

## WISCONSIN

	1997	1998	1999
<b>Number of Retail Establishments</b>	<b>31,991</b>	<b>32,091</b>	<b>n.a.</b>
<b>Retail Sales (Millions)</b>	<b>\$53,860</b>	<b>\$57,116</b>	<b>n.a.</b>
Food Stores	7,816	8,138	n.a.
Eating & Drinking Establishments	5,126	5,396	n.a.
General Merchandise Stores	6,738	7,092	n.a.
Apparel & Accessory Stores	1,588	1,664	n.a.
Furniture & Home Furnishing Stores	3,076	3,265	n.a.
Auto Dealers & Service Stations	17,944	19,201	n.a.
Building Materials & Garden Supplies	3,240	3,442	n.a.
Miscellaneous Retail Stores	8,332	8,918	n.a.
<b>Contributions to Local Economy</b>			
Total Retail Employment (Thousands)	471	473	490
Eating & Drinking Establishments	166	165	170
Other	305	308	320
Share of Total Non-Agricultural Employment	17.7%	17.4%	17.6%
Retail Compensation (Millions)	\$6,187.3	\$6,468.5	\$6,762.5
Sales Tax* Revenues Collected (Millions)	\$4,231.3	\$4,586.9	n.a.
<b>Demographics</b>			
Population (Thousands)	5,181	5,225	5,277
Total Non-Ag. Employment (Thousands)	2,656	2,712	2,777
Unemployment Rate	3.7%	3.4%	3.0%
Total Number of Households-1999 (Thousands)		1,990.8	
Households by Income-1999 (Thousands)			Percent of Total
Under \$15,000		355.1	17.8%
\$15,000-\$24,999		324.1	16.3
\$25,000-\$49,999		696.8	35.0
\$50,000-\$74,999		403.7	20.3
\$75,000-\$99,999		134.3	6.7
\$100,000-\$149,999		49.0	2.5
\$150,000 and Over		27.9	1.4

n.a. = 1999 data not available

\* = General sales, alcoholic beverage, motor fuel, tobacco, and other selective sales taxes

Sources: Market Statistics, *Demographics U.S.A., County Edition, 1999*, Bill Communications Inc., New York, 1999 (and previous editions); U.S. Department of Commerce, Bureau of the Census; U.S. Department of Labor, Bureau of Labor Statistics.