

ECONOMIC SNAPSHOT

In 1970, the Madison-area yellow pages listed 28 small independent men's clothing stores in the city of Madison. None of them exist today. The 1970 directory included 36 small independent women's clothing stores in Madison. Today, only three are still operating in the city.

During the past 25 years, retail stores in small towns throughout Wisconsin have disappeared at a dramatic rate. Similar changes have occurred in Madison. Sometimes it's harder to notice the changes in the retail landscape in Madison as the loss of small independent retailers is often obscured by the increase in the number of larger retailers in the local market.

Send questions and comments to UW Extension Professor Bill Pinkovitz at bill.pinkovitz@uwex.edu.

Number of small independent retailers

Listings in the Madison-area yellow pages phonebook:

| | 1970 | 2004 | Listings in '70 and '04 |
|------------------|------|------|-------------------------------|
| Men's clothing | 28 | 7 | 0 |
| Women's clothing | 36 | 25 | 3 |
| Flower shops | 18 | 20 | 6 |
| Shoe stores | 26 | 8 | 2 |
| Jewelry stores | 21 | 24 | 2 |
| Bakeries | 12 | 20 | 1 |
| Liquor stores | 58 | 26 | 12 |

SOURCE: UW Extension

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