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## **Retail and Service Business Mix Analysis of Wisconsin's Downtowns**

by

**Bill Ryan, Beverly Stencel, and Jangik Jin<sup>\*</sup>**

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Ryan is a Community Business Development Specialist with the University of Wisconsin-Extension (UWEX) Center for Community and Economic Development. Stencel is a Professor with UWEX and serves as the community development educator in Washburn County. Jin is a Ph.D. student in the Department of Urban and Regional Planning at the University of Wisconsin-Madison. Contributors included Jill Clark (The Ohio State University), Ryan Pesch (University of Minnesota Extension), and Jim Resick (UWEX Outagamie County).

## **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:

| <b>City or Village Population</b> | <b>Number of Communities</b> |
|-----------------------------------|------------------------------|
| 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  
 Iola  
 Johnson Creek  
 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  
 Rhinelander  
 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.<sup>1</sup> A glossary of those business categories used and their corresponding NAICS codes are pressed in Appendix A of this report.<sup>2</sup>

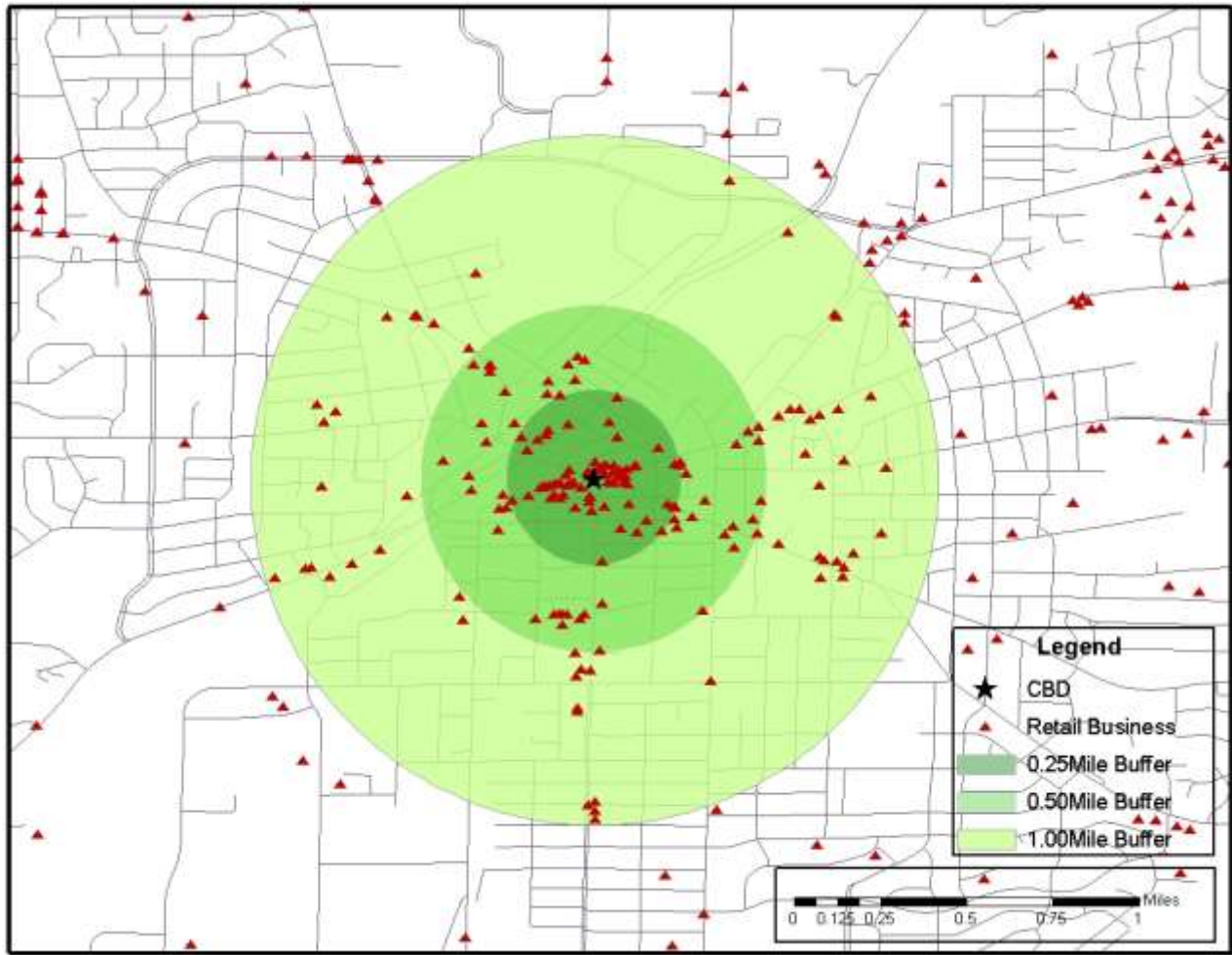
## Determine the Middle of Each Downtown

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.

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<sup>1</sup> 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.

<sup>2</sup> 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) |
| 44111000 | New car dealers                                       | 0.27            | 4,452         | 0.35           | 6,128         | 0.88          | 17,807        |
| 44112000 | 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,   |

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|          |  | 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.   |

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| 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  |                                |               |                                 |               |