



## MADISON REGION ECONOMIC PARTNERSHIP



## COUNTY PROFILE

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# DODGE

Source: Applied Geographic Solutions | 2016

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**WWW.MADISONREGION.ORG**

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MADISON REGION  
ECONOMIC PARTNERSHIP

## Dodge County, WI

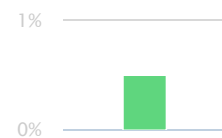
Community Profile

**TOTAL  
POPULATION**  
**89,216**

The total population of the County of Dodge County is 89,216. The median age is 41.16.



The population in Dodge County has grown 0.51% since 2012.



### Age Distribution



52.64%  
Male



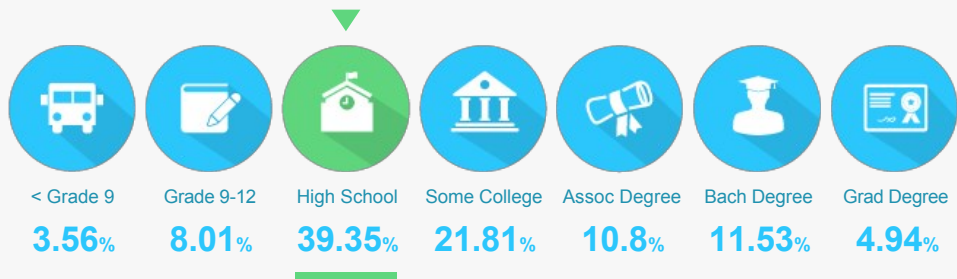
47.36%  
Female



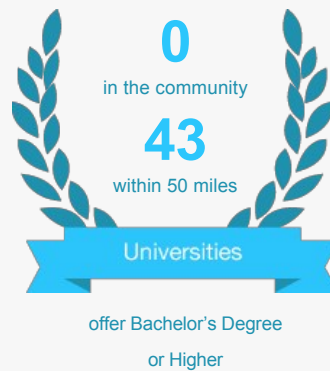
41.16  
Median Age

## EDUCATIONAL ATTAINMENT

The majority of the population in Dodge County has completed at least a high school degree.



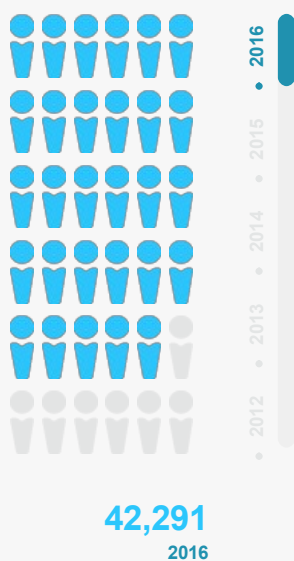
27.27%  
of the population  
has a college degree.



# LABOR FORCE 46,790

Dodge County has a labor force of 46,790 people, with a job growth rate of -0.87% since 2015, and an unemployment rate of 5.1%.

## TOTAL EMPLOYEES



The work distribution of total employees in Dodge County is.



## 5 TOP TALENT

Where are the top jobs by occupation?

Production Workers



**15.61%**  
6,603

Sales



**9.56%**  
4,044

Education/Training/Library



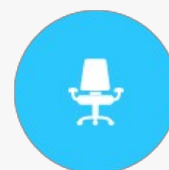
**4.91%**  
2,075

Office and Administrative support



**13.98%**  
5,912

Executive, Managers, and Administrators



**8.71%**  
3,684

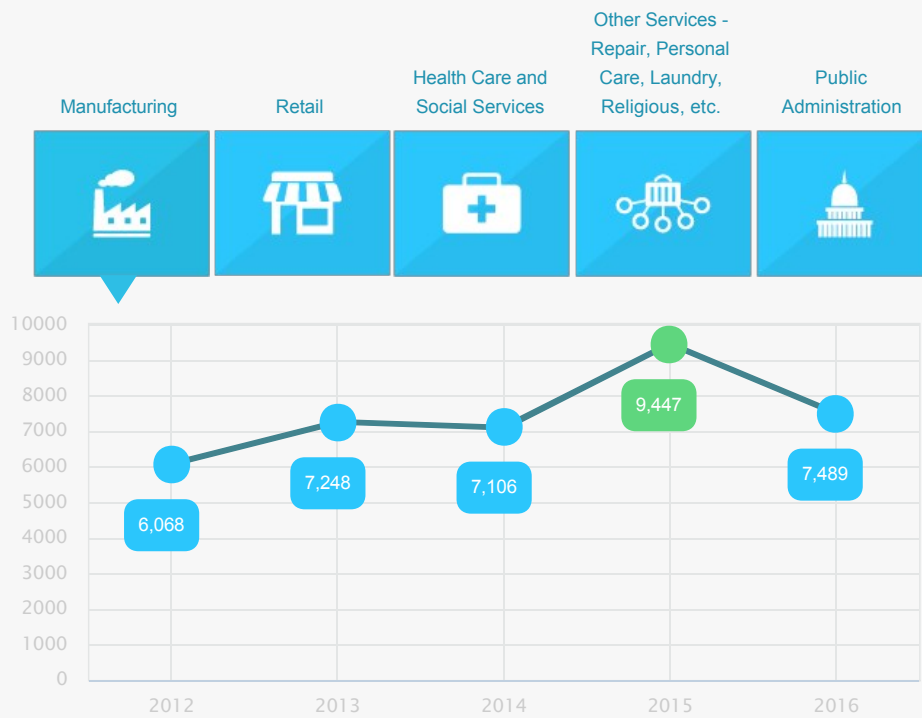
**TOTAL  
ESTABLISHMENTS  
3,351**

# BUSINESSES AND JOBS

Dodge County has a total of 3,351 businesses. In 2016, the leading industries were:

Manufacturing, Retail, Health Care and Social Services, Other Services - Repair, Personal Care, Laundry, Religious, etc., and Public Administration

Which are the top 5 industries by jobs?



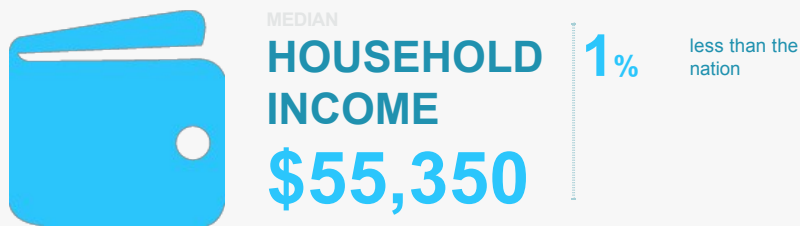
How many employees do businesses in Dodge County have?

1-4 Employees	61.18%
5-9 Employees	18.44%
10-19 Employees	9.91%
20-49 Employees	6.24%
50-99 Employees	2.24%
100+ Employees	2%

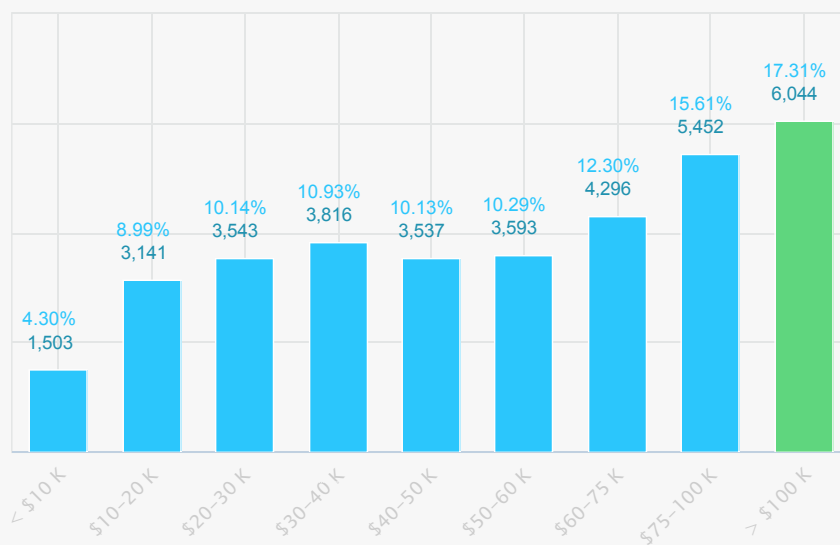
# INCOME AND SPENDING

Workers in Dodge County earn a median yearly household income of \$55,350. 45.22% of the households earn more than the national average each year. Household expenditures average \$52,810 per year. The majority of earnings get spent on Shelter, Transportation, Food and Beverages, Health Care, and Utilities.

There are 163% more households who own their homes than there are renters.



Income Distribution



## How do people spend much of their money?

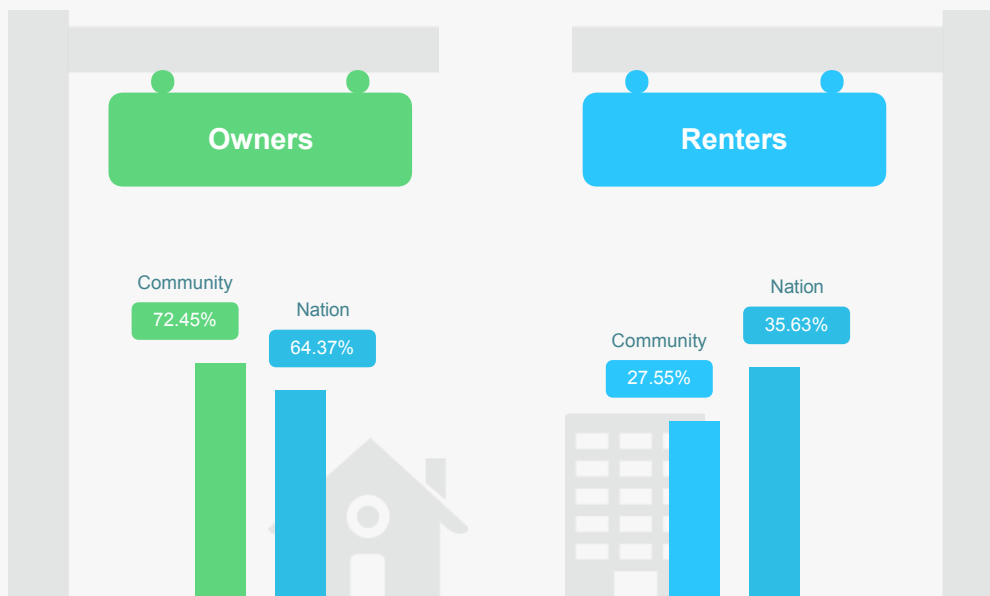
\$ PER HOUSEHOLD



The average household expenditure in Dodge County is:

**\$52,810**

## HOUSING





## TRANSPORTATION

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Residents spend an average of 22 minutes commuting to work. Dodge County is served by 53 airports within 50 miles. Rail can be accessed within the community. Interstates can be accessed 6 miles away.

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## MADISON REGION ECONOMIC PARTNERSHIP

### Dodge County Labor Force

Labor Force Report (Dodge County, Wisconsin)

#### Total Establishments

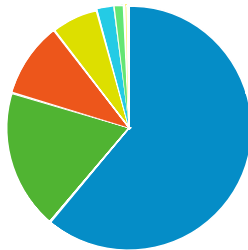
3,351

#### Total Employees

42,291

#### Total Establishments by Size (2016)

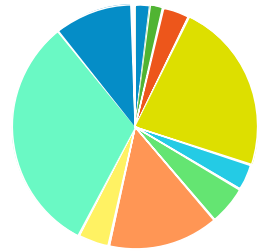
- 1-4 Employees
- 5-9 Employees
- 10-19 Employees
- 20-49 Employees
- 50-99 Employees
- 100-249 Employees
- 250-499 Employees
- 500-999 Employees
- 1000+ Employees



	TOTAL	%
1-4 Employees	2,050	61.18
5-9 Employees	618	18.44
10-19 Employees	332	9.91
20-49 Employees	209	6.24
50-99 Employees	75	2.24
100-249 Employees	46	1.37
250-499 Employees	9	0.27
500-999 Employees	10	0.30
1000+ Employees	2	0.06

#### Total Employees by Major SIC (2016)

- Agricultural, Forestry, Fishing (SIC Range 01-09)
- Mining (SIC 10-14)
- Construction (SIC 15-17)
- Manufacturing (SIC 20-39)
- Transportation and Communications (SIC 40-49)
- Wholesale Trade (SIC 50-51)
- Retail Trade (SIC 52-59)



▲ 1 / 2 ▼

	TOTAL	%
Agricultural, Forestry, Fishing (SIC Range 01-09)	814	1.92
Mining (SIC 10-14)	762	1.80
Construction (SIC 15-17)	1,462	3.46
Manufacturing (SIC 20-39)	9,664	22.85
Transportation and Communications (SIC 40-49)	1,513	3.58
Wholesale Trade (SIC 50-51)	2,195	5.19
Retail Trade (SIC 52-59)	6,254	14.79
Finance, Insurance And Real Estate (SIC 60-69)	1,703	4.03
Services (SIC 70-89)	13,374	31.62
Public Administration (SIC 90-98)	4,389	10.38
Unclassified (SIC 99)	161	0.38

#### Total Businesses by Establishment Type (2016)

	TOTAL	%
Agriculture, Forestry and Fishing	105	3.13
Agricultural Services	81	2.42
Coal and Ore Mining	1	0.03
Oil and Gas	1	0.03
General Construction	72	2.15
Heavy Construction	213	6.36
Food Manufacturing	14	0.42
Tobacco Manufacturing	0	0.00
Textile Mills	0	0.00
Apparel and Textile Manufacturing	1	0.03
Lumber and Wood Production	3	0.09
Furniture Manufacturing	3	0.09
Paper Manufacturing	3	0.09
Printing and Publishing	18	0.54

#### Total Employees by Establishment Type (2016)

	TOTAL	%
Agriculture, Forestry and Fishing	308	0.73
Agricultural Services	506	1.20
Coal and Ore Mining	760	1.80
Oil and Gas	2	0.00
General Construction	255	0.60
Heavy Construction	1,207	2.85
Food Manufacturing	876	2.07
Tobacco Manufacturing	0	0.00
Textile Mills	0	0.00
Apparel and Textile Manufacturing	2	0.00
Lumber and Wood Production	37	0.09
Furniture Manufacturing	23	0.05
Paper Manufacturing	125	0.30
Printing and Publishing	2,332	5.51

Chemicals	4	0.12	Chemicals	114	0.27
Petroleum Refining	3	0.09	Petroleum Refining	10	0.02
Rubber and Plastics	4	0.12	Rubber and Plastics	164	0.39
Leather Manufacturing	1	0.03	Leather Manufacturing	5	0.01
Stone, Glass, and Concrete	7	0.21	Stone, Glass, and Concrete	91	0.22
Metals Fabrication	26	0.78	Metals Fabrication	2,140	5.06
Machinery and Equipment Manufacturing	65	1.94	Machinery and Equipment Manufacturing	3,745	8.86
Transportation	123	3.67	Transportation	1,155	2.73
Travel Services	5	0.15	Travel Services	12	0.03
Transport Services	6	0.18	Transport Services	64	0.15
Communications	19	0.57	Communications	199	0.47
Utilities	10	0.30	Utilities	83	0.20
Durables Wholesale	86	2.57	Durables Wholesale	1,724	4.08
Non Durables Wholesale	34	1.01	Non Durables Wholesale	471	1.11
Building Materials, Hardware and Garden	31	0.93	Building Materials, Hardware and Garden	318	0.75
General Merchandise Stores	16	0.48	General Merchandise Stores	1,010	2.39
Food Markets	12	0.36	Food Markets	641	1.52
Convenience Stores	12	0.36	Convenience Stores	179	0.42
Other Food Stores	21	0.63	Other Food Stores	400	0.95
Auto Dealers and Gas Stations	81	2.42	Auto Dealers and Gas Stations	822	1.94
Clothing Stores	11	0.33	Clothing Stores	32	0.08
Furniture Stores	13	0.39	Furniture Stores	78	0.18
Home Furnishings	21	0.63	Home Furnishings	82	0.19
Electronics and Computer Stores	17	0.51	Electronics and Computer Stores	82	0.19
Music Stores	0	0.00	Music Stores	0	0.00
Restaurants	104	3.10	Restaurants	1,450	3.43
Other Food Service	25	0.75	Other Food Service	216	0.51
Bars	55	1.64	Bars	214	0.51
Drug Stores	12	0.36	Drug Stores	76	0.18
Liquor Stores	3	0.09	Liquor Stores	12	0.03
Specialty Stores	92	2.75	Specialty Stores	618	1.46
Catalog and Direct Sales	6	0.18	Catalog and Direct Sales	24	0.06
Banks and Financial Institutions	198	5.91	Banks and Financial Institutions	704	1.66
Insurance Carriers	1	0.03	Insurance Carriers	338	0.80
Insurance Agents and Brokers	61	1.82	Insurance Agents and Brokers	213	0.50
Real Estate	129	3.85	Real Estate	448	1.06
Hotels and Lodging	23	0.69	Hotels and Lodging	138	0.33
Dry Cleaning and Laundry	9	0.27	Dry Cleaning and Laundry	26	0.06
Beauty and Barber Shops	62	1.85	Beauty and Barber Shops	180	0.43
Other Personal Service	57	1.70	Other Personal Service	153	0.36
Advertising	0	0.00	Advertising	0	0.00
Computer Services	16	0.48	Computer Services	115	0.27
Other Business Services	75	2.24	Other Business Services	318	0.75
Auto Repair/Services	97	2.89	Auto Repair/Services	368	0.87
Miscellaneous Repair Services	43	1.28	Miscellaneous Repair Services	163	0.39
Motion Pictures	14	0.42	Motion Pictures	37	0.09
Entertainment and Recreation Services	53	1.58	Entertainment and Recreation Services	574	1.36
Health and Medical Services	306	9.13	Health and Medical Services	3,095	7.32
Hospitals	39	1.16	Hospitals	2,566	6.07
Legal Services	29	0.87	Legal Services	114	0.27
Primary and Secondary Education	64	1.91	Primary and Secondary Education	2,319	5.48
Colleges and Universities	3	0.09	Colleges and Universities	163	0.39
Social Services	91	2.72	Social Services	1,774	4.19
Child Care Services	20	0.60	Child Care Services	200	0.47
Museums and Zoos	3	0.09	Museums and Zoos	11	0.03
Membership Organizations	141	4.21	Membership Organizations	543	1.28
Professional Services	63	1.88	Professional Services	397	0.94

Government	197	5.88	Government	4,389	10.38
Unclassified Establishments	96	2.86	Unclassified Establishments	161	0.38

Total Businesses by NAICS (2016)			Total Employees by NAICS (2016)		
	TOTAL	%		TOTAL	%
Agriculture, Forestry and Fishing	120	3.58	Agriculture, Forestry and Fishing	439	1.04
Agricultural Services	0	0.00	Agricultural Services	0	0.00
Coal and Ore Mining	1	0.03	Coal and Ore Mining	760	1.80
Oil and Gas	0	0.00	Oil and Gas	0	0.00
General Construction	270	8.06	General Construction	1,337	3.16
Heavy Construction	22	0.66	Heavy Construction	145	0.34
Food Manufacturing	16	0.48	Food Manufacturing	888	2.10
Beverage and Tobacco Products	0	0.00	Beverage and Tobacco Products	0	0.00
Textile Mills	0	0.00	Textile Mills	0	0.00
Textile Products	0	0.00	Textile Products	0	0.00
Apparel Manufacturing	1	0.03	Apparel Manufacturing	2	0.00
Leather Manufacturing	1	0.03	Leather Manufacturing	5	0.01
Wood Products	3	0.09	Wood Products	37	0.09
Paper Manufacturing	3	0.09	Paper Manufacturing	125	0.30
Printing and Publishing	6	0.18	Printing and Publishing	1,719	4.06
Chemicals	4	0.12	Chemicals	114	0.27
Petroleum and Coal Products	3	0.09	Petroleum and Coal Products	10	0.02
Rubber and Plastics	4	0.12	Rubber and Plastics	164	0.39
Stone, Glass, and Concrete	7	0.21	Stone, Glass, and Concrete	91	0.22
Primary Metal Manufacturing	3	0.09	Primary Metal Manufacturing	119	0.28
Metals Fabrication	35	1.04	Metals Fabrication	2,264	5.35
Machinery and Equipment Manufacturing	26	0.78	Machinery and Equipment Manufacturing	2,545	6.02
Computers and Electronics	0	0.00	Computers and Electronics	0	0.00
Electrical Equipment and Appliances	3	0.09	Electrical Equipment and Appliances	181	0.43
Transportation Equipment	8	0.24	Transportation Equipment	655	1.55
Furniture Manufacturing	8	0.24	Furniture Manufacturing	33	0.08
Miscellaneous Manufacturing	17	0.51	Miscellaneous Manufacturing	127	0.30
Communications	13	0.39	Communications	71	0.17
Utilities	5	0.15	Utilities	17	0.04
Durables Wholesale	80	2.39	Durables Wholesale	1,630	3.85
Non Durables Wholesale	32	0.95	Non Durables Wholesale	459	1.09
Electronic Markets and Brokers	6	0.18	Electronic Markets and Brokers	16	0.04
Motor Vehicle and Parts Dealers	55	1.64	Motor Vehicle and Parts Dealers	658	1.56
Furniture and Home Furnishings	20	0.60	Furniture and Home Furnishings	116	0.27
Electronics and Appliances	33	0.98	Electronics and Appliances	311	0.74
Building Materials, Hardware and Garden	30	0.90	Building Materials, Hardware and Garden	317	0.75
Food and Beverage Stores	44	1.31	Food and Beverage Stores	1,223	2.89
Health and Personal Care Stores	28	0.84	Health and Personal Care Stores	134	0.32
Gasoline Stations	26	0.78	Gasoline Stations	164	0.39
Clothing and Clothing Accessories	15	0.45	Clothing and Clothing Accessories	43	0.10
Sporting Goods/Hobby/Book/Music Stores	23	0.69	Sporting Goods/Hobby/Book/Music Stores	99	0.23
General Merchandise Stores	16	0.48	General Merchandise Stores	1,010	2.39
Miscellaneous Store Retailers	50	1.49	Miscellaneous Store Retailers	347	0.82
Nonstore Retailers	6	0.18	Nonstore Retailers	24	0.06
Warehousing/Storage, Postal/Courier Service	21	0.63	Warehousing/Storage, Postal/Courier Service	170	0.40
Publishing	12	0.36	Publishing	613	1.45
Software Publishers	0	0.00	Software Publishers	0	0.00
Motion Pictures and Video	4	0.12	Motion Pictures and Video	9	0.02
Movie Theaters	1	0.03	Movie Theaters	7	0.02
Broadcasting	6	0.18	Broadcasting	128	0.30
Data Processing/Hosting	4	0.12	Data Processing/Hosting	65	0.15

Other Information Services	21	0.63	Other Information Services	124	0.29
Banking	195	5.82	Banking	625	1.48
Insurance Carriers	62	1.85	Insurance Carriers	551	1.30
Real Estate	133	3.97	Real Estate	378	0.89
Rental and Leasing	29	0.87	Rental and Leasing	229	0.54
Legal Services	34	1.01	Legal Services	137	0.32
Accounting	27	0.81	Accounting	81	0.19
Agricultural and Engineering	18	0.54	Agricultural and Engineering	177	0.42
Specialized Design	9	0.27	Specialized Design	13	0.03
Computer Systems Design	6	0.18	Computer Systems Design	24	0.06
Management/Scientific/Technical Consulting	17	0.51	Management/Scientific/Technical Consulting	130	0.31
Scientific Research and Development	1	0.03	Scientific Research and Development	3	0.01
Advertising and Public Relations	0	0.00	Advertising and Public Relations	0	0.00
Other Professional/Scientific/Technical Services	53	1.58	Other Professional/Scientific/Technical Services	286	0.68
Company and Enterprise Management	3	0.09	Company and Enterprise Management	79	0.19
Administrative and Support	81	2.42	Administrative and Support	333	0.79
Waste Management and Remediation	5	0.15	Waste Management and Remediation	66	0.16
Elementary and Secondary Schools	64	1.91	Elementary and Secondary Schools	2,319	5.48
Colleges and Universities	3	0.09	Colleges and Universities	163	0.39
Business Schools, Computer and Management Training	0	0.00	Business Schools, Computer and Management Training	0	0.00
Technical and Trade Schools	3	0.09	Technical and Trade Schools	14	0.03
Educational Services	6	0.18	Educational Services	22	0.05
Physician Offices	105	3.13	Physician Offices	679	1.61
Dental Offices	29	0.87	Dental Offices	160	0.38
Other Health Practicioners	152	4.54	Other Health Practicioners	506	1.20
Outpatient Care	28	0.84	Outpatient Care	1,787	4.23
Medical and Diagnostic Laboratories	1	0.03	Medical and Diagnostic Laboratories	6	0.01
Home Health Care Services	9	0.27	Home Health Care Services	204	0.48
Ambulatory Services	11	0.33	Ambulatory Services	128	0.30
General Medical and Surgical Hospitals	4	0.12	General Medical and Surgical Hospitals	1,182	2.79
Psychiatric and Substance Abuse Hospitals	2	0.06	Psychiatric and Substance Abuse Hospitals	34	0.08
Other Hospitals	0	0.00	Other Hospitals	0	0.00
Nursing and Residential Care	39	1.16	Nursing and Residential Care	1,467	3.47
Individual and Family Services	38	1.13	Individual and Family Services	265	0.63
Community Relief Services	4	0.12	Community Relief Services	5	0.01
Vocational Rehabilitation	4	0.12	Vocational Rehabilitation	181	0.43
Child Care Services	20	0.60	Child Care Services	200	0.47
Performing Arts	5	0.15	Performing Arts	10	0.02
Spectator Sports	3	0.09	Spectator Sports	28	0.07
Performing Arts/Sports Promoters	0	0.00	Performing Arts/Sports Promoters	0	0.00
Agents and Managers	0	0.00	Agents and Managers	0	0.00
Indpendent Artists/Writers/Performers	2	0.06	Indpendent Artists/Writers/Performers	2	0.00
Museums, Zoos, Historical Sites	12	0.36	Museums, Zoos, Historical Sites	85	0.20
Amusement, Gambling, and Recreation	21	0.63	Amusement, Gambling, and Recreation	320	0.76
Fitness Centers	11	0.33	Fitness Centers	123	0.29
Accomodations	23	0.69	Accomodations	138	0.33
Food Services and Drinking Places	185	5.52	Food Services and Drinking Places	1,882	4.45
Repair and Maintenance Services	115	3.43	Repair and Maintenance Services	379	0.90
Personal Care Services	98	2.92	Personal Care Services	271	0.64
Death Care Services	21	0.63	Death Care Services	62	0.15
Religious/Civic/Professional Organizations	162	4.83	Religious/Civic/Professional Organizations	1,507	3.56
Public Administration	197	5.88	Public Administration	4,389	10.38

#### Total Employees by Occupation (2016)

	TOTAL	%
Executive, Managers, and Administrators	3,684	8.71

Source: Applied Geographic Solutions, 2016

<b>Business and Financial Operations</b>	<b>1,474</b>	<b>3.49</b>
<b>Computer and Mathematical Occupations</b>	<b>651</b>	<b>1.54</b>
<b>Architecture and Engineering</b>	<b>904</b>	<b>2.14</b>
<b>Life/Physical/Social Science Occupations</b>	<b>201</b>	<b>0.48</b>
<b>Community and Social Services</b>	<b>670</b>	<b>1.58</b>
<b>Legal</b>	<b>185</b>	<b>0.44</b>
<b>Education/Training/Library</b>	<b>2,075</b>	<b>4.91</b>
<b>Health Diagnosing and Treating Practitioners</b>	<b>1,854</b>	<b>4.38</b>
<b>Health Technologists/Technicians</b>	<b>636</b>	<b>1.50</b>
<b>Healthcare Support</b>	<b>1,279</b>	<b>3.02</b>
<b>Protective Services</b>	<b>955</b>	<b>2.26</b>
<b>Food Preparation/Serving</b>	<b>1,722</b>	<b>4.07</b>
<b>Building and Grounds Maintenance</b>	<b>1,106</b>	<b>2.62</b>
<b>Personal Care and Service</b>	<b>1,528</b>	<b>3.61</b>
<b>Sales</b>	<b>4,044</b>	<b>9.56</b>
<b>Office and Administrative Support</b>	<b>5,912</b>	<b>13.98</b>
<b>Farming/Fishing/Forestry</b>	<b>292</b>	<b>0.69</b>
<b>Construction and Extraction</b>	<b>1,567</b>	<b>3.71</b>
<b>Installation/Maintenance and Repair Workers</b>	<b>1,493</b>	<b>3.53</b>
<b>Production Workers</b>	<b>6,603</b>	<b>15.61</b>
<b>Transportation Workers</b>	<b>1,214</b>	<b>2.87</b>
<b>Material Moving</b>	<b>1,530</b>	<b>3.62</b>



## MADISON REGION ECONOMIC PARTNERSHIP

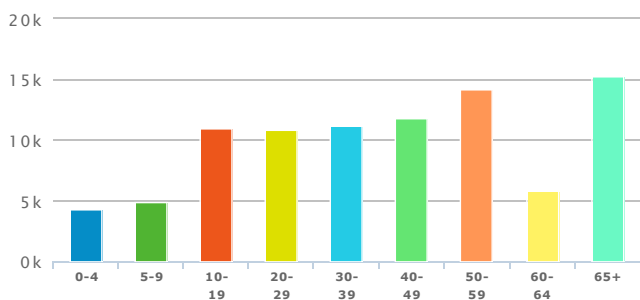
### Dodge County Demographics

Demographics Report (Dodge County, Wisconsin)

#### Population (2016)

	TOTAL
Population (2016)	89,216

#### Age Distribution (2016)



	TOTAL	%
0-4	4,308	4.83
5-9	4,908	5.5
10-19	10,933	12.25
20-29	10,831	12.14
30-39	11,201	12.55
40-49	11,819	13.25
50-59	14,152	15.86
60-64	5,844	6.55
65+	15,220	17.06

#### Sex (2016)

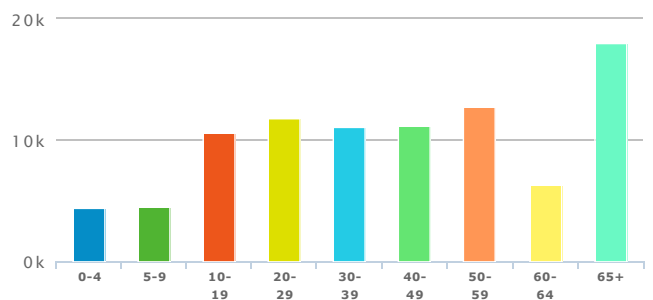


	TOTAL	%
Male	46,961	52.64
Female	42,255	47.36

#### Population (2021)

	TOTAL
Population (2021)	90,682

#### Age Distribution (2021)



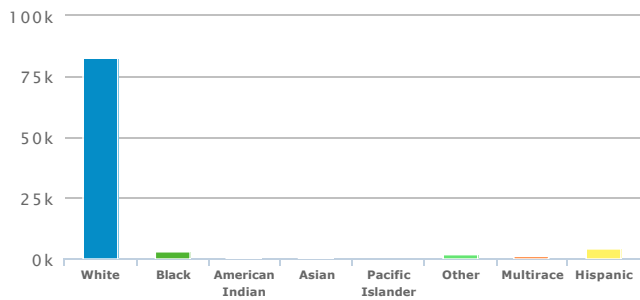
	TOTAL	%
0-4	4,432	4.89
5-9	4,581	5.05
10-19	10,550	11.63
20-29	11,785	13
30-39	11,080	12.22
40-49	11,179	12.33
50-59	12,774	14.09
60-64	6,299	6.95
65+	18,002	19.85

#### Sex (2021)



	TOTAL	%
Male	47,573	52.46
Female	43,109	47.54

### Race and Ethnicity Distribution (2016)

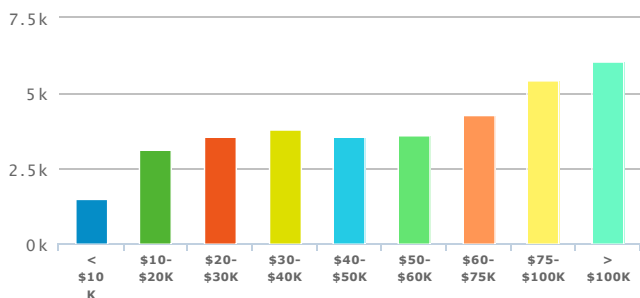


	TOTAL	%
White	82,953	92.98
Black	2,752	3.08
American Indian	312	.35
Asian	549	.62
Pacific Islander	28	.03
Other	1,525	1.71
Multirace	1,097	1.23
Hispanic	4,177	4.68

### Total Households (2016)

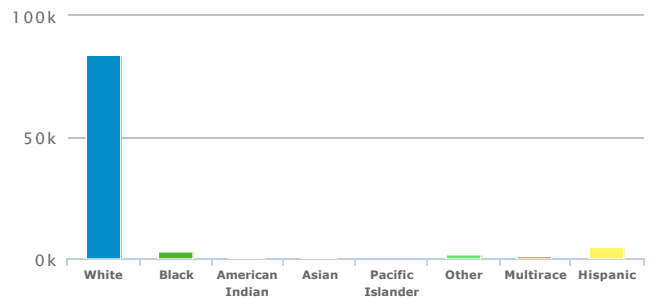
	TOTAL	%
Households	34,925	
Families	23,405	67.02

### Household Income Distribution (2016)



	TOTAL	%
< \$10 K	1,503	4.3
\$10-\$20K	3,141	8.99
\$20-\$30K	3,543	10.14
\$30-\$40K	3,816	10.93
\$40-\$50K	3,537	10.13
\$50-\$60K	3,593	10.29
\$60-\$75K	4,296	12.3
\$75-\$100K	5,452	15.61
> \$100K	6,044	17.31

### Race and Ethnicity Distribution (2021)

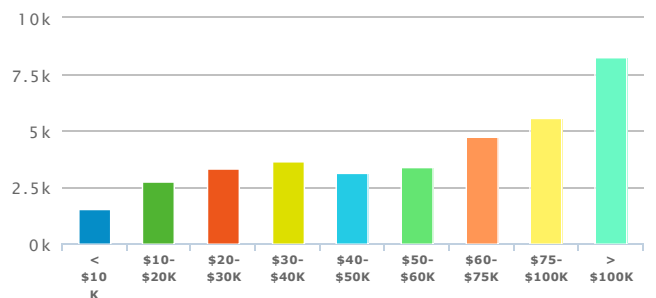


	TOTAL	%
White	83,891	92.51
Black	2,852	3.15
American Indian	341	.38
Asian	651	.72
Pacific Islander	32	.04
Other	1,701	1.88
Multirace	1,214	1.34
Hispanic	4,761	5.25

### Total Households (2021)

	TOTAL	%
Households	36,427	
Families	23,431	64.32

### Household Income Distribution (2021)

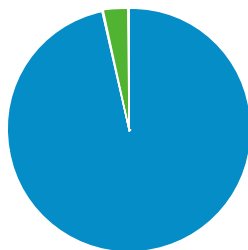


	TOTAL	%
< \$10 K	1,508	4.14
\$10-\$20K	2,769	7.6
\$20-\$30K	3,355	9.21
\$30-\$40K	3,673	10.08
\$40-\$50K	3,169	8.7
\$50-\$60K	3,385	9.29
\$60-\$75K	4,739	13.01
\$75-\$100K	5,590	15.35
> \$100K	8,239	22.62



### Labor Force Status (2016)

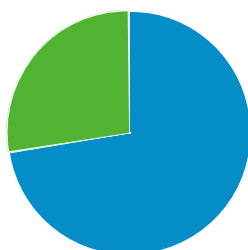
Employed  
Unemployed



	TOTAL	%
Labor Force	46,790	
Employed	45,153	96.5
Unemployed	1,620	3.46
In Armed Forces	17	
Not In Labor Force	26,665	

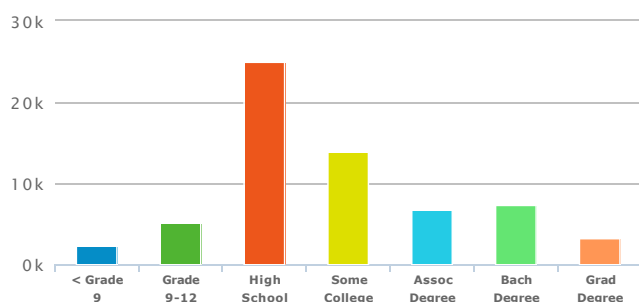
### Total Number of Housing (2016)

Owner-Occupied Dwellings  
Renter-Occupied Dwellings



	TOTAL	%
Total Dwellings	37,678	
Owner-Occupied Dwellings	25,304	72.45
Renter-Occupied Dwellings	9,621	27.55
Housing Units Occupied	34,925	92.69

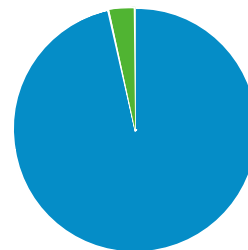
### Education Attainment (2016)



	TOTAL	%
Population Age 25+	63,662	
< Grade 9	2,267	3.56
Grade 9-12	5,100	8.01
High School	25,050	39.35
Some College	13,886	21.81
Assoc Degree	6,875	10.8
Bach Degree	7,340	11.53
Grad Degree	3,144	4.94

### Labor Force Status (2021)

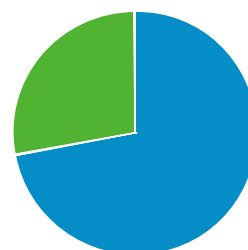
Employed  
Unemployed



	TOTAL	%
Labor Force	48,153	
Employed	46,482	96.53
Unemployed	1,654	3.43
In Armed Forces	17	
Not In Labor Force	27,389	

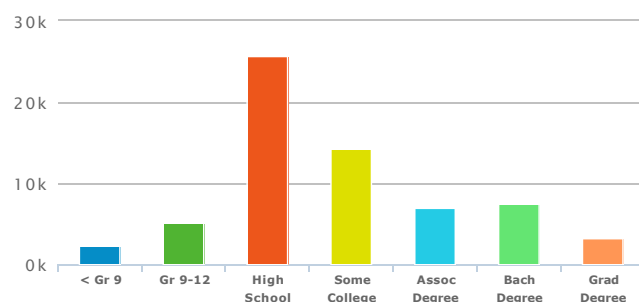
### Total Number of Housing (2021)

Owner-Occupied Dwellings  
Renter-Occupied Dwellings



	TOTAL	%
Total Dwellings	39,265	
Owner-Occupied Dwellings	26,292	72.18
Renter-Occupied Dwellings	10,135	27.82
Housing Units Occupied	36,427	92.77

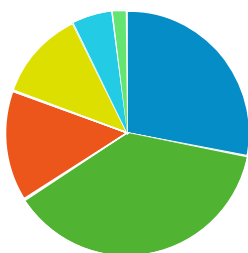
### Education Attainment (2021)



	TOTAL	%
Population Age 25+	65,212	
< Gr 9	2,310	3.54
Gr 9-12	5,222	8.01
High School	25,659	39.35
Some College	14,220	21.81
Assoc Degree	7,053	10.82
Bach Degree	7,520	11.53
Grad Degree	3,228	4.95

### Size of Household (2016)

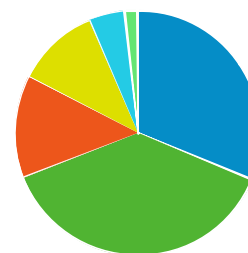
1 Person  
 2 Person  
 3 Person  
 4 Person  
 5 Person  
 6+ Person



	TOTAL	%
1 Person	9,711	27.81
2 Person	13,094	37.49
3 Person	5,113	14.64
4 Person	4,186	11.99
5 Person	1,858	5.32
6+ Person	671	1.92

### Size of Household (2021)

1 Person  
 2 Person  
 3 Person  
 4 Person  
 5 Person  
 6+ Person



	TOTAL	%
1 Person	11,300	31.02
2 Person	13,685	37.57
3 Person	4,882	13.4
4 Person	3,935	10.8
5 Person	1,737	4.77
6+ Person	619	1.7

Source: Applied Geographic Solutions, 2016



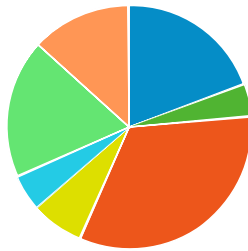
## MADISON REGION ECONOMIC PARTNERSHIP

### Dodge County Consumer Spending

Consumer Spending Report (Dodge County, Wisconsin)

#### Apparel (2016)

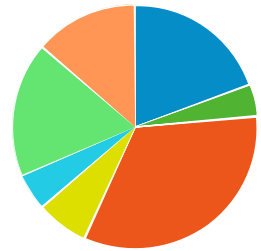
- Men's Apparel
- Boys' Apparel
- Women's Apparel
- Girls' Apparel
- Infants Apparel
- Footwear
- Apparel Services and Accessories



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$1,825</b>	<b>\$63,762</b>
Men's Apparel	\$352	\$12,319
Boys' Apparel	\$79	\$2,759
Women's Apparel	\$601	\$21,018
Girls' Apparel	\$127	\$4,464
Infants Apparel	\$88	\$3,084
Footwear	\$333	\$11,658
Apparel Services and Accessories	\$242	\$8,459

#### Apparel (2021)

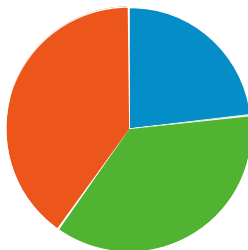
- Men's Apparel
- Boys' Apparel
- Women's Apparel
- Girls' Apparel
- Infants Apparel
- Footwear
- Apparel Services and Accessories



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$2,008</b>	<b>\$73,174</b>
Men's Apparel	\$388	\$14,156
Boys' Apparel	\$86	\$3,135
Women's Apparel	\$664	\$24,222
Girls' Apparel	\$139	\$5,094
Infants Apparel	\$96	\$3,525
Footwear	\$358	\$13,072
Apparel Services and Accessories	\$273	\$9,969

#### Entertainment (2016)

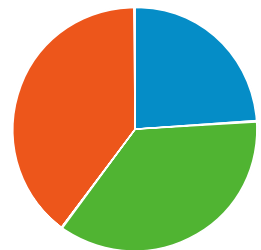
- Fees And Admissions
- Video And Audio Equipment
- Recreational Equipment And Supplies



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$2,949</b>	<b>\$103,008</b>
Fees And Admissions	\$684	\$23,894
Video And Audio Equipment	\$1,079	\$37,702
Recreational Equipment And Supplies	\$1,185	\$41,411

#### Entertainment (2021)

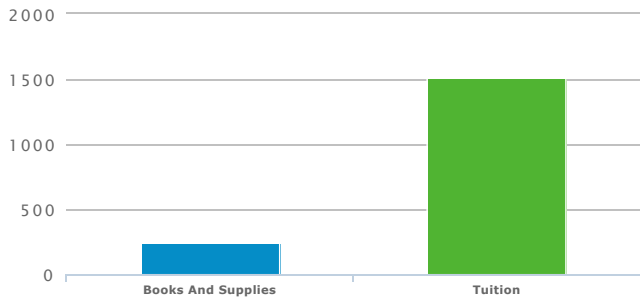
- Fees And Admissions
- Video And Audio Equipment
- Recreational Equipment And Supplies



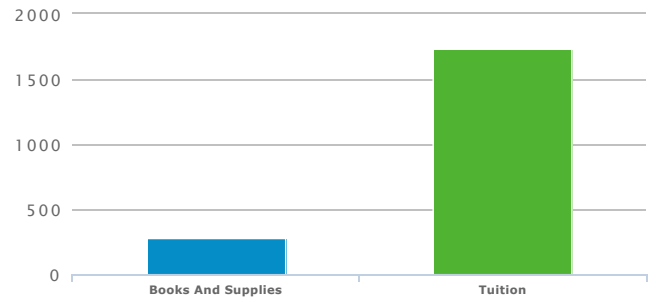
	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$3,247</b>	<b>\$118,292</b>
Fees And Admissions	\$779	\$28,404
Video And Audio Equipment	\$1,176	\$42,847
Recreational Equipment And Supplies	\$1,291	\$47,041

#### Education (2016)

#### Education (2021)

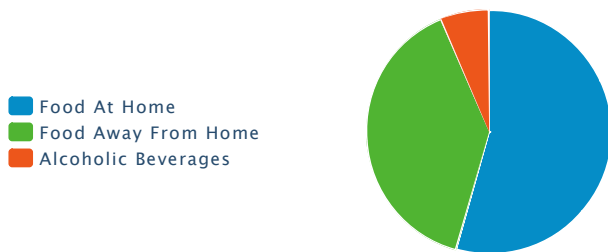


	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,754	\$61,262
Books And Supplies	\$246	\$8,600
Tuition	\$1,507	\$52,662



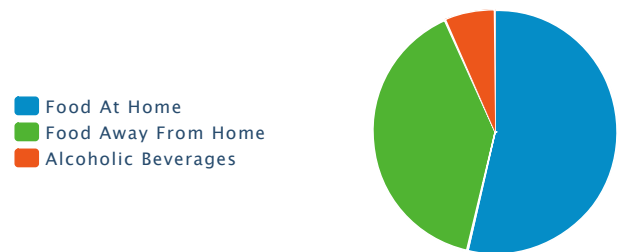
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$2,022	\$73,679
Books And Supplies	\$283	\$10,338
Tuition	\$1,738	\$63,341

#### Food and Beverages (2016)



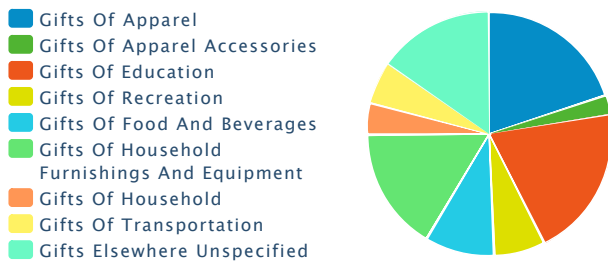
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$7,864	\$274,661
Food At Home	\$4,276	\$149,341
Food Away From Home	\$3,075	\$107,424
Alcoholic Beverages	\$512	\$17,895

#### Food and Beverages (2021)



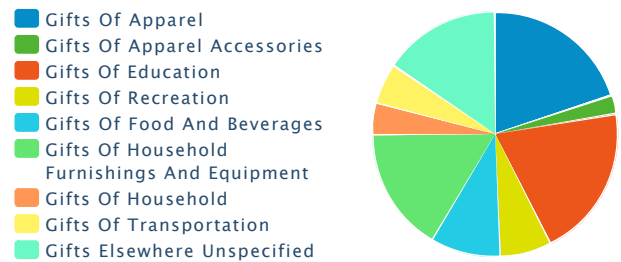
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$8,550	\$311,464
Food At Home	\$4,590	\$167,217
Food Away From Home	\$3,386	\$123,372
Alcoholic Beverages	\$573	\$20,875

#### Gifts (2016)



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,236	\$43,196
Gifts Of Apparel	\$245	\$8,573
Gifts Of Apparel Accessories	\$31	\$1,088
Gifts Of Education	\$249	\$8,718
Gifts Of Recreation	\$84	\$2,940
Gifts Of Food And Beverages	\$114	\$4,005
Gifts Of Household Furnishings And Equipment	\$201	\$7,029
Gifts Of Household	\$52	\$1,835
Gifts Of Transportation	\$67	\$2,341
Gifts Elsewhere Unspecified	\$190	\$6,667

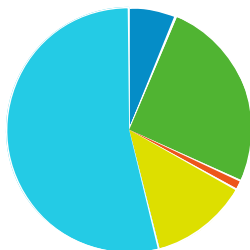
#### Gifts (2021)



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,403	\$51,131
Gifts Of Apparel	\$278	\$10,129
Gifts Of Apparel Accessories	\$35	\$1,288
Gifts Of Education	\$282	\$10,306
Gifts Of Recreation	\$95	\$3,481
Gifts Of Food And Beverages	\$129	\$4,727
Gifts Of Household Furnishings And Equipment	\$228	\$8,323
Gifts Of Household	\$59	\$2,162
Gifts Of Transportation	\$76	\$2,796
Gifts Elsewhere Unspecified	\$217	\$7,918

### Household Furnishings (2016)

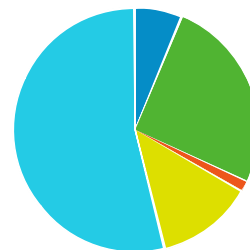
Household Textiles  
Furniture  
Floor Coverings  
Major Appliances  
Housewares And Small Appliances



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$1,794</b>	<b>\$62,671</b>
Household Textiles	\$113	\$3,958
Furniture	\$457	\$15,993
Floor Coverings	\$23	\$830
Major Appliances	\$233	\$8,141
Housewares And Small Appliances	\$966	\$33,748

### Household Furnishings (2021)

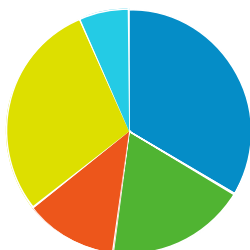
Household Textiles  
Furniture  
Floor Coverings  
Major Appliances  
Housewares And Small Appliances



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$1,992</b>	<b>\$72,575</b>
Household Textiles	\$125	\$4,554
Furniture	\$511	\$18,615
Floor Coverings	\$27	\$998
Major Appliances	\$256	\$9,331
Housewares And Small Appliances	\$1,072	\$39,076

### Shelter (2016)

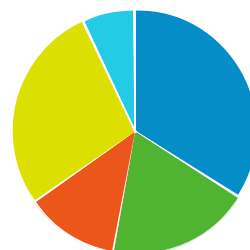
Mortgage Interest  
Property Taxes  
Miscellaneous Owned Dwelling Costs  
Rental Costs  
Other Lodging



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$10,840</b>	<b>\$378,619</b>
Mortgage Interest	\$3,637	\$127,024
Property Taxes	\$2,008	\$70,154
Miscellaneous Owned Dwelling Costs	\$1,328	\$46,406
Rental Costs	\$3,147	\$109,941
Other Lodging	\$718	\$25,094

### Shelter (2021)

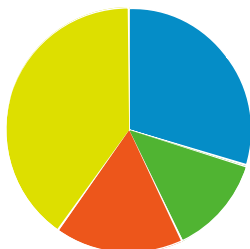
Mortgage Interest  
Property Taxes  
Miscellaneous Owned Dwelling Costs  
Rental Costs  
Other Lodging



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$11,934</b>	<b>\$434,734</b>
Mortgage Interest	\$4,064	\$148,071
Property Taxes	\$2,250	\$81,975
Miscellaneous Owned Dwelling Costs	\$1,477	\$53,822
Rental Costs	\$3,305	\$120,421
Other Lodging	\$835	\$30,446

### Household Operations (2016)

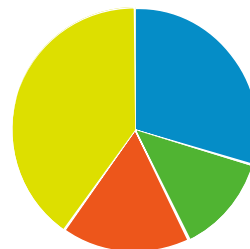
Babysitting And Elderly Care  
Household Services  
Alimony And Child Support  
Household Supplies



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$1,430</b>	<b>\$49,972</b>
Babysitting And Elderly Care	\$425	\$14,861
Household Services	\$187	\$6,565
Alimony And Child Support	\$242	\$8,465
Household Supplies	\$574	\$20,081

### Household Operations (2021)

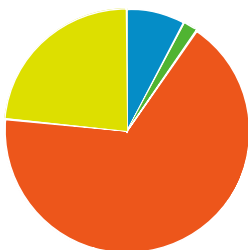
Babysitting And Elderly Care  
Household Services  
Alimony And Child Support  
Household Supplies



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$1,609</b>	<b>\$58,621</b>
Babysitting And Elderly Care	\$477	\$17,383
Household Services	\$211	\$7,704
Alimony And Child Support	\$273	\$9,977
Household Supplies	\$646	\$23,557

### Personal Care (2016)

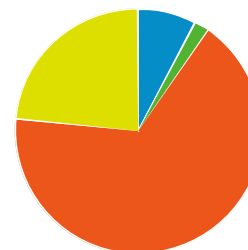
■ Hair Care  
■ Electric Personal Care Appliances  
■ Personal Care Services  
■ Personal Care Products



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$687</b>	<b>\$24,001</b>
Hair Care	\$53	\$1,867
Electric Personal Care Appliances	\$13	\$474
Personal Care Services	\$459	\$16,054
Personal Care Products	\$160	\$5,607

### Personal Care (2021)

■ Hair Care  
■ Electric Personal Care Appliances  
■ Personal Care Services  
■ Personal Care Products



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$752</b>	<b>\$27,408</b>
Hair Care	\$58	\$2,134
Electric Personal Care Appliances	\$14	\$541
Personal Care Services	\$503	\$18,329
Personal Care Products	\$175	\$6,404

### Utilities (2016)

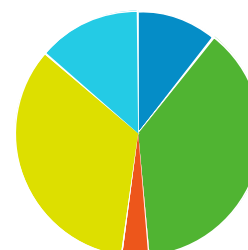
■ Natural Gas  
■ Electricity  
■ Fuel Oil And Other Fuels  
■ Telephone Service  
■ Other Utilities



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$4,063</b>	<b>\$141,911</b>
Natural Gas	\$429	\$14,984
Electricity	\$1,546	\$54,001
Fuel Oil And Other Fuels	\$148	\$5,189
Telephone Service	\$1,386	\$48,412
Other Utilities	\$553	\$19,325

### Utilities (2021)

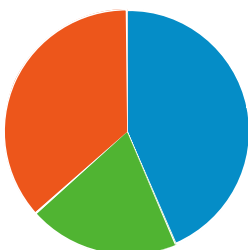
■ Natural Gas  
■ Electricity  
■ Fuel Oil And Other Fuels  
■ Telephone Service  
■ Other Utilities



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$4,380</b>	<b>\$159,572</b>
Natural Gas	\$465	\$16,944
Electricity	\$1,659	\$60,466
Fuel Oil And Other Fuels	\$160	\$5,857
Telephone Service	\$1,495	\$54,482
Other Utilities	\$599	\$21,822

### Reading (2016)

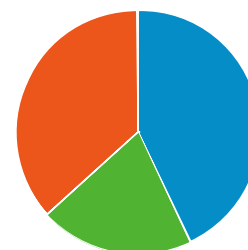
■ Newspapers  
■ Magazines  
■ Books



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$116</b>	<b>\$4,083</b>
Newspapers	\$50	\$1,752
Magazines	\$23	\$836
Books	\$42	\$1,494

### Reading (2021)

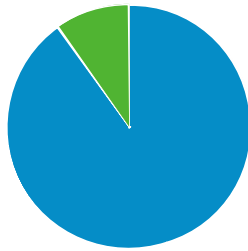
■ Newspapers  
■ Magazines  
■ Books



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$129</b>	<b>\$4,701</b>
Newspapers	\$55	\$2,019
Magazines	\$26	\$963
Books	\$47	\$1,719

### Tobacco (2016)

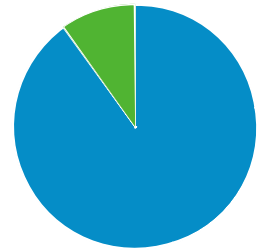
■ Cigarettes  
■ Other Tobacco Products



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$345</b>	<b>\$12,074</b>
<b>Cigarettes</b>	<b>\$311</b>	<b>\$10,866</b>
<b>Other Tobacco Products</b>	<b>\$34</b>	<b>\$1,208</b>

### Tobacco (2021)

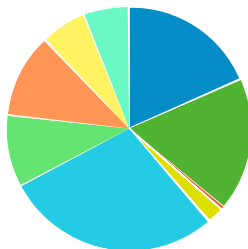
■ Cigarettes  
■ Other Tobacco Products



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$362</b>	<b>\$13,213</b>
<b>Cigarettes</b>	<b>\$326</b>	<b>\$11,891</b>
<b>Other Tobacco Products</b>	<b>\$36</b>	<b>\$1,322</b>

### Transportation (2016)

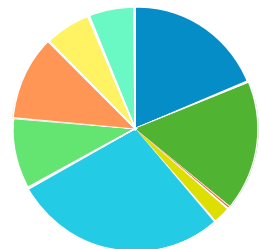
■ New Vehicle Purchase  
■ Used Vehicle Purchase  
■ Motorcycles (New And Used)  
■ Vehicle Finance Charges  
■ Gasoline And Oil  
■ Vehicle Repair And Maintenance  
■ Vehicle Insurance  
■ Public Transportation  
■ Other Transportation Costs



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$10,254</b>	<b>\$358,131</b>
<b>New Vehicle Purchase</b>	<b>\$1,884</b>	<b>\$65,804</b>
<b>Used Vehicle Purchase</b>	<b>\$1,805</b>	<b>\$63,071</b>
<b>Motorcycles (New And Used)</b>	<b>\$45</b>	<b>\$1,579</b>
<b>Vehicle Finance Charges</b>	<b>\$238</b>	<b>\$8,312</b>
<b>Gasoline And Oil</b>	<b>\$2,926</b>	<b>\$102,202</b>
<b>Vehicle Repair And Maintenance</b>	<b>\$969</b>	<b>\$33,860</b>
<b>Vehicle Insurance</b>	<b>\$1,149</b>	<b>\$40,138</b>
<b>Public Transportation</b>	<b>\$619</b>	<b>\$21,627</b>
<b>Other Transportation Costs</b>	<b>\$616</b>	<b>\$21,538</b>

### Transportation (2021)

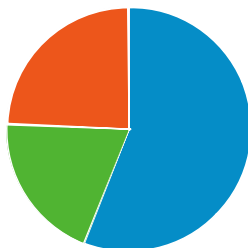
■ New Vehicle Purchase  
■ Used Vehicle Purchase  
■ Motorcycles (New And Used)  
■ Vehicle Finance Charges  
■ Gasoline And Oil  
■ Vehicle Repair And Maintenance  
■ Vehicle Insurance  
■ Public Transportation  
■ Other Transportation Costs



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$11,149</b>	<b>\$406,151</b>
<b>New Vehicle Purchase</b>	<b>\$2,095</b>	<b>\$76,321</b>
<b>Used Vehicle Purchase</b>	<b>\$1,914</b>	<b>\$69,742</b>
<b>Motorcycles (New And Used)</b>	<b>\$48</b>	<b>\$1,767</b>
<b>Vehicle Finance Charges</b>	<b>\$257</b>	<b>\$9,384</b>
<b>Gasoline And Oil</b>	<b>\$3,147</b>	<b>\$114,670</b>
<b>Vehicle Repair And Maintenance</b>	<b>\$1,053</b>	<b>\$38,374</b>
<b>Vehicle Insurance</b>	<b>\$1,244</b>	<b>\$45,332</b>
<b>Public Transportation</b>	<b>\$700</b>	<b>\$25,507</b>
<b>Other Transportation Costs</b>	<b>\$687</b>	<b>\$25,054</b>

### Health Care (2016)

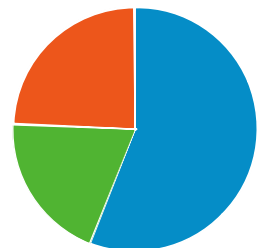
■ Health Care Insurance  
■ Health Care Services  
■ Health Care Supplies And Equipment



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$4,361</b>	<b>\$152,343</b>
<b>Health Care Insurance</b>	<b>\$2,441</b>	<b>\$85,277</b>
<b>Health Care Services</b>	<b>\$861</b>	<b>\$30,082</b>
<b>Health Care Supplies And Equipment</b>	<b>\$1,058</b>	<b>\$36,983</b>

### Health Care (2021)

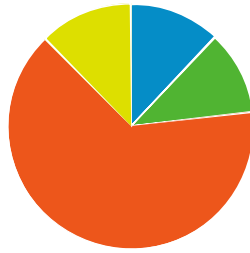
■ Health Care Insurance  
■ Health Care Services  
■ Health Care Supplies And Equipment



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$4,709</b>	<b>\$171,555</b>
<b>Health Care Insurance</b>	<b>\$2,635</b>	<b>\$96,016</b>
<b>Health Care Services</b>	<b>\$928</b>	<b>\$33,837</b>
<b>Health Care Supplies And Equipment</b>	<b>\$1,144</b>	<b>\$41,702</b>

### Miscellaneous Expenses (2016)

■ Legal And Accounting  
■ Funeral And Cemetery  
■ Finance Charges Excluding Mortgage And Vehicle  
■ Other Miscellaneous Expenses



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$791</b>	<b>\$27,649</b>
Legal And Accounting	\$95	\$3,348
Funeral And Cemetery	\$88	\$3,078
Finance Charges Excluding Mortgage And Vehicle	\$509	\$17,793
Other Miscellaneous Expenses	\$98	\$3,430

### Personal Insurance (2016)

	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$370	\$12,934

### Contributions (2016)

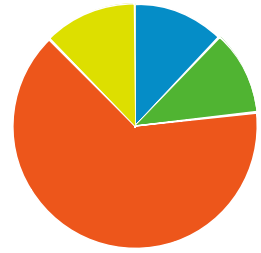
	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$2,122	\$74,129

### Retail Potential (2016)

	\$ PER HOUSEHOLD	TOTAL \$000'S
New Car Dealers	\$3,747	\$130,886
User Car Dealers	\$224	\$7,841
Recreational Vehicle Dealers	\$11	\$398
Motorcycle and Boat Dealers	\$159	\$5,574
Auto Parts and Accessories	\$576	\$20,144
Tire Dealers	\$262	\$9,180
Furniture Stores	\$353	\$12,335
Floor Covering Stores	\$126	\$4,410
Other Home Furnishing Stores	\$118	\$4,129
Appliances and Electronics Stores	\$824	\$28,789
Computer Stores	\$1,461	\$51,031
Camera and Photography Stores	\$96	\$3,360
Hardware Stores	\$192	\$6,728
Paint and Wallpaper Stores	\$17	\$617
Home Centers	\$429	\$14,995
Other Building Materials Stores	\$512	\$17,914
Outdoor Power Equipment Stores	\$16	\$564
Nursery and Garden Stores	\$129	\$4,522
Grocery Stores	\$5,989	\$209,167
Convenience Stores	\$255	\$8,929
Meat Markets	\$61	\$2,160
Fish and Seafood Markets	\$14	\$511
Fruit and Vegetable Markets	\$29	\$1,021
Other Specialty Food Markets	\$45	\$1,592
Liquor Stores	\$139	\$4,888

### Miscellaneous Expenses (2021)

■ Legal And Accounting  
■ Funeral And Cemetery  
■ Finance Charges Excluding Mortgage And Vehicle  
■ Other Miscellaneous Expenses



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$862</b>	<b>\$31,420</b>
Legal And Accounting	\$104	\$3,807
Funeral And Cemetery	\$96	\$3,514
Finance Charges Excluding Mortgage And Vehicle	\$554	\$20,202
Other Miscellaneous Expenses	\$106	\$3,897

### Personal Insurance (2021)

	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$417	\$15,216

### Contributions (2021)

	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$2,427	\$88,415

Source: Applied Geographic Solutions, 2016



Pharmacy and Drug Stores	\$1,263	\$44,129
Costmetics and Beauty Stores	\$54	\$1,887
Optical Goods Stores	\$131	\$4,587
Other Health and Personal Care Stores	\$102	\$3,585
Gasoline Stations with Convenience Stores	\$961	\$33,586
Gasoline Stations without Convenience Stores	\$159	\$5,560
Men's Clothing Stores	\$52	\$1,841
Women's Clothing Stores	\$167	\$5,865
Childrens' and Infant's Clothing Stores	\$93	\$3,267
Family Clothing Stores	\$354	\$12,374
Clothing Accessory Stores	\$18	\$648
Other Apparel Stores	\$42	\$1,474
Shoe Stores	\$117	\$4,111
Jewelry Stores	\$219	\$7,676
Luggage Stores	\$210	\$7,363
Sporting Goods Stores	\$159	\$5,586
Hobby, Toy, and Game Stores	\$47	\$1,649
Sewing and Needlecraft Stores	\$17	\$607
Musical Instrument Stores	\$37	\$1,320
Book Stores	\$338	\$11,807
Record,Tape,and CD Stores	\$89	\$3,136
Department Stores	\$2,785	\$97,293
Warehouse Superstores	\$1,206	\$42,135
Other General Merchandise Stores	\$334	\$11,679
Florists	\$27	\$957
Office and Stationary Stores	\$252	\$8,825
Gift and Souvenir Stores	\$81	\$2,854
Used Merchandise Stores	\$53	\$1,885
Pet and Pet Supply Stores	\$112	\$3,916
Art Dealers	\$10	\$357
Mobile Home Dealers	\$0	\$22
Other Miscellaneous Retail Stores	\$111	\$3,899
Mail Order and Catalog Stores	\$2,024	\$70,712
Vending Machines	\$88	\$3,083
Fuel Dealers	\$364	\$12,731
Other Direct Selling Establishments	\$181	\$6,348
Hotels and Other Travel Accomodations	\$135	\$4,716
RV Parks	\$2	\$77
Rooming and Boarding Houses	\$1	\$35
Full Service Restaurants	\$909	\$31,758
Limited Service Restaurants	\$904	\$31,581
Special Food Services and Catering	\$151	\$5,305
Drinking Places	\$80	\$2,823



## MADISON REGION ECONOMIC PARTNERSHIP

### Dodge County Wages

Wages Report for Eastern Wisconsin nonmetropolitan area

• Occupation	Median Hourly	Mean Hourly	Median Annual	Mean Annual
• All Occupations	\$14.49	\$17.42	\$30,130	\$36,230
• Management Occupations	\$31.17	\$34.75	\$64,820	\$72,290
• Chief Executives	\$30.41	\$33.46	\$63,260	\$69,600
• General and Operations Managers	\$29.51	\$34.33	\$61,370	\$71,410
• Legislators	*	*	\$18,090	\$27,400
• Administrative Services Managers	\$31.75	\$33.21	\$66,040	\$69,070
• Financial Managers	\$41.33	\$47.51	\$85,960	\$98,820
• Industrial Production Managers	\$42.55	\$52.91	\$88,500	\$110,050
• Education Administrators, Preschool and Childcare Center/Program	\$27.62	\$26.81	\$57,450	\$55,760
• Education Administrators, Elementary and Secondary School	*	*	\$91,850	\$91,250
• Architectural and Engineering Managers	\$51.98	\$51.75	\$108,120	\$107,630
• Food Service Managers	\$21.61	\$22.34	\$44,940	\$46,470
• Medical and Health Services Managers	\$41.80	\$45.62	\$86,950	\$94,890
• Social and Community Service Managers	\$22.74	\$23.63	\$47,300	\$49,150
• Managers, All Other	\$26.80	\$28.07	\$55,740	\$58,380
• Business and Financial Operations Occupations	\$22.75	\$25.57	\$47,320	\$53,180
• Wholesale and Retail Buyers, Except Farm Products	\$15.55	\$15.67	\$32,350	\$32,580
• Purchasing Agents, Except Wholesale, Retail, and Farm Products	\$22.19	\$24.09	\$46,150	\$50,110
• Compliance Officers	\$30.25	\$29.44	\$62,930	\$61,230
• Cost Estimators	\$21.43	\$22.59	\$44,580	\$46,990
• Human Resources Specialists	\$22.07	\$22.84	\$45,910	\$47,500
• Labor Relations Specialists	\$18.23	\$18.57	\$37,920	\$38,620
• Management Analysts	\$27.53	\$41.73	\$57,270	\$86,800
• Meeting, Convention, and Event Planners	\$17.94	\$16.60	\$37,310	\$34,540
• Training and Development Specialists	\$18.90	\$19.33	\$39,310	\$40,200
• Market Research Analysts and Marketing Specialists	\$23.24	\$23.53	\$48,340	\$48,940
• Business Operations Specialists, All Other	\$27.99	\$29.46	\$58,220	\$61,280
• Accountants and Auditors	\$28.93	\$30.72	\$60,170	\$63,900
• Loan Officers	\$19.85	\$22.96	\$41,300	\$47,760
• Tax Preparers	\$12.93	\$13.40	\$26,900	\$27,880
• Computer and Mathematical Occupations	\$24.48	\$30.13	\$50,920	\$62,670
• Computer Systems Analysts	*	*	*	*
• Computer Programmers	\$22.48	\$25.67	\$46,750	\$53,400
• Network and Computer Systems Administrators	\$25.69	\$27.12	\$53,430	\$56,420
• Computer User Support Specialists	\$18.12	\$19.88	\$37,690	\$41,350
• Computer Network Support Specialists	\$21.10	\$22.47	\$43,900	\$46,730
• Architecture and Engineering Occupations	\$28.92	\$30.81	\$60,160	\$64,090
• Civil Engineers	\$35.70	\$39.33	\$74,260	\$81,800
• Electrical Engineers	\$33.25	\$34.27	\$69,160	\$71,270
• Industrial Engineers	\$32.91	\$35.61	\$68,440	\$74,080
• Mechanical Engineers	\$30.90	\$31.00	\$64,270	\$64,470

• Engineers, All Other	\$38.37	\$37.85	\$79,810	\$78,720
• Mechanical Drafters	\$21.89	\$22.90	\$45,520	\$47,630
• Civil Engineering Technicians	\$24.86	\$25.16	\$51,710	\$52,330
• Industrial Engineering Technicians	\$21.12	\$20.89	\$43,930	\$43,450
• Engineering Technicians, Except Drafters, All Other	\$23.65	\$24.24	\$49,190	\$50,420
• Life, Physical, and Social Science Occupations	\$23.92	\$24.41	\$49,750	\$50,760
• Zoologists and Wildlife Biologists	\$27.06	\$28.89	\$56,280	\$60,090
• Conservation Scientists	\$29.82	\$30.13	\$62,030	\$62,680
• Foresters	\$25.28	\$25.73	\$52,570	\$53,520
• Clinical, Counseling, and School Psychologists	\$34.52	\$34.51	\$71,790	\$71,770
• Biological Technicians	\$15.36	\$17.04	\$31,940	\$35,440
• Community and Social Service Occupations	\$18.15	\$18.89	\$37,760	\$39,300
• Mental Health Counselors	\$14.24	\$20.12	\$29,620	\$41,850
• Rehabilitation Counselors	\$13.55	\$15.61	\$28,190	\$32,470
• Child, Family, and School Social Workers	\$17.82	\$18.35	\$37,070	\$38,170
• Healthcare Social Workers	*	*	*	*
• Social and Human Service Assistants	\$14.93	\$16.52	\$31,060	\$34,350
• Community and Social Service Specialists, All Other	\$14.10	\$14.74	\$29,320	\$30,660
• Legal Occupations	\$17.86	\$21.13	\$37,150	\$43,960
• Lawyers	\$34.35	\$36.16	\$71,450	\$75,210
• Paralegals and Legal Assistants	\$18.40	\$20.40	\$38,260	\$42,430
• Title Examiners, Abstractors, and Searchers	\$16.99	\$16.64	\$35,340	\$34,610
• Education, Training, and Library Occupations	\$19.03	\$20.24	\$39,580	\$42,090
• Preschool Teachers, Except Special Education	\$16.08	\$16.06	\$33,440	\$33,410
• Kindergarten Teachers, Except Special Education	*	*	\$60,070	\$58,490
• Elementary School Teachers, Except Special Education	*	*	\$54,210	\$53,640
• Middle School Teachers, Except Special and Career/Technical Education	*	*	\$51,580	\$55,030
• Secondary School Teachers, Except Special and Career/Technical Education	*	*	\$47,660	\$46,900
• Special Education Teachers, Kindergarten and Elementary School	*	*	\$51,970	\$51,330
• Self-Enrichment Education Teachers	\$13.70	\$14.87	\$28,490	\$30,930
• Substitute Teachers	\$11.75	\$12.04	\$24,430	\$25,050
• Librarians	\$25.16	\$24.00	\$52,340	\$49,910
• Library Technicians	\$12.34	\$14.04	\$25,670	\$29,200
• Teacher Assistants	*	*	\$24,980	\$25,780
• Arts, Design, Entertainment, Sports, and Media Occupations	\$15.79	\$17.71	\$32,850	\$36,830
• Public Relations Specialists	\$13.86	\$16.60	\$28,830	\$34,530
• Healthcare Practitioners and Technical Occupations	\$26.56	\$32.87	\$55,240	\$68,380
• Dentists, General	*	\$106.28	*	\$221,060
• Dietitians and Nutritionists	\$26.77	\$25.54	\$55,680	\$53,130
• Pharmacists	\$60.29	\$57.55	\$125,400	\$119,700
• Family and General Practitioners	*	\$112.15	*	\$233,260
• Surgeons	*	\$116.56	*	\$242,440
• Occupational Therapists	\$26.89	\$27.29	\$55,920	\$56,770
• Physical Therapists	\$41.39	\$39.41	\$86,080	\$81,980
• Speech-Language Pathologists	\$35.45	\$35.67	\$73,730	\$74,190
• Registered Nurses	\$29.46	\$30.62	\$61,270	\$63,690
• Medical and Clinical Laboratory Technologists	\$27.54	\$27.17	\$57,290	\$56,510
• Medical and Clinical Laboratory Technicians	\$19.32	\$20.66	\$40,190	\$42,980
• Dental Hygienists	\$30.89	\$30.85	\$64,260	\$64,170
• Radiologic Technologists	\$25.29	\$25.83	\$52,600	\$53,730
• Emergency Medical Technicians and Paramedics	*	*	*	*
• Pharmacy Technicians	\$13.77	\$14.23	\$28,650	\$29,610
• Surgical Technologists	\$21.86	\$22.17	\$45,470	\$46,110
• Licensed Practical and Licensed Vocational Nurses	\$20.27	\$19.69	\$42,160	\$40,960
• Medical Records and Health Information Technicians	\$14.32	\$16.14	\$29,780	\$33,570

• Opticians, Dispensing	\$15.20	\$15.02	\$31,620	\$31,230
• Healthcare Support Occupations	\$13.26	\$13.74	\$27,580	\$28,580
• Home Health Aides	\$11.00	\$11.09	\$22,880	\$23,060
• Nursing Assistants	\$12.57	\$12.75	\$26,140	\$26,510
• Dental Assistants	\$17.71	\$17.72	\$36,830	\$36,870
• Medical Assistants	\$14.20	\$14.51	\$29,540	\$30,180
• Protective Service Occupations	\$15.87	\$17.15	\$33,000	\$35,670
• First-Line Supervisors of Police and Detectives	\$26.85	\$27.22	\$55,860	\$56,620
• Firefighters	\$13.05	\$14.70	\$27,150	\$30,570
• Correctional Officers and Jailers	\$20.70	\$20.21	\$43,060	\$42,030
• Fish and Game Wardens	\$24.71	\$23.69	\$51,400	\$49,270
• Police and Sheriff's Patrol Officers	\$21.58	\$21.56	\$44,880	\$44,850
• Security Guards	\$10.00	\$10.54	\$20,800	\$21,930
• Lifeguards, Ski Patrol, and Other Recreational Protective Service Workers	\$9.03	\$9.10	\$18,780	\$18,930
• Protective Service Workers, All Other	\$15.36	\$18.53	\$31,950	\$38,550
• Food Preparation and Serving Related Occupations	\$9.11	\$9.74	\$18,950	\$20,270
• Chefs and Head Cooks	\$23.24	\$23.21	\$48,340	\$48,270
• First-Line Supervisors of Food Preparation and Serving Workers	\$15.17	\$14.30	\$31,550	\$29,740
• Cooks, Institution and Cafeteria	\$10.69	\$11.05	\$22,240	\$22,990
• Cooks, Restaurant	\$10.88	\$11.16	\$22,620	\$23,220
• Food Preparation Workers	\$8.68	\$8.84	\$18,050	\$18,400
• Bartenders	\$8.57	\$8.45	\$17,820	\$17,580
• Combined Food Preparation and Serving Workers, Including Fast Food	\$8.85	\$9.13	\$18,400	\$18,980
• Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	\$8.62	\$8.64	\$17,920	\$17,970
• Waiters and Waitresses	\$8.93	\$9.24	\$18,580	\$19,220
• Food Servers, Nonrestaurant	\$10.58	\$10.73	\$22,010	\$22,320
• Dining Room and Cafeteria Attendants and Bartender Helpers	\$8.55	\$8.48	\$17,780	\$17,650
• Dishwashers	\$8.60	\$8.75	\$17,900	\$18,200
• Building and Grounds Cleaning and Maintenance Occupations	\$11.19	\$12.07	\$23,270	\$25,110
• First-Line Supervisors of Housekeeping and Janitorial Workers	\$17.63	\$18.32	\$36,670	\$38,100
• Janitors and Cleaners, Except Maids and Housekeeping Cleaners	\$11.50	\$12.67	\$23,930	\$26,350
• Maids and Housekeeping Cleaners	\$9.25	\$9.97	\$19,240	\$20,730
• Landscaping and Groundskeeping Workers	\$11.89	\$12.33	\$24,730	\$25,640
• Personal Care and Service Occupations	\$10.45	\$11.11	\$21,740	\$23,110
• Gaming Supervisors	\$16.72	\$18.14	\$34,770	\$37,740
• First-Line Supervisors of Personal Service Workers	\$16.18	\$16.25	\$33,660	\$33,810
• Nonfarm Animal Caretakers	\$12.07	\$12.80	\$25,100	\$26,630
• Gaming Dealers	\$9.23	\$10.53	\$19,200	\$21,910
• Amusement and Recreation Attendants	\$9.40	\$9.34	\$19,550	\$19,430
• Entertainment Attendants and Related Workers, All Other	\$9.28	\$9.72	\$19,300	\$20,220
• Hairdressers, Hairstylists, and Cosmetologists	\$11.32	\$12.02	\$23,540	\$25,000
• Tour Guides and Escorts	\$13.35	\$13.10	\$27,760	\$27,240
• Childcare Workers	\$9.04	\$9.58	\$18,800	\$19,930
• Personal Care Aides	\$10.13	\$10.18	\$21,080	\$21,170
• Recreation Workers	\$9.54	\$10.82	\$19,850	\$22,510
• Residential Advisors	\$11.02	\$11.12	\$22,920	\$23,140
• Sales and Related Occupations	\$9.98	\$13.36	\$20,770	\$27,780
• First-Line Supervisors of Retail Sales Workers	\$13.75	\$15.61	\$28,600	\$32,480
• First-Line Supervisors of Non-Retail Sales Workers	\$34.05	\$36.61	\$70,830	\$76,140
• Cashiers	\$8.83	\$8.97	\$18,370	\$18,650
• Gaming Change Persons and Booth Cashiers	\$10.08	\$10.86	\$20,970	\$22,590
• Counter and Rental Clerks	\$12.40	\$13.42	\$25,800	\$27,900
• Parts Salespersons	\$12.37	\$13.61	\$25,720	\$28,310

• Retail Salespersons	\$9.75	\$10.88	\$20,290	\$22,640
• Advertising Sales Agents	\$16.57	\$16.34	\$34,470	\$33,980
• Insurance Sales Agents	*	*	*	*
• Securities, Commodities, and Financial Services Sales Agents	\$17.32	\$23.50	\$36,020	\$48,870
• Sales Representatives, Services, All Other	\$23.11	\$27.54	\$48,070	\$57,280
• Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	\$40.94	\$37.71	\$85,150	\$78,430
• Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	\$19.32	\$26.05	\$40,190	\$54,180
• Office and Administrative Support Occupations	\$14.07	\$14.85	\$29,270	\$30,880
• First-Line Supervisors of Office and Administrative Support Workers	\$21.28	\$22.40	\$44,250	\$46,580
• Billing and Posting Clerks	\$16.18	\$16.30	\$33,650	\$33,900
• Bookkeeping, Accounting, and Auditing Clerks	\$16.31	\$16.63	\$33,920	\$34,600
• Payroll and Timekeeping Clerks	\$18.29	\$18.05	\$38,050	\$37,540
• Tellers	\$11.64	\$11.63	\$24,200	\$24,200
• Court, Municipal, and License Clerks	\$8.83	\$9.77	\$18,360	\$20,320
• Customer Service Representatives	\$14.76	\$15.69	\$30,690	\$32,630
• Eligibility Interviewers, Government Programs	\$19.39	\$19.06	\$40,330	\$39,640
• Hotel, Motel, and Resort Desk Clerks	\$8.77	\$8.73	\$18,250	\$18,160
• Library Assistants, Clerical	\$10.56	\$11.51	\$21,960	\$23,930
• Loan Interviewers and Clerks	\$13.91	\$15.07	\$28,930	\$31,350
• Order Clerks	\$13.49	\$13.62	\$28,060	\$28,330
• Receptionists and Information Clerks	\$11.96	\$12.30	\$24,870	\$25,580
• Information and Record Clerks, All Other	\$12.64	\$13.04	\$26,280	\$27,130
• Dispatchers, Except Police, Fire, and Ambulance	\$17.97	\$18.37	\$37,380	\$38,220
• Postal Service Clerks	\$18.85	\$19.61	\$39,200	\$40,790
• Postal Service Mail Carriers	\$20.14	\$22.60	\$41,890	\$47,020
• Production, Planning, and Expediting Clerks	\$16.84	\$17.61	\$35,020	\$36,640
• Shipping, Receiving, and Traffic Clerks	\$12.71	\$13.10	\$26,440	\$27,250
• Stock Clerks and Order Fillers	\$10.17	\$11.13	\$21,150	\$23,150
• Executive Secretaries and Executive Administrative Assistants	\$21.07	\$20.40	\$43,830	\$42,440
• Medical Secretaries	\$16.24	\$16.31	\$33,770	\$33,920
• Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	\$15.53	\$15.14	\$32,310	\$31,500
• Data Entry Keyers	\$11.16	\$11.62	\$23,210	\$24,170
• Office Clerks, General	\$13.81	\$14.01	\$28,730	\$29,150
• Farming, Fishing, and Forestry Occupations	\$14.76	\$16.51	\$30,690	\$34,340
• Logging Equipment Operators	\$14.70	\$15.72	\$30,580	\$32,700
• Construction and Extraction Occupations	\$18.19	\$19.26	\$37,840	\$40,060
• First-Line Supervisors of Construction Trades and Extraction Workers	\$24.02	\$28.10	\$49,970	\$58,460
• Carpenters	\$18.95	\$19.04	\$39,410	\$39,610
• Cement Masons and Concrete Finishers	\$30.15	\$26.12	\$62,700	\$54,340
• Construction Laborers	\$16.48	\$16.11	\$34,280	\$33,510
• Operating Engineers and Other Construction Equipment Operators	\$19.58	\$20.66	\$40,730	\$42,980
• Electricians	\$27.06	\$26.10	\$56,290	\$54,290
• Highway Maintenance Workers	\$15.80	\$16.32	\$32,850	\$33,950
• Installation, Maintenance, and Repair Occupations	\$18.29	\$19.16	\$38,030	\$39,850
• First-Line Supervisors of Mechanics, Installers, and Repairers	\$26.76	\$27.65	\$55,660	\$57,510
• Automotive Body and Related Repairers	\$20.80	\$20.56	\$43,260	\$42,760
• Automotive Service Technicians and Mechanics	\$16.36	\$16.18	\$34,030	\$33,660
• Bus and Truck Mechanics and Diesel Engine Specialists	\$19.09	\$19.29	\$39,710	\$40,130
• Farm Equipment Mechanics and Service Technicians	\$17.19	\$17.20	\$35,760	\$35,780
• Outdoor Power Equipment and Other Small Engine Mechanics	\$13.12	\$13.57	\$27,290	\$28,220
• Heating, Air Conditioning, and Refrigeration Mechanics and Installers	\$17.49	\$18.49	\$36,380	\$38,460
• Home Appliance Repairers	\$14.91	\$15.01	\$31,020	\$31,210

• Industrial Machinery Mechanics	\$21.72	\$21.54	\$45,180	\$44,790
• Maintenance Workers, Machinery	\$24.16	\$22.15	\$50,250	\$46,080
• Millwrights	\$26.24	\$24.84	\$54,580	\$51,660
• Electrical Power-Line Installers and Repairers	\$33.62	\$32.61	\$69,940	\$67,830
• Maintenance and Repair Workers, General	\$14.63	\$15.10	\$30,440	\$31,400
• Installation, Maintenance, and Repair Workers, All Other	\$20.11	\$21.79	\$41,820	\$45,320
• Production Occupations	\$15.10	\$16.23	\$31,400	\$33,750
• First-Line Supervisors of Production and Operating Workers	\$23.84	\$26.17	\$49,590	\$54,430
• Electrical and Electronic Equipment Assemblers	\$14.49	\$15.94	\$30,140	\$33,160
• Structural Metal Fabricators and Fitters	\$21.09	\$19.82	\$43,860	\$41,220
• Team Assemblers	\$12.69	\$13.25	\$26,390	\$27,570
• Assemblers and Fabricators, All Other	\$12.54	\$15.05	\$26,090	\$31,310
• Bakers	\$11.53	\$11.82	\$23,990	\$24,580
• Meat, Poultry, and Fish Cutters and Trimmers	\$15.37	\$15.72	\$31,970	\$32,690
• Food Batchmakers	\$11.44	\$12.74	\$23,780	\$26,490
• Computer-Controlled Machine Tool Operators, Metal and Plastic	\$19.89	\$19.02	\$41,370	\$39,550
• Computer Numerically Controlled Machine Tool Programmers, Metal and Plastic	\$18.79	\$20.67	\$39,080	\$42,990
• Cutting, Punching, and Press Machine Setters, Operators, and Tenders, Metal and Plastic	\$11.34	\$12.94	\$23,580	\$26,910
• Grinding, Lapping, Polishing, and Buffing Machine Tool Setters, Operators, and Tenders, Metal and Plastic	\$13.17	\$13.57	\$27,390	\$28,220
• Machinists	\$19.43	\$18.81	\$40,420	\$39,130
• Multiple Machine Tool Setters, Operators, and Tenders, Metal and Plastic	\$13.43	\$13.35	\$27,940	\$27,780
• Welders, Cutters, Solderers, and Brazers	\$20.40	\$19.85	\$42,420	\$41,290
• Metal Workers and Plastic Workers, All Other	\$18.32	\$19.87	\$38,100	\$41,320
• Printing Press Operators	\$16.87	\$16.49	\$35,090	\$34,310
• Sewing Machine Operators	\$10.74	\$10.79	\$22,340	\$22,430
• Cabinetmakers and Bench Carpenters	\$14.60	\$15.18	\$30,370	\$31,570
• Sawing Machine Setters, Operators, and Tenders, Wood	\$13.87	\$14.56	\$28,860	\$30,280
• Woodworking Machine Setters, Operators, and Tenders, Except Sawing	\$14.25	\$14.37	\$29,630	\$29,890
• Water and Wastewater Treatment Plant and System Operators	\$17.04	\$15.97	\$35,440	\$33,210
• Cutting and Slicing Machine Setters, Operators, and Tenders	\$13.58	\$13.56	\$28,240	\$28,210
• Extruding, Forming, Pressing, and Compacting Machine Setters, Operators, and Tenders	\$17.67	\$18.31	\$36,750	\$38,080
• Furnace, Kiln, Oven, Drier, and Kettle Operators and Tenders	\$21.00	\$20.35	\$43,680	\$42,320
• Inspectors, Testers, Sorters, Samplers, and Weighers	\$15.38	\$16.51	\$32,000	\$34,330
• Packaging and Filling Machine Operators and Tenders	\$17.13	\$17.03	\$35,630	\$35,430
• Coating, Painting, and Spraying Machine Setters, Operators, and Tenders	\$13.55	\$13.85	\$28,190	\$28,810
• Helpers--Production Workers	\$12.75	\$13.12	\$26,520	\$27,300
• Production Workers, All Other	\$13.29	\$14.15	\$27,630	\$29,420
• Transportation and Material Moving Occupations	\$14.47	\$15.37	\$30,100	\$31,970
• First-Line Supervisors of Helpers, Laborers, and Material Movers, Hand	\$18.21	\$19.52	\$37,870	\$40,600
• First-Line Supervisors of Transportation and Material-Moving Machine and Vehicle Operators	\$24.87	\$21.25	\$51,740	\$44,210
• Bus Drivers, School or Special Client	\$13.99	\$14.77	\$29,090	\$30,710
• Driver/Sales Workers	*	*	*	*
• Heavy and Tractor-Trailer Truck Drivers	\$19.23	\$19.49	\$40,000	\$40,530
• Light Truck or Delivery Services Drivers	\$13.21	\$13.27	\$27,470	\$27,600
• Taxi Drivers and Chauffeurs	\$10.32	\$10.91	\$21,470	\$22,700
• Captains, Mates, and Pilots of Water Vessels	*	*	*	*
• Automotive and Watercraft Service Attendants	\$8.74	\$8.78	\$18,170	\$18,250
• Industrial Truck and Tractor Operators	\$14.63	\$14.51	\$30,420	\$30,170
• Cleaners of Vehicles and Equipment	\$10.30	\$11.74	\$21,430	\$24,420
• Laborers and Freight, Stock, and Material Movers, Hand	\$12.90	\$14.23	\$26,830	\$29,610

• Machine Feeders and Offbearers	\$16.15	\$16.20	\$33,600	\$33,700
• Packers and Packers, Hand	\$9.15	\$9.74	\$19,030	\$20,270
• Refuse and Recyclable Material Collectors	\$11.23	\$12.04	\$23,360	\$25,040


























Source: Bureau of Labor Statistics on May, 2015



## MADISON REGION ECONOMIC PARTNERSHIP

### Dodge County Business Report

Business Report (within community)

Business Type	Total Businesses	%	Estimated Sales	# Est. Employees
 Agriculture, Forestry, Fishing and Hunting	106	3.35%	\$98,408,000	394
 Mineral, Oil and Gas Extraction	2	0.06%	\$2,173,000	763
 Utility Services: Power, Gas, Steam, Water, and Sewage	7	0.22%	\$14,888,000	22
 Construction	342	10.8%	\$494,642,000	2,082
 Manufacturing - Processed Food, Textiles, Clothing	22	0.69%	\$609,921,000	1,187
 Manufacturing - Chemical, Fuel, Paper, Plastic, Wood	36	1.14%	\$618,996,000	2,463
 Manufacturing - Electronics, Furniture, Machinery, Metal, Transportation, Misc.	100	3.16%	\$953,123,000	4,498
 Wholesalers	125	3.95%	\$2,918,639,000	1,599
 Retail: Home, Food, Automobiles, Personal Care	242	7.64%	\$717,547,000	2,738
 Retail: Hobby, Media, General Merchandise	96	3.03%	\$255,869,000	1,586
 Transportation and Warehousing: Private and Public Transportation, Oil and Gas Pipelines, Sightseeing	96	3.03%	\$147,450,000	1,118
 Transportation and Warehousing: Couriers and Messengers, Warehousing and Storage	27	0.85%	\$3,381,000	186
 Information	59	1.86%	\$172,087,000	1,006
 Banking, Finance and Insurance	239	7.54%	\$193,988,000	498
 Real Estate and Rentals	165	5.21%	\$127,754,000	654
 Professional, Scientific, and Technical Services	157	4.96%	\$116,490,000	929
 Holding Companies and Managing Offices	3	0.09%	\$1,031,000	72
 Administrative and Support and Waste Management and Remediation Services	105	3.31%	\$57,063,000	501
 Education	76	2.4%	\$1,356,000	2,391
 Health Care and Social Services	238	7.51%	\$666,626,000	6,430
 Arts, Sports, Entertainment, and Recreation	61	1.93%	\$34,127,000	672
 Accommodation and Food Services	204	6.44%	\$88,856,000	2,024
 Other Services - Repair, Personal Care, Laundry, Religious, etc.	388	12.25%	\$71,676,000	2,203
 Public Administration	203	6.41%	\$0,000	4,518
 Unclassified	69	2.18%	\$0,000	14

Source: Info USA, May 2016

Property ID: 55027