

Wisconsin

1997

Issued December 1999

EC97F53A-WI

**1997 Economic Census**

*Real Estate and Rental and Leasing*

Geographic Area Series



**U S C E N S U S B U R E A U**

*Helping You Make Informed Decisions*

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



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# Introduction to the Economic Census

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## PURPOSES AND USES OF THE ECONOMIC CENSUS

The economic census is the major source of facts about the structure and functioning of the Nation's economy. It provides essential information for government, business, industry, and the general public. Title 13 of the United States Code (Sections 131, 191, and 224) directs the Census Bureau to take the economic census every 5 years, covering years ending in 2 and 7.

The economic census furnishes an important part of the framework for such composite measures as the gross domestic product estimates, input/output measures, production and price indexes, and other statistical series that measure short-term changes in economic conditions. Specific uses of economic census data include the following:

- Policymaking agencies of the Federal Government use the data to monitor economic activity and assess the effectiveness of policies.
- State and local governments use the data to assess business activities and tax bases within their jurisdictions and to develop programs to attract business.
- Trade associations study trends in their own and competing industries, which allows them to keep their members informed of market changes.
- Individual businesses use the data to locate potential markets and to analyze their own production and sales performance relative to industry or area averages.

## ALL-NEW INDUSTRY CLASSIFICATIONS

Data from the 1997 Economic Census are published primarily on the basis of the North American Industry Classification System (NAICS), unlike earlier censuses, which were published according to the Standard Industrial Classification (SIC) system. NAICS is in the process of being adopted in the United States, Canada, and Mexico. Most economic census reports cover one of the following NAICS sectors:

21	Mining
22	Utilities
23	Construction
31-33	Manufacturing
42	Wholesale Trade
44-45	Retail Trade
48-49	Transportation and Warehousing
51	Information

52	Finance and Insurance
53	Real Estate and Rental and Leasing
54	Professional, Scientific, and Technical Services
55	Management of Companies and Enterprises
56	Administrative and Support and Waste Management and Remediation Services
61	Educational Services
62	Health Care and Social Assistance
71	Arts, Entertainment, and Recreation
72	Accommodation and Foodservices
81	Other Services (except Public Administration)

(Not listed above are the Agriculture, Forestry, Fishing, and Hunting sector (NAICS 11), partially covered by the census of agriculture conducted by the U.S. Department of Agriculture, and the Public Administration sector (NAICS 92), covered by the census of governments conducted by the Census Bureau.)

The 20 NAICS sectors are subdivided into 96 subsectors (three-digit codes), 313 industry groups (four-digit codes), and, as implemented in the United States, 1170 industries (five- and six-digit codes).

## RELATIONSHIP TO SIC

While many of the individual NAICS industries correspond directly to industries as defined under the SIC system, most of the higher level groupings do not. Particular care should be taken in comparing data for retail trade, wholesale trade, and manufacturing, which are sector titles used in both NAICS and SIC, but cover somewhat different groups of industries. The industry definitions discuss the relationships between NAICS and SIC industries. Where changes are significant, it will not be possible to construct time series that include data for points both before and after 1997.

For 1997, data for auxiliary establishments (those functioning primarily to manage, service, or support the activities of their company's operating establishments, such as a central administrative office or warehouse) will not be included in the sector-specific reports. These data will be published separately.

## GEOGRAPHIC AREA CODING

Accurate and complete information on the physical location of each establishment is required to tabulate the census data for the states, metropolitan areas (MAs), counties, parishes, and corporate municipalities including cities, towns, villages, and boroughs. Respondents were

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required to report their physical location (street address, municipality, county, and state) if it differed from their mailing address. For establishments not surveyed by mail (and those single-establishment companies that did not provide acceptable information on physical location), location information from Internal Revenue Service tax forms is used as a basis for coding.

## **BASIS OF REPORTING**

The economic census is conducted on an establishment basis. A company operating at more than one location is required to file a separate report for each store, factory, shop, or other location. Each establishment is assigned a separate industry classification based on its primary activity and not that of its parent company.

## **DOLLAR VALUES**

All dollar values presented are expressed in current dollars; i.e., 1997 data are expressed in 1997 dollars, and 1992 data, in 1992 dollars. Consequently, when making comparisons with prior years, users of the data should consider the changes in prices that have occurred.

All dollar values are shown in thousands of dollars.

## **AVAILABILITY OF ADDITIONAL DATA**

### **Reports in Print and Electronic Media**

All results of the 1997 Economic Census are available on the Census Bureau Internet site ([www.census.gov](http://www.census.gov)) and on compact discs (CD-ROM) for sale by the Census Bureau. Unlike previous censuses, only selected highlights are published in printed reports. For more information, including a description of electronic and printed reports being issued, see the Internet site, or write to U.S. Census Bureau, Washington, DC 20233-8300, or call Customer Services at 301-457-4100.

### **Special Tabulations**

Special tabulations of data collected in the 1997 Economic Census may be obtained, depending on availability of time and personnel, in electronic or tabular form. The data will be summaries subject to the same rules prohibiting disclosure of confidential information (including name, address, kind of business, or other data for individual business establishments or companies) that govern the regular publications.

Special tabulations are prepared on a cost basis. A request for a cost estimate, as well as exact specifications on the type and format of the data to be provided, should be directed to the Chief of the division named below, U.S. Census Bureau, Washington, DC 20233-8300. To discuss a special tabulation before submitting specifications, call the appropriate division:

Manufacturing and Construction Division 301-457-4673  
Service Sector Statistics Division 301-457-2668

## **HISTORICAL INFORMATION**

The economic census has been taken as an integrated program at 5-year intervals since 1967 and before that for 1954, 1958, and 1963. Prior to that time, individual components of the economic census were taken separately at varying intervals.

The economic census traces its beginnings to the 1810 Decennial Census, when questions on manufacturing were included with those for population. Coverage of economic activities was expanded for the 1840 Decennial Census and subsequent censuses to include mining and some commercial activities. The 1905 Manufactures Census was the first time a census was taken apart from the regular decennial population census. Censuses covering retail and wholesale trade and construction industries were added in 1930, as were some covering service trades in 1933. Censuses of construction, manufacturing, and the other business service censuses were suspended during World War II.

The 1954 Economic Census was the first census to be fully integrated: providing comparable census data across economic sectors, using consistent time periods, concepts, definitions, classifications, and reporting units. It was the first census to be taken by mail, using lists of firms provided by the administrative records of other Federal agencies. Since 1963, administrative records also have been used to provide basic statistics for very small firms, reducing or eliminating the need to send them census questionnaires.

The range of industries covered in the economic censuses expanded between 1967 and 1992. The census of construction industries began on a regular basis in 1967, and the scope of service industries, introduced in 1933, was broadened in 1967, 1977, and 1987. While a few transportation industries were covered as early as 1963, it was not until 1992 that the census broadened to include all of transportation, communications, and utilities. Also new for 1992 was coverage of financial, insurance, and real estate industries. With these additions, the economic census and the separate census of governments and census of agriculture collectively covered roughly 98 percent of all economic activity.

Printed statistical reports from the 1992 and earlier censuses provide historical figures for the study of long-term time series and are available in some large libraries. All of the census reports printed since 1967 are still available for sale on microfiche from the Census Bureau. CD-ROMs issued from the 1987 and 1992 Economic Censuses contain databases including nearly all data published in print, plus additional statistics, such as ZIP Code statistics, published only on CD-ROM.

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## SOURCES FOR MORE INFORMATION

More information about the scope, coverage, classification system, data items, and publications for each of the economic censuses and related surveys is published in the *Guide to the 1997 Economic Census and Related Statistics* at [www.census.gov/econguide](http://www.census.gov/econguide). More information on the methodology, procedures, and history of the censuses will be published in the *History of the 1997 Economic Census* at [www.census.gov/econ/www/history.html](http://www.census.gov/econ/www/history.html).

## ABBREVIATIONS AND SYMBOLS

The following abbreviations and symbols are used with the 1997 Economic Census data:

A	Standard error of 100 percent or more.
D	Withheld to avoid disclosing data of individual companies; data are included in higher level totals.
F	Exceeds 100 percent because data include establishments with payroll exceeding revenue.
N	Not available or not comparable.
Q	Revenue not collected at this level of detail for multiestablishment firms.
S	Withheld because estimates did not meet publication standards.

V	Represents less than 50 vehicles or .05 percent.
X	Not applicable.
Y	Disclosure withheld because of insufficient coverage of merchandise lines.
Z	Less than half the unit shown.
a	0 to 19 employees.
b	20 to 99 employees.
c	100 to 249 employees.
e	250 to 499 employees.
f	500 to 999 employees.
g	1,000 to 2,499 employees.
h	2,500 to 4,999 employees.
i	5,000 to 9,999 employees.
j	10,000 to 24,999 employees.
k	25,000 to 49,999 employees.
l	50,000 to 99,999 employees.
m	100,000 employees or more.
p	10 to 19 percent estimated.
q	20 to 29 percent estimated.
r	Revised.
s	Sampling error exceeds 40 percent.
nec	Not elsewhere classified.
nsk	Not specified by kind.
–	Represents zero (page image/print only).
(CC)	Consolidated city.
(IC)	Independent city.



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# Real Estate and Rental and Leasing

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## SCOPE

The Real Estate and Rental and Leasing sector (sector 53) comprises establishments of firms with payroll primarily engaged in renting, leasing, or otherwise allowing the use of tangible assets (e.g. real estate and equipment), intangible assets (e.g., patents and trademarks), and establishments providing related services (e.g., establishments primarily engaged in managing real estate for others, selling, renting and/or buying real estate for others, and appraising real estate).

Excluded from this sector are real estate investment trusts (REITs) and establishments primarily engaged in renting or leasing equipment with operators. REITs are classified in North American Industry Classification System (NAICS) Subsector 525, Funds, Trusts, and Other Financial Vehicles, because they are considered investment vehicles. Establishments renting or leasing equipment with operators are classified in various subsectors of NAICS depending on the nature of the services provided (e.g., transportation, construction, agriculture). These activities are excluded from this sector because the client is paying for the expertise and knowledge of the equipment operator, in addition to the use of the equipment.

The basic tabulations for this sector do not include data for establishments which are auxiliary (primary function is providing a service, such as warehousing or bookkeeping) to establishments within the same organization. Data for auxiliaries are presented separately in another report.

## GENERAL

A list of reports that provide statistics on sector 53 follows.

**Geographic area reports.** There is a separate report for each state, the District of Columbia, and the United States. Each state report presents general statistics on number of establishments, revenue, payroll, and employment by kind of business for the state, metropolitan areas (MAs), counties, and places with 2,500 inhabitants or more. Greater kind-of-business detail is shown for larger areas. The United States report presents data for the United States as a whole.

**Sources of revenue report.** This report presents sources of revenue data for establishments by kind of business. Data are presented for the United States.

**Establishment and firm size (including legal form of organization) report.** This report presents revenue, payroll, and employment data for the United States by revenue size, by employment size, and by legal form of organization for establishments; and by revenue size (including concentration by largest firms), by employment size, and by number of establishments operated (single units and multiunits) for firms.

**Miscellaneous subjects report.** This report presents data for establishments for a variety of industry-specific questions. Presentation of data varies by kind of business.

## GEOGRAPHIC AREAS COVERED

The level of geographic detail varies by report. Data may be presented for:

1. The United States as a whole.
2. States and the District of Columbia.
3. Consolidated metropolitan statistical areas (CMSAs) and primary metropolitan statistical areas (PMSAs) defined by the Office of Management and Budget (OMB) as of June 30, 1997. A CMSA is an area used to facilitate the presentation and analysis of data for large concentrations of metropolitan populations. It includes two or more contiguous PMSAs which have a population of at least 1,000,000 (according to the 1990 Census of Population or subsequent special census) and which meet specific criteria of urban character and of social and economic integration.
4. Metropolitan statistical areas defined by the OMB as of June 30, 1997. An MSA is an integrated economic and social unit with a population nucleus of at least 50,000 inhabitants (according to the 1990 Census of Population or subsequent special census). Each MSA consists of one or more counties meeting standards of metropolitan character. In New England, cities and towns rather than counties are the component geographic units.
5. Areas within the state outside metropolitan areas (MAs).
6. Counties and county equivalents defined as of January 1, 1997. Counties are the primary divisions of states, except in Louisiana where they are called parishes and in Alaska where they are called boroughs and census areas. Maryland, Missouri, Nevada, and Virginia have

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one place or more that is independent of any county organization and constitute primary divisions of their states. These places are treated as counties and as places.

7. Consolidated cities defined as of January 1, 1997. Consolidated cities are consolidated governments which consist of separately incorporated municipalities.
8. Municipalities of 2,500 inhabitants or more defined as of January 1, 1997. These are areas of significant population incorporated as cities, boroughs, villages, or towns according to the 1990 Census of Population or subsequent special census. For the economic census, boroughs and census areas in Alaska and boroughs in New York are not included in this category.

#### **COMPARABILITY OF THE 1992 AND 1997 CENSUSES**

The 1997 Economic Census is the first census to present data based on the new North American Industry Classification System (NAICS). Previous census data were presented according to the Standard Industrial Classification (SIC) system developed some 60 years ago. Due to

this change, comparability between census years may be limited. Comparative statistics will be included as part of the Core Business Statistics Reports.

#### **DISCLOSURE**

In accordance with Federal law governing census reports (Title 13 of the United States Code), no data are published that would disclose the operations of an individual establishment or business. However, the number of establishments in a kind-of-business classification is not considered a disclosure; therefore, this information may be released even though other information is withheld.

#### **AVAILABILITY OF MORE FREQUENT ECONOMIC DATA**

The Census Bureau conducts the Service Annual Survey (SAS) each year. This survey, while providing more frequent observations, has more limited industry coverage and yields less kind-of-business and geographic detail than the economic census. In addition, the County Business Patterns program offers annual statistics on the number of establishments, employment, and payroll classified by industry within each county.

**Table 1. Summary Statistics for the State: 1997**

[Includes only establishments of companies with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A]

NAICS code	Geographic area and kind of business	Establishments (number)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>WISCONSIN</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing</b>	<b>4 598</b>	<b>2 637 522</b>	<b>464 117</b>	<b>102 924</b>	<b>23 924</b>	<b>24.1</b>	<b>10.9</b>
531	Real estate	3 562	1 768 566	309 295	67 614	15 650	32.0	14.0
5311	Lessors of real estate	1 704	943 564	109 325	24 968	7 030	28.7	14.1
53111	Lessors of residential buildings & dwellings	1 064	582 228	67 207	15 383	4 847	27.0	17.5
531110	Lessors of residential buildings & dwellings	1 064	582 228	67 207	15 383	4 847	27.0	17.5
53112	Lessors of nonresidential buildings (except miniwarehouses)	421	284 270	31 686	7 421	1 642	28.6	8.8
531120	Lessors of nonresidential buildings (except miniwarehouses)	421	284 270	31 686	7 421	1 642	28.6	8.8
53113	Lessors of miniwarehouses & self storage units	43	13 867	1 871	447	118	10.7	5.8
531130	Lessors of miniwarehouses & self storage units	43	13 867	1 871	447	118	10.7	5.8
53119	Lessors of other real estate property	176	63 199	8 561	1 717	423	49.1	7.9
531190	Lessors of other real estate property	176	63 199	8 561	1 717	423	49.1	7.9
5312	Offices of real estate agents & brokers	1 093	548 744	79 678	16 076	3 360	36.3	13.4
53121	Offices of real estate agents & brokers	1 093	548 744	79 678	16 076	3 360	36.3	13.4
531210	Offices of real estate agents & brokers	1 093	548 744	79 678	16 076	3 360	36.3	13.4
5313	Activities related to real estate	765	276 258	120 292	26 570	5 260	34.6	14.9
53131	Real estate property managers	419	202 123	93 659	21 084	4 240	33.2	15.9
531311	Residential property managers	315	139 866	60 940	13 366	3 062	38.2	16.7
531312	Nonresidential property managers	104	62 257	32 719	7 718	1 178	22.0	14.2
53132	Offices of real estate appraisers	269	54 264	22 001	4 508	820	36.8	13.8
531320	Offices of real estate appraisers	269	54 264	22 001	4 508	820	36.8	13.8
53139	Other activities related to real estate	77	19 871	4 632	978	200	43.3	7.8
531390	Other activities related to real estate	77	19 871	4 632	978	200	43.3	7.8
532	Rental & leasing services	1 011	815 736	149 856	34 146	8 132	8.5	4.6
5321	Automotive equipment rental & leasing	202	390 682	53 434	12 178	2 188	2.0	5.3
53211	Passenger car rental & leasing	76	165 975	20 964	4 483	1 149	1.9	2.4
532111	Passenger car rental	60	106 523	16 691	3 474	984	2.9	3.5
532112	Passenger car leasing	16	59 452	4 273	1 009	165	—	4
53212	Truck, utility trailer, & RV rental & leasing	126	224 707	32 470	7 695	1 039	2.2	7.5
532120	Truck, utility trailer, & RV rental & leasing	126	224 707	32 470	7 695	1 039	2.2	7.5
5322	Consumer goods rental	606	214 058	51 711	12 422	4 516	15.5	5.3
53221	Consumer electronics & appliances rental	28	15 758	3 094	696	117	12.9	1.5
532210	Consumer electronics & appliances rental	28	15 758	3 094	696	117	12.9	1.5
53222	Formal wear & costume rental	47	18 024	7 726	1 748	495	2.7	4
532220	Formal wear & costume rental	47	18 024	7 726	1 748	495	2.7	4
53223	Video tape & disk rental	416	120 057	24 232	5 965	3 259	16.2	4.4
532230	Video tape & disk rental	416	120 057	24 232	5 965	3 259	16.2	4.4
53229	Other consumer goods rental	115	60 219	16 659	4 013	645	18.6	9.5
532291	Home health equipment rental	29	24 705	6 301	1 971	231	13.8	22.4
532292	Recreational goods rental	41	9 228	2 894	407	72	50.6	1.7
532299	All other consumer goods rental	45	26 286	7 464	1 635	342	12.0	1
5323	General rental centers	78	35 139	8 595	1 736	454	28.5	6.2
53231	General rental centers	78	35 139	8 595	1 736	454	28.5	6.2
532310	General rental centers	78	35 139	8 595	1 736	454	28.5	6.2
5324	Commercial & industrial machinery & equipment rental & leasing	125	175 857	36 116	7 810	974	10.4	1.6
53241	Const/trans/mining/forestry machinery & equip rental & leasing	42	94 000	17 594	3 888	426	9.5	1.8
532412	Construction/mining/forestry machinery & equip rental & leasing	37	92 627	17 366	3 842	402	8.7	1.8
53242	Office machinery & equipment rental & leasing	7	5 590	1 596	306	37	2.4	—
532420	Office machinery & equipment rental & leasing	7	5 590	1 596	306	37	2.4	—
5324209	Computer rental & leasing	6	D	D	D	a	D	D
53249	Oth commercial/industrial machinery & equipment rental & leasing	76	76 267	16 926	3 616	511	12.0	1.5
532490	Oth commercial/industrial machinery & equipment rental & leasing	76	76 267	16 926	3 616	511	12.0	1.5
533	Lessors of intangible assets, except copyrighted works	25	53 220	4 966	1 164	142	1.0	5.4
5331	Lessors of intangible assets, except copyrighted works	25	53 220	4 966	1 164	142	1.0	5.4
53311	Lessors of intangible assets, except copyrighted works	25	53 220	4 966	1 164	142	1.0	5.4
533110	Lessors of intangible assets, except copyrighted works	25	53 220	4 966	1 164	142	1.0	5.4

<sup>1</sup>Includes revenue information obtained from administrative records of other Federal agencies.

<sup>2</sup>Includes revenue information which was imputed based on historic data, administrative records data, or on industry averages.

**Table 2. Summary Statistics for Metropolitan Areas: 1997**

[Includes only establishments of companies with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions of metropolitan areas (CMSAs, MSAs, and PMSAs), see Appendix E]

NAICS code	Geographic area and kind of business	Establishments (number)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>APPLETON-OSHKOSH-NEENAH, WI MSA</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing</b>	<b>290</b>	<b>143 914</b>	<b>26 808</b>	<b>5 928</b>	<b>1 469</b>	<b>29.8</b>	<b>9.0</b>
531	Real estate	212	99 665	18 295	4 125	963	41.2	8.2
5311	Lessors of real estate	103	31 945	3 879	788	281	38.8	22.3
53111	Lessors of residential buildings & dwellings	64	22 910	2 407	504	175	30.6	27.2
531110	Lessors of residential buildings & dwellings	64	22 910	2 407	504	175	30.6	27.2
53112	Lessors of nonresidential buildings (except miniwarehouses)	30	5 762	1 124	226	76	59.2	6.8
531120	Lessors of nonresidential buildings (except miniwarehouses)	30	5 762	1 124	226	76	59.2	6.8
5312	Offices of real estate agents & brokers	62	42 578	6 164	1 464	200	34.1	.6
53121	Offices of real estate agents & brokers	62	42 578	6 164	1 464	200	34.1	.6
531210	Offices of real estate agents & brokers	62	42 578	6 164	1 464	200	34.1	.6
5313	Activities related to real estate	47	25 142	8 252	1 873	482	56.4	3.4
53131	Real estate property managers	20	18 357	5 652	1 265	361	60.1	2.7
531311	Residential property managers	16	16 428	4 789	1 051	317	63.4	1.9
53132	Offices of real estate appraisers	18	5 322	2 455	576	105	34.8	3.5
531320	Offices of real estate appraisers	18	5 322	2 455	576	105	34.8	3.5
532	Rental & leasing services	77	D	D	D	f	D	D
5321	Automotive equipment rental & leasing	18	22 018	3 959	773	136	1.1	17.3
53212	Truck, utility trailer, & RV rental & leasing	11	14 235	1 847	442	63	1.8	15.1
532120	Truck, utility trailer, & RV rental & leasing	11	14 235	1 847	442	63	1.8	15.1
5322	Consumer goods rental	44	12 121	2 461	605	273	8.3	7.2
53223	Video tape & disk rental	33	9 148	2 013	497	248	9.0	9.5
532230	Video tape & disk rental	33	9 148	2 013	497	248	9.0	9.5
<b>CHICAGO-GARY-KENOSHA, IL-IN-WI CMSA</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing</b>	<b>9 032</b>	<b>11 824 849</b>	<b>1 933 600</b>	<b>454 571</b>	<b>63 269</b>	<b>15.8</b>	<b>9.1</b>
531	Real estate	6 954	6 247 345	1 311 884	308 952	42 129	23.5	13.4
5311	Lessors of real estate	2 983	3 176 033	390 382	91 651	16 309	22.4	12.3
53111	Lessors of residential buildings & dwellings	1 679	1 552 053	190 936	44 811	9 276	23.9	15.9
531110	Lessors of residential buildings & dwellings	1 679	1 552 053	190 936	44 811	9 276	23.9	15.9
53112	Lessors of nonresidential buildings (except miniwarehouses)	930	D	D	D	i	D	D
531120	Lessors of nonresidential buildings (except miniwarehouses)	930	D	D	D	i	D	D
53113	Lessors of miniwarehouses & self storage units	176	D	D	D	f	D	D
531130	Lessors of miniwarehouses & self storage units	176	D	D	D	f	D	D
53119	Lessors of other real estate property	198	D	D	D	f	D	D
531190	Lessors of other real estate property	198	D	D	D	f	D	D
5312	Offices of real estate agents & brokers	2 078	1 611 238	295 907	70 723	8 641	31.4	12.7
53121	Offices of real estate agents & brokers	2 078	1 611 238	295 907	70 723	8 641	31.4	12.7
531210	Offices of real estate agents & brokers	2 078	1 611 238	295 907	70 723	8 641	31.4	12.7
5313	Activities related to real estate	1 893	1 460 074	625 595	146 578	17 179	17.4	16.5
53131	Real estate property managers	1 206	1 012 318	458 227	106 060	13 437	16.7	19.5
531311	Residential property managers	800	D	D	D	i	D	D
531312	Nonresidential property managers	406	D	D	D	h	D	D
53132	Offices of real estate appraisers	405	D	D	D	g	D	D
531320	Offices of real estate appraisers	405	D	D	D	g	D	D
53139	Other activities related to real estate	282	D	D	D	g	D	D
531390	Other activities related to real estate	282	D	D	D	g	D	D
532	Rental & leasing services	2 018	D	D	D	j	D	D
5321	Automotive equipment rental & leasing	329	D	D	D	i	D	D
53211	Passenger car rental & leasing	148	D	D	D	h	D	D
532111	Passenger car rental	104	D	D	D	h	D	D
532112	Passenger car leasing	44	D	D	D	f	D	D
53212	Truck, utility trailer, & RV rental & leasing	181	D	D	D	g	D	D
532120	Truck, utility trailer, & RV rental & leasing	181	D	D	D	g	D	D
5322	Consumer goods rental	1 045	492 393	105 515	24 055	7 751	16.8	16.5
53221	Consumer electronics & appliances rental	63	D	D	D	e	D	D
532210	Consumer electronics & appliances rental	63	D	D	D	e	D	D
53222	Formal wear & costume rental	91	D	D	D	f	D	D
532220	Formal wear & costume rental	91	D	D	D	f	D	D
53223	Video tape & disk rental	727	274 233	48 241	11 487	5 260	13.7	23.3
532230	Video tape & disk rental	727	274 233	48 241	11 487	5 260	13.7	23.3
53229	Other consumer goods rental	164	D	D	D	g	D	D
532291	Home health equipment rental	30	D	D	D	e	D	D
532292	Recreational goods rental	31	D	D	D	c	D	D
532299	All other consumer goods rental	103	D	D	D	g	D	D
5323	General rental centers	199	D	D	D	g	D	D
53231	General rental centers	199	D	D	D	g	D	D
532310	General rental centers	199	D	D	D	g	D	D
5324	Commercial & industrial machinery & equipment rental & leasing	445	D	D	D	i	D	D
53241	Const/trans/mining/forestry machinery & equip rental & leasing	139	1 731 955	103 009	24 759	2 035	2.0	.7
532411	Commercial air/rail/water transportation equip rental & leasing	36	1 618 234	78 086	19 097	1 372	.3	—
532412	Construction/mining/forestry machinery & equip rental & leasing	103	113 721	24 923	5 662	663	26.6	9.6
53242	Office machinery & equipment rental & leasing	87	681 501	72 434	17 590	913	2.1	.8
532420	Office machinery & equipment rental & leasing	87	681 501	72 434	17 590	913	2.1	.8
5324201	Office machinery rental & leasing	24	11 917	1 982	485	77	27.1	16.2
5324209	Computer rental & leasing	63	669 584	70 452	17 105	836	1.6	.5
53249	Oth commercial/industrial machinery & equipment rental & leasing	219	D	D	D	h	D	D
532490	Oth commercial/industrial machinery & equipment rental & leasing	219	D	D	D	h	D	D

See footnotes at end of table.



**Table 2. Summary Statistics for Metropolitan Areas: 1997—Con.**

[Includes only establishments of companies with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions of metropolitan areas (CMSAs, MSAs, and PMSAs), see Appendix E]

NAICS code	Geographic area and kind of business	Establishments (number)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>CHICAGO—GARY—KENOSHA, IL—IN—WI CMSA—Con.</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing—Con.</b>							
533	Lessors of intangible assets, except copyrighted works .....	60	D	D	D	f	D	D
5331	Lessors of intangible assets, except copyrighted works .....	60	D	D	D	f	D	D
53311	Lessors of intangible assets, except copyrighted works .....	60	D	D	D	f	D	D
533110	Lessors of intangible assets, except copyrighted works .....	60	D	D	D	f	D	D
<b>Chicago, IL PMSA</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>8 299</b>	<b>11 431 090</b>	<b>1 866 782</b>	<b>438 655</b>	<b>59 915</b>	<b>15.5</b>	<b>9.1</b>
531	Real estate .....	6 435	5 985 213	1 276 809	301 000	40 186	23.1	13.5
5311	Lessors of real estate .....	2 734	3 025 182	372 752	87 530	15 193	21.7	12.4
53111	Lessors of residential buildings & dwellings .....	1 547	1 459 786	180 135	42 279	8 557	23.5	16.3
531110	Lessors of residential buildings & dwellings .....	1 547	1 459 786	180 135	42 279	8 557	23.5	16.3
53112	Lessors of nonresidential buildings (except miniwarehouses) .....	871	1 369 203	160 991	38 572	5 523	19.0	8.2
531120	Lessors of nonresidential buildings (except miniwarehouses) .....	871	1 369 203	160 991	38 572	5 523	19.0	8.2
53113	Lessors of miniwarehouses & self storage units .....	157	84 871	8 217	1 981	486	27.5	7.8
531130	Lessors of miniwarehouses & self storage units .....	157	84 871	8 217	1 981	486	27.5	7.8
53119	Lessors of other real estate property .....	159	111 322	23 409	4 698	627	27.9	17.4
531190	Lessors of other real estate property .....	159	111 322	23 409	4 698	627	27.9	17.4
5312	Offices of real estate agents & brokers .....	1 911	1 546 435	288 312	69 198	8 252	31.3	12.7
53121	Offices of real estate agents & brokers .....	1 911	1 546 435	288 312	69 198	8 252	31.3	12.7
531210	Offices of real estate agents & brokers .....	1 911	1 546 435	288 312	69 198	8 252	31.3	12.7
5313	Activities related to real estate .....	1 790	1 413 596	615 745	144 272	16 741	17.1	16.8
53131	Real estate property managers .....	1 150	975 373	450 743	104 282	13 100	16.7	19.9
531311	Residential property managers .....	758	576 633	235 568	53 071	8 406	19.2	21.8
531312	Nonresidential property managers .....	392	398 740	215 175	51 211	4 694	13.1	17.2
53132	Offices of real estate appraisers .....	365	117 932	45 149	10 486	1 196	29.5	8.5
531320	Offices of real estate appraisers .....	365	117 932	45 149	10 486	1 196	29.5	8.5
53139	Other activities related to real estate .....	275	320 291	119 853	29 504	2 445	13.6	10.1
531390	Other activities related to real estate .....	275	320 291	119 853	29 504	2 445	13.6	10.1
532	Rental & leasing services .....	1 808	5 211 484	564 567	130 845	19 195	7.0	4.1
5321	Automotive equipment rental & leasing .....	300	1 699 425	162 843	38 087	5 716	10.4	2.9
53211	Passenger car rental & leasing .....	136	1 369 458	113 699	26 526	4 398	12.6	1.3
532111	Passenger car rental .....	94	480 384	79 671	17 992	3 509	.6	3.0
532112	Passenger car leasing .....	42	889 074	34 028	8 534	889	19.1	.3
53212	Truck, utility trailer, & RV rental & leasing .....	164	329 967	49 144	11 561	1 318	1.4	9.5
532120	Truck, utility trailer, & RV rental & leasing .....	164	329 967	49 144	11 561	1 318	1.4	9.5
5322	Consumer goods rental .....	913	451 042	97 103	22 147	7 003	17.0	17.4
53221	Consumer electronics & appliances rental .....	47	19 438	5 615	1 166	292	21.1	.3
532210	Consumer electronics & appliances rental .....	47	19 438	5 615	1 166	292	21.1	.3
53222	Formal wear & costume rental .....	80	30 854	7 946	1 694	492	14.3	10.8
532220	Formal wear & costume rental .....	80	30 854	7 946	1 694	492	14.3	10.8
53223	Video tape & disk rental .....	632	246 764	43 066	10 270	4 679	13.8	24.8
532230	Video tape & disk rental .....	632	246 764	43 066	10 270	4 679	13.8	24.8
53229	Other consumer goods rental .....	154	153 986	40 476	9 017	1 540	22.3	9.0
532291	Home health equipment rental .....	28	43 219	10 082	2 438	320	19.1	1.9
532292	Recreational goods rental .....	31	D	D	D	c	D	D
532299	All other consumer goods rental .....	95	D	D	D	f	D	D
5323	General rental centers .....	177	157 156	36 949	7 837	1 252	15.0	9.2
53231	General rental centers .....	177	157 156	36 949	7 837	1 252	15.0	9.2
532310	General rental centers .....	177	157 156	36 949	7 837	1 252	15.0	9.2
5324	Commercial & industrial machinery & equipment rental & leasing .....	418	2 903 861	267 672	62 774	5 224	2.9	2.4
53241	Const/trans/mining/forestry machinery & equip rental & leasing .....	129	1 715 668	98 525	23 685	1 904	2.0	.7
532411	Commercial air/rail/water transportation equip rental & leasing .....	36	1 618 234	78 086	19 097	1 372	.3	—
532412	Construction/mining/forestry machinery & equip rental & leasing .....	93	97 434	20 439	4 588	532	30.1	11.2
53242	Office machinery & equipment rental & leasing .....	87	681 501	72 434	17 590	913	2.1	.8
532420	Office machinery & equipment rental & leasing .....	87	681 501	72 434	17 590	913	2.1	.8
5324201	Office machinery rental & leasing .....	24	11 917	1 982	485	77	27.1	16.2
5324209	Computer rental & leasing .....	63	669 584	70 452	17 105	836	1.6	.5
53249	Oth commercial/industrial machinery & equipment rental & leasing .....	202	506 692	96 713	21 499	2 407	7.3	10.6
532490	Oth commercial/industrial machinery & equipment rental & leasing .....	202	506 692	96 713	21 499	2 407	7.3	10.6
533	Lessors of intangible assets, except copyrighted works .....	56	234 393	25 406	6 810	534	9.5	10.1
5331	Lessors of intangible assets, except copyrighted works .....	56	234 393	25 406	6 810	534	9.5	10.1
53311	Lessors of intangible assets, except copyrighted works .....	56	234 393	25 406	6 810	534	9.5	10.1
533110	Lessors of intangible assets, except copyrighted works .....	56	234 393	25 406	6 810	534	9.5	10.1

See footnotes at end of table.

**Table 2. Summary Statistics for Metropolitan Areas: 1997—Con.**

[Includes only establishments of companies with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions of metropolitan areas (CMSAs, MSAs, and PMSAs), see Appendix E]

NAICS code	Geographic area and kind of business	Establishments (number)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>CHICAGO—GARY—KENOSHA, IL—IN—WI CMSA—Con.</b>								
<b>Gary, IN PMSA</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>536</b>	<b>314 998</b>	<b>54 317</b>	<b>13 071</b>	<b>2 594</b>	<b>25.1</b>	<b>7.5</b>
531	Real estate .....	372	204 947	26 732	6 038	1 475	34.2	10.3
5311	Lessors of real estate .....	183	118 035	13 836	3 237	876	37.9	8.9
53111	Lessors of residential buildings & dwellings .....	97	72 770	9 057	2 123	587	29.7	9.1
531110	Lessors of residential buildings & dwellings .....	97	72 770	9 057	2 123	587	29.7	9.1
53112	Lessors of nonresidential buildings (except miniwarehouses) .....	48	30 579	2 639	633	151	69.0	7.1
531120	Lessors of nonresidential buildings (except miniwarehouses) .....	48	30 579	2 639	633	151	69.0	7.1
53113	Lessors of miniwarehouses & self storage units .....	17	3 765	478	116	61	22.3	21.1
531130	Lessors of miniwarehouses & self storage units .....	17	3 765	478	116	61	22.3	21.1
53119	Lessors of other real estate property .....	21	10 921	1 662	365	77	11.1	8.3
531190	Lessors of other real estate property .....	21	10 921	1 662	365	77	11.1	8.3
5312	Offices of real estate agents & brokers .....	117	48 576	5 708	1 143	297	34.5	15.5
53121	Offices of real estate agents & brokers .....	117	48 576	5 708	1 143	297	34.5	15.5
531210	Offices of real estate agents & brokers .....	117	48 576	5 708	1 143	297	34.5	15.5
5313	Activities related to real estate .....	72	38 336	7 188	1 658	302	22.3	8.1
53131	Real estate property managers .....	33	30 208	5 135	1 201	218	10.2	7.2
531311	Residential property managers .....	24	7 116	1 818	418	105	32.3	15.9
53132	Offices of real estate appraisers .....	33	5 871	1 884	421	74	55.5	15.1
531320	Offices of real estate appraisers .....	33	5 871	1 884	421	74	55.5	15.1
532	Rental & leasing services .....	161	109 159	27 290	6 963	1 108	8.1	2.3
5321	Automotive equipment rental & leasing .....	25	23 007	3 686	900	147	3.2	4.4
53211	Passenger car rental & leasing .....	11	13 857	2 117	535	90	—	1.2
53212	Truck, utility trailer, & RV rental & leasing .....	14	9 150	1 569	365	57	8.1	9.2
532120	Truck, utility trailer, & RV rental & leasing .....	14	9 150	1 569	365	57	8.1	9.2
5322	Consumer goods rental .....	93	30 899	6 215	1 437	545	12.7	2.5
53221	Consumer electronics & appliances rental .....	11	4 615	910	203	41	9.8	1.4
532210	Consumer electronics & appliances rental .....	11	4 615	910	203	41	9.8	1.4
53223	Video tape & disk rental .....	67	19 717	3 820	918	420	11.5	3.1
532230	Video tape & disk rental .....	67	19 717	3 820	918	420	11.5	3.1
5323	General rental centers .....	18	7 651	2 181	480	103	34.0	7.6
53231	General rental centers .....	18	7 651	2 181	480	103	34.0	7.6
532310	General rental centers .....	18	7 651	2 181	480	103	34.0	7.6
5324	Commercial & industrial machinery & equipment rental & leasing .....	25	47 602	15 208	4 146	313	3.4	.3
53241	Const/trans/mining/forestry machinery & equip rental & leasing .....	10	16 287	4 484	1 074	131	5.5	—
532412	Construction/mining/forestry machinery & equip rental & leasing .....	10	16 287	4 484	1 074	131	5.5	—
53249	Oth commercial/industrial machinery & equipment rental & leasing .....	15	31 315	10 724	3 072	182	2.4	.4
532490	Oth commercial/industrial machinery & equipment rental & leasing .....	15	31 315	10 724	3 072	182	2.4	.4
<b>Kankakee, IL PMSA</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>85</b>	<b>34 912</b>	<b>5 910</b>	<b>1 417</b>	<b>348</b>	<b>22.2</b>	<b>15.6</b>
531	Real estate .....	63	21 159	3 505	843	184	30.0	14.0
5311	Lessors of real estate .....	31	12 711	1 913	451	107	27.8	20.2
53111	Lessors of residential buildings & dwellings .....	14	5 621	840	193	53	42.2	3.0
531110	Lessors of residential buildings & dwellings .....	14	5 621	840	193	53	42.2	3.0
5312	Offices of real estate agents & brokers .....	21	4 847	456	113	26	42.7	7.8
53121	Offices of real estate agents & brokers .....	21	4 847	456	113	26	42.7	7.8
531210	Offices of real estate agents & brokers .....	21	4 847	456	113	26	42.7	7.8
5313	Activities related to real estate .....	11	3 601	1 136	279	51	20.8	—
532	Rental & leasing services .....	22	13 753	2 405	574	164	10.3	18.1
5322	Consumer goods rental .....	16	4 460	813	196	87	10.7	28.7
53223	Video tape & disk rental .....	12	3 490	614	143	73	5.6	36.7
532230	Video tape & disk rental .....	12	3 490	614	143	73	5.6	36.7
<b>Kenosha, WI PMSA</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>112</b>	<b>43 849</b>	<b>6 591</b>	<b>1 428</b>	<b>412</b>	<b>31.3</b>	<b>11.4</b>
531	Real estate .....	84	36 026	4 838	1 071	284	33.5	11.5
5311	Lessors of real estate .....	35	20 105	1 881	433	133	29.8	16.5
53111	Lessors of residential buildings & dwellings .....	21	13 876	904	216	79	35.6	21.9
531110	Lessors of residential buildings & dwellings .....	21	13 876	904	216	79	35.6	21.9
5312	Offices of real estate agents & brokers .....	29	11 380	1 431	269	66	26.1	2.8
53121	Offices of real estate agents & brokers .....	29	11 380	1 431	269	66	26.1	2.8
531210	Offices of real estate agents & brokers .....	29	11 380	1 431	269	66	26.1	2.8
5313	Activities related to real estate .....	20	4 541	1 526	369	85	68.7	11.1
53131	Real estate property managers .....	16	3 785	1 413	351	80	62.5	13.3
531311	Residential property managers .....	13	3 629	1 331	341	76	64.2	10.6
532	Rental & leasing services .....	27	D	D	D	c	D	D
5322	Consumer goods rental .....	23	5 992	1 384	275	116	27.3	14.3
53223	Video tape & disk rental .....	16	4 262	741	156	88	27.5	20.2
532230	Video tape & disk rental .....	16	4 262	741	156	88	27.5	20.2

See footnotes at end of table.

**Table 2. Summary Statistics for Metropolitan Areas: 1997—Con.**

[Includes only establishments of companies with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions of metropolitan areas (CMSAs, MSAs, and PMSAs), see Appendix E]

NAICS code	Geographic area and kind of business	Establishments (number)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>DULUTH–SUPERIOR, MN–WI MSA</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>215</b>	<b>95 300</b>	<b>16 591</b>	<b>3 681</b>	<b>1 064</b>	<b>39.9</b>	<b>12.5</b>
531	Real estate .....	151	68 659	10 888	2 496	657	44.4	12.6
5311	Lessors of real estate .....	82	40 937	4 645	1 078	297	42.9	9.3
53111	Lessors of residential buildings & dwellings .....	46	15 018	1 409	333	114	38.9	16.3
531110	Lessors of residential buildings & dwellings .....	46	15 018	1 409	333	114	38.9	16.3
53112	Lessors of nonresidential buildings (except miniwarehouses) .....	25	17 694	2 592	588	150	52.9	6.6
531120	Lessors of nonresidential buildings (except miniwarehouses) .....	25	17 694	2 592	588	150	52.9	6.6
53119	Lessors of other real estate property .....	10	D	D	D	b	D	D
531190	Lessors of other real estate property .....	10	D	D	D	b	D	D
5312	Offices of real estate agents & brokers .....	53	20 766	2 229	500	139	56.4	15.8
53121	Offices of real estate agents & brokers .....	53	20 766	2 229	500	139	56.4	15.8
531210	Offices of real estate agents & brokers .....	53	20 766	2 229	500	139	56.4	15.8
5313	Activities related to real estate .....	16	6 956	4 014	918	221	17.2	21.7
532	Rental & leasing services .....	63	D	D	D	e	D	D
5322	Consumer goods rental .....	42	10 480	2 908	537	259	30.9	18.8
53223	Video tape & disk rental .....	30	5 316	1 304	307	205	28.6	36.8
532230	Video tape & disk rental .....	30	5 316	1 304	307	205	28.6	36.8
<b>EAU CLAIRE, WI MSA</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>126</b>	<b>50 755</b>	<b>7 827</b>	<b>1 680</b>	<b>543</b>	<b>43.7</b>	<b>10.5</b>
531	Real estate .....	90	36 191	5 079	1 109	322	53.6	11.6
5311	Lessors of real estate .....	49	18 419	1 980	422	138	37.6	15.8
53111	Lessors of residential buildings & dwellings .....	29	9 092	651	133	60	38.4	7.8
531110	Lessors of residential buildings & dwellings .....	29	9 092	651	133	60	38.4	7.8
53112	Lessors of nonresidential buildings (except miniwarehouses) .....	13	7 831	1 127	265	60	38.9	23.8
531120	Lessors of nonresidential buildings (except miniwarehouses) .....	13	7 831	1 127	265	60	38.9	23.8
5312	Offices of real estate agents & brokers .....	19	12 067	1 169	265	68	69.0	10.7
53121	Offices of real estate agents & brokers .....	19	12 067	1 169	265	68	69.0	10.7
531210	Offices of real estate agents & brokers .....	19	12 067	1 169	265	68	69.0	10.7
5313	Activities related to real estate .....	22	5 705	1 930	422	116	72.7	.2
53131	Real estate property managers .....	12	3 407	1 432	322	89	69.3	.3
53132	Offices of real estate appraisers .....	10	2 298	498	100	27	77.7	–
531320	Offices of real estate appraisers .....	10	2 298	498	100	27	77.7	–
532	Rental & leasing services .....	34	D	D	D	c	D	D
5321	Automotive equipment rental & leasing .....	10	7 035	943	228	60	3.7	2.7
5322	Consumer goods rental .....	18	4 840	1 062	199	129	29.6	8.5
53223	Video tape & disk rental .....	13	2 785	591	99	99	22.0	6.8
532230	Video tape & disk rental .....	13	2 785	591	99	99	22.0	6.8
<b>GREEN BAY, WI MSA</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>197</b>	<b>116 348</b>	<b>18 714</b>	<b>4 339</b>	<b>1 048</b>	<b>28.8</b>	<b>11.2</b>
531	Real estate .....	142	73 807	10 887	2 489	603	40.5	16.8
5311	Lessors of real estate .....	59	35 226	4 247	1 070	294	32.6	14.9
53111	Lessors of residential buildings & dwellings .....	35	21 712	2 489	564	177	26.5	21.0
531110	Lessors of residential buildings & dwellings .....	35	21 712	2 489	564	177	26.5	21.0
53112	Lessors of nonresidential buildings (except miniwarehouses) .....	19	11 602	1 430	432	102	45.2	6.1
531120	Lessors of nonresidential buildings (except miniwarehouses) .....	19	11 602	1 430	432	102	45.2	6.1
5312	Offices of real estate agents & brokers .....	51	28 971	3 503	769	170	53.4	10.3
53121	Offices of real estate agents & brokers .....	51	28 971	3 503	769	170	53.4	10.3
531210	Offices of real estate agents & brokers .....	51	28 971	3 503	769	170	53.4	10.3
5313	Activities related to real estate .....	32	9 610	3 137	650	139	30.4	42.9
53131	Real estate property managers .....	16	6 908	1 976	406	85	24.0	57.2
531311	Residential property managers .....	13	D	D	D	b	D	D
53132	Offices of real estate appraisers .....	15	D	D	D	b	D	D
531320	Offices of real estate appraisers .....	15	D	D	D	b	D	D
532	Rental & leasing services .....	55	42 541	7 827	1 850	445	8.4	1.4
5321	Automotive equipment rental & leasing .....	17	20 852	2 836	658	156	3.5	2.9
53212	Truck, utility trailer, & RV rental & leasing .....	11	13 868	2 023	476	78	3.3	4.3
532120	Truck, utility trailer, & RV rental & leasing .....	11	13 868	2 023	476	78	3.3	4.3
5322	Consumer goods rental .....	25	11 329	2 597	625	204	8.0	–
53223	Video tape & disk rental .....	17	5 939	918	219	124	15.2	–
532230	Video tape & disk rental .....	17	5 939	918	219	124	15.2	–
5324	Commercial & industrial machinery & equipment rental & leasing .....	11	D	D	D	b	D	D

See footnotes at end of table.

**Table 2. Summary Statistics for Metropolitan Areas: 1997—Con.**

[Includes only establishments of companies with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions of metropolitan areas (CMSAs, MSAs, and PMSAs), see Appendix E]

NAICS code	Geographic area and kind of business	Establishments (number)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>JANESVILLE-BELOIT, WI MSA</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing</b>	<b>105</b>	<b>52 892</b>	<b>5 647</b>	<b>1 232</b>	<b>364</b>	<b>14.3</b>	<b>8.0</b>
531	Real estate	79	45 591	4 276	936	237	14.7	9.3
5311	Lessors of real estate	38	31 869	2 261	465	124	11.4	6.6
53111	Lessors of residential buildings & dwellings	18	6 904	939	188	69	34.3	26.5
531110	Lessors of residential buildings & dwellings	18	6 904	939	188	69	34.3	26.5
53112	Lessors of nonresidential buildings (except miniwarehouses)	12	22 248	1 063	217	40	5.6	—
531120	Lessors of nonresidential buildings (except miniwarehouses)	12	22 248	1 063	217	40	5.6	—
5312	Offices of real estate agents & brokers	28	11 478	1 306	280	78	18.0	17.9
53121	Offices of real estate agents & brokers	28	11 478	1 306	280	78	18.0	17.9
531210	Offices of real estate agents & brokers	28	11 478	1 306	280	78	18.0	17.9
5313	Activities related to real estate	13	2 244	709	191	35	45.3	4.2
532	Rental & leasing services	25	D	D	D	c	D	D
5322	Consumer goods rental	18	4 751	831	169	101	14.5	—
53223	Video tape & disk rental	15	4 060	659	146	89	16.1	—
532230	Video tape & disk rental	15	4 060	659	146	89	16.1	—
<b>LA CROSSE, WI-MN MSA</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing</b>	<b>125</b>	<b>60 968</b>	<b>13 404</b>	<b>2 954</b>	<b>785</b>	<b>25.4</b>	<b>7.7</b>
531	Real estate	87	38 455	6 165	1 331	379	36.7	11.1
5311	Lessors of real estate	50	D	D	D	c	D	D
53111	Lessors of residential buildings & dwellings	23	D	D	D	b	D	D
531110	Lessors of residential buildings & dwellings	23	D	D	D	b	D	D
53112	Lessors of nonresidential buildings (except miniwarehouses)	17	14 523	1 972	469	107	23.6	2.4
531120	Lessors of nonresidential buildings (except miniwarehouses)	17	14 523	1 972	469	107	23.6	2.4
5312	Offices of real estate agents & brokers	19	10 371	1 030	197	56	52.9	3.0
53121	Offices of real estate agents & brokers	19	10 371	1 030	197	56	52.9	3.0
531210	Offices of real estate agents & brokers	19	10 371	1 030	197	56	52.9	3.0
5313	Activities related to real estate	18	D	D	D	c	D	D
53131	Real estate property managers	11	2 931	1 479	291	116	36.0	15.0
531311	Residential property managers	11	2 931	1 479	291	116	36.0	15.0
532	Rental & leasing services	36	D	D	D	e	D	D
5322	Consumer goods rental	16	7 986	4 069	1 000	274	6.9	—
<b>MADISON, WI MSA</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing</b>	<b>520</b>	<b>371 353</b>	<b>71 092</b>	<b>15 636</b>	<b>3 519</b>	<b>18.6</b>	<b>11.7</b>
531	Real estate	409	251 958	55 394	12 158	2 673	25.9	16.8
5311	Lessors of real estate	185	127 540	16 170	3 704	933	25.6	18.4
53111	Lessors of residential buildings & dwellings	127	95 219	12 574	2 944	785	17.6	23.8
531110	Lessors of residential buildings & dwellings	127	95 219	12 574	2 944	785	17.6	23.8
53112	Lessors of nonresidential buildings (except miniwarehouses)	48	27 307	3 015	620	117	53.1	3.1
531120	Lessors of nonresidential buildings (except miniwarehouses)	48	27 307	3 015	620	117	53.1	3.1
5312	Offices of real estate agents & brokers	98	65 542	8 402	1 697	333	27.7	18.9
53121	Offices of real estate agents & brokers	98	65 542	8 402	1 697	333	27.7	18.9
531210	Offices of real estate agents & brokers	98	65 542	8 402	1 697	333	27.7	18.9
5313	Activities related to real estate	126	58 876	30 822	6 757	1 407	24.4	11.2
53131	Real estate property managers	83	49 458	27 489	6 089	1 296	23.1	12.6
531311	Residential property managers	62	32 702	19 149	4 258	879	19.9	12.8
531312	Nonresidential property managers	21	16 756	8 340	1 831	417	29.2	12.4
53132	Offices of real estate appraisers	29	4 864	1 861	373	67	43.2	5.6
531320	Offices of real estate appraisers	29	4 864	1 861	373	67	43.2	5.6
53139	Other activities related to real estate	14	4 554	1 472	295	44	18.3	1.2
531390	Other activities related to real estate	14	4 554	1 472	295	44	18.3	1.2
532	Rental & leasing services	108	D	D	D	f	D	D
5321	Automotive equipment rental & leasing	25	34 958	3 754	871	186	.9	2.7
53211	Passenger car rental & leasing	12	22 020	2 056	468	115	.1	1.5
53212	Truck, utility trailer, & RV rental & leasing	13	12 938	1 698	403	71	2.3	4.8
532120	Truck, utility trailer, & RV rental & leasing	13	12 938	1 698	403	71	2.3	4.8
5322	Consumer goods rental	69	23 540	5 542	1 244	504	12.7	.7
53223	Video tape & disk rental	47	13 731	2 814	698	386	8.4	.8
532230	Video tape & disk rental	47	13 731	2 814	698	386	8.4	.8
5324	Commercial & industrial machinery & equipment rental & leasing	10	D	D	D	c	D	D

See footnotes at end of table.

**Table 2. Summary Statistics for Metropolitan Areas: 1997—Con.**

[Includes only establishments of companies with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions of metropolitan areas (CMSAs, MSAs, and PMSAs), see Appendix E]

NAICS code	Geographic area and kind of business	Establishments (number)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MILWAUKEE—RACINE, WI CMSA</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing</b>	<b>1 574</b>	<b>1 309 841</b>	<b>234 619</b>	<b>53 096</b>	<b>10 521</b>	<b>17.8</b>	<b>10.7</b>
531	Real estate	1 231	841 745	154 954	34 361	6 794	24.1	13.9
5311	Lessors of real estate	632	511 426	58 070	13 508	3 416	23.9	12.5
53111	Lessors of residential buildings & dwellings	414	324 358	36 834	8 576	2 476	24.6	13.3
531110	Lessors of residential buildings & dwellings	414	324 358	36 834	8 576	2 476	24.6	13.3
53112	Lessors of nonresidential buildings (except miniwarehouses)	155	157 800	17 350	4 146	767	20.1	11.2
531120	Lessors of nonresidential buildings (except miniwarehouses)	155	157 800	17 350	4 146	767	20.1	11.2
53113	Lessors of miniwarehouses & self storage units	21	D	D	D	b	D	D
531130	Lessors of miniwarehouses & self storage units	21	D	D	D	b	D	D
53119	Lessors of other real estate property	42	D	D	D	c	D	D
531190	Lessors of other real estate property	42	D	D	D	c	D	D
5312	Offices of real estate agents & brokers	295	195 441	35 719	7 217	1 209	22.4	14.4
53121	Offices of real estate agents & brokers	295	195 441	35 719	7 217	1 209	22.4	14.4
531210	Offices of real estate agents & brokers	295	195 441	35 719	7 217	1 209	22.4	14.4
5313	Activities related to real estate	304	134 878	61 165	13 636	2 169	27.4	18.8
53131	Real estate property managers	177	97 568	46 676	10 760	1 717	28.1	18.4
531311	Residential property managers	128	D	D	D	f	D	D
531312	Nonresidential property managers	49	D	D	D	g	D	D
53132	Offices of real estate appraisers	102	27 300	12 334	2 413	362	22.6	22.9
531320	Offices of real estate appraisers	102	27 300	12 334	2 413	362	22.6	22.9
53139	Other activities related to real estate	25	10 010	2 155	463	90	33.8	11.7
531390	Other activities related to real estate	25	10 010	2 155	463	90	33.8	11.7
532	Rental & leasing services	334	D	D	D	h	D	D
5321	Automotive equipment rental & leasing	74	D	D	D	g	D	D
53211	Passenger car rental & leasing	33	122 767	14 873	3 246	757	2.2	1.4
532111	Passenger car rental	21	75 790	11 365	2 431	611	3.6	2.3
532112	Passenger car leasing	12	46 977	3 508	815	146	—	—
53212	Truck, utility trailer, & RV rental & leasing	41	D	D	D	e	D	D
532120	Truck, utility trailer, & RV rental & leasing	41	D	D	D	e	D	D
5322	Consumer goods rental	178	94 749	22 109	5 802	1 757	11.4	8.5
53221	Consumer electronics & appliances rental	11	D	D	D	b	D	D
532210	Consumer electronics & appliances rental	11	D	D	D	b	D	D
53222	Formal wear & costume rental	21	D	D	D	c	D	D
532220	Formal wear & costume rental	21	D	D	D	c	D	D
53223	Video tape & disk rental	116	48 668	9 643	2 491	1 236	10.6	5.5
532230	Video tape & disk rental	116	48 668	9 643	2 491	1 236	10.6	5.5
53229	Other consumer goods rental	30	D	D	D	e	D	D
532299	All other consumer goods rental	17	16 101	5 035	1 111	226	7.9	.1
5323	General rental centers	28	D	D	D	c	D	D
53231	General rental centers	28	D	D	D	c	D	D
532310	General rental centers	28	D	D	D	c	D	D
5324	Commercial & industrial machinery & equipment rental & leasing	54	D	D	D	f	D	D
53241	Const/trans/mining/forestry machinery & equip rental & leasing	17	79 935	14 429	3 183	307	3.0	1.0
532412	Construction/mining/forestry machinery & equip rental & leasing	16	D	D	D	e	D	D
53249	Oth commercial/industrial machinery & equipment rental & leasing	32	35 704	8 142	1 860	243	17.6	—
532490	Oth commercial/industrial machinery & equipment rental & leasing	32	35 704	8 142	1 860	243	17.6	—
<b>Milwaukee—Waukesha, WI PMSA</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing</b>	<b>1 442</b>	<b>1 252 147</b>	<b>222 562</b>	<b>50 504</b>	<b>9 775</b>	<b>17.2</b>	<b>10.5</b>
531	Real estate	1 129	797 017	146 029	32 517	6 272	23.4	14.0
5311	Lessors of real estate	582	485 946	54 449	12 720	3 152	23.9	12.0
53111	Lessors of residential buildings & dwellings	380	309 330	35 214	8 193	2 346	24.2	13.4
531110	Lessors of residential buildings & dwellings	380	309 330	35 214	8 193	2 346	24.2	13.4
53112	Lessors of nonresidential buildings (except miniwarehouses)	143	149 774	15 689	3 793	646	20.8	9.4
531120	Lessors of nonresidential buildings (except miniwarehouses)	143	149 774	15 689	3 793	646	20.8	9.4
53113	Lessors of miniwarehouses & self storage units	19	9 695	1 229	297	62	8.5	3.7
531130	Lessors of miniwarehouses & self storage units	19	9 695	1 229	297	62	8.5	3.7
53119	Lessors of other real estate property	40	17 147	2 317	437	98	53.9	14.0
531190	Lessors of other real estate property	40	17 147	2 317	437	98	53.9	14.0
5312	Offices of real estate agents & brokers	265	182 060	32 784	6 693	1 087	20.1	15.4
53121	Offices of real estate agents & brokers	265	182 060	32 784	6 693	1 087	20.1	15.4
531210	Offices of real estate agents & brokers	265	182 060	32 784	6 693	1 087	20.1	15.4
5313	Activities related to real estate	282	129 011	58 796	13 104	2 033	25.9	19.1
53131	Real estate property managers	168	93 632	45 064	10 412	1 616	26.2	18.6
531311	Residential property managers	121	57 037	24 664	5 435	1 092	33.4	20.3
531312	Nonresidential property managers	47	36 595	20 400	4 977	524	15.1	15.8
53132	Offices of real estate appraisers	92	25 858	11 710	2 262	338	21.4	24.2
531320	Offices of real estate appraisers	92	25 858	11 710	2 262	338	21.4	24.2
53139	Other activities related to real estate	22	9 521	2 022	430	79	34.3	10.2
531390	Other activities related to real estate	22	9 521	2 022	430	79	34.3	10.2

See footnotes at end of table.



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NAICS code	Geographic area and kind of business	Establishments (number)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MILWAUKEE—RACINE, WI CMSA—Con.</b>								
<b>Milwaukee—Waukesha, WI PMSA—Con.</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing—Con.</b>							
532	Rental & leasing services .....	305	450 609	75 513	17 732	3 448	6.3	4.4
5321	Automotive equipment rental & leasing .....	72	234 202	29 364	6 686	1 144	2.7	4.5
53211	Passenger car rental & leasing .....	33	122 767	14 873	3 246	757	2.2	1.4
532111	Passenger car rental .....	21	75 790	11 365	2 431	611	3.6	2.3
532112	Passenger car leasing .....	12	46 977	3 508	815	146	—	—
53212	Truck, utility trailer, & RV rental & leasing .....	39	111 435	14 491	3 440	387	3.2	8.0
532120	Truck, utility trailer, & RV rental & leasing .....	39	111 435	14 491	3 440	387	3.2	8.0
5322	Consumer goods rental .....	154	86 710	20 303	5 337	1 581	11.5	9.2
53222	Formal wear & costume rental .....	19	4 984	1 052	232	92	1.5	.5
532220	Formal wear & costume rental .....	19	4 984	1 052	232	92	1.5	.5
53223	Video tape & disk rental .....	101	44 137	8 630	2 225	1 108	11.1	6.0
532230	Video tape & disk rental .....	101	44 137	8 630	2 225	1 108	11.1	6.0
53229	Other consumer goods rental .....	25	29 665	9 099	2 511	331	15.6	18.0
532299	All other consumer goods rental .....	14	D	D	D	c	D	D
5323	General rental centers .....	27	13 728	3 210	632	174	27.1	1.8
53231	General rental centers .....	27	13 728	3 210	632	174	27.1	1.8
532310	General rental centers .....	27	13 728	3 210	632	174	27.1	1.8
5324	Commercial & industrial machinery & equipment rental & leasing .....	52	115 969	22 636	5 077	549	7.3	.7
53241	Const/trans/mining/forestry machinery & equip rental & leasing .....	17	79 935	14 429	3 183	307	3.0	1.0
532412	Construction/mining/forestry machinery & equip rental & leasing .....	16	D	D	D	e	D	D
53249	Oth commercial/industrial machinery & equipment rental & leasing .....	31	D	D	D	c	D	D
532490	Oth commercial/industrial machinery & equipment rental & leasing .....	31	D	D	D	c	D	D
<b>Racine, WI PMSA</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>132</b>	<b>57 694</b>	<b>12 057</b>	<b>2 592</b>	<b>746</b>	<b>31.1</b>	<b>17.0</b>
531	Real estate .....	102	44 728	8 925	1 844	522	37.4	13.3
5311	Lessors of real estate .....	50	25 480	3 621	788	264	23.6	20.3
53111	Lessors of residential buildings & dwellings .....	34	15 028	1 620	383	130	32.4	10.7
531110	Lessors of residential buildings & dwellings .....	34	15 028	1 620	383	130	32.4	10.7
53112	Lessors of nonresidential buildings (except miniwarehouses) .....	12	8 026	1 661	353	121	8.8	44.5
531120	Lessors of nonresidential buildings (except miniwarehouses) .....	12	8 026	1 661	353	121	8.8	44.5
5312	Offices of real estate agents & brokers .....	30	13 381	2 935	524	122	53.4	.2
53121	Offices of real estate agents & brokers .....	30	13 381	2 935	524	122	53.4	.2
531210	Offices of real estate agents & brokers .....	30	13 381	2 935	524	122	53.4	.2
5313	Activities related to real estate .....	22	5 867	2 369	532	136	60.9	13.1
53132	Offices of real estate appraisers .....	10	1 442	624	151	24	44.3	—
531320	Offices of real estate appraisers .....	10	1 442	624	151	24	44.3	—
532	Rental & leasing services .....	29	D	D	D	c	D	D
5322	Consumer goods rental .....	24	8 039	1 806	465	176	9.9	.9
53223	Video tape & disk rental .....	15	4 531	1 013	266	128	5.7	1.5
532230	Video tape & disk rental .....	15	4 531	1 013	266	128	5.7	1.5
<b>MINNEAPOLIS—ST. PAUL, MN—WI MSA</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>3 518</b>	<b>3 360 515</b>	<b>614 723</b>	<b>146 272</b>	<b>24 708</b>	<b>15.6</b>	<b>8.0</b>
531	Real estate .....	2 784	2 031 760	376 360	89 304	16 067	22.3	11.2
5311	Lessors of real estate .....	1 166	1 113 167	105 013	25 571	5 943	18.7	10.1
53111	Lessors of residential buildings & dwellings .....	742	567 699	57 854	13 752	4 145	24.4	14.6
531110	Lessors of residential buildings & dwellings .....	742	567 699	57 854	13 752	4 145	24.4	14.6
53112	Lessors of nonresidential buildings (except miniwarehouses) .....	267	471 165	39 789	10 233	1 386	9.2	4.8
531120	Lessors of nonresidential buildings (except miniwarehouses) .....	267	471 165	39 789	10 233	1 386	9.2	4.8
53113	Lessors of miniwarehouses & self storage units .....	41	18 383	1 868	330	111	20.4	3.7
531130	Lessors of miniwarehouses & self storage units .....	41	18 383	1 868	330	111	20.4	3.7
53119	Lessors of other real estate property .....	116	55 920	5 502	1 256	301	39.7	11.0
531190	Lessors of other real estate property .....	116	55 920	5 502	1 256	301	39.7	11.0
5312	Offices of real estate agents & brokers .....	920	512 116	83 251	17 482	3 051	32.6	9.7
53121	Offices of real estate agents & brokers .....	920	512 116	83 251	17 482	3 051	32.6	9.7
531210	Offices of real estate agents & brokers .....	920	512 116	83 251	17 482	3 051	32.6	9.7
5313	Activities related to real estate .....	698	406 477	188 096	46 251	7 073	19.3	16.0
53131	Real estate property managers .....	433	290 343	140 224	34 193	5 754	17.7	19.9
531311	Residential property managers .....	260	166 228	71 484	17 029	3 859	21.6	14.6
531312	Nonresidential property managers .....	173	124 115	68 740	17 164	1 895	12.4	27.0
53132	Offices of real estate appraisers .....	165	74 440	33 417	8 763	850	19.4	6.3
531320	Offices of real estate appraisers .....	165	74 440	33 417	8 763	850	19.4	6.3
53139	Other activities related to real estate .....	100	41 694	14 455	3 295	469	29.9	6.3
531390	Other activities related to real estate .....	100	41 694	14 455	3 295	469	29.9	6.3

See footnotes at end of table.

**Table 2. Summary Statistics for Metropolitan Areas: 1997—Con.**

[Includes only establishments of companies with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions of metropolitan areas (CMSAs, MSAs, and PMSAs), see Appendix E]

NAICS code	Geographic area and kind of business	Establishments (number)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MINNEAPOLIS—ST. PAUL, MN—WI MSA—Con.</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing—Con.</b>							
532	Rental & leasing services .....	697	1 243 635	211 668	49 678	8 027	5.4	2.6
5321	Automotive equipment rental & leasing .....	102	618 266	92 799	22 721	2 592	.8	3.0
53211	Passenger car rental & leasing .....	49	489 891	73 573	18 134	2 062	.5	2.5
532111	Passenger car rental .....	31	D	D	D	g	D	D
532112	Passenger car leasing .....	18	D	D	D	g	D	D
53212	Truck, utility trailer, & RV rental & leasing .....	53	128 375	19 226	4 587	530	2.2	4.6
532120	Truck, utility trailer, & RV rental & leasing .....	53	128 375	19 226	4 587	530	2.2	4.6
5322	Consumer goods rental .....	414	160 574	37 000	8 257	3 475	18.8	2.1
53221	Consumer electronics & appliances rental .....	16	7 087	1 876	393	100	35.9	2.8
532210	Consumer electronics & appliances rental .....	16	7 087	1 876	393	100	35.9	2.8
53222	Formal wear & costume rental .....	28	7 861	1 622	350	123	14.8	.9
532220	Formal wear & costume rental .....	28	7 861	1 622	350	123	14.8	.9
53223	Video tape & disk rental .....	313	97 500	18 067	4 513	2 706	15.2	2.4
532230	Video tape & disk rental .....	313	97 500	18 067	4 513	2 706	15.2	2.4
53229	Other consumer goods rental .....	57	48 126	15 435	3 001	546	24.3	1.7
532292	Recreational goods rental .....	15	D	D	D	b	D	D
532299	All other consumer goods rental .....	37	25 879	9 465	1 856	339	33.0	.1
5323	General rental centers .....	61	31 975	8 541	1 658	341	43.8	5.7
53231	General rental centers .....	61	31 975	8 541	1 658	341	43.8	5.7
532310	General rental centers .....	61	31 975	8 541	1 658	341	43.8	5.7
5324	Commercial & industrial machinery & equipment rental & leasing .....	120	432 820	73 328	17 042	1 619	4.1	2.0
53241	Const/trans/mining/forestry machinery & equip rental & leasing .....	24	29 785	5 764	1 114	163	30.1	.1
532412	Construction/mining/forestry machinery & equip rental & leasing .....	17	D	D	D	b	D	D
53242	Office machinery & equipment rental & leasing .....	24	219 025	19 757	5 211	279	.8	.1
532420	Office machinery & equipment rental & leasing .....	24	219 025	19 757	5 211	279	.8	.1
5324209	Computer rental & leasing .....	21	D	D	D	e	D	D
53249	Oth commercial/industrial machinery & equipment rental & leasing .....	72	184 010	47 807	10 717	1 177	3.8	4.6
532490	Oth commercial/industrial machinery & equipment rental & leasing .....	72	184 010	47 807	10 717	1 177	3.8	4.6
533	Lessors of intangible assets, except copyrighted works .....	37	85 120	26 695	7 290	614	5.5	9.1
5331	Lessors of intangible assets, except copyrighted works .....	37	85 120	26 695	7 290	614	5.5	9.1
53311	Lessors of intangible assets, except copyrighted works .....	37	85 120	26 695	7 290	614	5.5	9.1
533110	Lessors of intangible assets, except copyrighted works .....	37	85 120	26 695	7 290	614	5.5	9.1
<b>SHEBOYGAN, WI MSA</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>85</b>	<b>38 168</b>	<b>6 236</b>	<b>1 373</b>	<b>400</b>	<b>32.9</b>	<b>8.9</b>
531	Real estate .....	66	26 209	4 222	899	273	44.4	9.8
5311	Lessors of real estate .....	35	12 662	1 362	325	102	53.8	10.4
53111	Lessors of residential buildings & dwellings .....	15	5 920	471	104	57	59.0	14.3
531110	Lessors of residential buildings & dwellings .....	15	5 920	471	104	57	59.0	14.3
53112	Lessors of nonresidential buildings (except miniwarehouses) .....	16	5 949	731	184	40	51.8	.8
531120	Lessors of nonresidential buildings (except miniwarehouses) .....	16	5 949	731	184	40	51.8	.8
5312	Offices of real estate agents & brokers .....	21	9 380	1 198	266	66	46.2	13.1
53121	Offices of real estate agents & brokers .....	21	9 380	1 198	266	66	46.2	13.1
531210	Offices of real estate agents & brokers .....	21	9 380	1 198	266	66	46.2	13.1
5313	Activities related to real estate .....	10	4 167	1 662	308	105	11.6	.8
532	Rental & leasing services .....	18	D	D	D	c	D	D
5322	Consumer goods rental .....	10	D	D	D	b	D	D
<b>WAUSAU, WI MSA</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>86</b>	<b>39 926</b>	<b>7 079</b>	<b>1 324</b>	<b>439</b>	<b>30.1</b>	<b>6.9</b>
531	Real estate .....	66	23 680	4 098	695	277	29.8	11.6
5311	Lessors of real estate .....	31	11 453	1 463	331	150	30.1	15.2
53111	Lessors of residential buildings & dwellings .....	13	6 783	946	208	106	24.5	15.9
531110	Lessors of residential buildings & dwellings .....	13	6 783	946	208	106	24.5	15.9
5312	Offices of real estate agents & brokers .....	15	9 439	1 796	169	79	27.5	1.3
53121	Offices of real estate agents & brokers .....	15	9 439	1 796	169	79	27.5	1.3
531210	Offices of real estate agents & brokers .....	15	9 439	1 796	169	79	27.5	1.3
5313	Activities related to real estate .....	20	2 788	839	195	48	36.2	31.3
532	Rental & leasing services .....	20	16 246	2 981	629	162	30.6	—

See footnotes at end of table.

**Table 2. Summary Statistics for Metropolitan Areas: 1997—Con.**

[Includes only establishments of companies with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions of metropolitan areas (CMSAs, MSAs, and PMSAs), see Appendix E]

NAICS code	Geographic area and kind of business	Establishments (number)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>AREA OUTSIDE WISCONSIN METROPOLITAN AREAS</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing</b> .....	<b>1 265</b>	<b>352 467</b>	<b>53 242</b>	<b>11 176</b>	<b>3 771</b>	<b>45.3</b>	<b>13.6</b>
531	Real estate .....	1 010	269 858	35 670	7 259	2 486	53.5	15.6
5311	Lessors of real estate .....	453	108 752	12 977	2 774	1 111	48.7	15.3
53111	Lessors of residential buildings & dwellings .....	282	61 197	7 047	1 496	693	41.2	21.6
531110	Lessors of residential buildings & dwellings .....	282	61 197	7 047	1 496	693	41.2	21.6
53112	Lessors of nonresidential buildings (except miniwarehouses) .....	91	26 100	3 003	646	254	52.0	10.8
531120	Lessors of nonresidential buildings (except miniwarehouses) .....	91	26 100	3 003	646	254	52.0	10.8
53119	Lessors of other real estate property .....	72	20 763	2 775	592	153	67.2	2.2
531190	Lessors of other real estate property .....	72	20 763	2 775	592	153	67.2	2.2
5312	Offices of real estate agents & brokers .....	419	141 135	16 271	3 117	954	55.4	16.5
53121	Offices of real estate agents & brokers .....	419	141 135	16 271	3 117	954	55.4	16.5
531210	Offices of real estate agents & brokers .....	419	141 135	16 271	3 117	954	55.4	16.5
5313	Activities related to real estate .....	138	19 971	6 422	1 368	421	67.0	10.9
53131	Real estate property managers .....	56	10 364	3 791	807	253	63.4	17.2
531311	Residential property managers .....	44	8 741	3 287	700	215	61.1	17.7
531312	Nonresidential property managers .....	12	1 623	504	107	38	75.6	14.5
53132	Offices of real estate appraisers .....	63	6 744	2 057	432	130	66.3	3.7
531320	Offices of real estate appraisers .....	63	6 744	2 057	432	130	66.3	3.7
53139	Other activities related to real estate .....	19	2 863	574	129	38	81.6	4.9
531390	Other activities related to real estate .....	19	2 863	574	129	38	81.6	4.9
532	Rental & leasing services .....	250	D	D	D	g	D	D
5321	Automotive equipment rental & leasing .....	31	26 348	4 067	972	186	.3	9.2
53212	Truck, utility trailer, & RV rental & leasing .....	27	25 753	3 899	933	167	—	9.4
532120	Truck, utility trailer, & RV rental & leasing .....	27	25 753	3 899	933	167	—	9.4
5322	Consumer goods rental .....	178	D	D	D	f	D	D
53223	Video tape & disk rental .....	127	21 244	4 720	1 144	710	32.5	1.9
532230	Video tape & disk rental .....	127	21 244	4 720	1 144	710	32.5	1.9
53229	Other consumer goods rental .....	43	13 059	3 375	666	163	26.6	2.4
532291	Home health equipment rental .....	12	6 305	1 802	434	95	—	3.1
532292	Recreational goods rental .....	26	D	D	D	b	D	D
5323	General rental centers .....	21	D	D	D	c	D	D
53231	General rental centers .....	21	D	D	D	c	D	D
532310	General rental centers .....	21	D	D	D	c	D	D
5324	Commercial & industrial machinery & equipment rental & leasing .....	20	D	D	D	b	D	D
53249	Oth commercial/industrial machinery & equipment rental & leasing .....	16	D	D	D	b	D	D
532490	Oth commercial/industrial machinery & equipment rental & leasing .....	16	D	D	D	b	D	D

<sup>1</sup>Includes revenue information obtained from administrative records of other Federal agencies.

<sup>2</sup>Includes revenue information which was imputed based on historic data, administrative records data, or on industry averages.

**Table 3. Summary Statistics for Counties: 1997**

[Includes only establishments of companies with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>ADAMS COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing</b> .....	<b>9</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>D</b>	<b>D</b>
531	Real estate .....	8	D	D	D	a	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>ASHLAND COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing</b> .....	<b>11</b>	<b>2 082</b>	<b>423</b>	<b>72</b>	<b>36</b>	<b>43.9</b>	<b>—</b>
531	Real estate .....	8	D	D	D	a	D	D
532	Rental & leasing services .....	3	594	123	25	17	D	—

See footnotes at end of table.

**Table 3. Summary Statistics for Counties: 1997—Con.**

[Includes only establishments of companies with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BARRON COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>30</b>	<b>8 580</b>	<b>1 277</b>	<b>272</b>	<b>84</b>	<b>53.0</b>	<b>9.8</b>
531	Real estate .....	24	6 043	791	161	59	69.4	14.0
5311	Lessors of real estate .....	10	D	D	D	b	D	D
5312	Offices of real estate agents & brokers .....	12	3 920	432	102	33	68.0	15.2
53121	Offices of real estate agents & brokers .....	12	3 920	432	102	33	68.0	15.2
531210	Offices of real estate agents & brokers .....	12	3 920	432	102	33	68.0	15.2
532	Rental & leasing services .....	6	2 537	486	111	25	13.8	—
<b>BAYFIELD COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>8</b>	<b>1 739</b>	<b>309</b>	<b>71</b>	<b>25</b>	<b>34.0</b>	<b>34.3</b>
531	Real estate .....	8	1 739	309	71	25	34.0	34.3
<b>BROWN COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>197</b>	<b>116 348</b>	<b>18 714</b>	<b>4 339</b>	<b>1 048</b>	<b>28.8</b>	<b>11.2</b>
531	Real estate .....	142	73 807	10 887	2 489	603	40.5	16.8
5311	Lessors of real estate .....	59	35 226	4 247	1 070	294	32.6	14.9
53111	Lessors of residential buildings & dwellings .....	35	21 712	2 489	564	177	26.5	21.0
531110	Lessors of residential buildings & dwellings .....	35	21 712	2 489	564	177	26.5	21.0
53112	Lessors of nonresidential buildings (except miniwarehouses) .....	19	11 602	1 430	432	102	45.2	6.1
531120	Lessors of nonresidential buildings (except miniwarehouses) .....	19	11 602	1 430	432	102	45.2	6.1
5312	Offices of real estate agents & brokers .....	51	28 971	3 503	769	170	53.4	10.3
53121	Offices of real estate agents & brokers .....	51	28 971	3 503	769	170	53.4	10.3
531210	Offices of real estate agents & brokers .....	51	28 971	3 503	769	170	53.4	10.3
5313	Activities related to real estate .....	32	9 610	3 137	650	139	30.4	42.9
53131	Real estate property managers .....	16	6 908	1 976	406	85	24.0	57.2
531311	Residential property managers .....	13	D	D	D	b	D	D
53132	Offices of real estate appraisers .....	15	D	D	D	b	D	D
531320	Offices of real estate appraisers .....	15	D	D	D	b	D	D
532	Rental & leasing services .....	55	42 541	7 827	1 850	445	8.4	1.4
5321	Automotive equipment rental & leasing .....	17	20 852	2 836	658	156	3.5	2.9
53212	Truck, utility trailer, & RV rental & leasing .....	11	13 868	2 023	476	78	3.3	4.3
532120	Truck, utility trailer, & RV rental & leasing .....	11	13 868	2 023	476	78	3.3	4.3
5322	Consumer goods rental .....	25	11 329	2 597	625	204	8.0	—
53223	Video tape & disk rental .....	17	5 939	918	219	124	15.2	—
532230	Video tape & disk rental .....	17	5 939	918	219	124	15.2	—
5324	Commercial & industrial machinery & equipment rental & leasing .....	11	D	D	D	b	D	D
<b>BUFFALO COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>6</b>	<b>668</b>	<b>96</b>	<b>24</b>	<b>17</b>	<b>84.7</b>	<b>15.3</b>
531	Real estate .....	4	D	D	D	a	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>BURNETT COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>10</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>b</b>	<b>D</b>	<b>D</b>
531	Real estate .....	9	1 816	465	67	23	61.6	—
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>CALUMET COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>18</b>	<b>3 194</b>	<b>303</b>	<b>79</b>	<b>56</b>	<b>53.3</b>	<b>37.7</b>
531	Real estate .....	14	2 903	237	62	31	48.6	41.5
532	Rental & leasing services .....	4	291	66	17	25	100.0	—
<b>CHIPPEWA COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>26</b>	<b>5 210</b>	<b>768</b>	<b>138</b>	<b>87</b>	<b>52.2</b>	<b>32.5</b>
531	Real estate .....	17	3 590	437	69	34	56.3	41.9
5311	Lessors of real estate .....	12	1 453	291	38	19	80.7	14.8
532	Rental & leasing services .....	9	1 620	331	69	53	43.1	11.8
<b>CLARK COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>13</b>	<b>1 933</b>	<b>396</b>	<b>87</b>	<b>27</b>	<b>57.5</b>	<b>14.5</b>
531	Real estate .....	12	D	D	D	b	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D

See footnotes at end of table.

**Table 3. Summary Statistics for Counties: 1997—Con.**

[Includes only establishments of companies with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>COLUMBIA COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>32</b>	<b>7 111</b>	<b>972</b>	<b>162</b>	<b>55</b>	<b>53.6</b>	<b>19.4</b>
531	Real estate .....	30	D	D	D	b	D	D
5311	Lessors of real estate .....	14	2 442	272	54	19	78.1	3.2
5312	Offices of real estate agents & brokers .....	11	3 932	512	73	21	40.4	28.7
53121	Offices of real estate agents & brokers .....	11	3 932	512	73	21	40.4	28.7
531210	Offices of real estate agents & brokers .....	11	3 932	512	73	21	40.4	28.7
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>CRAWFORD COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>16</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>b</b>	<b>D</b>	<b>D</b>
531	Real estate .....	14	D	D	D	a	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>DANE COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>520</b>	<b>371 353</b>	<b>71 092</b>	<b>15 636</b>	<b>3 519</b>	<b>18.6</b>	<b>11.7</b>
531	Real estate .....	409	251 958	55 394	12 158	2 673	25.9	16.8
5311	Lessors of real estate .....	185	127 540	16 170	3 704	933	25.6	18.4
53111	Lessors of residential buildings & dwellings .....	127	95 219	12 574	2 944	785	17.6	23.8
531110	Lessors of residential buildings & dwellings .....	127	95 219	12 574	2 944	785	17.6	23.8
53112	Lessors of nonresidential buildings (except miniwarehouses) .....	48	27 307	3 015	620	117	53.1	3.1
531120	Lessors of nonresidential buildings (except miniwarehouses) .....	48	27 307	3 015	620	117	53.1	3.1
5312	Offices of real estate agents & brokers .....	98	65 542	8 402	1 697	333	27.7	18.9
53121	Offices of real estate agents & brokers .....	98	65 542	8 402	1 697	333	27.7	18.9
531210	Offices of real estate agents & brokers .....	98	65 542	8 402	1 697	333	27.7	18.9
5313	Activities related to real estate .....	126	58 876	30 822	6 757	1 407	24.4	11.2
53131	Real estate property managers .....	83	49 458	27 489	6 089	1 296	23.1	12.6
531311	Residential property managers .....	62	32 702	19 149	4 258	879	19.9	12.8
531312	Nonresidential property managers .....	21	16 756	8 340	1 831	417	29.2	12.4
53132	Offices of real estate appraisers .....	29	4 864	1 861	373	67	43.2	5.6
531320	Offices of real estate appraisers .....	29	4 864	1 861	373	67	43.2	5.6
53139	Other activities related to real estate .....	14	4 554	1 472	295	44	18.3	1.2
531390	Other activities related to real estate .....	14	4 554	1 472	295	44	18.3	1.2
532	Rental & leasing services .....	108	D	D	D	f	D	D
5321	Automotive equipment rental & leasing .....	25	34 958	3 754	871	186	.9	2.7
53211	Passenger car rental & leasing .....	12	22 020	2 056	468	115	.1	1.5
53212	Truck, utility trailer, & RV rental & leasing .....	13	12 938	1 698	403	71	2.3	4.8
532120	Truck, utility trailer, & RV rental & leasing .....	13	12 938	1 698	403	71	2.3	4.8
5322	Consumer goods rental .....	69	23 540	5 542	1 244	504	12.7	.7
53223	Video tape & disk rental .....	47	13 731	2 814	698	386	8.4	.8
532230	Video tape & disk rental .....	47	13 731	2 814	698	386	8.4	.8
5324	Commercial & industrial machinery & equipment rental & leasing .....	10	D	D	D	c	D	D
<b>DODGE COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>39</b>	<b>9 823</b>	<b>1 748</b>	<b>413</b>	<b>161</b>	<b>38.9</b>	<b>8.7</b>
531	Real estate .....	28	5 778	654	154	65	56.8	13.7
5311	Lessors of real estate .....	13	2 483	359	87	39	43.3	12.4
5312	Offices of real estate agents & brokers .....	11	3 071	251	56	20	65.4	14.9
53121	Offices of real estate agents & brokers .....	11	3 071	251	56	20	65.4	14.9
531210	Offices of real estate agents & brokers .....	11	3 071	251	56	20	65.4	14.9
532	Rental & leasing services .....	11	4 045	1 094	259	96	13.3	1.5
<b>DOOR COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>55</b>	<b>14 535</b>	<b>1 770</b>	<b>292</b>	<b>107</b>	<b>60.0</b>	<b>9.4</b>
531	Real estate .....	44	11 352	1 184	216	82	66.8	12.0
5311	Lessors of real estate .....	11	2 552	165	21	12	61.3	28.0
5312	Offices of real estate agents & brokers .....	26	7 870	703	133	50	68.0	8.3
53121	Offices of real estate agents & brokers .....	26	7 870	703	133	50	68.0	8.3
531210	Offices of real estate agents & brokers .....	26	7 870	703	133	50	68.0	8.3
532	Rental & leasing services .....	11	3 183	586	76	25	35.5	—
<b>DOUGLAS COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>40</b>	<b>9 979</b>	<b>1 813</b>	<b>440</b>	<b>146</b>	<b>46.5</b>	<b>13.8</b>
531	Real estate .....	30	6 980	998	231	85	53.5	5.5
5311	Lessors of real estate .....	19	D	D	D	b	D	D
53111	Lessors of residential buildings & dwellings .....	11	D	D	D	b	D	D
531110	Lessors of residential buildings & dwellings .....	11	D	D	D	b	D	D
532	Rental & leasing services .....	10	2 999	815	209	61	30.2	33.2

See footnotes at end of table.



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NAICS code	Geographic area and kind of business	Establishments (number)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>DUNN COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>28</b>	<b>5 108</b>	<b>527</b>	<b>125</b>	<b>50</b>	<b>70.8</b>	<b>9.5</b>
531	Real estate .....	25	4 756	458	105	39	72.8	6.1
5312	Offices of real estate agents & brokers .....	13	3 314	209	37	19	89.9	1.4
53121	Offices of real estate agents & brokers .....	13	3 314	209	37	19	89.9	1.4
531210	Offices of real estate agents & brokers .....	13	3 314	209	37	19	89.9	1.4
532	Rental & leasing services .....	3	352	69	20	11	44.3	55.7
<b>EAU CLAIRE COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>100</b>	<b>45 545</b>	<b>7 059</b>	<b>1 542</b>	<b>456</b>	<b>42.8</b>	<b>7.9</b>
531	Real estate .....	73	32 601	4 642	1 040	288	53.3	8.3
5311	Lessors of real estate .....	37	16 966	1 689	384	119	33.9	15.9
53111	Lessors of residential buildings & dwellings .....	22	8 156	520	130	57	34.0	6.1
531110	Lessors of residential buildings & dwellings .....	22	8 156	520	130	57	34.0	6.1
53112	Lessors of nonresidential buildings (except miniwarehouses) .....	11	D	D	D	b	D	D
531120	Lessors of nonresidential buildings (except miniwarehouses) .....	11	D	D	D	b	D	D
5312	Offices of real estate agents & brokers .....	16	D	D	D	b	D	D
53121	Offices of real estate agents & brokers .....	16	D	D	D	b	D	D
531210	Offices of real estate agents & brokers .....	16	D	D	D	b	D	D
5313	Activities related to real estate .....	20	D	D	D	c	D	D
53131	Real estate property managers .....	11	D	D	D	b	D	D
532	Rental & leasing services .....	25	D	D	D	c	D	D
5322	Consumer goods rental .....	13	D	D	D	b	D	D
<b>FLORENCE COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>5</b>	<b>468</b>	<b>56</b>	<b>6</b>	<b>6</b>	<b>92.1</b>	<b>7.9</b>
531	Real estate .....	4	D	D	D	a	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>FOND DU LAC COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>73</b>	<b>27 861</b>	<b>4 535</b>	<b>881</b>	<b>297</b>	<b>53.0</b>	<b>6.1</b>
531	Real estate .....	54	21 366	2 813	522	151	63.6	8.0
5311	Lessors of real estate .....	21	13 359	1 158	254	73	75.9	9.0
53111	Lessors of residential buildings & dwellings .....	11	5 301	388	84	29	47.2	21.8
531110	Lessors of residential buildings & dwellings .....	11	5 301	388	84	29	47.2	21.8
5312	Offices of real estate agents & brokers .....	21	6 316	1 248	189	54	38.0	3.8
53121	Offices of real estate agents & brokers .....	21	6 316	1 248	189	54	38.0	3.8
531210	Offices of real estate agents & brokers .....	21	6 316	1 248	189	54	38.0	3.8
5313	Activities related to real estate .....	12	1 691	407	79	24	61.3	15.6
532	Rental & leasing services .....	19	6 495	1 722	359	146	18.3	—
5322	Consumer goods rental .....	13	3 953	1 168	234	120	18.6	—
<b>FOREST COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>9</b>	<b>2 302</b>	<b>241</b>	<b>53</b>	<b>30</b>	<b>77.4</b>	<b>—</b>
531	Real estate .....	7	D	D	D	b	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>GRANT COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>50</b>	<b>9 711</b>	<b>1 149</b>	<b>273</b>	<b>126</b>	<b>35.4</b>	<b>5.0</b>
531	Real estate .....	48	D	D	D	c	D	D
5311	Lessors of real estate .....	36	2 794	284	70	64	86.9	12.3
53111	Lessors of residential buildings & dwellings .....	27	1 948	153	36	41	87.6	12.4
531110	Lessors of residential buildings & dwellings .....	27	1 948	153	36	41	87.6	12.4
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>GREEN COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>18</b>	<b>7 041</b>	<b>440</b>	<b>91</b>	<b>41</b>	<b>29.7</b>	<b>55.5</b>
531	Real estate .....	12	5 737	283	56	26	31.6	67.6
532	Rental & leasing services .....	6	1 304	157	35	15	21.1	2.1

See footnotes at end of table.

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>GREEN LAKE COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>15</b>	<b>2 993</b>	<b>375</b>	<b>76</b>	<b>42</b>	<b>35.4</b>	<b>31.4</b>
531	Real estate .....	13	D	D	D	b	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>IOWA COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>9</b>	<b>2 857</b>	<b>234</b>	<b>67</b>	<b>30</b>	<b>86.0</b>	<b>-</b>
531	Real estate .....	8	D	D	D	b	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>IRON COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>11</b>	<b>3 233</b>	<b>584</b>	<b>126</b>	<b>50</b>	<b>44.4</b>	<b>5.7</b>
531	Real estate .....	6	518	102	28	15	98.1	1.9
532	Rental & leasing services .....	5	2 715	482	98	35	34.2	6.4
<b>JACKSON COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>12</b>	<b>3 861</b>	<b>584</b>	<b>113</b>	<b>24</b>	<b>62.2</b>	<b>2.7</b>
531	Real estate .....	10	D	D	D	a	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>JEFFERSON COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>54</b>	<b>16 476</b>	<b>2 982</b>	<b>625</b>	<b>177</b>	<b>38.1</b>	<b>13.9</b>
531	Real estate .....	40	10 837	1 620	292	99	52.7	21.2
5311	Lessors of real estate .....	19	4 597	802	187	63	37.4	19.0
53111	Lessors of residential buildings & dwellings .....	10	2 306	240	52	27	45.5	37.9
531110	Lessors of residential buildings & dwellings .....	10	2 306	240	52	27	45.5	37.9
5312	Offices of real estate agents & brokers .....	17	5 441	612	69	27	66.3	24.5
53121	Offices of real estate agents & brokers .....	17	5 441	612	69	27	66.3	24.5
531210	Offices of real estate agents & brokers .....	17	5 441	612	69	27	66.3	24.5
532	Rental & leasing services .....	14	5 639	1 362	333	78	10.0	-
<b>JUNEAU COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>15</b>	<b>1 880</b>	<b>204</b>	<b>36</b>	<b>31</b>	<b>62.7</b>	<b>26.5</b>
531	Real estate .....	12	1 665	159	25	21	57.8	29.9
532	Rental & leasing services .....	3	215	45	11	10	100.0	-
<b>KENOSHA COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>112</b>	<b>43 849</b>	<b>6 591</b>	<b>1 428</b>	<b>412</b>	<b>31.3</b>	<b>11.4</b>
531	Real estate .....	84	36 026	4 838	1 071	284	33.5	11.5
5311	Lessors of real estate .....	35	20 105	1 881	433	133	29.8	16.5
53111	Lessors of residential buildings & dwellings .....	21	13 876	904	216	79	35.6	21.9
531110	Lessors of residential buildings & dwellings .....	21	13 876	904	216	79	35.6	21.9
5312	Offices of real estate agents & brokers .....	29	11 380	1 431	269	66	26.1	2.8
53121	Offices of real estate agents & brokers .....	29	11 380	1 431	269	66	26.1	2.8
531210	Offices of real estate agents & brokers .....	29	11 380	1 431	269	66	26.1	2.8
5313	Activities related to real estate .....	20	4 541	1 526	369	85	68.7	11.1
53131	Real estate property managers .....	16	3 785	1 413	351	80	62.5	13.3
531311	Residential property managers .....	13	3 629	1 331	341	76	64.2	10.6
532	Rental & leasing services .....	27	D	D	D	c	D	D
5322	Consumer goods rental .....	23	5 992	1 384	275	116	27.3	14.3
53223	Video tape & disk rental .....	16	4 262	741	156	88	27.5	20.2
532230	Video tape & disk rental .....	16	4 262	741	156	88	27.5	20.2
<b>KEWAUNEE COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>8</b>	<b>1 010</b>	<b>85</b>	<b>18</b>	<b>11</b>	<b>33.7</b>	<b>66.3</b>
531	Real estate .....	5	961	72	15	8	30.3	69.7
532	Rental & leasing services .....	3	49	13	3	3	100.0	-

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>LA CROSSE COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>120</b>	<b>59 209</b>	<b>13 305</b>	<b>2 932</b>	<b>774</b>	<b>24.2</b>	<b>7.7</b>
531	Real estate .....	82	36 696	6 066	1 309	368	35.3	11.4
5311	Lessors of real estate .....	47	D	D	D	c	D	D
53111	Lessors of residential buildings & dwellings .....	21	D	D	D	b	D	D
531110	Lessors of residential buildings & dwellings .....	21	D	D	D	b	D	D
53112	Lessors of nonresidential buildings (except miniwarehouses) .....	16	D	D	D	c	D	D
531120	Lessors of nonresidential buildings (except miniwarehouses) .....	16	D	D	D	c	D	D
5312	Offices of real estate agents & brokers .....	17	D	D	D	b	D	D
53121	Offices of real estate agents & brokers .....	17	D	D	D	b	D	D
531210	Offices of real estate agents & brokers .....	17	D	D	D	b	D	D
5313	Activities related to real estate .....	18	D	D	D	c	D	D
53131	Real estate property managers .....	11	2 931	1 479	291	116	36.0	15.0
531311	Residential property managers .....	11	2 931	1 479	291	116	36.0	15.0
532	Rental & leasing services .....	36	D	D	D	e	D	D
5322	Consumer goods rental .....	16	7 986	4 069	1 000	274	6.9	—
<b>LAFAYETTE COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>4</b>	<b>345</b>	<b>34</b>	<b>8</b>	<b>4</b>	<b>100.0</b>	<b>—</b>
531	Real estate .....	4	345	34	8	4	100.0	—
<b>LANGLADE COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>10</b>	<b>1 957</b>	<b>392</b>	<b>89</b>	<b>38</b>	<b>74.2</b>	<b>—</b>
531	Real estate .....	7	D	D	D	a	D	D
532	Rental & leasing services .....	3	653	172	48	26	D	—
<b>LINCOLN COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>26</b>	<b>3 902</b>	<b>602</b>	<b>172</b>	<b>82</b>	<b>60.4</b>	<b>20.4</b>
531	Real estate .....	22	3 270	484	139	53	63.2	24.4
5312	Offices of real estate agents & brokers .....	11	1 821	199	41	24	79.4	13.4
53121	Offices of real estate agents & brokers .....	11	1 821	199	41	24	79.4	13.4
531210	Offices of real estate agents & brokers .....	11	1 821	199	41	24	79.4	13.4
532	Rental & leasing services .....	4	632	118	33	29	45.7	—
<b>MANITOWOC COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>50</b>	<b>14 070</b>	<b>2 185</b>	<b>515</b>	<b>183</b>	<b>38.0</b>	<b>5.8</b>
531	Real estate .....	40	11 902	1 689	385	134	44.5	6.9
5311	Lessors of real estate .....	18	4 313	600	147	57	35.8	19.0
53111	Lessors of residential buildings & dwellings .....	14	3 928	502	116	50	36.9	20.9
531110	Lessors of residential buildings & dwellings .....	14	3 928	502	116	50	36.9	20.9
5312	Offices of real estate agents & brokers .....	15	6 724	784	177	55	46.5	—
53121	Offices of real estate agents & brokers .....	15	6 724	784	177	55	46.5	—
531210	Offices of real estate agents & brokers .....	15	6 724	784	177	55	46.5	—
532	Rental & leasing services .....	10	2 168	496	130	49	2.1	—
<b>MARATHON COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>86</b>	<b>39 926</b>	<b>7 079</b>	<b>1 324</b>	<b>439</b>	<b>30.1</b>	<b>6.9</b>
531	Real estate .....	66	23 680	4 098	695	277	29.8	11.6
5311	Lessors of real estate .....	31	11 453	1 463	331	150	30.1	15.2
53111	Lessors of residential buildings & dwellings .....	13	6 783	946	208	106	24.5	15.9
531110	Lessors of residential buildings & dwellings .....	13	6 783	946	208	106	24.5	15.9
5312	Offices of real estate agents & brokers .....	15	9 439	1 796	169	79	27.5	1.3
53121	Offices of real estate agents & brokers .....	15	9 439	1 796	169	79	27.5	1.3
531210	Offices of real estate agents & brokers .....	15	9 439	1 796	169	79	27.5	1.3
5313	Activities related to real estate .....	20	2 788	839	195	48	36.2	31.3
532	Rental & leasing services .....	20	16 246	2 981	629	162	30.6	—
<b>MARINETTE COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>26</b>	<b>5 252</b>	<b>614</b>	<b>123</b>	<b>45</b>	<b>47.0</b>	<b>15.3</b>
531	Real estate .....	22	4 186	442	91	33	35.0	19.3
5311	Lessors of real estate .....	13	D	D	D	a	D	D
53111	Lessors of residential buildings & dwellings .....	11	1 872	170	33	15	31.3	9.5
531110	Lessors of residential buildings & dwellings .....	11	1 872	170	33	15	31.3	9.5
532	Rental & leasing services .....	4	1 066	172	32	12	94.2	—

See footnotes at end of table.

**Table 3. Summary Statistics for Counties: 1997—Con.**

[Includes only establishments of companies with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MARQUETTE COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>10</b>	<b>1 527</b>	<b>344</b>	<b>80</b>	<b>32</b>	<b>73.8</b>	<b>—</b>
531	Real estate .....	8	D	D	D	a	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>MENOMINEE COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>1</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>D</b>	<b>D</b>
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>MILWAUKEE COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>875</b>	<b>827 506</b>	<b>145 591</b>	<b>33 836</b>	<b>6 745</b>	<b>15.2</b>	<b>12.4</b>
531	Real estate .....	674	532 172	94 569	21 705	4 246	20.6	15.9
5311	Lessors of real estate .....	384	344 286	36 392	8 569	2 246	20.0	13.6
53111	Lessors of residential buildings & dwellings .....	266	213 169	25 750	6 023	1 737	21.5	16.7
531110	Lessors of residential buildings & dwellings .....	266	213 169	25 750	6 023	1 737	21.5	16.7
53112	Lessors of nonresidential buildings (except miniwarehouses) .....	87	112 549	8 404	2 119	416	15.2	8.5
531120	Lessors of nonresidential buildings (except miniwarehouses) .....	87	112 549	8 404	2 119	416	15.2	8.5
53113	Lessors of miniwarehouses & self storage units .....	12	8 456	1 121	271	52	3.1	2.9
531130	Lessors of miniwarehouses & self storage units .....	12	8 456	1 121	271	52	3.1	2.9
53119	Lessors of other real estate property .....	19	10 112	1 117	156	41	56.5	12.9
531190	Lessors of other real estate property .....	19	10 112	1 117	156	41	56.5	12.9
5312	Offices of real estate agents & brokers .....	126	96 413	18 983	3 997	595	18.0	20.5
53121	Offices of real estate agents & brokers .....	126	96 413	18 983	3 997	595	18.0	20.5
531210	Offices of real estate agents & brokers .....	126	96 413	18 983	3 997	595	18.0	20.5
5313	Activities related to real estate .....	164	91 473	39 194	9 139	1 405	25.8	19.9
53131	Real estate property managers .....	103	67 180	30 557	7 428	1 148	27.1	17.9
531311	Residential property managers .....	74	37 875	15 899	3 586	749	40.7	20.1
531312	Nonresidential property managers .....	29	29 305	14 658	3 842	399	9.4	15.1
53132	Offices of real estate appraisers .....	49	16 806	7 236	1 397	204	14.4	35.7
531320	Offices of real estate appraisers .....	49	16 806	7 236	1 397	204	14.4	35.7
53139	Other activities related to real estate .....	12	7 487	1 401	314	53	40.7	1.9
531390	Other activities related to real estate .....	12	7 487	1 401	314	53	40.7	1.9
532	Rental & leasing services .....	198	D	D	D	g	D	D
5321	Automotive equipment rental & leasing .....	57	166 923	21 452	4 896	968	3.6	5.7
53211	Passenger car rental & leasing .....	26	108 397	13 516	3 055	711	2.2	1.6
532111	Passenger car rental .....	17	D	D	D	f	D	D
53212	Truck, utility trailer, & RV rental & leasing .....	31	58 526	7 936	1 841	257	6.1	13.1
532120	Truck, utility trailer, & RV rental & leasing .....	31	58 526	7 936	1 841	257	6.1	13.1
5322	Consumer goods rental .....	93	62 390	14 739	4 040	1 079	6.2	12.5
53222	Formal wear & costume rental .....	15	D	D	D	b	D	D
532220	Formal wear & costume rental .....	15	D	D	D	b	D	D
53223	Video tape & disk rental .....	53	27 945	5 176	1 413	678	4.6	8.8
532230	Video tape & disk rental .....	53	27 945	5 176	1 413	678	4.6	8.8
53229	Other consumer goods rental .....	18	D	D	D	e	D	D
532299	All other consumer goods rental .....	11	D	D	D	c	D	D
5323	General rental centers .....	18	D	D	D	c	D	D
53231	General rental centers .....	18	D	D	D	c	D	D
532310	General rental centers .....	18	D	D	D	c	D	D
5324	Commercial & industrial machinery & equipment rental & leasing .....	30	D	D	D	e	D	D
53249	Oth commercial/industrial machinery & equipment rental & leasing .....	20	D	D	D	c	D	D
532490	Oth commercial/industrial machinery & equipment rental & leasing .....	20	D	D	D	c	D	D
<b>MONROE COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>25</b>	<b>5 628</b>	<b>1 108</b>	<b>245</b>	<b>85</b>	<b>26.6</b>	<b>7.1</b>
531	Real estate .....	21	4 482	813	179	57	33.4	8.1
5311	Lessors of real estate .....	13	3 360	619	141	30	31.8	10.4
53111	Lessors of residential buildings & dwellings .....	10	3 065	590	134	28	26.8	11.4
531110	Lessors of residential buildings & dwellings .....	10	3 065	590	134	28	26.8	11.4
532	Rental & leasing services .....	4	1 146	295	66	28	—	3.2
<b>OCONTO COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>22</b>	<b>2 329</b>	<b>447</b>	<b>89</b>	<b>37</b>	<b>74.2</b>	<b>25.8</b>
531	Real estate .....	18	2 178	414	80	26	74.9	25.0
5311	Lessors of real estate .....	12	740	90	23	12	78.5	21.2
532	Rental & leasing services .....	4	151	33	9	11	63.6	36.4

See footnotes at end of table.

**Table 3. Summary Statistics for Counties: 1997—Con.**

[Includes only establishments of companies with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>ONEIDA COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing</b> .....	<b>63</b>	<b>24 916</b>	<b>4 037</b>	<b>846</b>	<b>212</b>	<b>23.6</b>	<b>17.9</b>
531	Real estate .....	46	19 284	2 665	528	112	26.4	22.8
5311	Lessors of real estate .....	15	5 160	321	58	26	19.9	6.9
5312	Offices of real estate agents & brokers .....	22	12 736	1 872	383	68	26.8	31.5
53121	Offices of real estate agents & brokers .....	22	12 736	1 872	383	68	26.8	31.5
531210	Offices of real estate agents & brokers .....	22	12 736	1 872	383	68	26.8	31.5
532	Rental & leasing services .....	17	5 632	1 372	318	100	14.2	.9
5322	Consumer goods rental .....	13	4 514	1 008	242	73	17.7	1.1
<b>OUTAGAMIE COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing</b> .....	<b>124</b>	<b>75 555</b>	<b>15 014</b>	<b>3 574</b>	<b>702</b>	<b>25.0</b>	<b>6.3</b>
531	Real estate .....	89	47 742	9 815	2 515	448	38.4	2.2
5311	Lessors of real estate .....	32	D	D	D	b	D	D
53111	Lessors of residential buildings & dwellings .....	12	D	D	D	b	D	D
531110	Lessors of residential buildings & dwellings .....	12	D	D	D	b	D	D
53112	Lessors of nonresidential buildings (except miniwarehouses) .....	18	D	D	D	b	D	D
531120	Lessors of nonresidential buildings (except miniwarehouses) .....	18	D	D	D	b	D	D
5312	Offices of real estate agents & brokers .....	34	28 914	4 440	1 251	141	27.0	.4
53121	Offices of real estate agents & brokers .....	34	28 914	4 440	1 251	141	27.0	.4
531210	Offices of real estate agents & brokers .....	34	28 914	4 440	1 251	141	27.0	.4
5313	Activities related to real estate .....	23	D	D	D	c	D	D
53132	Offices of real estate appraisers .....	11	4 517	2 032	498	90	35.6	4.1
531320	Offices of real estate appraisers .....	11	4 517	2 032	498	90	35.6	4.1
532	Rental & leasing services .....	35	27 813	5 199	1 059	254	2.1	13.4
5321	Automotive equipment rental & leasing .....	11	16 725	3 281	620	108	—	21.3
5322	Consumer goods rental .....	17	D	D	D	c	D	D
53223	Video tape & disk rental .....	14	2 972	677	162	95	4.7	5.6
532230	Video tape & disk rental .....	14	2 972	677	162	95	4.7	5.6
<b>OZAUKEE COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing</b> .....	<b>78</b>	<b>36 706</b>	<b>7 860</b>	<b>1 652</b>	<b>322</b>	<b>26.1</b>	<b>15.5</b>
531	Real estate .....	68	34 175	7 415	1 550	271	25.5	16.6
5311	Lessors of real estate .....	30	17 967	2 113	473	80	33.9	17.6
53111	Lessors of residential buildings & dwellings .....	16	10 904	769	176	44	45.4	21.6
531110	Lessors of residential buildings & dwellings .....	16	10 904	769	176	44	45.4	21.6
53112	Lessors of nonresidential buildings (except miniwarehouses) .....	11	D	D	D	b	D	D
531120	Lessors of nonresidential buildings (except miniwarehouses) .....	11	D	D	D	b	D	D
5312	Offices of real estate agents & brokers .....	21	12 223	3 195	634	121	13.3	7.8
53121	Offices of real estate agents & brokers .....	21	12 223	3 195	634	121	13.3	7.8
531210	Offices of real estate agents & brokers .....	21	12 223	3 195	634	121	13.3	7.8
5313	Activities related to real estate .....	17	3 985	2 107	443	70	25.6	39.3
53131	Real estate property managers .....	11	D	D	D	b	D	D
532	Rental & leasing services .....	9	D	D	D	b	D	D
<b>PEPIN COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing</b> .....	<b>3</b>	<b>584</b>	<b>113</b>	<b>52</b>	<b>6</b>	<b>D</b>	<b>22.9</b>
531	Real estate .....	1	D	D	D	a	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>PIERCE COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing</b> .....	<b>19</b>	<b>27 696</b>	<b>6 042</b>	<b>1 333</b>	<b>185</b>	<b>3.4</b>	<b>1.3</b>
531	Real estate .....	16	D	D	D	b	D	D
532	Rental & leasing services .....	3	D	D	D	c	D	D
<b>POLK COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing</b> .....	<b>26</b>	<b>7 464</b>	<b>571</b>	<b>139</b>	<b>73</b>	<b>80.2</b>	<b>7.7</b>
531	Real estate .....	20	6 395	404	97	44	81.7	9.0
5312	Offices of real estate agents & brokers .....	11	3 334	147	39	17	77.0	8.5
53121	Offices of real estate agents & brokers .....	11	3 334	147	39	17	77.0	8.5
531210	Offices of real estate agents & brokers .....	11	3 334	147	39	17	77.0	8.5
532	Rental & leasing services .....	6	1 069	167	42	29	71.5	—

See footnotes at end of table.

**Table 3. Summary Statistics for Counties: 1997—Con.**

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NAICS code	Geographic area and kind of business	Establishments (number)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>PORTAGE COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>53</b>	<b>18 799</b>	<b>2 937</b>	<b>680</b>	<b>191</b>	<b>30.1</b>	<b>31.7</b>
531	Real estate .....	42	12 796	1 655	370	117	37.8	25.2
5311	Lessors of real estate .....	26	7 651	1 011	254	85	34.3	7.1
53111	Lessors of residential buildings & dwellings .....	19	5 227	436	93	50	44.1	10.4
531110	Lessors of residential buildings & dwellings .....	19	5 227	436	93	50	44.1	10.4
5312	Offices of real estate agents & brokers .....	11	4 809	532	88	20	39.2	55.8
53121	Offices of real estate agents & brokers .....	11	4 809	532	88	20	39.2	55.8
531210	Offices of real estate agents & brokers .....	11	4 809	532	88	20	39.2	55.8
532	Rental & leasing services .....	10	D	D	D	b	D	D
<b>PRICE COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>4</b>	<b>1 525</b>	<b>215</b>	<b>60</b>	<b>12</b>	<b>64.9</b>	<b>-</b>
531	Real estate .....	4	1 525	215	60	12	64.9	-
<b>RACINE COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>132</b>	<b>57 694</b>	<b>12 057</b>	<b>2 592</b>	<b>746</b>	<b>31.1</b>	<b>17.0</b>
531	Real estate .....	102	44 728	8 925	1 844	522	37.4	13.3
5311	Lessors of real estate .....	50	25 480	3 621	788	264	23.6	20.3
53111	Lessors of residential buildings & dwellings .....	34	15 028	1 620	383	130	32.4	10.7
531110	Lessors of residential buildings & dwellings .....	34	15 028	1 620	383	130	32.4	10.7
53112	Lessors of nonresidential buildings (except miniwarehouses) .....	12	8 026	1 661	353	121	8.8	44.5
531120	Lessors of nonresidential buildings (except miniwarehouses) .....	12	8 026	1 661	353	121	8.8	44.5
5312	Offices of real estate agents & brokers .....	30	13 381	2 935	524	122	53.4	.2
53121	Offices of real estate agents & brokers .....	30	13 381	2 935	524	122	53.4	.2
531210	Offices of real estate agents & brokers .....	30	13 381	2 935	524	122	53.4	.2
5313	Activities related to real estate .....	22	5 867	2 369	532	136	60.9	13.1
53132	Offices of real estate appraisers .....	10	1 442	624	151	24	44.3	-
531320	Offices of real estate appraisers .....	10	1 442	624	151	24	44.3	-
532	Rental & leasing services .....	29	D	D	D	c	D	D
5322	Consumer goods rental .....	24	8 039	1 806	465	176	9.9	.9
53223	Video tape & disk rental .....	15	4 531	1 013	266	128	5.7	1.5
532230	Video tape & disk rental .....	15	4 531	1 013	266	128	5.7	1.5
<b>RICHLAND COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>11</b>	<b>1 618</b>	<b>194</b>	<b>43</b>	<b>25</b>	<b>43.1</b>	<b>14.6</b>
531	Real estate .....	9	D	D	D	b	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>ROCK COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>105</b>	<b>52 892</b>	<b>5 647</b>	<b>1 232</b>	<b>364</b>	<b>14.3</b>	<b>8.0</b>
531	Real estate .....	79	45 591	4 276	936	237	14.7	9.3
5311	Lessors of real estate .....	38	31 869	2 261	465	124	11.4	6.6
53111	Lessors of residential buildings & dwellings .....	18	6 904	939	188	69	34.3	26.5
531110	Lessors of residential buildings & dwellings .....	18	6 904	939	188	69	34.3	26.5
53112	Lessors of nonresidential buildings (except miniwarehouses) .....	12	22 248	1 063	217	40	5.6	-
531120	Lessors of nonresidential buildings (except miniwarehouses) .....	12	22 248	1 063	217	40	5.6	-
5312	Offices of real estate agents & brokers .....	28	11 478	1 306	280	78	18.0	17.9
53121	Offices of real estate agents & brokers .....	28	11 478	1 306	280	78	18.0	17.9
531210	Offices of real estate agents & brokers .....	28	11 478	1 306	280	78	18.0	17.9
5313	Activities related to real estate .....	13	2 244	709	191	35	45.3	4.2
532	Rental & leasing services .....	25	D	D	D	c	D	D
5322	Consumer goods rental .....	18	4 751	831	169	101	14.5	-
53223	Video tape & disk rental .....	15	4 060	659	146	89	16.1	-
532230	Video tape & disk rental .....	15	4 060	659	146	89	16.1	-
<b>RUSK COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>8</b>	<b>1 615</b>	<b>305</b>	<b>57</b>	<b>23</b>	<b>93.7</b>	<b>-</b>
531	Real estate .....	5	D	D	D	a	D	D
532	Rental & leasing services .....	3	215	56	13	8	D	-

See footnotes at end of table.

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NAICS code	Geographic area and kind of business	Establishments (number)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>ST. CROIX COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>59</b>	<b>21 125</b>	<b>5 102</b>	<b>1 007</b>	<b>333</b>	<b>46.7</b>	<b>10.4</b>
531	Real estate .....	45	D	D	D	e	D	D
5311	Lessors of real estate .....	14	D	D	D	b	D	D
53111	Lessors of residential buildings & dwellings .....	10	D	D	D	b	D	D
531110	Lessors of residential buildings & dwellings .....	10	D	D	D	b	D	D
5312	Offices of real estate agents & brokers .....	22	7 874	1 067	239	49	35.1	7.4
53121	Offices of real estate agents & brokers .....	22	7 874	1 067	239	49	35.1	7.4
531210	Offices of real estate agents & brokers .....	22	7 874	1 067	239	49	35.1	7.4
532	Rental & leasing services .....	14	D	D	D	b	D	D
5322	Consumer goods rental .....	12	D	D	D	b	D	D
<b>SAUK COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>45</b>	<b>22 624</b>	<b>3 404</b>	<b>685</b>	<b>184</b>	<b>34.3</b>	<b>2.9</b>
531	Real estate .....	33	14 151	2 086	421	137	50.3	4.7
5311	Lessors of real estate .....	12	4 301	793	139	49	23.8	9.1
5312	Offices of real estate agents & brokers .....	18	7 720	787	163	53	54.2	.6
53121	Offices of real estate agents & brokers .....	18	7 720	787	163	53	54.2	.6
531210	Offices of real estate agents & brokers .....	18	7 720	787	163	53	54.2	.6
532	Rental & leasing services .....	10	D	D	D	b	D	D
<b>SAWYER COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>24</b>	<b>5 330</b>	<b>641</b>	<b>142</b>	<b>53</b>	<b>39.7</b>	<b>38.0</b>
531	Real estate .....	20	4 965	602	139	46	36.4	39.7
5312	Offices of real estate agents & brokers .....	12	4 162	371	85	24	38.3	43.0
53121	Offices of real estate agents & brokers .....	12	4 162	371	85	24	38.3	43.0
531210	Offices of real estate agents & brokers .....	12	4 162	371	85	24	38.3	43.0
532	Rental & leasing services .....	4	365	39	3	7	85.5	14.5
<b>SHAWANO COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>20</b>	<b>4 402</b>	<b>760</b>	<b>157</b>	<b>67</b>	<b>48.0</b>	<b>6.0</b>
531	Real estate .....	18	D	D	D	b	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>SHEBOYGAN COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>85</b>	<b>38 168</b>	<b>6 236</b>	<b>1 373</b>	<b>400</b>	<b>32.9</b>	<b>8.9</b>
531	Real estate .....	66	26 209	4 222	899	273	44.4	9.8
5311	Lessors of real estate .....	35	12 662	1 362	325	102	53.8	10.4
53111	Lessors of residential buildings & dwellings .....	15	5 920	471	104	57	59.0	14.3
531110	Lessors of residential buildings & dwellings .....	15	5 920	471	104	57	59.0	14.3
53112	Lessors of nonresidential buildings (except miniwarehouses) .....	16	5 949	731	184	40	51.8	.8
531120	Lessors of nonresidential buildings (except miniwarehouses) .....	16	5 949	731	184	40	51.8	.8
5312	Offices of real estate agents & brokers .....	21	9 380	1 198	266	66	46.2	13.1
53121	Offices of real estate agents & brokers .....	21	9 380	1 198	266	66	46.2	13.1
531210	Offices of real estate agents & brokers .....	21	9 380	1 198	266	66	46.2	13.1
5313	Activities related to real estate .....	10	4 167	1 662	308	105	11.6	.8
532	Rental & leasing services .....	18	D	D	D	c	D	D
5322	Consumer goods rental .....	10	D	D	D	b	D	D
<b>TAYLOR COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>11</b>	<b>4 327</b>	<b>964</b>	<b>212</b>	<b>54</b>	<b>46.8</b>	<b>8.9</b>
531	Real estate .....	8	D	D	D	b	D	D
532	Rental & leasing services .....	3	D	D	D	a	D	D
<b>TREMPEALEAU COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>18</b>	<b>7 333</b>	<b>828</b>	<b>190</b>	<b>49</b>	<b>13.6</b>	<b>6.4</b>
531	Real estate .....	14	D	D	D	b	D	D
5311	Lessors of real estate .....	10	D	D	D	a	D	D
532	Rental & leasing services .....	4	D	D	D	b	D	D

See footnotes at end of table.

**Table 3. Summary Statistics for Counties: 1997—Con.**

[Includes only establishments of companies with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>VERNON COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>17</b>	<b>1 735</b>	<b>217</b>	<b>36</b>	<b>32</b>	<b>77.2</b>	<b>17.9</b>
531	Real estate .....	15	D	D	D	b	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>VILAS COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>24</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>b</b>	<b>D</b>	<b>D</b>
531	Real estate .....	23	D	D	D	b	D	D
5312	Offices of real estate agents & brokers .....	13	5 946	482	77	21	79.0	16.9
53121	Offices of real estate agents & brokers .....	13	5 946	482	77	21	79.0	16.9
531210	Offices of real estate agents & brokers .....	13	5 946	482	77	21	79.0	16.9
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>WALWORTH COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>94</b>	<b>32 977</b>	<b>5 210</b>	<b>1 052</b>	<b>299</b>	<b>37.1</b>	<b>12.3</b>
531	Real estate .....	69	26 869	3 905	768	196	38.7	10.6
5311	Lessors of real estate .....	34	14 195	1 900	404	108	34.3	9.1
53111	Lessors of residential buildings & dwellings .....	19	10 007	1 298	268	70	19.2	7.9
531110	Lessors of residential buildings & dwellings .....	19	10 007	1 298	268	70	19.2	7.9
5312	Offices of real estate agents & brokers .....	27	10 849	1 277	234	65	46.4	13.4
53121	Offices of real estate agents & brokers .....	27	10 849	1 277	234	65	46.4	13.4
531210	Offices of real estate agents & brokers .....	27	10 849	1 277	234	65	46.4	13.4
532	Rental & leasing services .....	24	D	D	D	c	D	D
5322	Consumer goods rental .....	18	2 645	573	130	76	48.9	.3
53223	Video tape & disk rental .....	14	2 134	440	121	75	37.0	—
532230	Video tape & disk rental .....	14	2 134	440	121	75	37.0	—
<b>WASHBURN COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>23</b>	<b>7 045</b>	<b>934</b>	<b>213</b>	<b>70</b>	<b>45.3</b>	<b>41.0</b>
531	Real estate .....	20	6 775	875	193	56	44.8	41.0
5312	Offices of real estate agents & brokers .....	12	5 667	602	140	38	49.5	47.8
53121	Offices of real estate agents & brokers .....	12	5 667	602	140	38	49.5	47.8
531210	Offices of real estate agents & brokers .....	12	5 667	602	140	38	49.5	47.8
532	Rental & leasing services .....	3	270	59	20	14	60.0	40.0
<b>WASHINGTON COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>76</b>	<b>35 013</b>	<b>4 142</b>	<b>870</b>	<b>276</b>	<b>39.8</b>	<b>9.3</b>
531	Real estate .....	54	27 563	2 656	549	151	36.9	8.6
5311	Lessors of real estate .....	21	11 736	851	189	61	43.3	.4
53111	Lessors of residential buildings & dwellings .....	12	8 944	526	102	41	49.7	—
531110	Lessors of residential buildings & dwellings .....	12	8 944	526	102	41	49.7	—
5312	Offices of real estate agents & brokers .....	21	11 895	997	177	49	37.2	18.6
53121	Offices of real estate agents & brokers .....	21	11 895	997	177	49	37.2	18.6
531210	Offices of real estate agents & brokers .....	21	11 895	997	177	49	37.2	18.6
5313	Activities related to real estate .....	12	3 932	808	183	41	17.2	2.9
532	Rental & leasing services .....	22	7 450	1 486	321	125	50.4	11.8
5322	Consumer goods rental .....	14	D	D	D	c	D	D
53223	Video tape & disk rental .....	13	3 308	668	161	99	32.3	—
532230	Video tape & disk rental .....	13	3 308	668	161	99	32.3	—

See footnotes at end of table.



**Table 3. Summary Statistics for Counties: 1997—Con.**

[Includes only establishments of companies with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>WAUKESHA COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing</b>	<b>413</b>	<b>352 922</b>	<b>64 969</b>	<b>14 146</b>	<b>2 432</b>	<b>18.5</b>	<b>5.6</b>
531	Real estate	333	203 107	41 389	8 713	1 604	28.3	9.1
5311	Lessors of real estate	147	111 957	15 093	3 489	765	32.3	7.6
53111	Lessors of residential buildings & dwellings	86	76 313	8 169	1 892	524	26.0	4.7
531110	Lessors of residential buildings & dwellings	86	76 313	8 169	1 892	524	26.0	4.7
53112	Lessors of nonresidential buildings (except miniwarehouses)	39	28 066	5 713	1 313	182	45.8	13.2
531120	Lessors of nonresidential buildings (except miniwarehouses)	39	28 066	5 713	1 313	182	45.8	13.2
53119	Lessors of other real estate property	17	D	D	D	b	D	D
531190	Lessors of other real estate property	17	D	D	D	b	D	D
5312	Offices of real estate agents & brokers	97	61 529	9 609	1 885	322	21.5	8.3
53121	Offices of real estate agents & brokers	97	61 529	9 609	1 885	322	21.5	8.3
531210	Offices of real estate agents & brokers	97	61 529	9 609	1 885	322	21.5	8.3
5313	Activities related to real estate	89	29 621	16 687	3 339	517	27.1	16.0
53131	Real estate property managers	49	21 036	12 694	2 624	397	25.5	19.3
531311	Residential property managers	34	13 847	7 001	1 502	277	19.5	19.4
531312	Nonresidential property managers	15	7 189	5 693	1 122	120	37.3	19.0
53132	Offices of real estate appraisers	31	D	D	D	b	D	D
531320	Offices of real estate appraisers	31	D	D	D	b	D	D
532	Rental & leasing services	76	D	D	D	f	D	D
5321	Automotive equipment rental & leasing	12	D	D	D	c	D	D
5322	Consumer goods rental	40	D	D	D	e	D	D
53223	Video tape & disk rental	29	10 690	2 416	556	282	16.3	1.6
532230	Video tape & disk rental	29	10 690	2 416	556	282	16.3	1.6
5324	Commercial & industrial machinery & equipment rental & leasing	18	D	D	D	c	D	D
<b>WAUPACA COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing</b>	<b>34</b>	<b>7 202</b>	<b>1 268</b>	<b>220</b>	<b>98</b>	<b>90.7</b>	<b>3.5</b>
531	Real estate	27	6 362	1 005	182	76	89.8	3.9
5311	Lessors of real estate	12	1 001	139	22	16	81.6	15.1
5312	Offices of real estate agents & brokers	10	4 886	786	139	54	90.4	2.0
53121	Offices of real estate agents & brokers	10	4 886	786	139	54	90.4	2.0
531210	Offices of real estate agents & brokers	10	4 886	786	139	54	90.4	2.0
532	Rental & leasing services	7	840	263	38	22	98.2	—
<b>WAUSHARA COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing</b>	<b>17</b>	<b>3 828</b>	<b>549</b>	<b>123</b>	<b>31</b>	<b>43.4</b>	<b>25.3</b>
531	Real estate	15	D	D	D	b	D	D
532	Rental & leasing services	2	D	D	D	a	D	D
<b>WINNEBAGO COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing</b>	<b>148</b>	<b>65 165</b>	<b>11 491</b>	<b>2 275</b>	<b>711</b>	<b>34.2</b>	<b>10.6</b>
531	Real estate	109	49 020	8 243	1 548	484	43.6	12.2
5311	Lessors of real estate	63	22 332	2 764	554	188	31.7	24.8
53111	Lessors of residential buildings & dwellings	46	16 729	1 763	372	127	24.4	30.2
531110	Lessors of residential buildings & dwellings	46	16 729	1 763	372	127	24.4	30.2
53112	Lessors of nonresidential buildings (except miniwarehouses)	12	D	D	D	b	D	D
531120	Lessors of nonresidential buildings (except miniwarehouses)	12	D	D	D	b	D	D
5312	Offices of real estate agents & brokers	25	D	D	D	b	D	D
53121	Offices of real estate agents & brokers	25	D	D	D	b	D	D
531210	Offices of real estate agents & brokers	25	D	D	D	b	D	D
5313	Activities related to real estate	21	D	D	D	c	D	D
532	Rental & leasing services	38	D	D	D	c	D	D
5322	Consumer goods rental	23	D	D	D	c	D	D
53223	Video tape & disk rental	15	5 885	1 270	318	128	6.6	12.0
532230	Video tape & disk rental	15	5 885	1 270	318	128	6.6	12.0
<b>WOOD COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing</b>	<b>60</b>	<b>19 842</b>	<b>3 322</b>	<b>734</b>	<b>248</b>	<b>41.8</b>	<b>9.9</b>
531	Real estate	46	12 804	1 622	333	126	62.1	9.0
5311	Lessors of real estate	26	7 280	856	168	66	55.2	14.0
53111	Lessors of residential buildings & dwellings	13	3 358	298	63	29	65.7	9.9
531110	Lessors of residential buildings & dwellings	13	3 358	298	63	29	65.7	9.9
5312	Offices of real estate agents & brokers	15	4 973	711	152	49	69.7	2.8
53121	Offices of real estate agents & brokers	15	4 973	711	152	49	69.7	2.8
531210	Offices of real estate agents & brokers	15	4 973	711	152	49	69.7	2.8
532	Rental & leasing services	13	D	D	D	c	D	D

<sup>1</sup>Includes revenue information obtained from administrative records of other Federal agencies.

<sup>2</sup>Includes revenue information which was imputed based on historic data, administrative records data, or on industry averages.

**Table 4. Summary Statistics for Places: 1997**

[Includes only establishments of companies with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>ALGOMA, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>5</b>	<b>910</b>	<b>64</b>	<b>15</b>	<b>7</b>	<b>32.3</b>	<b>67.7</b>
531	Real estate .....	3	D	D	D	a	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>ALLOUEZ, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>25</b>	<b>13 653</b>	<b>1 994</b>	<b>409</b>	<b>108</b>	<b>41.2</b>	<b>9.9</b>
531	Real estate .....	21	12 208	1 790	363	91	46.0	6.2
5312	Offices of real estate agents & brokers .....	12	9 442	1 117	221	61	44.8	.8
53121	Offices of real estate agents & brokers .....	12	9 442	1 117	221	61	44.8	.8
531210	Offices of real estate agents & brokers .....	12	9 442	1 117	221	61	44.8	.8
532	Rental & leasing services .....	4	1 445	204	46	17	—	41.4
<b>ALTOONA, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>8</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>b</b>	<b>D</b>	<b>D</b>
531	Real estate .....	6	2 356	689	132	49	70.3	—
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>AMERY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>8</b>	<b>4 805</b>	<b>345</b>	<b>83</b>	<b>37</b>	<b>94.6</b>	<b>5.4</b>
531	Real estate .....	6	D	D	D	b	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>ANTIGO, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>5</b>	<b>1 476</b>	<b>249</b>	<b>60</b>	<b>21</b>	<b>73.6</b>	<b>—</b>
531	Real estate .....	4	D	D	D	a	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>APPLETON, WI *</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>61</b>	<b>30 561</b>	<b>5 898</b>	<b>1 301</b>	<b>345</b>	<b>38.6</b>	<b>18.3</b>
531	Real estate .....	47	21 585	4 647	1 023	234	52.7	8.7
5311	Lessors of real estate .....	20	4 806	673	146	41	58.5	31.3
53112	Lessors of nonresidential buildings (except miniwarehouses) .....	11	D	D	D	a	D	D
531120	Lessors of nonresidential buildings (except miniwarehouses) .....	11	D	D	D	a	D	D
5312	Offices of real estate agents & brokers .....	14	11 643	1 519	250	32	52.5	1.0
53121	Offices of real estate agents & brokers .....	14	11 643	1 519	250	32	52.5	1.0
531210	Offices of real estate agents & brokers .....	14	11 643	1 519	250	32	52.5	1.0
5313	Activities related to real estate .....	13	5 136	2 455	627	161	47.9	4.9
532	Rental & leasing services .....	14	8 976	1 251	278	111	4.6	41.5
<b>APPLETON, WI (CALUMET COUNTY PART) *</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>3</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>D</b>	<b>D</b>
531	Real estate .....	3	D	D	D	a	D	D
<b>APPLETON, WI (OUTAGAMIE COUNTY PART) *</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>56</b>	<b>26 213</b>	<b>5 194</b>	<b>1 223</b>	<b>311</b>	<b>35.0</b>	<b>16.9</b>
531	Real estate .....	43	D	D	D	c	D	D
5311	Lessors of real estate .....	18	D	D	D	b	D	D
53112	Lessors of nonresidential buildings (except miniwarehouses) .....	11	D	D	D	a	D	D
531120	Lessors of nonresidential buildings (except miniwarehouses) .....	11	D	D	D	a	D	D
5312	Offices of real estate agents & brokers .....	13	D	D	D	b	D	D
53121	Offices of real estate agents & brokers .....	13	D	D	D	b	D	D
531210	Offices of real estate agents & brokers .....	13	D	D	D	b	D	D
5313	Activities related to real estate .....	12	D	D	D	c	D	D
532	Rental & leasing services .....	13	D	D	D	b	D	D
<b>APPLETON, WI (WINNEBAGO COUNTY PART) *</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>2</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>b</b>	<b>D</b>	<b>D</b>
531	Real estate .....	1	D	D	D	a	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>ASHLAND, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>8</b>	<b>1 908</b>	<b>391</b>	<b>71</b>	<b>35</b>	<b>45.0</b>	<b>—</b>
531	Real estate .....	6	D	D	D	a	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>ASHWAUBENON, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>29</b>	<b>30 662</b>	<b>4 342</b>	<b>1 104</b>	<b>201</b>	<b>14.6</b>	<b>10.1</b>
531	Real estate .....	19	12 918	1 506	397	85	26.3	23.9
532	Rental & leasing services .....	10	17 744	2 836	707	116	6.1	—
<b>BARABOO, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>14</b>	<b>4 106</b>	<b>878</b>	<b>200</b>	<b>61</b>	<b>14.6</b>	<b>11.8</b>
531	Real estate .....	11	D	D	D	b	D	D
532	Rental & leasing services .....	3	D	D	D	a	D	D
<b>BARRON, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>3</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>D</b>	<b>D</b>
531	Real estate .....	2	D	D	D	a	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>BAYSIDE, WI *</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>23</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>c</b>	<b>D</b>	<b>D</b>
531	Real estate .....	22	9 462	2 086	462	134	43.2	31.5
5311	Lessors of real estate .....	13	D	D	D	b	D	D
53111	Lessors of residential buildings & dwellings .....	12	3 593	309	74	47	67.5	4.6
531110	Lessors of residential buildings & dwellings .....	12	3 593	309	74	47	67.5	4.6
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>BAYSIDE, WI (MILWAUKEE COUNTY PART) *</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>20</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>c</b>	<b>D</b>	<b>D</b>
531	Real estate .....	19	8 746	2 009	445	130	40.5	32.1
5311	Lessors of real estate .....	11	D	D	D	b	D	D
53111	Lessors of residential buildings & dwellings .....	10	D	D	D	b	D	D
531110	Lessors of residential buildings & dwellings .....	10	D	D	D	b	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>BAYSIDE, WI (OZAUKEE COUNTY PART) *</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>3</b>	<b>716</b>	<b>77</b>	<b>17</b>	<b>4</b>	<b>76.7</b>	<b>23.3</b>
531	Real estate .....	3	716	77	17	4	76.7	23.3
<b>BEAVER DAM, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>18</b>	<b>5 407</b>	<b>985</b>	<b>234</b>	<b>122</b>	<b>56.5</b>	<b>1.2</b>
531	Real estate .....	13	3 721	458	115	45	69.5	1.7
532	Rental & leasing services .....	5	1 686	527	119	77	27.8	—
<b>BELOIT, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>24</b>	<b>17 943</b>	<b>1 335</b>	<b>265</b>	<b>82</b>	<b>11.8</b>	<b>7.3</b>
531	Real estate .....	17	15 498	818	167	46	11.7	8.4
5311	Lessors of real estate .....	10	13 145	540	103	31	11.4	2.1
532	Rental & leasing services .....	7	2 445	517	98	36	12.1	—
<b>BERLIN, WI *</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>3</b>	<b>262</b>	<b>61</b>	<b>9</b>	<b>4</b>	<b>D</b>	<b>—</b>
531	Real estate .....	2	D	D	D	a	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D

See footnotes at end of table.

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BERLIN, WI (GREEN LAKE COUNTY PART) *</b>								
53	Real estate & rental & leasing .....	3	262	61	9	4	D	—
531	Real estate .....	2	D	D	D	a	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>BLACK RIVER FALLS, WI</b>								
53	Real estate & rental & leasing .....	9	3 204	530	103	20	69.3	3.2
531	Real estate .....	7	D	D	D	a	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>BLOOMER, WI</b>								
53	Real estate & rental & leasing .....	5	D	D	D	a	D	D
531	Real estate .....	4	297	34	2	2	62.6	37.4
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>BOSCOBEL, WI</b>								
53	Real estate & rental & leasing .....	3	471	76	21	15	100.0	—
531	Real estate .....	3	471	76	21	15	100.0	—
<b>BRILLION, WI</b>								
53	Real estate & rental & leasing .....	1	D	D	D	a	D	D
531	Real estate .....	1	D	D	D	a	D	D
<b>BRODHEAD, WI</b>								
53	Real estate & rental & leasing .....	1	D	D	D	a	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>BROOKFIELD, WI</b>								
53	Real estate & rental & leasing .....	118	92 643	22 032	4 644	796	14.6	6.5
531	Real estate .....	101	68 907	18 149	3 719	623	18.7	8.8
5311	Lessors of real estate .....	36	39 119	5 566	1 341	320	19.8	8.2
53111	Lessors of residential buildings & dwellings .....	19	23 846	3 659	883	261	9.6	7.5
531110	Lessors of residential buildings & dwellings .....	19	23 846	3 659	883	261	9.6	7.5
53112	Lessors of nonresidential buildings (except miniwarehouses) .....	12	13 332	1 797	436	53	37.0	10.4
531120	Lessors of nonresidential buildings (except miniwarehouses) .....	12	13 332	1 797	436	53	37.0	10.4
5312	Offices of real estate agents & brokers .....	32	18 361	3 372	625	113	13.2	11.5
53121	Offices of real estate agents & brokers .....	32	18 361	3 372	625	113	13.2	11.5
531210	Offices of real estate agents & brokers .....	32	18 361	3 372	625	113	13.2	11.5
5313	Activities related to real estate .....	33	11 427	9 211	1 753	190	23.5	6.3
53131	Real estate property managers .....	15	7 645	7 147	1 442	127	20.1	6.2
53132	Offices of real estate appraisers .....	14	3 332	1 762	273	53	28.1	7.6
531320	Offices of real estate appraisers .....	14	3 332	1 762	273	53	28.1	7.6
532	Rental & leasing services .....	14	D	D	D	c	D	D
<b>BROWN DEER, WI</b>								
53	Real estate & rental & leasing .....	9	5 121	809	183	40	35.7	8.3
531	Real estate .....	6	D	D	D	b	D	D
532	Rental & leasing services .....	3	1 080	405	73	16	D	—
<b>BURLINGTON, WI *</b>								
53	Real estate & rental & leasing .....	10	2 448	518	100	41	39.4	2.8
531	Real estate .....	8	D	D	D	b	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>BURLINGTON, WI (RACINE COUNTY PART) *</b>								
53	Real estate & rental & leasing .....	10	2 448	518	100	41	39.4	2.8
531	Real estate .....	8	D	D	D	b	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>CALEDONIA TOWN, WI</b>								
53	<b>Real estate &amp; rental &amp; leasing</b> .....	7	4 997	529	121	38	3.3	12.6
531	Real estate .....	5	D	D	D	b	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>CEDARBURG, WI</b>								
53	<b>Real estate &amp; rental &amp; leasing</b> .....	12	5 635	515	113	29	15.4	27.3
531	Real estate .....	12	5 635	515	113	29	15.4	27.3
<b>CHILTON, WI</b>								
53	<b>Real estate &amp; rental &amp; leasing</b> .....	2	D	D	D	a	D	D
531	Real estate .....	1	D	D	D	a	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>CHIPPEWA FALLS, WI</b>								
53	<b>Real estate &amp; rental &amp; leasing</b> .....	12	3 521	509	87	54	55.2	36.6
531	Real estate .....	8	2 852	379	61	27	52.6	45.2
532	Rental & leasing services .....	4	669	130	26	27	66.4	—
<b>CLINTONVILLE, WI</b>								
53	<b>Real estate &amp; rental &amp; leasing</b> .....	6	D	D	D	b	D	D
531	Real estate .....	5	812	271	77	30	54.6	—
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>COLUMBUS, WI *</b>								
53	<b>Real estate &amp; rental &amp; leasing</b> .....	4	1 891	122	31	11	21.3	—
531	Real estate .....	4	1 891	122	31	11	21.3	—
<b>COLUMBUS, WI (COLUMBIA COUNTY PART) *</b>								
53	<b>Real estate &amp; rental &amp; leasing</b> .....	4	1 891	122	31	11	21.3	—
531	Real estate .....	4	1 891	122	31	11	21.3	—
<b>CROSS PLAINS, WI</b>								
53	<b>Real estate &amp; rental &amp; leasing</b> .....	2	D	D	D	a	D	D
531	Real estate .....	2	D	D	D	a	D	D
<b>CUDAHY, WI</b>								
53	<b>Real estate &amp; rental &amp; leasing</b> .....	10	6 772	1 202	277	54	55.7	—
531	Real estate .....	6	2 784	295	66	16	13.3	—
532	Rental & leasing services .....	4	3 988	907	211	38	85.3	—
<b>DE FOREST, WI</b>								
53	<b>Real estate &amp; rental &amp; leasing</b> .....	1	D	D	D	a	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>DELAFIELD, WI</b>								
53	<b>Real estate &amp; rental &amp; leasing</b> .....	9	6 907	1 493	343	77	34.3	10.0
531	Real estate .....	8	D	D	D	b	D	D
532	Rental & leasing services .....	1	D	D	D	b	D	D
<b>DELAVAN, WI</b>								
53	<b>Real estate &amp; rental &amp; leasing</b> .....	10	4 609	373	88	34	31.3	9.0
531	Real estate .....	7	3 463	152	32	12	41.6	.4
532	Rental & leasing services .....	3	1 146	221	56	22	—	35.2

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>DE PERE, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>9</b>	<b>4 125</b>	<b>818</b>	<b>160</b>	<b>46</b>	<b>24.8</b>	<b>1.8</b>
531	Real estate .....	6	D	D	D	a	D	D
532	Rental & leasing services .....	3	D	D	D	b	D	D
<b>DODGEVILLE, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>5</b>	<b>704</b>	<b>116</b>	<b>38</b>	<b>23</b>	<b>100.0</b>	<b>—</b>
531	Real estate .....	5	704	116	38	23	100.0	—
<b>EAST TROY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>3</b>	<b>278</b>	<b>48</b>	<b>11</b>	<b>7</b>	<b>D</b>	<b>29.9</b>
531	Real estate .....	1	D	D	D	a	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>EAU CLAIRE, WI *</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>86</b>	<b>42 181</b>	<b>6 220</b>	<b>1 380</b>	<b>391</b>	<b>41.2</b>	<b>8.5</b>
531	Real estate .....	61	29 438	3 849	886	230	52.8	8.4
5311	Lessors of real estate .....	32	15 444	1 493	357	103	36.0	16.1
53111	Lessors of residential buildings & dwellings .....	18	D	D	D	b	D	D
531110	Lessors of residential buildings & dwellings .....	18	D	D	D	b	D	D
53112	Lessors of nonresidential buildings (except miniwarehouses) .....	11	D	D	D	b	D	D
531120	Lessors of nonresidential buildings (except miniwarehouses) .....	11	D	D	D	b	D	D
5312	Offices of real estate agents & brokers .....	16	D	D	D	b	D	D
53121	Offices of real estate agents & brokers .....	16	D	D	D	b	D	D
531210	Offices of real estate agents & brokers .....	16	D	D	D	b	D	D
5313	Activities related to real estate .....	13	D	D	D	b	D	D
532	Rental & leasing services .....	23	D	D	D	c	D	D
5322	Consumer goods rental .....	11	3 858	832	149	77	17.5	10.7
<b>EAU CLAIRE, WI (CHIPPEWA COUNTY PART) *</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>2</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>D</b>	<b>D</b>
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>EAU CLAIRE, WI (EAU CLAIRE COUNTY PART) *</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>84</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>e</b>	<b>D</b>	<b>D</b>
531	Real estate .....	61	29 438	3 849	886	230	52.8	8.4
5311	Lessors of real estate .....	32	15 444	1 493	357	103	36.0	16.1
53111	Lessors of residential buildings & dwellings .....	18	D	D	D	b	D	D
531110	Lessors of residential buildings & dwellings .....	18	D	D	D	b	D	D
53112	Lessors of nonresidential buildings (except miniwarehouses) .....	11	D	D	D	b	D	D
531120	Lessors of nonresidential buildings (except miniwarehouses) .....	11	D	D	D	b	D	D
5312	Offices of real estate agents & brokers .....	16	D	D	D	b	D	D
53121	Offices of real estate agents & brokers .....	16	D	D	D	b	D	D
531210	Offices of real estate agents & brokers .....	16	D	D	D	b	D	D
5313	Activities related to real estate .....	13	D	D	D	b	D	D
532	Rental & leasing services .....	21	D	D	D	c	D	D
5322	Consumer goods rental .....	11	3 858	832	149	77	17.5	10.7
<b>EDGERTON, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>5</b>	<b>639</b>	<b>158</b>	<b>26</b>	<b>16</b>	<b>48.2</b>	<b>22.4</b>
531	Real estate .....	4	D	D	D	a	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>ELKHORN, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>17</b>	<b>6 812</b>	<b>757</b>	<b>177</b>	<b>49</b>	<b>55.7</b>	<b>.8</b>
531	Real estate .....	13	4 733	362	83	27	80.2	1.1
532	Rental & leasing services .....	4	2 079	395	94	22	—	—
<b>ELLSWORTH, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>2</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>D</b>	<b>D</b>
531	Real estate .....	2	D	D	D	a	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>ELM GROVE, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>21</b>	<b>5 391</b>	<b>1 192</b>	<b>252</b>	<b>58</b>	<b>48.0</b>	<b>15.2</b>
531	Real estate .....	20	D	D	D	b	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>EVANSVILLE, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>4</b>	<b>711</b>	<b>89</b>	<b>16</b>	<b>14</b>	<b>65.7</b>	<b>-</b>
531	Real estate .....	3	D	D	D	a	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>FITCHBURG, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>20</b>	<b>13 931</b>	<b>3 243</b>	<b>676</b>	<b>152</b>	<b>16.6</b>	<b>21.9</b>
531	Real estate .....	16	9 679	1 599	356	76	22.0	31.6
5311	Lessors of real estate .....	10	D	D	D	b	D	D
532	Rental & leasing services .....	4	4 252	1 644	320	76	4.2	-
<b>FOND DU LAC, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>49</b>	<b>22 239</b>	<b>3 289</b>	<b>673</b>	<b>222</b>	<b>54.1</b>	<b>7.7</b>
531	Real estate .....	37	18 139	2 244	430	119	60.9	9.4
5311	Lessors of real estate .....	13	D	D	D	b	D	D
5312	Offices of real estate agents & brokers .....	14	4 469	822	126	34	21.4	5.3
53121	Offices of real estate agents & brokers .....	14	4 469	822	126	34	21.4	5.3
531210	Offices of real estate agents & brokers .....	14	4 469	822	126	34	21.4	5.3
5313	Activities related to real estate .....	10	D	D	D	b	D	D
532	Rental & leasing services .....	12	4 100	1 045	243	103	24.3	-
<b>FORT ATKINSON, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>24</b>	<b>8 134</b>	<b>1 598</b>	<b>346</b>	<b>90</b>	<b>33.7</b>	<b>16.0</b>
531	Real estate .....	17	4 644	836	157	45	48.0	28.0
532	Rental & leasing services .....	7	3 490	762	189	45	14.6	-
<b>FOX POINT, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>10</b>	<b>2 785</b>	<b>637</b>	<b>127</b>	<b>47</b>	<b>61.1</b>	<b>23.3</b>
531	Real estate .....	8	D	D	D	b	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>FRANKLIN, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>14</b>	<b>6 617</b>	<b>734</b>	<b>161</b>	<b>49</b>	<b>34.0</b>	<b>14.5</b>
531	Real estate .....	11	D	D	D	b	D	D
532	Rental & leasing services .....	3	1 384	224	57	26	D	-
<b>GERMANTOWN, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>10</b>	<b>3 946</b>	<b>771</b>	<b>227</b>	<b>33</b>	<b>62.4</b>	<b>-</b>
531	Real estate .....	8	D	D	D	a	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>GLENDALE, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>40</b>	<b>36 815</b>	<b>4 852</b>	<b>1 160</b>	<b>284</b>	<b>13.5</b>	<b>6.5</b>
531	Real estate .....	33	22 890	3 569	838	180	21.1	10.4
5311	Lessors of real estate .....	15	12 574	850	191	59	24.5	13.8
53111	Lessors of residential buildings & dwellings .....	12	D	D	D	b	D	D
531110	Lessors of residential buildings & dwellings .....	12	D	D	D	b	D	D
5313	Activities related to real estate .....	10	2 767	2 016	472	93	6.6	19.7
532	Rental & leasing services .....	7	13 925	1 283	322	104	.9	-

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[Includes only establishments of companies with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>GRAFTON, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>14</b>	<b>6 218</b>	<b>1 212</b>	<b>273</b>	<b>61</b>	<b>21.6</b>	<b>—</b>
531	Real estate .....	11	D	D	D	b	D	D
532	Rental & leasing services .....	3	D	D	D	b	D	D
<b>GRAND CHUTE TOWN, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>28</b>	<b>29 722</b>	<b>5 484</b>	<b>1 521</b>	<b>220</b>	<b>21.4</b>	<b>.5</b>
531	Real estate .....	23	26 306	5 049	1 411	199	24.2	.5
532	Rental & leasing services .....	5	3 416	435	110	21	—	—
<b>GREEN BAY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>107</b>	<b>60 997</b>	<b>10 546</b>	<b>2 442</b>	<b>618</b>	<b>32.0</b>	<b>13.4</b>
531	Real estate .....	78	42 480	6 739	1 563	369	43.5	19.2
5311	Lessors of real estate .....	41	25 049	2 963	772	200	39.8	9.9
53111	Lessors of residential buildings & dwellings .....	24	13 679	1 498	332	107	32.9	18.0
531110	Lessors of residential buildings & dwellings .....	24	13 679	1 498	332	107	32.9	18.0
53112	Lessors of nonresidential buildings (except miniwarehouses) .....	14	D	D	D	b	D	D
531120	Lessors of nonresidential buildings (except miniwarehouses) .....	14	D	D	D	b	D	D
5312	Offices of real estate agents & brokers .....	19	10 810	1 628	326	70	63.6	14.4
53121	Offices of real estate agents & brokers .....	19	10 810	1 628	326	70	63.6	14.4
531210	Offices of real estate agents & brokers .....	19	10 810	1 628	326	70	63.6	14.4
5313	Activities related to real estate .....	18	6 621	2 148	465	99	24.3	62.1
53132	Offices of real estate appraisers .....	10	1 468	521	102	26	68.7	11.9
531320	Offices of real estate appraisers .....	10	1 468	521	102	26	68.7	11.9
532	Rental & leasing services .....	29	18 517	3 807	879	249	5.7	—
5322	Consumer goods rental .....	16	8 707	2 115	491	142	4.8	—
<b>GREENDALE, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>16</b>	<b>9 412</b>	<b>1 291</b>	<b>318</b>	<b>91</b>	<b>3.2</b>	<b>41.1</b>
531	Real estate .....	13	8 164	1 086	275	78	1.1	47.4
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>GREENFIELD, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>35</b>	<b>39 098</b>	<b>3 086</b>	<b>706</b>	<b>160</b>	<b>15.6</b>	<b>2.7</b>
531	Real estate .....	24	18 559	1 946	406	89	32.2	4.7
5311	Lessors of real estate .....	16	14 306	1 326	288	66	20.5	4.8
53111	Lessors of residential buildings & dwellings .....	11	12 083	1 083	247	56	18.1	5.7
531110	Lessors of residential buildings & dwellings .....	11	12 083	1 083	247	56	18.1	5.7
532	Rental & leasing services .....	11	20 539	1 140	300	71	.6	1.0
<b>HALES CORNERS, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>20</b>	<b>19 981</b>	<b>1 344</b>	<b>274</b>	<b>78</b>	<b>47.2</b>	<b>9.0</b>
531	Real estate .....	18	D	D	D	b	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>HARTFORD, WI *</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>10</b>	<b>2 532</b>	<b>302</b>	<b>74</b>	<b>44</b>	<b>82.1</b>	<b>—</b>
531	Real estate .....	6	1 774	153	39	15	96.6	—
532	Rental & leasing services .....	4	758	149	35	29	48.0	—
<b>HARTFORD, WI (WASHINGTON COUNTY PART) *</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>10</b>	<b>2 532</b>	<b>302</b>	<b>74</b>	<b>44</b>	<b>82.1</b>	<b>—</b>
531	Real estate .....	6	1 774	153	39	15	96.6	—
532	Rental & leasing services .....	4	758	149	35	29	48.0	—
<b>HARTLAND, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>15</b>	<b>4 217</b>	<b>938</b>	<b>206</b>	<b>47</b>	<b>40.7</b>	<b>.1</b>
531	Real estate .....	12	D	D	D	b	D	D
532	Rental & leasing services .....	3	496	160	19	13	D	—

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>HOLMEN, WI</b>								
53	Real estate & rental & leasing .....	6	1 197	113	21	14	45.4	29.2
531	Real estate .....	5	D	D	D	a	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>HORICON, WI</b>								
53	Real estate & rental & leasing .....	6	1 078	225	44	14	21.5	23.8
531	Real estate .....	3	D	D	D	a	D	D
532	Rental & leasing services .....	3	D	D	D	a	D	D
<b>HOWARD, WI</b>								
53	Real estate & rental & leasing .....	7	1 915	176	36	24	59.5	—
531	Real estate .....	3	D	D	D	a	D	D
532	Rental & leasing services .....	4	D	D	D	a	D	D
<b>HUDSON, WI</b>								
53	Real estate & rental & leasing .....	29	10 565	2 053	322	86	30.6	3.1
531	Real estate .....	23	D	D	D	b	D	D
5312	Offices of real estate agents & brokers .....	14	5 740	882	211	39	22.2	3.4
53121	Offices of real estate agents & brokers .....	14	5 740	882	211	39	22.2	3.4
531210	Offices of real estate agents & brokers .....	14	5 740	882	211	39	22.2	3.4
532	Rental & leasing services .....	6	D	D	D	b	D	D
<b>JACKSON, WI</b>								
53	Real estate & rental & leasing .....	2	D	D	D	a	D	D
531	Real estate .....	1	D	D	D	a	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>JANESVILLE, WI</b>								
53	Real estate & rental & leasing .....	52	29 135	3 639	830	217	10.2	6.5
531	Real estate .....	40	24 953	2 891	655	146	11.2	7.6
5311	Lessors of real estate .....	17	15 136	1 382	281	68	8.0	6.0
5312	Offices of real estate agents & brokers .....	15	8 163	905	206	54	13.3	11.8
53121	Offices of real estate agents & brokers .....	15	8 163	905	206	54	13.3	11.8
531210	Offices of real estate agents & brokers .....	15	8 163	905	206	54	13.3	11.8
532	Rental & leasing services .....	12	4 182	748	175	71	4.3	—
<b>JEFFERSON, WI</b>								
53	Real estate & rental & leasing .....	5	2 300	231	37	12	76.2	—
531	Real estate .....	4	D	D	D	a	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>KAUKAUNA, WI</b>								
53	Real estate & rental & leasing .....	8	9 365	2 688	460	74	8.5	—
531	Real estate .....	3	797	131	30	9	100.0	—
532	Rental & leasing services .....	5	8 568	2 557	430	65	—	—

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>KENOSHA, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>80</b>	<b>34 345</b>	<b>5 027</b>	<b>1 073</b>	<b>336</b>	<b>34.6</b>	<b>7.3</b>
531	Real estate .....	55	27 174	3 381	743	218	38.6	7.5
5311	Lessors of real estate .....	24	14 641	1 149	291	96	33.9	12.0
53111	Lessors of residential buildings & dwellings .....	17	12 107	761	186	65	36.8	14.5
531110	Lessors of residential buildings & dwellings .....	17	12 107	761	186	65	36.8	14.5
5312	Offices of real estate agents & brokers .....	17	8 660	1 069	193	50	27.9	1.5
53121	Offices of real estate agents & brokers .....	17	8 660	1 069	193	50	27.9	1.5
531210	Offices of real estate agents & brokers .....	17	8 660	1 069	193	50	27.9	1.5
5313	Activities related to real estate .....	14	3 873	1 163	259	72	80.0	3.6
53131	Real estate property managers .....	11	D	D	D	b	D	D
531311	Residential property managers .....	10	D	D	D	b	D	D
532	Rental & leasing services .....	24	D	D	D	c	D	D
5322	Consumer goods rental .....	20	5 340	1 277	248	106	25.8	8.7
53223	Video tape & disk rental .....	14	D	D	D	b	D	D
532230	Video tape & disk rental .....	14	D	D	D	b	D	D
<b>KEWASKUM, WI *</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>3</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>D</b>	<b>D</b>
532	Rental & leasing services .....	3	D	D	D	a	D	D
<b>KEWASKUM, WI (WASHINGTON COUNTY PART) *</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>3</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>D</b>	<b>D</b>
532	Rental & leasing services .....	3	D	D	D	a	D	D
<b>KIEL, WI *</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>1</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>D</b>	<b>D</b>
531	Real estate .....	1	D	D	D	a	D	D
<b>KIEL, WI (MANITOWOC COUNTY PART) *</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>1</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>D</b>	<b>D</b>
531	Real estate .....	1	D	D	D	a	D	D
<b>KIMBERLY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>3</b>	<b>544</b>	<b>165</b>	<b>38</b>	<b>12</b>	<b>D</b>	<b>29.6</b>
531	Real estate .....	2	D	D	D	a	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>LA CROSSE, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>80</b>	<b>47 481</b>	<b>11 778</b>	<b>2 642</b>	<b>683</b>	<b>17.1</b>	<b>7.7</b>
531	Real estate .....	52	27 754	4 950	1 102	312	27.1	11.8
5311	Lessors of real estate .....	29	19 807	2 645	634	148	24.5	12.6
53111	Lessors of residential buildings & dwellings .....	13	D	D	D	b	D	D
531110	Lessors of residential buildings & dwellings .....	13	D	D	D	b	D	D
53112	Lessors of nonresidential buildings (except miniwarehouses) .....	14	14 154	1 894	450	92	22.3	1.8
531120	Lessors of nonresidential buildings (except miniwarehouses) .....	14	14 154	1 894	450	92	22.3	1.8
5313	Activities related to real estate .....	14	D	D	D	c	D	D
532	Rental & leasing services .....	27	D	D	D	e	D	D
5322	Consumer goods rental .....	12	D	D	D	c	D	D
<b>LADYSMITH, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>3</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>D</b>	<b>D</b>
531	Real estate .....	1	D	D	D	a	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>LAKE GENEVA, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>16</b>	<b>7 968</b>	<b>1 089</b>	<b>202</b>	<b>41</b>	<b>25.9</b>	<b>11.7</b>
531	Real estate .....	11	7 254	908	186	35	19.7	12.8
532	Rental & leasing services .....	5	714	181	16	6	89.4	—

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>LAKE MILLS, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing</b> .....	<b>5</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>D</b>	<b>D</b>
531	Real estate .....	4	687	137	22	10	44.5	55.5
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>LANCASTER, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing</b> .....	<b>3</b>	<b>136</b>	<b>9</b>	<b>2</b>	<b>2</b>	<b>84.6</b>	<b>15.4</b>
531	Real estate .....	3	136	9	2	2	84.6	15.4
<b>LITTLE CHUTE, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing</b> .....	<b>6</b>	<b>5 432</b>	<b>810</b>	<b>202</b>	<b>26</b>	<b>7.4</b>	<b>.8</b>
531	Real estate .....	4	D	D	D	a	D	D
532	Rental & leasing services .....	2	D	D	D	b	D	D
<b>LODI, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing</b> .....	<b>2</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>D</b>	<b>D</b>
531	Real estate .....	2	D	D	D	a	D	D
<b>MCFARLAND, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing</b> .....	<b>4</b>	<b>4 728</b>	<b>823</b>	<b>202</b>	<b>30</b>	<b>2.1</b>	<b>-</b>
532	Rental & leasing services .....	4	4 728	823	202	30	2.1	-
<b>MADISON, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing</b> .....	<b>328</b>	<b>277 311</b>	<b>51 279</b>	<b>11 465</b>	<b>2 523</b>	<b>16.2</b>	<b>12.2</b>
531	Real estate .....	268	179 053	40 559	9 109	2 003	24.7	18.8
5311	Lessors of real estate .....	118	93 638	12 345	2 972	716	24.2	17.9
53111	Lessors of residential buildings & dwellings .....	80	71 507	10 194	2 438	621	17.1	22.4
531110	Lessors of residential buildings & dwellings .....	80	71 507	10 194	2 438	621	17.1	22.4
53112	Lessors of nonresidential buildings (except miniwarehouses) .....	33	19 289	1 838	468	80	51.7	3.8
531120	Lessors of nonresidential buildings (except miniwarehouses) .....	33	19 289	1 838	468	80	51.7	3.8
5312	Offices of real estate agents & brokers .....	57	41 585	5 562	1 160	240	24.7	26.6
53121	Offices of real estate agents & brokers .....	57	41 585	5 562	1 160	240	24.7	26.6
531210	Offices of real estate agents & brokers .....	57	41 585	5 562	1 160	240	24.7	26.6
5313	Activities related to real estate .....	93	43 830	22 652	4 977	1 047	25.9	13.5
53131	Real estate property managers .....	59	36 354	19 978	4 445	963	25.1	15.3
531311	Residential property managers .....	42	20 993	12 418	2 831	577	23.7	16.7
531312	Nonresidential property managers .....	17	15 361	7 560	1 614	386	27.1	13.5
53132	Offices of real estate appraisers .....	22	D	D	D	b	D	D
531320	Offices of real estate appraisers .....	22	D	D	D	b	D	D
53139	Other activities related to real estate .....	12	D	D	D	b	D	D
531390	Other activities related to real estate .....	12	D	D	D	b	D	D
532	Rental & leasing services .....	57	D	D	D	e	D	D
5321	Automotive equipment rental & leasing .....	16	27 760	2 494	563	150	-	.4
53211	Passenger car rental & leasing .....	10	D	D	D	c	D	D
5322	Consumer goods rental .....	31	10 717	2 137	496	225	6.6	-
53223	Video tape & disk rental .....	20	7 006	1 380	334	185	7.6	-
532230	Video tape & disk rental .....	20	7 006	1 380	334	185	7.6	-
<b>MANITOWOC, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing</b> .....	<b>27</b>	<b>8 118</b>	<b>1 493</b>	<b>359</b>	<b>114</b>	<b>33.2</b>	<b>4.8</b>
531	Real estate .....	23	D	D	D	b	D	D
5311	Lessors of real estate .....	10	3 192	535	133	39	26.9	12.1
532	Rental & leasing services .....	4	D	D	D	b	D	D
<b>MARINETTE, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing</b> .....	<b>12</b>	<b>3 997</b>	<b>441</b>	<b>87</b>	<b>27</b>	<b>42.8</b>	<b>15.3</b>
531	Real estate .....	10	D	D	D	a	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MARSHALL, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>3</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>D</b>	<b>D</b>
531	Real estate .....	1	D	D	D	a	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>MARSHFIELD, WI *</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>29</b>	<b>10 589</b>	<b>1 918</b>	<b>411</b>	<b>144</b>	<b>39.4</b>	<b>11.0</b>
531	Real estate .....	20	D	D	D	b	D	D
5311	Lessors of real estate .....	13	D	D	D	b	D	D
532	Rental & leasing services .....	8	D	D	D	b	D	D
<b>MARSHFIELD, WI (WOOD COUNTY PART) *</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>29</b>	<b>10 589</b>	<b>1 918</b>	<b>411</b>	<b>144</b>	<b>39.4</b>	<b>11.0</b>
531	Real estate .....	20	D	D	D	b	D	D
5311	Lessors of real estate .....	13	D	D	D	b	D	D
532	Rental & leasing services .....	8	D	D	D	b	D	D
<b>MAUSTON, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>7</b>	<b>1 231</b>	<b>97</b>	<b>19</b>	<b>14</b>	<b>59.5</b>	<b>40.5</b>
531	Real estate .....	7	1 231	97	19	14	59.5	40.5
<b>MAYVILLE, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>2</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>D</b>	<b>D</b>
531	Real estate .....	2	D	D	D	a	D	D
<b>MEDFORD, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>8</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>b</b>	<b>D</b>	<b>D</b>
531	Real estate .....	6	1 920	520	105	37	77.9	20.2
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>MENASHA, WI *</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>18</b>	<b>7 297</b>	<b>1 127</b>	<b>233</b>	<b>67</b>	<b>22.7</b>	<b>14.2</b>
531	Real estate .....	14	5 395	725	145	35	30.7	8.7
532	Rental & leasing services .....	4	1 902	402	88	32	—	29.7
<b>MENASHA, WI (WINNEBAGO COUNTY PART) *</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>18</b>	<b>7 297</b>	<b>1 127</b>	<b>233</b>	<b>67</b>	<b>22.7</b>	<b>14.2</b>
531	Real estate .....	14	5 395	725	145	35	30.7	8.7
532	Rental & leasing services .....	4	1 902	402	88	32	—	29.7
<b>MENASHA TOWN, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>12</b>	<b>3 745</b>	<b>971</b>	<b>159</b>	<b>52</b>	<b>31.5</b>	<b>3.1</b>
531	Real estate .....	8	1 235	432	65	14	95.6	4.4
532	Rental & leasing services .....	4	2 510	539	94	38	—	2.5
<b>MENOMONEE FALLS, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>30</b>	<b>21 225</b>	<b>6 499</b>	<b>1 606</b>	<b>191</b>	<b>22.5</b>	<b>4.8</b>
531	Real estate .....	23	13 503	4 656	1 094	119	14.8	7.5
5312	Offices of real estate agents & brokers .....	11	7 478	1 283	276	50	16.8	6.2
53121	Offices of real estate agents & brokers .....	11	7 478	1 283	276	50	16.8	6.2
531210	Offices of real estate agents & brokers .....	11	7 478	1 283	276	50	16.8	6.2
532	Rental & leasing services .....	6	D	D	D	b	D	D
<b>MENOMONIE, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>18</b>	<b>3 780</b>	<b>436</b>	<b>96</b>	<b>38</b>	<b>77.9</b>	<b>9.5</b>
531	Real estate .....	15	3 428	367	76	27	81.3	4.7
532	Rental & leasing services .....	3	352	69	20	11	44.3	55.7

See footnotes at end of table.

**Table 4. Summary Statistics for Places: 1997—Con.**

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NAICS code	Geographic area and kind of business	Establishments (number)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MEQUON, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>34</b>	<b>18 362</b>	<b>5 668</b>	<b>1 163</b>	<b>194</b>	<b>19.1</b>	<b>10.8</b>
531	Real estate .....	30	17 229	5 527	1 133	179	19.8	11.6
5311	Lessors of real estate .....	10	8 029	1 032	238	36	30.8	7.3
5312	Offices of real estate agents & brokers .....	12	6 274	2 663	500	95	4.8	3.9
53121	Offices of real estate agents & brokers .....	12	6 274	2 663	500	95	4.8	3.9
531210	Offices of real estate agents & brokers .....	12	6 274	2 663	500	95	4.8	3.9
532	Rental & leasing services .....	3	D	D	D	a	D	D
<b>MERRILL, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>13</b>	<b>1 606</b>	<b>214</b>	<b>52</b>	<b>48</b>	<b>45.1</b>	<b>25.0</b>
531	Real estate .....	11	D	D	D	b	D	D
532	Rental & leasing services .....	2	D	D	D	b	D	D
<b>MIDDLETON, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>30</b>	<b>23 787</b>	<b>4 607</b>	<b>964</b>	<b>211</b>	<b>13.6</b>	<b>6.9</b>
531	Real estate .....	25	22 306	4 282	891	180	14.2	7.4
5313	Activities related to real estate .....	11	D	D	D	c	D	D
53131	Real estate property managers .....	10	4 620	2 702	579	122	9.1	.4
531311	Residential property managers .....	10	4 620	2 702	579	122	9.1	.4
532	Rental & leasing services .....	5	1 481	325	73	31	4.5	—
<b>MILTON, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>5</b>	<b>1 174</b>	<b>153</b>	<b>30</b>	<b>11</b>	<b>59.8</b>	<b>40.2</b>
531	Real estate .....	4	D	D	D	a	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>MILWAUKEE, WI *</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>484</b>	<b>462 303</b>	<b>90 647</b>	<b>21 336</b>	<b>3 899</b>	<b>12.6</b>	<b>14.4</b>
531	Real estate .....	367	317 861	65 915	15 227	2 709	15.3	16.4
5311	Lessors of real estate .....	215	214 214	24 953	5 898	1 513	15.4	14.9
53111	Lessors of residential buildings & dwellings .....	140	117 193	17 273	4 055	1 133	15.2	19.1
531110	Lessors of residential buildings & dwellings .....	140	117 193	17 273	4 055	1 133	15.2	19.1
53112	Lessors of nonresidential buildings (except miniwarehouses) .....	56	82 481	6 202	1 574	328	12.8	9.7
531120	Lessors of nonresidential buildings (except miniwarehouses) .....	56	82 481	6 202	1 574	328	12.8	9.7
53119	Lessors of other real estate property .....	11	8 052	813	97	21	57.2	15.9
531190	Lessors of other real estate property .....	11	8 052	813	97	21	57.2	15.9
5312	Offices of real estate agents & brokers .....	60	38 741	12 909	2 533	276	15.9	18.4
53121	Offices of real estate agents & brokers .....	60	38 741	12 909	2 533	276	15.9	18.4
531210	Offices of real estate agents & brokers .....	60	38 741	12 909	2 533	276	15.9	18.4
5313	Activities related to real estate .....	92	64 906	28 053	6 796	920	14.5	19.9
53131	Real estate property managers .....	67	49 958	22 934	5 759	794	15.3	15.7
531311	Residential property managers .....	46	23 758	10 730	2 458	489	22.8	22.0
531312	Nonresidential property managers .....	21	26 200	12 204	3 301	305	8.6	10.1
53132	Offices of real estate appraisers .....	17	10 121	3 998	784	88	11.2	49.3
531320	Offices of real estate appraisers .....	17	10 121	3 998	784	88	11.2	49.3
532	Rental & leasing services .....	116	D	D	D	g	D	D
5321	Automotive equipment rental & leasing .....	36	80 989	8 947	2 031	389	3.3	11.7
53211	Passenger car rental & leasing .....	17	47 341	4 697	1 124	258	5.1	3.7
532111	Passenger car rental .....	13	39 619	3 969	980	240	6.1	4.4
53212	Truck, utility trailer, & RV rental & leasing .....	19	33 648	4 250	907	131	.7	22.8
532120	Truck, utility trailer, & RV rental & leasing .....	19	33 648	4 250	907	131	.7	22.8
5322	Consumer goods rental .....	52	38 546	9 783	2 737	579	6.7	13.9
53223	Video tape & disk rental .....	25	11 891	2 254	566	273	7.5	—
532230	Video tape & disk rental .....	25	11 891	2 254	566	273	7.5	—
53229	Other consumer goods rental .....	13	D	D	D	c	D	D
5323	General rental centers .....	14	9 344	1 865	414	91	7.4	—
53231	General rental centers .....	14	9 344	1 865	414	91	7.4	—
532310	General rental centers .....	14	9 344	1 865	414	91	7.4	—
5324	Commercial & industrial machinery & equipment rental & leasing .....	14	D	D	D	c	D	D
53249	Oth commercial/industrial machinery & equipment rental & leasing .....	11	D	D	D	c	D	D
532490	Oth commercial/industrial machinery & equipment rental & leasing .....	11	D	D	D	c	D	D

See footnotes at end of table.

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MILWAUKEE, WI (MILWAUKEE COUNTY PART) *</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>484</b>	<b>462 303</b>	<b>90 647</b>	<b>21 336</b>	<b>3 899</b>	<b>12.6</b>	<b>14.4</b>
531	Real estate .....	367	317 861	65 915	15 227	2 709	15.3	16.4
5311	Lessors of real estate .....	215	214 214	24 953	5 898	1 513	15.4	14.9
53111	Lessors of residential buildings & dwellings .....	140	117 193	17 273	4 055	1 133	15.2	19.1
531110	Lessors of residential buildings & dwellings .....	140	117 193	17 273	4 055	1 133	15.2	19.1
53112	Lessors of nonresidential buildings (except miniwarehouses) .....	56	82 481	6 202	1 574	328	12.8	9.7
531120	Lessors of nonresidential buildings (except miniwarehouses) .....	56	82 481	6 202	1 574	328	12.8	9.7
53119	Lessors of other real estate property .....	11	8 052	813	97	21	57.2	15.9
531190	Lessors of other real estate property .....	11	8 052	813	97	21	57.2	15.9
5312	Offices of real estate agents & brokers .....	60	38 741	12 909	2 533	276	15.9	18.4
53121	Offices of real estate agents & brokers .....	60	38 741	12 909	2 533	276	15.9	18.4
531210	Offices of real estate agents & brokers .....	60	38 741	12 909	2 533	276	15.9	18.4
5313	Activities related to real estate .....	92	64 906	28 053	6 796	920	14.5	19.9
53131	Real estate property managers .....	67	49 958	22 934	5 759	794	15.3	15.7
531311	Residential property managers .....	46	23 758	10 730	2 458	489	22.8	22.0
531312	Nonresidential property managers .....	21	26 200	12 204	3 301	305	8.6	10.1
53132	Offices of real estate appraisers .....	17	10 121	3 998	784	88	11.2	49.3
531320	Offices of real estate appraisers .....	17	10 121	3 998	784	88	11.2	49.3
532	Rental & leasing services .....	116	D	D	D	g	D	D
5321	Automotive equipment rental & leasing .....	36	80 989	8 947	2 031	389	3.3	11.7
53211	Passenger car rental & leasing .....	17	47 341	4 697	1 124	258	5.1	3.7
532111	Passenger car rental .....	13	39 619	3 969	980	240	6.1	4.4
53212	Truck, utility trailer, & RV rental & leasing .....	19	33 648	4 250	907	131	.7	22.8
532120	Truck, utility trailer, & RV rental & leasing .....	19	33 648	4 250	907	131	.7	22.8
5322	Consumer goods rental .....	52	38 546	9 783	2 737	579	6.7	13.9
53223	Video tape & disk rental .....	25	11 891	2 254	566	273	7.5	—
532230	Video tape & disk rental .....	25	11 891	2 254	566	273	7.5	—
53229	Other consumer goods rental .....	13	D	D	D	c	D	D
5323	General rental centers .....	14	9 344	1 865	414	91	7.4	—
53231	General rental centers .....	14	9 344	1 865	414	91	7.4	—
532310	General rental centers .....	14	9 344	1 865	414	91	7.4	—
5324	Commercial & industrial machinery & equipment rental & leasing .....	14	D	D	D	c	D	D
53249	Oth commercial/industrial machinery & equipment rental & leasing .....	11	D	D	D	c	D	D
532490	Oth commercial/industrial machinery & equipment rental & leasing .....	11	D	D	D	c	D	D
<b>MONDOVI, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>3</b>	<b>254</b>	<b>32</b>	<b>9</b>	<b>9</b>	<b>59.8</b>	<b>40.2</b>
531	Real estate .....	2	D	D	D	a	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>MONONA, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>16</b>	<b>8 003</b>	<b>1 858</b>	<b>439</b>	<b>90</b>	<b>24.6</b>	<b>—</b>
531	Real estate .....	11	D	D	D	b	D	D
532	Rental & leasing services .....	5	D	D	D	b	D	D
<b>MONROE, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>9</b>	<b>6 441</b>	<b>377</b>	<b>79</b>	<b>30</b>	<b>25.6</b>	<b>58.2</b>
531	Real estate .....	6	D	D	D	a	D	D
532	Rental & leasing services .....	3	D	D	D	a	D	D
<b>MOSINEE, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>4</b>	<b>1 228</b>	<b>232</b>	<b>42</b>	<b>22</b>	<b>23.6</b>	<b>—</b>
531	Real estate .....	2	D	D	D	a	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>MOUNT HOREB, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>7</b>	<b>1 225</b>	<b>126</b>	<b>33</b>	<b>15</b>	<b>60.0</b>	<b>21.1</b>
531	Real estate .....	6	D	D	D	a	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>MOUNT PLEASANT TOWN, WI</b>								
53	Real estate & rental & leasing .....	22	11 154	2 086	470	144	53.3	8.1
531	Real estate .....	19	D	D	D	c	D	D
532	Rental & leasing services .....	3	D	D	D	b	D	D
<b>MUKWONAGO, WI *</b>								
53	Real estate & rental & leasing .....	4	1 187	49	10	5	73.5	—
531	Real estate .....	4	1 187	49	10	5	73.5	—
<b>MUKWONAGO, WI (WAUKESHA COUNTY PART) *</b>								
53	Real estate & rental & leasing .....	4	1 187	49	10	5	73.5	—
531	Real estate .....	4	1 187	49	10	5	73.5	—
<b>MUSKEGO, WI</b>								
53	Real estate & rental & leasing .....	9	3 687	458	101	33	11.4	14.0
531	Real estate .....	7	D	D	D	a	D	D
532	Rental & leasing services .....	2	D	D	D	b	D	D
<b>NEENAH, WI</b>								
53	Real estate & rental & leasing .....	17	7 264	908	183	55	19.4	5.5
531	Real estate .....	11	5 045	383	61	19	24.5	6.3
532	Rental & leasing services .....	6	2 219	525	122	36	7.7	3.6
<b>NEILLSVILLE, WI</b>								
53	Real estate & rental & leasing .....	4	636	119	27	5	60.1	39.9
531	Real estate .....	4	636	119	27	5	60.1	39.9
<b>NEW BERLIN, WI</b>								
53	Real estate & rental & leasing .....	25	40 903	4 404	1 013	123	8.8	.4
531	Real estate .....	20	D	D	D	b	D	D
5311	Lessors of real estate .....	11	D	D	D	b	D	D
532	Rental & leasing services .....	5	D	D	D	b	D	D
<b>NEW HOLSTEIN, WI</b>								
53	Real estate & rental & leasing .....	3	270	29	8	8	D	—
531	Real estate .....	2	D	D	D	a	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>NEW LONDON, WI *</b>								
53	Real estate & rental & leasing .....	6	778	135	35	26	78.0	12.0
531	Real estate .....	2	D	D	D	a	D	D
532	Rental & leasing services .....	4	D	D	D	a	D	D
<b>NEW LONDON, WI (OUTAGAMIE COUNTY PART) *</b>								
53	Real estate & rental & leasing .....	2	D	D	D	a	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>NEW LONDON, WI (WAUPACA COUNTY PART) *</b>								
53	Real estate & rental & leasing .....	4	D	D	D	a	D	D
531	Real estate .....	2	D	D	D	a	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>NEW RICHMOND, WI</b>								
53	Real estate & rental & leasing .....	6	D	D	D	b	D	D
531	Real estate .....	4	377	68	16	4	58.1	—
532	Rental & leasing services .....	2	D	D	D	b	D	D
<b>NORTH FOND DU LAC, WI</b>								
53	Real estate & rental & leasing .....	2	D	D	D	b	D	D
532	Rental & leasing services .....	2	D	D	D	b	D	D
<b>NORTH HUDSON, WI</b>								
53	Real estate & rental & leasing .....	2	D	D	D	a	D	D
531	Real estate .....	2	D	D	D	a	D	D
<b>OAK CREEK, WI</b>								
53	Real estate & rental & leasing .....	14	11 474	850	178	80	51.0	4.0
531	Real estate .....	13	D	D	D	b	D	D
5311	Lessors of real estate .....	10	10 144	651	135	48	54.4	—
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>OCONOMOWOC, WI</b>								
53	Real estate & rental & leasing .....	23	13 166	1 360	297	91	47.5	4.1
531	Real estate .....	19	11 970	1 153	249	60	50.7	4.5
532	Rental & leasing services .....	4	1 196	207	48	31	15.7	—
<b>OCONTO, WI</b>								
53	Real estate & rental & leasing .....	5	637	192	54	13	84.1	15.9
531	Real estate .....	5	637	192	54	13	84.1	15.9
<b>OCONTO FALLS, WI</b>								
53	Real estate & rental & leasing .....	2	D	D	D	a	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>OMRO, WI</b>								
53	Real estate & rental & leasing .....	2	D	D	D	a	D	D
531	Real estate .....	1	D	D	D	a	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>ONALASKA, WI</b>								
53	Real estate & rental & leasing .....	22	8 903	1 050	201	59	53.7	6.3
531	Real estate .....	16	6 910	763	147	36	58.9	8.1
532	Rental & leasing services .....	6	1 993	287	54	23	35.7	—
<b>OREGON, WI</b>								
53	Real estate & rental & leasing .....	6	2 651	317	62	27	16.0	—
531	Real estate .....	5	D	D	D	b	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D

See footnotes at end of table.



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NAICS code	Geographic area and kind of business	Establishments (number)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>OSHKOSH, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>87</b>	<b>41 646</b>	<b>7 468</b>	<b>1 602</b>	<b>485</b>	<b>33.3</b>	<b>12.8</b>
531	Real estate .....	67	33 373	5 941	1 226	392	41.2	15.2
5311	Lessors of real estate .....	41	14 613	1 970	403	135	27.6	32.8
53111	Lessors of residential buildings & dwellings .....	34	12 152	1 367	289	102	31.2	35.4
531110	Lessors of residential buildings & dwellings .....	34	12 152	1 367	289	102	31.2	35.4
5312	Offices of real estate agents & brokers .....	11	5 863	466	76	26	30.6	.2
53121	Offices of real estate agents & brokers .....	11	5 863	466	76	26	30.6	.2
531210	Offices of real estate agents & brokers .....	11	5 863	466	76	26	30.6	.2
5313	Activities related to real estate .....	15	12 897	3 505	747	231	61.5	2.2
532	Rental & leasing services .....	19	D	D	D	b	D	D
5322	Consumer goods rental .....	11	3 408	742	189	60	2.9	—
<b>PADDOCK LAKE, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>4</b>	<b>1 448</b>	<b>151</b>	<b>34</b>	<b>7</b>	<b>6.5</b>	<b>14.2</b>
531	Real estate .....	4	1 448	151	34	7	6.5	14.2
<b>PARK FALLS, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>2</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>D</b>	<b>D</b>
531	Real estate .....	2	D	D	D	a	D	D
<b>PESHTIGO, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>3</b>	<b>118</b>	<b>18</b>	<b>3</b>	<b>3</b>	<b>83.9</b>	<b>16.1</b>
531	Real estate .....	3	118	18	3	3	83.9	16.1
<b>PEWAUKEE TOWN, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>12</b>	<b>62 023</b>	<b>7 937</b>	<b>1 811</b>	<b>141</b>	<b>2.0</b>	<b>.1</b>
531	Real estate .....	6	3 194	701	136	23	37.8	2.1
532	Rental & leasing services .....	6	58 829	7 236	1 675	118	.1	—
<b>PEWAUKEE, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>12</b>	<b>4 599</b>	<b>724</b>	<b>123</b>	<b>49</b>	<b>48.2</b>	<b>2.5</b>
531	Real estate .....	8	2 288	375	71	17	95.0	5.0
532	Rental & leasing services .....	4	2 311	349	52	32	2.0	—
<b>PLATTEVILLE, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>23</b>	<b>7 052</b>	<b>531</b>	<b>122</b>	<b>57</b>	<b>26.2</b>	<b>—</b>
531	Real estate .....	22	D	D	D	b	D	D
5311	Lessors of real estate .....	17	1 375	98	22	28	100.0	—
53111	Lessors of residential buildings & dwellings .....	14	1 215	82	18	24	100.0	—
531110	Lessors of residential buildings & dwellings .....	14	1 215	82	18	24	100.0	—
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>PLEASANT PRAIRIE, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>10</b>	<b>3 991</b>	<b>540</b>	<b>117</b>	<b>26</b>	<b>28.3</b>	<b>31.7</b>
531	Real estate .....	9	D	D	D	b	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>PLOVER, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>9</b>	<b>3 722</b>	<b>473</b>	<b>92</b>	<b>31</b>	<b>24.9</b>	<b>58.6</b>
531	Real estate .....	7	D	D	D	a	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>PLYMOUTH, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>15</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>b</b>	<b>D</b>	<b>D</b>
531	Real estate .....	12	4 344	358	88	30	77.6	9.7
532	Rental & leasing services .....	3	D	D	D	a	D	D

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<b>PORTAGE, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>10</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>b</b>	<b>D</b>	<b>D</b>
531	Real estate .....	9	2 188	313	51	16	68.3	23.5
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>PORT WASHINGTON, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>2</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>D</b>	<b>D</b>
531	Real estate .....	2	D	D	D	a	D	D
<b>PRAIRIE DU CHIEN, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>10</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>D</b>	<b>D</b>
531	Real estate .....	8	D	D	D	a	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>PRAIRIE DU SAC, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>2</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>D</b>	<b>D</b>
531	Real estate .....	2	D	D	D	a	D	D
<b>PRESCOTT, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>4</b>	<b>495</b>	<b>37</b>	<b>8</b>	<b>8</b>	<b>3.0</b>	<b>13.9</b>
531	Real estate .....	4	495	37	8	8	3.0	13.9
<b>RACINE, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>68</b>	<b>31 017</b>	<b>6 761</b>	<b>1 459</b>	<b>388</b>	<b>21.8</b>	<b>26.4</b>
531	Real estate .....	49	21 518	4 474	921	247	28.4	20.2
5311	Lessors of real estate .....	26	12 875	1 292	309	118	24.6	27.8
53111	Lessors of residential buildings & dwellings .....	18	6 638	688	168	69	39.8	3.0
531110	Lessors of residential buildings & dwellings .....	18	6 638	688	168	69	39.8	3.0
5312	Offices of real estate agents & brokers .....	10	6 327	2 001	348	61	36.8	—
53121	Offices of real estate agents & brokers .....	10	6 327	2 001	348	61	36.8	—
531210	Offices of real estate agents & brokers .....	10	6 327	2 001	348	61	36.8	—
5313	Activities related to real estate .....	13	2 316	1 181	264	68	26.3	33.2
532	Rental & leasing services .....	18	D	D	D	c	D	D
5322	Consumer goods rental .....	14	D	D	D	b	D	D
<b>REEDSBURG, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>9</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>b</b>	<b>D</b>	<b>D</b>
531	Real estate .....	7	3 246	251	58	18	57.6	—
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>RHINELANDER, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>20</b>	<b>7 726</b>	<b>1 140</b>	<b>273</b>	<b>80</b>	<b>10.0</b>	<b>—</b>
531	Real estate .....	13	5 000	546	134	30	15.5	—
532	Rental & leasing services .....	7	2 726	594	139	50	—	—
<b>RICE LAKE, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>14</b>	<b>4 188</b>	<b>661</b>	<b>146</b>	<b>34</b>	<b>39.8</b>	<b>—</b>
531	Real estate .....	10	D	D	D	a	D	D
532	Rental & leasing services .....	4	D	D	D	b	D	D
<b>RICHFIELD TOWN, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>6</b>	<b>1 787</b>	<b>269</b>	<b>58</b>	<b>9</b>	<b>48.2</b>	<b>47.8</b>
531	Real estate .....	3	D	D	D	a	D	D
532	Rental & leasing services .....	3	D	D	D	a	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>RICHLAND CENTER, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>10</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>b</b>	<b>D</b>	<b>D</b>
531	Real estate .....	8	1 070	150	34	20	24.6	11.6
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>RIPON, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>11</b>	<b>2 704</b>	<b>433</b>	<b>77</b>	<b>28</b>	<b>85.7</b>	<b>—</b>
531	Real estate .....	10	D	D	D	b	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>RIVER FALLS, WI *</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>12</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>b</b>	<b>D</b>	<b>D</b>
531	Real estate .....	10	D	D	D	b	D	D
532	Rental & leasing services .....	2	D	D	D	b	D	D
<b>RIVER FALLS, WI (PIERCE COUNTY PART) *</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>12</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>b</b>	<b>D</b>	<b>D</b>
531	Real estate .....	10	D	D	D	b	D	D
532	Rental & leasing services .....	2	D	D	D	b	D	D
<b>ROTHSCHILD, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>3</b>	<b>217</b>	<b>68</b>	<b>13</b>	<b>7</b>	<b>100.0</b>	<b>—</b>
531	Real estate .....	3	217	68	13	7	100.0	—
<b>ST. FRANCIS, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>9</b>	<b>6 340</b>	<b>414</b>	<b>146</b>	<b>47</b>	<b>26.0</b>	<b>15.3</b>
531	Real estate .....	6	3 438	51	12	4	47.9	28.2
532	Rental & leasing services .....	3	2 902	363	134	43	—	—
<b>SAUK CITY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>4</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>b</b>	<b>D</b>	<b>D</b>
531	Real estate .....	1	D	D	D	a	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>SAUKVILLE, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>2</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>D</b>	<b>D</b>
531	Real estate .....	2	D	D	D	a	D	D
<b>SEYMOUR, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>3</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>D</b>	<b>D</b>
531	Real estate .....	2	D	D	D	a	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>SHAWANO, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>15</b>	<b>4 057</b>	<b>710</b>	<b>149</b>	<b>55</b>	<b>46.1</b>	<b>4.0</b>
531	Real estate .....	13	D	D	D	b	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>SHEBOYGAN, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>47</b>	<b>23 971</b>	<b>3 424</b>	<b>792</b>	<b>212</b>	<b>25.2</b>	<b>7.1</b>
531	Real estate .....	35	13 190	1 645	368	109	45.8	6.8
5311	Lessors of real estate .....	22	8 533	792	184	66	51.4	10.5
531111	Lessors of residential buildings & dwellings .....	10	4 772	383	83	43	60.5	8.9
531110	Lessors of residential buildings & dwellings .....	10	4 772	383	83	43	60.5	8.9
53112	Lessors of nonresidential buildings (except miniwarehouses) .....	11	D	D	D	b	D	D
531120	Lessors of nonresidential buildings (except miniwarehouses) .....	11	D	D	D	b	D	D
532	Rental & leasing services .....	11	D	D	D	b	D	D
<b>SHEBOYGAN FALLS, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>2</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>D</b>	<b>D</b>
531	Real estate .....	1	D	D	D	a	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>SHOREWOOD, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>26</b>	<b>17 691</b>	<b>1 443</b>	<b>305</b>	<b>76</b>	<b>29.4</b>	<b>5.6</b>
531	Real estate .....	24	D	D	D	b	D	D
5311	Lessors of real estate .....	14	D	D	D	b	D	D
531111	Lessors of residential buildings & dwellings .....	12	8 276	489	90	33	34.0	10.8
531110	Lessors of residential buildings & dwellings .....	12	8 276	489	90	33	34.0	10.8
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>SLINGER, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>4</b>	<b>3 969</b>	<b>307</b>	<b>26</b>	<b>10</b>	<b>9.0</b>	<b>-</b>
531	Real estate .....	2	D	D	D	a	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>SOUTH MILWAUKEE, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>6</b>	<b>3 556</b>	<b>695</b>	<b>137</b>	<b>42</b>	<b>4.8</b>	<b>-</b>
531	Real estate .....	3	D	D	D	a	D	D
532	Rental & leasing services .....	3	D	D	D	b	D	D
<b>SPARTA, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>7</b>	<b>1 339</b>	<b>213</b>	<b>41</b>	<b>23</b>	<b>62.7</b>	<b>-</b>
531	Real estate .....	6	D	D	D	a	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>SPOONER, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>12</b>	<b>2 560</b>	<b>411</b>	<b>99</b>	<b>37</b>	<b>70.0</b>	<b>4.2</b>
531	Real estate .....	10	D	D	D	b	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>STEVENS POINT, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>32</b>	<b>13 256</b>	<b>2 232</b>	<b>530</b>	<b>136</b>	<b>27.7</b>	<b>28.4</b>
531	Real estate .....	26	8 356	1 150	259	84	42.8	12.4
5311	Lessors of real estate .....	15	D	D	D	b	D	D
531111	Lessors of residential buildings & dwellings .....	11	3 170	330	69	36	47.0	2.1
531110	Lessors of residential buildings & dwellings .....	11	3 170	330	69	36	47.0	2.1
532	Rental & leasing services .....	5	D	D	D	b	D	D
<b>STOUGHTON, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>14</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>b</b>	<b>D</b>	<b>D</b>
531	Real estate .....	13	3 480	470	120	37	62.6	3.5
532	Rental & leasing services .....	1	D	D	D	a	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>STURGEON BAY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>27</b>	<b>6 907</b>	<b>599</b>	<b>119</b>	<b>52</b>	<b>46.9</b>	<b>14.9</b>
531	Real estate .....	22	5 585	442	86	38	52.9	18.4
5312	Offices of real estate agents & brokers .....	11	3 571	276	49	20	51.8	10.9
53121	Offices of real estate agents & brokers .....	11	3 571	276	49	20	51.8	10.9
531210	Offices of real estate agents & brokers .....	11	3 571	276	49	20	51.8	10.9
532	Rental & leasing services .....	5	1 322	157	33	14	21.3	—
<b>SUN PRAIRIE, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>20</b>	<b>8 433</b>	<b>1 193</b>	<b>201</b>	<b>78</b>	<b>12.9</b>	<b>17.2</b>
531	Real estate .....	12	7 036	959	142	32	11.1	19.4
532	Rental & leasing services .....	8	1 397	234	59	46	22.0	5.7
<b>SUPERIOR, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>34</b>	<b>8 485</b>	<b>1 510</b>	<b>379</b>	<b>113</b>	<b>49.1</b>	<b>16.3</b>
531	Real estate .....	25	D	D	D	b	D	D
5311	Lessors of real estate .....	17	D	D	D	b	D	D
53111	Lessors of residential buildings & dwellings .....	10	D	D	D	b	D	D
531110	Lessors of residential buildings & dwellings .....	10	D	D	D	b	D	D
532	Rental & leasing services .....	9	D	D	D	b	D	D
<b>SUSSEX, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>6</b>	<b>1 152</b>	<b>235</b>	<b>58</b>	<b>21</b>	<b>65.1</b>	<b>34.9</b>
531	Real estate .....	2	D	D	D	a	D	D
532	Rental & leasing services .....	4	D	D	D	a	D	D
<b>THIENSVILLE, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>7</b>	<b>2 490</b>	<b>245</b>	<b>60</b>	<b>19</b>	<b>21.4</b>	<b>78.6</b>
531	Real estate .....	6	D	D	D	a	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>TOMAH, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>14</b>	<b>3 942</b>	<b>858</b>	<b>201</b>	<b>53</b>	<b>15.2</b>	<b>10.2</b>
531	Real estate .....	11	D	D	D	b	D	D
532	Rental & leasing services .....	3	D	D	D	a	D	D
<b>TOMAHAWK, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>8</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>D</b>	<b>D</b>
531	Real estate .....	7	D	D	D	a	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>TWIN LAKES, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>5</b>	<b>1 130</b>	<b>188</b>	<b>38</b>	<b>12</b>	<b>30.9</b>	<b>14.9</b>
531	Real estate .....	4	D	D	D	a	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>TWO RIVERS, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>12</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>b</b>	<b>D</b>	<b>D</b>
531	Real estate .....	9	D	D	D	b	D	D
532	Rental & leasing services .....	3	D	D	D	a	D	D
<b>UNION GROVE, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>6</b>	<b>1 098</b>	<b>320</b>	<b>95</b>	<b>22</b>	<b>63.6</b>	<b>—</b>
531	Real estate .....	5	D	D	D	a	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>VERONA, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>4</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>D</b>	<b>D</b>
531	Real estate .....	3	578	29	—	—	100.0	—
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>VIROQUA, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>5</b>	<b>871</b>	<b>64</b>	<b>15</b>	<b>9</b>	<b>90.2</b>	<b>—</b>
531	Real estate .....	4	D	D	D	a	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>WATERFORD, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>6</b>	<b>1 647</b>	<b>255</b>	<b>54</b>	<b>23</b>	<b>92.0</b>	<b>—</b>
531	Real estate .....	4	D	D	D	a	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>WATERLOO, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>1</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>D</b>	<b>D</b>
531	Real estate .....	1	D	D	D	a	D	D
<b>WATERTOWN, WI *</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>15</b>	<b>4 342</b>	<b>797</b>	<b>180</b>	<b>44</b>	<b>26.5</b>	<b>6.2</b>
531	Real estate .....	12	2 236	306	52	21	51.4	12.0
532	Rental & leasing services .....	3	2 106	491	128	23	—	—
<b>WATERTOWN, WI (DODGE COUNTY PART) *</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>4</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>D</b>	<b>D</b>
531	Real estate .....	3	D	D	D	a	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>WATERTOWN, WI (JEFFERSON COUNTY PART) *</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>11</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>b</b>	<b>D</b>	<b>D</b>
531	Real estate .....	9	D	D	D	a	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>WAUKESHA, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>83</b>	<b>72 721</b>	<b>12 530</b>	<b>2 710</b>	<b>620</b>	<b>23.1</b>	<b>7.5</b>
531	Real estate .....	65	49 216	8 658	1 927	436	27.9	8.8
5311	Lessors of real estate .....	30	24 885	2 990	699	185	35.9	4.0
53111	Lessors of residential buildings & dwellings .....	18	17 566	1 690	412	116	21.4	.1
531110	Lessors of residential buildings & dwellings .....	18	17 566	1 690	412	116	21.4	.1
5312	Offices of real estate agents & brokers .....	20	16 370	2 463	491	72	17.5	6.6
53121	Offices of real estate agents & brokers .....	20	16 370	2 463	491	72	17.5	6.6
531210	Offices of real estate agents & brokers .....	20	16 370	2 463	491	72	17.5	6.6
5313	Activities related to real estate .....	15	7 961	3 205	737	179	24.4	28.5
53131	Real estate property managers .....	11	7 470	2 981	695	169	23.5	30.4
532	Rental & leasing services .....	18	23 505	3 872	783	184	13.1	4.8
<b>WAUNAKEE, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>5</b>	<b>1 923</b>	<b>323</b>	<b>56</b>	<b>22</b>	<b>88.0</b>	<b>—</b>
531	Real estate .....	3	D	D	D	a	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>WAUPACA, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>9</b>	<b>1 785</b>	<b>279</b>	<b>40</b>	<b>17</b>	<b>100.0</b>	<b>—</b>
531	Real estate .....	9	1 785	279	40	17	100.0	—

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>WAUPUN, WI *</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>5</b>	<b>1 034</b>	<b>224</b>	<b>29</b>	<b>9</b>	<b>10.3</b>	<b>—</b>
531	Real estate .....	4	D	D	D	a	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>WAUPUN, WI (DODGE COUNTY PART) *</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>2</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>D</b>	<b>D</b>
531	Real estate .....	2	D	D	D	a	D	D
<b>WAUPUN, WI (FOND DU LAC COUNTY PART) *</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>3</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>D</b>	<b>D</b>
531	Real estate .....	2	D	D	D	a	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>WAUSAU, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>33</b>	<b>14 220</b>	<b>2 930</b>	<b>461</b>	<b>174</b>	<b>20.2</b>	<b>7.3</b>
531	Real estate .....	27	11 531	2 336	316	132	24.9	9.0
5313	Activities related to real estate .....	10	1 576	519	119	29	38.3	19.9
532	Rental & leasing services .....	6	2 689	594	145	42	—	—
<b>WAUWATOSA, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>76</b>	<b>65 922</b>	<b>11 558</b>	<b>2 639</b>	<b>510</b>	<b>14.3</b>	<b>12.9</b>
531	Real estate .....	61	38 959	7 342	1 607	332	23.5	21.4
5311	Lessors of real estate .....	27	23 572	2 485	607	146	21.9	28.3
53111	Lessors of residential buildings & dwellings .....	21	20 260	2 016	503	130	21.2	31.3
531110	Lessors of residential buildings & dwellings .....	21	20 260	2 016	503	130	21.2	31.3
5312	Offices of real estate agents & brokers .....	13	9 857	966	200	40	22.1	.3
53121	Offices of real estate agents & brokers .....	13	9 857	966	200	40	22.1	.3
531210	Offices of real estate agents & brokers .....	13	9 857	966	200	40	22.1	.3
5313	Activities related to real estate .....	21	5 530	3 891	800	146	32.3	29.3
53132	Offices of real estate appraisers .....	13	2 283	1 172	211	41	23.5	7.3
531320	Offices of real estate appraisers .....	13	2 283	1 172	211	41	23.5	7.3
532	Rental & leasing services .....	15	26 963	4 216	1 032	178	1.2	.6
<b>WEST ALLIS, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>66</b>	<b>113 562</b>	<b>21 357</b>	<b>4 946</b>	<b>1 011</b>	<b>7.9</b>	<b>6.7</b>
531	Real estate .....	44	38 092	4 507	1 254	264	21.6	13.9
5311	Lessors of real estate .....	26	26 670	2 650	724	152	21.9	3.3
53111	Lessors of residential buildings & dwellings .....	17	13 439	1 230	336	98	31.6	1.1
531110	Lessors of residential buildings & dwellings .....	17	13 439	1 230	336	98	31.6	1.1
5312	Offices of real estate agents & brokers .....	10	9 209	1 063	353	71	23.0	36.4
53121	Offices of real estate agents & brokers .....	10	9 209	1 063	353	71	23.0	36.4
531210	Offices of real estate agents & brokers .....	10	9 209	1 063	353	71	23.0	36.4
532	Rental & leasing services .....	22	75 470	16 850	3 692	747	1.0	3.1
<b>WEST BEND, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>24</b>	<b>14 493</b>	<b>1 370</b>	<b>258</b>	<b>101</b>	<b>22.8</b>	<b>15.3</b>
531	Real estate .....	22	D	D	D	b	D	D
5312	Offices of real estate agents & brokers .....	11	8 639	727	117	30	13.5	25.7
53121	Offices of real estate agents & brokers .....	11	8 639	727	117	30	13.5	25.7
531210	Offices of real estate agents & brokers .....	11	8 639	727	117	30	13.5	25.7
532	Rental & leasing services .....	2	D	D	D	b	D	D
<b>WEST MILWAUKEE, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>4</b>	<b>3 373</b>	<b>461</b>	<b>60</b>	<b>27</b>	<b>9.4</b>	<b>—</b>
531	Real estate .....	3	D	D	D	b	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>WESTON TOWN, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>9</b>	<b>7 507</b>	<b>968</b>	<b>226</b>	<b>59</b>	<b>15.9</b>	<b>2.6</b>
531	Real estate .....	6	D	D	D	b	D	D
532	Rental & leasing services .....	3	D	D	D	b	D	D

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<b>WEST SALEM, WI</b>								
53	Real estate & rental & leasing .....	3	D	D	D	a	D	D
531	Real estate .....	3	D	D	D	a	D	D
<b>WHITEFISH BAY, WI</b>								
53	Real estate & rental & leasing .....	13	7 117	2 060	411	105	22.0	41.9
531	Real estate .....	13	7 117	2 060	411	105	22.0	41.9
<b>WHITEWATER, WI *</b>								
53	Real estate & rental & leasing .....	16	7 155	1 649	306	76	18.8	9.9
531	Real estate .....	14	D	D	D	b	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>WHITEWATER, WI (WALWORTH COUNTY PART) *</b>								
53	Real estate & rental & leasing .....	16	7 155	1 649	306	76	18.8	9.9
531	Real estate .....	14	D	D	D	b	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>WISCONSIN RAPIDS, WI</b>								
53	Real estate & rental & leasing .....	26	8 288	1 305	279	88	45.7	3.9
531	Real estate .....	22	6 724	912	187	68	56.3	4.8
5311	Lessors of real estate .....	11	D	D	D	b	D	D
532	Rental & leasing services .....	4	1 564	393	92	20	—	—
<b>BALANCE OF ADAMS COUNTY, WI</b>								
53	Real estate & rental & leasing .....	9	D	D	D	a	D	D
531	Real estate .....	8	D	D	D	a	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>BALANCE OF ASHLAND COUNTY, WI</b>								
53	Real estate & rental & leasing .....	3	174	32	1	1	D	—
531	Real estate .....	2	D	D	D	a	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>BALANCE OF BARRON COUNTY, WI</b>								
53	Real estate & rental & leasing .....	13	D	D	D	b	D	D
531	Real estate .....	12	3 665	543	107	32	73.8	23.1
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>BALANCE OF BAYFIELD COUNTY, WI</b>								
53	Real estate & rental & leasing .....	8	1 739	309	71	25	34.0	34.3
531	Real estate .....	8	1 739	309	71	25	34.0	34.3
<b>BALANCE OF BROWN COUNTY, WI</b>								
53	Real estate & rental & leasing .....	20	4 996	838	188	51	33.8	6.0
531	Real estate .....	15	3 820	602	111	36	21.7	7.8
532	Rental & leasing services .....	5	1 176	236	77	15	72.9	—
<b>BALANCE OF BUFFALO COUNTY, WI</b>								
53	Real estate & rental & leasing .....	3	414	64	15	8	100.0	—
531	Real estate .....	2	D	D	D	a	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF BURNETT COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>10</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>b</b>	<b>D</b>	<b>D</b>
531	Real estate .....	9	1 816	465	67	23	61.6	—
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>BALANCE OF CALUMET COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>9</b>	<b>943</b>	<b>106</b>	<b>28</b>	<b>27</b>	<b>91.2</b>	<b>3.1</b>
531	Real estate .....	7	D	D	D	a	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>BALANCE OF CHIPPEWA COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>7</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>D</b>	<b>D</b>
531	Real estate .....	5	441	24	6	5	76.4	23.6
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>BALANCE OF CLARK COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>9</b>	<b>1 297</b>	<b>277</b>	<b>60</b>	<b>22</b>	<b>56.3</b>	<b>2.1</b>
531	Real estate .....	8	D	D	D	b	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>BALANCE OF COLUMBIA COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>16</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>D</b>	<b>D</b>
531	Real estate .....	15	D	D	D	a	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>BALANCE OF CRAWFORD COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>6</b>	<b>390</b>	<b>125</b>	<b>13</b>	<b>5</b>	<b>47.2</b>	<b>52.8</b>
531	Real estate .....	6	390	125	13	5	47.2	52.8
<b>BALANCE OF DANE COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>60</b>	<b>23 205</b>	<b>6 496</b>	<b>1 336</b>	<b>294</b>	<b>40.2</b>	<b>13.7</b>
531	Real estate .....	44	18 937	5 425	1 089	238	44.2	11.9
5311	Lessors of real estate .....	25	10 585	1 301	209	58	58.3	16.0
53111	Lessors of residential buildings & dwellings .....	16	6 017	800	146	41	33.5	28.2
531110	Lessors of residential buildings & dwellings .....	16	6 017	800	146	41	33.5	28.2
5313	Activities related to real estate .....	10	7 588	4 027	861	169	19.9	6.2
532	Rental & leasing services .....	16	4 268	1 071	247	56	22.6	21.6
5322	Consumer goods rental .....	10	2 085	519	121	40	20.5	3.5
<b>BALANCE OF DODGE COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>7</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>D</b>	<b>D</b>
531	Real estate .....	5	596	49	9	4	25.7	74.3
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>BALANCE OF DOOR COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>28</b>	<b>7 628</b>	<b>1 171</b>	<b>173</b>	<b>55</b>	<b>71.8</b>	<b>4.4</b>
531	Real estate .....	22	5 767	742	130	44	80.2	5.9
5312	Offices of real estate agents & brokers .....	15	4 299	427	84	30	81.4	6.0
53121	Offices of real estate agents & brokers .....	15	4 299	427	84	30	81.4	6.0
531210	Offices of real estate agents & brokers .....	15	4 299	427	84	30	81.4	6.0
532	Rental & leasing services .....	6	1 861	429	43	11	45.6	—
<b>BALANCE OF DOUGLAS COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>6</b>	<b>1 494</b>	<b>303</b>	<b>61</b>	<b>33</b>	<b>31.4</b>	<b>—</b>
531	Real estate .....	5	D	D	D	b	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D

See footnotes at end of table.

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF DUNN COUNTY, WI</b>								
53	Real estate & rental & leasing .....	10	1 328	91	29	12	50.7	9.7
531	Real estate .....	10	1 328	91	29	12	50.7	9.7
<b>BALANCE OF EAU CLAIRE COUNTY, WI</b>								
53	Real estate & rental & leasing .....	8	D	D	D	b	D	D
531	Real estate .....	6	807	104	22	9	21.1	28.0
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>BALANCE OF FLORENCE COUNTY, WI</b>								
53	Real estate & rental & leasing .....	5	468	56	6	6	92.1	7.9
531	Real estate .....	4	D	D	D	a	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>BALANCE OF FOND DU LAC COUNTY, WI</b>								
53	Real estate & rental & leasing .....	8	747	90	17	14	40.3	—
531	Real estate .....	5	D	D	D	a	D	D
532	Rental & leasing services .....	3	D	D	D	a	D	D
<b>BALANCE OF FOREST COUNTY, WI</b>								
53	Real estate & rental & leasing .....	9	2 302	241	53	30	77.4	—
531	Real estate .....	7	D	D	D	b	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>BALANCE OF GRANT COUNTY, WI</b>								
53	Real estate & rental & leasing .....	21	2 052	533	128	52	49.1	22.7
531	Real estate .....	20	D	D	D	b	D	D
5311	Lessors of real estate .....	16	D	D	D	b	D	D
53111	Lessors of residential buildings & dwellings .....	13	733	71	18	17	67.1	32.9
531110	Lessors of residential buildings & dwellings .....	13	733	71	18	17	67.1	32.9
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>BALANCE OF GREEN COUNTY, WI</b>								
53	Real estate & rental & leasing .....	8	D	D	D	a	D	D
531	Real estate .....	6	D	D	D	a	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>BALANCE OF GREEN LAKE COUNTY, WI</b>								
53	Real estate & rental & leasing .....	12	2 731	314	67	38	33.9	34.4
531	Real estate .....	11	D	D	D	b	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>BALANCE OF IOWA COUNTY, WI</b>								
53	Real estate & rental & leasing .....	4	2 153	118	29	7	81.4	—
531	Real estate .....	3	D	D	D	a	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>BALANCE OF IRON COUNTY, WI</b>								
53	Real estate & rental & leasing .....	11	3 233	584	126	50	44.4	5.7
531	Real estate .....	6	518	102	28	15	98.1	1.9
532	Rental & leasing services .....	5	2 715	482	98	35	34.2	6.4
<b>BALANCE OF JACKSON COUNTY, WI</b>								
53	Real estate & rental & leasing .....	3	657	54	10	4	D	—
531	Real estate .....	3	657	54	10	4	D	—

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF JEFFERSON COUNTY, WI</b>								
53	Real estate & rental & leasing .....	8	2 875	604	147	30	18.3	12.8
531	Real estate .....	5	D	D	D	a	D	D
532	Rental & leasing services .....	3	D	D	D	a	D	D
<b>BALANCE OF JUNEAU COUNTY, WI</b>								
53	Real estate & rental & leasing .....	8	649	107	17	17	68.6	—
531	Real estate .....	5	434	62	6	7	53.0	—
532	Rental & leasing services .....	3	215	45	11	10	100.0	—
<b>BALANCE OF KENOSHA COUNTY, WI</b>								
53	Real estate & rental & leasing .....	13	2 935	685	166	31	9.5	29.3
531	Real estate .....	12	D	D	D	b	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>BALANCE OF KEWAUNEE COUNTY, WI</b>								
53	Real estate & rental & leasing .....	3	100	21	3	4	46.0	54.0
531	Real estate .....	2	D	D	D	a	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>BALANCE OF LA CROSSE COUNTY, WI</b>								
53	Real estate & rental & leasing .....	9	D	D	D	a	D	D
531	Real estate .....	6	D	D	D	a	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>BALANCE OF LAFAYETTE COUNTY, WI</b>								
53	Real estate & rental & leasing .....	4	345	34	8	4	100.0	—
531	Real estate .....	4	345	34	8	4	100.0	—
<b>BALANCE OF LANGLADE COUNTY, WI</b>								
53	Real estate & rental & leasing .....	5	481	143	29	17	76.3	—
531	Real estate .....	3	D	D	D	a	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>BALANCE OF LINCOLN COUNTY, WI</b>								
53	Real estate & rental & leasing .....	5	D	D	D	a	D	D
531	Real estate .....	4	D	D	D	a	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>BALANCE OF MANITOWOC COUNTY, WI</b>								
53	Real estate & rental & leasing .....	10	2 999	396	87	33	6.4	6.9
531	Real estate .....	7	D	D	D	b	D	D
532	Rental & leasing services .....	3	D	D	D	a	D	D
<b>BALANCE OF MARATHON COUNTY, WI</b>								
53	Real estate & rental & leasing .....	37	16 754	2 881	582	177	44.5	9.0
531	Real estate .....	28	9 064	1 297	284	112	32.8	16.6
5311	Lessors of real estate .....	15	6 076	795	178	79	25.9	14.3
532	Rental & leasing services .....	9	7 690	1 584	298	65	58.2	—
<b>BALANCE OF MARINETTE COUNTY, WI</b>								
53	Real estate & rental & leasing .....	11	1 137	155	33	15	58.0	15.6
531	Real estate .....	9	D	D	D	a	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D

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<b>BALANCE OF MARQUETTE COUNTY, WI</b>								
53	<b>Real estate &amp; rental &amp; leasing</b> .....	10	1 527	344	80	32	73.8	—
531	Real estate .....	8	D	D	D	a	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>BALANCE OF MENOMINEE COUNTY, WI</b>								
53	<b>Real estate &amp; rental &amp; leasing</b> .....	1	D	D	D	a	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>BALANCE OF MILWAUKEE COUNTY, WI</b>								
53	<b>Real estate &amp; rental &amp; leasing</b> .....	3	D	D	D	a	D	D
531	Real estate .....	2	D	D	D	a	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>BALANCE OF MONROE COUNTY, WI</b>								
53	<b>Real estate &amp; rental &amp; leasing</b> .....	4	347	37	3	9	16.7	—
531	Real estate .....	4	347	37	3	9	16.7	—
<b>BALANCE OF OCONTO COUNTY, WI</b>								
53	<b>Real estate &amp; rental &amp; leasing</b> .....	15	D	D	D	b	D	D
531	Real estate .....	13	1 541	222	26	13	71.1	28.8
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>BALANCE OF ONEIDA COUNTY, WI</b>								
53	<b>Real estate &amp; rental &amp; leasing</b> .....	43	17 190	2 897	573	132	29.7	25.9
531	Real estate .....	33	14 284	2 119	394	82	30.2	30.8
5312	Offices of real estate agents & brokers .....	18	11 744	1 694	338	62	28.5	34.2
53121	Offices of real estate agents & brokers .....	18	11 744	1 694	338	62	28.5	34.2
531210	Offices of real estate agents & brokers .....	18	11 744	1 694	338	62	28.5	34.2
532	Rental & leasing services .....	10	2 906	778	179	50	27.5	1.8
<b>BALANCE OF OUTAGAMIE COUNTY, WI</b>								
53	<b>Real estate &amp; rental &amp; leasing</b> .....	18	3 887	599	119	46	42.0	—
531	Real estate .....	12	1 787	378	60	19	86.5	—
532	Rental & leasing services .....	6	2 100	221	59	27	4.1	—
<b>BALANCE OF OZAUKEE COUNTY, WI</b>								
53	<b>Real estate &amp; rental &amp; leasing</b> .....	4	D	D	D	a	D	D
531	Real estate .....	2	D	D	D	a	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>BALANCE OF PEPIN COUNTY, WI</b>								
53	<b>Real estate &amp; rental &amp; leasing</b> .....	3	584	113	52	6	D	22.9
531	Real estate .....	1	D	D	D	a	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D
<b>BALANCE OF PIERCE COUNTY, WI</b>								
53	<b>Real estate &amp; rental &amp; leasing</b> .....	1	D	D	D	c	D	D
532	Rental & leasing services .....	1	D	D	D	c	D	D
<b>BALANCE OF POLK COUNTY, WI</b>								
53	<b>Real estate &amp; rental &amp; leasing</b> .....	18	2 659	226	56	36	54.2	12.0
531	Real estate .....	14	D	D	D	a	D	D
532	Rental & leasing services .....	4	D	D	D	a	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF PORTAGE COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>12</b>	<b>1 821</b>	<b>232</b>	<b>58</b>	<b>24</b>	<b>57.7</b>	<b>.5</b>
531	Real estate .....	9	D	D	D	a	D	D
532	Rental & leasing services .....	3	D	D	D	a	D	D
<b>BALANCE OF PRICE COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>2</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>D</b>	<b>D</b>
531	Real estate .....	2	D	D	D	a	D	D
<b>BALANCE OF RACINE COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>13</b>	<b>5 333</b>	<b>1 588</b>	<b>293</b>	<b>90</b>	<b>35.6</b>	<b>.5</b>
531	Real estate .....	12	D	D	D	b	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>BALANCE OF RICHLAND COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>1</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>D</b>	<b>D</b>
531	Real estate .....	1	D	D	D	a	D	D
<b>BALANCE OF ROCK COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>15</b>	<b>3 290</b>	<b>273</b>	<b>65</b>	<b>24</b>	<b>30.8</b>	<b>13.7</b>
531	Real estate .....	11	3 082	251	60	19	30.1	14.7
532	Rental & leasing services .....	3	D	D	D	a	D	D
<b>BALANCE OF RUSK COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>5</b>	<b>D</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>D</b>	<b>D</b>
531	Real estate .....	4	D	D	D	a	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>BALANCE OF ST. CROIX COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>22</b>	<b>8 999</b>	<b>2 783</b>	<b>626</b>	<b>212</b>	<b>64.9</b>	<b>13.9</b>
531	Real estate .....	16	D	D	D	c	D	D
532	Rental & leasing services .....	6	D	D	D	b	D	D
<b>BALANCE OF SAUK COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>16</b>	<b>9 285</b>	<b>1 131</b>	<b>200</b>	<b>73</b>	<b>47.9</b>	<b>.7</b>
531	Real estate .....	12	6 665	938	156	58	65.3	.9
532	Rental & leasing services .....	3	D	D	D	a	D	D
<b>BALANCE OF SAWYER COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>24</b>	<b>5 330</b>	<b>641</b>	<b>142</b>	<b>53</b>	<b>39.7</b>	<b>38.0</b>
531	Real estate .....	20	4 965	602	139	46	36.4	39.7
5312	Offices of real estate agents & brokers .....	12	4 162	371	85	24	38.3	43.0
53121	Offices of real estate agents & brokers .....	12	4 162	371	85	24	38.3	43.0
531210	Offices of real estate agents & brokers .....	12	4 162	371	85	24	38.3	43.0
532	Rental & leasing services .....	4	365	39	3	7	85.5	14.5
<b>BALANCE OF SHAWANO COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>5</b>	<b>345</b>	<b>50</b>	<b>8</b>	<b>12</b>	<b>71.0</b>	<b>29.0</b>
531	Real estate .....	5	345	50	8	12	71.0	29.0
<b>BALANCE OF SHEBOYGAN COUNTY, WI</b>								
<b>53</b>	<b>Real estate &amp; rental &amp; leasing .....</b>	<b>21</b>	<b>9 275</b>	<b>2 349</b>	<b>473</b>	<b>142</b>	<b>31.4</b>	<b>13.8</b>
531	Real estate .....	18	D	D	D	c	D	D
532	Rental & leasing services .....	3	D	D	D	a	D	D

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							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF TAYLOR COUNTY, WI</b>								
53	Real estate & rental & leasing .....	3	D	D	D	a	D	D
531	Real estate .....	2	D	D	D	a	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>BALANCE OF TREMPLEAU COUNTY, WI</b>								
53	Real estate & rental & leasing .....	18	7 333	828	190	49	13.6	6.4
531	Real estate .....	14	D	D	D	b	D	D
5311	Lessors of real estate .....	10	D	D	D	a	D	D
532	Rental & leasing services .....	4	D	D	D	b	D	D
<b>BALANCE OF VERNON COUNTY, WI</b>								
53	Real estate & rental & leasing .....	12	864	153	21	23	64.0	36.0
531	Real estate .....	11	D	D	D	b	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>BALANCE OF VILAS COUNTY, WI</b>								
53	Real estate & rental & leasing .....	24	D	D	D	b	D	D
531	Real estate .....	23	D	D	D	b	D	D
5312	Offices of real estate agents & brokers .....	13	5 946	482	77	21	79.0	16.9
53121	Offices of real estate agents & brokers .....	13	5 946	482	77	21	79.0	16.9
531210	Offices of real estate agents & brokers .....	13	5 946	482	77	21	79.0	16.9
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>BALANCE OF WALWORTH COUNTY, WI</b>								
53	Real estate & rental & leasing .....	32	6 155	1 294	268	92	56.5	30.5
531	Real estate .....	23	4 392	886	177	56	57.5	24.3
5311	Lessors of real estate .....	10	2 171	459	94	28	55.3	37.1
532	Rental & leasing services .....	8	D	D	D	b	D	D
<b>BALANCE OF WASHBURN COUNTY, WI</b>								
53	Real estate & rental & leasing .....	11	4 485	523	114	33	31.3	62.0
531	Real estate .....	10	D	D	D	b	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D
<b>BALANCE OF WASHINGTON COUNTY, WI</b>								
53	Real estate & rental & leasing .....	17	7 993	1 053	208	67	57.2	2.4
531	Real estate .....	12	D	D	D	b	D	D
532	Rental & leasing services .....	5	D	D	D	b	D	D
<b>BALANCE OF WAUKESHA COUNTY, WI</b>								
53	Real estate & rental & leasing .....	46	23 101	5 118	972	180	35.8	17.1
531	Real estate .....	38	17 556	3 026	486	116	46.3	21.7
5311	Lessors of real estate .....	24	13 196	1 665	329	77	44.2	23.7
53111	Lessors of residential buildings & dwellings .....	12	6 943	830	164	36	36.0	11.7
531110	Lessors of residential buildings & dwellings .....	12	6 943	830	164	36	36.0	11.7
5313	Activities related to real estate .....	11	3 213	1 274	145	35	55.1	2.1
532	Rental & leasing services .....	8	5 545	2 092	486	64	2.4	2.4
<b>BALANCE OF WAUPACA COUNTY, WI</b>								
53	Real estate & rental & leasing .....	15	3 903	625	73	34	94.7	4.0
531	Real estate .....	11	D	D	D	b	D	D
532	Rental & leasing services .....	4	D	D	D	a	D	D
<b>BALANCE OF WAUSHARA COUNTY, WI</b>								
53	Real estate & rental & leasing .....	17	3 828	549	123	31	43.4	25.3
531	Real estate .....	15	D	D	D	b	D	D
532	Rental & leasing services .....	2	D	D	D	a	D	D

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**Table 4. Summary Statistics for Places: 1997—Con.**

[Includes only establishments of companies with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by \*, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF WINNEBAGO COUNTY, WI</b>								
53	Real estate & rental & leasing .....	10	D	D	D	b	D	D
531	Real estate .....	7	D	D	D	a	D	D
532	Rental & leasing services .....	3	D	D	D	a	D	D
<b>BALANCE OF WOOD COUNTY, WI</b>								
53	Real estate & rental & leasing .....	5	965	99	44	16	34.7	49.6
531	Real estate .....	4	D	D	D	a	D	D
532	Rental & leasing services .....	1	D	D	D	a	D	D

<sup>1</sup>Includes revenue information obtained from administrative records of other Federal agencies.

<sup>2</sup>Includes revenue information which was imputed based on historic data, administrative records data, or on industry averages.

# Appendix A.

## Explanation of Terms

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### **ANNUAL PAYROLL**

Payroll includes all forms of compensation, such as salaries, wages, commissions, dismissal pay, bonuses, vacation allowances, sick-leave pay, and employee contributions to qualified pension plans paid during the year to all employees. Payroll does not include commissions paid to independent (nonemployee) agents, such as real estate agents. For corporations, payroll includes amounts paid to officers and executives; for unincorporated businesses, it does not include profit or other compensation of proprietors or partners. Payroll is reported before deductions for social security, income tax, insurance, union dues, etc. This definition of payroll is the same as that used by the Internal Revenue Service (IRS) on Form 941.

### **FIRST QUARTER PAYROLL (\$1,000)**

Represents payroll paid to persons employed at any time during the quarter January to March 1997.

### **NUMBER OF EMPLOYEES**

Paid employees consist of the full-time and part-time employees who were on the payroll during the pay period including March 12, including salaried officers and executives of corporations. Included are employees on paid sick leave, paid holidays, and paid vacations; not included are proprietors and partners of unincorporated businesses. Excluded are independent (nonemployee) agents. The definition of paid employees is the same as that used on IRS Form 941.

### **NUMBER OF ESTABLISHMENTS**

An establishment is a single physical location at which business is conducted. It is not necessarily identical with a company or enterprise, which may consist of one establishment or more. Economic census figures represent a summary of reports for individual establishments rather than companies. For cases where a census report was received, separate information was obtained for each location where business was conducted. When administrative records of other Federal agencies were used instead of a census report, no information was available on the number of locations operated. Each economic census establishment was tabulated according to the physical location at which the business was conducted. The count of establishments represents those in business at any time during 1997.

### **REAL ESTATE AND RENTAL AND LEASING**

When two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment. The entire establishment was classified on the basis of its major activity and all data for it were included in that classification. However, when distinct and separate economic activities (for which different industry classification codes were appropriate) were conducted at a single location under a single ownership, separate establishment reports for each of the different activities were obtained in the census.

Data for individual properties leased or managed by property lessors or property managers are not normally considered separate establishments, but rather the permanent offices from which the properties are leased or managed are considered establishments. Data for separate automotive rental offices or concessions (e.g. airport locations) in the same metropolitan area, for which a common fleet of cars is maintained, are merged together and not considered as separate establishments.

### **REVENUE**

Includes revenue from all business activities whether or not payment was received in the census year, including commissions and fees from all sources, rents, net investment income, interest, dividends, and royalties. Revenue from leasing property marketed under operating leases is included. Revenue also includes the total value of service contracts, amounts received for work subcontracted to others, and rents from real property sublet to others.

Revenue does not include sales and other taxes collected from customers and remitted directly by the firm to a local, state, or Federal tax agency.

### **SALES, RECEIPTS, OR REVENUE ESTIMATED (PERCENT)**

Percent of total sales/receipts/revenue that was imputed based on historic company ratios or administrative records, or on industry averages.

### **SALES, RECEIPTS, OR REVENUE FROM ADMINISTRATIVE RECORDS (PERCENT)**

Percent of total sales/receipts/revenue obtained from administrative records of other Federal agencies.



# Appendix B.

## NAICS Codes, Titles, and Descriptions

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### **53 REAL ESTATE AND RENTAL AND LEASING**

The Real Estate and Rental and Leasing sector comprises establishments primarily engaged in renting, leasing, or otherwise allowing the use of tangible or intangible assets, and establishments providing related services. The major portion of this sector comprises establishments that rent, lease, or otherwise allow the use of their own assets by others. The assets may be tangible, as is the case of real estate and equipment, or intangible, as is the case with patents and trademarks.

This sector also includes establishments primarily engaged in managing real estate for others, selling, renting and/or buying real estate for others, and appraising real estate. These activities are closely related to this sector's main activity, and it was felt that from a production basis they would best be included here. In addition, a substantial proportion of property management is self-performed by lessors.

The main components of this sector are the real estate lessors industries; equipment lessors industries (including motor vehicles, computers, and consumer goods); and lessors of nonfinancial intangible assets (except copyrighted works).

Excluded from this sector are real estate investment trusts (REITS) and establishments primarily engaged in renting or leasing equipment with operators. REITS are classified in Subsector 525, Funds, Trusts, and Other Financial Vehicles because they are considered investment vehicles. Establishments renting or leasing equipment with operators are classified in various subsectors of NAICS depending on the nature of the services provided (e.g., transportation, construction, agriculture). These activities are excluded from this sector because the client is paying for the expertise and knowledge of the equipment operator, in addition to the rental of the equipment. In many cases, such as, the rental of heavy construction equipment, the operator is essential to operate the equipment.

### **531 REAL ESTATE**

Industries in the Real Estate subsector group establishments that are primarily engaged in renting or leasing real estate to others; managing real estate for others; selling, buying, or renting real estate for others; and providing other real estate related services, such as appraisal services.

Establishments primarily engaged in subdividing and developing unimproved real estate and constructing buildings for sale are classified in Subsector 233, Building, Developing, and General Contracting.

Real Estate Investment Trusts (REITS) are classified in Subsector 525, Funds, Trusts, and Other Financial Vehicles because they are considered investment vehicles.

### **5311 Lessors of Real Estate**

This NAICS industry group includes establishments classified in the following NAICS industry(ies): 53111, Lessors of Residential Buildings and Dwellings; 53112, Lessors of Nonresidential Buildings (Except Miniwarehouses); 53113, Lessors of Miniwarehouses and Self-Storage Units; 53119, Lessors of Other Real Estate Property

### **53111 Lessors of Residential Buildings and Dwellings**

This industry comprises establishments primarily engaged in acting as lessors of buildings used as residences or dwellings, such as single-family homes, apartment buildings, and town homes. Included in this industry are owner-lessors and establishments renting real estate and then acting as lessors in subleasing it to others. The establishments in this industry may manage the property themselves or have another establishment manage it for them.

### **531110 Lessors of Residential Buildings and Dwellings**

This industry comprises establishments primarily engaged in acting as lessors of buildings used as residences or dwellings, such as single-family homes, apartment buildings, and town homes. Included in this industry are owner-lessors and establishments renting real estate and then acting as lessors in subleasing it to others. The establishments in this industry may manage the property themselves or have another establishment manage it for them.

The data published with NAICS code 531110 include these parts of the following SIC industries:

6513 Lessors of apartment buildings

6514 Lessors of dwellings (except apartment buildings)

### **5311101 Lessors of Apartment Buildings**

Establishments primarily engaged in leasing (renting) apartment buildings (with 5 or more housing units per

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building) which are used as residences. Included are establishments which may lease (rent) apartments and then act as lessors in subleasing to others

### **5311109 Lessors of Dwellings Other Than Apartment Buildings**

Establishments primarily engaged in leasing (renting) residential buildings and dwellings (with less than 5 housing units per building) other than apartment buildings. Included are establishments which may lease (rent) residential space and then act as lessors in subleasing to others.

### **53112 Lessors of Nonresidential Buildings (Except Miniwarehouses)**

This industry comprises establishments primarily engaged in acting as lessors of buildings (except mini-warehouses and self-storage units) that are not used as residences or dwellings. Included in this industry are owner-lessors and establishments renting real estate and then acting as lessors in subleasing it to others. The establishments in this industry may manage the property themselves or have another establishment manage it for them.

### **531120 Lessors of Nonresidential Buildings (Except Miniwarehouses)**

This industry comprises establishments primarily engaged in acting as lessors of buildings (except mini-warehouses and self-storage units) that are not used as residences or dwellings. Included in this industry are owner-lessors and establishments renting real estate and then acting as lessors in subleasing it to others. The establishments in this industry may manage the property themselves or have another establishment manage it for them.

The data published with NAICS code 531120 include these parts of the following SIC industries:

- 6512 (pt) Lessors of professional & other office buildings
- 6512 (pt) Lessors of manufacturing & industrial buildings
- 6512 (pt) Lessors of shopping centers & retail stores
- 6512 (pt) Lessors of other nonresidential buildings & facilities

### **5311201 Lessors of Professional and Other Office Buildings**

Establishments primarily engaged in leasing (renting) professional and other office buildings or office space in such buildings. Included are establishments that may lease (rent) and then act as lessors in subleasing to others.

### **5311202 Lessors of Manufacturing and Industrial Buildings**

Establishments primarily engaged in leasing (renting) manufacturing and other industrial buildings. Included are establishments that may lease (rent) and then act as lessors in subleasing to others.

### **5311203 Lessors of Shopping Centers and Retail Stores**

Establishments primarily engaged in leasing (renting) retail stores or shopping center properties. Included are establishments that may lease (rent) and then act as lessors in subleasing to others.

### **5311209 Lessors of Other Nonresidential Buildings and Facilities**

Establishments primarily engaged in leasing (renting) nonresidential buildings not elsewhere classified. Included are establishments that may lease (rent) and then act as lessors in subleasing to others.

### **53113 Lessors of Miniwarehouses and Self-Storage Units**

This industry comprises establishments primarily engaged in renting or leasing space for self-storage. These establishments provide secure space (i.e., rooms, compartments, lockers, containers, or outdoor space) where clients can store and retrieve their goods.

### **531130 Lessors of Miniwarehouses and Self-Storage Units**

This industry comprises establishments primarily engaged in renting or leasing space for self-storage. These establishments provide secure space (i.e., rooms, compartments, lockers, containers, or outdoor space) where clients can store and retrieve their goods.

The data published with NAICS code 531130 include these parts of the following SIC industries:

- 4225 (pt) Lessors of miniwarehouses & self storage units

### **53119 Lessors of Other Real Estate Property**

This industry comprises establishments primarily engaged in acting as lessors of real estate (except buildings), such as manufactured home (i.e., mobile home) sites, vacant lots, and grazing land.

### **531190 Lessors of Other Real Estate Property**

This industry comprises establishments primarily engaged in acting as lessors of real estate (except buildings), such as manufactured home (i.e., mobile home) sites, vacant lots, and grazing land.

The data published with NAICS code 531190 include these parts of the following SIC industries:

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6515 Lessors of manufactured (mobile) home sites

6517 Lessors of railroad property

6519 Lessors of other real estate property

### **5311901 Lessors of Manufactured (Mobile) Home Sites**

Establishments primarily engaged in leasing (renting) manufactured (i.e., mobile) home sites for residential use. The establishments may also lease (rent) manufactured (mobile) homes on these sites. Included are establishments that may lease (rent) and then act as lessors in subleasing to others.

### **5311902 Lessors of Railroad Property**

Establishments primarily engaged in leasing (renting) real property owned by railroads, with or without improvements, including track rights of way. Included are establishments which may lease (rent) real property space and then act as lessors in subleasing to others.

### **5311909 Lessors of Other Real Property**

Establishments primarily engaged in leasing (renting) other real property, not elsewhere classified. This is primarily leasing (renting) of land. Some incidental buildings may be on the property. The establishments in this industry may lease (rent) space and then act as lessors in subleasing to others.

### **5312 Offices of Real Estate Agents and Brokers**

This NAICS industry group includes establishments classified in the following NAICS industry(ies): 53121, Offices of Real Estate Agents and Brokers.

### **53121 Offices of Real Estate Agents and Brokers**

This industry comprises establishments primarily engaged in acting as agents and/or brokers in one or more of the following: (1) selling real estate for others; (2) buying real estate for others; and (3) renting real estate for others.

### **531210 Offices of Real Estate Agents and Brokers**

This industry comprises establishments primarily engaged in acting as agents and/or brokers in one or more of the following: (1) selling real estate for others; (2) buying real estate for others; and (3) renting real estate for others.

The data published with NAICS code 531210 include these parts of the following SIC industries:

6531 (pt) Offices of residential real estate agents & brokers

6531 (pt) Offices of nonresidential real estate agents & brokers

### **5312101 Offices of Residential Real Estate Agents and Brokers**

Establishments primarily engaged in renting, buying, and selling residential real estate for others, on a fee or contract basis.

### **5312109 Offices of Nonresidential Real Estate Agents and Brokers**

Establishments primarily engaged in renting, buying, and selling nonresidential real estate for others, on a fee or contract basis.

### **5313 Activities Related to Real Estate**

This industry group comprises establishments primarily engaged in providing real estate services (except lessors of real estate and offices of real estate agents and brokers). Included in this industry group are establishments primarily engaged in activities, such as, managing real estate for others and appraising real estate.

### **53131 Real Estate Property Managers**

This industry comprises establishments primarily engaged in managing real property for others. Management includes ensuring that various activities associated with the overall operation of the property are performed, such as collecting rents, and overseeing other services (e.g., maintenance, security, trash removal.)

### **531311 Residential Property Managers**

This U.S. industry comprises establishments primarily engaged in managing residential real estate for others.

The data published with NAICS code 531311 include these parts of the following SIC industries:

6531 (pt) Residential property managers

### **531312 Nonresidential Property Managers**

This U.S. industry comprises establishments primarily engaged in managing nonresidential real estate for others.

The data published with NAICS code 531312 include these parts of the following SIC industries:

6531 (pt) Nonresidential property managers

### **53132 Offices of Real Estate Appraisers**

This industry comprises establishments primarily engaged in estimating the fair market value of real estate.

### **531320 Offices of Real Estate Appraisers**

This industry comprises establishments primarily engaged in estimating the fair market value of real estate.

The data published with NAICS code 531320 include these parts of the following SIC industries:

6531 (pt) Offices of real estate appraisers

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### **53139 Other Activities Related to Real Estate**

This industry comprises establishments primarily engaged in performing real estate related services (except lessors of real estate, offices of real estate agents and brokers, real estate property managers, and offices of real estate appraisers).

#### **531390 Other Activities Related to Real Estate**

This industry comprises establishments primarily engaged in performing real estate related services (except lessors of real estate, offices of real estate agents and brokers, real estate property managers, and offices of real estate appraisers).

The data published with NAICS code 531390 include these parts of the following SIC industries:

6531 (pt) Other activities related to real estate

### **532 Rental and Leasing Services**

Industries in the Rental and Leasing Services subsector include establishments that provide a wide array of tangible goods, such as automobiles, computers, consumer goods, and industrial machinery and equipment, to customers in return for a periodic rental or lease payment.

The subsector includes two main types of establishments: (1) those that are engaged in renting consumer goods and equipment and (2) those that are engaged in leasing machinery and equipment of the kind often used for business operations. The first type typically operates from a retail-like or store-front facility and maintains inventories of goods that are rented for short periods of time. The latter type typically does not operate from retail-like locations or maintain inventories, and offers longer term leases. These establishments work directly with clients to enable them to acquire the use of equipment on a lease basis, or they work with equipment vendors or dealers to support the marketing of equipment to their customers under lease arrangements. Equipment lessors generally structure lease contracts to meet the specialized needs of their clients and use their remarketing expertise to find other users for previously leased equipment. Establishments that provide operating and capital (i.e., finance) leases are included in this subsector.

Establishments primarily engaged in leasing in combination with providing loans are classified in Sector 52, Finance and Insurance. Establishments primarily engaged in leasing real property are classified in Subsector 531, Real Estate. Those establishments primarily engaged in renting or leasing equipment with operators are classified in various subsectors of NAICS depending on the nature of the services provided (e.g., Transportation, Construction, Agriculture). These activities are excluded from this subsector since the client is paying for the expertise and knowledge of the equipment operator, in addition to the rental of the equipment. In many cases, such as the rental of heavy construction equipment, the operator is essential

to operate the equipment. Likewise, since the provision of crop harvesting services includes both the equipment and operator, it is included in the agriculture subsector. The rental or leasing of copyrighted works is classified in Sector 51, Information, and the rental or leasing of assets, such as patents, trademarks, and/or licensing agreements is classified in Subsector 533, Lessors of Nonfinancial Intangible Assets (except Copyrighted Works).

### **5321 Automotive Equipment Rental and Leasing**

This industry group comprises establishments primarily engaged in renting or leasing the following types of vehicles: passenger cars and trucks without drivers, and utility trailers. These establishments generally operate from a retail-like facility. Some establishments offer only short-term rental, others only longer term leases, and some provide both type of services.

#### **53211 Passenger Car Rental and Leasing**

This industry comprises establishments primarily engaged in renting or leasing passenger cars without drivers.

##### **532111 Passenger Car Rental**

This U.S. industry comprises establishments primarily engaged in renting passenger cars without drivers, generally for short periods of time.

The data published with NAICS code 532111 include these parts of the following SIC industries:

7514 Passenger car rental

##### **532112 Passenger Car Leasing**

This U.S. industry comprises establishments primarily engaged in leasing passenger cars without drivers, generally for long periods of time.

The data published with NAICS code 532112 include these parts of the following SIC industries:

7515 Passenger car leasing

### **53212 Truck, Utility Trailer, and RV (Recreational Vehicle) Rental and Leasing**

This industry comprises establishments primarily engaged in renting or leasing, without drivers, one or more of the following: trucks, truck tractors or buses: semitrailers, utility trailers, or RVs (recreational vehicles).

#### **532120 Truck, Utility Trailer, and RV (Recreational Vehicle) Rental and Leasing**

This industry comprises establishments primarily engaged in renting or leasing, without drivers, one or more of the following: trucks, truck tractors or buses: semitrailers, utility trailers, or RVs (recreational vehicles).

The data published with NAICS code 532120 include these parts of the following SIC industries:

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7513 Truck rental and leasing without drivers

7519 Utility trailer & RV (recreational vehicle) rental & leasing

### **5321201 Truck Rental, Without Drivers**

Establishments primarily engaged in renting (without drivers) one or more of the following: trucks, truck tractors, buses, or semi-trailers.

### **5321202 Truck Leasing**

Establishments primarily engaged in leasing (without drivers) one or more of the following: trucks, truck tractors, or buses. Service or maintenance may be provided.

### **5321209 Utility Trailer and Recreational Vehicle Rental and Leasing**

Establishments primarily engaged in renting or leasing utility trailers and recreational vehicles.

### **5322 Consumer Goods Rental**

This industry group comprises establishments primarily engaged in renting personal and household-type goods. Establishments classified in this industry group generally provide short-term rental although in some instances, the goods may be leased for longer periods of time. These establishments often operate from a retail-like or store-front facility.

### **53221 Consumer Electronics and Appliances Rental**

This industry comprises establishments primarily engaged in renting consumer electronics equipment and appliances, such as televisions, stereos, and refrigerators. Included in this industry are appliance rental centers.

### **532210 Consumer Electronics and Appliances Rental**

This industry comprises establishments primarily engaged in renting consumer electronics equipment and appliances, such as televisions, stereos, and refrigerators. Included in this industry are appliance rental centers.

The data published with NAICS code 532210 include these parts of the following SIC industries:

7359 (pt) Consumer electronics & appliances rental

### **53222 Formal Wear and Costume Rental**

This industry comprises establishments primarily engaged in renting clothing, such as formal wear, costumes (e.g., theatrical), or other clothing (except laundered uniforms and work apparel).

### **532220 Formal Wear and Costume Rental**

This industry comprises establishments primarily engaged in renting clothing, such as formal wear, costumes (e.g., theatrical), or other clothing (except laundered uniforms and work apparel).

The data published with NAICS code 532220 include these parts of the following SIC industries:

7299 (pt) Formal wear rental

7819 (pt) Wardrobe rental

### **5322201 Formal Wear Rental**

Establishments primarily engaged in renting clothing, such as formal wear or costumes (other than for motion picture production, TV, or theatrical production).

### **5322209 Wardrobe Rental**

Establishments primarily engaged in renting costumes for motion picture production, TV, or theatrical productions.

### **53223 Video Tape and Disc Rental**

This industry comprises establishments primarily engaged in renting prerecorded video tapes and discs for home electronic equipment.

### **532230 Video Tape and Disc Rental**

This industry comprises establishments primarily engaged in renting prerecorded video tapes and discs for home electronic equipment.

The data published with NAICS code 532230 include these parts of the following SIC industries:

7841 Video tape & disk rental

### **53229 Other Consumer Goods Rental**

This industry comprises establishments primarily engaged in renting consumer goods (except consumer electronics and appliances, formal wear and costumes, and prerecorded video tapes).

### **532291 Home Health Equipment Rental**

This U.S. industry comprises establishments primarily engaged in renting home-type health and invalid equipment, such as wheel chairs, hospital beds, oxygen tanks, walkers, and crutches.

The data published with NAICS code 532291 include these parts of the following SIC industries:

7352 (pt) Home health equipment rental

### **532292 Recreational Goods Rental**

This U.S. industry comprises establishments primarily engaged in renting recreational goods, such as bicycles, canoes, motorcycles, skis, sailboats, beach chairs, and beach umbrellas.



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The data published with NAICS code 532292 include these parts of the following SIC industries:

7999 (pt) Recreational goods rental

### **532299 All Other Consumer Goods Rental**

This U.S. industry comprises establishments primarily engaged in renting consumer goods and products (except consumer electronics and appliances; formal wear and costumes; prerecorded video tapes and discs for home electronic equipment; home health furniture and equipment; and recreational goods). Included in this industry are furniture rental centers and party rental supply centers.

The data published with NAICS code 53299 include these parts of the following SIC industries:

7359 (pt) Other consumer goods rental & leasing

### **5322991 Locker Rental, Except Cold Storage**

Establishments primarily engaged in renting lockers (except cold storage).

### **5322999 All Other Miscellaneous Consumer Goods Rental and Leasing**

Establishments primarily engaged in renting or leasing a single line of consumer goods or products (except electronics and appliances, formal wear and costumes, video tapes, and recreational goods). Residential furniture and party supply rental are included here.

### **5323 General Rental Centers**

This NAICS industry group includes establishments classified in the following NAICS industry(ies): 53231, General Rental Centers.

#### **53231 General Rental Centers**

This industry comprises establishments primarily engaged in renting a range of consumer, commercial, and industrial equipment. Establishments in this industry typically operate from conveniently located facilities where they maintain inventories of goods and equipment that they rent for short periods of time. The type of equipment that establishments in this industry provide often includes, but is not limited to: audio-visual equipment, contractors and builders tools and equipment, home repair tools, lawn and garden equipment, moving equipment and supplies, and party and banquet equipment and supplies.

#### **532310 General Rental Centers**

This industry comprises establishments primarily engaged in renting a range of consumer, commercial, and industrial equipment. Establishments in this industry typically operate from conveniently located facilities where they maintain inventories of goods and equipment that

they rent for short periods of time. The type of equipment that establishments in this industry provide often includes, but is not limited to: audio-visual equipment, contractors and builders tools and equipment, home repair tools, lawn and garden equipment, moving equipment and supplies, and party and banquet equipment and supplies.

The data published with NAICS code 532310 include these parts of the following SIC industries:

7359 (pt) General rental centers

### **5324 Commercial and Industrial Machinery and Equipment Rental and Leasing**

This industry group comprises establishments primarily engaged in renting or leasing commercial-type and industrial-type machinery and equipment. The types of establishments included in this industry group are generally involved in providing capital or investment-type equipment that clients use in their business operations. These establishments typically cater to a business clientele and do not generally operate a retail-like or store-front facility.

#### **53241 Construction, Transportation, Mining, and Forestry Machinery and Equipment Rental and Leasing**

This industry comprises establishments primarily engaged in renting or leasing one or more of the following without operators: heavy construction, off-highway transportation, mining, and forestry machinery and equipment. Establishments in this industry may rent or lease products, such as aircraft, railroad cars, steamships, tugboats, bulldozers, earthmoving equipment, well-drilling machinery and equipment, or cranes.

#### **532411 Commercial Air, Rail, and Water Transportation Equipment Rental and Leasing**

This U.S. industry comprises establishments primarily engaged in renting or leasing off-highway transportation equipment without operators, such as aircraft, railroad cars, steamships, or tugboats.

The data published with NAICS code 532411 include these parts of the following SIC industries:

4499 (pt) Commercial vessel rental & leasing

4741 (pt) Railroad car rental

7359 (pt) Aircraft rental & leasing

#### **5324111 Commercial Vessel Rental and Leasing Without Crew**

Establishments primarily engaged in renting or leasing commercial vessels or barges (without crew).

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### **5324112 Railroad Car Rental and Leasing**

Establishments primarily engaged in renting or leasing railroad cars.

### **5324119 Aircraft Rental and Leasing**

Establishments primarily engaged in renting or leasing air transportation equipment (without operators).

### **532412 Construction, Mining, and Forestry Machinery and Equipment Rental and Leasing**

This U.S. industry comprises establishments primarily engaged in renting or leasing heavy equipment without operators that may be used for construction, mining, or forestry, such as bulldozers, earthmoving equipment, well-drilling machinery and equipment, or cranes.

The data published with NAICS code 532412 include these parts of the following SIC industries:

7353 (pt) Rental & leasing of heavy construction equip without operators

7359 (pt) Oil field & well drilling equipment rental & leasing

### **5324121 Rental and Leasing of Heavy Construction Equipment Without Operators**

Establishments primarily engaged in renting or leasing heavy construction and earthmoving machinery and equipment (without operators), such as cranes, bulldozers, scrapers, clamshells, and bucket loaders.

### **5324129 Oilfield and Well Drilling Equipment Rental and Leasing**

Establishments primarily engaged in renting or leasing oil field and well drilling equipment.

### **53242 Office Machinery and Equipment Rental and Leasing**

This industry comprises establishments primarily engaged in renting or leasing office machinery and equipment, such as computers, office furniture, duplicating machines (i.e., copiers), or facsimile machines.

### **532420 Office Machinery and Equipment Rental and Leasing**

This industry comprises establishments primarily engaged in renting or leasing office machinery and equipment, such as computers, office furniture, duplicating machines (i.e., copiers), or facsimile machines.

The data published with NAICS code 532420 include these parts of the following SIC industries:

7359 (pt) Office machinery rental & leasing

7377 Computer rental & leasing

### **5324201 Office Machine Rental and Leasing**

Establishments primarily engaged in renting or leasing office machinery and equipment.

### **5324209 Computer Rental and Leasing**

Establishments primarily engaged in renting or leasing computers and computer peripheral equipment.

### **53249 Other Commercial and Industrial Machinery and Equipment Rental and Leasing**

This industry comprises establishments primarily engaged in renting or leasing nonconsumer-type machinery and equipment (except heavy construction, transportation, mining, and forestry machinery and equipment without operators; and office machinery and equipment). Establishments in this industry rent or lease products, such as, manufacturing equipment; metalworking, telecommunications, motion picture, or theatrical machinery and equipment; institutional (i.e., public building) furniture, such as furniture for schools, theaters, or buildings; or agricultural equipment without operators.

### **532490 Other Commercial and Industrial Machinery and Equipment Rental and Leasing**

This industry comprises establishments primarily engaged in renting or leasing nonconsumer-type machinery and equipment (except heavy construction, transportation, mining, and forestry machinery and equipment without operators; and office machinery and equipment). Establishments in this industry rent or lease products, such as, manufacturing equipment; metalworking, telecommunications, motion picture, or theatrical machinery and equipment; institutional (i.e., public building) furniture, such as furniture for schools, theaters, or buildings; or agricultural equipment without operators.

The data published with NAICS code 532490 include these parts of the following SIC industries:

7352 (pt) Medical equipment rental & leasing (exc home health equipment)

7359 (pt) Industrial equipment rental & leasing

7819 (pt) Motion picture equipment rental

7922 (pt) Theatrical equipment rental

### **5324901 Medical Equipment Rental and Leasing, Except Home Health Equipment**

Establishments primarily engaged in renting or leasing medical equipment (except invalid supplies or home health equipment).

### **5324902 Industrial Equipment Rental and Leasing**

Establishments primarily engaged in renting or leasing industrial machinery and equipment.

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### **5324903 Motion Picture Equipment Rental**

Establishments primarily engaged in renting or leasing motion picture equipment. Included in this industry are establishments that rent studio property for motion picture production, TV, or theatrical productions.

### **5324909 Theatrical Equipment Rental**

Establishments primarily engaged in renting or leasing theatrical equipment, such as lighting, theatrical audio equipment and sets.

### **533 Lessors of Nonfinancial Intangible Assets (Except Copyrighted Works)**

Industries in the Lessors of Nonfinancial Intangible Assets (Except Copyrighted Works) subsector include establishments that are primarily engaged in assigning rights to assets, such as patents, trademarks, brand names, and/or franchise agreements for which a royalty payment or licensing fee is paid to the asset holder. Establishments in this subsector own the patents, trademarks, and/or franchise agreements that they allow others to use or reproduce for a fee and may or may not have created those assets.

Establishments that allow franchisees the use of the franchise name, contingent on the franchisee buying products or services from the franchisor, are classified elsewhere.

Excluded from this subsector are establishments primarily engaged in leasing real property and establishments primarily engaged in leasing tangible assets, such as automobiles, computers, consumer goods, and industrial machinery and equipment. These establishments are classified in Subsector 531, Real Estate and Subsector 532, Rental and Leasing Services, respectively.

### **5331 Lessors of Nonfinancial Intangible Assets (Except Copyrighted Works)**

This NAICS industry group includes establishments classified in the following NAICS industry(ies): 53311, Lessors of Nonfinancial Intangible Assets (Except Copyrighted Works).

#### **53311 Lessors of Nonfinancial Intangible Assets (Except Copyrighted Works)**

This industry comprises establishments primarily engaged in assigning rights to assets, such as patents, trademarks, brand names, and/or franchise agreements for which a royalty payment or licensing fee is paid to the asset holder.

#### **533110 Lessors of Nonfinancial Intangible Assets (Except Copyrighted Works)**

This industry comprises establishments primarily engaged in assigning rights to assets, such as patents, trademarks, brand names, and/or franchise agreements for which a royalty payment or licensing fee is paid to the asset holder.

The data published with NAICS code 533110 include these parts of the following SIC industries:

6792 (pt) Oil royalty companies

6794 Patent owners & lessors

#### **5331101 Oil Royalty Trading Companies**

Establishments primarily engaged in leasing the rights to a whole or partial interest in the proceeds from the sale of oil or gas, produced from a specific tract for investors.

#### **5331109 Patent Owners and Lessors**

Establishments primarily engaged in collecting royalties or licensing fees from patents, trademarks, and/or franchise agreements.



# Appendix C.

## Coverage and Methodology

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### MAIL/NONMAIL UNIVERSE

For this sector, large- and medium-size firms, plus all firms known to operate more than one establishment, were sent questionnaires to be completed and returned to the Census Bureau by mail. For most very small firms data from existing administrative records of other Federal agencies were used instead. These records provided basic information on location, kind of business, revenue, payroll, number of employees, and legal form of organization.

Firms in the 1997 Economic Census were divided into the mail universe and nonmail universe. The coverage of and the method of obtaining census information from each are described below:

1. The mail universe consisted of firms for which information was obtained by means of a mail canvass and included:
  - a. Large employers, i.e., all multiestablishment and all single-establishment employer firms with payroll above a specified cutoff. The term “employers” refers to firms with one or more paid employees at any time during 1997 as shown in the active administrative records of other Federal agencies.
  - b. A sample of small employers, i.e., single-establishment firms with payroll below a specified cutoff, in classifications for which specialized data precluded reliance solely on administrative records sources.
2. The nonmail universe consisted of firms that were not required to file a regular census return and included:
  - a. Selected small employers, i.e., single-establishment firms with payroll below a specified cutoff. Although the payroll cutoff varied by kind of business, small employers in the nonmail universe generally included firms with less than 10 employees and represented about 10 percent of total revenue of establishments covered in the census. Data on revenue, payroll, and employment for small employers in the nonmail universe were derived or estimated from administrative records of other Federal agencies.
  - b. All taxable nonemployers, i.e., all firms subject to Federal income tax with no paid employees during 1997. Revenue information for these firms was obtained from administrative records of other Federal agencies. Although consisting of many firms,

nonemployers accounted for less than 10 percent of total revenue of all establishments covered in the census. The census included only those nonemployer firms which reported a revenue volume of \$1,000 or more during 1997. Data for nonemployers are not included in this report, but are released as part of the “Core Business Statistics Report Series.”

### INDUSTRY CLASSIFICATION OF ESTABLISHMENTS

The classifications for all establishments in this sector were assigned in accordance with the 1997 North American Industry Classification System (NAICS) Manual, United States. NAICS is a common classification system developed by the United States, Canada, and Mexico. This system replaces the 1987 Standard Industrial Classification (SIC) that was used in previous censuses. Appendix A of the 1997 NAICS manual provides information on the comparability between the 1987 SIC and the 1997 NAICS. More information on NAICS is available in the NAICS manual and at [www.census.gov/naics](http://www.census.gov/naics).

The method of assigning classifications, and the level of detail at which establishments were classified, differed between the mail and nonmail universe as follows:

1. The mail universe.
  - a. Establishments in the mail universe that returned questionnaires were classified on the basis of their self-designation, sources of revenue, and other industry-specific inquiries.
  - b. Establishments in the mail universe that did not return questionnaires were classified on the basis of the most current census kind-of-business classification available from one of the Census Bureau’s current sample surveys, the 1992 census, or the administrative records of other Federal agencies.
2. The nonmail universe.
  - a. Employer establishments in the nonmail universe were classified on the basis of the most current census kind-of-business classification available from one of the Census Bureau’s current sample surveys, the 1992 census, or the administrative records of other Federal agencies. If the census or

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administrative record classifications proved inadequate (none corresponded to a 1997 census classification in the detail required for employers), the firm was sent a brief inquiry requesting information necessary to assign a 1997 census kind-of-business code.

- b. Nonemployers were classified on the basis of information obtained from administrative records of other Federal agencies.

### **RELIABILITY OF DATA**

All data compiled for this sector are subject to nonsampling errors. Nonsampling errors can be attributed to many sources: inability to identify all cases in the actual universe; definition and classification difficulties; differences in the interpretation of questions; errors in recording or coding the data obtained; and other errors of collection, response, coverage, processing, and estimation for missing or misreported data.

Data presented in the Miscellaneous Subjects and the Sources of Revenue reports for this sector are subject to sampling errors as well as nonsampling errors. Specifically, these data are estimated based on information obtained from census questionnaires mailed to all large employers and to a sample of small employers in the universe. Sampling errors affect these estimates insofar as they may differ from results that would be obtained from a complete enumeration.

The accuracy of these tabulated data is determined by the joint effects of the various nonsampling errors or by the joint effects of sampling and nonsampling errors. No direct measurement of these effects has been obtained except for estimation for missing or misreported data; however, precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize the effects of nonsampling errors.

The Census Bureau obtains limited information extracted from administrative records of other Federal agencies. This information is used in conjunction with other information available to the Census Bureau to

develop estimates for nonemployers, small employers, and other establishments for which responses were not received in time for publication.

### **TREATMENT OF NONRESPONSE**

Census report forms included two different types of inquiries, "basic" and "industry-specific". Data for the basic inquiries, which include location, kind of business or operation, revenue, payroll, number of employees, and legal form of organization, were available from a combination of sources for all establishments. Data for industry-specific inquiries, tailored to the particular kinds of business or operation covered by the report, were available only from the establishments in the mail universe that completed the appropriate inquiries on the questionnaire.

Two methods were used to account for nonresponse to industry-specific inquiries. For some inquiries, missing data were imputed for individual records based on responses from similar establishments. For other inquiries, the total of reported data were expanded to represent the mail and nonmail universe. Data for industry-specific inquiries based on a December 31 reference date were expanded in direct relationship to total annualized revenue of only those establishments in business at the end of the year. Unless otherwise noted in specific reports, data for other industry-specific inquiries were expanded in direct relationship to total revenue of all establishments included in the category. In a few cases, expansion on the basis of the revenue item was not appropriate, and another basic data item was used as the basis for expansion.

All reports in which data were expanded to account for nonmail employers and nonrespondents include a coverage indicator for each publication category, which shows the revenue of establishments responding to the inquiry as a percent of total revenue for all establishments for which data are shown. Coverage is usually determined by the ratio of total revenue of establishments responding to the inquiry to total revenue of all establishments in the category.

# Appendix D.

## Geographic Notes

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### WISCONSIN

**Appleton** is in Calumet, Outagamie, and Winnebago Counties.

**Bayside** is in Milwaukee and Ozaukee Counties.

**Berlin** is in Green Lake and Waushara Counties.

**Burlington** is in Racine and Walworth Counties.

**Columbus** is in Columbia and Dodge Counties.

**Eau Claire** is in Chippewa and Eau Claire Counties.

**Hartford** is in Dodge and Washington Counties.

**Kewaskum** is in Fond du Lac and Washington Counties.

**Kiel** is in Calumet and Manitowoc Counties.

**Marshfield** is in Marathon and Wood Counties.

**Menasha** is in Calumet and Winnebago Counties.

**Milwaukee** is in Milwaukee, Washington, and Waukesha Counties.

**Mukwonago** is in Walworth and Waukesha Counties.

**New London** is in Outagamie and Waupaca Counties.

**River Falls** is in Pierce and St. Croix Counties.

**Watertown** is in Dodge and Jefferson Counties.

**Waupun** is in Dodge and Fond du Lac Counties.

**Whitewater** is in Jefferson and Walworth Counties.

# Appendix E. Metropolitan Areas

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## WISCONSIN

### **Appleton—Oshkosh—Neenah, WI MSA**

Calumet County, WI  
Outagamie County, WI  
Winnebago County, WI

### **Chicago—Gary—Kenosha, IL—IN—WI CMSA**

Chicago, IL PMSA  
Cook County, IL  
DeKalb County, IL  
DuPage County, IL  
Grundy County, IL  
Kane County, IL  
Kendall County, IL  
Lake County, IL  
McHenry County, IL  
Will County, IL

Gary, IN PMSA  
Lake County, IN  
Porter County, IN

Kankakee, IL PMSA  
Kankakee County, IL

Kenosha, WI PMSA  
Kenosha County, WI

### **Duluth—Superior, MN—WI MSA**

St. Louis County, MN  
Douglas County, WI

### **Eau Claire, WI MSA**

Chippewa County, WI  
Eau Claire County, WI

### **Green Bay, WI MSA**

Brown County, WI

### **Janesville—Beloit, WI MSA**

Rock County, WI

### **Kenosha, WI PMSA**

Kenosha County, WI

### **La Crosse, WI—MN MSA**

Houston County, MN  
La Crosse County, WI

### **Madison, WI MSA**

Dane County, WI

### **Milwaukee—Waukesha, WI PMSA**

Milwaukee County, WI  
Ozaukee County, WI  
Washington County, WI  
Waukesha County, WI

### **Milwaukee—Racine, WI CMSA**

Milwaukee—Waukesha, WI PMSA  
Milwaukee County, WI  
Ozaukee County, WI  
Washington County, WI  
Waukesha County, WI  
Racine, WI PMSA  
Racine County, WI

### **Minneapolis—St. Paul, MN—WI MSA**

Anoka County, MN  
Carver County, MN  
Chisago County, MN  
Dakota County, MN  
Hennepin County, MN  
Isanti County, MN  
Ramsey County, MN  
Scott County, MN  
Sherburne County, MN

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**Minneapolis—St. Paul, MN—WI MSA—Con.**

Washington County, MN

Wright County, MN

Pierce County, WI

St. Croix County, WI

**Racine, WI PMSA**

Racine County, WI

**Sheboygan, WI MSA**

Sheboygan County, WI

**Wausau, WI MSA**

Marathon County, WI

