University of Wisconsin-Madison
Department of Agricultural & Applied Economics

Staff Paper No. 550   October 2010

An Updated Trade Analysis of Wisconsin Counties for 2009

By

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AGRICULTURAL &

APPLIED ECONOMICS

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STAFF PAPER SERIES

October 4, 2010

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Abstract

      The intent of this functional research project is to apply the tools of Trade Area Analysis (TAA) to retail and service sales data for Wisconsin counties. For this analysis we use the sales tax data as reported by the Wisconsin Department of Revenue for 2009, the most current year the data are available. Only those counties that have elected to collect the optional county sales tax are included in the analysis. Through Pull Factors and measures of Surplus and Leakage the relative strengths, and weaknesses, of local retail and service markets are identified.

Introduction[1]

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

      The second approach is aspatial where the community practitioner assumes the spatial elements of the local market and uses secondary data to analyze the market. Here the practitioner assumes that the geographic unit where the data are report is a reasonable approximation of the true spatial market. Because the data are often reported by political jurisdictional boundaries, such as the municipality, town or county, these boundaries create artificial market areas. One weak advantage to this approach is that by defining the market area to coincide with local political jurisdictions local business owners, policymakers, and residents can "visualize" the market, but more importantly identify with the market. In addition, policy makers who may be in a position to create policies to enhance local retail and service sales will be most interested in the performance of the markets within their political jurisdictions.

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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/.

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

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

What we will do in the following few pages is show and apply one method, known as Trade Area Analysis, for estimating this demand as well as supply from an aspatial perspective. Initially, the assumption is that residents in the local market or trade area have the same tastes and preferences across the state. This assumption allows the community practitioner to compare the local market to a state average.   We then show methods of estimating demand with unique trade area characteristics. As described above the trade area is defined by the availability of data and the geographic area that the data are reported. For this particular study we will use sales tax data reported by the Wisconsin Department of Revenue at the county level. Specifically, counties that have imposed the local option sales tax are included in this analysis. Because the data is reported at the county level, the trade area is defined to be the county. This implicit assumption may be reasonable for some goods and services and for some counties, but it is clearly not reasonable for most. 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):

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

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:

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

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:

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

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*):

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

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. For our purposes here, we will report the Pull Factor and the value of Surplus or Leakage.

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 59 counties have imposed a sales tax from which the data are derived. It should be noted that the state is defined as those 59 counties; counties that do not have a county sales tax are removed from the analysis including the state averages. Fifty of the 59 counties have an Index of Income less than one with the poorest counties including Rusk, Vernon and Juneau all with per capita incomes less than three-quarters (Index of Income less than .75) of the state 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. The highest income counties include Washington, Dane and Ozaukee and because of the higher spending capacity (i.e., higher income) the state per capita expenditure levels are adjusted upward.

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.

Historically, the largest single expenditure category has been motor vehicles and parts dealers ($1,243 in 2009), but for the first time the largest category is general merchandise stores ($1,354). There are two potential reasons for this shift. First, the growing popularity of "big-box" stores such as Wal-Mart and Target is drawing a larger share of consumer dollars. In addition, many of the "super" stores have expanded into carrying groceries which in direct competition to more traditional food stores. Second, 2009 was at the height of the "Great Recession" and auto sales were hit particularly hard. There was, however, a spike in auto sales towards the end of 2009 as a result of the "cash for clunkers" program. Food services (e.g., restaurants) and drinking places (i.e., taverns and bars) was the third highest expenditure category with per capita spending of $1,038.

Table 1: County Characteristics

County Characteristics	Population	Per Capita Income	Index of Income		Population	Per Capita Income	Index of Income
Adams	20,776	28,263	0.745	Marathon	131,717	35,956	0.948
Ashland	16,347	29,970	0.790	Marinette	42,335	31,442	0.829
Barron	45,943	31,347	0.826	Marquette	15,195	28,065	0.740
Bayfield	15,023	30,506	0.804	Milwaukee	951,732	37,660	0.992
Buffalo	13,880	37,148	0.979	Monroe	43,745	30,419	0.802
Burnett	16,332	28,844	0.760	Oconto	37,825	31,089	0.819
Chippewa	61,062	30,273	0.798	Oneida	36,326	36,289	0.956
Clark	33,607	27,594	0.727	Ozaukee	87,133	61,783	1.628
Columbia	55,464	38,846	1.024	Pepin	7,361	32,036	0.844
Crawford	16,947	28,336	0.747	Pierce	40,753	32,334	0.852
Dane	490,730	44,815	1.181	Polk	44,655	30,444	0.802
Dodge	88,743	32,390	0.854	Portage	69,291	34,700	0.914
Door	28,060	42,416	1.118	Price	14,285	32,793	0.864
Douglas	43,889	29,786	0.785	Richland	18,007	29,375	0.774
Dunn	43,056	29,222	0.770	Rock	160,927	31,864	0.840
Eau Claire	99,841	34,149	0.900	Rusk	14,368	25,741	0.678
Florence	4,678	32,123	0.847	Saint Croix	84,488	36,829	0.971
Forest	9,873	25,853	0.681	Sauk	59,839	36,796	0.970
Grant	49,232	30,024	0.791	Sawyer	17,373	30,891	0.814
Green	36,482	35,504	0.936	Shawano	45,776	30,115	0.794
Green Lake	18,657	35,669	0.940	Taylor	19,347	28,636	0.755
Iowa	23,709	34,756	0.916	Trempealeau	27,963	31,624	0.833
Iron	6,205	28,070	0.740	Vernon	29,284	27,395	0.722
Jackson	20,058	30,172	0.795	Vilas	22,069	33,035	0.871
Jefferson	81,556	35,448	0.934	Walworth	102,057	34,095	0.898
Juneau	26,917	26,633	0.702	Washburn	16,749	28,149	0.742
Kenosha	166,188	34,182	0.901	Washington	131,817	42,141	1.110
La Crosse	114,068	34,516	0.910	Waupaca	51,915	35,845	0.945
Lafayette	15,840	29,340	0.773	Waushara	24,978	27,933	0.736
Langlade	20,170	30,980	0.816	Wood	74,148	38,931	1.026
Lincoln	29,555	31,430	0.828				

Table 2: State Per Capita Expenditure Patters

Motor Vehicle and Parts Dealers	$	1,243.45
Furniture and Home Furnishings Stores	$	146.12
Electronics and Appliance Stores	$	161.04
Building Material and Garden Equipment and Supplies Dealers	$	825.50
Food and Beverage Stores	$	407.35
Health and Personal Care Stores	$	128.36
Gasoline Stations	$	399.14
Clothing and Clothing Accessories Stores	$	220.00
Sporting Goods, Hobby, Book, and Music Stores	$	139.11
General Merchandise Stores	$	1,353.60
Miscellaneous Store Retailers	$	756.65
Telecommuni-cations	$	896.51
Credit Intermediation and Related Activities	$	35.35
Rental and Leasing Services	$	169.25
Professional, Scientific, and Technical Services	$	238.40
Administrative and Support Services	$	74.88
Amusement, Gambling, and Recreation Industries	$	124.65
Accommodation	$	359.58
Food Services and Drinking Places	$	1,038.51
Repair and Maintenance	$	271.81
Personal and Laundry Services	$	206.41

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 not that there are at least two sources of data "not available" or "na". The most common is that disclosure runs prohibit the Department of Revenue from releasing the data.   The second, less common outside all but the smallest counties, is that there are no businesses within the particular category that are reporting taxable sales. In the maps all data that are classified as "not available" are coded as red. 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.

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

Strategies for Enhancing Retail and Service Markets

There exists a wide range of potential strategies 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[2] as well as the collection of resources at the USDA National Rural Resource Library and the references therein.[3]

. 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.

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

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.

Conclusions

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

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Taxable Retail Sales	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
Adams	18,177,608	717,234	na	8,408,704	6,040,608	na	na	786,732	na	5,633,480	13,210,686
Ashland	18,454,196	na	na	11,963,858	10,206,174	na	3,394,578	3,708,402	na	na	12,080,916
Barron	63,238,234	4,916,872	4,405,186	68,093,990	23,242,104	2,923,708	21,209,244	7,881,936	7,096,230	104,954,774	56,571,526
Bayfield	16,157,316	na	na	13,502,604	8,271,936	na	4,881,196	1,289,570	1,584,492	na	10,437,734
Buffalo	13,070,442	na	na	9,158,596	4,437,556	na	na	na	983,552	na	7,154,818
Burnett	14,729,954	na	na	10,194,028	na	na	na	na	1,969,038	5,122,726	9,889,332
Chippewa	91,858,720	5,160,358	4,305,820	29,232,196	19,578,604	3,754,542	30,910,770	5,791,406	10,453,648	103,593,754	52,696,504
Clark	35,166,402	2,723,662	9,513,688	27,470,560	6,586,212	na	12,355,038	952,562	2,809,978	3,934,846	14,691,196
Columbia	92,684,432	7,680,672	7,367,966	29,732,292	21,666,032	6,130,820	34,492,402	10,898,600	1,799,844	53,903,948	48,817,328
Crawford	17,843,674	1,814,902	na	6,710,664	6,603,696	na	7,169,922	3,431,874	na	46,742,692	13,989,184
Dane	712,958,158	147,270,650	191,020,880	430,091,718	288,022,240	124,017,368	121,753,868	275,962,666	183,822,192	629,011,456	548,173,090
Dodge	117,615,770	9,627,028	5,076,268	53,679,244	29,174,154	5,622,652	35,694,452	4,303,954	10,787,084	86,464,102	59,905,224
Door	54,462,888	7,733,498	3,453,256	32,119,794	23,412,382	3,706,124	12,843,366	15,320,066	6,739,542	48,973,970	46,454,632
Douglas	46,292,250	3,751,422	3,492,470	53,135,296	17,589,892	na	15,960,150	1,451,586	4,116,814	85,173,320	36,395,302
Dunn	44,637,434	2,308,986	-	15,428,180	13,502,484	na	15,634,064	3,922,892	3,356,044	64,199,434	22,112,596
Eau Claire	104,642,518	15,332,192	50,395,434	135,343,070	28,233,286	11,374,686	29,336,138	63,242,532	59,858,102	222,376,314	107,888,448
Florence	3,067,712	na	na	na	na	na	na	na	na	na	1,527,704
Forest	10,605,546	na	na	10,166,300	na	na	na	na	na	na	5,151,872
Grant	53,735,716	2,731,712	3,304,628	71,282,404	20,273,490	na	16,224,698	6,493,070	3,664,560	45,330,198	33,734,390
Green	55,099,742	3,899,410	6,053,750	29,961,288	17,372,866	na	7,629,566	5,404,782	1,428,920	37,324,978	25,226,372
Green Lake	32,362,070	1,568,572	2,757,104	16,582,226	4,604,882	na	5,507,760	1,048,384	2,847,550	17,285,658	11,243,710
Iowa	33,236,500	2,929,364	5,844,112	19,748,352	6,397,710	na	10,788,574	10,701,716	1,376,748	27,210,598	16,176,582
Iron	5,108,734	na	na	3,616,646	na	na	na	na	na	na	3,528,362
Jackson	26,388,020	na	na	9,688,330	9,416,050	na	na	567,106	na	34,855,584	11,379,138
Jefferson	98,701,904	9,401,994	9,050,878	66,482,702	21,453,546	10,153,520	35,524,888	56,548,132	1,702,568	93,945,624	62,307,556
Juneau	29,213,672	1,242,712	na	10,346,132	9,264,468	na	23,691,688	1,158,956	2,166,378	14,663,698	11,189,152
Kenosha	177,336,952	25,114,926	44,985,628	100,002,148	83,941,518	33,074,940	49,974,696	150,593,932	31,345,652	169,559,836	103,628,088
La Crosse	148,621,970	25,483,858	52,159,948	141,684,444	74,555,868	15,312,518	64,945,126	64,636,962	35,769,588	271,575,076	137,500,830
Lafayette	23,132,272	na	na	9,944,562	na	na	na	na	na	11,141,196	6,332,374
Langlade	34,215,132	993,624	na	28,483,224	4,134,332	na	7,554,260	1,677,088	1,643,356	55,078,146	11,317,296
Lincoln	43,474,918	3,561,128	na	14,611,542	16,526,026	na	12,542,054	1,720,896	3,697,234	24,361,240	14,917,928

Taxable Retail Sales	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
Marathon	180,123,676	26,329,322	36,226,232	155,842,704	38,251,468	10,737,286	53,406,002	55,891,174	37,640,508	263,671,460	123,945,322
Marinette	57,139,264	2,985,380	5,254,752	44,250,756	27,894,748	3,466,412	19,622,328	4,486,608	5,318,952	58,581,726	36,227,330
Marquette	19,024,852	566,196	na	5,663,768	4,889,678	na	6,554,968	na	na	na	9,179,894
Milwaukee	1,011,530,802	189,904,690	217,906,752	457,608,572	366,793,332	237,817,416	209,624,944	453,192,912	146,852,800	1,052,229,894	782,892,688
Monroe	48,823,416	3,836,746	2,971,552	33,753,356	14,854,830	na	25,678,012	3,341,996	1,969,712	79,916,468	39,122,334
Oconto	46,413,378	1,807,534	2,832,368	18,150,468	12,344,566	na	14,003,632	775,782	2,458,420	4,722,776	15,040,578
Oneida	70,776,314	13,624,784	2,630,334	76,759,344	31,001,452	na	9,614,610	11,062,194	7,400,204	107,467,002	39,966,958
Ozaukee	144,235,944	25,833,904	24,930,232	56,347,854	41,045,610	19,097,604	25,736,520	25,399,820	18,864,480	129,165,024	77,921,198
Pepin	9,137,618	865,046	na	7,362,244	2,125,612	na	na	na	na	na	6,671,416
Pierce	29,092,680	1,791,358	na	12,745,520	12,860,044	na	16,015,262	1,571,986	2,120,760	na	21,670,450
Polk	33,735,568	5,117,202	1,904,946	59,467,356	19,426,648	1,356,954	16,383,152	1,107,962	1,723,246	56,095,622	27,504,770
Portage	90,045,290	25,555,346	24,614,716	78,589,510	17,031,890	na	29,500,882	17,448,588	11,902,342	102,496,134	50,901,184
Price	15,596,576	na	na	10,861,456	na	na	6,604,550	na	1,311,902	na	13,094,482
Richland	21,190,624	2,069,012	na	5,978,094	5,805,102	na	na	na	na	39,134,278	12,815,006
Rock	191,559,186	22,588,286	38,135,592	132,590,096	90,182,236	20,309,534	61,556,810	44,168,382	28,480,780	258,361,286	126,346,288
Rusk	14,140,248	na	na	10,253,308	5,728,318	na	na	na	na	na	11,539,960
Saint Croix	80,080,590	7,521,530	2,730,834	88,541,092	41,497,388	778,000	41,492,732	6,116,196	4,984,052	103,852,134	56,486,640
Sauk	89,962,508	13,937,096	7,019,000	113,855,196	24,001,680	15,123,768	28,471,278	65,029,158	11,055,644	123,517,500	56,898,832
Sawyer	25,310,816	5,800,736	na	16,086,994	7,270,962	na	5,420,984	3,119,460	3,739,212	42,446,250	15,903,676
Shawano	56,427,762	1,413,598	4,132,754	22,252,764	9,969,476	na	14,003,762	3,374,348	2,815,922	59,941,378	25,179,130
Taylor	21,576,102	1,574,878	na	16,879,526	na	na	7,441,830	na	2,137,546	27,945,982	11,385,110
Trempealeau	31,341,912	4,453,730	1,646,070	22,268,470	6,964,008	na	14,890,446	1,524,240	996,998	na	23,064,458
Vernon	33,838,142	3,156,546	2,687,374	12,117,166	7,900,444	na	12,090,794	1,253,322	1,303,554	32,975,654	15,311,200
Vilas	36,987,534	10,147,662	na	22,969,026	16,969,612	na	9,932,684	3,466,056	8,027,764	4,065,146	21,891,350
Walworth	135,098,496	17,558,468	25,796,498	91,475,480	38,291,550	12,953,742	38,692,326	17,096,080	12,781,424	155,648,706	79,491,080
Washburn	24,747,440	2,909,996	1,504,016	15,332,106	na	na	7,530,680	1,411,352	3,029,274	4,491,870	14,559,682
Washington	180,391,230	23,693,348	19,468,398	121,889,408	44,679,876	17,642,214	44,057,694	27,115,950	16,375,440	197,926,644	130,279,040
Waupaca	66,347,334	4,924,842	5,406,522	21,864,018	24,820,830	na	20,896,384	3,824,198	2,313,278	45,240,476	43,016,734
Waushara	27,904,772	na	1,492,108	11,737,692	6,238,510	na	7,850,792	766,528	3,672,880	3,390,058	15,827,068
Wood	97,265,762	16,681,508	8,012,144	49,669,200	28,016,734	na	24,352,670	10,145,772	8,290,762	121,646,810	82,267,436

Trade Area Captured	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
Adams	19,628	6,590	na	13,677	19,911	na	na	4,802	na	5,588	23,442
Ashland	18,792	na	na	18,351	31,725	na	10,769	21,344	na	na	20,217
Barron	61,566	40,735	33,115	99,859	69,072	27,573	64,327	43,372	61,753	93,865	90,510
Bayfield	16,164	na	na	20,347	25,261	na	15,213	7,292	14,169	na	17,160
Buffalo	10,738	na	na	11,334	11,128	na	na	na	7,222	na	9,660
Burnett	15,585	na	na	16,247	na	na	na	na	18,622	4,979	17,195
Chippewa	92,603	44,268	33,516	44,389	60,249	36,665	97,078	32,999	94,197	95,935	87,301
Clark	38,893	25,634	81,244	45,764	22,235	na	42,569	5,955	27,779	3,998	26,702
Columbia	72,815	51,348	44,695	35,185	51,959	46,657	84,420	48,395	12,639	38,902	63,026
Crawford	19,218	16,634	na	10,887	21,711	na	24,057	20,891	na	46,246	24,760
Dane	485,512	853,419	1,004,416	441,174	598,725	818,101	258,301	1,062,190	1,118,923	393,490	613,464
Dodge	110,819	77,188	36,931	76,185	83,910	51,319	104,775	22,921	90,849	74,838	92,757
Door	39,186	47,350	19,185	34,811	51,421	25,831	28,788	62,303	43,344	32,369	54,928
Douglas	47,430	32,708	27,630	82,006	55,014	na	50,944	8,406	37,703	80,166	61,281
Dunn	46,617	20,520	-	24,270	43,046	na	50,866	23,156	31,329	61,591	37,951
Eau Claire	93,517	116,599	347,752	182,193	77,021	98,471	81,675	319,453	478,157	182,561	158,450
Florence	2,914	na	na	na	na	na	na	na	na	na	2,385
Forest	12,519	na	na	18,077	na	na	na	na	na	na	9,994
Grant	54,620	23,628	25,936	109,141	62,905	na	51,378	37,304	33,295	42,327	56,351
Green	47,362	28,523	40,179	38,793	45,585	na	20,431	26,259	10,979	29,473	35,635
Green Lake	27,689	11,420	18,215	21,371	12,027	na	14,681	5,070	21,777	13,586	15,809
Iowa	29,184	21,888	39,623	26,120	17,148	na	29,512	53,113	10,806	21,949	23,343
Iron	5,554	na	na	5,923	na	na	na	na	na	na	6,304
Jackson	26,691	na	na	14,761	29,073	na	na	3,242	na	32,387	18,915
Jefferson	84,975	68,881	60,167	86,216	56,381	84,678	95,281	275,170	13,102	74,299	88,154
Juneau	33,475	12,118	na	17,858	32,406	na	84,575	7,506	22,189	15,436	21,070
Kenosha	158,329	190,811	310,122	134,488	228,773	286,055	139,001	759,951	250,153	139,067	152,046
La Crosse	131,408	191,741	356,101	188,701	201,227	131,152	178,893	323,025	282,696	220,581	199,793
Lafayette	24,061	na	na	15,581	na	na	na	na	na	10,646	10,824
Langlade	33,705	8,329	na	42,265	12,432	na	23,183	9,338	14,470	49,842	18,321
Lincoln	42,214	29,425	na	21,371	48,983	na	37,939	9,445	32,089	21,730	23,804

Trade Area Captured	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
Marathon	152,883	190,168	237,415	199,245	99,106	88,282	141,216	268,131	285,568	205,584	172,884
Marinette	55,461	24,658	39,382	64,697	82,649	32,593	59,334	24,614	46,147	52,234	57,786
Marquette	20,688	5,239	na	9,277	16,231	na	22,206	na	na	na	16,405
Milwaukee	819,706	1,309,559	1,363,473	558,582	907,331	1,866,858	529,211	2,075,765	1,063,721	783,300	1,042,598
Monroe	48,983	32,756	23,019	51,009	45,493	na	80,257	18,951	17,664	73,653	64,502
Oconto	45,561	15,099	21,468	26,838	36,991	na	42,825	4,304	21,571	4,259	24,263
Oneida	59,521	97,504	17,080	97,236	79,585	na	25,190	52,583	55,628	83,023	55,236
Ozaukee	71,247	108,590	95,085	41,926	61,890	91,381	39,605	70,915	83,292	58,610	63,253
Pepin	8,705	7,012	na	10,564	6,181	na	na	na	na	na	10,444
Pierce	27,459	14,388	na	18,121	37,052	na	47,091	8,386	17,892	na	33,613
Polk	33,818	43,652	14,745	89,794	59,446	13,177	51,164	6,278	15,441	51,657	45,311
Portage	79,194	191,259	167,156	104,114	45,725	na	80,830	86,737	93,568	82,809	73,569
Price	14,515	na	na	15,226	na	na	19,148	na	10,913	na	20,026
Richland	22,015	18,292	na	9,355	18,410	na	na	na	na	37,349	21,879
Rock	183,469	184,100	282,024	191,286	263,661	188,429	183,672	239,104	243,824	227,313	198,864
Rusk	16,765	na	na	18,311	20,731	na	na	na	na	na	22,484
Saint Croix	66,359	53,038	17,473	110,517	104,968	6,245	107,115	28,646	36,916	79,054	76,922
Sauk	74,614	98,365	44,950	142,241	60,767	121,509	73,565	304,848	81,961	94,108	77,553
Sawyer	25,005	48,766	na	23,940	21,927	na	16,684	17,419	33,020	38,522	25,820
Shawano	57,183	12,190	32,338	33,968	30,840	na	44,211	19,328	25,507	55,801	41,933
Taylor	22,994	14,283	na	27,097	na	na	24,708	na	20,362	27,359	19,940
Trempealeau	30,246	36,574	12,266	32,370	20,515	na	44,767	8,314	8,600	na	36,578
Vernon	37,696	29,923	23,116	20,333	26,866	na	41,961	7,892	12,980	33,746	28,031
Vilas	34,170	79,774	na	31,963	47,854	na	28,586	18,098	66,290	3,450	33,235
Walworth	120,926	133,741	178,290	123,335	104,625	112,319	107,895	86,493	102,262	127,983	116,929
Washburn	26,830	26,847	12,591	25,039	na	na	25,435	8,649	29,356	4,474	25,941
Washington	130,638	146,013	108,863	132,964	98,771	123,765	99,399	110,993	106,002	131,673	155,047
Waupaca	56,488	35,681	35,542	28,040	64,508	na	55,425	18,403	17,605	35,383	60,187
Waushara	30,487	na	12,587	19,317	20,806	na	26,722	4,734	35,869	3,402	28,417
Wood	76,247	111,278	48,496	58,650	67,042	na	59,473	44,954	58,093	87,600	105,981

Pull Factor	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
Adams	0.945	0.317	na	0.658	0.958	na	na	0.231	na	0.269	1.128
Ashland	1.150	na	na	1.123	1.941	na	0.659	1.306	na	na	1.237
Barron	1.340	0.887	0.721	2.174	1.503	0.600	1.400	0.944	1.344	2.043	1.970
Bayfield	1.076	na	na	1.354	1.681	na	1.013	0.485	0.943	na	1.142
Buffalo	0.774	na	na	0.817	0.802	na	na	na	0.520	na	0.696
Burnett	0.954	na	na	0.995	na	na	na	na	1.140	0.305	1.053
Chippewa	1.517	0.725	0.549	0.727	0.987	0.600	1.590	0.540	1.543	1.571	1.430
Clark	1.157	0.763	2.417	1.362	0.662	na	1.267	0.177	0.827	0.119	0.795
Columbia	1.313	0.926	0.806	0.634	0.937	0.841	1.522	0.873	0.228	0.701	1.136
Crawford	1.134	0.982	na	0.642	1.281	na	1.420	1.233	na	2.729	1.461
Dane	0.989	1.739	2.047	0.899	1.220	1.667	0.526	2.165	2.280	0.802	1.250
Dodge	1.249	0.870	0.416	0.858	0.946	0.578	1.181	0.258	1.024	0.843	1.045
Door	1.397	1.687	0.684	1.241	1.833	0.921	1.026	2.220	1.545	1.154	1.958
Douglas	1.081	0.745	0.630	1.868	1.253	na	1.161	0.192	0.859	1.827	1.396
Dunn	1.083	0.477	-	0.564	1.000	na	1.181	0.538	0.728	1.430	0.881
Eau Claire	0.937	1.168	3.483	1.825	0.771	0.986	0.818	3.200	4.789	1.829	1.587
Florence	0.623	na	na	na	na	na	na	na	na	na	0.510
Forest	1.268	na	na	1.831	na	na	na	na	na	na	1.012
Grant	1.109	0.480	0.527	2.217	1.278	na	1.044	0.758	0.676	0.860	1.145
Green	1.298	0.782	1.101	1.063	1.250	na	0.560	0.720	0.301	0.808	0.977
Green Lake	1.484	0.612	0.976	1.145	0.645	na	0.787	0.272	1.167	0.728	0.847
Iowa	1.231	0.923	1.671	1.102	0.723	na	1.245	2.240	0.456	0.926	0.985
Iron	0.895	na	na	0.955	na	na	na	na	na	na	1.016
Jackson	1.331	na	na	0.736	1.449	na	na	0.162	na	1.615	0.943
Jefferson	1.042	0.845	0.738	1.057	0.691	1.038	1.168	3.374	0.161	0.911	1.081
Juneau	1.244	0.450	na	0.663	1.204	na	3.142	0.279	0.824	0.573	0.783
Kenosha	0.953	1.148	1.866	0.809	1.377	1.721	0.836	4.573	1.505	0.837	0.915
La Crosse	1.152	1.681	3.122	1.654	1.764	1.150	1.568	2.832	2.478	1.934	1.752
Lafayette	1.519	na	na	0.984	na	na	na	na	na	0.672	0.683
Langlade	1.671	0.413	na	2.095	0.616	na	1.149	0.463	0.717	2.471	0.908
Lincoln	1.428	0.996	na	0.723	1.657	na	1.284	0.320	1.086	0.735	0.805

Pull Factor	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
Marathon	1.161	1.444	1.802	1.513	0.752	0.670	1.072	2.036	2.168	1.561	1.313
Marinette	1.310	0.582	0.930	1.528	1.952	0.770	1.402	0.581	1.090	1.234	1.365
Marquette	1.361	0.345	na	0.611	1.068	na	1.461	na	na	na	1.080
Milwaukee	0.861	1.376	1.433	0.587	0.953	1.962	0.556	2.181	1.118	0.823	1.095
Monroe	1.120	0.749	0.526	1.166	1.040	na	1.835	0.433	0.404	1.684	1.475
Oconto	1.205	0.399	0.568	0.710	0.978	na	1.132	0.114	0.570	0.113	0.641
Oneida	1.639	2.684	0.470	2.677	2.191	na	0.693	1.448	1.531	2.285	1.521
Ozaukee	0.818	1.246	1.091	0.481	0.710	1.049	0.455	0.814	0.956	0.673	0.726
Pepin	1.183	0.953	na	1.435	0.840	na	na	na	na	na	1.419
Pierce	0.674	0.353	na	0.445	0.909	na	1.156	0.206	0.439	na	0.825
Polk	0.757	0.978	0.330	2.011	1.331	0.295	1.146	0.141	0.346	1.157	1.015
Portage	1.143	2.760	2.412	1.503	0.660	na	1.167	1.252	1.350	1.195	1.062
Price	1.016	na	na	1.066	na	na	1.340	na	0.764	na	1.402
Richland	1.223	1.016	na	0.520	1.022	na	na	na	na	2.074	1.215
Rock	1.140	1.144	1.752	1.189	1.638	1.171	1.141	1.486	1.515	1.413	1.236
Rusk	1.167	na	na	1.274	1.443	na	na	na	na	na	1.565
Saint Croix	0.785	0.628	0.207	1.308	1.242	0.074	1.268	0.339	0.437	0.936	0.910
Sauk	1.247	1.644	0.751	2.377	1.016	2.031	1.229	5.094	1.370	1.573	1.296
Sawyer	1.439	2.807	na	1.378	1.262	na	0.960	1.003	1.901	2.217	1.486
Shawano	1.249	0.266	0.706	0.742	0.674	na	0.966	0.422	0.557	1.219	0.916
Taylor	1.189	0.738	na	1.401	na	na	1.277	na	1.052	1.414	1.031
Trempealeau	1.082	1.308	0.439	1.158	0.734	na	1.601	0.297	0.308	na	1.308
Vernon	1.287	1.022	0.789	0.694	0.917	na	1.433	0.269	0.443	1.152	0.957
Vilas	1.548	3.615	na	1.448	2.168	na	1.295	0.820	3.004	0.156	1.506
Walworth	1.185	1.310	1.747	1.208	1.025	1.101	1.057	0.847	1.002	1.254	1.146
Washburn	1.602	1.603	0.752	1.495	na	na	1.519	0.516	1.753	0.267	1.549
Washington	0.991	1.108	0.826	1.009	0.749	0.939	0.754	0.842	0.804	0.999	1.176
Waupaca	1.088	0.687	0.685	0.540	1.243	na	1.068	0.354	0.339	0.682	1.159
Waushara	1.221	na	0.504	0.773	0.833	na	1.070	0.190	1.436	0.136	1.138
Wood	1.028	1.501	0.654	0.791	0.904	na	0.802	0.606	0.783	1.181	1.429

Potential Sales	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
Adams	19,240,699	2,261,052	2,491,863	12,773,428	6,303,122	1,986,243	6,176,092	3,404,120	2,152,557	20,945,086	11,708,070
Ashland	16,053,342	1,886,493	2,079,068	10,657,420	5,258,965	1,657,208	5,152,979	2,840,204	1,795,970	17,475,385	9,768,546
Barron	47,190,652	5,545,563	6,111,661	31,328,717	15,459,336	4,871,553	15,147,778	8,349,107	5,279,462	51,370,913	28,715,769
Bayfield	15,016,979	1,764,706	1,944,849	9,969,404	4,919,460	1,550,222	4,820,316	2,656,847	1,680,027	16,347,219	9,137,914
Buffalo	16,895,286	1,985,433	2,188,108	11,216,366	5,534,781	1,744,123	5,423,236	2,989,163	1,890,163	18,391,911	10,280,874
Burnett	15,436,026	1,813,949	1,999,120	10,247,599	5,056,737	1,593,481	4,954,826	2,730,986	1,726,908	16,803,386	9,392,906
Chippewa	60,571,333	7,117,981	7,844,593	40,211,823	19,842,756	6,252,858	19,442,857	10,716,455	6,776,428	65,936,887	36,857,987
Clark	30,386,806	3,570,876	3,935,395	20,173,056	9,954,510	3,136,870	9,753,893	5,376,122	3,399,529	33,078,542	18,490,537
Columbia	70,598,933	8,296,364	9,143,267	46,868,901	23,127,729	7,288,020	22,661,627	12,490,567	7,898,268	76,852,756	42,959,836
Crawford	15,735,191	1,849,105	2,037,864	10,446,208	5,154,741	1,624,364	5,050,856	2,783,915	1,760,377	17,129,052	9,574,950
Dane	720,620,565	84,683,017	93,327,566	478,402,332	236,070,386	74,390,607	231,312,763	127,494,275	80,619,552	784,454,869	438,501,548
Dodge	94,185,858	11,068,158	12,198,010	62,527,683	30,854,645	9,722,930	30,232,819	16,663,634	10,537,059	102,529,067	57,312,609
Door	38,999,408	4,582,977	5,050,813	25,890,751	12,775,940	4,025,960	12,518,462	6,899,888	4,363,066	42,454,070	23,731,353
Douglas	42,835,961	5,033,826	5,547,685	28,437,745	14,032,769	4,422,012	13,749,961	7,578,662	4,792,281	46,630,473	26,065,916
Dunn	41,227,240	4,844,779	5,339,340	27,369,754	13,505,763	4,255,942	13,233,576	7,294,043	4,612,305	44,879,248	25,087,001
Eau Claire	111,719,133	13,128,564	14,468,744	74,167,594	36,598,426	11,532,913	35,860,843	19,765,672	12,498,598	121,615,482	67,981,702
Florence	4,923,988	578,638	637,706	3,268,915	1,613,065	508,310	1,580,556	871,166	550,872	5,360,166	2,996,273
Forest	8,363,744	982,857	1,083,188	5,552,485	2,739,905	863,400	2,684,687	1,479,738	935,695	9,104,624	5,089,384
Grant	48,434,707	5,691,757	6,272,779	32,154,615	15,866,880	4,999,978	15,547,108	8,569,208	5,418,641	52,725,169	29,472,783
Green	42,442,071	4,987,538	5,496,672	28,176,251	13,903,733	4,381,351	13,623,526	7,508,974	4,748,214	46,201,692	25,826,232
Green Lake	21,805,868	2,562,495	2,824,078	14,476,382	7,143,454	2,251,048	6,999,489	3,857,957	2,439,535	23,737,485	13,268,990
Iowa	27,001,237	3,173,024	3,496,930	17,925,460	8,845,421	2,787,373	8,667,156	4,777,137	3,020,768	29,393,072	16,430,400
Iron	5,707,223	670,679	739,142	3,788,885	1,869,647	589,164	1,831,968	1,009,738	638,497	6,212,783	3,472,876
Jackson	19,830,441	2,330,355	2,568,240	13,164,944	6,496,317	2,047,122	6,365,394	3,508,459	2,218,534	21,587,069	12,066,932
Jefferson	94,730,166	11,132,122	12,268,503	62,889,035	31,032,957	9,779,119	30,407,537	16,759,935	10,597,954	103,121,592	57,643,823
Juneau	23,490,236	2,760,432	3,042,220	15,594,592	7,695,241	2,424,928	7,540,156	4,155,961	2,627,974	25,571,058	14,293,937
Kenosha	186,139,170	21,873,961	24,106,883	123,573,233	60,977,924	19,215,391	59,749,010	32,932,280	20,824,352	202,627,826	113,266,701
La Crosse	129,010,462	15,160,537	16,708,144	85,646,884	42,262,948	13,317,919	41,411,206	22,824,904	14,433,068	140,438,519	78,503,570
Lafayette	15,228,458	1,789,557	1,972,238	10,109,800	4,988,739	1,572,054	4,888,199	2,694,263	1,703,686	16,577,431	9,266,600
Langlade	20,475,191	2,406,122	2,651,742	13,592,977	6,707,533	2,113,681	6,572,353	3,622,530	2,290,666	22,288,932	12,459,265
Lincoln	30,437,991	3,576,891	3,942,024	20,207,036	9,971,278	3,142,154	9,770,323	5,385,177	3,405,256	33,134,262	18,521,684

Potential Sales	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
Marathon	155,186,466	18,236,585	20,098,199	103,024,492	50,838,029	16,020,103	49,813,469	27,456,039	17,361,513	168,933,257	94,431,812
Marinette	43,616,456	5,125,545	5,648,767	28,955,896	14,288,454	4,502,584	14,000,493	7,716,749	4,879,599	47,480,106	26,540,851
Marquette	13,973,538	1,642,087	1,809,713	9,276,690	4,577,636	1,442,507	4,485,381	2,472,239	1,563,292	15,211,348	8,502,974
Milwaukee	1,174,452,968	138,014,685	152,103,398	779,690,542	384,742,788	121,240,321	376,988,909	207,787,616	131,392,131	1,278,488,838	714,661,044
Monroe	43,602,762	5,123,936	5,646,993	28,946,805	14,283,968	4,501,170	13,996,097	7,714,327	4,878,067	47,465,199	26,532,518
Oconto	38,532,424	4,528,100	4,990,334	25,580,732	12,622,960	3,977,753	12,368,564	6,817,268	4,310,822	41,945,719	23,447,190
Oneida	43,194,974	5,076,015	5,594,181	28,676,085	14,150,379	4,459,074	13,865,201	7,642,180	4,832,445	47,021,289	26,284,378
Ozaukee	176,397,450	20,729,173	22,845,233	117,105,944	57,786,602	18,209,740	56,622,005	31,208,747	19,734,496	192,023,160	107,338,811
Pepin	7,727,086	908,041	1,000,735	5,129,823	2,531,341	797,677	2,480,326	1,367,098	864,469	8,411,570	4,701,974
Pierce	43,177,716	5,073,987	5,591,946	28,664,627	14,144,725	4,457,292	13,859,661	7,639,126	4,830,514	47,002,501	26,273,876
Polk	44,546,383	5,234,824	5,769,202	29,573,252	14,593,092	4,598,582	14,298,991	7,881,275	4,983,634	48,492,409	27,106,717
Portage	78,785,618	9,258,414	10,203,525	52,303,841	25,809,632	8,133,143	25,289,479	13,938,979	8,814,155	85,764,638	47,941,479
Price	15,349,776	1,803,814	1,987,949	10,190,340	5,028,482	1,584,578	4,927,141	2,715,727	1,717,259	16,709,496	9,340,422
Richland	17,332,447	2,036,805	2,244,725	11,506,587	5,677,992	1,789,251	5,563,561	3,066,507	1,939,071	18,867,797	10,546,889
Rock	168,023,432	19,745,108	21,760,714	111,546,638	55,043,331	17,345,279	53,934,020	29,727,192	18,797,651	182,907,352	102,243,176
Rusk	12,118,877	1,424,138	1,569,516	8,045,425	3,970,061	1,251,048	3,890,051	2,144,107	1,355,801	13,192,396	7,374,403
Saint Croix	101,959,007	11,981,612	13,204,711	67,688,086	33,401,076	10,525,362	32,727,930	18,038,882	11,406,682	110,990,782	62,042,613
Sauk	72,148,213	8,478,426	9,343,915	47,897,430	23,635,263	7,447,955	23,158,932	12,764,671	8,071,594	78,539,275	43,902,582
Sawyer	17,585,205	2,066,508	2,277,460	11,674,386	5,760,793	1,815,344	5,644,694	3,111,225	1,967,348	19,142,945	10,700,693
Shawano	45,171,171	5,308,246	5,850,118	29,988,033	14,797,768	4,663,079	14,499,542	7,991,814	5,053,533	49,172,542	27,486,904
Taylor	18,153,762	2,133,321	2,351,094	12,051,837	5,947,049	1,874,037	5,827,195	3,211,816	2,030,955	19,761,865	11,046,663
Trempealeau	28,976,185	3,405,108	3,752,706	19,236,579	9,492,401	2,991,250	9,301,096	5,126,550	3,241,716	31,542,965	17,632,167
Vernon	26,287,080	3,089,100	3,404,440	17,451,348	8,611,468	2,713,650	8,437,918	4,650,786	2,940,872	28,615,653	15,995,832
Vilas	23,888,980	2,807,290	3,093,862	15,859,308	7,825,867	2,466,091	7,668,149	4,226,507	2,672,584	26,005,123	14,536,575
Walworth	114,018,188	13,398,735	14,766,495	75,693,881	37,351,581	11,770,247	36,598,820	20,172,428	12,755,805	124,118,194	69,380,690
Washburn	15,448,720	1,815,441	2,000,764	10,256,026	5,060,895	1,594,792	4,958,901	2,733,232	1,728,328	16,817,205	9,400,630
Washington	182,019,075	21,389,793	23,573,290	120,838,003	59,628,208	18,790,068	58,426,497	32,203,341	20,363,416	198,142,763	110,759,601
Waupaca	60,976,443	7,165,587	7,897,059	40,480,766	19,975,467	6,294,678	19,572,893	10,788,129	6,821,750	66,377,883	37,104,498
Waushara	22,862,088	2,686,616	2,960,869	15,177,580	7,489,464	2,360,083	7,338,526	4,044,827	2,557,700	24,887,266	13,911,705
Wood	94,587,913	11,115,406	12,250,080	62,794,597	30,986,356	9,764,434	30,361,875	16,734,767	10,582,039	102,966,738	57,557,261

Surplus/Leakge	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
Adams	(1,063,091)	(1,543,818)	na	(4,364,724)	(262,514)	na	na	(2,617,388)	na	(15,311,606)	1,502,616
Ashland	2,400,854	na	na	1,306,438	4,947,209	na	(1,758,401)	868,198	na	na	2,312,370
Barron	16,047,582	(628,691)	(1,706,475)	36,765,273	7,782,768	(1,947,845)	6,061,466	(467,171)	1,816,768	53,583,861	27,855,757
Bayfield	1,140,337	na	na	3,533,200	3,352,476	na	60,880	(1,367,277)	(95,535)	na	1,299,820
Buffalo	(3,824,844)	na	na	(2,057,770)	(1,097,225)	na	na	na	(906,611)	na	(3,126,056)
Burnett	(706,072)	na	na	(53,571)	na	na	na	na	242,130	(11,680,660)	496,426
Chippewa	31,287,387	(1,957,623)	(3,538,773)	(10,979,627)	(264,152)	(2,498,316)	11,467,913	(4,925,049)	3,677,220	37,656,867	15,838,517
Clark	4,779,596	(847,214)	5,578,293	7,297,504	(3,368,298)	na	2,601,145	(4,423,560)	(589,551)	(29,143,696)	(3,799,341)
Columbia	22,085,499	(615,692)	(1,775,301)	(17,136,609)	(1,461,697)	(1,157,200)	11,830,775	(1,591,967)	(6,098,424)	(22,948,808)	5,857,492
Crawford	2,108,483	(34,203)	na	(3,735,544)	1,448,955	na	647,959	na	na	29,613,640	4,414,234
Dane	(7,662,407)	62,587,633	97,693,314	(48,310,614)	51,951,854	49,626,761	(109,558,895)	148,468,391	103,202,640	(155,443,413)	109,671,542
Dodge	23,429,912	(1,441,130)	(7,121,742)	(8,848,439)	(1,680,491)	(4,100,278)	5,461,633	(12,359,680)	250,025	(16,064,965)	2,592,615
Door	15,463,480	3,150,521	(1,597,557)	6,229,043	10,636,442	(319,836)	324,904	8,420,178	2,376,476	6,519,900	22,723,279
Douglas	3,456,289	(1,282,404)	(2,055,215)	24,697,551	3,557,123	na	2,210,189	(6,127,076)	(675,467)	38,542,847	10,329,386
Dunn	3,410,194	(2,535,793)	(5,339,340)	(11,941,574)	(3,279)	na	2,400,488	(3,371,151)	(1,256,261)	19,320,186	(2,974,405)
Eau Claire	(7,076,615)	2,203,628	35,926,690	61,175,476	(8,365,140)	(158,227)	(6,524,705)	43,476,860	47,359,504	100,760,832	39,906,746
Florence	(1,856,276)	na	na	na	na	na	na	na	na	na	(1,468,569)
Forest	2,241,802	na	na	4,613,815	na	na	na	na	na	na	62,488
Grant	5,301,009	(2,960,045)	(2,968,151)	39,127,789	4,406,610	na	677,590	(2,076,138)	(1,754,081)	(7,394,971)	4,261,607
Green	12,657,671	(1,088,128)	557,078	1,785,037	3,469,133	na	(5,993,960)	(2,104,192)	(3,319,294)	(8,876,714)	(599,860)
Green Lake	10,556,202	(993,923)	(66,974)	2,105,844	(2,538,572)	na	(1,491,729)	(2,809,573)	408,015	(6,451,827)	(2,025,280)
Iowa	6,235,263	(243,660)	2,347,182	1,822,892	(2,447,711)	na	2,121,418	5,924,579	(1,644,020)	(2,182,474)	(253,818)
Iron	(598,489)	na	na	(172,239)	na	na	na	na	na	na	55,486
Jackson	6,557,579	na	na	(3,476,614)	2,919,733	na	na	(2,941,353)	na	13,268,515	(687,794)
Jefferson	3,971,738	(1,730,128)	(3,217,625)	3,593,667	(9,579,411)	374,401	5,117,351	39,788,197	(8,895,386)	(9,175,968)	4,663,733
Juneau	5,723,436	(1,517,720)	na	(5,248,460)	1,569,227	na	16,151,532	(2,997,005)	(461,596)	(10,907,360)	(3,104,785)
Kenosha	(8,802,218)	3,240,965	20,878,745	(23,571,085)	22,963,594	13,859,549	(9,774,314)	117,661,652	10,521,300	(33,067,990)	(9,638,613)
La Crosse	19,611,508	10,323,321	35,451,804	56,037,560	32,292,920	1,994,599	23,533,920	41,812,058	21,336,520	131,136,557	58,997,260
Lafayette	7,903,814	na	na	(165,238)	na	na	na	na	na	(5,436,235)	(2,934,226)
Langlade	13,739,941	(1,412,498)	na	14,890,247	(2,573,201)	na	981,907	(1,945,442)	(647,310)	32,789,214	(1,141,969)
Lincoln	13,036,927	(15,763)	na	(5,595,494)	6,554,748	na	2,771,731	(3,664,281)	291,978	(8,773,022)	(3,603,756)

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Marathon	24,937,210	8,092,737	16,128,033	52,818,212	(12,586,561)	(5,282,817)	3,592,533	28,435,135	20,278,995	94,738,203	29,513,510
Marinette	13,522,808	(2,140,165)	(394,015)	15,294,860	13,606,294	(1,036,172)	5,621,835	(3,230,141)	439,353	11,101,620	9,686,479
Marquette	5,051,314	(1,075,891)	na	(3,612,922)	312,042	na	2,069,587	na	na	na	676,920
Milwaukee	(162,922,166)	51,890,005	65,803,354	(322,081,970)	(17,949,456)	116,577,095	(167,363,965)	245,405,296	15,460,669	(226,258,944)	68,231,644
Monroe	5,220,654	(1,287,190)	(2,675,441)	4,806,551	570,862	na	11,681,915	(4,372,331)	(2,908,355)	32,451,269	12,589,816
Oconto	7,880,954	(2,720,566)	(2,157,966)	(7,430,264)	(278,394)	na	1,635,068	(6,041,486)	(1,852,402)	(37,222,943)	(8,406,612)
Oneida	27,581,340	8,548,769	(2,963,847)	48,083,259	16,851,073	na	(4,250,591)	3,420,014	2,567,759	60,445,713	13,682,580
Ozaukee	(32,161,506)	5,104,731	2,084,999	(60,758,090)	(16,740,992)	887,864	(30,885,485)	(5,808,927)	(870,016)	(62,858,136)	(29,417,613)
Pepin	1,410,532	(42,995)	na	2,232,421	(405,729)	na	na	na	na	na	1,969,442
Pierce	(14,085,036)	(3,282,629)	na	(15,919,107)	(1,284,681)	na	2,155,601	(6,067,140)	(2,709,754)	na	(4,603,426)
Polk	(10,810,815)	(117,622)	(3,864,256)	29,894,104	4,833,556	(3,241,628)	2,084,161	(6,773,313)	(3,260,388)	7,603,213	398,053
Portage	11,259,672	16,296,932	14,411,191	26,285,669	(8,777,742)	na	4,211,403	3,509,609	3,088,187	16,731,496	2,959,705
Price	246,800	na	na	671,116	na	na	1,677,409	na	(405,357)	na	3,754,060
Richland	3,858,177	32,207	na	(5,528,493)	127,110	na	na	na	na	20,266,481	2,268,117
Rock	23,535,754	2,843,178	16,374,878	21,043,458	35,138,905	2,964,255	7,622,790	14,441,190	9,683,129	75,453,934	24,103,112
Rusk	2,021,371	na	na	2,207,883	1,758,257	na	na	na	na	na	4,165,557
Saint Croix	(21,878,417)	(4,460,082)	(10,473,877)	20,853,006	8,096,312	(9,747,362)	8,764,802	(11,922,686)	(6,422,630)	(7,138,648)	(5,555,973)
Sauk	17,814,295	5,458,670	(2,324,915)	65,957,766	366,417	7,675,813	5,312,346	52,264,487	2,984,050	44,978,225	12,996,250
Sawyer	7,725,611	3,734,228	na	4,412,608	1,510,169	na	(223,710)	8,235	1,771,864	23,303,305	5,202,983
Shawano	11,256,591	(3,894,648)	(1,717,364)	(7,735,269)	(4,828,292)	na	(495,780)	(4,617,466)	(2,237,611)	10,768,836	(2,307,774)
Taylor	3,422,340	(558,443)	na	4,827,689	na	na	1,614,635	na	106,591	8,184,117	338,447
Trempealeau	2,365,727	1,048,622	(2,106,636)	3,031,891	(2,528,393)	na	5,589,350	(3,602,310)	(2,244,718)	na	5,432,291
Vernon	7,551,062	67,446	(717,066)	(5,334,182)	(711,024)	na	3,652,876	(3,397,464)	(1,637,318)	4,360,001	(684,632)
Vilas	13,098,554	7,340,372	na	7,109,718	9,143,745	na	2,264,535	(760,451)	5,355,180	(21,939,977)	7,354,775
Walworth	21,080,308	4,159,733	11,030,003	15,781,599	939,969	1,183,495	2,093,506	(3,076,348)	25,619	31,530,512	10,110,390
Washburn	9,298,720	1,094,555	(496,748)	5,076,080	na	na	2,571,779	(1,321,880)	1,300,946	(12,325,335)	5,159,052
Washington	(1,627,845)	2,303,555	(4,104,892)	1,051,405	(14,948,332)	(1,147,854)	(14,368,803)	(5,087,391)	(3,987,976)	(216,119)	19,519,439
Waupaca	5,370,891	(2,240,745)	(2,490,537)	(18,616,748)	4,845,363	na	1,323,491	(6,963,931)	(4,508,472)	(21,137,407)	5,912,236
Waushara	5,042,684	na	(1,468,761)	(3,439,888)	(1,250,954)	na	512,266	(3,278,299)	1,115,180	(21,497,208)	1,915,363
Wood	2,677,849	5,566,102	(4,237,936)	(13,125,397)	(2,969,622)	na	(6,009,205)	(6,588,995)	(2,291,277)	18,680,072	24,710,175

Taxable Sales	Telecommuni-cations	Credit Intermediation and Related Activities	Rental and Leasing Services	Professional, Scientific, and Technical Services	Administrative and Support Services	Amusement, Gambling, and Recreation Industries	Accommodation	Food Services and Drinking Places	Repair and Maintenance	Personal and Laundry Services
Adams	19,490,218	na	1,962,708	2,212,106	659,342	na	34,076,496	12,578,602	4,314,122	4,212,432
Ashland	13,631,620	875,406	3,751,642	2,357,144	1,624,306	na	6,488,380	21,824,064	3,496,886	4,065,922
Barron	50,660,588	na	10,471,628	8,188,220	2,826,780	3,733,356	7,999,320	48,204,542	12,636,334	12,866,268
Bayfield	18,912,092	na	2,349,408	3,614,964	1,102,562	1,931,016	10,172,250	17,741,334	4,283,376	3,547,100
Buffalo	10,494,024	na	1,477,354	2,666,106	431,762	na	na	10,686,190	1,859,180	3,167,966
Burnett	15,287,346	na	1,364,618	1,942,716	1,381,322	na	4,467,072	17,547,836	5,665,756	1,785,368
Chippewa	56,961,496	1,773,264	12,458,296	16,017,312	2,309,092	5,892,782	7,909,092	52,330,294	16,614,890	10,974,878
Clark	19,828,450	na	4,331,514	2,857,492	569,974	1,196,130	na	17,809,668	5,826,486	3,494,710
Columbia	52,448,712	1,066,192	8,730,834	11,549,608	3,423,484	10,831,848	14,094,432	53,020,464	12,393,694	14,330,886
Crawford	13,353,364	na	1,421,434	2,895,530	na	na	7,257,872	17,146,738	4,402,060	2,622,194
Dane	564,367,578	27,801,882	177,030,888	309,269,940	92,962,998	44,824,406	141,819,054	722,708,322	135,069,870	168,299,774
Dodge	70,087,584	2,496,564	15,557,670	47,194,836	4,654,822	6,961,786	3,905,100	57,681,738	20,551,064	12,797,570
Door	30,713,444	1,157,010	6,391,046	13,660,476	4,546,104	8,906,338	58,843,184	61,476,382	7,327,634	15,517,778
Douglas	40,699,798	1,336,198	7,832,636	15,146,242	3,236,312	3,706,576	9,050,922	69,263,308	15,834,042	16,727,250
Dunn	35,400,514	632,634	3,525,070	28,211,024	2,312,994	2,471,104	4,557,732	36,010,772	9,571,726	8,852,358
Eau Claire	95,909,326	5,358,030	19,677,492	31,194,416	10,965,366	9,180,690	20,096,528	135,573,842	34,957,700	20,325,122
Florence	6,370,204	na	na	na	na	na	na	5,519,582	1,317,766	na
Forest	7,383,958	na	608,332	1,339,374	na	na	1,386,418	6,560,926	1,348,652	851,398
Grant	37,505,116	636,166	6,071,906	7,467,888	1,873,780	3,328,420	3,832,918	36,403,286	19,458,724	9,622,870
Green	34,992,016	739,382	5,603,652	5,996,308	2,618,976	2,598,992	4,952,446	25,983,580	11,200,292	6,697,362
Green Lake	17,239,512	na	2,310,016	3,505,782	1,447,738	1,553,662	6,766,022	14,628,362	4,066,500	2,737,198
Iowa	21,501,192	na	3,451,136	5,102,322	1,308,360	1,804,026	4,578,144	21,737,396	5,689,966	2,710,904
Iron	6,206,550	na	1,541,010	na	na	na	3,655,616	13,782,198	1,025,224	627,068
Jackson	17,321,498	na	2,450,078	2,672,238	894,944	na	4,619,654	18,581,960	2,828,818	3,747,526
Jefferson	75,230,024	2,247,138	15,500,520	17,155,262	6,163,468	5,997,722	7,735,558	81,726,928	24,877,804	16,092,050
Juneau	22,620,704	721,002	2,722,212	2,529,288	751,854	na	6,203,730	23,373,590	7,086,754	6,565,024
Kenosha	165,146,956	8,966,848	35,879,544	36,384,872	12,318,702	14,399,392	10,884,860	191,366,490	41,517,558	28,638,712
La Crosse	123,415,340	4,801,990	29,336,540	37,742,858	11,929,852	9,591,322	30,273,480	161,895,774	40,232,930	30,570,842
Lafayette	12,574,902	na	1,825,524	1,068,556	613,592	na	na	8,904,400	2,459,142	2,227,310
Langlade	13,664,278	na	2,551,806	3,269,538	1,126,164	3,862,044	1,764,490	21,335,876	8,253,846	3,462,370
Lincoln	22,760,508	543,884	4,812,484	4,850,134	1,071,434	4,098,590	2,529,186	23,201,946	7,581,516	3,991,876

Taxable Sales	Telecommuni-cations	Credit Intermediation and Related Activities	Rental and Leasing Services	Professional, Scientific, and Technical Services	Administrative and Support Services	Amusement, Gambling, and Recreation Industries	Accommodation	Food Services and Drinking Places	Repair and Maintenance	Personal and Laundry Services
Marathon	120,432,730	4,828,390	35,629,552	41,772,222	12,172,452	20,487,784	26,795,776	142,769,428	40,035,186	26,577,446
Marinette	36,699,564	1,024,588	7,435,352	10,880,508	2,734,234	2,451,312	7,417,576	46,655,534	11,026,008	11,491,550
Marquette	12,924,708	na	1,571,272	1,640,222	na	na	3,259,960	13,339,838	5,056,198	2,425,154
Milwaukee	873,799,662	61,226,360	289,648,676	415,667,428	115,741,104	46,777,276	199,095,032	1,257,162,342	237,221,046	260,202,570
Monroe	40,032,320	na	7,426,978	4,587,932	1,228,098	1,974,376	11,315,226	43,965,124	10,215,680	9,682,596
Oconto	24,840,544	na	5,335,376	3,669,786	1,233,862	3,904,540	2,706,034	28,007,678	4,587,652	4,722,054
Oneida	38,077,618	1,641,600	12,194,984	8,918,792	3,734,822	9,973,270	21,820,970	52,857,914	18,678,668	7,619,888
Ozaukee	91,276,840	6,863,122	25,949,344	33,061,324	15,680,282	8,930,478	10,230,372	89,647,342	27,125,524	28,676,976
Pepin	6,196,134	na	na	1,963,400	na	na	na	6,854,472	2,171,040	1,060,522
Pierce	34,387,038	732,178	3,988,068	2,997,588	1,425,098	na	1,122,380	26,440,782	7,433,952	7,383,618
Polk	37,061,196	902,408	4,488,032	7,770,722	2,757,898	1,910,848	3,615,764	34,453,926	12,433,100	5,984,560
Portage	67,399,644	1,978,336	18,487,238	20,732,072	5,449,738	4,806,774	15,636,692	77,700,538	17,084,114	13,920,096
Price	11,988,378	na	2,856,940	1,887,912	1,077,796	na	4,069,048	10,927,552	4,610,552	4,015,666
Richland	13,050,294	na	1,117,090	3,015,574	2,342,016	na	na	10,900,230	5,027,814	2,962,444
Rock	144,957,562	3,025,252	27,643,318	26,402,118	12,944,898	38,579,506	17,393,664	177,178,882	37,267,122	41,940,054
Rusk	11,065,968	na	1,094,098	1,370,114	1,446,994	na	3,373,830	8,395,100	4,189,704	1,543,092
Saint Croix	76,612,656	2,195,964	16,771,136	43,647,408	5,972,304	12,566,134	8,383,462	82,853,676	22,648,780	16,353,028
Sauk	59,129,052	3,124,526	15,425,524	18,850,852	4,991,566	26,790,582	184,361,552	159,022,722	15,508,166	23,956,714
Sawyer	15,056,902	na	2,157,148	4,201,390	2,174,608	3,294,928	17,136,902	27,721,636	5,628,812	3,428,456
Shawano	29,949,622	637,366	4,971,720	4,564,134	1,637,378	3,763,624	5,412,744	36,712,446	9,156,342	4,861,800
Taylor	14,846,902	na	3,031,528	4,355,132	1,037,172	na	na	12,055,554	5,036,940	2,147,412
Trempealeau	27,544,252	753,148	2,328,128	4,880,490	972,030	na	2,227,594	22,738,714	7,812,204	4,492,570
Vernon	21,940,090	na	3,975,026	4,389,802	1,015,890	na	1,729,450	16,613,940	6,442,204	5,039,850
Vilas	23,469,408	na	6,014,044	6,450,782	2,765,212	6,861,868	24,785,078	39,155,704	9,680,718	5,613,432
Walworth	107,115,306	2,713,478	21,325,786	31,436,480	10,150,746	11,087,586	70,666,632	152,118,520	30,105,572	36,695,054
Washburn	15,782,520	na	1,379,706	2,021,904	2,272,192	na	3,761,922	16,072,658	4,358,308	4,646,814
Washington	111,555,386	10,126,258	25,948,390	89,664,422	19,131,908	14,857,760	8,094,748	133,347,970	51,155,306	34,717,660
Waupaca	41,023,834	980,362	8,275,798	21,672,542	3,394,604	5,685,306	9,973,844	46,918,272	13,823,682	8,364,204
Waushara	18,823,410	na	4,704,124	2,629,402	926,588	3,721,170	6,103,686	16,547,862	7,184,620	3,227,914
Wood	70,541,296	4,580,308	14,697,836	14,526,238	3,574,160	4,157,110	12,422,450	68,073,184	30,441,628	11,697,182

Trade Area Captured	Telecommuni-cations	Credit Intermediation and Related Activities	Rental and Leasing Services	Professional, Scientific, and Technical Services	Administrative and Support Services	Amusement, Gambling, and Recreation Industries	Accommodation	Food Services and Drinking Places	Repair and Maintenance	Personal and Laundry Services
Adams	29,190	na	15,570	12,459	11,823	na	127,241	16,263	21,310	27,401
Ashland	19,253	31,359	28,067	12,520	27,468	na	22,848	26,609	16,290	24,942
Barron	68,409	na	74,899	41,580	45,703	36,259	26,931	56,192	56,279	75,459
Bayfield	26,242	na	17,268	18,863	18,318	19,271	35,190	21,251	19,603	21,377
Buffalo	11,958	na	8,917	11,424	5,891	na	na	10,512	6,987	15,678
Burnett	22,434	na	10,608	10,721	24,271	na	16,344	22,230	27,423	11,380
Chippewa	79,646	62,887	92,270	84,222	38,658	59,262	27,572	63,165	76,623	66,650
Clark	30,417	na	35,195	16,484	10,469	13,197	na	23,584	29,479	23,284
Columbia	57,151	29,467	50,393	47,327	44,665	84,891	38,291	49,874	44,542	67,823
Crawford	19,947	na	11,247	16,266	na	na	27,031	22,112	21,689	17,013
Dane	533,058	666,035	885,694	1,098,512	1,051,322	304,508	333,967	589,276	420,778	690,419
Dodge	91,594	82,752	107,694	231,939	72,835	65,436	12,724	65,074	88,581	72,639
Door	30,650	29,286	33,783	51,266	54,320	63,926	146,406	52,961	24,119	67,259
Douglas	57,838	48,162	58,960	80,944	55,066	37,885	32,068	84,971	74,216	103,244
Dunn	51,279	23,243	27,047	153,674	40,116	25,745	16,460	45,030	45,730	55,693
Eau Claire	118,883	168,451	129,196	145,408	162,740	81,847	62,106	145,070	142,917	109,423
Florence	8,394	na	na	na	na	na	na	6,279	5,727	na
Forest	12,090	na	5,276	8,247	na	na	5,659	9,273	7,283	6,054
Grant	52,876	22,748	45,343	39,593	31,630	33,750	13,473	44,305	90,482	58,924
Green	41,718	22,358	35,388	26,884	37,386	22,286	14,721	26,742	44,042	34,680
Green Lake	20,458	na	14,521	15,645	20,571	13,261	20,019	14,986	15,917	14,108
Iowa	26,186	na	22,263	23,368	19,079	15,802	13,901	22,854	22,856	14,340
Iron	9,359	na	12,309	na	na	na	13,744	17,941	5,099	4,107
Jackson	24,301	na	18,207	14,098	15,033	na	16,158	22,504	13,089	22,835
Jefferson	89,833	68,059	98,042	77,036	88,122	51,511	23,030	84,247	97,980	83,459
Juneau	35,952	29,064	22,917	15,117	14,307	na	24,582	32,069	37,149	45,318
Kenosha	204,507	281,636	235,346	169,439	182,649	128,249	33,606	204,573	169,571	154,031
La Crosse	151,351	149,364	190,566	174,062	175,172	84,599	92,562	171,393	162,734	162,832
Lafayette	18,142	na	13,950	5,797	10,599	na	na	11,090	11,701	13,956
Langlade	18,670	na	18,468	16,799	18,423	37,953	6,011	25,166	37,196	20,547
Lincoln	30,653	18,578	34,331	24,564	17,277	39,701	8,492	26,975	33,677	23,350

Trade Area Captured	Telecommuni-cations	Credit Intermediation and Related Activities	Rental and Leasing Services	Professional, Scientific, and Technical Services	Administrative and Support Services	Amusement, Gambling, and Recreation Industries	Accommodation	Food Services and Drinking Places	Repair and Maintenance	Personal and Laundry Services
Marathon	141,778	144,171	222,176	184,930	171,576	173,473	78,648	145,092	155,449	135,892
Marinette	49,407	34,985	53,021	55,085	44,073	23,735	24,897	54,222	48,958	67,193
Marquette	19,494	na	12,553	9,303	na	na	12,259	17,369	25,152	15,886
Milwaukee	982,127	1,745,437	1,724,445	1,756,937	1,557,601	378,149	557,920	1,219,804	879,409	1,270,235
Monroe	55,706	na	54,743	24,008	20,461	19,760	39,256	52,813	46,886	58,519
Oconto	33,821	na	38,478	18,790	20,114	38,236	9,186	32,919	20,602	27,924
Oneida	44,415	48,567	75,347	39,122	52,161	83,670	63,459	53,225	71,860	38,603
Ozaukee	62,536	119,261	94,171	85,181	128,628	44,006	17,475	53,021	61,295	85,333
Pepin	8,187	na	na	9,756	na	na	na	7,818	9,461	6,086
Pierce	45,016	24,311	27,654	14,757	22,337	na	3,663	29,881	32,098	41,982
Polk	51,529	31,823	33,053	40,630	45,912	19,109	12,534	41,354	57,016	36,140
Portage	82,217	61,209	119,454	95,105	79,597	42,173	47,556	81,823	68,735	73,751
Price	15,474	na	19,533	9,164	16,657	na	13,095	12,176	19,629	22,513
Richland	18,805	na	8,526	16,341	40,407	na	na	13,559	23,896	18,541
Rock	192,565	101,931	194,513	131,895	205,896	368,608	57,608	203,184	163,284	241,981
Rusk	18,197	na	9,530	8,473	28,490	na	13,832	11,917	22,724	11,021
Saint Croix	88,053	64,015	102,101	188,651	82,187	103,877	24,023	82,205	85,856	81,632
Sauk	68,020	91,165	93,993	81,549	68,752	221,661	528,764	157,920	58,841	119,696
Sawyer	20,632	na	15,657	21,650	35,678	32,473	58,545	32,792	25,439	20,404
Shawano	42,096	22,722	37,015	24,125	27,556	38,048	18,968	44,546	42,448	29,680
Taylor	21,946	na	23,736	24,209	18,356	na	na	15,383	24,557	13,787
Trempealeau	36,868	25,569	16,506	24,566	15,578	na	7,434	26,274	34,489	26,117
Vernon	33,900	na	32,533	25,507	18,794	na	6,662	22,161	32,831	33,822
Vilas	30,072	na	40,818	31,083	42,423	63,238	79,179	43,311	40,912	31,240
Walworth	132,983	85,444	140,240	146,769	150,889	99,004	218,734	163,031	123,275	197,865
Washburn	23,733	na	10,990	11,434	40,910	na	14,104	20,864	21,616	30,349
Washington	112,053	257,982	138,059	338,693	230,092	107,339	20,272	115,627	169,474	151,460
Waupaca	48,444	29,363	51,765	96,244	47,996	48,287	29,365	47,829	53,841	42,899
Waushara	28,524	na	37,759	14,984	16,812	40,557	23,060	21,647	35,909	21,245
Wood	76,698	126,312	84,648	59,395	46,529	32,509	33,675	63,894	109,167	55,238

Pull Factor	Telecommuni-cations	Credit Intermediation and Related Activities	Rental and Leasing Services	Professional, Scientific, and Technical Services	Administrative and Support Services	Amusement, Gambling, and Recreation Industries	Accommodation	Food Services and Drinking Places	Repair and Maintenance	Personal and Laundry Services
Adams	1.405	na	0.749	0.600	0.569	na	6.124	0.783	1.026	1.319
Ashland	1.178	1.918	1.717	0.766	1.680	na	1.398	1.628	0.996	1.526
Barron	1.489	na	1.630	0.905	0.995	0.789	0.586	1.223	1.225	1.642
Bayfield	1.747	na	1.149	1.256	1.219	1.283	2.342	1.415	1.305	1.423
Buffalo	0.861	na	0.642	0.823	0.424	na	na	0.757	0.503	1.130
Burnett	1.374	na	0.649	0.656	1.486	na	1.001	1.361	1.679	0.697
Chippewa	1.304	1.030	1.511	1.379	0.633	0.971	0.452	1.034	1.255	1.092
Clark	0.905	na	1.047	0.490	0.312	0.393	na	0.702	0.877	0.693
Columbia	1.030	0.531	0.909	0.853	0.805	1.531	0.690	0.899	0.803	1.223
Crawford	1.177	na	0.664	0.960	na	na	1.595	1.305	1.280	1.004
Dane	1.086	1.357	1.805	2.239	2.142	0.621	0.681	1.201	0.857	1.407
Dodge	1.032	0.932	1.214	2.614	0.821	0.737	0.143	0.733	0.998	0.819
Door	1.092	1.044	1.204	1.827	1.936	2.278	5.218	1.887	0.860	2.397
Douglas	1.318	1.097	1.343	1.844	1.255	0.863	0.731	1.936	1.691	2.352
Dunn	1.191	0.540	0.628	3.569	0.932	0.598	0.382	1.046	1.062	1.294
Eau Claire	1.191	1.687	1.294	1.456	1.630	0.820	0.622	1.453	1.431	1.096
Florence	1.794	na	na	na	na	na	na	1.342	1.224	na
Forest	1.225	na	0.534	0.835	na	na	0.573	0.939	0.738	0.613
Grant	1.074	0.462	0.921	0.804	0.642	0.686	0.274	0.900	1.838	1.197
Green	1.144	0.613	0.970	0.737	1.025	0.611	0.404	0.733	1.207	0.951
Green Lake	1.097	na	0.778	0.839	1.103	0.711	1.073	0.803	0.853	0.756
Iowa	1.104	na	0.939	0.986	0.805	0.667	0.586	0.964	0.964	0.605
Iron	1.508	na	1.984	na	na	na	2.215	2.891	0.822	0.662
Jackson	1.212	na	0.908	0.703	0.749	na	0.806	1.122	0.653	1.138
Jefferson	1.101	0.835	1.202	0.945	1.081	0.632	0.282	1.033	1.201	1.023
Juneau	1.336	1.080	0.851	0.562	0.532	na	0.913	1.191	1.380	1.684
Kenosha	1.231	1.695	1.416	1.020	1.099	0.772	0.202	1.231	1.020	0.927
La Crosse	1.327	1.309	1.671	1.526	1.536	0.742	0.811	1.503	1.427	1.427
Lafayette	1.145	na	0.881	0.366	0.669	na	na	0.700	0.739	0.881
Langlade	0.926	na	0.916	0.833	0.913	1.882	0.298	1.248	1.844	1.019
Lincoln	1.037	0.629	1.162	0.831	0.585	1.343	0.287	0.913	1.139	0.790

| Pull Factor	Telecommuni-cations	Credit Intermediation and Related Activities	Rental and Leasing Services	Professional, Scientific, and Technical Services	Administrative and Support Services	Amusement, Gambling, and Recreation Industries	Accommodation	Food Services and Drinking Places	Repair and Maintenance	Personal and Laundry Services
Marathon	1.076	1.095	1.687	1.404	1.303	1.317	0.597	1.102	1.180	1.032
Marinette	1.167	0.826	1.252	1.301	1.041	0.561	0.588	1.281	1.156	1.587
Marquette	1.283	na	0.826	0.612	na	na	0.807	1.143	1.655	1.046
Milwaukee	1.032	1.834	1.812	1.846	1.637	0.397	0.586	1.282	0.924	1.335
Monroe	1.273	na	1.251	0.549	0.468	0.452	0.897	1.207	1.072	1.338
Oconto	0.894	na	1.017	0.497	0.532	1.011	0.243	0.870	0.545	0.738
Oneida	1.223	1.337	2.074	1.077	1.436	2.303	1.747	1.465	1.978	1.063
Ozaukee	0.718	1.369	1.081	0.978	1.476	0.505	0.201	0.609	0.703	0.979
Pepin	1.112	na	na	1.325	na	na	na	1.062	1.285	0.827
Pierce	1.105	0.597	0.679	0.362	0.548	na	0.090	0.733	0.788	1.030
Polk	1.154	0.713	0.740	0.910	1.028	0.428	0.281	0.926	1.277	0.809
Portage	1.187	0.883	1.724	1.373	1.149	0.609	0.686	1.181	0.992	1.064
Price	1.083	na	1.367	0.642	1.166	na	0.917	0.852	1.374	1.576
Richland	1.044	na	0.474	0.907	2.244	na	na	0.753	1.327	1.030
Rock	1.197	0.633	1.209	0.820	1.279	2.291	0.358	1.263	1.015	1.504
Rusk	1.266	na	0.663	0.590	1.983	na	0.963	0.829	1.582	0.767
Saint Croix	1.042	0.758	1.208	2.233	0.973	1.229	0.284	0.973	1.016	0.966
Sauk	1.137	1.524	1.571	1.363	1.149	3.704	8.836	2.639	0.983	2.000
Sawyer	1.188	na	0.901	1.246	2.054	1.869	3.370	1.888	1.464	1.174
Shawano	0.920	0.496	0.809	0.527	0.602	0.831	0.414	0.973	0.927	0.648
Taylor	1.134	na	1.227	1.251	0.949	na	na	0.795	1.269	0.713
Trempealeau	1.318	0.914	0.590	0.879	0.557	na	0.266	0.940	1.233	0.934
Vernon	1.158	na	1.111	0.871	0.642	na	0.228	0.757	1.121	1.155
Vilas	1.363	na	1.850	1.408	1.922	2.865	3.588	1.963	1.854	1.416
Walworth	1.303	0.837	1.374	1.438	1.478	0.970	2.143	1.597	1.208	1.939
Washburn	1.417	na	0.656	0.683	2.443	na	0.842	1.246	1.291	1.812
Washington	0.850	1.957	1.047	2.569	1.746	0.814	0.154	0.877	1.286	1.149
Waupaca	0.933	0.566	0.997	1.854	0.925	0.930	0.566	0.921	1.037	0.826
Waushara	1.142	na	1.512	0.600	0.673	1.624	0.923	0.867	1.438	0.851
Wood	1.034	1.704	1.142	0.801	0.628	0.438	0.454	0.862	1.472	0.745

Potential Sales	Telecommuni-cations	Credit Intermediation and Related Activities	Rental and Leasing Services	Professional, Scientific, and Technical Services	Administrative and Support Services	Amusement, Gambling, and Recreation Industries	Accommodation	Food Services and Drinking Places	Repair and Maintenance	Personal and Laundry Services
Adams	13,872,166	546,933	2,618,920	3,688,839	1,158,594	1,928,734	5,564,017	16,069,461	4,205,933	3,193,945
Ashland	11,574,144	456,330	2,185,077	3,077,757	966,665	1,609,225	4,642,298	13,407,442	3,509,191	2,664,846
Barron	34,023,534	1,341,434	6,423,287	9,047,421	2,841,622	4,730,504	13,646,572	39,412,724	10,315,671	7,833,622
Bayfield	10,826,947	426,870	2,044,014	2,879,065	904,259	1,505,338	4,342,603	12,541,892	3,282,646	2,492,810
Buffalo	12,181,170	480,263	2,299,677	3,239,175	1,017,363	1,693,624	4,885,771	14,110,618	3,693,236	2,804,608
Burnett	11,129,072	438,782	2,101,052	2,959,404	929,492	1,547,344	4,463,783	12,891,872	3,374,248	2,562,372
Chippewa	43,670,742	1,721,791	8,244,578	11,612,773	3,647,350	6,071,815	17,515,991	50,588,011	13,240,630	10,054,808
Clark	21,908,291	863,770	4,136,056	5,825,777	1,829,765	3,046,046	8,787,243	25,378,475	6,642,424	5,044,193
Columbia	50,900,445	2,006,834	9,609,471	13,535,271	4,251,170	7,077,006	20,415,768	58,962,870	15,432,620	11,719,384
Crawford	11,344,764	447,286	2,141,773	3,016,761	947,507	1,577,333	4,550,296	13,141,729	3,439,644	2,612,033
Dane	519,553,290	20,484,243	98,086,215	138,157,820	43,392,734	72,236,731	208,388,738	601,848,424	157,524,525	119,622,615
Dodge	67,906,156	2,677,312	12,819,970	18,057,371	5,671,476	9,441,416	27,236,625	78,662,215	20,588,619	15,634,800
Door	28,117,808	1,108,591	5,308,347	7,476,991	2,348,380	3,909,394	11,277,832	32,571,555	8,525,101	6,473,880
Douglas	30,883,887	1,217,648	5,830,554	8,212,537	2,579,401	4,293,979	12,387,284	35,775,770	9,363,755	7,110,746
Dunn	29,724,031	1,171,919	5,611,585	7,904,112	2,482,531	4,132,717	11,922,075	34,432,197	9,012,096	6,843,699
Eau Claire	80,547,303	3,175,710	15,206,486	21,418,861	6,727,255	11,198,993	32,306,890	93,305,669	24,421,317	18,545,314
Florence	3,550,099	139,968	670,221	944,030	296,502	493,592	1,423,917	4,112,420	1,076,362	817,379
Forest	6,030,095	237,746	1,138,419	1,603,502	503,629	838,402	2,418,624	6,985,238	1,828,278	1,388,377
Grant	34,920,473	1,376,797	6,592,619	9,285,932	2,916,534	4,855,211	14,006,327	40,451,735	10,587,616	8,040,134
Green	30,599,900	1,206,451	5,776,940	8,137,020	2,555,683	4,254,495	12,273,379	35,446,801	9,277,652	7,045,360
Green Lake	15,721,603	619,850	2,968,074	4,180,635	1,313,058	2,185,872	6,305,811	18,211,842	4,766,668	3,619,762
Iowa	19,467,362	767,533	3,675,234	5,176,694	1,625,901	2,706,669	7,808,206	22,550,914	5,902,353	4,482,190
Iron	4,114,796	162,233	776,830	1,094,192	343,665	572,106	1,650,412	4,766,563	1,247,574	947,396
Jackson	14,297,359	563,697	2,699,191	3,801,904	1,194,106	1,987,851	5,734,558	16,562,002	4,334,848	3,291,842
Jefferson	68,298,591	2,692,784	12,894,058	18,161,726	5,704,251	9,495,979	27,394,028	79,116,811	20,707,603	15,725,155
Juneau	16,936,000	667,730	3,197,339	4,503,563	1,414,483	2,354,718	6,792,896	19,618,593	5,134,864	3,899,366
Kenosha	134,202,690	5,291,162	25,336,061	35,686,717	11,208,517	18,659,036	53,827,643	155,459,852	40,689,214	30,898,999
La Crosse	93,014,012	3,667,230	17,560,070	24,733,965	7,768,466	12,932,318	37,307,189	107,747,054	28,201,126	21,415,665
Lafayette	10,979,419	432,882	2,072,799	2,919,609	916,994	1,526,537	4,403,759	12,718,515	3,328,875	2,527,916
Langlade	14,762,211	582,024	2,786,951	3,925,516	1,232,930	2,052,482	5,921,007	17,100,485	4,475,788	3,398,870
Lincoln	21,945,195	865,225	4,143,023	5,835,590	1,832,848	3,051,177	8,802,045	25,421,224	6,653,613	5,052,690

| Potential Sales	Telecommuni-cations	Credit Intermediation and Related Activities	Rental and Leasing Services	Professional, Scientific, and Technical Services	Administrative and Support Services	Amusement, Gambling, and Recreation Industries	Accommodation	Food Services and Drinking Places	Repair and Maintenance	Personal and Laundry Services
Marathon	111,886,398	4,411,305	21,122,979	29,752,445	9,344,675	15,556,263	44,876,754	129,608,749	33,923,087	25,760,867
Marinette	31,446,609	1,239,834	5,936,790	8,362,174	2,626,399	4,372,218	12,612,987	36,427,624	9,534,368	7,240,307
Marquette	10,074,647	397,210	1,901,988	2,679,015	841,428	1,400,741	4,040,862	11,670,430	3,054,555	2,319,600
Milwaukee	846,757,550	33,384,809	159,858,949	225,166,848	70,720,610	117,729,978	339,627,793	980,880,510	256,730,316	194,958,542
Monroe	31,436,736	1,239,445	5,934,926	8,359,548	2,625,575	4,370,845	12,609,027	36,416,187	9,531,374	7,238,034
Oconto	27,781,122	1,095,316	5,244,785	7,387,460	2,320,260	3,862,582	11,142,789	32,181,539	8,423,021	6,396,361
Oneida	31,142,729	1,227,853	5,879,421	8,281,367	2,601,019	4,329,968	12,491,104	36,075,611	9,442,234	7,170,342
Ozaukee	127,179,101	5,014,245	24,010,081	33,819,028	10,621,911	17,682,503	51,010,537	147,323,754	38,559,716	29,281,879
Pepin	5,571,077	219,649	1,051,761	1,481,442	465,293	774,582	2,234,515	6,453,513	1,689,107	1,282,692
Pierce	31,130,286	1,227,363	5,877,072	8,278,058	2,599,980	4,328,238	12,486,113	36,061,197	9,438,461	7,167,477
Polk	32,117,068	1,266,268	6,063,366	8,540,460	2,682,396	4,465,436	12,881,904	37,204,282	9,737,646	7,394,675
Portage	56,802,885	2,239,547	10,723,789	15,104,827	4,744,138	7,897,659	22,783,190	65,800,232	17,222,194	13,078,369
Price	11,066,887	436,330	2,089,312	2,942,868	924,299	1,538,698	4,438,841	12,819,837	3,355,394	2,548,054
Richland	12,496,354	492,689	2,359,181	3,322,987	1,043,687	1,737,446	5,012,189	14,475,726	3,788,798	2,877,177
Rock	121,141,598	4,776,207	22,870,264	32,213,556	10,117,663	16,843,071	48,588,942	140,329,936	36,729,192	27,891,797
Rusk	8,737,473	344,489	1,649,543	2,323,439	729,748	1,214,825	3,504,532	10,121,453	2,649,134	2,011,727
Saint Croix	73,510,444	2,898,270	13,878,001	19,547,644	6,139,542	10,220,615	29,484,461	85,154,200	22,287,796	16,925,139
Sauk	52,017,446	2,050,873	9,820,349	13,832,300	4,344,461	7,232,310	20,863,789	60,256,799	15,771,286	11,976,563
Sawyer	12,678,588	499,874	2,393,584	3,371,446	1,058,907	1,762,783	5,085,282	14,686,824	3,844,049	2,919,134
Shawano	32,567,528	1,284,028	6,148,408	8,660,245	2,720,018	4,528,066	13,062,579	37,726,093	9,874,222	7,498,389
Taylor	13,088,506	516,036	2,470,973	3,480,450	1,093,143	1,819,777	5,249,697	15,161,672	3,968,333	3,013,514
Trempealeau	20,891,261	823,672	3,944,051	5,555,332	1,744,824	2,904,642	8,379,320	24,200,352	6,334,068	4,810,031
Vernon	18,952,469	747,232	3,578,027	5,039,775	1,582,897	2,635,080	7,601,686	21,954,463	5,746,241	4,363,641
Vilas	17,223,486	679,064	3,251,614	4,580,010	1,438,494	2,394,689	6,908,205	19,951,616	5,222,027	3,965,557
Walworth	82,204,877	3,241,062	15,519,419	21,859,637	6,865,695	11,429,456	32,971,730	95,225,796	24,923,881	18,926,956
Washburn	11,138,224	439,143	2,102,780	2,961,838	930,257	1,548,617	4,467,454	12,902,473	3,377,023	2,564,479
Washington	131,232,182	5,174,045	24,775,260	34,896,809	10,960,422	18,246,028	52,636,196	152,018,827	39,788,579	30,215,066
Waupaca	43,962,819	1,733,306	8,299,719	11,690,441	3,671,744	6,112,425	17,633,141	50,926,351	13,329,185	10,122,056
Waushara	16,483,117	649,874	3,111,840	4,383,134	1,376,659	2,291,750	6,611,248	19,093,975	4,997,553	3,795,094
Wood	68,196,030	2,688,741	12,874,696	18,134,453	5,695,686	9,481,719	27,352,891	78,998,004	20,676,507	15,701,541

Surplus/Leakge	Telecommuni-cations	Credit Intermediation and Related Activities	Rental and Leasing Services	Professional, Scientific, and Technical Services	Administrative and Support Services	Amusement, Gambling, and Recreation Industries	Accommodation	Food Services and Drinking Places	Repair and Maintenance	Personal and Laundry Services
Adams	5,618,052	na	(656,212)	(1,476,733)	(499,252)	na	28,512,479	(3,490,859)	108,189	1,018,487
Ashland	2,057,476	419,076	1,566,565	(720,613)	657,641	na	1,846,082	8,416,622	(12,305)	1,401,076
Barron	16,637,054	na	4,048,341	(859,201)	(14,842)	(997,148)	(5,647,252)	8,791,818	2,320,663	5,032,646
Bayfield	8,085,145	na	305,394	735,899	198,303	425,678	5,829,647	5,199,442	1,000,730	1,054,290
Buffalo	(1,687,146)	na	(822,323)	(573,069)	(585,601)	na	na	(3,424,428)	(1,834,056)	363,358
Burnett	4,158,274	na	(736,434)	(1,016,688)	451,830	na	3,289	4,655,964	2,291,508	(777,004)
Chippewa	13,290,754	51,473	4,213,718	4,404,539	(1,338,258)	(179,033)	(9,606,899)	1,742,283	3,374,260	920,070
Clark	(2,079,841)	na	195,458	(2,968,285)	(1,259,791)	(1,849,916)	na	(7,568,807)	(815,938)	(1,549,483)
Columbia	1,548,267	(940,642)	(878,637)	(1,985,663)	(827,686)	3,754,842	(6,321,336)	(5,942,406)	(3,038,926)	2,611,502
Crawford	2,008,600	na	(720,339)	(121,231)	na	na	2,707,576	4,005,009	962,416	10,161
Dane	44,814,288	7,317,639	78,944,673	171,112,120	49,570,264	(27,412,325)	(66,569,684)	120,859,898	(22,454,655)	48,677,159
Dodge	2,181,428	(180,748)	2,737,700	29,137,465	(1,016,654)	(2,479,630)	(23,331,525)	(20,980,477)	(37,555)	(2,837,230)
Door	2,595,636	48,419	1,082,699	6,183,485	2,197,724	4,996,944	47,565,352	28,904,827	(1,197,467)	9,043,898
Douglas	9,815,911	118,550	2,002,082	6,933,705	656,911	(587,403)	(3,336,362)	33,487,538	6,470,287	9,616,504
Dunn	5,676,483	(539,285)	(2,086,515)	20,306,912	(169,537)	(1,661,613)	(7,364,343)	1,578,575	559,630	2,008,659
Eau Claire	15,362,023	2,182,320	4,471,006	9,775,555	4,238,111	(2,018,303)	(12,210,362)	42,268,173	10,536,383	1,779,808
Florence	2,820,105	na	na	na	na	na	na	1,407,162	241,404	na
Forest	1,353,863	na	(530,087)	(264,128)	na	na	(1,032,206)	(424,312)	(479,626)	(536,979)
Grant	2,584,643	(740,631)	(520,713)	(1,818,044)	(1,042,754)	(1,526,791)	(10,173,409)	(4,048,449)	8,871,108	1,582,736
Green	4,392,116	(467,069)	(173,288)	(2,140,712)	63,293	(1,655,503)	(7,320,933)	(9,463,221)	1,922,640	(347,998)
Green Lake	1,517,909	na	(658,058)	(674,853)	134,680	(632,210)	460,211	(3,583,480)	(700,168)	(882,564)
Iowa	2,033,830	na	(224,098)	(74,372)	(317,541)	(902,643)	(3,230,062)	(813,518)	(212,387)	(1,771,286)
Iron	2,091,754	na	764,180	na	na	na	2,005,204	9,015,635	(222,350)	(320,328)
Jackson	3,024,139	na	(249,113)	(1,129,666)	(299,162)	na	(1,114,904)	2,019,958	(1,506,030)	455,684
Jefferson	6,931,433	(445,646)	2,606,462	(1,006,464)	459,217	(3,498,257)	(19,658,470)	2,610,117	4,170,201	366,895
Juneau	5,684,704	53,272	(475,127)	(1,974,275)	(662,629)	na	(589,166)	3,754,997	1,951,890	2,665,658
Kenosha	30,944,266	3,675,686	10,543,483	698,155	1,110,185	(4,259,644)	(42,942,783)	35,906,638	828,344	(2,260,287)
La Crosse	30,401,328	1,134,760	11,776,470	13,008,893	4,161,386	(3,340,996)	(7,033,709)	54,148,720	12,031,804	9,155,177
Lafayette	1,595,483	na	(247,275)	(1,851,053)	(303,402)	na	na	(3,814,115)	(869,733)	(300,606)
Langlade	(1,097,933)	na	(235,145)	(655,978)	(106,766)	1,809,562	(4,156,517)	4,235,391	3,778,058	63,500
Lincoln	815,313	(321,341)	669,461	(985,456)	(761,414)	1,047,413	(6,272,859)	(2,219,278)	927,903	(1,060,814)

| Surplus/Leakge	Telecommuni-cations	Credit Intermediation and Related Activities	Rental and Leasing Services	Professional, Scientific, and Technical Services	Administrative and Support Services	Amusement, Gambling, and Recreation Industries	Accommodation	Food Services and Drinking Places	Repair and Maintenance	Personal and Laundry Services
Marathon	8,546,332	417,085	14,506,573	12,019,777	2,827,777	4,931,521	(18,080,978)	13,160,679	6,112,099	816,579
Marinette	5,252,955	(215,246)	1,498,562	2,518,334	107,835	(1,920,906)	(5,195,411)	10,227,910	1,491,640	4,251,243
Marquette	2,850,061	na	(330,716)	(1,038,793)	na	na	(780,902)	1,669,408	2,001,643	105,554
Milwaukee	27,042,112	27,841,551	129,789,727	190,500,580	45,020,494	(70,952,702)	(140,532,761)	276,281,832	(19,509,270)	65,244,028
Monroe	8,595,584	na	1,492,052	(3,771,616)	(1,397,477)	(2,396,469)	(1,293,801)	7,548,937	684,306	2,444,562
Oconto	(2,940,578)	na	90,591	(3,717,674)	(1,086,398)	41,958	(8,436,755)	(4,173,861)	(3,835,369)	(1,674,307)
Oneida	6,934,889	413,747	6,315,563	637,425	1,133,803	5,643,302	9,329,866	16,782,303	9,236,434	449,546
Ozaukee	(35,902,261)	1,848,877	1,939,263	(757,704)	5,058,371	(8,752,025)	(40,780,165)	(57,676,412)	(11,434,192)	(604,903)
Pepin	625,057	na	na	481,958	na	na	na	400,959	481,933	(222,170)
Pierce	3,256,752	(495,185)	(1,889,004)	(5,280,470)	(1,174,882)	na	(11,363,733)	9,620,415	(2,004,509)	216,141
Polk	4,944,128	(363,860)	(1,575,334)	(769,738)	75,502	(2,554,588)	(9,266,140)	(2,750,356)	2,695,454	(1,410,115)
Portage	10,596,759	(261,211)	7,763,449	5,627,245	705,600	(3,090,885)	(7,146,498)	11,900,306	(138,080)	841,727
Price	921,491	na	767,628	(1,054,956)	153,497	na	(369,793)	(1,892,285)	1,255,158	1,467,612
Richland	553,940	na	(1,242,091)	(307,413)	1,298,329	na	na	(3,575,496)	1,239,016	85,267
Rock	23,815,964	(1,750,955)	4,773,054	(5,811,438)	2,827,235	21,736,435	(31,195,278)	36,848,946	537,930	14,048,257
Rusk	2,328,495	na	(555,445)	(953,325)	717,246	na	(130,702)	(1,726,353)	1,540,570	(468,635)
Saint Croix	3,102,212	(702,306)	2,893,135	24,099,764	(167,238)	2,345,519	(21,100,999)	(2,300,524)	360,984	(572,111)
Sauk	7,111,606	1,073,653	5,605,175	5,018,552	647,105	19,558,272	163,497,763	98,765,923	(263,120)	11,980,151
Sawyer	2,378,314	na	(236,436)	829,944	1,115,701	1,532,145	12,051,620	13,034,812	1,784,763	509,322
Shawano	(2,617,906)	(646,662)	(1,176,688)	(4,096,111)	(1,082,640)	(764,442)	(7,649,835)	(1,013,647)	(717,880)	(2,636,589)
Taylor	1,758,396	na	560,555	874,682	(55,971)	na	na	(3,106,118)	1,068,607	(866,102)
Trempealeau	6,652,991	(70,524)	(1,615,923)	(674,842)	(772,794)	na	(6,151,726)	(1,461,638)	1,478,136	(317,461)
Vernon	2,987,621	na	396,999	(649,973)	(567,007)	na	(5,872,236)	(5,340,523)	695,963	676,209
Vilas	6,245,922	na	2,762,430	1,870,772	1,326,718	4,467,179	17,876,873	19,204,088	4,458,691	1,647,875
Walworth	24,910,429	(527,584)	5,806,367	9,576,843	3,285,051	(341,870)	37,694,902	56,892,724	5,181,691	17,768,098
Washburn	4,644,296	na	(723,074)	(939,934)	1,341,935	na	(705,532)	3,170,185	981,285	2,082,335
Washington	(19,676,796)	4,952,213	1,173,130	54,767,613	8,171,486	(3,388,268)	(44,541,448)	(18,670,857)	11,366,727	4,502,594
Waupaca	(2,938,985)	(752,944)	(23,921)	9,982,101	(277,140)	(427,119)	(7,659,297)	(4,008,079)	494,497	(1,757,852)
Waushara	2,340,293	na	1,592,284	(1,753,732)	(450,071)	1,429,420	(507,562)	(2,546,113)	2,187,067	(567,180)
Wood	2,345,266	1,891,567	1,823,140	(3,608,215)	(2,121,526)	(5,324,609)	(14,930,441)	(10,924,820)	9,765,121	(4,004,359)

Pull Factors 2009: Telecommunications

Pull Factors

- < 0.880
- 0.880 - 1.000
- 1.001 - 1.501
- >1.501
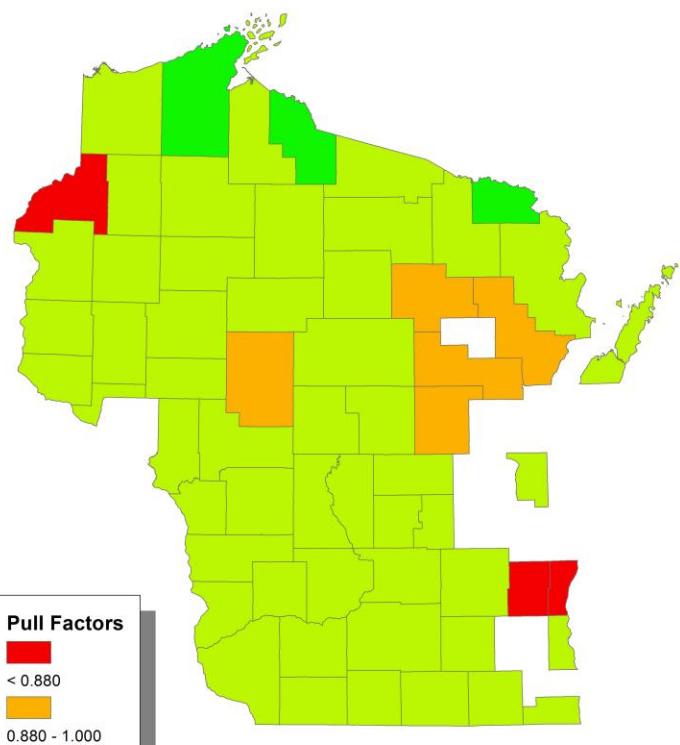
Pull Factors 2009: Credit Intermediation and Related Activities

Pull Factors

- 0.000000
- 0.001 - 0.500
- 0.501 - 1.000
- 1.001 - 1.50
- > 1.500
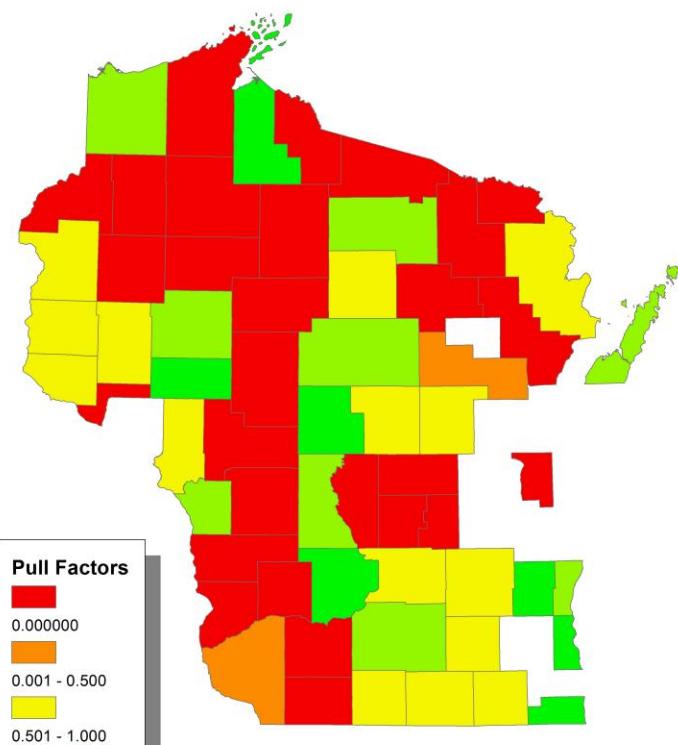
Pull Factors 2009: Rental and Leasing Services
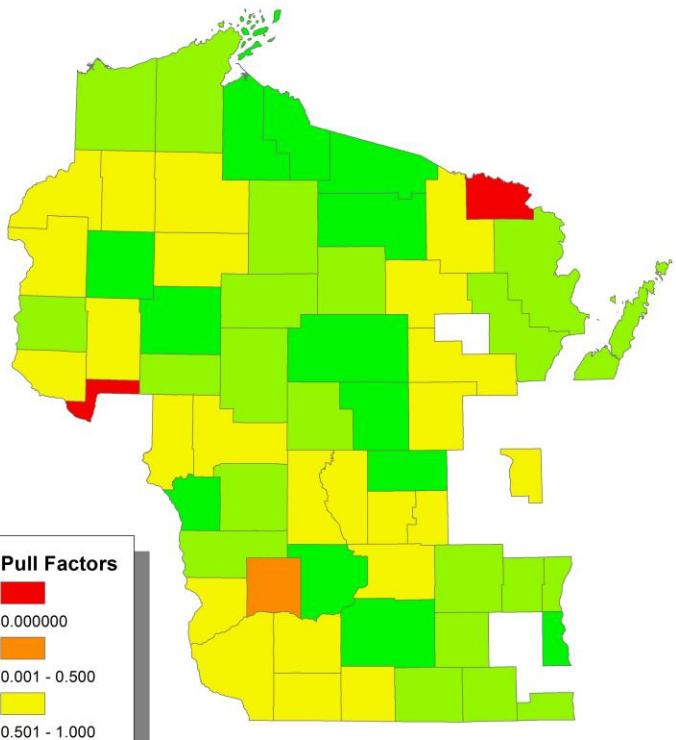
Pull Factors 2009: Professional, Scientific, and Technical Services

Pull Factors

0.000000

0.001 - 0.500

0.501 - 1.000

1.001 - 1.50

>1.501

Pull Factors

0.0

0.001 - 0.500

0.501 - 1.000

1.001 - 1.500

>1.501
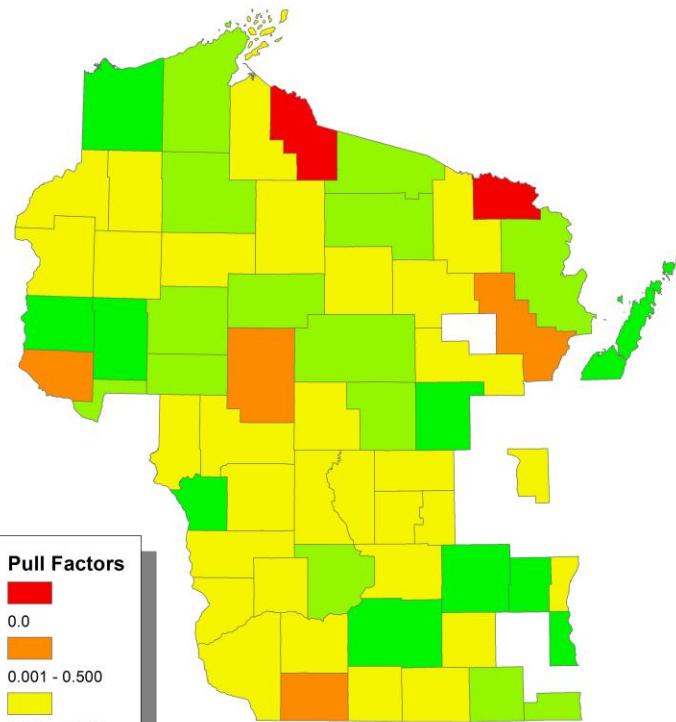
Pull Factors 2009: Administrative and Support Services

Pull Factors
- 0.0
- 0.001 - 0.500
- 0.501 - 1.000
- 1.001 - 1.500
- >1.501
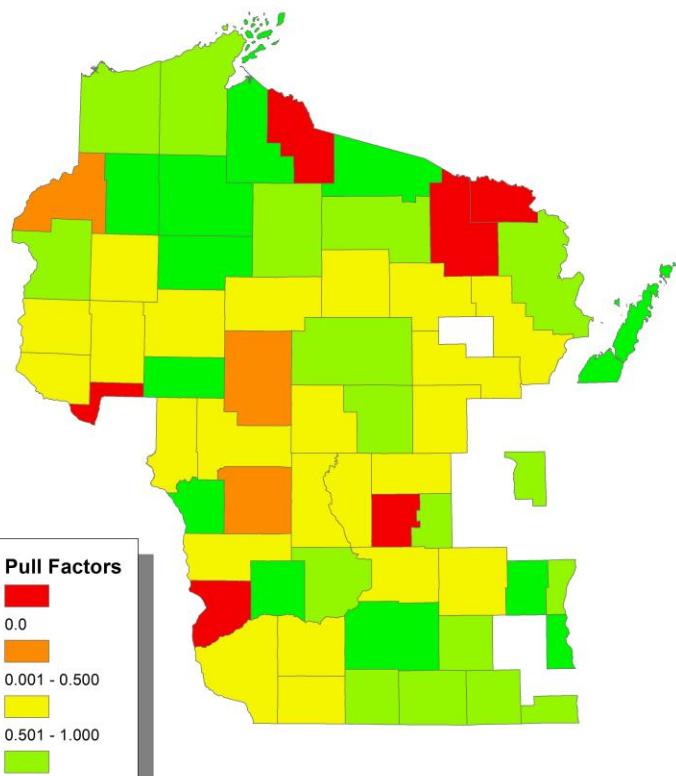
Pull Factors 2009: Amusement, Gambling, and Recreation

Pull Factors
- 0.0
- 0.001 - 0.500
- 0.501 - 1.000
- 1.001 - 1.500
- >1.501
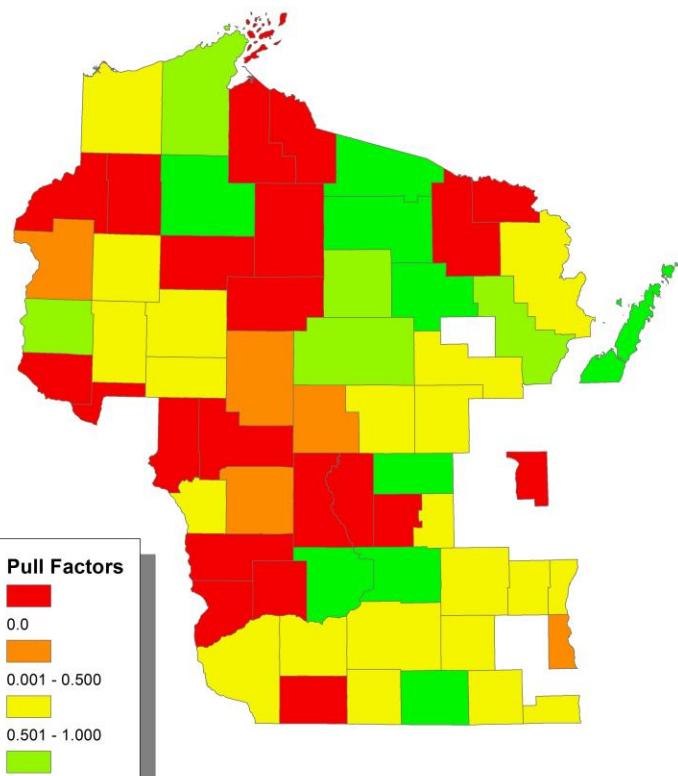
Pull Factors 2009: Accommodation
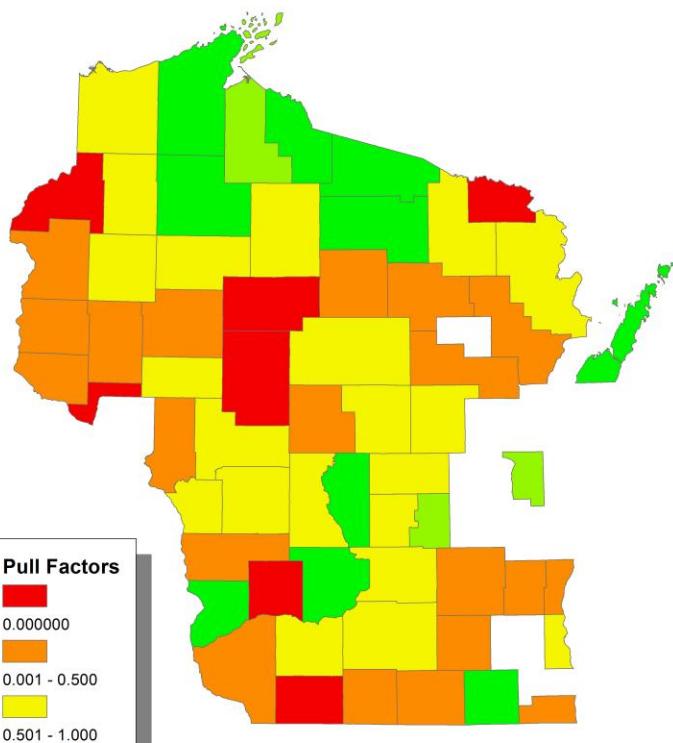
Pull Factors 2009: Food Services and Drinking Places

Pull Factors

0.000000

0.001 - 0.500

0.501 - 1.000

1.001 - 1.50

>1.501

Pull Factors

< 0.750

0.751 - 1.000

1.001 - 1.500

1.501 - 2.000

>2.001
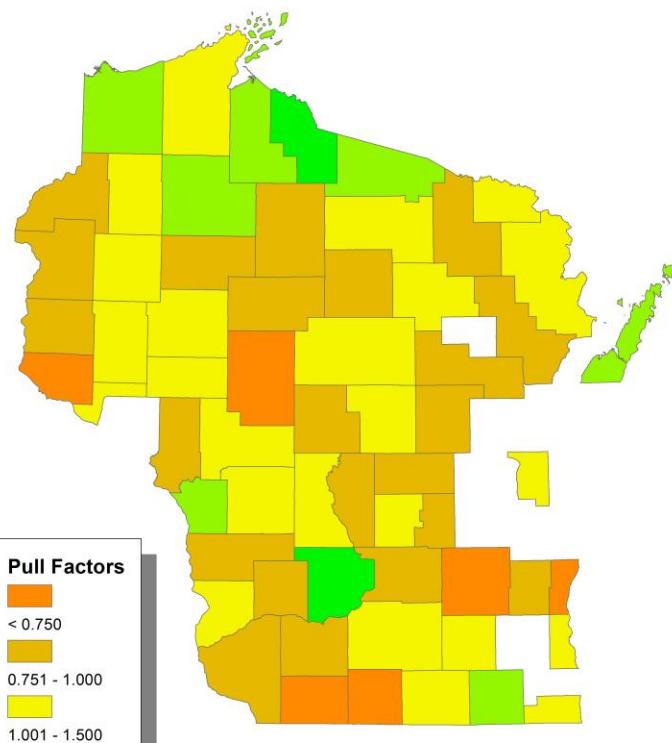
Pull Factors 2009: Repair and Maintenance

Pull Factors

< 0.750

0.751 - 1.000

1.001 - 1.250

1.251 - 1.500

>1.501
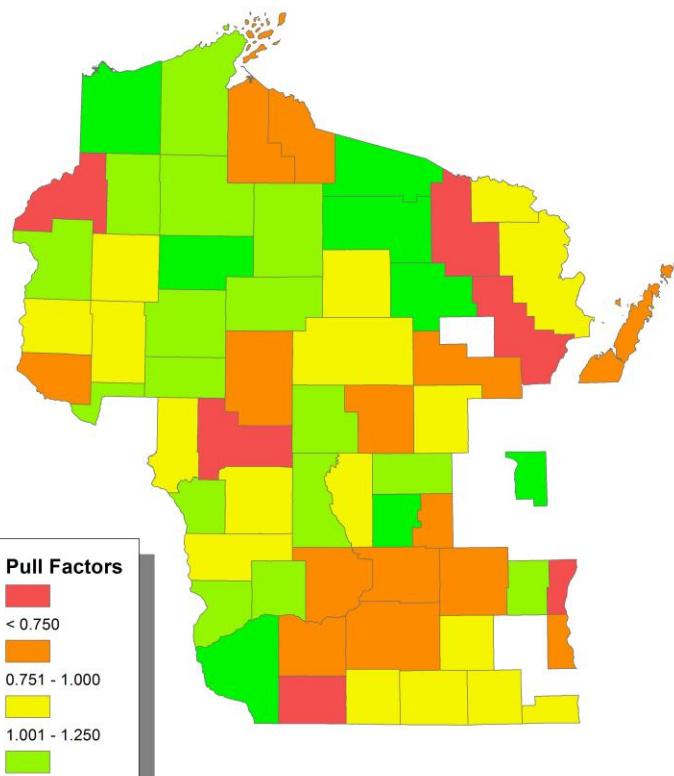
Pull Factors 2009: Personal and Laundry Services

Pull Factors

0.0

0.001 - 0.500

0.501 - 1.000

1.001 - 1.500

>1.501
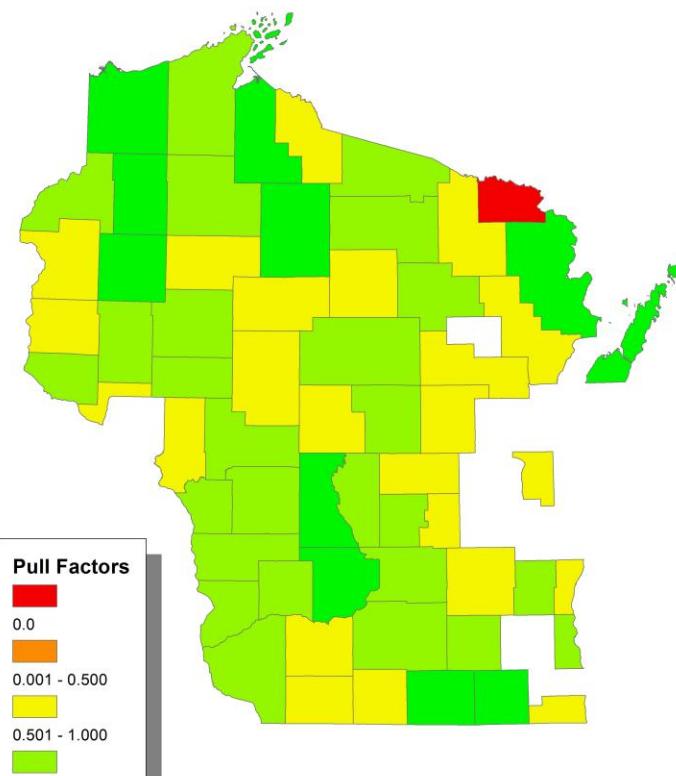
Pull Factors 2009: Motor Vehicle and Parts Dealers

Pull Factors

- < 0.750
- 0.751 - 1.000
- 1.001 - 1.250
- 1.251 - 1.500
- >1.501
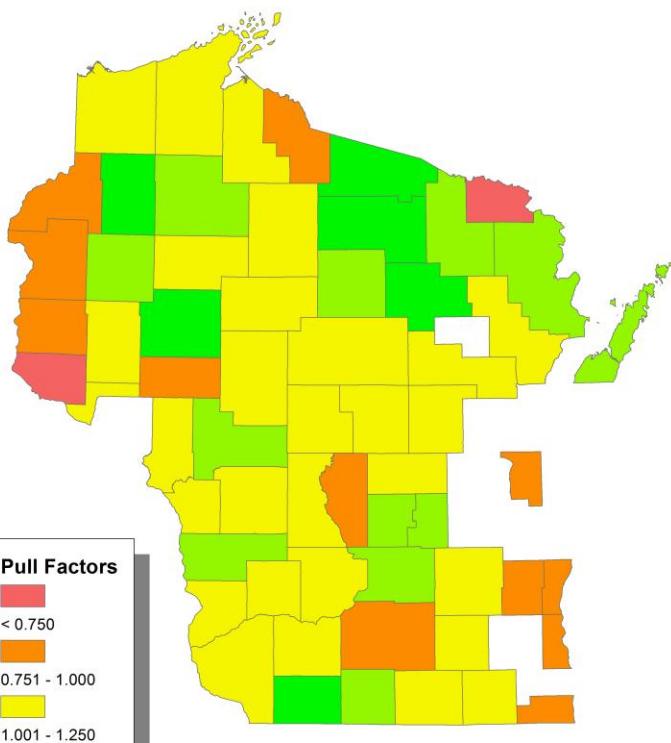
## Pull Factors 2009: Furniture and Home Furnishings Stores

Pull Factors

- 0.0
- 0.001 - 0.500
- 0.501 - 1.000
- 1.001 - 1.500
- >1.501
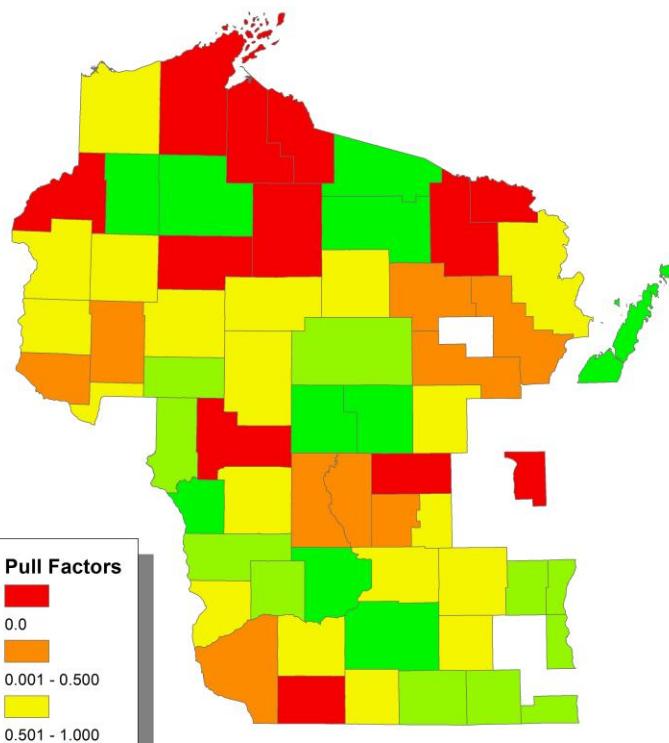
Pull Factors 2009: Electronics and Appliance Stores
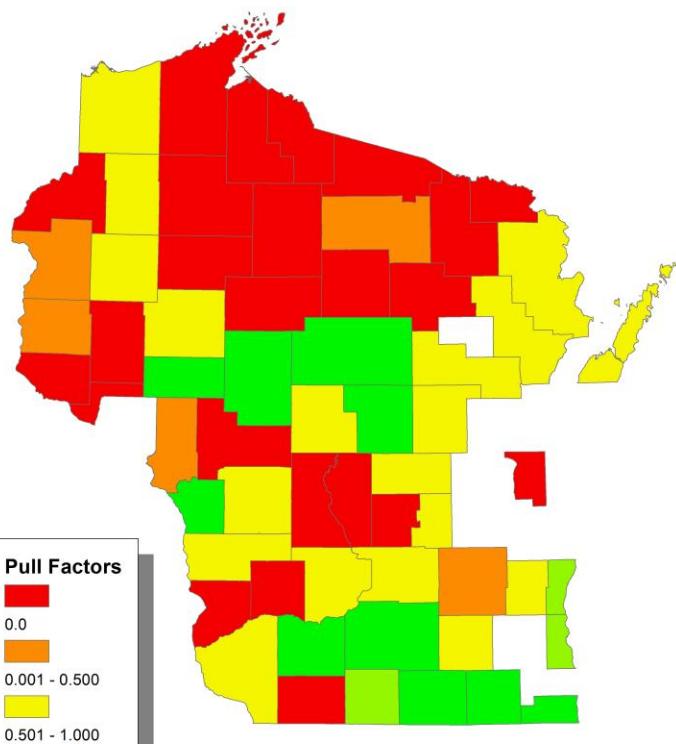
Pull Factors 2009: Building Material and Garden Equipment and Supplies Dealers

Pull Factors

- 0.0
- 0.001 - 0.500
- 0.501 - 1.000
- 1.001 - 1.500
- >1.501
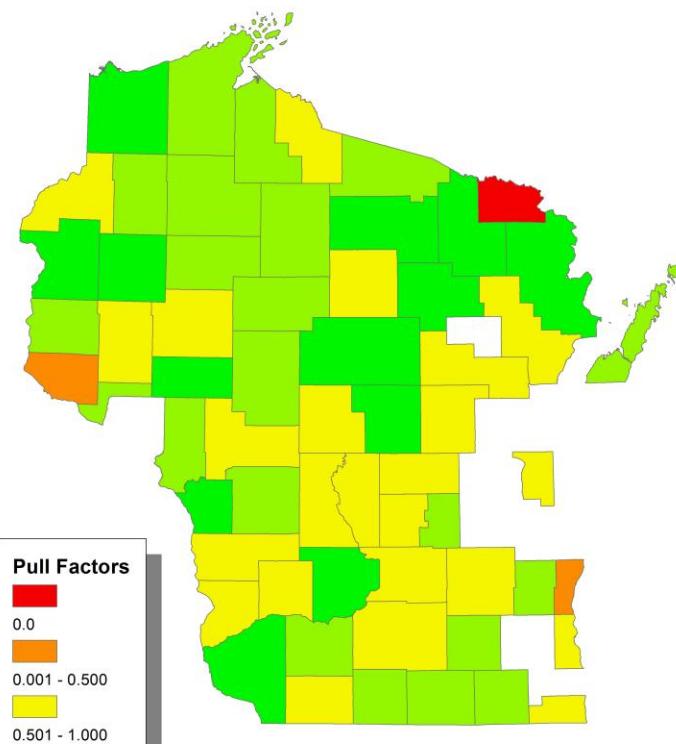
Pull Factors 2009: Food and Beverage Stores
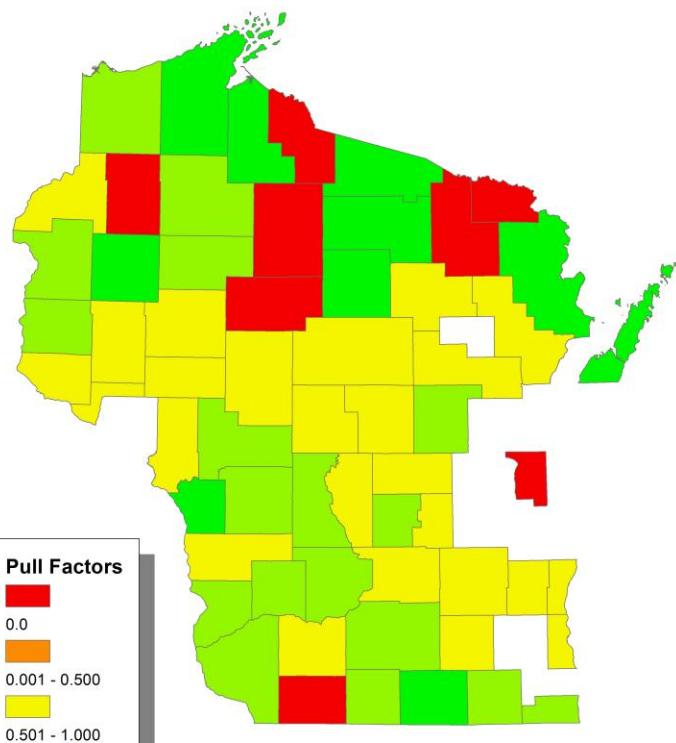
Pull Factors 2009: Health and Personal Care Stores

Pull Factors

0.0

0.001 - 0.500

0.501 - 1.000

1.001 - 1.500

>1.501
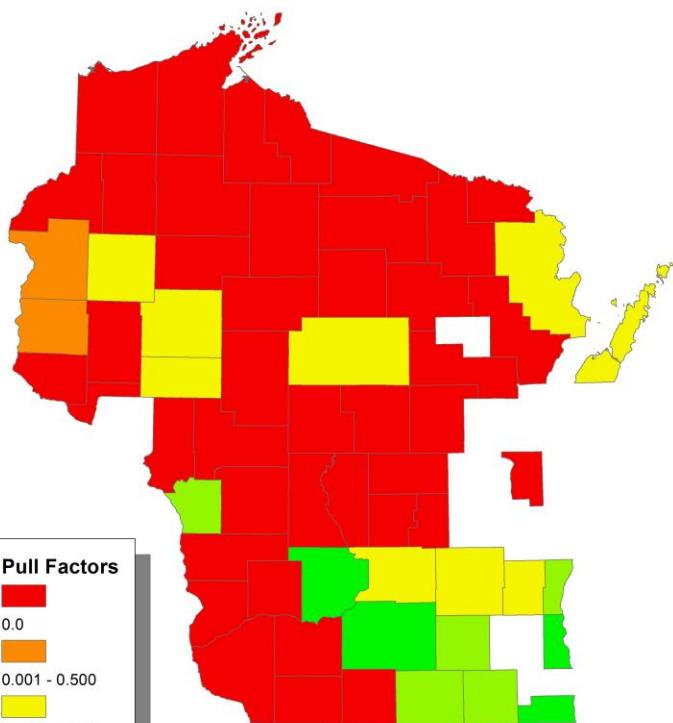
Pull Factors 2009: Gasoline Stations
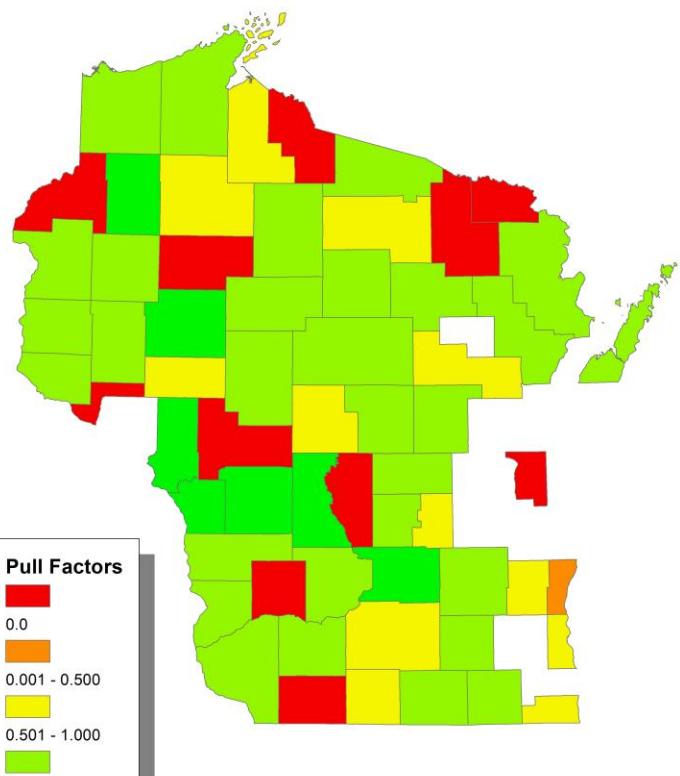
Pull Factors 2009: Sporting Goods, Hobby, Book and Music Stores

Pull Factors

0.0

0.001 - 0.500

0.501 - 1.000

1.001 - 1.500

>1.501
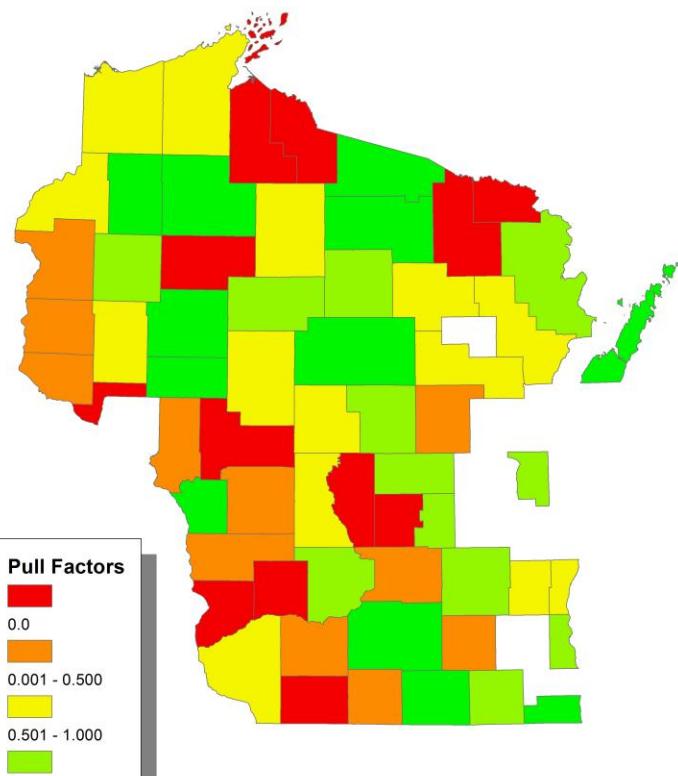
Pull Factors 2009: General Merchandise Stores

Pull Factors
- 0.0
- 0.001 - 0.500
- 0.501 - 1.000
- 1.001 - 1.500
- >1.501
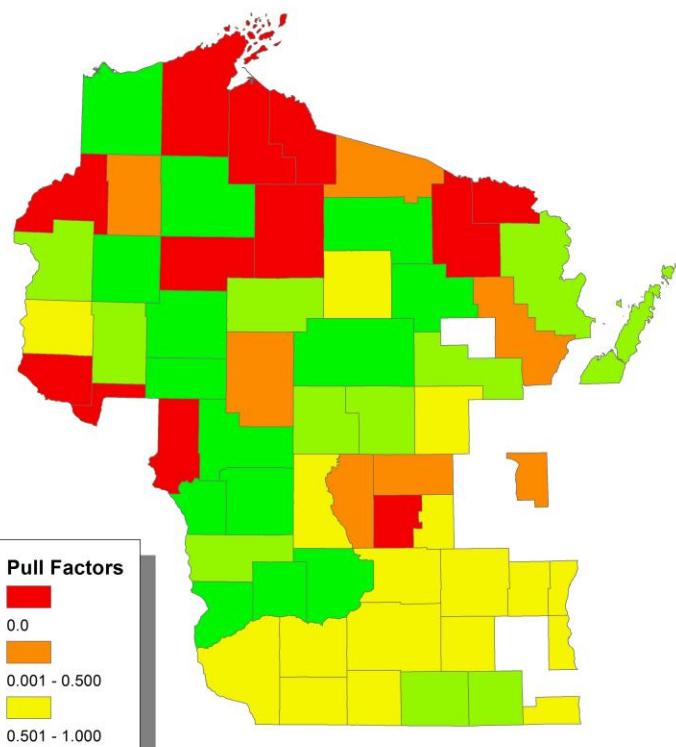
Pull Factors 2009: Miscellaneous Store Retailers

Pull Factors
- 0.500
- 0.501 - 0.750
- 0.751 - 1.000
- 1.001 - 1.250
- >1.251
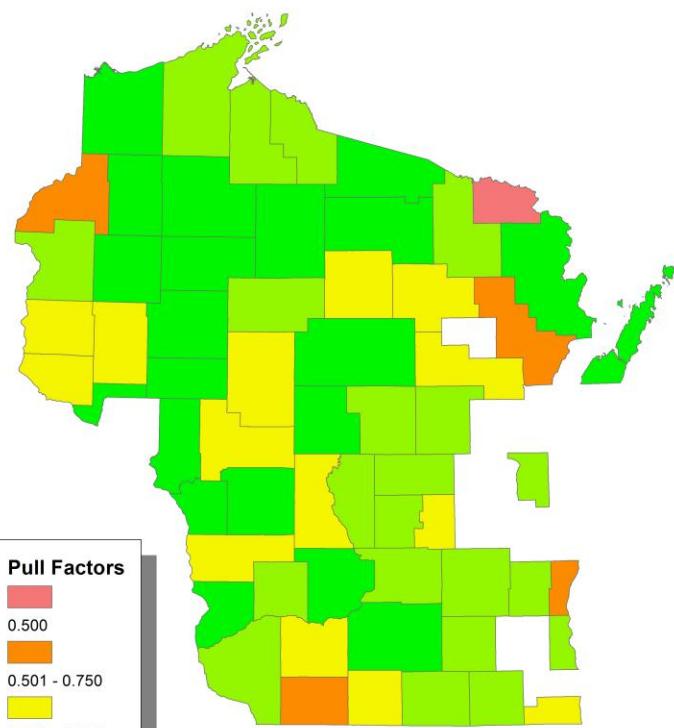
Pull Factors 2009: Clothing and Clothing
Accessories Stores

Pull Factors

0.0

0.001 - 0.500

0.501 - 1.000

1.001 - 1.500

>1.501