommodation	Food Services and Drinking Places	Repair and Maintenance	Personal and Laundry Services	Other Services (except Public Administration)	Merchant Wholesalers, Durable Goods	Merchant Wholesalers, Nondurable Goods
Marathon	105,661	113,731	131,763	119,627	99,592	182,857	134,262	102,073	124,348	101,520	121,821	142,788	159,147	130,850
Marinette	41,095	20,906	32,582	36,576	19,771	27,318	17,828	38,380	46,361	60,870	52,514	44,818	35,149	17,616
Marquette	14,736	S	9,410	5,303	0	0	S	13,546	12,961	9,484	14,704	11,376	10,859	4,681
Milwaukee	832,607	1,315,408	1,106,126	1,008,440	960,014	504,364	1,266,973	807,807	1,067,147	1,032,780	954,466	898,222	971,384	1,318,955
Monroe	45,867	15,046	45,882	15,069	20,231	21,993	17,454	45,283	43,827	35,879	39,976	46,665	43,973	19,701
Oconto	21,988	S	22,526	10,003	15,405	40,606	25,786	10,573	25,555	20,157	18,192	21,614	18,875	9,954
Oneida	33,482	25,418	53,801	26,680	28,593	91,901	78,303	80,425	44,321	28,647	40,946	51,196	43,973	35,419
Ozaukee	59,242	76,519	60,988	54,450	88,225	53,528	65,266	26,495	48,856	76,041	66,948	56,762	40,465	60,791
Pepin	6,869	S	3,210	6,362	0	0	S	0	6,675	5,818	6,979	5,663	8,609	0
Pierce	35,992	12,762	18,956	10,985	15,224	0	16,907	6,254	24,922	31,341	30,231	23,569	48,101	18,875
Polk	44,745	23,176	30,209	27,701	31,620	19,759	34,431	17,543	33,929	26,516	40,083	38,661	35,864	25,907
Portage	75,996	88,289	82,444	60,565	46,653	46,767	44,624	66,526	71,842	55,223	66,397	76,326	68,335	85,281
Price	12,941	S	10,516	5,801	12,308	0	14,018	17,516	10,605	16,297	17,142	12,069	14,404	18,974
Richland	16,408	S	6,108	9,379	22,786	0	S	0	10,071	11,801	16,076	15,973	10,935	6,623
Rock	159,011	66,515	128,945	89,894	127,227	487,807	322,150	74,230	174,821	117,405	137,797	168,012	120,065	96,485
Rusk	14,731	S	5,678	5,681	22,950	0	S	17,228	10,011	9,531	14,656	14,017	10,111	4,713
Saint Croix	72,253	29,273	81,031	124,278	56,770	103,556	85,387	30,775	70,429	71,042	77,114	67,374	53,371	33,020
Sauk	61,766	74,278	143,078	53,759	46,583	316,388	209,953	802,152	138,795	97,349	73,923	104,703	81,607	58,161
Sawyer	16,037	S	10,064	14,990	28,935	35,557	30,282	80,154	26,251	14,373	19,587	22,641	12,776	6,762
Shawano	33,293	18,533	23,510	14,451	15,582	36,331	28,892	26,526	36,885	25,174	28,994	34,369	21,368	29,683
Taylor	17,831	S	14,544	14,481	11,460	0	S	0	12,243	11,240	16,581	17,962	21,031	5,537
Trempealeau	28,958	15,956	9,934	16,417	13,054	0	S	10,549	21,616	19,194	22,521	22,176	22,931	8,874
Vernon	28,226	12,066	22,836	16,771	8,036	0	9,209	10,116	18,031	20,981	27,749	24,103	18,416	13,551
Vilas	22,881	0	29,164	19,439	28,764	69,753	65,720	104,719	32,593	21,172	30,881	28,108	19,435	30,692
Walworth	108,749	60,615	99,301	94,669	101,201	108,487	109,379	332,057	144,277	146,857	130,334	111,202	71,013	54,025
Washburn	15,766	S	7,269	8,000	32,204	0	S	16,915	16,910	21,189	21,421	16,672	15,338	6,581
Washington	107,900	115,584	89,694	219,342	146,710	101,690	77,711	29,475	101,534	125,471	148,176	116,414	106,591	148,304
Waupaca	45,972	17,196	31,842	60,892	31,951	58,152	41,413	39,785	40,792	37,156	40,326	41,192	23,250	52,329
Waushara	24,065	S	22,038	9,822	11,431	50,596	36,848	30,232	17,743	20,144	27,769	20,234	22,631	23,000
Wood	71,132	63,572	51,524	44,738	32,361	38,636	33,003	44,521	54,157	37,493	70,881	64,619	52,504	62,679

Pull Factor Retail Sales 2010

	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	Miscellaneous Store Retailers	Nonstore Retailers	Retail Trade Total
Adams	0.838	0.000	0.000	0.603	0.000	0.000	1.976	1.029	0.000	0.000	0.851	2.452	0.669
Ashland	1.006	0.000	0.143	1.012	1.621	0.000	0.807	0.702	0.000	0.000	0.921	0.873	1.121
Barron	1.342	0.567	0.512	2.260	1.517	0.527	1.569	0.555	0.862	2.044	1.589	1.361	1.530
Bayfield	1.001	0.000	0.000	1.372	1.487	0.000	1.220	0.275	0.000	0.000	0.938	0.701	0.759
Buffalo	0.742	0.000	0.000	0.742	0.718	0.000	0.000	0.000	0.000	0.000	0.697	1.019	0.549
Burnett	0.877	0.232	0.000	0.976	0.000	0.000	0.000	0.000	0.000	0.289	0.706	0.806	0.702
Chippewa	1.355	0.561	0.389	0.645	1.064	0.448	1.685	0.241	1.030	1.449	1.293	0.942	1.111
Clark	1.130	0.561	1.579	1.303	0.643	0.000	1.539	0.089	0.463	0.131	0.746	1.038	0.773
Columbia	1.104	0.759	0.543	0.596	0.871	0.673	1.888	0.501	0.147	0.636	0.870	0.687	0.820
Crawford	1.039	0.658	0.610	0.638	1.220	0.000	1.535	0.748	0.000	2.616	1.216	13.778	1.666
Dane	0.936	1.378	1.345	0.910	1.231	1.393	0.632	1.276	1.606	0.788	1.042	0.867	0.995
Dodge	1.206	0.671	0.248	0.881	0.933	0.486	1.420	0.131	0.753	0.809	0.796	0.788	0.866
Door	1.341	1.421	0.486	1.306	1.861	0.766	1.281	1.495	1.136	1.183	1.675	0.664	1.317
Douglas	1.035	0.564	0.456	1.756	1.169	0.000	1.338	0.157	0.565	1.673	1.155	0.558	1.180
Dunn	1.005	0.349	0.316	0.523	0.967	0.000	1.365	0.288	0.778	1.332	0.798	0.534	0.886
Eau Claire	0.918	0.947	2.378	1.897	0.738	0.798	0.932	1.948	3.254	1.751	1.367	0.760	1.443
Florence	0.507	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.460	0.000	0.589
Fond du Lac	0.812	0.610	0.670	0.977	0.601	0.000	0.684	0.633	0.463	0.942	0.584	0.487	0.765
Forest	1.150	0.000	0.000	1.703	0.000	0.000	1.296	0.000	0.000	0.000	0.864	2.414	0.839
Grant	1.043	0.338	0.355	2.203	1.208	0.000	1.193	0.412	0.486	0.786	0.976	0.514	1.015
Green	1.258	0.631	0.779	1.145	1.056	0.000	0.680	0.377	0.000	0.767	0.842	1.056	0.899
Green Lake	1.396	0.466	0.503	1.141	0.825	0.000	0.000	0.000	0.787	0.445	0.000	0.459	0.850
Iowa	1.147	0.683	1.046	1.080	0.674	0.000	1.401	0.093	0.158	0.850	0.835	3.868	0.973
Iron	0.864	0.000	0.000	0.995	0.000	0.000	0.000	0.000	0.000	0.000	1.112	0.955	0.795
Jackson	1.188	0.000	0.168	0.667	1.158	0.000	1.246	0.000	0.000	1.492	0.724	0.574	0.917
Jefferson	1.010	0.603	0.499	1.111	0.702	0.862	1.425	2.077	0.212	0.894	0.946	0.646	0.984
Juneau	1.297	0.397	0.279	0.673	1.071	0.000	3.497	0.144	0.562	0.552	0.706	1.034	0.922
Kenosha	0.839	0.905	1.304	0.862	1.347	1.445	0.911	2.837	1.223	0.977	0.830	0.516	1.056
La Crosse	1.011	1.315	2.729	1.638	1.512	0.950	1.717	1.611	1.704	1.871	1.499	0.897	1.527
Lafayette	1.527	0.000	0.000	0.992	0.000	0.000	0.000	0.000	0.000	0.602	0.569	0.486	0.797
Langlade	1.457	0.000	0.000	2.040	0.551	0.000	1.058	0.265	0.828	2.247	0.864	1.546	1.374
Lincoln	1.368	0.854	0.000	0.715	1.593	0.000	1.494	0.162	0.763	0.668	0.755	1.464	0.923

Pull Factor Retail Sales 2010

	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	Miscellaneous Store Retailers	Nonstore Retailers	Retail Trade Total
Marathon	1.102	1.107	1.184	1.496	0.722	0.505	1.240	1.204	1.494	1.493	1.244	0.915	1.238
Marinette	1.233	0.499	0.692	1.588	1.832	0.626	1.559	0.292	0.722	0.949	1.267	0.653	1.135
Marquette	1.350	0.000	0.000	0.646	0.950	0.000	1.645	0.000	0.000	0.000	0.705	0.744	0.714
Milwaukee	0.767	1.052	0.929	0.625	0.953	1.575	0.673	1.265	0.771	0.814	0.911	0.615	0.843
Monroe	1.232	0.601	0.458	1.100	0.888	0.000	2.220	0.223	0.275	1.566	1.296	1.236	1.171
Oconto	1.085	0.293	0.358	0.656	0.810	0.000	1.306	0.048	0.000	0.113	0.496	0.899	0.589
Oneida	1.475	1.994	0.270	2.791	2.139	0.000	0.788	0.837	1.024	2.191	1.286	1.659	1.691
Ozaukee	0.813	1.060	0.750	0.585	0.766	0.894	0.564	0.412	0.730	0.735	0.691	0.466	0.708
Pepin	0.957	0.000	0.000	1.329	0.000	0.000	0.000	0.000	0.000	0.000	1.230	0.795	0.770
Pierce	0.716	0.261	0.200	0.479	0.920	0.000	1.300	0.116	0.274	0.000	0.720	0.571	0.514
Polk	0.779	0.744	0.211	1.897	1.354	0.000	1.227	0.076	0.217	1.079	0.859	0.702	0.959
Portage	1.091	2.079	1.622	1.538	0.643	0.000	1.393	0.699	1.047	1.186	0.931	3.845	1.223
Price	0.974	0.000	0.000	1.073	0.000	0.000	1.405	0.000	0.537	0.000	1.168	0.841	0.746
Richland	1.211	0.000	0.671	0.498	0.972	0.000	0.000	0.000	0.000	1.986	0.982	0.552	1.098
Rock	1.088	0.879	1.241	1.204	1.599	0.937	1.301	0.938	1.078	1.367	1.012	0.671	1.170
Rusk	1.094	0.000	0.000	1.243	0.000	0.000	1.931	0.000	0.000	0.000	1.219	0.857	1.104
Saint Croix	0.812	0.457	0.171	1.328	1.185	0.000	1.411	0.197	0.275	0.911	0.771	0.541	0.836
Sauk	1.244	1.111	0.487	2.516	1.030	1.768	1.381	2.949	1.271	1.550	1.051	1.475	1.523
Sawyer	1.455	2.127	0.000	1.406	0.000	0.000	1.117	0.802	1.384	2.038	1.199	0.505	1.427
Shawano	1.279	0.228	0.486	0.838	0.712	0.000	1.259	0.255	0.398	1.268	0.863	0.633	0.951
Taylor	1.241	0.582	0.000	1.425	0.000	0.000	1.607	0.000	0.635	1.398	0.992	1.163	1.061
Trempealeau	1.006	1.194	0.551	1.189	0.697	0.000	1.820	0.166	0.000	0.000	1.124	1.099	0.787
Vernon	1.164	0.754	0.715	0.704	0.860	0.000	1.593	0.164	0.302	1.070	0.811	2.293	0.951
Vilas	1.509	2.341	0.300	1.382	2.220	0.000	1.555	0.411	2.087	0.149	1.398	0.914	1.142
Walworth	1.154	0.881	1.083	1.190	1.005	0.918	1.291	0.483	0.681	1.236	0.902	0.677	1.058
Washburn	1.524	0.834	0.487	1.409	0.000	0.000	1.722	0.272	1.067	0.254	1.269	2.179	1.087
Washington	0.934	0.851	0.539	1.132	0.740	0.834	0.987	0.514	0.589	0.969	0.997	2.591	0.957
Waupaca	1.103	0.540	0.493	0.536	1.250	0.828	1.345	0.201	0.220	0.669	0.936	0.966	0.812
Waushara	1.224	0.217	0.331	0.772	0.793	0.000	1.320	0.105	1.038	0.128	1.018	0.575	0.708
Wood	0.987	1.157	0.456	0.786	0.878	0.000	1.052	0.302	0.598	1.157	1.238	1.295	0.962

Pull Factor Service Sales 2010

	Information	Finance and Insurance	Rental and Leasing Services	Professional, Scientific, and Technical Services	Administrative and Support Services	Amusement, Gambling, and Recreation Industries	Arts, Entertainment, and Recreation	Accommodation	Food Services and Drinking Places	Repair and Maintenance	Personal and Laundry Services	Other Services (except Public Administration)	Merchant Wholesalers, Durable Goods	Merchant Wholesalers, Nondurable Goods
Adams	0.956	S	0.435	0.362	0.758	0.000	1.046	8.704	0.633	1.034	0.691	0.818	0.450	0.506
Ashland	0.925	S	0.941	0.423	1.061	0.000	S	1.801	1.312	0.885	0.901	0.915	0.996	0.445
Barron	1.193	0.522	1.085	0.707	0.643	2.377	1.609	0.881	1.017	1.165	1.258	1.195	0.775	0.412
Bayfield	1.085	S	0.757	0.702	0.994	2.187	1.311	3.020	1.134	1.195	0.767	0.967	0.730	0.283
Buffalo	0.758	S	0.363	0.582	0.324	0.000	S	2.819	0.000	0.438	0.477	0.443	0.639	0.316
Burnett	1.014	S	0.450	0.343	0.814	2.319	1.361	1.304	1.120	1.536	0.501	1.026	1.110	0.352
Chippewa	0.994	0.602	0.888	1.183	0.423	0.000	0.658	0.000	0.134	0.000	1.130	0.966	0.948	0.602
Clark	0.778	0.265	0.702	0.395	0.330	0.000	0.399	0.000	0.575	0.894	0.553	0.707	0.598	0.472
Columbia	0.887	0.346	0.626	0.525	0.770	1.906	1.336	0.971	0.759	0.806	0.954	0.854	0.765	0.991
Crawford	1.061	S	0.399	0.615	0.356	S	0.000	1.974	1.065	1.209	0.593	0.871	0.680	0.455
Dane	0.969	1.559	1.243	1.308	1.525	0.779	0.603	1.016	1.055	0.893	0.999	0.931	1.260	1.116
Dodge	0.988	0.482	0.824	1.637	0.626	0.000	0.236	0.206	0.633	0.984	0.660	0.821	1.017	0.872
Door	1.030	1.120	0.811	1.143	1.036	2.554	1.824	7.810	1.710	0.904	1.858	0.000	0.669	1.391
Douglas	0.898	0.677	0.814	0.633	0.670	0.927	0.587	0.906	1.508	1.446	1.333	1.417	1.259	0.651
Dunn	0.912	0.279	0.417	2.233	0.414	0.571	0.340	0.535	0.814	1.049	0.831	0.981	0.960	0.496
Eau Claire	0.989	1.359	0.789	0.995	0.989	0.953	0.783	0.917	1.234	1.344	0.765	1.106	1.403	0.668
Florence	0.913	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.053	1.358	0.000	0.000	0.348	0.000
Fond du Lac	0.692	0.474	0.730	0.371	0.560	1.253	0.783	0.477	0.641	0.897	0.474	0.696	0.804	0.699
Forest	0.985	S	0.296	0.316	S	S	0.000	0.726	0.745	0.506	0.476	0.476	0.660	0.000
Grant	0.890	0.319	0.589	0.532	0.357	0.795	0.502	0.366	0.726	1.616	0.802	1.235	0.696	0.265
Green	0.914	0.460	0.734	0.502	0.743	0.684	0.680	0.534	0.638	0.889	0.768	0.811	0.736	0.981
Green Lake	1.050	S	0.439	0.461	0.737	0.891	0.880	1.494	0.708	0.661	0.000	0.677	1.292	0.889
Iowa	1.063	S	0.519	0.506	0.604	0.000	0.471	0.744	0.789	1.079	0.413	0.707	0.729	0.391
Iron	0.991	S	1.399	0.795	0.000	S	0.000	2.823	2.026	0.792	0.538	0.633	1.181	0.655
Jackson	0.933	S	0.530	0.510	0.000	S	0.000	1.021	0.882	0.685	0.687	0.662	0.845	0.277
Jefferson	0.985	0.635	0.746	0.543	0.752	0.919	0.762	0.393	0.913	1.224	0.760	0.964	0.808	1.090
Juneau	1.044	0.537	0.573	0.422	0.487	0.000	0.423	1.275	0.936	1.251	1.033	1.103	0.708	0.288
Kenosha	0.906	1.050	0.901	0.618	0.764	0.975	1.145	0.262	1.106	0.992	1.196	1.093	0.633	0.981
La Crosse	0.957	0.976	1.102	0.976	0.866	0.827	0.752	1.014	1.234	1.326	0.952	1.151	1.092	0.432
Lafayette	0.904	S	0.555	0.346	0.363	0.000	S	0.000	0.561	0.585	0.699	0.614	0.525	0.301
Langlade	0.701	S	0.597	0.490	0.538	2.028	1.213	0.446	1.030	1.462	0.676	1.056	1.262	1.426
Lincoln	0.777	0.727	0.707	0.543	0.399	1.429	0.867	0.362	0.748	1.224	0.598	0.909	0.804	0.310

Pull Factor Service Sales 2010

	Information	Finance and Insurance	Rental and Leasing Services	Professional, Scientific, and Technical Services	Administrative and Support Services	Amusement, Gambling, and Recreation Industries	Arts, Entertainment, and Recreation	Accommodation	Food Services and Drinking Places	Repair and Maintenance	Personal and Laundry Services	Other Services (except Public Administration)	Merchant Wholesalers, Durable Goods	Merchant Wholesalers, Nondurable Goods
Marathon	0.803	0.864	1.035	0.909	0.757	1.389	1.020	0.776	0.945	1.117	0.771	0.926	1.209	0.994
Marinette	0.979	0.498	0.809	0.872	0.471	0.651	0.425	0.915	1.105	1.139	1.450	1.251	0.838	0.420
Marquette	1.001	S	0.553	0.360	0.000	0.000	S	0.920	0.880	1.383	0.644	0.998	0.737	0.318
Milwaukee	0.868	1.371	1.175	1.051	1.001	0.526	1.320	0.842	1.112	0.867	1.076	0.995	1.012	1.375
Monroe	1.048	0.344	0.785	0.344	0.462	0.503	0.399	1.035	1.002	1.060	0.820	0.914	1.005	0.450
Oconto	0.592	S	0.593	0.269	0.415	1.093	0.694	0.285	0.688	0.477	0.543	0.490	0.508	0.268
Oneida	0.932	0.707	1.472	0.743	0.796	2.558	2.179	2.238	1.234	1.550	0.797	1.140	1.224	0.986
Ozaukee	0.686	0.887	0.739	0.631	1.022	0.620	0.756	0.307	0.566	0.743	0.881	0.776	0.469	0.704
Pepin	0.942	S	0.000	0.872	0.000	0.000	S	0.000	0.915	1.223	0.798	0.957	1.180	0.000
Pierce	0.898	0.318	0.478	0.274	0.380	0.000	0.422	0.156	0.622	0.709	0.782	0.754	1.200	0.471
Polk	1.011	0.524	0.704	0.626	0.715	0.447	0.778	0.396	0.767	1.236	0.599	0.906	0.810	0.585
Portage	1.099	1.276	1.150	0.876	0.674	0.676	0.645	0.962	1.039	0.964	0.798	0.960	0.988	1.233
Price	0.910	S	0.757	0.408	0.866	0.000	0.986	1.232	0.746	1.393	1.147	1.206	1.013	1.335
Richland	0.919	S	0.367	0.525	1.277	0.000	S	0.000	0.564	1.183	0.661	0.901	0.613	0.371
Rock	0.993	0.415	0.817	0.561	0.794	3.046	2.011	0.463	1.092	0.949	0.733	0.860	0.750	0.602
Rusk	1.025	S	0.415	0.395	1.597	0.000	S	1.199	0.697	1.480	0.663	1.020	0.704	0.328
Saint Croix	0.867	0.351	0.931	1.491	0.681	1.242	1.024	0.369	0.845	0.973	0.852	0.925	0.640	0.396
Sauk	1.048	1.261	1.226	0.912	0.791	5.370	3.563	13.614	2.356	0.952	1.652	1.255	1.385	0.987
Sawyer	0.947	S	0.552	0.885	1.708	2.099	1.788	4.732	1.550	1.541	0.848	1.156	0.754	0.399
Shawano	0.809	0.450	0.588	0.351	0.379	0.883	0.702	0.644	0.896	0.858	0.612	0.704	0.519	0.721
Taylor	0.928	S	0.799	0.753	0.596	0.000	S	0.000	0.637	1.144	0.585	0.863	1.094	0.288
Trempealeau	1.043	0.575	0.362	0.592	0.470	0.000	S	0.380	0.779	1.011	0.692	0.811	0.826	0.320
Vernon	0.963	0.411	0.831	0.572	0.274	0.000	0.314	0.345	0.615	1.159	0.716	0.946	0.628	0.462
Vilas	1.064	0.000	1.303	0.904	1.338	3.245	3.057	4.872	1.516	1.883	0.985	1.437	0.904	1.428
Walworth	1.081	0.603	0.930	0.941	1.006	1.078	1.087	3.301	1.434	1.024	1.460	1.296	0.706	0.537
Washburn	0.946	S	0.386	0.480	1.932	0.000	S	1.015	1.015	1.214	1.271	1.285	0.920	0.395
Washington	0.826	0.884	0.701	1.678	1.123	0.778	0.595	0.226	0.777	1.249	0.960	1.134	0.816	1.135
Waupaca	0.890	0.333	0.623	1.179	0.618	1.126	0.802	0.770	0.790	0.869	0.719	0.781	0.450	1.013
Waushara	0.978	S	0.869	0.399	0.465	2.056	1.498	1.229	0.721	1.542	0.819	1.129	0.920	0.935
Wood	0.962	0.860	0.727	0.605	0.438	0.523	0.446	0.602	0.733	1.448	0.507	0.959	0.710	0.848

Surplus or Leakage Retail Sales 2010

	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	Miscellaneous Store Retailers	Nonstore Retailers	Retail Trade Total
Adams	(3,694,269)	(3,176,347)	(3,925,267)	(5,385,973)	(6,705,893)	(2,596,662)	5,468,473	176,293	(3,288,137)	(22,814,845)	(2,104,626)	4,310,255	(35,606,295)
Ashland	124,127	(2,689,633)	(2,849,597)	134,604	3,527,611	(2,198,773)	(914,358)	(1,547,435)	(2,784,293)	(19,318,906)	(945,919)	(318,015)	11,071,089
Barron	18,054,986	(3,197,953)	(4,450,815)	39,668,742	8,062,988	(2,856,980)	7,407,051	(6,351,660)	(1,052,737)	55,351,066	19,338,841	2,487,489	132,461,020
Bayfield	20,240	(2,453,693)	(3,032,225)	3,892,074	2,521,816	(2,005,892)	954,419	(3,438,591)	(2,540,049)	(17,624,214)	(673,822)	(684,877)	(20,056,561)
Buffalo	(4,800,807)	(2,601,690)	(3,215,117)	(2,866,213)	(1,550,854)	(2,126,880)	(4,591,111)	(5,030,014)	(2,693,256)	(18,687,239)	(3,501,705)	45,983	(39,780,335)
Burnett	(2,199,619)	(1,914,701)	(3,079,904)	(250,988)	(5,261,683)	(2,037,433)	(4,398,030)	(4,818,475)	(2,579,990)	(12,729,686)	(3,256,604)	(452,123)	(25,200,052)
Chippewa	25,734,424	(4,447,334)	(7,638,146)	(15,320,010)	1,362,544	(4,567,985)	12,239,128	(14,843,807)	312,816	32,658,246	13,199,462	(548,068)	38,141,269
Clark	4,542,629	(2,138,621)	3,484,376	6,296,018	(3,674,052)	(3,980,256)	4,629,301	(8,578,045)	(2,707,535)	(30,385,503)	(5,504,369)	170,950	(37,434,474)
Columbia	8,492,282	(2,745,413)	(6,421,786)	(19,619,684)	(3,104,399)	(3,043,881)	17,810,901	(10,974,953)	(10,046,267)	(29,746,607)	(6,559,988)	(3,324,545)	(69,284,340)
Crawford	693,156	(856,500)	(1,205,774)	(3,858,860)	1,160,279	(2,045,350)	2,360,886	(1,219,160)	(2,590,015)	29,036,529	2,402,834	29,879,820	56,423,350
Dane	(50,944,473)	42,163,777	47,530,312	(42,822,264)	54,335,625	35,879,114	(72,411,060)	59,510,150	69,983,525	(170,073,567)	21,045,341	(13,886,965)	(19,690,484)
Dodge	21,536,683	(4,807,709)	(13,574,840)	(7,437,417)	(2,068,293)	(6,134,863)	10,823,030	(24,534,870)	(3,738,890)	(20,019,226)	(13,268,562)	(2,895,652)	(66,120,610)
Door	14,099,626	2,435,170	(3,670,442)	7,554,430	10,509,373	(1,108,146)	2,868,492	5,533,140	811,570	7,588,775	17,358,632	(1,816,821)	62,163,798
Douglas	1,752,416	(3,042,496)	(4,685,622)	22,483,966	2,488,498	(5,702,038)	4,158,765	(11,368,308)	(3,144,145)	33,725,696	4,799,632	(2,879,012)	42,472,703
Dunn	249,553	(4,262,776)	(5,541,277)	(13,326,897)	(456,640)	(5,357,031)	4,226,266	(9,022,474)	(1,503,532)	15,617,946	(5,896,899)	(2,856,359)	(25,386,438)
Eau Claire	(10,431,931)	(940,748)	30,289,831	68,094,829	(9,825,607)	(2,939,568)	(2,130,194)	32,584,909	41,493,509	96,006,322	28,979,316	(3,982,981)	267,197,686
Florence	(2,635,352)	(746,143)	(922,068)	(3,183,046)	(1,575,254)	(609,971)	(1,316,691)	(1,442,565)	(772,403)	(5,359,341)	(1,790,313)	(697,334)	(10,386,928)
Fond du Lac	(24,751,830)	(7,147,562)	(7,479,763)	(1,837,846)	(15,458,962)	(15,000,977)	(10,228,672)	(13,010,857)	(10,196,380)	(7,672,451)	(33,955,515)	(8,795,875)	(146,374,187)
Forest	1,513,912	(1,412,758)	(1,745,858)	4,238,004	(2,982,609)	(1,154,929)	739,076	(2,731,375)	(1,462,479)	(10,147,457)	(850,897)	1,866,791	(7,704,847)
Grant	2,402,576	(5,183,371)	(6,244,464)	40,179,710	3,433,209	(6,401,024)	2,669,370	(8,901,196)	(4,168,892)	(12,019,229)	(834,555)	(3,556,132)	4,071,831
Green	12,076,116	(2,414,126)	(1,788,948)	4,058,066	777,511	(5,353,193)	(3,703,350)	(7,883,557)	(6,778,717)	(10,952,305)	(4,585,660)	342,830	(22,463,238)
Green Lake	9,478,266	(1,786,279)	(2,054,247)	2,009,147	(1,235,814)	(2,735,360)	(5,904,583)	(6,469,053)	(737,600)	(13,349,283)	(14,870,406)	(1,692,883)	(17,055,628)
Iowa	4,616,136	(1,388,641)	247,330	1,500,648	(3,009,468)	(3,576,742)	3,092,330	(7,676,087)	(3,814,817)	(4,707,578)	(3,203,480)	11,729,220	(4,029,877)
Iron	(934,184)	(956,682)	(1,182,249)	(18,648)	(2,019,744)	(782,087)	(1,688,223)	(1,849,615)	(990,352)	(6,871,589)	474,200	(39,810)	(6,640,642)
Jackson	4,410,315	(3,284,995)	(3,376,944)	(4,667,605)	1,093,567	(2,685,482)	1,424,025	(6,351,091)	(3,400,609)	11,604,501	(4,032,523)	(1,306,619)	(9,190,421)
Jefferson	1,002,187	(5,735,884)	(8,949,093)	6,861,134	(9,082,893)	(1,628,435)	10,849,520	30,093,806	(11,788,221)	11,005,617	(3,496,101)	(4,778,634)	(7,658,231)
Juneau	8,141,780	(2,306,959)	(3,412,967)	(5,338,698)	574,820	(3,129,441)	16,866,107	(6,332,531)	(1,734,064)	(12,309,323)	(4,994,219)	121,074	(10,059,781)
Kenosha	(32,605,495)	(2,689,610)	10,624,171	(16,647,340)	20,731,534	10,298,340	(4,458,985)	100,501,556	6,540,839	(4,727,029)	(21,355,505)	(12,792,426)	53,420,050
La Crosse	1,705,750	6,613,281	44,912,208	57,174,443	22,697,488	(857,740)	26,603,509	24,816,324	15,319,665	131,498,483	46,598,307	(2,032,186)	375,049,532
Lafayette	9,374,521	(2,485,912)	(3,072,041)	(83,576)	(5,248,249)	(2,032,232)	(4,386,801)	(4,806,173)	(2,573,403)	(7,105,347)	(4,762,742)	(1,193,735)	(17,093,427)
Langlade	10,914,490	(3,337,879)	(4,124,884)	14,808,040	(3,166,667)	(2,728,714)	343,731	(4,741,825)	(593,572)	29,887,404	(2,020,783)	1,702,345	42,339,043
Lincoln	12,833,471	(711,654)	(6,017,718)	(5,924,828)	6,092,416	(3,980,871)	4,241,862	(7,893,847)	(1,196,475)	(11,613,558)	(5,311,982)	2,110,138	(12,751,362)

Surplus or Leakage Retail Sales 2010

	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	Miscellaneous Store Retailers	Nonstore Retailers	Retail Trade Total
Marathon	17,869,062	2,635,620	5,603,544	51,991,204	(14,439,149)	(9,952,667)	10,420,110	9,696,486	12,575,237	87,061,554	26,659,773	(1,947,296)	198,173,477
Marinette	11,390,496	(3,416,908)	(2,593,804)	17,110,616	11,980,834	(2,086,884)	6,730,509	(9,339,492)	(1,966,578)	(2,495,569)	8,107,082	(2,213,608)	31,206,694
Marquette	5,748,971	(2,291,840)	(2,832,210)	(3,458,101)	(242,344)	(1,873,578)	2,607,717	(4,430,960)	(2,372,500)	(16,461,668)	(3,009,229)	(548,439)	(22,237,041)
Milwaukee	(307,787,182)	9,558,732	(16,240,568)	(294,908,716)	(18,371,012)	86,612,834	(106,286,944)	94,471,306	(43,640,635)	(246,403,983)	(73,222,847)	(66,337,546)	(982,556,561)
Monroe	11,499,841	(2,767,964)	(4,646,519)	2,957,081	(1,643,655)	(5,667,896)	14,923,059	(10,416,961)	(5,205,515)	28,207,314	9,133,696	1,526,230	40,287,022
Oconto	3,963,725	(4,605,312)	(5,170,320)	(9,566,341)	(2,614,482)	(5,324,143)	3,514,555	(11,984,058)	(6,741,930)	(41,480,992)	(14,593,870)	(616,603)	(90,654,117)
Oneida	23,288,996	6,799,174	(6,174,646)	52,295,244	16,452,791	(5,594,055)	(2,559,616)	(2,156,576)	170,648	58,535,513	8,693,668	4,215,673	160,292,458
Ozaukee	(34,740,970)	1,545,075	(8,012,697)	(45,856,349)	(12,811,993)	(2,251,513)	(19,946,961)	(29,442,290)	(7,248,879)	(49,267,404)	(35,607,756)	(12,942,172)	(256,583,908)
Pepin	(377,561)	(1,229,116)	(1,518,917)	1,726,818	(2,594,905)	(1,004,802)	(2,168,977)	(2,376,328)	(1,272,374)	(8,828,409)	1,258,456	(234,955)	(9,583,449)
Pierce	(13,598,297)	(4,947,171)	(6,619,259)	(14,881,224)	(1,124,886)	(5,471,457)	3,539,014	(11,438,393)	(5,031,346)	(48,073,434)	(8,327,724)	(2,686,460)	(110,284,487)
Polk	(11,241,553)	(1,815,105)	(6,923,495)	27,170,231	5,304,100	(5,807,260)	2,850,933	(12,690,896)	(5,761,486)	4,025,229	(4,453,060)	(1,975,296)	(9,928,909)
Portage	8,029,059	13,270,308	9,457,165	28,235,610	(9,270,399)	(10,054,954)	8,535,560	(7,163,128)	592,294	16,436,381	(3,773,596)	32,705,264	93,005,699
Price	(452,751)	(2,392,669)	(2,956,813)	742,338	(5,051,395)	(1,956,005)	1,712,046	(4,625,900)	(1,146,898)	(17,185,896)	1,791,024	(355,297)	(20,593,121)
Richland	4,102,654	(2,716,344)	(1,105,946)	(5,812,650)	(158,912)	(2,220,609)	(4,793,436)	(5,251,681)	(2,811,944)	19,243,561	(216,111)	(1,137,339)	9,052,332
Rock	16,323,824	(3,135,692)	7,738,370	22,621,740	32,866,520	(1,344,408)	13,802,431	(3,135,099)	2,095,083	68,547,903	1,439,463	(7,984,379)	149,835,756
Rusk	1,297,172	(1,933,319)	(2,389,157)	2,000,614	(4,081,616)	(1,580,487)	3,175,071	(3,737,808)	(2,001,361)	(13,886,506)	1,884,589	(258,262)	6,802,804
Saint Croix	(21,454,456)	(8,659,981)	(16,337,419)	22,306,802	6,225,484	(13,032,412)	11,557,942	(24,745,334)	(11,970,234)	(10,192,870)	(16,209,354)	(6,843,453)	(88,589,277)
Sauk	19,298,202	1,230,537	(6,996,987)	71,402,839	689,030	6,926,518	7,423,135	41,591,639	3,092,927	43,624,578	2,510,273	4,902,114	195,694,806
Sawyer	9,047,960	3,132,725	(3,435,853)	4,809,864	5,869,783	(2,272,902)	571,860	(1,066,637)	1,106,077	20,726,868	2,459,415	(1,286,704)	40,249,460
Shawano	13,224,543	(5,107,923)	(4,201,995)	(4,577,659)	(4,017,831)	(5,408,117)	3,025,314	(9,522,994)	(4,123,888)	12,711,097	(4,030,730)	(2,265,992)	(10,987,906)
Taylor	5,022,781	(1,218,805)	(3,599,401)	5,275,042	(6,149,187)	(2,381,093)	3,121,711	(5,631,221)	(1,101,626)	8,316,277	(103,578)	443,036	5,989,672
Trempealeau	186,168	909,372	(2,601,552)	3,774,573	(2,998,964)	(3,831,294)	6,779,935	(7,556,191)	(4,851,545)	(33,662,599)	2,575,209	433,847	(33,794,858)
Vernon	4,993,588	(1,043,471)	(1,496,688)	(5,356,521)	(1,254,227)	(3,469,802)	4,444,157	(6,862,416)	(3,066,462)	2,122,205	(3,555,974)	5,128,630	(7,070,964)
Vilas	13,626,789	5,020,343	(3,238,342)	6,094,626	9,638,509	(3,060,094)	3,666,566	(4,262,557)	4,213,816	(22,875,915)	6,622,602	(300,681)	18,061,690
Walworth	19,056,508	(2,058,372)	1,768,675	13,984,717	170,542	(1,160,169)	8,864,430	(17,259,450)	(5,705,946)	29,290,421	(7,544,328)	(5,209,791)	34,197,237
Washburn	9,569,918	(422,623)	(1,615,990)	4,453,507	(5,386,130)	(2,085,622)	3,250,532	(3,590,809)	175,902	(13,661,898)	3,045,106	2,810,988	7,554,042
Washington	(13,078,000)	(4,111,263)	(15,754,424)	15,515,942	(15,198,389)	(3,741,724)	(647,593)	(25,956,586)	(11,755,279)	(6,180,341)	(396,487)	41,103,744	(40,200,399)
Waupaca	7,006,174	(4,375,911)	(5,959,235)	(18,842,379)	5,025,376	(1,335,144)	5,797,380	(14,683,565)	(7,679,432)	(22,629,958)	(2,707,767)	(306,389)	(60,690,850)
Waushara	5,736,296	(2,806,252)	(2,964,407)	(3,480,518)	(1,567,223)	(2,930,655)	2,022,284	(6,204,568)	142,389	(22,450,107)	289,563	(1,423,705)	(35,462,437)
Wood	(1,395,890)	2,305,187	(9,853,812)	(13,399,664)	(3,785,585)	(11,978,317)	1,337,702	(19,769,483)	(6,090,999)	16,495,290	15,488,238	4,038,411	(18,688,112)

Surplus or Leakage Services Sales 2010

	Information	Finance and Insurance	Rental and Leasing Services	Professional, Scientific, and Technical Services	Administrative and Support Services	Amusement, Gambling, and Recreation Industries	Arts, Entertainment, and Recreation	Accommodation	Food Services and Drinking Places	Repair and Maintenance	Personal and Laundry Services	Other Services (except Public Administration)	Merchant Wholesalers, Durable Goods	Merchant Wholesalers, Nondurable Goods
Adams	(884,351)	S	(2,369,998)	(3,938,205)	(462,958)	(1,768,651)	139,557	33,356,252	(7,304,299)	159,170	(1,452,497)	(1,798,846)	(6,473,640)	(2,133,646)
Ashland	(1,262,724)	S	(209,099)	(3,014,895)	99,266	(1,497,639)	S	2,937,309	5,263,357	(453,679)	(395,227)	(708,939)	(39,030)	(2,030,005)
Barron	8,967,836	(1,047,928)	827,757	(4,199,313)	(1,585,430)	5,659,940	4,268,994	(1,194,655)	786,358	1,789,102	2,817,031	4,491,946	(6,168,613)	(5,898,635)
Bayfield	1,311,502	S	(786,076)	(1,420,658)	(8,618)	1,622,011	725,145	6,756,620	2,060,305	703,670	(844,834)	(255,313)	(2,455,520)	(2,393,526)
Buffalo	(3,968,074)	S	(2,185,950)	(2,110,208)	(1,058,481)	(1,448,671)	S	6,450,775	(16,306,525)	(2,144,693)	(2,012,266)	(4,510,554)	(3,478,996)	(2,420,205)
Burnett	211,868	S	(1,808,199)	(3,181,685)	(279,795)	1,830,428	855,054	1,033,799	1,877,296	1,961,038	(1,838,284)	203,300	1,020,656	(2,196,567)
Chippewa	(409,841)	(1,198,406)	(1,497,002)	3,605,787	(3,516,012)	(5,636,180)	(3,290,784)	(13,796,915)	(54,923,218)	(14,859,970)	1,941,901	(1,056,866)	(1,950,506)	(5,480,515)
Clark	(6,789,815)	(1,063,499)	(1,915,699)	(5,721,101)	(1,963,772)	(2,711,051)	(2,779,108)	(6,636,435)	(12,966,797)	(755,490)	(3,218,998)	(4,444,973)	(7,253,759)	(3,498,115)
Columbia	(8,108,637)	(2,211,317)	(5,606,789)	(10,491,463)	(1,577,847)	5,734,050	3,630,016	(445,744)	(17,198,775)	(3,242,665)	(768,431)	(5,185,453)	(9,884,897)	(132,742)
Crawford	958,229	S	(1,985,357)	(1,871,321)	(969,331)	S	(2,376,730)	3,323,224	1,025,797	765,863	(1,505,920)	(1,006,130)	(2,968,968)	(1,852,884)
Dane	(21,642,124)	18,528,284	35,783,518	66,690,256	35,252,483	(13,707,206)	(42,077,142)	2,423,291	38,157,135	(17,586,351)	199,607	(23,870,446)	107,478,659	17,524,743
Dodge	(1,097,137)	(2,246,589)	(3,394,397)	18,078,855	(3,290,834)	(8,131,615)	(10,602,717)	(15,803,448)	(33,627,144)	(344,786)	(7,330,921)	(8,137,426)	903,502	(2,549,137)
Door	1,095,692	206,972	(1,445,020)	1,611,622	123,797	5,005,234	4,528,792	53,678,433	25,717,018	(818,120)	7,335,499	(18,012,144)	(7,104,678)	3,076,810
Douglas	(4,463,985)	(669,899)	(1,716,236)	(4,971,026)	(1,385,884)	(283,077)	(2,735,642)	(891,272)	22,218,889	4,570,968	3,431,261	9,063,421	6,706,496	(3,312,456)
Dunn	(3,643,066)	(1,404,097)	(5,044,407)	15,694,659	(2,310,144)	(1,565,450)	(4,110,920)	(4,151,390)	(7,640,495)	474,026	(1,635,488)	(378,770)	(978,177)	(4,494,252)
Eau Claire	(1,179,976)	1,895,498	(4,942,745)	(172,570)	(113,967)	(468,238)	(3,661,748)	(2,001,026)	26,065,661	8,983,504	(6,173,892)	5,869,817	26,597,125	(8,019,428)
Florence	(410,467)	(221,699)	(984,825)	(1,449,338)	(449,224)	(415,466)	(708,796)	(1,017,028)	247,798	391,815	(1,102,679)	(2,324,009)	(1,802,836)	(1,014,453)
Fond du Lac	(35,614,848)	(2,867,399)	(6,530,119)	(22,411,778)	(4,864,105)	2,589,882	(3,790,690)	(13,087,189)	(41,336,988)	(2,777,869)	(14,257,990)	(17,364,314)	(13,323,814)	(7,514,300)
Forest	(134,494)	S	(1,312,629)	(1,876,176)	S	(1,342,045)	(526,775)	(2,256,849)	(1,023,931)	1,094,716	(2,306,578)	(1,780,265)	(1,920,780)
Grant	(5,439,293)	(1,583,821)	(4,243,215)	(7,119,508)	(3,030,070)	(895,242)	(3,704,100)	(6,770,138)	(13,432,936)	7,075,313	(2,287,575)	5,719,771	(8,825,370)	(7,828,975)
Green	(3,557,964)	(1,050,296)	(2,301,444)	(6,339,534)	(1,014,037)	(1,150,520)	(1,987,666)	(4,158,567)	(14,872,303)	(1,064,154)	(2,246,192)	(3,849,494)	(6,396,965)	(167,747)
Green Lake	1,062,675	S	(2,477,640)	(3,503,229)	(530,151)	(202,541)	S	(6,126,278)	(1,662,790)	(4,944,866)	(3,363,643)	3,615,467	(505,278)
Iowa	1,730,069	S	(2,777,849)	(4,196,459)	(1,043,151)	(2,436,208)	(2,198,034)	(1,527,430)	(5,785,284)	504,876	(3,795,034)	(3,998,475)	(4,389,745)	(3,623,402)
Iron	(55,366)	S	503,964	(380,776)	(575,981)	S	(908,798)	2,377,376	6,153,666	(292,668)	(652,791)	1,093,662	640,634	(448,170)
Jackson	(1,392,216)	S	(2,037,775)	(3,125,269)	(1,977,769)	S	(3,120,573)	2,428,959	(2,428,959)	1,518,289	(1,519,522)	3,459,644	(1,890,574)	(3,229,854)
Jefferson	(1,353,274)	(1,569,534)	(4,855,215)	(12,825,164)	(2,162,488)	(650,088)	(3,271,027)	(11,963,146)	(7,920,366)	4,743,947	(5,135,704)	(1,609,389)	(10,267,159)	1,773,445
Juneau	1,050,989	(526,458)	(2,156,699)	(4,299,418)	(1,182,502)	(2,131,539)	(2,096,462)	1,433,107	(1,526,862)	1,409,907	186,014	1,224,600	(4,136,020)	(3,703,552)
Kenosha	(16,812,160)	420,825	(3,694,736)	(21,007,798)	(4,024,821)	389,588	3,897,808	(28,487,335)	18,881,814	(337,027)	8,182,506	8,177,416	(38,479,310)	(739,562)
La Crosse	(5,728,664)	(150,618)	2,815,884	(998,474)	(1,695,129)	(2,024,130)	(4,947,141)	413,558	30,838,043	10,048,765	(1,483,570)	9,885,479	7,140,817	(16,240,951)
Lafayette	(1,496,080)	(1,459,446)	(3,155,634)	(953,228)	(1,384,203)	S	(3,388,418)	(6,845,459)	(1,513,202)	(1,107,427)	(2,991,185)	(4,378,432)	(2,361,971)
Langlade	(6,288,420)	S	(1,774,592)	(3,305,243)	(929,064)	1,910,710	674,087	(2,521,634)	618,710	2,262,310	(1,598,283)	587,102	3,235,163	1,933,862
Lincoln	(6,834,725)	(394,342)	(1,886,393)	(4,323,635)	(1,760,791)	1,164,281	(615,125)	(4,235,619)	(7,699,730)	1,600,771	(2,895,182)	(1,378,143)	(3,536,947)	(4,570,947)

Surplus or Leakage Services Sales 2010

|	Information	Finance and Insurance	Rental and Leasing Services	Professional, Scientific, and Technical Services	Administrative and Support Services	Amusement, Gambling, and Recreation Industries	Arts, Entertainment, and Recreation	Accommodation	Food Services and Drinking Places	Repair and Maintenance	Personal and Laundry Services	Other Services (except Public Administration)	Merchant Wholesalers, Durable Goods	Merchant Wholesalers, Nondurable Goods
Marathon	(30,506,784)	(992,669)	1,130,342	(4,349,495)	(3,601,866)	5,331,262	470,259	(7,522,643)	(8,505,988)	4,218,266	(8,308,936)	(5,697,707)	19,067,905	(193,481)
Marinette	(892,789)	(1,017,170)	(1,715,467)	(1,702,234)	(2,172,185)	(1,325,845)	(3,727,240)	(794,816)	4,475,496	1,394,459	4,540,290	5,339,136	(4,108,139)	(5,381,379)
Marquette	8,723	S	(1,351,980)	(2,848,704)	(1,379,828)	(1,276,140)	S	(250,412)	(1,722,749)	1,289,112	(1,205,879)	(10,912)	(2,230,799)	(2,125,547)
Milwaukee	(153,458,416)	20,321,435	42,563,299	18,260,853	57,070	(48,705,190)	56,127,531	(39,740,760)	129,634,635	(36,028,002)	20,806,088	(3,025,889)	8,449,397	93,913,729
Monroe	2,100,721	(1,351,740)	(1,971,884)	(8,829,690)	(2,244,431)	(1,920,286)	(3,959,294)	328,970	66,271	607,479	(1,845,358)	(1,867,284)	125,026	(5,182,468)
Oconto	(16,723,854)	S	(3,496,706)	(9,244,251)	(2,295,067)	337,497	(1,892,319)	(6,350,693)	(12,739,540)	(4,997,791)	(4,402,294)	(10,351,457)	(11,873,877)	(6,482,013)
Oneida	(2,933,630)	(594,840)	4,263,318	(3,421,814)	(841,254)	5,935,473	7,666,047	11,550,695	10,016,420	5,520,744	(2,049,891)	2,975,557	5,677,637	(132,297)
Ozaukee	(51,137,698)	(873,544)	(8,911,442)	(18,582,294)	346,073	(5,481,014)	(6,002,624)	(24,480,350)	(70,486,490)	(9,774,420)	(4,557,202)	(18,108,511)	(51,020,042)	(10,417,920)
Pepin	(449,516)	S	(1,622,297)	(304,787)	(740,003)	(684,395)	S	(1,675,344)	(652,610)	401,864	(367,353)	(164,720)	821,978	(1,671,102)
Pierce	(4,296,317)	(1,355,452)	(4,610,025)	(9,437,599)	(2,498,953)	(3,726,745)	(3,675,983)	(7,699,250)	(15,865,733)	(2,855,387)	(2,156,735)	(5,123,065)	4,963,584	(4,814,358)
Polk	497,782	(1,005,277)	(2,770,675)	(5,160,864)	(1,220,876)	(2,189,288)	(1,497,633)	(5,844,165)	(10,386,119)	2,460,961	(4,207,664)	(2,084,454)	(4,990,524)	(4,003,890)
Portage	7,629,337	1,009,730	2,443,192	(2,973,817)	(2,410,997)	(2,218,582)	(4,146,873)	(642,210)	2,970,907	(649,118)	(3,666,238)	(1,538,854)	(554,394)	3,893,225
Price	(1,347,802)	S	(765,996)	(2,750,868)	193,194	(1,332,284)	(31,360)	757,511	(3,807,320)	1,380,997	518,284	1,535,090	118,365	1,089,472
Richland	(1,379,185)	S	(2,270,959)	(2,503,788)	452,452	(1,512,512)	S	(3,702,508)	(7,418,604)	731,477	(1,360,016)	(840,206)	(3,899,404)	(2,322,606)
Rock	(1,167,543)	(4,511,591)	(6,277,804)	(22,130,375)	(3,214,621)	29,583,631	24,953,090	(18,991,264)	14,905,065	(1,941,642)	(10,244,318)	(11,291,855)	(24,093,810)	(14,036,921)
Rusk	308,453	S	(1,492,554)	(2,270,505)	695,379	(1,076,509)	S	524,752	(3,674,219)	1,363,484	(961,740)	121,312	(2,122,837)	(1,766,245)
Saint Croix	(13,354,931)	(3,073,205)	(1,461,337)	15,205,005	(3,060,826)	2,151,816	369,866	(13,706,537)	(15,489,951)	(623,137)	(3,479,059)	(3,715,409)	(21,252,265)	(13,088,035)
Sauk	3,352,170	854,772	3,294,710	(1,878,990)	(1,391,776)	26,857,709	26,878,124	189,788,236	93,785,934	(784,929)	10,638,965	8,753,245	15,751,300	(193,710)
Sawyer	(931,265)	S	(1,643,984)	(621,520)	1,185,486	1,701,560	2,080,485	14,142,924	9,579,274	2,206,215	(622,503)	1,353,646	(2,532,654)	(2,271,189)
Shawano	(7,960,932)	(1,080,705)	(3,597,551)	(8,339,045)	(2,475,351)	(432,678)	(1,873,718)	(3,206,798)	(4,311,924)	(1,379,424)	(3,797,987)	(6,092,730)	(11,791,996)	(2,508,931)
Taylor	(1,326,267)	S	(771,331)	(1,395,450)	(708,121)	(1,621,822)	S	(3,970,089)	(6,628,568)	615,461	(1,787,514)	(1,246,451)	1,016,019	(2,819,403)
Trempealeau	1,279,006	(591,943)	(3,946,581)	(3,718,464)	(1,494,473)	(2,609,589)	S	(3,959,933)	(6,495,759)	77,456	(2,136,117)	(2,752,250)	(3,018,788)	(4,334,482)
Vernon	(1,000,199)	(742,213)	(945,531)	(3,529,288)	(1,855,176)	(2,363,434)	(2,765,899)	(3,789,649)	(10,244,955)	989,089	(1,784,575)	(710,248)	(5,851,644)	(3,104,158)
Vilas	1,517,290	(1,112,218)	1,496,399	(695,837)	761,993	4,679,134	7,315,508	19,753,586	12,111,538	4,854,169	(83,442)	5,090,374	(1,330,459)	2,177,102
Walworth	8,811,184	(2,039,546)	(1,590,843)	(1,975,684)	62,867	754,714	1,433,014	54,170,320	47,010,623	607,611	11,739,168	15,904,882	(18,823,947)	(10,870,850)
Washburn	(866,758)	S	(2,066,221)	(2,576,921)	1,432,042	(1,420,569)	S	51,867	233,993	801,347	1,023,189	2,267,063	(753,378)	(2,098,882)
Washington	(30,327,164)	(949,143)	(10,910,343)	36,438,892	2,041,929	(3,415,556)	(10,646,656)	(29,187,783)	(38,652,713)	10,108,037	(1,629,072)	11,529,770	(18,891,348)	5,069,552
Waupaca	(6,593,802)	(1,885,315)	(4,736,269)	3,299,453	(2,184,840)	664,933	(1,792,705)	(2,980,822)	(12,544,544)	(1,824,163)	(3,947,022)	(6,501,282)	(19,386,605)	166,259
Waushara	(496,103)	S	(621,391)	(4,183,887)	(1,155,671)	2,108,404	1,694,256	1,117,282	(6,267,105)	2,850,076	(960,640)	1,435,231	(1,066,314)	(318,060)
Wood	(3,491,526)	(610,075)	(5,276,143)	(11,238,862)	(4,960,345)	(3,895,018)	(7,705,510)	(7,945,055)	(24,564,149)	9,642,875	(10,672,539)	(1,883,406)	(15,739,868)	(3,032,250)

Change in Pull Factor 2005 to 2010

|	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	Miscellaneous Store Retailers	Nonstore Retailers
Adams	-0.278	-0.702	-0.225	-0.306	-0.031	-1.669	1.777	0.809	-0.465	-0.804	-2.398	1.669
Ashland	0.124	-1.183	-0.054	-0.250	1.495	-1.393	0.099	0.240	-2.272	-0.735	0.386	-0.327
Barron	-0.029	-1.992	-0.096	0.867	1.308	-0.431	0.696	-0.185	-1.683	0.778	0.536	-0.205
Bayfield	-0.213	-1.343	-0.113	0.416	1.056	-2.014	0.982	-0.539	-0.099	-0.970	0.368	-0.210
Buffalo	-0.002	-0.760	-0.202	0.150	0.566	-1.487	-0.029	-0.393	-0.124	-0.482	0.301	0.499
Burnett	-0.150	-0.893	-0.160	-0.341	-0.414	-2.077	-0.174	-0.530	-0.332	-0.806	0.160	-0.113
Chippewa	-0.135	-0.377	-0.002	-0.214	0.597	-0.992	1.437	-0.635	-0.612	0.568	0.721	-0.126
Columbia	-0.116	0.027	-0.304	-0.478	0.358	-1.052	1.436	0.333	-0.823	-0.228	0.221	-0.239
Crawford	-0.226	0.029	0.171	-1.041	0.957	-0.849	0.986	-8.986	-2.762	1.474	-4.530	12.221
Dane	0.000	0.224	-0.401	-0.205	-0.127	0.895	-0.839	-0.437	0.787	-0.475	-0.262	-0.224
Dodge	-0.011	0.041	-0.127	-0.023	0.767	-0.408	1.119	-0.335	-0.223	0.119	-0.765	-0.027
Door	-0.110	-0.244	-0.131	-0.366	0.869	-0.989	-0.727	0.492	0.367	-0.818	0.805	-0.856
Douglas	-0.090	-1.056	0.059	0.886	-0.041	-2.127	0.863	-0.412	-0.639	0.408	0.499	-0.690
Dunn	-0.247	-0.746	0.035	-0.239	0.656	-1.658	1.120	-0.221	-0.815	0.651	0.248	-0.487
Eau Claire	-0.078	-0.902	-0.349	1.073	-0.106	0.204	-1.157	-1.452	1.438	0.312	0.628	-0.705
Forest	-0.174	-1.382	-0.575	1.069	-0.500	-2.349	1.193	-0.428	-0.056	-0.671	0.333	1.577
Grant	0.077	-0.925	-0.207	0.999	1.038	-0.805	0.840	0.053	-0.390	-0.049	0.612	-0.365
Green	0.051	-0.575	0.012	-0.289	0.925	-0.753	0.286	0.251	-0.911	-0.010	0.054	0.119
Green Lake	-0.105	-0.663	-0.180	0.358	0.646	-0.303	-0.118	-0.774	-0.055	-0.239	-0.559	-0.444
Iowa	-0.209	-0.633	-0.492	0.063	0.463	-1.261	0.350	-0.165	-0.424	0.106	0.274	2.865
Iron	-0.205	-1.030	-0.301	-1.078	-0.275	-1.273	-0.196	-1.092	-0.101	-0.595	-0.606	-0.136
Jackson	-0.006	-0.491	0.085	-0.775	1.086	-0.794	1.153	-0.084	-1.216	0.592	0.394	-0.303
Jefferson	-0.075	-0.583	-0.262	0.092	0.208	-0.430	-0.380	1.887	-0.882	0.105	0.073	-0.390
Juneau	-0.198	-0.486	-0.248	-1.375	-0.404	-2.210	3.253	-0.177	-0.052	-0.085	-0.130	0.020
Kenosha	-0.061	-0.020	0.629	-0.244	-0.191	0.300	-0.691	1.522	0.573	0.127	-0.047	-0.431
La Crosse	-0.074	-0.250	0.552	-0.026	0.367	0.474	0.081	-0.240	-0.362	0.467	1.032	-0.558
Lafayette	0.071	-0.814	-0.271	0.379	-0.097	-1.093	-0.244	-0.098	-0.357	-0.006	0.166	-0.238
Langlade	-0.230	-0.837	-0.165	1.167	-1.285	-1.195	0.851	-0.246	-2.003	1.543	0.288	0.224
Lincoln	-0.018	0.080	-0.320	-0.440	1.438	-2.440	1.284	-0.892	-0.073	-0.050	-1.359	0.505

Change in Pull Factor 2005 to 2010

	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	Miscellaneous Store Retailers	Nonstore Retailers
Marathon	0.063	-0.436	-0.177	0.635	0.331	-0.568	-0.135	-0.482	-0.291	0.436	0.433	-0.310
Marinette	0.039	-0.826	0.154	0.312	1.198	-1.855	0.693	-0.438	-0.536	0.252	0.443	-0.452
Marquette	-0.199	-0.522	-1.392	-0.362	0.747	-1.026	1.554	-0.053	-0.116	-2.016	0.107	-0.238
Milwaukee	-0.076	0.487	-0.330	-0.338	-0.818	0.795	-0.817	0.408	-0.013	-0.315	-0.023	-0.321
Monroe	-0.065	-0.255	0.040	-0.106	0.432	-1.163	1.950	-0.167	-1.951	0.476	0.778	0.056
Oconto	-0.171	-0.387	-0.077	-0.004	0.282	-1.888	1.246	-0.274	-0.157	-0.361	-0.604	0.211
Oneida	-0.155	-0.659	-0.172	1.377	1.591	-1.298	0.092	-0.576	-1.687	1.224	0.061	-0.033
Ozaukee	0.009	0.474	0.196	-0.145	-0.149	0.099	0.047	-0.168	0.131	0.016	-0.209	-0.209
Pepin	-0.246	-1.667	-0.075	0.632	-0.317	-1.242	-0.128	-1.553	-0.138	-1.148	0.855	-0.137
Pierce	0.038	-0.282	0.052	-0.126	0.189	-1.692	1.168	-0.287	0.181	-0.555	0.343	0.057
Polk	-0.239	-0.775	-0.115	0.852	0.918	-1.821	1.095	-0.294	-0.986	0.222	0.215	-0.309
Portage	0.053	0.613	0.957	0.399	0.167	-1.261	0.495	0.026	-0.063	0.176	-4.948	2.720
Price	-0.310	-1.092	-0.094	-0.005	-0.238	-2.922	1.239	-0.375	-0.011	-0.750	0.617	-0.047
Richland	-0.204	-0.716	-0.195	-0.584	0.680	-1.241	-0.351	-0.187	-2.448	0.887	0.603	-0.621
Rusk	-0.179	-1.928	-0.085	0.729	-0.309	-2.128	1.717	-0.062	-0.696	-0.898	0.528	-0.115
Saint Croix	-0.122	-1.204	-0.175	0.192	1.058	-1.875	1.211	-0.764	-0.693	-0.355	0.281	-0.517
Sauk	-0.131	-1.047	-0.285	1.442	-0.086	0.239	0.893	1.826	-0.725	0.367	0.416	-0.135
Sawyer	-0.324	-0.226	-0.664	0.419	-0.101	-1.674	0.632	-0.582	-1.198	0.949	0.654	-1.196
Shawano	0.070	-0.531	-0.059	0.025	0.078	-1.136	1.036	-0.317	-0.896	0.517	0.269	-0.283
Taylor	-0.008	-0.631	-0.381	0.944	-0.044	-1.519	1.483	-0.681	-0.227	0.454	0.262	0.264
Trempealeau	-0.220	-0.098	0.293	0.136	0.447	-1.572	1.610	-0.040	-0.206	-1.085	0.611	0.235
Vernon	-0.141	-0.020	0.159	-0.408	0.542	-1.271	1.387	-0.081	-0.991	0.234	-2.235	1.324
Vilas	-0.654	-0.128	-0.096	-0.551	1.810	-2.585	0.907	-2.455	1.674	-0.901	0.753	-0.710
Walworth	-0.149	-0.189	0.371	0.323	0.279	-0.728	0.862	-0.013	-1.030	0.443	0.221	-0.505
Washburn	-0.548	-0.988	-0.085	-0.105	-0.779	-1.637	1.435	-1.432	0.459	-0.851	0.618	0.867
Washington	-0.070	-0.288	-0.277	0.297	-0.012	-0.265	0.559	-0.407	-0.224	0.235	-0.273	1.720
Waupaca	-0.030	-0.262	-0.118	-0.667	0.630	-0.646	1.100	-0.129	-0.697	-0.197	-0.104	0.060
Waushara	-0.171	-0.613	-0.070	-0.304	0.735	-1.404	1.206	-0.848	0.697	-0.752	0.192	-0.281
Wood	0.023	0.423	-0.074	-0.247	0.184	-0.707	0.354	-0.131	-0.717	0.279	0.332	0.396

## Pull Factor 2010: Motor Vehicle and Parts Dealers

Pull Factor 2010

Taxable Sales

Motor Vehicle and Parts Dealers

🟥 0.72 - 0.93	🟩 1.01 - 1.19
🟧 0.94 - 1.00	🟦 1.20 - 1.34
	🟦 1.35 - 1.53
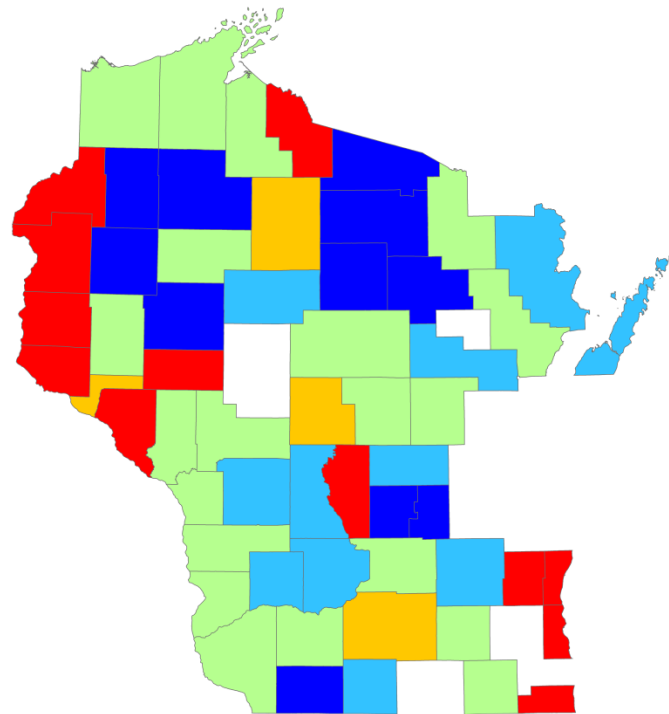
Pull Factor 2010: Furniture and Home Furnishings Stores

Pull Factor 2010

Taxable Sales

Furniture and Home Furnishings Stores

🟥 0.00 - 0.26	🟩 1.01 - 1.29
🟧 0.27 - 1.00	🟦 1.30 - 1.82
	🟦 1.83 - 2.34
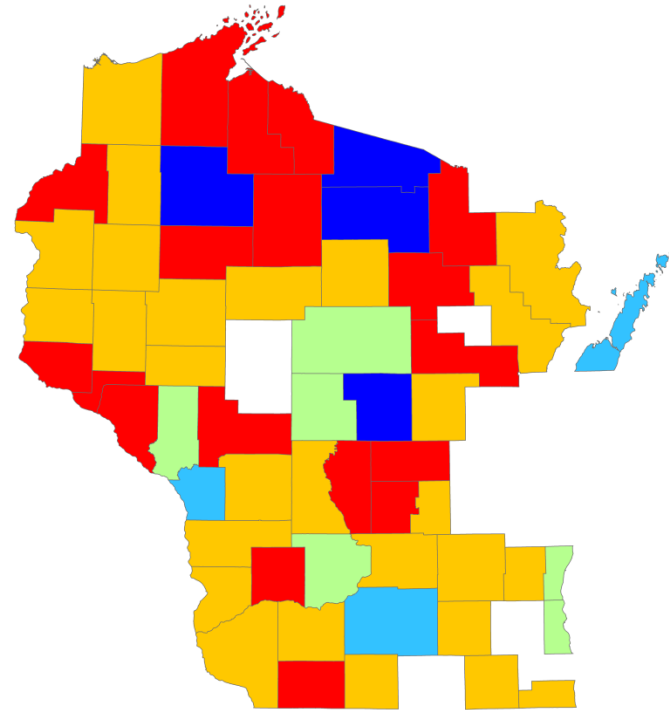
Pull Factor 2010: Electronics and Appliance Stores

Pull Factor 2010

Taxable Sales

Electronics and Appliance Stores

🟥 0.00	🟩 1.01 - 1.25
🟧 0.01 - 1.00	🟦 1.26 - 1.62
	🟦 1.63 - 2.73
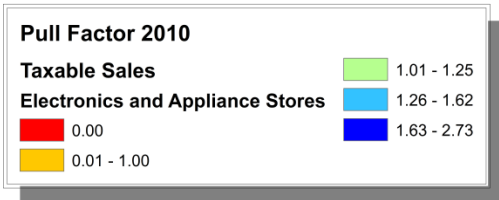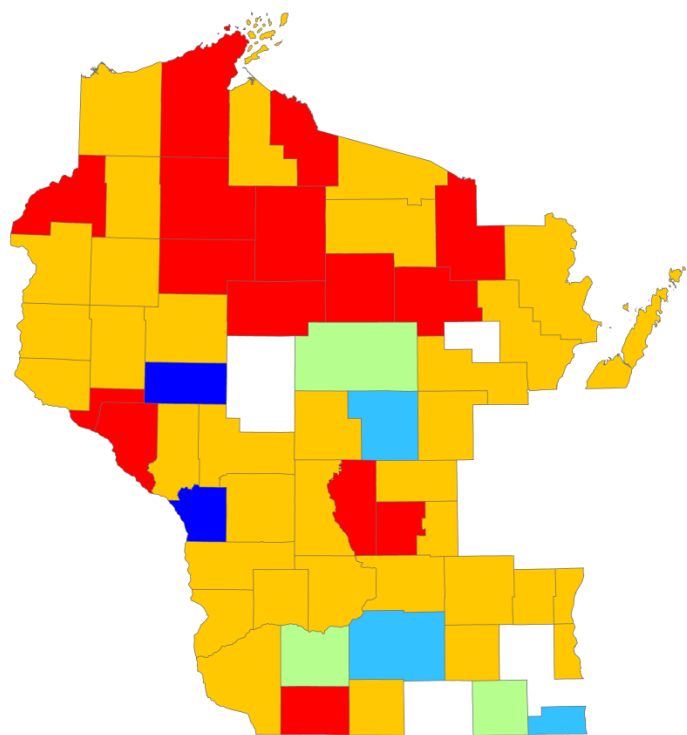
Pull Factor 2010: Building Material, Garden Equipment, Supplies

Pull Factor 2010

Taxable Sales

Building Material, Garden Equipment, Supplies

🟥 0.48 - 0.70	🟩 1.01 - 1.24
🟧 0.71 - 1.00	🟦 1.25 - 1.76
	🟦 1.77 - 2.79
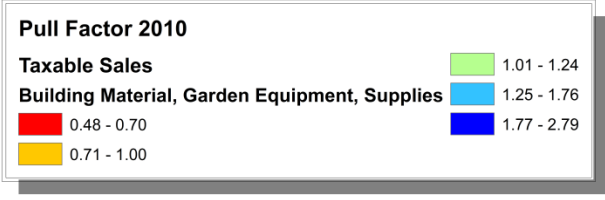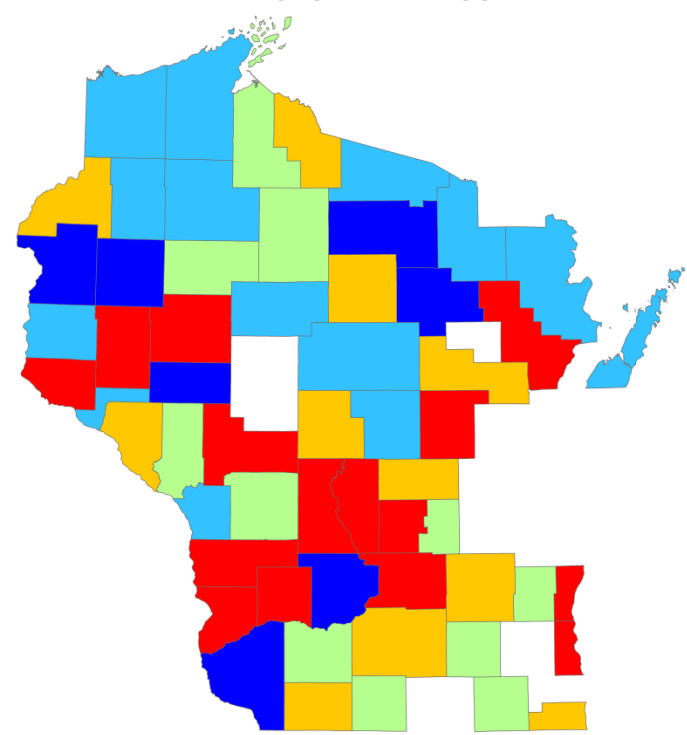
Pull Factor 2010: Food and Beverage Stores
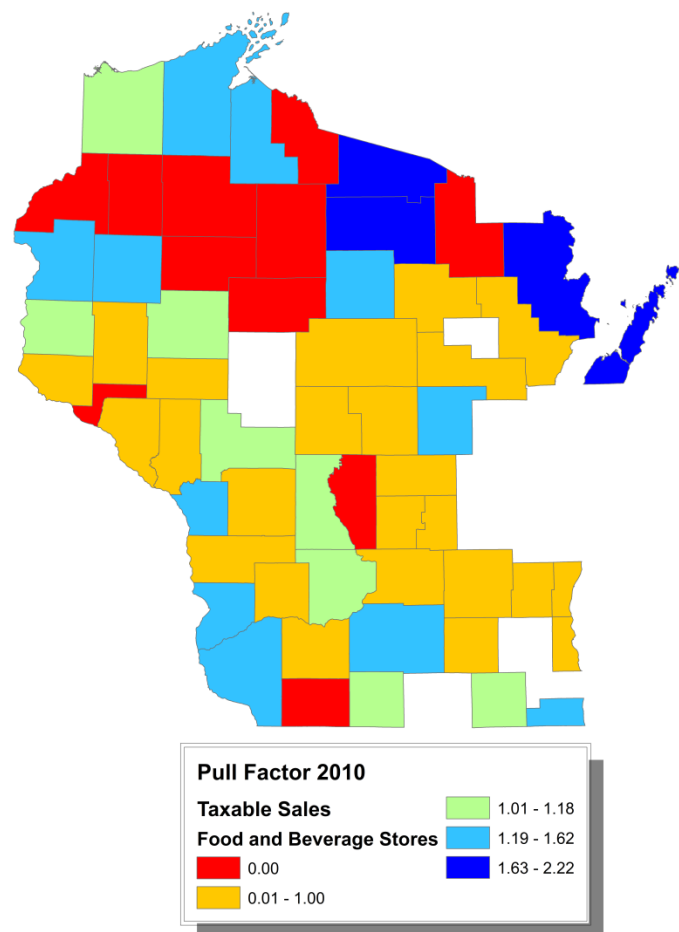
Pull Factor 2010: Health and Personal Care Stores

Pull Factor 2010

Taxable Sales
Food and Beverage Stores

- 0.00
- 0.01 - 1.00
- 1.01 - 1.18
- 1.19 - 1.62
- 1.63 - 2.22

Pull Factor 2010

Taxable Sales
Health and Personal Care Stores

- 0.00 - 0.44
- 0.45 - 1.00
- 1.01 - 1.33
- 1.34 - 1.77
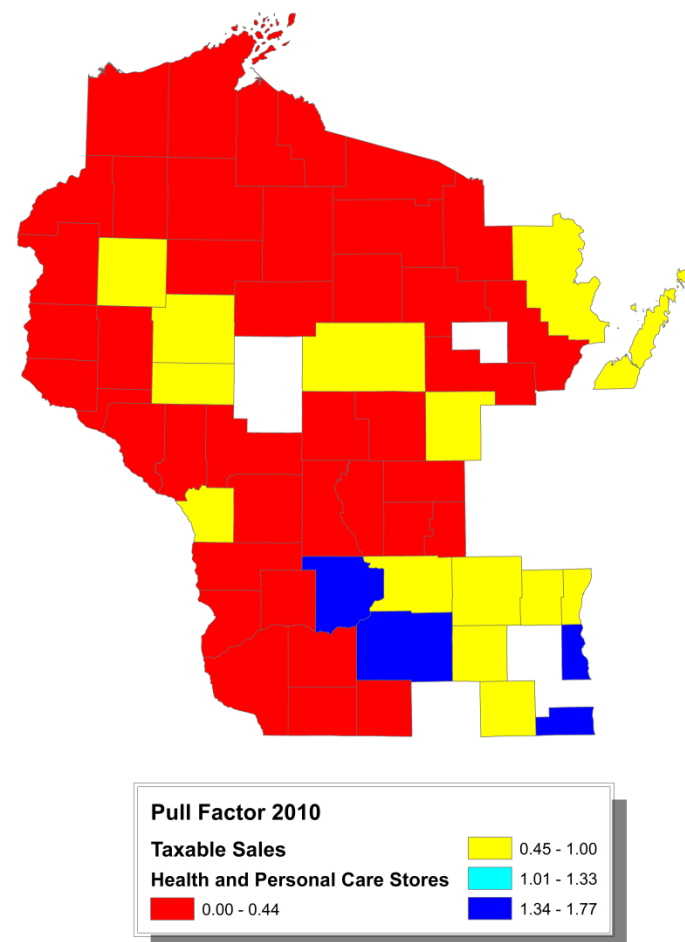
Pull Factor 2010: Sporting Goods, Hobby, Book, and Music Stores

Pull Factor 2010

Taxable Sales
Sporting, Hobby, Book, and Music

■ 0.00 - 0.46 (red)	■ 1.01 - 1.32 (green)
■ 0.47 - 1.00 (orange)	■ 1.33 - 2.09 (light blue)
	■ 2.10 - 3.25 (blue)
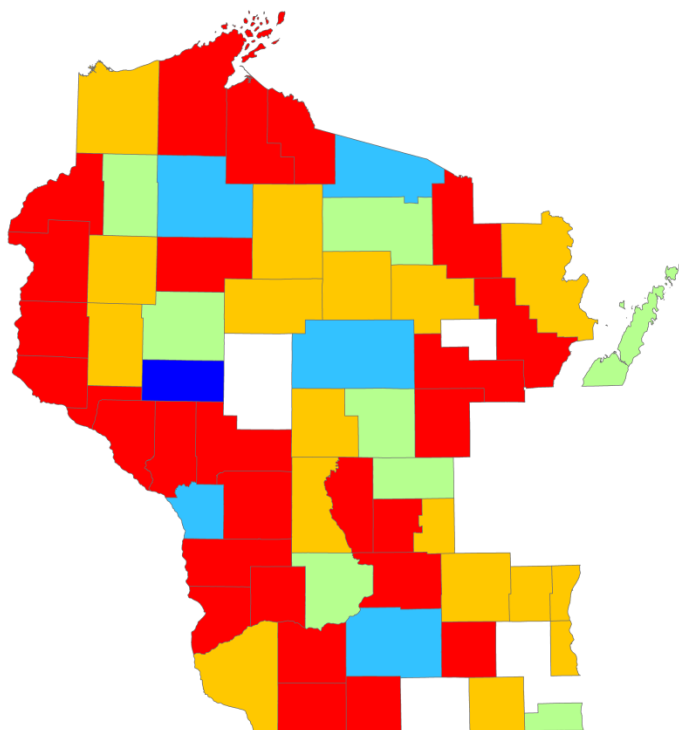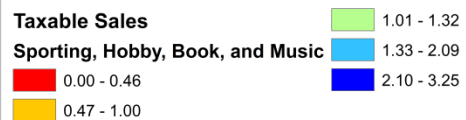
Pull Factor 2010: General Merchandise Stores

Pull Factor 2010

Taxable Sales
General Merchandise Stores

■ 0.00 - 0.44 (red)	■ 1.01 - 1.27 (green)
■ 0.45 - 1.00 (orange)	■ 1.28 - 1.75 (light blue)
	■ 1.76 - 2.62 (blue)
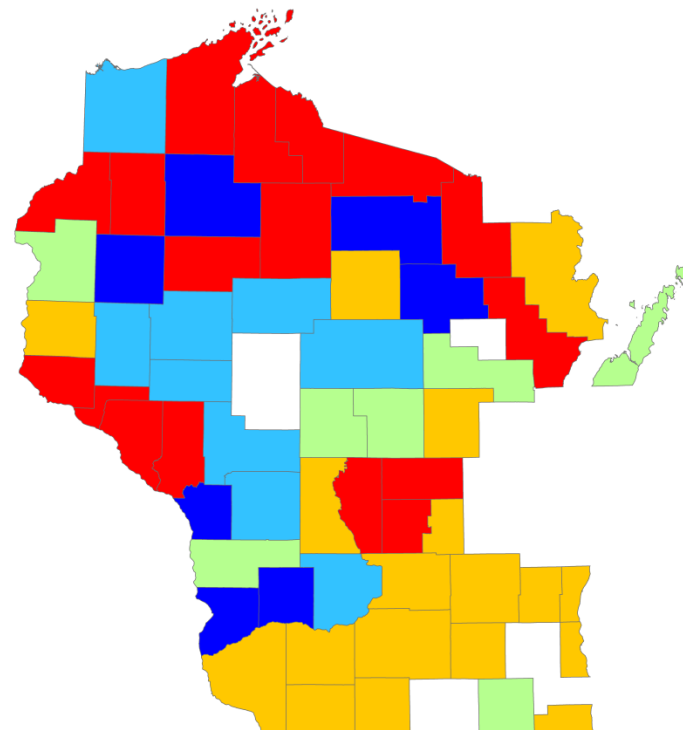
Pull Factor 2010: Total Retail Sales
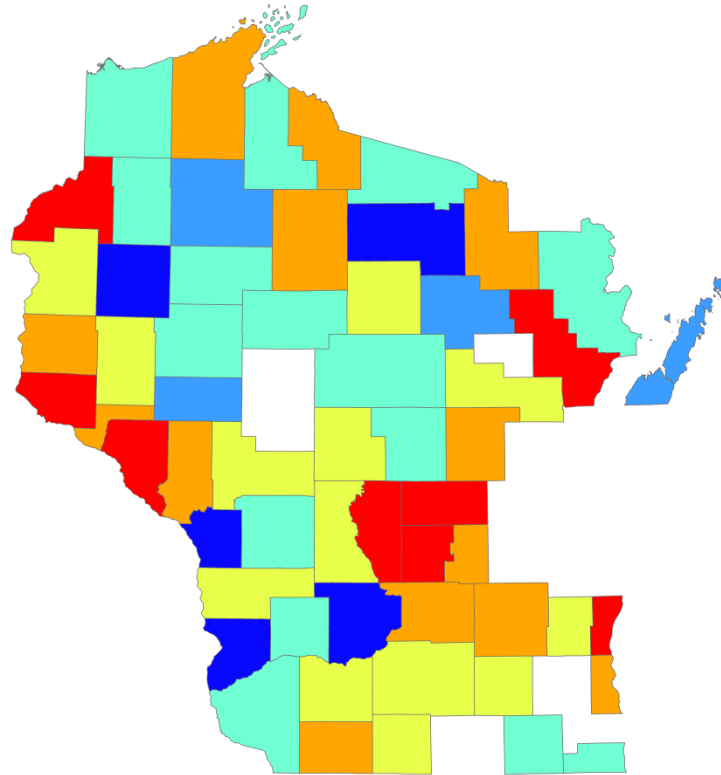
Pull Factor 2010

Taxable Sales		0.88 - 1.00
Total Retail Sales		1.01 - 1.24
	0.51 - 0.71	1.25 - 1.44
	0.72 - 0.87	1.45 - 1.69