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## **A Trade Area Analysis of Wisconsin Counties: An Update for 2004**

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# A Trade Area Analysis of Wisconsin Counties: An Update for 2004

## Abstract

The intent of this functional research project is to apply the tools of Trade Area Analysis (TAA) to retail and service sales data for Wisconsin Counties. For this analysis we use the sales tax data as reported by the Wisconsin Department of Revenue for 2004, the most current year the data are available. Only those counties that have elected to collect the optional county sales tax are included in the analysis. Through Pull Factors and measures of Surplus and Leakage the relative strengths, and weaknesses, of local retail and service markets are identified.

## Introduction<sup>1</sup>

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

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

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

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

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

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

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

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

### Trade Area Analysis

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

#### Analysis for Wisconsin

One of the advantages of having a local sales tax is that it provides a rich source of data for analysis. For this study, we use the County Sales Tax Report data provided by the Wisconsin Department of Revenue. Data are for 2004 and represent the best secondary source of retail and service level data available. But as with any secondary data source there are limitations. For this data we are limited to the county as the unit of analysis. In addition, we only have data on sales that are subject to the sales tax. Here some caution must be taken. Food, for example, is taxable in some circumstances, but not in others. If you purchase the raw products to make a salad, the items are not taxable, but if you purchase a pre-prepared salad for immediate consumption, then the items are taxable. Despite these significant limitations, sales tax data are the best single source of retail and service activities.

To conduct our analysis we need three pieces of information: actual sales data, population, and income data. The population data and Index of Income measures used for the Trade Area Analysis are provided in Table 1 and all data are estimates for 2004. Consider the computed Index of Income. Since we are computing Potential Sales and Trade Area Captured on a state-wide spending average we want to adjust that state-wide average up or down based on local ability to pay, or local income levels. If local incomes are higher than the state-wide average we would expect the local area ability to pay to be higher, thus we adjust the state-wide spending average upward.

Table 1: Bases Characteristics of Counties

	Per Capita Income	Population	Index of Income		Per Capita Income	Population	Index of Income
Adams	\$ 23,157	21,062	0.722	Marathon	\$ 31,154	128,046	0.972
Ashland	\$ 25,307	16,683	0.789	Marinettee	\$ 26,217	43,298	0.818
Barron	\$ 26,127	45,817	0.815	Marquette	\$ 22,425	14,936	0.699
Bayfield	\$ 25,323	15,198	0.790	Milwaukee	\$ 32,450	930,680	1.012
Buffalo	\$ 32,217	13,860	1.005	Monroe	\$ 23,430	42,030	0.731
Burnett	\$ 24,717	16,418	0.771	Oconto	\$ 26,260	37,224	0.819
Chippewa	\$ 27,568	56,992	0.860	Oneida	\$ 30,320	37,761	0.946
Columbia	\$ 33,086	54,587	1.032	Ozaukee	\$ 50,919	86,026	1.588
Crawford	\$ 24,332	16,966	0.759	Pepin	\$ 24,314	7,373	0.758
Dane	\$ 37,849	456,542	1.180	Pierce	\$ 29,145	38,203	0.909
Dodge	\$ 27,731	87,985	0.865	Polk	\$ 24,986	43,757	0.779
Door	\$ 33,425	28,626	1.042	Portage	\$ 28,421	67,858	0.886
Douglas	\$ 25,326	44,074	0.790	Price	\$ 26,198	15,430	0.817
Dunn	\$ 24,265	41,491	0.757	Richland	\$ 24,049	18,211	0.750
Eau Claire	\$ 29,308	95,075	0.914	Rusk	\$ 22,083	15,257	0.689
Forest	\$ 22,645	10,017	0.706	St. Croix	\$ 31,589	72,270	0.985
Grant	\$ 26,120	49,301	0.815	Sauk	\$ 30,419	57,320	0.949
Green	\$ 29,226	34,459	0.911	Sawyer	\$ 26,173	16,918	0.816
Green Lake	\$ 28,821	19,262	0.899	Taylor	\$ 24,324	19,579	0.759
Iowa	\$ 31,704	23,517	0.989	Trempealeau	\$ 26,335	27,438	0.821
Iron	\$ 25,176	6,769	0.785	Vernon	\$ 21,335	28,664	0.665
Jackson	\$ 27,801	19,687	0.867	Vilas	\$ 26,471	22,341	0.826
Jefferson	\$ 30,540	77,900	0.952	Walworth	\$ 29,125	97,938	0.908
Juneau	\$ 23,358	25,195	0.728	Washburn	\$ 24,284	16,592	0.757
Kenosha	\$ 30,743	158,028	0.959	Washington	\$ 36,604	123,833	1.142
La Crosse	\$ 30,424	109,435	0.949	Waupaca	\$ 28,023	52,835	0.874
Lafayette	\$ 23,649	16,279	0.738	Waushara	\$ 21,901	23,848	0.683
Langlade	\$ 25,076	20,783	0.782	Wood	\$ 31,806	75,701	0.992
Lincoln	\$ 25,746	30,284	0.803	All Counties	\$ 32,066	3,773,659	1.000

Table 2: Per Capita Sales for Wisconsin

	Per Capita Sales for State
<b>SUBTOTAL: RETAIL</b>	<b>\$ 8,203.12</b>
Food Services & Drinking Places (Restaurants & Bars)	\$ 1,098.64
Performing Arts, Spectator Sports & Related Industries	\$ 59.60
Amusement, Gambling, Recreation Industries	\$ 74.32
Automobiles & Other Motor Vehicles	\$ 1,649.86
Gasoline Stations (including convenience stores with gas)	\$ 214.11
Clothing & Accessories Stores	\$ 397.49
Electronic & Appliance Stores	\$ 229.66
Food & Beverage Stores	\$ 599.36
Furniture & Home Furnishings Stores	\$ 1,157.28
Health & Personal Care Stores	\$ 116.09
Sporting Goods, Hobby, Book, & Music Stores	\$ 183.45
General Merchandise Stores	\$ 1,259.56
Other Store Retailers	\$ 1,075.86
Nonstore Retailers	\$ 87.84
<b>SUBTOTAL: SERVICES</b>	<b>\$ 1,665.37</b>
Hotels, Motels & Other Traveler Accommodations	\$ 272.66
Banking, Insurance and Other Finance Activities	\$ 57.72
Administrative & Support Services	\$ 62.82
Health Care and Social Assistance Services	\$ 17.79
Personal & Household Services	\$ 296.78
Business Services	\$ 252.82
Repair & Maintenance Services	\$ 256.89
Professional Services	\$ 1.62
Architectural, Engineering, & Related Services	\$ 2.64
Computer System Services	\$ 129.69
Scientific & Other Services	\$ 17.36
Rental & Leasing Services	\$ 286.02
Real Estate Services (Rental, Management, Appraisal)	\$ 10.57

For Wisconsin, some counties have high Index of Incomes, such as Ozaukee County with an Index of Income of 1.588 or Dane County with an Index of Income of 1.180. Dane County is typically considered one of the wealthier counties in Wisconsin, but the “modest” Index of Income challenges this idea and raises the question why this is the case. When one considers the presence of the UW-Madison with the large number of students, consumers with generally lower income levels, the modest Index of Income makes sense. For most counties, the Index of Income is below one indicating that the ability to pay is lower across much of Wisconsin. Vernon County, for example, has the lowest ability to pay with an Index of Income equal to 0.665. Indeed, of the 57 counties in the analysis, only seven have an Index of Income greater than one.

The next set of data is the state-wide per capita spending averages, and these are provided in Table 2. Given Wisconsin sales tax law there are 27 separate categories of retail and service sectors. It is also readily clear that taxable sales do not reflect the full range of activity within each category. Consider, for example, professional services with a state-level per capita sales level of \$1.62. With a state population of over five million this translates into total *taxable* sales of just over \$8 million. Clearly, *taxable* sales represent only a small fraction of actual sales for many of these categories, particularly the services sectors.<sup>2</sup> Care must be taken when interpreting some of these results.

Although there are several components of Trade Area Analysis, only two are reported here: the Pull Factor and the measure of Surplus/Leakage. The Pull Factors are reported in Table 3 and the Surplus/Leakage measures are provided in Table 4. A complete discussion of all of the results is beyond the scope of this applied research report. Rather, consider a couple of examples that can be drawn upon for illustrative purposes. Reflect on Door County in northeast Wisconsin. Looking at total retail the Pull Factor is 1.440 suggesting that the county’s retail sector is performing stronger than might be otherwise considered. The computed Surplus value of \$107 million indicates that the retail sector for Door County is a strong performer. Individually strong performing retail sectors include amusement, gambling and recreational with a Pull Factor of 3.818 and a corresponding Surplus of just over \$6 million.

Now look at restaurants and taverns with a Pull Factor of 1.732, again an indication of a strongly performing sector. On one level one might think that the recreational sector, as defined by the sales tax classification scheme, with a Pull Factor of 3.818 is a stronger performer than restaurants and taverns with a Pull Factor of 1.732. In a relative sense this might be a fair conclusion. The Surplus value for restaurants and taverns, computed at just under \$24 million, is much larger than the more narrowly defined retail amusement and recreational sector. Looking at state-level per capita expenditures, the typical level of spending for restaurants is \$1,098 versus only \$74 for retail amusement and recreation. This simple example drives home the point that looking at Pull Factors in isolation can lead to incorrect conclusions; both measures of Pull

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



Factors and Surplus/Leakage must be considered.

Looking down the different categories for Door County one pattern in particular becomes clear. As discussed above Door County performs strong in restaurants and taverns as well as retail amusement and recreational industries, but the Pull Factor for lodging is 7.482 with a corresponding Surplus of almost \$53 million. These three in tandem confirms what is generally known about Door County and its strong tourism sector. Other counties that “jump out” as having strong tourism components include Oneida, Sauk, Sawyer and Walworth to name a few.

By comparing the county of interest across comparison counties additional insights can be gained. Without comparisons looking at any type of economic accounting system, such as the tools of Trade Area Analysis, of the community is akin to using a rubber yardstick. In essence, the community practitioner has no idea of whether conditions in the community are good, bad or indifferent. While a benchmark of a Pull Factor equal to one, or a Surplus/Leakage equal to zero, is one basis for comparison, further insights can be gained by comparisons across similar counties. Comparing Walworth County to, say St. Croix County, reveals potentially interesting patterns. These two counties are both experiencing growth pressures from large neighboring metropolitan areas and both counties can learn from each other about the shifting retail and service markets.

One can also gain insights into retail and service patterns in Wisconsin by looking across counties within a specific sector. Consider clothing and accessory stores where the Pull Factor is consistently less than one and the corresponding Surplus/Leakage estimates are consistently negative (i.e., Leakage). For a small handful of counties, such as Dane County, the Pull Factor is greater than one. When one thinks about the nature of clothing and accessory stores there is a strong tendency for these types of stores to cluster, or agglomerate, in close proximity to each other. Due to the infrequency of purchases of items sold by these types of stores, coupled with multi-purpose shopping trips and the underlying cost structure of these firms, it makes sense for these firms to group together (i.e., cluster or agglomerate) in places such as shopping malls, and these malls tend to be located in more urban centralized locations. Also considering that general purpose stores, such as Wal-Mart, Target or ShopKo, among others, located in smaller more rural markets offer clothing and accessories for sale, it makes sense that the Pull Factor for this category of retail store would be less than one for most counties in Wisconsin. The direct implication is that simply because a Pull Factor is less than one does not mean that the retail and/or service category should be targeted for development. It may be “normal” for a Pull Factor to be consistently less than one and this can only be understood by making comparisons across counties.

When using the tools of Trade Area Analysis for helping establish economic development policies for retail and service development, one must be aware of the relative size of potential Leakages. Consider health and personal care retail stores in Adams County with a Pull

Factor of 0.193. Based purely on the Pull Factor, one might consider that there is a gap (Leakage) in the local market. Looking at the measure of Leakage, \$1.4 million, the question becomes one of whether or not this is a sufficiently large gap to support an additional store. Clearly the tools of Trade Area Analysis is not sufficient to determine if (a) this gap is sufficient to support a store and (b) if a new store is able to capture the Leakage at a sufficient level to become profitable. Often times the identified gap or Leakage can be captured by existing businesses being more effective in their marketing, development of product line, or meeting the needs of potential customers.

The intent of the analysis presented here is to use the most current county sales tax data to identify the strengths and weakness of local retail and service markets. The tools of Trade Area Analysis should be viewed as a preliminary step in a more detailed analysis of local markets. As such, the analysis presented here can be used to initiate discussions and identify areas for more detailed analysis. The results presented here should not be viewed as exhaustive but simply a step in the right direction.

#### Strategies for Enhancing Retail and Service Markets

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

One can almost think of these as broad approaches to address “gaps” and “disconnects” within the local market. Gaps describe the case where a particular good or service is not available at a sufficient level for purchase in the local community. It may be the case that specific Disconnects are when the goods and services are available but local customers, both residents and businesses, are not making local purchases.

Because these are broad approaches specific strategies will be applicable to both we will suggest several possible specific strategies across both approaches. For a more focused discussion see the monthly newsletter *Lets Talk Business* produced by the Center for Community

Economic Development at the University of Wisconsin-Extension<sup>3</sup> as well as the collection of resources at the USDA National Rural Resource Library and the references therein.<sup>4</sup>

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

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

These broad based strategies are clearly not exhaustive and are meant to only introduce the notion that strategies can range from the simplistic to the complex. It is also important that there is no one single strategy that effective development of the retail and service sectors require a multi-prong approach with overlapping strategies. Finally, strategies need to be constantly evaluated and adjusted to reflect changing markets.

### Conclusions

The intent of this applied research project is to: (1) introduce one set of tools, specifically Trade Area Analysis, to community development practitioners; (2) apply the tools to a set of data for Wisconsin counties; and (3) outline a set of simple strategies to help build on Surpluses and

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<sup>3</sup> <http://www.uwex.edu/ces/cced/publicat/letstalk.html>

<sup>4</sup> <http://www.nal.usda.gov/ric/ricpubs/downtown.html>

address Leakages. The tools offered here as well as the analysis should be considered one step in developing a complete understanding of the local retail and service market. Depending on the complexity of the answers being asked, the analysis here can provide a partial answer or help refine the questions for future analysis.

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Table 3: Pull Factors for Wisconsin Counties 2004

Pull Factors	Adams	Ashland	Barron	Bayfield	Buffalo	Burnett	Chippewa	Columbia	Crawford	Dane
<b>SUBTOTAL: RETAIL</b>	<b>0.857</b>	<b>1.190</b>	<b>1.574</b>	<b>0.838</b>	<b>0.510</b>	<b>0.896</b>	<b>1.018</b>	<b>0.873</b>	<b>1.474</b>	<b>1.116</b>
Food Services & Drinking Places (Restaurants & Bars)	0.764	1.574	1.100	1.108	0.524	1.083	0.805	0.870	1.101	1.110
Performing Arts, Spectator Sports & Related Industries	0.450	0.479	0.324	0.019	0.003	0.000	0.004	0.961	0.797	0.576
Amusement, Gambling, Recreation Industries	1.474	0.466	1.122	0.917	0.974	0.756	1.290	0.579	0.287	0.910
Automobiles & Other Motor Vehicles	1.252	0.908	1.440	1.167	0.724	1.003	1.449	1.151	0.988	0.975
Gasoline Stations (including convenience stores with gas)	1.736	1.521	0.904	1.502	0.855	2.145	1.307	1.643	0.758	0.511
Clothing & Accessories Stores	0.304	0.626	0.828	0.233	0.031	0.189	0.323	0.453	0.637	1.477
Electronic & Appliance Stores	0.188	0.146	0.559	0.021	0.200	0.139	0.313	0.707	0.539	1.852
Food & Beverage Stores	0.951	1.161	1.342	0.866	0.678	1.128	0.847	1.012	1.594	1.108
Furniture & Home Furnishings Stores	0.809	1.184	2.573	1.209	0.738	1.237	1.026	0.746	0.542	1.189
Health & Personal Care Stores	0.183	0.117	0.175	0.429	0.125	0.406	0.542	0.489	0.274	1.351
Sporting Goods, Hobby, Book, & Music Stores	0.206	0.516	0.821	0.732	0.370	0.371	0.882	0.140	10.037	1.680
General Merchandise Stores	0.511	2.263	2.552	0.081	0.084	0.342	1.207	0.787	2.668	0.844
Other Store Retailers	0.818	0.739	1.222	0.925	0.575	1.100	0.944	0.853	1.087	1.327
Nonstore Retailers	4.192	0.500	1.052	0.464	0.327	0.504	0.463	0.554	7.447	1.260
<b>SUBTOTAL: SERVICES</b>	<b>1.082</b>	<b>0.940</b>	<b>0.898</b>	<b>1.386</b>	<b>0.544</b>	<b>0.849</b>	<b>0.837</b>	<b>0.727</b>	<b>1.316</b>	<b>1.209</b>
Hotels, Motels & Other Traveler Accommodations	3.081	1.815	0.841	3.771	0.337	1.368	0.601	0.844	2.063	0.857
Banking, Insurance and Other Finance Activities	0.520	0.375	0.512	0.231	0.333	0.283	0.529	0.341	0.379	1.830
Administrative & Support Services	0.202	1.661	0.538	0.359	0.411	0.378	0.536	0.375	4.734	1.363
Health Care and Social Assistance Services	0.175	0.652	0.588	0.125	0.153	0.105	0.686	0.707	0.510	1.387
Personal & Household Services	0.764	1.140	1.114	1.130	1.077	0.535	0.966	0.952	0.761	1.130
Business Services	0.700	0.460	0.688	1.304	0.531	0.448	0.763	0.855	0.422	1.441
Repair & Maintenance Services	1.242	0.957	1.248	1.216	0.604	2.206	1.168	0.701	1.196	0.763
Professional Services	0.769	0.085	1.579	0.005	0.065	0.196	2.337	0.219	1.225	0.644
Architectural, Engineering, & Related Services	0.016	0.573	0.651	0.000	0.017	0.000	0.467	0.147	0.013	0.785
Computer System Services	0.356	0.264	0.473	0.337	0.288	0.184	0.919	0.266	0.771	1.797
Scientific & Other Services	0.112	1.100	0.821	0.049	0.126	0.748	1.368	0.195	22.961	1.338
Rental & Leasing Services	0.499	0.593	0.984	0.645	0.407	0.414	0.785	0.714	0.559	1.414
Real Estate Services (Rental, Management, Appraisal)	0.103	0.721	0.631	3.409	0.141	0.445	0.157	0.270	0.015	0.442

Table 3: Pull Factors for Wisconsin Counties 2004 (cont)

Pull Factors	Dodge	Door	Douglas	Dunn	Eau Claire	Forest	Grant	Green	Green Lake	Iowa
<b>SUBTOTAL: RETAIL</b>	<b>0.818</b>	<b>1.440</b>	<b>1.160</b>	<b>1.043</b>	<b>1.496</b>	<b>0.797</b>	<b>0.841</b>	<b>0.924</b>	<b>0.898</b>	<b>0.943</b>
Food Services & Drinking Places (Restaurants & Bars)	0.638	1.732	1.686	1.014	1.252	0.948	0.713	0.711	0.765	0.936
Performing Arts, Spectator Sports & Related Industries	1.090	0.940	0.240	0.002	0.702	1.099	0.228	1.289	0.977	0.217
Amusement, Gambling, Recreation Industries	0.824	3.818	0.675	0.466	1.075	0.139	0.827	0.806	0.436	1.225
Automobiles & Other Motor Vehicles	1.203	1.393	1.058	1.231	1.004	1.343	0.872	1.222	1.498	1.278
Gasoline Stations (including convenience stores with gas)	1.122	1.245	1.750	1.312	0.709	1.811	0.793	0.720	0.314	0.925
Clothing & Accessories Stores	0.258	1.949	0.424	0.227	2.081	0.043	0.370	0.380	0.118	0.866
Electronic & Appliance Stores	0.337	0.468	0.264	0.249	2.731	0.372	0.586	0.737	0.537	1.408
Food & Beverage Stores	0.917	1.570	0.786	0.700	0.791	0.489	1.171	1.465	0.813	0.937
Furniture & Home Furnishings Stores	0.629	1.507	1.657	1.472	1.877	1.271	1.200	1.134	1.164	1.204
Health & Personal Care Stores	0.218	0.890	1.054	0.061	0.811	0.601	0.139	0.139	0.161	0.204
Sporting Goods, Hobby, Book, & Music Stores	0.489	0.859	0.662	0.436	3.466	0.314	0.365	0.113	0.786	0.172
General Merchandise Stores	0.944	0.743	1.010	1.566	1.945	0.057	0.907	0.912	0.846	0.522
Other Store Retailers	0.699	2.030	1.200	0.677	1.518	0.650	0.754	0.667	0.587	0.839
Nonstore Retailers	1.673	0.596	0.633	0.455	0.573	0.552	0.267	0.865	0.326	0.661
<b>SUBTOTAL: SERVICES</b>	<b>0.657</b>	<b>2.247</b>	<b>0.909</b>	<b>0.681</b>	<b>0.943</b>	<b>0.519</b>	<b>0.670</b>	<b>0.719</b>	<b>0.835</b>	<b>0.698</b>
Hotels, Motels & Other Traveler Accommodations	0.211	7.482	0.970	0.533	0.953	0.791	0.497	0.539	1.667	0.502
Banking, Insurance and Other Finance Activities	0.864	0.805	0.365	0.280	0.632	0.430	0.345	0.363	0.694	0.430
Administrative & Support Services	0.552	1.144	1.262	0.591	1.247	0.232	0.390	0.935	0.355	0.380
Health Care and Social Assistance Services	0.693	0.442	0.533	0.577	1.121	1.210	0.466	0.425	0.153	0.872
Personal & Household Services	0.713	1.718	1.039	0.897	0.858	0.312	0.674	0.512	0.633	0.483
Business Services	0.796	1.769	0.921	0.724	0.809	0.348	0.532	0.577	0.911	0.491
Repair & Maintenance Services	0.888	0.795	1.377	0.936	1.259	0.602	1.309	1.286	0.888	0.981
Professional Services	0.832	0.221	0.653	0.961	1.782	0.051	0.654	0.945	0.911	0.100
Architectural, Engineering, & Related Services	0.033	0.026	0.003	0.000	0.148	0.031	0.106	0.180	0.104	0.019
Computer System Services	0.508	0.735	0.432	0.578	0.710	1.019	0.414	0.873	0.357	1.332
Scientific & Other Services	0.501	2.078	0.372	0.129	0.319	0.144	0.650	0.126	1.793	0.408
Rental & Leasing Services	0.680	0.864	0.614	0.546	1.013	0.410	0.640	0.760	0.468	0.908
Real Estate Services (Rental, Management, Appraisal)	2.644	3.413	0.521	0.040	0.243	0.047	0.708	0.069	1.202	0.117

Table 3: Pull Factors for Wisconsin Counties 2004 (cont)

Pull Factors	Iron	Jackson	Jefferson	Juneau	Kenosha	La Crosse	Lafayette	Langlade	Lincoln	Marathon
<b>SUBTOTAL: RETAIL</b>	<b>1.009</b>	<b>0.850</b>	<b>1.009</b>	<b>1.036</b>	<b>0.937</b>	<b>1.430</b>	<b>0.720</b>	<b>1.306</b>	<b>0.960</b>	<b>1.255</b>
Food Services & Drinking Places (Restaurants & Bars)	2.141	0.908	0.987	1.021	1.034	1.194	0.653	1.183	0.932	0.883
Performing Arts, Spectator Sports & Related Industries	4.166	0.465	0.604	0.322	0.947	1.082	0.035	0.960	0.042	0.689
Amusement, Gambling, Recreation Industries	0.766	0.208	0.864	0.750	1.086	0.892	0.454	1.712	1.246	1.588
Automobiles & Other Motor Vehicles	0.828	1.147	1.038	1.445	0.891	1.088	1.458	1.670	1.359	1.058
Gasoline Stations (including convenience stores with gas)	1.279	0.703	1.260	2.079	1.045	0.422	0.976	1.129	2.235	1.656
Clothing & Accessories Stores	0.166	0.096	1.810	0.352	1.586	1.406	0.221	0.202	0.218	1.407
Electronic & Appliance Stores	0.325	0.083	0.690	0.420	0.618	2.289	0.332	0.289	0.283	1.424
Food & Beverage Stores	1.742	1.455	0.983	1.974	1.175	1.628	0.560	0.857	1.097	0.853
Furniture & Home Furnishings Stores	1.036	0.550	1.106	0.963	0.847	1.493	0.760	0.846	0.744	1.566
Health & Personal Care Stores	0.295	0.066	0.461	1.449	1.446	1.168	0.105	1.731	0.157	0.333
Sporting Goods, Hobby, Book, & Music Stores	1.358	0.072	0.229	0.310	1.021	1.791	0.127	0.479	1.169	1.763
General Merchandise Stores	0.109	1.183	1.108	0.671	0.683	2.060	0.242	2.754	0.839	1.780
Other Store Retailers	0.966	0.726	0.741	0.733	0.902	1.414	0.733	0.718	0.805	1.108
Nonstore Retailers	1.573	0.341	0.838	0.930	0.867	0.377	0.317	0.761	2.426	0.683
<b>SUBTOTAL: SERVICES</b>	<b>1.048</b>	<b>0.631</b>	<b>0.816</b>	<b>0.908</b>	<b>0.730</b>	<b>1.197</b>	<b>0.470</b>	<b>0.804</b>	<b>0.650</b>	<b>1.060</b>
Hotels, Motels & Other Traveler Accommodations	2.902	0.927	0.348	1.163	0.327	1.115	0.026	0.477	0.387	0.629
Banking, Insurance and Other Finance Activities	0.303	0.528	0.543	0.426	0.712	0.991	0.285	0.484	0.565	0.613
Administrative & Support Services	0.519	0.279	0.940	0.383	0.843	1.546	0.309	0.962	0.533	1.071
Health Care and Social Assistance Services	0.346	0.508	0.594	0.454	0.722	0.699	0.317	0.573	0.390	1.447
Personal & Household Services	0.505	0.530	0.856	1.048	0.972	0.866	0.546	0.586	0.559	1.079
Business Services	0.838	0.417	0.776	0.532	0.813	1.093	0.531	0.691	0.607	0.969
Repair & Maintenance Services	0.790	0.978	1.134	1.455	0.888	1.378	0.765	2.040	0.910	1.537
Professional Services	0.002	0.103	0.313	0.112	1.755	0.037	0.052	1.208	0.633	0.409
Architectural, Engineering, & Related Services	0.094	0.069	0.154	0.009	0.430	0.931	0.040	0.056	7.492	0.669
Computer System Services	0.138	0.453	0.702	0.400	0.487	1.327	0.304	0.208	0.712	1.181
Scientific & Other Services	0.256	0.366	0.727	0.106	0.486	1.070	0.324	0.578	0.271	0.626
Rental & Leasing Services	1.067	0.505	0.915	0.889	0.772	1.537	0.686	0.692	0.805	1.171
Real Estate Services (Rental, Management, Appraisal)	0.449	1.532	5.253	1.025	0.086	0.184	0.013	0.005	0.319	0.434



Table 3: Pull Factors for Wisconsin Counties 2004 (cont)

Pull Factors	Marinette	Marquette	Milwaukee	Monroe	Oconto	Oneida	Ozaukee	Pepin	Pierce	Polk
SUBTOTAL: RETAIL	1.137	0.868	0.920	1.178	0.684	1.673	0.662	0.941	0.526	0.959
Food Services & Drinking Places (Restaurants & Bars)	1.056	1.216	1.067	1.099	0.780	1.406	0.563	0.954	0.678	0.843
Performing Arts, Spectator Sports & Related Industries	0.149	0.000	1.939	0.324	0.242	0.459	1.392	0.052	0.702	1.410
Amusement, Gambling, Recreation Industries	0.768	0.974	0.626	0.531	1.593	1.906	0.947	1.887	0.165	0.691
Automobiles & Other Motor Vehicles	1.286	1.496	0.818	1.377	1.221	1.602	0.820	1.195	0.728	1.009
Gasoline Stations (including convenience stores with gas)	2.430	0.738	0.822	1.141	1.947	1.668	0.739	2.077	1.434	1.449
Clothing & Accessories Stores	0.928	0.077	1.483	0.288	0.055	0.713	0.490	0.127	0.104	0.129
Electronic & Appliance Stores	0.541	1.409	1.249	0.380	0.397	0.472	0.557	0.107	0.084	0.236
Food & Beverage Stores	1.178	1.165	0.967	1.240	0.633	1.373	0.739	0.722	0.593	0.987
Furniture & Home Furnishings Stores	1.337	0.552	0.529	0.784	0.704	2.471	0.505	1.710	0.592	1.757
Health & Personal Care Stores	0.490	0.215	1.803	0.146	0.481	0.467	0.959	0.330	0.815	0.423
Sporting Goods, Hobby, Book, & Music Stores	0.723	0.192	0.891	0.419	0.344	1.372	0.515	1.423	0.391	0.366
General Merchandise Stores	1.317	0.119	0.801	2.265	0.176	2.705	0.614	0.125	0.110	0.884
Other Store Retailers	0.735	1.055	1.073	0.972	0.396	1.035	0.682	1.071	0.542	0.764
Nonstore Retailers	0.805	0.583	0.927	0.423	1.307	1.264	0.949	0.195	0.246	0.597
SUBTOTAL: SERVICES	0.895	0.940	1.116	0.951	0.459	1.415	0.712	0.547	0.532	0.704
Hotels, Motels & Other Traveler Accommodations	0.752	0.911	0.672	1.657	0.387	2.569	0.279	0.167	0.082	0.777
Banking, Insurance and Other Finance Activities	0.606	0.362	1.544	0.572	0.474	0.969	0.799	0.533	0.753	0.659
Administrative & Support Services	0.816	0.339	1.359	0.411	0.197	1.148	0.687	0.428	0.583	0.972
Health Care and Social Assistance Services	1.199	0.761	1.546	1.832	0.327	0.764	0.406	0.252	1.892	0.671
Personal & Household Services	0.703	0.656	1.279	0.909	0.425	0.866	0.973	0.420	0.691	0.653
Business Services	0.823	0.766	1.162	0.499	0.416	1.367	1.001	1.049	0.447	0.629
Repair & Maintenance Services	1.325	1.331	0.935	0.979	0.711	1.401	0.682	0.751	0.928	1.172
Professional Services	0.044	0.150	2.258	0.640	0.136	-0.336	0.191	2.202	0.106	0.147
Architectural, Engineering, & Related Services	2.790	0.252	1.111	0.418	0.077	0.203	0.851	0.048	0.902	0.002
Computer System Services	0.791	1.219	1.398	0.430	0.252	0.630	0.520	0.267	0.192	0.443
Scientific & Other Services	0.403	0.009	1.310	0.632	0.130	1.002	0.513	0.258	0.124	0.096
Rental & Leasing Services	1.055	1.293	1.192	1.130	0.564	1.534	0.755	0.604	0.573	0.479
Real Estate Services (Rental, Management, Appraisal)	0.132	0.198	0.772	0.122	0.256	1.278	0.082	0.437	0.000	0.003

Table 3: Pull Factors for Wisconsin Counties 2004 (cont)

Pull Factors	Portage	Price	Richland	Rusk	St. Croix	Sauk	Sawyer	Taylor	Trempealeau	Vernon
<b>SUBTOTAL: RETAIL</b>	<b>1.085</b>	<b>0.850</b>	<b>1.148</b>	<b>0.933</b>	<b>1.088</b>	<b>1.617</b>	<b>1.646</b>	<b>0.897</b>	<b>0.819</b>	<b>0.935</b>
Food Services & Drinking Places (Restaurants & Bars)	0.947	0.861	0.761	0.773	0.871	2.205	1.839	0.752	0.835	0.676
Performing Arts, Spectator Sports & Related Industries	0.539	0.252	0.011	0.000	1.153	0.877	1.498	0.219	0.569	0.507
Amusement, Gambling, Recreation Industries	0.541	0.467	0.358	0.468	1.989	6.190	1.793	1.063	0.104	0.637
Automobiles & Other Motor Vehicles	1.057	1.221	1.421	1.174	1.018	1.324	1.828	1.245	1.099	1.284
Gasoline Stations (including convenience stores with gas)	1.165	2.532	1.136	1.994	1.657	1.622	1.669	1.366	1.423	1.183
Clothing & Accessories Stores	0.889	0.157	0.331	0.212	0.190	0.475	0.438	0.117	0.187	0.196
Electronic & Appliance Stores	0.319	0.064	0.952	0.040	0.287	0.707	0.494	0.407	0.241	0.648
Food & Beverage Stores	1.118	1.069	1.016	0.529	1.113	1.087	0.955	0.771	0.991	1.069
Furniture & Home Furnishings Stores	1.287	1.121	0.697	1.946	1.890	2.043	2.084	1.083	1.213	0.705
Health & Personal Care Stores	0.439	0.199	0.283	0.111	0.143	1.142	0.143	0.013	0.261	0.336
Sporting Goods, Hobby, Book, & Music Stores	0.729	0.366	0.270	0.063	0.543	1.159	1.399	0.700	0.232	0.259
General Merchandise Stores	1.036	0.478	2.353	0.739	0.962	2.095	2.501	0.847	0.207	1.270
Other Store Retailers	1.032	0.630	1.046	0.683	1.263	1.299	1.078	0.932	1.070	0.756
Nonstore Retailers	6.901	0.370	0.295	0.604	0.393	0.536	0.370	0.429	0.384	3.374
<b>SUBTOTAL: SERVICES</b>	<b>0.955</b>	<b>0.902</b>	<b>0.720</b>	<b>0.751</b>	<b>0.820</b>	<b>3.037</b>	<b>1.589</b>	<b>0.782</b>	<b>0.610</b>	<b>0.687</b>
Hotels, Motels & Other Traveler Accommodations	0.776	1.072	0.627	1.335	0.524	11.440	4.602	0.392	0.399	0.399
Banking, Insurance and Other Finance Activities	0.614	0.349	0.337	0.351	0.545	1.030	0.548	0.656	0.606	0.399
Administrative & Support Services	0.822	0.382	1.734	0.232	0.632	1.265	0.423	0.494	0.519	0.615
Health Care and Social Assistance Services	0.480	0.463	0.559	0.475	0.393	1.556	0.258	0.547	0.400	0.226
Personal & Household Services	0.805	1.214	0.637	0.600	0.975	1.431	0.713	0.459	0.599	0.793
Business Services	0.969	0.389	0.648	0.350	0.765	1.830	1.267	0.847	0.376	0.614
Repair & Maintenance Services	0.918	1.296	1.330	1.559	1.015	0.964	1.890	1.591	1.166	0.795
Professional Services	0.089	0.009	0.053	0.070	0.292	0.850	1.464	1.152	0.935	0.078
Architectural, Engineering, & Related Services	0.490	1.573	0.064	0.015	14.747	1.916	2.450	0.006	0.000	0.011
Computer System Services	1.788	0.434	0.406	0.523	0.518	0.652	0.747	0.867	0.759	0.644
Scientific & Other Services	0.343	0.134	0.119	1.004	1.114	0.512	0.044	0.105	0.654	0.125
Rental & Leasing Services	1.097	1.026	0.488	0.318	0.898	0.996	0.706	0.847	0.516	0.975
Real Estate Services (Rental, Management, Appraisal)	1.012	0.873	0.000	0.024	1.737	23.896	0.286	0.000	0.103	0.950

Table 3: Pull Factors for Wisconsin Counties 2004 (cont)

Pull Factors	Vilas	Walworth	Washburn	Washington	Waupaca	Waushara	Wood
<b>SUBTOTAL: RETAIL</b>	<b>1.590</b>	<b>1.155</b>	<b>1.227</b>	<b>0.860</b>	<b>0.927</b>	<b>0.850</b>	<b>0.885</b>
Food Services & Drinking Places (Restaurants & Bars)	1.867	1.334	0.985	0.716	0.903	0.805	0.781
Performing Arts, Spectator Sports & Related Industries	3.620	1.446	1.205	0.426	0.578	0.686	0.331
Amusement, Gambling, Recreation Industries	1.441	3.782	1.781	0.522	0.987	0.982	0.542
Automobiles & Other Motor Vehicles	1.923	1.267	1.833	1.044	1.143	1.424	0.932
Gasoline Stations (including convenience stores with gas)	2.323	1.589	1.273	1.015	1.743	1.326	0.656
Clothing & Accessories Stores	0.610	0.419	0.293	0.413	0.258	0.108	0.661
Electronic & Appliance Stores	0.224	0.649	0.575	0.795	0.569	0.390	0.481
Food & Beverage Stores	1.838	0.868	1.447	0.847	1.151	1.021	1.034
Furniture & Home Furnishings Stores	2.488	1.032	1.866	1.139	0.958	0.902	0.750
Health & Personal Care Stores	0.415	0.742	0.767	0.748	0.652	0.025	0.582
Sporting Goods, Hobby, Book, & Music Stores	2.886	0.495	1.570	0.999	0.390	0.913	0.422
General Merchandise Stores	0.411	1.644	0.591	0.771	0.916	0.353	1.370
Other Store Retailers	1.479	0.823	0.970	0.678	0.777	0.796	0.807
Nonstore Retailers	0.433	0.543	0.449	1.362	0.837	0.927	0.744
<b>SUBTOTAL: SERVICES</b>	<b>2.100</b>	<b>1.469</b>	<b>0.952</b>	<b>0.809</b>	<b>0.723</b>	<b>0.897</b>	<b>0.693</b>
Hotels, Motels & Other Traveler Accommodations	6.174	3.236	1.244	0.220	0.670	1.056	0.365
Banking, Insurance and Other Finance Activities	0.652	0.662	0.393	0.641	0.564	0.395	0.253
Administrative & Support Services	0.949	0.857	0.390	0.772	0.566	0.395	0.418
Health Care and Social Assistance Services	0.283	0.524	0.261	0.575	0.739	0.229	1.229
Personal & Household Services	1.248	1.404	1.252	1.030	0.614	0.626	0.462
Business Services	1.420	1.481	0.581	1.009	0.670	0.494	0.590
Repair & Maintenance Services	1.384	0.996	1.435	1.294	1.229	1.598	1.478
Professional Services	0.356	0.358	1.262	0.482	0.270	0.762	0.047
Architectural, Engineering, & Related Services	0.736	1.671	0.006	0.264	0.112	0.455	0.640
Computer System Services	0.903	0.723	0.745	0.671	0.457	0.654	0.574
Scientific & Other Services	3.996	3.230	0.040	0.625	0.855	0.605	0.152
Rental & Leasing Services	1.456	0.887	0.711	0.687	0.688	1.171	0.856
Real Estate Services (Rental, Management, Appraisal)	2.011	0.754	0.378	0.304	0.104	0.009	0.256

Table 4: Surplus or (Leakage) for Wisconsin Counties 2004

Surplus or (Leakage)	Adams	Ashland	Barron	Bayfield	Buffalo	Burnett	Chippewa
<b>SUBTOTAL: RETAIL</b>	<b>\$ (17,793,978)</b>	<b>\$ 20,544,095</b>	<b>\$ 175,888,725</b>	<b>\$ (15,972,959)</b>	<b>\$ (56,002,094)</b>	<b>\$ (10,817,546)</b>	<b>\$ 7,061,227</b>
Food Services & Drinking Places (Restaurants & Bars)	\$ (3,950,290)	\$ 8,298,045	\$ 4,107,935	\$ 1,426,801	\$ (7,284,382)	\$ 1,147,120	\$ (10,521,693)
Performing Arts, Spectator Sports & Related Industries	\$ (498,465)	\$ (409,157)	\$ (1,504,393)	\$ (701,904)	\$ (827,314)	\$ (754,254)	\$ (2,907,870)
Amusement, Gambling, Recreation Industries	\$ 536,075	\$ (522,162)	\$ 337,161	\$ (73,987)	\$ (26,456)	\$ (229,751)	\$ 1,055,041
Automobiles & Other Motor Vehicles	\$ 6,321,584	\$ (1,991,353)	\$ 27,130,663	\$ 3,308,702	\$ (6,330,602)	\$ 69,584	\$ 36,282,770
Gasoline Stations (including convenience stores with gas)	\$ 2,398,358	\$ 1,469,234	\$ (765,686)	\$ 1,289,054	\$ (432,093)	\$ 3,102,604	\$ 3,225,517
Clothing & Accessories Stores	\$ (4,208,824)	\$ (1,954,813)	\$ (2,549,984)	\$ (3,657,639)	\$ (5,364,920)	\$ (4,078,451)	\$ (13,188,335)
Electronic & Appliance Stores	\$ (2,837,041)	\$ (2,581,277)	\$ (3,778,697)	\$ (2,697,286)	\$ (2,556,995)	\$ (2,502,677)	\$ (7,733,531)
Food & Beverage Stores	\$ (450,798)	\$ 1,273,281	\$ 7,655,908	\$ (961,791)	\$ (2,685,382)	\$ 972,029	\$ (4,483,824)
Furniture & Home Furnishings Stores	\$ (3,368,017)	\$ 2,808,879	\$ 67,966,000	\$ 2,907,382	\$ (4,226,631)	\$ 3,476,970	\$ 1,468,246
Health & Personal Care Stores	\$ (1,442,434)	\$ (1,350,151)	\$ (3,576,064)	\$ (796,091)	\$ (1,413,817)	\$ (872,996)	\$ (2,603,994)
Sporting Goods, Hobby, Book, & Music Stores	\$ (2,214,451)	\$ (1,169,323)	\$ (1,224,225)	\$ (590,554)	\$ (1,610,347)	\$ (1,460,362)	\$ (1,059,269)
General Merchandise Stores	\$ (9,362,076)	\$ 20,942,386	\$ 72,985,017	\$ (13,893,166)	\$ (16,059,802)	\$ (10,493,318)	\$ 12,795,454
Other Store Retailers	\$ (2,981,851)	\$ (3,691,307)	\$ 8,933,722	\$ (966,995)	\$ (6,360,430)	\$ 1,357,848	\$ (2,956,757)
Nonstore Retailers	\$ 4,264,252	\$ (578,185)	\$ 171,369	\$ (565,484)	\$ (822,922)	\$ (551,893)	\$ (2,310,529)
<b>SUBTOTAL: SERVICES</b>	<b>\$ 2,076,304</b>	<b>\$ (1,321,192)</b>	<b>\$ (6,319,857)</b>	<b>\$ 7,720,885</b>	<b>\$ (10,573,433)</b>	<b>\$ (3,180,294)</b>	<b>\$ (13,281,942)</b>
Hotels, Motels & Other Traveler Accommodations	\$ 8,632,372	\$ 2,925,408	\$ (1,620,817)	\$ 9,068,435	\$ (2,518,956)	\$ 1,270,106	\$ (5,326,968)
Banking, Insurance and Other Finance Activities	\$ (421,323)	\$ (474,726)	\$ (1,051,985)	\$ (532,751)	\$ (536,149)	\$ (523,472)	\$ (1,333,098)
Administrative & Support Services	\$ (762,269)	\$ 546,791	\$ (1,084,656)	\$ (482,985)	\$ (515,244)	\$ (494,733)	\$ (1,429,027)
Health Care and Social Assistance Services	\$ (223,165)	\$ (81,556)	\$ (273,583)	\$ (186,936)	\$ (209,970)	\$ (201,561)	\$ (273,740)
Personal & Household Services	\$ (1,064,890)	\$ 546,580	\$ 1,262,336	\$ 462,987	\$ 316,839	\$ (1,747,011)	\$ (488,358)
Business Services	\$ (1,154,782)	\$ (1,798,715)	\$ (2,944,161)	\$ 922,911	\$ (1,651,226)	\$ (1,765,073)	\$ (2,941,644)
Repair & Maintenance Services	\$ 945,340	\$ (144,840)	\$ 2,374,381	\$ 665,347	\$ (1,416,159)	\$ 3,919,756	\$ 2,116,220
Professional Services	\$ (5,690)	\$ (19,473)	\$ 34,940	\$ (19,305)	\$ (21,053)	\$ (16,448)	\$ 105,868
Architectural, Engineering, & Related Services	\$ (39,490)	\$ (14,852)	\$ (34,366)	\$ (31,676)	\$ (36,114)	\$ (33,400)	\$ (68,894)
Computer System Services	\$ (1,270,500)	\$ (1,257,382)	\$ (2,553,245)	\$ (1,032,483)	\$ (1,286,448)	\$ (1,338,648)	\$ (512,179)
Scientific & Other Services	\$ (234,362)	\$ 22,856	\$ (115,904)	\$ (198,200)	\$ (211,204)	\$ (55,462)	\$ 313,402
Rental & Leasing Services	\$ (2,180,794)	\$ (1,532,516)	\$ (167,253)	\$ (1,220,023)	\$ (2,361,395)	\$ (2,120,061)	\$ (3,007,061)
Real Estate Services (Rental, Management, Appraisal)	\$ (144,143)	\$ (38,768)	\$ (145,545)	\$ 305,565	\$ (126,354)	\$ (74,287)	\$ (436,464)

Table 4: Surplus or (Leakage) for Wisconsin Counties 2004 (cont)

Surplus or (Leakage)	Columbia	Crawford	Dane	Dodge	Door	Douglas	Dunn
<b>SUBTOTAL: RETAIL</b>	<b>\$ (58,818,259)</b>	<b>\$ 50,014,590</b>	<b>\$ 514,908,672</b>	<b>\$ (113,302,919)</b>	<b>\$ 107,590,317</b>	<b>\$ 45,751,196</b>	<b>\$ 11,191,019</b>
Food Services & Drinking Places (Restaurants & Bars)	\$ (8,062,540)	\$ 1,422,698	\$ 65,408,472	\$ (30,230,586)	\$ 23,986,195	\$ 26,216,059	\$ 467,405
Performing Arts, Spectator Sports & Related Industries	\$ (132,320)	\$ (155,635)	\$ (13,602,906)	\$ 407,189	\$ (106,177)	\$ (1,576,235)	\$ (1,868,169)
Amusement, Gambling, Recreation Industries	\$ (1,764,270)	\$ (682,290)	\$ (3,609,572)	\$ (997,066)	\$ 6,249,405	\$ (840,773)	\$ (1,246,068)
Automobiles & Other Motor Vehicles	\$ 14,036,728	\$ (251,566)	\$ (22,299,090)	\$ 25,503,995	\$ 19,358,317	\$ 3,324,095	\$ 11,990,530
Gasoline Stations (including convenience stores with gas)	\$ 7,759,865	\$ (665,914)	\$ (56,428,737)	\$ 1,984,339	\$ 1,567,644	\$ 5,592,618	\$ 2,099,608
Clothing & Accessories Stores	\$ (12,248,718)	\$ (1,855,697)	\$ 102,125,700	\$ (22,427,948)	\$ 11,251,583	\$ (7,967,878)	\$ (9,644,066)
Electronic & Appliance Stores	\$ (3,787,136)	\$ (1,363,645)	\$ 105,495,317	\$ (11,582,490)	\$ (3,647,606)	\$ (5,883,202)	\$ (5,412,302)
Food & Beverage Stores	\$ 408,340	\$ 4,585,940	\$ 34,924,384	\$ (3,803,162)	\$ 10,201,916	\$ (4,461,202)	\$ (5,647,348)
Furniture & Home Furnishings Stores	\$ (16,532,551)	\$ (6,818,544)	\$ 117,909,873	\$ (32,638,349)	\$ 17,516,907	\$ 26,485,829	\$ 17,137,816
Health & Personal Care Stores	\$ (3,344,393)	\$ (1,085,021)	\$ 21,973,538	\$ (6,903,871)	\$ (380,777)	\$ 217,707	\$ (3,423,566)
Sporting Goods, Hobby, Book, & Music Stores	\$ (8,883,046)	\$ 21,343,617	\$ 67,266,172	\$ (7,131,376)	\$ (774,190)	\$ (2,160,885)	\$ (3,247,778)
General Merchandise Stores	\$ (15,130,207)	\$ 27,050,042	\$ (105,992,238)	\$ (5,367,892)	\$ (9,650,703)	\$ 448,875	\$ 22,384,564
Other Store Retailers	\$ (8,932,949)	\$ 1,199,350	\$ 189,431,570	\$ (24,613,769)	\$ 33,076,319	\$ 7,478,687	\$ (10,896,412)
Nonstore Retailers	\$ (2,205,062)	\$ 7,291,253	\$ 12,306,187	\$ 4,498,068	\$ (1,058,518)	\$ (1,122,499)	\$ (1,503,194)
<b>SUBTOTAL: SERVICES</b>	<b>\$ (25,630,250)</b>	<b>\$ 6,768,544</b>	<b>\$ 187,805,109</b>	<b>\$ (43,481,688)</b>	<b>\$ 61,978,841</b>	<b>\$ (5,275,000)</b>	<b>\$ (16,672,106)</b>
Hotels, Motels & Other Traveler Accommodations	\$ (2,398,630)	\$ 3,731,537	\$ (20,989,713)	\$ (16,363,229)	\$ 52,738,817	\$ (286,670)	\$ (3,994,020)
Banking, Insurance and Other Finance Activities	\$ (2,143,607)	\$ (461,795)	\$ 25,811,825	\$ (595,291)	\$ (335,619)	\$ (1,276,706)	\$ (1,304,317)
Administrative & Support Services	\$ (2,210,814)	\$ 3,019,628	\$ 12,280,401	\$ (2,140,369)	\$ 269,125	\$ 572,760	\$ (806,314)
Health Care and Social Assistance Services	\$ (293,912)	\$ (112,286)	\$ 3,710,836	\$ (415,747)	\$ (296,058)	\$ (289,360)	\$ (236,377)
Personal & Household Services	\$ (803,592)	\$ (914,641)	\$ 20,838,091	\$ (6,478,202)	\$ 6,356,976	\$ 403,949	\$ (956,691)
Business Services	\$ (2,071,700)	\$ (1,880,785)	\$ 60,134,188	\$ (3,932,827)	\$ 5,799,809	\$ (692,024)	\$ (2,187,700)
Repair & Maintenance Services	\$ (4,326,863)	\$ 647,208	\$ (32,835,617)	\$ (2,186,371)	\$ (1,573,638)	\$ 3,369,602	\$ (517,793)
Professional Services	\$ (71,123)	\$ 4,688	\$ (310,059)	\$ (20,665)	\$ (37,546)	\$ (19,549)	\$ (1,970)
Architectural, Engineering, & Related Services	\$ (126,837)	\$ (33,543)	\$ (306,476)	\$ (194,163)	\$ (76,717)	\$ (91,610)	\$ (82,828)
Computer System Services	\$ (5,359,908)	\$ (382,445)	\$ 55,667,782	\$ (4,853,324)	\$ (1,023,886)	\$ (2,566,319)	\$ (1,717,742)
Scientific & Other Services	\$ (786,675)	\$ 4,907,767	\$ 3,161,473	\$ (658,520)	\$ 558,223	\$ (379,211)	\$ (474,799)
Rental & Leasing Services	\$ (4,602,139)	\$ (1,622,712)	\$ 63,822,522	\$ (6,964,932)	\$ (1,161,746)	\$ (3,843,779)	\$ (4,072,883)
Real Estate Services (Rental, Management, Appraisal)	\$ (434,450)	\$ (134,076)	\$ (3,180,143)	\$ 1,321,953	\$ 761,100	\$ (176,081)	\$ (318,673)

Table 4: Surplus or (Leakage) for Wisconsin Counties 2004 (cont)

Surplus or (Leakage)	Iron	Eau Claire	Forest	Grant	Green	Green Lake	Iowa
<b>SUBTOTAL: RETAIL</b>	\$ 397,822	\$ 353,420,578	\$ (11,803,505)	\$ (52,348,499)	\$ (19,649,980)	\$ (14,524,789)	\$ (10,895,615)
Food Services & Drinking Places (Restaurants & Bars)	\$ 6,663,239	\$ 24,104,392	\$ (405,958)	\$ (12,665,474)	\$ (9,964,066)	\$ (4,461,040)	\$ (1,635,323)
Performing Arts, Spectator Sports & Related Industries	\$ 1,002,775	\$ (1,544,889)	\$ 41,547	\$ (1,848,771)	\$ 540,901	\$ (23,747)	\$ (1,084,430)
Amusement, Gambling, Recreation Industries	\$ (92,293)	\$ 483,296	\$ (452,711)	\$ (517,349)	\$ (451,827)	\$ (725,564)	\$ 389,299
Automobiles & Other Motor Vehicles	\$ (1,510,031)	\$ 595,234	\$ 4,000,725	\$ (8,483,209)	\$ 11,499,235	\$ 14,238,739	\$ 10,657,249
Gasoline Stations (including convenience stores with gas)	\$ 317,876	\$ (5,409,916)	\$ 1,228,538	\$ (1,783,762)	\$ (1,882,545)	\$ (2,541,831)	\$ (372,873)
Clothing & Accessories Stores	\$ (1,762,647)	\$ 37,327,686	\$ (2,690,580)	\$ (10,055,109)	\$ (7,739,408)	\$ (6,072,314)	\$ (1,241,903)
Electronic & Appliance Stores	\$ (823,331)	\$ 34,545,154	\$ (1,020,846)	\$ (3,815,978)	\$ (1,895,849)	\$ (1,839,376)	\$ 2,178,973
Food & Beverage Stores	\$ 2,362,499	\$ (10,880,114)	\$ (2,164,660)	\$ 4,106,313	\$ 8,745,326	\$ (1,935,416)	\$ (882,194)
Furniture & Home Furnishings Stores	\$ 220,893	\$ 88,205,584	\$ 2,221,449	\$ 9,309,214	\$ 4,855,750	\$ 3,281,843	\$ 5,485,732
Health & Personal Care Stores	\$ (435,032)	\$ (1,911,216)	\$ (327,509)	\$ (4,012,747)	\$ (3,139,627)	\$ (1,686,250)	\$ (2,148,360)
Sporting Goods, Hobby, Book, & Music Stores	\$ 349,482	\$ 39,303,771	\$ (890,018)	\$ (4,679,254)	\$ (5,110,031)	\$ (679,148)	\$ (3,532,988)
General Merchandise Stores	\$ (5,966,449)	\$ 103,388,347	\$ (8,399,815)	\$ (4,687,696)	\$ (3,479,577)	\$ (3,355,679)	\$ (13,997,368)
Other Store Retailers	\$ (196,747)	\$ 48,474,124	\$ (2,665,554)	\$ (10,630,270)	\$ (11,256,106)	\$ (7,700,717)	\$ (4,018,141)
Nonstore Retailers	\$ 267,588	\$ (3,260,877)	\$ (278,112)	\$ (2,584,407)	\$ (372,157)	\$ (1,024,288)	\$ (693,289)
<b>SUBTOTAL: SERVICES</b>	\$ 420,973	\$ (8,231,050)	\$ (5,668,121)	\$ (22,071,859)	\$ (14,687,136)	\$ (4,743,426)	\$ (11,712,991)
Hotels, Motels & Other Traveler Accommodations	\$ 2,756,517	\$ (1,104,051)	\$ (403,606)	\$ (5,510,228)	\$ (3,945,622)	\$ 3,146,494	\$ (3,159,395)
Banking, Insurance and Other Finance Activities	\$ (213,788)	\$ (1,846,871)	\$ (232,804)	\$ (1,517,635)	\$ (1,155,037)	\$ (305,912)	\$ (765,010)
Administrative & Support Services	\$ (160,750)	\$ 1,348,073	\$ (341,206)	\$ (1,538,184)	\$ (128,232)	\$ (701,285)	\$ (905,030)
Health Care and Social Assistance Services	\$ (61,856)	\$ 187,257	\$ 26,438	\$ (381,275)	\$ (321,329)	\$ (260,807)	\$ (53,017)
Personal & Household Services	\$ (781,488)	\$ (3,661,689)	\$ (1,444,892)	\$ (3,882,023)	\$ (4,551,359)	\$ (1,886,955)	\$ (3,566,448)
Business Services	\$ (217,456)	\$ (4,193,392)	\$ (1,166,277)	\$ (4,755,063)	\$ (3,359,656)	\$ (389,724)	\$ (2,991,310)
Repair & Maintenance Services	\$ (287,079)	\$ 5,785,273	\$ (722,815)	\$ 3,184,601	\$ 2,308,175	\$ (497,167)	\$ (114,145)
Professional Services	\$ (8,569)	\$ 109,873	\$ (10,844)	\$ (22,446)	\$ (2,792)	\$ (2,502)	\$ (33,817)
Architectural, Engineering, & Related Services	\$ (12,714)	\$ (195,362)	\$ (18,096)	\$ (94,708)	\$ (67,939)	\$ (40,944)	\$ (60,196)
Computer System Services	\$ (593,972)	\$ (3,269,337)	\$ 17,001	\$ (3,054,010)	\$ (518,047)	\$ (1,444,152)	\$ 1,000,277
Scientific & Other Services	\$ (68,651)	\$ (1,027,701)	\$ (105,121)	\$ (243,906)	\$ (476,234)	\$ 238,467	\$ (239,098)
Rental & Leasing Services	\$ 101,706	\$ 332,208	\$ (1,194,618)	\$ (4,132,858)	\$ (2,160,026)	\$ (2,635,859)	\$ (608,833)
Real Estate Services (Rental, Management, Appraisal)	\$ (30,926)	\$ (695,332)	\$ (71,280)	\$ (124,124)	\$ (309,040)	\$ 36,920	\$ (216,970)

Table 4: Surplus or (Leakage) for Wisconsin Counties 2004 (cont)

Surplus or (Leakage)	Jackson	Jefferson	Juneau	Kenosha	La Crosse	Lafayette	Langlade
<b>SUBTOTAL: RETAIL</b>	<b>\$ (21,016,061)</b>	<b>\$ 5,385,187</b>	<b>\$ 5,454,526</b>	<b>\$ (78,325,700)</b>	<b>\$ 366,121,815</b>	<b>\$ (27,614,841)</b>	<b>\$ 40,856,887</b>
Food Services & Drinking Places (Restaurants & Bars)	\$ (1,726,106)	\$ (1,020,081)	\$ 427,339	\$ 5,716,156	\$ 22,102,975	\$ (4,582,555)	\$ 3,272,092
Performing Arts, Spectator Sports & Related Industries	\$ (544,074)	\$ (1,750,881)	\$ (741,844)	\$ (481,186)	\$ 508,692	\$ (690,335)	\$ (38,364)
Amusement, Gambling, Recreation Industries	\$ (1,004,432)	\$ (750,252)	\$ (341,301)	\$ 966,722	\$ (830,921)	\$ (487,123)	\$ 860,136
Automobiles & Other Motor Vehicles	\$ 4,150,390	\$ 4,670,493	\$ 13,482,965	\$ (27,310,667)	\$ 15,053,103	\$ 9,069,326	\$ 17,963,797
Gasoline Stations (including convenience stores with gas)	\$ (1,083,596)	\$ 4,138,033	\$ 4,238,272	\$ 1,472,074	\$ (12,848,969)	\$ (61,819)	\$ 448,083
Clothing & Accessories Stores	\$ (6,135,767)	\$ 23,893,161	\$ (4,729,075)	\$ 35,314,918	\$ 16,750,280	\$ (3,715,471)	\$ (5,157,796)
Electronic & Appliance Stores	\$ (3,595,908)	\$ (5,284,574)	\$ (2,444,961)	\$ (13,285,976)	\$ 30,729,635	\$ (1,840,559)	\$ (2,653,329)
Food & Beverage Stores	\$ 4,658,716	\$ (735,588)	\$ 10,709,861	\$ 15,880,345	\$ 39,073,354	\$ (3,168,599)	\$ (1,393,131)
Furniture & Home Furnishings Stores	\$ (8,898,245)	\$ 9,059,518	\$ (786,240)	\$ (26,836,094)	\$ 59,266,201	\$ (3,335,423)	\$ (2,898,033)
Health & Personal Care Stores	\$ (1,851,569)	\$ (4,641,321)	\$ 956,347	\$ 7,841,190	\$ 2,023,507	\$ (1,247,629)	\$ 1,379,766
Sporting Goods, Hobby, Book, & Music Stores	\$ (2,904,455)	\$ (10,491,382)	\$ (2,321,933)	\$ 587,838	\$ 15,064,687	\$ (1,921,981)	\$ (1,554,839)
General Merchandise Stores	\$ 3,936,942	\$ 10,054,017	\$ (7,610,646)	\$ (60,493,771)	\$ 138,685,893	\$ (11,462,812)	\$ 35,905,964
Other Store Retailers	\$ (5,030,245)	\$ (20,698,112)	\$ (5,271,976)	\$ (15,923,918)	\$ 46,228,809	\$ (3,449,679)	\$ (4,936,456)
Nonstore Retailers	\$ (987,714)	\$ (1,057,845)	\$ (112,282)	\$ (1,773,332)	\$ (5,685,430)	\$ (720,181)	\$ (341,003)
<b>SUBTOTAL: SERVICES</b>	<b>\$ (10,501,840)</b>	<b>\$ (22,745,430)</b>	<b>\$ (2,809,246)</b>	<b>\$ (68,156,711)</b>	<b>\$ 34,009,531</b>	<b>\$ (10,593,335)</b>	<b>\$ (5,315,005)</b>
Hotels, Motels & Other Traveler Accommodations	\$ (337,436)	\$ (13,190,434)	\$ 814,000	\$ (27,817,530)	\$ 3,265,941	\$ (3,187,966)	\$ (2,318,183)
Banking, Insurance and Other Finance Activities	\$ (464,543)	\$ (1,958,936)	\$ (607,927)	\$ (2,519,328)	\$ (52,738)	\$ (495,435)	\$ (484,177)
Administrative & Support Services	\$ (773,514)	\$ (280,365)	\$ (710,820)	\$ (1,497,221)	\$ 3,562,908	\$ (521,074)	\$ (38,867)
Health Care and Social Assistance Services	\$ (149,513)	\$ (536,180)	\$ (178,292)	\$ (749,037)	\$ (556,685)	\$ (145,808)	\$ (123,388)
Personal & Household Services	\$ (2,381,476)	\$ (3,175,278)	\$ 263,636	\$ (1,256,889)	\$ (4,135,872)	\$ (1,618,659)	\$ (1,996,838)
Business Services	\$ (2,516,628)	\$ (4,202,927)	\$ (2,170,178)	\$ (7,170,333)	\$ 2,443,385	\$ (1,422,948)	\$ (1,270,351)
Repair & Maintenance Services	\$ (94,290)	\$ 2,546,302	\$ 2,147,459	\$ (4,341,226)	\$ 10,079,666	\$ (723,783)	\$ 4,340,315
Professional Services	\$ (24,741)	\$ (82,427)	\$ (26,327)	\$ 184,843	\$ (161,574)	\$ (18,387)	\$ 5,452
Architectural, Engineering, & Related Services	\$ (41,948)	\$ (165,739)	\$ (48,012)	\$ (227,890)	\$ (19,007)	\$ (30,433)	\$ (40,476)
Computer System Services	\$ (1,210,199)	\$ (2,872,035)	\$ (1,428,094)	\$ (10,084,696)	\$ 4,396,960	\$ (1,083,465)	\$ (1,668,602)
Scientific & Other Services	\$ (187,741)	\$ (351,151)	\$ (284,952)	\$ (1,352,300)	\$ 125,568	\$ (140,910)	\$ (119,189)
Rental & Leasing Services	\$ (2,415,784)	\$ (1,811,369)	\$ (584,659)	\$ (9,862,052)	\$ 15,956,758	\$ (1,079,189)	\$ (1,429,746)
Real Estate Services (Rental, Management, Appraisal)	\$ 95,973	\$ 3,335,109	\$ 4,920	\$ (1,463,052)	\$ (895,779)	\$ (125,278)	\$ (170,953)

Table 4: Surplus or (Leakage) for Wisconsin Counties 2004 (cont)

Surplus or (Leakage)	Lincoln	Marathon	Marinettee	Marquette	Milwaukee	Monroe	Oconto
<b>SUBTOTAL: RETAIL</b>	<b>\$ (7,909,842)</b>	<b>\$ 260,321,525</b>	<b>\$ 39,687,049</b>	<b>\$ (11,300,192)</b>	<b>\$ (619,846,788)</b>	<b>\$ 44,887,044</b>	<b>\$ (79,031,269)</b>
Food Services & Drinking Places (Restaurants & Bars)	\$ (1,815,759)	\$ (15,931,982)	\$ 2,162,656	\$ 2,475,687	\$ 68,917,165	\$ 3,337,016	\$ (7,358,801)
Performing Arts, Spectator Sports & Related Industries	\$ (1,387,931)	\$ (2,306,191)	\$ (1,795,244)	\$ (622,527)	\$ 52,733,414	\$ (1,236,980)	\$ (1,377,653)
Amusement, Gambling, Recreation Industries	\$ 444,552	\$ 5,432,972	\$ (609,580)	\$ (20,571)	\$ (26,179,166)	\$ (1,070,435)	\$ 1,342,997
Automobiles & Other Motor Vehicles	\$ 14,410,278	\$ 11,962,048	\$ 16,696,011	\$ 8,556,188	\$ (283,527,253)	\$ 19,119,688	\$ 11,121,170
Gasoline Stations (including convenience stores with gas)	\$ 6,428,146	\$ 17,473,717	\$ 10,835,253	\$ (586,434)	\$ (35,923,694)	\$ 930,389	\$ 6,182,985
Clothing & Accessories Stores	\$ (7,560,990)	\$ 20,105,941	\$ (1,010,945)	\$ (3,831,134)	\$ 180,829,242	\$ (8,697,584)	\$ (11,451,647)
Electronic & Appliance Stores	\$ (4,002,969)	\$ 12,101,937	\$ (3,733,674)	\$ 980,975	\$ 53,846,493	\$ (4,373,078)	\$ (4,221,114)
Food & Beverage Stores	\$ 1,408,845	\$ (10,944,654)	\$ 3,786,412	\$ 1,031,631	\$ (18,517,409)	\$ 4,425,961	\$ (6,700,939)
Furniture & Home Furnishings Stores	\$ (7,214,304)	\$ 81,467,253	\$ 13,821,871	\$ (5,419,242)	\$ (512,906,544)	\$ (7,665,483)	\$ (10,432,793)
Health & Personal Care Stores	\$ (2,380,591)	\$ (9,637,653)	\$ (2,097,453)	\$ (951,644)	\$ 87,751,900	\$ (3,045,704)	\$ (1,836,044)
Sporting Goods, Hobby, Book, & Music Stores	\$ 753,835	\$ 17,424,017	\$ (1,797,707)	\$ (1,548,300)	\$ (18,788,233)	\$ (3,272,419)	\$ (3,668,615)
General Merchandise Stores	\$ (4,939,811)	\$ 122,195,771	\$ 14,129,851	\$ (11,597,169)	\$ (236,189,620)	\$ 48,934,006	\$ (31,639,858)
Other Store Retailers	\$ (5,099,768)	\$ 14,443,875	\$ (10,093,295)	\$ 614,918	\$ 74,169,328	\$ (941,194)	\$ (19,813,859)
Nonstore Retailers	\$ 3,046,626	\$ (3,465,527)	\$ (607,106)	\$ (382,570)	\$ (6,062,411)	\$ (1,557,139)	\$ 822,901
<b>SUBTOTAL: SERVICES</b>	<b>\$ (14,161,644)</b>	<b>\$ 12,510,740</b>	<b>\$ (6,209,283)</b>	<b>\$ (1,041,832)</b>	<b>\$ 181,550,837</b>	<b>\$ (2,496,232)</b>	<b>\$ (27,472,856)</b>
Hotels, Motels & Other Traveler Accommodations	\$ (4,064,816)	\$ (12,594,280)	\$ (2,398,439)	\$ (252,812)	\$ (84,279,337)	\$ 5,503,830	\$ (5,098,076)
Banking, Insurance and Other Finance Activities	\$ (611,035)	\$ (2,776,755)	\$ (804,776)	\$ (384,837)	\$ 29,550,607	\$ (759,314)	\$ (924,576)
Administrative & Support Services	\$ (713,334)	\$ 555,906	\$ (408,448)	\$ (433,744)	\$ 21,265,613	\$ (1,136,625)	\$ (1,538,126)
Health Care and Social Assistance Services	\$ (263,723)	\$ 988,614	\$ 125,210	\$ (44,471)	\$ 9,154,717	\$ 454,926	\$ (365,211)
Personal & Household Services	\$ (3,184,247)	\$ 2,917,826	\$ (3,116,304)	\$ (1,065,759)	\$ 77,860,976	\$ (830,677)	\$ (5,202,056)
Business Services	\$ (2,416,326)	\$ (980,373)	\$ (1,582,154)	\$ (617,205)	\$ 38,530,176	\$ (3,886,526)	\$ (4,502,259)
Repair & Maintenance Services	\$ (564,105)	\$ 17,170,226	\$ 2,956,407	\$ 888,528	\$ (15,798,000)	\$ (168,846)	\$ (2,266,332)
Professional Services	\$ (14,438)	\$ (118,904)	\$ (54,679)	\$ (14,357)	\$ 1,915,097	\$ (17,848)	\$ (42,586)
Architectural, Engineering, & Related Services	\$ 416,584	\$ (108,640)	\$ 167,264	\$ (20,610)	\$ 275,256	\$ (47,200)	\$ (74,265)
Computer System Services	\$ (908,059)	\$ 2,925,222	\$ (959,195)	\$ 296,994	\$ 48,619,944	\$ (2,269,622)	\$ (2,957,227)
Scientific & Other Services	\$ (307,817)	\$ (807,005)	\$ (366,947)	\$ (179,722)	\$ 5,067,540	\$ (195,916)	\$ (460,136)
Rental & Leasing Services	\$ (1,355,430)	\$ 6,083,015	\$ 557,456	\$ 874,758	\$ 51,660,865	\$ 1,142,646	\$ (3,802,186)
Real Estate Services (Rental, Management, Appraisal)	\$ (174,898)	\$ (744,111)	\$ (324,677)	\$ (88,594)	\$ (2,272,617)	\$ (285,060)	\$ (239,821)



Table 4: Surplus or (Leakage) for Wisconsin Counties 2004 (cont)

Surplus or (Leakage)	Oneida	Ozaukee	Pepin	Pierce	Polk	Portage	Price
<b>SUBTOTAL: RETAIL</b>	\$ 197,153,928	\$ (378,893,089)	\$ (2,697,701)	\$ (134,903,250)	\$ (11,329,785)	\$ 41,848,997	\$ (15,538,030)
Food Services & Drinking Places (Restaurants & Bars)	\$ 15,929,421	\$ (65,581,717)	\$ (280,814)	\$ (12,279,067)	\$ (5,898,048)	\$ (3,483,288)	\$ (1,918,978)
Performing Arts, Spectator Sports & Related Industries	\$ (1,150,703)	\$ 3,190,423	\$ (315,790)	\$ (616,979)	\$ 833,417	\$ (1,652,346)	\$ (561,924)
Amusement, Gambling, Recreation Industries	\$ 2,403,281	\$ (537,168)	\$ 368,559	\$ (2,153,860)	\$ (782,316)	\$ (2,052,867)	\$ (499,115)
Automobiles & Other Motor Vehicles	\$ 35,443,520	\$ (40,653,197)	\$ 1,794,302	\$ (15,607,753)	\$ 519,000	\$ 5,637,343	\$ 4,597,006
Gasoline Stations (including convenience stores with gas)	\$ 5,106,849	\$ (7,631,535)	\$ 1,289,004	\$ 3,228,348	\$ 3,279,440	\$ 2,119,381	\$ 4,134,758
Clothing & Accessories Stores	\$ (4,075,781)	\$ (27,680,598)	\$ (1,940,906)	\$ (12,361,210)	\$ (11,800,725)	\$ (2,645,184)	\$ (4,222,961)
Electronic & Appliance Stores	\$ (4,329,079)	\$ (13,909,363)	\$ (1,147,161)	\$ (7,301,124)	\$ (5,979,126)	\$ (9,403,590)	\$ (2,708,701)
Food & Beverage Stores	\$ 7,972,007	\$ (21,360,500)	\$ (932,750)	\$ (8,478,614)	\$ (274,242)	\$ 4,241,349	\$ 520,008
Furniture & Home Furnishings Stores	\$ 60,763,639	\$ (78,176,544)	\$ 4,593,900	\$ (16,396,263)	\$ 29,868,574	\$ 19,962,473	\$ 1,766,559
Health & Personal Care Stores	\$ (2,207,581)	\$ (652,977)	\$ (434,859)	\$ (747,532)	\$ (2,283,321)	\$ (3,917,018)	\$ (1,172,495)
Sporting Goods, Hobby, Book, & Music Stores	\$ 2,436,501	\$ (12,149,467)	\$ 433,465	\$ (3,878,397)	\$ (3,966,768)	\$ (2,985,685)	\$ (1,465,176)
General Merchandise Stores	\$ 76,700,333	\$ (66,466,970)	\$ (6,158,129)	\$ (38,903,925)	\$ (4,994,350)	\$ 2,759,153	\$ (8,285,700)
Other Store Retailers	\$ 1,333,820	\$ (46,665,679)	\$ 428,579	\$ (17,108,420)	\$ (8,645,024)	\$ 2,090,177	\$ (5,023,317)
Nonstore Retailers	\$ 827,700	\$ (617,797)	\$ (395,102)	\$ (2,298,455)	\$ (1,206,296)	\$ 31,179,099	\$ (697,992)
<b>SUBTOTAL: SERVICES</b>	\$ 24,660,436	\$ (65,592,032)	\$ (4,221,227)	\$ (27,067,903)	\$ (16,791,148)	\$ (4,480,147)	\$ (2,064,113)
Hotels, Motels & Other Traveler Accommodations	\$ 15,273,960	\$ (26,865,049)	\$ (1,270,355)	\$ (8,688,756)	\$ (2,068,935)	\$ (3,668,369)	\$ 246,618
Banking, Insurance and Other Finance Activities	\$ (63,073)	\$ (1,586,598)	\$ (150,683)	\$ (495,613)	\$ (671,090)	\$ (1,339,374)	\$ (473,387)
Administrative & Support Services	\$ 332,463	\$ (2,686,481)	\$ (200,774)	\$ (910,693)	\$ (60,219)	\$ (672,145)	\$ (489,702)
Health Care and Social Assistance Services	\$ (149,916)	\$ (1,443,798)	\$ (74,382)	\$ 551,345	\$ (199,615)	\$ (556,925)	\$ (120,554)
Personal & Household Services	\$ (1,417,658)	\$ (1,112,228)	\$ (962,874)	\$ (3,188,440)	\$ (3,516,203)	\$ (3,480,166)	\$ 800,853
Business Services	\$ 3,313,508	\$ 33,983	\$ 68,598	\$ (4,854,221)	\$ (3,200,518)	\$ (466,288)	\$ (1,948,506)
Repair & Maintenance Services	\$ 3,676,003	\$ (11,157,980)	\$ (357,282)	\$ (644,767)	\$ 1,504,681	\$ (1,262,657)	\$ 957,398
Professional Services	\$ (77,094)	\$ (178,552)	\$ 10,857	\$ (50,185)	\$ (46,985)	\$ (88,553)	\$ (20,185)
Architectural, Engineering, & Related Services	\$ (75,120)	\$ (53,572)	\$ (14,045)	\$ (8,944)	\$ (89,799)	\$ (81,002)	\$ 19,049
Computer System Services	\$ (1,712,788)	\$ (8,499,701)	\$ (531,750)	\$ (3,639,400)	\$ (2,464,117)	\$ 6,146,179	\$ (924,858)
Scientific & Other Services	\$ 1,526	\$ (1,154,434)	\$ (71,998)	\$ (528,282)	\$ (534,795)	\$ (686,335)	\$ (189,431)
Rental & Leasing Services	\$ 5,453,626	\$ (9,562,680)	\$ (633,274)	\$ (4,242,957)	\$ (5,084,423)	\$ 1,668,074	\$ 95,466
Real Estate Services (Rental, Management, Appraisal)	\$ 104,997	\$ (1,324,943)	\$ (33,267)	\$ (366,991)	\$ (359,131)	\$ 7,413	\$ (16,874)

Table 4: Surplus or (Leakage) for Wisconsin Counties 2004 (cont)

Surplus or (Leakage)	Richland	Rusk	St. Croix	Sauk	Sawyer	Taylor	Trempealeau
<b>SUBTOTAL: RETAIL</b>	<b>\$ 16,552,714</b>	<b>\$ (5,777,307)</b>	<b>\$ 51,357,550</b>	<b>\$ 275,011,032</b>	<b>\$ 73,188,616</b>	<b>\$ (12,555,023)</b>	<b>\$ (33,374,968)</b>
Food Services & Drinking Places (Restaurants & Bars)	\$ (3,583,163)	\$ (2,621,307)	\$ (10,087,560)	\$ 71,956,221	\$ 12,729,840	\$ (4,044,488)	\$ (4,091,115)
Performing Arts, Spectator Sports & Related Industries	\$ (805,379)	\$ (626,223)	\$ 648,339	\$ (399,731)	\$ 410,158	\$ (690,943)	\$ (578,821)
Amusement, Gambling, Recreation Industries	\$ (652,124)	\$ (415,162)	\$ 5,233,816	\$ 20,972,598	\$ 814,022	\$ 69,884	\$ (1,500,870)
Automobiles & Other Motor Vehicles	\$ 9,486,422	\$ 3,021,155	\$ 2,089,075	\$ 29,056,104	\$ 18,859,459	\$ 6,002,280	\$ 3,689,929
Gasoline Stations (including convenience stores with gas)	\$ 396,558	\$ 2,236,996	\$ 10,016,943	\$ 7,237,638	\$ 1,976,935	\$ 1,164,394	\$ 2,041,229
Clothing & Accessories Stores	\$ (3,629,742)	\$ (3,290,296)	\$ (22,923,679)	\$ (11,338,305)	\$ (3,083,554)	\$ (5,212,271)	\$ (7,281,334)
Electronic & Appliance Stores	\$ (149,215)	\$ (2,316,311)	\$ (11,652,365)	\$ (3,653,070)	\$ (1,605,779)	\$ (2,021,351)	\$ (3,929,452)
Food & Beverage Stores	\$ 127,816	\$ (2,968,628)	\$ 4,821,653	\$ 2,836,837	\$ (371,884)	\$ (2,040,205)	\$ (123,767)
Furniture & Home Furnishings Stores	\$ (4,786,860)	\$ 11,502,649	\$ 73,321,817	\$ 65,632,215	\$ 17,317,182	\$ 1,434,300	\$ 5,544,789
Health & Personal Care Stores	\$ (1,136,350)	\$ (1,084,942)	\$ (7,082,185)	\$ 897,374	\$ (1,373,191)	\$ (1,701,404)	\$ (1,932,069)
Sporting Goods, Hobby, Book, & Music Stores	\$ (1,828,835)	\$ (1,806,092)	\$ (5,971,697)	\$ 1,581,092	\$ 1,009,720	\$ (817,744)	\$ (3,176,822)
General Merchandise Stores	\$ 23,282,660	\$ (3,455,103)	\$ (3,401,467)	\$ 74,984,333	\$ 26,105,922	\$ (2,867,729)	\$ (22,511,403)
Other Store Retailers	\$ 676,388	\$ (3,588,235)	\$ 20,139,772	\$ 17,462,906	\$ 1,163,699	\$ (1,085,058)	\$ 1,694,614
Nonstore Retailers	\$ (845,461)	\$ (365,808)	\$ (3,794,914)	\$ (2,215,178)	\$ (763,912)	\$ (744,689)	\$ (1,219,876)
<b>SUBTOTAL: SERVICES</b>	<b>\$ (6,378,729)</b>	<b>\$ (4,353,802)</b>	<b>\$ (21,371,362)</b>	<b>\$ 184,467,308</b>	<b>\$ 13,547,697</b>	<b>\$ (5,383,113)</b>	<b>\$ (14,638,153)</b>
Hotels, Motels & Other Traveler Accommodations	\$ (1,389,221)	\$ 958,347	\$ (9,245,201)	\$ 154,781,944	\$ 13,562,064	\$ (2,463,014)	\$ (3,691,684)
Banking, Insurance and Other Finance Activities	\$ (522,534)	\$ (393,338)	\$ (1,871,550)	\$ 94,629	\$ (360,541)	\$ (294,642)	\$ (512,296)
Administrative & Support Services	\$ 629,514	\$ (506,940)	\$ (1,645,205)	\$ 904,785	\$ (500,929)	\$ (472,034)	\$ (680,987)
Health Care and Social Assistance Services	\$ (107,221)	\$ (98,122)	\$ (769,290)	\$ 538,075	\$ (182,248)	\$ (119,705)	\$ (240,680)
Personal & Household Services	\$ (1,471,735)	\$ (1,246,475)	\$ (537,314)	\$ 6,951,716	\$ (1,176,324)	\$ (2,386,677)	\$ (2,680,081)
Business Services	\$ (1,215,256)	\$ (1,727,131)	\$ (4,236,673)	\$ 11,407,701	\$ 930,469	\$ (572,831)	\$ (3,554,387)
Repair & Maintenance Services	\$ 1,156,873	\$ 1,509,561	\$ 265,883	\$ (508,191)	\$ 3,158,040	\$ 2,253,031	\$ 958,649
Professional Services	\$ (20,903)	\$ (15,795)	\$ (81,476)	\$ (13,202)	\$ 10,351	\$ 3,652	\$ (2,352)
Architectural, Engineering, & Related Services	\$ (33,755)	\$ (27,327)	\$ 2,583,129	\$ 131,491	\$ 52,837	\$ (38,962)	\$ (59,473)
Computer System Services	\$ (1,051,836)	\$ (649,368)	\$ (4,452,283)	\$ (2,454,012)	\$ (452,583)	\$ (256,239)	\$ (704,958)
Scientific & Other Services	\$ (208,942)	\$ 750	\$ 140,416	\$ (460,340)	\$ (229,279)	\$ (230,655)	\$ (135,407)
Rental & Leasing Services	\$ (1,999,361)	\$ (2,049,614)	\$ (2,076,678)	\$ (65,912)	\$ (1,160,022)	\$ (648,066)	\$ (3,120,907)
Real Estate Services (Rental, Management, Appraisal)	\$ (144,352)	\$ (108,351)	\$ 554,879	\$ 13,158,626	\$ (104,139)	\$ (156,971)	\$ (213,590)

Table 4: Surplus or (Leakage) for Wisconsin Counties 2004 (cont)

Surplus or (Leakage)	Vernon	Vilas	Walworth	Washburn	Washington	Waupaca	Waushara	Wood
<b>SUBTOTAL: RETAIL</b>	<b>\$ (10,144,464)</b>	<b>\$ 89,263,445</b>	<b>\$ 113,134,416</b>	<b>\$ 23,370,974</b>	<b>\$ (162,503,987)</b>	<b>\$ (27,781,625)</b>	<b>\$ (20,018,106)</b>	<b>\$ (70,807,304)</b>
Food Services & Drinking Places (Restaurants & Bars)	\$ (6,789,976)	\$ 17,571,763	\$ 32,687,860	\$ (209,987)	\$ (44,094,938)	\$ (4,943,186)	\$ (3,490,971)	\$ (18,090,358)
Performing Arts, Spectator Sports & Related Industries	\$ (560,803)	\$ 2,880,394	\$ 2,367,197	\$ 153,568	\$ (4,839,271)	\$ (1,162,551)	\$ (305,124)	\$ (2,995,177)
Amusement, Gambling, Recreation Industries	\$ (514,371)	\$ 604,549	\$ 18,391,782	\$ 728,959	\$ (5,022,385)	\$ (46,263)	\$ (21,607)	\$ (2,558,278)
Automobiles & Other Motor Vehicles	\$ 8,947,501	\$ 28,091,875	\$ 39,143,327	\$ 17,279,146	\$ 10,197,032	\$ 10,928,872	\$ 11,406,972	\$ (8,466,165)
Gasoline Stations (including convenience stores with gas)	\$ 748,750	\$ 5,225,125	\$ 11,223,371	\$ 734,140	\$ 450,197	\$ 7,345,764	\$ 1,138,588	\$ (5,531,344)
Clothing & Accessories Stores	\$ (6,096,513)	\$ (2,857,316)	\$ (20,555,488)	\$ (3,533,532)	\$ (32,971,765)	\$ (13,613,261)	\$ (5,777,758)	\$ (10,114,919)
Electronic & Appliance Stores	\$ (1,543,271)	\$ (3,286,935)	\$ (7,174,516)	\$ (1,226,461)	\$ (6,657,570)	\$ (4,573,443)	\$ (2,282,497)	\$ (8,957,699)
Food & Beverage Stores	\$ 793,485	\$ 9,258,904	\$ (7,052,550)	\$ 3,366,883	\$ (12,941,895)	\$ 4,186,348	\$ 209,632	\$ 1,513,956
Furniture & Home Furnishings Stores	\$ (6,521,036)	\$ 31,757,947	\$ 3,323,114	\$ 12,594,982	\$ 22,679,158	\$ (2,256,014)	\$ (1,847,926)	\$ (21,705,192)
Health & Personal Care Stores	\$ (1,469,020)	\$ (1,251,667)	\$ (2,660,216)	\$ (339,864)	\$ (4,135,512)	\$ (1,866,891)	\$ (1,844,029)	\$ (3,641,748)
Sporting Goods, Hobby, Book, & Music Stores	\$ (2,593,592)	\$ 6,380,685	\$ (8,240,286)	\$ 1,313,767	\$ (15,281)	\$ (5,168,121)	\$ (258,840)	\$ (7,966,584)
General Merchandise Stores	\$ 6,486,829	\$ (13,693,422)	\$ 72,183,258	\$ (6,480,848)	\$ (40,704,733)	\$ (4,874,584)	\$ (13,271,135)	\$ 34,956,701
Other Store Retailers	\$ (5,009,649)	\$ 9,499,686	\$ (16,929,121)	\$ (402,118)	\$ (48,945,735)	\$ (11,077,657)	\$ (3,568,487)	\$ (15,563,210)
Nonstore Retailers	\$ 3,977,202	\$ (918,144)	\$ (3,573,315)	\$ (607,659)	\$ 4,498,713	\$ (660,637)	\$ (104,923)	\$ (1,687,287)
<b>SUBTOTAL: SERVICES</b>	<b>\$ (9,947,603)</b>	<b>\$ 33,785,326</b>	<b>\$ 69,533,684</b>	<b>\$ (1,011,165)</b>	<b>\$ (44,848,698)</b>	<b>\$ (21,316,744)</b>	<b>\$ (2,800,012)</b>	<b>\$ (38,338,431)</b>
Hotels, Motels & Other Traveler Accommodations	\$ (3,126,799)	\$ 26,016,504	\$ 54,222,876	\$ 837,124	\$ (30,059,603)	\$ (4,149,187)	\$ 250,092	\$ (12,997,275)
Banking, Insurance and Other Finance Activities	\$ (662,004)	\$ (370,930)	\$ (1,735,666)	\$ (440,120)	\$ (2,926,898)	\$ (1,160,630)	\$ (569,082)	\$ (3,235,999)
Administrative & Support Services	\$ (461,754)	\$ (58,869)	\$ (800,520)	\$ (481,135)	\$ (2,025,420)	\$ (1,260,030)	\$ (619,457)	\$ (2,744,125)
Health Care and Social Assistance Services	\$ (262,535)	\$ (235,217)	\$ (753,872)	\$ (165,147)	\$ (1,068,373)	\$ (214,530)	\$ (223,525)	\$ 305,458
Personal & Household Services	\$ (1,173,885)	\$ 1,356,615	\$ 10,667,590	\$ 939,771	\$ 1,256,847	\$ (5,295,243)	\$ (1,809,936)	\$ (11,995,916)
Business Services	\$ (1,862,917)	\$ 1,959,473	\$ 10,826,636	\$ (1,330,144)	\$ 327,356	\$ (3,853,562)	\$ (2,083,786)	\$ (7,778,013)
Repair & Maintenance Services	\$ (1,004,511)	\$ 1,818,606	\$ (100,248)	\$ 1,403,131	\$ 10,663,464	\$ 2,712,776	\$ 2,500,954	\$ 9,218,275
Professional Services	\$ (28,430)	\$ (19,194)	\$ (92,235)	\$ 5,329	\$ (118,410)	\$ (54,458)	\$ (6,258)	\$ (115,594)
Architectural, Engineering, & Related Services	\$ (49,776)	\$ (12,843)	\$ 157,421	\$ (32,971)	\$ (274,517)	\$ (108,157)	\$ (23,426)	\$ (71,321)
Computer System Services	\$ (880,379)	\$ (232,681)	\$ (3,198,893)	\$ (416,084)	\$ (6,024,693)	\$ (3,254,039)	\$ (731,403)	\$ (4,145,648)
Scientific & Other Services	\$ (289,559)	\$ 959,083	\$ 3,443,439	\$ (209,495)	\$ (920,703)	\$ (115,887)	\$ (111,817)	\$ (1,105,293)
Rental & Leasing Services	\$ (135,052)	\$ 2,407,701	\$ (2,871,379)	\$ (1,038,810)	\$ (12,638,258)	\$ (4,126,674)	\$ 798,266	\$ (3,082,607)
Real Estate Services (Rental, Management, Appraisal)	\$ (10,003)	\$ 197,078	\$ (231,467)	\$ (82,614)	\$ (1,039,489)	\$ (437,123)	\$ (170,635)	\$ (590,372)