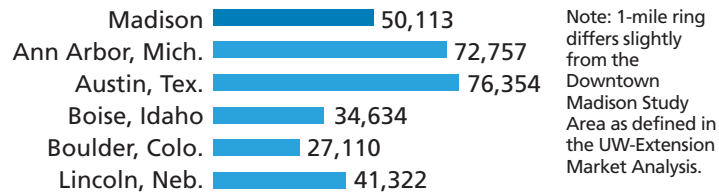


# Comparing downtowns: employees

Downtown employees are an important segment for Madison businesses. According to the UW-Extension's market analysis and business survey, many downtown businesses are busiest on weekdays between 11:00 am and 2:00 pm, due at least in part to the lunch hour. In Madison and cities across the country, downtown vitality relies on a strong daytime population.

## Number of employees in 1-mile downtown ring



SOURCES: ESRI Business Information Systems (ESRI BIS), U.S. Census (2000)

The full study can be viewed at:  
<http://www.uwex.edu/ces/cced/downtowns/Madison/MadisonDowntown.cfm>

**Part 3** of this month's series examining Madison's Downtown business mix  
**Next week:** Hospitality industry

QUESTIONS: Contact Matt Kures or Bill Ryan, Center for Community & Economic Development, University of Wisconsin-Extension at: [cced@uwex.edu](mailto:cced@uwex.edu).

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