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Retail and Service Business Mix Analysis of Wisconsin's Downtowns

by

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Retail and Service Business Mix Analysis of Wisconsin's Downtowns

What can we do to increase business activity in our downtown? What businesses should we be recruiting for our vacant storefronts? Are there certain types of retail and service businesses that still make economic sense for our downtown given the proliferation of large-format stores in other locations? What types of downtown businesses are in similar-size communities that we don't have? What do we have that they don't?

One way to begin to answer these questions is to analyze the business mix in other communities with similar population. The "Retail and Service Business Mix Analysis of Wisconsin's Downtowns" analyzes the number and types of downtown retail and service establishments in Wisconsin's cities and villages. It provides a snapshot of street-level business activity to stimulate ideas about business expansion and recruitment. The analysis of retail and service mix serves as one source of the baseline data required for a comprehensive community business analysis. It is one tool in a spectrum of techniques available for the analysis of local demand and supply.

Applications

The business mix analysis has proven to be a useful tool for comparing communities of similar size with each other. Identifying the number and mix of retail and service businesses in a community, and making comparisons to similarly-sized communities, can provide chambers of commerce, economic and community development practitioners, business district directors, businesses, and local governments with an overview of the retail and service sector of their local economy. Conducting a retail and service mix analysis can assist a community in several ways.

- It can provide a basis to begin community discussions on enhancing their market share by helping identify existing retail and service strengths. These can then become the focus of marketing efforts for the community as they develop these product niches, expanding on their current strengths.
- Individual businesses in the community that have an interest in expanding or diversifying their sales will find the analysis useful in generating ideas for product expansion. The information from the analysis, by delineating a community's business mix weaknesses, provides business owners with information to examine potential secondary product lines.
- The analysis benefits prospective entrepreneurs by providing crucial information based on what types of stores exist in other similar communities to assist them in their first steps in determining local retail and service potential. Storefront property owners can utilize the results of the analysis in recruiting tenants for their available business spaces.

Methodology

Identify Similar Size Communities

The first step in this analysis was to sort all Wisconsin cities and villages by population. Using recent population estimates, the following six groups were formed:

City or Village Population	Number of Communities
1,000-2,500	143
2,500-5,000	60
5,000-10,000	45
10,000-25,000	39
25,000-50,000	13
50,000-100,000	10

Wisconsin's three largest cities (Milwaukee, Madison and Green Bay) were excluded from this analysis. The table that follows identifies the specific cities and villages that were used. A small number of cities and villages in the state with populations within these ranges were excluded because they either lacked a downtown district or had limited business activity.

Wisconsin Cities and Villages by Population Group

Pop. 1,000-2,500

Abbotsford
Adams
Albany
Arcadia
Athens
Augusta
Bangor
Barneveld
Belgium
Belleville
Big Bend
Black Creek
Black Earth
Blair
Bonduel
Boyceville
Buffalo City
Butler
Cadott
Cambridge
Cameron
Campbellsport
Cashton
Cassville
Cedar Grove
Chetek
Clear Lake
Cleveland
Clinton
Colby
Colfax
Combined Locks
Cornell
Crandon
Cuba City
Cumberland
Darien
Darlington
Deerfield
Denmark
Dickeyville
Dousman
Durand
Eagle
Eagle River
Edgar
Elkhart Lake
Elroy
Fall Creek
Fall River
Fennimore
Fontana-on-Geneva
Fox Lake
Frederic
Fredonia
Galesville
Genoa City
Gillett
Glenwood City
Grantsburg
Green Lake
Greenwood
Hammond
Hayward

Hazel Green
Hilbert
Hillsboro
Hortonville
Hurley
Hustisford
Independence
Iola
Johnson Creek
Juneau
Lake Nebagamon
Lannon
Loyal
Luck
Luxemburg
Manawa
Maple Bluff
Marathon City
Marion
Markesan
Mazomanie
Merton
Mishicot
Montello
Monticello
Muscoda
Nashotah
New Glarus
New Lisbon
Newburg
Niagara
North Prairie
Oakfield
Orfordville
Osceola
Osseo
Palmyra
Pardeeville
Phillips
Port Edwards
Poynette
Princeton
Randolph
Random Lake
Redgranite
Reedsville
River Hills
Rochester
Schofield
Sharon
Shell Lake
Sherwood
Shullsburg
Silver Lake
Somerset
Spencer
Spring Green
Spring Valley
St. Croix Falls
Stanley
Stratford
Strum
Theresa
Thorp
Trempealeau

Turtle Lake
Walworth
Washburn
Wautoma
Westby
Westfield
Weyauwega
Whitehall
Williams Bay
Winneconne
Wisconsin Dells
Wittenberg
Woodville
Wrightstown

Pop. 2,500-5,000

Algoma
Amery
Baldwin
Black River Falls
Bloomer
Boscobel
Brillion
Brodhead
Chilton
Clintonville
Columbus
Cottage Grove
Cross Plains
Dodgeville
East Troy
Edgerton
Ellsworth
Evansville
Horicon
Howards Grove
Jackson
Kewaskum
Kewaunee
Kiel
Ladysmith
Lake Mills
Lancaster
Lodi
Marshall
Mauston
Mayville
Medford
Mineral Point
Mondovi
Mosinee
Neillsville
Nekoosa
New Holstein
Oconto Falls
Omro
Oostburg
Park Falls
Peshtigo
Prairie du Sac
Prescott
Pulaski
Rothschild
Sauk City
Saukville

Seymour
Slinger
Spooner
Thiensville
Tomahawk
Union Grove
Viroqua
Wales
Waterford
Waterloo
West Salem

Pop. 5,000-10,000

Altoona
Antigo
Ashland
Berlin
Burlington
DeForest
Delafield
Delavan
Elkhorn
Elm Grove
Hartland
Holmen
Hudson
Jefferson
Kimberly
Lake Geneva
McFarland
Milton
Monona
Mukwonago
New London
New Richmond
Oregon
Pewaukee
Platteville
Plymouth
Portage
Prairie du Chien
Reedsburg
Rhineland
Rice Lake
Richland Center
Ripon
Shawano
Sheboygan Falls
Sparta
St. Francis
Sturgeon Bay
Sturtevant
Sussex
Tomah
Twin Lakes
Verona
Waunakee
Waupaca

Pop. 10,000-25,000

Baraboo
Beaver Dam
Cedarburg
Chippewa Falls
Cudahy

De Pere
Fitchburg
Fort Atkinson
Germantown
Glendale
Grafton
Hartford
Kaukauna
Little Chute
Marinette
Marshfield
Menasha
Menomonie
Mequon
Merrill
Middleton
Monroe
Muskego
Neenah
Oconomowoc
Onalaska
Pleasant Prairie
Plover
Port Washington
River Falls
South Milwaukee
Stevens Point
Stoughton
Sun Prairie
Two Rivers
Watertown
Waupun
Whitewater
Wisconsin Rapids

Pop. 25,000-50,000

Beloit
Brookfield
Fond du Lac
Franklin
Greenfield
Manitowoc
Menomonee Falls
New Berlin
Oak Creek
Superior
Wausau
Wauwatosa
West Bend

Pop. 50,000-100,000

Appleton
Eau Claire
Janesville
Kenosha
La Crosse
Oshkosh
Racine
Sheboygan
Waukesha
West Allis

Map locations of Retail and Service Businesses in Each Community

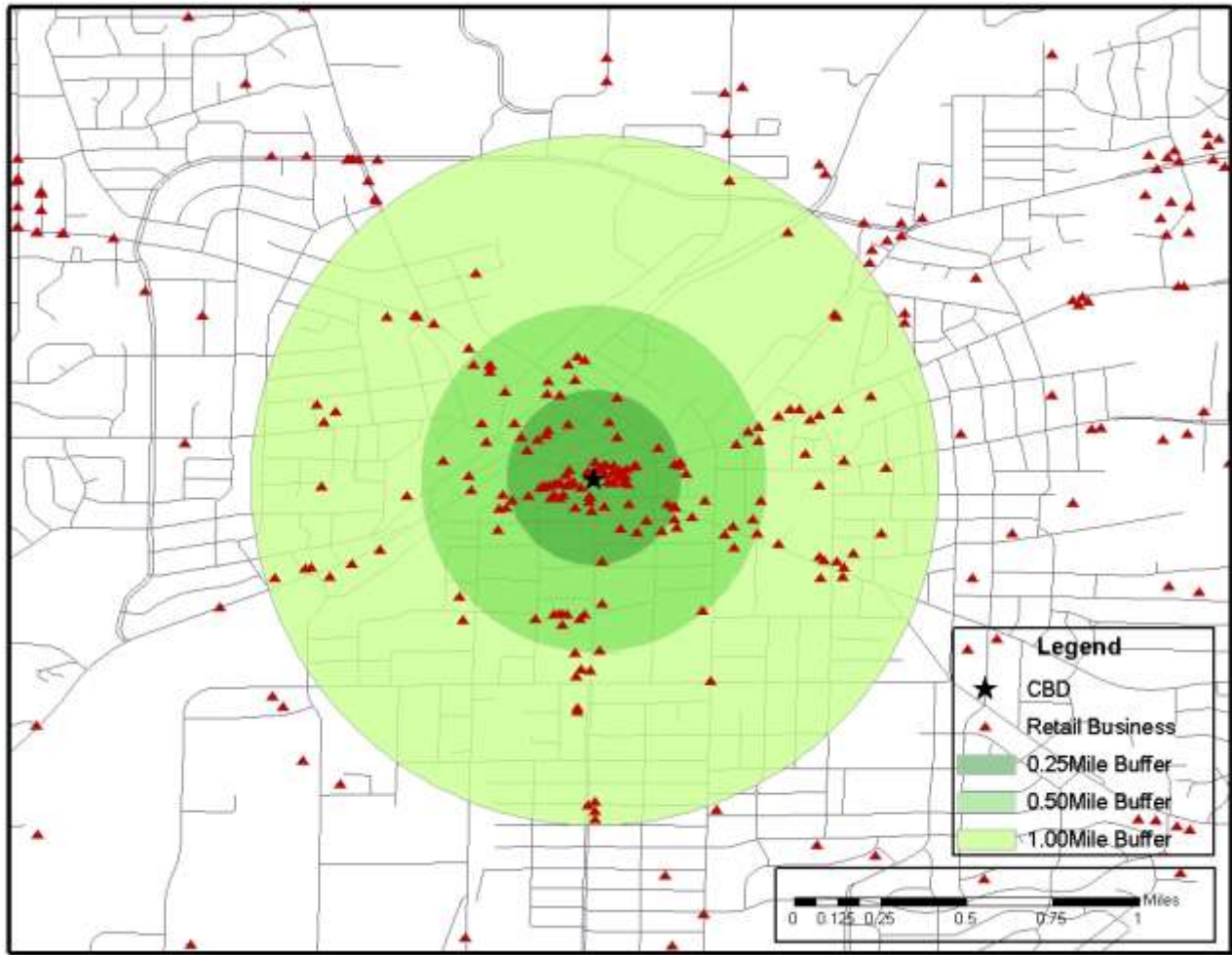
Next, a private business database was used to identify the types, location, number and sales of retail and selected service business establishments in each of the downtown districts. Business categories that were mostly likely to be found on the street-level of downtown districts were identified. Data from InfoUSA that was “geocoded” (placed on a map) was used to estimate and illustrate what businesses were in operation in early 2009. InfoUSA data was chosen for this analysis because it is updated annually, geographically coded to a specific location, and because it provides precise descriptions of the primary business category by five-digit NAICS code.¹ A glossary of those business categories used and their corresponding NAICS codes are pressed in Appendix A of this report.²

Determine the Middle of Each Downtown

Using geographic information systems (GIS), the InfoUSA business database was placed on a map (individual business points) along with streets and other local features. Some corrections to the data were made due to obvious location positioning (“geo-coding”) errors and NAICS coding errors. The approximate middle of each downtown district was visually estimated for each of the cities and villages listed earlier. This middle point (geographical center or “centroid”) was based on the local street grid structure and density of business points. The central part of the community (typically the central business district or CBD) with the highest concentration of businesses was assumed to be the middle of downtown.

¹ The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.

² It is important to note that when classifying businesses into a specific category, each business is placed into only one category. The category used should be based on the primary type of goods or services provided by the business. For instance, a hardware store may sell some auto parts. However, the store should be categorized as a hardware store, as hardware is the primary line of business.



For each city or village, rings were drawn around the center of the downtown business district. This center location was determined, in most communities, based on existing street grids and the concentration of business establishments. All businesses within a ¼ mile ring, a ½ mile ring, and a 1 mile ring were extracted to and were combined with data from other similar sized communities to determine state averages.

Table 1. Wisconsin Cities/Villages with 1,000-2,500 Pop. - Average of 143 Downtowns

NAICS	NAICS Description	.25-Mile Buffer		.5-Mile Buffer		1-Mile Buffer	
		Number	Sales (000's)	Number	Sales (000's)	Number	Sales (000's)
44111000	New car dealers	0.15	1,485	0.25	3,017	0.37	4,699
44112000	Used car dealers	0.16	305	0.31	671	0.51	1,276
44121000	Recreational vehicle dealers	0.00	-	0.02	27	0.05	72
44122000	Motorcycle, boat, & other motor vehicles	0.10	289	0.17	562	0.24	679
44130000	Automotive parts, accessories, & tire stores	0.38	298	0.54	429	0.67	978
44210000	Furniture stores	0.24	265	0.27	323	0.33	415
44220000	Home furnishings stores	0.10	82	0.22	186	0.29	241
44311000	Appliance, television, & other electronics stores	0.20	190	0.31	277	0.43	465
44312000	Computer & software stores	0.06	77	0.09	437	0.16	537
44313000	Camera & photographic supplies stores	0.00	-	0.00	-	0.00	-
44411000	Home centers	0.03	179	0.06	355	0.09	450
44412000	Paint & wallpaper stores	0.03	26	0.03	26	0.04	33
44413000	Hardware stores	0.35	405	0.47	788	0.56	936
44419000	Specialized building material dealers	0.27	832	0.46	1,249	0.75	2,089
44420000	Lawn & garden equipment & supplies stores	0.08	38	0.14	116	0.28	266
44510000	Grocery stores	0.64	3,098	1.01	5,077	1.22	7,497
44520000	Specialty food stores	0.36	353	0.52	706	0.60	816
44530000	Beer, wine, & liquor stores	0.13	142	0.18	199	0.24	264
44611000	Pharmacies & drug stores	0.38	465	0.42	520	0.54	636
44612000	Cosmetics, beauty supplies, perfume stores	0.00	-	0.01	1	0.01	2
44613000	Optical goods stores	0.01	10	0.02	12	0.02	12
44619000	Other health care (vitamin, medical equip)	0.04	86	0.05	87	0.10	100
44710000	Gasoline stations	0.64	2,281	1.08	4,085	1.46	5,753
44811000	Men's clothing stores	0.01	3	0.01	7	0.01	7
44812000	Women's clothing stores	0.06	24	0.06	24	0.09	52
44813000	Children's & infants' clothing stores	0.02	7	0.02	7	0.02	7
44814000	Family clothing stores	0.17	125	0.19	140	0.20	142
44815000	Clothing accessories stores	0.02	4	0.03	8	0.04	9
44819000	Specialized clothing stores (dress, etc)	0.09	34	0.12	111	0.14	118
44821000	Shoe stores	0.02	54	0.03	115	0.05	119
44831000	Jewelry stores	0.13	92	0.14	97	0.17	128
44832000	Luggage & leather goods stores	0.01	3	0.02	21	0.02	21
45111000	Sporting goods stores	0.15	69	0.27	114	0.43	259
45112000	Hobby, toy, & game stores	0.10	34	0.10	34	0.13	40
45113000	Sewing, needlework, & piece goods stores	0.10	40	0.12	55	0.13	57
45114000	Musical instrument & supplies stores	0.04	20	0.05	23	0.06	25
45121000	Book Stores	0.06	25	0.08	35	0.09	44
45122000	Tape, compact disc, & record stores	0.06	37	0.06	37	0.06	37
45200000	General merchandise stores	0.27	236	0.33	288	0.55	1,061
45310000	Florists	0.41	97	0.53	126	0.63	148
45321000	Office supplies & stationery stores	0.03	11	0.04	25	0.05	26
45322000	Gift, novelty, & souvenir stores	0.80	298	0.92	332	0.97	348
45330000	Used merchandise stores	0.53	143	0.64	201	0.71	215
45391000	Pet & pet supplies stores	0.05	21	0.06	51	0.06	51
45392000	Art dealers	0.16	115	0.19	141	0.23	166
51213000	Motion picture & video exhibition	0.10	78	0.11	79	0.12	83
53210000	Automotive equipment rental & leasing	0.13	104	0.22	180	0.31	293
53222000	Formal wear & costume rental	0.01	4	0.01	4	0.01	4
53223000	Video tape & disc rental	0.09	31	0.10	34	0.16	66
53230000	General rental centers	0.01	4	0.02	8	0.07	51
54192000	Photographic services	0.21	54	0.27	65	0.35	77
71310000	Amusement parks & arcades	0.01	42	0.04	56	0.09	110
71390000	Other amusement (bowling, golf, fitness)	0.63	209	0.98	511	1.43	899
72210000	Full-service restaurants	2.38	1,061	3.19	1,520	4.29	2,192
72220000	Limited-service eating places	0.22	57	0.30	101	0.38	142
72240000	Drinking places (alcoholic beverages)	1.91	444	2.17	528	2.45	615
81111000	Automotive mechanical & electrical repair	0.69	262	1.08	409	1.64	655
81112000	Automotive body, paint, interior, & glass	0.34	115	0.54	176	0.77	255
81119000	Other automotive repair & maintenance	0.10	22	0.20	48	0.31	68
81141000	Home/garden equipment & appliance repair	0.10	39	0.14	53	0.20	64
81142000	Reupholstery & furniture repair	0.07	9	0.08	10	0.10	14
81143000	Footwear & leather goods repair	0.02	3	0.03	4	0.03	5
81149000	Personal goods repair (watch, boat, garment)	0.08	64	0.15	107	0.24	162
81211100	Barber shops	0.45	39	0.50	43	0.57	49
81211200	Beauty salons	1.72	228	2.15	284	2.69	351
81211300	Nail salons	0.08	9	0.08	9	0.10	11
81219000	Other personal care services (tatoos, spas, piercing)	0.01	1	0.02	2	0.06	33
81231000	Coin-operated laundries & drycleaners	0.08	14	0.10	17	0.13	19
81232000	Drycleaning & laundry (except coin-operated)	0.10	22	0.15	27	0.19	32
81291000	Pet care (except veterinary) services	0.06	7	0.10	16	0.20	25
81292000	Photofinishing	0.00	-	0.00	-	0.01	4
Total		17.26	15,321	23.43	25,432	30.72	37,576

Table 2. Wisconsin Cities/Villages with 2,500-5,000 Pop. - Average of 60 Downtowns

NAICS	NAICS Description	.25-Mile Buffer		.5-Mile Buffer		1-Mile Buffer	
		Number	Sales (000's)	Number	Sales (000's)	Number	Sales (000's)
4411000	New car dealers	0.27	4,452	0.35	6,128	0.88	17,807
4412000	Used car dealers	0.23	470	0.38	1,197	0.82	2,393
44121000	Recreational vehicle dealers	0.00	-	0.00	-	0.08	160
44122000	Motorcycle, boat, & other motor vehicles	0.07	854	0.18	2,625	0.38	4,016
44130000	Automotive parts, accessories, & tire stores	0.58	524	1.05	1,032	1.50	2,114
44210000	Furniture stores	0.35	525	0.43	689	0.62	1,066
44220000	Home furnishings stores	0.28	288	0.40	411	0.73	693
44311000	Appliance, television, & other electronics stores	0.72	998	0.93	1,459	1.22	1,810
44312000	Computer & software stores	0.23	343	0.40	497	0.57	1,052
44313000	Camera & photographic supplies stores	0.00	-	0.00	-	0.02	4
44411000	Home centers	0.10	653	0.15	747	0.18	799
44412000	Paint & wallpaper stores	0.08	126	0.08	126	0.10	146
44413000	Hardware stores	0.32	625	0.55	1,710	0.88	2,840
44419000	Specialized building material dealers	0.32	415	0.60	1,312	1.08	5,557
44420000	Lawn & garden equipment & supplies stores	0.07	36	0.22	150	0.40	306
44510000	Grocery stores	0.55	3,758	1.07	8,084	1.87	15,213
44520000	Specialty food stores	0.32	179	0.47	498	0.73	943
44530000	Beer, wine, & liquor stores	0.27	441	0.48	673	0.55	781
44611000	Pharmacies & drug stores	0.52	1,095	0.72	1,720	1.10	2,443
44612000	Cosmetics, beauty supplies, perfume stores	0.03	16	0.03	16	0.10	29
44613000	Optical goods stores	0.03	29	0.05	34	0.08	72
44619000	Other health care (vitamin, medical equip)	0.05	13	0.07	20	0.10	30
44710000	Gasoline stations	0.98	3,983	1.72	6,295	2.63	10,220
44811000	Men's clothing stores	0.05	48	0.05	48	0.07	51
44812000	Women's clothing stores	0.15	50	0.18	61	0.22	66
44813000	Children's & infants' clothing stores	0.05	11	0.05	11	0.05	11
44814000	Family clothing stores	0.13	121	0.20	152	0.23	177
44815000	Clothing accessories stores	0.00	-	0.00	-	0.02	10
44819000	Specialized clothing stores (dress, etc)	0.10	24	0.15	31	0.18	35
44821000	Shoe stores	0.07	58	0.10	74	0.10	74
44831000	Jewelry stores	0.35	214	0.45	270	0.50	301
44832000	Luggage & leather goods stores	0.00	-	0.00	-	0.00	-
45111000	Sporting goods stores	0.47	217	0.73	348	0.93	422
45112000	Hobby, toy, & game stores	0.15	45	0.17	48	0.20	68
45113000	Sewing, needlework, & piece goods stores	0.13	32	0.18	52	0.23	62
45114000	Musical instrument & supplies stores	0.03	22	0.03	22	0.05	26
45121000	Book Stores	0.13	38	0.15	42	0.15	42
45122000	Tape, compact disc, & record stores	0.08	67	0.10	90	0.15	137
45200000	General merchandise stores	0.40	753	0.68	1,707	1.15	3,619
45310000	Florists	0.60	125	0.88	210	1.13	290
45321000	Office supplies & stationery stores	0.12	32	0.13	36	0.18	56
45322000	Gift, novelty, & souvenir stores	0.87	287	1.08	378	1.20	411
45330000	Used merchandise stores	0.88	362	1.08	466	1.30	687
45391000	Pet & pet supplies stores	0.12	42	0.18	84	0.25	118
45392000	Art dealers	0.28	225	0.28	225	0.32	234
51213000	Motion picture & video exhibition	0.18	116	0.23	150	0.25	161
53210000	Automotive equipment rental & leasing	0.15	189	0.28	519	0.62	1,020
53222000	Formal wear & costume rental	0.00	-	0.00	-	0.00	-
53223000	Video tape & disc rental	0.22	114	0.30	154	0.45	266
53230000	General rental centers	0.05	18	0.08	34	0.17	123
54192000	Photographic services	0.20	111	0.37	143	0.55	183
71310000	Amusement parks & arcades	0.00	-	0.00	-	0.03	63
71390000	Other amusement (bowling, golf, fitness)	1.10	416	1.63	779	2.38	1,251
72210000	Full-service restaurants	2.98	1,554	4.57	2,515	7.28	4,510
72220000	Limited-service eating places	0.35	103	0.70	231	0.97	376
72240000	Drinking places (alcoholic beverages)	2.45	624	3.08	784	3.68	960
81111000	Automotive mechanical & electrical repair	0.72	261	1.30	491	2.52	1,391
81112000	Automotive body, paint, interior, & glass	0.23	109	0.58	288	1.25	555
81119000	Other automotive repair & maintenance	0.18	45	0.35	85	0.70	146
81141000	Home/garden equipment & appliance repair	0.07	43	0.17	68	0.33	115
81142000	Reupholstery & furniture repair	0.12	14	0.18	28	0.28	41
81143000	Footwear & leather goods repair	0.03	3	0.03	3	0.03	3
81149000	Personal goods repair (watch, boat, garment)	0.07	15	0.28	98	0.48	352
81211100	Barber shops	0.63	58	0.78	71	0.83	74
81211200	Beauty salons	2.52	413	3.52	573	4.60	750
81211300	Nail salons	0.15	26	0.18	28	0.27	37
81219000	Other personal care services (tatoos, spas, piercing)	0.02	1	0.03	4	0.08	8
81231000	Coin-operated laundries & drycleaners	0.05	6	0.13	15	0.15	18
81232000	Drycleaning & laundry (except coin-operated)	0.10	27	0.23	67	0.38	131
81291000	Pet care (except veterinary) services	0.10	8	0.28	34	0.37	41
81292000	Photofinishing	0.03	104	0.07	577	0.07	577
Total		24.23	26,975	36.60	47,515	53.98	90,544

Table 3. Wisconsin Cities/Villages with 5,000-10,000 Pop. - Average of 45 Downtowns

NAICS	NAICS Description	.25-Mile Buffer		.5-Mile Buffer		1-Mile Buffer	
		Number	Sales (000's)	Number	Sales (000's)	Number	Sales (000's)
44111000	New car dealers	0.07	1,260	0.16	3,169	0.64	15,251
44112000	Used car dealers	0.40	1,342	0.80	1,953	1.49	3,638
44121000	Recreational vehicle dealers	0.02	156	0.04	242	0.11	583
44122000	Motorcycle, boat, & other motor vehicles	0.16	474	0.42	1,688	0.60	2,740
44130000	Automotive parts, accessories, & tire stores	0.67	1,068	1.09	1,550	1.84	2,831
44210000	Furniture stores	0.47	782	0.69	959	0.91	1,455
44220000	Home furnishings stores	0.51	440	0.64	773	1.16	1,329
44311000	Appliance, television, & other electronics stores	1.20	1,637	1.69	3,322	2.49	4,890
44312000	Computer & software stores	0.29	267	0.44	434	0.78	808
44313000	Camera & photographic supplies stores	0.00	-	0.00	-	0.00	-
44411000	Home centers	0.02	31	0.16	804	0.24	2,632
44412000	Paint & wallpaper stores	0.16	401	0.24	479	0.31	556
44413000	Hardware stores	0.31	950	0.44	1,382	0.71	2,322
44419000	Specialized building material dealers	0.60	549	1.27	2,240	2.27	3,671
44420000	Lawn & garden equipment & supplies stores	0.11	1,151	0.18	1,559	0.71	2,197
44510000	Grocery stores	0.87	8,094	1.56	13,973	2.24	21,180
44520000	Specialty food stores	0.64	603	0.84	670	1.27	1,216
44530000	Beer, wine, & liquor stores	0.58	711	0.82	933	1.11	1,256
44611000	Pharmacies & drug stores	0.64	1,553	1.09	2,273	1.51	3,331
44612000	Cosmetics, beauty supplies, perfume stores	0.02	6	0.04	18	0.13	45
44613000	Optical goods stores	0.20	83	0.24	102	0.38	237
44619000	Other health care (vitamin, medical equip)	0.22	101	0.31	198	0.47	289
44710000	Gasoline stations	0.98	3,361	1.71	5,527	2.82	9,476
44811000	Men's clothing stores	0.18	184	0.18	184	0.20	197
44812000	Women's clothing stores	0.67	463	0.84	551	0.93	583
44813000	Children's & infants' clothing stores	0.13	86	0.13	86	0.13	86
44814000	Family clothing stores	0.44	256	0.58	463	0.69	744
44815000	Clothing accessories stores	0.13	65	0.13	65	0.20	79
44819000	Specialized clothing stores (dress, etc)	0.38	97	0.44	118	0.69	195
44821000	Shoe stores	0.27	141	0.31	170	0.33	176
44831000	Jewelry stores	0.89	672	1.13	830	1.24	941
44832000	Luggage & leather goods stores	0.02	10	0.02	10	0.02	10
45111000	Sporting goods stores	0.62	283	0.98	374	1.56	2,301
45112000	Hobby, toy, & game stores	0.27	64	0.40	246	0.53	299
45113000	Sewing, needlework, & piece goods stores	0.29	182	0.42	238	0.60	301
45114000	Musical instrument & supplies stores	0.22	184	0.27	204	0.42	294
45121000	Book Stores	0.56	362	0.62	374	0.71	409
45122000	Tape, compact disc, & record stores	0.07	51	0.09	78	0.11	89
45200000	General merchandise stores	0.58	1,162	0.80	1,999	1.22	2,889
45310000	Florists	0.89	299	1.11	413	1.42	628
45321000	Office supplies & stationery stores	0.27	105	0.36	210	0.49	307
45322000	Gift, novelty, & souvenir stores	1.53	559	2.04	729	2.47	855
45330000	Used merchandise stores	1.42	590	1.82	810	2.29	1,149
45391000	Pet & pet supplies stores	0.18	101	0.27	133	0.33	181
45392000	Art dealers	0.47	300	0.53	345	0.64	430
51213000	Motion picture & video exhibition	0.33	243	0.33	243	0.44	367
53210000	Automotive equipment rental & leasing	0.09	68	0.29	367	0.64	811
53222000	Formal wear & costume rental	0.07	27	0.07	27	0.09	31
53223000	Video tape & disc rental	0.24	152	0.38	253	0.60	424
53230000	General rental centers	0.07	101	0.22	192	0.33	241
54192000	Photographic services	0.53	123	0.96	211	1.64	365
71310000	Amusement parks & arcades	0.02	6	0.09	29	0.13	55
71390000	Other amusement (bowling, golf, fitness)	1.20	502	1.93	791	3.60	1,840
72210000	Full-service restaurants	5.00	3,009	7.93	5,378	12.11	8,913
72220000	Limited-service eating places	0.67	230	1.00	317	1.60	1,065
72240000	Drinking places (alcoholic beverages)	2.58	768	3.91	1,224	4.80	1,566
81111000	Automotive mechanical & electrical repair	1.18	464	2.18	854	3.58	1,853
81112000	Automotive body, paint, interior, & glass	0.24	90	0.62	214	1.44	506
81119000	Other automotive repair & maintenance	0.20	40	0.42	86	0.89	218
81141000	Home/garden equipment & appliance repair	0.11	36	0.27	75	0.64	193
81142000	Reupholstery & furniture repair	0.13	15	0.16	17	0.31	40
81143000	Footwear & leather goods repair	0.07	10	0.07	10	0.11	16
81149000	Personal goods repair (watch, boat, garment)	0.20	28	0.38	119	0.80	384
81211100	Barber shops	1.02	120	1.33	148	1.53	183
81211200	Beauty salons	4.84	1,073	6.69	1,451	8.56	1,832
81211300	Nail salons	0.58	65	0.82	99	1.04	133
81219000	Other personal care services (tatoos, spas, piercing)	0.04	8	0.07	16	0.18	136
81231000	Coin-operated laundries & drycleaners	0.11	24	0.24	57	0.42	84
81232000	Drycleaning & laundry (except coin-operated)	0.44	115	0.80	376	1.16	474
81291000	Pet care (except veterinary) services	0.38	47	0.53	63	0.91	106
81292000	Photofinishing	0.09	61	0.09	61	0.09	61
Total		40.04	38,658	60.16	65,555	89.11	116,974

Table 4. Wisconsin Cities/Villages with 10,000-25,000 Pop. - Average of 39 Downtowns

NAICS	NAICS Description	.25-Mile Buffer		.5-Mile Buffer		1-Mile Buffer	
		Number	Sales (000's)	Number	Sales (000's)	Number	Sales (000's)
44111000	New car dealers	0.13	7,465	0.15	8,236	0.44	14,081
44112000	Used car dealers	0.33	688	0.62	1,187	1.51	3,974
44121000	Recreational vehicle dealers	0.00	-	0.05	49	0.13	213
44122000	Motorcycle, boat, & other motor vehicles	0.23	1,026	0.33	1,278	0.59	2,038
44130000	Automotive parts, accessories, & tire stores	0.64	855	1.08	1,470	1.79	2,180
44210000	Furniture stores	0.49	996	0.72	1,616	1.03	2,322
44220000	Home furnishings stores	0.46	479	0.79	742	1.18	1,127
44311000	Appliance, television, & other electronics stores	0.74	1,257	1.33	1,988	2.36	4,233
44312000	Computer & software stores	0.44	705	0.54	1,066	1.21	1,998
44313000	Camera & photographic supplies stores	0.00	-	0.00	-	0.00	-
44411000	Home centers	0.05	45	0.10	1,364	0.26	2,100
44412000	Paint & wallpaper stores	0.23	239	0.28	321	0.44	724
44413000	Hardware stores	0.23	821	0.38	1,139	0.56	1,348
44419000	Specialized building material dealers	0.49	588	1.10	2,617	2.41	4,694
44420000	Lawn & garden equipment & supplies stores	0.21	926	0.36	1,061	0.79	1,426
44510000	Grocery stores	0.85	5,866	1.38	13,883	2.33	23,235
44520000	Specialty food stores	0.77	500	1.03	639	1.59	1,593
44530000	Beer, wine, & liquor stores	0.41	480	0.62	1,159	1.13	2,261
44611000	Pharmacies & drug stores	0.62	1,674	0.97	2,767	1.72	6,347
44612000	Cosmetics, beauty supplies, perfume stores	0.13	96	0.15	100	0.38	333
44613000	Optical goods stores	0.13	81	0.26	174	0.62	443
44619000	Other health care (vitamin, medical equip)	0.26	120	0.33	240	0.56	329
44710000	Gasoline stations	0.62	1,892	1.54	5,163	3.08	9,637
44811000	Men's clothing stores	0.21	198	0.23	445	0.31	475
44812000	Women's clothing stores	0.62	373	0.95	758	1.36	1,191
44813000	Children's & infants' clothing stores	0.21	91	0.23	107	0.33	264
44814000	Family clothing stores	0.13	100	0.15	134	0.67	1,588
44815000	Clothing accessories stores	0.15	72	0.26	107	0.36	139
44819000	Specialized clothing stores (dress, etc)	0.38	92	0.64	198	0.92	452
44821000	Shoe stores	0.33	321	0.41	358	0.77	764
44831000	Jewelry stores	1.28	1,117	1.46	1,294	2.05	1,983
44832000	Luggage & leather goods stores	0.00	-	0.03	29	0.05	53
45111000	Sporting goods stores	0.97	744	1.41	1,594	2.03	2,015
45112000	Hobby, toy, & game stores	0.51	305	0.72	424	1.03	632
45113000	Sewing, needlework, & piece goods stores	0.28	88	0.33	96	0.56	241
45114000	Musical instrument & supplies stores	0.31	253	0.36	281	0.41	316
45121000	Book Stores	0.64	280	0.77	322	0.97	2,271
45122000	Tape, compact disc, & record stores	0.10	58	0.13	72	0.18	103
45200000	General merchandise stores	0.56	2,524	0.92	5,204	1.67	12,438
45310000	Florists	0.90	627	1.49	905	2.08	2,527
45321000	Office supplies & stationery stores	0.31	313	0.44	344	0.59	400
45322000	Gift, novelty, & souvenir stores	1.82	778	2.49	1,068	3.51	1,640
45330000	Used merchandise stores	1.56	647	2.10	875	2.54	1,168
45391000	Pet & pet supplies stores	0.21	129	0.38	221	0.59	447
45392000	Art dealers	0.36	203	0.56	376	0.74	518
51213000	Motion picture & video exhibition	0.28	241	0.31	257	0.38	306
53210000	Automotive equipment rental & leasing	0.21	563	0.33	657	0.92	1,536
53222000	Formal wear & costume rental	0.08	21	0.08	21	0.10	31
53223000	Video tape & disc rental	0.18	156	0.44	365	0.72	599
53230000	General rental centers	0.05	20	0.15	81	0.38	262
54192000	Photographic services	0.90	375	1.38	557	2.31	791
71310000	Amusement parks & arcades	0.08	13	0.10	22	0.13	25
71390000	Other amusement (bowling, golf, fitness)	1.28	410	2.18	1,003	3.92	2,472
72210000	Full-service restaurants	6.92	4,809	9.85	6,921	15.77	11,548
72220000	Limited-service eating places	0.95	353	1.38	506	2.08	806
72240000	Drinking places (alcoholic beverages)	4.28	1,567	6.36	2,125	8.31	2,900
81111000	Automotive mechanical & electrical repair	1.23	455	2.31	764	5.23	2,176
81112000	Automotive body, paint, interior, & glass	0.18	46	0.51	184	1.54	630
81119000	Other automotive repair & maintenance	0.10	55	0.33	130	1.03	355
81141000	Home/garden equipment & appliance repair	0.36	153	0.46	182	0.97	369
81142000	Reupholstery & furniture repair	0.05	10	0.23	46	0.62	106
81143000	Footwear & leather goods repair	0.15	23	0.18	26	0.26	37
81149000	Personal goods repair (watch, boat, garment)	0.08	12	0.13	23	0.62	112
81211100	Barber shops	1.13	122	1.54	153	1.92	216
81211200	Beauty salons	5.38	1,051	7.13	1,546	10.54	2,383
81211300	Nail salons	0.69	97	0.90	123	1.36	183
81219000	Other personal care services (tatoos, spas, piercing)	0.03	7	0.10	28	0.44	903
81231000	Coin-operated laundries & drycleaners	0.13	20	0.15	22	0.33	46
81232000	Drycleaning & laundry (except coin-operated)	0.46	89	0.74	418	1.26	553
81291000	Pet care (except veterinary) services	0.33	39	0.54	95	1.08	230
81292000	Photofinishing	0.13	107	0.15	127	0.23	160
Total		45.92	46,925	68.56	79,853	112.26	148,000

Table 5. Wisconsin Cities/Villages with 25,000-50,000 Pop. - Average of 13 Downtowns

NAICS	NAICS Description	.25-Mile Buffer		.5-Mile Buffer		1-Mile Buffer	
		Number	Sales (000's)	Number	Sales (000's)	Number	Sales (000's)
44111000	New car dealers	0.38	11,233	0.62	16,537	0.92	28,761
44112000	Used car dealers	0.15	258	0.46	774	1.69	2,632
44121000	Recreational vehicle dealers	0.00	-	0.00	-	0.00	-
44122000	Motorcycle, boat, & other motor vehicles	0.08	1,117	0.08	1,117	0.31	1,489
44130000	Automotive parts, accessories, & tire stores	0.92	1,102	1.38	1,516	3.00	4,106
44210000	Furniture stores	0.46	871	1.08	2,048	2.00	4,731
44220000	Home furnishings stores	0.31	755	0.69	1,216	1.31	1,908
44311000	Appliance, television, & other electronics stores	1.31	1,100	2.38	2,058	4.00	5,034
44312000	Computer & software stores	0.54	633	1.00	1,293	1.69	2,137
44313000	Camera & photographic supplies stores	0.15	430	0.15	430	0.15	430
44411000	Home centers	0.08	2,692	0.23	7,646	0.46	11,819
44412000	Paint & wallpaper stores	0.23	291	0.62	828	1.08	1,477
44413000	Hardware stores	0.23	1,498	0.46	2,137	1.08	3,812
44419000	Specialized building material dealers	0.46	249	1.00	2,047	2.85	6,636
44420000	Lawn & garden equipment & supplies stores	0.00	-	0.23	525	0.46	639
44510000	Grocery stores	0.85	10,540	1.46	21,754	3.08	42,801
44520000	Specialty food stores	0.85	486	1.15	689	2.69	3,981
44530000	Beer, wine, & liquor stores	0.15	99	0.38	1,143	1.00	2,683
44611000	Pharmacies & drug stores	0.69	1,267	1.00	5,673	2.00	9,715
44612000	Cosmetics, beauty supplies, perfume stores	0.08	21	0.23	62	0.69	1,020
44613000	Optical goods stores	0.46	199	0.85	343	1.77	1,163
44619000	Other health care (vitamin, medical equip)	0.31	116	0.38	174	0.92	627
44710000	Gasoline stations	0.31	714	0.92	2,249	3.23	10,815
44811000	Men's clothing stores	0.38	356	0.62	727	0.77	846
44812000	Women's clothing stores	0.92	1,094	1.00	1,130	2.69	3,160
44813000	Children's & infants' clothing stores	0.08	12	0.23	111	0.38	483
44814000	Family clothing stores	0.77	1,374	0.85	1,588	2.46	6,782
44815000	Clothing accessories stores	0.23	131	0.31	155	0.38	203
44819000	Specialized clothing stores (dress, etc)	0.54	164	0.62	184	1.85	1,232
44821000	Shoe stores	0.23	177	0.54	443	1.54	1,750
44831000	Jewelry stores	1.00	1,465	1.38	2,050	2.54	3,936
44832000	Luggage & leather goods stores	0.00	-	0.00	-	0.00	-
45111000	Sporting goods stores	0.69	1,264	2.08	2,307	3.54	3,434
45112000	Hobby, toy, & game stores	0.31	156	0.46	281	1.15	1,133
45113000	Sewing, needlework, & piece goods stores	0.46	309	0.77	516	1.00	676
45114000	Musical instrument & supplies stores	0.31	172	0.38	190	0.46	586
45121000	Book Stores	0.54	358	0.77	1,473	1.54	2,551
45122000	Tape, compact disc, & record stores	0.23	108	0.38	229	0.54	363
45200000	General merchandise stores	0.38	8,586	1.46	22,645	2.23	36,877
45310000	Florists	0.62	366	1.46	982	2.38	1,198
45321000	Office supplies & stationery stores	0.15	56	0.31	186	0.62	428
45322000	Gift, novelty, & souvenir stores	1.62	1,026	2.38	1,507	4.62	3,132
45330000	Used merchandise stores	1.69	676	2.31	769	3.23	1,018
45391000	Pet & pet supplies stores	0.23	72	0.31	109	0.85	918
45392000	Art dealers	0.23	113	0.46	270	0.69	361
51213000	Motion picture & video exhibition	0.15	98	0.31	195	0.38	205
53210000	Automotive equipment rental & leasing	0.23	291	0.31	350	1.23	1,735
53222000	Formal wear & costume rental	0.00	-	0.00	-	0.15	50
53223000	Video tape & disc rental	0.31	270	0.54	482	1.15	987
53230000	General rental centers	0.00	-	0.00	-	0.08	60
54192000	Photographic services	0.77	248	1.31	365	1.69	505
71310000	Amusement parks & arcades	0.08	10	0.08	10	0.31	102
71390000	Other amusement (bowling, golf, fitness)	0.85	422	1.23	570	2.69	2,542
72210000	Full-service restaurants	6.62	5,441	12.00	10,116	19.69	16,921
72220000	Limited-service eating places	1.54	652	2.31	1,028	3.92	1,659
72240000	Drinking places (alcoholic beverages)	3.38	1,294	6.08	2,376	10.00	3,685
81111000	Automotive mechanical & electrical repair	0.92	342	2.62	1,038	5.38	4,206
81112000	Automotive body, paint, interior, & glass	0.31	174	0.46	243	1.85	960
81119000	Other automotive repair & maintenance	0.38	207	0.69	346	1.85	727
81141000	Home/garden equipment & appliance repair	0.08	29	0.15	48	0.62	153
81142000	Reupholstery & furniture repair	0.00	-	0.23	43	0.46	80
81143000	Footwear & leather goods repair	0.23	42	0.31	49	0.46	77
81149000	Personal goods repair (watch, boat, garment)	0.08	25	0.08	25	0.69	239
81211100	Barber shops	0.92	107	1.54	170	2.46	379
81211200	Beauty salons	6.15	1,426	9.46	2,204	14.46	3,457
81211300	Nail salons	1.15	166	1.62	226	2.62	443
81219000	Other personal care services (tatoos, spas, piercing)	0.15	22	0.38	188	0.46	1,850
81231000	Coin-operated laundries & drycleaners	0.00	-	0.15	317	0.46	524
81232000	Drycleaning & laundry (except coin-operated)	0.69	211	0.85	294	1.85	687
81291000	Pet care (except veterinary) services	0.31	45	0.69	162	1.31	304
81292000	Photofinishing	0.00	-	0.00	-	0.08	10
Total		45.92	65,227	79.23	130,956	148.15	262,032

Table 6. Wisconsin Cities/Villages with 50,000-100,000 Pop. - Average of 10 Downtowns

NAICS	NAICS Description	.25-Mile Buffer		.5-Mile Buffer		1-Mile Buffer	
		Number	Sales (000's)	Number	Sales (000's)	Number	Sales (000's)
44111000	New car dealers	0.00	-	0.20	5,584	0.70	20,840
44112000	Used car dealers	0.30	470	0.70	738	2.10	2,617
44121000	Recreational vehicle dealers	0.00	-	0.10	128	0.10	128
44122000	Motorcycle, boat, & other motor vehicles	0.50	1,486	1.20	4,927	1.80	6,371
44130000	Automotive parts, accessories, & tire stores	0.30	839	1.80	4,442	2.70	5,294
44210000	Furniture stores	0.90	1,224	1.40	2,846	2.10	3,305
44220000	Home furnishings stores	0.60	1,075	1.40	1,720	1.80	1,866
44311000	Appliance, television, & other electronics stores	1.30	3,034	2.20	3,864	3.20	5,345
44312000	Computer & software stores	1.20	1,955	1.80	11,393	2.70	13,485
44313000	Camera & photographic supplies stores	0.10	243	0.20	365	0.20	365
44411000	Home centers	0.00	-	0.00	-	0.40	2,800
44412000	Paint & wallpaper stores	0.00	-	0.00	-	0.60	728
44413000	Hardware stores	0.40	2,600	0.80	3,680	1.10	5,060
44419000	Specialized building material dealers	0.90	849	2.40	3,486	4.10	13,477
44420000	Lawn & garden equipment & supplies stores	0.30	135	0.40	189	0.90	798
44510000	Grocery stores	0.70	2,248	1.60	3,313	5.80	10,063
44520000	Specialty food stores	0.90	483	1.50	1,151	2.40	1,850
44530000	Beer, wine, & liquor stores	0.60	1,518	1.00	2,035	1.80	2,875
44611000	Pharmacies & drug stores	0.90	2,672	1.50	10,638	2.90	14,298
44612000	Cosmetics, beauty supplies, perfume stores	0.40	67	0.50	147	0.70	201
44613000	Optical goods stores	0.40	202	0.40	202	0.60	360
44619000	Other health care (vitamin, medical equip)	0.00	-	0.10	76	0.50	257
44710000	Gasoline stations	0.10	232	1.60	4,130	4.30	17,067
44811000	Men's clothing stores	0.30	174	0.60	463	0.60	463
44812000	Women's clothing stores	1.80	932	2.80	1,564	3.20	1,817
44813000	Children's & infants' clothing stores	0.10	16	0.50	161	0.50	161
44814000	Family clothing stores	0.20	93	0.30	372	0.40	428
44815000	Clothing accessories stores	0.40	171	0.70	295	0.70	295
44819000	Specialized clothing stores (dress, etc)	0.80	160	1.30	253	2.20	998
44821000	Shoe stores	0.40	158	0.80	331	1.20	590
44831000	Jewelry stores	2.00	1,856	2.90	2,761	3.20	2,999
44832000	Luggage & leather goods stores	0.10	46	0.10	46	0.20	322
45111000	Sporting goods stores	1.40	977	2.20	1,391	3.80	2,057
45112000	Hobby, toy, & game stores	0.90	592	1.90	978	2.70	1,365
45113000	Sewing, needlework, & piece goods stores	0.40	164	0.50	253	0.60	283
45114000	Musical instrument & supplies stores	0.60	963	0.90	1,389	1.80	4,346
45121000	Book Stores	1.00	3,683	1.70	4,258	2.60	5,282
45122000	Tape, compact disc, & record stores	0.50	333	1.10	683	1.30	805
45200000	General merchandise stores	0.40	2,567	0.60	2,694	1.30	2,999
45310000	Florists	0.90	352	1.60	590	2.70	1,267
45321000	Office supplies & stationery stores	0.30	169	0.60	230	0.80	339
45322000	Gift, novelty, & souvenir stores	2.70	625	3.80	1,003	5.10	1,440
45330000	Used merchandise stores	3.00	717	5.10	2,273	6.90	2,636
45391000	Pet & pet supplies stores	0.10	63	0.10	63	0.60	487
45392000	Art dealers	2.00	2,168	3.00	4,424	3.70	5,274
51213000	Motion picture & video exhibition	0.40	254	0.70	635	0.70	635
53210000	Automotive equipment rental & leasing	0.00	-	0.30	289	0.80	735
53222000	Formal wear & costume rental	0.10	74	0.20	129	0.30	166
53223000	Video tape & disc rental	0.00	-	0.20	152	0.80	618
53230000	General rental centers	0.10	63	0.10	63	0.30	330
54192000	Photographic services	1.60	458	3.10	816	5.10	1,378
71310000	Amusement parks & arcades	0.10	25	0.30	219	0.60	278
71390000	Other amusement (bowling, golf, fitness)	1.60	1,629	2.90	3,996	5.70	6,911
72210000	Full-service restaurants	9.80	8,129	19.40	15,766	30.10	22,521
72220000	Limited-service eating places	2.10	604	3.20	1,128	4.80	1,582
72240000	Drinking places (alcoholic beverages)	6.90	3,008	12.30	5,059	22.00	8,254
81111000	Automotive mechanical & electrical repair	0.90	437	2.70	1,262	6.50	2,915
81112000	Automotive body, paint, interior, & glass	0.20	249	0.80	667	1.60	994
81119000	Other automotive repair & maintenance	0.20	46	0.60	228	2.00	510
81141000	Home/garden equipment & appliance repair	0.30	87	0.60	632	0.80	682
81142000	Reupholstery & furniture repair	0.00	-	0.20	19	0.70	94
81143000	Footwear & leather goods repair	0.20	18	0.20	18	0.30	27
81149000	Personal goods repair (watch, boat, garment)	0.30	65	0.50	101	1.50	292
81211100	Barber shops	0.90	58	1.80	186	3.00	307
81211200	Beauty salons	5.50	1,370	10.20	2,921	17.00	4,345
81211300	Nail salons	0.60	72	1.20	132	1.60	204
81219000	Other personal care services (tatoos, spas, piercing)	0.70	1,462	0.90	1,490	1.20	2,282
81231000	Coin-operated laundries & drycleaners	0.00	-	0.10	21	0.90	192
81232000	Drycleaning & laundry (except coin-operated)	0.10	30	0.70	450	1.60	638
81291000	Pet care (except veterinary) services	0.20	34	0.50	118	1.00	193
81292000	Photofinishing	0.20	91	0.20	91	0.20	91
Total		64.10	56,571	119.80	128,112	200.70	223,272

Summary of Tables

The 15 most common business categories in .5-mile ring of Wisconsin downtowns are summarized below:

Cities/Villages with 1,000-2,500 Pop. - Average of 143 Downtowns

<u>NAICS Description</u>	<u>Number</u>	<u>Sales (000's)</u>
Full-service restaurants	3.19	1,520
Drinking places (alcoholic beverages)	2.17	528
Beauty salons	2.15	284
Gasoline stations	1.08	4,085
Automotive mechanical & electrical repair	1.08	409
Grocery stores	1.01	5,077
Other amusement (bowling, golf, fitness)	0.98	511
Gift, novelty, & souvenir stores	0.92	332
Used merchandise stores	0.64	201
Automotive parts, accessories, & tire stores	0.54	429
Automotive body, paint, interior, & glass	0.54	176
Florists	0.53	126
Specialty food stores	0.52	706
Barber shops	0.5	43
Hardware stores	0.47	788

Cities/Villages with 2,500-5,000 Pop. - Average of 60 Downtowns

<u>NAICS Description</u>	<u>Number</u>	<u>Sales (000's)</u>
Full-service restaurants	4.57	2,515
Beauty salons	3.52	573
Drinking places (alcoholic beverages)	3.08	784
Gasoline stations	1.72	6,295
Other amusement (bowling, golf, fitness)	1.63	779
Automotive mechanical & electrical repair	1.30	491
Gift, novelty, & souvenir stores	1.08	378
Used merchandise stores	1.08	466
Grocery stores	1.07	8,084
Automotive parts, accessories, & tire stores	1.05	1,032
Appliance, television, & other electronics stores	0.93	1,459
Florists	0.88	210
Barber shops	0.78	71
Sporting goods stores	0.73	348
Pharmacies & drug stores	0.72	1,720

Cities/Villages with 5,000-10,000 Pop. - Average of 45 Downtowns

<u>NAICS Description</u>	<u>Number</u>	<u>Sales (000's)</u>
Full-service restaurants	7.93	5,378
Beauty salons	6.69	1,451
Drinking places (alcoholic beverages)	3.91	1,224
Automotive mechanical & electrical repair	2.18	854
Gift, novelty, & souvenir stores	2.04	729
Other amusement (bowling, golf, fitness)	1.93	791
Used merchandise stores	1.82	810
Gasoline stations	1.71	5,527
Appliance, television, & other electronics stores	1.69	3,322
Grocery stores	1.56	13,973
Barber shops	1.33	148
Specialized building material dealers	1.27	2,240
Jewelry stores	1.13	830
Florists	1.11	413
Automotive parts, accessories, & tire stores	1.09	1,550

Cities/Villages with 10,000-25,000 Pop. - Average of 39 Downtowns

<u>NAICS Description</u>	<u>Number</u>	<u>Sales (000's)</u>
Full-service restaurants	9.85	6,921
Beauty salons	7.13	1,546
Drinking places (alcoholic beverages)	6.36	2,125
Gift, novelty, & souvenir stores	2.49	1,068
Automotive mechanical & electrical repair	2.31	764
Other amusement (bowling, golf, fitness)	2.18	1,003
Used merchandise stores	2.10	875
Gasoline stations	1.54	5,163
Barber shops	1.54	153
Florists	1.49	905
Jewelry stores	1.46	1,294
Sporting goods stores	1.41	1,594
Grocery stores	1.38	13,883
Limited-service eating places	1.38	506
Photographic services	1.38	557

Cities/Villages with 25,000-50,000 Pop. - Average of 13 Downtowns

<u>NAICS Description</u>	<u>Number</u>	<u>Sales (000's)</u>
Full-service restaurants	12.00	10,116
Beauty salons	9.46	2,204
Drinking places (alcoholic beverages)	6.08	2,376
Automotive mechanical & electrical repair	2.62	1,038
Gift, novelty, & souvenir stores	2.38	1,507
Appliance, television, & other electronics stores	2.38	2,058
Used merchandise stores	2.31	769
Limited-service eating places	2.31	1,028
Sporting goods stores	2.08	2,307
Nail salons	1.62	226
Barber shops	1.54	170
Florists	1.46	982
Grocery stores	1.46	21,754
General merchandise stores	1.46	22,645
Jewelry stores	1.38	2,050

Cities/Villages with 50,000-100,000 Pop. - Average of 10 Downtowns

<u>NAICS Description</u>	<u>Number</u>	<u>Sales (000's)</u>
Full-service restaurants	19.40	15,766
Drinking places (alcoholic beverages)	12.30	5,059
Beauty salons	10.20	2,921
Used merchandise stores	5.10	2,273
Gift, novelty, & souvenir stores	3.80	1,003
Limited-service eating places	3.20	1,128
Photographic services	3.10	816
Art dealers	3.00	4,424
Other amusement (bowling, golf, fitness)	2.90	3,996
Jewelry stores	2.90	2,761
Women's clothing stores	2.80	1,564
Automotive mechanical & electrical repair	2.70	1,262
Specialized building material dealers	2.40	3,486
Appliance, television, & other electronics stores	2.20	3,864
Sporting goods stores	2.20	1,391

Alternative Method - Collecting Business Mix Data from Select Comparison Downtowns

An alternative to using the Wisconsin business mix data is to conduct a comparison of your downtown with a selected sample of economically vibrant peer downtowns. The right comparison downtowns can inspire local efforts towards a higher standard of economic vitality for your downtown.

Choosing Comparison Downtown

Selecting communities for comparison requires choosing places that are similar in various aspects. For purposes of this analysis, the downtowns chosen should have active and vibrant downtown areas. Some characteristics to consider include:

- Population Size - Choose communities that are similar in size.
- Demographic Characteristics - Choose communities that have similar incomes, education, age levels, etc.
- Distance from Major Metropolitan Areas - Communities that are closer to Metro Areas may have different retail mixes than those at greater distances.
- Vibrancy of Downtown - Choose communities that have successful downtowns as measured by a strong retail and service mix. These communities provide more examples of how businesses can thrive in a downtown area.
- Tourism Destination and Second Homeowners – If your community is considered a retirement destination and you have considerable second homeownership, choose communities that also have increased seasonal population due to seasonal residents.

Study groups may have difficulty identifying other communities that meet these characteristics. You are encouraged to expand your search to include downtowns in communities out-of-state, perhaps places where you have traveled or read about.

Collecting Retail and Service Business Mix Data for Comparison Downtowns

Before gathering data on the number of businesses and possibly sales of businesses, establish geographic rings around the center of each downtown. In doing so, the comparison with other communities will be based on a similar size area. Data should be collected on all businesses that are located within the downtown ring (1/4, 1/2, and 1-mile rings). Two methods of collecting data from the comparison downtowns are:

- Walking the Streets – Visit and walk the streets of the comparison downtowns. While doing so, the number and types of businesses can be recorded on a clipboard or hand-held device. This method is the most labor intensive but can have additional benefits, as it provides first-hand, visual information on the character and amenities of other downtowns. Aspects such as streetscape, facades, atmosphere and downtown vibrancy can be recorded along with the business data. When utilizing this method, estimates of sales are not recommended as they would typically be unreliable.
- Purchasing Data - Private data sources such as InfoUSA offer business database lists that can be purchased at varying costs. The databases include NAICS codes for each business, allowing lists to be purchased according to desired categories. The business data can be purchased using a pre-defined geographic area (1/4, 1/2 and 1-mile rings around a specified address). The advantages to this method are that it is fast, easy and can be used for any community in the United States. However, the method may have data errors (“geocoding and NAICS classifications) and does not allow for any additional insight that could be gained by actually visiting the other communities.

Using the worksheet in Appendix B, the number of businesses can be summarized by retail or service category. This step can be repeated and columns added for each comparison downtown to create a business mix comparison.

Comparing Your Downtown with Other Downtowns

The retail and service business mix analysis can be conducted by comparing your downtown with either “Wisconsin” or, alternatively, “Select Comparison Downtown” averages.

Collecting Retail and Service Business Mix Data for Your Downtown

The Worksheet in Appendix B can be used to complete the comparison. First, an accurate inventory of the types of business establishments within a 1/4, 1/2, or 1-mile ring of the middle of your downtown should be entered in the worksheet. Consider the following data sources:

- **Building and Business Inventory** – If you already have an up-to-date downtown building and business inventory, you can put it to use here. The building and business inventory procedure, as described in the Downtown Market Analysis toolbox, includes detailed business classification coding that are needed in this analysis. In most communities, the downtown building and business inventory will need to be supplemented with additional business data for the ½ and 1-mile rings.
- **Walk the Streets** – If you do not have a completed inventory, walk the streets of your downtowns and record on a clipboard or hand-held device the number and types of businesses. As previously noted, if utilizing this method, estimates of sales are not recommended as they would typically be unreliable.

Completing the Worksheet

The next step is to complete the worksheet in Appendix B to compare the number of stores (and if available, sales) in your downtowns with “Wisconsin” or, alternatively, “Select Comparison Downtown” averages.

Drawing Conclusions

The business mix comparison identifies differences in business numbers (and if available, sales) between your downtown and a benchmark. Downtown and economic development professionals and organizations can use the comparison to answer the following:

- a. Does our downtown have similar numbers (or sales) of businesses in each category?
- b. Are there categories that have significantly greater or fewer numbers of businesses (or sales)?
- c. Have any of the communities developed a market niche in selected categories demonstrated by clustering similar or complementary businesses?

When using the Business Mix analysis, it is essential to remember that each community is unique. The analysis is only an indicator as to what other similarly-sized community’s downtowns look like from a retail and service mix perspective. It is not an indicator as to what the optimal retail or service mix for any individual community is. Community attractions, seasonal population, and a regional market draw all have an impact on the types of retail and service businesses that are located in a community.

In addition, the industry codes used to identify the retailers and service providers only reflects the primary source of the business sales and does not take into consideration any secondary product lines. Further market study is recommended before product expansion conclusions can be made.

Appendix A. Selected Retail and Service Business Categories

NAICS	Title	Definition
44111000	New car dealers	This industry comprises establishments primarily engaged in retailing new automobiles and light trucks, such as sport utility vehicles, and passenger and cargo vans, or retailing these new vehicles in combination with activities, such as repair services, retailing used cars, and selling replacement parts and accessories.
44112000	Used car dealers	This industry comprises establishments primarily engaged in retailing used automobiles and light trucks, such as sport utility vehicles, and passenger and cargo vans.
44121000	Recreational vehicle dealers	This industry comprises establishments primarily engaged in retailing new and/or used recreational vehicles commonly referred to as RVs or retailing these vehicles in combination with activities, such as repair services and selling replacement parts and accessories.
44122000	Motorcycle, boat, & other motor vehicles	This industry comprises establishments primarily engaged in retailing new and/or used motorcycles, boats, and other vehicles (except automobiles, light trucks, and recreational vehicles), or retailing these vehicles in combination with activities, such as repair services and selling replacement parts and accessories.
44130000	Automotive parts, accessories, & tire stores	This industry group comprises one or more of the following: (1) establishments known as automotive supply stores primarily engaged in retailing new, used, and/or rebuilt automotive parts and accessories; (2) automotive supply stores that are primarily engaged in both retailing automotive parts and accessories and repairing automobiles; (3) establishments primarily engaged in retailing and installing automotive accessories; and (4) establishments primarily engaged in retailing new and/or used tires and tubes or retailing new tires in combination with automotive repair services.
44210000	Furniture stores	This industry group comprises establishments primarily engaged in retailing new furniture, such as household furniture (e.g., baby furniture, box springs and mattresses) and outdoor furniture; office furniture (except those sold in combination with office supplies and equipment); and/or furniture sold in combination with major appliances, home electronics, home furnishings, or floor coverings.
44220000	Home furnishings stores	This industry group comprises establishments primarily engaged in retailing new home furnishings (except furniture).
44311000	Appliance, television, & other electronics stores	This industry comprises establishments primarily engaged in one of the following: (1) retailing an array of new household-type appliances and consumer-type electronic products, such as radios, televisions, and computers; (2) specializing in retailing a single line of new consumer-type electronic products (except computers); and (3) retailing these new products in combination with repair services.
44312000	Computer & software stores	This industry comprises establishments primarily engaged in retailing new computers, computer peripherals, and prepackaged computer software without retailing other consumer-type electronic products or office equipment, office furniture, and office supplies; or retailing these new products in combination with repair and support services.
44313000	Camera & photographic supplies stores	This industry comprises establishments primarily engaged in either retailing new cameras, photographic equipment, and photographic supplies or retailing new cameras and photographic equipment in combination with activities, such as repair services and film developing.
44411000	Home centers	This industry comprises establishments known as home centers primarily engaged in retailing a general line of new home repair and improvement materials and supplies, such as lumber, plumbing goods, electrical goods, tools, housewares, hardware, and lawn and garden supplies, with no one merchandise line predominating. The merchandise lines are normally arranged in separate departments.
44412000	Paint & wallpaper stores	This industry comprises establishments known as paint and wallpaper stores primarily engaged in retailing paint, wallpaper, and related supplies.
44413000	Hardware stores	This industry comprises establishments known as hardware stores primarily engaged in retailing a general line of new hardware items, such as tools and builders' hardware.
44419000	Specialized building material dealers	This industry comprises establishments (except those known as home centers, paint and wallpaper stores, and hardware stores) primarily engaged in retailing specialized lines of new building materials, such as lumber, fencing, glass, doors, plumbing fixtures and supplies, electrical supplies, prefabricated buildings and kits, and kitchen and bath cabinets and countertops to be installed.
44420000	Lawn & garden equipment & supplies stores	This industry group comprises establishments primarily engaged in retailing new lawn and garden equipment and supplies.
44510000	Grocery stores	This industry group comprises establishments primarily engaged in retailing a general line of food products.
44520000	Specialty food stores	This industry group comprises establishments primarily engaged in retailing specialized lines of food.
44530000	Beer, wine, & liquor stores	This industry group comprises establishments primarily engaged in retailing packaged alcoholic beverages, such as ale, beer, wine, and liquor.
44611000	Pharmacies & drug stores	This industry comprises establishments known as pharmacies and drug stores engaged in retailing prescription or nonprescription drugs and medicines.
44612000	Cosmetics, beauty supplies, perfume stores	This industry comprises establishments known as cosmetic or perfume stores or beauty supply shops primarily engaged in retailing cosmetics, perfumes, toiletries, and personal grooming products.
44613000	Optical goods stores	This industry comprises establishments primarily engaged in one or more of the following: (1) retailing and fitting prescription eyeglasses and contact lenses; (2) retailing prescription eyeglasses in combination with the grinding of lenses to order on the premises; and (3) selling nonprescription eyeglasses.
44619000	Other health care (vitamin, medical equip)	This industry comprises establishments primarily engaged in retailing health and personal care items (except drugs, medicines, optical goods, perfumes, cosmetics, and beauty supplies).
44710000	Gasoline stations	This industry group comprises establishments primarily engaged in retailing automotive fuels (e.g., diesel fuel, gasohol, gasoline) in combination with or without convenience store or food mart items. These establishments may also provide automotive repair services and/or food services.
44811000	Men's clothing stores	This industry comprises establishments primarily engaged in retailing a general line of new men's and boys' clothing. These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.
44812000	Women's clothing stores	This industry comprises establishments primarily engaged in retailing a general line of new women's, misses', and juniors' clothing, including maternity wear. These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.
44813000	Children's & infants' clothing stores	This industry comprises establishments primarily engaged in retailing a general line of new children's and infants' clothing. These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.
44814000	Family clothing stores	This industry comprises establishments primarily engaged in retailing a general line of new clothing for men,

		women, and children, without specializing in sales for an individual gender or age group. These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.
44815000	Clothing accessories stores	This industry comprises establishments primarily engaged in retailing single or combination lines of new clothing accessories, such as hats and caps, costume jewelry, gloves, handbags, ties, wigs, toupees, and belts.
44819000	Specialized clothing stores (dress, etc)	This industry comprises establishments primarily engaged in retailing specialized lines of new clothing (except general lines of men's, women's, children's, infants', and family clothing). These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.
44821000	Shoe stores	This industry group comprises establishments primarily engaged in retailing all types of new footwear (except hosiery and specialty sports footwear, such as golf shoes, bowling shoes, and spiked shoes). Establishments primarily engaged in retailing new tennis shoes or sneakers are included in this industry.
44831000	Jewelry stores	This industry comprises establishments primarily engaged in retailing one or more of the following items: (1) new jewelry (except costume jewelry); (2) new sterling and plated silverware; and (3) new watches and clocks. Also included are establishments retailing these new products in combination with lapidary work and/or repair services.
44832000	Luggage & leather goods stores	This industry comprises establishments known as luggage and leather goods stores primarily engaged in retailing new luggage, briefcases, and trunks, or retailing these new products in combination with a general line of leather items (except leather apparel), such as belts, gloves, and handbags.
45111000	Sporting goods stores	This industry comprises establishments primarily engaged in retailing new sporting goods, such as bicycles and bicycle parts; camping equipment; exercise and fitness equipment; athletic uniforms; specialty sports footwear; and sporting goods, equipment, and accessories.
45112000	Hobby, toy, & game stores	This industry comprises establishments primarily engaged in retailing new toys, games, and hobby and craft supplies (except needlecraft).
45113000	Sewing, needlework, & piece goods stores	This industry comprises establishments primarily engaged in retailing new sewing supplies, fabrics, patterns, yarns, and other needlework accessories or retailing these products in combination with selling new sewing machines.
45114000	Musical instrument & supplies stores	This industry comprises establishments primarily engaged in retailing new musical instruments, sheet music, and related supplies; or retailing these new products in combination with musical instrument repair, rental, or music instruction.
45121000	Book Stores	This industry comprises establishments primarily engaged in retailing new books, newspapers, magazines, and other periodicals.
45122000	Tape, compact disc, & record stores	This industry comprises establishments primarily engaged in retailing new prerecorded audio and video tapes, compact discs (CDs), digital video discs (DVDs), and phonograph records.
45200000	General merchandise stores	Industries in the General Merchandise Stores subsector retail new general merchandise from fixed point-of-sale locations. Establishments in this subsector are unique in that they have the equipment and staff capable of retailing a large variety of goods from a single location. This includes a variety of display equipment and staff trained to provide information on many lines of products.
45310000	Florists	This industry group comprises establishments known as florists primarily engaged in retailing cut flowers, floral arrangements, and potted plants purchased from others. These establishments usually prepare the arrangements they sell
45321000	Office supplies & stationery stores	This industry comprises establishments primarily engaged in one or more of the following: (1) retailing new stationery, school supplies, and office supplies; (2) retailing a combination of new office equipment, furniture, and supplies; and (3) retailing new office equipment, furniture, and supplies in combination with retailing new computers.
45322000	Gift, novelty, & souvenir stores	This industry comprises establishments primarily engaged in retailing new gifts, novelty merchandise, souvenirs, greeting cards, seasonal and holiday decorations, and curios.
45330000	Used merchandise stores	This industry group comprises establishments primarily engaged in retailing used merchandise, antiques, and secondhand goods (except motor vehicles, such as automobiles, RVs, motorcycles, and boats; motor vehicle parts; tires; and mobile homes).
45391000	Pet & pet supplies stores	This industry comprises establishments primarily engaged in retailing pets, pet foods, and pet supplies.
45392000	Art dealers	This industry comprises establishments primarily engaged in retailing original and limited edition art works. Included in this industry are establishments primarily engaged in displaying works of art for retail sale in art galleries.
51213000	Motion picture & video exhibition	This industry comprises establishments primarily engaged in operating motion picture theaters and/or exhibiting motion pictures or videos at film festivals, and so forth
53210000	Automotive equipment rental & leasing	This industry group comprises establishments primarily engaged in renting or leasing the following types of vehicles: passenger cars and trucks without drivers, and utility trailers. These establishments generally operate from a retail-like facility. Some establishments offer only short-term rental, others only longer-term leases, and some provide both types of services.
53222000	Formal wear & costume rental	This industry comprises establishments primarily engaged in renting clothing, such as formal wear, costumes (e.g., theatrical), or other clothing (except laundered uniforms and work apparel).
53223000	Video tape & disc rental	This industry comprises establishments primarily engaged in renting prerecorded video tapes and discs for home electronic equipment.
53230000	General rental centers	This industry group comprises establishments primarily engaged in renting a range of consumer, commercial, and industrial equipment. Establishments in this industry typically operate from conveniently located facilities where they maintain inventories of goods and equipment that they rent for short periods of time. The type of equipment that establishments in this industry provide often includes, but is not limited to: audio visual equipment, contractors' and builders' tools and equipment, home repair tools, lawn and garden equipment, moving equipment and supplies, and party and banquet equipment and supplies.
54192000	Photographic services	This industry comprises establishments primarily engaged in providing still, video, or digital photography services. These establishments may specialize in a particular field of photography, such as commercial and industrial photography, portrait photography, and special events photography. Commercial or portrait photography studios are included in this industry.

71310000	Amusement parks & arcades	This industry group comprises establishments primarily engaged in operating amusement parks and amusement arcades and parlors.
71390000	Other amusement (bowling, golf, fitness)	This industry group comprises establishments primarily engaged in operating golf courses (whether or not in conjunction with dining facilities (country clubs); skiing facilities; Marinas; fitness and recreational sports centers; bowling centers; and all other amusement and recreation industries. Included in this industry group are public swimming pools, miniature golf courses and riding stables.
72210000	Full-service restaurants	This industry group comprises establishments primarily engaged in providing food services to patrons who order and are served while seated (i.e., waiter/waitress service) and pay after eating. Establishments that provide this type of food service to patrons with any combination of other services, such as take-out services, are classified in this industry.
72220000	Limited-service eating places	This industry group comprises establishments primarily engaged in providing food services where patrons generally order or select items and pay before eating. Most establishments do not have waiter/waitress service, but some provide limited service, such as cooking to order (i.e., per special request), bringing food to seated customers, or providing off-site delivery.
72240000	Drinking places (alcoholic beverages)	This industry group comprises establishments primarily engaged in preparing and serving alcoholic beverages for immediate consumption.
81111000	Automotive mechanical & electrical repair	This industry comprises establishments primarily engaged in providing mechanical or electrical repair and maintenance services for automotive vehicles, such as passenger cars, trucks and vans, and all trailers. These establishments may specialize in a single service or may provide a wide range of these services.
81112000	Automotive body, paint, interior, & glass	This industry comprises establishments primarily engaged in providing one or more of the following: (1) repairing or customizing automotive vehicles, such as passenger cars, trucks, and vans, and all trailer bodies and interiors; (2) painting automotive vehicle and trailer bodies; (3) replacing, repairing, and/or tinting automotive vehicle glass; and (4) customizing automobile, truck, and van interiors for the physically disabled or other customers with special requirements.
81119000	Other automotive repair & maintenance	This industry comprises establishments primarily engaged in providing automotive repair and maintenance services (except mechanical and electrical repair and maintenance; transmission repair; and body, paint, interior, and glass repair) for automotive vehicles, such as passenger cars, trucks, and vans, and all trailers.
81141000	Home/garden equipment & appliance repair	This industry comprises establishments primarily engaged in repairing and servicing home and garden equipment and/or household-type appliances without retailing new equipment or appliances. Establishments in this industry repair and maintain items, such as lawnmowers, edgers, snow- and leaf-blowers, washing machines, clothes dryers, and refrigerators.
81142000	Reupholstery & furniture repair	This industry comprises establishments primarily engaged in one or more of the following: (1) reupholstering furniture; (2) refinishing furniture; (3) repairing furniture; and (4) repairing and restoring furniture.
81143000	Footwear & leather goods repair	This industry comprises establishments primarily engaged in repairing footwear and/or repairing other leather or leather-like goods without retailing new footwear and leather or leather-like goods, such as handbags and briefcases.
81149000	Personal goods repair (watch, boat, garment)	This industry comprises establishments primarily engaged in repairing and servicing personal or household-type goods without retailing new personal or household-type goods (except home and garden equipment, appliances, furniture, and footwear and leather goods). Establishments in this industry repair items, such as garments; watches; jewelry; musical instruments; bicycles and motorcycles; motorboats, canoes, sailboats, and other recreational boats.
81211100	Barber shops	This U.S. industry comprises establishments known as barber shops or men's hair stylist shops primarily engaged in cutting, trimming, and styling men's and boys' hair; and/or shaving and trimming men's beards.
81211200	Beauty salons	This U.S. industry comprises establishments (except those known as barber shops or men's hair stylist shops) primarily engaged in one or more of the following: (1) cutting, trimming, shampooing, coloring, waving, or styling hair; (2) providing facials; and (3) applying makeup (except permanent makeup).
81211300	Nail salons	This U.S. industry comprises establishments primarily engaged in providing nail care services, such as manicures, pedicures, and nail extensions.
81219000	Other personal care services (tatoos, spas, piercing)	This industry comprises establishments primarily engaged in providing personal care services (except hair, nail, facial, or nonpermanent makeup services).
81231000	Coin-operated laundries & drycleaners	This industry comprises establishments primarily engaged in (1) operating facilities with coin-operated or similar self-service laundry and drycleaning equipment for customer use on the premises and/or (2) supplying and servicing coin-operated or similar self-service laundry and drycleaning equipment for customer use in places of business operated by others, such as apartments and dormitories.
81232000	Drycleaning & laundry (except coin-operated)	This industry comprises establishments primarily engaged in one or more of the following: (1) providing drycleaning services (except coin-operated); (2) providing laundering services (except linen and uniform supply or coin-operated); (3) providing dropoff and pickup sites for laundries and/or drycleaners; and (4) providing specialty cleaning services for specific types of garments and other textile items (except carpets and upholstery), such as fur, leather, or suede garments; wedding gowns; hats; draperies; and pillows. These establishments may provide all, a combination of, or none of the cleaning services on the premises.
81291000	Pet care (except veterinary) services	This industry comprises establishments primarily engaged in providing pet care services (except veterinary), such as boarding, grooming, sitting, and training pets.
81292000	Photofinishing	This industry comprises establishments primarily engaged in developing film and/or making photographic slides, prints, and enlargements.

Appendix B. Worksheet for Analyzing Your Downtown

NAICS	NAICS Description	Your Downtown, ___-Mile Buffer		Average in Comparison Downtowns	
		Number	Sales (000's)	Number	Sales (000's)
44111000	New car dealers				
44112000	Used car dealers				
44121000	Recreational vehicle dealers				
44122000	Motorcycle, boat, & other motor vehicles				
44130000	Automotive parts, accessories, & tire stores				
44210000	Furniture stores				
44220000	Home furnishings stores				
44311000	Appliance, television, & other electronics stores				
44312000	Computer & software stores				
44313000	Camera & photographic supplies stores				
44411000	Home centers				
44412000	Paint & wallpaper stores				
44413000	Hardware stores				
44419000	Specialized building material dealers				
44420000	Lawn & garden equipment & supplies stores				
44510000	Grocery stores				
44520000	Specialty food stores				
44530000	Beer, wine, & liquor stores				
44611000	Pharmacies & drug stores				
44612000	Cosmetics, beauty supplies, perfume stores				
44613000	Optical goods stores				
44619000	Other health care (vitamin, medical equip)				
44710000	Gasoline stations				
44811000	Men's clothing stores				
44812000	Women's clothing stores				
44813000	Children's & infants' clothing stores				
44814000	Family clothing stores				
44815000	Clothing accessories stores				
44819000	Specialized clothing stores (dress, etc)				
44821000	Shoe stores				
44831000	Jewelry stores				
44832000	Luggage & leather goods stores				
45111000	Sporting goods stores				
45112000	Hobby, toy, & game stores				
45113000	Sewing, needlework, & piece goods stores				
45114000	Musical instrument & supplies stores				
45121000	Book Stores				
45122000	Tape, compact disc, & record stores				
45200000	General merchandise stores				
45310000	Florists				
45321000	Office supplies & stationery stores				
45322000	Gift, novelty, & souvenir stores				
45330000	Used merchandise stores				
45391000	Pet & pet supplies stores				
45392000	Art dealers				
51213000	Motion picture & video exhibition				
53210000	Automotive equipment rental & leasing				
53222000	Formal wear & costume rental				
53223000	Video tape & disc rental				
53230000	General rental centers				
54192000	Photographic services				
71310000	Amusement parks & arcades				
71390000	Other amusement (bowling, golf, fitness)				
72210000	Full-service restaurants				
72220000	Limited-service eating places				
72240000	Drinking places (alcoholic beverages)				
81111000	Automotive mechanical & electrical repair				
81112000	Automotive body, paint, interior, & glass				
81119000	Other automotive repair & maintenance				
81141000	Home/garden equipment & appliance repair				
81142000	Reupholstery & furniture repair				
81143000	Footwear & leather goods repair				
81149000	Personal goods repair (watch, boat, garment)				
81211100	Barber shops				
81211200	Beauty salons				
81211300	Nail salons				
81219000	Other personal care services (tatoos, spas, piercing)				
81231000	Coin-operated laundries & drycleaners				
81232000	Drycleaning & laundry (except coin-operated)				
81291000	Pet care (except veterinary) services				
81292000	Photofinishing				