

# Wisconsin: 2002

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## 2002 Economic Census

*Information*

Geographic Area Series



**USCENSUSBUREAU**

*Helping You Make Informed Decisions*

U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU



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**Table 1. Summary Statistics for the State: 2002**

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

NAICS code	Geographic area and kind of business	Establishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>WISCONSIN</b>								
<b>51</b>	<b>Information</b>	<b>2 097</b>	<b>N</b>	<b>2 231 978</b>	<b>574 784</b>	<b>55 286</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet)	605	2 452 665	676 320	175 926	18 917	2.8	8.1
5111	Newspaper, periodical, book, and directory publishers	483	1 665 952	397 903	105 109	14 509	3.7	8.7
51111	Newspaper publishers	222	798 400	224 665	58 479	9 068	4.1	3.3
511110	Newspaper publishers	222	798 400	224 665	58 479	9 068	4.1	3.3
51112	Periodical publishers	145	471 320	121 935	33 622	3 892	2.2	23.4
511120	Periodical publishers	145	471 320	121 935	33 622	3 892	2.2	23.4
51113	Book publishers	58	133 313	25 628	6 476	877	12.6	2.6
511130	Book publishers	58	133 313	25 628	6 476	877	12.6	2.6
51114	Directory and mailing list publishers	42	254 622	23 065	5 573	598	.3	1.1
511140	Directory and mailing list publishers	42	254 622	23 065	5 573	598	.3	1.1
51119	Other publishers	16	8 297	2 610	959	74	2.7	22.6
511191	Greeting card publishers	3	D	D	D	b	D	D
511199	All other publishers	13	D	D	D	b	D	D
5112	Software publishers	122	786 713	278 417	70 817	4 408	.9	6.8
51121	Software publishers	122	786 713	278 417	70 817	4 408	.9	6.8
511210	Software publishers	122	786 713	278 417	70 817	4 408	.9	6.8
512	Motion picture and sound recording industries	265	N	61 040	14 512	4 356	N	N
5121	Motion picture and video industries	239	N	51 590	12 098	4 141	N	N
51211	Motion picture and video production	96	Q	19 867	4 728	465	Q	Q
512110	Motion picture and video production	96	Q	19 867	4 728	465	Q	Q
51212	Motion picture and video distribution	5	Q	275	49	8	Q	Q
512120	Motion picture and video distribution	5	Q	275	49	8	Q	Q
51213	Motion picture and video exhibition	125	267 843	27 534	6 267	3 563	1.6	1.6
512131	Motion picture theaters (except drive-ins)	119	266 984	27 355	6 266	3 561	1.6	1.6
512132	Drive-in motion picture theaters	6	859	179	1	2	4.7	-
51219	Postproduction and other motion picture and video industries	13	9 095	3 914	1 054	105	42.2	-
512191	Teleproduction and other postproduction services	11	D	D	D	b	D	D
512199	Other motion picture and video industries	2	D	D	D	a	D	D
5122	Sound recording industries	26	N	9 450	2 414	215	N	N
51222	Integrated record production/distribution	1	Q	D	D	a	Q	Q
512220	Integrated record production/distribution	1	Q	D	D	a	Q	Q
51223	Music publishers	3	D	D	D	c	D	D
512230	Music publishers	3	D	D	D	c	D	D
51224	Sound recording studios	18	D	D	D	b	D	D
512240	Sound recording studios	18	D	D	D	b	D	D
51229	Other sound recording industries	4	D	D	D	a	D	D
512290	Other sound recording industries	4	D	D	D	a	D	D
5122902	Producers of taped radio programs	2	D	D	D	a	D	D
5122909	All other sound recording industries	2	D	D	D	a	D	D
515	Broadcasting (except Internet)	169	495 804	157 839	38 618	4 789	1.8	5.6
5151	Radio and television broadcasting	164	494 219	157 450	38 514	4 766	1.7	5.4
51511	Radio broadcasting	134	230 022	81 268	20 082	3 014	3.3	9.2
515111	Radio networks	7	5 609	1 828	373	50	7.1	-
515112	Radio stations	127	224 413	79 440	19 709	2 964	3.2	9.4
51512	Television broadcasting	30	264 197	76 182	18 432	1 752	.3	2.1
515120	Television broadcasting	30	264 197	76 182	18 432	1 752	.3	2.1
5152	Cable and other subscription programming	5	1 585	389	104	23	13.8	65.0
51521	Cable and other subscription programming	5	1 585	389	104	23	13.8	65.0
515210	Cable and other subscription programming	5	1 585	389	104	23	13.8	65.0
516	Internet publishing and broadcasting	15	12 731	3 231	924	108	3.2	14.1
5161	Internet publishing and broadcasting	15	12 731	3 231	924	108	3.2	14.1
51611	Internet publishing and broadcasting	15	12 731	3 231	924	108	3.2	14.1
516110	Internet publishing and broadcasting	15	12 731	3 231	924	108	3.2	14.1
517	Telecommunications	749	N	825 641	212 690	15 787	N	N
5171	Wired telecommunications carriers	481	Q	639 815	165 090	10 965	Q	Q
51711	Wired telecommunications carriers	481	Q	639 815	165 090	10 965	Q	Q
517110	Wired telecommunications carriers	481	Q	639 815	165 090	10 965	Q	Q
5172	Wireless telecommunications carriers (except satellite)	145	Q	95 530	25 019	2 108	Q	Q
51721	Wireless telecommunications carriers (except satellite)	145	Q	95 530	25 019	2 108	Q	Q
517211	Paging	15	Q	2 067	556	73	Q	Q
517212	Cellular and other wireless telecommunications	130	Q	93 463	24 463	2 035	Q	Q
5173	Telecommunications resellers	31	55 372	10 050	2 299	291	4.2	42.1
51731	Telecommunications resellers	31	55 372	10 050	2 299	291	4.2	42.1
517310	Telecommunications resellers	31	55 372	10 050	2 299	291	4.2	42.1
5174	Satellite telecommunications	2	D	D	D	a	D	D
51741	Satellite telecommunications	2	D	D	D	a	D	D
517410	Satellite telecommunications	2	D	D	D	a	D	D
5175	Cable and other program distribution	75	Q	76 582	19 424	2 250	Q	Q
51751	Cable and other program distribution	75	Q	76 582	19 424	2 250	Q	Q
517510	Cable and other program distribution	75	Q	76 582	19 424	2 250	Q	Q
5179	Other telecommunications	15	D	D	D	c	D	D
51791	Other telecommunications	15	D	D	D	c	D	D
517910	Other telecommunications	15	D	D	D	c	D	D

See footnotes at end of table.

**Table 1. Summary Statistics for the State: 2002—Con.**

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>WISCONSIN—Con.</b>							
<b>51</b>	<b>Information—Con.</b>							
518	Internet service providers, web search portals, and data processing services .....	277	1 129 105	501 297	130 570	11 161	2.2	18.4
5181	Internet service providers and web search portals .....	66	58 144	12 916	3 195	517	9.7	28.8
51811	Internet service providers and web search portals .....	66	58 144	12 916	3 195	517	9.7	28.8
518111	Internet service providers .....	62	56 695	12 460	3 083	505	10.0	27.7
518112	Web search portals .....	4	1 449	456	112	12	—	72.1
5182	Data processing, hosting, and related services .....	211	1 070 961	488 381	127 375	10 644	1.8	17.8
51821	Data processing, hosting, and related services .....	211	1 070 961	488 381	127 375	10 644	1.8	17.8
518210	Data processing, hosting, and related services .....	211	1 070 961	488 381	127 375	10 644	1.8	17.8
519	Other information services .....	17	22 858	6 610	1 544	168	.8	22.6
5191	Other information services .....	17	22 858	6 610	1 544	168	.8	22.6
51911	News syndicates .....	6	19 460	5 336	1 239	110	—	22.1
519110	News syndicates .....	6	19 460	5 336	1 239	110	—	22.1
51912	Libraries and archives .....	10	D	D	D	b	D	D
519120	Libraries and archives .....	10	D	D	D	b	D	D
51919	All other information services .....	1	D	D	D	a	D	D
519190	All other information services .....	1	D	D	D	a	D	D

<sup>1</sup>Includes receipts information obtained from administrative records of other federal agencies.

<sup>2</sup>Includes receipts information that was imputed based on historic data, administrative data, industry averages, or other statistical methods.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

**Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002**

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>APPLETON-OSHKOSH-NEENAH, WI COMBINED STATISTICAL AREA</b>							
<b>51</b>	<b>Information</b>	<b>122</b>	<b>N</b>	<b>101 636</b>	<b>26 522</b>	<b>2 744</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet)	35	90 768	18 561	5 263	650	3.9	1.9
5111	Newspaper, periodical, book, and directory publishers	30	D	D	D	f	D	D
51111	Newspaper publishers	9	D	D	D	e	D	D
511110	Newspaper publishers	9	D	D	D	e	D	D
512	Motion picture and sound recording industries	11	N	D	D	c	N	N
5121	Motion picture and video industries	9	N	D	D	c	N	N
51213	Motion picture and video exhibition	4	D	D	D	b	D	D
512131	Motion picture theaters (except drive-ins)	4	D	D	D	b	D	D
515	Broadcasting (except Internet)	10	D	D	D	c	D	D
5151	Radio and television broadcasting	9	D	D	D	c	D	D
51511	Radio broadcasting	8	18 603	5 895	1 387	163	2.7	3.0
515112	Radio stations	8	18 603	5 895	1 387	163	2.7	3.0
517	Telecommunications	45	N	D	D	g	N	N
5171	Wired telecommunications carriers	32	Q	D	D	f	Q	Q
51711	Wired telecommunications carriers	32	Q	D	D	f	Q	Q
517110	Wired telecommunications carriers	32	Q	D	D	f	Q	Q
5172	Wireless telecommunications carriers (except satellite)	10	Q	D	D	c	Q	Q
51721	Wireless telecommunications carriers (except satellite)	10	Q	D	D	c	Q	Q
518	Internet service providers, web search portals, and data processing services	20	D	D	D	f	D	D
5182	Data processing, hosting, and related services	18	D	D	D	f	D	D
51821	Data processing, hosting, and related services	18	D	D	D	f	D	D
518210	Data processing, hosting, and related services	18	D	D	D	f	D	D
	<b>Appleton, WI Metropolitan Statistical Area</b>							
<b>51</b>	<b>Information</b>	<b>84</b>	<b>N</b>	<b>83 231</b>	<b>21 672</b>	<b>2 188</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet)	22	69 936	14 314	4 307	486	3.7	1.1
5111	Newspaper, periodical, book, and directory publishers	19	D	D	D	e	D	D
51111	Newspaper publishers	7	D	D	D	c	D	D
511110	Newspaper publishers	7	D	D	D	c	D	D
512	Motion picture and sound recording industries	8	N	D	D	b	N	N
5121	Motion picture and video industries	6	N	D	D	b	N	N
51213	Motion picture and video exhibition	3	D	D	D	b	D	D
512131	Motion picture theaters (except drive-ins)	3	D	D	D	b	D	D
515	Broadcasting (except Internet)	8	D	D	D	c	D	D
5151	Radio and television broadcasting	7	D	D	D	c	D	D
51511	Radio broadcasting	6	D	D	D	c	D	D
515112	Radio stations	6	D	D	D	c	D	D
517	Telecommunications	36	N	51 038	13 122	975	N	N
5171	Wired telecommunications carriers	25	Q	37 763	10 041	650	Q	Q
51711	Wired telecommunications carriers	25	Q	37 763	10 041	650	Q	Q
517110	Wired telecommunications carriers	25	Q	37 763	10 041	650	Q	Q
5172	Wireless telecommunications carriers (except satellite)	9	Q	D	D	c	Q	Q
51721	Wireless telecommunications carriers (except satellite)	9	Q	D	D	c	Q	Q
518	Internet service providers, web search portals, and data processing services	10	73 632	12 977	3 087	532	.4	3.5
5182	Data processing, hosting, and related services	9	D	D	D	f	D	D
51821	Data processing, hosting, and related services	9	D	D	D	f	D	D
518210	Data processing, hosting, and related services	9	D	D	D	f	D	D
	<b>Oshkosh-Neenah, WI Metropolitan Statistical Area</b>							
<b>51</b>	<b>Information</b>	<b>38</b>	<b>N</b>	<b>18 405</b>	<b>4 850</b>	<b>556</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet)	13	20 832	4 247	956	164	4.4	4.5
5111	Newspaper, periodical, book, and directory publishers	11	D	D	D	c	D	D
512	Motion picture and sound recording industries	3	N	D	D	b	N	N
5121	Motion picture and video industries	3	N	D	D	b	N	N
51213	Motion picture and video exhibition	1	D	D	D	b	D	D
517	Telecommunications	9	N	D	D	c	N	N

See footnotes at end of table.

**Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.**

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
<b>CHICAGO-NAPERVILLE-MICHIGAN CITY, IL-IN-WI COMBINED STATISTICAL AREA</b>								
<b>51</b>	<b>Information</b>	<b>4 255</b>	<b>N</b>	<b>6 765 547</b>	<b>1 727 616</b>	<b>123 156</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet)	1 082	8 875 620	2 291 685	572 288	39 052	2.4	9.3
5111	Newspaper, periodical, book, and directory publishers	703	6 336 874	1 375 157	341 155	28 338	2.8	7.3
51111	Newspaper publishers	176	D	D	D	j	D	D
511110	Newspaper publishers	176	D	D	D	j	D	D
51112	Periodical publishers	297	D	D	D	i	D	D
511120	Periodical publishers	297	D	D	D	i	D	D
51113	Book publishers	125	D	D	D	i	D	D
511130	Book publishers	125	D	D	D	i	D	D
51114	Directory and mailing list publishers	68	D	D	D	g	D	D
511140	Directory and mailing list publishers	68	D	D	D	g	D	D
51119	Other publishers	37	163 097	37 687	8 372	753	17.7	.4
511191	Greeting card publishers	6	D	D	D	e	D	D
511199	All other publishers	31	D	D	D	e	D	D
5112	Software publishers	379	2 538 746	916 528	231 133	10 714	1.3	14.2
51121	Software publishers	379	2 538 746	916 528	231 133	10 714	1.3	14.2
511210	Software publishers	379	2 538 746	916 528	231 133	10 714	1.3	14.2
512	Motion picture and sound recording industries	695	N	D	D	i	N	N
5121	Motion picture and video industries	565	N	D	D	i	N	N
51211	Motion picture and video production	352	Q	D	D	g	Q	Q
512110	Motion picture and video production	352	Q	D	D	g	Q	Q
51213	Motion picture and video exhibition	127	D	D	D	h	D	D
512131	Motion picture theaters (except drive-ins)	124	D	D	D	h	D	D
51219	Postproduction and other motion picture and video industries	70	D	D	D	f	D	D
512191	Teleproduction and other postproduction services	61	D	D	D	f	D	D
512199	Other motion picture and video industries	9	28 988	6 664	1 517	168	96.5	—
5122	Sound recording industries	130	N	D	D	f	N	N
51223	Music publishers	13	D	D	D	c	D	D
512230	Music publishers	13	D	D	D	c	D	D
51224	Sound recording studios	53	D	D	D	c	D	D
512240	Sound recording studios	53	D	D	D	c	D	D
51229	Other sound recording industries	25	D	D	D	c	D	D
512290	Other sound recording industries	25	D	D	D	c	D	D
5122909	All other sound recording industries	19	D	D	D	c	D	D
515	Broadcasting (except Internet)	184	1 890 150	427 071	105 698	7 051	4.2	8.1
5151	Radio and television broadcasting	145	D	D	D	i	D	D
51511	Radio broadcasting	112	D	D	D	h	D	D
515111	Radio networks	20	D	D	D	e	D	D
515112	Radio stations	92	D	D	D	h	D	D
51512	Television broadcasting	33	D	D	D	g	D	D
515120	Television broadcasting	33	D	D	D	g	D	D
5152	Cable and other subscription programming	39	D	D	D	f	D	D
51521	Cable and other subscription programming	39	D	D	D	f	D	D
515210	Cable and other subscription programming	39	D	D	D	f	D	D
516	Internet publishing and broadcasting	89	D	D	D	g	D	D
5161	Internet publishing and broadcasting	89	D	D	D	g	D	D
51611	Internet publishing and broadcasting	89	D	D	D	g	D	D
516110	Internet publishing and broadcasting	89	D	D	D	g	D	D
517	Telecommunications	1 508	N	2 764 692	745 624	49 351	N	N
5171	Wired telecommunications carriers	806	Q	D	D	k	Q	Q
51711	Wired telecommunications carriers	806	Q	D	D	k	Q	Q
517110	Wired telecommunications carriers	806	Q	D	D	k	Q	Q
5172	Wireless telecommunications carriers (except satellite)	336	Q	D	D	i	Q	Q
51721	Wireless telecommunications carriers (except satellite)	336	Q	D	D	i	Q	Q
517211	Paging	52	Q	D	D	e	Q	Q
517212	Cellular and other wireless telecommunications	284	Q	D	D	i	Q	Q
5173	Telecommunications resellers	75	D	D	D	f	D	D
51731	Telecommunications resellers	75	D	D	D	f	D	D
517310	Telecommunications resellers	75	D	D	D	f	D	D
5174	Satellite telecommunications	16	D	D	D	e	D	D
51741	Satellite telecommunications	16	D	D	D	e	D	D
517410	Satellite telecommunications	16	D	D	D	e	D	D
5175	Cable and other program distribution	233	Q	D	D	j	Q	Q
51751	Cable and other program distribution	233	Q	D	D	j	Q	Q
517510	Cable and other program distribution	233	Q	D	D	j	Q	Q
5179	Other telecommunications	42	D	D	D	e	D	D
51791	Other telecommunications	42	D	D	D	e	D	D
517910	Other telecommunications	42	D	D	D	e	D	D

See footnotes at end of table.

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<b>51</b>	<b>Information—Con.</b>							
518	Internet service providers, web search portals, and data processing services .....	629	1 929 138	795 063	206 989	15 783	5.4	14.8
5181	Internet service providers and web search portals .....	139	D	D	D	g	D	D
51811	Internet service providers and web search portals .....	139	D	D	D	g	D	D
518111	Internet service providers .....	121	D	D	D	f	D	D
518112	Web search portals .....	18	D	D	D	c	D	D
5182	Data processing, hosting, and related services .....	490	D	D	D	j	D	D
51821	Data processing, hosting, and related services .....	490	D	D	D	j	D	D
518210	Data processing, hosting, and related services .....	490	D	D	D	j	D	D
519	Other information services .....	68	D	D	D	g	D	D
5191	Other information services .....	68	D	D	D	g	D	D
51911	News syndicates .....	18	113 465	33 523	8 734	676	.1	8.5
519110	News syndicates .....	18	113 465	33 523	8 734	676	.1	8.5
51912	Libraries and archives .....	40	D	D	D	f	D	D
519120	Libraries and archives .....	40	D	D	D	f	D	D
51919	All other information services .....	10	D	D	D	e	D	D
519190	All other information services .....	10	D	D	D	e	D	D
<b>Chicago-Naperville-Joliet, IL-IN-WI Metropolitan Statistical Area</b>								
<b>51</b>	<b>Information .....</b>	<b>4 200</b>	<b>N</b>	<b>6 735 092</b>	<b>1 720 094</b>	<b>122 095</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	1 064	8 845 135	2 278 051	568 960	38 578	2.4	9.3
5111	Newspaper, periodical, book, and directory publishers .....	685	6 306 389	1 361 523	337 827	27 864	2.8	7.3
51111	Newspaper publishers .....	164	1 758 981	489 550	115 997	11 865	.5	9.9
511110	Newspaper publishers .....	164	1 758 981	489 550	115 997	11 865	.5	9.9
51112	Periodical publishers .....	295	2 215 284	448 678	114 280	7 712	4.7	9.5
511120	Periodical publishers .....	295	2 215 284	448 678	114 280	7 712	4.7	9.5
51113	Book publishers .....	122	1 574 890	257 728	70 612	5 117	1.0	4.6
511130	Book publishers .....	122	1 574 890	257 728	70 612	5 117	1.0	4.6
51114	Directory and mailing list publishers .....	67	594 137	127 880	28 566	2 417	3.4	.9
511140	Directory and mailing list publishers .....	67	594 137	127 880	28 566	2 417	3.4	.9
51119	Other publishers .....	37	163 097	37 687	8 372	753	17.7	.4
511191	Greeting card publishers .....	6	D	D	D	e	D	D
511199	All other publishers .....	31	D	D	D	e	D	D
5112	Software publishers .....	379	2 538 746	916 528	231 133	10 714	1.3	14.2
51121	Software publishers .....	379	2 538 746	916 528	231 133	10 714	1.3	14.2
511210	Software publishers .....	379	2 538 746	916 528	231 133	10 714	1.3	14.2
512	Motion picture and sound recording industries .....	685	N	334 935	54 456	7 982	N	N
5121	Motion picture and video industries .....	556	N	301 906	46 719	7 214	N	N
51211	Motion picture and video production .....	349	Q	210 172	24 756	2 431	Q	Q
512110	Motion picture and video production .....	349	Q	210 172	24 756	2 431	Q	Q
51213	Motion picture and video exhibition .....	121	D	D	D	h	D	D
512131	Motion picture theaters (except drive-ins) .....	118	D	D	D	h	D	D
51219	Postproduction and other motion picture and video industries .....	70	D	D	D	f	D	D
512191	Teleproduction and other postproduction services .....	61	D	D	D	f	D	D
512199	Other motion picture and video industries .....	9	28 988	6 664	1 517	168	96.5	—
5122	Sound recording industries .....	129	N	33 029	7 737	768	N	N
51223	Music publishers .....	13	D	D	D	c	D	D
512230	Music publishers .....	13	D	D	D	c	D	D
51224	Sound recording studios .....	53	D	D	D	c	D	D
512240	Sound recording studios .....	53	D	D	D	c	D	D
51229	Other sound recording industries .....	25	D	D	D	c	D	D
512290	Other sound recording industries .....	25	D	D	D	c	D	D
5122909	All other sound recording industries .....	19	D	D	D	c	D	D
515	Broadcasting (except Internet) .....	178	1 885 952	425 006	105 193	6 962	4.2	8.1
5151	Radio and television broadcasting .....	140	D	D	D	i	D	D
51511	Radio broadcasting .....	107	D	D	D	h	D	D
515111	Radio networks .....	20	D	D	D	e	D	D
515112	Radio stations .....	87	D	D	D	h	D	D
51512	Television broadcasting .....	33	D	D	D	g	D	D
515120	Television broadcasting .....	33	D	D	D	g	D	D
5152	Cable and other subscription programming .....	38	D	D	D	f	D	D
51521	Cable and other subscription programming .....	38	D	D	D	f	D	D
515210	Cable and other subscription programming .....	38	D	D	D	f	D	D
516	Internet publishing and broadcasting .....	89	D	D	D	g	D	D
5161	Internet publishing and broadcasting .....	89	D	D	D	g	D	D
51611	Internet publishing and broadcasting .....	89	D	D	D	g	D	D
516110	Internet publishing and broadcasting .....	89	D	D	D	g	D	D

See footnotes at end of table.

**Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.**

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
<b>CHICAGO-NAPERVILLE-MICHIGAN CITY, IL-IN-WI COMBINED STATISTICAL AREA—Con.</b>								
<b>Chicago-Naperville-Joliet, IL-IN-WI Metropolitan Statistical Area—Con.</b>								
<b>Information—Con.</b>								
51	Information							
517	Telecommunications	1 492	N	2 752 578	742 622	49 053	N	N
5171	Wired telecommunications carriers	797	Q	1 948 622	537 962	29 385	Q	Q
51711	Wired telecommunications carriers	797	Q	1 948 622	537 962	29 385	Q	Q
517110	Wired telecommunications carriers	797	Q	1 948 622	537 962	29 385	Q	Q
5172	Wireless telecommunications carriers (except satellite)	335	Q	441 930	110 134	8 143	Q	Q
51721	Wireless telecommunications carriers (except satellite)	335	Q	441 930	110 134	8 143	Q	Q
517211	Paging	51	Q	D	D	c	Q	Q
517212	Cellular and other wireless telecommunications	284	Q	D	D	i	Q	Q
5173	Telecommunications resellers	75	D	D	D	f	D	D
51731	Telecommunications resellers	75	D	D	D	f	D	D
517310	Telecommunications resellers	75	D	D	D	f	D	D
5174	Satellite telecommunications	16	D	D	D	e	D	D
51741	Satellite telecommunications	16	D	D	D	e	D	D
517410	Satellite telecommunications	16	D	D	D	e	D	D
5175	Cable and other program distribution	228	Q	D	D	i	Q	Q
51751	Cable and other program distribution	228	Q	D	D	i	Q	Q
517510	Cable and other program distribution	228	Q	D	D	i	Q	Q
5179	Other telecommunications	41	D	D	D	e	D	D
51791	Other telecommunications	41	D	D	D	e	D	D
517910	Other telecommunications	41	D	D	D	e	D	D
518	Internet service providers, web search portals, and data processing services	626	1 924 023	793 992	206 714	15 744	5.3	14.8
5181	Internet service providers and web search portals	137	213 870	48 666	14 217	1 051	10.1	30.9
51811	Internet service providers and web search portals	137	213 870	48 666	14 217	1 051	10.1	30.9
518111	Internet service providers	119	D	D	D	f	D	D
518112	Web search portals	18	D	D	D	c	D	D
5182	Data processing, hosting, and related services	489	1 710 153	745 326	192 497	14 693	4.7	12.8
51821	Data processing, hosting, and related services	489	1 710 153	745 326	192 497	14 693	4.7	12.8
518210	Data processing, hosting, and related services	489	1 710 153	745 326	192 497	14 693	4.7	12.8
519	Other information services	66	D	D	D	g	D	D
5191	Other information services	66	D	D	D	g	D	D
51911	News syndicates	17	D	D	D	f	D	D
519110	News syndicates	17	D	D	D	f	D	D
51912	Libraries and archives	39	D	D	D	f	D	D
519120	Libraries and archives	39	D	D	D	f	D	D
51919	All other information services	10	D	D	D	e	D	D
519190	All other information services	10	D	D	D	e	D	D
<b>Chicago-Naperville-Joliet, IL Metropolitan Division</b>								
51	Information	3 694	N	6 306 707	1 608 769	112 502	N	N
511	Publishing industries (except Internet)	952	8 311 133	2 112 679	528 695	35 310	2.3	7.9
5111	Newspaper, periodical, book, and directory publishers	604	D	D	D	k	D	D
51111	Newspaper publishers	142	D	D	D	j	D	D
511110	Newspaper publishers	142	D	D	D	j	D	D
51112	Periodical publishers	267	D	D	D	i	D	D
511120	Periodical publishers	267	D	D	D	i	D	D
51113	Book publishers	109	D	D	D	h	D	D
511130	Book publishers	109	D	D	D	h	D	D
51114	Directory and mailing list publishers	57	D	D	D	g	D	D
511140	Directory and mailing list publishers	57	D	D	D	g	D	D
51119	Other publishers	29	D	D	D	f	D	D
511191	Greeting card publishers	6	D	D	D	e	D	D
511199	All other publishers	23	D	D	D	c	D	D
5112	Software publishers	348	D	D	D	j	D	D
51121	Software publishers	348	D	D	D	j	D	D
511210	Software publishers	348	D	D	D	j	D	D
512	Motion picture and sound recording industries	605	N	D	D	i	N	N
5121	Motion picture and video industries	488	N	D	D	i	N	N
51211	Motion picture and video production	316	Q	D	D	g	Q	Q
512110	Motion picture and video production	316	Q	D	D	g	Q	Q
51213	Motion picture and video exhibition	93	D	D	D	h	D	D
512131	Motion picture theaters (except drive-ins)	93	D	D	D	h	D	D
51219	Postproduction and other motion picture and video industries	65	D	D	D	f	D	D
512191	Teleproduction and other postproduction services	57	D	D	D	f	D	D

See footnotes at end of table.



**Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.**

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census.]

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							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>CHICAGO-NAPERVILLE-MICHIGAN CITY, IL-IN-WI COMBINED STATISTICAL AREA—Con.</b>							
	<b>Chicago-Naperville-Joliet, IL-IN-WI Metropolitan Statistical Area—Con.</b>							
	<b>Chicago-Naperville-Joliet, IL Metropolitan Division— Con.</b>							
<b>51</b>	<b>Information—Con.</b>							
512	Motion picture and sound recording industries—Con.							
5122	Sound recording industries .....	117	N	D	D	f	N	N
51223	Music publishers .....	12	D	D	D	c	D	D
512230	Music publishers .....	12	D	D	D	c	D	D
51224	Sound recording studios .....	48	D	D	D	c	D	D
512240	Sound recording studios .....	48	D	D	D	c	D	D
51229	Other sound recording industries .....	22	D	D	D	c	D	D
512290	Other sound recording industries .....	22	D	D	D	c	D	D
5122909	All other sound recording industries .....	17	D	D	D	c	D	D
515	Broadcasting (except Internet) .....	162	D	D	D	i	D	D
5151	Radio and television broadcasting .....	125	D	D	D	i	D	D
51511	Radio broadcasting .....	94	D	D	D	h	D	D
515111	Radio networks .....	20	D	D	D	e	D	D
515112	Radio stations .....	74	D	D	D	h	D	D
51512	Television broadcasting .....	31	D	D	D	g	D	D
515120	Television broadcasting .....	31	D	D	D	g	D	D
5152	Cable and other subscription programming .....	37	D	D	D	f	D	D
51521	Cable and other subscription programming .....	37	D	D	D	f	D	D
515210	Cable and other subscription programming .....	37	D	D	D	f	D	D
516	Internet publishing and broadcasting .....	83	214 398	87 065	25 411	1 524	3.2	25.1
5161	Internet publishing and broadcasting .....	83	214 398	87 065	25 411	1 524	3.2	25.1
51611	Internet publishing and broadcasting .....	83	214 398	87 065	25 411	1 524	3.2	25.1
516110	Internet publishing and broadcasting .....	83	214 398	87 065	25 411	1 524	3.2	25.1
517	Telecommunications .....	1 284	N	D	D	k	N	N
5171	Wired telecommunications carriers .....	692	Q	D	D	k	Q	Q
51711	Wired telecommunications carriers .....	692	Q	D	D	k	Q	Q
517110	Wired telecommunications carriers .....	692	Q	D	D	k	Q	Q
5172	Wireless telecommunications carriers (except satellite) .....	297	Q	D	D	i	Q	Q
51721	Wireless telecommunications carriers (except satellite) .....	297	Q	D	D	i	Q	Q
517211	Paging .....	47	Q	D	D	c	Q	Q
517212	Cellular and other wireless telecommunications .....	250	Q	D	D	i	Q	Q
5173	Telecommunications resellers .....	65	D	D	D	f	D	D
51731	Telecommunications resellers .....	65	D	D	D	f	D	D
517310	Telecommunications resellers .....	65	D	D	D	f	D	D
5175	Cable and other program distribution .....	179	Q	D	D	i	Q	Q
51751	Cable and other program distribution .....	179	Q	D	D	i	Q	Q
517510	Cable and other program distribution .....	179	Q	D	D	i	Q	Q
5179	Other telecommunications .....	39	D	D	D	e	D	D
51791	Other telecommunications .....	39	D	D	D	e	D	D
517910	Other telecommunications .....	39	D	D	D	e	D	D
518	Internet service providers, web search portals, and data processing services .....	551	D	D	D	j	D	D
5181	Internet service providers and web search portals .....	119	D	D	D	f	D	D
51811	Internet service providers and web search portals .....	119	D	D	D	f	D	D
518111	Internet service providers .....	102	D	D	D	f	D	D
518112	Web search portals .....	17	D	D	D	b	D	D
5182	Data processing, hosting, and related services .....	432	D	D	D	j	D	D
51821	Data processing, hosting, and related services .....	432	D	D	D	j	D	D
518210	Data processing, hosting, and related services .....	432	D	D	D	j	D	D
519	Other information services .....	57	D	D	D	g	D	D
5191	Other information services .....	57	D	D	D	g	D	D
51911	News syndicates .....	16	D	D	D	f	D	D
519110	News syndicates .....	16	D	D	D	f	D	D
51912	Libraries and archives .....	34	D	D	D	e	D	D
519120	Libraries and archives .....	34	D	D	D	e	D	D
51919	All other information services .....	7	D	D	D	e	D	D
519190	All other information services .....	7	D	D	D	e	D	D

See footnotes at end of table.

**Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.**

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census.]

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							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
<b>CHICAGO-NAPERVILLE-MICHIGAN CITY, IL-IN-WI COMBINED STATISTICAL AREA—Con.</b>								
<b>Chicago-Naperville-Joliet, IL-IN-WI Metropolitan Statistical Area—Con.</b>								
<b>Gary, IN Metropolitan Division</b>								
<b>51</b>	<b>Information .....</b>	<b>163</b>	<b>N</b>	<b>106 011</b>	<b>25 561</b>	<b>3 202</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	23	67 939	23 066	4 136	585	.9	2.6
5111	Newspaper, periodical, book, and directory publishers .....	21	D	D	D	f	D	D
51111	Newspaper publishers .....	10	D	D	D	e	D	D
511110	Newspaper publishers .....	10	D	D	D	e	D	D
512	Motion picture and sound recording industries .....	20	N	D	D	e	N	N
5121	Motion picture and video industries .....	15	N	D	D	e	N	N
51213	Motion picture and video exhibition .....	11	D	D	D	e	D	D
512131	Motion picture theaters (except drive-ins) .....	10	D	D	D	e	D	D
515	Broadcasting (except Internet) .....	9	D	D	D	c	D	D
5151	Radio and television broadcasting .....	9	D	D	D	c	D	D
51511	Radio broadcasting .....	8	D	D	D	c	D	D
515112	Radio stations .....	8	D	D	D	c	D	D
517	Telecommunications .....	85	N	D	D	g	N	N
5171	Wired telecommunications carriers .....	51	Q	D	D	f	Q	Q
51711	Wired telecommunications carriers .....	51	Q	D	D	f	Q	Q
517110	Wired telecommunications carriers .....	51	Q	D	D	f	Q	Q
5175	Cable and other program distribution .....	19	Q	D	D	e	Q	Q
51751	Cable and other program distribution .....	19	Q	D	D	e	Q	Q
517510	Cable and other program distribution .....	19	Q	D	D	e	Q	Q
518	Internet service providers, web search portals, and data processing services .....	20	D	D	D	e	D	D
5182	Data processing, hosting, and related services .....	13	D	D	D	c	D	D
51821	Data processing, hosting, and related services .....	13	D	D	D	c	D	D
518210	Data processing, hosting, and related services .....	13	D	D	D	c	D	D
519	Other information services .....	5	D	D	D	e	D	D
5191	Other information services .....	5	D	D	D	e	D	D
51912	Libraries and archives .....	4	D	D	D	e	D	D
519120	Libraries and archives .....	4	D	D	D	e	D	D
<b>Lake County-Kenosha County, IL-WI Metropolitan Division</b>								
<b>51</b>	<b>Information .....</b>	<b>343</b>	<b>N</b>	<b>322 374</b>	<b>85 764</b>	<b>6 391</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	89	466 063	142 306	36 129	2 683	4.0	35.1
5111	Newspaper, periodical, book, and directory publishers .....	60	D	D	D	g	D	D
51111	Newspaper publishers .....	12	178 137	60 666	15 388	1 292	.2	79.0
511110	Newspaper publishers .....	12	178 137	60 666	15 388	1 292	.2	79.0
51112	Periodical publishers .....	25	D	D	D	e	D	D
511120	Periodical publishers .....	25	D	D	D	e	D	D
51119	Other publishers .....	6	D	D	D	c	D	D
511199	All other publishers .....	6	D	D	D	c	D	D
5112	Software publishers .....	29	D	D	D	f	D	D
51121	Software publishers .....	29	D	D	D	f	D	D
511210	Software publishers .....	29	D	D	D	f	D	D
512	Motion picture and sound recording industries .....	60	N	D	D	f	N	N
5121	Motion picture and video industries .....	53	N	D	D	f	N	N
51213	Motion picture and video exhibition .....	17	D	D	D	e	D	D
512131	Motion picture theaters (except drive-ins) .....	15	D	D	D	e	D	D
51219	Postproduction and other motion picture and video industries .....	4	D	D	D	c	D	D
512199	Other motion picture and video industries .....	1	D	D	D	c	D	D
515	Broadcasting (except Internet) .....	7	D	D	D	b	D	D
5151	Radio and television broadcasting .....	6	D	D	D	b	D	D
51511	Radio broadcasting .....	5	D	D	D	b	D	D
515112	Radio stations .....	5	D	D	D	b	D	D

See footnotes at end of table.

**Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.**

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							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
<b>CHICAGO-NAPERVILLE-MICHIGAN CITY, IL-IN-WI COMBINED STATISTICAL AREA—Con.</b>								
<b>Chicago-Naperville-Joliet, IL-IN-WI Metropolitan Statistical Area—Con.</b>								
<b>Lake County-Kenosha County, IL-WI Metropolitan Division—Con.</b>								
<b>51</b>	<b>Information—Con.</b>							
517	Telecommunications .....	123	N	98 249	28 695	2 081	N	N
5171	Wired telecommunications carriers .....	54	Q	48 418	13 538	807	Q	Q
51711	Wired telecommunications carriers .....	54	Q	48 418	13 538	807	Q	Q
517110	Wired telecommunications carriers .....	54	Q	48 418	13 538	807	Q	Q
5172	Wireless telecommunications carriers (except satellite) .....	31	Q	D	D	c	Q	Q
51721	Wireless telecommunications carriers (except satellite) .....	31	Q	D	D	c	Q	Q
517212	Cellular and other wireless telecommunications .....	27	Q	D	D	c	Q	Q
5174	Satellite telecommunications .....	3	D	D	D	e	D	D
51741	Satellite telecommunications .....	3	D	D	D	e	D	D
517410	Satellite telecommunications .....	3	D	D	D	e	D	D
5175	Cable and other program distribution .....	30	Q	D	D	f	Q	Q
51751	Cable and other program distribution .....	30	Q	D	D	f	Q	Q
517510	Cable and other program distribution .....	30	Q	D	D	f	Q	Q
518	Internet service providers, web search portals, and data processing services .....	55	126 549	63 315	16 725	838	25.5	8.8
5182	Data processing, hosting, and related services .....	44	D	D	D	f	D	D
51821	Data processing, hosting, and related services .....	44	D	D	D	f	D	D
518210	Data processing, hosting, and related services .....	44	D	D	D	f	D	D
<b>Kankakee-Bradley, IL Metropolitan Statistical Area</b>								
<b>51</b>	<b>Information .....</b>	<b>25</b>	<b>N</b>	<b>18 044</b>	<b>4 514</b>	<b>556</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	8	17 845	8 825	2 155	271	.4	8.1
5111	Newspaper, periodical, book, and directory publishers .....	8	17 845	8 825	2 155	271	.4	8.1
512	Motion picture and sound recording industries .....	5	N	D	D	b	N	N
5121	Motion picture and video industries .....	4	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	3	D	D	D	b	D	D
517	Telecommunications .....	6	N	D	D	c	N	N
<b>Michigan City-La Porte, IN Metropolitan Statistical Area</b>								
<b>51</b>	<b>Information .....</b>	<b>30</b>	<b>N</b>	<b>12 411</b>	<b>3 008</b>	<b>505</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	10	12 640	4 809	1 173	203	1.3	.1
5111	Newspaper, periodical, book, and directory publishers .....	10	12 640	4 809	1 173	203	1.3	.1
512	Motion picture and sound recording industries .....	5	N	D	D	b	N	N
5121	Motion picture and video industries .....	5	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	3	D	D	D	b	D	D
517	Telecommunications .....	10	N	D	D	c	N	N
<b>EAU CLAIRE-MENOMONIE, WI COMBINED STATISTICAL AREA</b>								
<b>51</b>	<b>Information .....</b>	<b>85</b>	<b>N</b>	<b>55 270</b>	<b>14 194</b>	<b>1 722</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	17	D	D	D	f	D	D
5111	Newspaper, periodical, book, and directory publishers .....	15	D	D	D	f	D	D
51111	Newspaper publishers .....	8	D	D	D	e	D	D
511110	Newspaper publishers .....	8	D	D	D	e	D	D
512	Motion picture and sound recording industries .....	8	N	D	D	c	N	N
5121	Motion picture and video industries .....	8	N	D	D	c	N	N
51213	Motion picture and video exhibition .....	6	D	D	D	c	D	D
515	Broadcasting (except Internet) .....	14	D	D	D	e	D	D
5151	Radio and television broadcasting .....	13	D	D	D	e	D	D
51511	Radio broadcasting .....	12	D	D	D	c	D	D
515112	Radio stations .....	11	D	D	D	c	D	D
517	Telecommunications .....	36	N	D	D	f	N	N
5171	Wired telecommunications carriers .....	21	Q	D	D	e	Q	Q
51711	Wired telecommunications carriers .....	21	Q	D	D	e	Q	Q
517110	Wired telecommunications carriers .....	21	Q	D	D	e	Q	Q
5172	Wireless telecommunications carriers (except satellite) .....	10	Q	D	D	b	Q	Q
51721	Wireless telecommunications carriers (except satellite) .....	10	Q	D	D	b	Q	Q
517212	Cellular and other wireless telecommunications .....	10	Q	D	D	b	Q	Q

See footnotes at end of table.

**Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.**

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							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>EAU CLAIRE-MENOMONIE, WI COMBINED STATISTICAL AREA—Con.</b>							
51 518	<b>Information—Con.</b> Internet service providers, web search portals, and data processing services .....	9	D	D	D	c	D	D
	<b>Eau Claire, WI Metropolitan Statistical Area</b>							
51	<b>Information</b> .....	75	N	52 165	13 426	1 575	N	N
511	Publishing industries (except Internet) .....	16	46 404	15 521	4 284	520	44.7	15.4
5111	Newspaper, periodical, book, and directory publishers .....	14	D	D	D	e	D	D
51111	Newspaper publishers .....	7	D	D	D	e	D	D
511110	Newspaper publishers .....	7	D	D	D	e	D	D
512	Motion picture and sound recording industries .....	6	N	D	D	b	N	N
5121	Motion picture and video industries .....	6	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	4	D	D	D	b	D	D
515	Broadcasting (except Internet) .....	13	D	D	D	e	D	D
5151	Radio and television broadcasting .....	12	D	D	D	e	D	D
51511	Radio broadcasting .....	11	D	D	D	c	D	D
515112	Radio stations .....	10	D	D	D	c	D	D
517	Telecommunications .....	31	N	21 414	5 275	434	N	N
5171	Wired telecommunications carriers .....	19	Q	D	D	e	Q	Q
51711	Wired telecommunications carriers .....	19	Q	D	D	e	Q	Q
517110	Wired telecommunications carriers .....	19	Q	D	D	e	Q	Q
5172	Wireless telecommunications carriers (except satellite) .....	8	Q	D	D	b	Q	Q
51721	Wireless telecommunications carriers (except satellite) .....	8	Q	D	D	b	Q	Q
518	Internet service providers, web search portals, and data processing services .....	9	D	D	D	c	D	D
	<b>Menomonie, WI Micropolitan Statistical Area</b>							
51	<b>Information</b> .....	10	N	3 105	768	147	N	N
517	Telecommunications .....	5	N	D	D	b	N	N
	<b>FOND DU LAC-BEAVER DAM, WI COMBINED STATISTICAL AREA</b>							
51	<b>Information</b> .....	55	N	33 791	8 360	1 288	N	N
511	Publishing industries (except Internet) .....	15	D	D	D	e	D	D
5111	Newspaper, periodical, book, and directory publishers .....	13	D	D	D	e	D	D
512	Motion picture and sound recording industries .....	4	N	D	D	b	N	N
5121	Motion picture and video industries .....	4	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	3	D	D	D	b	D	D
517	Telecommunications .....	29	N	20 020	4 732	625	N	N
5175	Cable and other program distribution .....	4	Q	D	D	e	Q	Q
51751	Cable and other program distribution .....	4	Q	D	D	e	Q	Q
517510	Cable and other program distribution .....	4	Q	D	D	e	Q	Q
	<b>Beaver Dam, WI Micropolitan Statistical Area</b>							
51	<b>Information</b> .....	20	N	7 953	2 067	300	N	N
517	Telecommunications .....	10	N	5 505	1 274	135	N	N
	<b>Fond du Lac, WI Metropolitan Statistical Area</b>							
51	<b>Information</b> .....	35	N	25 838	6 293	988	N	N
511	Publishing industries (except Internet) .....	9	D	D	D	e	D	D
5111	Newspaper, periodical, book, and directory publishers .....	9	D	D	D	e	D	D
512	Motion picture and sound recording industries .....	3	N	D	D	b	N	N
5121	Motion picture and video industries .....	3	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	2	D	D	D	b	D	D
517	Telecommunications .....	19	N	14 515	3 458	490	N	N
5175	Cable and other program distribution .....	3	Q	D	D	e	Q	Q
51751	Cable and other program distribution .....	3	Q	D	D	e	Q	Q
517510	Cable and other program distribution .....	3	Q	D	D	e	Q	Q

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NAICS code	Geographic area and kind of business	Estab-lishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MADISON-BARABOO, WI COMBINED STATISTICAL AREA</b>								
<b>51</b>	<b>Information</b>	<b>344</b>	<b>N</b>	<b>392 348</b>	<b>95 973</b>	<b>9 075</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet)	115	D	D	D	h	D	D
5111	Newspaper, periodical, book, and directory publishers	88	D	D	D	g	D	D
51111	Newspaper publishers	37	D	D	D	g	D	D
511110	Newspaper publishers	37	D	D	D	g	D	D
51112	Periodical publishers	28	D	D	D	e	D	D
511120	Periodical publishers	28	D	D	D	e	D	D
51114	Directory and mailing list publishers	7	D	D	D	c	D	D
511140	Directory and mailing list publishers	7	D	D	D	c	D	D
5112	Software publishers	27	D	D	D	g	D	D
51121	Software publishers	27	D	D	D	g	D	D
511210	Software publishers	27	D	D	D	g	D	D
512	Motion picture and sound recording industries	50	N	D	D	f	N	N
5121	Motion picture and video industries	42	N	D	D	f	N	N
51211	Motion picture and video production	24	Q	D	D	c	Q	Q
512110	Motion picture and video production	24	Q	D	D	c	Q	Q
51213	Motion picture and video exhibition	16	D	D	D	e	D	D
512131	Motion picture theaters (except drive-ins)	15	D	D	D	e	D	D
5122	Sound recording industries	8	N	D	D	b	N	N
515	Broadcasting (except Internet)	23	D	D	D	f	D	D
5151	Radio and television broadcasting	23	D	D	D	f	D	D
51511	Radio broadcasting	17	D	D	D	e	D	D
515112	Radio stations	17	D	D	D	e	D	D
517	Telecommunications	110	N	D	D	h	N	N
5171	Wired telecommunications carriers	80	Q	D	D	g	Q	Q
51711	Wired telecommunications carriers	80	Q	D	D	g	Q	Q
517110	Wired telecommunications carriers	80	Q	D	D	g	Q	Q
5172	Wireless telecommunications carriers (except satellite)	18	Q	D	D	f	Q	Q
51721	Wireless telecommunications carriers (except satellite)	18	Q	D	D	f	Q	Q
517212	Cellular and other wireless telecommunications	17	Q	D	D	f	Q	Q
5175	Cable and other program distribution	9	Q	D	D	e	Q	Q
51751	Cable and other program distribution	9	Q	D	D	e	Q	Q
517510	Cable and other program distribution	9	Q	D	D	e	Q	Q
518	Internet service providers, web search portals, and data processing services	39	D	D	D	g	D	D
5182	Data processing, hosting, and related services	29	D	D	D	g	D	D
51821	Data processing, hosting, and related services	29	D	D	D	g	D	D
518210	Data processing, hosting, and related services	29	D	D	D	g	D	D
519	Other information services	2	D	D	D	b	D	D
5191	Other information services	2	D	D	D	b	D	D
<b>Baraboo, WI Micropolitan Statistical Area</b>								
<b>51</b>	<b>Information</b>	<b>22</b>	<b>N</b>	<b>4 676</b>	<b>1 149</b>	<b>263</b>	<b>N</b>	<b>N</b>
512	Motion picture and sound recording industries	4	N	D	D	b	N	N
5121	Motion picture and video industries	4	N	D	D	b	N	N
51213	Motion picture and video exhibition	4	D	D	D	b	D	D
<b>Madison, WI Metropolitan Statistical Area</b>								
<b>51</b>	<b>Information</b>	<b>322</b>	<b>N</b>	<b>387 672</b>	<b>94 824</b>	<b>8 812</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet)	108	449 461	132 303	29 670	2 959	2.0	4.8
5111	Newspaper, periodical, book, and directory publishers	82	268 927	52 594	12 224	1 746	2.7	2.6
51111	Newspaper publishers	33	138 700	31 723	7 202	1 171	.6	4.2
511110	Newspaper publishers	33	138 700	31 723	7 202	1 171	.6	4.2
51112	Periodical publishers	27	D	D	D	e	D	D
511120	Periodical publishers	27	D	D	D	e	D	D
51114	Directory and mailing list publishers	7	D	D	D	c	D	D
511140	Directory and mailing list publishers	7	D	D	D	c	D	D
5112	Software publishers	26	180 534	79 709	17 446	1 213	.9	8.2
51121	Software publishers	26	180 534	79 709	17 446	1 213	.9	8.2
511210	Software publishers	26	180 534	79 709	17 446	1 213	.9	8.2
512	Motion picture and sound recording industries	46	N	8 233	1 835	467	N	N
5121	Motion picture and video industries	38	N	D	D	e	N	N
51211	Motion picture and video production	24	Q	D	D	c	Q	Q
512110	Motion picture and video production	24	Q	D	D	c	Q	Q
51213	Motion picture and video exhibition	12	D	D	D	e	D	D
512131	Motion picture theaters (except drive-ins)	11	D	D	D	e	D	D
5122	Sound recording industries	8	N	D	D	b	N	N

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							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>MADISON-BARABOO, WI COMBINED STATISTICAL AREA—Con.</b>							
	<b>Madison, WI Metropolitan Statistical Area—Con.</b>							
<b>51</b>	<b>Information—Con.</b>							
515	Broadcasting (except Internet) .....	21	71 460	23 428	5 652	680	.8	—
5151	Radio and television broadcasting .....	21	71 460	23 428	5 652	680	.8	—
51511	Radio broadcasting .....	16	D	D	D	e	D	D
515112	Radio stations .....	16	D	D	D	e	D	D
517	Telecommunications .....	103	N	175 653	45 312	3 311	N	N
5171	Wired telecommunications carriers .....	75	Q	114 225	27 689	2 068	Q	Q
51711	Wired telecommunications carriers .....	75	Q	114 225	27 689	2 068	Q	Q
517110	Wired telecommunications carriers .....	75	Q	114 225	27 689	2 068	Q	Q
5172	Wireless telecommunications carriers (except satellite) .....	17	Q	D	D	f	Q	Q
51721	Wireless telecommunications carriers (except satellite) .....	17	Q	D	D	f	Q	Q
517212	Cellular and other wireless telecommunications .....	16	Q	D	D	f	Q	Q
5175	Cable and other program distribution .....	8	Q	D	D	e	Q	Q
51751	Cable and other program distribution .....	8	Q	D	D	e	Q	Q
517510	Cable and other program distribution .....	8	Q	D	D	e	Q	Q
518	Internet service providers, web search portals, and data processing services .....	37	144 498	43 252	11 180	1 291	2.0	31.9
5182	Data processing, hosting, and related services .....	29	D	D	D	g	D	D
51821	Data processing, hosting, and related services .....	29	D	D	D	g	D	D
518210	Data processing, hosting, and related services .....	29	D	D	D	g	D	D
519	Other information services .....	2	D	D	D	b	D	D
5191	Other information services .....	2	D	D	D	b	D	D
	<b>MILWAUKEE-RACINE-WAUKESHA, WI COMBINED STATISTICAL AREA</b>							
<b>51</b>	<b>Information .....</b>	<b>678</b>	<b>N</b>	<b>1 196 497</b>	<b>318 462</b>	<b>25 314</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	175	1 112 682	302 398	86 163	7 385	1.5	7.9
5111	Newspaper, periodical, book, and directory publishers .....	111	D	D	D	i	D	D
51111	Newspaper publishers .....	29	D	D	D	h	D	D
511110	Newspaper publishers .....	29	D	D	D	h	D	D
51112	Periodical publishers .....	46	D	D	D	g	D	D
511120	Periodical publishers .....	46	D	D	D	g	D	D
51113	Book publishers .....	23	D	D	D	e	D	D
511130	Book publishers .....	23	D	D	D	e	D	D
51114	Directory and mailing list publishers .....	7	154 312	13 435	3 428	261	—	—
511140	Directory and mailing list publishers .....	7	154 312	13 435	3 428	261	—	—
5112	Software publishers .....	64	D	D	D	g	D	D
51121	Software publishers .....	64	D	D	D	g	D	D
511210	Software publishers .....	64	D	D	D	g	D	D
512	Motion picture and sound recording industries .....	96	N	D	D	g	N	N
5121	Motion picture and video industries .....	86	N	D	D	g	N	N
51211	Motion picture and video production .....	44	Q	D	D	c	Q	Q
512110	Motion picture and video production .....	44	Q	D	D	c	Q	Q
51213	Motion picture and video exhibition .....	33	D	D	D	g	D	D
512131	Motion picture theaters (except drive-ins) .....	32	D	D	D	g	D	D
5122	Sound recording industries .....	10	N	D	D	c	N	N
51223	Music publishers .....	1	D	D	D	c	D	D
512230	Music publishers .....	1	D	D	D	c	D	D
515	Broadcasting (except Internet) .....	33	D	D	D	g	D	D
5151	Radio and television broadcasting .....	31	D	D	D	g	D	D
51511	Radio broadcasting .....	24	D	D	D	f	D	D
515112	Radio stations .....	21	D	D	D	f	D	D
51512	Television broadcasting .....	7	138 448	39 274	9 708	729	.5	—
515120	Television broadcasting .....	7	138 448	39 274	9 708	729	.5	—
517	Telecommunications .....	238	N	402 025	105 003	6 662	N	N
5171	Wired telecommunications carriers .....	149	Q	D	D	i	Q	Q
51711	Wired telecommunications carriers .....	149	Q	D	D	i	Q	Q
517110	Wired telecommunications carriers .....	149	Q	D	D	i	Q	Q
5172	Wireless telecommunications carriers (except satellite) .....	53	Q	D	D	f	Q	Q
51721	Wireless telecommunications carriers (except satellite) .....	53	Q	D	D	f	Q	Q
517212	Cellular and other wireless telecommunications .....	44	Q	D	D	f	Q	Q
5175	Cable and other program distribution .....	14	Q	D	D	e	Q	Q
51751	Cable and other program distribution .....	14	Q	D	D	e	Q	Q
517510	Cable and other program distribution .....	14	Q	D	D	e	Q	Q

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							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MILWAUKEE-RACINE-WAUKESHA, WI COMBINED STATISTICAL AREA—Con.</b>								
<b>51</b>	<b>Information—Con.</b>							
518	Internet service providers, web search portals, and data processing services .....	120	D	D	D	i	D	D
5181	Internet service providers and web search portals .....	20	D	D	D	c	D	D
51811	Internet service providers and web search portals .....	20	D	D	D	c	D	D
518111	Internet service providers .....	18	D	D	D	c	D	D
5182	Data processing, hosting, and related services .....	100	D	D	D	i	D	D
51821	Data processing, hosting, and related services .....	100	D	D	D	i	D	D
518210	Data processing, hosting, and related services .....	100	D	D	D	i	D	D
519	Other information services .....	8	D	D	D	b	D	D
5191	Other information services .....	8	D	D	D	b	D	D
51912	Libraries and archives .....	4	D	D	D	b	D	D
519120	Libraries and archives .....	4	D	D	D	b	D	D
<b>Milwaukee-Waukesha-West Allis, WI Metropolitan Statistical Area</b>								
<b>51</b>	<b>Information .....</b>	<b>642</b>	<b>N</b>	<b>1 174 329</b>	<b>312 919</b>	<b>24 711</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	168	1 085 717	293 044	84 027	7 069	1.5	8.1
5111	Newspaper, periodical, book, and directory publishers .....	105	679 950	154 596	46 760	5 161	1.8	9.2
51111	Newspaper publishers .....	26	268 381	76 708	23 540	2 918	.1	1.4
511110	Newspaper publishers .....	26	268 381	76 708	23 540	2 918	.1	1.4
51112	Periodical publishers .....	44	212 533	54 351	16 932	1 611	—	26.0
511120	Periodical publishers .....	44	212 533	54 351	16 932	1 611	—	26.0
51114	Directory and mailing list publishers .....	7	154 312	13 435	3 428	261	—	—
511140	Directory and mailing list publishers .....	7	154 312	13 435	3 428	261	—	—
5112	Software publishers .....	63	405 767	138 448	37 267	1 908	1.0	6.2
51121	Software publishers .....	63	405 767	138 448	37 267	1 908	1.0	6.2
511210	Software publishers .....	63	405 767	138 448	37 267	1 908	1.0	6.2
512	Motion picture and sound recording industries .....	87	N	35 150	8 342	2 123	N	N
5121	Motion picture and video industries .....	80	N	D	D	g	N	N
51211	Motion picture and video production .....	41	Q	D	D	c	Q	Q
512110	Motion picture and video production .....	41	Q	D	D	c	Q	Q
51213	Motion picture and video exhibition .....	30	D	D	D	g	D	D
512131	Motion picture theaters (except drive-ins) .....	30	D	D	D	g	D	D
5122	Sound recording industries .....	7	N	D	D	c	N	N
51223	Music publishers .....	1	D	D	D	c	D	D
512230	Music publishers .....	1	D	D	D	c	D	D
515	Broadcasting (except Internet) .....	32	204 459	59 021	14 286	1 366	.9	3.1
5151	Radio and television broadcasting .....	30	D	D	D	g	D	D
51511	Radio broadcasting .....	23	D	D	D	f	D	D
515112	Radio stations .....	20	D	D	D	f	D	D
51512	Television broadcasting .....	7	138 448	39 274	9 708	729	.5	—
515120	Television broadcasting .....	7	138 448	39 274	9 708	729	.5	—
517	Telecommunications .....	224	N	391 930	102 329	6 488	N	N
5171	Wired telecommunications carriers .....	139	Q	348 030	91 503	5 361	Q	Q
51711	Wired telecommunications carriers .....	139	Q	348 030	91 503	5 361	Q	Q
517110	Wired telecommunications carriers .....	139	Q	348 030	91 503	5 361	Q	Q
5172	Wireless telecommunications carriers (except satellite) .....	51	Q	27 684	6 982	653	Q	Q
51721	Wireless telecommunications carriers (except satellite) .....	51	Q	27 684	6 982	653	Q	Q
517212	Cellular and other wireless telecommunications .....	43	Q	D	D	f	Q	Q
5175	Cable and other program distribution .....	14	Q	D	D	e	Q	Q
51751	Cable and other program distribution .....	14	Q	D	D	e	Q	Q
517510	Cable and other program distribution .....	14	Q	D	D	e	Q	Q
518	Internet service providers, web search portals, and data processing services .....	115	749 325	390 665	102 769	7 531	1.2	20.3
5181	Internet service providers and web search portals .....	18	22 123	4 819	1 256	195	.2	68.7
51811	Internet service providers and web search portals .....	18	22 123	4 819	1 256	195	.2	68.7
518111	Internet service providers .....	16	D	D	D	c	D	D
5182	Data processing, hosting, and related services .....	97	727 202	385 846	101 513	7 336	1.2	18.8
51821	Data processing, hosting, and related services .....	97	727 202	385 846	101 513	7 336	1.2	18.8
518210	Data processing, hosting, and related services .....	97	727 202	385 846	101 513	7 336	1.2	18.8
519	Other information services .....	8	D	D	D	b	D	D
5191	Other information services .....	8	D	D	D	b	D	D
51912	Libraries and archives .....	4	D	D	D	b	D	D
519120	Libraries and archives .....	4	D	D	D	b	D	D

See footnotes at end of table.

**Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.**

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MILWAUKEE-RACINE-WAUKESHA, WI COMBINED STATISTICAL AREA—Con.</b>								
<b>Racine, WI Metropolitan Statistical Area</b>								
<b>51</b>	<b>Information .....</b>	<b>36</b>	<b>N</b>	<b>22 168</b>	<b>5 543</b>	<b>603</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	7	26 965	9 354	2 136	316	1.3	—
5111	Newspaper, periodical, book, and directory publishers .....	6	D	D	D	e	D	D
512	Motion picture and sound recording industries .....	9	N	D	D	b	N	N
5121	Motion picture and video industries .....	6	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	3	D	D	D	b	D	D
517	Telecommunications .....	14	N	10 095	2 674	174	N	N
<b>MINNEAPOLIS-ST. PAUL-ST. CLOUD, MN-WI COMBINED STATISTICAL AREA</b>								
<b>51</b>	<b>Information .....</b>	<b>1 939</b>	<b>N</b>	<b>2 931 707</b>	<b>769 428</b>	<b>57 817</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	556	4 707 792	1 419 954	381 215	23 629	1.8	11.6
5111	Newspaper, periodical, book, and directory publishers .....	354	3 056 047	832 794	226 953	16 585	2.3	15.0
51111	Newspaper publishers .....	117	D	D	D	i	D	D
511110	Newspaper publishers .....	117	D	D	D	i	D	D
51112	Periodical publishers .....	101	D	D	D	g	D	D
511120	Periodical publishers .....	101	D	D	D	g	D	D
51113	Book publishers .....	84	D	D	D	i	D	D
511130	Book publishers .....	84	D	D	D	i	D	D
51114	Directory and mailing list publishers .....	32	D	D	D	f	D	D
511140	Directory and mailing list publishers .....	32	D	D	D	f	D	D
51119	Other publishers .....	20	D	D	D	c	D	D
511199	All other publishers .....	18	D	D	D	c	D	D
5112	Software publishers .....	202	1 651 745	587 160	154 262	7 044	.8	5.5
51121	Software publishers .....	202	1 651 745	587 160	154 262	7 044	.8	5.5
511210	Software publishers .....	202	1 651 745	587 160	154 262	7 044	.8	5.5
512	Motion picture and sound recording industries .....	327	N	D	D	h	N	N
5121	Motion picture and video industries .....	286	N	D	D	h	N	N
51211	Motion picture and video production .....	176	Q	D	D	f	Q	Q
512110	Motion picture and video production .....	176	Q	D	D	f	Q	Q
51213	Motion picture and video exhibition .....	78	D	D	D	g	D	D
512131	Motion picture theaters (except drive-ins) .....	76	D	D	D	g	D	D
51219	Postproduction and other motion picture and video industries .....	31	D	D	D	c	D	D
512191	Teleproduction and other postproduction services .....	27	D	D	D	c	D	D
5122	Sound recording industries .....	41	N	D	D	c	N	N
51224	Sound recording studios .....	24	D	D	D	b	D	D
512240	Sound recording studios .....	24	D	D	D	b	D	D
515	Broadcasting (except Internet) .....	83	D	D	D	h	D	D
5151	Radio and television broadcasting .....	78	D	D	D	h	D	D
51511	Radio broadcasting .....	64	D	D	D	g	D	D
515111	Radio networks .....	8	D	D	D	c	D	D
515112	Radio stations .....	56	D	D	D	g	D	D
51512	Television broadcasting .....	14	295 929	69 273	16 386	1 292	8.0	.2
515120	Television broadcasting .....	14	295 929	69 273	16 386	1 292	8.0	.2
516	Internet publishing and broadcasting .....	30	D	D	D	e	D	D
5161	Internet publishing and broadcasting .....	30	D	D	D	e	D	D
51611	Internet publishing and broadcasting .....	30	D	D	D	e	D	D
516110	Internet publishing and broadcasting .....	30	D	D	D	e	D	D
517	Telecommunications .....	591	N	D	D	j	N	N
5171	Wired telecommunications carriers .....	343	Q	495 565	129 626	9 379	Q	Q
51711	Wired telecommunications carriers .....	343	Q	495 565	129 626	9 379	Q	Q
517110	Wired telecommunications carriers .....	343	Q	495 565	129 626	9 379	Q	Q
5172	Wireless telecommunications carriers (except satellite) .....	126	Q	D	D	g	Q	Q
51721	Wireless telecommunications carriers (except satellite) .....	126	Q	D	D	g	Q	Q
517212	Cellular and other wireless telecommunications .....	110	Q	D	D	g	Q	Q
5173	Telecommunications resellers .....	38	D	D	D	e	D	D
51731	Telecommunications resellers .....	38	D	D	D	e	D	D
517310	Telecommunications resellers .....	38	D	D	D	e	D	D
5175	Cable and other program distribution .....	62	Q	D	D	h	Q	Q
51751	Cable and other program distribution .....	62	Q	D	D	h	Q	Q
517510	Cable and other program distribution .....	62	Q	D	D	h	Q	Q
5179	Other telecommunications .....	17	D	D	D	e	D	D
51791	Other telecommunications .....	17	D	D	D	e	D	D
517910	Other telecommunications .....	17	D	D	D	e	D	D

See footnotes at end of table.



**Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.**

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MINNEAPOLIS-ST. PAUL-ST. CLOUD, MN-WI COMBINED STATISTICAL AREA—Con.</b>								
<b>51</b>	<b>Information—Con.</b>							
518	Internet service providers, web search portals, and data processing services .....	324	D	D	D	j	D	D
5181	Internet service providers and web search portals .....	59	D	D	D	e	D	D
51811	Internet service providers and web search portals .....	59	D	D	D	e	D	D
518111	Internet service providers .....	53	D	D	D	e	D	D
5182	Data processing, hosting, and related services .....	265	D	D	D	j	D	D
51821	Data processing, hosting, and related services .....	265	D	D	D	j	D	D
518210	Data processing, hosting, and related services .....	265	D	D	D	j	D	D
519	Other information services .....	28	36 927	11 325	2 807	395	10.9	17.3
5191	Other information services .....	28	36 927	11 325	2 807	395	10.9	17.3
51912	Libraries and archives .....	14	5 182	2 751	743	89	28.0	26.8
519120	Libraries and archives .....	14	5 182	2 751	743	89	28.0	26.8
51919	All other information services .....	7	10 863	4 149	950	211	22.7	—
519190	All other information services .....	7	10 863	4 149	950	211	22.7	—
<b>Faribault-Northfield, MN Micropolitan Statistical Area</b>								
<b>51</b>	<b>Information</b> .....	<b>31</b>	<b>N</b>	<b>10 409</b>	<b>2 369</b>	<b>349</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	8	D	D	D	c	D	D
5111	Newspaper, periodical, book, and directory publishers .....	5	D	D	D	c	D	D
<b>Hutchinson, MN Micropolitan Statistical Area</b>								
<b>51</b>	<b>Information</b> .....	<b>16</b>	<b>N</b>	<b>8 244</b>	<b>2 443</b>	<b>261</b>	<b>N</b>	<b>N</b>
517	Telecommunications .....	4	N	5 017	1 705	92	N	N
<b>Minneapolis-St. Paul-Bloomington, MN-WI Metropolitan Statistical Area</b>								
<b>51</b>	<b>Information</b> .....	<b>1 801</b>	<b>N</b>	<b>2 858 259</b>	<b>751 635</b>	<b>55 476</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	509	4 607 953	1 390 121	374 837	22 668	1.6	11.8
5111	Newspaper, periodical, book, and directory publishers .....	314	2 962 075	805 968	221 260	15 680	2.0	15.3
51111	Newspaper publishers .....	93	607 628	197 111	49 969	4 968	.8	64.1
511110	Newspaper publishers .....	93	607 628	197 111	49 969	4 968	.8	64.1
51112	Periodical publishers .....	98	D	D	D	g	D	D
511120	Periodical publishers .....	98	D	D	D	g	D	D
51113	Book publishers .....	79	1 741 479	501 492	145 336	8 307	1.6	1.1
511130	Book publishers .....	79	1 741 479	501 492	145 336	8 307	1.6	1.1
51114	Directory and mailing list publishers .....	26	D	D	D	f	D	D
511140	Directory and mailing list publishers .....	26	D	D	D	f	D	D
51119	Other publishers .....	18	D	D	D	c	D	D
511199	All other publishers .....	16	D	D	D	c	D	D
5112	Software publishers .....	195	1 645 878	584 153	153 577	6 988	.8	5.5
51121	Software publishers .....	195	1 645 878	584 153	153 577	6 988	.8	5.5
511210	Software publishers .....	195	1 645 878	584 153	153 577	6 988	.8	5.5
512	Motion picture and sound recording industries .....	315	N	65 222	15 484	3 380	N	N
5121	Motion picture and video industries .....	274	N	D	D	h	N	N
51211	Motion picture and video production .....	174	Q	D	D	f	Q	Q
512110	Motion picture and video production .....	174	Q	D	D	f	Q	Q
51213	Motion picture and video exhibition .....	68	D	D	D	g	D	D
512131	Motion picture theaters (except drive-ins) .....	66	D	D	D	g	D	D
51219	Postproduction and other motion picture and video industries .....	31	D	D	D	c	D	D
512191	Teleproduction and other postproduction services .....	27	D	D	D	c	D	D
5122	Sound recording industries .....	41	N	D	D	c	N	N
51224	Sound recording studios .....	24	D	D	D	b	D	D
512240	Sound recording studios .....	24	D	D	D	b	D	D
515	Broadcasting (except Internet) .....	68	526 988	136 452	32 644	2 788	5.4	4.3
5151	Radio and television broadcasting .....	63	D	D	D	h	D	D
51511	Radio broadcasting .....	52	D	D	D	g	D	D
515111	Radio networks .....	8	D	D	D	c	D	D
515112	Radio stations .....	44	D	D	D	g	D	D
51512	Television broadcasting .....	11	295 121	69 023	16 328	1 268	8.0	—
515120	Television broadcasting .....	11	295 121	69 023	16 328	1 268	8.0	—
516	Internet publishing and broadcasting .....	29	57 023	18 575	4 791	327	1.3	19.5
5161	Internet publishing and broadcasting .....	29	57 023	18 575	4 791	327	1.3	19.5
51611	Internet publishing and broadcasting .....	29	57 023	18 575	4 791	327	1.3	19.5
516110	Internet publishing and broadcasting .....	29	57 023	18 575	4 791	327	1.3	19.5

See footnotes at end of table.

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							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MINNEAPOLIS-ST. PAUL-ST. CLOUD, MN-WI COMBINED STATISTICAL AREA—Con.</b>								
<b>Minneapolis-St. Paul-Bloomington, MN-WI Metropolitan Statistical Area—Con.</b>								
<b>51</b>	<b>Information—Con.</b>							
517	Telecommunications .....	541	N	670 104	172 609	14 520	N	N
5171	Wired telecommunications carriers .....	311	Q	478 132	124 786	8 998	Q	Q
51711	Wired telecommunications carriers .....	311	Q	478 132	124 786	8 998	Q	Q
517110	Wired telecommunications carriers .....	311	Q	478 132	124 786	8 998	Q	Q
5172	Wireless telecommunications carriers (except satellite) .....	116	Q	84 237	21 615	1 759	Q	Q
51721	Wireless telecommunications carriers (except satellite) .....	116	Q	84 237	21 615	1 759	Q	Q
517212	Cellular and other wireless telecommunications .....	101	Q	D	D	g	Q	Q
5173	Telecommunications resellers .....	38	D	D	D	e	D	D
51731	Telecommunications resellers .....	38	D	D	D	e	D	D
517310	Telecommunications resellers .....	38	D	D	D	e	D	D
5175	Cable and other program distribution .....	54	Q	82 983	19 976	3 135	Q	Q
51751	Cable and other program distribution .....	54	Q	82 983	19 976	3 135	Q	Q
517510	Cable and other program distribution .....	54	Q	82 983	19 976	3 135	Q	Q
5179	Other telecommunications .....	17	D	D	D	e	D	D
51791	Other telecommunications .....	17	D	D	D	e	D	D
517910	Other telecommunications .....	17	D	D	D	e	D	D
518	Internet service providers, web search portals, and data processing services .....	311	1 644 545	566 460	148 463	11 398	.7	7.7
5181	Internet service providers and web search portals .....	55	D	D	D	e	D	D
51811	Internet service providers and web search portals .....	55	D	D	D	e	D	D
518111	Internet service providers .....	50	D	D	D	e	D	D
5182	Data processing, hosting, and related services .....	256	D	D	D	j	D	D
51821	Data processing, hosting, and related services .....	256	D	D	D	j	D	D
518210	Data processing, hosting, and related services .....	256	D	D	D	j	D	D
519	Other information services .....	28	36 927	11 325	2 807	395	10.9	17.3
5191	Other information services .....	28	36 927	11 325	2 807	395	10.9	17.3
51912	Libraries and archives .....	14	5 182	2 751	743	89	28.0	26.8
519120	Libraries and archives .....	14	5 182	2 751	743	89	28.0	26.8
51919	All other information services .....	7	10 863	4 149	950	211	22.7	—
519190	All other information services .....	7	10 863	4 149	950	211	22.7	—
<b>Red Wing, MN Micropolitan Statistical Area</b>								
<b>51</b>	<b>Information .....</b>	<b>20</b>	<b>N</b>	<b>8 263</b>	<b>2 043</b>	<b>247</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	5	D	D	D	c	D	D
517	Telecommunications .....	11	N	D	D	b	N	N
518	Internet service providers, web search portals, and data processing services .....	1	D	D	D	b	D	D
<b>St. Cloud, MN Metropolitan Statistical Area</b>								
<b>51</b>	<b>Information .....</b>	<b>71</b>	<b>N</b>	<b>46 532</b>	<b>10 938</b>	<b>1 484</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	25	64 883	17 684	3 531	534	1.7	6.9
5111	Newspaper, periodical, book, and directory publishers .....	23	D	D	D	f	D	D
51111	Newspaper publishers .....	12	D	D	D	e	D	D
511110	Newspaper publishers .....	12	D	D	D	e	D	D
512	Motion picture and sound recording industries .....	7	N	D	D	c	N	N
5121	Motion picture and video industries .....	7	N	D	D	c	N	N
51213	Motion picture and video exhibition .....	5	D	D	D	b	D	D
515	Broadcasting (except Internet) .....	9	12 922	4 773	1 110	172	—	5.5
5151	Radio and television broadcasting .....	9	12 922	4 773	1 110	172	—	5.5
51511	Radio broadcasting .....	7	D	D	D	c	D	D
515112	Radio stations .....	7	D	D	D	c	D	D
517	Telecommunications .....	21	N	20 347	5 406	498	N	N
5172	Wireless telecommunications carriers (except satellite) .....	4	Q	D	D	b	Q	Q
51721	Wireless telecommunications carriers (except satellite) .....	4	Q	D	D	b	Q	Q

See footnotes at end of table.

**Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.**

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census.]

NAICS code	Geographic area and kind of business	Estab-lishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>WAUSAU-MERRILL, WI COMBINED STATISTICAL AREA</b>							
<b>51</b>	<b>Information .....</b>	<b>55</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>g</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	11	D	D	D	e	D	D
5111	Newspaper, periodical, book, and directory publishers .....	8	D	D	D	c	D	D
512	Motion picture and sound recording industries .....	4	N	D	D	b	N	N
5121	Motion picture and video industries .....	4	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	3	D	D	D	b	D	D
515	Broadcasting (except Internet) .....	10	D	D	D	e	D	D
5151	Radio and television broadcasting .....	10	D	D	D	e	D	D
51511	Radio broadcasting .....	6	D	D	D	c	D	D
515112	Radio stations .....	5	D	D	D	c	D	D
517	Telecommunications .....	21	N	D	D	e	N	N
5172	Wireless telecommunications carriers (except satellite) .....	5	Q	D	D	c	Q	Q
51721	Wireless telecommunications carriers (except satellite) .....	5	Q	D	D	c	Q	Q
517212	Cellular and other wireless telecommunications .....	5	Q	D	D	c	Q	Q
	<b>Merrill, WI Micropolitan Statistical Area</b>							
<b>51</b>	<b>Information .....</b>	<b>9</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>b</b>	<b>N</b>	<b>N</b>
	<b>Wausau, WI Metropolitan Statistical Area</b>							
<b>51</b>	<b>Information .....</b>	<b>46</b>	<b>N</b>	<b>31 251</b>	<b>8 132</b>	<b>1 113</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	8	18 844	5 706	1 744	251	—	1.8
5111	Newspaper, periodical, book, and directory publishers .....	6	D	D	D	c	D	D
512	Motion picture and sound recording industries .....	3	N	D	D	b	N	N
5121	Motion picture and video industries .....	3	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	2	D	D	D	b	D	D
515	Broadcasting (except Internet) .....	8	30 521	9 328	2 338	320	—	5.8
5151	Radio and television broadcasting .....	8	30 521	9 328	2 338	320	—	5.8
51511	Radio broadcasting .....	4	D	D	D	c	D	D
515112	Radio stations .....	3	D	D	D	c	D	D
517	Telecommunications .....	18	N	13 264	3 360	418	N	N
5172	Wireless telecommunications carriers (except satellite) .....	5	Q	D	D	c	Q	Q
51721	Wireless telecommunications carriers (except satellite) .....	5	Q	D	D	c	Q	Q
517212	Cellular and other wireless telecommunications .....	5	Q	D	D	c	Q	Q
	<b>DULUTH, MN-WI METROPOLITAN STATISTICAL AREA</b>							
<b>51</b>	<b>Information .....</b>	<b>133</b>	<b>N</b>	<b>68 965</b>	<b>16 873</b>	<b>2 448</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	41	59 088	21 543	5 304	762	2.5	9.9
5111	Newspaper, periodical, book, and directory publishers .....	38	D	D	D	f	D	D
51111	Newspaper publishers .....	21	48 449	17 633	4 377	642	1.3	4.0
511110	Newspaper publishers .....	21	48 449	17 633	4 377	642	1.3	4.0
512	Motion picture and sound recording industries .....	12	N	D	D	c	N	N
5121	Motion picture and video industries .....	11	N	D	D	c	N	N
51213	Motion picture and video exhibition .....	8	D	D	D	c	D	D
512131	Motion picture theaters (except drive-ins) .....	8	D	D	D	c	D	D
515	Broadcasting (except Internet) .....	20	34 754	12 237	3 001	477	.9	22.6
5151	Radio and television broadcasting .....	19	D	D	D	e	D	D
51511	Radio broadcasting .....	14	11 957	4 882	1 134	224	2.0	—
515112	Radio stations .....	14	11 957	4 882	1 134	224	2.0	—
517	Telecommunications .....	45	N	26 401	6 536	827	N	N
5171	Wired telecommunications carriers .....	25	Q	D	D	e	Q	Q
51711	Wired telecommunications carriers .....	25	Q	D	D	e	Q	Q
517110	Wired telecommunications carriers .....	25	Q	D	D	e	Q	Q
5172	Wireless telecommunications carriers (except satellite) .....	12	Q	D	D	e	Q	Q
51721	Wireless telecommunications carriers (except satellite) .....	12	Q	D	D	e	Q	Q
517212	Cellular and other wireless telecommunications .....	9	Q	D	D	e	Q	Q
518	Internet service providers, web search portals, and data processing services .....	12	18 239	6 430	1 488	210	7.1	1.0
519	Other information services .....	2	D	D	D	b	D	D
5191	Other information services .....	2	D	D	D	b	D	D
51912	Libraries and archives .....	2	D	D	D	b	D	D
519120	Libraries and archives .....	2	D	D	D	b	D	D

See footnotes at end of table.

**Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.**

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
<b>GREEN BAY, WI METROPOLITAN STATISTICAL AREA</b>								
<b>51</b>	<b>Information</b> .....	<b>80</b>	<b>N</b>	<b>67 208</b>	<b>17 897</b>	<b>1 908</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	13	58 093	13 739	4 069	580	1.7	9.8
5111	Newspaper, periodical, book, and directory publishers .....	11	D	D	D	f	D	D
51111	Newspaper publishers .....	6	D	D	D	e	D	D
511110	Newspaper publishers .....	6	D	D	D	e	D	D
512	Motion picture and sound recording industries .....	10	N	2 822	658	134	N	N
5121	Motion picture and video industries .....	9	N	D	D	c	N	N
51213	Motion picture and video exhibition .....	4	D	D	D	b	D	D
512131	Motion picture theaters (except drive-ins) .....	4	D	D	D	b	D	D
515	Broadcasting (except Internet) .....	12	64 877	20 476	4 786	522	.2	.4
5151	Radio and television broadcasting .....	12	64 877	20 476	4 786	522	.2	.4
51511	Radio broadcasting .....	7	21 253	7 006	1 635	206	.5	—
515112	Radio stations .....	6	D	D	D	c	D	D
517	Telecommunications .....	31	N	25 083	7 199	566	N	N
5171	Wired telecommunications carriers .....	17	Q	14 839	4 913	299	Q	Q
51711	Wired telecommunications carriers .....	17	Q	14 839	4 913	299	Q	Q
517110	Wired telecommunications carriers .....	17	Q	14 839	4 913	299	Q	Q
518	Internet service providers, web search portals, and data processing services .....	14	13 424	5 088	1 185	106	40.2	.2
<b>IRON MOUNTAIN, MI-WI MICROPOLITAN STATISTICAL AREA</b>								
<b>51</b>	<b>Information</b> .....	<b>16</b>	<b>N</b>	<b>4 308</b>	<b>1 151</b>	<b>219</b>	<b>N</b>	<b>N</b>
512	Motion picture and sound recording industries .....	1	N	D	D	b	N	N
5121	Motion picture and video industries .....	1	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	1	D	D	D	b	D	D
517	Telecommunications .....	7	N	1 942	560	51	N	N
<b>JANESVILLE, WI METROPOLITAN STATISTICAL AREA</b>								
<b>51</b>	<b>Information</b> .....	<b>40</b>	<b>N</b>	<b>30 507</b>	<b>7 546</b>	<b>1 046</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	9	22 200	8 953	2 033	306	4.2	.6
5111	Newspaper, periodical, book, and directory publishers .....	8	D	D	D	e	D	D
517	Telecommunications .....	15	N	10 086	2 650	239	N	N
518	Internet service providers, web search portals, and data processing services .....	9	20 722	9 412	2 318	429	—	2.8
<b>LA CROSSE, WI-MN METROPOLITAN STATISTICAL AREA</b>								
<b>51</b>	<b>Information</b> .....	<b>58</b>	<b>N</b>	<b>67 415</b>	<b>15 586</b>	<b>1 765</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	11	94 850	36 623	8 265	784	.1	.8
5111	Newspaper, periodical, book, and directory publishers .....	8	D	D	D	e	D	D
5112	Software publishers .....	3	D	D	D	e	D	D
51121	Software publishers .....	3	D	D	D	e	D	D
511210	Software publishers .....	3	D	D	D	e	D	D
512	Motion picture and sound recording industries .....	12	N	1 932	490	154	N	N
5121	Motion picture and video industries .....	10	N	D	D	c	N	N
51213	Motion picture and video exhibition .....	6	4 170	620	149	113	23.3	—
515	Broadcasting (except Internet) .....	10	30 170	9 471	2 373	367	—	12.1
5151	Radio and television broadcasting .....	10	30 170	9 471	2 373	367	—	12.1
51511	Radio broadcasting .....	5	D	D	D	c	D	D
515112	Radio stations .....	5	D	D	D	c	D	D
517	Telecommunications .....	15	N	14 527	3 248	331	N	N
5171	Wired telecommunications carriers .....	5	Q	10 734	2 366	220	Q	Q
51711	Wired telecommunications carriers .....	5	Q	10 734	2 366	220	Q	Q
517110	Wired telecommunications carriers .....	5	Q	10 734	2 366	220	Q	Q
<b>MANITOWOC, WI MICROPOLITAN STATISTICAL AREA</b>								
<b>51</b>	<b>Information</b> .....	<b>25</b>	<b>N</b>	<b>8 780</b>	<b>2 131</b>	<b>345</b>	<b>N</b>	<b>N</b>
517	Telecommunications .....	12	N	3 938	943	83	N	N
<b>MARINETTE, WI-MI MICROPOLITAN STATISTICAL AREA</b>								
<b>51</b>	<b>Information</b> .....	<b>16</b>	<b>N</b>	<b>6 450</b>	<b>1 640</b>	<b>270</b>	<b>N</b>	<b>N</b>
517	Telecommunications .....	6	N	3 305	808	78	N	N

See footnotes at end of table.

**Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.**

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MONROE, WI MICROPOLITAN STATISTICAL AREA</b>								
<b>51</b>	<b>Information</b> .....	<b>12</b>	<b>N</b>	<b>13 694</b>	<b>3 669</b>	<b>435</b>	<b>N</b>	<b>N</b>
518	Internet service providers, web search portals, and data processing services .....	2	D	D	D	e	D	D
<b>PLATTEVILLE, WI MICROPOLITAN STATISTICAL AREA</b>								
<b>51</b>	<b>Information</b> .....	<b>27</b>	<b>N</b>	<b>9 731</b>	<b>2 065</b>	<b>345</b>	<b>N</b>	<b>N</b>
517	Telecommunications .....	9	N	4 462	1 038	95	N	N
<b>SHEBOYGAN, WI METROPOLITAN STATISTICAL AREA</b>								
<b>51</b>	<b>Information</b> .....	<b>27</b>	<b>N</b>	<b>11 430</b>	<b>2 806</b>	<b>408</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	5	15 877	4 252	939	163	—	—
5111	Newspaper, periodical, book, and directory publishers .....	5	15 877	4 252	939	163	—	—
512	Motion picture and sound recording industries .....	2	N	D	D	b	N	N
5121	Motion picture and video industries .....	2	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	1	D	D	D	b	D	D
517	Telecommunications .....	12	N	5 122	1 342	126	N	N
<b>STEVENS POINT, WI MICROPOLITAN STATISTICAL AREA</b>								
<b>51</b>	<b>Information</b> .....	<b>17</b>	<b>N</b>	<b>8 159</b>	<b>2 070</b>	<b>284</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	7	11 722	3 314	809	136	2.4	—
5111	Newspaper, periodical, book, and directory publishers .....	6	D	D	D	c	D	D
517	Telecommunications .....	6	N	D	D	b	N	N
518	Internet service providers, web search portals, and data processing services .....	1	D	D	D	b	D	D
<b>WATERTOWN-FORT ATKINSON, WI MICROPOLITAN STATISTICAL AREA</b>								
<b>51</b>	<b>Information</b> .....	<b>28</b>	<b>N</b>	<b>25 129</b>	<b>6 183</b>	<b>696</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	14	81 602	22 458	5 400	588	5.6	71.1
5111	Newspaper, periodical, book, and directory publishers .....	13	D	D	D	f	D	D
51112	Periodical publishers .....	6	D	D	D	e	D	D
511120	Periodical publishers .....	6	D	D	D	e	D	D
512	Motion picture and sound recording industries .....	4	N	317	67	51	N	N
5121	Motion picture and video industries .....	4	N	317	67	51	N	N
51213	Motion picture and video exhibition .....	3	D	D	D	b	D	D
<b>WHITEWATER, WI MICROPOLITAN STATISTICAL AREA</b>								
<b>51</b>	<b>Information</b> .....	<b>32</b>	<b>N</b>	<b>11 535</b>	<b>2 760</b>	<b>385</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	10	12 510	5 264	1 228	188	8.4	2.0
512	Motion picture and sound recording industries .....	3	N	D	D	b	N	N
5121	Motion picture and video industries .....	3	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	2	D	D	D	b	D	D
517	Telecommunications .....	11	N	4 957	1 235	107	N	N
<b>WISCONSIN RAPIDS-MARSHFIELD, WI MICROPOLITAN STATISTICAL AREA</b>								
<b>51</b>	<b>Information</b> .....	<b>28</b>	<b>N</b>	<b>33 596</b>	<b>7 900</b>	<b>1 181</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	8	123 518	19 171	4 435	662	—	.1
5111	Newspaper, periodical, book, and directory publishers .....	7	D	D	D	c	D	D
5112	Software publishers .....	1	D	D	D	f	D	D
51121	Software publishers .....	1	D	D	D	f	D	D
511210	Software publishers .....	1	D	D	D	f	D	D
512	Motion picture and sound recording industries .....	3	N	D	D	b	N	N
5121	Motion picture and video industries .....	3	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	2	D	D	D	b	D	D
515	Broadcasting (except Internet) .....	5	14 487	5 593	1 363	249	—	86.8
5151	Radio and television broadcasting .....	5	14 487	5 593	1 363	249	—	86.8
51511	Radio broadcasting .....	5	14 487	5 593	1 363	249	—	86.8
515112	Radio stations .....	5	14 487	5 593	1 363	249	—	86.8
517	Telecommunications .....	10	N	8 159	1 942	213	N	N

See footnotes at end of table.

**Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.**

<sup>1</sup>Includes receipts information obtained from administrative records of other federal agencies.

<sup>2</sup>Includes receipts information that was imputed based on historic data, administrative data, industry averages, or other statistical methods.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

**Table 3. Summary Statistics for Counties: 2002**

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

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							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
<b>ADAMS</b>								
51	Information .....	7	N	808	240	42	N	N
<b>ASHLAND</b>								
51	Information .....	7	N	2 485	594	135	N	N
<b>BARRON</b>								
51	Information .....	13	N	10 150	2 359	294	N	N
517	Telecommunications .....	4	N	7 171	1 645	169	N	N
<b>BAYFIELD</b>								
51	Information .....	5	N	D	D	b	N	N
517	Telecommunications .....	1	N	D	D	b	N	N
<b>BROWN</b>								
51	Information .....	71	N	D	D	g	N	N
511	Publishing industries (except Internet) .....	8	D	D	D	e	D	D
5111	Newspaper, periodical, book, and directory publishers .....	6	D	D	D	e	D	D
51111	Newspaper publishers .....	2	D	D	D	e	D	D
51110	Newspaper publishers .....	2	D	D	D	e	D	D
512	Motion picture and sound recording industries .....	10	N	2 822	658	134	N	N
5121	Motion picture and video industries .....	9	N	D	D	c	N	N
51213	Motion picture and video exhibition .....	4	D	D	D	b	D	D
512131	Motion picture theaters (except drive-ins) .....	4	D	D	D	b	D	D
515	Broadcasting (except Internet) .....	10	D	D	D	f	D	D
5151	Radio and television broadcasting .....	10	D	D	D	f	D	D
51511	Radio broadcasting .....	5	D	D	D	c	D	D
515112	Radio stations .....	4	D	D	D	c	D	D
517	Telecommunications .....	30	N	D	D	f	N	N
5171	Wired telecommunications carriers .....	16	Q	D	D	e	Q	Q
51711	Wired telecommunications carriers .....	16	Q	D	D	e	Q	Q
517110	Wired telecommunications carriers .....	16	Q	D	D	e	Q	Q
518	Internet service providers, web search portals, and data processing services .....	13	D	D	D	b	D	D
<b>BUFFALO</b>								
51	Information .....	5	N	903	249	30	N	N
<b>BURNETT</b>								
51	Information .....	7	N	1 831	427	72	N	N
<b>CALUMET</b>								
51	Information .....	10	N	1 925	544	75	N	N
<b>CHIPPEWA</b>								
51	Information .....	18	N	7 635	2 059	210	N	N
517	Telecommunications .....	11	N	5 028	1 422	92	N	N
<b>CLARK</b>								
51	Information .....	10	N	2 514	607	102	N	N
<b>COLUMBIA</b>								
51	Information .....	17	N	3 329	834	151	N	N
<b>CRAWFORD</b>								
51	Information .....	7	N	1 224	287	77	N	N

See footnotes at end of table.

**Table 3. Summary Statistics for Counties: 2002—Con.**

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							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
<b>DANE</b>								
<b>51</b>	<b>Information</b> .....	<b>296</b>	<b>N</b>	<b>382 410</b>	<b>93 535</b>	<b>8 586</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	102	D	D	D	h	D	D
5111	Newspaper, periodical, book, and directory publishers .....	76	D	D	D	g	D	D
51111	Newspaper publishers .....	28	D	D	D	g	D	D
511110	Newspaper publishers .....	28	D	D	D	g	D	D
51112	Periodical publishers .....	27	D	D	D	e	D	D
511120	Periodical publishers .....	27	D	D	D	e	D	D
51114	Directory and mailing list publishers .....	7	D	D	D	c	D	D
511140	Directory and mailing list publishers .....	7	D	D	D	c	D	D
5112	Software publishers .....	26	180 534	79 709	17 446	1 213	.9	8.2
51121	Software publishers .....	26	180 534	79 709	17 446	1 213	.9	8.2
511210	Software publishers .....	26	180 534	79 709	17 446	1 213	.9	8.2
512	Motion picture and sound recording industries .....	43	N	D	D	e	N	N
5121	Motion picture and video industries .....	35	N	D	D	e	N	N
51211	Motion picture and video production .....	24	Q	D	D	c	Q	Q
512110	Motion picture and video production .....	24	Q	D	D	c	Q	Q
51213	Motion picture and video exhibition .....	9	D	D	D	e	D	D
512131	Motion picture theaters (except drive-ins) .....	9	D	D	D	e	D	D
5122	Sound recording industries .....	8	N	D	D	b	N	N
515	Broadcasting (except Internet) .....	17	D	D	D	f	D	D
5151	Radio and television broadcasting .....	17	D	D	D	f	D	D
51511	Radio broadcasting .....	12	D	D	D	e	D	D
515112	Radio stations .....	12	D	D	D	e	D	D
517	Telecommunications .....	92	N	D	D	h	N	N
5171	Wired telecommunications carriers .....	65	Q	D	D	g	Q	Q
51711	Wired telecommunications carriers .....	65	Q	D	D	g	Q	Q
517110	Wired telecommunications carriers .....	65	Q	D	D	g	Q	Q
5172	Wireless telecommunications carriers (except satellite) .....	17	Q	D	D	f	Q	Q
51721	Wireless telecommunications carriers (except satellite) .....	17	Q	D	D	f	Q	Q
517212	Cellular and other wireless telecommunications .....	16	Q	D	D	f	Q	Q
5175	Cable and other program distribution .....	7	Q	D	D	e	Q	Q
51751	Cable and other program distribution .....	7	Q	D	D	e	Q	Q
517510	Cable and other program distribution .....	7	Q	D	D	e	Q	Q
518	Internet service providers, web search portals, and data processing services .....	35	D	D	D	g	D	D
5182	Data processing, hosting, and related services .....	27	D	D	D	g	D	D
51821	Data processing, hosting, and related services .....	27	D	D	D	g	D	D
518210	Data processing, hosting, and related services .....	27	D	D	D	g	D	D
519	Other information services .....	2	D	D	D	b	D	D
5191	Other information services .....	2	D	D	D	b	D	D
<b>DODGE</b>								
<b>51</b>	<b>Information</b> .....	<b>20</b>	<b>N</b>	<b>7 953</b>	<b>2 067</b>	<b>300</b>	<b>N</b>	<b>N</b>
517	Telecommunications .....	10	N	5 505	1 274	135	N	N
<b>DOOR</b>								
<b>51</b>	<b>Information</b> .....	<b>19</b>	<b>N</b>	<b>3 817</b>	<b>899</b>	<b>182</b>	<b>N</b>	<b>N</b>
<b>DOUGLAS</b>								
<b>51</b>	<b>Information</b> .....	<b>10</b>	<b>N</b>	<b>3 356</b>	<b>832</b>	<b>155</b>	<b>N</b>	<b>N</b>
<b>DUNN</b>								
<b>51</b>	<b>Information</b> .....	<b>10</b>	<b>N</b>	<b>3 105</b>	<b>768</b>	<b>147</b>	<b>N</b>	<b>N</b>
517	Telecommunications .....	5	N	D	D	b	N	N

See footnotes at end of table.



**Table 3. Summary Statistics for Counties: 2002—Con.**

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
<b>EAU CLAIRE</b>								
<b>51</b>	<b>Information</b> .....	<b>57</b>	<b>N</b>	<b>44 530</b>	<b>11 367</b>	<b>1 365</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	12	39 286	13 315	3 737	419	52.1	18.2
5111	Newspaper, periodical, book, and directory publishers .....	10	D	D	D	e	D	D
512	Motion picture and sound recording industries .....	6	N	D	D	b	N	N
5121	Motion picture and video industries .....	6	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	4	D	D	D	b	D	D
515	Broadcasting (except Internet) .....	12	D	D	D	e	D	D
5151	Radio and television broadcasting .....	11	D	D	D	e	D	D
51511	Radio broadcasting .....	10	D	D	D	c	D	D
515112	Radio stations .....	9	D	D	D	c	D	D
517	Telecommunications .....	20	N	16 386	3 853	342	N	N
5172	Wireless telecommunications carriers (except satellite) .....	6	Q	D	D	b	Q	Q
51721	Wireless telecommunications carriers (except satellite) .....	6	Q	D	D	b	Q	Q
518	Internet service providers, web search portals, and data processing services .....	7	D	D	D	c	D	D
<b>FLORENCE</b>								
<b>51</b>	<b>Information</b> .....	<b>1</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>N</b>	<b>N</b>
<b>FOND DU LAC</b>								
<b>51</b>	<b>Information</b> .....	<b>35</b>	<b>N</b>	<b>25 838</b>	<b>6 293</b>	<b>988</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	9	D	D	D	e	D	D
5111	Newspaper, periodical, book, and directory publishers .....	9	D	D	D	e	D	D
512	Motion picture and sound recording industries .....	3	N	D	D	b	N	N
5121	Motion picture and video industries .....	3	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	2	D	D	D	b	D	D
517	Telecommunications .....	19	N	14 515	3 458	490	N	N
5175	Cable and other program distribution .....	3	Q	D	D	e	Q	Q
51751	Cable and other program distribution .....	3	Q	D	D	e	Q	Q
517510	Cable and other program distribution .....	3	Q	D	D	e	Q	Q
<b>FOREST</b>								
<b>51</b>	<b>Information</b> .....	<b>4</b>	<b>N</b>	<b>787</b>	<b>210</b>	<b>37</b>	<b>N</b>	<b>N</b>
<b>GRANT</b>								
<b>51</b>	<b>Information</b> .....	<b>27</b>	<b>N</b>	<b>9 731</b>	<b>2 065</b>	<b>345</b>	<b>N</b>	<b>N</b>
517	Telecommunications .....	9	N	4 462	1 038	95	N	N
<b>GREEN</b>								
<b>51</b>	<b>Information</b> .....	<b>12</b>	<b>N</b>	<b>13 694</b>	<b>3 669</b>	<b>435</b>	<b>N</b>	<b>N</b>
518	Internet service providers, web search portals, and data processing services .....	2	D	D	D	e	D	D
<b>GREEN LAKE</b>								
<b>51</b>	<b>Information</b> .....	<b>6</b>	<b>N</b>	<b>980</b>	<b>228</b>	<b>51</b>	<b>N</b>	<b>N</b>
<b>IOWA</b>								
<b>51</b>	<b>Information</b> .....	<b>9</b>	<b>N</b>	<b>1 933</b>	<b>455</b>	<b>75</b>	<b>N</b>	<b>N</b>
<b>JACKSON</b>								
<b>51</b>	<b>Information</b> .....	<b>5</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>b</b>	<b>N</b>	<b>N</b>
<b>JEFFERSON</b>								
<b>51</b>	<b>Information</b> .....	<b>28</b>	<b>N</b>	<b>25 129</b>	<b>6 183</b>	<b>696</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	14	81 602	22 458	5 400	588	5.6	71.1
5111	Newspaper, periodical, book, and directory publishers .....	13	D	D	D	f	D	D
51112	Periodical publishers .....	6	D	D	D	e	D	D
511120	Periodical publishers .....	6	D	D	D	e	D	D
512	Motion picture and sound recording industries .....	4	N	317	67	51	N	N
5121	Motion picture and video industries .....	4	N	317	67	51	N	N
51213	Motion picture and video exhibition .....	3	D	D	D	b	D	D
<b>JUNEAU</b>								
<b>51</b>	<b>Information</b> .....	<b>8</b>	<b>N</b>	<b>1 066</b>	<b>245</b>	<b>37</b>	<b>N</b>	<b>N</b>

See footnotes at end of table.

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							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
<b>KENOSHA</b>								
<b>51</b>	<b>Information</b> .....	<b>27</b>	<b>N</b>	<b>14 405</b>	<b>3 554</b>	<b>484</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	7	20 338	8 290	2 010	283	—	2.3
5111	Newspaper, periodical, book, and directory publishers .....	5	D	D	D	e	D	D
512	Motion picture and sound recording industries .....	3	N	D	D	b	N	N
5121	Motion picture and video industries .....	2	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	2	D	D	D	b	D	D
517	Telecommunications .....	14	N	D	D	b	N	N
<b>KEWAUNEE</b>								
<b>51</b>	<b>Information</b> .....	<b>3</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>b</b>	<b>N</b>	<b>N</b>
<b>LA CROSSE</b>								
<b>51</b>	<b>Information</b> .....	<b>48</b>	<b>N</b>	<b>59 903</b>	<b>13 898</b>	<b>1 544</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	7	D	D	D	f	D	D
5111	Newspaper, periodical, book, and directory publishers .....	4	D	D	D	e	D	D
5112	Software publishers .....	3	D	D	D	e	D	D
51121	Software publishers .....	3	D	D	D	e	D	D
511210	Software publishers .....	3	D	D	D	e	D	D
512	Motion picture and sound recording industries .....	12	N	1 932	490	154	N	N
5121	Motion picture and video industries .....	10	N	D	D	c	N	N
51213	Motion picture and video exhibition .....	6	4 170	620	149	113	23.3	—
515	Broadcasting (except Internet) .....	8	D	D	D	e	D	D
5151	Radio and television broadcasting .....	8	D	D	D	e	D	D
51511	Radio broadcasting .....	5	D	D	D	c	D	D
515112	Radio stations .....	5	D	D	D	c	D	D
517	Telecommunications .....	12	N	D	D	e	N	N
<b>LAFAYETTE</b>								
<b>51</b>	<b>Information</b> .....	<b>2</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>N</b>	<b>N</b>
<b>LANGLADE</b>								
<b>51</b>	<b>Information</b> .....	<b>8</b>	<b>N</b>	<b>2 110</b>	<b>409</b>	<b>214</b>	<b>N</b>	<b>N</b>
512	Motion picture and sound recording industries .....	2	N	D	D	c	N	N
5121	Motion picture and video industries .....	2	N	D	D	c	N	N
51213	Motion picture and video exhibition .....	2	D	D	D	c	D	D
<b>LINCOLN</b>								
<b>51</b>	<b>Information</b> .....	<b>9</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>b</b>	<b>N</b>	<b>N</b>
<b>MANITOWOC</b>								
<b>51</b>	<b>Information</b> .....	<b>25</b>	<b>N</b>	<b>8 780</b>	<b>2 131</b>	<b>345</b>	<b>N</b>	<b>N</b>
517	Telecommunications .....	12	N	3 938	943	83	N	N
<b>MARATHON</b>								
<b>51</b>	<b>Information</b> .....	<b>46</b>	<b>N</b>	<b>31 251</b>	<b>8 132</b>	<b>1 113</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	8	18 844	5 706	1 744	251	—	1.8
5111	Newspaper, periodical, book, and directory publishers .....	6	D	D	D	c	D	D
512	Motion picture and sound recording industries .....	3	N	D	D	b	N	N
5121	Motion picture and video industries .....	3	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	2	D	D	D	b	D	D
515	Broadcasting (except Internet) .....	8	30 521	9 328	2 338	320	—	5.8
5151	Radio and television broadcasting .....	8	30 521	9 328	2 338	320	—	5.8
51511	Radio broadcasting .....	4	D	D	D	c	D	D
515112	Radio stations .....	3	D	D	D	c	D	D
517	Telecommunications .....	18	N	13 264	3 360	418	N	N
5172	Wireless telecommunications carriers (except satellite) .....	5	Q	D	D	c	Q	Q
51721	Wireless telecommunications carriers (except satellite) .....	5	Q	D	D	c	Q	Q
517212	Cellular and other wireless telecommunications .....	5	Q	D	D	c	Q	Q
<b>MARINETTE</b>								
<b>51</b>	<b>Information</b> .....	<b>11</b>	<b>N</b>	<b>4 165</b>	<b>1 042</b>	<b>207</b>	<b>N</b>	<b>N</b>
<b>MARQUETTE</b>								
<b>51</b>	<b>Information</b> .....	<b>8</b>	<b>N</b>	<b>1 070</b>	<b>297</b>	<b>39</b>	<b>N</b>	<b>N</b>

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MILWAUKEE</b>								
<b>51</b>	<b>Information</b> .....	<b>366</b>	<b>N</b>	<b>760 594</b>	<b>207 019</b>	<b>16 761</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	81	599 745	171 703	52 155	4 692	.5	9.0
5111	Newspaper, periodical, book, and directory publishers .....	53	383 732	101 363	33 483	3 602	.3	12.2
51111	Newspaper publishers .....	14	232 444	65 498	20 968	2 436	.1	.4
511110	Newspaper publishers .....	14	232 444	65 498	20 968	2 436	.1	.4
51112	Periodical publishers .....	22	106 981	25 378	9 887	820	—	40.4
511120	Periodical publishers .....	22	106 981	25 378	9 887	820	—	40.4
5112	Software publishers .....	28	216 013	70 340	18 672	1 090	.7	3.4
51121	Software publishers .....	28	216 013	70 340	18 672	1 090	.7	3.4
511210	Software publishers .....	28	216 013	70 340	18 672	1 090	.7	3.4
512	Motion picture and sound recording industries .....	57	N	D	D	g	N	N
5121	Motion picture and video industries .....	52	N	D	D	g	N	N
51211	Motion picture and video production .....	31	Q	D	D	c	Q	Q
512110	Motion picture and video production .....	31	Q	D	D	c	Q	Q
51213	Motion picture and video exhibition .....	16	D	D	D	g	D	D
512131	Motion picture theaters (except drive-ins) .....	16	D	D	D	g	D	D
5122	Sound recording industries .....	5	N	D	D	c	N	N
51223	Music publishers .....	1	D	D	D	c	D	D
512230	Music publishers .....	1	D	D	D	c	D	D
515	Broadcasting (except Internet) .....	23	201 112	57 626	13 954	1 273	.6	3.1
5151	Radio and television broadcasting .....	21	D	D	D	g	D	D
51511	Radio broadcasting .....	14	D	D	D	f	D	D
515112	Radio stations .....	12	D	D	D	f	D	D
51512	Television broadcasting .....	7	138 448	39 274	9 708	729	.5	—
515120	Television broadcasting .....	7	138 448	39 274	9 708	729	.5	—
517	Telecommunications .....	121	N	222 988	58 314	3 798	N	N
5171	Wired telecommunications carriers .....	75	Q	D	D	h	Q	Q
51711	Wired telecommunications carriers .....	75	Q	D	D	h	Q	Q
517110	Wired telecommunications carriers .....	75	Q	D	D	h	Q	Q
5172	Wireless telecommunications carriers (except satellite) .....	30	Q	D	D	e	Q	Q
51721	Wireless telecommunications carriers (except satellite) .....	30	Q	D	D	e	Q	Q
517212	Cellular and other wireless telecommunications .....	25	Q	D	D	e	Q	Q
5175	Cable and other program distribution .....	9	Q	D	D	e	Q	Q
51751	Cable and other program distribution .....	9	Q	D	D	e	Q	Q
517510	Cable and other program distribution .....	9	Q	D	D	e	Q	Q
518	Internet service providers, web search portals, and data processing services .....	72	370 010	276 433	74 956	5 288	1.1	17.9
5181	Internet service providers and web search portals .....	10	17 535	3 257	811	139	.3	85.2
51811	Internet service providers and web search portals .....	10	17 535	3 257	811	139	.3	85.2
518111	Internet service providers .....	9	D	D	D	c	D	D
5182	Data processing, hosting, and related services .....	62	352 475	273 176	74 145	5 149	1.2	14.5
51821	Data processing, hosting, and related services .....	62	352 475	273 176	74 145	5 149	1.2	14.5
518210	Data processing, hosting, and related services .....	62	352 475	273 176	74 145	5 149	1.2	14.5
519	Other information services .....	7	D	D	D	b	D	D
5191	Other information services .....	7	D	D	D	b	D	D
51912	Libraries and archives .....	4	D	D	D	b	D	D
519120	Libraries and archives .....	4	D	D	D	b	D	D
<b>MONROE</b>								
<b>51</b>	<b>Information</b> .....	<b>11</b>	<b>N</b>	<b>5 513</b>	<b>1 285</b>	<b>198</b>	<b>N</b>	<b>N</b>
517	Telecommunications .....	5	N	D	D	b	N	N
<b>OCONTO</b>								
<b>51</b>	<b>Information</b> .....	<b>6</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>b</b>	<b>N</b>	<b>N</b>
<b>ONEIDA</b>								
<b>51</b>	<b>Information</b> .....	<b>19</b>	<b>N</b>	<b>9 025</b>	<b>2 168</b>	<b>296</b>	<b>N</b>	<b>N</b>
512	Motion picture and sound recording industries .....	2	N	D	D	b	N	N
5121	Motion picture and video industries .....	2	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	2	D	D	D	b	D	D
517	Telecommunications .....	9	N	4 505	1 248	120	N	N

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							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
<b>OUTAGAMIE</b>								
<b>51</b>	<b>Information</b> .....	<b>74</b>	<b>N</b>	<b>81 306</b>	<b>21 128</b>	<b>2 113</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	19	D	D	D	e	D	D
5111	Newspaper, periodical, book, and directory publishers .....	16	D	D	D	e	D	D
51111	Newspaper publishers .....	5	D	D	D	c	D	D
511110	Newspaper publishers .....	5	D	D	D	c	D	D
512	Motion picture and sound recording industries .....	8	N	D	D	b	N	N
5121	Motion picture and video industries .....	6	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	3	D	D	D	b	D	D
512131	Motion picture theaters (except drive-ins) .....	3	D	D	D	b	D	D
515	Broadcasting (except Internet) .....	7	D	D	D	c	D	D
5151	Radio and television broadcasting .....	6	D	D	D	c	D	D
51511	Radio broadcasting .....	5	D	D	D	c	D	D
515112	Radio stations .....	5	D	D	D	c	D	D
517	Telecommunications .....	30	N	D	D	f	N	N
5171	Wired telecommunications carriers .....	19	Q	D	D	f	Q	Q
51711	Wired telecommunications carriers .....	19	Q	D	D	f	Q	Q
517110	Wired telecommunications carriers .....	19	Q	D	D	f	Q	Q
5172	Wireless telecommunications carriers (except satellite) .....	9	Q	D	D	c	Q	Q
51721	Wireless telecommunications carriers (except satellite) .....	9	Q	D	D	c	Q	Q
518	Internet service providers, web search portals, and data processing services .....	10	73 632	12 977	3 087	532	.4	3.5
5182	Data processing, hosting, and related services .....	9	D	D	D	f	D	D
51821	Data processing, hosting, and related services .....	9	D	D	D	f	D	D
518210	Data processing, hosting, and related services .....	9	D	D	D	f	D	D
<b>OZAUKEE</b>								
<b>51</b>	<b>Information</b> .....	<b>31</b>	<b>N</b>	<b>13 226</b>	<b>3 153</b>	<b>383</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	12	20 384	8 552	1 984	192	7.5	—
5111	Newspaper, periodical, book, and directory publishers .....	8	D	D	D	c	D	D
512	Motion picture and sound recording industries .....	6	N	1 054	231	87	N	N
5121	Motion picture and video industries .....	6	N	1 054	231	87	N	N
51213	Motion picture and video exhibition .....	3	D	D	D	b	D	D
<b>PEPIN</b>								
<b>51</b>	<b>Information</b> .....	<b>4</b>	<b>N</b>	<b>592</b>	<b>137</b>	<b>20</b>	<b>N</b>	<b>N</b>
<b>PIERCE</b>								
<b>51</b>	<b>Information</b> .....	<b>15</b>	<b>N</b>	<b>4 864</b>	<b>1 259</b>	<b>176</b>	<b>N</b>	<b>N</b>
<b>POLK</b>								
<b>51</b>	<b>Information</b> .....	<b>20</b>	<b>N</b>	<b>9 584</b>	<b>2 284</b>	<b>334</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	9	38 710	6 774	1 659	228	.6	16.9
5111	Newspaper, periodical, book, and directory publishers .....	8	D	D	D	c	D	D
517	Telecommunications .....	5	N	2 200	494	53	N	N
<b>PORTAGE</b>								
<b>51</b>	<b>Information</b> .....	<b>17</b>	<b>N</b>	<b>8 159</b>	<b>2 070</b>	<b>284</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	7	11 722	3 314	809	136	2.4	—
5111	Newspaper, periodical, book, and directory publishers .....	6	D	D	D	c	D	D
517	Telecommunications .....	6	N	D	D	b	N	N
518	Internet service providers, web search portals, and data processing services .....	1	D	D	D	b	D	D
<b>PRICE</b>								
<b>51</b>	<b>Information</b> .....	<b>4</b>	<b>N</b>	<b>1 184</b>	<b>271</b>	<b>79</b>	<b>N</b>	<b>N</b>
<b>RACINE</b>								
<b>51</b>	<b>Information</b> .....	<b>36</b>	<b>N</b>	<b>22 168</b>	<b>5 543</b>	<b>603</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	7	26 965	9 354	2 136	316	1.3	—
5111	Newspaper, periodical, book, and directory publishers .....	6	D	D	D	e	D	D
512	Motion picture and sound recording industries .....	9	N	D	D	b	N	N
5121	Motion picture and video industries .....	6	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	3	D	D	D	b	D	D
517	Telecommunications .....	14	N	10 095	2 674	174	N	N

See footnotes at end of table.

**Table 3. Summary Statistics for Counties: 2002—Con.**

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
<b>51</b>	<b>RICHLAND</b>							
	<b>Information</b> .....	<b>9</b>	<b>N</b>	<b>1 176</b>	<b>277</b>	<b>66</b>	<b>N</b>	<b>N</b>
	<b>ROCK</b>							
<b>51</b>	<b>Information</b> .....	<b>40</b>	<b>N</b>	<b>30 507</b>	<b>7 546</b>	<b>1 046</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	9	22 200	8 953	2 033	306	4.2	.6
5111	Newspaper, periodical, book, and directory publishers .....	8	D	D	D	e	D	D
517	Telecommunications .....	15	N	10 086	2 650	239	N	N
518	Internet service providers, web search portals, and data processing services .....	9	20 722	9 412	2 318	429	—	2.8
	<b>RUSK</b>							
<b>51</b>	<b>Information</b> .....	<b>6</b>	<b>N</b>	<b>3 098</b>	<b>746</b>	<b>75</b>	<b>N</b>	<b>N</b>
517	Telecommunications .....	4	N	D	D	b	N	N
	<b>ST. CROIX</b>							
<b>51</b>	<b>Information</b> .....	<b>29</b>	<b>N</b>	<b>5 025</b>	<b>1 201</b>	<b>183</b>	<b>N</b>	<b>N</b>
512	Motion picture and sound recording industries .....	5	N	D	D	b	N	N
5121	Motion picture and video industries .....	5	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	2	D	D	D	b	D	D
517	Telecommunications .....	11	N	D	D	b	N	N
	<b>SAUK</b>							
<b>51</b>	<b>Information</b> .....	<b>22</b>	<b>N</b>	<b>4 676</b>	<b>1 149</b>	<b>263</b>	<b>N</b>	<b>N</b>
512	Motion picture and sound recording industries .....	4	N	D	D	b	N	N
5121	Motion picture and video industries .....	4	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	4	D	D	D	b	D	D
	<b>SAWYER</b>							
<b>51</b>	<b>Information</b> .....	<b>7</b>	<b>N</b>	<b>1 078</b>	<b>258</b>	<b>64</b>	<b>N</b>	<b>N</b>
	<b>SHAWANO</b>							
<b>51</b>	<b>Information</b> .....	<b>17</b>	<b>N</b>	<b>4 370</b>	<b>1 051</b>	<b>203</b>	<b>N</b>	<b>N</b>
	<b>SHEBOYGAN</b>							
<b>51</b>	<b>Information</b> .....	<b>27</b>	<b>N</b>	<b>11 430</b>	<b>2 806</b>	<b>408</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	5	15 877	4 252	939	163	—	—
5111	Newspaper, periodical, book, and directory publishers .....	5	15 877	4 252	939	163	—	—
512	Motion picture and sound recording industries .....	2	N	D	D	b	N	N
5121	Motion picture and video industries .....	2	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	1	D	D	D	b	D	D
517	Telecommunications .....	12	N	5 122	1 342	126	N	N
	<b>TAYLOR</b>							
<b>51</b>	<b>Information</b> .....	<b>8</b>	<b>N</b>	<b>2 166</b>	<b>500</b>	<b>68</b>	<b>N</b>	<b>N</b>
	<b>TREMPEALEAU</b>							
<b>51</b>	<b>Information</b> .....	<b>14</b>	<b>N</b>	<b>5 794</b>	<b>1 432</b>	<b>198</b>	<b>N</b>	<b>N</b>
	<b>VERNON</b>							
<b>51</b>	<b>Information</b> .....	<b>14</b>	<b>N</b>	<b>3 631</b>	<b>855</b>	<b>169</b>	<b>N</b>	<b>N</b>
517	Telecommunications .....	6	N	2 224	519	55	N	N
	<b>VILAS</b>							
<b>51</b>	<b>Information</b> .....	<b>12</b>	<b>N</b>	<b>2 896</b>	<b>615</b>	<b>101</b>	<b>N</b>	<b>N</b>
512	Motion picture and sound recording industries .....	3	N	D	D	b	N	N
5121	Motion picture and video industries .....	3	N	D	D	b	N	N
	<b>WALWORTH</b>							
<b>51</b>	<b>Information</b> .....	<b>32</b>	<b>N</b>	<b>11 535</b>	<b>2 760</b>	<b>385</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	10	12 510	5 264	1 228	188	8.4	2.0
512	Motion picture and sound recording industries .....	3	N	D	D	b	N	N
5121	Motion picture and video industries .....	3	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	2	D	D	D	b	D	D
517	Telecommunications .....	11	N	4 957	1 235	107	N	N

See footnotes at end of table.

**Table 3. Summary Statistics for Counties: 2002—Con.**

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
<b>WASHBURN</b>								
<b>51</b>	<b>Information</b> .....	<b>7</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>b</b>	<b>N</b>	<b>N</b>
<b>WASHINGTON</b>								
<b>51</b>	<b>Information</b> .....	<b>35</b>	<b>N</b>	<b>11 005</b>	<b>2 614</b>	<b>411</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	8	18 598	6 306	1 577	275	1.1	46.8
5111	Newspaper, periodical, book, and directory publishers .....	7	D	D	D	c	D	D
512	Motion picture and sound recording industries .....	5	N	D	D	a	N	N
5121	Motion picture and video industries .....	4	N	D	D	a	N	N
51213	Motion picture and video exhibition .....	3	D	D	D	a	D	D
517	Telecommunications .....	13	N	D	D	b	N	N
<b>WAUKESHA</b>								
<b>51</b>	<b>Information</b> .....	<b>210</b>	<b>N</b>	<b>389 504</b>	<b>100 133</b>	<b>7 156</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	67	446 990	106 483	28 311	1 910	2.7	5.5
5111	Newspaper, periodical, book, and directory publishers .....	37	269 845	45 009	11 063	1 186	3.4	4.5
51112	Periodical publishers .....	18	102 525	27 855	6 790	714	—	11.0
511120	Periodical publishers .....	18	102 525	27 855	6 790	714	—	11.0
51114	Directory and mailing list publishers .....	4	D	D	D	c	D	D
511140	Directory and mailing list publishers .....	4	D	D	D	c	D	D
5112	Software publishers .....	30	177 145	61 474	17 248	724	1.5	7.1
51121	Software publishers .....	30	177 145	61 474	17 248	724	1.5	7.1
511210	Software publishers .....	30	177 145	61 474	17 248	724	1.5	7.1
512	Motion picture and sound recording industries .....	19	N	D	D	e	N	N
5121	Motion picture and video industries .....	18	N	D	D	e	N	N
51213	Motion picture and video exhibition .....	8	D	D	D	e	D	D
512131	Motion picture theaters (except drive-ins) .....	8	D	D	D	e	D	D
517	Telecommunications .....	85	N	165 791	43 229	2 621	N	N
5171	Wired telecommunications carriers .....	53	Q	D	D	g	Q	Q
51711	Wired telecommunications carriers .....	53	Q	D	D	g	Q	Q
517110	Wired telecommunications carriers .....	53	Q	D	D	g	Q	Q
5172	Wireless telecommunications carriers (except satellite) .....	18	Q	D	D	e	Q	Q
51721	Wireless telecommunications carriers (except satellite) .....	18	Q	D	D	e	Q	Q
517212	Cellular and other wireless telecommunications .....	16	Q	D	D	e	Q	Q
518	Internet service providers, web search portals, and data processing services .....	31	368 735	110 951	27 006	2 151	—	23.1
5182	Data processing, hosting, and related services .....	27	366 963	110 352	26 812	2 129	—	23.1
51821	Data processing, hosting, and related services .....	27	366 963	110 352	26 812	2 129	—	23.1
518210	Data processing, hosting, and related services .....	27	366 963	110 352	26 812	2 129	—	23.1
<b>WAUPACA</b>								
<b>51</b>	<b>Information</b> .....	<b>24</b>	<b>N</b>	<b>23 076</b>	<b>5 828</b>	<b>799</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	13	95 305	20 962	5 293	701	1.4	—
5111	Newspaper, periodical, book, and directory publishers .....	13	95 305	20 962	5 293	701	1.4	—
51112	Periodical publishers .....	7	82 003	16 928	4 326	536	1.6	—
511120	Periodical publishers .....	7	82 003	16 928	4 326	536	1.6	—
517	Telecommunications .....	6	N	1 446	366	38	N	N
<b>WAUSHARA</b>								
<b>51</b>	<b>Information</b> .....	<b>4</b>	<b>N</b>	<b>1 039</b>	<b>232</b>	<b>38</b>	<b>N</b>	<b>N</b>
<b>WINNEBAGO</b>								
<b>51</b>	<b>Information</b> .....	<b>38</b>	<b>N</b>	<b>18 405</b>	<b>4 850</b>	<b>556</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	13	20 832	4 247	956	164	4.4	4.5
5111	Newspaper, periodical, book, and directory publishers .....	11	D	D	D	c	D	D
512	Motion picture and sound recording industries .....	3	N	D	D	b	N	N
5121	Motion picture and video industries .....	3	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	1	D	D	D	b	D	D
517	Telecommunications .....	9	N	D	D	c	N	N

See footnotes at end of table.

**Table 3. Summary Statistics for Counties: 2002—Con.**

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							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>WOOD</b>							
<b>51</b>	<b>Information .....</b>	<b>28</b>	<b>N</b>	<b>33 596</b>	<b>7 900</b>	<b>1 181</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	8	123 518	19 171	4 435	662	—	.1
5111	Newspaper, periodical, book, and directory publishers .....	7	D	D	D	c	D	D
5112	Software publishers .....	1	D	D	D	f	D	D
51121	Software publishers .....	1	D	D	D	f	D	D
511210	Software publishers .....	1	D	D	D	f	D	D
512	Motion picture and sound recording industries .....	3	N	D	D	b	N	N
5121	Motion picture and video industries .....	3	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	2	D	D	D	b	D	D
515	Broadcasting (except Internet) .....	5	14 487	5 593	1 363	249	—	86.8
5151	Radio and television broadcasting .....	5	14 487	5 593	1 363	249	—	86.8
51511	Radio broadcasting .....	5	14 487	5 593	1 363	249	—	86.8
515112	Radio stations .....	5	14 487	5 593	1 363	249	—	86.8
517	Telecommunications .....	10	N	8 159	1 942	213	N	N

<sup>1</sup>Includes receipts information obtained from administrative records of other federal agencies.

<sup>2</sup>Includes receipts information that was imputed based on historic data, administrative data, industry averages, or other statistical methods.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

**Table 4. Summary Statistics for Places: 2002**

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

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							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
<b>51</b>	<b>ALGOMA</b> Information .....	<b>1</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>b</b>	<b>N</b>	<b>N</b>
<b>51</b>	<b>ALLOUEZ</b> Information .....	<b>1</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>N</b>	<b>N</b>
512	Motion picture and sound recording industries .....	1	N	D	D	a	N	N
5121	Motion picture and video industries .....	1	N	D	D	a	N	N
<b>51</b>	<b>ALTOONA</b> Information .....	<b>4</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>b</b>	<b>N</b>	<b>N</b>
<b>51</b>	<b>AMERY</b> Information .....	<b>4</b>	<b>N</b>	<b>848</b>	<b>188</b>	<b>30</b>	<b>N</b>	<b>N</b>
<b>51</b>	<b>ANTIGO</b> Information .....	<b>6</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>c</b>	<b>N</b>	<b>N</b>
512	Motion picture and sound recording industries .....	2	N	D	D	c	N	N
5121	Motion picture and video industries .....	2	N	D	D	c	N	N
51213	Motion picture and video exhibition .....	2	D	D	D	c	D	D
<b>51</b>	<b>APPLETON</b> Information .....	<b>31</b>	<b>N</b>	<b>44 722</b>	<b>11 352</b>	<b>945</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	6	D	D	D	c	D	D
5111	Newspaper, periodical, book, and directory publishers .....	5	D	D	D	c	D	D
51111	Newspaper publishers .....	2	D	D	D	c	D	D
511110	Newspaper publishers .....	2	D	D	D	c	D	D
515	Broadcasting (except Internet) .....	5	D	D	D	c	D	D
5151	Radio and television broadcasting .....	5	D	D	D	c	D	D
51511	Radio broadcasting .....	5	D	D	D	c	D	D
515112	Radio stations .....	5	D	D	D	c	D	D
517	Telecommunications .....	12	N	D	D	f	N	N
5171	Wired telecommunications carriers .....	8	Q	D	D	f	Q	Q
51711	Wired telecommunications carriers .....	8	Q	D	D	f	Q	Q
517110	Wired telecommunications carriers .....	8	Q	D	D	f	Q	Q
<b>51</b>	<b>APPLETON (PART - OUTAGAMIE COUNTY)</b> Information .....	<b>31</b>	<b>N</b>	<b>44 722</b>	<b>11 352</b>	<b>945</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	6	D	D	D	c	D	D
5111	Newspaper, periodical, book, and directory publishers .....	5	D	D	D	c	D	D
51111	Newspaper publishers .....	2	D	D	D	c	D	D
511110	Newspaper publishers .....	2	D	D	D	c	D	D
515	Broadcasting (except Internet) .....	5	D	D	D	c	D	D
5151	Radio and television broadcasting .....	5	D	D	D	c	D	D
51511	Radio broadcasting .....	5	D	D	D	c	D	D
515112	Radio stations .....	5	D	D	D	c	D	D
517	Telecommunications .....	12	N	D	D	f	N	N
5171	Wired telecommunications carriers .....	8	Q	D	D	f	Q	Q
51711	Wired telecommunications carriers .....	8	Q	D	D	f	Q	Q
517110	Wired telecommunications carriers .....	8	Q	D	D	f	Q	Q
<b>51</b>	<b>ASHLAND</b> Information .....	<b>5</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>c</b>	<b>N</b>	<b>N</b>
<b>51</b>	<b>ASHWAUBENON</b> Information .....	<b>20</b>	<b>N</b>	<b>16 725</b>	<b>5 275</b>	<b>432</b>	<b>N</b>	<b>N</b>
512	Motion picture and sound recording industries .....	1	N	D	D	b	N	N
5121	Motion picture and video industries .....	1	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	1	D	D	D	b	D	D
515	Broadcasting (except Internet) .....	3	D	D	D	c	D	D
5151	Radio and television broadcasting .....	3	D	D	D	c	D	D
517	Telecommunications .....	10	N	10 953	3 894	236	N	N
<b>51</b>	<b>BALDWIN</b> Information .....	<b>3</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>b</b>	<b>N</b>	<b>N</b>
<b>51</b>	<b>BARABOO</b> Information .....	<b>5</b>	<b>N</b>	<b>870</b>	<b>247</b>	<b>40</b>	<b>N</b>	<b>N</b>

See footnotes at end of table.



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							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
51	<b>BARRON</b> Information .....	1	N	D	D	a	N	N
51	<b>BAYSIDE</b> Information .....	1	N	D	D	a	N	N
51	<b>BAYSIDE (PART - MILWAUKEE COUNTY)</b> Information .....	1	N	D	D	a	N	N
51	<b>BEAVER DAM</b> Information .....	9	N	5 797	1 509	221	N	N
517	Telecommunications .....	4	N	D	D	b	N	N
51	<b>BELLEVUE</b> Information .....	6	N	2 523	596	48	N	N
51	<b>BELOIT</b> Information .....	5	N	D	D	b	N	N
51	<b>BERLIN</b> Information .....	3	N	D	D	b	N	N
51	<b>BERLIN (PART - GREEN LAKE COUNTY)</b> Information .....	3	N	D	D	b	N	N
51	<b>BLACK RIVER FALLS</b> Information .....	3	N	D	D	b	N	N
51	<b>BLOOMER</b> Information .....	2	N	D	D	b	N	N
51	<b>BOSCOBEL</b> Information .....	5	N	D	D	b	N	N
51	<b>BRILLION</b> Information .....	2	N	D	D	b	N	N
51	<b>BRODHEAD</b> Information .....	1	N	D	D	a	N	N
51	<b>BRODHEAD (PART - GREEN COUNTY)</b> Information .....	1	N	D	D	a	N	N
51	<b>BROOKFIELD</b> Information .....	60	N	164 697	40 783	2 736	N	N
511	Publishing industries (except Internet) .....	16	D	D	D	e	D	D
5111	Newspaper, periodical, book, and directory publishers .....	9	144 981	10 361	2 684	260	—	.1
51114	Directory and mailing list publishers .....	2	D	D	D	c	D	D
511140	Directory and mailing list publishers .....	2	D	D	D	c	D	D
517	Telecommunications .....	30	N	75 673	19 740	1 092	N	N
5171	Wired telecommunications carriers .....	19	Q	D	D	g	Q	Q
51711	Wired telecommunications carriers .....	19	Q	D	D	g	Q	Q
517110	Wired telecommunications carriers .....	19	Q	D	D	g	Q	Q
518	Internet service providers, web search portals, and data processing services .....	11	215 891	73 596	16 604	1 317	—	31.8
5182	Data processing, hosting, and related services .....	11	215 891	73 596	16 604	1 317	—	31.8
51821	Data processing, hosting, and related services .....	11	215 891	73 596	16 604	1 317	—	31.8
518210	Data processing, hosting, and related services .....	11	215 891	73 596	16 604	1 317	—	31.8
51	<b>BROWN DEER</b> Information .....	9	N	D	D	g	N	N
515	Broadcasting (except Internet) .....	1	D	D	D	c	D	D
5151	Radio and television broadcasting .....	1	D	D	D	c	D	D
518	Internet service providers, web search portals, and data processing services .....	4	D	D	D	g	D	D
5182	Data processing, hosting, and related services .....	4	D	D	D	g	D	D
51821	Data processing, hosting, and related services .....	4	D	D	D	g	D	D
518210	Data processing, hosting, and related services .....	4	D	D	D	g	D	D
51	<b>BURLINGTON</b> Information .....	3	N	D	D	b	N	N

See footnotes at end of table.

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							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>BURLINGTON (PART - RACINE COUNTY)</b>							
51	Information .....	3	N	D	D	b	N	N
	<b>CALEDONIA</b>							
51	Information .....	3	N	675	169	15	N	N
	<b>CEDARBURG</b>							
51	Information .....	5	N	5 907	1 086	103	N	N
	<b>CHILTON</b>							
51	Information .....	3	N	D	D	b	N	N
	<b>CHIPPEWA FALLS</b>							
51	Information .....	6	N	3 370	948	113	N	N
	<b>CLINTONVILLE</b>							
51	Information .....	3	N	D	D	b	N	N
	<b>COLUMBUS</b>							
51	Information .....	1	N	D	D	a	N	N
	<b>COLUMBUS (PART - COLUMBIA COUNTY)</b>							
51	Information .....	1	N	D	D	a	N	N
	<b>COTTAGE GROVE</b>							
51	Information .....	3	N	D	D	a	N	N
	<b>DEFOREST</b>							
51	Information .....	2	N	D	D	a	N	N
	<b>DELAFIELD</b>							
51	Information .....	7	N	926	214	55	N	N
512	Motion picture and sound recording industries .....	1	N	D	D	b	N	N
5121	Motion picture and video industries .....	1	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	1	D	D	D	b	D	D
	<b>DELAVAN</b>							
51	Information .....	8	N	3 591	882	153	N	N
	<b>DE PERE</b>							
51	Information .....	5	N	2 022	446	87	N	N
	<b>DODGEVILLE</b>							
51	Information .....	5	N	D	D	b	N	N
	<b>EAU CLAIRE</b>							
51	Information .....	53	N	43 612	11 173	1 306	N	N
511	Publishing industries (except Internet) .....	11	D	D	D	e	D	D
5111	Newspaper, periodical, book, and directory publishers .....	9	D	D	D	e	D	D
512	Motion picture and sound recording industries .....	4	N	D	D	b	N	N
5121	Motion picture and video industries .....	4	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	3	D	D	D	b	D	D
515	Broadcasting (except Internet) .....	11	D	D	D	c	D	D
5151	Radio and television broadcasting .....	10	D	D	D	c	D	D
517	Telecommunications .....	20	N	17 736	4 334	357	N	N
518	Internet service providers, web search portals, and data processing services .....	7	D	D	D	c	D	D
	<b>EAU CLAIRE (PART - CHIPPEWA COUNTY)</b>							
51	Information .....	3	N	D	D	b	N	N

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							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
<b>EAU CLAIRE (PART - EAU CLAIRE COUNTY)</b>								
51	Information .....	50	N	D	D	g	N	N
511	Publishing industries (except Internet) .....	11	D	D	D	e	D	D
5111	Newspaper, periodical, book, and directory publishers .....	9	D	D	D	e	D	D
512	Motion picture and sound recording industries .....	4	N	D	D	b	N	N
5121	Motion picture and video industries .....	4	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	3	D	D	D	b	D	D
515	Broadcasting (except Internet) .....	11	D	D	D	c	D	D
5151	Radio and television broadcasting .....	10	D	D	D	c	D	D
517	Telecommunications .....	17	N	D	D	e	N	N
518	Internet service providers, web search portals, and data processing services .....	7	D	D	D	c	D	D
<b>EDGERTON</b>								
51	Information .....	3	N	D	D	b	N	N
<b>EDGERTON (PART - ROCK COUNTY)</b>								
51	Information .....	3	N	D	D	b	N	N
<b>ELKHORN</b>								
51	Information .....	2	N	D	D	b	N	N
<b>ELLSWORTH</b>								
51	Information .....	2	N	D	D	a	N	N
<b>ELM GROVE</b>								
51	Information .....	2	N	D	D	a	N	N
<b>EVANSVILLE</b>								
51	Information .....	1	N	D	D	a	N	N
<b>FITCHBURG</b>								
51	Information .....	10	N	4 988	1 140	165	N	N
512	Motion picture and sound recording industries .....	4	N	977	235	85	N	N
5121	Motion picture and video industries .....	4	N	977	235	85	N	N
51213	Motion picture and video exhibition .....	1	D	D	D	b	D	D
<b>FOND DU LAC</b>								
51	Information .....	22	N	18 302	4 312	646	N	N
512	Motion picture and sound recording industries .....	1	N	D	D	b	N	N
5121	Motion picture and video industries .....	1	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	1	D	D	D	b	D	D
517	Telecommunications .....	14	N	D	D	e	N	N
5175	Cable and other program distribution .....	2	Q	D	D	e	Q	Q
51751	Cable and other program distribution .....	2	Q	D	D	e	Q	Q
517510	Cable and other program distribution .....	2	Q	D	D	e	Q	Q
<b>FORT ATKINSON</b>								
51	Information .....	7	N	18 482	4 647	462	N	N
511	Publishing industries (except Internet) .....	6	D	D	D	e	D	D
5111	Newspaper, periodical, book, and directory publishers .....	5	D	D	D	e	D	D
51112	Periodical publishers .....	3	D	D	D	e	D	D
511120	Periodical publishers .....	3	D	D	D	e	D	D
<b>FOX POINT</b>								
51	Information .....	4	N	829	202	35	N	N
<b>FRANKLIN</b>								
51	Information .....	3	N	1 293	333	25	N	N
<b>GERMANTOWN</b>								
51	Information .....	5	N	3 263	858	119	N	N

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NAICS code	Geographic area and kind of business	Estab-lishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>GLENDALE</b>								
<b>51</b>	<b>Information</b> .....	<b>16</b>	<b>N</b>	<b>15 744</b>	<b>4 912</b>	<b>378</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	7	68 794	12 890	4 272	315	.4	.4
5111	Newspaper, periodical, book, and directory publishers .....	5	D	D	D	e	D	D
51112	Periodical publishers .....	3	D	D	D	c	D	D
511120	Periodical publishers .....	3	D	D	D	c	D	D
512	Motion picture and sound recording industries .....	3	N	D	D	b	N	N
5121	Motion picture and video industries .....	3	N	D	D	b	N	N
<b>GRAFTON</b>								
<b>51</b>	<b>Information</b> .....	<b>4</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>b</b>	<b>N</b>	<b>N</b>
<b>GRAND CHUTE</b>								
<b>51</b>	<b>Information</b> .....	<b>29</b>	<b>N</b>	<b>15 120</b>	<b>5 019</b>	<b>506</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	8	D	D	D	c	D	D
5111	Newspaper, periodical, book, and directory publishers .....	6	D	D	D	c	D	D
512	Motion picture and sound recording industries .....	1	N	D	D	b	N	N
5121	Motion picture and video industries .....	1	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	1	D	D	D	b	D	D
517	Telecommunications .....	15	N	8 131	2 187	130	N	N
<b>GREEN BAY</b>								
<b>51</b>	<b>Information</b> .....	<b>34</b>	<b>N</b>	<b>40 117</b>	<b>9 889</b>	<b>1 106</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	4	53 559	12 550	3 460	453	—	9.9
5111	Newspaper, periodical, book, and directory publishers .....	3	D	D	D	e	D	D
51111	Newspaper publishers .....	2	D	D	D	e	D	D
511110	Newspaper publishers .....	2	D	D	D	e	D	D
512	Motion picture and sound recording industries .....	5	N	1 281	307	54	N	N
5121	Motion picture and video industries .....	5	N	1 281	307	54	N	N
515	Broadcasting (except Internet) .....	6	50 018	14 999	3 609	373	—	.5
5151	Radio and television broadcasting .....	6	50 018	14 999	3 609	373	—	.5
51511	Radio broadcasting .....	3	D	D	D	c	D	D
515112	Radio stations .....	3	D	D	D	c	D	D
517	Telecommunications .....	10	N	8 932	2 035	174	N	N
<b>GREENDALE</b>								
<b>51</b>	<b>Information</b> .....	<b>3</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>f</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	2	D	D	D	e	D	D
5111	Newspaper, periodical, book, and directory publishers .....	2	D	D	D	e	D	D
51112	Periodical publishers .....	2	D	D	D	e	D	D
511120	Periodical publishers .....	2	D	D	D	e	D	D
<b>GREENFIELD</b>								
<b>51</b>	<b>Information</b> .....	<b>18</b>	<b>N</b>	<b>12 943</b>	<b>3 275</b>	<b>450</b>	<b>N</b>	<b>N</b>
515	Broadcasting (except Internet) .....	6	D	D	D	c	D	D
5151	Radio and television broadcasting .....	6	D	D	D	c	D	D
51511	Radio broadcasting .....	6	D	D	D	c	D	D
515112	Radio stations .....	6	D	D	D	c	D	D
517	Telecommunications .....	8	N	7 462	1 968	159	N	N
<b>HALES CORNERS</b>								
<b>51</b>	<b>Information</b> .....	<b>4</b>	<b>N</b>	<b>4 752</b>	<b>1 137</b>	<b>103</b>	<b>N</b>	<b>N</b>
515	Broadcasting (except Internet) .....	1	D	D	D	b	D	D
5151	Radio and television broadcasting .....	1	D	D	D	b	D	D
51511	Radio broadcasting .....	1	D	D	D	b	D	D
515112	Radio stations .....	1	D	D	D	b	D	D
<b>HARTFORD</b>								
<b>51</b>	<b>Information</b> .....	<b>8</b>	<b>N</b>	<b>2 391</b>	<b>532</b>	<b>119</b>	<b>N</b>	<b>N</b>
<b>HARTFORD (PART - WASHINGTON COUNTY)</b>								
<b>51</b>	<b>Information</b> .....	<b>8</b>	<b>N</b>	<b>2 391</b>	<b>532</b>	<b>119</b>	<b>N</b>	<b>N</b>

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>HARTLAND</b>								
51	Information .....	7	N	5 455	1 343	164	N	N
511	Publishing industries (except Internet) .....	5	D	D	D	c	D	D
5111	Newspaper, periodical, book, and directory publishers .....	4	D	D	D	c	D	D
<b>HORICON</b>								
51	Information .....	1	N	D	D	a	N	N
<b>HOWARD</b>								
51	Information .....	1	N	D	D	b	N	N
<b>HOWARD (PART - BROWN COUNTY)</b>								
51	Information .....	1	N	D	D	b	N	N
<b>HUDSON</b>								
51	Information .....	12	N	2 817	675	96	N	N
512	Motion picture and sound recording industries .....	2	N	D	D	b	N	N
5121	Motion picture and video industries .....	2	N	D	D	b	N	N
<b>JANESVILLE</b>								
51	Information .....	27	N	26 064	6 502	844	N	N
511	Publishing industries (except Internet) .....	4	D	D	D	c	D	D
5111	Newspaper, periodical, book, and directory publishers .....	3	D	D	D	c	D	D
517	Telecommunications .....	10	N	D	D	c	N	N
518	Internet service providers, web search portals, and data processing services .....	7	D	D	D	e	D	D
<b>JEFFERSON</b>								
51	Information .....	5	N	D	D	b	N	N
<b>KAUKAUNA</b>								
51	Information .....	3	N	D	D	e	N	N
518	Internet service providers, web search portals, and data processing services .....	1	D	D	D	e	D	D
5182	Data processing, hosting, and related services .....	1	D	D	D	e	D	D
51821	Data processing, hosting, and related services .....	1	D	D	D	e	D	D
518210	Data processing, hosting, and related services .....	1	D	D	D	e	D	D
<b>KENOSHA</b>								
51	Information .....	15	N	12 057	2 994	434	N	N
511	Publishing industries (except Internet) .....	5	D	D	D	e	D	D
5111	Newspaper, periodical, book, and directory publishers .....	4	D	D	D	e	D	D
512	Motion picture and sound recording industries .....	2	N	D	D	b	N	N
5121	Motion picture and video industries .....	1	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	1	D	D	D	b	D	D
517	Telecommunications .....	6	N	D	D	b	N	N
<b>KEWASKUM</b>								
51	Information .....	2	N	D	D	a	N	N
<b>KEWAUNEE</b>								
51	Information .....	1	N	D	D	a	N	N
<b>KIEL</b>								
51	Information .....	2	N	D	D	b	N	N
<b>KIEL (PART - MANITOWOC COUNTY)</b>								
51	Information .....	2	N	D	D	b	N	N
<b>KIMBERLY</b>								
51	Information .....	2	N	D	D	c	N	N
517	Telecommunications .....	1	N	D	D	c	N	N

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>LA CROSSE</b>								
<b>51</b>	<b>Information .....</b>	<b>32</b>	<b>N</b>	<b>53 873</b>	<b>12 513</b>	<b>1 330</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	4	D	D	D	f	D	D
5111	Newspaper, periodical, book, and directory publishers .....	2	D	D	D	e	D	D
5112	Software publishers .....	2	D	D	D	e	D	D
51121	Software publishers .....	2	D	D	D	e	D	D
511210	Software publishers .....	2	D	D	D	e	D	D
512	Motion picture and sound recording industries .....	9	N	D	D	c	N	N
5121	Motion picture and video industries .....	8	N	D	D	c	N	N
51213	Motion picture and video exhibition .....	5	D	D	D	c	D	D
515	Broadcasting (except Internet) .....	5	D	D	D	c	D	D
5151	Radio and television broadcasting .....	5	D	D	D	c	D	D
517	Telecommunications .....	7	N	D	D	c	N	N
<b>LADYSMITH</b>								
<b>51</b>	<b>Information .....</b>	<b>3</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>b</b>	<b>N</b>	<b>N</b>
<b>LAKE GENEVA</b>								
<b>51</b>	<b>Information .....</b>	<b>7</b>	<b>N</b>	<b>2 984</b>	<b>702</b>	<b>107</b>	<b>N</b>	<b>N</b>
512	Motion picture and sound recording industries .....	1	N	D	D	b	N	N
5121	Motion picture and video industries .....	1	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	1	D	D	D	b	D	D
<b>LAKE MILLS</b>								
<b>51</b>	<b>Information .....</b>	<b>4</b>	<b>N</b>	<b>260</b>	<b>57</b>	<b>9</b>	<b>N</b>	<b>N</b>
<b>LANCASTER</b>								
<b>51</b>	<b>Information .....</b>	<b>8</b>	<b>N</b>	<b>4 358</b>	<b>814</b>	<b>115</b>	<b>N</b>	<b>N</b>
<b>LITTLE CHUTE</b>								
<b>51</b>	<b>Information .....</b>	<b>2</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>b</b>	<b>N</b>	<b>N</b>
<b>LODI</b>								
<b>51</b>	<b>Information .....</b>	<b>2</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>N</b>	<b>N</b>
<b>MCFARLAND</b>								
<b>51</b>	<b>Information .....</b>	<b>2</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>N</b>	<b>N</b>
<b>MADISON</b>								
<b>51</b>	<b>Information .....</b>	<b>185</b>	<b>N</b>	<b>244 025</b>	<b>58 067</b>	<b>5 515</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	62	390 093	105 076	23 008	2 317	2.1	3.8
5111	Newspaper, periodical, book, and directory publishers .....	45	235 699	42 666	9 750	1 340	2.8	.3
51111	Newspaper publishers .....	12	127 961	27 968	6 273	974	.2	—
511110	Newspaper publishers .....	12	127 961	27 968	6 273	974	.2	—
51112	Periodical publishers .....	18	28 406	7 367	1 776	167	21.6	1.6
511120	Periodical publishers .....	18	28 406	7 367	1 776	167	21.6	1.6
51114	Directory and mailing list publishers .....	6	D	D	D	c	D	D
511140	Directory and mailing list publishers .....	6	D	D	D	c	D	D
5112	Software publishers .....	17	154 394	62 410	13 258	977	1.0	9.0
51121	Software publishers .....	17	154 394	62 410	13 258	977	1.0	9.0
511210	Software publishers .....	17	154 394	62 410	13 258	977	1.0	9.0
512	Motion picture and sound recording industries .....	26	N	D	D	e	N	N
5121	Motion picture and video industries .....	21	N	D	D	c	N	N
51211	Motion picture and video production .....	14	Q	2 879	521	59	Q	Q
512110	Motion picture and video production .....	14	Q	2 879	521	59	Q	Q
51213	Motion picture and video exhibition .....	6	D	D	D	c	D	D
512131	Motion picture theaters (except drive-ins) .....	6	D	D	D	c	D	D
515	Broadcasting (except Internet) .....	15	D	D	D	f	D	D
5151	Radio and television broadcasting .....	15	D	D	D	f	D	D
51511	Radio broadcasting .....	11	D	D	D	c	D	D
515112	Radio stations .....	11	D	D	D	c	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 2002—Con.**

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>MADISON—Con.</b>							
<b>51</b>	<b>Information—Con.</b>							
517	Telecommunications .....	55	N	88 395	23 056	1 666	N	N
5171	Wired telecommunications carriers .....	35	Q	70 821	17 730	1 230	Q	Q
51711	Wired telecommunications carriers .....	35	Q	70 821	17 730	1 230	Q	Q
517110	Wired telecommunications carriers .....	35	Q	70 821	17 730	1 230	Q	Q
5172	Wireless telecommunications carriers (except satellite) .....	13	Q	D	D	b	Q	Q
51721	Wireless telecommunications carriers (except satellite) .....	13	Q	D	D	b	Q	Q
517212	Cellular and other wireless telecommunications .....	13	Q	D	D	b	Q	Q
5175	Cable and other program distribution .....	5	Q	D	D	e	Q	Q
51751	Cable and other program distribution .....	5	Q	D	D	e	Q	Q
517510	Cable and other program distribution .....	5	Q	D	D	e	Q	Q
518	Internet service providers, web search portals, and data processing services .....	21	81 528	23 165	5 618	655	3.3	56.5
5182	Data processing, hosting, and related services .....	15	78 924	22 581	5 482	636	3.3	58.0
51821	Data processing, hosting, and related services .....	15	78 924	22 581	5 482	636	3.3	58.0
518210	Data processing, hosting, and related services .....	15	78 924	22 581	5 482	636	3.3	58.0
519	Other information services .....	2	D	D	D	b	D	D
5191	Other information services .....	2	D	D	D	b	D	D
	<b>MANITOWOC</b>							
<b>51</b>	<b>Information .....</b>	<b>13</b>	<b>N</b>	<b>5 590</b>	<b>1 362</b>	<b>234</b>	<b>N</b>	<b>N</b>
	<b>MARINETTE</b>							
<b>51</b>	<b>Information .....</b>	<b>6</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>c</b>	<b>N</b>	<b>N</b>
	<b>MARSHFIELD</b>							
<b>51</b>	<b>Information .....</b>	<b>12</b>	<b>N</b>	<b>7 057</b>	<b>1 783</b>	<b>327</b>	<b>N</b>	<b>N</b>
515	Broadcasting (except Internet) .....	3	D	D	D	c	D	D
5151	Radio and television broadcasting .....	3	D	D	D	c	D	D
51511	Radio broadcasting .....	3	D	D	D	c	D	D
515112	Radio stations .....	3	D	D	D	c	D	D
	<b>MARSHFIELD (PART - WOOD COUNTY)</b>							
<b>51</b>	<b>Information .....</b>	<b>12</b>	<b>N</b>	<b>7 057</b>	<b>1 783</b>	<b>327</b>	<b>N</b>	<b>N</b>
515	Broadcasting (except Internet) .....	3	D	D	D	c	D	D
5151	Radio and television broadcasting .....	3	D	D	D	c	D	D
51511	Radio broadcasting .....	3	D	D	D	c	D	D
515112	Radio stations .....	3	D	D	D	c	D	D
	<b>MAUSTON</b>							
<b>51</b>	<b>Information .....</b>	<b>2</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>N</b>	<b>N</b>
	<b>MAYVILLE</b>							
<b>51</b>	<b>Information .....</b>	<b>2</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>b</b>	<b>N</b>	<b>N</b>
	<b>MEDFORD</b>							
<b>51</b>	<b>Information .....</b>	<b>6</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>b</b>	<b>N</b>	<b>N</b>
	<b>MENASHA CITY</b>							
<b>51</b>	<b>Information .....</b>	<b>4</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>b</b>	<b>N</b>	<b>N</b>
	<b>MENASHA CITY (PART - WINNEBAGO COUNTY)</b>							
<b>51</b>	<b>Information .....</b>	<b>4</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>b</b>	<b>N</b>	<b>N</b>
	<b>MENASHA TOWN</b>							
<b>51</b>	<b>Information .....</b>	<b>6</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>c</b>	<b>N</b>	<b>N</b>
517	Telecommunications .....	2	N	D	D	b	N	N
	<b>MENOMONEE FALLS</b>							
<b>51</b>	<b>Information .....</b>	<b>8</b>	<b>N</b>	<b>2 653</b>	<b>623</b>	<b>95</b>	<b>N</b>	<b>N</b>
512	Motion picture and sound recording industries .....	2	N	D	D	b	N	N
5121	Motion picture and video industries .....	2	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	1	D	D	D	b	D	D
	<b>MENOMONIE</b>							
<b>51</b>	<b>Information .....</b>	<b>8</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>b</b>	<b>N</b>	<b>N</b>

See footnotes at end of table.

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							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MEQUON</b>								
<b>51</b>	<b>Information .....</b>	<b>15</b>	<b>N</b>	<b>4 161</b>	<b>1 322</b>	<b>153</b>	<b>N</b>	<b>N</b>
512	Motion picture and sound recording industries .....	3	N	847	189	68	N	N
5121	Motion picture and video industries .....	3	N	847	189	68	N	N
51213	Motion picture and video exhibition .....	1	D	D	D	b	D	D
<b>MERRILL</b>								
<b>51</b>	<b>Information .....</b>	<b>6</b>	<b>N</b>	<b>1 165</b>	<b>264</b>	<b>54</b>	<b>N</b>	<b>N</b>
<b>MIDDLETON</b>								
<b>51</b>	<b>Information .....</b>	<b>23</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>g</b>	<b>N</b>	<b>N</b>
512	Motion picture and sound recording industries .....	5	N	D	D	b	N	N
517	Telecommunications .....	11	N	D	D	g	N	N
5171	Wired telecommunications carriers .....	7	Q	D	D	c	Q	Q
51711	Wired telecommunications carriers .....	7	Q	D	D	c	Q	Q
517110	Wired telecommunications carriers .....	7	Q	D	D	c	Q	Q
5172	Wireless telecommunications carriers (except satellite) .....	3	Q	D	D	f	Q	Q
51721	Wireless telecommunications carriers (except satellite) .....	3	Q	D	D	f	Q	Q
517212	Cellular and other wireless telecommunications .....	3	Q	D	D	f	Q	Q
<b>MILTON</b>								
<b>51</b>	<b>Information .....</b>	<b>3</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>b</b>	<b>N</b>	<b>N</b>
<b>MILWAUKEE</b>								
<b>51</b>	<b>Information .....</b>	<b>217</b>	<b>N</b>	<b>556 540</b>	<b>150 956</b>	<b>12 050</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	42	381 180	120 373	36 360	3 367	.3	1.8
5111	Newspaper, periodical, book, and directory publishers .....	28	246 782	70 115	22 115	2 548	.5	2.0
51111	Newspaper publishers .....	10	230 575	64 375	20 699	2 390	—	.4
511110	Newspaper publishers .....	10	230 575	64 375	20 699	2 390	—	.4
5112	Software publishers .....	14	134 398	50 258	14 245	819	.1	1.5
51121	Software publishers .....	14	134 398	50 258	14 245	819	.1	1.5
511210	Software publishers .....	14	134 398	50 258	14 245	819	.1	1.5
512	Motion picture and sound recording industries .....	35	N	23 637	5 904	1 378	N	N
5121	Motion picture and video industries .....	31	N	D	D	g	N	N
51211	Motion picture and video production .....	19	Q	D	D	c	Q	Q
512110	Motion picture and video production .....	19	Q	D	D	c	Q	Q
51213	Motion picture and video exhibition .....	8	D	D	D	g	D	D
512131	Motion picture theaters (except drive-ins) .....	8	D	D	D	g	D	D
5122	Sound recording industries .....	4	N	D	D	c	N	N
51223	Music publishers .....	1	D	D	D	c	D	D
512230	Music publishers .....	1	D	D	D	c	D	D
515	Broadcasting (except Internet) .....	13	D	D	D	f	D	D
5151	Radio and television broadcasting .....	11	D	D	D	f	D	D
51511	Radio broadcasting .....	6	D	D	D	c	D	D
515112	Radio stations .....	4	D	D	D	c	D	D
51512	Television broadcasting .....	5	D	D	D	f	D	D
515120	Television broadcasting .....	5	D	D	D	f	D	D
517	Telecommunications .....	76	N	190 388	49 558	3 113	N	N
5171	Wired telecommunications carriers .....	53	Q	D	D	h	Q	Q
51711	Wired telecommunications carriers .....	53	Q	D	D	h	Q	Q
517110	Wired telecommunications carriers .....	53	Q	D	D	h	Q	Q
5172	Wireless telecommunications carriers (except satellite) .....	13	Q	D	D	c	Q	Q
51721	Wireless telecommunications carriers (except satellite) .....	13	Q	D	D	c	Q	Q
518	Internet service providers, web search portals, and data processing services .....	41	195 290	181 076	49 134	3 346	1.8	21.3
5182	Data processing, hosting, and related services .....	36	191 672	180 396	48 959	3 300	1.8	20.0
51821	Data processing, hosting, and related services .....	36	191 672	180 396	48 959	3 300	1.8	20.0
518210	Data processing, hosting, and related services .....	36	191 672	180 396	48 959	3 300	1.8	20.0
519	Other information services .....	6	D	D	D	b	D	D
5191	Other information services .....	6	D	D	D	b	D	D
51912	Libraries and archives .....	4	D	D	D	b	D	D
519120	Libraries and archives .....	4	D	D	D	b	D	D

See footnotes at end of table.



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							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MILWAUKEE (PART - MILWAUKEE COUNTY)</b>								
<b>51</b>	<b>Information</b>	<b>215</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>j</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet)	42	381 180	120 373	36 360	3 367	.3	1.8
5111	Newspaper, periodical, book, and directory publishers	28	246 782	70 115	22 115	2 548	.5	2.0
51111	Newspaper publishers	10	230 575	64 375	20 699	2 390	—	.4
511110	Newspaper publishers	10	230 575	64 375	20 699	2 390	—	.4
5112	Software publishers	14	134 398	50 258	14 245	819	.1	1.5
51121	Software publishers	14	134 398	50 258	14 245	819	.1	1.5
511210	Software publishers	14	134 398	50 258	14 245	819	.1	1.5
512	Motion picture and sound recording industries	34	N	D	D	g	N	N
5121	Motion picture and video industries	31	N	D	D	g	N	N
51211	Motion picture and video production	19	Q	D	D	c	Q	Q
512110	Motion picture and video production	19	Q	D	D	c	Q	Q
51213	Motion picture and video exhibition	8	D	D	D	g	D	D
512131	Motion picture theaters (except drive-ins)	8	D	D	D	g	D	D
5122	Sound recording industries	3	N	D	D	c	N	N
51223	Music publishers	1	D	D	D	c	D	D
512230	Music publishers	1	D	D	D	c	D	D
515	Broadcasting (except Internet)	13	D	D	D	f	D	D
5151	Radio and television broadcasting	11	D	D	D	f	D	D
51511	Radio broadcasting	6	D	D	D	c	D	D
515112	Radio stations	4	D	D	D	c	D	D
51512	Television broadcasting	5	D	D	D	f	D	D
515120	Television broadcasting	5	D	D	D	f	D	D
517	Telecommunications	75	N	D	D	h	N	N
5171	Wired telecommunications carriers	52	Q	D	D	h	Q	Q
51711	Wired telecommunications carriers	52	Q	D	D	h	Q	Q
517110	Wired telecommunications carriers	52	Q	D	D	h	Q	Q
5172	Wireless telecommunications carriers (except satellite)	13	Q	D	D	c	Q	Q
51721	Wireless telecommunications carriers (except satellite)	13	Q	D	D	c	Q	Q
518	Internet service providers, web search portals, and data processing services	41	195 290	181 076	49 134	3 346	1.8	21.3
5182	Data processing, hosting, and related services	36	191 672	180 396	48 959	3 300	1.8	20.0
51821	Data processing, hosting, and related services	36	191 672	180 396	48 959	3 300	1.8	20.0
518210	Data processing, hosting, and related services	36	191 672	180 396	48 959	3 300	1.8	20.0
519	Other information services	6	D	D	D	b	D	D
5191	Other information services	6	D	D	D	b	D	D
51912	Libraries and archives	4	D	D	D	b	D	D
519120	Libraries and archives	4	D	D	D	b	D	D
<b>MILWAUKEE (PART - WASHINGTON COUNTY)</b>								
<b>51</b>	<b>Information</b>	<b>2</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>N</b>	<b>N</b>
<b>MINERAL POINT</b>								
<b>51</b>	<b>Information</b>	<b>2</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>N</b>	<b>N</b>
<b>MONDOVI</b>								
<b>51</b>	<b>Information</b>	<b>2</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>N</b>	<b>N</b>
<b>MONONA</b>								
<b>51</b>	<b>Information</b>	<b>6</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>f</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet)	3	D	D	D	c	D	D
518	Internet service providers, web search portals, and data processing services	1	D	D	D	e	D	D
5182	Data processing, hosting, and related services	1	D	D	D	e	D	D
51821	Data processing, hosting, and related services	1	D	D	D	e	D	D
518210	Data processing, hosting, and related services	1	D	D	D	e	D	D
<b>MONROE</b>								
<b>51</b>	<b>Information</b>	<b>6</b>	<b>N</b>	<b>12 590</b>	<b>3 401</b>	<b>398</b>	<b>N</b>	<b>N</b>
518	Internet service providers, web search portals, and data processing services	1	D	D	D	e	D	D
<b>MOSINEE</b>								
<b>51</b>	<b>Information</b>	<b>2</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>b</b>	<b>N</b>	<b>N</b>
<b>MOUNT HOREB</b>								
<b>51</b>	<b>Information</b>	<b>2</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>b</b>	<b>N</b>	<b>N</b>

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							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>MOUNT PLEASANT</b>							
51	Information .....	6	N	8 257	2 203	140	N	N
517	Telecommunications .....	4	N	D	D	c	N	N
	<b>MUKWONAGO</b>							
51	Information .....	2	N	D	D	a	N	N
	<b>MUKWONAGO (PART - WAUKESHA COUNTY)</b>							
51	Information .....	2	N	D	D	a	N	N
	<b>MUSKEGO</b>							
51	Information .....	6	N	1 238	286	25	N	N
	<b>NEENAH</b>							
51	Information .....	5	N	1 343	329	30	N	N
	<b>NEILLSVILLE</b>							
51	Information .....	3	N	D	D	b	N	N
	<b>NEW BERLIN</b>							
51	Information .....	27	N	58 026	15 743	1 219	N	N
511	Publishing industries (except Internet) .....	10	93 378	23 136	5 779	397	.4	10.2
5111	Newspaper, periodical, book, and directory publishers .....	4	D	D	D	c	D	D
51112	Periodical publishers .....	3	D	D	D	c	D	D
511120	Periodical publishers .....	3	D	D	D	c	D	D
5112	Software publishers .....	6	D	D	D	c	D	D
51121	Software publishers .....	6	D	D	D	c	D	D
511210	Software publishers .....	6	D	D	D	c	D	D
512	Motion picture and sound recording industries .....	4	N	D	D	b	N	N
5121	Motion picture and video industries .....	4	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	1	D	D	D	b	D	D
512131	Motion picture theaters (except drive-ins) .....	1	D	D	D	b	D	D
517	Telecommunications .....	7	N	4 680	1 360	80	N	N
518	Internet service providers, web search portals, and data processing services .....	5	D	D	D	f	D	D
5182	Data processing, hosting, and related services .....	5	D	D	D	f	D	D
51821	Data processing, hosting, and related services .....	5	D	D	D	f	D	D
518210	Data processing, hosting, and related services .....	5	D	D	D	f	D	D
	<b>NEW HOLSTEIN</b>							
51	Information .....	2	N	D	D	a	N	N
	<b>NEW LONDON</b>							
51	Information .....	3	N	484	102	26	N	N
	<b>NEW LONDON (PART - OUTAGAMIE COUNTY)</b>							
51	Information .....	1	N	D	D	a	N	N
	<b>NEW LONDON (PART - WAUPACA COUNTY)</b>							
51	Information .....	2	N	D	D	a	N	N
	<b>NEW RICHMOND</b>							
51	Information .....	3	N	593	152	32	N	N
	<b>OAK CREEK</b>							
51	Information .....	11	N	3 772	921	167	N	N
512	Motion picture and sound recording industries .....	3	N	D	D	b	N	N
5121	Motion picture and video industries .....	3	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	2	D	D	D	b	D	D
512131	Motion picture theaters (except drive-ins) .....	2	D	D	D	b	D	D
	<b>OCONOMOWOC</b>							
51	Information .....	5	N	1 826	484	50	N	N
	<b>OCONTO</b>							
51	Information .....	1	N	D	D	b	N	N
	<b>OCONTO FALLS</b>							
51	Information .....	2	N	D	D	b	N	N

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 2002—Con.**

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							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>ONALASKA</b>							
51	Information .....	12	N	5 351	1 235	167	N	N
511	Publishing industries (except Internet) .....	2	D	D	D	b	D	D
5111	Newspaper, periodical, book, and directory publishers .....	1	D	D	D	b	D	D
517	Telecommunications .....	4	N	D	D	b	N	N
	<b>OREGON</b>							
51	Information .....	6	N	1 400	353	64	N	N
	<b>OSHKOSH</b>							
51	Information .....	14	N	9 721	2 354	284	N	N
511	Publishing industries (except Internet) .....	4	D	D	D	c	D	D
5111	Newspaper, periodical, book, and directory publishers .....	3	D	D	D	c	D	D
512	Motion picture and sound recording industries .....	2	N	D	D	b	N	N
5121	Motion picture and video industries .....	2	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	1	D	D	D	b	D	D
517	Telecommunications .....	5	N	D	D	b	N	N
	<b>PARK FALLS</b>							
51	Information .....	2	N	D	D	b	N	N
	<b>PESHTIGO</b>							
51	Information .....	1	N	D	D	b	N	N
	<b>PEWAUKEE CITY</b>							
51	Information .....	20	N	60 138	16 076	887	N	N
517	Telecommunications .....	12	N	D	D	f	N	N
5171	Wired telecommunications carriers .....	9	Q	D	D	f	Q	Q
51711	Wired telecommunications carriers .....	9	Q	D	D	f	Q	Q
517110	Wired telecommunications carriers .....	9	Q	D	D	f	Q	Q
	<b>PEWAUKEE VILLAGE</b>							
51	Information .....	3	N	D	D	c	N	N
512	Motion picture and sound recording industries .....	1	N	D	D	c	N	N
5121	Motion picture and video industries .....	1	N	D	D	c	N	N
51213	Motion picture and video exhibition .....	1	D	D	D	c	D	D
512131	Motion picture theaters (except drive-ins) .....	1	D	D	D	c	D	D
	<b>PLATTEVILLE</b>							
51	Information .....	3	N	875	191	42	N	N
	<b>PLEASANT PRAIRIE</b>							
51	Information .....	4	N	D	D	b	N	N
	<b>PLOVER</b>							
51	Information .....	1	N	D	D	b	N	N
518	Internet service providers, web search portals, and data processing services .....	1	D	D	D	b	D	D
	<b>PLYMOUTH</b>							
51	Information .....	5	N	D	D	b	N	N
	<b>PORTAGE</b>							
51	Information .....	8	N	D	D	c	N	N
	<b>PORT WASHINGTON</b>							
51	Information .....	3	N	D	D	b	N	N
	<b>PRAIRIE DU CHIEN</b>							
51	Information .....	6	N	D	D	b	N	N
	<b>PRAIRIE DU SAC</b>							
51	Information .....	1	N	D	D	a	N	N
	<b>PRESCOTT</b>							
51	Information .....	1	N	D	D	a	N	N
	<b>PULASKI</b>							
51	Information .....	1	N	D	D	b	N	N

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							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>PULASKI (PART - BROWN COUNTY)</b>							
51	Information .....	1	N	D	D	b	N	N
	<b>RACINE</b>							
51	Information .....	17	N	10 998	2 584	352	N	N
511	Publishing industries (except Internet) .....	5	D	D	D	c	D	D
5111	Newspaper, periodical, book, and directory publishers .....	4	D	D	D	c	D	D
512	Motion picture and sound recording industries .....	4	N	D	D	b	N	N
5121	Motion picture and video industries .....	3	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	2	D	D	D	b	D	D
	<b>REEDSBURG</b>							
51	Information .....	5	N	675	175	77	N	N
	<b>RHINELANDER</b>							
51	Information .....	12	N	5 212	1 433	188	N	N
517	Telecommunications .....	7	N	D	D	b	N	N
	<b>RICE LAKE</b>							
51	Information .....	6	N	6 651	1 494	189	N	N
517	Telecommunications .....	2	N	D	D	b	N	N
	<b>RICHFIELD</b>							
51	Information .....	3	N	D	D	a	N	N
	<b>RICHLAND CENTER</b>							
51	Information .....	8	N	D	D	b	N	N
	<b>RIPON</b>							
51	Information .....	4	N	D	D	b	N	N
	<b>RIVER FALLS</b>							
51	Information .....	7	N	1 674	444	58	N	N
	<b>RIVER FALLS (PART - PIERCE COUNTY)</b>							
51	Information .....	6	N	D	D	b	N	N
	<b>RIVER FALLS (PART - ST. CROIX COUNTY)</b>							
51	Information .....	1	N	D	D	a	N	N
	<b>ROTHSCHILD</b>							
51	Information .....	3	N	D	D	b	N	N
512	Motion picture and sound recording industries .....	1	N	D	D	b	N	N
5121	Motion picture and video industries .....	1	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	1	D	D	D	b	D	D
	<b>ST. FRANCIS</b>							
51	Information .....	2	N	D	D	b	N	N
	<b>SAUK CITY</b>							
51	Information .....	5	N	D	D	b	N	N
	<b>SEYMOUR</b>							
51	Information .....	1	N	D	D	a	N	N
	<b>SHAWANO</b>							
51	Information .....	8	N	3 110	781	161	N	N
	<b>SHEBOYGAN</b>							
51	Information .....	14	N	7 830	1 905	296	N	N
511	Publishing industries (except Internet) .....	2	D	D	D	c	D	D
5111	Newspaper, periodical, book, and directory publishers .....	2	D	D	D	c	D	D
512	Motion picture and sound recording industries .....	2	N	D	D	b	N	N
5121	Motion picture and video industries .....	2	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	1	D	D	D	b	D	D
517	Telecommunications .....	6	N	D	D	b	N	N
	<b>SHEBOYGAN FALLS</b>							
51	Information .....	2	N	D	D	a	N	N

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							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>SHOREWOOD</b>							
51	Information .....	5	N	D	D	b	N	N
	<b>SLINGER</b>							
51	Information .....	3	N	D	D	a	N	N
	<b>SPARTA</b>							
51	Information .....	7	N	D	D	c	N	N
	<b>SPOONER</b>							
51	Information .....	3	N	D	D	b	N	N
	<b>STEVENS POINT</b>							
51	Information .....	12	N	D	D	c	N	N
511	Publishing industries (except Internet) .....	5	D	D	D	c	D	D
5111	Newspaper, periodical, book, and directory publishers .....	5	D	D	D	c	D	D
	<b>STOUGHTON</b>							
51	Information .....	5	N	363	104	21	N	N
	<b>STURGEON BAY</b>							
51	Information .....	6	N	1 734	402	111	N	N
	<b>SUN PRAIRIE</b>							
51	Information .....	14	N	14 642	3 565	417	N	N
517	Telecommunications .....	9	N	D	D	e	N	N
518	Internet service providers, web search portals, and data processing services .....	1	D	D	D	c	D	D
	<b>SUPERIOR</b>							
51	Information .....	10	N	3 356	832	155	N	N
	<b>SUSSEX</b>							
51	Information .....	1	N	D	D	a	N	N
	<b>THIENSVILLE</b>							
51	Information .....	2	N	D	D	a	N	N
	<b>TOMAH</b>							
51	Information .....	2	N	D	D	a	N	N
	<b>TOMAHAWK</b>							
51	Information .....	2	N	D	D	a	N	N
	<b>TWO RIVERS</b>							
51	Information .....	3	N	D	D	b	N	N
	<b>UNION GROVE</b>							
51	Information .....	2	N	D	D	a	N	N
	<b>VERONA</b>							
51	Information .....	8	N	11 852	2 986	264	N	N
517	Telecommunications .....	3	N	D	D	c	N	N
518	Internet service providers, web search portals, and data processing services .....	2	D	D	D	b	D	D
	<b>VIROQUA</b>							
51	Information .....	3	N	D	D	b	N	N
	<b>WATERFORD</b>							
51	Information .....	2	N	D	D	a	N	N
	<b>WATERLOO</b>							
51	Information .....	2	N	D	D	a	N	N
	<b>WATERTOWN</b>							
51	Information .....	6	N	4 110	810	116	N	N
	<b>WATERTOWN (PART - JEFFERSON COUNTY)</b>							
51	Information .....	6	N	4 110	810	116	N	N

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							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
<b>WAUKESHA</b>								
<b>51</b>	<b>Information</b> .....	<b>29</b>	<b>N</b>	<b>29 880</b>	<b>7 675</b>	<b>693</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	7	D	D	D	c	D	D
5111	Newspaper, periodical, book, and directory publishers .....	5	D	D	D	c	D	D
517	Telecommunications .....	15	N	18 062	4 845	360	N	N
5171	Wired telecommunications carriers .....	13	Q	D	D	e	Q	Q
51711	Wired telecommunications carriers .....	13	Q	D	D	e	Q	Q
517110	Wired telecommunications carriers .....	13	Q	D	D	e	Q	Q
<b>WAUNAKEE</b>								
<b>51</b>	<b>Information</b> .....	<b>4</b>	<b>N</b>	<b>1 930</b>	<b>560</b>	<b>52</b>	<b>N</b>	<b>N</b>
<b>WAUPACA</b>								
<b>51</b>	<b>Information</b> .....	<b>8</b>	<b>N</b>	<b>5 026</b>	<b>1 196</b>	<b>208</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	4	D	D	D	c	D	D
5111	Newspaper, periodical, book, and directory publishers .....	4	D	D	D	c	D	D
<b>WAUPUN</b>								
<b>51</b>	<b>Information</b> .....	<b>1</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>N</b>	<b>N</b>
<b>WAUPUN (PART - FOND DU LAC COUNTY)</b>								
<b>51</b>	<b>Information</b> .....	<b>1</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>N</b>	<b>N</b>
<b>WAUSAU</b>								
<b>51</b>	<b>Information</b> .....	<b>29</b>	<b>N</b>	<b>27 193</b>	<b>6 812</b>	<b>945</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	4	D	D	D	c	D	D
5111	Newspaper, periodical, book, and directory publishers .....	3	D	D	D	c	D	D
515	Broadcasting (except Internet) .....	7	D	D	D	e	D	D
5151	Radio and television broadcasting .....	7	D	D	D	e	D	D
51511	Radio broadcasting .....	3	D	D	D	c	D	D
515112	Radio stations .....	3	D	D	D	c	D	D
517	Telecommunications .....	11	N	10 901	2 775	349	N	N
5172	Wireless telecommunications carriers (except satellite) .....	3	Q	D	D	c	Q	Q
51721	Wireless telecommunications carriers (except satellite) .....	3	Q	D	D	c	Q	Q
<b>WAUWATOSA</b>								
<b>51</b>	<b>Information</b> .....	<b>37</b>	<b>N</b>	<b>22 834</b>	<b>4 936</b>	<b>502</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	11	34 628	11 364	2 152	234	3.7	14.3
5111	Newspaper, periodical, book, and directory publishers .....	6	D	D	D	c	D	D
512	Motion picture and sound recording industries .....	7	N	D	D	b	N	N
5121	Motion picture and video industries .....	7	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	3	D	D	D	b	D	D
512131	Motion picture theaters (except drive-ins) .....	3	D	D	D	b	D	D
517	Telecommunications .....	13	N	8 121	2 152	159	N	N
5172	Wireless telecommunications carriers (except satellite) .....	7	Q	D	D	c	Q	Q
51721	Wireless telecommunications carriers (except satellite) .....	7	Q	D	D	c	Q	Q
517212	Cellular and other wireless telecommunications .....	7	Q	D	D	c	Q	Q
<b>WEST ALLIS</b>								
<b>51</b>	<b>Information</b> .....	<b>31</b>	<b>N</b>	<b>30 304</b>	<b>8 199</b>	<b>606</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	9	D	D	D	c	D	D
5112	Software publishers .....	4	D	D	D	c	D	D
51121	Software publishers .....	4	D	D	D	c	D	D
511210	Software publishers .....	4	D	D	D	c	D	D
517	Telecommunications .....	14	N	13 997	3 800	302	N	N
518	Internet service providers, web search portals, and data processing services .....	5	D	D	D	c	D	D
5181	Internet service providers and web search portals .....	1	D	D	D	b	D	D
51811	Internet service providers and web search portals .....	1	D	D	D	b	D	D
518111	Internet service providers .....	1	D	D	D	b	D	D
<b>WEST BEND</b>								
<b>51</b>	<b>Information</b> .....	<b>9</b>	<b>N</b>	<b>3 498</b>	<b>798</b>	<b>118</b>	<b>N</b>	<b>N</b>
512	Motion picture and sound recording industries .....	2	N	D	D	a	N	N
5121	Motion picture and video industries .....	2	N	D	D	a	N	N

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							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
<b>WEST MILWAUKEE</b>								
51	Information .....	1	N	D	D	a	N	N
<b>WESTON</b>								
51	Information .....	3	N	D	D	b	N	N
<b>WHITEFISH BAY</b>								
51	Information .....	6	N	197	33	28	N	N
<b>WHITEWATER</b>								
51	Information .....	3	N	229	47	22	N	N
<b>WHITEWATER (PART - WALWORTH COUNTY)</b>								
51	Information .....	3	N	229	47	22	N	N
<b>WISCONSIN RAPIDS</b>								
51	Information .....	11	N	24 881	5 717	786	N	N
511	Publishing industries (except Internet) .....	4	D	D	D	f	D	D
5112	Software publishers .....	1	D	D	D	f	D	D
51121	Software publishers .....	1	D	D	D	f	D	D
511210	Software publishers .....	1	D	D	D	f	D	D
517	Telecommunications .....	5	N	D	D	c	N	N
<b>BALANCE OF ADAMS COUNTY</b>								
51	Information .....	7	N	808	240	42	N	N
<b>BALANCE OF ASHLAND COUNTY</b>								
51	Information .....	2	N	D	D	a	N	N
<b>BALANCE OF BARRON COUNTY</b>								
51	Information .....	6	N	D	D	b	N	N
<b>BALANCE OF BAYFIELD COUNTY</b>								
51	Information .....	5	N	D	D	b	N	N
517	Telecommunications .....	1	N	D	D	b	N	N
<b>BALANCE OF BROWN COUNTY</b>								
51	Information .....	3	N	D	D	a	N	N
<b>BALANCE OF BUFFALO COUNTY</b>								
51	Information .....	3	N	D	D	a	N	N
<b>BALANCE OF BURNETT COUNTY</b>								
51	Information .....	7	N	1 831	427	72	N	N
<b>BALANCE OF CALUMET COUNTY</b>								
51	Information .....	3	N	D	D	a	N	N
<b>BALANCE OF CHIPPEWA COUNTY</b>								
51	Information .....	7	N	D	D	b	N	N
<b>BALANCE OF CLARK COUNTY</b>								
51	Information .....	7	N	D	D	b	N	N
<b>BALANCE OF COLUMBIA COUNTY</b>								
51	Information .....	6	N	D	D	b	N	N
<b>BALANCE OF CRAWFORD COUNTY</b>								
51	Information .....	1	N	D	D	a	N	N
<b>BALANCE OF DANE COUNTY</b>								
51	Information .....	26	N	D	D	e	N	N
511	Publishing industries (except Internet) .....	10	D	D	D	c	D	D
512	Motion picture and sound recording industries .....	4	N	D	D	b	N	N
515	Broadcasting (except Internet) .....	2	D	D	D	c	D	D
5151	Radio and television broadcasting .....	2	D	D	D	c	D	D
51511	Radio broadcasting .....	1	D	D	D	c	D	D
515112	Radio stations .....	1	D	D	D	c	D	D
517	Telecommunications .....	6	N	D	D	b	N	N
<b>BALANCE OF DODGE COUNTY</b>								
51	Information .....	8	N	D	D	b	N	N
517	Telecommunications .....	6	N	D	D	b	N	N

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
<b>51</b>	<b>BALANCE OF DOOR COUNTY</b>							
	Information .....	13	N	2 083	497	71	N	N
<b>51</b>	<b>BALANCE OF DUNN COUNTY</b>							
	Information .....	2	N	D	D	b	N	N
517	Telecommunications .....	1	N	D	D	b	N	N
<b>51</b>	<b>BALANCE OF EAU CLAIRE COUNTY</b>							
	Information .....	3	N	D	D	a	N	N
<b>51</b>	<b>BALANCE OF FLORENCE COUNTY</b>							
	Information .....	1	N	D	D	a	N	N
<b>51</b>	<b>BALANCE OF FOND DU LAC COUNTY</b>							
	Information .....	8	N	D	D	e	N	N
511	Publishing industries (except Internet) .....	4	D	D	D	e	D	D
5111	Newspaper, periodical, book, and directory publishers .....	4	D	D	D	e	D	D
<b>51</b>	<b>BALANCE OF FOREST COUNTY</b>							
	Information .....	4	N	787	210	37	N	N
<b>51</b>	<b>BALANCE OF GRANT COUNTY</b>							
	Information .....	11	N	D	D	c	N	N
<b>51</b>	<b>BALANCE OF GREEN COUNTY</b>							
	Information .....	5	N	D	D	b	N	N
<b>51</b>	<b>BALANCE OF GREEN LAKE COUNTY</b>							
	Information .....	3	N	D	D	a	N	N
<b>51</b>	<b>BALANCE OF IOWA COUNTY</b>							
	Information .....	2	N	D	D	a	N	N
<b>51</b>	<b>BALANCE OF JACKSON COUNTY</b>							
	Information .....	2	N	D	D	a	N	N
<b>51</b>	<b>BALANCE OF JEFFERSON COUNTY</b>							
	Information .....	4	N	D	D	b	N	N
512	Motion picture and sound recording industries .....	2	N	D	D	b	N	N
5121	Motion picture and video industries .....	2	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	2	D	D	D	b	D	D
<b>51</b>	<b>BALANCE OF JUNEAU COUNTY</b>							
	Information .....	6	N	D	D	a	N	N
<b>51</b>	<b>BALANCE OF KENOSHA COUNTY</b>							
	Information .....	8	N	D	D	b	N	N
<b>51</b>	<b>BALANCE OF KEWAUNEE COUNTY</b>							
	Information .....	1	N	D	D	a	N	N
<b>51</b>	<b>BALANCE OF LA CROSSE COUNTY</b>							
	Information .....	4	N	679	150	47	N	N
<b>51</b>	<b>BALANCE OF LAFAYETTE COUNTY</b>							
	Information .....	2	N	D	D	a	N	N
<b>51</b>	<b>BALANCE OF LANGLADE COUNTY</b>							
	Information .....	2	N	D	D	a	N	N
<b>51</b>	<b>BALANCE OF LINCOLN COUNTY</b>							
	Information .....	1	N	D	D	a	N	N
<b>51</b>	<b>BALANCE OF MANITOWOC COUNTY</b>							
	Information .....	7	N	D	D	b	N	N
<b>51</b>	<b>BALANCE OF MARATHON COUNTY</b>							
	Information .....	9	N	D	D	b	N	N
517	Telecommunications .....	5	N	D	D	b	N	N
<b>51</b>	<b>BALANCE OF MARINETTE COUNTY</b>							
	Information .....	4	N	D	D	b	N	N

See footnotes at end of table.



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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>BALANCE OF MARQUETTE COUNTY</b>							
51	Information .....	8	N	1 070	297	39	N	N
	<b>BALANCE OF MONROE COUNTY</b>							
51	Information .....	2	N	D	D	b	N	N
517	Telecommunications .....	2	N	D	D	b	N	N
	<b>BALANCE OF OCONTO COUNTY</b>							
51	Information .....	3	N	D	D	b	N	N
	<b>BALANCE OF ONEIDA COUNTY</b>							
51	Information .....	7	N	3 813	735	108	N	N
	<b>BALANCE OF OUTAGAMIE COUNTY</b>							
51	Information .....	5	N	D	D	b	N	N
512	Motion picture and sound recording industries .....	2	N	D	D	a	N	N
5121	Motion picture and video industries .....	1	N	D	D	a	N	N
51213	Motion picture and video exhibition .....	1	D	D	D	a	D	D
	<b>BALANCE OF OZAUKEE COUNTY</b>							
51	Information .....	2	N	D	D	a	N	N
	<b>BALANCE OF PEPIN COUNTY</b>							
51	Information .....	4	N	592	137	20	N	N
	<b>BALANCE OF PIERCE COUNTY</b>							
51	Information .....	6	N	D	D	c	N	N
	<b>BALANCE OF POLK COUNTY</b>							
51	Information .....	16	N	8 736	2 096	304	N	N
511	Publishing industries (except Internet) .....	7	D	D	D	c	D	D
5111	Newspaper, periodical, book, and directory publishers .....	6	D	D	D	c	D	D
517	Telecommunications .....	4	N	D	D	b	N	N
	<b>BALANCE OF PORTAGE COUNTY</b>							
51	Information .....	4	N	D	D	b	N	N
	<b>BALANCE OF PRICE COUNTY</b>							
51	Information .....	2	N	D	D	b	N	N
	<b>BALANCE OF RACINE COUNTY</b>							
51	Information .....	3	N	D	D	a	N	N
	<b>BALANCE OF RICHLAND COUNTY</b>							
51	Information .....	1	N	D	D	a	N	N
	<b>BALANCE OF ROCK COUNTY</b>							
51	Information .....	1	N	D	D	a	N	N
	<b>BALANCE OF RUSK COUNTY</b>							
51	Information .....	3	N	D	D	b	N	N
517	Telecommunications .....	3	N	D	D	b	N	N
	<b>BALANCE OF ST. CROIX COUNTY</b>							
51	Information .....	10	N	D	D	b	N	N
	<b>BALANCE OF SAUK COUNTY</b>							
51	Information .....	6	N	D	D	c	N	N
512	Motion picture and sound recording industries .....	2	N	D	D	b	N	N
5121	Motion picture and video industries .....	2	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	2	D	D	D	b	D	D
	<b>BALANCE OF SAWYER COUNTY</b>							
51	Information .....	7	N	1 078	258	64	N	N
	<b>BALANCE OF SHAWANO COUNTY</b>							
51	Information .....	9	N	1 260	270	42	N	N
	<b>BALANCE OF SHEBOYGAN COUNTY</b>							
51	Information .....	6	N	D	D	b	N	N

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							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>BALANCE OF TAYLOR COUNTY</b>							
51	Information .....	2	N	D	D	a	N	N
	<b>BALANCE OF TREMPLEAU COUNTY</b>							
51	Information .....	14	N	5 794	1 432	198	N	N
	<b>BALANCE OF VERNON COUNTY</b>							
51	Information .....	11	N	D	D	b	N	N
517	Telecommunications .....	5	N	D	D	b	N	N
	<b>BALANCE OF VILAS COUNTY</b>							
51	Information .....	12	N	2 896	615	101	N	N
512	Motion picture and sound recording industries .....	3	N	D	D	b	N	N
5121	Motion picture and video industries .....	3	N	D	D	b	N	N
	<b>BALANCE OF WALWORTH COUNTY</b>							
51	Information .....	12	N	D	D	b	N	N
	<b>BALANCE OF WASHBURN COUNTY</b>							
51	Information .....	4	N	D	D	b	N	N
	<b>BALANCE OF WASHINGTON COUNTY</b>							
51	Information .....	3	N	D	D	b	N	N
	<b>BALANCE OF WAUKESHA COUNTY</b>							
51	Information .....	33	N	D	D	g	N	N
511	Publishing industries (except Internet) .....	15	D	D	D	f	D	D
5111	Newspaper, periodical, book, and directory publishers .....	7	D	D	D	e	D	D
51112	Periodical publishers .....	5	D	D	D	e	D	D
511120	Periodical publishers .....	5	D	D	D	e	D	D
5112	Software publishers .....	8	D	D	D	e	D	D
51121	Software publishers .....	8	D	D	D	e	D	D
511210	Software publishers .....	8	D	D	D	e	D	D
512	Motion picture and sound recording industries .....	6	N	D	D	c	N	N
5121	Motion picture and video industries .....	6	N	D	D	c	N	N
51213	Motion picture and video exhibition .....	3	D	D	D	b	D	D
517	Telecommunications .....	6	N	D	D	c	N	N
5172	Wireless telecommunications carriers (except satellite) .....	2	Q	D	D	c	Q	Q
51721	Wireless telecommunications carriers (except satellite) .....	2	Q	D	D	c	Q	Q
517212	Cellular and other wireless telecommunications .....	2	Q	D	D	c	Q	Q
	<b>BALANCE OF WAUPACA COUNTY</b>							
51	Information .....	11	N	D	D	f	N	N
511	Publishing industries (except Internet) .....	7	D	D	D	e	D	D
5111	Newspaper, periodical, book, and directory publishers .....	7	D	D	D	e	D	D
51112	Periodical publishers .....	4	D	D	D	e	D	D
511120	Periodical publishers .....	4	D	D	D	e	D	D
517	Telecommunications .....	3	N	D	D	b	N	N
	<b>BALANCE OF WAUSHARA COUNTY</b>							
51	Information .....	4	N	1 039	232	38	N	N
	<b>BALANCE OF WINNEBAGO COUNTY</b>							
51	Information .....	9	N	D	D	c	N	N
512	Motion picture and sound recording industries .....	1	N	D	D	b	N	N
5121	Motion picture and video industries .....	1	N	D	D	b	N	N
	<b>BALANCE OF WOOD COUNTY</b>							
51	Information .....	5	N	1 658	400	68	N	N

<sup>1</sup>Includes receipts information obtained from administrative records of other federal agencies.

<sup>2</sup>Includes receipts information that was imputed based on historic data, administrative data, industry averages, or other statistical methods.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.